



Forrester: Marketers in China Lag Behind Consumer Mobile Adoption

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New Forrester research finds Chinese consumers' high mobile expectations exceed that of US

SHANGHAI--(BUSINESS WIRE)--Apr. 2, 2015-- Chinese consumers have high mobile expectations, according to [Forrester Research, Inc.](#) (Nasdaq: FORR)'s latest [Mobile Mind Shift Index](#) for China. Launched at the [China Summit for Marketing Leaders in Shanghai](#), Forrester offers guidance on mobile marketing strategy and shares that marketers in China are not well positioned to serve these shifted consumers right now. The Index helps marketing leaders determine how urgently they should provide mobile services and select features by measuring consumers' mobile readiness on three metrics: the Mobile Intensity Score, Mobile Expectation Score, and the Mobile Behavior Score.

Julie Ask, Forrester's Vice President, Principal Analyst and [Mobile Mind Shift](#) book co-author, explains: "Mobile has completely shifted consumer expectations. Today, consumers expect to get anything they need immediately, in context. Forrester refers to this as the [mobile mind shift](#)."

Regardless of age, income and city tier, Chinese consumers have much higher mobile expectation scores (62) than their counterparts in US (39), despite similar intensity scores, according to the study. Chinese consumers' anticipation for companies to be available on mobile creates the urgency for marketers to develop mobile applications and sustain a mobile presence.

"Mobile interactions will challenge companies even more than the Web did," advises Forrester's Senior Analyst Xiaofeng Wang in the research. "Marketers need to increase their investments in mobile and the Index can help them create a more effective mobile strategy."

The Mobile Mind Shift Index is based on a survey of 4,004 online consumers in metropolitan China. The Mandarin version of the [Mobile Mind Shift](#) book will publish later this year with CITIC Publishing Group. For more information, visit: <https://solutions.forrester.com/mobile>

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