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China Digital Life Report 中國數位生活消費需求調查報告

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Chapter 2

Analysis of the survey results about purchase decision-making

2.1 Motivation for purchasing products

Table 2.1.1 Motivation for purchasing flat TVs (China, grouped by area)

	BJ	SH	GZ	CD	SY	Total
Watch digital TV programs	3%	5%	4%	2%	2%	3%
To watch high quality DVD	2%	3%	4%	0%	0%	2%
Clear Picture/High resolution	33%	42%	41%	50%	41%	41%
Larger size of the screen	9%	18%	14%	6%	9%	12%
Fashionable	11%	11%	14%	25%	19%	15%
I want to have one like others	3%	4%	1%	1%	1%	2%
Matches decoration	7%	3%	4%	3%	4%	4%
Space saving	8%	5%	8%	5%	10%	7%
Low radiation	18%	8%	9%	5%	8%	10%
Able to watch overseas satellite TV programs	1%	0%	0%	0%	0%	0%
Others	5%	1%	2%	2%	4%	3%
	100%	100%	100%	100%	100%	100%

Source:MIC, 2006 China Digital Life Report, LCD TV & PDP TV

**Table 3.1.12-1 Price analysis of flat TVs–The price point at which quality doubted
(China, grouped by household income)**

	Middle			Mid-upper		
	N	Ratio	Q.D. Price	N	Ratio	Q.D. Price
LCD TV(S)	90	26%	3,306	76	20%	3,388
LCD TV(M)	94	28%	4,782	86	23%	4,823
LCD TV(L)	34	10%	5,229	48	13%	7,229
PDP TV(M1)	58	17%	5,750	54	14%	5,150
PDP TV(M2)	51	15%	8,549	83	22%	7,807
PDP TV(L)	7	2%	5,300	20	5%	7,925

Source:MIC, 2006 China Digital Life Report, LCD TV & PDP TV

**Table 3.1.12-2 Price analysis of flat TVs–The price point at which quality doubted
(China, grouped by household income)**

	Mid.-high			High			Total
	N	Ratio	Q.D. Price	N	Ratio	Q.D. Price	Q.D. Price
LCD TV(S)	46	13%	3,963	29	9%	3,493	3,480
LCD TV(M)	63	19%	5,159	49	16%	5,584	5,010
LCD TV(L)	35	10%	7,000	34	11%	8,206	6,946
PDP TV(M1)	41	12%	5,680	41	13%	5,483	5,512
PDP TV(M2)	128	38%	8,022	130	43%	8,815	8,308
PDP TV(L)	17	5%	7,353	16	5%	9,938	7,993

Source:MIC, 2006 China Digital Life Report, LCD TV & PDP TV

Table 4.5.5-1 The preference of future scenario analysis (China, grouped by area)

	BJ				SH				GZ			
	High	Med.	Low	DK	High	Med.	Low	DK	High	Med.	Low	DK

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Digital video/audio transmission	77%	17%	2%	1%	80%	16%	2%	0%	66%	29%	4%	0%
Able to use as computer	55%	25%	17%	1%	55%	33%	10%	0%	42%	40%	17%	0%
Connect to mobile phone	49%	27%	21%	1%	62%	26%	10%	0%	36%	46%	16%	0%
Wireless reception to video/audio	84%	13%	2%	0%	84%	12%	2%	0%	71%	24%	3%	0%
Home theater sound effect	82%	13%	3%	0%	82%	15%	2%	0%	72%	24%	2%	0%
Can print TV pictures directly	61%	25%	12%	0%	64%	25%	10%	0%	48%	41%	10%	0%
Direct viewing or editing digital photos	66%	22%	10%	0%	66%	26%	7%	0%	51%	40%	7%	0%
Remote controller can control the other electronic appliances	52%	29%	17%	0%	58%	29%	11%	0%	45%	40%	13%	0%
Show indoor temperature and humidity	57%	28%	12%	0%	58%	33%	8%	0%	47%	40%	11%	0%
With language translation function	80%	13%	6%	0%	77%	15%	6%	0%	61%	33%	5%	0%
Remote control to adjust height and angle of screen	74%	21%	3%	0%	63%	30%	4%	1%	57%	37%	4%	0%
Decoration effect as frame/mirror in standby status	60%	28%	10%	0%	54%	36%	7%	0%	39%	47%	13%	0%
Different illuminant effect	59%	30%	9%	0%	61%	30%	7%	0%	53%	37%	8%	0%
Able to change TV frame	51%	30%	16%	1%	52%	34%	12%	0%	42%	43%	13%	0%
Auto-adjust picture color by room light	77%	18%	3%	0%	72%	23%	3%	0%	69%	28%	2%	0%

This question asked to all respondents

9 point scale of Preference: High (7-9), Med. (4-6), Low (1-3). DK: Don't know.

Source: MIC, 2006 China Digital Life Report, LCD TV & PDP TV

Table 5.7.8-2 Reasonable price perception of flat TVs (China, grouped by products intended to purchase)

	PDP TV(M1)				PDP TV(M2)				PDP TV(L)				Total			
	High	Med.	Low	DK	High	Med.	Low	DK	High	Med.	Low	DK	High	Med.	Low	DK
ACER	19%	47%	5%	26%	22%	46%	4%	26%	28%	51%	3%	16%	19%	48%	6%	25%
AMOI	37%	52%	6%	3%	36%	54%	4%	4%	33%	50%	11%	5%	36%	53%	5%	4%
AOC	15%	43%	13%	27%	16%	40%	7%	36%	13%	48%	16%	21%	15%	42%	10%	32%
BENQ	21%	51%	6%	21%	22%	46%	6%	24%	28%	46%	8%	16%	20%	48%	8%	22%
CHANGHONG	49%	45%	3%	1%	45%	49%	2%	2%	58%	30%	10%	1%	48%	46%	3%	1%
HAIER	43%	48%	5%	2%	46%	47%	5%	1%	48%	43%	5%	3%	45%	47%	5%	1%
HISENSE	37%	52%	5%	5%	37%	52%	4%	5%	25%	66%	6%	1%	34%	54%	5%	4%
HITACHI	40%	52%	6%	1%	41%	48%	6%	2%	31%	56%	5%	6%	40%	49%	7%	3%

KOLIN	8%	34%	13%	43%	8%	29%	8%	53%	16%	43%	15%	25%	8%	35%	10%	45%
KONKA	38%	53%	5%	2%	41%	51%	3%	3%	31%	56%	6%	5%	39%	52%	4%	2%
LG	36%	54%	5%	3%	40%	49%	6%	4%	31%	63%	1%	3%	37%	51%	5%	4%
PANASONIC	55%	38%	5%	1%	52%	39%	8%	0%	46%	50%	3%	0%	50%	41%	7%	1%
PHILIPS	40%	53%	4%	1%	46%	45%	5%	2%	46%	48%	3%	1%	44%	47%	5%	2%
PIONEER	30%	43%	7%	17%	26%	47%	8%	16%	36%	46%	6%	10%	26%	47%	9%	17%
POLYVISION	11%	31%	13%	43%	10%	26%	10%	53%	13%	48%	13%	25%	10%	33%	11%	44%
PRIMA	27%	54%	11%	6%	29%	51%	6%	11%	30%	56%	8%	5%	28%	53%	8%	9%
PROTON	10%	32%	15%	41%	9%	27%	8%	53%	15%	43%	16%	25%	9%	33%	11%	44%
SAMPO	15%	40%	8%	35%	16%	35%	6%	41%	21%	45%	10%	23%	15%	39%	8%	36%
SAMSUNG	54%	40%	4%	0%	50%	42%	5%	1%	55%	38%	6%	0%	49%	43%	6%	1%
SANYO	36%	53%	6%	3%	36%	52%	7%	3%	31%	51%	6%	10%	34%	52%	8%	4%
SHARP	33%	57%	5%	4%	31%	53%	8%	6%	40%	43%	10%	6%	30%	54%	8%	6%
SKYWORTH	40%	51%	4%	3%	49%	44%	3%	2%	46%	40%	10%	3%	47%	45%	4%	2%
SONY	53%	38%	7%	0%	47%	42%	8%	1%	56%	35%	5%	3%	47%	42%	8%	1%
SVA	22%	52%	11%	13%	26%	45%	8%	19%	16%	61%	11%	10%	23%	49%	8%	17%
TATUNG	10%	31%	14%	43%	9%	27%	9%	53%	13%	43%	18%	25%	9%	34%	11%	44%
TCL	45%	45%	6%	2%	45%	47%	4%	2%	50%	40%	6%	3%	46%	46%	4%	2%
TECO	11%	41%	8%	39%	11%	32%	7%	47%	21%	41%	13%	23%	12%	37%	9%	40%
TOSHIBA	47%	43%	8%	0%	46%	42%	8%	1%	51%	41%	5%	1%	46%	43%	7%	1%
VIEWSONIC	17%	45%	8%	28%	19%	43%	6%	31%	13%	50%	13%	23%	16%	45%	9%	29%

This question asked to all respondents

9 point scale of Price Reasonability: High (7-9), Med. (4-6), Low (1-3). DK: Don't know.

Source: MIC, 2006 China Digital Life Report, LCD TV & PDP TV

Table 5.9.25 Flat TV brands image evaluation- Advanced technology (China, grouped by area)

	BJ	SH	GZ	CD	SY	Total
SONY	29%	53%	56%	31%	42%	43%
SAMSUNG	20%	37%	20%	25%	19%	25%
PANASONIC	22%	22%	23%	20%	25%	22%
PHILIPS	8%	25%	10%	18%	11%	14%
TOSHIBA	14%	8%	8%	20%	16%	12%
HAIER	10%	4%	4%	16%	16%	9%
CHANGHONG	5%	3%	3%	23%	6%	7%
SKYWORTH	9%	4%	3%	10%	7%	6%
HITACHI	5%	4%	5%	12%	7%	6%
TCL	4%	3%	4%	6%	4%	4%
SHARP	3%	4%	6%	1%	2%	4%
LG	2%	4%	2%	3%	6%	3%
HISENSE	4%	1%	1%	3%	6%	3%
KONKA	3%	1%	2%	3%	3%	2%
SANYO	3%	1%	2%	2%	2%	2%
PRIMA	0%	0%	1%	1%	5%	1%
PIONEER	1%	2%	1%	1%	0%	1%
AMOI	0%	0%	1%	0%	1%	1%
SVA	0%	1%	0%	0%	0%	0%
Others	3%	2%	5%	2%	2%	3%
	145%	179%	155%	198%	184%	169%

This question has multiple answers. It is un-aided and no more than 3 brands.

Source: MIC, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.1.2 Penetration of digital home products or services (China, group by age)

	15-19	20-29	30-39	40-49	50-64	Total
Home theater	50%	52%	57%	47%	37%	50%
DVD player	76%	77%	76%	70%	66%	73%
DVD recorder	18%	22%	23%	29%	27%	24%
Projection TV set	17%	16%	14%	11%	8%	13%

LCD TV set	11%	17%	17%	11%	10%	14%
Plasma TV set	11%	7%	8%	6%	5%	7%
Digital camera	41%	59%	50%	43%	37%	48%
Digital video (DV)	19%	26%	24%	19%	15%	22%
PS	21%	22%	13%	18%	9%	17%
PS2	13%	15%	4%	5%	3%	8%
Xbox	4%	4%	2%	2%	1%	3%
Game Cube	11%	10%	6%	9%	6%	8%
Others game console	7%	4%	4%	3%	3%	4%
15" below LCD monitor	7%	8%	8%	6%	6%	7%
15" LCD monitor	10%	12%	9%	8%	6%	9%
17" LCD monitor	20%	26%	20%	17%	8%	19%
19" LCD monitor	5%	3%	2%	3%	1%	3%
Tablet PC	10%	14%	11%	9%	6%	10%
Desktop PC	72%	78%	59%	64%	58%	67%
Laptop PC	15%	27%	25%	20%	15%	22%
Broadband internet access	53%	70%	50%	47%	42%	55%
Wireless internet access	7%	13%	13%	11%	8%	11%
None	5%	4%	9%	12%	16%	9%
Don't know	0%	0%	1%	0%	1%	0%
	503%	584%	502%	470%	394%	504%<

This question is asked to all respondents

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.1.3 Penetration of digital home products or services (China, group by gender)

	Male	Female	Total
Home theater	54%	45%	50%
DVD player	74%	73%	73%
DVD recorder	22%	25%	24%
Projection TV set	13%	14%	13%
LCD TV set	14%	14%	14%
Plasma TV set	7%	7%	7%
Digital camera	50%	46%	48%
Digital video (DV)	23%	20%	22%
PS	18%	16%	17%
PS2	12%	5%	8%
Xbox	4%	2%	3%
Game Cube	11%	6%	8%
Others game console	4%	4%	4%
15" below LCD monitor	8%	7%	7%
15" LCD monitor	11%	8%	9%
17" LCD monitor	22%	17%	19%
19" LCD monitor	3%	2%	3%
Tablet PC	12%	8%	10%
Desktop PC	69%	65%	67%
Laptop PC	23%	21%	22%
Broadband internet access	59%	50%	55%
Wireless internet access	11%	11%	11%
None	8%	10%	9%
Don't know	0%	0%	0%
	532%	476%	504%

This question is asked to all respondents

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.1.5 Penetration of digital home products or services (China, group by education)

	Elementary school	Junior high school	Senior high school	Undergraduate or above	Total
Home theater	27%	42%	48%	57%	50%
DVD player	40%	67%	72%	81%	73%
DVD recorder	16%	26%	22%	25%	24%
Projection TV set	12%	12%	13%	14%	13%
LCD TV set	6%	12%	10%	18%	14%
Plasma TV set	3%	8%	8%	6%	7%
Digital camera	26%	30%	40%	65%	48%
Digital video (DV)	11%	14%	17%	30%	22%
PS	4%	14%	20%	18%	17%
PS2	3%	5%	8%	11%	8%
Xbox	2%	2%	2%	3%	3%
Game Cube	2%	8%	9%	9%	8%
Others game console	2%	4%	4%	4%	4%
15" below LCD monitor	3%	5%	7%	9%	7%
15" LCD monitor	4%	5%	8%	13%	9%
17" LCD monitor	3%	10%	16%	28%	19%
19" LCD monitor	0%	3%	2%	3%	3%
Tablet PC	3%	5%	8%	15%	10%
Desktop PC	36%	53%	62%	81%	67%
Laptop PC	11%	10%	16%	33%	22%
Broadband internet access	26%	37%	47%	70%	55%
Wireless internet access	6%	7%	10%	14%	11%
None	36%	14%	8%	4%	9%
Don't know	5%	0%	0%	0%	0%
	289%	393%	458%	610%	504%

This question is asked to all respondents

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.1.6 Penetration of digital home products or services (China, group by personal income)

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	No income	Low	Middle	High	Higher	Total
Home theater	37%	36%	43%	61%	70%	49%
DVD player	62%	59%	69%	83%	89%	73%
DVD recorder	17%	13%	23%	27%	34%	23%
Projection TV set	12%	10%	11%	12%	22%	13%
LCD TV set	8%	7%	10%	17%	28%	14%
Plasma TV set	6%	6%	6%	7%	12%	7%
Digital camera	26%	26%	40%	63%	79%	48%
Digital video (DV)	12%	10%	15%	26%	46%	21%
PS	13%	15%	16%	19%	23%	17%
PS2	6%	6%	7%	10%	15%	8%
Xbox	3%	2%	2%	3%	4%	3%
Game Cube	9%	5%	8%	9%	10%	8%
Others game console	4%	5%	5%	3%	2%	4%
15" below LCD monitor	3%	4%	5%	10%	15%	7%
15" LCD monitor	7%	5%	7%	12%	16%	9%
17" LCD monitor	13%	12%	13%	26%	36%	19%
19" LCD monitor	3%	3%	2%	2%	3%	2%
Tablet PC	10%	8%	7%	14%	16%	10%
Desktop PC	58%	56%	62%	78%	80%	67%
Laptop PC	10%	10%	13%	27%	49%	21%
Broadband internet access	42%	38%	46%	68%	78%	54%
Wireless internet access	6%	3%	7%	13%	25%	10%
None	16%	20%	11%	2%	1%	9%
Don't know	0%	0%	0%	0%	0%	0%
	383%	359%	429%	590%	754%	499%

This question is asked to all respondents

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.4.2 Level of interest in digital home products or services (China, group by age)

	15-19		20-29		30-39		40-49		50-64		Total	
	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean

Home theater	123	3.33	316	3.41	227	3.36	225	3.41	179	3.22	1,070	3.36
DVD player	54	3.57	140	3.26	107	3.14	103	3.38	71	3.21	475	3.29
DVD recorder	170	3.36	387	3.22	303	3.31	212	3.38	157	3.32	1,229	3.30
Projection TV set	181	3.31	552	2.94	458	2.82	372	3.07	253	3.01	1,816	2.98
LCD TV set	228	3.52	567	3.62	445	3.64	373	3.77	264	3.60	1,877	3.64
Plasma TV set	225	3.46	617	3.53	472	3.47	370	3.59	244	3.49	1,928	3.51
Digital camera	161	3.71	280	3.99	279	3.68	249	3.76	197	3.78	1,166	3.79
Digital video (DV)	214	3.86	502	3.90	406	3.71	331	3.63	258	3.57	1,711	3.75
PS2	167	3.46	371	2.89	210	2.57	132	2.37	93	2.68	973	2.83
Xbox	136	3.15	333	2.74	136	2.65	86	2.42	52	2.67	743	2.76
17" LCD Monitor	171	3.65	431	3.46	316	3.44	232	3.59	161	3.47	1,311	3.50
Tablet PC	106	3.22	244	3.10	194	3.27	111	3.31	83	3.22	738	3.21

This question is only asked to respondents who have ever heard of the product or service.

5 point scale where 1 indicates "Dislike It Very Much", and 5 indicates "Like It Very Much"

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.5.7 Purchase intention for digital home products or services (China, group by household incme)

	Low		Middle		High		Higher		Total	
	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean
Home theater	79	1.84	330	2.07	207	2.21	219	2.22	1,073	2.08
DVD player	53	1.83	172	2.34	78	2.29	62	2.37	474	2.22
DVD recorder	68	1.81	323	2.15	259	2.22	307	2.43	1,230	2.20
Projection TV set	106	1.69	462	1.80	376	1.77	499	1.89	1,825	1.80
LCD TV set	101	1.83	486	1.99	382	2.25	484	2.65	1,882	2.24
Plasma TV set	87	1.74	464	1.97	394	2.01	569	2.30	1,954	2.08
Digital camera	109	1.97	422	2.49	229	2.91	160	2.93	1,174	2.58
Digital video (DV)	107	1.90	481	2.29	374	2.62	378	2.82	1,709	2.50
PS2	44	1.70	225	1.99	192	1.73	287	1.81	985	1.82
Xbox	25*	1.96	138	1.89	153	1.66	241	1.74	752	1.75
17" LCD Monitor	56	1.95	317	2.27	274	2.26	360	2.47	1,319	2.29
Tablet PC	48	1.92	189	2.29	153	1.95	191	2.08	755	2.07

This question is only asked to respondents who have ever heard of the product or service.

5 point scale where 1 indicates "No Purchase Intention and 5 indicates Highest Purchase Intention

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.6.2 Place of purchase for 3C products or services (China, group by age)

	15-19	20-29	30-39	40-49	50-64	Total
Buynow	5%	5%	2%	2%	3%	4%
Pacific	5%	8%	4%	2%	2%	5%
Hilon	2%	7%	4%	1%	2%	4%
Tianhe	3%	3%	3%	1%	2%	2%
Carrefour	3%	4%	4%	4%	3%	4%
Trust-mart	1%	2%	2%	1%	3%	2%
Gome	21%	32%	43%	34%	30%	33%
Yongle	4%	11%	11%	11%	9%	10%
Suning	8%	16%	19%	16%	12%	15%
Da Zhong	10%	9%	10%	14%	10%	11%
Department Store	6%	7%	8%	11%	5%	8%
None	10%	9%	9%	10%	7%	9%
Don't know	86%	47%	47%	56%	75%	57%
Haiyin Electric Appliance City	2%	3%	2%	2%	2%	2%
Sanhao Electric City	1%	3%	2%	1%	1%	2%
Chengdu Peoples Department Store	0%	1%	3%	2%	2%	2%
Digital Plaza	1%	2%	2%	1%	0%	2%
ZhongXing Department Store	1%	2%	2%	1%	2%	2%
Tiexi Department Store	1%	2%	2%	2%	2%	2%
Other specialized 3C hypermarket	1%	4%	2%	3%	3%	3%
Other hypermarket	1%	3%	1%	3%	3%	2%
Other 3C specialized store	1%	1%	2%	2%	2%	2%
Others	2%	2%	2%	4%	1%	2%
	214%	226%	227%	222%	218%	223%

This question is only asked to respondents who have the 3C product or service at home

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.6.3 Place of purchase for 3C products or services (China, group by gender)

	Male	Female	Total
Buynow	4%	3%	4%
Pacific	7%	3%	5%
Hilon	4%	3%	4%
Tianhe	3%	2%	2%
Carrefour	4%	4%	4%
Trust-mart	1%	2%	2%
Gome	32%	35%	33%
Yongle	9%	11%	10%
Suning	15%	16%	15%
Da Zhong	9%	12%	11%
Department Store	7%	8%	8%
None	9%	9%	9%
Don't know	55%	60%	57%
Haiyin Electric Appliance City	3%	1%	2%
Sanhao Electric City	2%	2%	2%
Chengdu Peoples Department Store	2%	2%	2%
Digital Plaza	2%	1%	2%
ZhongXing Department Store	1%	2%	2%
Tiexi Department Store	2%	1%	2%
Other specialized 3C hypermarket	3%	3%	3%
Other hypermarket	3%	2%	2%
Other 3C specialized store	1%	2%	2%
Others	3%	2%	2%
	225%	221%	223%

This question is only asked to respondents who have the 3C product or service at home

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.6.7 Place of purchase for 3C products or services (China, group by household income)

	Low	Middle	High	Higher	Total
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Buynow	7%	3%	5%	4%	4%
Cybermart	2%	1%	1%	2%	2%
Pacific	0%	2%	5%	7%	4%
Hilon	0%	1%	3%	7%	4%
Tianhe	0%	2%	2%	3%	2%
Carrefour	4%	4%	5%	3%	4%
Trust-mart	0%	3%	2%	1%	2%
Gome	23%	35%	36%	38%	36%
Yongle	4%	7%	12%	13%	10%
Suning	8%	14%	19%	17%	16%
Da Zhong	2%	8%	10%	16%	12%
Department Store	7%	7%	7%	8%	7%
None	4%	6%	10%	11%	9%
Don't know	86%	69%	47%	39%	53%
Haiyin Electric Appliance	1%	1%	3%	2%	2%
Sanhao Electric City	0%	2%	3%	2%	2%
Chengdu Peoples	5%	2%	2%	2%	2%
Digital Plaza	4%	1%	3%	2%	2%
Centurial Lianhua	1%	1%	1%	2%	2%
ZhongXing Department	2%	3%	2%	1%	2%
Chendu Department	0%	1%	2%	2%	2%
Tiexi Department Store	5%	3%	2%	1%	2%
Other specialized 3C	4%	4%	2%	4%	3%
Other hypermarket	5%	2%	3%	2%	2%
Other 3C specialized store	2%	2%	2%	1%	2%
Others	8%	2%	2%	2%	2%
	221%	219%	226%	230%	226%

This question is only asked to respondents who have the 3C product or service at home

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

9.7 Factors consideration when purchasing 3C products or services

Table 9.7.1 Factors consideration when purchasing 3C products or services (China, group by age)

	BJ	GZ	SH	CD	SY	Total
Always hold promotion	4%	4%	4%	2%	2%	3%
Lowest Price	32%	23%	29%	29%	30%	29%
Clerks' high expertism	3%	2%	3%	1%	0%	2%
Good service attitude	6%	6%	10%	11%	9%	8%
Plenty product categories	23%	29%	24%	17%	10%	21%
Plenty product brands	7%	12%	11%	5%	2%	8%
Long-time warranty	12%	18%	15%	4%	7%	12%
At home prepair service	4%	2%	3%	2%	4%	3%
Recommendation by relatives/ friends	6%	7%	5%	4%	1%	5%
Location	17%	13%	22%	31%	19%	21%
Convenient to traffic/ park	1%	1%	1%	3%	3%	2%
Shippment/ delivery service	0%	0%	0%	3%	7%	2%
High-quality product	8%	11%	8%	21%	27%	15%
Confident with product	2%	2%	1%	8%	9%	4%
Confident with store	4%	6%	5%	18%	34%	13%
Good aftersale service	2%	1%	1%	4%	6%	3%
Others	3%	0%	1%	2%	2%	2%
	153%	154%	163%	181%	185%	166%

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV

Table 9.7.8 Factors consideration when purchasing 3C products or services (China, group by occupation)

	Supervisor	White collar	Blue collar	Student	Housewife	Unemployed / Retired	Total
Always hold promotion	3%	3%	3%	4%	3%	4%	3%
Lowest Price	26%	34%	33%	24%	25%	24%	29%
Clerks' high expertism	2%	1%	3%	3%	1%	1%	2%
Good service attitude	9%	9%	8%	4%	11%	7%	8%
Plenty product categories	22%	24%	22%	20%	21%	13%	21%
Plenty product brands	9%	9%	9%	7%	6%	4%	8%
Long-time warranty	11%	12%	10%	11%	14%	15%	12%
At home prepair service	4%	2%	5%	1%	5%	3%	3%
Recommendation by relatives/ friends	5%	3%	5%	6%	3%	6%	5%
Location	18%	19%	19%	26%	21%	25%	21%
Convenient to traffic/ park	2%	2%	1%	2%	0%	0%	2%
Shippment/ delivery service	1%	3%	3%	1%	2%	2%	2%
High-quality product	14%	16%	12%	14%	26%	14%	15%
Confident with product	3%	4%	5%	3%	6%	5%	4%
Confident with store	12%	13%	11%	11%	17%	17%	13%
Good aftersale service	2%	2%	4%	2%	6%	3%	3%
Others	2%	2%	1%	3%	0%	1%	2%
	166%	174%	169%	154%	179%	159%	166%

This question has multiple answers.

*: Sample size less than 30

Source: Synovate, 2006 China Digital Life Report, LCD TV & PDP TV