

Marketing to University Students - China - July 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The awareness and preferences of university students towards brand communication and activities
- Habits and lifestyle taking into account the impact of COVID-19
- The usage of digital services by university students

In 2019, the number of university students in China reached 30.3 million, according to the NBS, with a surge from 28.3 million in 2018 and 27.5 million in 2017. More young people went for a university education and the fast-growing student segment is targeted by businesses and brands from many categories. Most undergraduates are aged 18-22 and born between 1998 and 2002. These Gen-Zers are considered a future consumption power that brands are setting their sights on.

This Report investigates young consumers' attitudes towards brands, including brand personality, brand nationality and celebrity endorsements, as well as their digital habits and attitudes towards high-end products in light of the COVID-19 outbreak. Faced with more uncertainty, young consumers are becoming more rational in their consumption, while they still expect to keep up with trends and advanced technology and pursue happiness in accordance with their lifestyle values.



"University students, the Gen Z consumers of the future, are a diverse cohort that brands from many categories are trying to build connections with at an early stage. Compared with older generations, however, young students are facing even more uncertainty, considering job market instability and overseas study opportunities being hit due to COVID-19."

– Yuxi Shao, Associate Research Analyst

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