

# Attitudes towards Emerging Culture - China - 2022

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## This report looks at the following areas:

- Emerging cultures' influence on lifestyle
- Influence of online celebrities/KOL (Key Opinion Leaders)
- Winter sports participation and opportunities
- Purchase interest in products featuring emerging cultures
- Attitudes towards emerging cultures

Emerging cultures have the potential to strongly influence consumers' lifestyles and purchase decisions. More than half of consumers claim that they have been following at least one of the selected emerging cultures' updates and information. The power of this influence varies by lifestyle aspect and emerging culture.

The strength of this influence is also related to the level of development of the particular culture. Coffee culture is becoming a major culture in the Chinese market and influences more than just eating habits. Winter sports, however, due to the high threshold of participation, are at the early stage of development and are only impacting travel destination selections. To further cultivate the culture, brands will need to make a continuous effort in infrastructure building and service offerings to increase participation frequency – likely via targeting the next generation of young people who will do winter sports activities as hobbies.

59% of the surveyed consumers claim they are interested in the ACG (Animation, Comics and Games) culture. ACG is no longer a niche culture and is widely utilised in brands' marketing strategies. Brands may innovate in how they collaborate with ACG IPs by focusing on not only the visual design (eg characters, graphics and logos) but also exploiting the cultural values of the IPs (eg retrieve old memories, identifying with people's national pride, etc).



“Emerging cultures have the potential to influence consumers' lifestyles and purchase decisions. The strength of this influence is related to the development of culture. Brands will need to make a continuous effort in infrastructure building and service offerings to strengthen engagement (eg increasing participation frequency of winter sports activities).”

– Yan Hou, Senior Research Analyst

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## ISSUES AND INSIGHTS

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