SALES FACTORY ConsumerPulse

Brand Loyalty and Trust

April 11, 2024

Brand Loyalty and Trust

At-A-Glance:

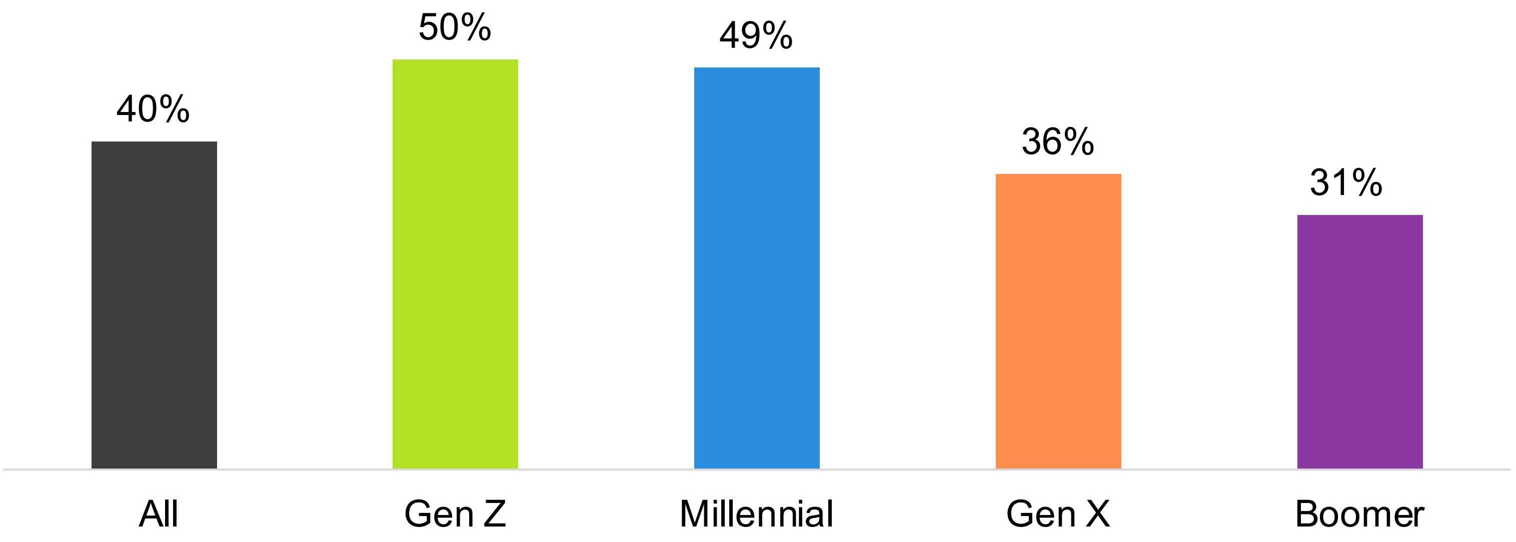
- 55% of consumers admit to relying on the internet for guidance when exploring unfamiliar categories or brands.
- An impressive 70% have found appealing alternatives in private label brands when their preferred national brands were unavailable or too costly.
- Despite the digital age, the tactile experience of shopping remains important, with 59% of respondents want to experience the products before purchasing.

The Outlook:

The landscape of consumer trust is ever-changing. While traditional brand loyalty isn’t extinct, there’s a notable trend toward the exploration of new brands, influenced heavily by digital platforms and changing drivers of value. The ebb and flow relationship between the consumer and the brands they interact with emphasizes the need for brands to adapt their strategies to build and maintain trust.

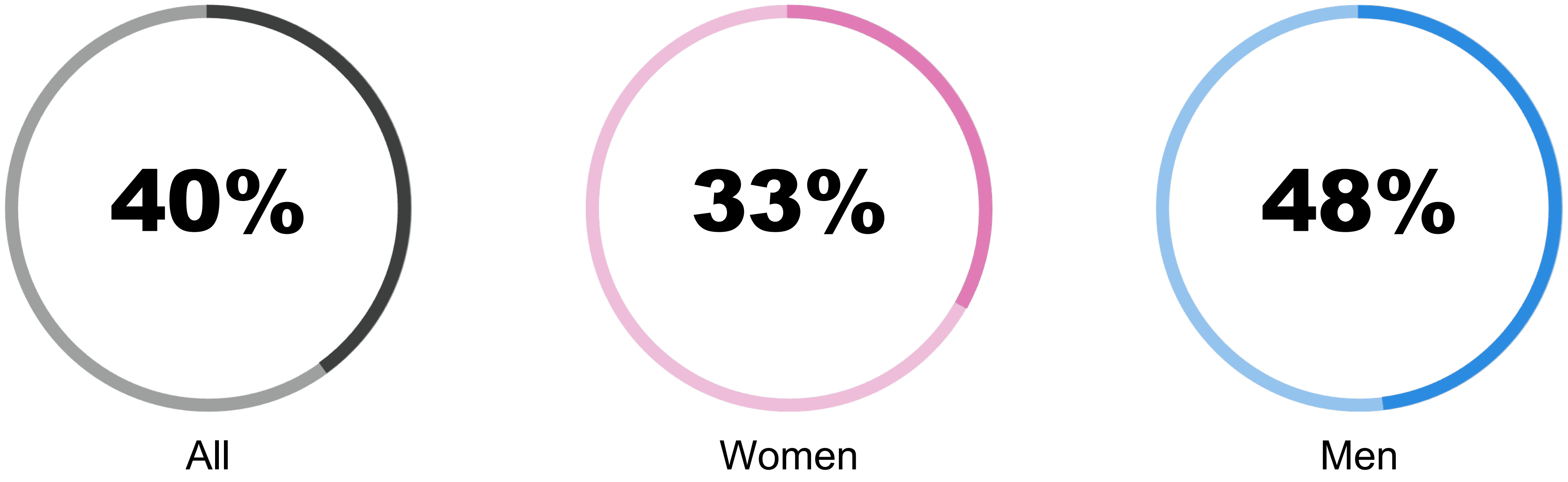
People appear to get less enamored with national brands as they age. Only 31% of Boomers agree or strongly agree that they always try to buy well known national brands while 49% of Millennials and 50% of Gen Z do so.

I always try to buy well-known, national brands:
"Agree" or "Strongly Agree"

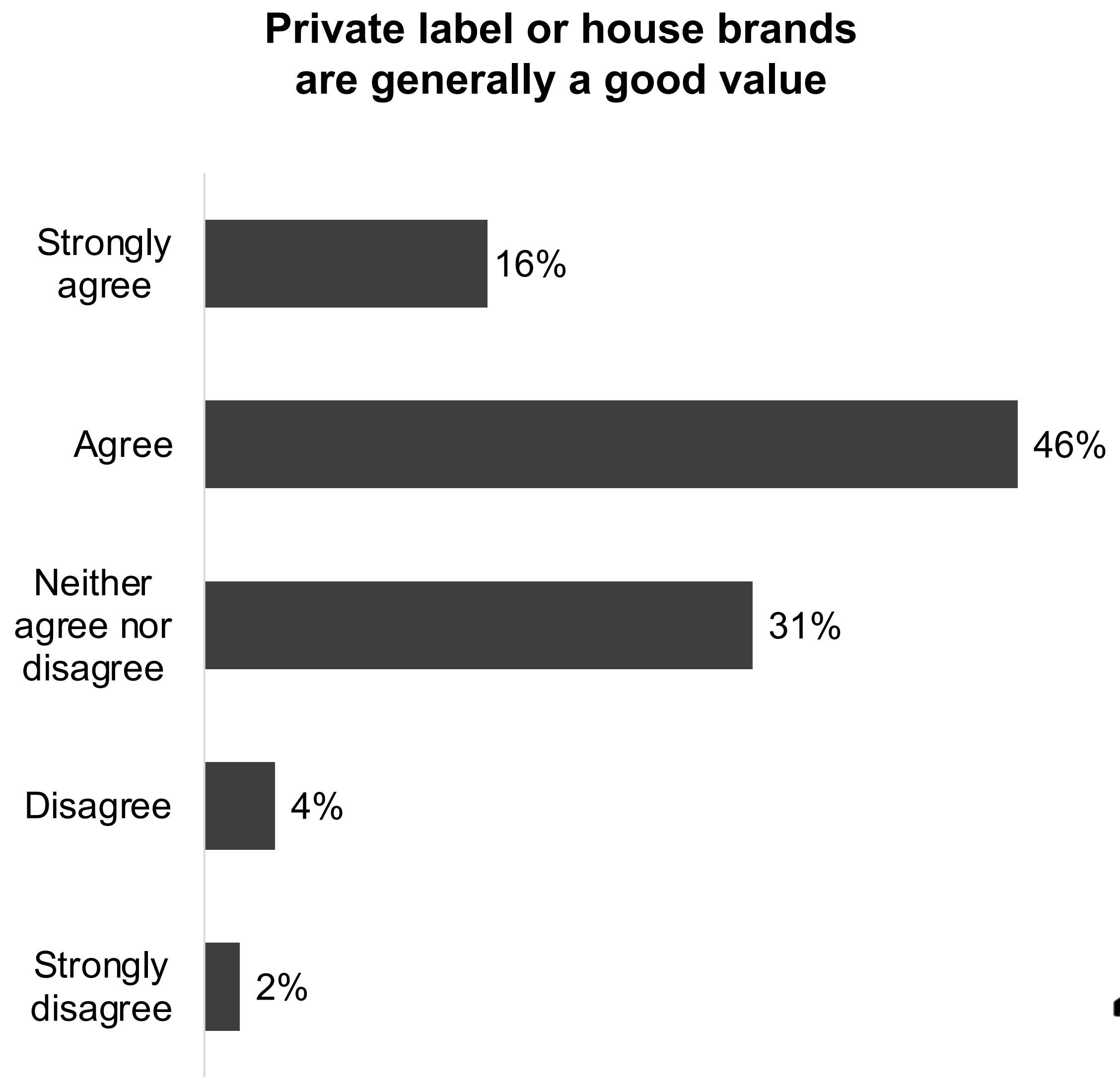


Men (48%) are much more likely than women (33%) to agree or strongly agree that they always try to stick with well-known brands.

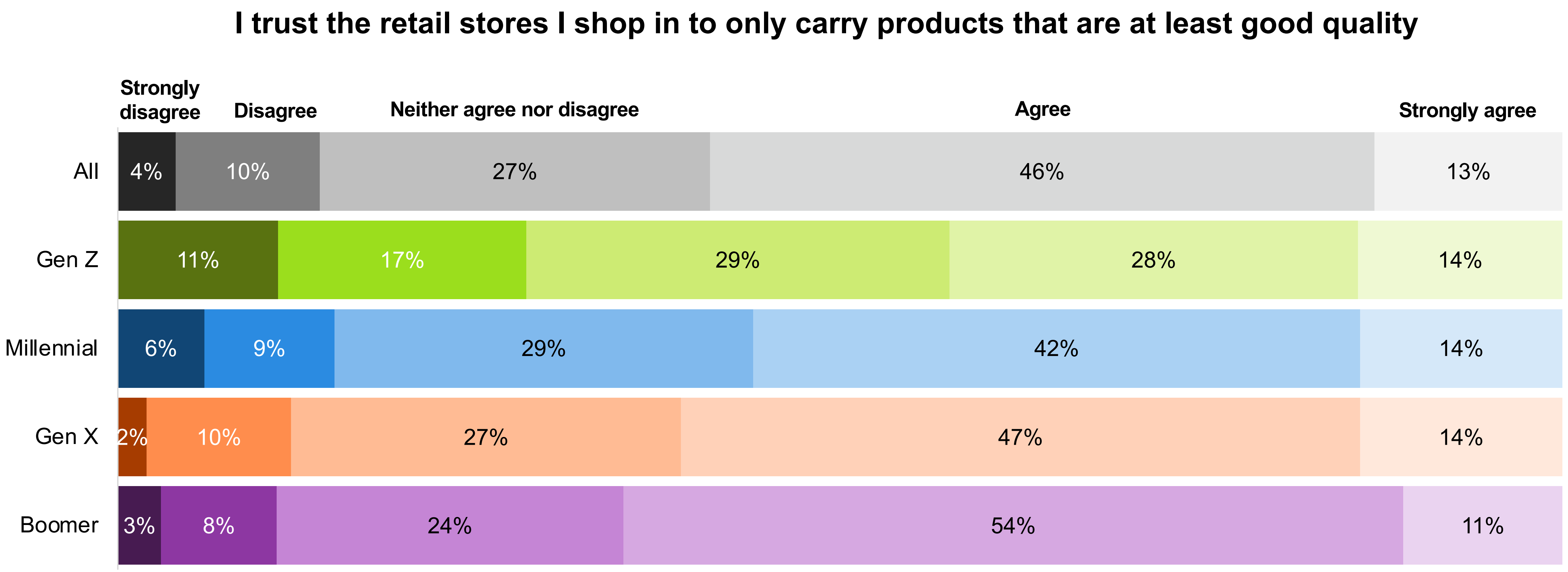
I always try to buy well-known, national brands:
“Agree” or “Strongly Agree”



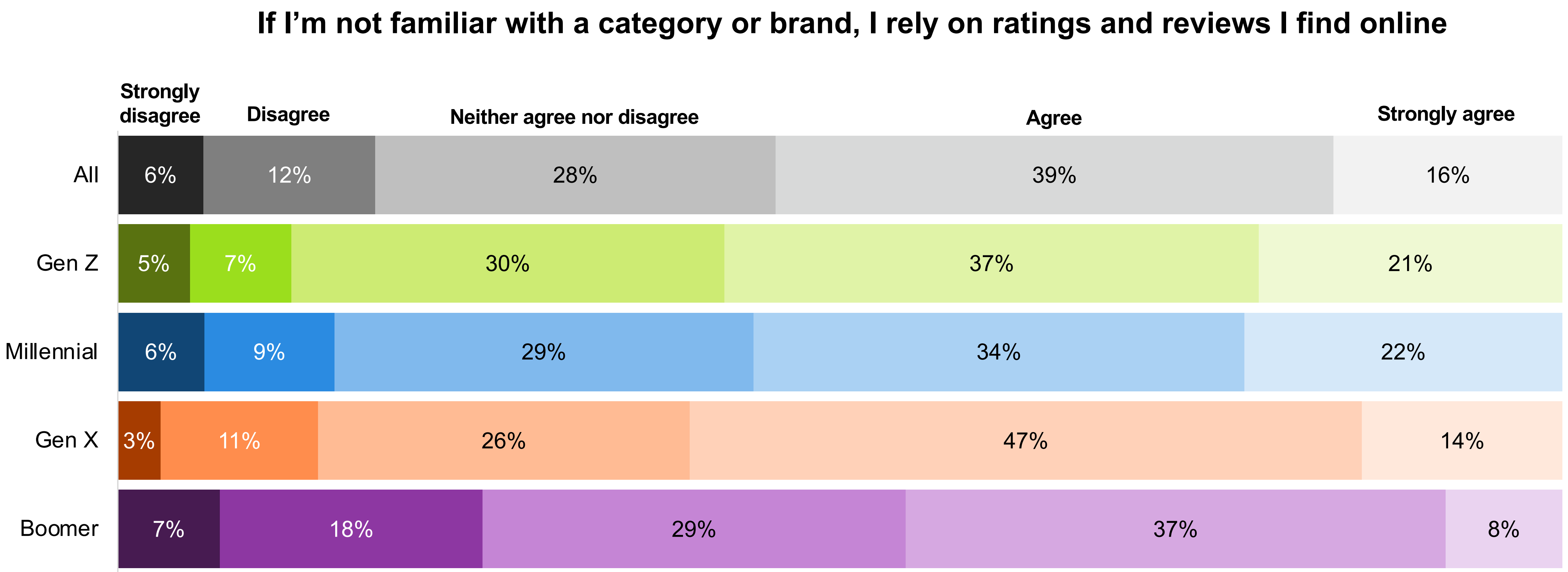
Only 6% of respondents disagree or strongly disagree with the concept that private label brands are generally a good value.



Trust in their primary retailers to deliver quality merchandise is high. Only 14% of respondents disagree with the concept. Disagreement, while low across all generations, declines with age.

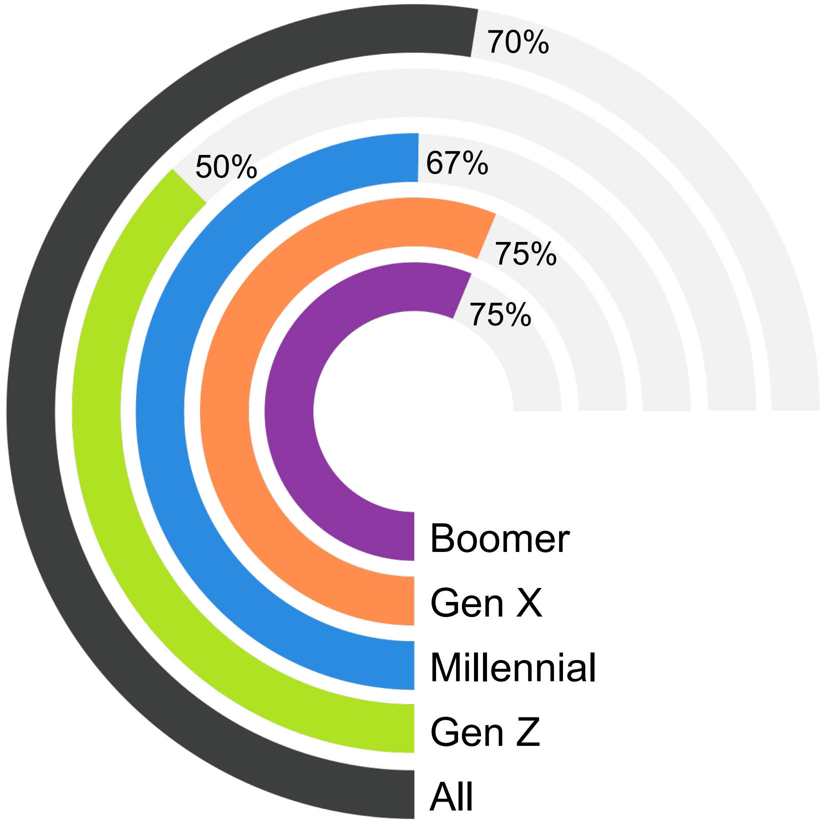


55% of respondents admit being dependent on the internet when they encounter a category or brand they are not familiar with.

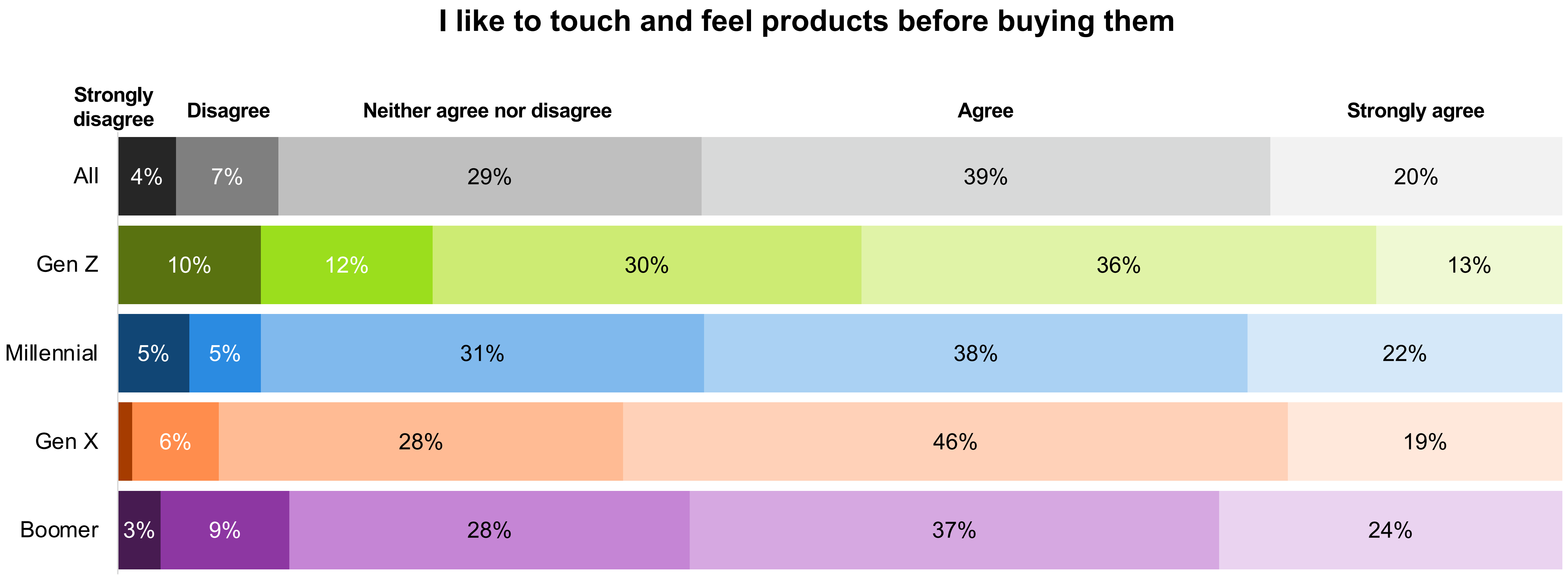


Nearly 3 in 4 people (70%) recognize that they have discovered good alternative brands when their brand of choice was unavailable or overpriced.

I've discovered good private label or house brands when the national brand I wanted was not available or was too expensive: "Agree" or "Strongly Agree"

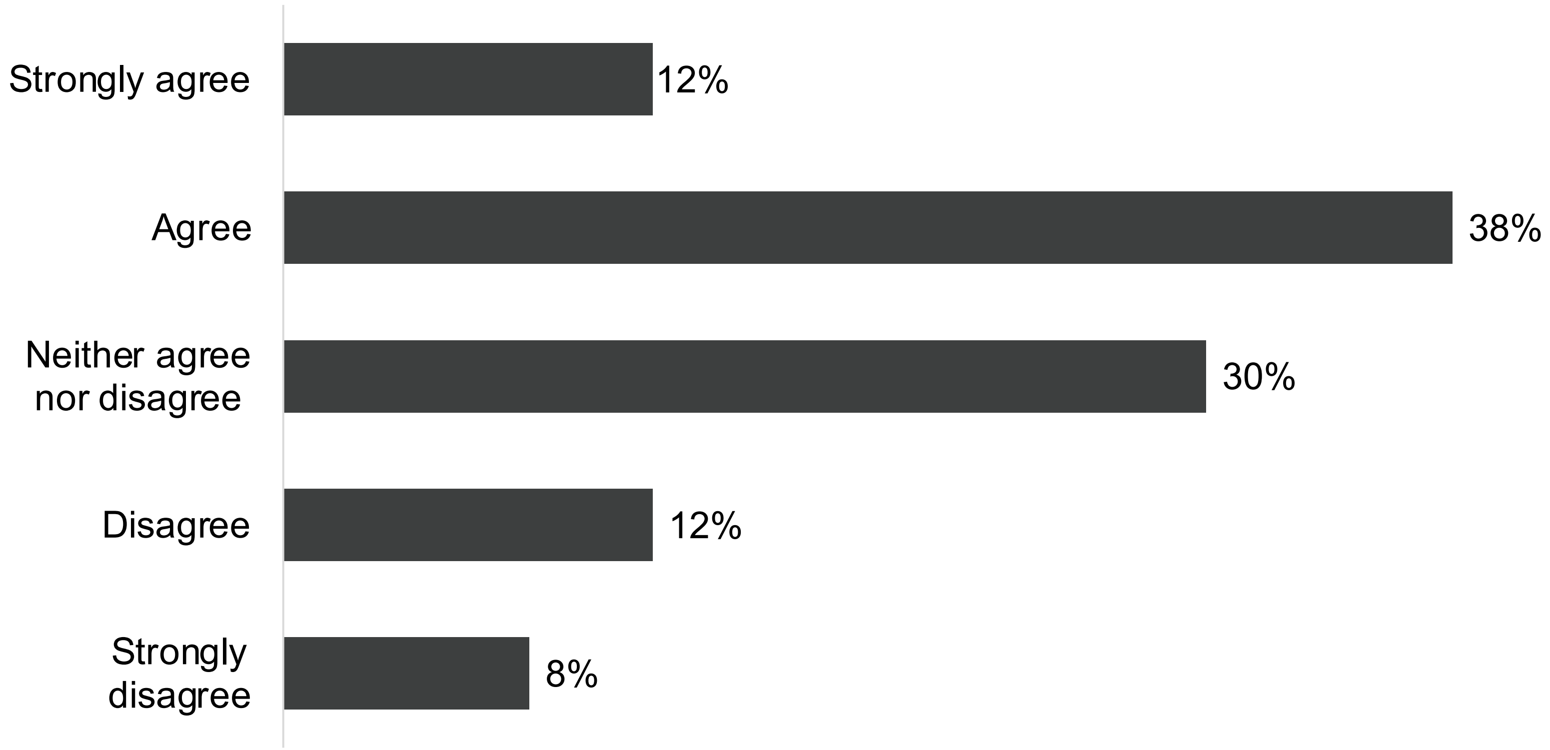


People still enjoy the tactile experience of shopping. Only 11% disagree or strongly disagree with the fact that they enjoy touching products before purchasing them.



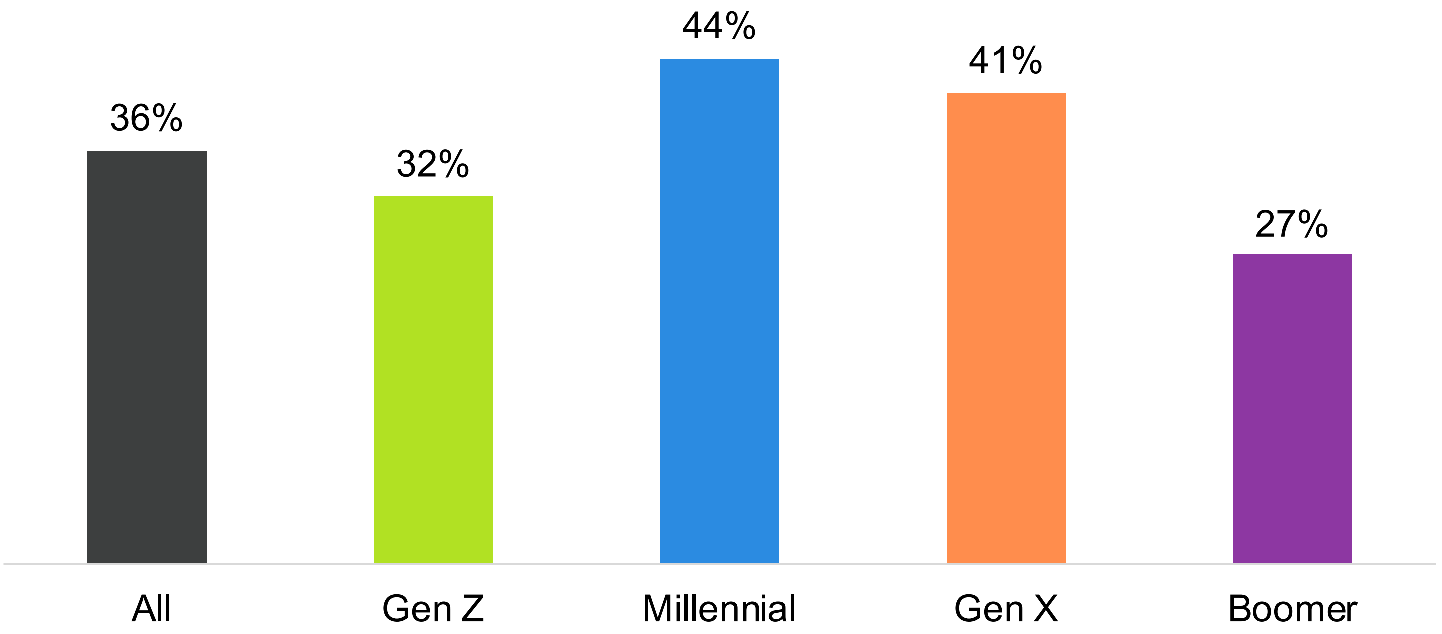
An even half of the sample (50%) agree that they seek the advice of family and/or friends when making major purchases.

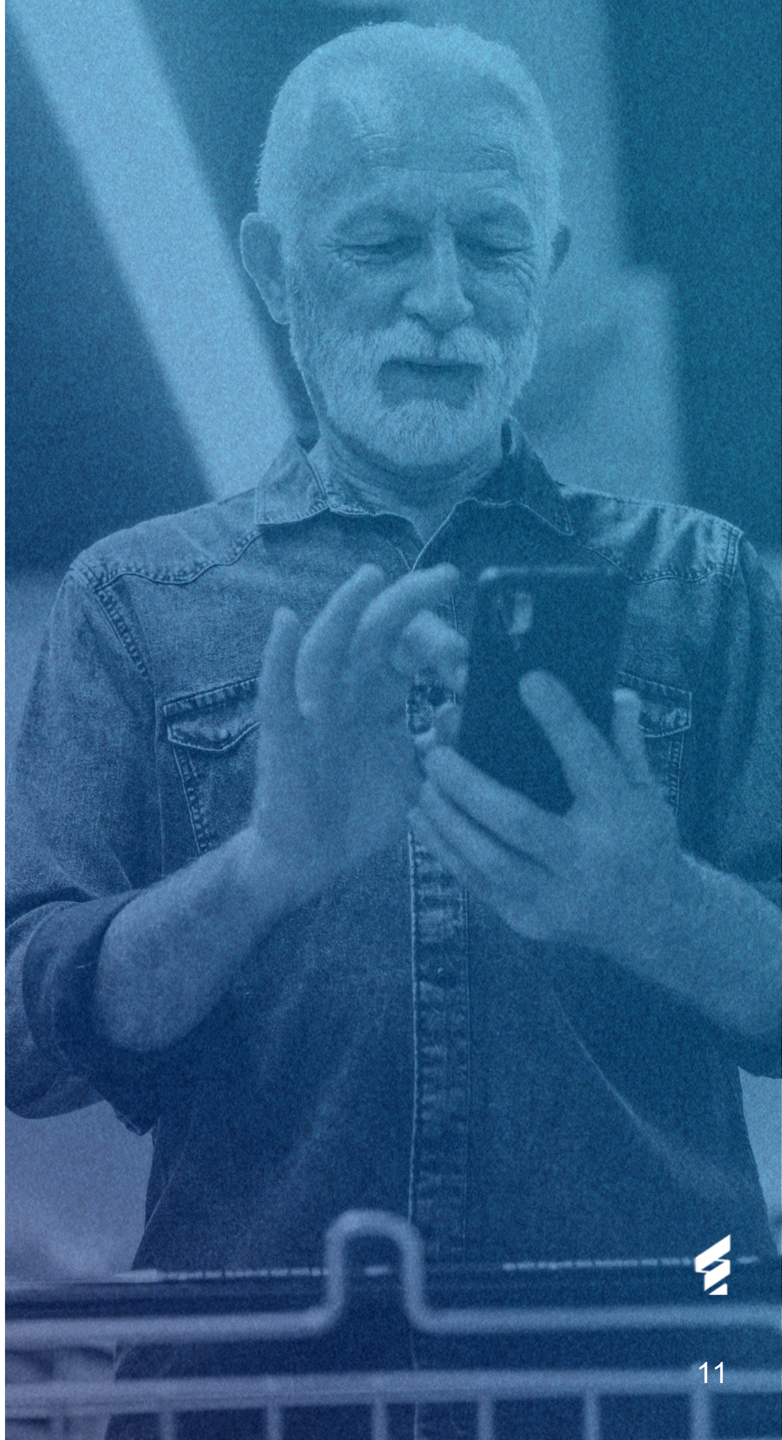
I look to my family and friends for input/advice on larger purchases



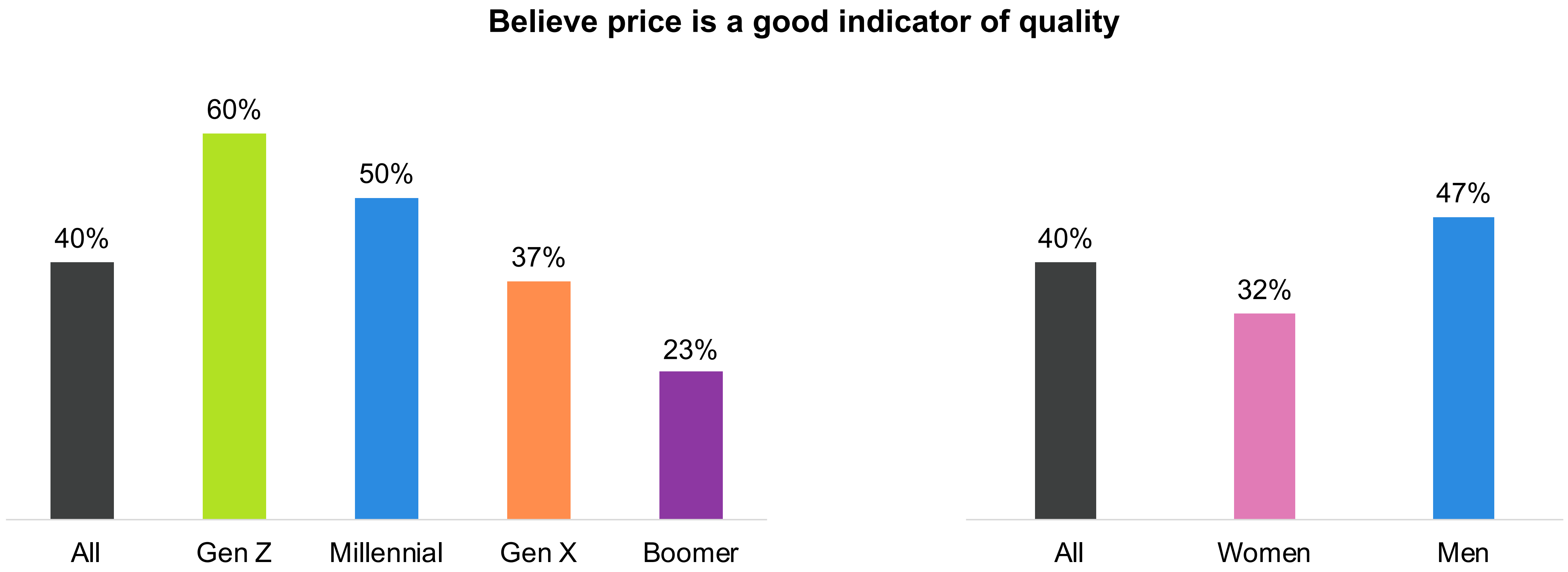
Only 36% of respondents feel that manufacturer’s social media is a good source of product information. Not surprisingly, Boomers are the most skeptical.

A manufacturer’s social media is a good source of product information: “Agree” or “Strongly Agree”

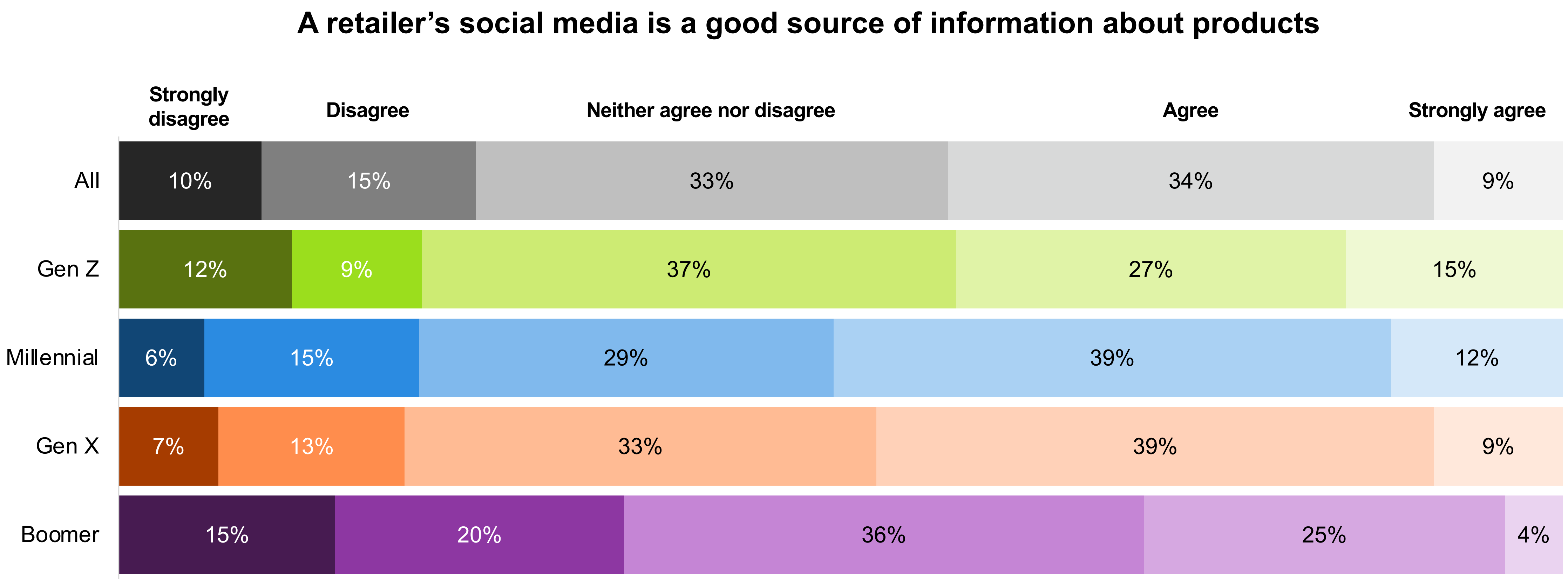




40% of respondents agree that price is a good indicator of quality. Gen Z (60%) are more than twice as likely to equate price and quality than Boomers (23%). Women (32%) are more skeptical than men (47%).

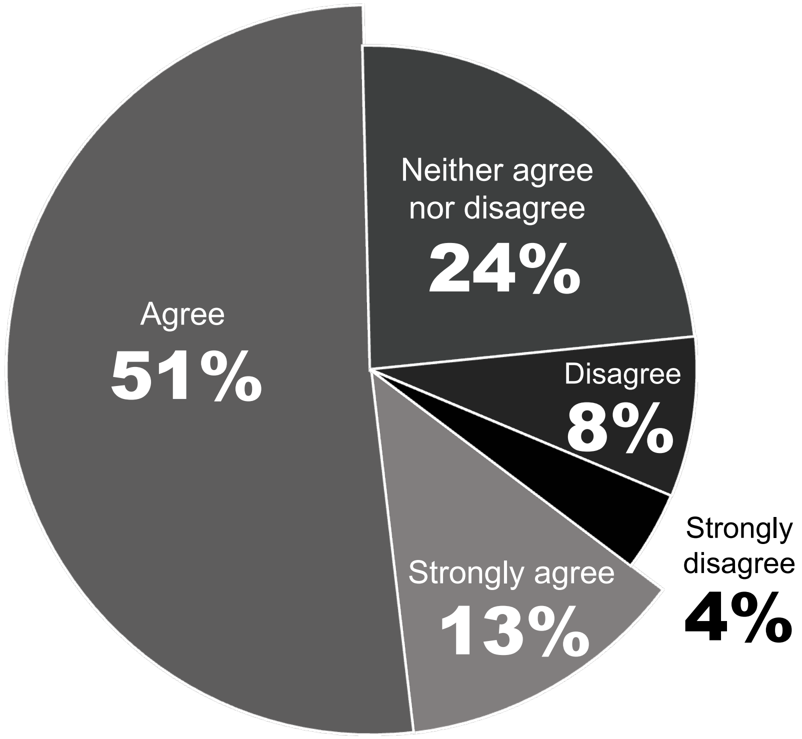


Retailer's social media sites are viewed as a good source of product information by more than four in ten respondents (43%).



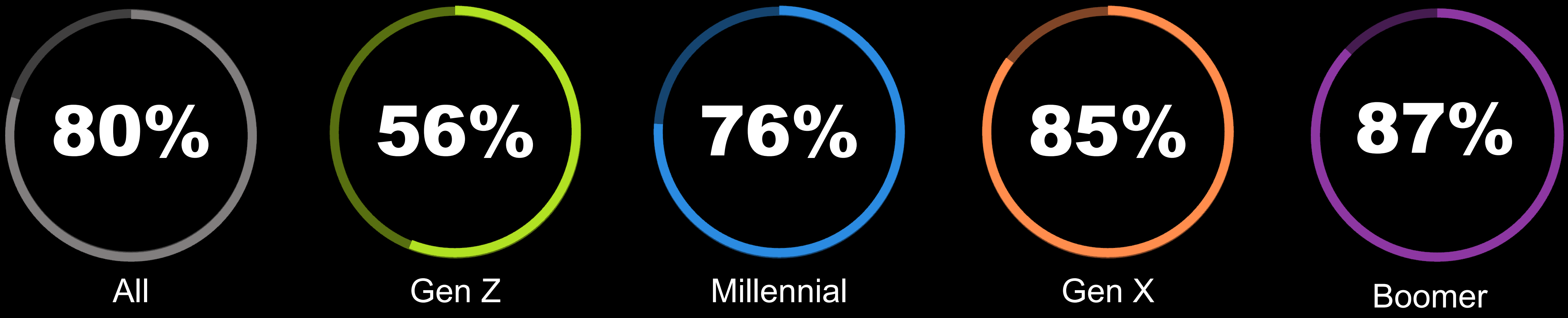
Respondents are not risk averse regarding trying new products and brands. 64% agree or strongly agree they're willing to take the risk.

I don’t mind taking a risk and trying a new product/brand



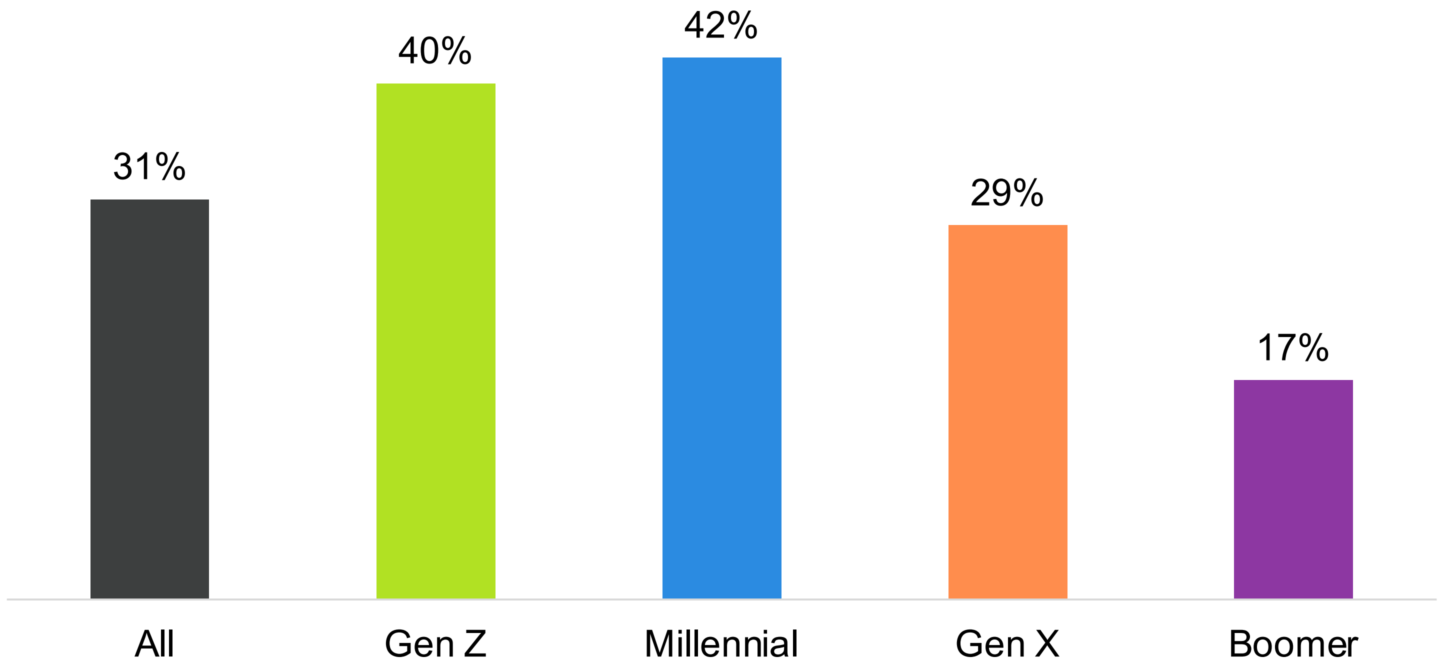
4 in 5 respondents (80%) agree that they are willing to trust their own judgement when it comes to most purchases. The less experienced Gen Z are much less likely than other generations to be confident.

I generally trust my own judgment when making product purchases



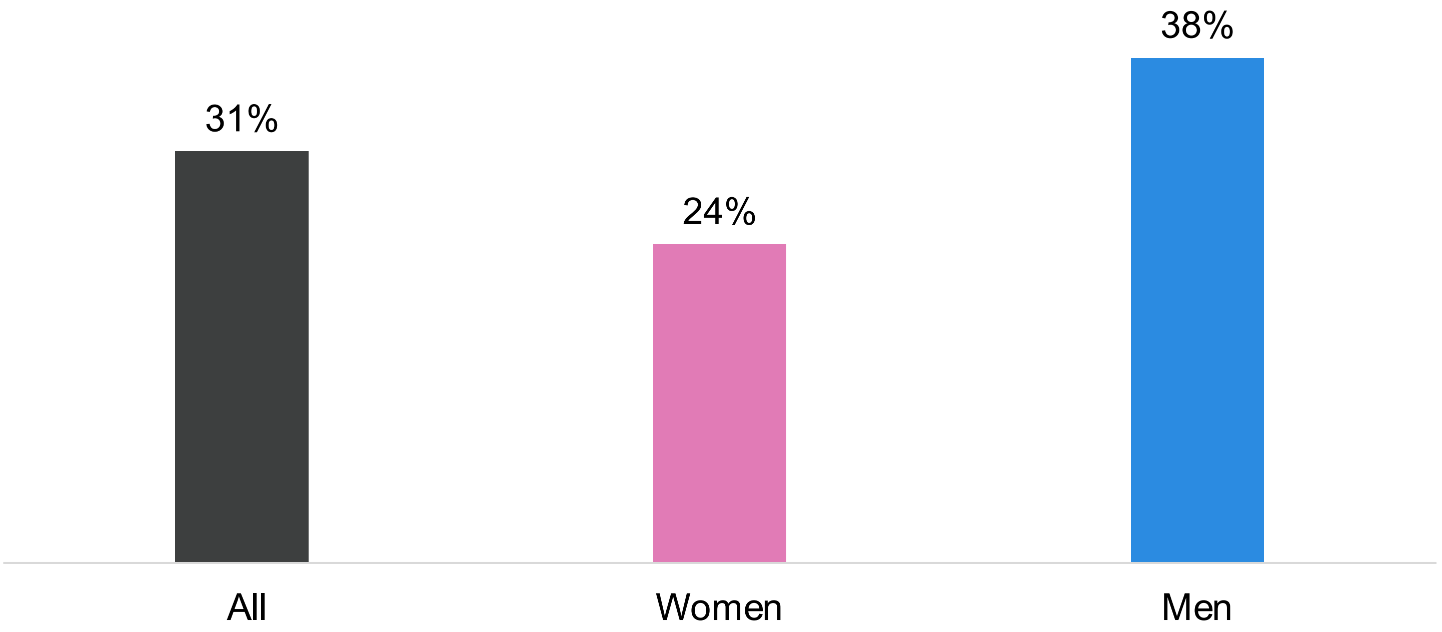
Boomers are much less likely than the other generations to be willing to try new products, with just 17% agreeing to the statement.

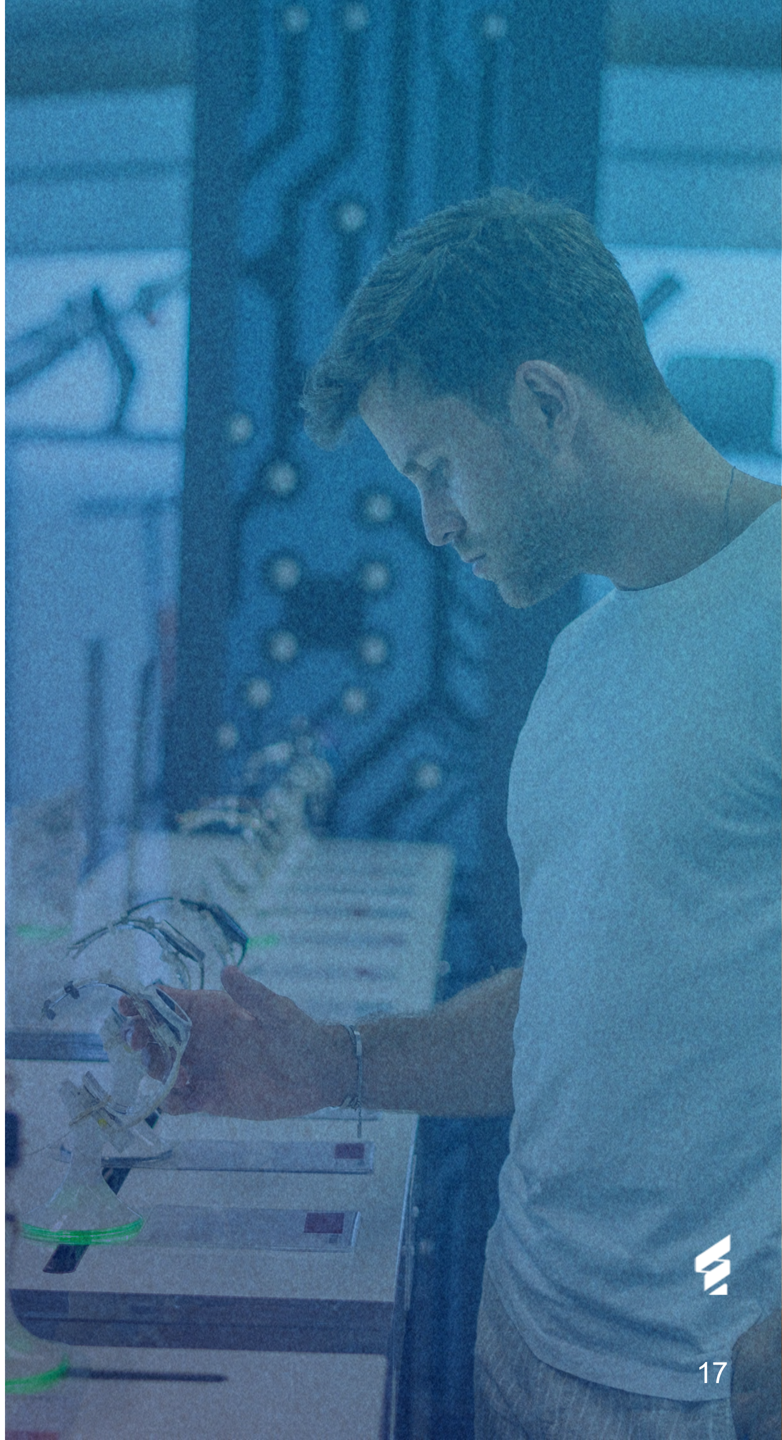
I’m generally among the first to try new products: “Agree” or “Strongly Agree”



Men (38%) are much more likely than women (24%) to be among the first to try new products.

I’m generally among the first to try new products: “Agree” or “Strongly Agree”





Somewhat surprisingly, only 41% of respondents who have good experiences with brands are willing to provide a corresponding review on social media.

I give the brands and products I like good reviews on social media: ”Agree” or “Strongly Agree”

41% All

44% Gen Z

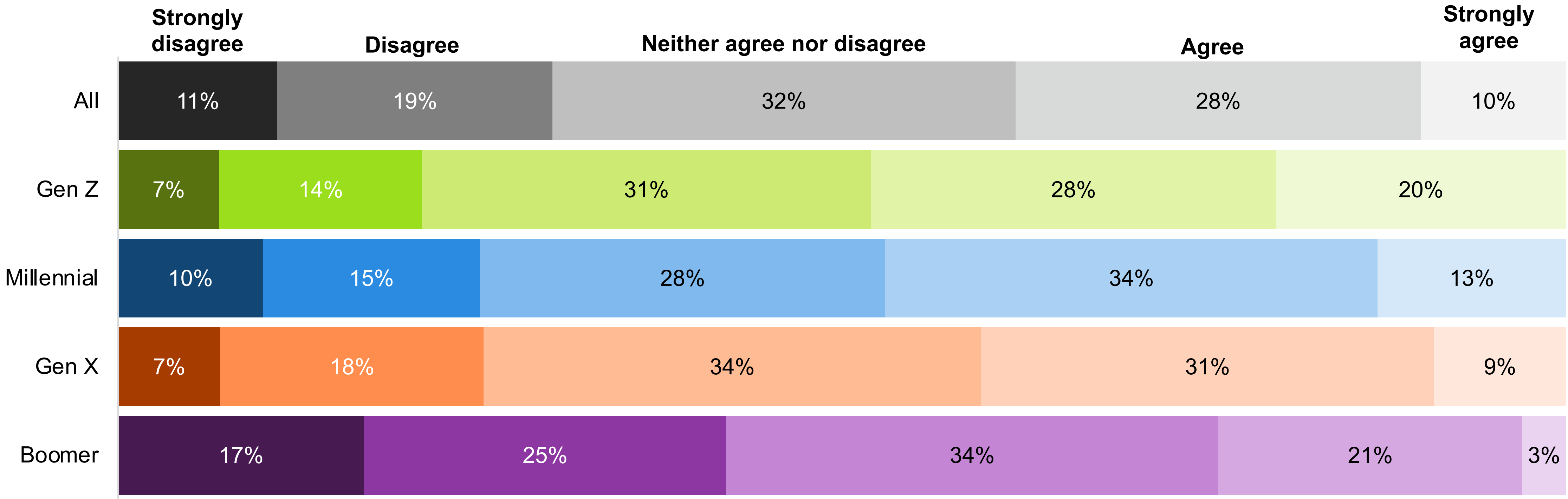
51% Millennial

44% Gen X

25% Boomer

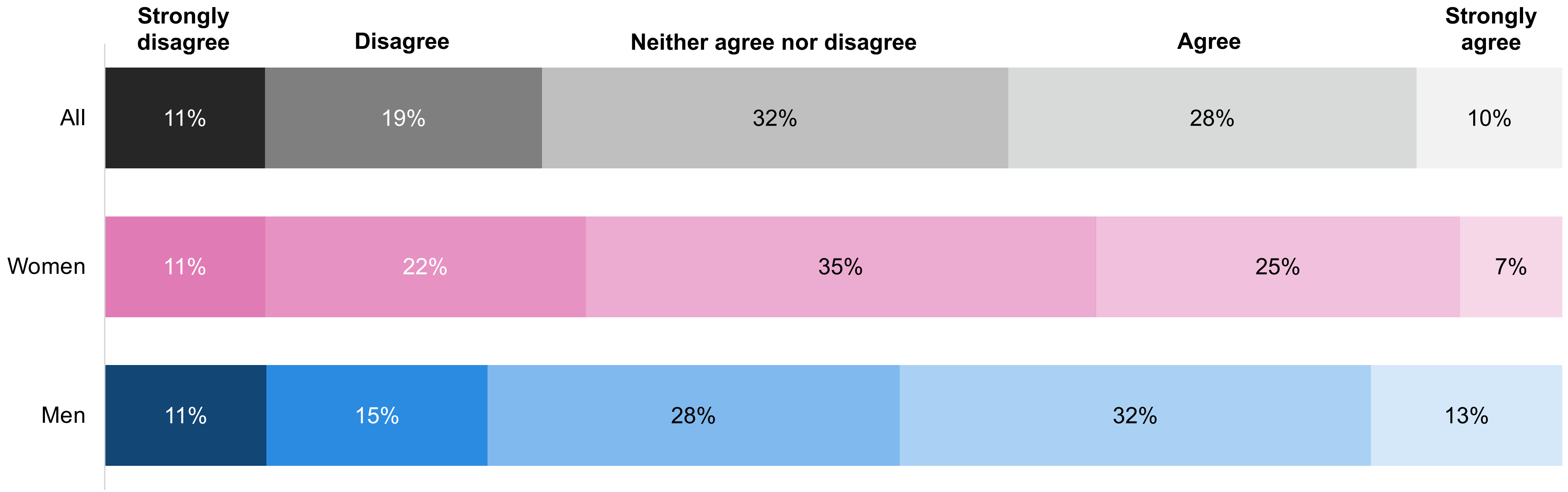
Only 38% have confidence in family and friend's social media as a good source of information on products. As noted elsewhere, Boomers are the most skeptical of any social forum.

My family and friend’s social media are good sources of information about products



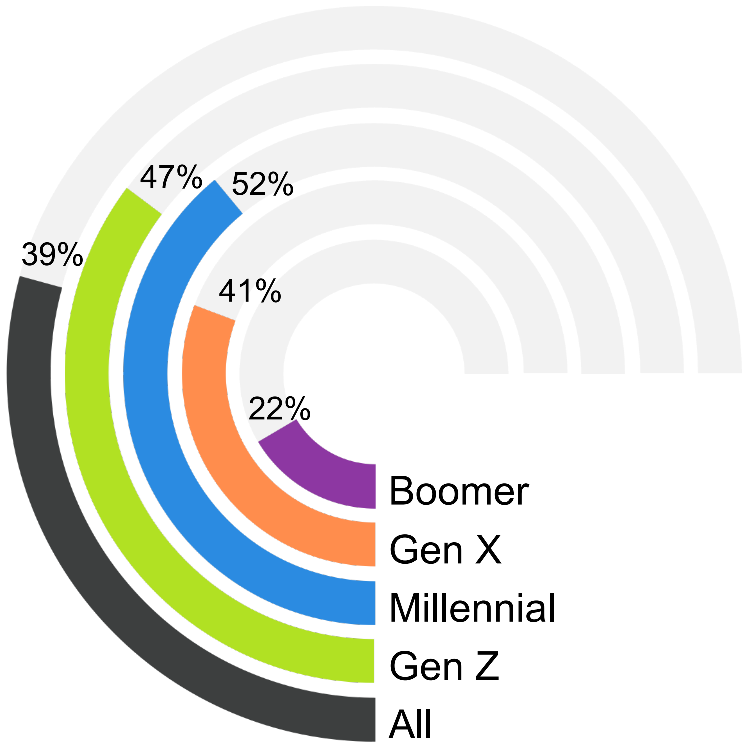
Women (32%) are much more dismissive of family and friend’s social media posts as a good source of product information than are men (45%).

My family and friend’s social media are good sources of information about products



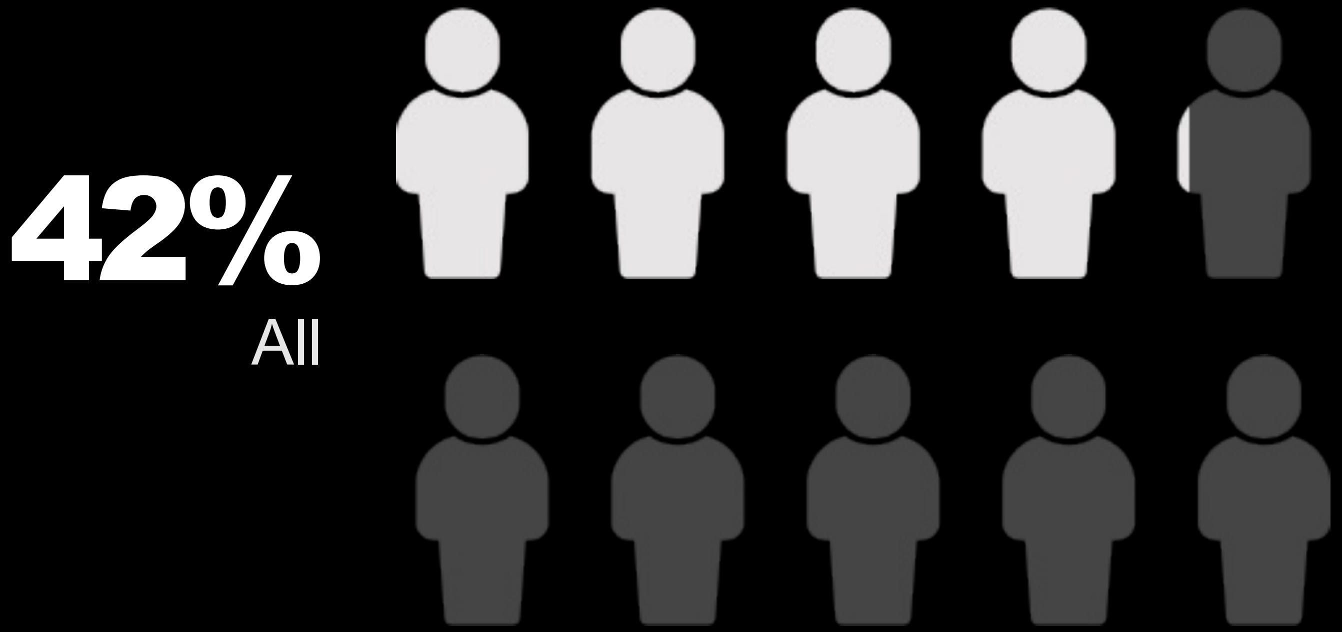
Social media influencers (39%) are perceived similarly to friends and family (38%) when it comes to being used as a resource for gathering information when making purchases.

Reviews from social media influencers are helpful when making purchases: “Agree” or “Strongly Agree”



Less than half the respondents (42%) agree that they only take a risk on a new product if they know it can be easily returned.

I only take a risk on a new brand when I know I can easily return it



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N = 835
MOE ± 3.4%
Panel: General Population
Collected: 3/13/24-3/14/24

Gen Z
11%

Millennial
32%

Gen X
27%

Baby Boomer
30%

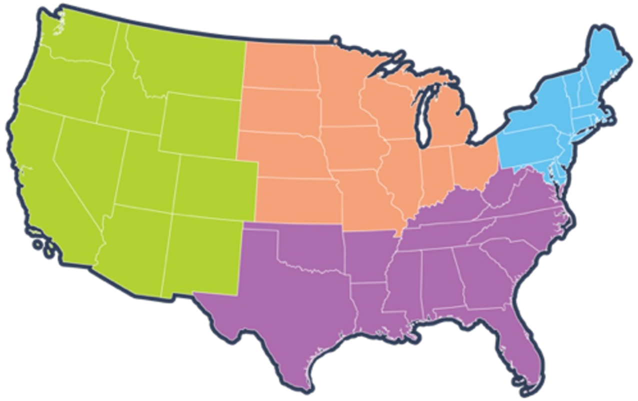
Female
51%

Male
49%

Urban
30%

Suburban
49%

Rural
20%



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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