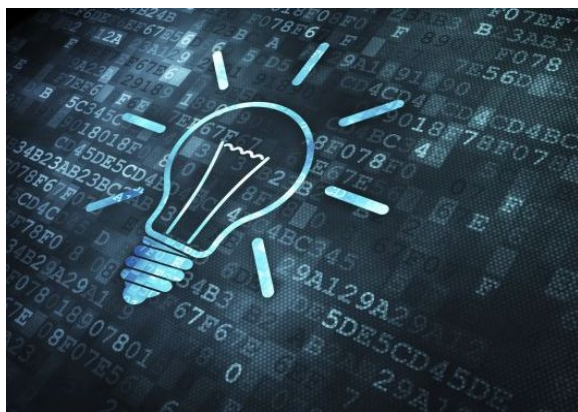


The Importance of Brands in Technology - China - June 2016

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'Chinese consumers are willing to pay premium prices for the technology brands they like. Constantly communicating innovation, setting up brick-and-mortar stores, engaging fans and users with marketing events as well as being socially responsible can help brands to foster popularity among Chinese consumers.'

– Terra Xu, Senior Research Analyst

This report looks at the following areas:

- The importance of brands in technology purchase
- Building up word-of-mouth reputation
- Attracting fans among affluent users

The technology market in China has become more competitive and fragmented. Fostering fans is important for technology brands, as Chinese consumers are willing to pay premium prices for the technology brands they like.

To drive brands' popularity, constant innovation is essential. It is also important to communicate the innovation with consumers, for example, allowing them to experience the latest products in brick-and-mortar stores. Secondly, engaging fans in marketing communications can help brands to build up word-of-mouth reputation, which is important for Chinese consumers to decide their favourite brands. Last but not least, to appeal to affluent consumers, being socially responsible may help brands to stand out.

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Samsung Group

Microsoft Corporation

Google

Amazon.com, Inc.

Domestic players

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Baidu, Inc.
 Alibaba Group
 Tencent Holding Limited
 Huawei Technologies Co. Ltd.
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Awareness and Usage of Technology Brands

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Fiercely competitive technology market

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- Baidu well performs in offering free services
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