

Digital Trends - China - October 2019

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“The tech market has started to pay attention to better communication with consumers and listening to their needs. Using plain language to communicate with consumers is the first step. And adapting to consumers’ more popular daily activities like online gaming, health management and skincare could help brands to expand the usage scenarios of their products for consumers.”

– **Kaye Huang, Research Analyst**

This report looks at the following areas:

- **Premiumisation of leading domestic brands**
- **Second official websites: flagship stores on Tmall/Jingdong**
- **Strengthening trustworthiness of tech brands on short video platforms**

Jingdong, Tmall/Taobao and brand-own channels (ie official website and offline flagship stores) are consumers’ top choices for keeping updated with digital products and purchasing them. Brands should take advantage of innovative marketing upgrades being rolled out on Jingdong and Tmall to engage consumers and generate more sales on these e-commerce platforms. Meanwhile, brands should enhance the shopping experience to attract consumer flow to their official websites.

Leading Chinese tech brands have managed to improve and become high-tech, innovative and high-quality between 2017 and 2019. Their next step should be marketing themselves as high-end brands to enhance their dominance in the market. Hosting news conferences in developed markets and launching super-premium product lines are the core strategies adopted by the smartphone industry, and they can also be applied in other categories.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Consumer – What You Need to Know

- Time for consumer-driven innovation
- Help consumers to discover more usage scenarios
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