

What's In a Brand Name?



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The number of brands available in the key cities across Indochina is notably increasing. In this edition of Indochina Research's I-TRAK™, we examine brand awareness and factors that influence awareness levels, brand preference and selection.

I-TRAK™ Research Design: Random selection of 600 respondents aged 18-45 in 2 age segments: 18-29 year olds and 30-45 year olds, split evenly between males and females. Survey was conducted in November 2007 among residents of Hanoi & HCMC (Vietnam), Phnom Penh (Cambodia) & Vientiane (Laos).

Handsets, Motorcycles and Electronics

- Name awareness in the Indochina market is dominated by mobile handset, motorcycle and electronic brands. Nokia clearly has highest "Share of Mind" among consumers.
- Advertising awareness and usage of these key brands is also high, indicating the importance of communications and brand relevance in driving name recognition.

Brand Name Awareness (Unaided)		
Cambodia	Vietnam	Laos
Nokia 76	Nokia 56	Nokia 48
Honda 70	Sony 51	Honda 39
Sony 65	Samsung 50	Samsung 27
Lux 41	OMO 44	Sony 26
Yamaha 35	Panasonic 18	Toyota 21
Motorola 20	Comfort 18	ICE Mobile 14
Clinic 19	P/S 18	Toshiba 14
Viso 18	Clear 18	Lacoste 14
Hatari 18	Coca Cola 13	Lux 11
Panasonic 16	Sunsilk 12	Adidas 11

But What About the Others?

- Other brands also had sizeable levels of name recognition, especially those in the personal care, laundry and clothing segments. Additional segments where individual brands had high name recognition included: Laptops (Acer, IBM), Skincare (Nivea) and Tobacco (555).
- Location also play a role in brand awareness. Vietnam consumers were aware of a larger number of electronic and also local brands, a reflection of a much more diverse retail environment.
- Consumers in Cambodia recognized a variety of personal care brands whereas those in Laos were able to recall a wider range of clothing products.
- Gender differences also exist owing to differing levels of relevance. Females were more likely to recall personal care and skincare brands whereas males made higher mention of electronics, motorcycles and automobiles. In addition, males were most likely to mention beer (Tiger, Anchor, Beer Laos) or tobacco products (Vinataba, 555, A Red).

Reasons for Brand Preference

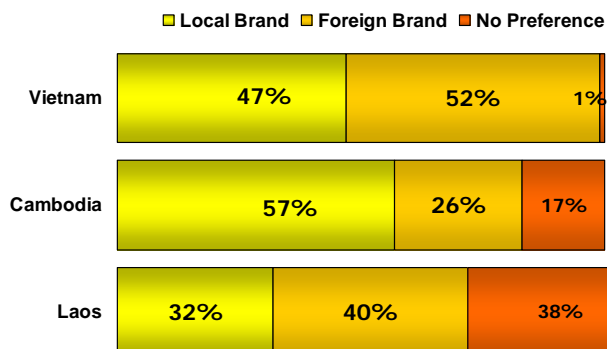
- Reasons for brand preference and usage vary by product category. However, some common rationale exist.
- Over 40% of consumers purchase a particular brand because it is believed to be good quality or is long lasting. "Popularity" is important in Cambodia and Laos while in Vietnam, a "variety of models or designs" influences selection.
- The top individual brand selection criteria include the following:

	7-Point Importance Scale
Quality	6.57
Internationally/Clinically Proven	6.20
Good Value For Money	5.87
Cutting-Edge	5.82
Brand "Trust"	5.81

Local Brands and the Equation

- Though local brands have always existed, their presence in the market has often been understated, owing to lack of advertising activities and quality issues when compared to international products.
- Recent developments have seen an increase in local brand awareness and acceptability. Consumers in Cambodia are most likely to prefer a local brand whereas those in Laos have highest number with no preference.

Purchase Preference by Brand Origin



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