

BRAND LOYALTY OR BARGAIN HUNTING?



THE IMPACT OF SOCIAL MEDIA ON PURCHASING DECISIONS.

We surveyed respondents and asked about their brand preferences. By observing their website visitation data, we discovered that one social media website had more users who were much more likely to prefer name brands over store/private labels.

Those who prefer name brands
visit YouTube 15% more
than those who prefer
store/private labels.



Respondents who preferred store/private label
also frequented McDonald's, 7-Eleven, and Dollar
General more often than their counterparts.

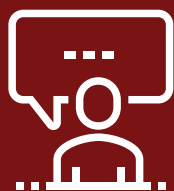

McDonald's:
24%
more often.

DOLLAR GENERAL
7-Eleven:
20%
more often.


Dollar General:
52%
more often.

Women varied more with 58% preferring name brands
in the 18-24 age group. The dominant group preferred store/private
labels in older age groups.

54% prefer store/private label **in 25-34 age group**
54% prefer store/private label **in 35-44 age group**
60% prefer store/private label **in 45-54 age group**



Over 50% of Males age 18-54
every age group often preferred name
brands over store/private labels.

USE THIS INFORMATION TO:

When looking to advertise on social media, major brands should look into YouTube
to ensure they're reaching an audience that cares about name-brand products.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed April 2023.

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