

Social Media Usage in Lower Tier Cities - China - September 2020

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“Lower tier city consumers rely on online channels for every step when shopping, from learning what is on-trend to keeping in touch with brands, from selecting and purchasing products to sharing their shopping experience.”

– **Yuxi Shao, Associate Research Analyst**

This report looks at the following areas:

For brands seeking to penetrate the lower tier market, it is important to build multi-functional platforms that combine information feeds, entertainment, socialising and shopping. In terms of platforms, scene-based, information-intensive social commerce sites and brand communities that provide a variety of local services are vital in increasing sales conversion rates. As for content and formats, videos that feature consumers' everyday lives and show them the real experience can make consumers feel engaged and a part of the action, enthusiastic bloggers can increase sales by adding to the appeal and using persuasion techniques. Brands can aim to help consumers realise their 'influencer dream' by providing more tailored recommendations that show care and consideration, create a win-win relationship between the brand and the users.

- **Advantages of social commerce**
- **The ecosystem of the WeChat ecommerce platform**
- **Preferences towards short video content**
- **The key to KOL marketing**
- **Motivations for sharing**
- **Attitudes towards personal privacy**

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