



BRAND SNOBS CONSUMER SURVEY



Number of respondents
2000

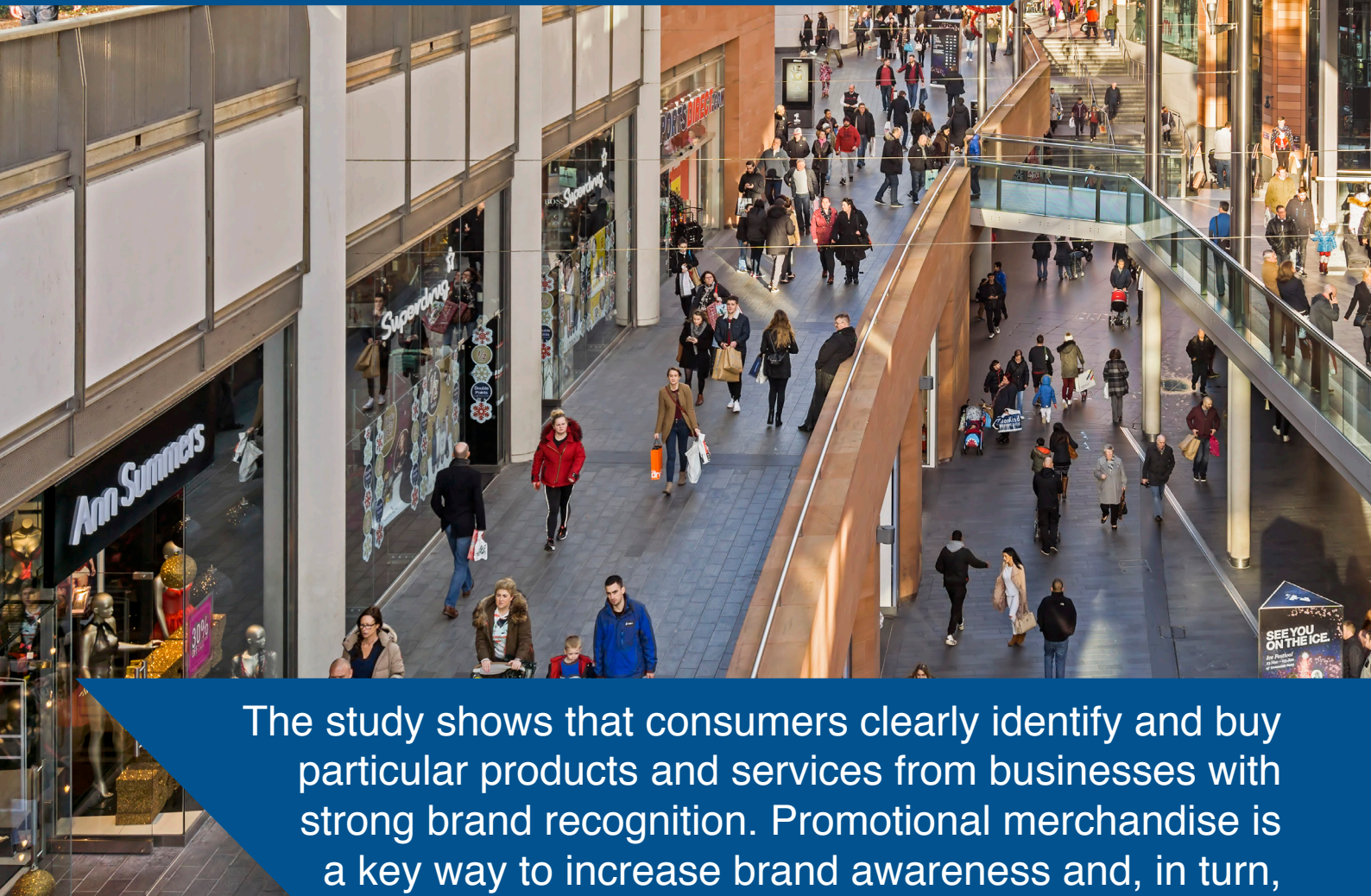
Demographics
UK Adults, 18-55 years old

Date carried out
August-September 2018

Independent research conducted by One Poll

Summary

Following an independent survey commissioned by 4imprint, new research findings reveal that brand names are hugely important to consumers and businesses.



The study shows that consumers clearly identify and buy particular products and services from businesses with strong brand recognition. Promotional merchandise is a key way to increase brand awareness and, in turn, helps to influence buyer behaviour.

01 Do you ever buy things purely because of the brand name?

Choice	% (number of responses)
Yes, often	10.30% (206)
Yes, sometimes	45.05% (901)
No	44.65% (893)

02 Would you describe yourself as a 'brand snob' - for certain items you always go for certain names?

Choice	% (number of responses)
Yes, very much so	6.55% (131)
Yes, somewhat	30% (600)
No	63.45% (1,269)

03 In an unfamiliar city, are you more likely to buy coffee/a hot drink from a well-known chain (such as Starbucks or Costa), or a shop you don't recognise?

Choice	% (number of responses)
A well known chain	26.25% (525)
A shop I don't recognise	6.90% (338)
Neither/both the same	41.45% (829)
Not applicable / Don't buy hot drinks	15.40% (308)

Choice	% (number of responses)
Starbucks	27.28% (302)
Costa	39.30% (435)
Caffe Nero	17.34% (192)
Nike	27.73% (307)
Adidas	29.63% (328)
Puma	9.85% (109)
Converse	16.08% (109)
Calvin Klein	13.01% (144)
Rolex	7.95% (88)
Tag Heuer	5.51% (61)
Michael Kors	8.49% (94)
Casio	5.51% (61)
Apple	33.88% (375)
Huawei	3.61% (40)
Samsung	33.06% (366)
Sony	23.49% (260)
Microsoft	20.42% (226)
Google	18.97% (210)
Amazon	29.81% (330)
Dell	7.14% (79)
Ford	11.20% (124)
Toyota	5.33% (59)
Nissan	5.42% (60)
BMW	11.20% (124)
Audi	10.21% (113)
Jaguar	7.14% (79)

Volkswagen	8.49% (94)
Disney	15.72% (174)
Kellogg's	27.82% (308)
Coca-Cola	32.16% (356)
Colgate	25.47% (282)
Pepsi	21.05% (233)
Jack Daniels	11.38% (126)
Gordon's	10.03% (111)
Hendrick's	5.33% (59)
Budweiser	9.30% (103)
Stella Artois	12.20% (135)
Strongbow	8.40% (93)
Cadbury's	38.48% (426)
Nestle	18.25% (202)
Heinz	30.17% (334)
Gillette	15.90% (176)
Dove	20.96% (232)
Andrex	16.71% (185)
Shell	5.96% (66)
BP	6.68% (74)
Esso	4.43% (49)
Haagen-Daaz	13.28% (147)
Ted Baker	9.76% (108)
Marks and Spencer	27.91% (309)
Topshop	6.41% (71)
Topman	4.25% (47)
Ray-Ban	8.40% (93)
IKEA	16.53% (183)
LEGO	12.01% (133)
FedEx	2.26% (25)
UPS	2.17% (24)
None of the above	5.06% (56)

05 Which of the below brands do you like the most?

Choice	% (number of responses)
Starbucks	11.25% (225)
Costa	23.20% (464)
Caffe Nero	9.00% (180)
Nike	15.60% (312)
Adidas	16.05% (321)
Puma	3.80% (76)
Converse	7.85% (157)
Calvin Klein	6.25% (125)
Rolex	5.00% (100)
Tag Heuer	3.45% (69)
Michael Kors	5.15% (103)
Casio	2.60% (52)
Apple	21.35% (427)
Huawei	3.20% (64)
Samsung	24.65% (493)
Sony	14.90% (298)
Microsoft	13.05% (261)
Google	16.70% (334)
Amazon	24.20% (484)
Dell	3.65% (73)
Ford	7.90% (158)
Toyota	4.90% (98)
Nissan	3.50% (70)
BMW	6.80% (136)
Audi	7.90% (158)
Jaguar	7.80% (156)

Volkswagen	5.65% (113)
Disney	9.65% (193)
Kellogg's	16.50% (330)
Coca-Cola	16.50% (330)
Colgate	12.55% (251)
Pepsi	11.15% (223)
Jack Daniels	5.85% (117)
Gordon's	5.65% (113)
Hendrick's	3.60% (72)
Budweiser	5.00% (100)
Stella Artois	6.15% (123)
Strongbow	5.10% (102)
Cadbury's	27.60% (552)
Nestle	11.65% (233)
Heinz	17.40% (348)
Gillette	8.10% (162)
Dove	14.40% (288)
Andrex	9.00% (180)
Shell	2.80% (56)
BP	3.15% (63)
Esso	1.75% (35)
Haagen-Daaz	8.10% (162)
Ted Baker	4.90% (98)
Marks and Spencer	20.00% (400)
Topshop	3.30% (66)
Topman	1.65% (33)
Ray-Ban	4.75% (95)
IKEA	12.30% (246)
LEGO	9.05% (181)
FedEx	0.60% (12)
UPS	0.55% (11)
None of the above	13.25% (265)

06 Do you feel proud to show off items you have from a brand you like?

Choice	% (number of respondents)
Yes, very much so	8.80% (176)
Yes, somewhat	36.50% (730)
No	54.70% (1094)

07 If you buy something from a brand you like, do you like it when the brand is visible on the product? i.e a Starbucks logo on a cup, or a Nike 'swoosh' on a trainer?

Choice	% (number of respondents)
Yes, for all items	8.60% (172)
Yes, for some items	43.15% (863)
No	48.25% (965)

08

Thinking about the way that brands market themselves, what do you consider is an essential marketing technique for a brand to appeal to you and that might influence you to purchase from them?

Choice	% (number of respondents)
CSR scheme (i.e green credentials or charitable partnerships)	12.50% (250)
Membership benefits	21.45% (429)
Discounts	42.50% (850)
Free promotional products	26.00% (520)
Strong social media presence	6.80% (136)
Easy to use website	27.60% (552)
Customer service	35.60% (712)
Free delivery	35.60% (712)
Other(s)	2.85% (57)
I don't know	24.65% (493)

09

Are you usually happy to pay a little more to get something with a brand label you like?

Choice	% (number of respondents)
Yes, often	8.95% (179)
Yes, on occasion	56.55% (1,131)
No	34.50% (690)

10 Which companies do you think have the best logos?

Choice	% (number of responses)
Starbucks	11.15% (223)
Costa	8.20% (164)
Caffe Nero	3.50% (70)
Nike	22.90% (458)
Adidas	12.95% (259)
Puma	6.20% (124)
Converse	6.50% (130)
Calvin Klein	4.95% (99)
Rolex	6.35% (127)
Tag Heuer	3.90% (78)
Michael Kors	3.35% (67)
Casio	1.20% (24)
Apple	24.80% (496)
Huawei	1.45% (29)
Samsung	5.90% (118)
Sony	3.95% (79)
Microsoft	5.70% (114)
Google	8.95% (179)
Amazon	6.80% (136)
Dell	1.45% (29)
Ford	3.10% (62)
Toyota	2.20% (44)
Nissan	1.20% (24)
BMW	7.95% (159)
Audi	8.50% (170)
Jaguar	11.55% (231)

Volkswagen	5.65% (113)
Disney	10.35% (207)
Kellogg's	7.10% (142)
Coca-Cola	12.70% (254)
Colgate	2.15% (43)
Pepsi	4.85% (97)
Jack Daniels	4.70% (94)
Gordon's	1.65% (33)
Hendrick's	1.35% (27)
Budweiser	2.25% (45)
Stella Artois	3.70% (74)
Strongbow	3.40% (68)
Cadbury's	9.60% (192)
Nestle	2.80% (56)
Heinz	4.70% (94)
Gillette	1.75% (35)
Dove	5.15% (103)
Andrex	3.75% (75)
Shell	3.55% (71)
BP	2.65% (53)
Esso	1.35% (27)
Haagen-Daaz	2.90% (58)
Ted Baker	2.10% (42)
Marks and Spencer	3.35% (67)
Topshop	0.95% (19)
Topman	0.90% (18)
Ray-Ban	2.80% (56)
IKEA	4.20% (84)
LEGO	6.55% (131)
FedEx	0.90% (18)
UPS	0.60% (12)
None of the above	31.80% (636)

11 When doing your weekly shop, do you make a point of buying branded products rather than the supermarket's own?

Choice	% (number of respondents)
Yes, for almost all of what I buy	5.90% (118)
Yes, for some of what I buy	44.50% (890)
No	44.15% (883)
Not applicable	5.45% (109)

12 As a percentage, how much more are you willing to pay for a brand you like over a non-branded version of the same thing?

Choice	% (number of respondents)
0	11.15% (223)
1-5	19.15% (383)
6-10	22.55% (451)
11-20	13.05% (261)
21-30	7.40% (148)
31-40	3.20% (64)
41-50	2.50% (50)
51-60	1.25% (25)
71-80	0.20% (4)
81-90	0.10% (2)
91-100	0.35% (7)
N/A would not do this	18.10% (362)
Average	12.8%

13 Would you describe yourself as someone who loves to bag a bargain, in general?

Choice	% (number of respondents)
Yes, definitely	50.55% (1,011)
Yes, somewhat	39.75% (795)
No	9.70% (194)

14 Even if you usually like to bag a bargain, do you admit to sometimes paying over the odds just to get a branded product?

Choice	% (number of respondents)
Yes, often	7.05% (141)
Yes, sometimes	46.95% (939)
No	46.00% (920)

15 Which of these products are you most likely to only buy branded versions of, rather than cheaper unbranded versions?

Choice	% (number of responses)
Sunglasses	15.45% (309)
Trainers	30.30% (606)
T-shirts	12.30% (246)
Jeans	13.05% (261)
Backpacks	6.65% (133)
Cereal	19.50% (390)
Coffee	26.30% (526)
Toilet roll	13.35% (267)
Ketchup	23.30% (466)
Beans	20.75% (415)
Kitchen roll	5.40% (108)
Dishwasher tablets	9.10% (182)
Mayonnaise	16.05% (321)
Wet wipes	3.35% (67)
Alcohol	25.25% (505)
Make up	15.55% (311)
Deodorant	25.85% (517)
Shampoo	26.10% (522)
Conditioner	18.40% (368)
Tea	24.05% (481)
Coffee	24.60% (492)
Soap	10.30% (206)
Batteries	15.50% (310)
Jeans	8.50% (170)
Coats	6.55% (131)
Watches	15.15% (303)

Jewellery	6.90% (138)
Handbags	8.55% (171)
None of the above	19.55% (391)

16 How much do you think you spend in pounds, each year, on buying branded products rather than unbranded? Select closest match and consider everything from technology to food products to clothing.

Choice	% (number of respondents)
0	7.40% (148)
1-50	12.50% (250)
51-100	9.50% (190)
101-150	8.15% (163)
151-200	6.45% (129)
201-250	4.90% (98)
251-300	3.30% (66)
351-350	1.70% (34)
351-400	1.45% (29)
401-450	1.75% (35)
451-500	2.00% (40)
501-750	1.40% (28)
751-1000	1.85% (37)
1001-1500	1.65% (33)
1501-2000	0.55% (11)
2001+	1.80% (36)
Don't know	33.65% (673)
Average	£258.05

17 How do you feel when someone comments positively on a brand you've purchased?

Choice	% (number of respondents)
Satisfied	22.10% (442)
Guilty	2.75% (55)
Happy	27.95% (559)
Smug	5.25% (105)
Like it was worth the money	17.10% (342)
Justified	8.60% (172)
More positive	6.75% (135)
None if the above / N/A	41.80% (836)

18 Which trainer brands are you most likely to buy because of the brand?

Choice	% (number of respondents)
Nike	29.95% (599)
Adidas	25.60% (512)
Puma	8.60% (172)
Reebok	9.30% (186)
New Balance	6.50% (130)
Under Armour	4.25% (85)
Airwalk	2.10% (42)
DC	1.80% (36)
Converse	13.55% (271)
Dunlop	1.30% (26)

None of the above	40.40% (808)
Other	4.40% (88)

19 How do you think using recognisable brands makes people look to others?

Choice	% (number of respondents)
Like you're well off for money	17.25% (345)
Like you know a good product	24.90% (498)
Like you're a 'sheep' for buying the same things as everyone else	20.05% (401)
Like you have done your research into a product	8.40% (168)
Like you haven't done your research into a product	5.30% (106)
Like you're cool	9.35% (187)
None of the above / Not applicable / Don't Know	41.00% (820)
Other	1.70% (34)

20 Do you enjoy having a branded takeaway drinks cup in your hand while you're out and about?

Choice	% (number of respondents)
Yes, very much	4.45% (89)
Yes, somewhat	17.80% (356)
No	51.90% (1,038)
N/A	25.85% (517)

Choice	% (number of respondents)
Ray Ban	20.55% (411)
Dolce & Gabana	7.20% (144)
Prada	5.40% (108)
Gucci	8.90% (178)
Chanel	6.25% (125)
Michael Kors	4.95% (99)
Versace	4.10% (82)
Oakley	5.15% (103)
Persol	1.20% (24)
Oliver People's	1.10% (22)
None of the above	61.85% (1,237)
Other	1.65% (33)

Choice	% (number of respondents)
Excellent marketing campaigns	10.85% (217)
Good advertising	14.65% (293)
They are endorsed by celebrities	5.90% (118)
A well known brand is usually recognised for its consistency of good products	35.75% (715)
Social acceptance - I like to fit in	6.60% (132)
To impress others	5.65% (113)
To support my personal or professional image	4.55% (91)
I feel an affinity to certain brands above others	13.45% (269)
I don't buy into big brands	33.10% (662)
Other	6.15% (123)