Seventy Percent of Consumers Avoid Products If They Dislike Parent Company, Weber Shandwick Survey Finds
Weber Shandwick
January 2012

Objective
The objective of this study is to determine the effects of a company on consumers’ perceptions of their brand and products.

Methods
The survey was conducted by Weber Shandwick and KRC Research in October and November of 2011. 1,375 consumers were surveyed, as well as 575 senior executives of companies with annual revenues of $500 million or more.

Key Findings
- 60% of company's market value is based on its reputation
- 6 of 10 executives would rather see their company in the news for "admired standing" than for financial accomplishments
- 54% of consumers report surprise at finding out that a product or service they liked was made by a company they did not like
- 70% of consumers say they will not buy a product if they don't like the company behind it
- 45% of consumers are concerned with how a company treats its employees
- CSR issues are not as highly valued
  - Only 31% of consumers will discuss what a specific company is doing to improve the environment
  - 29% are concerned with what the company does for the community

Conclusion
Consumers are more conscious than ever of which companies they interact with and purchase products from. They have more control over this decision than ever by researching online and engaging in enhanced peer-to-peer interaction.
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