SALES FACTORY ConsumerPulse

What role does brand play in the Learn, Shop, Buy process?

June 1, 2023

What are consumers' attitudes toward national and house brands, and what sources of information do they rely on to make decisions?

At-A-Glance:

- 45% of consumers say they try to buy well-known, national brands.
- 70% agree that house brands are generally a good value.
- 69% will take a risk by trying a new brand.
- 43% believe price is a good indicator of a product's quality.

The Outlook:

Our results found that there are significant generational differences in how consumers learn about and shop for products, including attitudes toward national brands, taking a risk on a new brand, relying on ratings or reviews, or using social media for product information. Having a deep understanding of your prime prospect is vitally important in developing effective brand-building strategies and in moving them through the purchase funnel as efficiently as possible.

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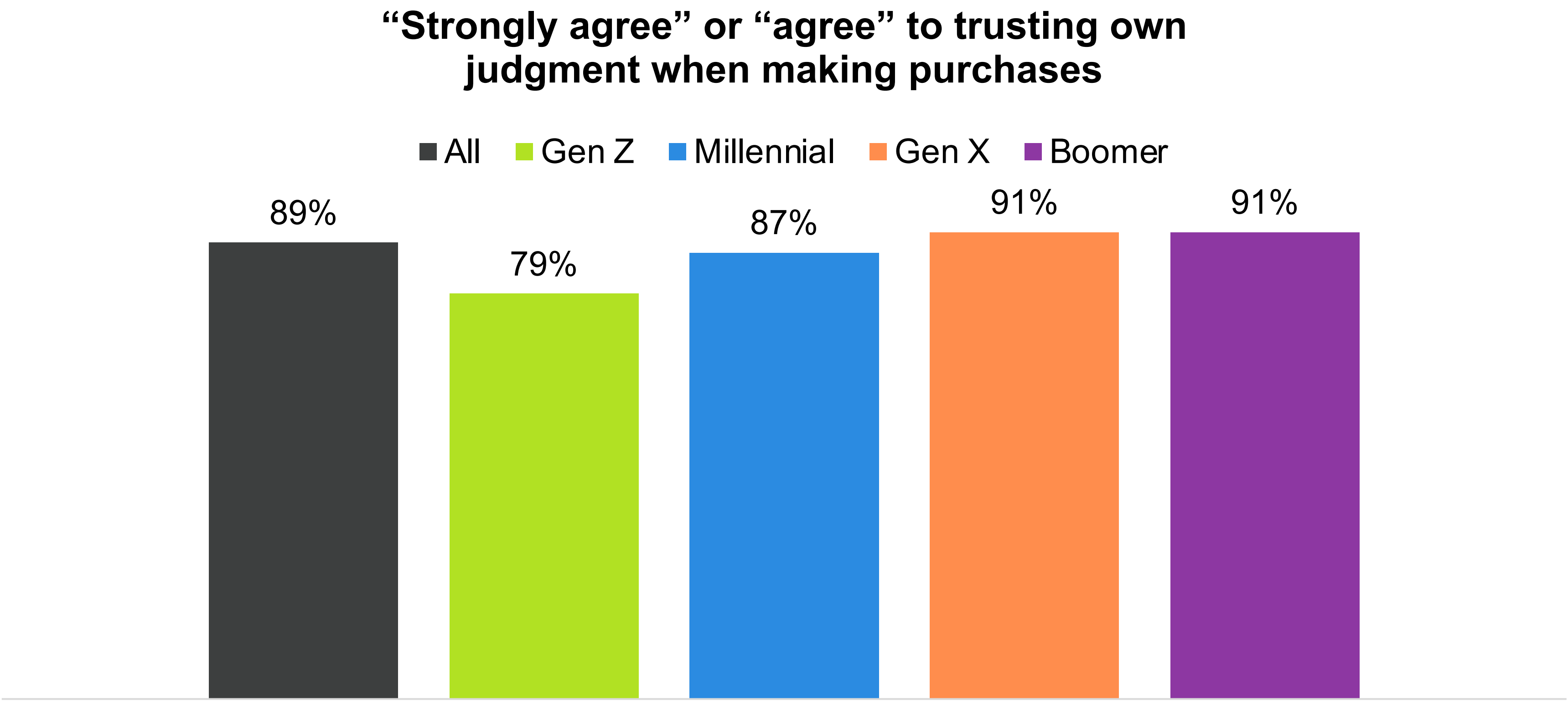
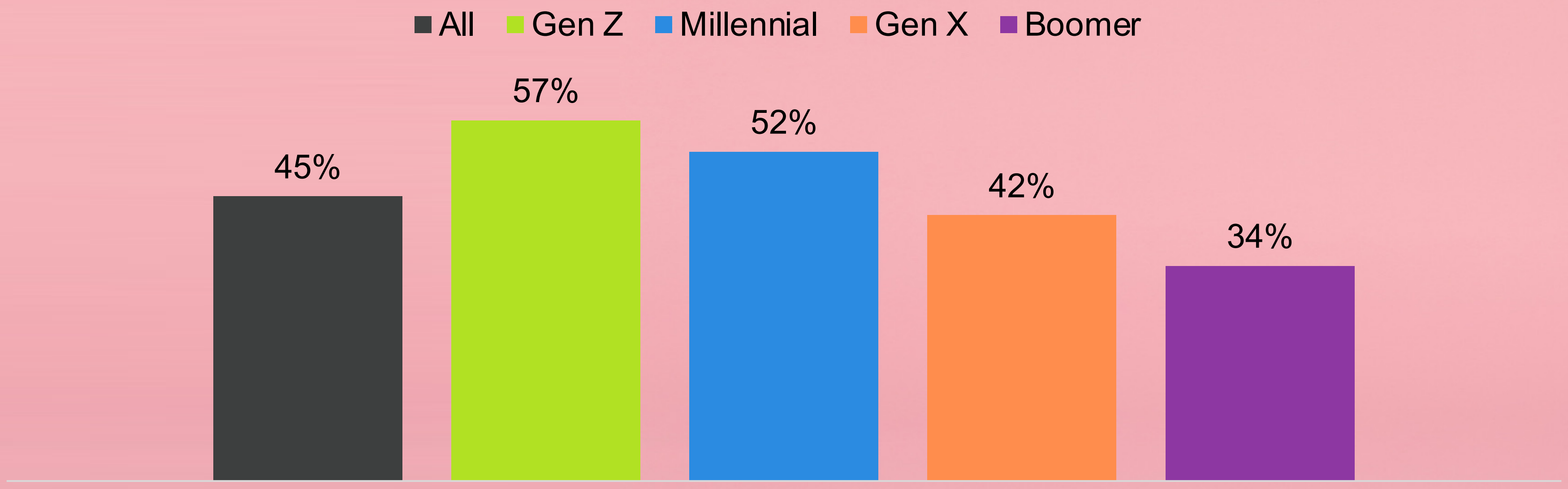
The Influence of Brand

From a low of 79% for Gen Z to a high of 91% for Gen X and Boomers, consumers are largely confident in their own abilities to make good judgments when making product purchases.



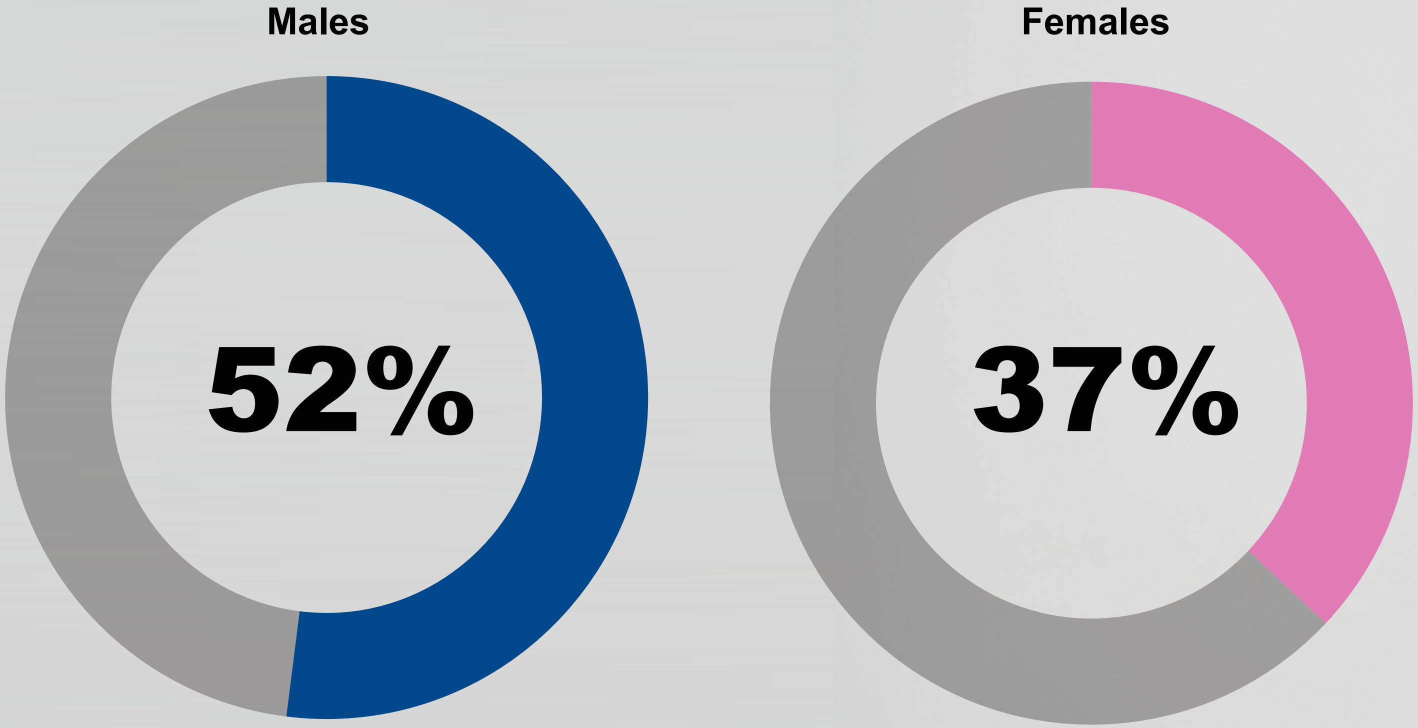
Well-known, national brands don’t have the importance one might expect. Less than half of respondents (45%) say they try to buy brands that fit that descriptor. Older generations are much less likely to be dependent on national brands than their younger counterparts.

“Strongly agree” or “agree” to always trying to buy well-known, national brands



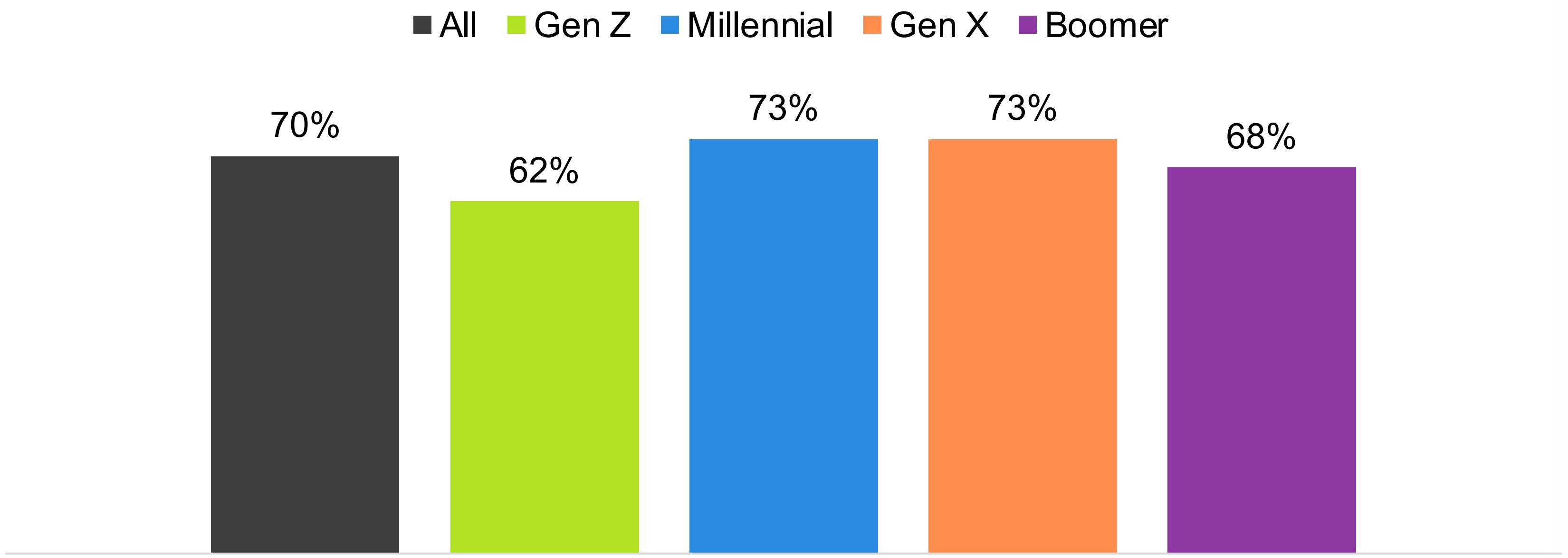
Males (52%) are significantly more likely to depend on national brands than females (37%).

"Strongly agree" or "agree" to always trying to buy well-known, national brands

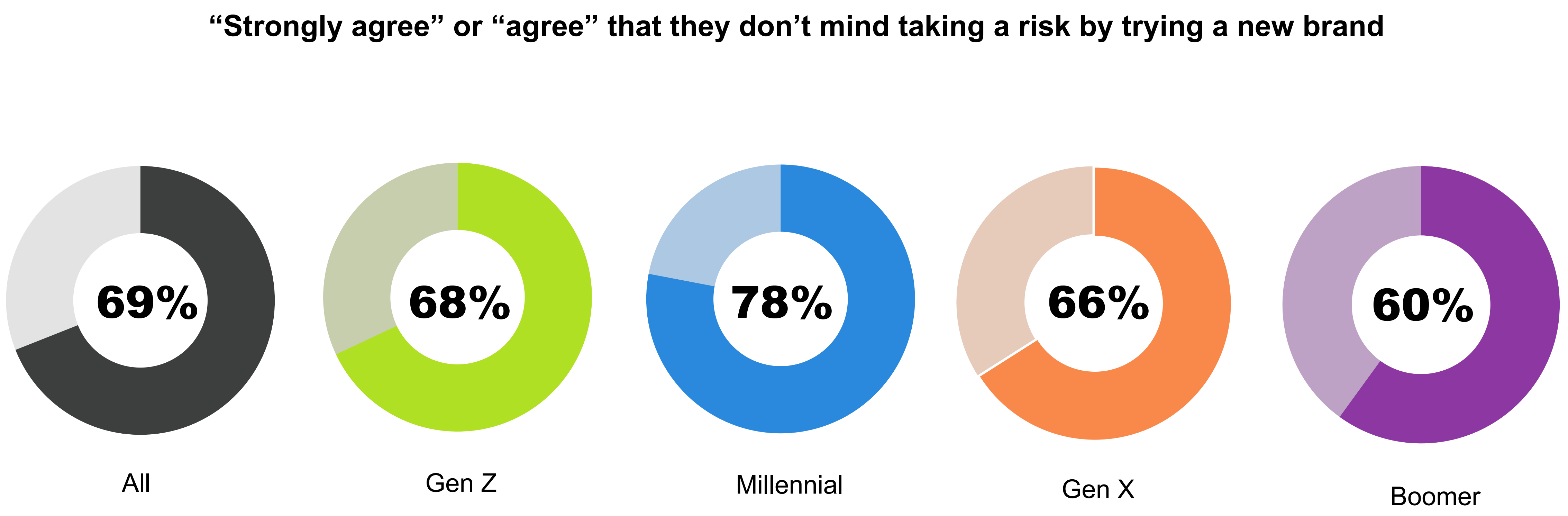


Given that the collective perspective of house brands is that they are generally a good value (70%), the prior point on national brands shouldn’t be a surprise.

“Strongly agree” or “agree” that house brands are generally a good value



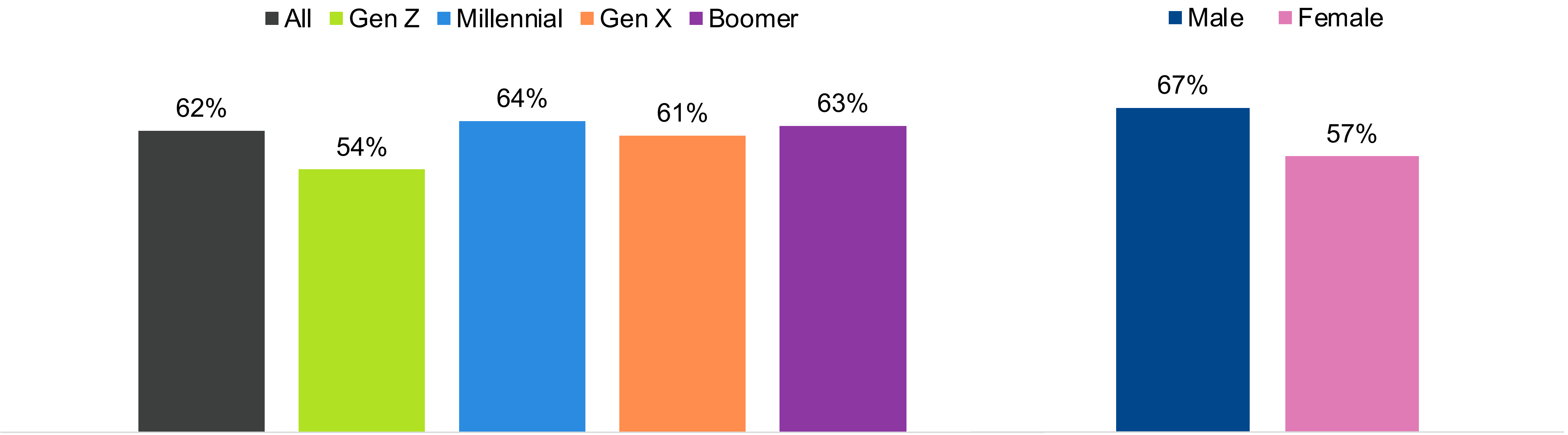
More than two-thirds of respondents don't mind taking a risk by trying a new brand.



Part of the willingness to try new brands is rooted in confidence in the retailer. 62% of respondents agree that the retailers they shop only carry products that are of at least good quality.

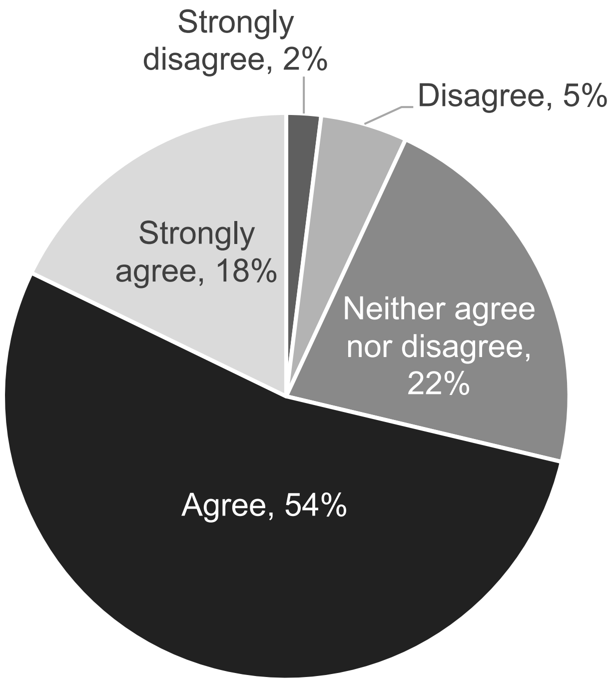
Men (67%) are significantly more confident than women (57%).

“Strongly agree” or “agree” to trusting stores they shop at to only carry good quality products

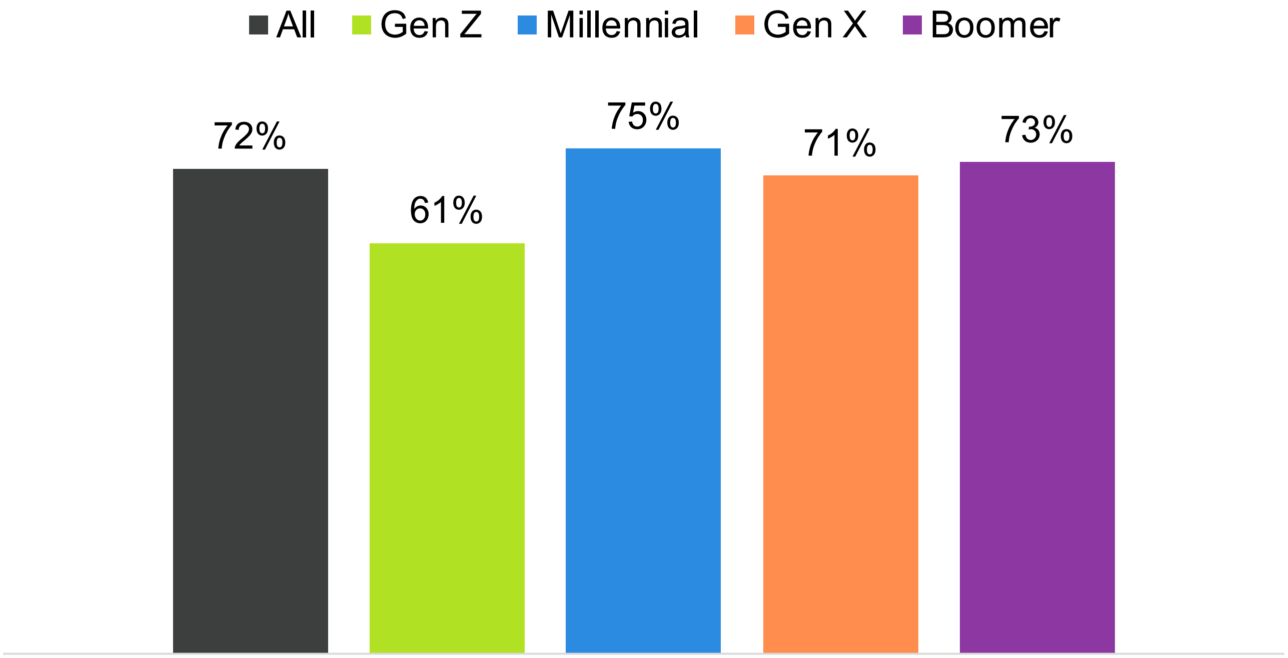


Less than 1 in 10 (7%) respondents disagree with the fact that they have discovered good private brands when the national brand they sought was not available. In all, 72% agree that they have found good house brands when the need had arisen.

I've discovered good private label or house brands when the national brand I wanted was not available



All



"Strongly agree" or "Agree"

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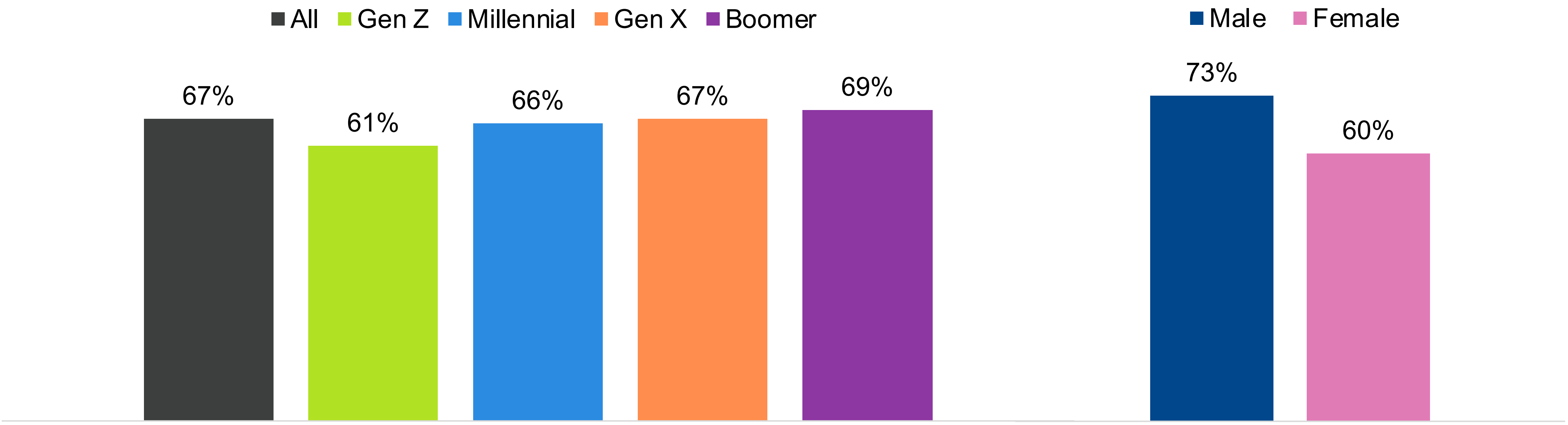
How else do consumers make decisions about quality & value?

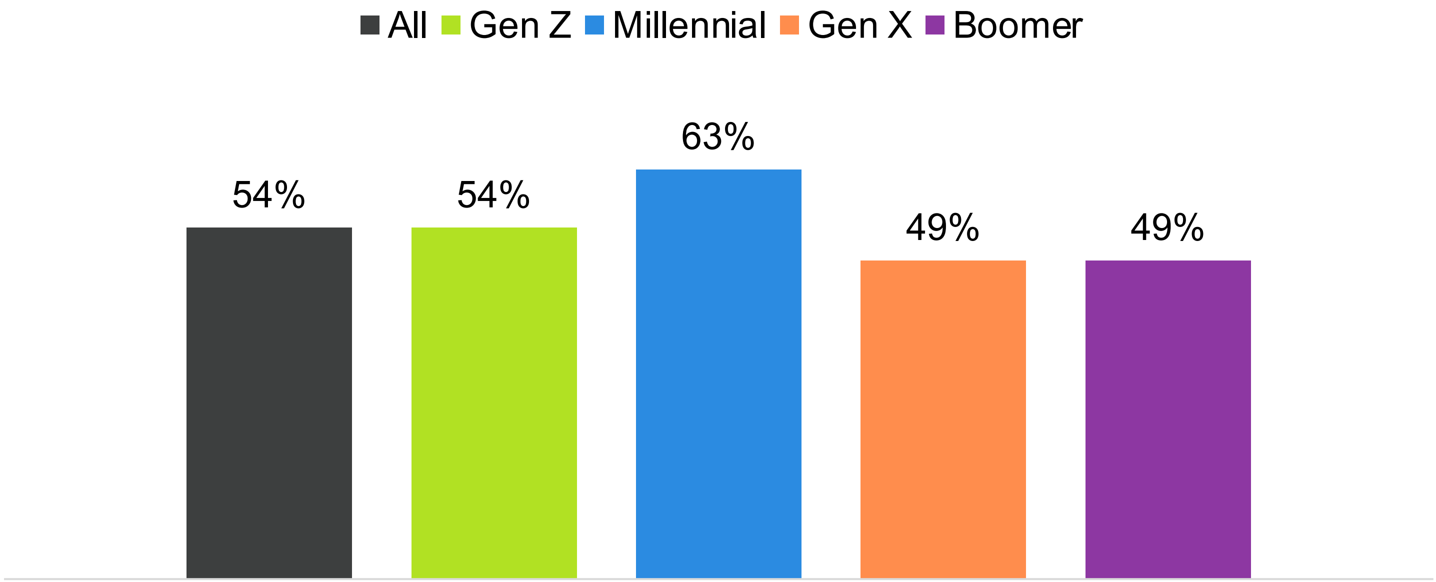
Whether it's to get a sense for the heft of a tool or the feel of a fabric, a whopping two-thirds of respondents (67%) like to touch and feel products before making a purchase. Men (73%) are even more likely than women (60%) to prefer to handle a product before completing a transaction.

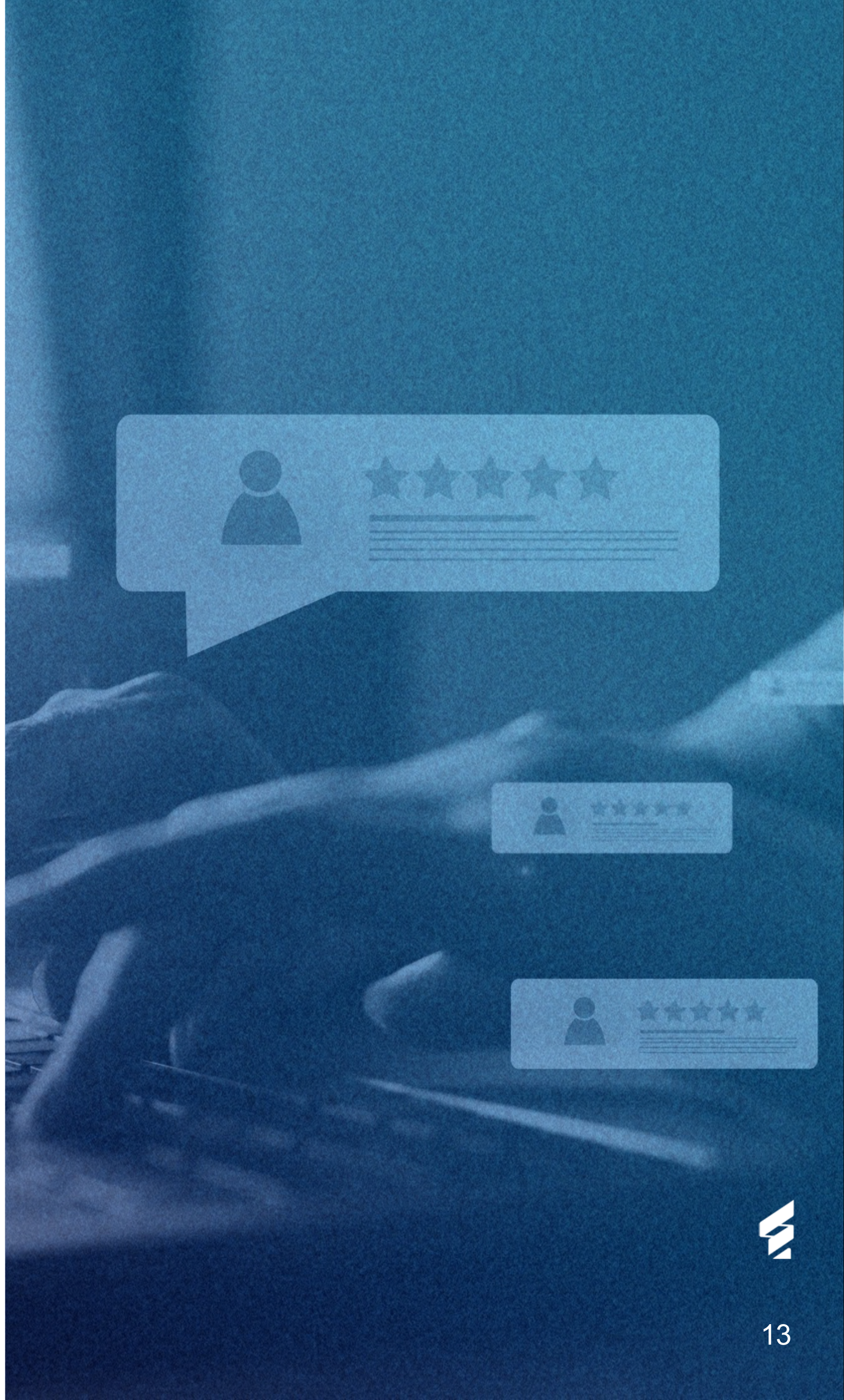
"Strongly agree" or "agree" to liking being able to touch and feel products before buying them



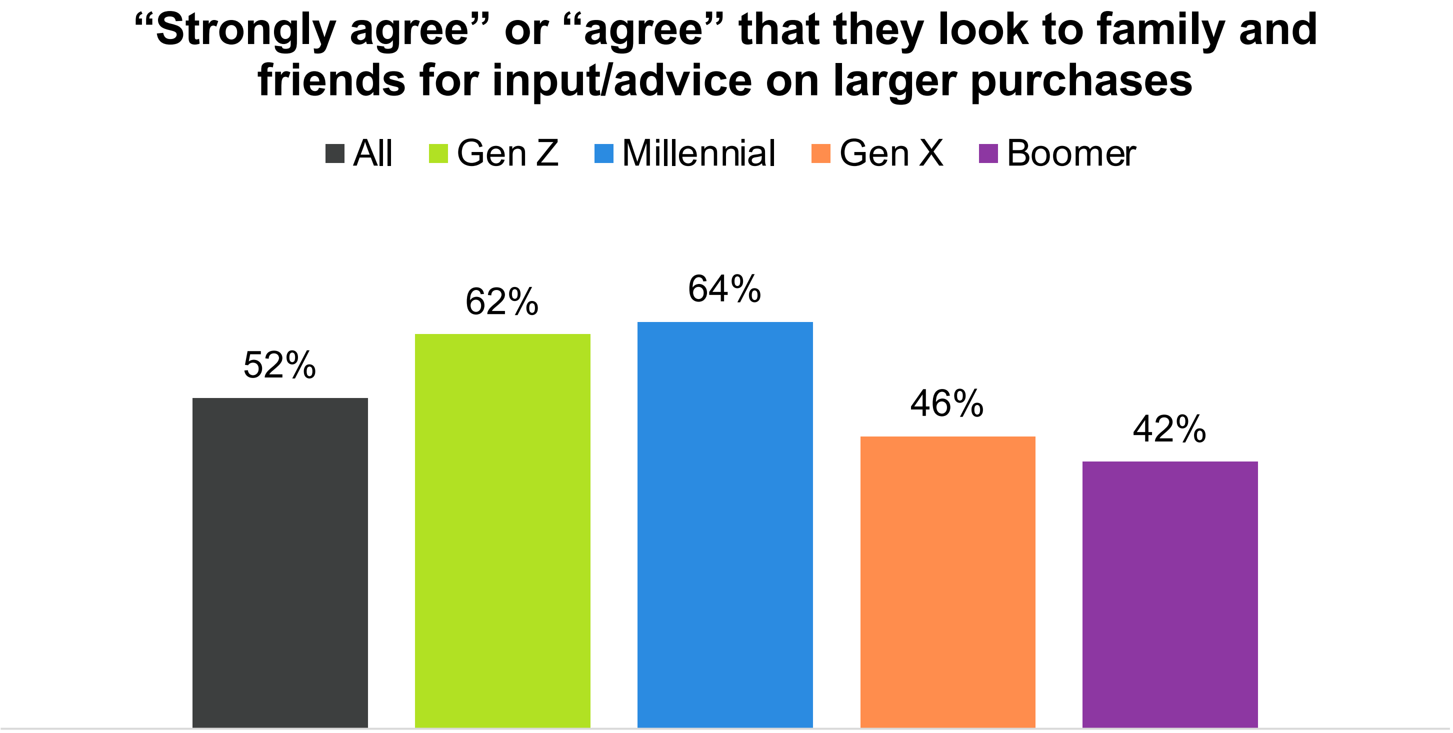
More than half of the sample (54%) rely on ratings and reviews that they find at online retailers.

“Strongly agree” or “agree” that they rely on ratings and reviews at online retailers if they are unfamiliar with a category or brand



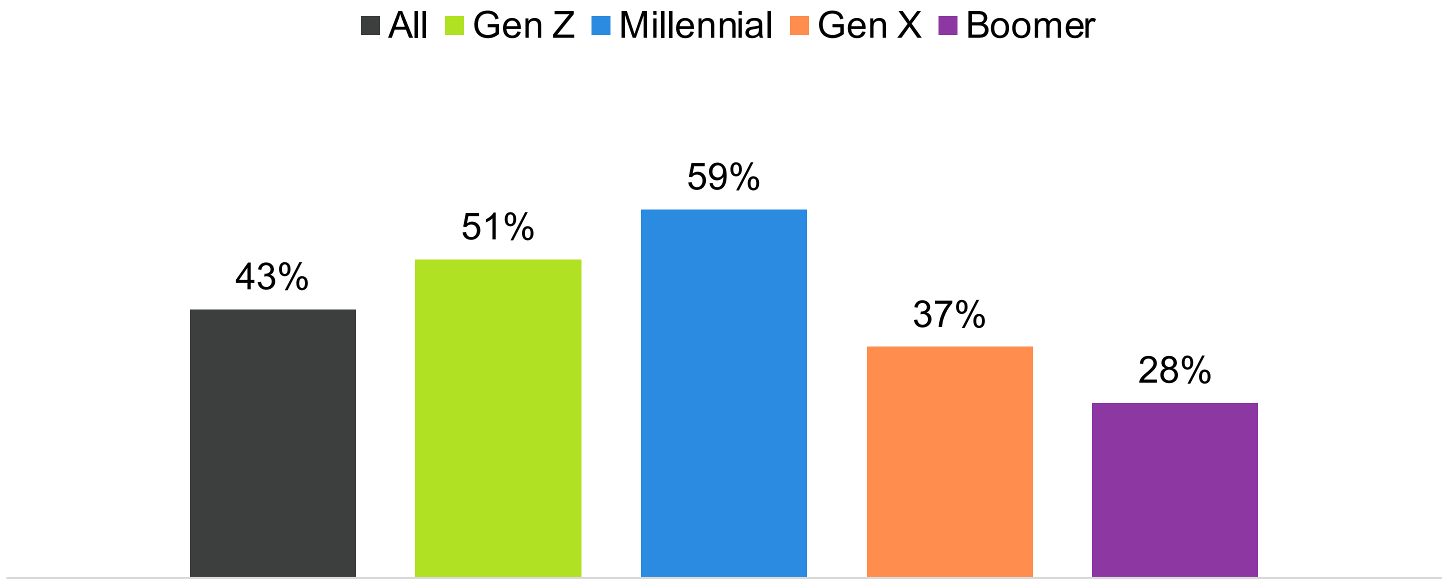


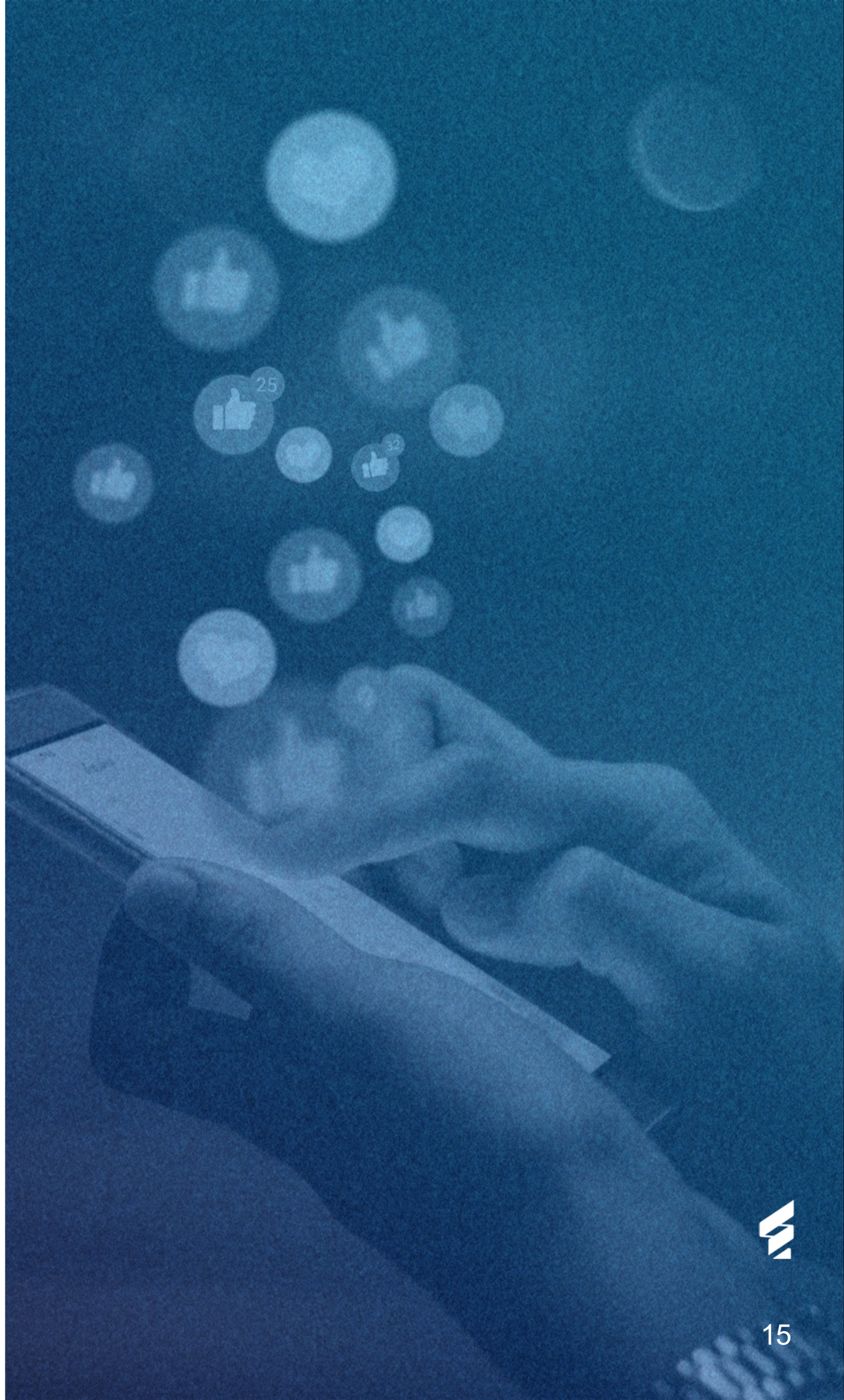
Slightly more than half of the sample (52%) confers with family or friends when they aren’t confident with a big-ticket decision. Not surprisingly, older, more experienced shoppers are less dependent on family and friends.



43% view a manufacturer’s social media as a good source of product information. Millennials (59%) more than double up Boomers (28%) in terms of confidence in this source of information.

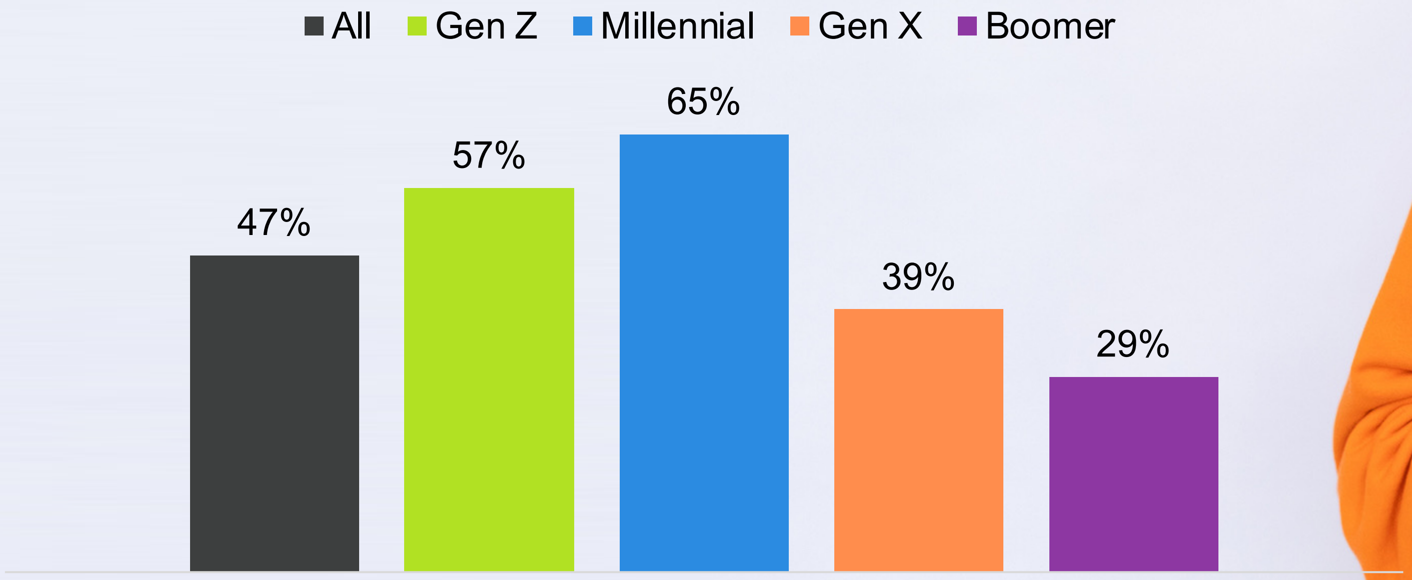
“Strongly agree” or “agree” that a manufacturer’s social media is a good source of product information



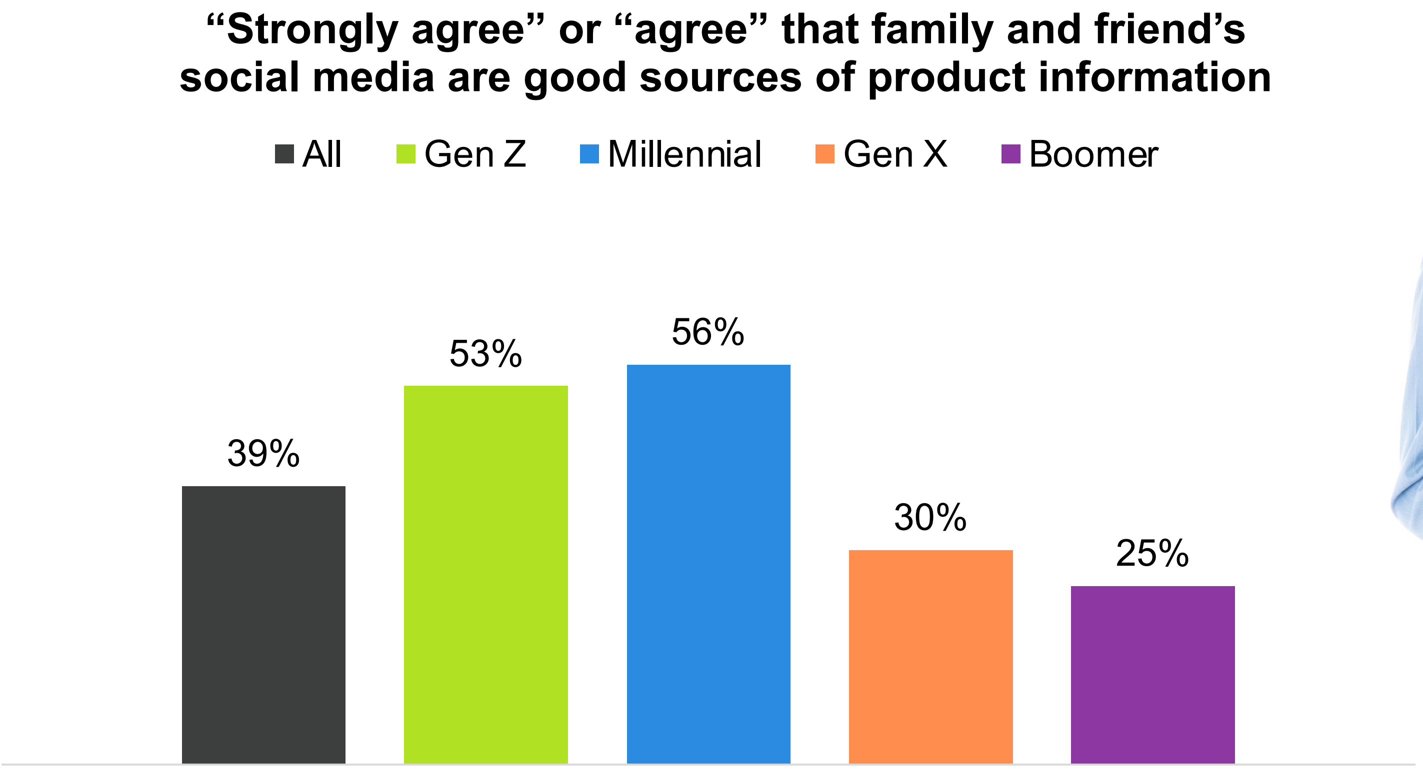


A retailer's social media is not viewed much more favorably than those of manufacturers. Just 47% of respondents agree that it has utility. Again, confidence is much higher among Millennials (65%) than Boomers (29%).

"Strongly agree" or "agree" that a retailer's social media is a good source of product information



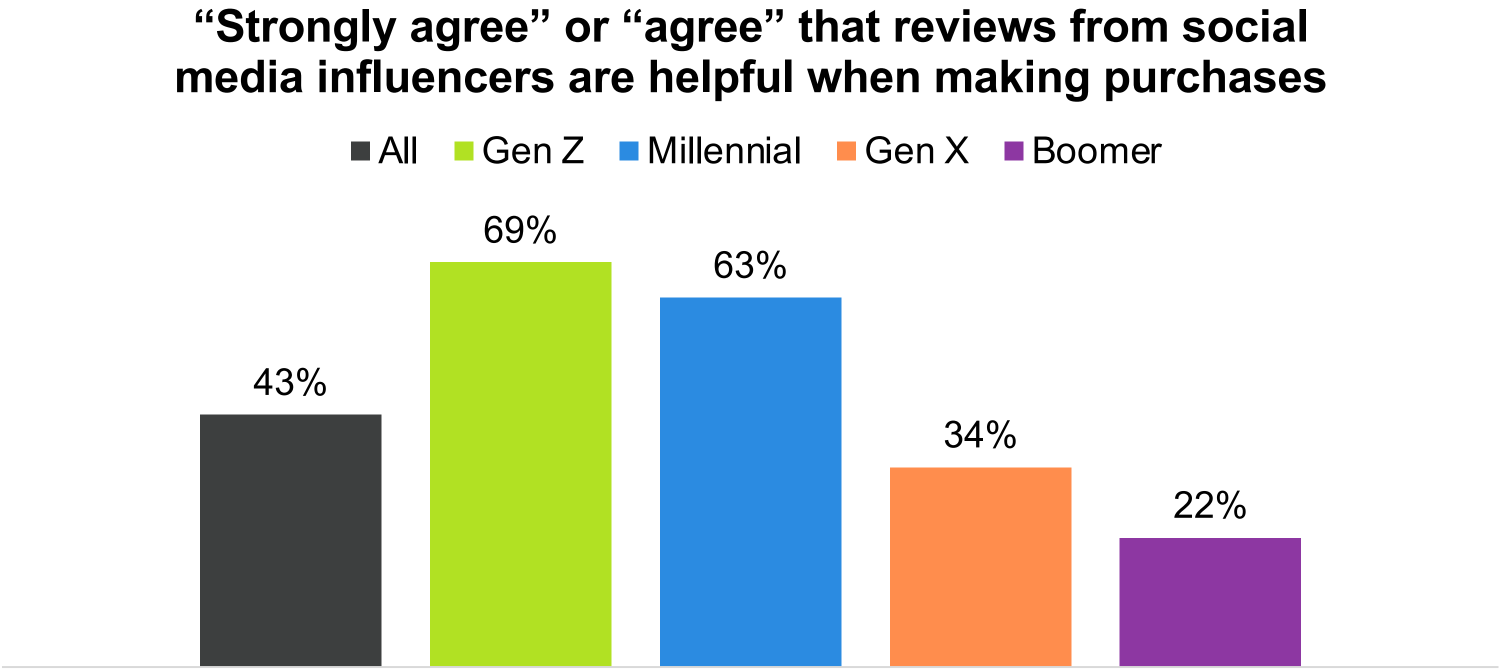
The social media of family and friends is not generally viewed as a good source of information about products.



*Slightly less than **4 in 10** people find this source valuable, including only **1 in 4** Boomers.*

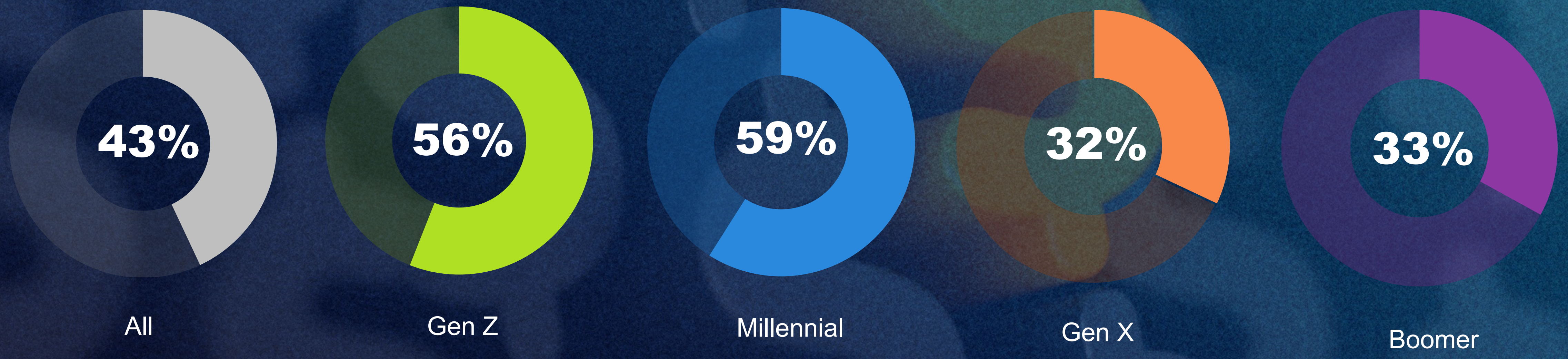
Information from social media influencers is also viewed with some skepticism. 43% of respondents find the information helpful.

This is the information source with perhaps the *most significant generational bias*.



Don’t ignore your price positioning. Price is considered a good indicator of product quality by nearly half (43%) of respondents, with younger generations, again, skewing significantly higher.

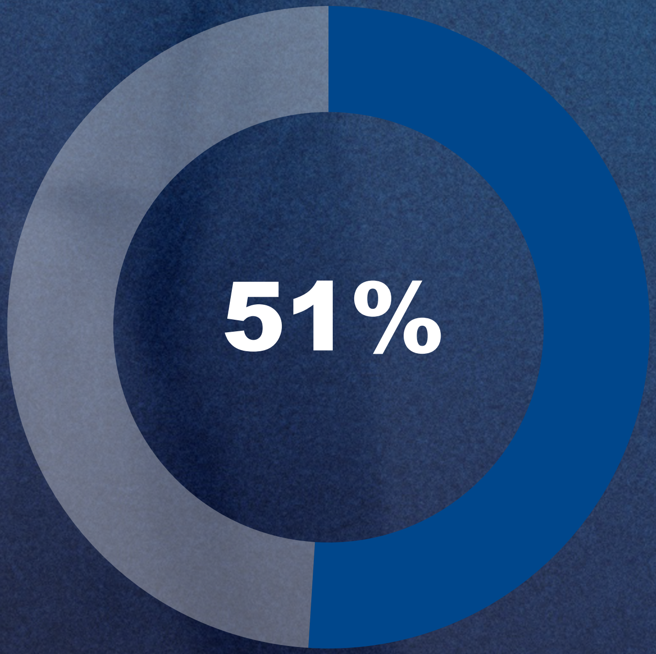
Believe price is a good indicator of a product’s quality



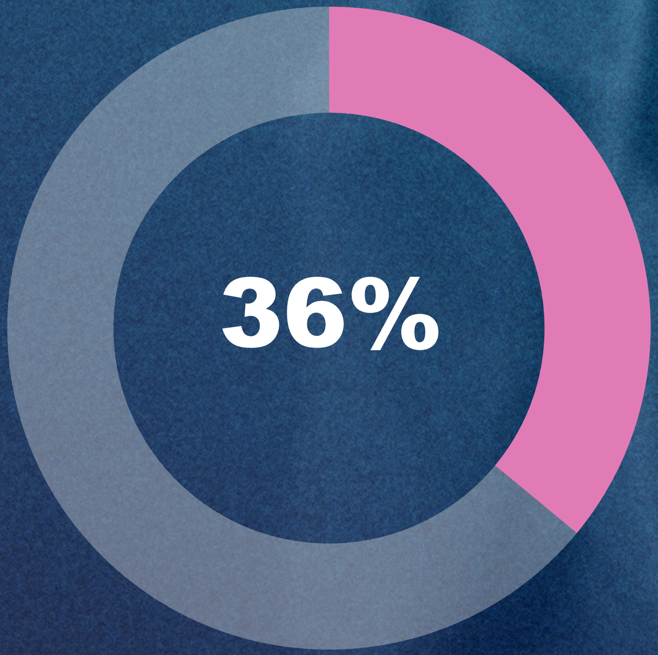
Men (51%) are much more likely to view price as a proxy for quality than women (36%).

Believe price is a good indicator of a product's quality

Males



Females



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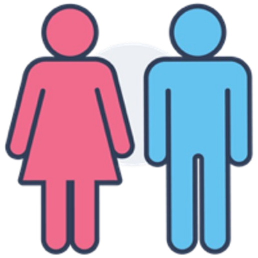
What role does brand play in the Learn, Shop, Buy process?

N = 893
MOE ± 3.279%
Panel: General Population
Collected: 5/8/23

Gen Z	Millennial	Gen X	Baby Boomer
10%	33%	28%	30%



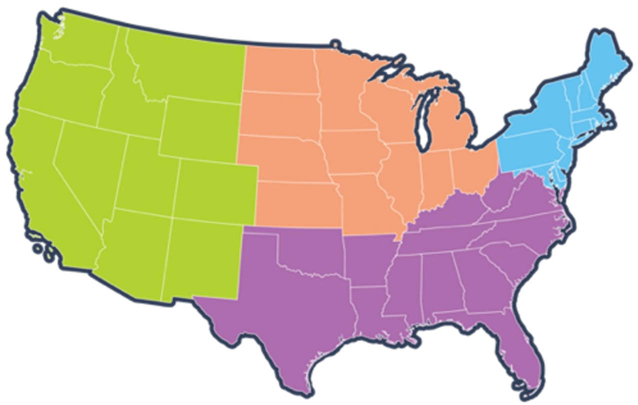
Female
51%

Male
49%

Urban
32%

Suburban
47%

Rural
21%



Northeast
17%

Midwest
21%

South
38%

West
24%

Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

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