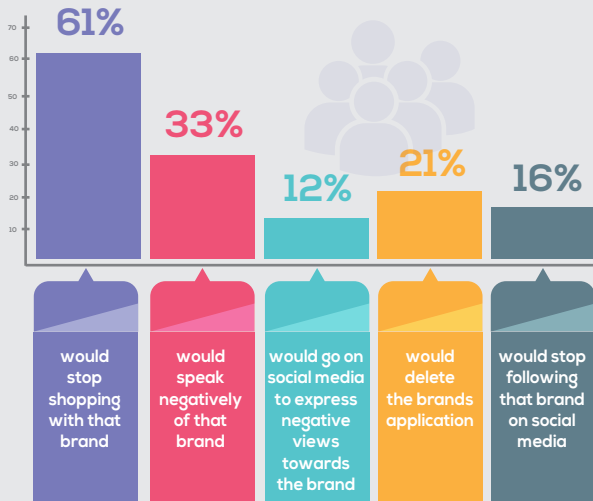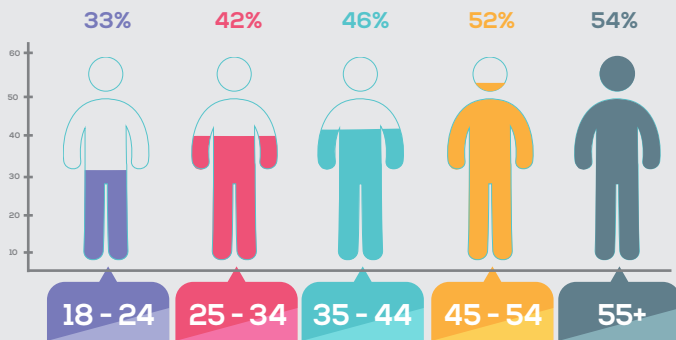# How consumers will view Brands in 2019
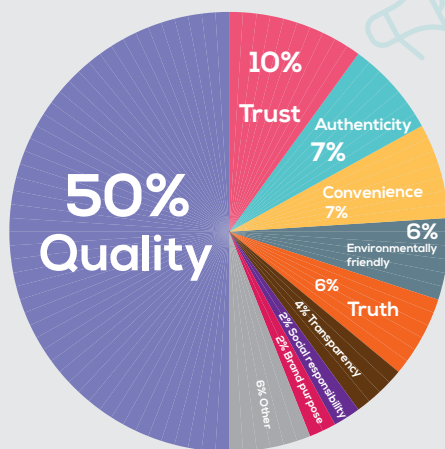
How consumers would react if a brand they liked presented fake content

61% would stop shopping with that brand

33% would speak negatively of that brand

12% would go on social media to express negative views towards the brand

21% would delete the brands application

16% would stop following that brand on social media

Quality is the most important attribute for a brand

18 - 24	25 - 34	35 - 44	45 - 54	55+
33%	42%	46%	52%	54%

The most important attriubutes a brand should convey in 2019

- 50% Quality
- 10% Trust
- 7% Authenticity
- 7% Convenience
- 6% Environmentally friendly
- 6% Truth
- 4% Transparency
- 2% Social responsibility
- 2% Brand purpose
- 6% Other

What will impact on what purchasing decisions for brands in 2019

- **75%** Good prices
- **35%** Good promotions
- **28%** Good retail experience
- **21%** Good environmental policies
- **17%** Good Website
- **13%** Association with good causes
- **12%** Good social responsibilities
- **9%** Good advertising
- **8%** Good company representatives
- **3%** Good social influencers
- **3%** Good social media content