

Chinese Youth:

Green Values & Brand Behavior

During November and December 2009, two China-based organizations — the sustainability consultancy Greennovate and the youth insights group enovate — cooperated to gather insights into the minds of China's socially aware youth.

www.enovatechina.com



www.greennovate.net



Goals

To find out what defines quality of life for Chinese youth and how these values influence their behavior towards brands and products.

Chinese youth quality of life values

Chinese youth green perceptions

Methodology

400 Youth Across China

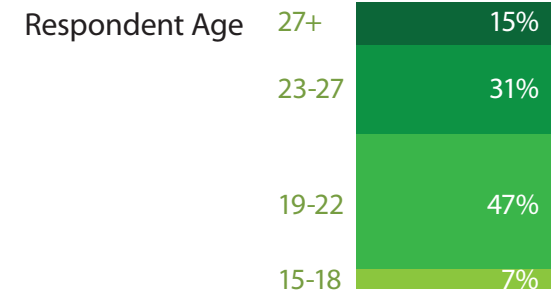
To gather this key information, we surveyed over 400 young people across China (60% outside of Tier 1 cities)

Students and Young Employees

The majority of participants were university students aged 19-22, followed by younger members of the workforce and high school students

Online Survey Promoted Through SNS

The survey was carried out online and promoted on social networking sites for creatives such as Neocha and Douban, on the youth brand eno's website and on a mix of green and socially responsible blogs. As a result, our surveyed group would be expected to filter in a greater number of design-focused, creative and socially engaged types than the average.



This survey was conducted as part of **Made GREEN in China (MaGiC)**, an open initiative to encourage the development of greener products and lifestyles in China. MaGiC includes a green design competition and public green events at major Chinese universities, helping to build public awareness on sustainability.

www.joinmagic.org

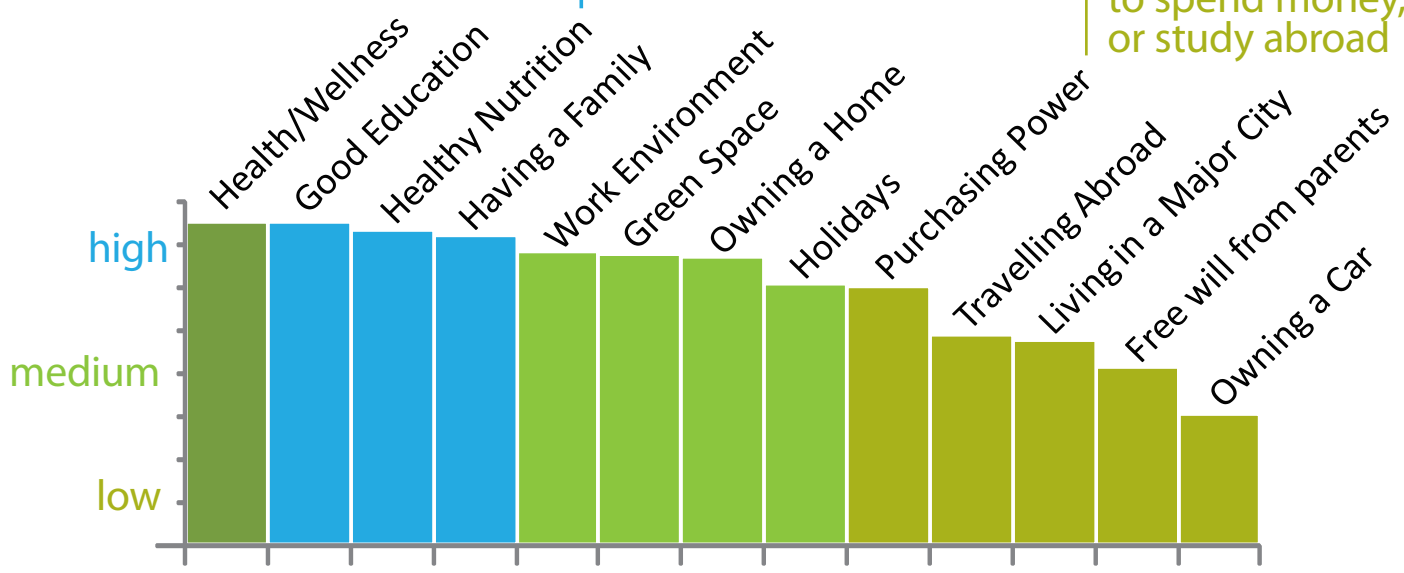
Factors determining quality of life

These rankings represent Chinese youth shifting to a more idealistic, attainable, and personally beneficial lifestyle, rather than one that is selfish and simply improves material wealth.

● Here's what they said was **Most Important for quality of life:**
personal health & wellness

● **Then:** education, nutrition and family

● **Not Highly Ranked:** owning a car, having the ability to spend money, personal free will, ability to travel or study abroad



What defines a “green” brand?

According to our survey, a green brand is defined as a brand that has a majority of its products produced by processes that do not harm the environment.

What is the most important indicator that a brand is “green”?

When youth ranked the most important indicators of green...

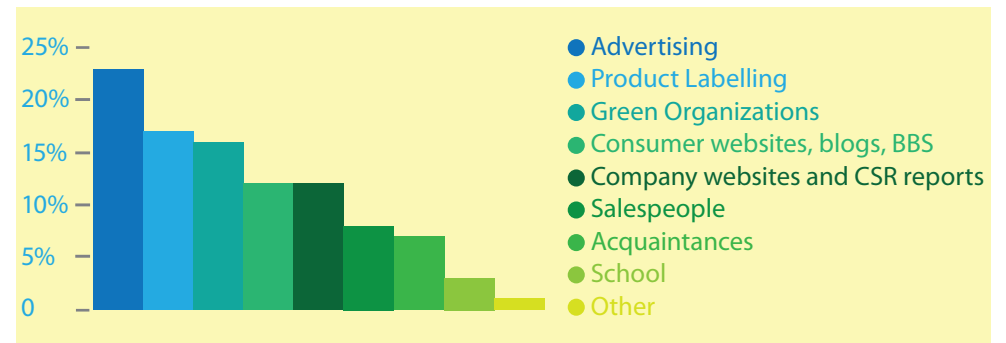
...advertising came in Dead Last!



But

Primary exposure to green brands is still through advertising. Although youth may not trust advertising, it is still their primary channel for hearing about green brands

“What is the #1 source where you have learned about brands who are focused on being green and protecting the environment?”



So

Since, paradoxically, Chinese youth rely heavily on BUT do not trust advertising to tell them what's green, building trust by avoiding greenwashing is essential

especially because ...

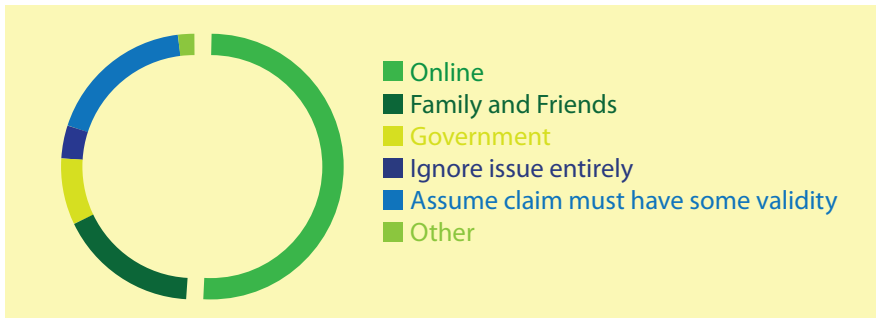
... Chinese youth verify green claims

“When questioning the validity of a brand’s environmentally friendly claims, do you follow up and verify if it is true or not?”

58% make the effort to verify claims of environmental friendliness if they are in doubt

Internet is the main channel for verifying green claims

How would you verify green claims you were skeptical about?



So after all this, do they reward green brands?

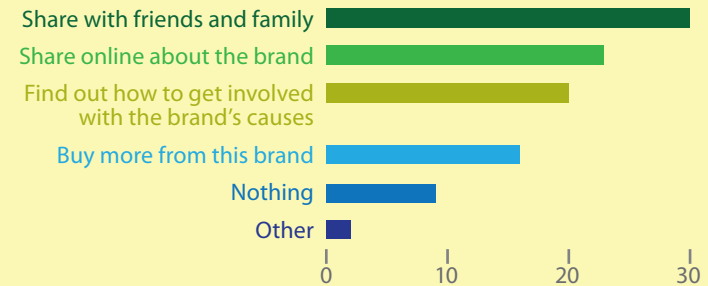
For the audience we surveyed, the answer is a resounding

YES

They reward with positive word of mouth, active involvement and increased sales

Scenario

You’ve recently purchased a T-shirt made from natural or recycled materials from a company connected with green organizations. What do you do?



In Summary

- There is a misperception in the **values and ideals of Chinese youth**: They value **health** and education more than fast-paced, spend-thrift lifestyles
- There is a lack of easily available indicators on what is green, but Chinese youth are doing their homework online so **building trust** through transparency for brands is essential
- Chinese youth **reward green brands** with word of mouth both online and in person, involvement in community initiatives and increased sales



Find out more about **MaGiC** Initiative at www.joinmagic.org