

Perceptions of Auto Brands, Trust, Loyalty - US - July 2015

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A series of major recalls has rocked the automotive industry throughout this decade, and no company or brand has been spared. Consumer perceptions of the industry have been affected by the recalls, but there are ways brands can adapt to changing consumer perceptions and loyalties.

This report looks at the following areas:

- Recalls are changing perceptions of automotive brands, but to what extent?
- Consumer loyalty has its limits

Consumer perceptions of brands, consumer trust of brands, and consumer loyalty have always been ever-evolving factors that can heavily influence how brands are marketed and how well brands perform, but the number of high-profile recalls in the past five years may change how consumers relate to the industry.

It's not just recalls, either. A changing market and changing consumer base means that many truisms of the past are outdated. Between changes in the amount of true car enthusiasts, the rise of social media, and the increased use of the Internet as a research tool, consumers' relationships with the industry are ever-changing, and major events like a series of large recalls are just part of the story.

This report will look at how recalls have changed consumer perceptions while also exploring other factors that influence consumers' perceptions, loyalty, and trust of automotive brands.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Recalls are changing perceptions of automotive brands, but to what extent?

Figure 1: Impact of recalls on industry perception, March 2015

Consumer loyalty has its limits

Figure 2: Brand loyalty, March 2015

The opportunities

Consumers are influenced by their peers, – so success with some could lead to success with all

Figure 3: Attitude toward trusting car brands, March 2015

Trust comes from past positive experiences

Figure 4: Factors of brand loyalty, March 2015

What it means

The Market – What You Need to Know

Social media and the internet can help perceptions spread

Recalls will impact perceptions, at least somewhat

Market Factors

Social media growth influences consumers

Recalls could change perceptions

Key Players – What You Need to Know

Recalls prompt look at consumer perceptions

GM recalls show what can go wrong

Brands that handle recalls well can build loyalty or keep loyal customers in the fold

What's Working?

Transparency and response are key when dealing with recalls

What's Struggling?

General Motors' shows what to avoid when a recall hits

What's Next?

Automakers will need to address recalls head on

The Consumer – What You Need to Know

Consumers' brand perceptions changed by recalls

Brand loyalty strong among consumers

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Consumers listen to their peers despite our modern media ways

Recalls Do Impact Perceptions

Gen X, Millennials have different perspectives

Parents Influenced more heavily by the recalls

Figure 5: Factors of brand loyalty, March 2015

Recent news has increased consumer awareness of recalls

Figure 6: Recalls' impact on brand perception, March 2015

Brand Loyalty is Strong

Nearly one-half of respondents show loyalty to a certain brand

Figure 7: Brand loyalty, March 2015

Performance, Experience, Reputation, Price Drive Loyalty

Performance is a strong driver for brand loyalty

Previous ownership experience is also a huge factor when it comes to loyalty

Reputation also drives loyalty

Figure 8: Attributes associated with brands, March 2015

Safety and fuel economy also influence loyalty

Enthusiasm doesn't impact loyalty much

Figure 9: Factors impacting brand loyalty, March 2015

Factors Influencing Consumer Trust

Consumers are influenced by other consumers

Figure 10: Trust in Brands, March 2015

Outside Influences Have an Impact

Reviews, and news stories have positive impact, but most factors don't resonate

Figure 11: Factors that Impact Brand Perception, March 2015

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Terms

Appendix - Correspondence Analysis Methodology

Methodology

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