

Key Purchase Decisions Considerations of a successful black man

TrendER Insights 2015



A shift towards the
Next Generation
of successful **Black** men

Research Methodology

❖ Research

Research was conducted using a sample size of 150 respondents
Age 25-40, Black males in urban areas , LSM 6-10

❖ Digestion

This phase involves the collection of all research data for analysis. In the digestion phase our trend analysts scrutinize all information received in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend.'

❖ Report

In the report phase we use the research insights from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path to developing differentiating brand positioning, impactful communication and successful campaigns.

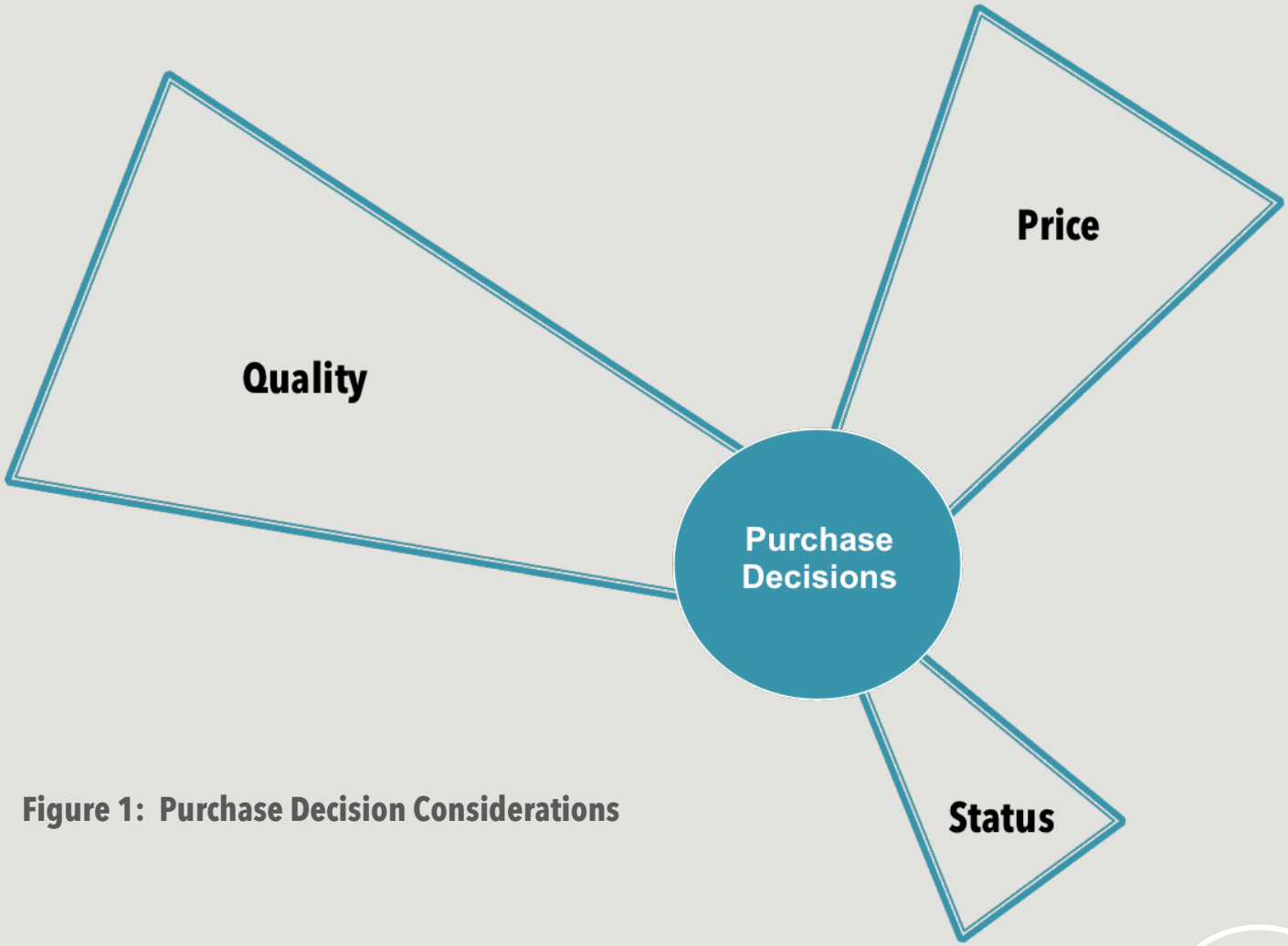

Figure 1: Purchase Decision Considerations

*Size of block represents importance

1) Quality



A good quality product ranks the highest consideration when purchasing a product/service or brand, as quality is reassurance that one has not wasted their money.

"If I am going to be spending quite a bit of money on a particular product, I have to make sure that product will last and not fall apart after purchase."



2) Price
3) Status

Price is the second consideration when purchasing a product, as a high price is often closely associated with a good quality product.

The status of the product/service or brand takes the 3rd spot on the purchase decision consideration scale.

Key Insight:

This purchase consideration set is, in essence, a representation of how the modern Black successful man is more about substance and value than status.

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'The human truth behind the trend'

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