

INTERGENERATIONAL BRAND LOYALTY

BRANDHOME

JULY 2019



identity driven brand building®

CONTEXT

CONTEXT

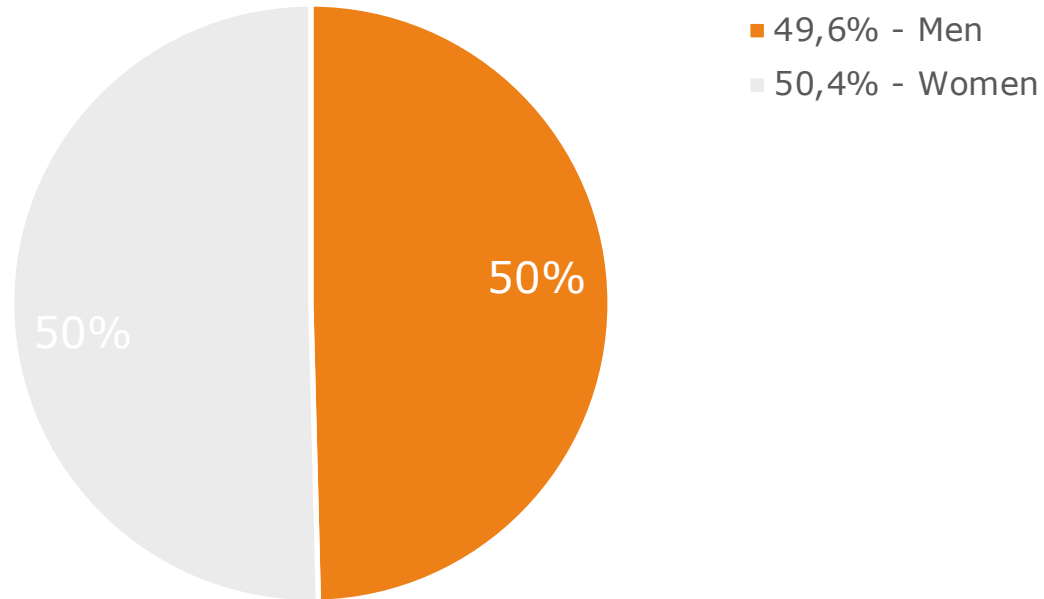
Throughout our lives we consume **products** and **services** from hundreds of different brands. Each of us has **been raised with a fixed range of brands**. During our childhood we are a fan of certain brands, but as we **grow older** our interests, tastes and preferences change and **our loyalty to products changes**.

Brandhome conducted research on how **loyal Belgian** people are to **brands** in the healthcare, food, car, banking, electronics, energy and telecom sectors that are also consumed by **close family** members and how parents' choice of **brand influences generation Y and Z** and vice versa.

RESPONDENTS

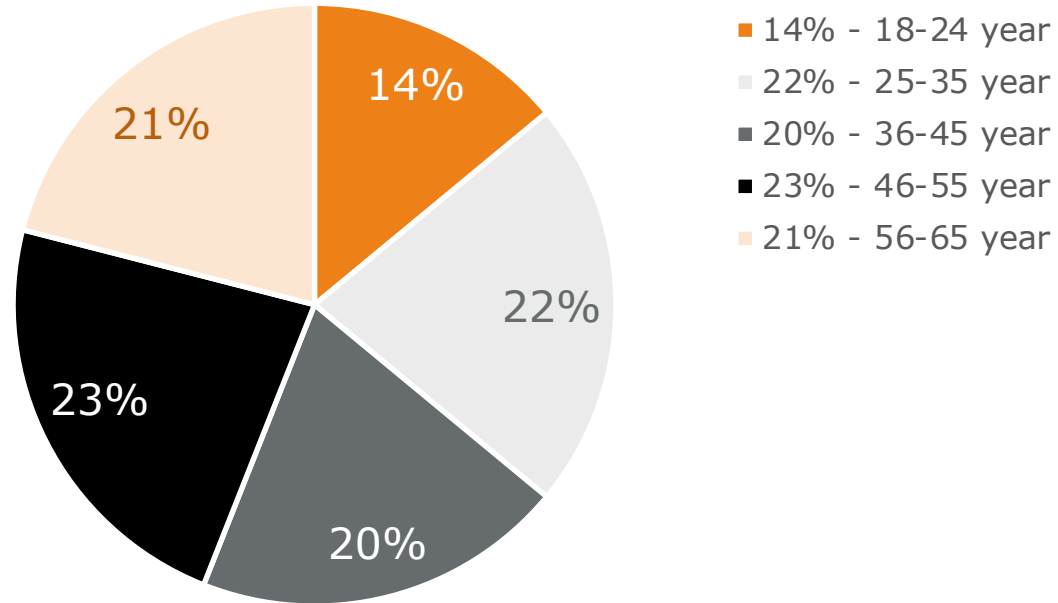
RESPONDENTS

SEX



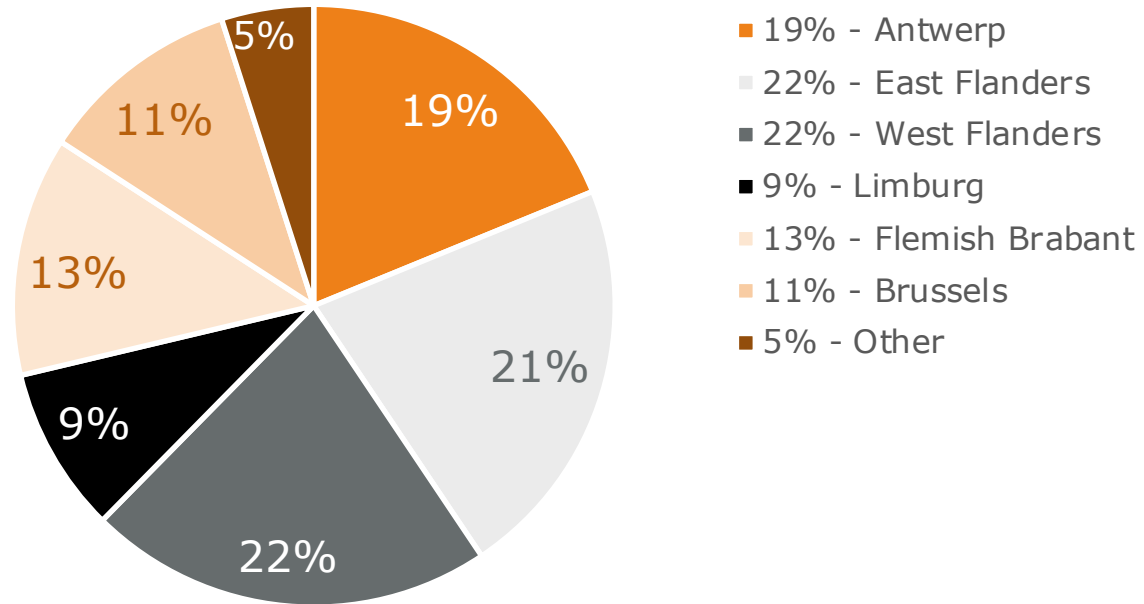
RESPONDENTS

AGE



RESPONDENTS

PROVINCE



GENERAL RESULTS

1. Parents as unexpected brand influencer for young adults

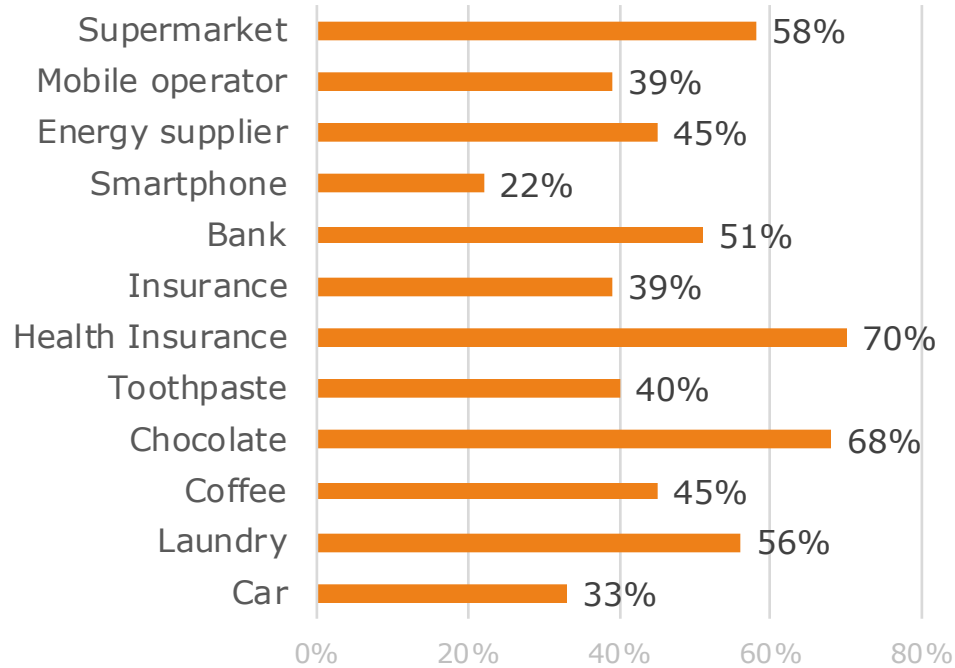
RESULTS

PRODUCTS AND SERVICE FOR WHICH BELGIANS ASK ADVICE TO THEIR PARENTS

- 1. Bank and insurance**
2. Food
3. Medicines
4. Health insurance
5. Household appliances and products
6. Car
7. Restaurant
8. Personal care
9. Furniture
10. Clothing

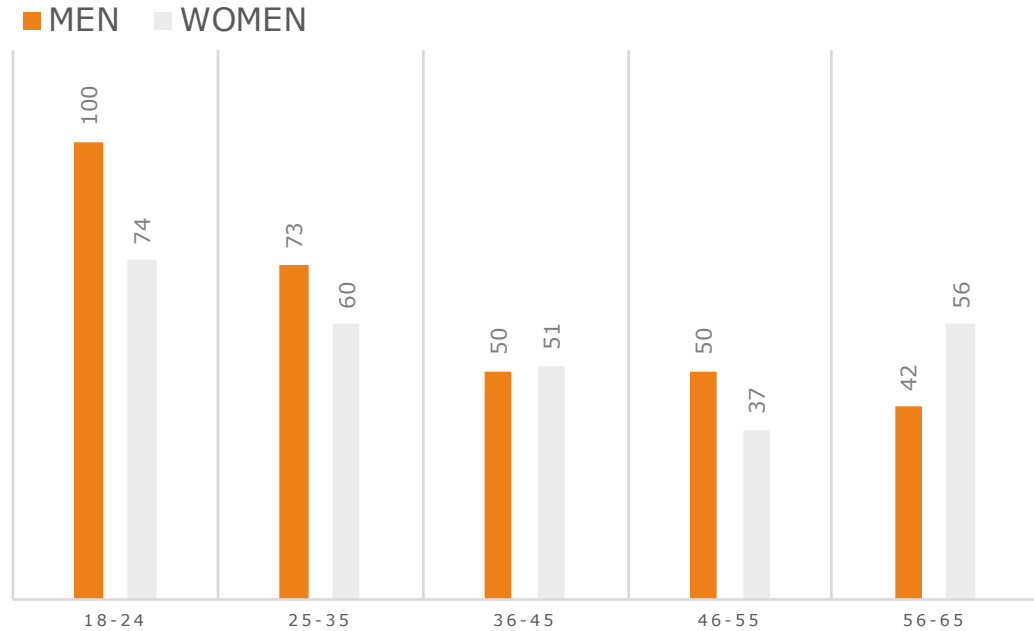
RESULTS

THE PERCENTAGE IN WHICH BELGIANS USE THE SAME PRODUCTS AS THEIR PARENTS



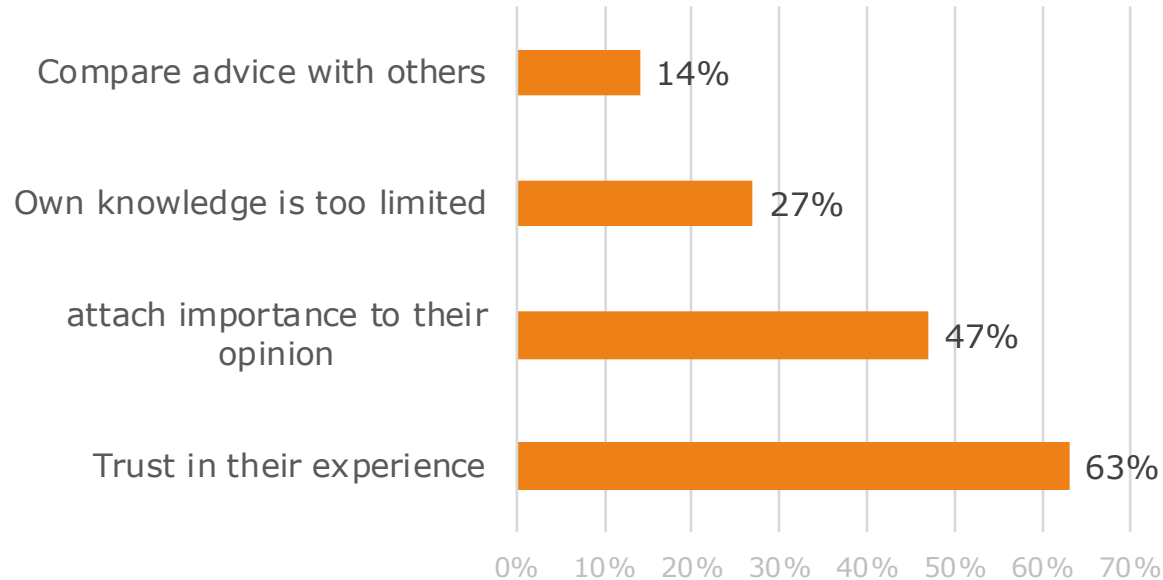
RESULTS

ADVICE ASKED FOR
LAUNDRY PRODUCTS MEN
VS. WOMEN



RESULTS

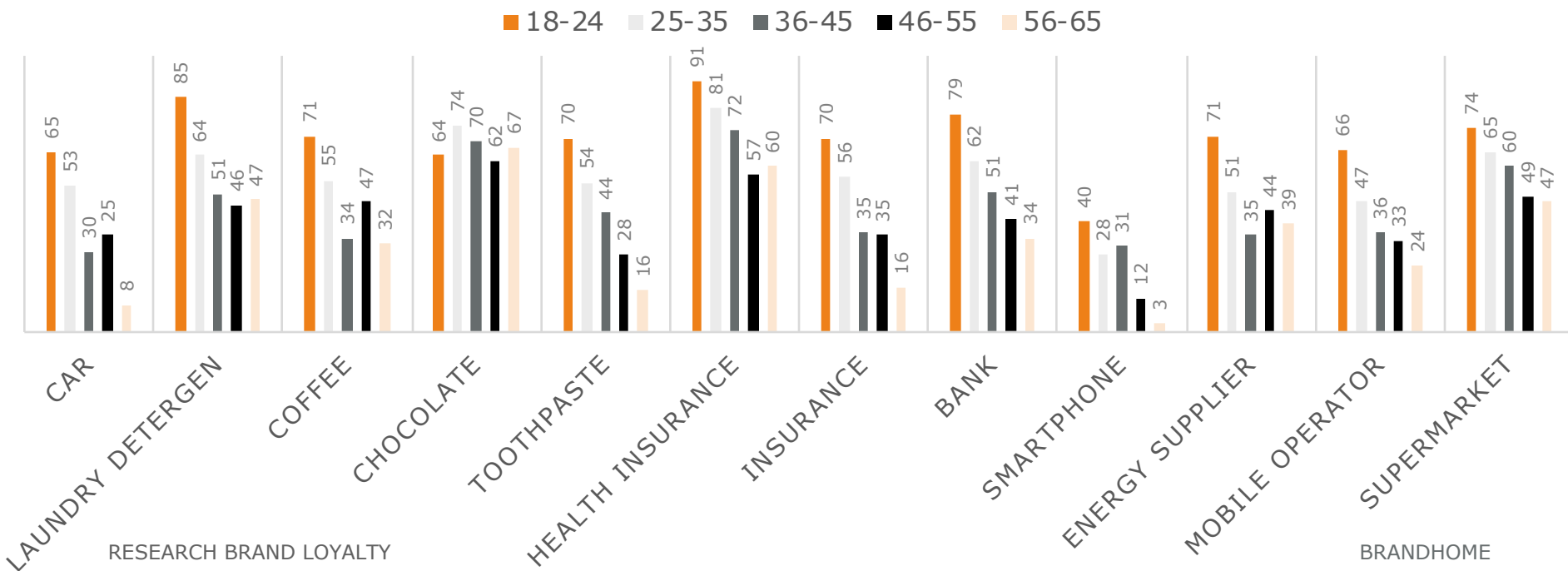
REASONS CHILDREN ASK ADVICE TO THEIR PARENTS



**2. Older generations are of
great significance to brands**

RESULTS

ADVICE ON PRODUCTS AND SERVICES SPLIT BY AGE (in %)



3. Parents are also influenced by their children

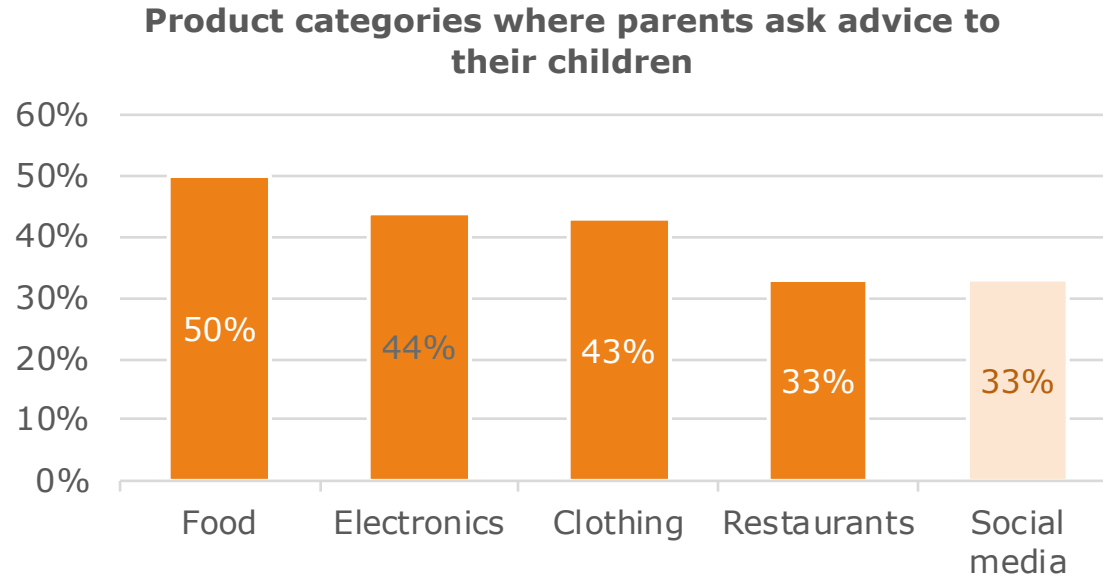
RESULTS

PRODUCTS AND SERVICE FOR WHICH BELGIANS ASK ADVICE TO THEIR CHILDREN

- 1. Food**
2. Electronics
3. Clothing
4. Social media
5. Restaurants
6. Streaming services
7. Personal care
8. Car
9. Household appliances and products
10. Furniture

RESULTS

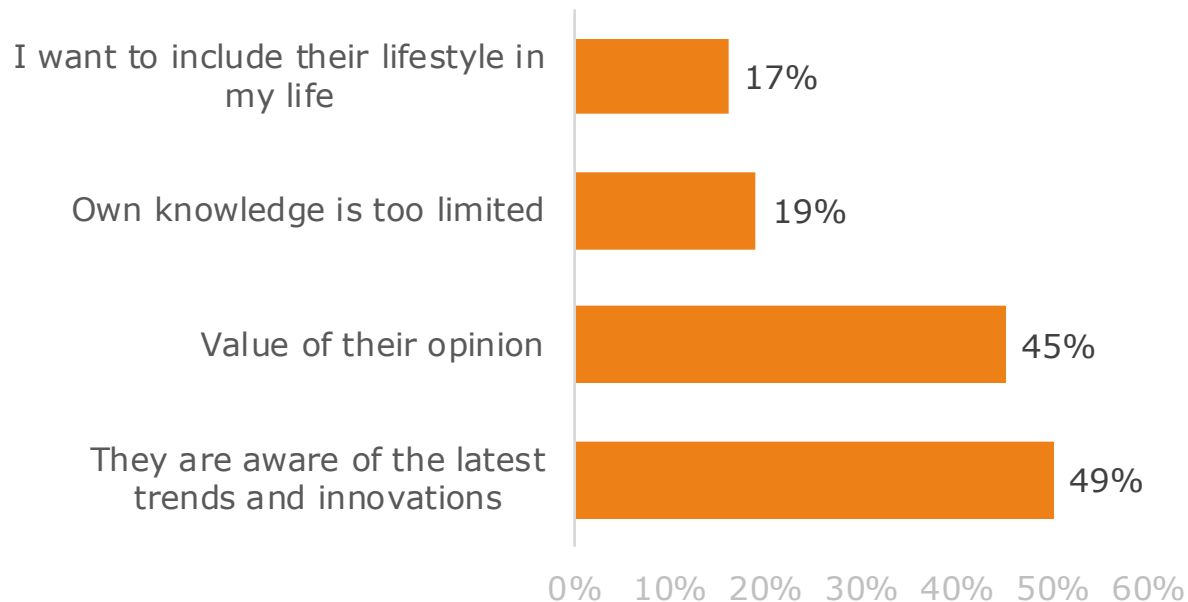
PRODUCTS AND SERVICE FOR WHICH BELGIANS ASK ADVICE TO THEIR CHILDREN



■ Food ■ Electronics ■ Clothing ■ Restaurants ■ Social media

RESULTS

REASONS BELGIANS ASK ADVICE TO THEIR CHILDREN



RESULTS

Products and service for which Belgians ask advice to their parents

1. Bank and insurance

2. Food
3. Medicines
4. Health insurance
5. Household appliances and products
6. Car
7. Restaurant
8. Personal care
9. Furniture
10. Clothing

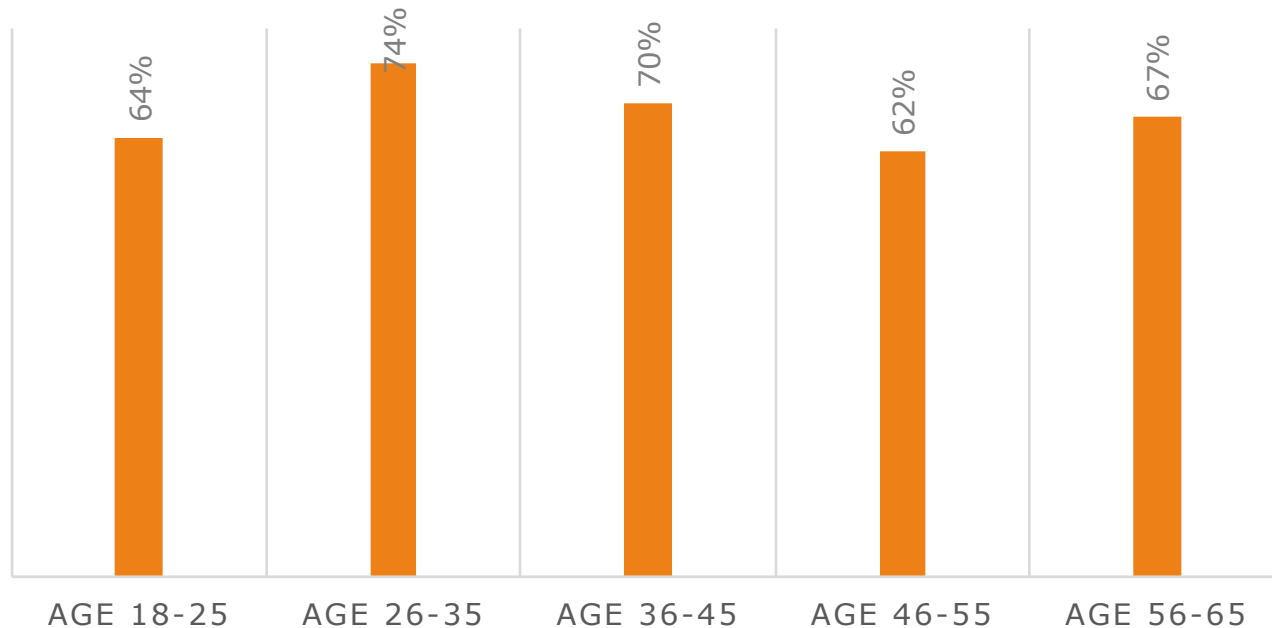
Products and service for which Belgians ask advice to their children

1. Food

2. Electronics
3. Clothing
4. Social media
5. Restaurants
6. Streaming services
7. Personal care
8. Car
9. Household appliances and products
10. Furniture

RESULTS

CHOCOLATE IS OUR
BEST FRIEND FOR LIFE



Strategy | communication | implementation | brandhome.com

