

Brand Boycotters

Singapore



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

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

Faulty products or product recalls are the top reasons given for boycotting a brand

Of those who boycotted a brand, almost half said they still do not use it

Only one in 10 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 - particularly through social media

Method

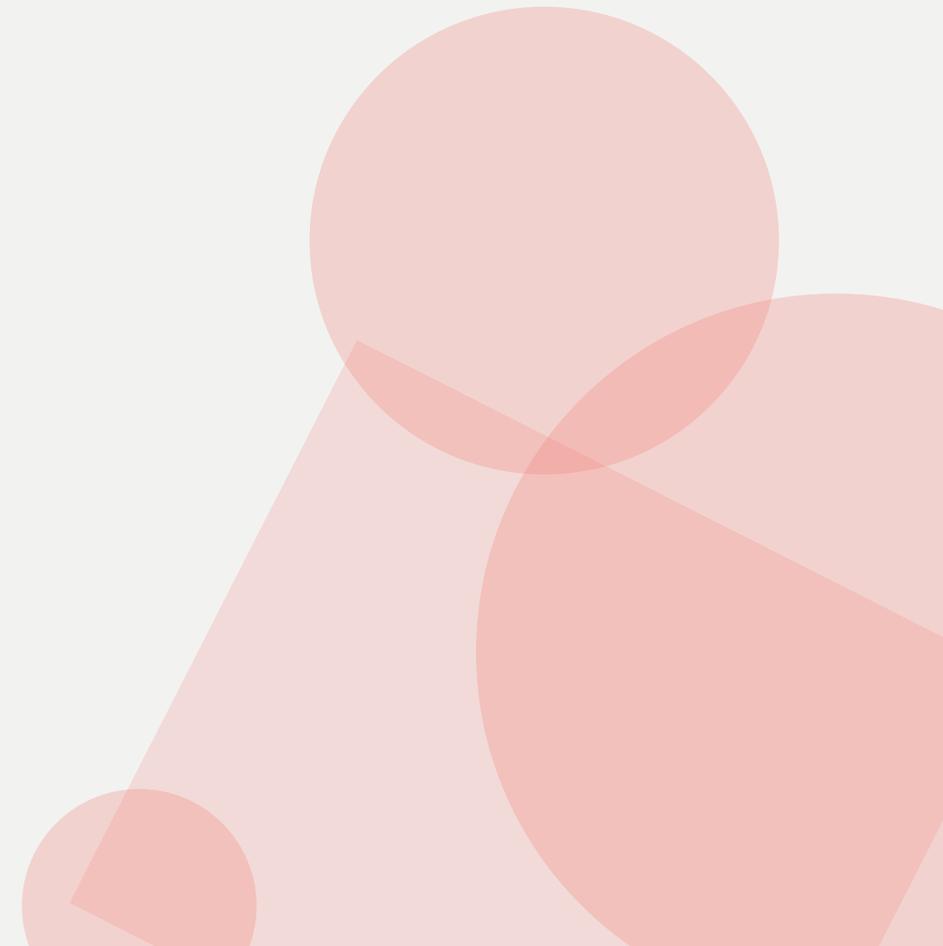
Overview

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

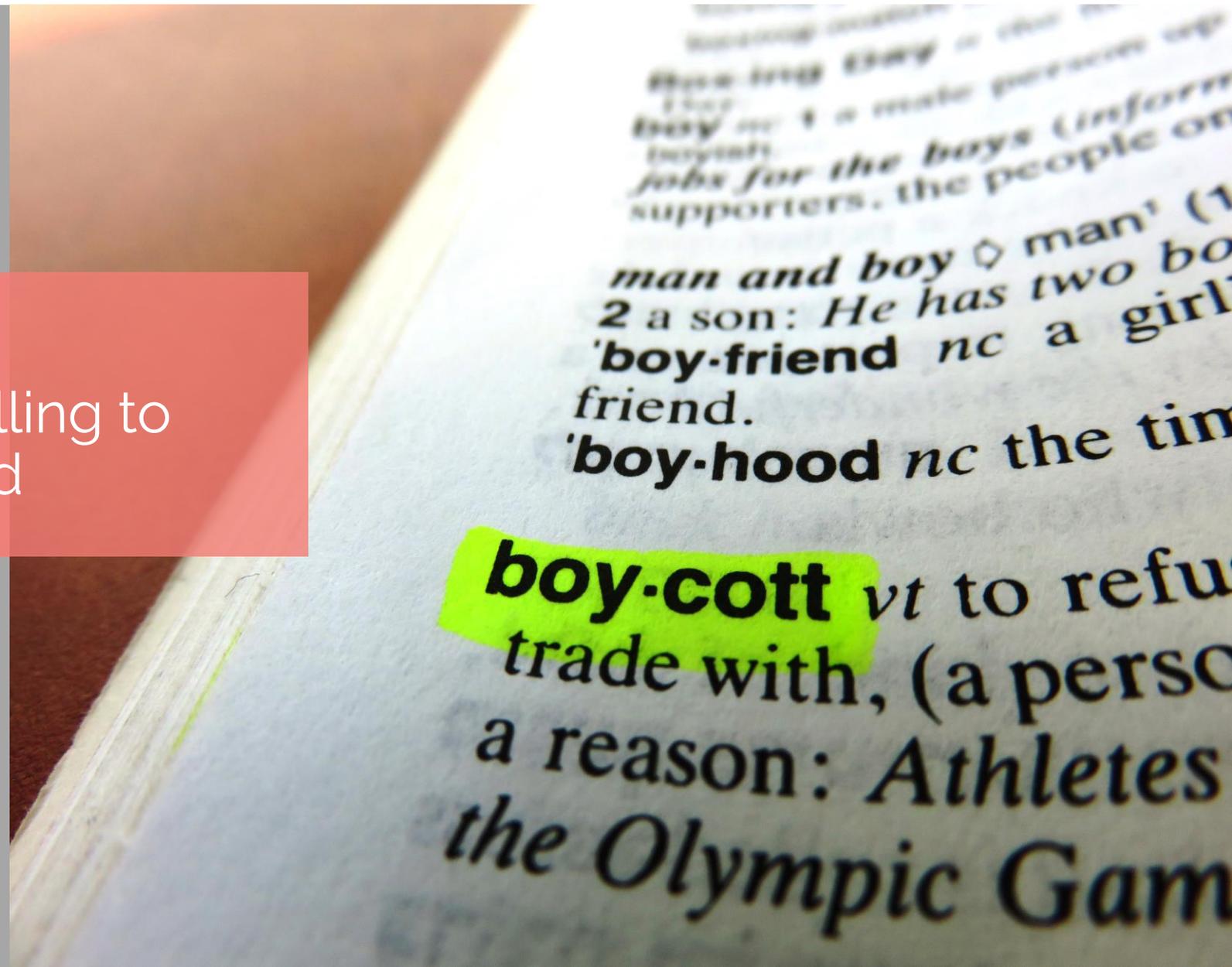
YouGov Profiles is the YouGov connected data vault which holds thousands of variables collected from the interactive panellists in each country.

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.



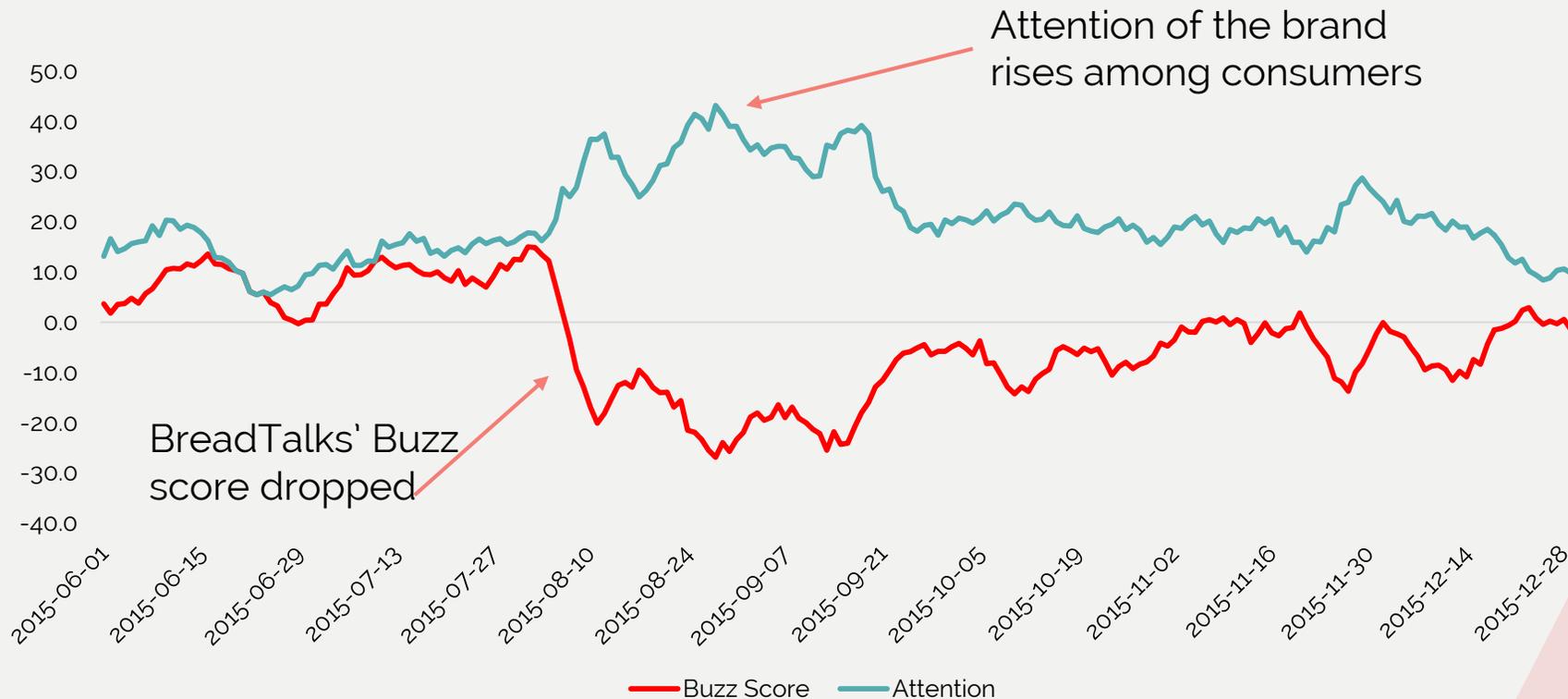
Part 1.

Consumers are willing to
boycott your brand



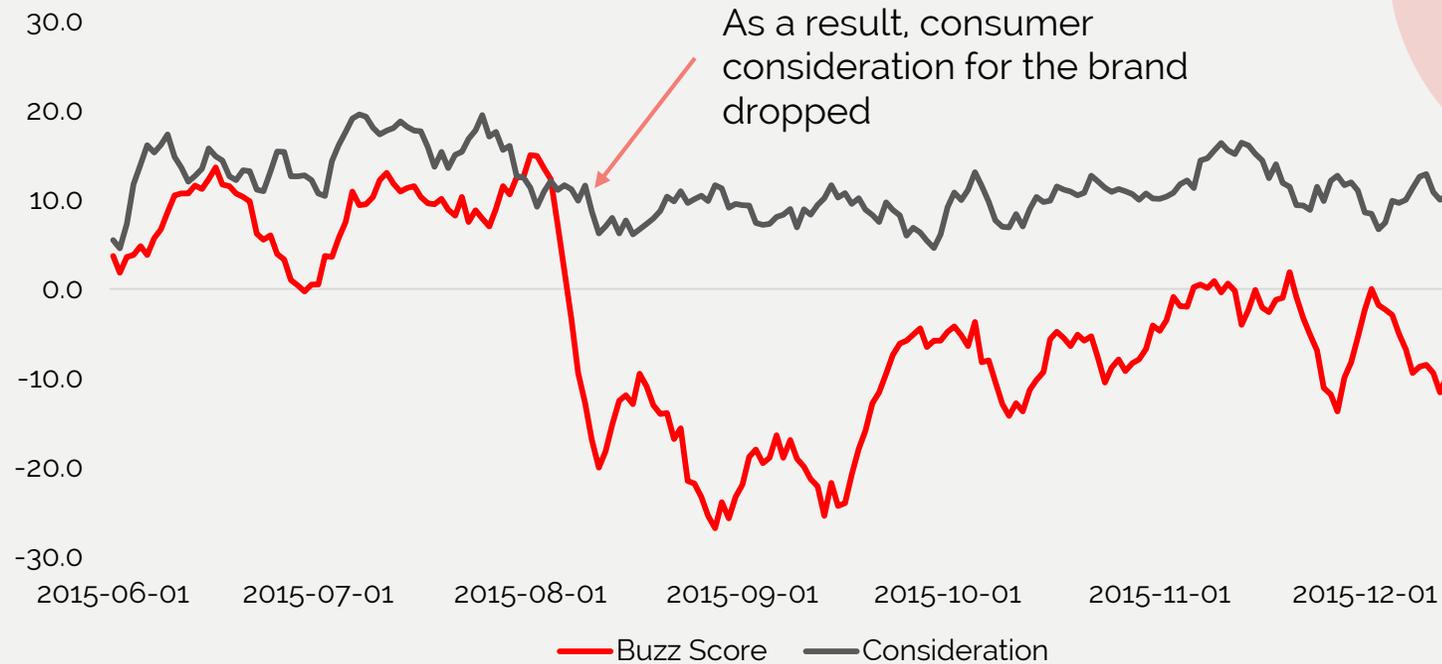
A crisis can affect your brand greatly

BreadTalk is accused of miss-selling its 'freshly prepared' soya bean milk by instead using Yeo's brand soya bean milk



Source: BrandIndex Singapore **Start Date:** 01/06/2015
Brand: BreadTalk **End Date:** 28/12/2015
Metrics: Buzz, Attention **Moving Average:** 1 week

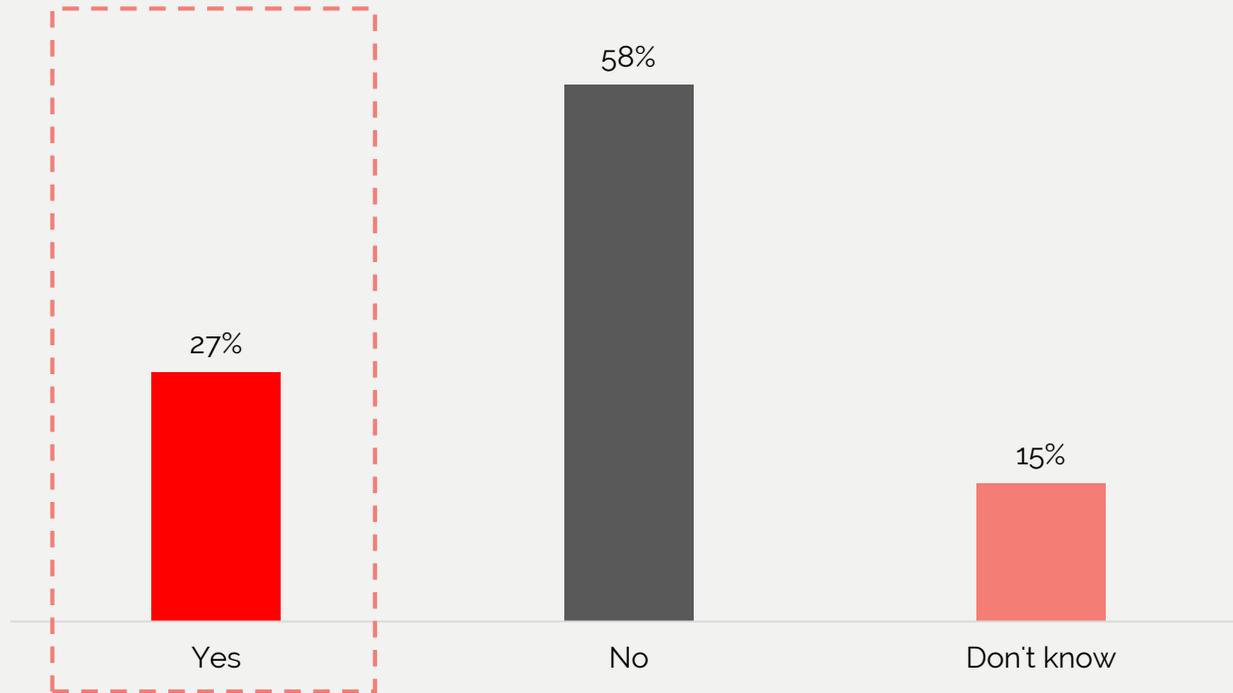
Resulting in consideration dropping



Source: BrandIndex Singapore **Start Date:** 01/06/2015
Brand: BreadTalk **End Date:** 28/12/2015
Metrics: Buzz, Consideration **Moving Average:** 1 week

Over 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
Base: Singapore adults aged 18+

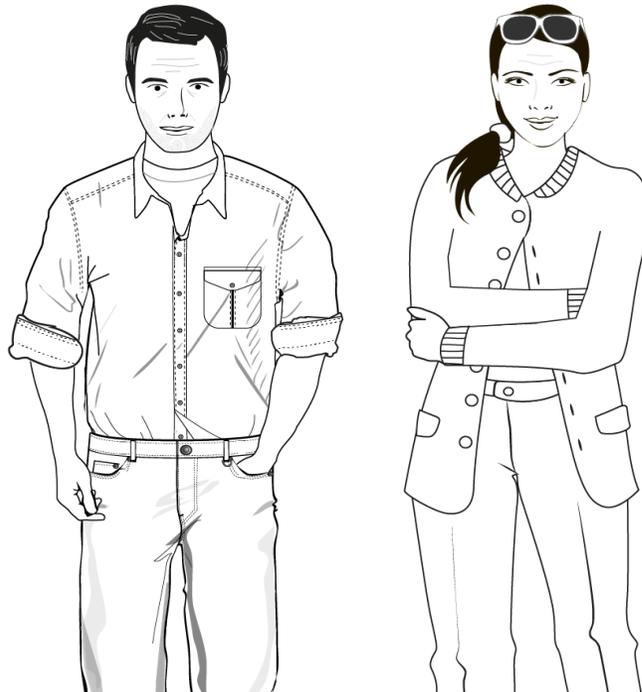
People who boycott brands...

- Intend to have a child in the next 12 months
- Are working full time (65%)
- Are aged 25-34 (36%)
- Are married (43%)

They are more likely to say:

"I make an effort to buy fair trade products"

"I like to look out for where my products are made or grown"



*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'*

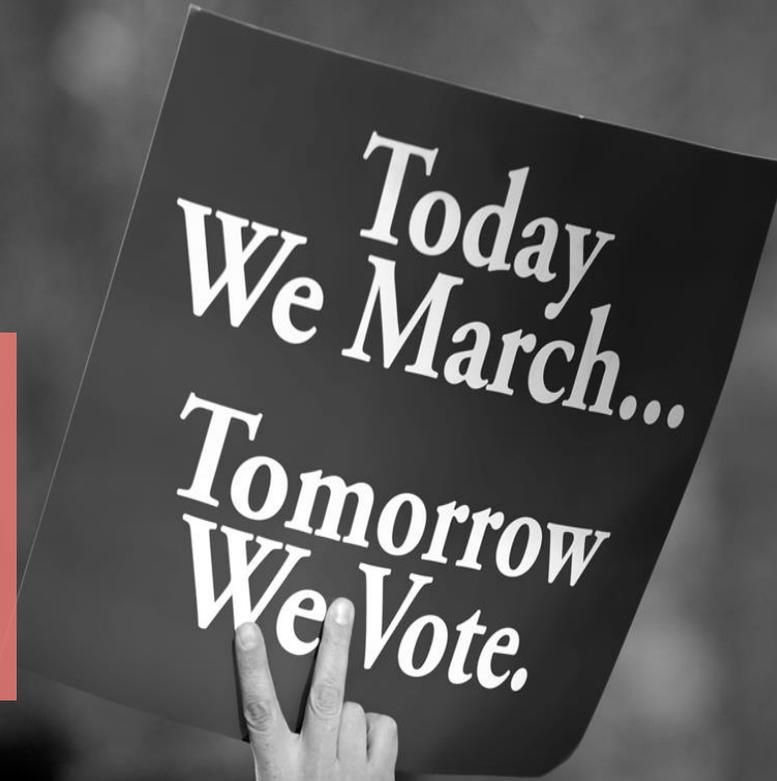
Use **YouGov Profiles** data to understand your consumer group.

For more information, visit:

YouGov Profiles

Part 2.

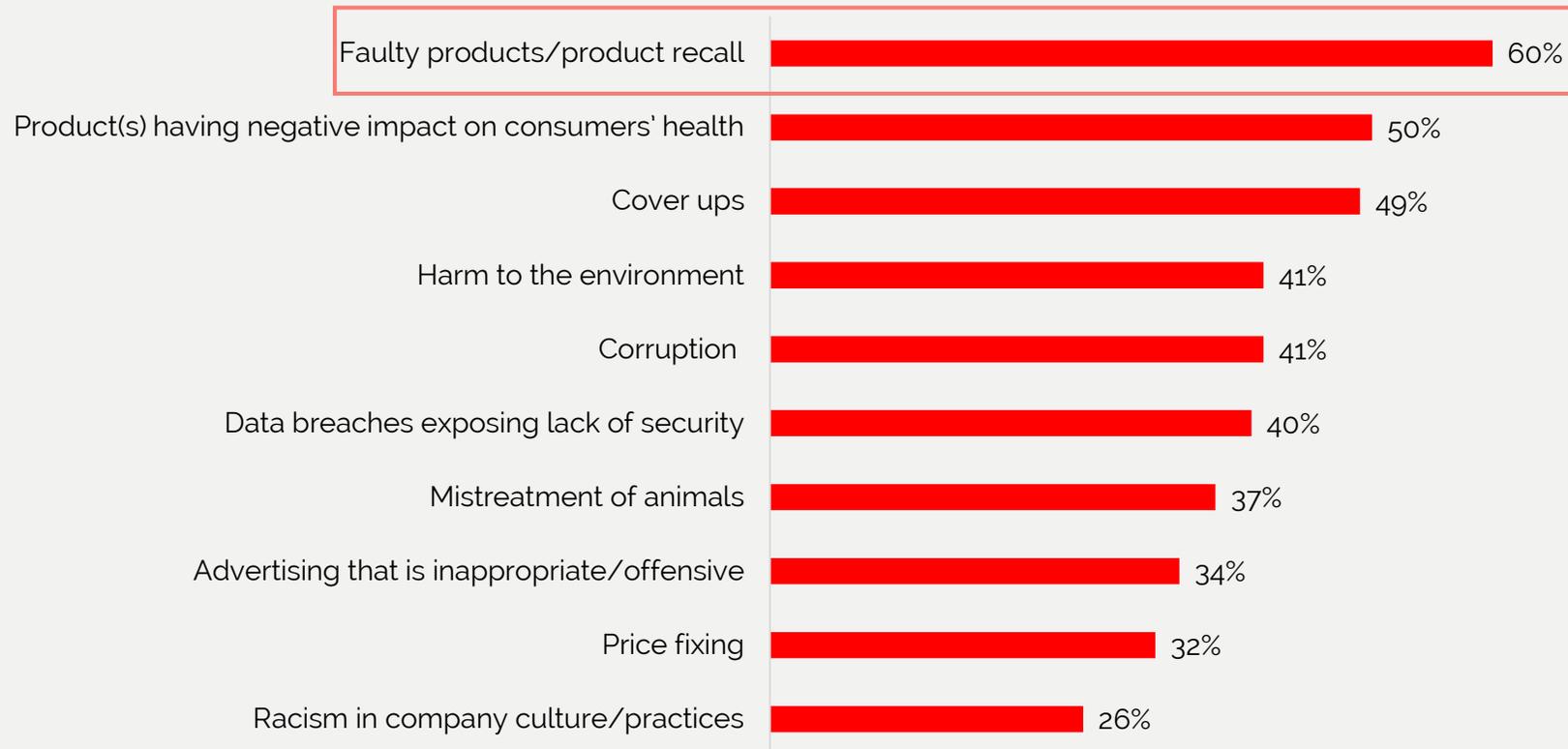
People boycott for many reasons



Faulty products or product recall are the main reasons people boycott

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

Top 10 reasons



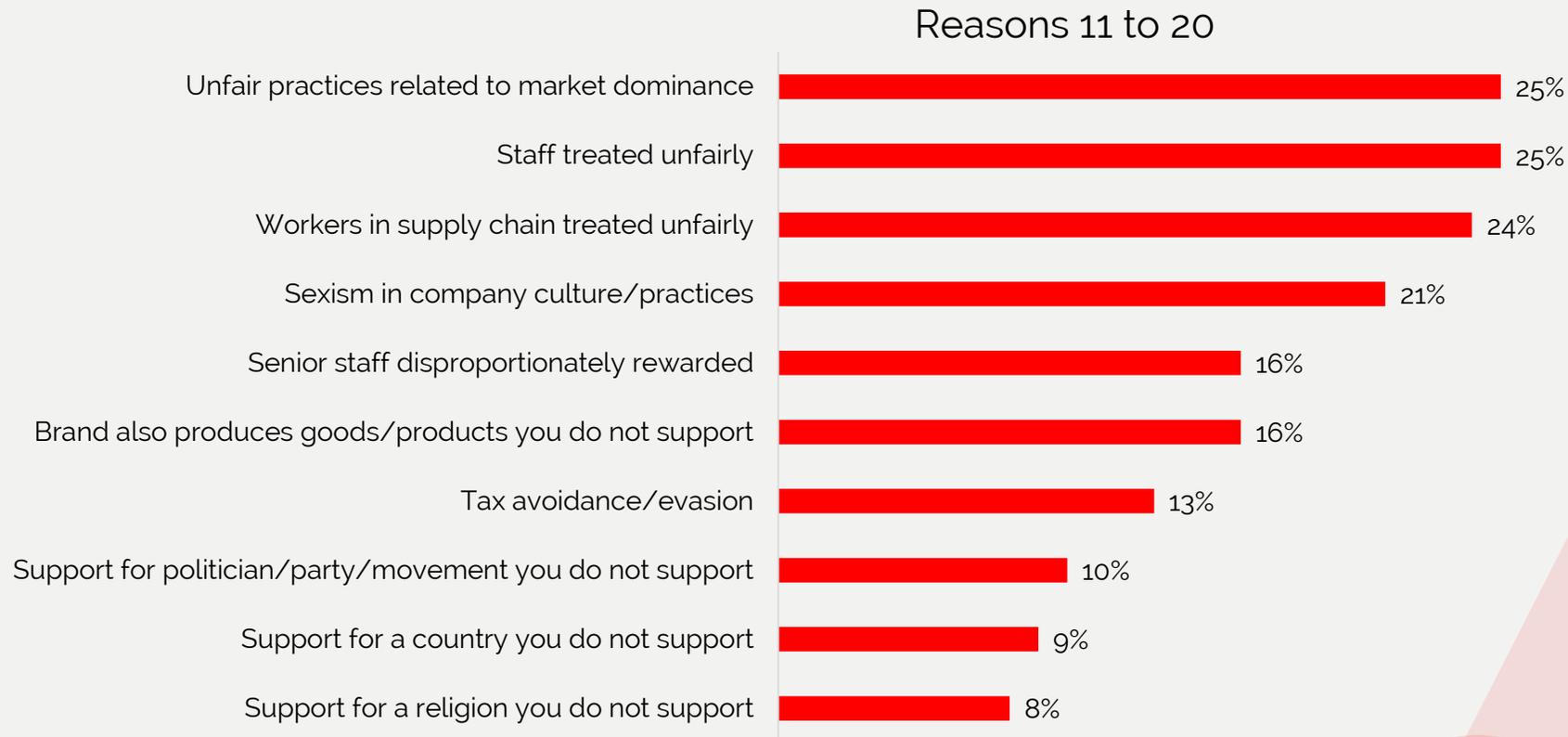
Source: YouGov Profiles

Base: Singapore adults aged 18+ who have boycotted a brand



...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: Singapore adults aged 18+ who have boycotted a brand

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

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



9% of people who boycotted a brand said
"I went back to it and use it just as much as before"

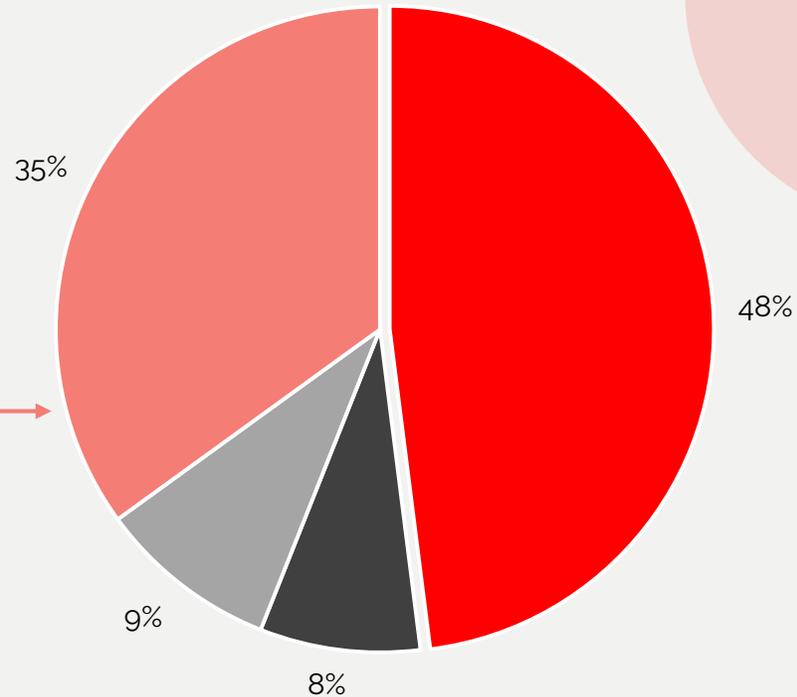
Source: YouGov Profiles

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

...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 is as much as they did before



- I still don't use the brand
- Don't know/can't recall
- I went back to it and use it as much as before
- I went back to it, but don't use it as much as before

Source: YouGov Profiles

Base: Singapore 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 say:

80% say

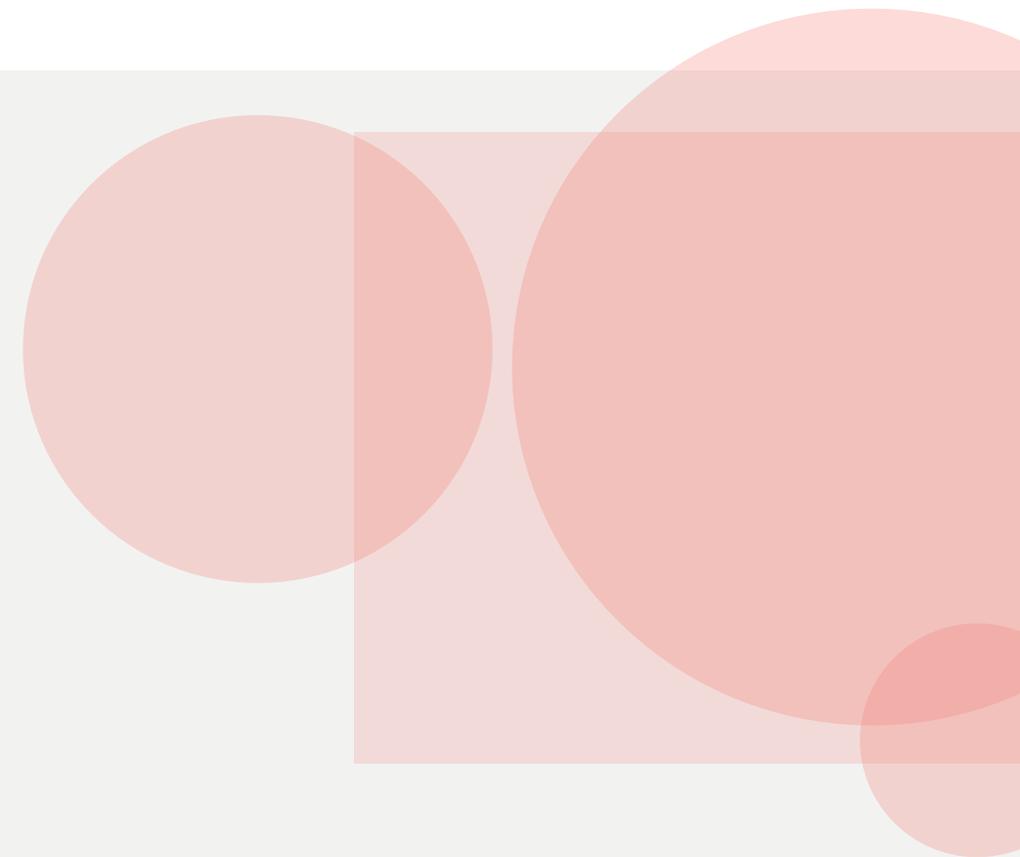
"There are certain types of product categories where brand is more important than price"

64% say

"I value the opinion of experts when choosing products"

72% say

"I like owning good quality products"



Source: YouGov Profiles

Base: Singapore 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

57% of those who still do not use a brand, or those who do not use it as much said "I only buy products from companies that have ethics and values that I agree with" compared to **51%** of the general population



Source: YouGov Profiles

Base: Singapore 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:

45% said they generally browse the internet

43% said they check social media

33% said they play games

And they are more likely than the general population to say "The internet is my main source of information"

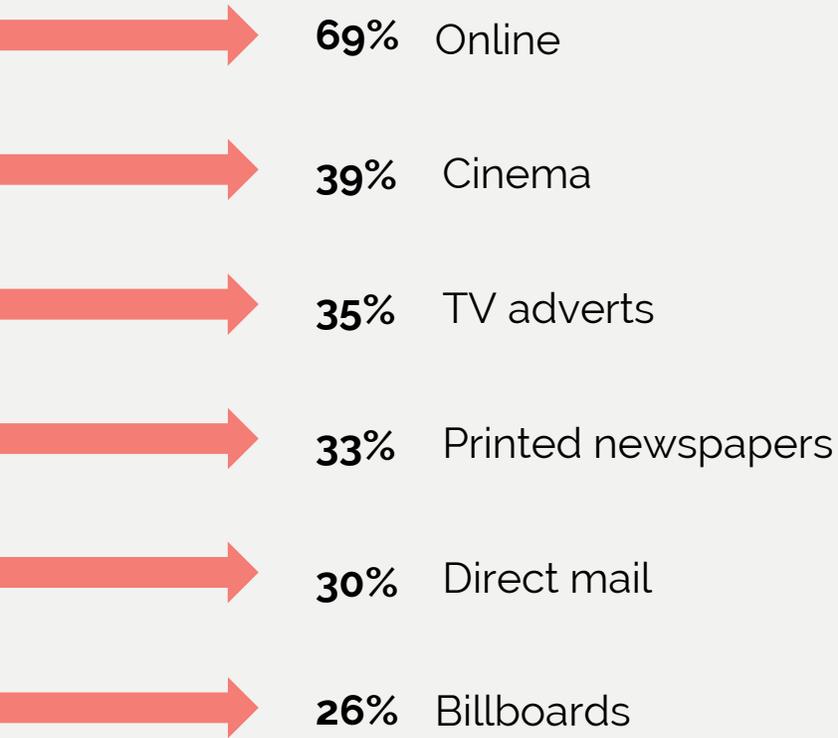


Source: YouGov Profiles

Base: Singapore 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 through cinema

Main advertising channel which grabs attention



Source: YouGov Profiles

Base: Singapore 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

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Faulty products or product recalls carry the highest risk of spurring a boycott, but not far behind are the belief that the product impacts negatively on consumers health, and cover ups. Be transparent and open with your consumers and address any problems quickly. Consumers want to see that you're taking action.

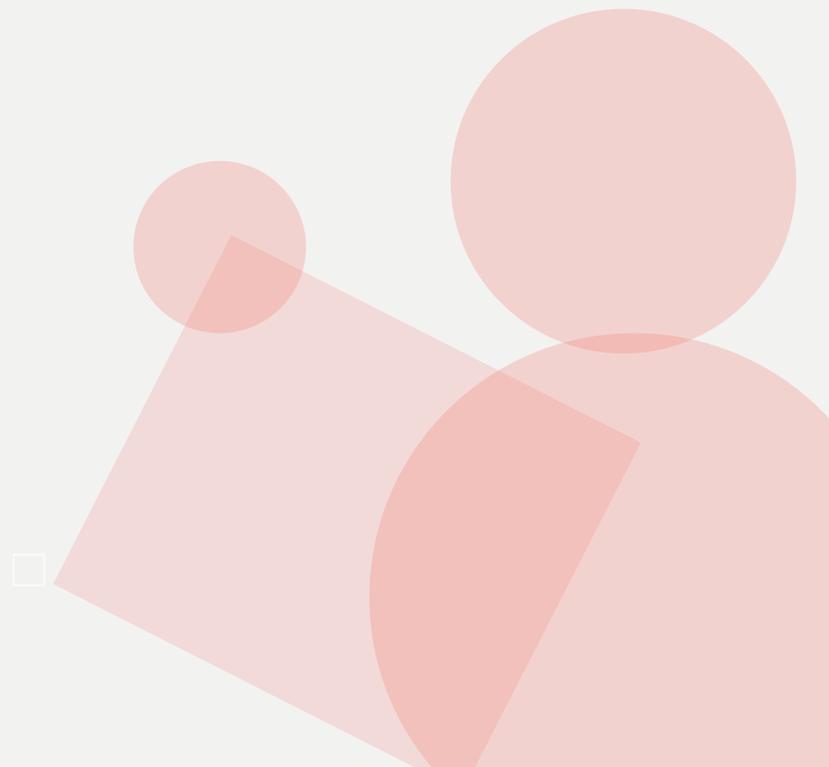
People that haven't returned after boycotting value companies with ethics. If you can show that your company is dealing with a problem then they might regain trust and value you again.

Brand boycotters tend to be highly connected, they admit to multitasking when watching TV and they state that online advertising channels are more likely to capture their attention. So when dealing with a brand crisis, target them with the right message and on the right channels.

Emphasise how your brand gives people what they want. Those who have stopped using a brand or use a brand less believe that sometimes a brand is more important than price. Remind them why that is.

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 Profiles or Re-contacts,
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