New Landscape of the China Market

- Implications for Market Entry, Market Penetration, and Effective Branding

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I. Growth of the China Market

Retail sales in 2009

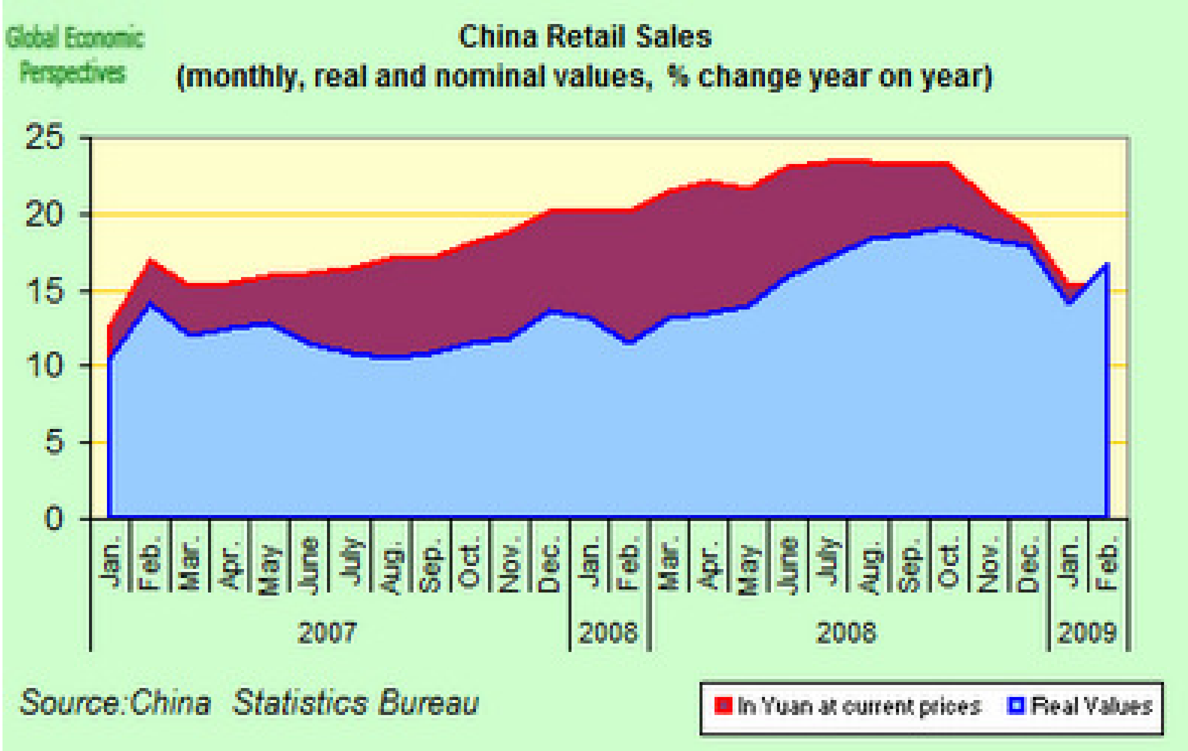
•Sales picking up again

•1Q retail sales rose by 15.9% in real terms, 15% nominal, to RMB2.94 trillion (US$430.4 billion)

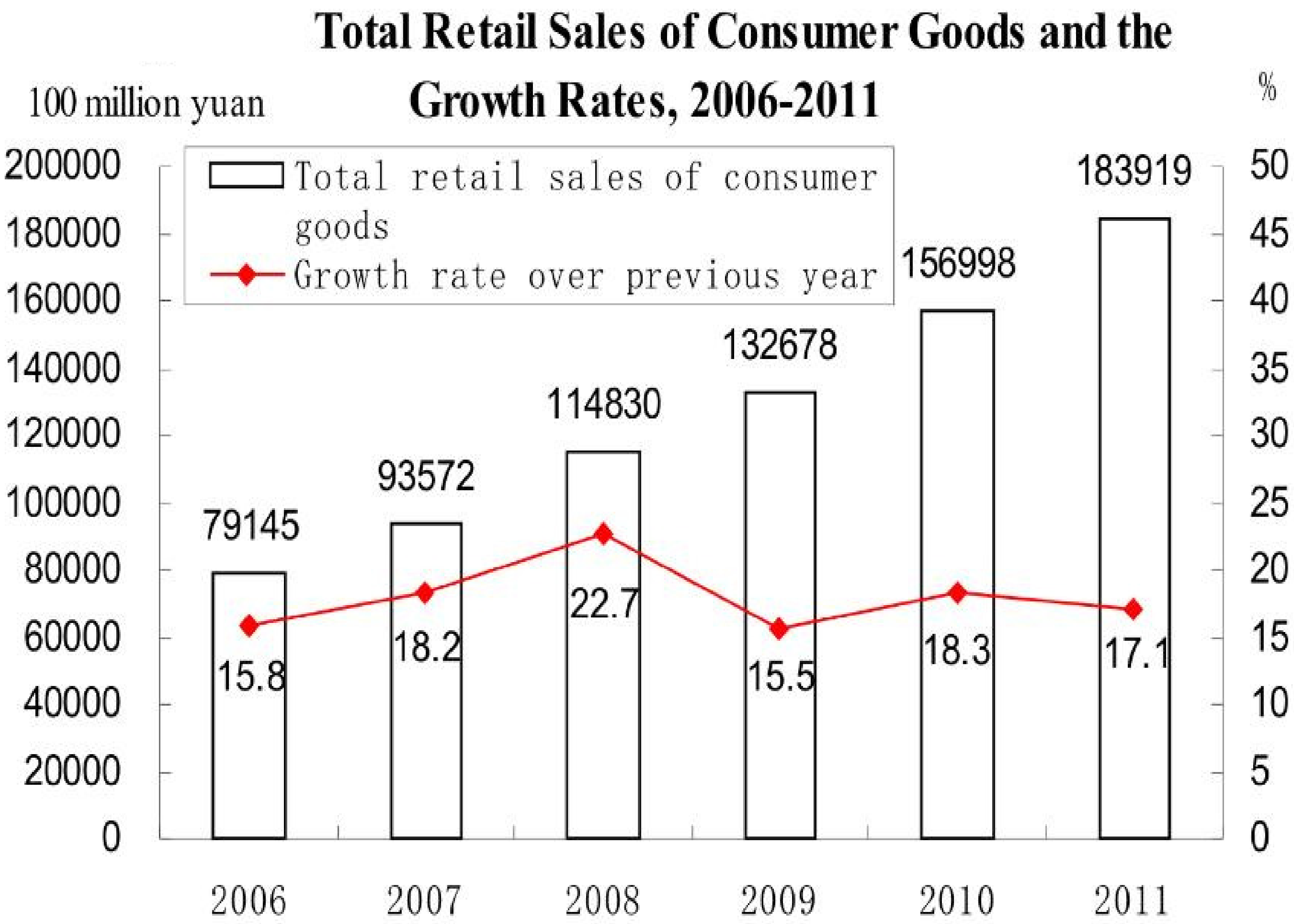
• March nominal retail sales rose 14.7%, down from 15.2% in Jan/Feb

•Urban retail sales up by 14.1%; rural retail sales up by 17%

• Reflecting strong home sales, 1Q furniture sales were up 24%, construction and decoration materials 20%, and vehicles 11%



According to the Business Blue Book 2010 issued by the Chinese Academy of Social Sciences, in 2010, China's total retail sales of social consumer goods will maintain a growth of about 20% to reach over CNY15 trillion.



Total Retail Sales of Consumer Goods and the Growth Rates, 2006-2011
100 million yuan
%
Total retail sales of consumer goods
Growth rate over previous year
200000
180000
160000
140000
120000
100000
80000
60000
40000
20000
0
50
45
40
35
30
25
20
15
10
5
0
79145
93572
114830
132678
156998
183919
15.8
18.2
22.7
15.5
18.3
17.1
2006
2007
2008
2009
2010
2011

China market: Major growth drivers

- 12th 5-Y Economic Plan
  - Stimulate domestic consumption
  - DC accounted for 35.1% in 2010 to 50-55% of GDP by 2015 (USA:71%, Brazil 63%, India 54%)
- Urbanization
- High-Speed Train Project and Inter-City Train Project: Development of 15 city circles
- Development of regional economy: Yangtze River Delta, Bohai Bay Region, central China, Southwestern Region, Western region

12th 5-Year Economic Plan (2011-15): Shift to a Consumption-Driven Economy

- Stimulate domestic consumption
- Major policy tools
  - Income distribution
  - Subsidies (countryside)
  - Wage increase (eg. Beijing, 40% by 2015)
  - Increase spending on social welfare
  - Urbanization
  - Reform of the "Household Registration System"

More opportunities for expansion and penetration!

II. Where to invest?

- To HK business owners => Pearl River Delta
- Conventional wisdom, mainly subject to the government's economic development policy
  - 10th 5-year Economic Plan: Western region
  - 11th 5-year Economic Plan: 3 Economic regions – Pearl River Delta, Yangtze River Delta, and Bohai Bay

Pearl River Delta

The Baohai Bay

The Yangtze River Delta

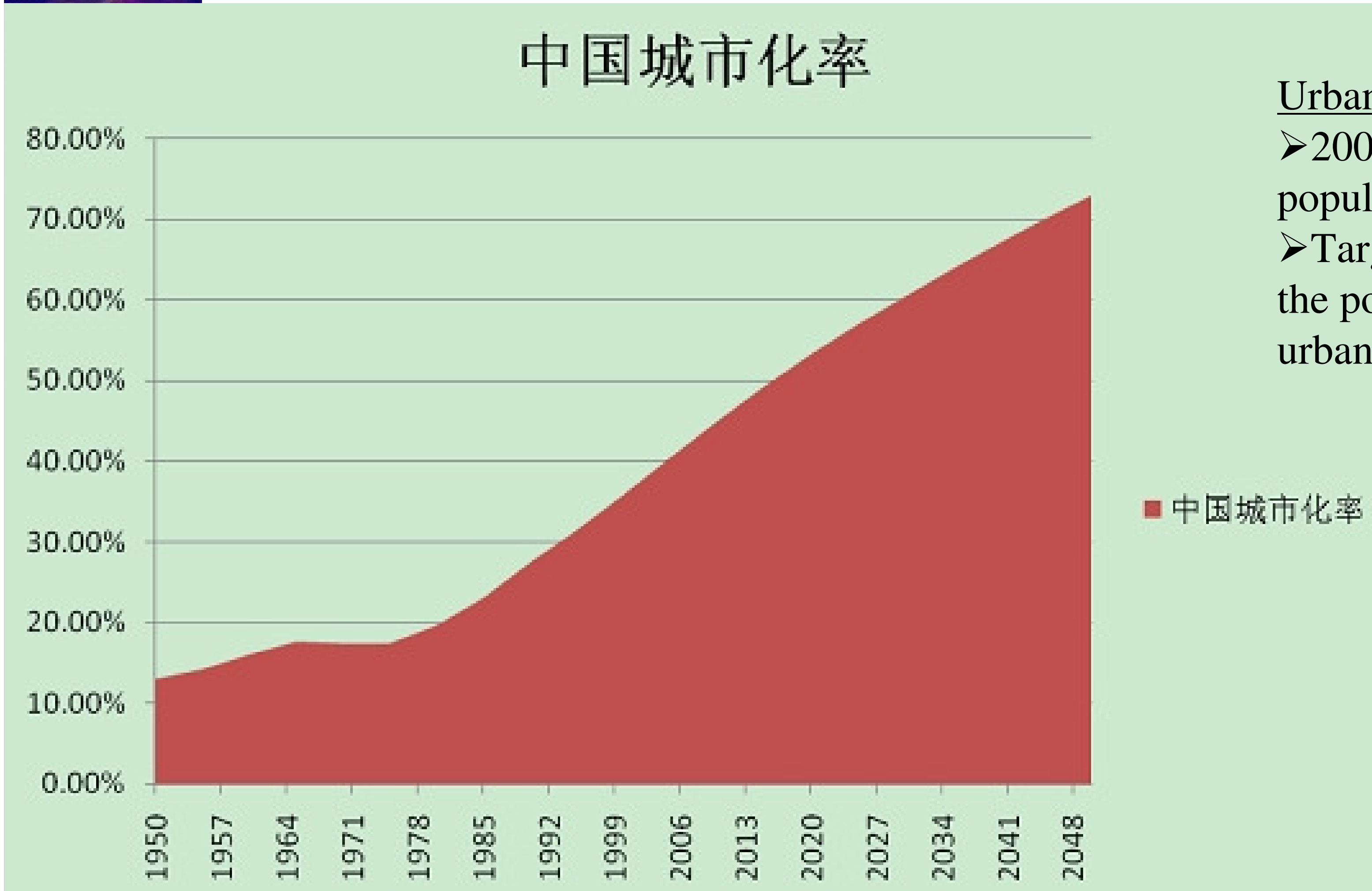
Today, ...

=>you need to understand the new landscape of the China market first

Three major drivers

- New Urbanization Policy
- High-Speed Train Project
- Inter-city Train Project

Urbanization rate

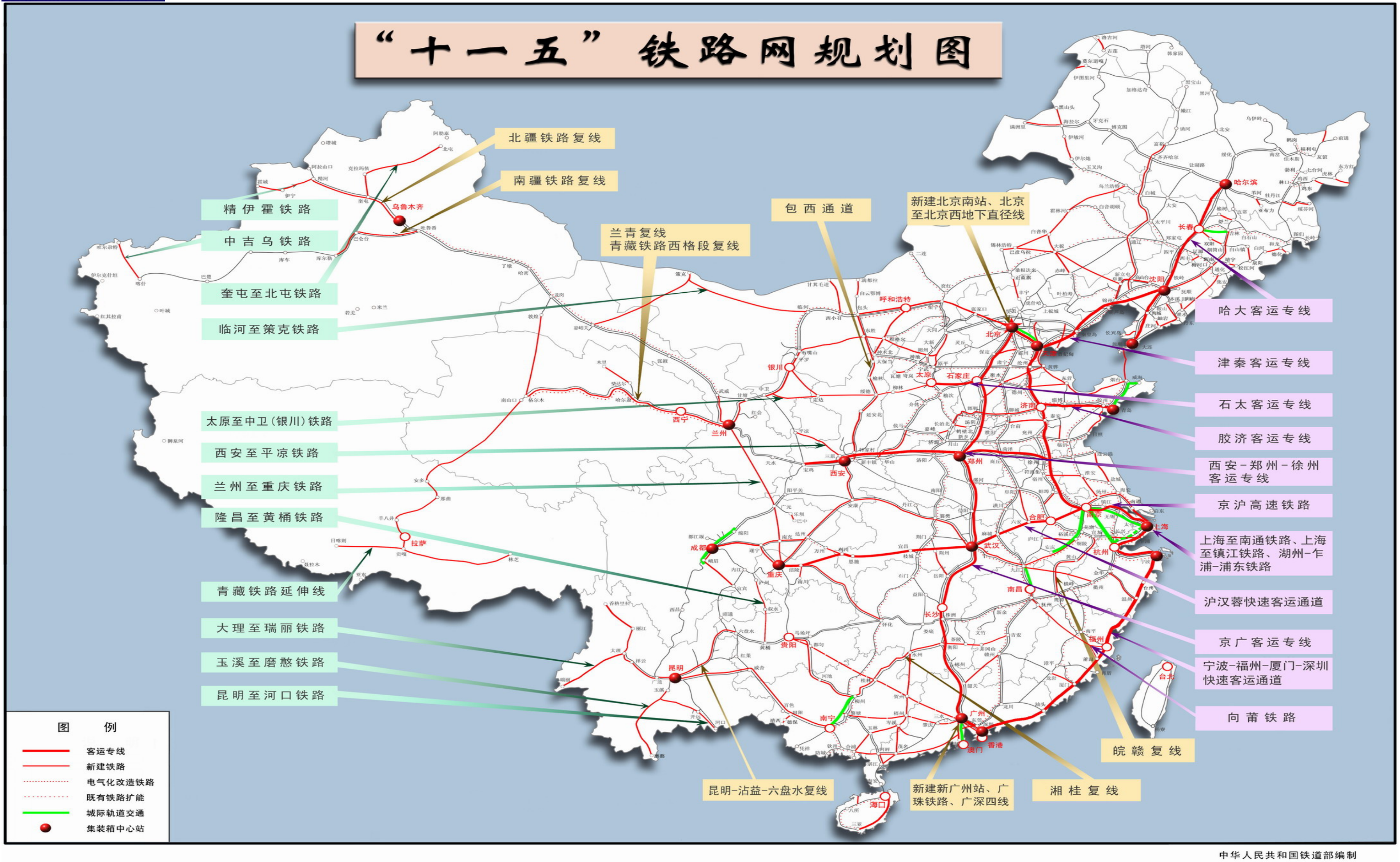


Urbanization in China

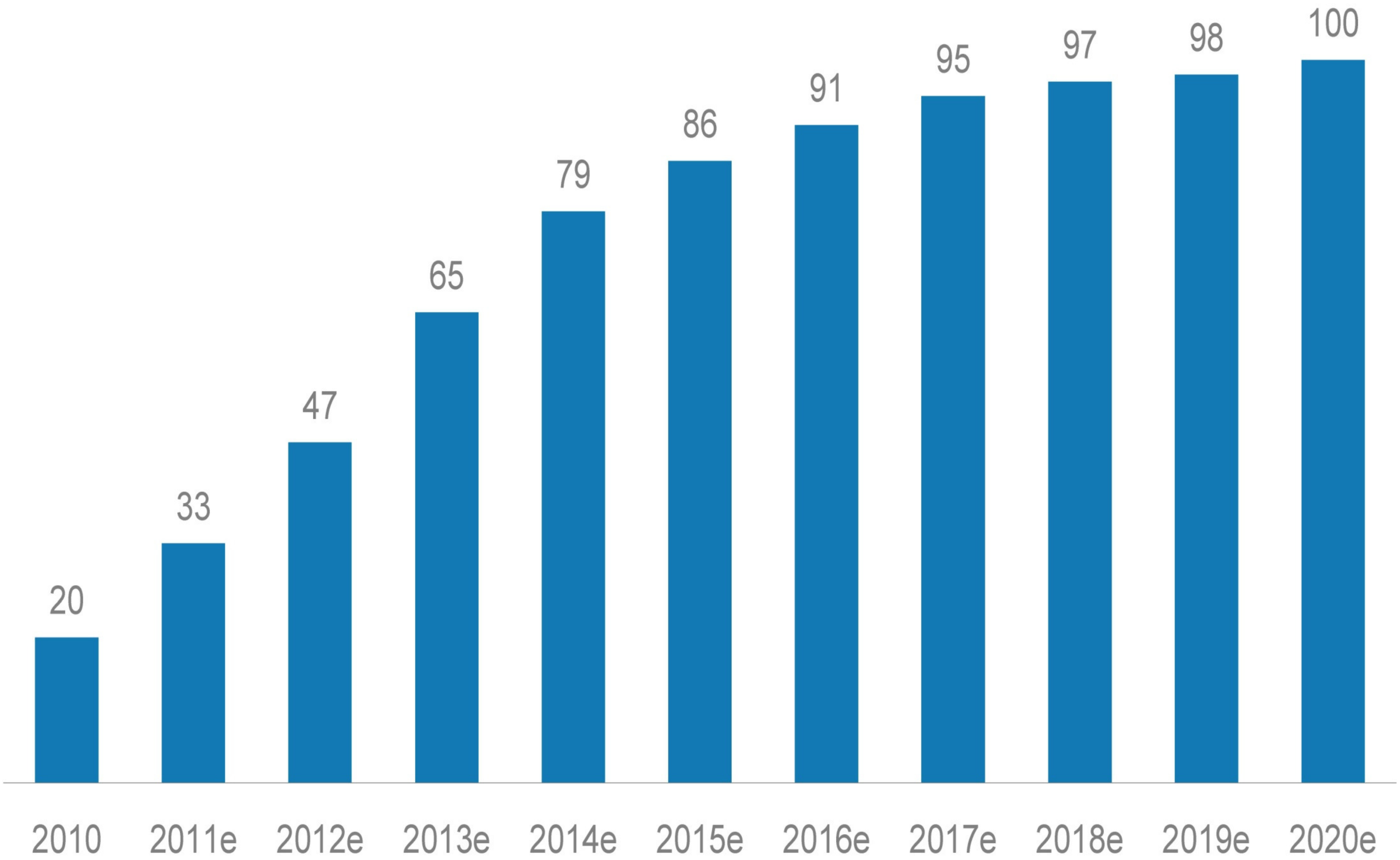
- 2008: Over 47% population in urban
- Target rate is 80% of the population living in urban cities

The High-Speed Train Project

- Will be completed at the end 0f 2014

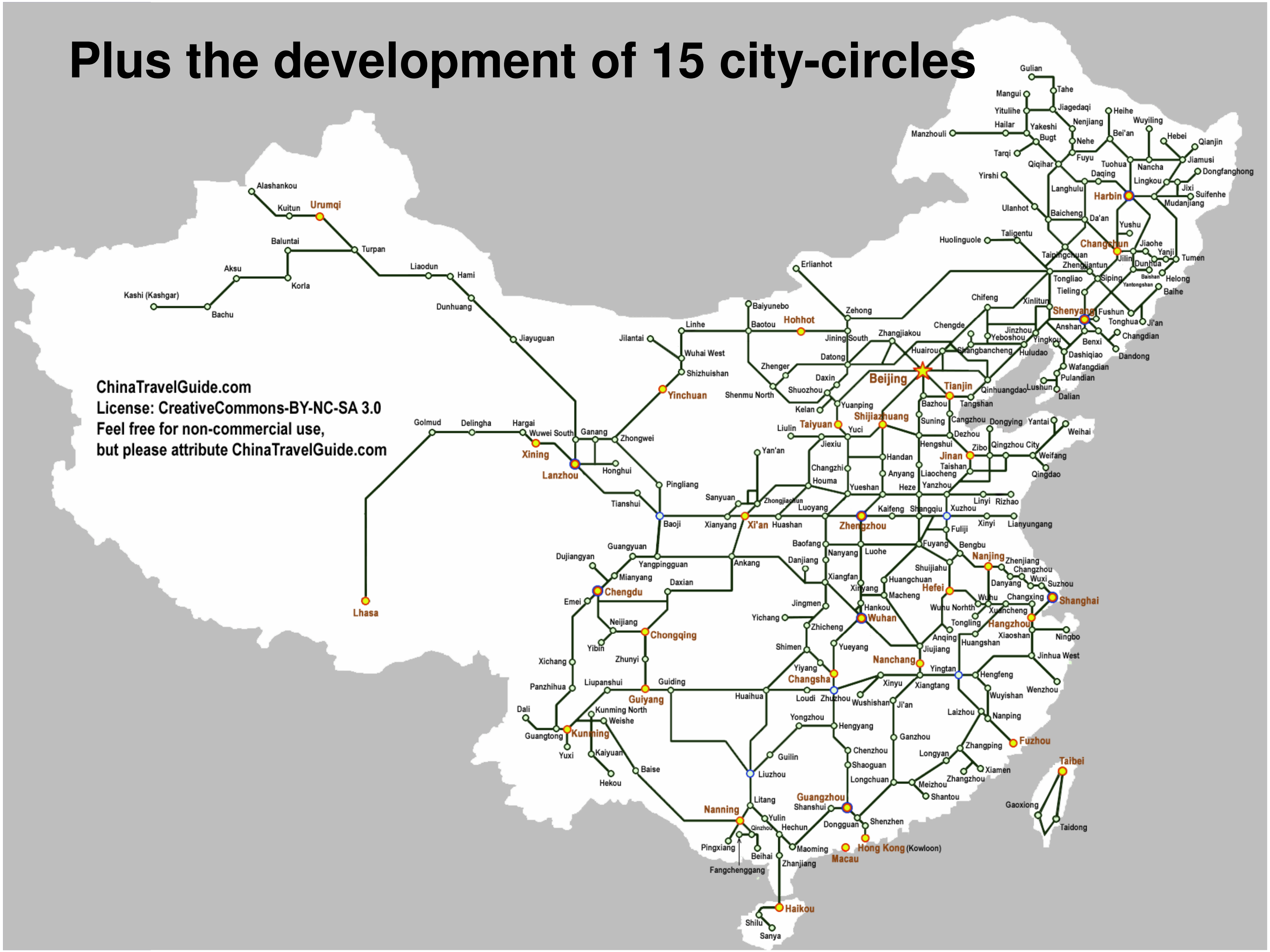


(% of Chinese cities connected to HSR)



Source: Morgan Stanley 2011

Plus the development of 15 city-circles



ALL THESE MEANS:

More promising opportunities in:

- Tourism, hotel business
- Restaurant business
- Retail
- Staples like confectionary, packaged food snacks, soft drinks…..
- Property
- Household goods (daily necessities, cleansing products, beddings, bathroom products)
- Household appliances
- Furniture
- Kitchen products – equipment and kitchen wares
- Gift items

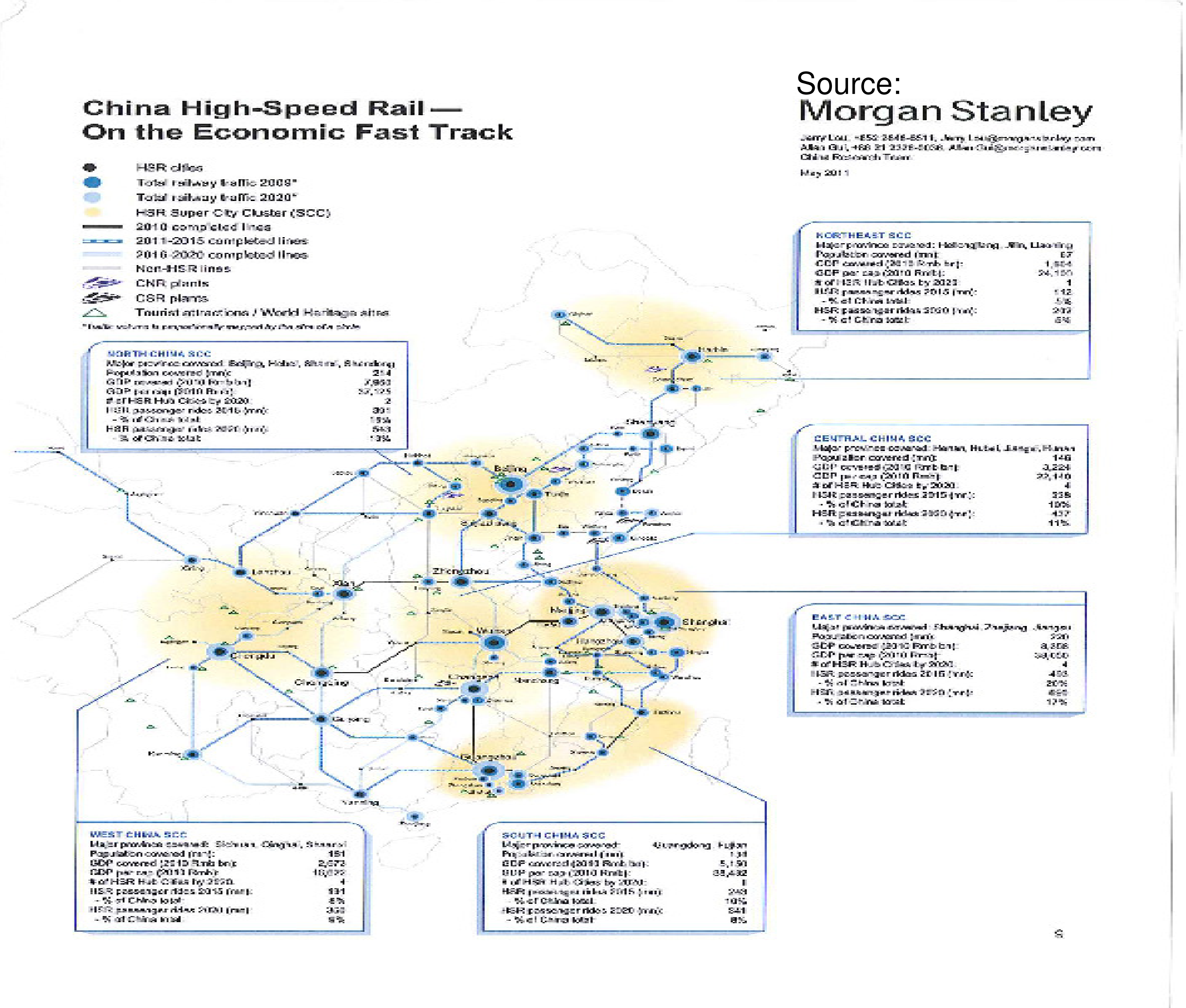
All these have profound implications for:

- Marketing segmentation and selection of target markets
  - - more opportunities for SMEs and late comers
- Effective marketing practice (eg. You may need to redefine sales districts and the sales organization accordingly
- Effective branding

Market Segmentation - 2012: start to think in this way:

- Geographic regions: 5-7
- Economic regions: 3 plus central China
- Cities of different tiers (1-5)
- 6 mega-city circles
- 15 inter-city circles

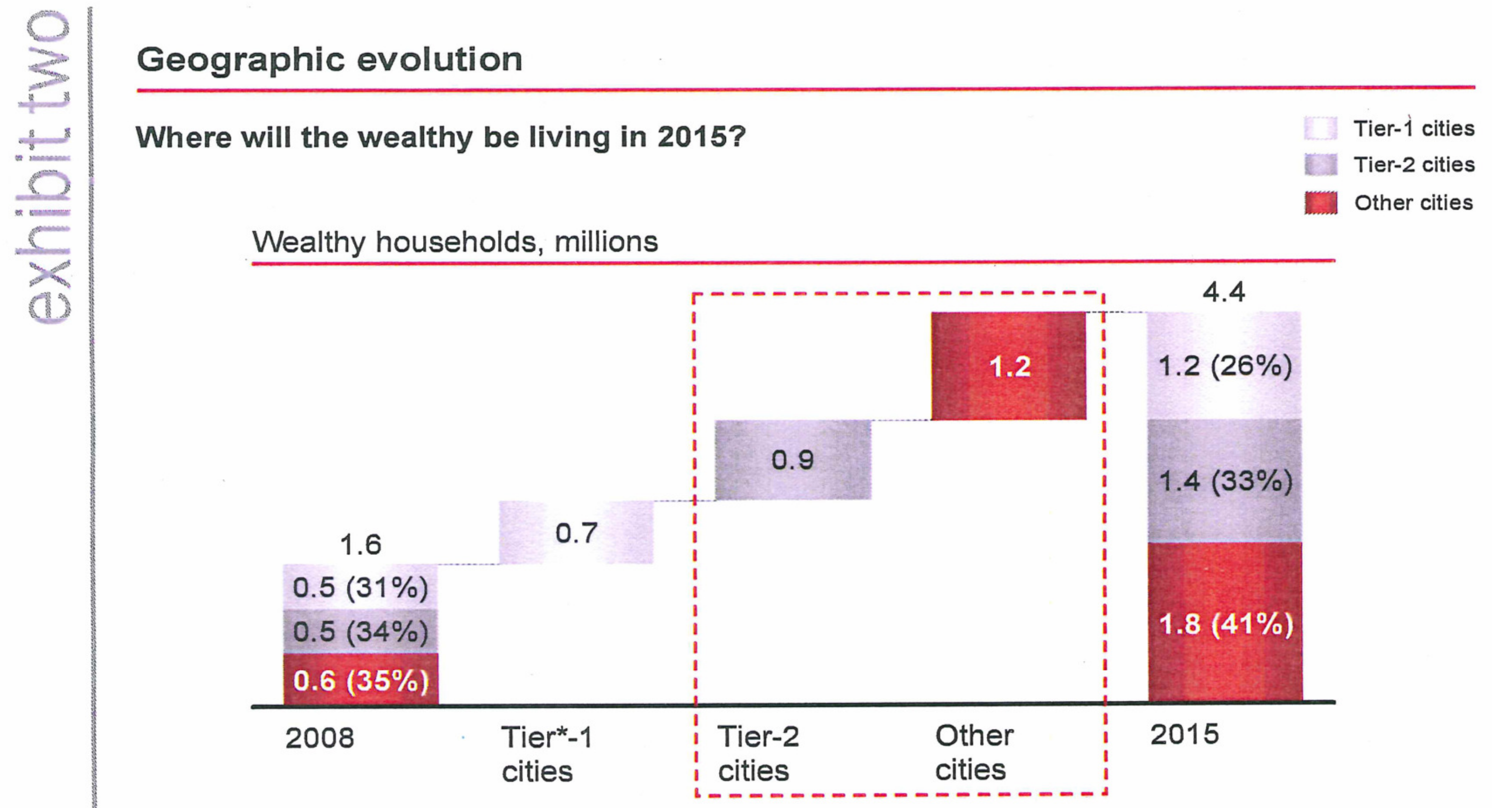
Source:


China High-Speed Rail — On the Economic Fast Track
Morgan Stanley
May 2011
HSR cities
Total railway traffic 2009*
Total railway traffic 2020*
HSR Super City Cluster (SCC)
2010 completed lines
2011-2015 completed lines
2016-2020 completed lines
Non-HSR lines
CNR plants
CSR plants
Tourist attractions / World Heritage sites
NORTH CHINA SCC
Population covered (mn): 214
GDP covered (2010 Rmb bn): 7,960
# of HSR Hub Cities by 2020: 2
- % of China total: 13%
NORTHEAST SCC
Major province covered: Heilongjiang, Jilin, Liaoning
Population covered (mn): 67
# of HSR Hub Cities by 2020: 1
HSR passenger rides 2015 (mn): 112
- % of China total: 6%
CENTRAL CHINA SCC
Major province covered: Henan, Hubei, Jiangxi, Hunan
Population covered (mn): 146
GDP covered (2010 Rmb bn): 3,224
GDP per cap (2010 Rmb): 22,140
# of HSR Hub Cities by 2020: 4
HSR passenger rides 2020 (mn): 437
- % of China total: 11%
EAST CHINA SCC
Major province covered: Shanghai, Zhejiang, Jiangsu
GDP covered (2010 Rmb bn): 8,358
# of HSR Hub Cities by 2020: 4
- % of China total: 20%
- % of China total: 17%
WEST CHINA SCC
Major province covered: Sichuan, Qinghai, Shaanxi
Population covered (mn): 151
GDP covered (2010 Rmb bn): 2,572
# of HSR Hub Cities by 2020: 4
- % of China total: 6%
SOUTH CHINA SCC
Major province covered: Guangdong, Fujian
GDP covered (2010 Rmb bn): 5,190
GDP per cap (2010 Rmb): 38,432
HSR passenger rides 2015 (mn): 249
- % of China total: 10%
HSR passenger rides 2020 (mn): 341
- % of China total: 8%
Beijing
Tianjin
Shijiazhuang
Zhengzhou
Xi'an
Lanzhou
Xining
Chengdu
Chongqing
Wuhan
Changsha
Nanchang
Nanjing
Hangzhou
Shanghai
Harbin
Shenyang
Guangzhou
Guiyang
Kunming
Nanning
Shenzhen
Hefei
Fuzhou
Xiamen
Jinan
Qingdao
Dalian

	Northeast SCC	North China SCC	East China SCC	South China SCC	West China SCC	Central China SCC
Major province covered	Heilong-jiang, Jilin, Liaoning	Beijing, Hebei, Shanxi, Shandong	Shanghai, Zhejiang, Jiangsu	Guangdong, Fujian	Sichuan, Qinghai, Shaanxi	Henan, Hubei, Jiangxi, Hunan
Population covered (mn)	67	214	220	134	161	146
GDP covered (2010 Rmb bn)	1,604	7,960	8,358	5,150	2,673	3,224
GDP per cap (2010 Rmb)	24,100	37,125	38,050	38,432	16,622	22,140
Number of HSR Hub Cities by 2020	1	2	4	1	4	4
HSR passenger rides 2015 (mn)	112	391	493	243	191	238
% of China total	5	16	20	10	8	10
HSR passenger rides 2020 (mn)	202	543	690	341	360	437
% of China total	5	13	17	8	9	11
Share of HSR passengers in total railway traffic 2015 (%)	57	58	61	61	59	61
Share of HSR passengers in total railway traffic 2020 (%)	69	70	71	72	75	74
Number of major tourism sites	4	12	9	5	6	11

Together with other market segmentation methods:

Wealthy Consumers in 2015



* About 800 Chinese cities are grouped into four different tiers according to their level of total consumption and future growth of total consumption

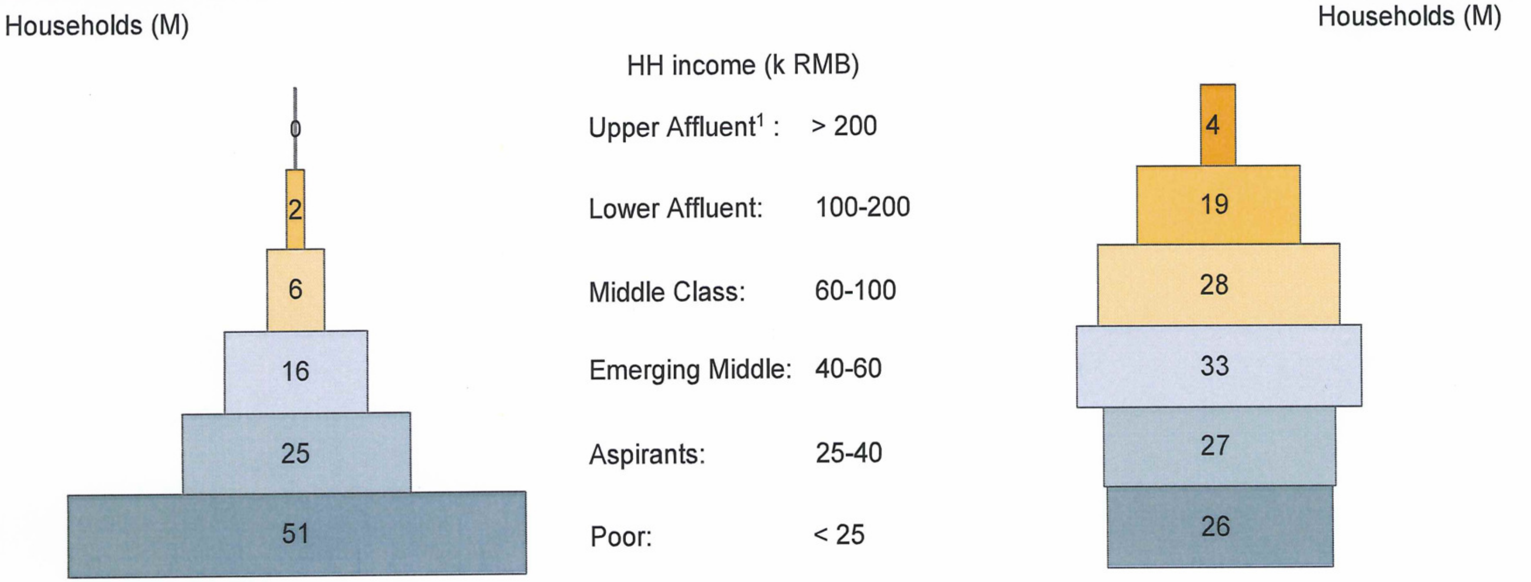
Source: McKinsey Global Institute, Insights China by McKinsey – 2008 Wealthy Chinese Consumer Survey

Rise of the middle class will further boost user numbers

Dramatic reshaping of China's urban income pyramid in the coming years

2005 household core urban income distribution

2015 household core urban income distribution



By 2015, 150 million people at least Middle class

Note: Assuming 7 RMB = $1 USD, Lower Affluent bracket begins at $14,285/HH and Middle Class begins at $8,571/HH
1. 2005 Upper Affluent bracket contains less than ½ million households
Source: BCG 2008 Urban Income Forecast Model

Strategic and marketing implications

- Commitment in market research
- Shopping centres: Trend and changes in management approaches
- Increasing importance of the following marketing communication media/channels: Outdoor advertising, train panels – interior and exterior, major high-speed train and MTR stations, particularly those connecting points
- The use of channel members to deliver a rewarding brand experience to customers

AND

The Role of Strong Brands in Entry, Penetration and Expansion in China

Source:http://www.stylishandtrendy.com/fashion/footwear/top-10-sportswear-brands-of-the-world/

III. The Future of Brands in China

Major Brand Drivers

- Increase in disposable income
- Discourage savings
- Upgrading/trade-up demand
- Diffusion of brand and product information via social media
- Increased marketing efforts and penetration into low-tier cities
- Engaging existing and potential customers
- Significant changes in retail landscape
  - Rapid development of modern shopping malls and investment in mall reputation
  - Retail outlets/malls at major MTR and HST stations
- Innovation: Product and marketing
- More exposure to western lifestyles

BUT, building and managing brands in China is never an easy task!!

Lessons from:

ROLEX

一切皆有可能

原李宁标志

LI-NING

现李宁标志

- Zara Fashion
- Tsingtao Beer
- Rolex
- Lining
- Semir
- Budweiser innovative ants / Snow Beer
- Peak
- Meterbronwe

Re-branding:
From functional to emotional attributes

Local competing brands are catching up rapidly and Indicating the increasingly Important role of channels in Brand

IV. Building and Managing Brands in China – Questions commonly Asked

- Which groups of consumers are more ready to buy branded products/services?
- How do Chinese consumers know about brands?
- How much brand knowledge do they have?
- How important is the brand factor to choice decision?
- Which group/groups of customers prefer to buy branded products most? How to identify them?
- What does a well-established brand mean to Chinese consumers?
- How do Chinese consumers evaluate a brand?
- Is it difficult for Chinese consumers to understand the symbolic values of a brand?
- What kinds of brand values are more receptive by Chinese consumers?

IV. Building and Managing Brands in China – Questions commonly Asked

- How to justify investment in branding? What is the return?
- Do (brand) loyal customers really spend more than other customers?
  - To what extent will loyal customers speak for the brand?
  - Will loyal customers refer new customers to the brand? If yes, on average how many potential customers will be referred?
  - If price increase is inevitable, how likely will loyal customers still stay with the brand?

You would like to know Chinese consumers'

- Awareness of your brand
- Interest in your brand
- Preference towards your brand
- Knowledge of your brand
- Perception of your brand
- Attitude towards your brand
- Behavioral responses

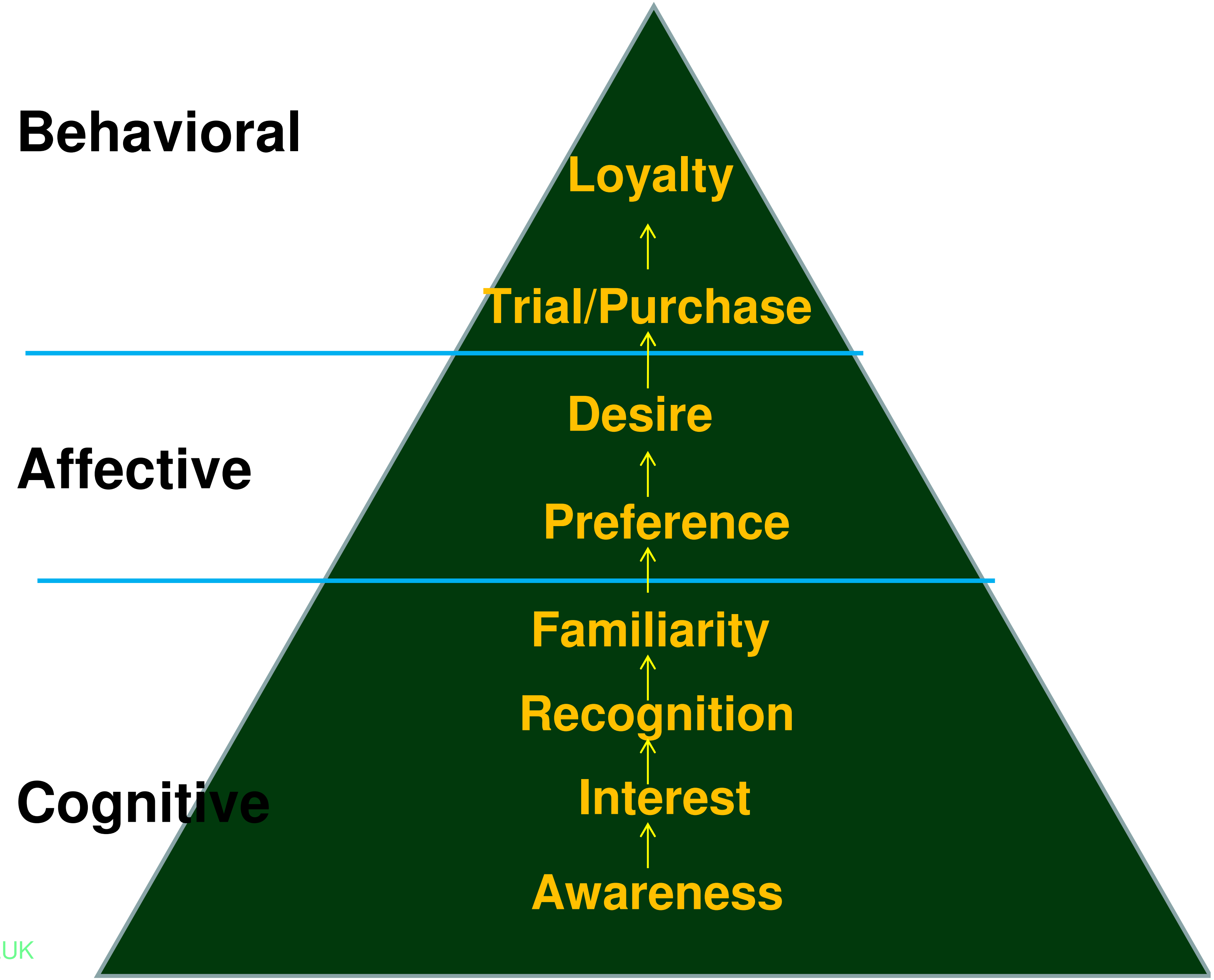
What motivate Chinese consumers

to learn about,
to approach
to have interest in
to speak for
to trust
to try/buy
to defend
to recommend
to buy again

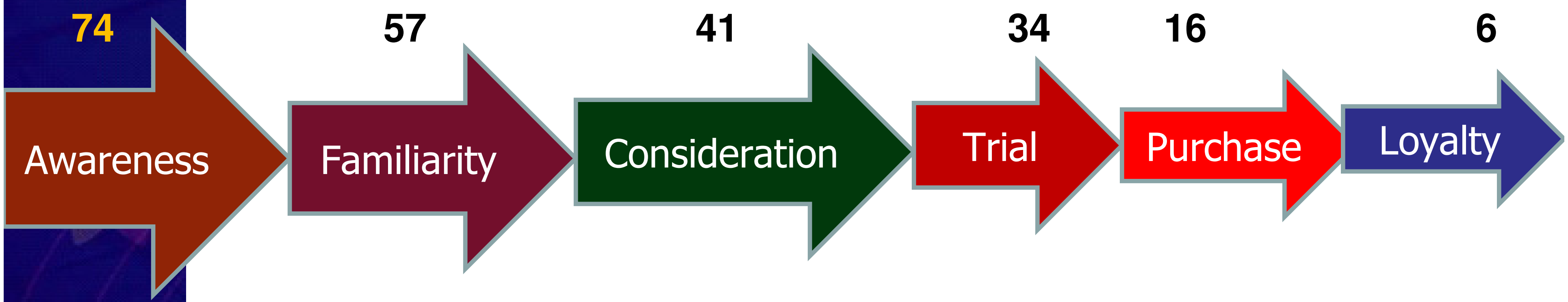
your brand!

V: Building and Managing Brands in China: The Framework

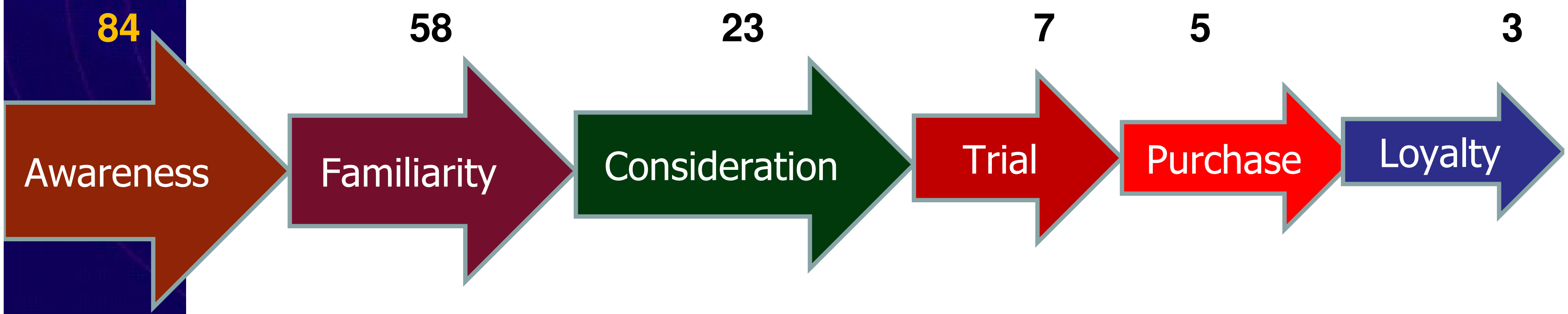
Brand Adoption Model: An Extension of Hierarchy-of-Effects Model



Fast-moving consumer goods



Consumer Electronics



Chinese Consumers' Purchase Funnel *(McKinsey, 2006)*

Brand Management Issues You Have to Consider in Each Phase!

Behavioral

Loyalty

↑

Trial/Purchase

↑

Affective

Desire

↑

Preference

↑

Cognitive

Familiarity

↑

Recognition

↑

Interest

↑

Awareness

Cognitive

Familiarity

↑

Recognition

↑

Interest

↑

Awareness

- How do consumers know about your brand?
- Do consumers really understand the meaning and attributes of your brand?
- Which information channel is more effective in term of creating brand awareness? Which is more effective in educating consumers about your brand?
- What will stimulate consumers' interest in your brand?
- What information device will help consumers to remember your brand (Evoke Set)?

Affective

Desire

↑

Preference

- What will make consumers like your brand most?
  - Recommendation from friends/social media? Celebrity advertising? Event marketing? Brand image/attributes? ....
- What will turn preference to desire?

Behavioral

Loyalty

↑

Trial/Purchase

- What will prompt consumers to try your brand?
  - Sales promotion? Price? Attractive design?
- What are the choice criteria?
- How do consumers evaluate the brand after consumption?
- To what extent are consumers loyal to your brand?
- What will motivate consumers to establish and maintain a close relationship with your brand?
- What are the characteristics of consumers' loyalty behavior?
  - Transaction size
  - Repeated purchase
  - WOM: Recommendation to friends, social media, brand community…
  - Resistance to competing brands' price cut/sales promotion activities, forgiving/advocacy

Our Findings Indicate:

- 5 Academic research projects since 2003
- 6 Consultancy projects in the past five years
- Over 20 case studies
- Covered more than 30 cities and 8 industries
- Mainly consumer goods and services

Overall Picture

- Many Chinese consumers are brand conscious
- Consumers in low-tier cities have less exposure to foreign brands
- But brand conscious =/= brand loyalty
- Brand = better quality and less risky
- Chinese consumers' attitudes towards brands, brand knowledge, exposure to foreign brands, brand choice criteria are highly fragmented
- Brand loyalty is not only a sustainable competitive advantage but also a major profit driver

Mean Comparison

Construct	Full Sample	Overall brand-oriented	China	Americas/Europe
Product & Brand	5.46	5.63	5.69	5.68
Service	5.52	5.68	5.78	5.90
Risk	5.86	6.02	**6.13**	**6.00**
Shop Environment	5.02	5.20	5.20	5.19
Lifestyle	4.94	5.14	**5.06**	**5.23**
Effort	4.61	4.51	4.54	4.80
Price	5.30	5.48	5.54	5.50
Satisfaction	5.22	5.38	5.40	.5.51
Word of Mouth	5.24	5.37	5.45	5.44
CPV	5.31	5.44	5.51	5.53
Brand Preference	5.61	5.84	5.77	5.79
Brand-orientation	5.14	5.18	***5.39****	***4.68****

Significant at 0.01 level

Chinese customers: New Expectations of Brands

- More knowledgeable about products/brands
  - More pragmatic
  - More sophisticated
  - Higher expectation of product and service quality
  - Functional attributes:
    - Better quality
    - Safety
    - Innovative
    - Started to shift to emotional characteristics/connections

To Chinese customers, brands symbolize:

	2007		2010
Well-known brands are of better quality	*41%*	→	*45%*
Expensive products are of better quality	*23%*	→	*30%*

How do Chinese consumers learn about brands?

- Major information channels (sources)

- Major information channels in terms of impact on
  - Brand awareness
  - Brand preference
  - Brand choice criteria
  - Brand trust
  - Brand loyalty

Brand Information Searching Behavior

- Willing to spend much further in researching purchases than the average consumer in the West
- WOM is extremely important in all phases
- Online product reviews: Increasingly more popular and important
- Significant between-group differences in information search behavior

Brand Choice Criteria

- Brand, price (even for luxury brands), and quality have remained important
- Popularity of the brand
- Nationalism – more rational
- Perceived risk/safety

Brand Evaluation between Luxury and Mass Fashion Brands

Hypothesized Paths (Luxury Brands = 286)	*Std. Path Estimate*	*S.E.*	*C.R.*
Product quality → CPV	.08	.08	.85
Service quality → CPV	.22*	.08	2.42
Lowered perceived risk → CPV	**.26****	.08	3.17
Shop environment → CPV	.19	.10	1.69
Effort → CPV	-.03	.03	-.65
Price → CPV	**.28*****	.05	4.72
CPV → Satisfaction	.85***	.06	15.90
CPV → Behavioral intentions	.85***	.09	10.60
χ^2	1085.20***		
df	539		
CFI	.91		
IFI	.91		

Hypothesized Paths (Mass Brands = 240)	*Std. Path Estimate*	*S.E.*	*C.R.*
Product quality → CPV	.20*	.09	2.27
Service quality → CPV	.25***	.06	3.49
Lowered perceived risk → CPV	**.12**	.06	1.63
Shop environment → CPV	.07	.08	.87
Effort → CPV	-.07	.04	-1.13
Price → CPV	.30***	.06	4.17
CPV → Satisfaction	.88***	.05	19.33
CPV → Behavioral intentions	.70***	.09	9.64
χ^2	1117.30***		
df	539		
CFI	.88		
IFI	.88		

Data collected
In 2008

Price is always an important factor!

Perceived Risk and Brand Choice

- Insufficient protection of consumer interests in China
- Even fake or low-quality products and deceptive business practices are quite commonplace due to a shortage of protection of consumer interests
- Consumers rely on established brands to reduce perceived risk for they provide the trust and product quality guarantee needed

Evaluation of Brand Experience

- Perceived value of the brand is subject to:
  - Product and service quality, product-mix, risk, and price are all important
  - Match with lifestyle is less important
  - Recognition by friends/peers is also important
- Loyal customers are more demanding for service, preferential treatment, special offers, and recognition

Major differences in brand buying behaviour and evaluation are attributed to:

- Economic development
- Product and brand knowledge
- Infrastructure and protection of consumer interest
- Culture

And characteristics of Chinese consumers' brand loyalty behavior

- Help justify your investment in branding in China

V: Building and Managing Brands in China: Some Suggestions

1. Effective Branding in China - Market Segmentation is a MUST!

How to strategically segment the China market to ensure effective promotion of brands?

- Do customers in different regions have their own set of brands?
- Which age group of customers are more brand conscious? What does a good brand mean to different age groups?
- 12-35 years old consumers are more brand conscious. Are there any differences in the preferred brands among high school students, university students, and working youths?
- Do consumers from different tiers of cities have different brand preferences?

2. Select target market(s) and adopt a focus strategy

For SMEs, it is wise to focus on a regional/city-circle market because of:

- **Relatively low set-up and operation cost**
- **Low penetration by major foreign brands**
- **Local government may offer more preferential treatments**

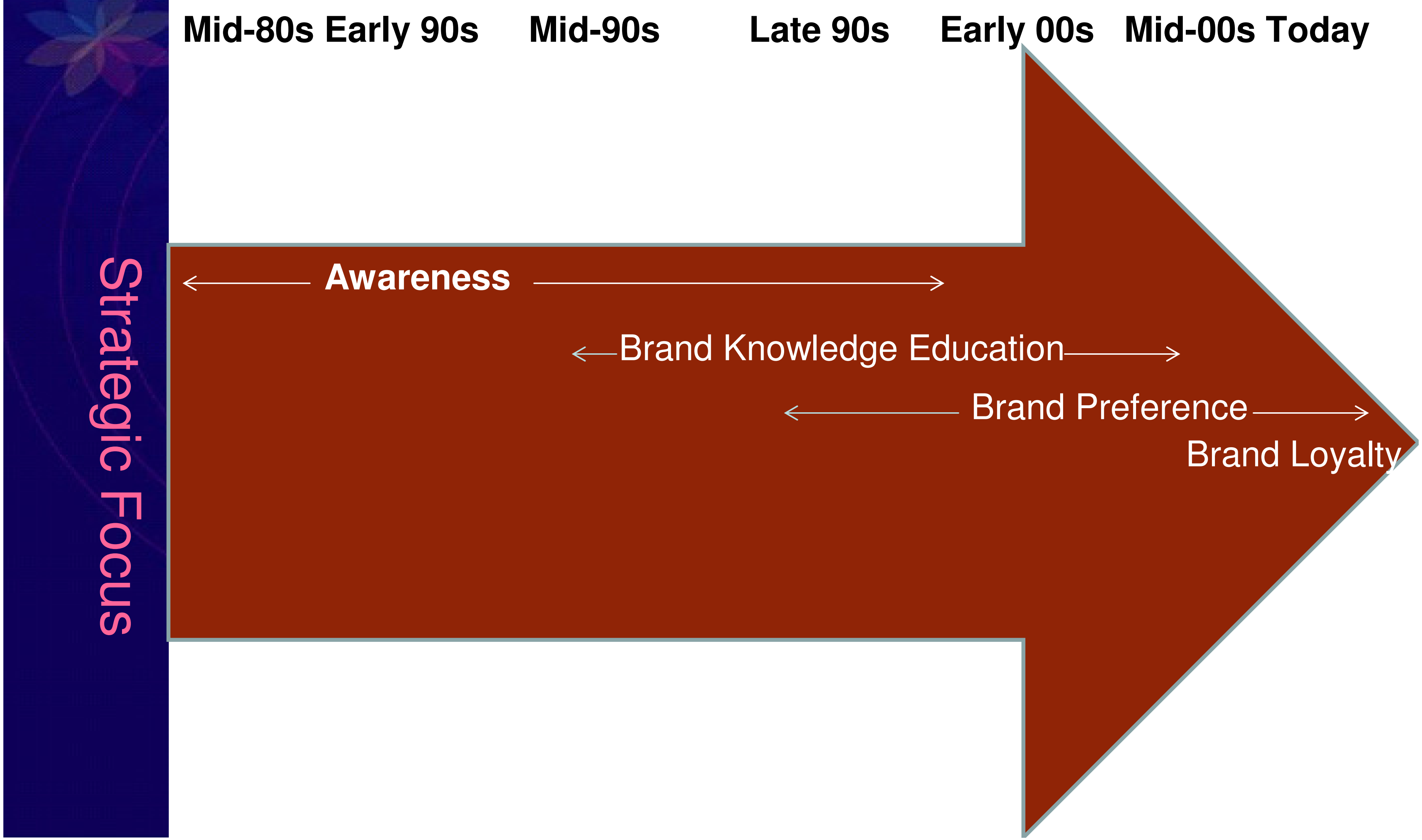
-- **Local economy – higher growth rate in most cases**

3. Ask yourself in China you would like to develop the brand as a:

- national brand, or
- regional brand, or
- local brand

4. Set different objectives and design different brand building and management programs for each phase

Multinational Firms' Branding Behavior in China since mid-80s



5. Localize your marketing communication programs

If you endeavor to develop a national brand:
⇒Integrate both national and local marketing communication programs

6. Establish a supporting value chain if possible. At least you should not focus on marketing communications only.

Pay special attention to channels
if you rely on them to enhance brand image and deliver/enrich brand experience

7. Get highly qualified partners and rely on them to look after "'Guanxi' activities and deal with legal issues and hidden rules!

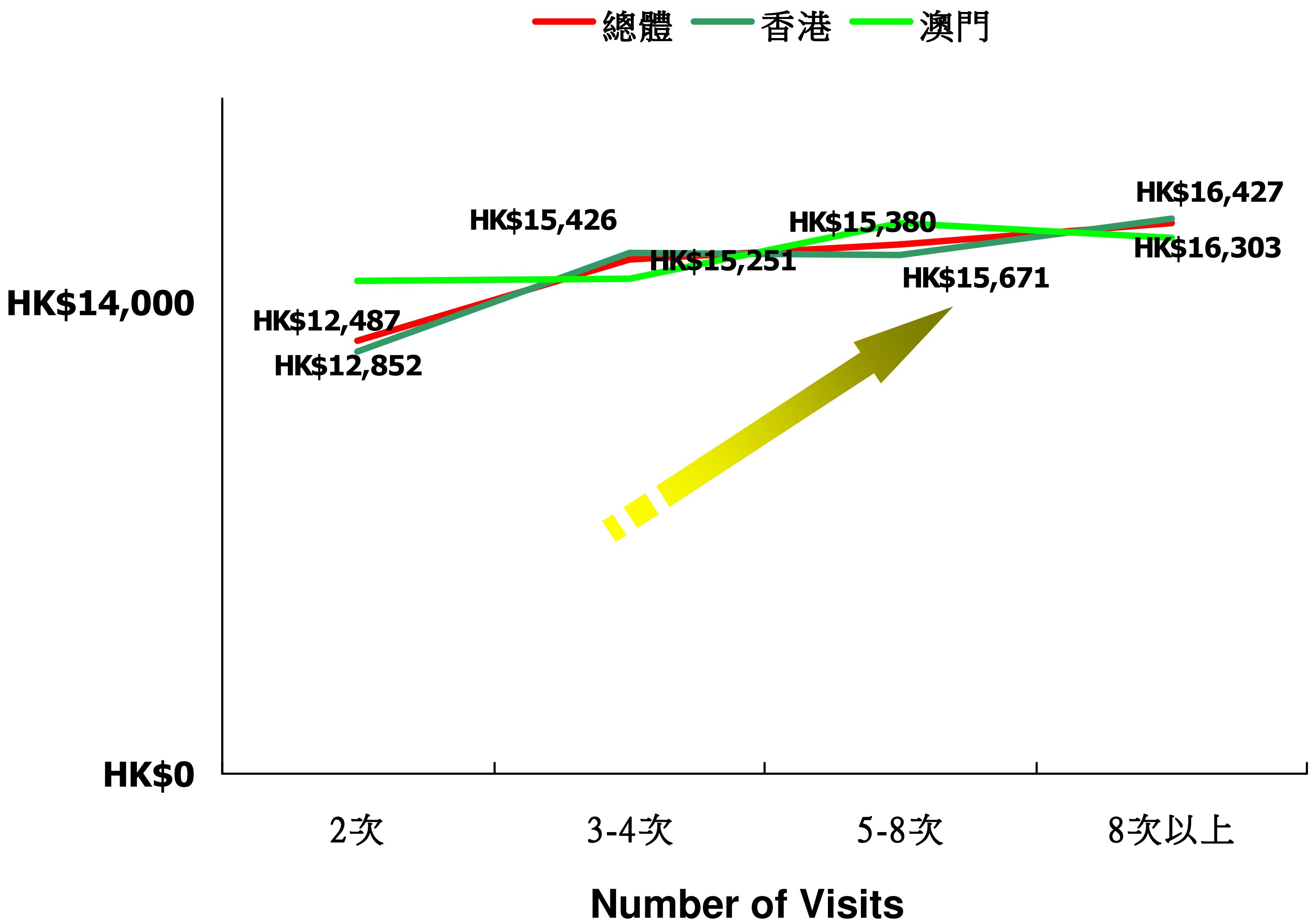
8. Invest in Market Research is a Must!

9. PLUS Monitoring

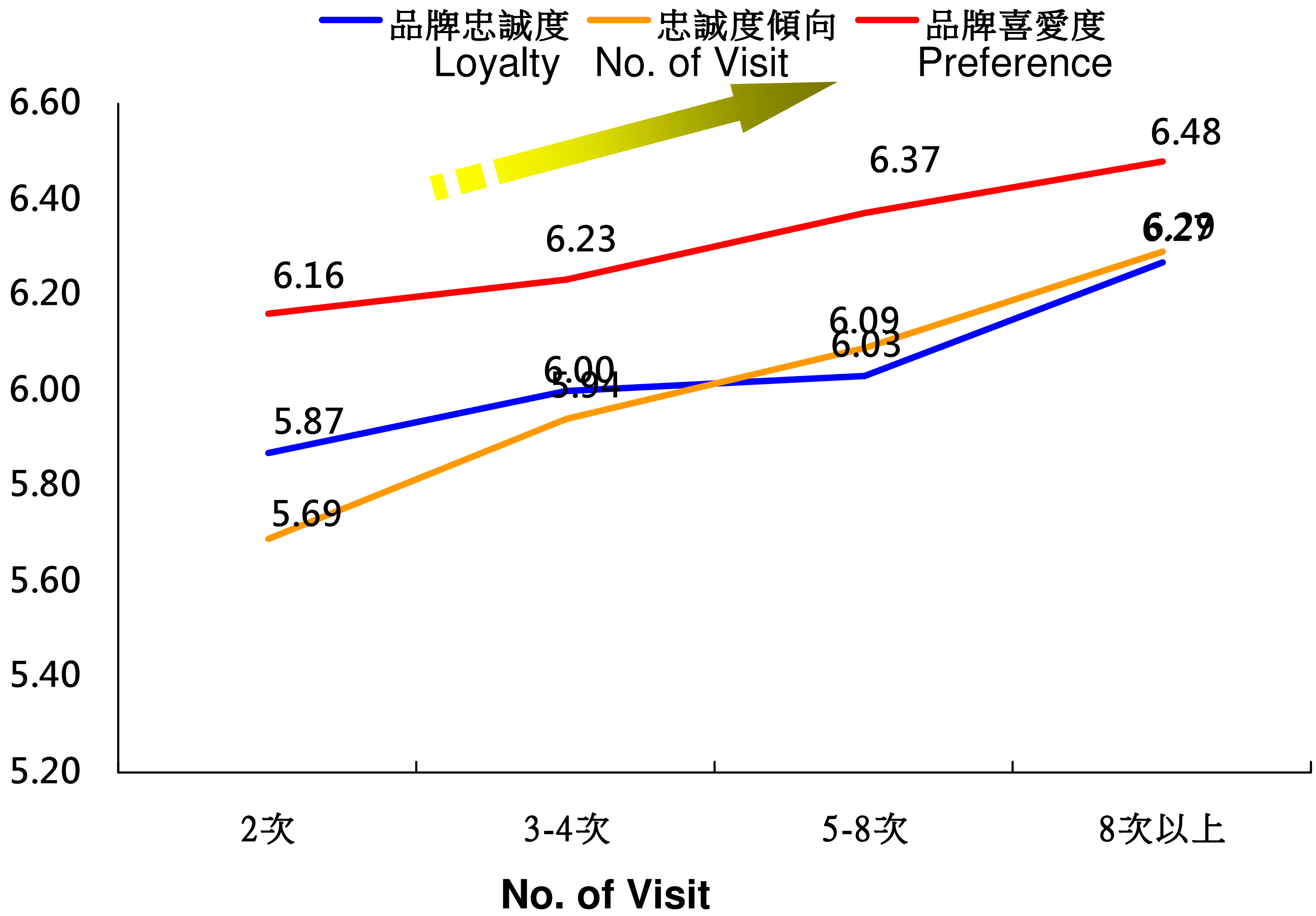
(In China, 4-5 years for a generation; but will change more rapidly in this decade)

THANK YOU!

Brand Loyalty and Average Transaction Size (Shoppers from China



Brand Preference, Brand Loyalty, and Number of Visits



Alternate Service Evaluation Models: Retailer Brands* (N=2727)

	(a) Value Model	(b) Service Quality Model	(c) Satisfaction Model	(d) Comprehensive Model
df	184	184	184	182
x^2	1990.38	2455.73	2148.27	1695.67
	.93	.90	.92	.94
	.94	.91	.93	.95
RMSEA	.060	.082	.072	.048
SAC- (γ_{11})	.01	.01	.01	-.04
SQ- (γ_{12})	.10*	.63***	.59***	**.61*** **
SQ-BI (γ_{22})	-	.23**	-	.27**
SQ- (γ_{32})	.64***	.67***	.22**	.24**
-BI (β_{21})	.74***	.57***	-	.41***
- (β_{31})	.81***	-	.77***	.64***
-BI (β_{23})	-	-	.72***	.24***
Δ x^2	294.71***	760.06***	452.60***	-
Δ df	2	2	2	-

**Retailer brands from cosmetics, consumer electronics, telecommunication, jewelry, fashion, and department store.*

Brand Orientation

- Brand Orientation is a kind of shopping orientation
- Shopping orientations:
  - Shopping orientations: Important predictors of shopping behavior such as store loyalty and preferences for different types of retail outlets (Reynolds, Darden and Martin, 1974-1975).
  - Shoppers from emerging markets are more brand-oriented: Social identity theory and Self-Concept Theory

Results of SEM Analysis

	Overall Brand-oriented	Brand oriented	
		China	Americas/Europe
CPV>Product & Brand	.170***	.170**	.211
CPV>Service	.238***	.154**	**.361****
CPV>Risk	.161***	**.171****	.025
CPV>Shop Environment	.058	.063	.120
CPV>Lifestyle	.053	.033	**.105**
CPV>Effort	-.046*	-.024	-.076
CPV>Price	.231***	.290***	.275**
CPV>Satisfaction	.839***	.831***	.885***
CPV>Brand Preference	.611***	.676***	.535***
Satisfaction>Word of Mouth	.119***	.075	.201*
Brand Preference>Word of Mouth	.354***	.425***	.083
CFI	.943	.946	.872
NFI	.926	.915	.736
IFI	.943	.946	.874
TLI	.938	.941	.859
RMSEA	.042	.042	.064

**p*<.05, ***p*<.01, ****p*<.001

Data collected in 2009 (N> 2600)

	Whole	China	Americas/Europe
CPV>Product & Brand	.205***	.174***	.213**
CPV>Service	.289***	**.209*** **	**.340*** **
CPV>Risk	.135***	**.192*** **	**.050**
CPV>Shop Environment	.029	.057	.054
CPV>Lifestyle	.090***	**.050**	**.172** **
CPV>Effort	-.018	-.008	.063
CPV>Price	.187***	.235***	.142*
CPV>Satisfaction	.841***	.823***	.877***
CPV>Brand Preference	.621***	.681***	.548***
Satisfaction> Word of Mouth	.136***	.107***	.144*
Brand Preference> Word of Mouth	.333***	.390***	.151*
CFI	*.948*	*.941*	
NFI	*.938*	*.907*	
IFI	*.949*	*.941*	
TLI	*.943*	*.935*	
RMSEA	*.041*	*.031*	
df	*748*	*1496*	
χ^2	*4141.716****	*3846.429****	

*p<.05, **p<.01, ***p<.001

To Chinese consumers, perceived risk is more important choice criterion but "congruency with personal lifestyle is less important"

Consumers in different regions

- Different levels of product/brand knowledge
  - Lead to different choice criteria
- Different levels of exposure to foreign brands
  - Lead to different levels of acceptance of foreign brands
- But same interest in Western lifestyle
- And minor differences in internet usage patterns

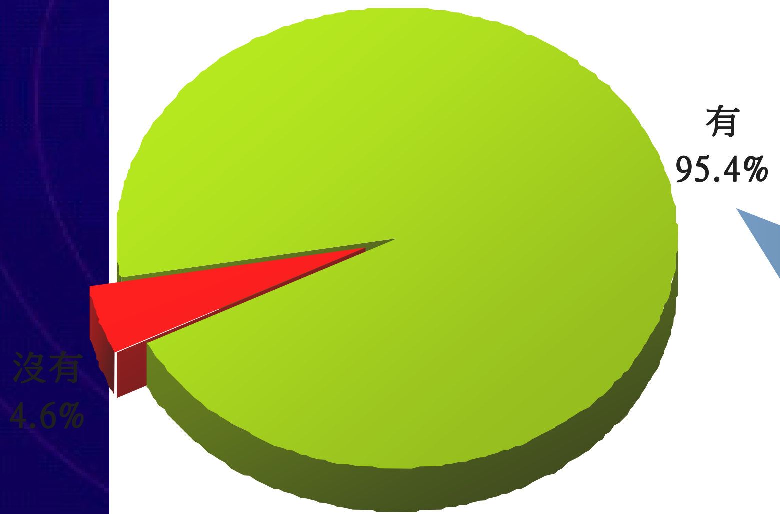
非首次光顧周大福消費金額

	港幣$	SD
總體	15021	19568.77
首次購買周大福	13339	16927.40
非首次購買周大福	15391	20092.51
香港	14859	19249.12
首次購買周大福	13367	16962.84
非首次購買周大福	15224	19762.23
澳門	15,586	20678.20
首次購買周大福	13,186	17025.77
非首次購買周大福	15,924	21155.46

China Market: The Driving Forces

- Stimulate domestic consumption: A government policy
- Emerging middle class
- Growth of wealthy families: Faster in 2nd and 3rd tier cities
- 6 generations of consumers
- Local economy grows faster in 2-3 tiers provinces
- The high-speed train project
- 15 city circles
- New urbanization
- The rise of social media and mobile communication
- More opportunities for outdoor advertising

Information Channels

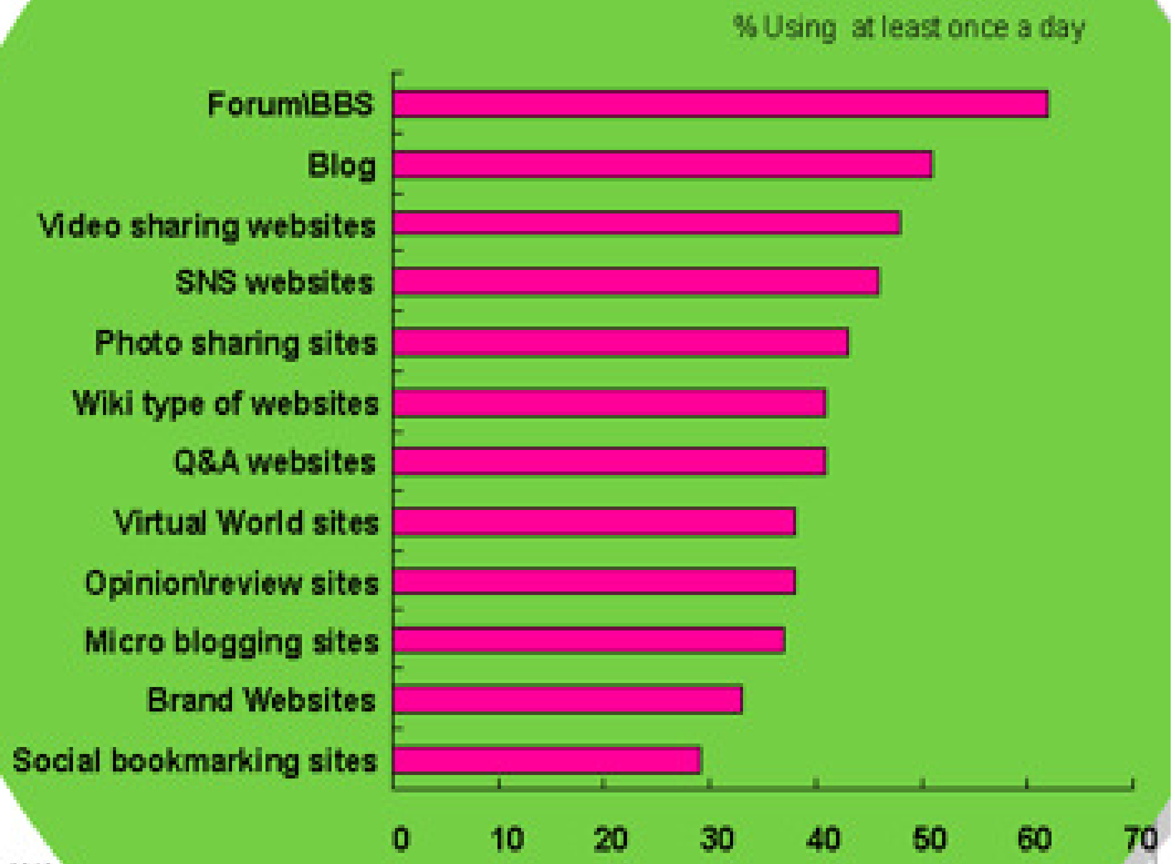


Channels

	百分比	Liking
電視 TV	26.0%	6.15
戶外廣告 Outdoor	20.1%	6.05
雜誌廣告 Magazine	15.9%	5.86
報紙 Newspaper	11.9%	5.67
朋友/親屬介紹 Peers/Relatives	10.5%	---
公司網站 Company Website	3.9%	5.60
雜誌撰搞 Featured Articles	3.5%	6.02
電子消費網站 B2C Websites	3.0%	5.68
博客 Blogs	1.7%	5.60
收音機 Radio	1.4%	5.51
其他 Others	1.4%	5.92
手機短訊 MSM	0.7%	4.81

Where did you know the brand in the past 12 months? N=1040

The most frequently used social media in China

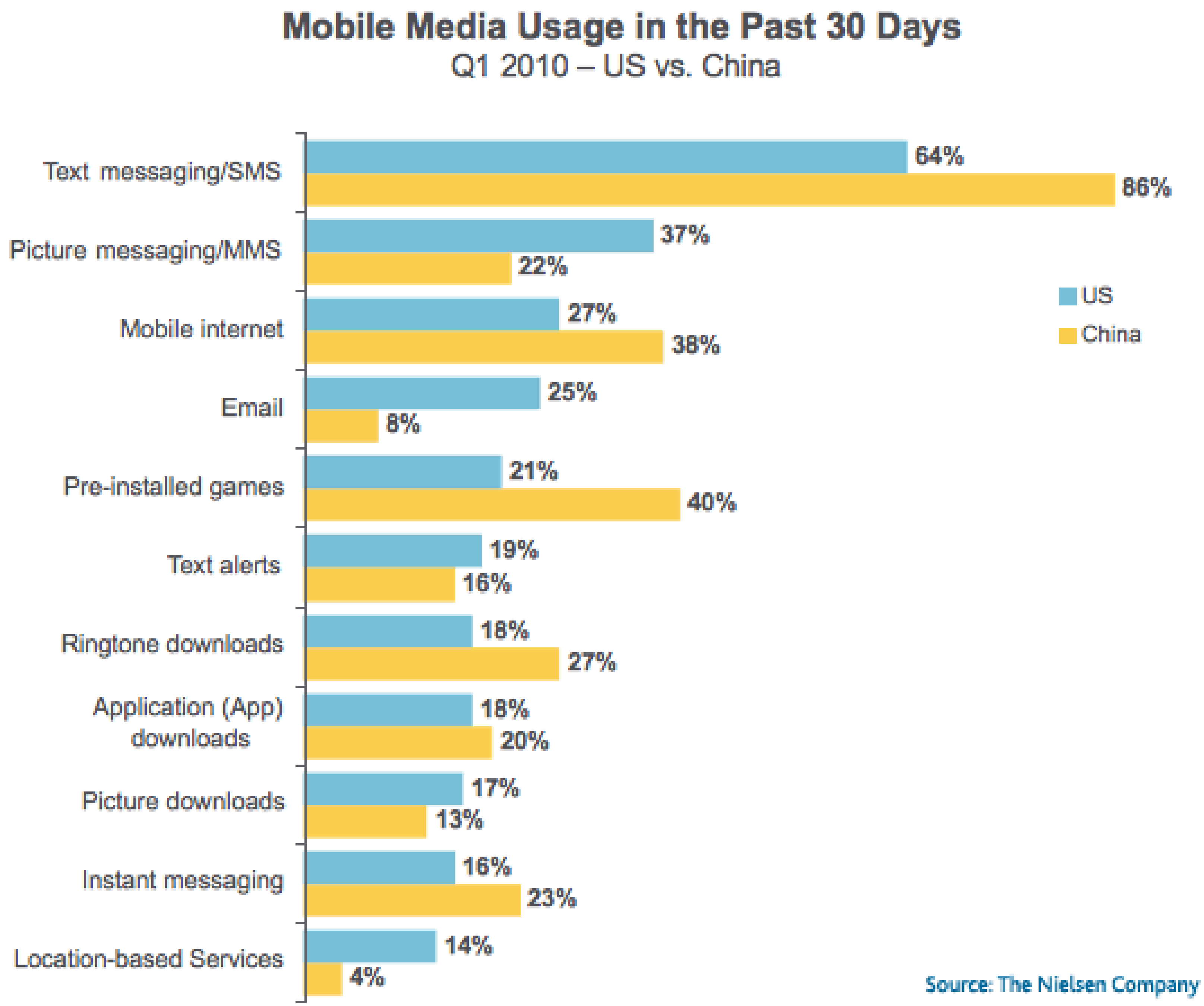


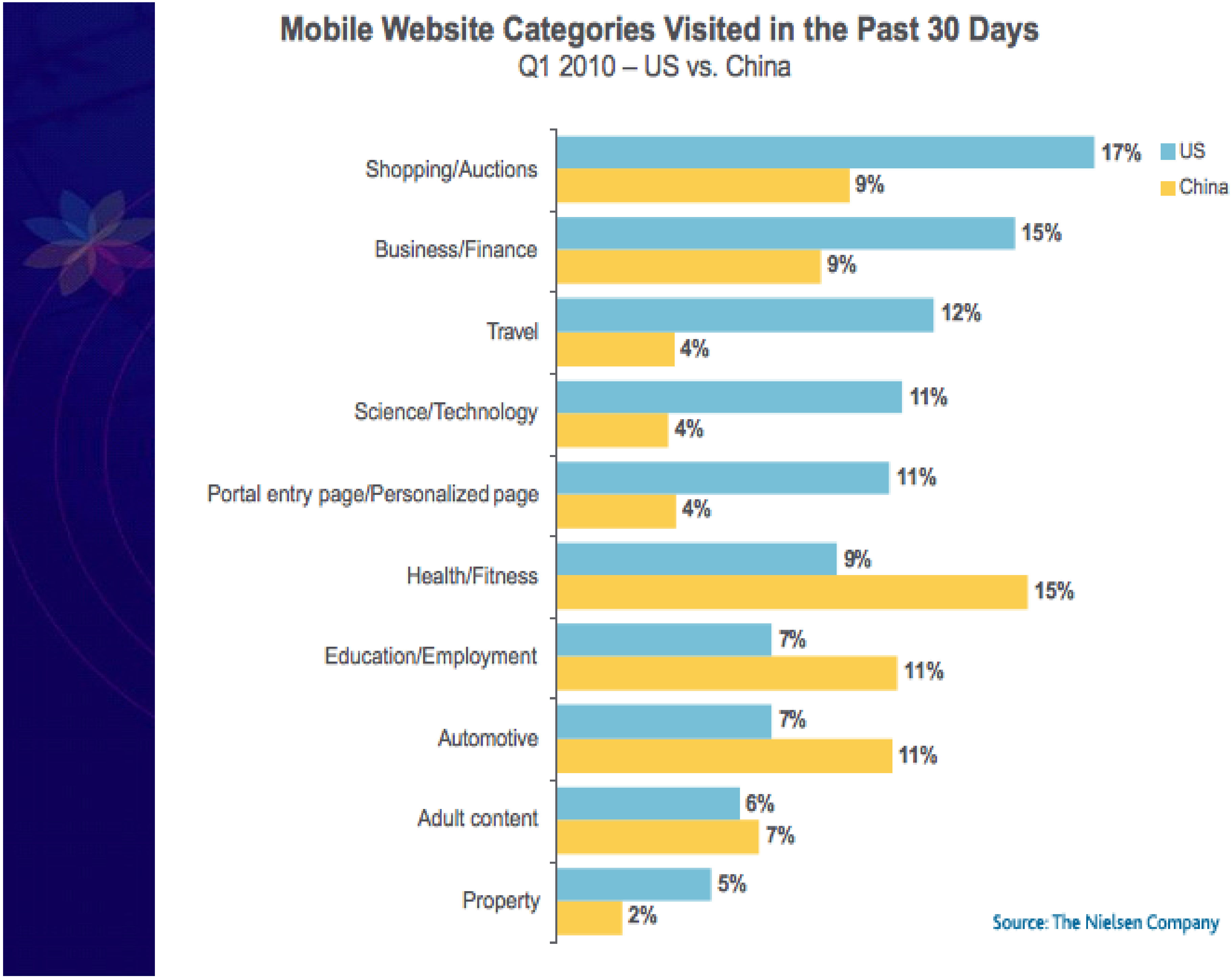
Source: Online consumer survey among social media users. March 2010

Question C1: How often do you use each of these?

Base: Social media users in T1/T2/T3 cities in China

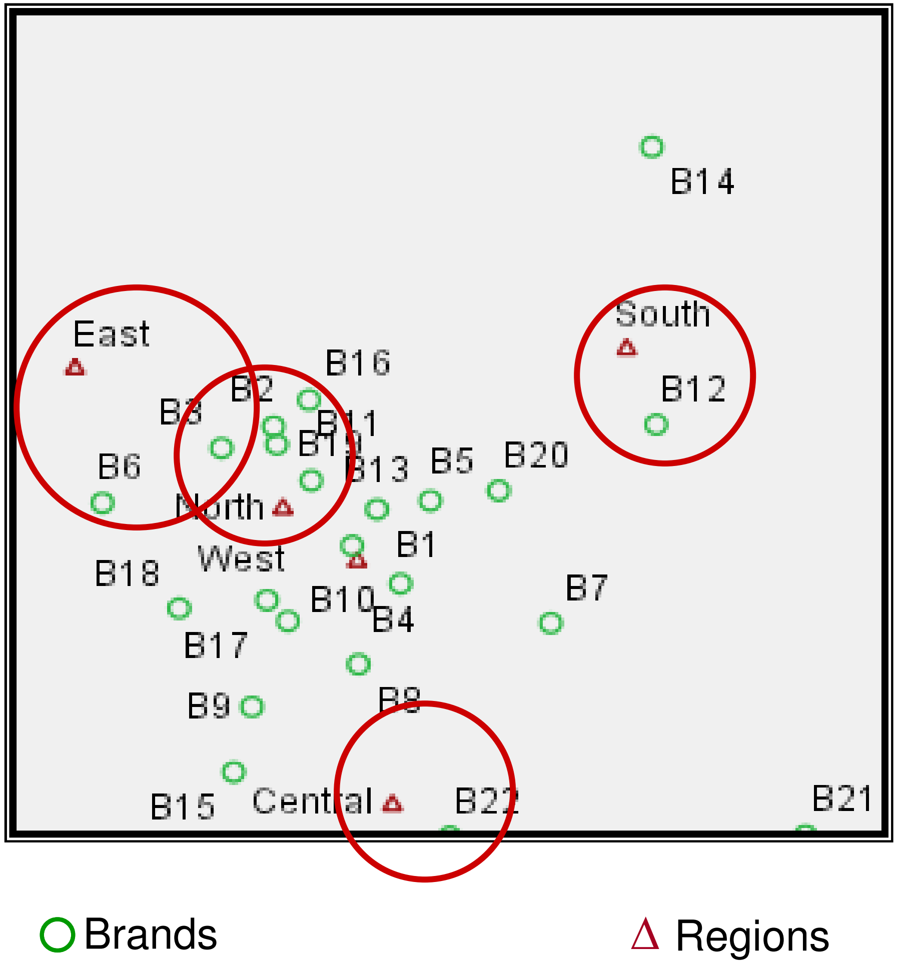
tns research international


Mobile Media Usage in the Past 30 Days
Q1 2010 – US vs. China
Text messaging/SMS
64%
86%
Picture messaging/MMS
37%
22%
Mobile internet
27%
38%
Email
25%
8%
Pre-installed games
21%
40%
Text alerts
19%
16%
Ringtone downloads
18%
27%
Application (App) downloads
18%
20%
Picture downloads
17%
13%
Instant messaging
16%
23%
Location-based Services
14%
4%
US
China
Source: The Nielsen Company



Mobile Website Categories Visited in the Past 30 Days
Q1 2010 – US vs. China
Shopping/Auctions
17%
9%
Business/Finance
15%
9%
Travel
12%
4%
Science/Technology
11%
4%
Portal entry page/Personalized page
11%
4%
Health/Fitness
9%
15%
Education/Employment
7%
11%
Automotive
7%
11%
Adult content
6%
7%
Property
5%
2%
US
China
Source: The Nielsen Company

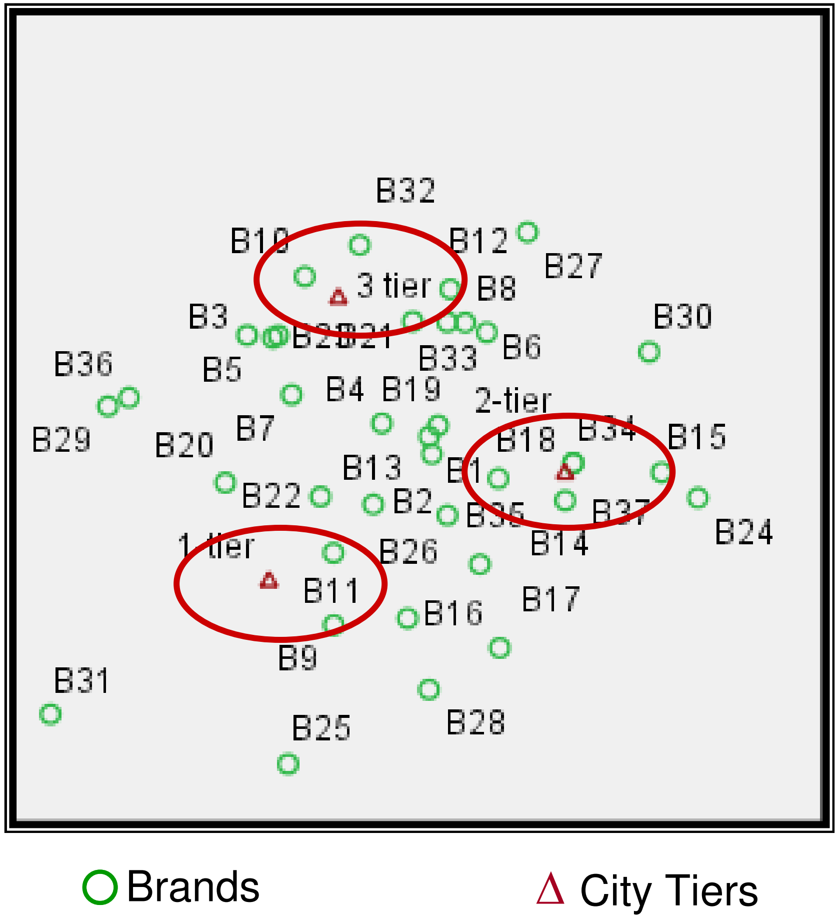
Websites and Mobile Telecom Service Brands Adopted by Chinese Youths in Different Regions



North	华北
East	华东
South	华南
West	西部
Central	华中

B1	百度
B2	动感地带
B3	腾讯QQ2007
B4	163免费邮
B5	腾讯网
B6	谷歌
B7	新浪
B8	神州行
B9	搜狗
B10	阿里巴巴
B11	搜狐
B12	MSN
B13	中国电信
B14	中国联通
B15	雅虎
B16	全球通
B17	博客中国
B18	17173
B19	凤凰网
B20	小灵通
B21	中华网
B22	中国网通

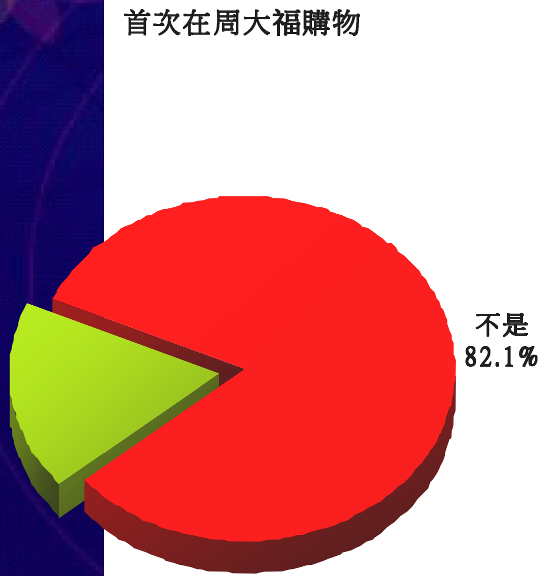
Consumer Product Brands Purchased Most by Chinese Youths in Different Regions

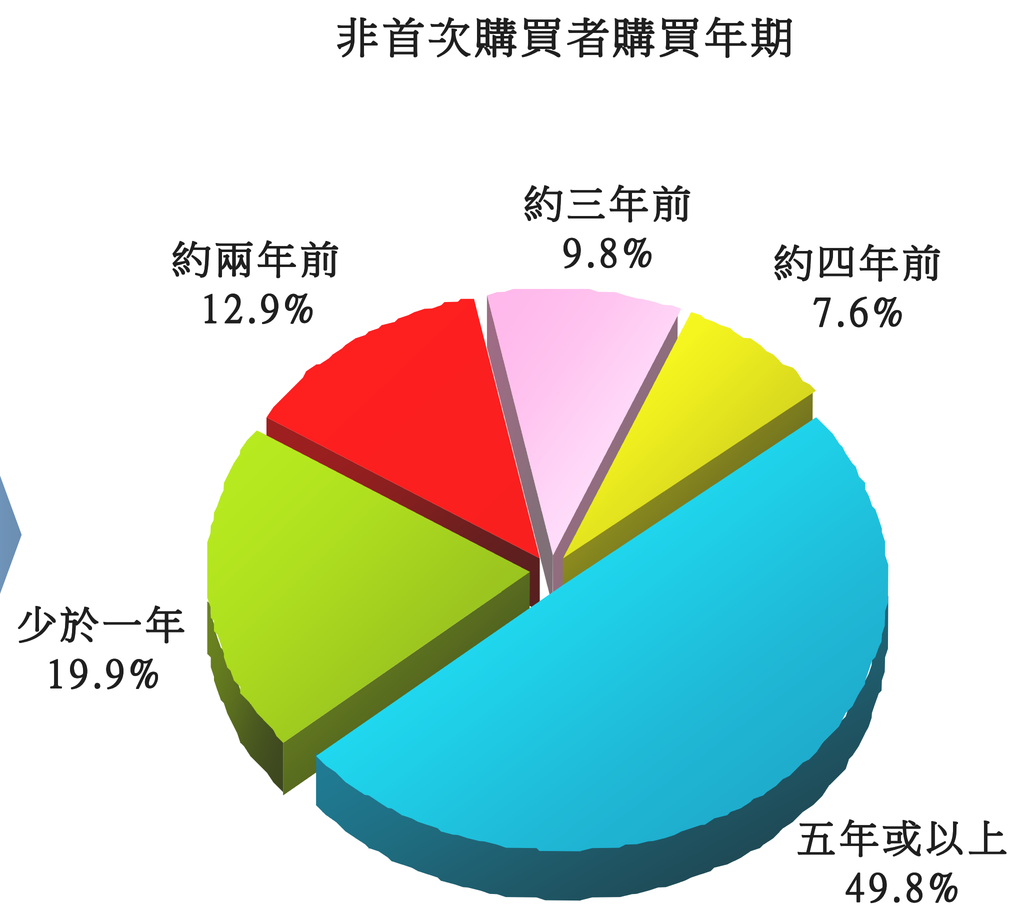


1-tier	一类城市
2-tier	二类城市
3-tier	三类城市

B1	心相印	B21	清风
B2	IBM	B22	妙脆角
B3	康师傅	B23	好丽友
B4	雀巢	B24	黑人牙膏
B5	联想	B25	好吃点
B6	阿迪达斯	B26	农夫山泉
B7	海飞丝	B27	大宝
B8	HP	B28	小护士
B9	玉兰油	B29	娃哈哈
B10	佳洁士	B30	夏士莲
B11	潘婷	B31	碧柔
B12	飘柔	B32	资生堂
B13	益达	B33	箭牌
B14	妮维雅	B34	BenQ
B15	乐事	B35	Dell
B16	乐百氏	B36	丁家宜
B17	高露洁	B37	维达
B18	力士		
B19	中华牙膏		
B20	上好佳		

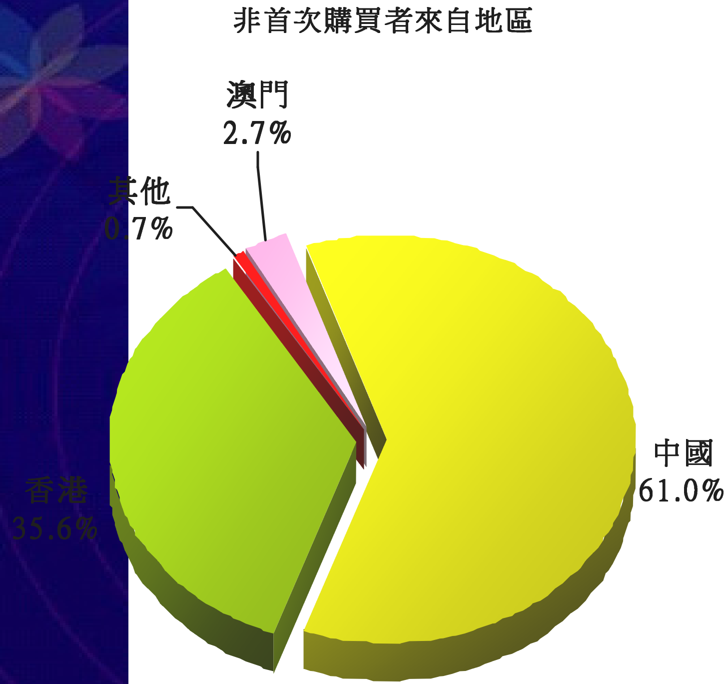
首次在周大福購物?





- 約半數的顧客與周大福的關係長達五年或以上

非首次購買者來自...



N=894

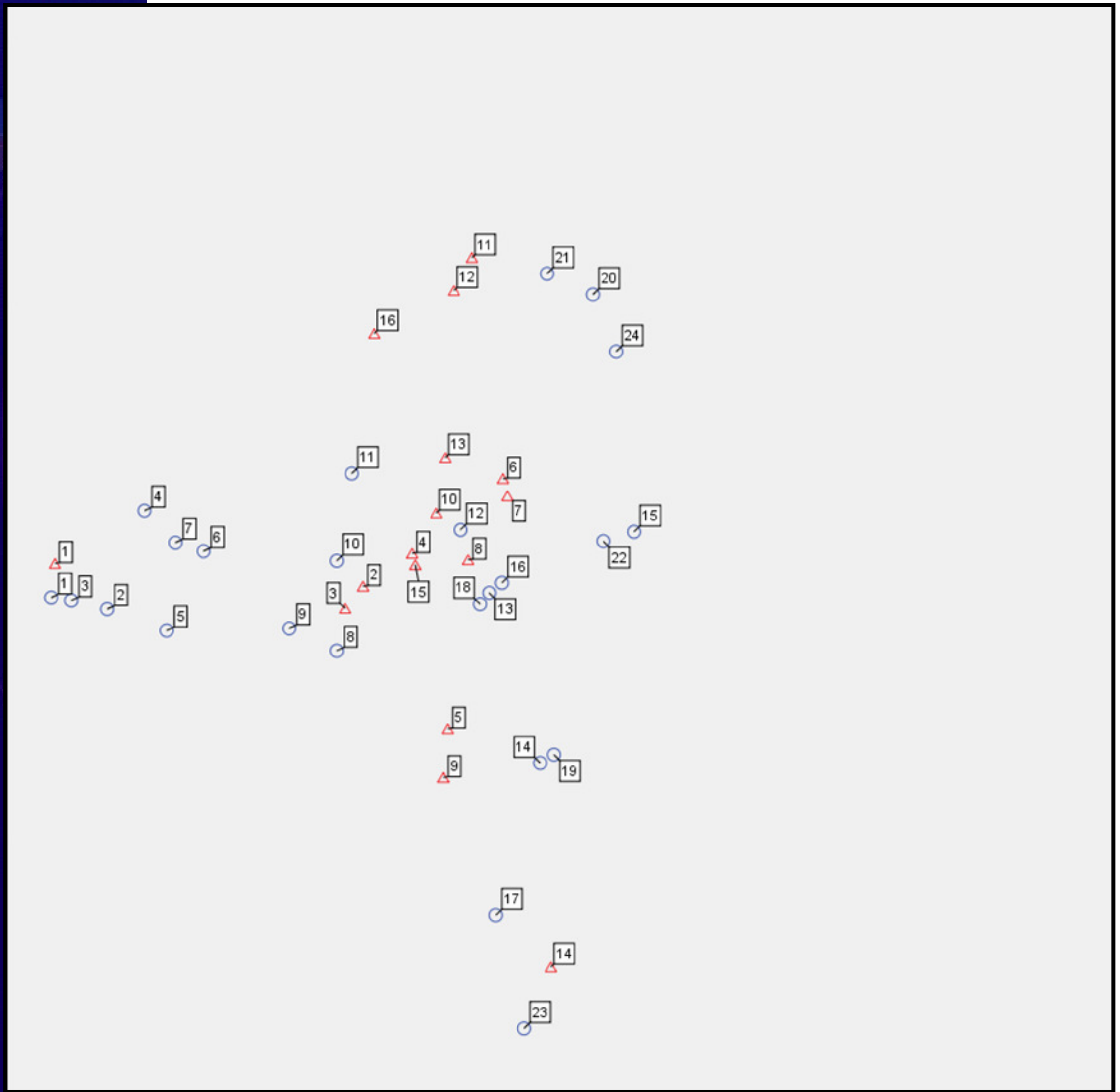
非首次購買者重複購買次數	2次	3-4次	5-8次	8次以上
廣東 (N=227)	15.0%	28.2%	30.8%	26.0%
上海 (N=61)	24.6%	41.0%	19.7%	14.8%#
浙江 (N=33)	18.2%#	18.2%#	39.4%#	24.2%#
北京 (N=26)	15.4%#	34.6%#	23.0%#	26.9%#
江蘇 (N=21)	19.0%#	28.6%#	14.3%#	38.1%#
天津 (N=16)	25.0%#	25.0%#	6.3%#	43.8%#
福建 (N=12)	33.3%#	41.7%#	---	25.0%#
其他 (N=138)	24.6%	24.6%	22.5%	28.3%

- 在國內來源地無甚差別

首次與非首次顧客信息渠道比較

百分比 (%)	總體	首次購買周大福	非首次購買周大福	香港	首次購買周大福	非首次購買周大福	澳門	首次購買周大福	非首次購買周大福
報紙	9.8	7.1	10.4	10.0	7.7	10.6	9.2	4.5#	10.0
雜誌廣告	3.1	1.5#	3.4	3.3	1.7#	3.7	2.5	0.9#	2.7
雜誌撰搞	7.6	5.6	8.1	7.5	5.4	8.0	8.0	6.3#	8.3
電視	10.2	9.5	10.4	10.2	9.4	10.4	10.2	9.8	10.3
收音機	9.3	8.3	9.5	9.3	8.1	9.5	9.2	8.9	9.3
戶外廣告	13.7	13.5	13.7	13.4	13.6	13.3	14.6	13.4	14.8
博客	14.9	14.9	15.0	15.0	15.2	14.9	14.7	13.4	15.0
電子消費網站	13.1	12.7	13.2	13.2	13.2	13.2	12.9	10.7	13.3
朋友/親屬介紹	6.7	5.6	6.9	6.3	5.2	6.5	7.9	7.1#	8.0
周大福公司網站	3.4	2.7	3.6	3.1	2.36	3.3	4.4	4.5#	4.4
手機短訊	3.0	2.4	3.1	3.3	2.1	3.6	2.1	3.6#	1.9
其他	5.1	16.2	2.6	5.4	16.1	2.8	4.3	17.0	2.1

性格、自我形象或特质与最喜欢品牌的联系



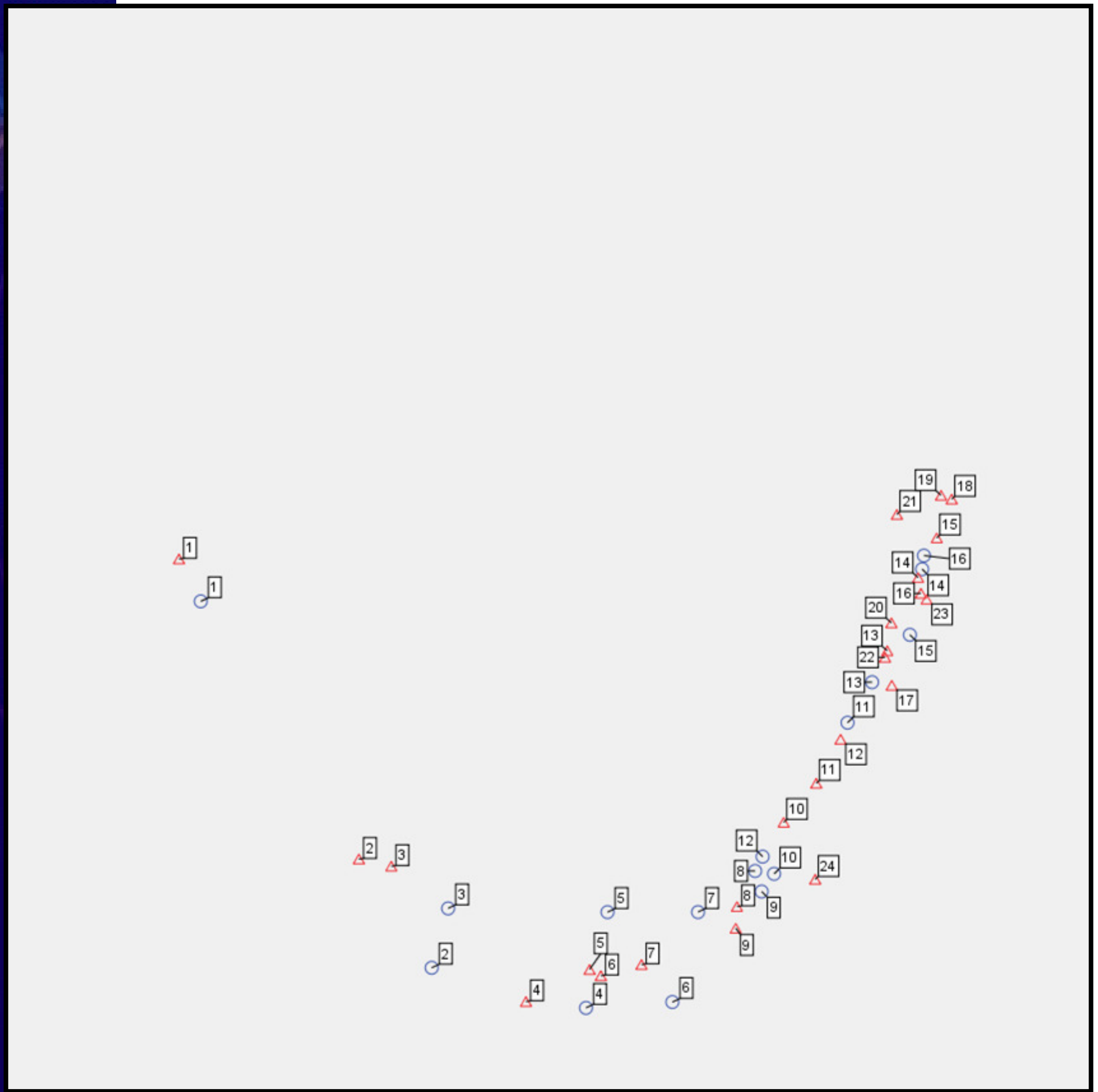
性格、自我形象或特质

B1	开朗/乐观/阳光/快乐
B2	活泼外向
B3	随和/善良/平易近人
B4	大方
B5	稳重/沉着/成熟
B6	热情
B7	诚实/正直/真诚
B8	自信坚强
B9	幽默
B10	可爱
B11	积极/勤奋
B12	内向
B13	独立
B14	认真
B15	时尚
B16	活力

最喜欢品牌

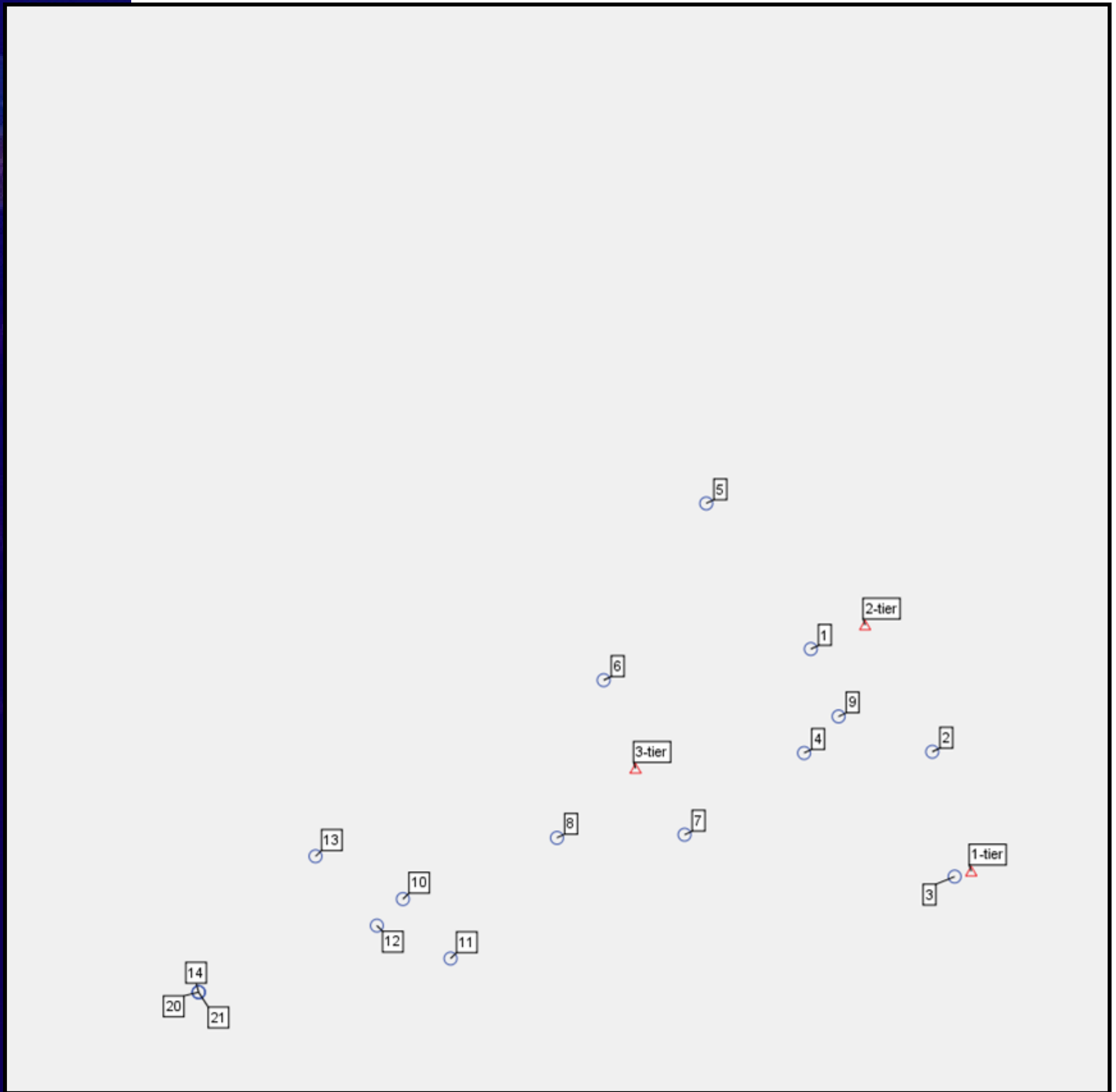
O 1	百事	O 19	索尼
O 2	可口可乐	O 20	三星
O 3	麦当劳	O 21	爱国者
O 4	肯德基	O 22	校内网
O 5	美特斯邦威	O 23	猫扑
O 6	李宁	O 24	天涯
O 7	耐克	O 25	土豆
O 8	阿迪达斯	O 26	淘宝
O 9	苹果	O 27	JOYO
O 10	动感地带		
O 11	新势力		
O 12	百度		
O 13	Google		
O 14	新浪		
O 15	17173.com		
O 16	联想		
O 17	DELL		
O 18	HP		

性格、自我形象或特质与最常用品牌的联系



性格、自我形象或特质		最常用品牌			
O1	开朗/乐观/阳光/快乐	B 1	百事	B 19	索尼
O2	活泼外向	B2	可口可乐	B20	三星
O3	随和/善良/平易近人	B 3	麦当劳	B 21	爱国者
O4	大方	B 4	肯德基	B22	校内网
O5	稳重/沉着/成熟	B 5	美特斯邦威	B 23	猫扑
O6	热情	B 6	李宁	B24	天涯
O7	诚实/正直/真诚	B7	耐克	B25	土豆
O8	自信坚强	B 8	阿迪达斯	B 26	淘宝
O9	幽默	B9	苹果	B27	JOYO
O10	可爱	B10	动感地带		
O11	积极/勤奋	B11	新势力		
O12	内向	B 12	百度		
O13	独立	B13	Google		
O14	认真	B14	新浪		
O15	时尚	B15	17173.com		
O16	活力	B16	联想		
		B 17	DELL		
		B 18	HP		

最常用品牌与城市级别的联系



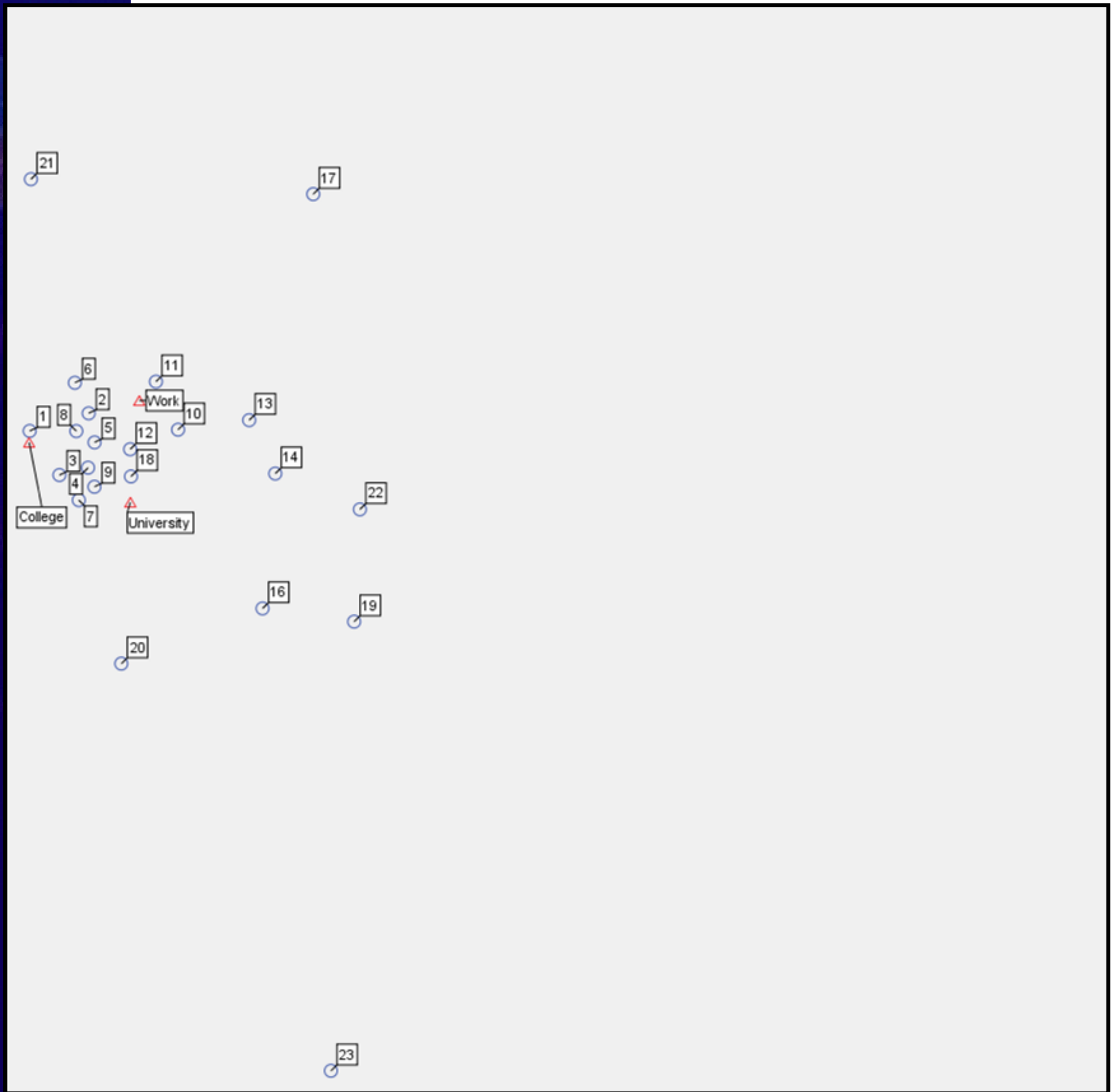
最常用品牌

1	百事	19	索尼
2	可口可乐	20	三星
3	麦当劳	21	爱国者
4	肯德基	22	校内网
5	美特斯邦威	23	猫扑
6	李宁	24	天涯
7	耐克	25	土豆
8	阿迪达斯	26	淘宝
9	苹果	27	JOYO
10	动感地带		
11	新势力		
12	百度		
13	Google		
14	新浪		
15	17173.com		
16	联想		
17	DELL		
18	HP		

城市级别

B1-Tier	一级城市
B2-Tier	二级城市
B3-Tier	三级城市

最喜欢品牌与年龄组别的联系



最喜欢品牌

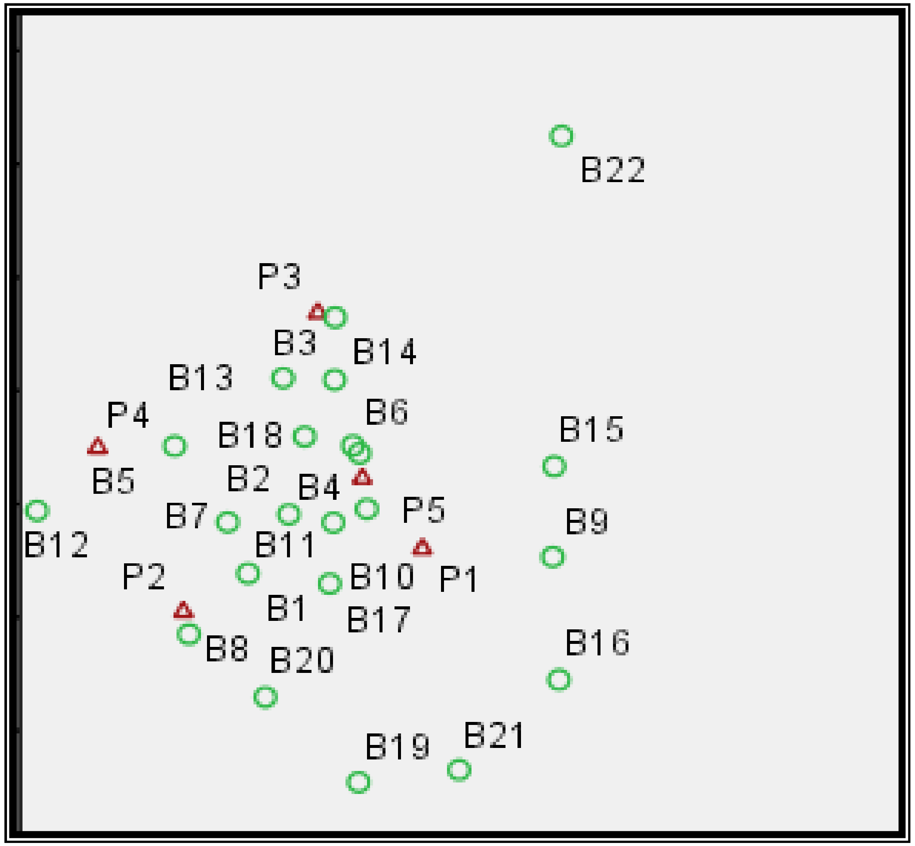
O 1	百事	O19	索尼
O2	可口可乐	O20	三星
O3	麦当劳	O21	爱国者
O4	肯德基	O22	校内网
O5	美特斯邦威	O23	猫扑
O6	李宁	O24	天涯
O7	耐克	O25	土豆
O8	阿迪达斯	O26	淘宝
O9	苹果	O27	JOYO
O10	动感地带		
O11	新势力		
O12	百度		
O13	Google		
O14	新浪		
O15	17173.com		
O16	联想		
O17	DELL		
O18	HP		

组别

BCollege	中学组
BUniversity	大学组
BWork	工作组

8.个性及生活品牌 (续)

自我形象(Self-Concept) 与生活品牌的选择



○ 生活品牌　　△ 自我形象

P1	开朗/乐观
P2	活泼/好动
P3	随和/平易近人
P4	大方
P5	稳重/沉着

B1	李宁
B2	诺基亚
B3	百事可乐
B4	阿迪达斯
B5	美特斯邦威
B6	耐克
B7	肯德基
B8	苹果
B9	索尼
B10	麦当劳
B11	索尼爱立信
B12	统一鲜橙多
B13	可口可乐
B14	摩托罗拉
B15	三星
B16	必胜客
B17	雪碧
B18	七喜
B19	安踏
B20	德克士
B21	纽曼
B22	班尼路