

Digital Trends - China - June 2014

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“PCs and mobile phones are leading consumer technology product segments with high product ownership. Both segments are mature in terms of penetration, and volume growth for these categories is mainly driven by replacement and upgrades.”
– Can Huang, Senior Research Analyst

This report looks at the following areas:

- What are the usage patterns across different consumer technology products?
- Who are the winners and losers in this dynamic digital technology landscape?
- How do consumers behave differently in terms of their online engagement?
- How will shifting consumer behaviour and emerging digital trends affecting traditional businesses?
- How effective is online and mobile advertising, and what should brands and companies learn from current practices?

PCs and mobile phones are also much more important to young people in their 20s. This uncovers an important implication of shifting lifestyles – young people are moving away from TV screens. Online and mobile spaces are growing as a key platform for consumer activities, and also a key brand communication and consumer engagement channel.

Online payment will be one of the most prevalent activities thanks the enthusiasm of online shoppers, and online purchasing from overseas is also a phenomenon to pay attention to. The so-called hai tao scene shows how geographic limitation is overcome by digital channels, as well as Chinese consumers' pursuit of quality and reasonable prices.

Chinese consumers do pay attention to adverts on digital platforms. People show more interest in adverts which are humorous in conveying information, relevant in content, and vivid in visual presentation.

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DID YOU KNOW?

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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