

# Brand Boycotters

China



## 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 brand's 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

Almost six in 10 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, 53% said they still do not use it...

...and only 4% went back and used it as much as before

People who stopped using a brand or use a brand less respond to online adverts and are fans of 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 most active 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.

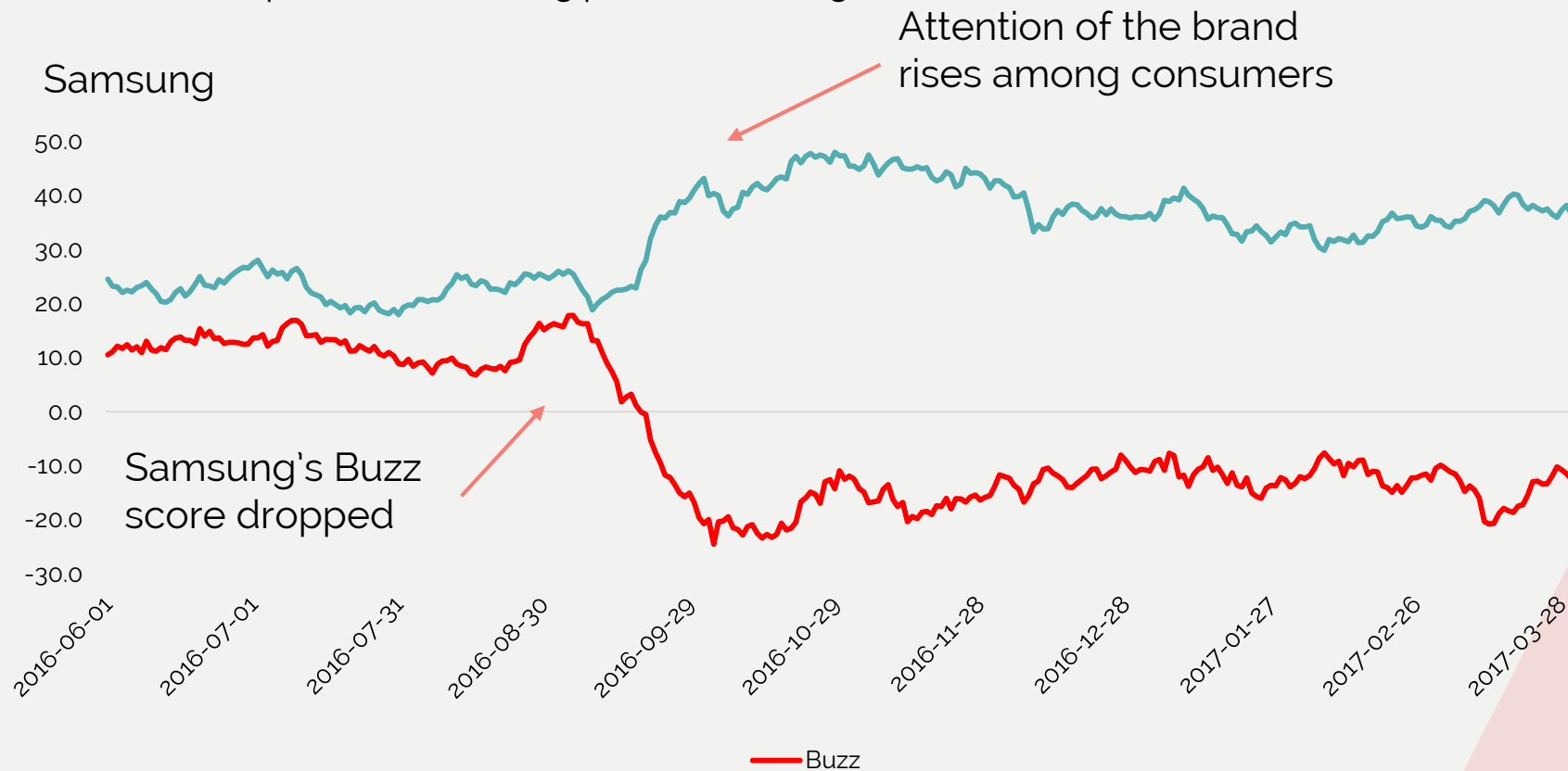
## Part 1.

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

Incidents are reported of Samsung phones catching fire



**Source:** BrandIndex China

**Brand:** Samsung

**Metrics:** Buzz, Attention

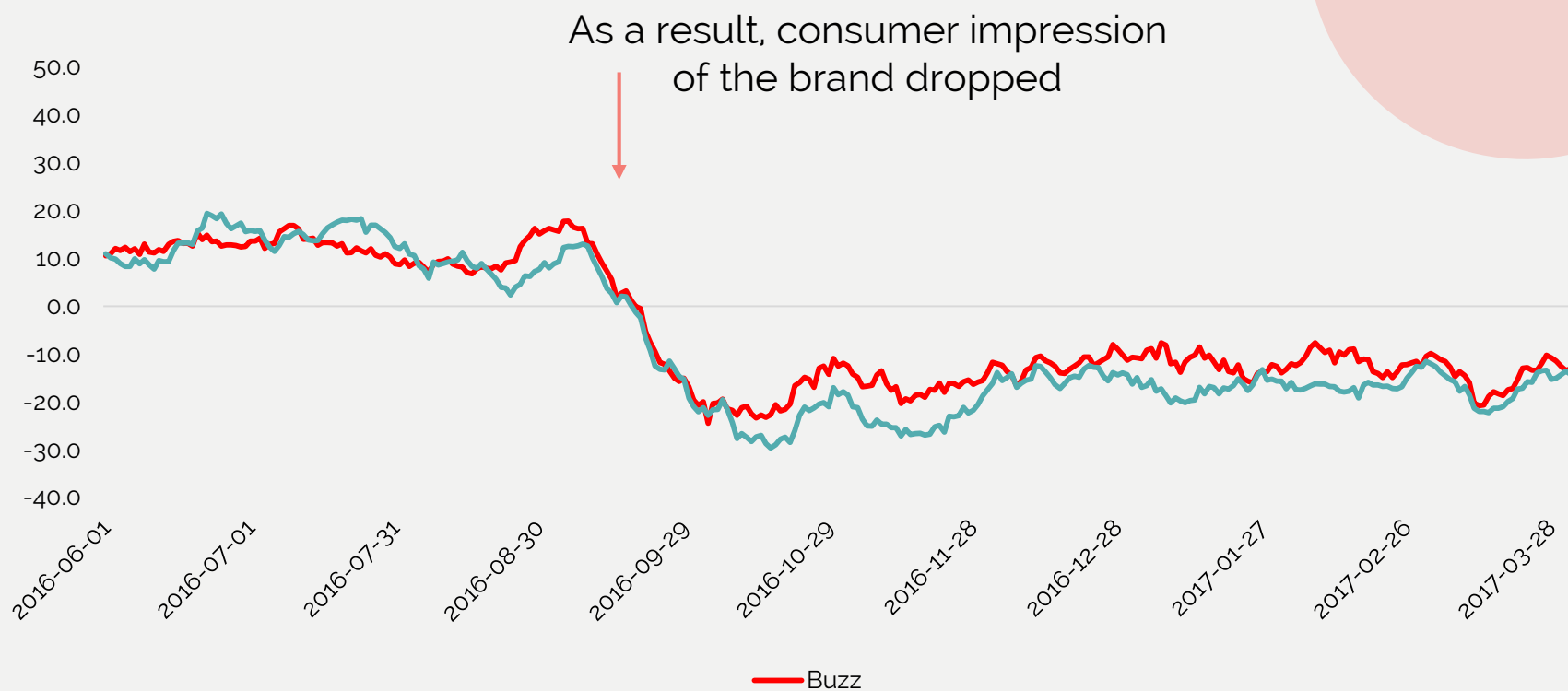
**Start Date:** 01/06/2016

**End Date:** 01/04/2017

**Moving Average:** 2 weeks



## Resulting in consumer impression dropping

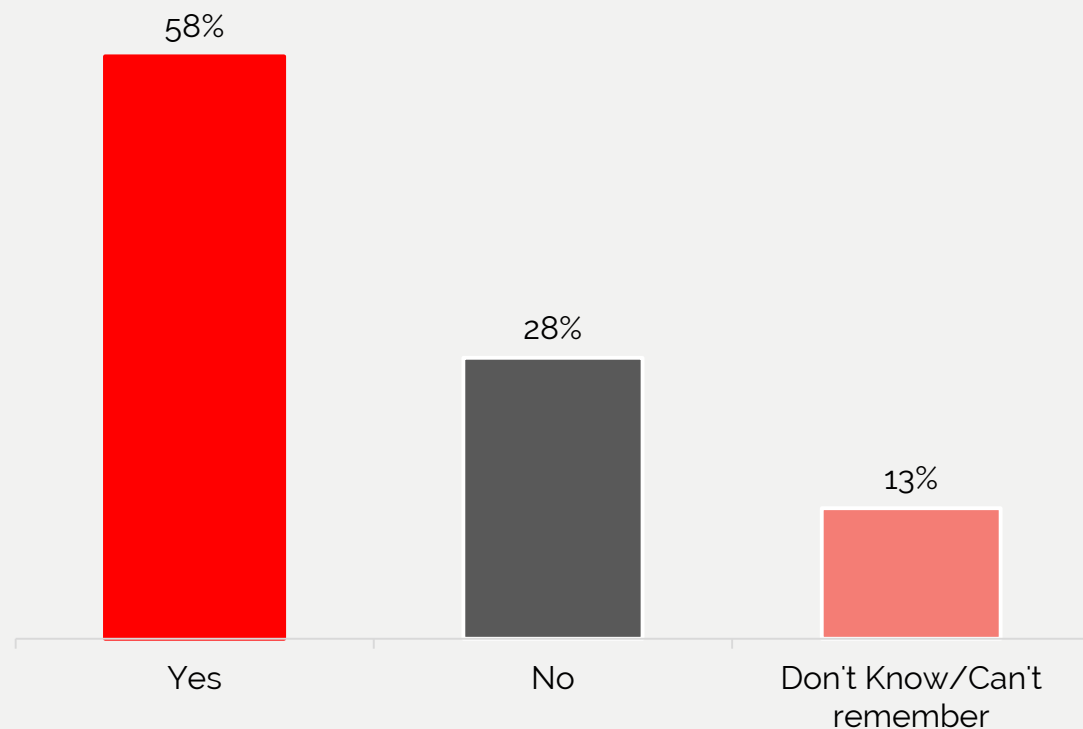


**Source:** BrandIndex China  
**Brand:** Samsung  
**Metrics:** Buzz, Impression

**Start Date:** 01/06/2016  
**End Date:** 01/04/2017  
**Moving Average:** 2 weeks

## Over half 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  
Base: CH adults aged 18+

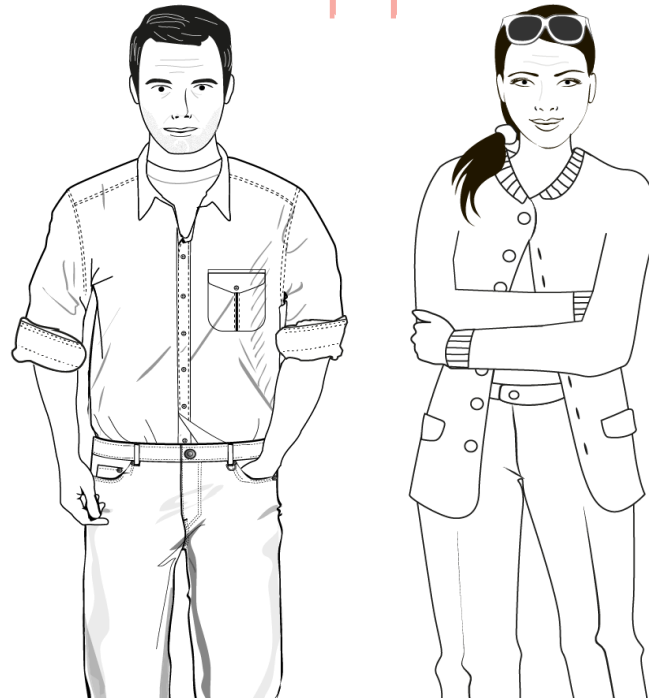
## People who boycott brands are...

- Married
- Work full time
- Aged 25-34
- University degree holders
- Likely to buy a car in the next 12 months

They are likely to say:

"I don't mind paying extra for good quality products"

"I always check product reviews before buying something"



*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.

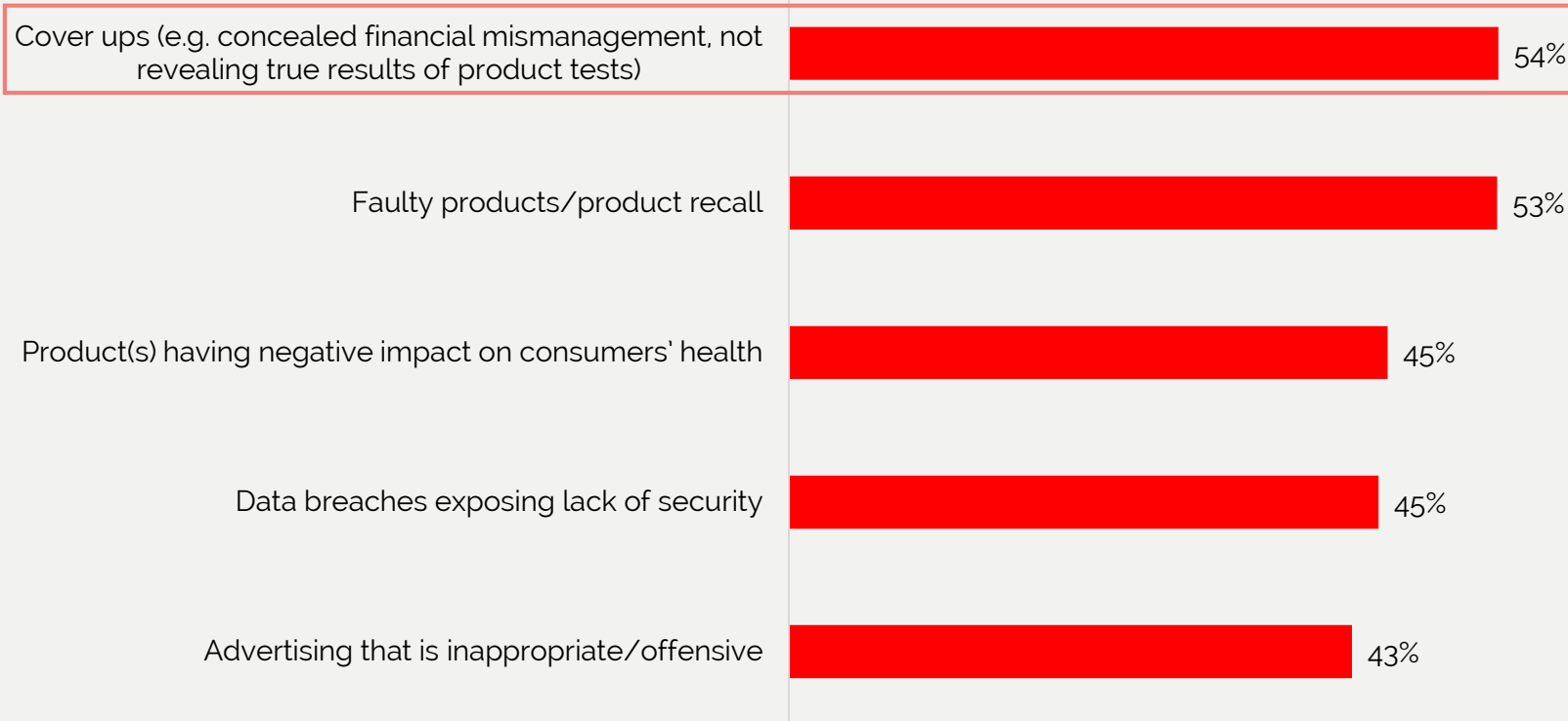
People boycott for many reasons



## Cover ups are the main reason people boycott

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

Top 5 reasons



Source: YouGov Profiles

Base: CH 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?

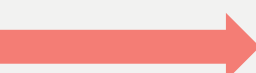


Source: YouGov Profiles

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

## Few that boycott will come back...

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



**4%** of people who boycotted a brand said  
"I went back to it and use it just as much as before"

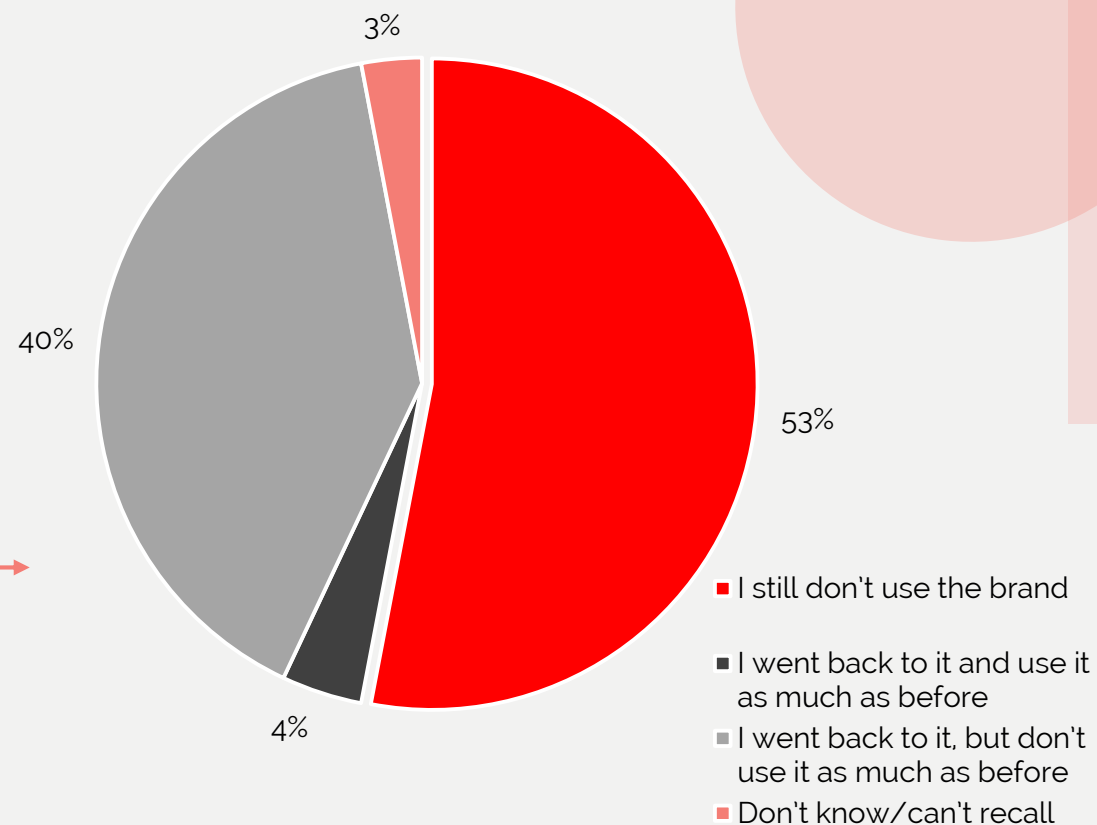
*Source: YouGov Profiles*

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

## ...over half 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?

Over a third said that despite going back to the brand they don't use it as much as they did before



Source: YouGov Profiles

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

Part 3.

Reconnect with  
disengaged consumers





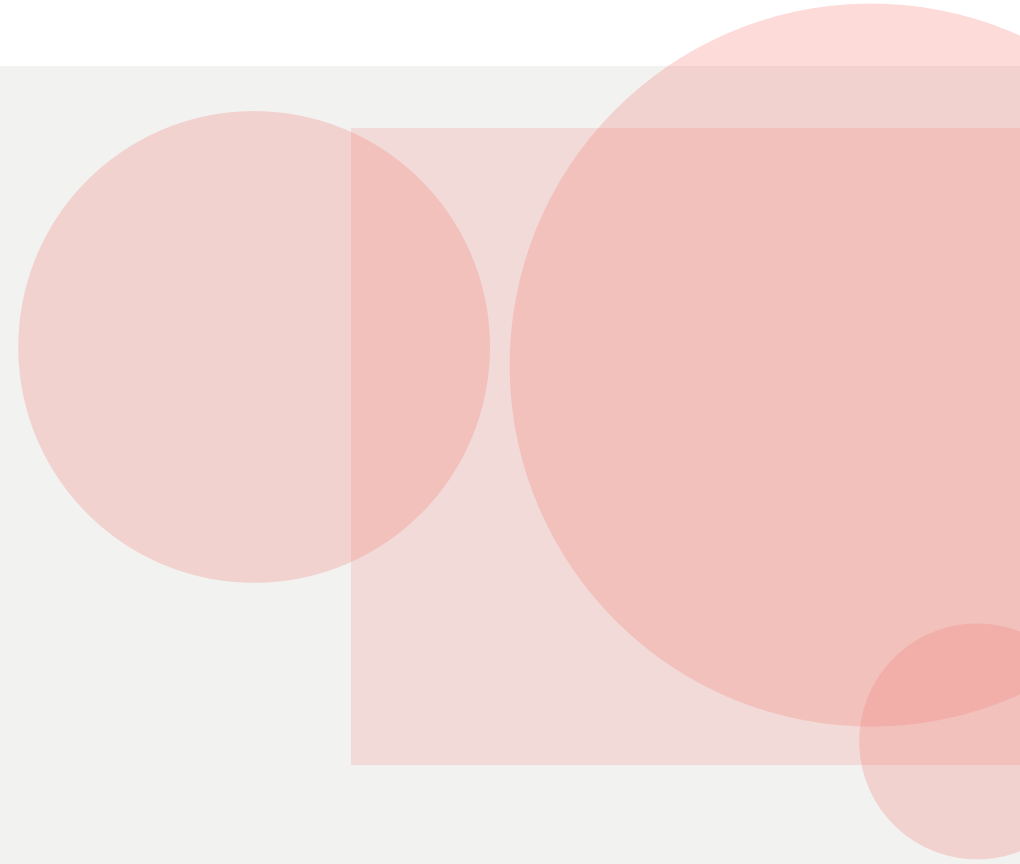
## People who stopped using a brand or use a brand less because of a scandal need to re-establish trust

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"



## Because seven in 10 prefer a company with ethics

**68%** said "I only buy products from companies that have ethics and values that I agree with"



*Source: YouGov Profiles*

*Base: CH 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'*

## They are constantly connected and communicating

Even while watching TV:

53% said they shop online

46% said they generally browse the internet

42% said they text/instant message with friends or family

And they are likely to say they second screen using their smartphones

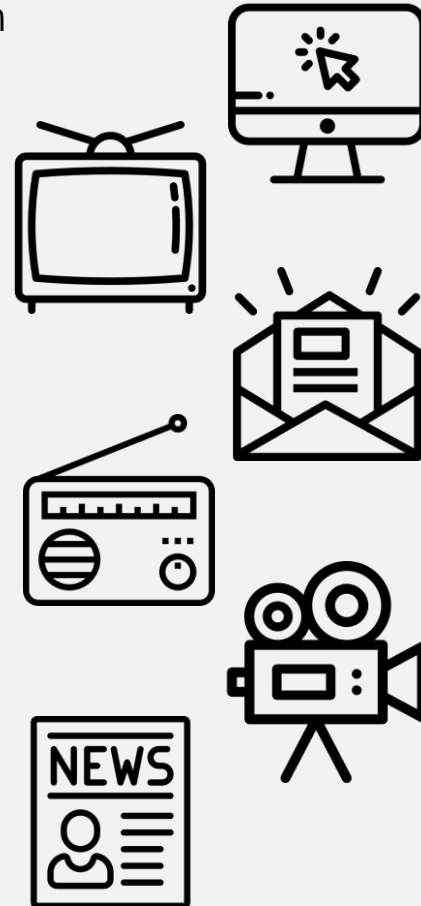
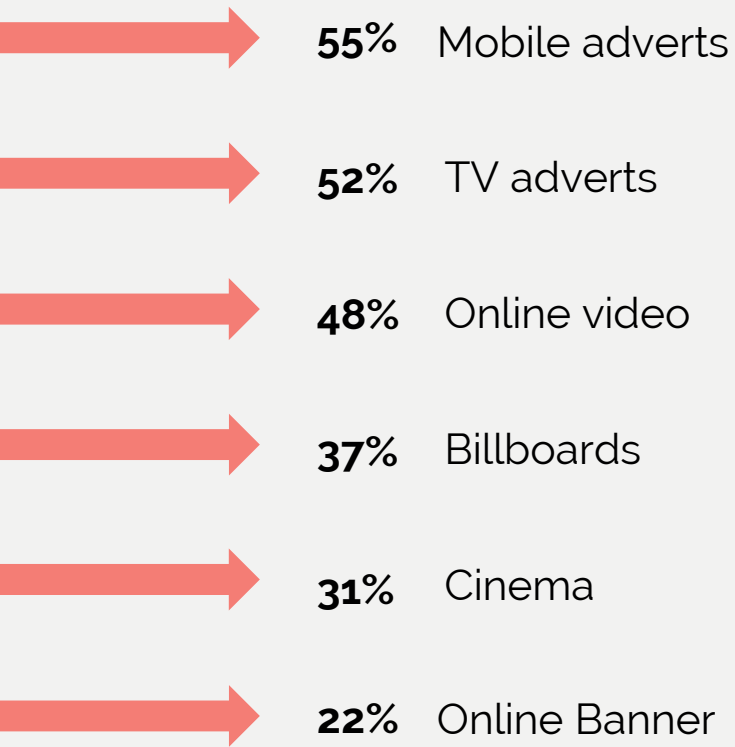


*Source: YouGov Profiles*

*Base: CH 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: CH 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 with ethics. 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 YouGov Re-contacts, please contact:**

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