

Brand preferences by the youth

The *Sunday Times* Generation Next Brand Survey 2007, conducted among South Africa's urban tweens, teens and young adults during the first quarter of 2007, is reportedly the largest annual youth brand preference study conducted in SA. The survey is powered by HDI Youth Marketeers in association with Monash University.

A brand preference study identifies the preferred brands of a young respondent, as opposed to a recall or awareness study. The youth interviewed responded to prompts such as “When I am older...” or “With my own money...”

As such, a brand preference survey minimises the direct influence derived from parental choices and access. The preferences stated by the respondents are therefore their unrestrained potential (future) choice as opposed to that dictated by their home environment. While it is difficult to exclude parental influence, the decision to survey ‘best choices’ devalues parental influence in the quantitative survey phases in most brand categories.

South African youth in three age groups – Tweens (8 – 13 years), Teens (14 – 18 years) and Young Adults (19 – 22 years) – participated in the three-phased study:

- Phase 1 – The youth nominated their preferred brands in 45 categories;
- Phase 2 – The respondents then selected their top 10 brands; and
- Phase 3 – Qualitative research was done whereby the respondents discussed the reasons for their preferences.

First place winners are:

COOLEST TOP BRAND TOTAL	COOLEST TOP BRAND SLOGAN TOTAL
1. Adidas	1. Just do it – Nike
COOLEST BRAND ICON TOTAL	COOLEST BRAND CHARACTER TOTAL
1. David Beckham – Adidas	1. Mo the Meerkat
COOLEST FEMALE PERSONAL PROTECTION TOTAL	COOLEST MALE DEODORANT TOTAL
1. Always	1. Axe
COOLEST FEMALE DEODORANT TOTAL	COOLEST MALE FRAGRANCE TOTAL
1. Dove	1. Hugo Boss
COOLEST FEMALE FRAGRANCE TOTAL	COOLEST FEMALE FACE CREAMS TOTAL
1. Britney Spears Curious	1. Dove
COOLEST FEMALE BODY CREAMS TOTAL	COOLEST FEMALE MAKE UP TOTAL
1. Nivea	1. Revlon
COOLEST NEWSPAPERS TOTAL	COOLEST MAGAZINES TOTAL
1. <i>Sunday Times</i>	1. heat
COOLEST YOGHURT TOTAL	COOLEST BREAKFAST CEREALS TOTAL
1. Clover Danone	1. Kellogg's Corn Flakes
COOLEST FASHION LABEL TOTAL	COOLEST FASHION STORE TOTAL
1. Billabong	1. Edgars
COOLEST FUN DESTINATION TOTAL	COOLEST ONLINE SOCIAL SITE
1. Sun City	1. MXit
COOLEST HI-TECH GADGET TOTAL	COOLEST CELLULAR PHONE BRAND TOTAL
1. Apple-iPod	1. Nokia
COOLEST MOTOR VEHICLE TOTAL	COOLEST TV CHANNEL TOTAL
1. BMW	1. MTV
COOLEST SOAPIE TOTAL	COOLEST TV TALK SHOW TOTAL

1. Generations	1. Oprah
COOLEST RADIO STATIONS TOTAL	COOLEST REALITY TV SHOW TOTAL
1. 5 FM	1. Fear Factor
COOLEST CARTOON SHOWS TOTAL	COOLEST KIDS TV SHOW TOTAL
1. Sponge Bob Squarepants	1. Cartoon Network
COOLEST SNACKS TOTAL	COOLEST CHOCOLATES TOTAL
1. Doritos	1. Aero
COOLEST GROCERY STORE TOTAL	COOLEST FAST FOOD OUTLET TOTAL
1. Pick 'n Pay	1. KFC
COOLEST MALL TOTAL	COOLEST CD STORE TOTAL
1. Gateway Theatre of Shopping	1. Musica
COOLEST BANK TOTAL	COOLEST TOP COMPANY TOTAL
1. ABSA	1. Coca-Cola
COOLEST TELECOMMUNICATION PROVIDER TOTAL	COOLEST EAT OUT PLACES TOTAL
1. Vodacom	1. Spur
COOLEST JOBS TOTAL	COOLEST RINGTONE PROVIDER TOTAL
1. Actor	1. Exactmobile

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