

Consumer Payment Trends in China 2013 Q1

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Abstracts

Consumer Payment Trends in China 2013 is a recurring study of online purchasing and payment of 500 consumers in China. The report examines monthly spending habits, including analysis by age, income, gender, and city, followed by an in-depth look at usage of and attitudes regarding the variety of payment channels available in the Chinese market. The report is the third in a series of updates aimed at tracking and highlighting key market trends in China online payment and e-commerce markets.

Key Findings Include

Number and value of monthly online purchases

Payment channel preferences and frequency of use

Third-party payment provider recognition

Credit, debit, and third-party payment accounts held

Analysis of key customer segments

Up-to-date comparisons of 2012 and 2013 trends and data

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