Let’s Get Real

Hisense isn’t the biggest name in consumer electronics and we certainly don’t have the largest marketing budget. That’s why we went on a mission to find out what America really want to hear from their TV manufacturers.

We wanted to discover whether our audience values bold, artsy, brand statements or are they looking for something more.

Partnering with Pollfish (not actually a fish but a team of really smart market research scientists), we surveyed 2,500 people to find out. Finally the results are in and they might just surprise you. Presenting the Hisense Brand Survey Report 2022.

Warning, if you own an advertising agency, you might want to look away now.

Enjoy our B.S.

Hisense USA
Many consumers ultimately regret their purchases of big-ticket items and wish they’d opted for a less expensive alternative. Nearly 1 in 6 regret their television purchases, wishing they’d gone with a lower priced option.

The most common items consumers regret purchasing include:

- Furniture: 23.72%
- Vehicle: 22.02%
- Gaming Console: 18.76%
- Laptop/Desktop: 17.05%
- Televisions: 14.04%
- Smartphone: 13.61%
Consumers are highly preferential toward purchasing from brands that they find trustworthy. In fact, 75% of consumers say the brands they purchase products from are either trustworthy or very trustworthy. Less than 20% of consumers are likely to even consider purchasing from a brand they find untrustworthy.

The top reasons consumers consider a brand to be untrustworthy:

- Low quality: 60.95%
- Poor value: 37.69%
- Poor customer support: 34.87%
- Lack of transparency: 18.29%
- Too expensive: 15.63%
- Unknown brand name: 13.28%
- Unclear value proposition: 9.11%

“90.89% of people don’t care about your ‘value proposition.’”

Insight 2: Trust us when we say this is B.S.
Insight 3: It’s all nonsense

“82% think there are too many advertisements these days.”

3/5

“agree most advertising is nonsense.”

Most consumers wish brands would spend fewer resources on advertising. In fact, 86% of consumers agree that they’d rather brands spend money and resources on the products they produce rather than advertising. Furthermore, 82% think there are too many advertisements these days. Nearly 3 in 5 agree that most advertising is “nonsense.”
Insight 4: Quit the jargon

“51% consider brands that present themselves as ‘purpose-driven’ as solely marketing jargon.”

More than half of consumers (51%) consider brands that present themselves as “purpose-driven” as solely marketing jargon. Additionally, nearly 1 in 4 aren’t at all familiar with the concept of a purpose-driven brand. 2 in 5 consumers can’t name one brand that they consider “purpose-driven.”
Insight 5: Value is king

While many television brands pride themselves on their brand purpose, fewer than 5% of consumers consider brand purpose to be among the top two considerations when making a television purchase. In fact, it’s ranked the lowest when compared to other considerations such as value, features, quality, specs, price, brand recognition and brand reputation.

The top things consumers considered when purchasing a television:

- Value (balance of quality, features, and price): 39.92%
- Specific features: 34.87%
- High quality: 32.33%
- Specifications (ex: screen size, image quality): 31.09%
- Lowest price: 17.69%
- Well-known brand name: 16.62%
- Premium brand: 9.34%
- Brand purpose aligns with my values: 4.06%
Insight 6: Taglines, no thanks

When it comes to the most popular television brands, consumers were more likely to associate the “brand purpose” statements with fashion brands than they were with television brands. Additionally, few felt strongly about the brand purpose statements for the top television brands, least of which being Sony.

Influence of brand purpose statements on consumer purchase intent:

<table>
<thead>
<tr>
<th>Statement</th>
<th>No influence</th>
<th>Some influence</th>
<th>Significant influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>To fill the world with emotion</td>
<td>51.57%</td>
<td>34.51%</td>
<td>13.92%</td>
</tr>
<tr>
<td>To inspire the world and create the future</td>
<td>38.29%</td>
<td>40.36%</td>
<td>21.35%</td>
</tr>
<tr>
<td>To help customers live better</td>
<td>26.25%</td>
<td>41.03%</td>
<td>32.45%</td>
</tr>
<tr>
<td>To advance world culture</td>
<td>41.59%</td>
<td>36.50%</td>
<td>21.91%</td>
</tr>
</tbody>
</table>
Insight 7: You don’t buy a TV to watch the commercials

Reflecting on the last time a consumer purchased a television, the most common two factors they considered “unimportant” in their final choice of brand were commercials (44%) and brand purpose (32%). Meanwhile, the most common factors they considered “important” were value (41%) and features (34%).
Insight 8: Hisense are as satisfying as the big boys

While only 30% of consumers are aware of Hisense televisions, 93% are aware of Samsung televisions. That said, the rate of satisfaction amongst Hisense owners is nearly the same as that of Samsung owners (75% vs 80% satisfied, respectively).

n = 400 Samsung owners
n = 400 Hisense owners
Less talk. More TV.

America, it’s time to get real. People don’t buy TVs to stare at the logo. We want to be dazzled by the picture, in awe of the sounds, and trust your new TV won’t ever let you down. That is why Hisense is proud to boast one of the smallest marketing budgets in our category – meaning more money invested in our products and not on pretentious, artsy advertising campaigns.

Sure, we may not be the biggest or the most well known but there’s one thing you can be sure of – Hisense will always strive to make the latest technologies available to all.

Hisense USA
Why less talk means more TV.

We let our technology do the talking, not our ads.

-量子点色彩
  - 一亿多种颜色，我们已经数过了
- Google TV
  - 最聪明、最流畅的方式，浏览你最喜欢的节目
- 满画阵列局部调光
  - 反差实时管理，给你更亮的更亮和更暗的更暗
- 变量运动刷新率
  - 每秒数百次刷新图片，给你如奶油般的画面
- Dolby Atmos
  - 声影大片般的音效，就在你家中

Quantum Dot Color
Google TV
Full Array Local Dimming
Variable Motion Refresh Rate
Dolby Atmos
Blockbuster audio in your very own home
Contrast managed in real time to give you brighter brights and darker darks
Refreshing the picture hundreds of time a second to give you a picture as smooth as butter.
About Hisense USA Corporation

Established in 2001, Hisense USA Corporation offers a range of technology products including televisions, laser TVs, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers – with a mission of delivering feature-packed products at a fraction of the cost. In 2021, the company was the fastest-growing among the top five TV brands in North America and continues to grow year after year domestically and globally. Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., a multi-national consumer technology manufacturer and one of the largest television brands in the world.

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