



## 2007 CONSUMER AND BUYER SURVEY IN THAILAND

During the period of July through September 2006, Brooker undertook interviews with 400 end users and 50 importers and distributors (I&D's) of Australian products. The results of these interviews confirm the previous survey results that Australian products will benefit - both in distribution and retail sales - by use of the Australian Made Logo. The use of the logo will lead to greater uptake by the I&D's, as well as the end users, better shelf space in retail channels, and influence purchasing decisions over other products.

### End Users—key findings:

- 12% of respondents have heard of, or seen, the Australian Made Logo when asked unprompted as opposed to only 10% in 2006 and 5% in 2005.
- The majority of respondents thought that the Australian Made Logo's main message was to show the source of the product. The logo is also associated with high quality products by 47% of respondents in 2005, 7% in 2006 and 61% in 2007.
- Australia ranked fifth among the top most popular countries of origin by choice for imported products in 2007.
- When asked what influence them to buy, and to rate the influences of various factors to switch to purchasing an Australian made product instead of their current choice, 97% of the respondents in 2007 cited that product quality is important, followed by trust in brand, design/innovation and familiarity/experience, respectively.
- Brand awareness for Australian products is quite low. However, respondents are now more familiar with Australian products top-of-mind with only 6% who were unfamiliar in 2007 against 25% in 2006.
- 62% of the 400 respondents in 2007 (up from 45% in 2006 and 60% in 2005) trust the tag-line "Australian Made, Global Quality", because they believe that Australian products are of high quality and they believe is a trustworthy country.

### Importers and Distributors—key findings:

- 35 of the 50 respondents in 2007 (only 25 out of 52 in 2006) have heard of, or seen, the Australian Made logo top-of-mind. However, after being shown the logo, 37 respondents (only 20 in 2006) mentioned that they have seen the logo before.
- The majority of respondents from all three annual surveys cited that the main message of the logo is to show the source of products, and as a quality indicator. Most respondents perceive Australian products to be of high quality.
- 70% (same as 2005 but slightly down from 75% in 2006) of respondents in 2007 stated that the logo would positively influence their choice to purchase, if choosing between two similar products. Additionally, 78% of respondents mentioned that the logo would have a positive impact on the allocation of shelf space in outlets.
- Number of respondents aware of the campaign running in Bangkok increased from 19% in 2006 to 30% in 2007.

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.