

Brand Boycotters

Indonesia



Introduction

This report explores brand boycotters - people prepared to boycott a brand - and how a company may be able to win them back.

Part one gives an overview of the impact a scandal can have on a brands' health and how it is perceived among the public. Part two identifies reasons why people boycott a brand and part three focuses on understanding people who have stopped using a brand or use a brand less following a scandal. By understanding this group you can lessen the impact of their actions and help your brand recover.

Key Findings

A third of people say they have boycotted a brand following a scandal

Faulty products or product recalls are the top reasons given for boycotting a brand

Of those who boycotted a brand, four in 10 said they still do not use it

Only 6% of people who boycotted went back to a brand and used it as much as before

People who stopped using a brand or use a brand less respond more to online messaging

Method

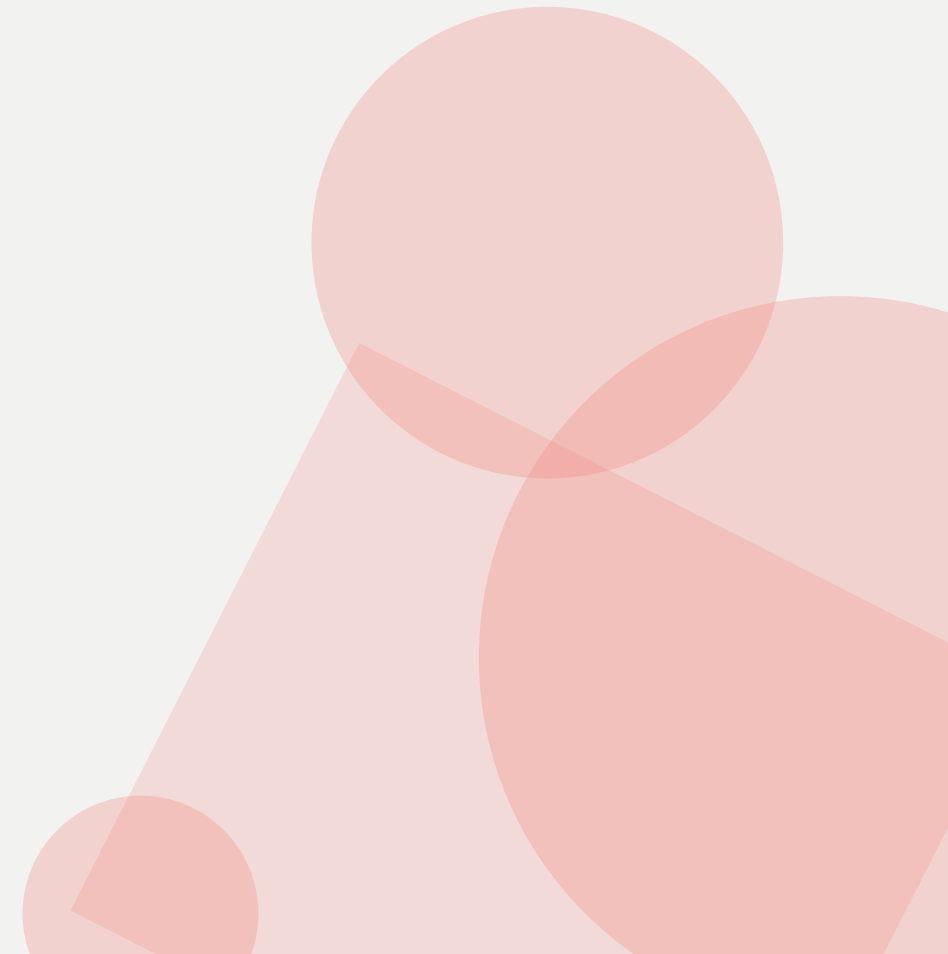
Overview

This report has been created using in-depth data and analytics collated using YouGov Profiles, YouGov BrandIndex and additional research using the YouGov re-contact service to create hypotheses to test with the large YouGov datasets and validate findings.

About these data sources:

YouGov Profiles is the YouGov connected data vault which holds thousands of variables collected from the most active panellists in each country.

YouGov BrandIndex involves tracking the public perception of brands across the world. It is the authoritative measure of brand perception, monitoring thousands of brands across dozens of sectors. YouGov interview thousands of consumers every day, yielding over 2.5 million interviews a year.



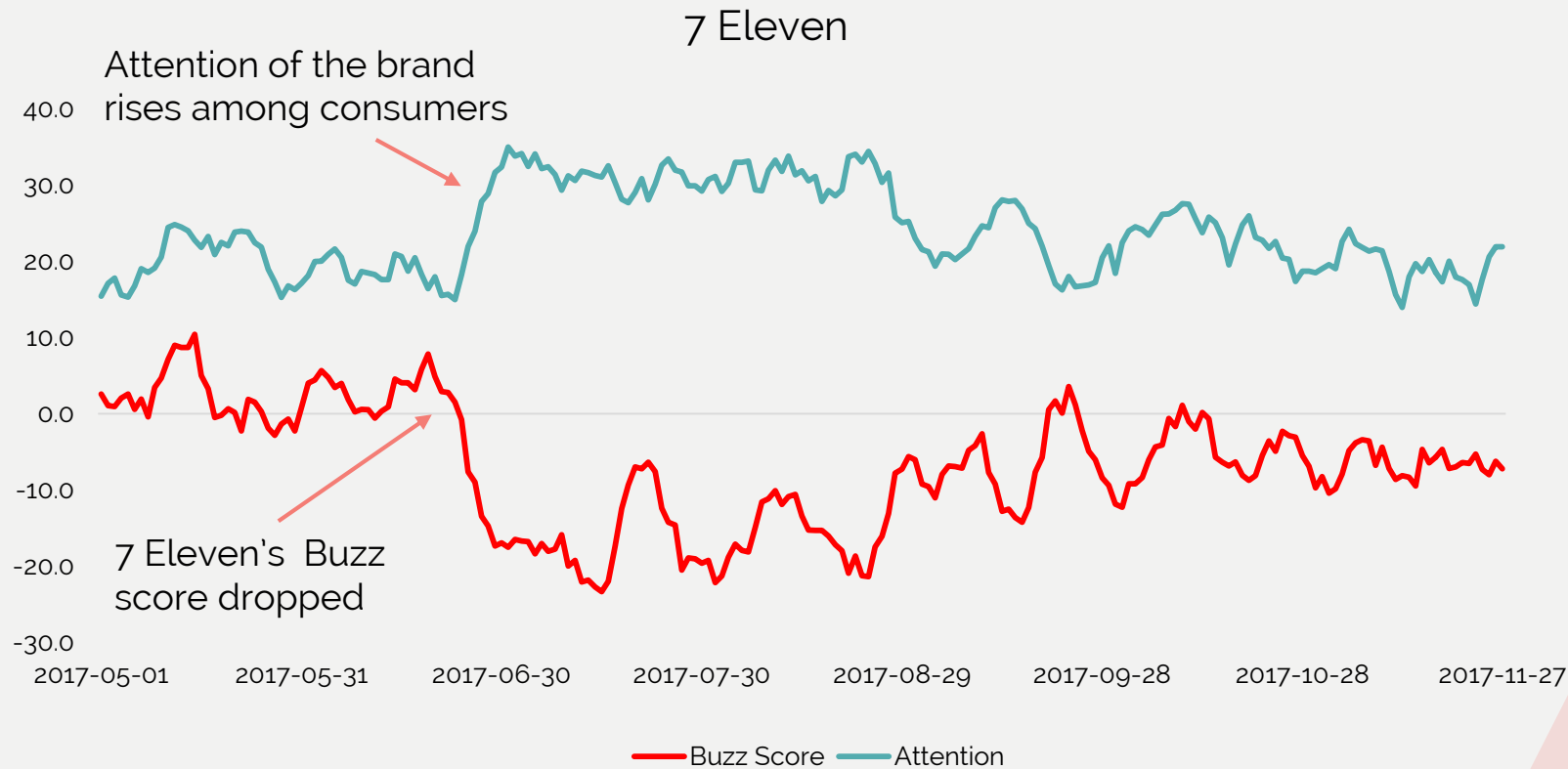
Part 1.

Consumers are willing to
boycott your brand

boy-cott *vt* to refuse
trade with, (a person)
a reason: Athletes
the Olympic Gam

Perception can affect your brand greatly

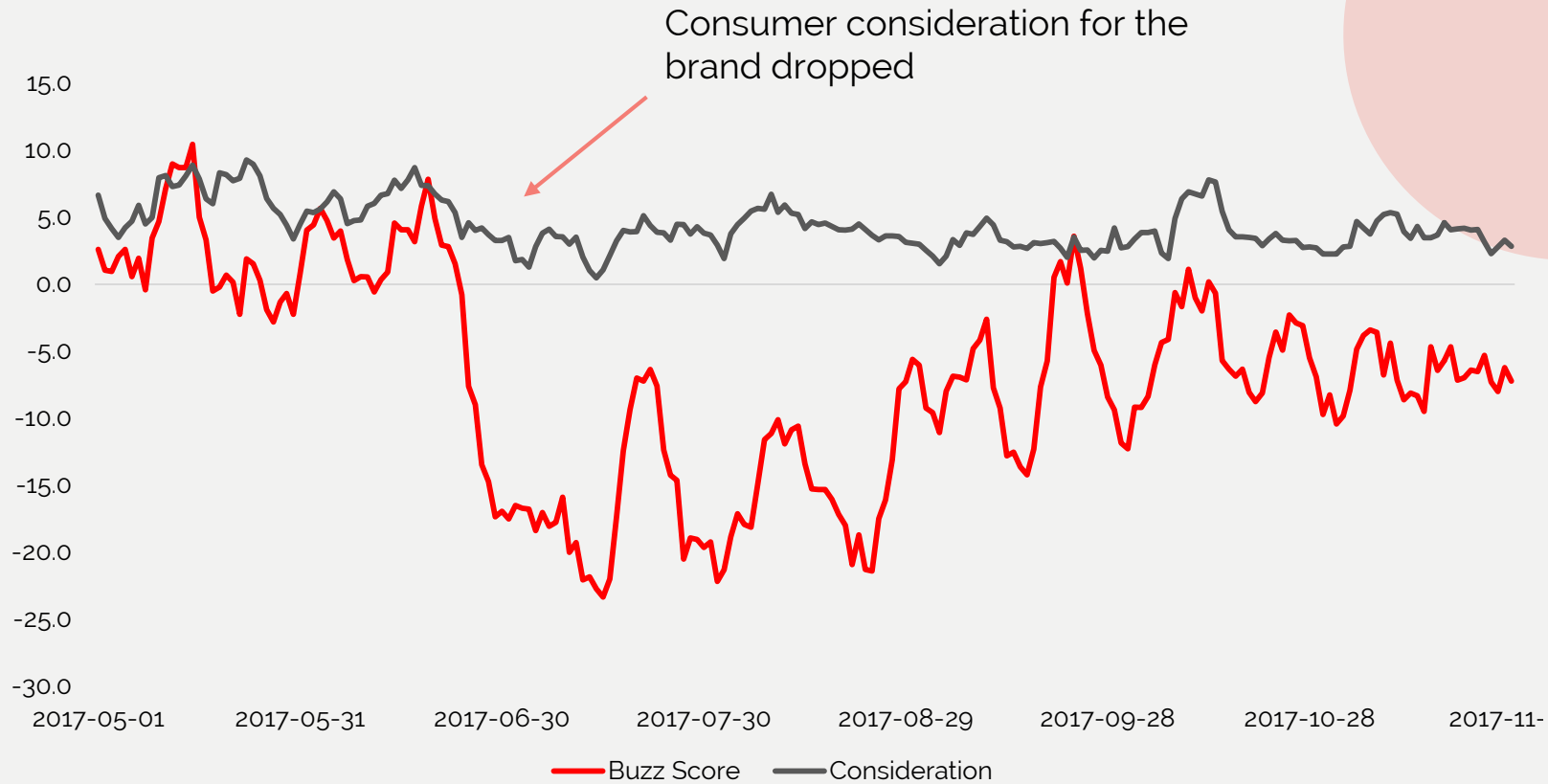
7 Eleven dismisses 1,200 employees and announces it will end its presence in Southeast Asia.



Source: BrandIndex Indonesia
Brand: 7 Eleven
Metrics: Buzz, Attention

Start Date: 01/05/2017
End Date: 27/11/2017
Moving Average: 1 week

Resulting in consideration dropping

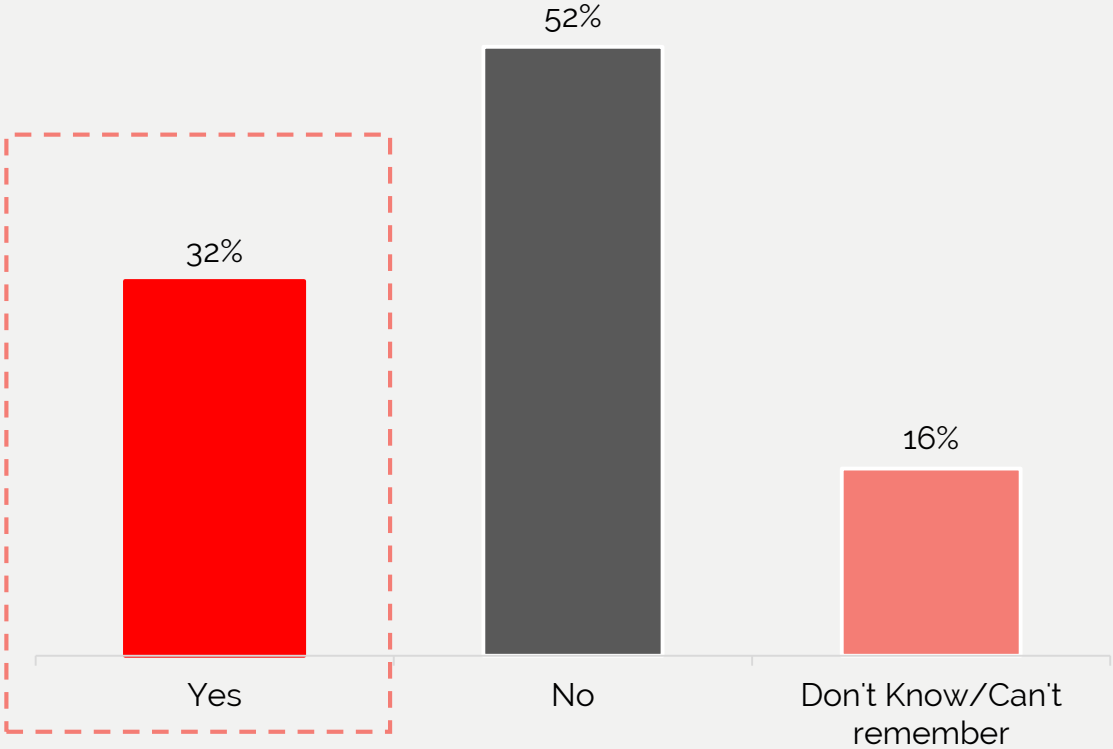


Source: BrandIndex Indonesia
Brand: 7 Eleven
Metrics: Buzz, Consideration

Start Date: 01/05/2017
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Moving Average: 1 week

A third have boycotted before

Thinking about when brands go through a scandal and get negative press, have you ever stopped using a brand, either permanently or temporarily as a direct result?



Source: YouGov Profiles

People who boycott brands are...

- Working part-time
- Male
- Home owners
- Aged 25-34 (47%)

They are more likely to say:

"I do have favourite brands, but if a different brand is on offer I'll buy that instead"

"I generally will stock up on an item if it's on sale or in promotion"



*Source: YouGov Profiles
Base: 'brand boycotters'- people who answered 'yes' to the question 'thinking about when brands go through a scandal and get negative press- have you ever stopped using a brand, either permanently or temporarily as a direct result'*

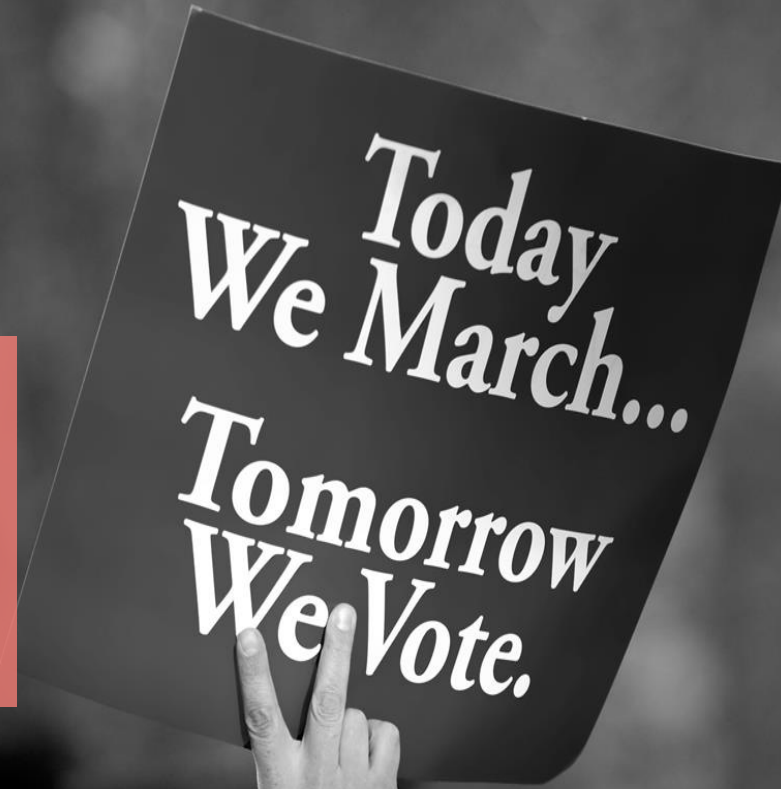
Use **YouGov Profiles** data to understand your consumer group.

For more information, visit:

YouGov Profiles

Part 2.

People boycott for many reasons



Faulty products or product recall are the main reasons...

Which of these reasons have ever made you boycott a brand?

Top 10 reasons



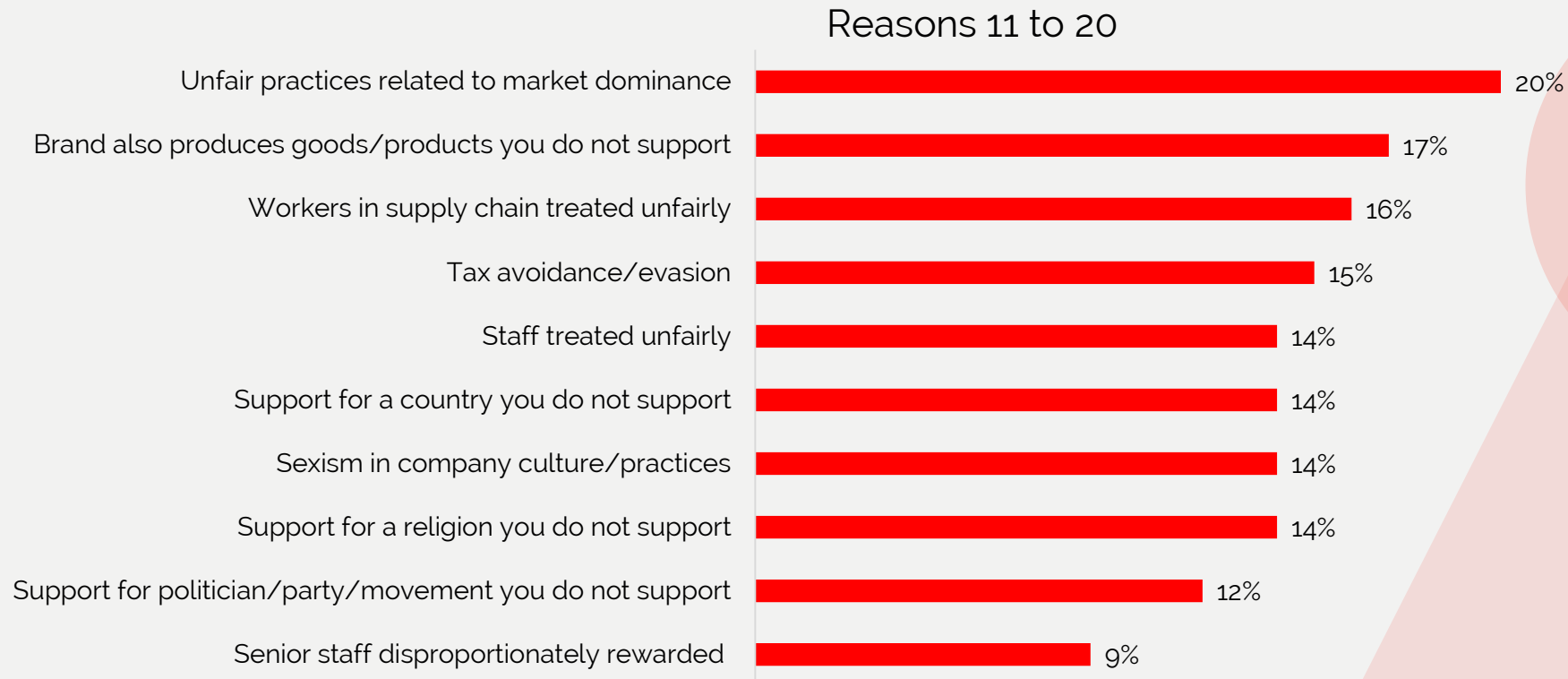
Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have boycotted a brand because of a scandal



...but there is a long list of reasons for people having boycotted brands

Which of these reasons have ever made you boycott a brand?

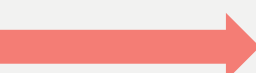


Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have boycotted a brand because of a scandal

— And even though a few that boycott will come back...

Thinking about the LAST time you stopped using a brand as a result, what happened?



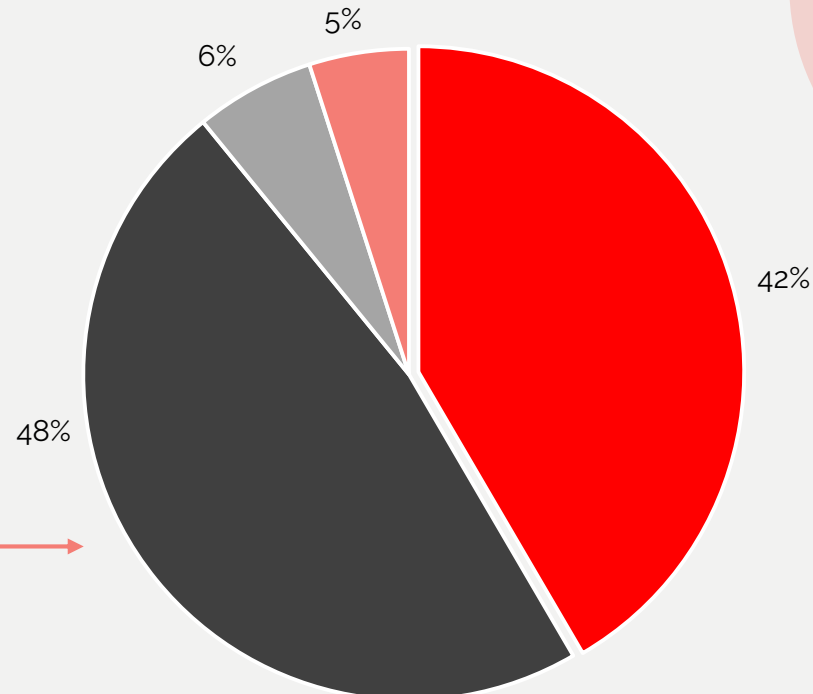
6% of people who boycotted a brand said
"I went back to it and use it just as much as before"

Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have boycotted a brand because of a scandal

...four in 10 of those who have boycotted a brand still don't use it

Thinking about the LAST time you stopped using a brand as a result, what happened?



And almost half said that despite going back to the brand they don't use is as much as they did before

- I still don't use the brand
- I went back to it, but don't use it as much as before
- I went back to it and use it as much as before
- Don't know/can't recall

Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have boycotted a brand because of a scandal

Part 3.

Reconnect with
disengaged consumers



People who stopped using a brand or use a brand less because of a scandal need to re-establish trust

Those who have stopped using a brand completely or don't use it as much are more likely to say:

65% say

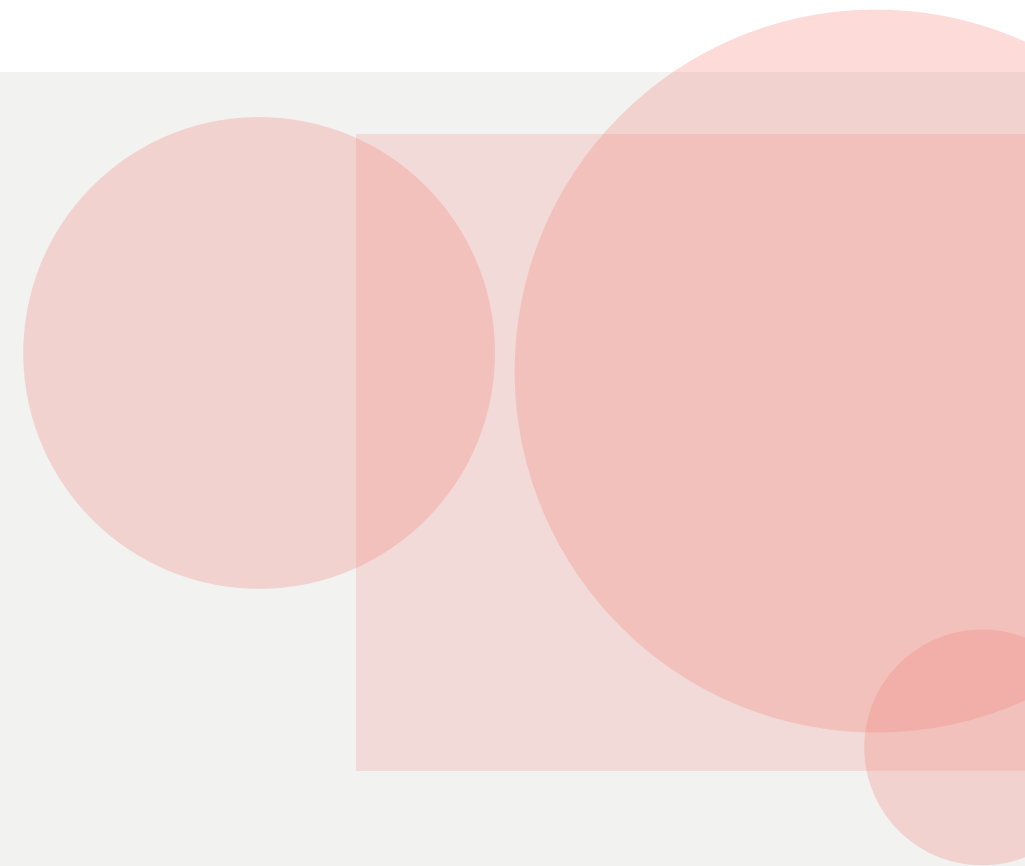
“There are certain types of product categories where brand is more important than price”

76% say

“I value the opinion of experts when choosing products”

84% say

“I like owning good quality products”



Because six in 10 prefer a company with ethics

61% of those who still do not use a brand, or those who do not use it as much said “I only buy products from companies that have ethics and values that I agree with” compared to **51%** of the general population



Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

They are constantly connected and communicating

Even while watching TV:

66% said they generally browse the internet

58% said they check social media

35% said they do online shopping

And they are more likely than the general population to say “my opinions are often changed or influenced by peers”

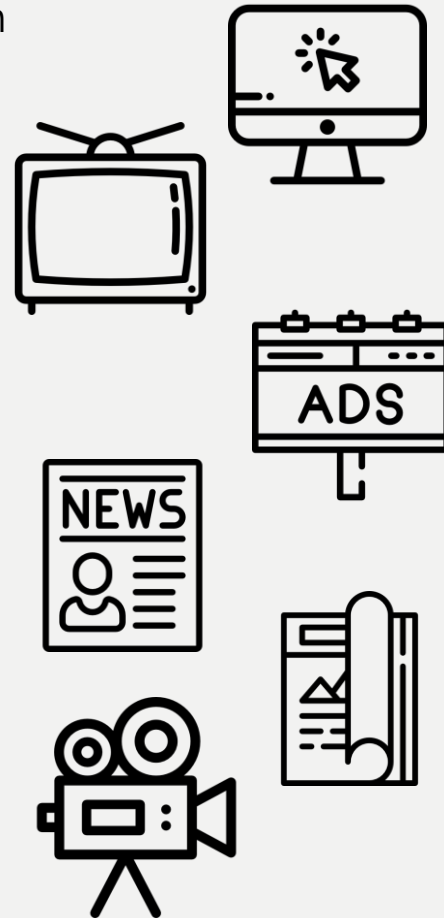
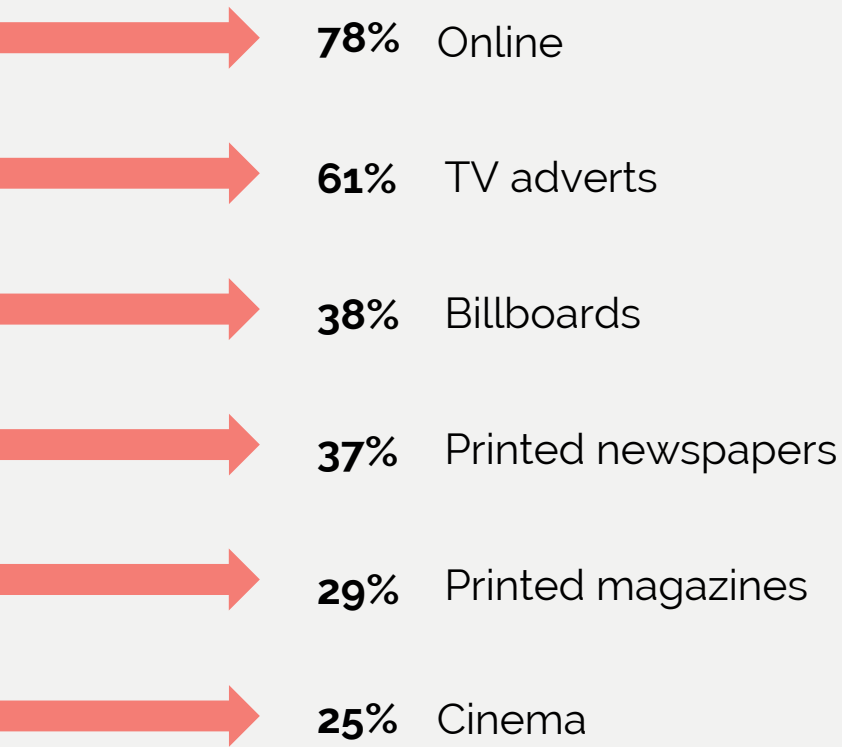


Source: YouGov Profiles

Base: Indonesian adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

So reconnect by targeting them online and with TV adverts

Main advertising channel which grabs attention



Source: YouGov Profiles

Base: Indonesia adults aged 18+ who have responded 'I still don't use the brand' or 'I went back to it but I don't use it as much as before'

Recommendations

Recommendations

Faulty products or product recalls carry the highest risk of spurring a boycott, but not far behind is offensive or inappropriate advertising and harm to the environment. Be transparent and open with your consumers and address any problems quickly. Consumers want to see that you're taking action.

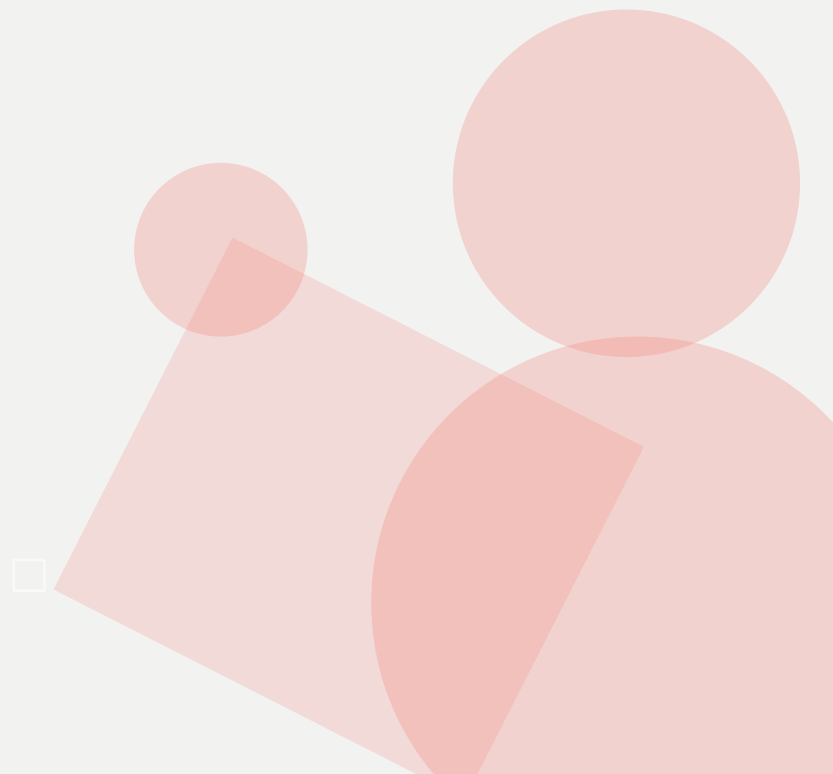
People that haven't returned after boycotting value brands and companies with ethics. If you can show that your company is dealing with a problem then they might regain trust and value you again.

Brand boycotters tend to be highly connected, they admit to multitasking when watching TV and they state that online advertising channels are more likely to capture their attention. So when dealing with a brand crisis, target them with the right message and on the right channels.

Use the power of word of mouth. People who have stopped using a brand or use a brand less following a scandal have their opinions influenced by their peers. Use this to your advantage and promote a positive image of your brand following a scandal and give people something to talk about.

About YouGov

YouGov is an international data and analytics group. Our core offering of consumer data is derived from our highly participative panel of 5 million people worldwide. For each panelist we have tens of thousands of connected data points so can answer the vast majority of research questions by interrogating existing data. Where we don't have the answers already, we can perform quick turn-around re-contact surveys for client specific research.



**For a free, no obligation, discussion about
YouGov Profiles or Re-contacts,
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