

Changed Chinese Consumer Behaviors in the Internet Era

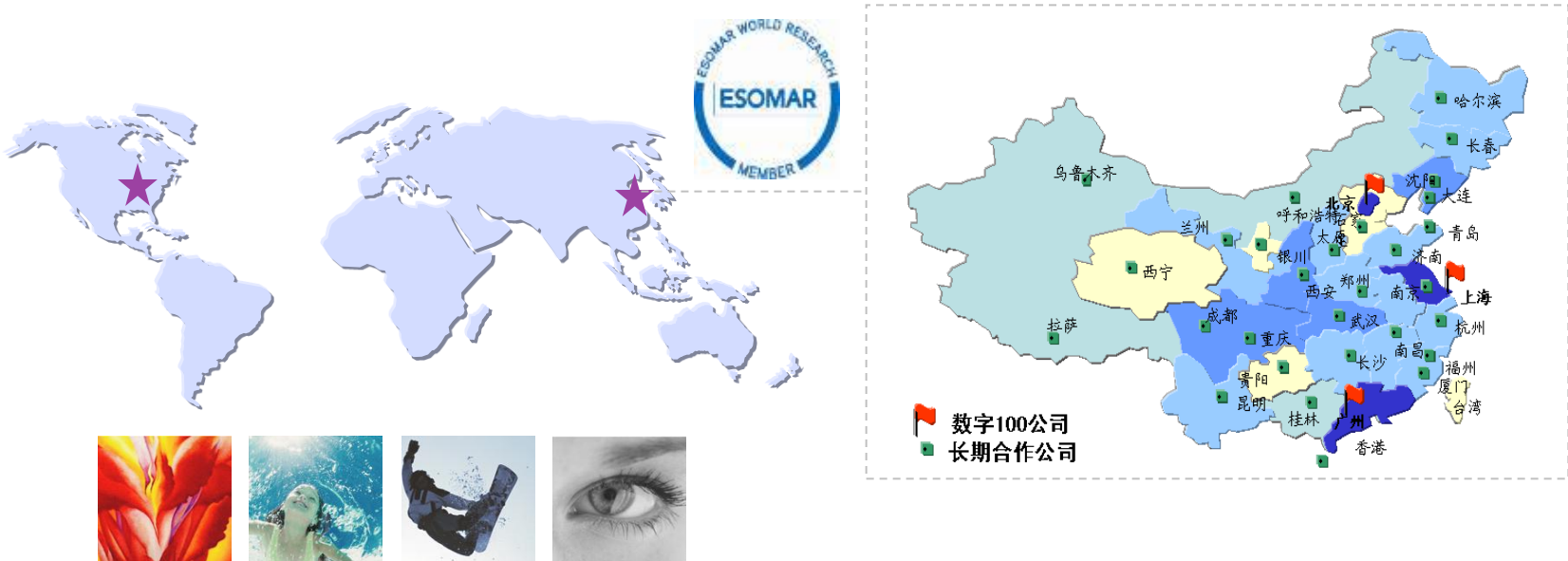
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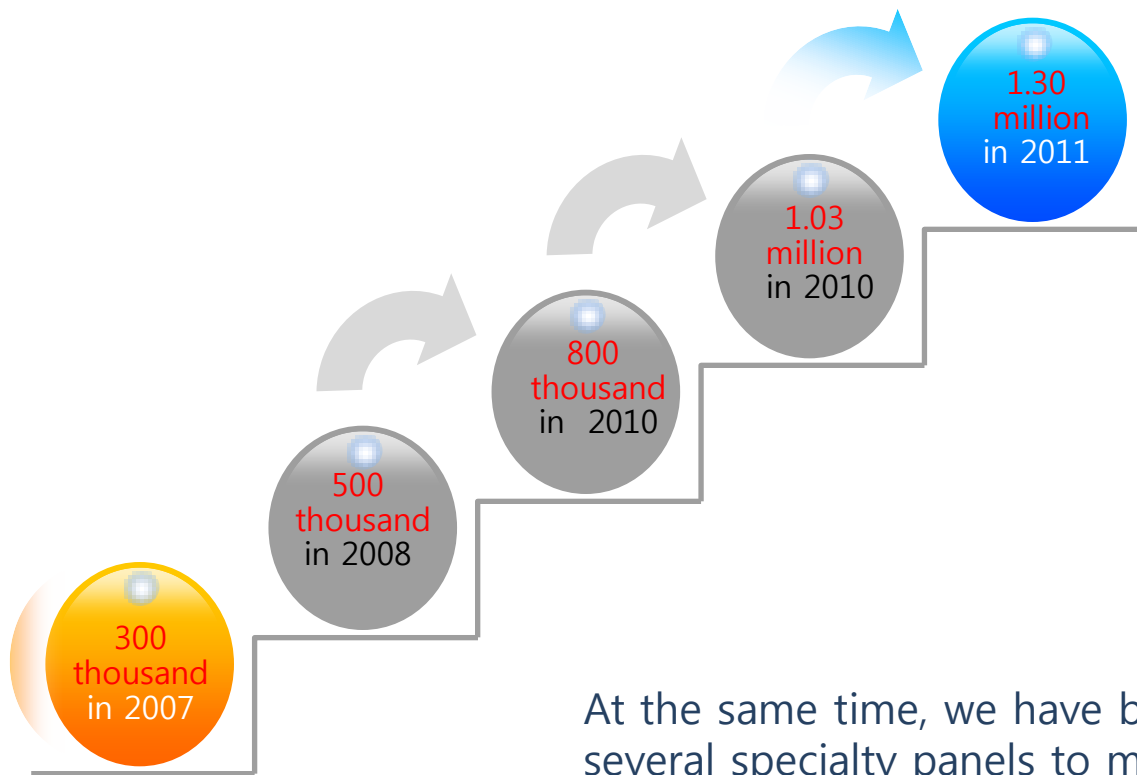
About Data 100· Profile

Professional market research company focusing on new technologies

- DATA 100 is a professional market research company with a focus of using new technologies and professional model products to serve its clients.
- DATA100 was founded in the year of 2004, with the registered capital of 5 million RMB. DATA100 is a member of ESOMAR, specialized in the Consumer Goods, Finance industries, and has served numerous international and local clients .
- The company was headquartered in Beijing, China, with branches in Shanghai, Guangzhou. Our available investigating capability reaches more than 300 cities and towns in China.



After 8 years of development, data100 online panel has developed into a leading nationwide panel with high quality. Since 2011, its data collection capability has been greatly improved via partnerships with other SNS websites.



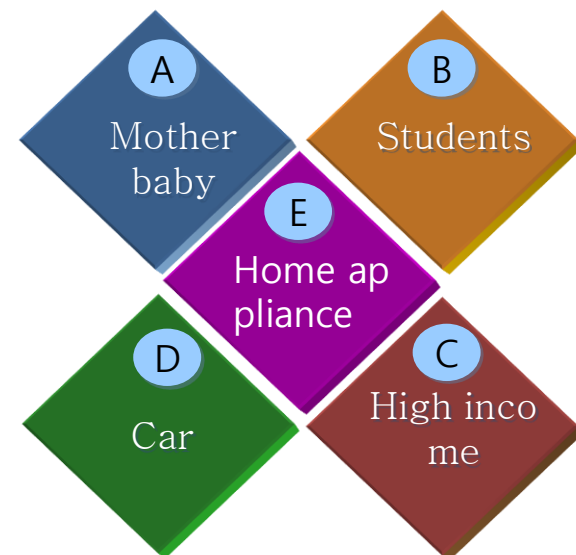
At the same time, we have built up several specialty panels to meet market needs

2011 Strategic partner

淘宝网 淘拍档



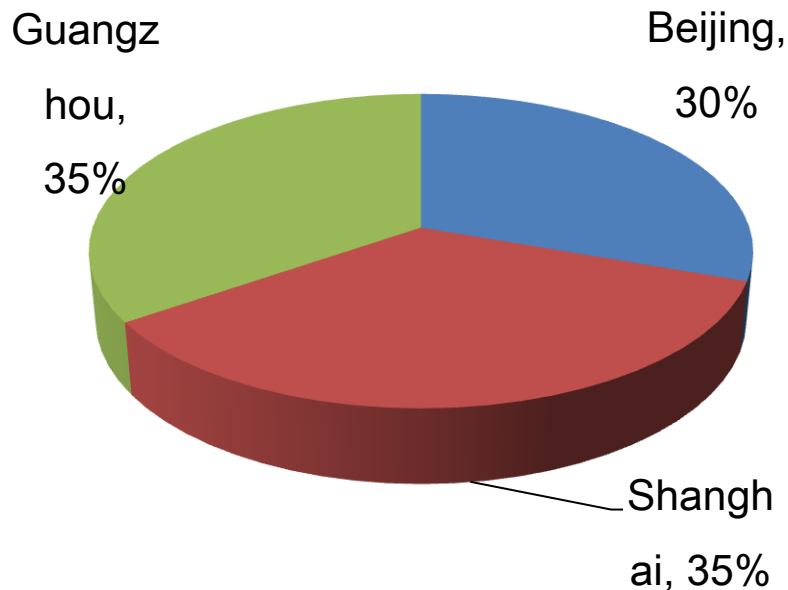
Specialty panels



Note: The findings in this presentation are based on an online survey of Chinese consumers in 3 major cities

Sample size: N=1264

City

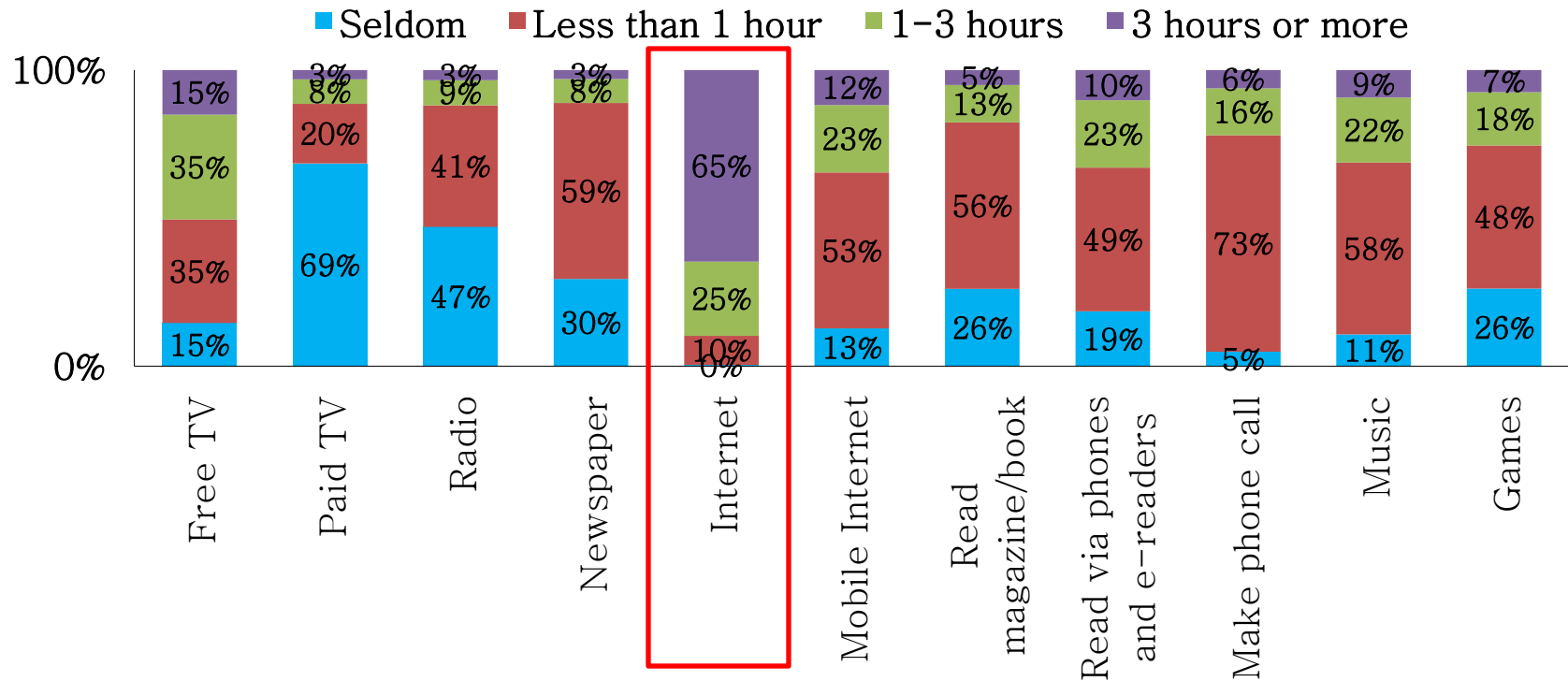


Age distribution

	Percent
24 yrs old or below	27.9
25-34 yrs old	46.7
35-44 yrs old	18.3
45 yrs old or above	7.1
Total	100.0

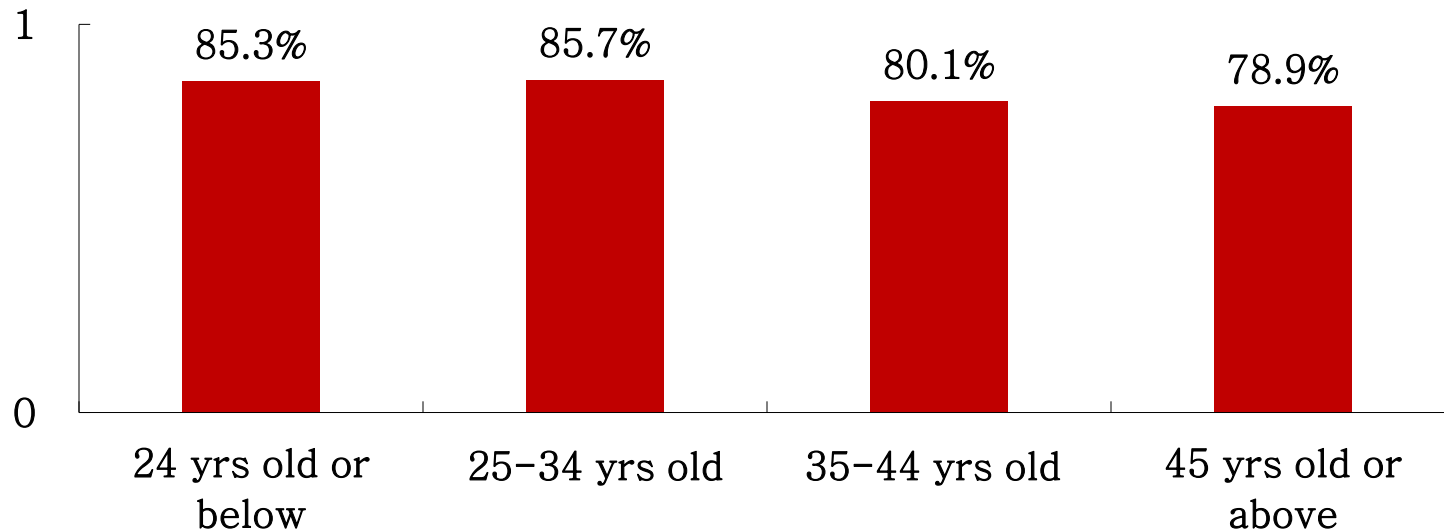
Internet becomes the most significant source of media impact for China urban consumers

How much time do you spend on the following things in a day?



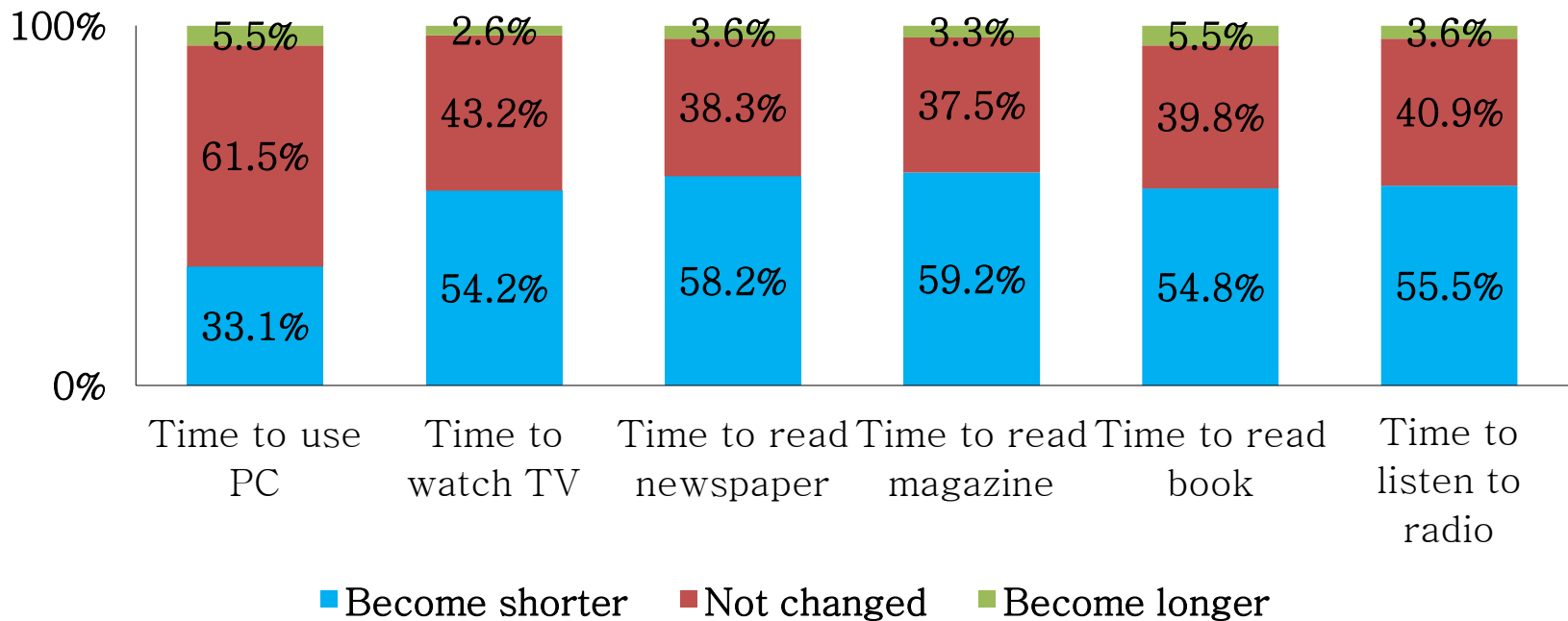
Using smart-phone is commonplace across different age groups, indicating mobile internet is emerging as a major arena for marketers

Are you currently using a smart-phone?



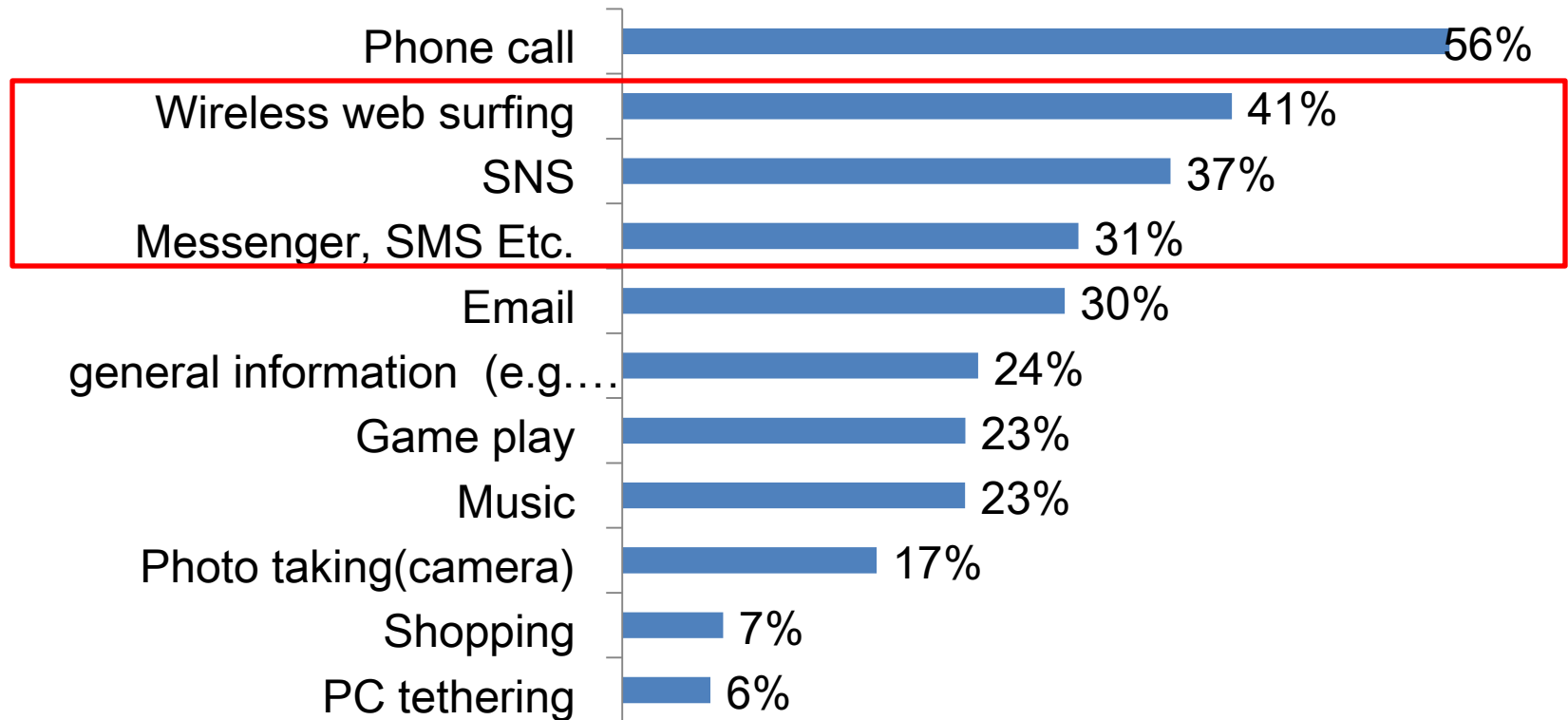
The prevalence of smart-phone make it more the case that consumer's attention is being shifted from traditional media to new media

How is your usage time for other device changed after you started to use smart-phone?



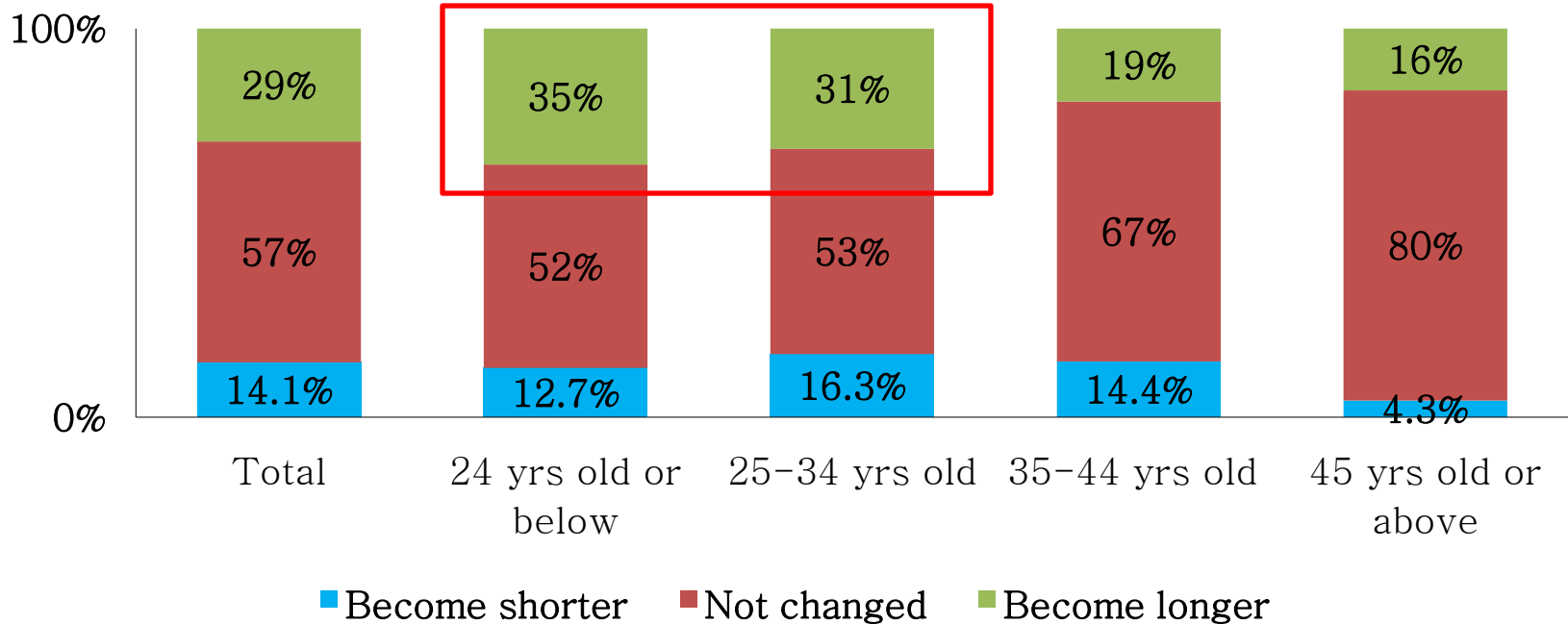
Smart-phone is used widely for internet-based information searching and social networking

What are the 3 most used functions of your smart-phone?



Also, smart-phone could encourage consumers to use SNS more, especially for those youngsters

Are there any changes in terms of the amount of time of using SNS since you started to use smart phone?



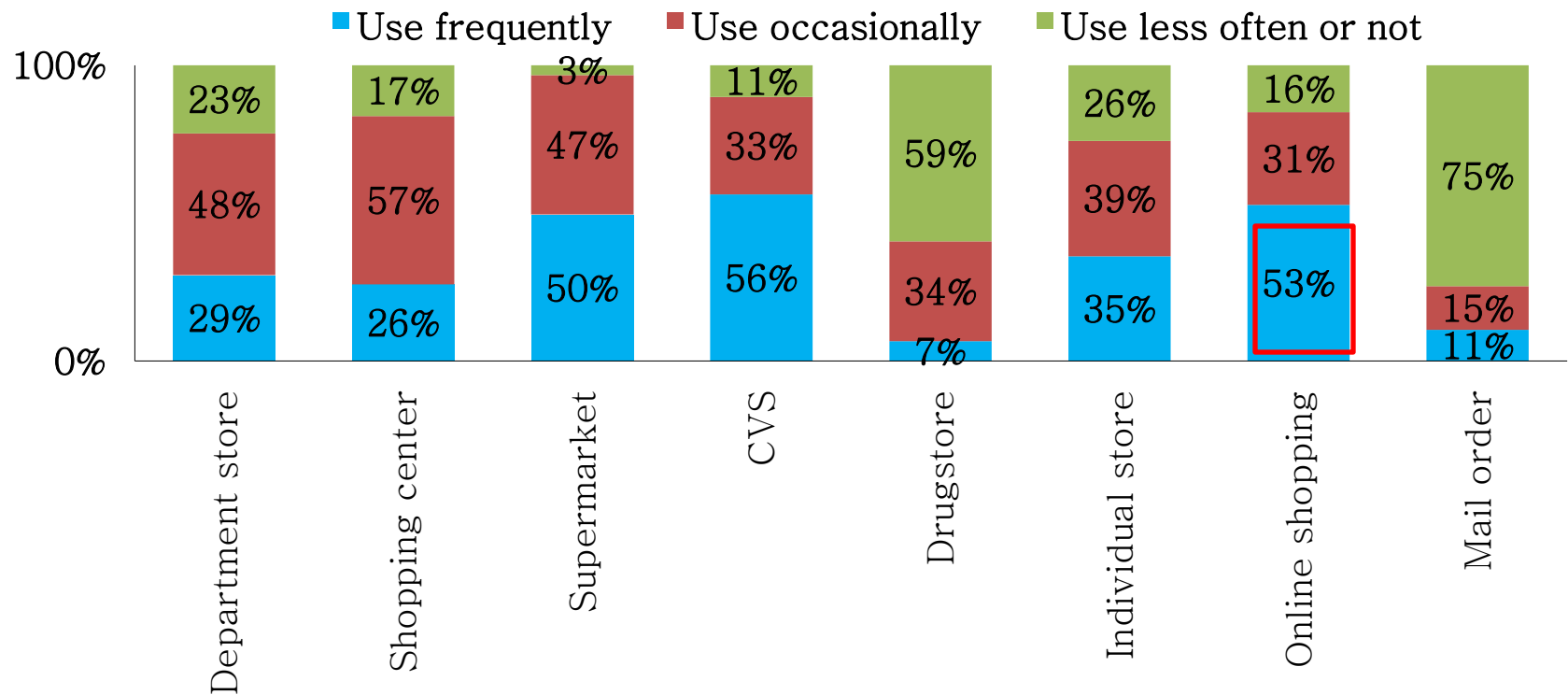
China SNS market is dominated by the top two domestic players, Sina and Tencent

Which SNS do you use most?

	Total	Beijing	Shanghai	Guangzhou
SinaWeibo (micro blog)	38%	32%	37%	45%
Qzone(run by Tencent)	28%	31%	23%	30%
TencentWeibo (micro blog)	13%	10%	13%	14%
Renren	9%	15%	9%	3%
Kaixin	6%	6%	10%	1%
TecentPengyou	3%	1%	3%	4%
Douban	1%	1%	2%	1%
SohuWeibo (micro blog)	1%	2%	1%	0%
Others	1%	1%	1%	1%
Total	100%	100%	100%	100%

Another big picture: Online shopping has already been one of the most-often used purchase channels for Chinese urban consumers

How frequently do you make use of respective stores?

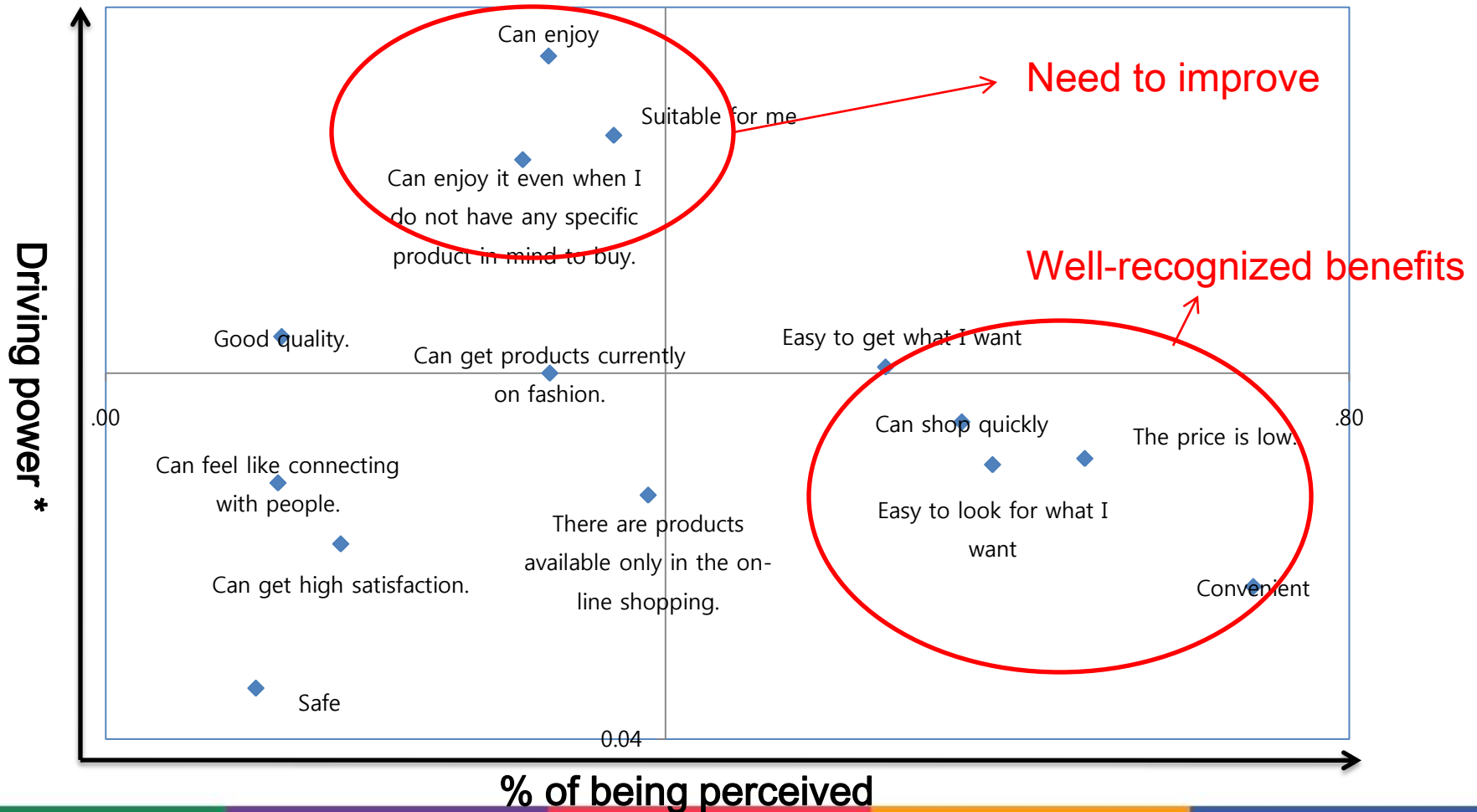


Chinese consumers rely on internet to buy a great variety of consumer goods

What kind of product have you ever bought through on-line shopping?
(Top 10 categories)

	Total	24 yrs old or below	25-34 yrs old	35-44 yrs old	45 yrs old or above
Ladies' fashion clothing	61%	56%	64%	61%	60%
Book , magazine and/or comic	57%	55%	59%	60%	53%
Kitchen goods, Miscellaneous goods for daily life and/or Daily necessities	54%	36%	62%	59%	67%
Home electric appliance	54%	36%	60%	64%	62%
PC and/or Peripherals	53%	44%	59%	55%	48%
Cosmetics and/or Perfume	51%	50%	55%	49%	38%
Men's fashion clothing	48%	38%	53%	49%	46%
Leisure and/or Outdoor goods	46%	32%	51%	52%	54%
Game and/or Toy	34%	28%	41%	32%	16%
Sports goods	33%	24%	36%	40%	24%

How to drive consumers to shop online more? Make it more enjoyable and help them to build self-identity



A large, faint, light blue floral pattern is centered on the slide, featuring stylized leaves and flowers.

Thank you

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