

Future Success Factors – How Brands Can Stand Firm in an Ever-Changing World

Teresa Chao, Project Manager, Ipsos in Taiwan

When it comes to Generation Z, many might think of them as unique and valuing self-worth. However, this may no longer be a characteristic exclusive to Gen Z, but rather a collective shift brought about by an era full of uncertainties. In a world that seems increasingly threatening and overwhelming, people are focusing on one thing they can control – themselves. How should brands seize the key to attracting consumers amidst such uncertainty?

In the face of social and political turmoil, climate threats, and growing concerns about the future of the world, individualism has been in the spotlight over the past decade. According to Ipsos Global Trends, individualism has become the most influential value today. This trend primarily stems from changes in other values, including the pursuit of social status (including career or material success), curiosity about new experiences, and the rejection of pressures faced in these pursuits, attempting to return to basics.

For many, the definition of success returns to the ability to decide how to live, balance oneself, and shape one's own destiny. This focus on the individual also enhances a diversified understanding of personal autonomy. Younger generations are more likely than older groups to believe that material goods can show their success. However, the process of finding one's life and success is equally challenging for many – according to Ipsos Global Trends, up to 61% globally feel overwhelmed by having too much information and facing too many choices in life. This anxiety drives a desire for simple, controllable, and secure choices.

In Ipsos research findings, despite the ever-changing world outside, building a trustworthy brand through quality still attracts more consumers. Globally, up to 63% of consumers are willing to pay more for a better experience. From the perspective of brand image, among various brand images, quality and trust remain key cornerstones for providing consumers with a sense of security and enhancing brand consideration. Moreover, in Ipsos research covering dozens of brand images, brand images that allow consumers to express themselves and their personal will often have an impact on enhancing brand consideration second only to quality and brand trust. Across research covering different categories conducted by Ipsos, the key to mainstream brands winning in the market often lies in providing consumers with simple and secure choices through quality and brand trust while also allowing them the freedom and space to choose and express their personal views according to their will.

In summary, Ipsos research reveals the trend of individualism in today's world, which is not just an observation of Generation Z but a broader era change. Facing challenges such as social and political turmoil and climate change, people are increasingly valuing the ability to control their destiny, which also prompts brands to emphasize quality and trust when attracting consumers. Consumers expect brands not only to provide simple and safe choices but also to allow them the freedom to express their personal will. For brands, how to provide excellent experiences while meeting the personalized needs of consumers will be the key to future success.

Ipsos

Ipsos is the global leader in branding and marketing research and has locations in over 90 countries and regions across the world. Our creative solutions help us build strong relationships which lead to better results for our clients. This has made us the trusted advisor and with all matters lead by our industry expert from measuring, modeling to managing customer and employee relationships.

For more information, visit us online at:

<https://www.ipsos.com/en-tw/solution/overview#category3>

or contact our research team:

Christine Hung, Senior Research Manager

02 2701-7278 ext.127 christine.hung@ipsos.com

Teresa Chao, Project Manager

02 2701-7278 ext.134 teresa.chao@ipsos.com