Customer Satisfaction and Brands - UK - May 2016

Report Price: £2195.00 | $3554.69 | €2788.33

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"There is a clear link between customer satisfaction and perception of premium attributes such as quality, innovation, sophistication or style, forming the basis of why consumers seek out luxury brands in the first place. Luxury brands can highlight this satisfaction and the emotive benefits that they bring in order to encourage trading up."
– Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Luxury brands most likely to satisfy
- Excellent reviews dominated by luxury brands
- Brands without such a luxury image just as likely to generate recommendation
- Positivity = likely recommendation
- Little correlation between use in the last year and satisfaction
- Perception of high quality has strong influence on satisfaction
- Little link between perceived value and satisfaction

There is a clear link between customer satisfaction and associations with premium attributes across brands in many different sectors, highlighting that consumers feel the extra money they pay for more expensive products is worth it.

While value tends to be a driver in the decision to make a purchase, it does not necessarily have an ongoing influence on the proportion of satisfaction that a brand receives; customers appear more focused on emotive factors that have an impact on ego.

There is a slight difference when it comes to recommendation, however, with users of brands likely to consider factors apart from personal experience. As a result, brands can still generate high levels of recommendation without necessarily reaching the same satisfaction levels of those with more premium attributes.

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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