

client Chronoswiss

project insights on the chinese market

the company

Chronoswiss is a Swiss watch manufacturer based in Lucerne. The company was founded by Gerd R. Lang in 1983 to make mechanical timepieces. Chronoswiss produces about 7,000 watches per year. All watches are hand-finished.

From the very first, Chronoswiss has stood out by developing and introducing complicated models such as the first skeletonized chronograph (*Opus*), a tourbillon or a quarter repeater (*Repetition à quarts*). In 1987, Chronoswiss launched the world's first wristwatch with a regulator-style dial, the *Régulateur*, which has turned into an iconic model for the brand and has remained a vital part of the collection ever since. 2016 took this model one step further by developing an elaborate dial construction on two levels (*Flying Regulator*). Paying tribute to the major role of the *Regulator* models, the brand's claim is "Regulate your time". Since then, the brand has further elaborated on the 'Regulator' theme, introducing new interpretations and variations every year and creating a complete collection around its iconic model.

objective of the study

Chronoswiss is one of the very few watch brands that produced "regulator" watches. These are watches with two separate hands and dials for hours and minutes (see exemplary pictures below). Since the brand aspires to gain a foothold in the Chinese market, it was particularly interested to investigate if Chinese consumers know about different watch styles (e.g., what a regulator watch actually is), if they appreciate a watch hand-made in Lucerne/Switzerland, and how its advertisements are perceived among the Chinese target group. Furthermore, other brand and product preferences relevant to the Chronoswiss brand and product portfolio were to be tested.



Exemplary watches featuring a "regulator" dial design.

methodology

type of study: empirical, online questionnaire, n=50

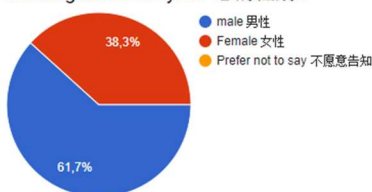
panel: Chinese nationals, majority 31-35 years of age, 96% hold university degree, 60% male/40% female

survey: questions were stated in English and Mandarin, answers provided using a 5-point Likert scale

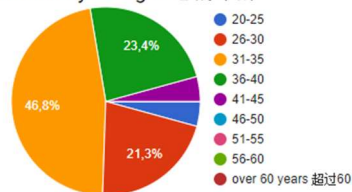
analysis: descriptive and inferential

panel details

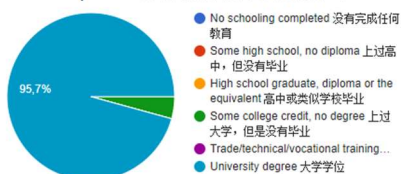
Which gender are you? 您的性别?



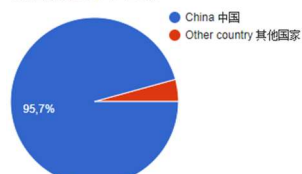
What is your age? 您的年龄



What is the highest degree or level of school you have completed? 您的教育最高学历是什么?



In which country do you live? 您居住在哪个国家?



results

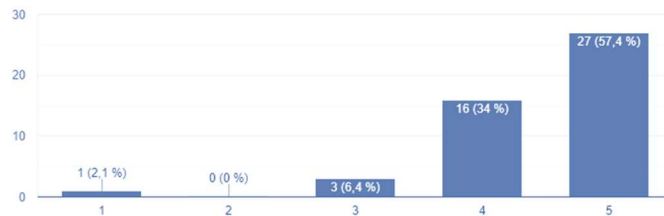
The detailed results of the study regarding respondents' liking of Chronoswiss advertisements and their product features are naturally confidential findings and cannot be disclosed. However, in this case study we can share some of the more general findings that demonstrate perceptions of a Chinese target group and that may provide valuable insights for other brands that compete in the Chinese market.

- Insight #1 We found that female Chinese ad viewers respond more positively to the tested Chronoswiss advertisement, although the watch presented in the ad as well as the Chronoswiss product portfolio address male consumers primarily, moreover
- male Chinese are willing to spend more on a handmade Swiss watch, while female Chinese respond more positively to the tested Chronoswiss advertisement.
- rec. actions Advertisements – at least for the Chinese market - should be designed more to the liking of male consumers.
-
- Insight #2 We found a strong preference for leather bands, particularly among those respondents who are willing to spend more on watches.
- rec. actions Product portfolio for Chinese market should mainly comprise leather bands.
-
- Insight #3 Male Chinese prefer large/bulky and small/slim as well as modern and classic watch designs equally; while 90% of female Chinese prefer small and slim, and 72% a classic watch design.
- rec. actions Product portfolio for Chinese market should include small/slim, large/bulky, classic and modern designs for males, and mainly small/slim and classic designs for females.
-
- Insight #4 60% of the respondents find the regulator design appealing, of whom only 18% know what a regulator watch is.
- rec. actions Advertisements could “educate” ad viewers on the specifics and history of the regulator design.

exemplary questions and result presentation

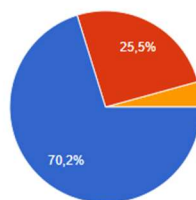
Case design of the watch 手表表壳的设计

47 Antworten

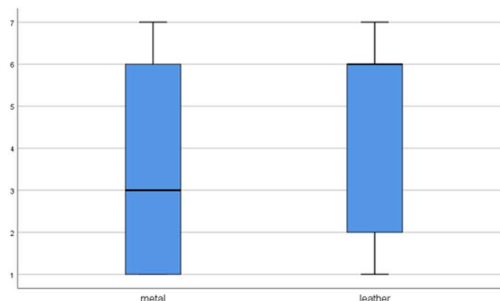


What kind of bands to you prefer? 您喜欢什么表带?

47 Antworten

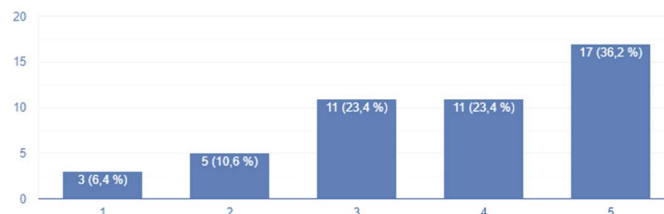


● leather band 皮表带
● metal band 金属表带
● rubber band 橡胶表带



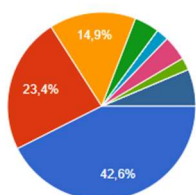
How important is it for you that the movement was manufactured by the watch company also? 机芯是由手表公司自己生产的这一点是否重要?

47 Antworten



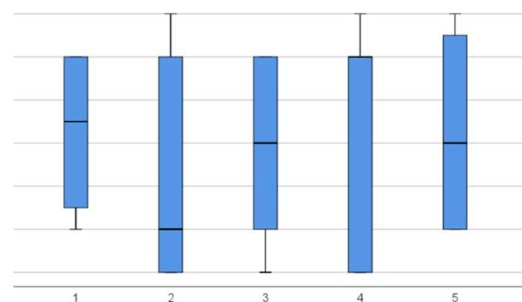
How much would you be willing to spend for a handcrafted swiss watch? 您愿意花多少钱买一块手工制作的瑞士手表?

47 Antworten

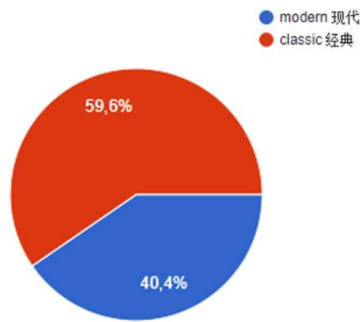


● 6500 RMB - 13000 RMB
● 13001 RMB - 19500 RMB
● 19501 RMB - 26000 RMB
● 26001 RMB - 32500 RMB
● 32501 RMB - 39000 RMB
● 39001 RMB - 45500 RMB
● 45501 RMB - 52000 RMB
● 52501 RMB - 58500 RMB

▲ 1/2 ▼



Which watch design does appeal more to you? 哪款手表设计更吸引您?

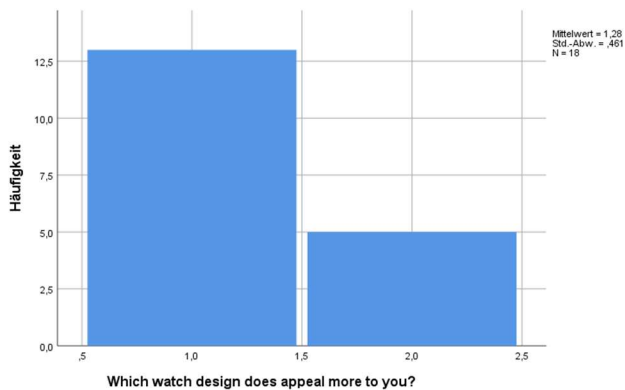


modern

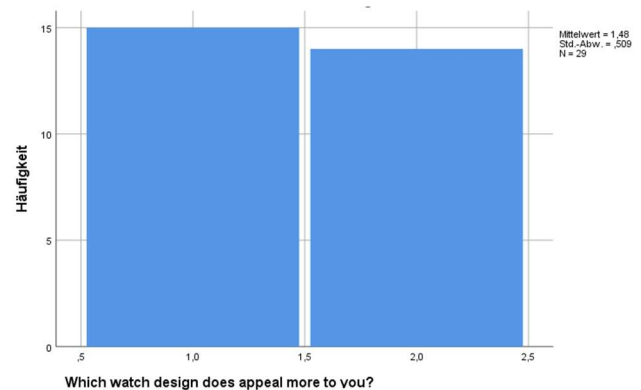


classic

female



male



achievements

This market research study provided Chronoswiss with valuable insights on product preferences, advertisement preferences, price sensitivity, and brand factors that affect preferences when making a purchase decision, among a Chinese target group.

Chronoswiss is now better equipped to adjust its product design and marketing communication to the liking of Chinese consumers.

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