

Brand Boycotters

Australia



Introduction

This report explores brand boycotters - people prepared to boycott a brand - and how a company may be able to win them back.

Part one gives an overview of the impact a scandal can have on a brands' health and how it is perceived among the public. Part two identifies reasons why people boycott a brand and part three focuses on understanding people who have stopped using a brand or use a brand less following a scandal. By understanding this group you can lessen the impact of their actions and help your brand recover.

Key Findings

A quarter of people say they have boycotted a brand following a scandal

Cover ups and product recalls are the top reasons given for boycotting a brand

Of those who boycotted a brand, six in 10 said they still do not use it

Only two in ten who boycotted went back to a brand and used it as much as before

People who stopped using a brand or use a brand less respond more to online and multi-screening

Method

Overview

This report has been created using in-depth data and analytics collated using YouGov Profiles, YouGov BrandIndex and additional research using the YouGov re-contact service. To create hypotheses to test with the large YouGov datasets and validate findings.

About these data sources

YouGov Profiles is the YouGov connected data vault which holds thousands of variables collected from the interactive panellists in each country.

YouGov BrandIndex involves tracking the public perception of brands across the world. It is the authoritative measure of brand perception, monitoring thousands of brands across dozens of sectors. YouGov interview thousands of consumers every day, yielding over 2.5 million interviews a year.

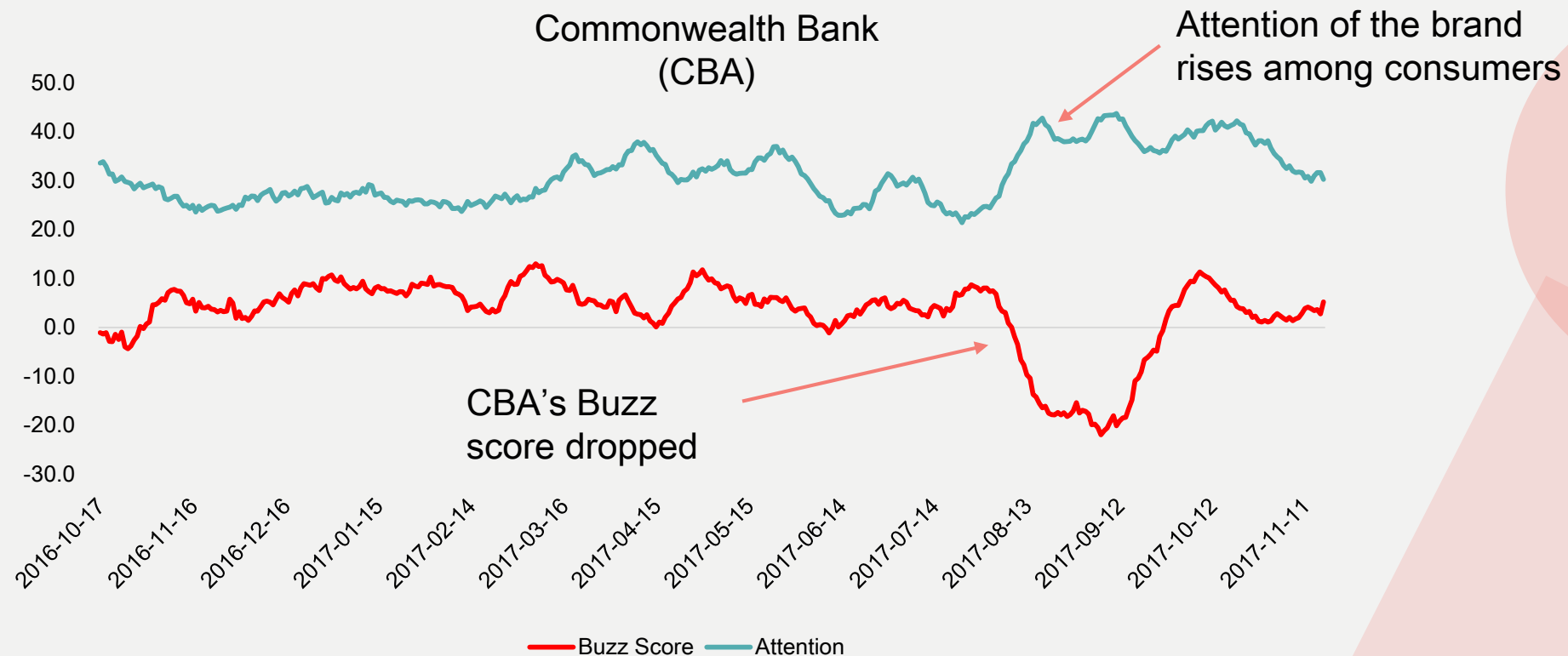
Part 1.

Consumers are willing to
boycott your brand

boy-cott *vt* to refuse
trade with, (a person)
a reason: Athletes
the Olympic Games

A crisis can affect your brand greatly

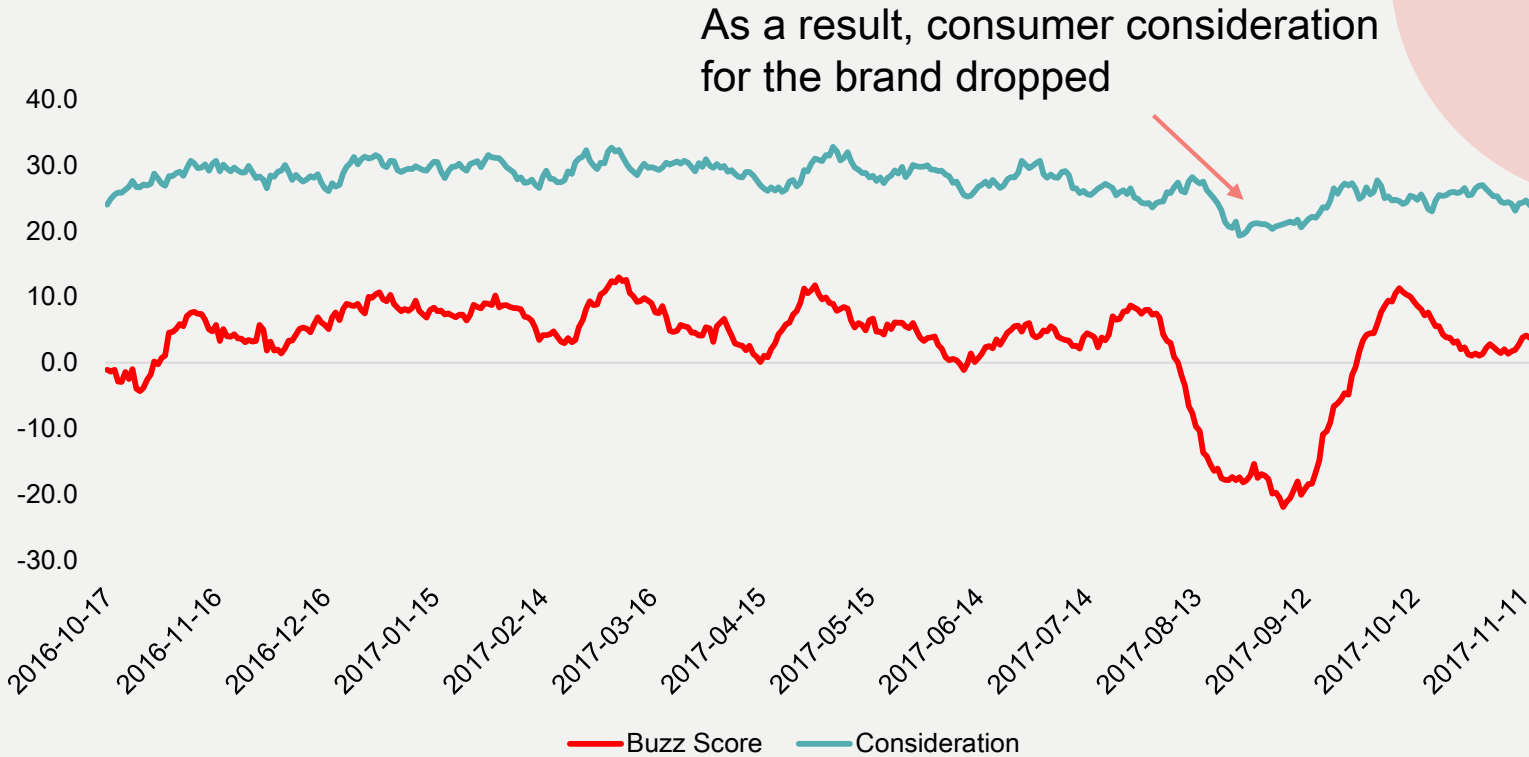
CBA is accused of a series of breaches of the Anti-Money Laundering and Counter-Terrorism Financing Act



Source: BrandIndex Australia
Brand: Commonwealth Bank (CBA)
Metrics: Buzz, Attention

Start Date: 17/10/2016
End Date: 11/11/2017
Moving Average: 2 weeks

Resulting in consideration dropping

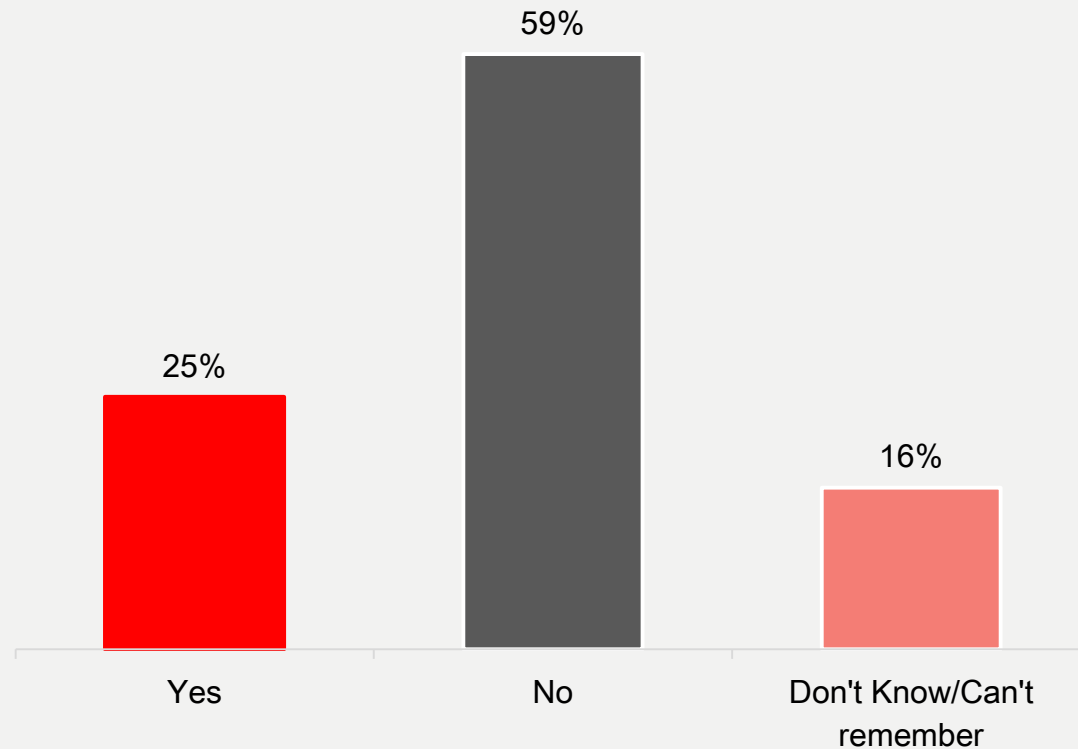


Source: BrandIndex Australia
Brand: Commonwealth Bank (CBA)
Metrics: Buzz, Attention

Start Date: 17/10/2016
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One in four have boycotted before

Thinking about when brands go through a scandal and get negative press, have you ever stopped using a brand, either permanently or temporarily as a direct result?



Source: YouGov Profiles

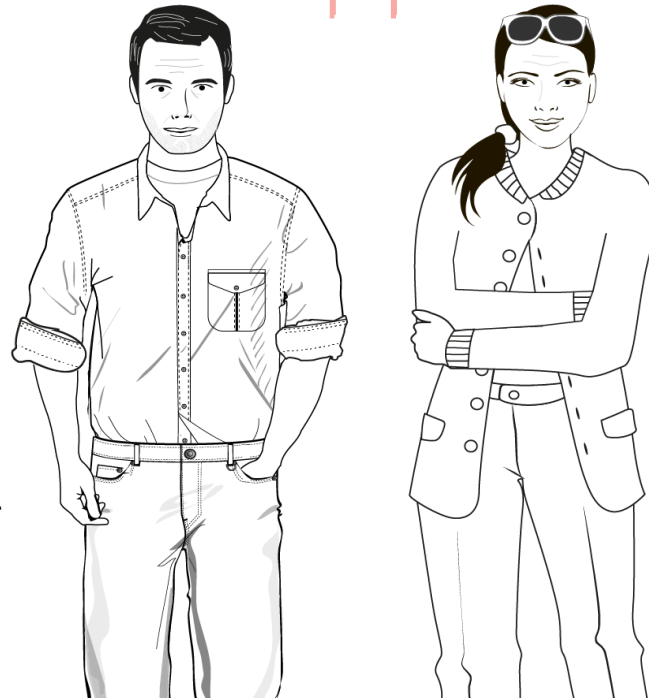
People who boycott brands are...

- Full time workers
- Work full time
- Aged 30-44
- Got married in the last 12 months
- Bought a house in the last 12 months

They are more likely to say:

“I will happily switch shops for greater speed and convenience”

“I do have favourite brands, but if a different brand is on offer I'll buy that instead”



Source: YouGov Profiles

Base: 'brand boycotters' - people who answered 'yes' to the question 'thinking about when brands go through a scandal and get negative press - have you ever stopped using a brand, either permanently or temporarily as a direct result'

Use YouGov Profiles data to understand your consumer group.

For more information, visit:

YouGov Profiles

Part 2.

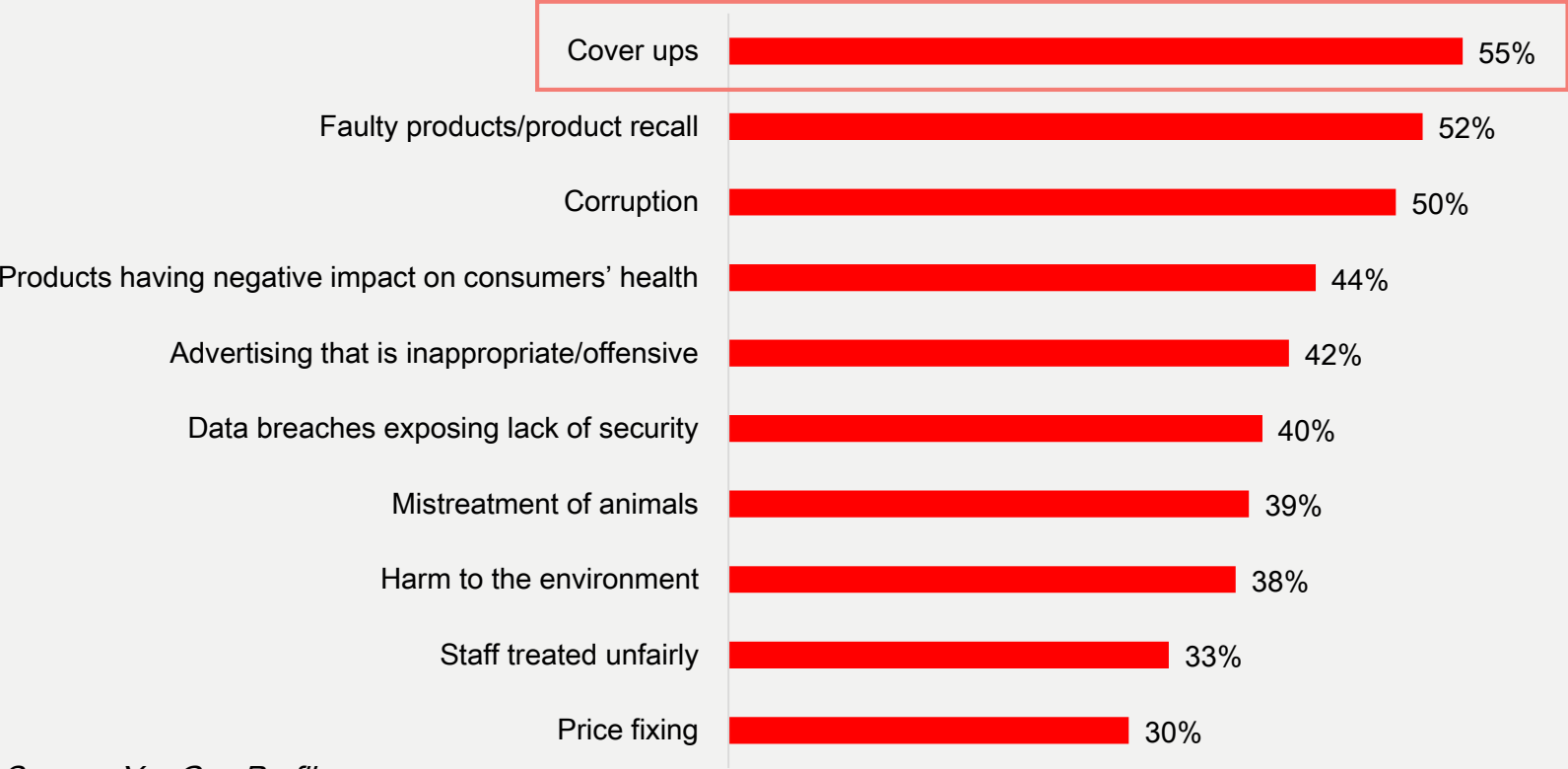
People boycott for many reasons



Cover ups are the main reason people boycott

Which of these reasons have ever made you boycott a brand?

Top 10 reasons



Source: YouGov Profiles
Base: AUS adults aged 18+ who have boycotted a brand because of a scandal



...but there is a long list of reasons for people having boycotted brands

Which of these reasons have ever made you boycott a brand?

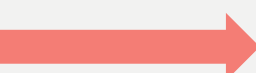


Source: YouGov Profiles

Base: AUS adults aged 18+ who have boycotted a brand because of a scandal

— And even though some that boycott will come back...

Thinking about the LAST time you stopped using a brand as a result, what happened?



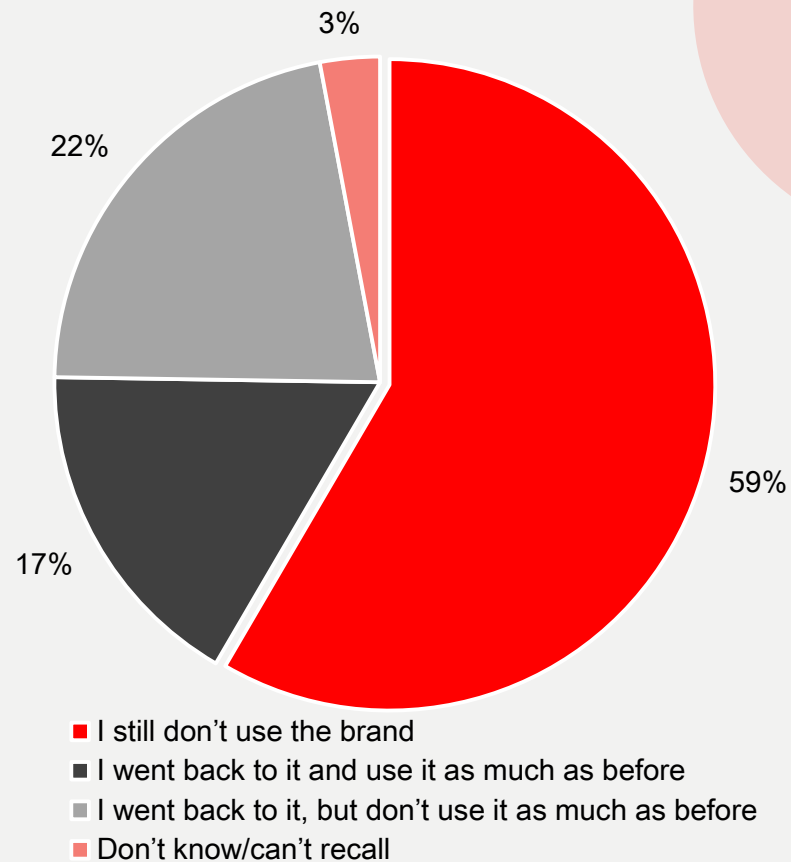
17% of people who boycotted a brand said
“I went back to it and use it just as much as before”

Source: YouGov Profiles

Base: AUS adults aged 18+ who have boycotted a brand because of a scandal

...Six in ten of those who have boycotted a brand still don't use it

Thinking about the LAST time you stopped using a brand as a result, what happened?



One in four said that despite going back to the brand they don't use is as much as they did before

Source: YouGov Profiles

Base: AUS adults aged 18+ who have boycotted a brand because of a scandal

Part 3.

Reconnect with disengaged consumers



People who stopped using a brand or use a brand less because of a scandal need to re-establish trust

Those who have stopped using a brand completely or don't use it as much are more likely to say:

“I like owning good quality products”

“I prefer to trust big/famous brands”

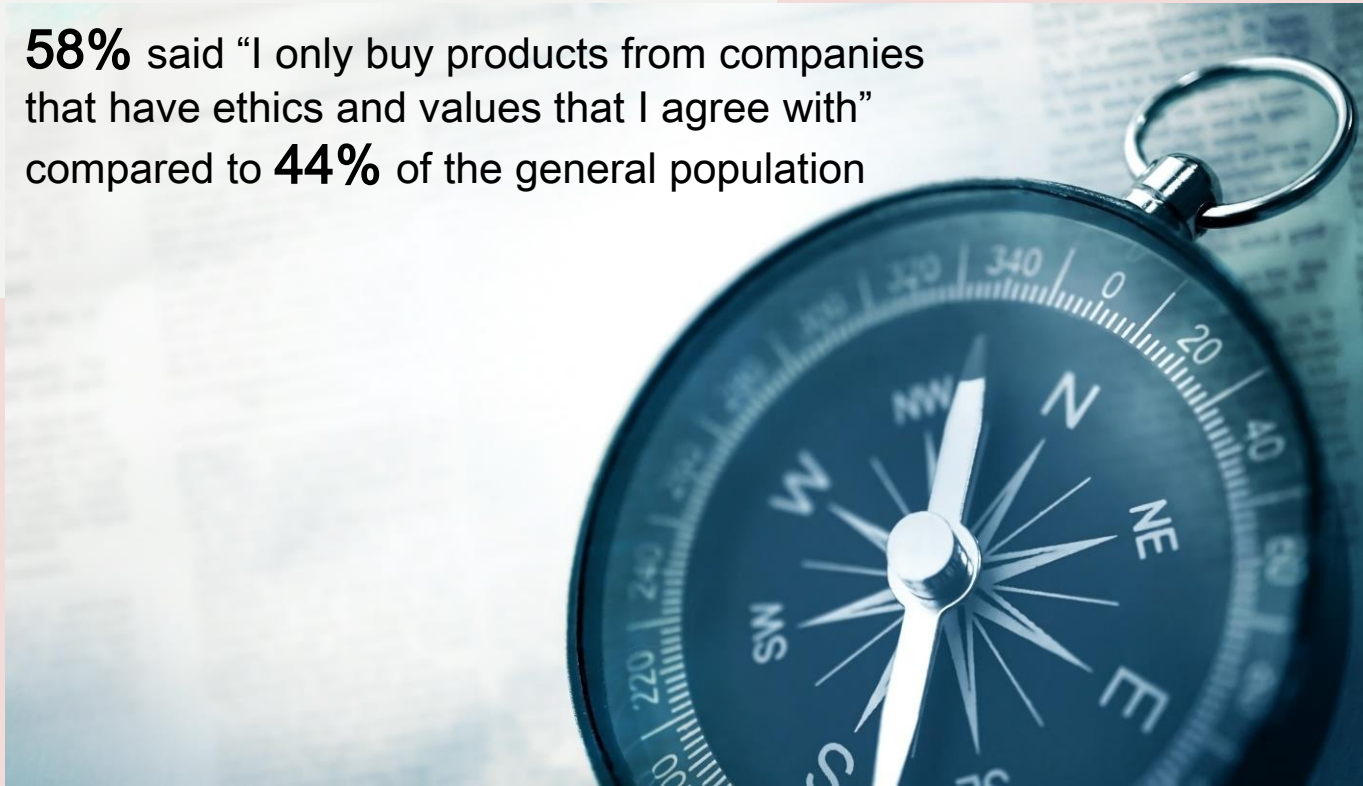
“There are certain types of product categories where brand is more important than price”

Source: YouGov Profiles

Base: AUS adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

Because six in 10 prefer a company with ethics

58% said “I only buy products from companies that have ethics and values that I agree with” compared to **44%** of the general population



Source: YouGov Profiles

Base: AUS adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

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— They are constantly connected and communicating

Even while watching TV:

→ 41% said they check social media

→ 41% said they generally browse the internet

→ 21% said they talk about the programme with friends or family members on the phone

← And they are more likely than the general population to say
“my opinions are often changed or influenced by peers”

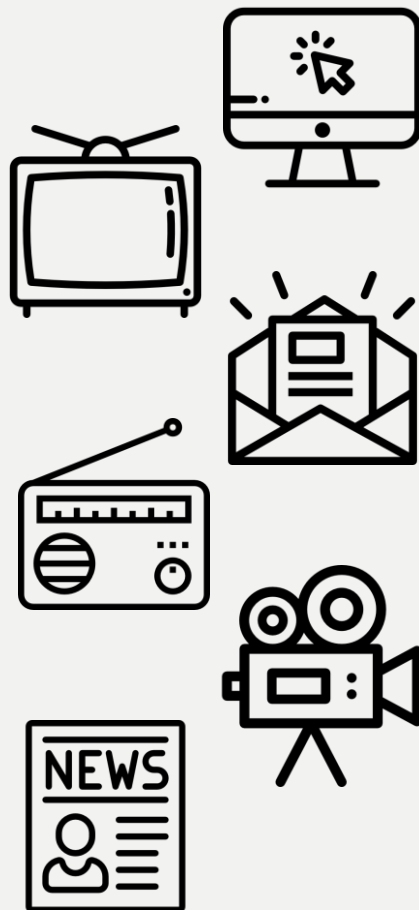
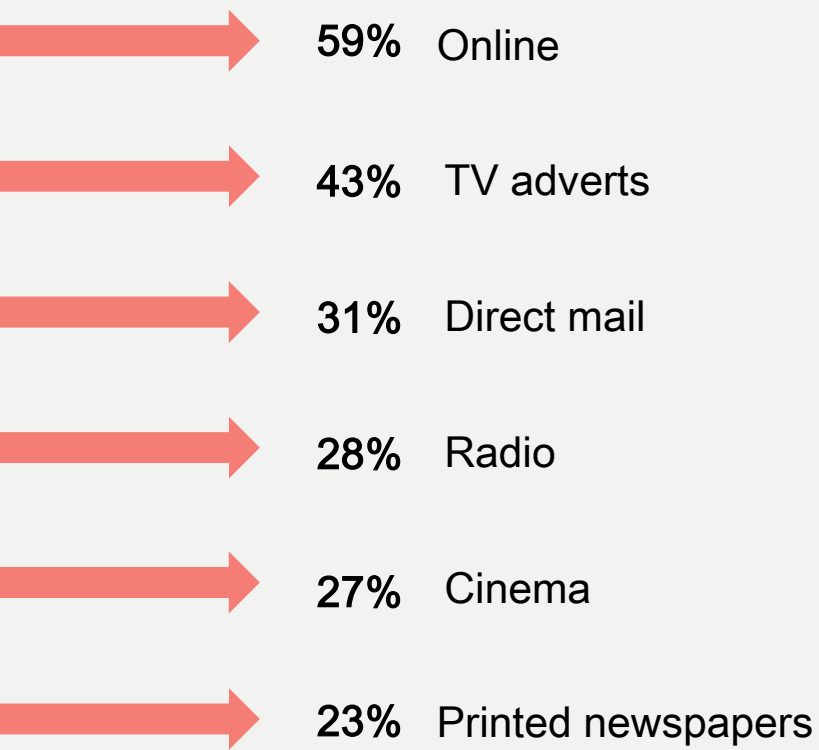


Source: YouGov Profiles

Base: AUS adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

So reconnect by targeting them online and with TV adverts

Main advertising channel which grabs attention



Source: YouGov Profiles

Base: AUS adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

Recommendations

Recommendations

A cover up carries the highest risk of spurring a boycott, but not far behind is product recall and faulty products. Be transparent and open with your consumers. If you can address any issues directly with them sooner rather than later, they may not perceive any issues so negatively.

People that haven't returned after boycotting value and trust brands. If you can show that your company is dealing with a problem then they might regain trust.

People who stopped using a brand or used a brand less are avid multi-screenerers, mostly using social media. If you can get your message out on a variety of platforms, you might be able to counteract some of the negative attention gained.

Use the power of word of mouth. People who have stopped using a brand or use a brand less following a scandal have their opinions influenced by their peers. Use this to your advantage and promote a positive image of your brand following a scandal and give people something to talk about.

About YouGov

YouGov is an international data and analytics group. Our core offering of consumer data is derived from our highly participative panel of 5 million people worldwide. For each panelist we have tens of thousands of connected data points so can answer the vast majority of research questions by interrogating existing data. Where we don't have the answers already, we can perform quick turn-around re-contact surveys for client specific research.



For a free, no obligation, discussion about
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