

Energy Efficiency More Important Than Brand When Buying Tech Products, Say UK Consumers

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Double the number of UK consumers named "energy efficiency" (59 per cent) as one of the most important aspects when choosing what technology product to buy, against those citing "brand or make" (28 per cent), according to specialist market research agency GfK Technology's latest "Ethical Brands" survey.

Furthermore, three out of four said that a product that "uses less power on standby" (76 per cent) or "comes with a charger that uses less power" (75 per cent) would be likely to influence their purchase decision.

Most important aspects in deciding which Tech products to buy:
(multiple answers possible)

Value for money - 86%

Reliability - 81%

Durability/longevity - 71%

Ease of use - 63%

Energy efficiency - 59%

Build quality - 52%

Design appearance - 38%

Range of features - 38%

Brand / make - 28%

Latest / cutting edge technology - 24%

Ethical credentials of manufacturer - 18%

Richard Preedy, Research Manager in GfK Technology, comments

"We are seeing a real merger of environmental awareness with financial acumen amongst UK consumers. Value for money continues to be the overriding consideration when purchasing new technology, but energy efficiency equals money saved on household bills, as well as the feel-good factor of buying a more environmentally friendly product." 43 per cent of UK adults said that buying an ethical brand made them feel good; that's up 7 per cent from last year.

"We're also seeing 22 per cent that's over one in five people agreeing that they would pay up to a 10 per cent premium for an ethical technology product over a conventional one. What's particularly striking is that, despite the recession, this figure has risen back to almost the same level we were seeing in March last year (24 per cent), after an initial dip at the end of 2008. This suggests that ethical credentials of technology products are a consideration that's here to stay and manufacturers will need to balance that alongside other key purchasing concerns."

The survey also shows that the majority of people (40 per cent) believe that "manufacturers and companies" should take the lead in supporting ethical business practices, ahead of the Government (38 per cent) and individual consumers (22 per cent). "Packaging seems to be a quick win area."

Almost three out of five people (58 per cent "up from 47 per cent in 2008) agreed that they would be more likely to purchase a product that had "reduced packaging" and over half (51 per cent "up from 46 per cent in 2008) agreed that same for "packaging made from recycled materials".

Looking at the material of the product itself, we see close to three out of five consumers (58 per cent) saying that their purchasing decision would be favourably influenced towards a product manufactured using "less harmful materials or chemicals".

However, this support drops to just below half "45 per cent" when it comes to products manufactured from recycled material, suggesting that consumers still see recycled material as being inferior quality when it comes to technology

products.

About the research

The research was carried out by GfK Technology in April 2009, interviewing a representative sample of 1,000 UK adults via an online survey.

About GfK Technology

GfK Technology, a specialist division of GfK NOP, has a global team of over 200 research professionals in 40 countries. It is a leading provider of tailored consumer and business research services to the Technology, Telecommunications, Media and Entertainment industries.

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