

Important Factors in Buying a Brand

PLEASE SELECT THE FACTORS THAT ARE IMPORTANT IN YOUR DECISION TO BUY A BRAND.

Respondents felt that social/ethical responsibility was the most important factor in buying brand (50% overall), and this was particularly true for females 25-34 (75%). Compared to other segments, males 18-24 were most interested in great advertising (53%), while females 13-17 were most likely to think customization was important (43%).

Males	13-17	18-24	25-34	35-44
Brand is socially/ethically responsible	40%	50%	54%	38%
Great advertising	39%	53%	40%	34%
Products are on trend	36%	32%	34%	23%
Group discounts or loyalty programs	25%	29%	33%	28%
Products are consistent with brand's identity	18%	38%	42%	39%
Products are customizable	32%	38%	33%	26%
Social media presence	25%	16%	13%	14%
Brand/products promote community	12%	13%	14%	19%
Customer involvement in design process	13%	21%	14%	8%

Females	13-17	18-24	25-34	35-44
Brand is socially/ethically responsible	47%	59%	75%	38%
Great advertising	35%	37%	35%	37%
Products are on trend	44%	48%	46%	25%
Group discounts or loyalty programs	31%	44%	39%	46%
Products are consistent with brand's identity	22%	38%	35%	43%
Products are customizable	43%	33%	31%	26%
Social media presence	27%	21%	20%	21%
Brand/products promote community	14%	17%	21%	18%
Customer involvement in design process	20%	13%	8%	7%