



identity driven brand building®

## PRESS RELEASE

18 April 2007  
PB 007232

### **'Flemish people's brand loyalty outweighs solidarity' Business closures don't affect Flemings' purchase behaviour**

**The purchase behaviour of Flemish people is not influenced by major corporate decisions, such as large-scale business reorganisations and plant closures. That's one of the conclusions of a representative study performed by the communication group Brandhome, in which 300 Flemings were interviewed. The same study reveals that 65% of respondents hold politicians jointly responsible for problems at Belgian businesses.**

Significant changes at large companies attract a lot of media attention. Does this attention, and also the impact of those decisions on the regional economy, alter Flemish people's purchase behaviour? The communication group Brandhome explored this central question through face-to-face interviews with 300 people. The most important conclusion is that Flemings do not alter their purchase behaviour in response to corporate decision-making. Brand loyalty outweighs values like solidarity, provided the price and quality of the product remain the same. It may be concluded from this that consumers base their purchase decisions chiefly on the product itself and don't take account of management difficulties at the business in question.

Another striking finding was that 65% of respondents hold politicians jointly responsible for problems that arise at businesses in Belgium. Interestingly, the liberal parties in particular suffer from this. Other reasons for business closures, according to the respondents, are the shifting of commercial capacity to low-wage countries and the 'spoilt behaviour' of Belgian employees.

#### Study

The study consisted of 300 face-to-face interviews with Flemish people in Antwerp, Brussels, Ghent, Ostend and Hasselt.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

\* \* \* \* \*

*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.