

Marketing to University Students – China – October 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Living as fully as possible with diverse products and services
- Strong awareness of self-management's importance
- Willingness to express interest with "likes"

In 2018, the first of China's 147 million young people born after the year 2000 reached adulthood. How this post-00s generation differs from the post-90s one that came before them has become a topic of keen interest for most brands.

Most university students are aged 18–22, born between 1997 and 2001. Around half of them therefore belong to the so-called post-00s generation. This Report investigates university students' lifestyle and social behaviour, expectations and concerns, along with their attitudes towards brands' marketing concepts.

They hold a positive and pragmatic attitude towards life and future career development. Brands can build strong relationships with young people. For this, it is essential to know how to engage with them harnessing gamification and to help them to achieve self-improvement and establish good habits.



"Today's students are seeking more diverse experiences than ever, which stimulates their strong desire for consumption. However, at the same time, they are highly conscious of self-management and self-regulation. They are more aware of the importance of emotional intelligence, controlling and expressing their emotions, and handling interpersonal relationships."

– Alan Xie, Associate

Research Analyst
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Table of Contents

OVERVIEW

- What you need to know
- Covered in this report

EXECUTIVE SUMMARY

- **The consumer**
- **Average disposable income of students increased from RMB1, 813 in 2018 to RMB1, 973 in 2019**
Figure 1: Income level of university students, September 2019
- **Female students have more disposable income with more involvement in internship programs**
Figure 2: Income level of university students, by gender, September 2019
Figure 3: Income of source of university students, by gender, September 2019
- **Diverse dining options with food delivery and dining out**
Figure 4: Lifestyle behaviour of university students, September 2019
- **Self-disciplined but flexible lifestyle**
Figure 5: Lifestyle behaviour of university students, September 2019
- **Wish for connection with others via social media, but not fully-fledged relationship**
Figure 6: Social behaviour of university students, September 2019
- **Online friendships are more important for students who have boyfriends/girlfriends**
Figure 7: Social behaviour of university students, by relationship status, September 2019
- **Vocational training perceived as most helpful**
Figure 8: Self-improvement of students, September 2019
- **Vocational qualification exams more popular in tier one cities, public welfare activities in tier two, and civil service exams in tier three or lower cities**
Figure 9: Self-improvement of students, by city tier, September 2019
- **Future career development is of most concern**
Figure 10: Stress and worries, September 2019
- **Self-management and self-motivation ad slogans win popularity**
Figure 11: Favourite advertising slogan, September 2019
- **Senior students lose their fighting spirit**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 12: Favourite advertising slogan, by grade, September 2019

- **What we think**

ISSUES AND INSIGHTS

- **Living as fully as possible with diverse products and services**
- **The facts**
- **The implications**

Figure 13: iPhone 5c

- **Strong awareness of self-management's importance**
- **The facts**
- **The implications**

Figure 14: Any.do app

- **Willingness to express interest with "likes"**
- **The facts**
- **The implications**

Figure 15: Facebook's like button

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Female students have more disposable income with more involvement in internship programs**
- **Students are seeking diverse experiences but at the same are self-disciplined**
- **Wish for connection with others via social media, but not fully-fledged relationships**
- **Vocational training regarded as the most helpful for future development**
- **Students worry about future development the most**
- **Self-management and self-motivation ad slogans are the most attractive**

INCOME LEVEL AND INCOME SOURCE

- **Average disposable income of students increased from RMB1, 813 to RMB1, 973**

Figure 16: Income level of university students, by gender, September 2019

Figure 17: Income sources of university students, 2018–2019, September 2019

Figure 18: Income source of university students, by income level, September 2019

- **Female students have more disposable income with more involvement in internship programs**

Figure 19: Income level of university students, by gender, September 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 20: Income of source of university students, by gender, September 2019

- **80% of students only just make ends every month**

Figure 21: Financial status of university students, by income level, September 2019

LIFESTYLE BEHAVIOURS

- **More students studying in tier two and tier three cities, away from their hometowns**

Figure 22: % of university students that study in their hometown, by city tier, September 2019

Figure 23: Living location of university students, by city tier, September 2019

- **Diverse dining options with food delivery and dining out**

Figure 24: Lifestyle behaviour of university students, September 2019

Figure 25: Lifestyle behaviour of university students, by living location, September 2019

Figure 26: Lifestyle behaviour of university students, by living location, September 2019

- **Self-disciplined but flexible lifestyle**

Figure 27: Lifestyle behaviour of university students, September 2019

Figure 28: Lifestyle behaviour of university students, by major, September 2019

- **Usage of gyms and supplements increases among students with high income**

Figure 29: Lifestyle behaviour of university students, September 2019

Figure 30: Lifestyle behaviour of university students, by income level, September 2019

Figure 31: Lifestyle behaviour of university students, by income level, September 2019

Figure 32: Lifestyle behaviour of university students, by income level, September 2019

SOCIAL BEHAVIOURS AND ATTITUDES

- **Wish for connection with others via social media, but not fully-fledged relationships**

Figure 33: Social Behaviour of university students, September 2019

- **Male students are more active in building up and expanding their online social network for practical reasons**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 34: Social behaviour of university students, by gender and grade, September 2019

Figure 35: Social behaviour of university students, by gender and grade, September 2019

Figure 36: Social behaviour of university students, by gender, September 2019

- **Online friendship is more important for students who have boyfriends/girlfriends**

Figure 37: Social behaviour of university students, by relationship status, September 2019

- **Assuming a different or anonymous role online might help with relaxation**

Figure 38: Social behaviour of university students, by major, September 2019

SELF-IMPROVEMENT

- **Vocational training perceived as most helpful**

Figure 39: Self-improvement of university students, September 2019

- **Vocational qualification exams more popular in tier one cities, public welfare activities in tier two, and civil service exams in tier three or lower cities**

Figure 40: Self-improvement of university students, by major, September 2019

- **Business students are keener on taking vocational qualification exams**
- **Studying abroad more popular among medical students**
- **Males looks for a challenge, while females are more laid-back**

Figure 42: Self-improvement of university students, by gender and grade, September 2019

Figure 43: Self-improvement of university students, by gender and grade, September 2019

- **Students hesitate about where to pursue their future career**

Figure 44: Self-improvement of university students, by gender and grade, September 2019

STRESS AND CONCERNS

- **Future career development is of most concern**

Figure 45: Stress and worries of university students, September 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Students with boyfriends/girlfriends worry more about social network**

Figure 46: Stress and worries of university students, by relationship status, September 2019

- **Students with higher income pay more attention to health**

Figure 47: Stress and worries of university students, September 2019

FAVOURITE ADVERTISING SLOGANS

- **Self-management and self-motivation ad slogans win popularity**

Figure 48: Favourite advertising slogan, September 2019

- **Students' favourite slogans differ by major**

Figure 49: Favourite advertising slogan, by major, September 2019

- **Senior students gradually lose their fighting spirit**

Figure 50: Favourite advertising slogan, by grade, September 2019

- **Proactive messages more popular among male students, while laid-back attitudes more attractive to female students**

Figure 51: Favourite advertising slogan, by gender, September 2019

Figure 52: Self-improvement, by gender, September 2019

APPENDIX – ABBREVIATIONS

- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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