

Auto Influencers - China - February 2020

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“Communications between automotive influencers and consumers are more active than we had expected in both means of contact points and interactive engagements. Automotive influencers have significant impact on consumers’ car purchasing consideration, especially on car grades of interior specification.”
– Terence Zhou, Senior Research Analyst

This report looks at the following areas:

- **More collaborations between professional reviewer and experienced car owners to increase purchasing intentions**
- **Mutual communication collaborations by KOLs and brand sales**
- **Subscribe for objectivity**

This Report covers consumers’ preferences towards different types of influencers in the automotive industry, their viewing platforms, frequencies and content they are interested in. This Report also discusses consumers’ interactive engagements with influencers and how influencers could impact consumers’ car purchasing consideration. By exploring the hidden reasons behind consumers’ likes and dislikes towards different types of influencers, the Report provides brands with new perspectives to build effective influencer marketing strategies.

Consumers have a clear understanding and preference when they read content posted by different types of influencers. The 1990s and later generation are more interested in car performance reviews posted by individual bloggers and show stronger interest in open discussion with both bloggers and other users. It is crucial for brands to understand and develop automotive influencer marketing strategies, depending on different targets at different stages

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