



Hisense

Brand Survey Report

2022



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



Insight 1: Regret everything

Nearly

1/6

“regret their
television
purchases.”

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:



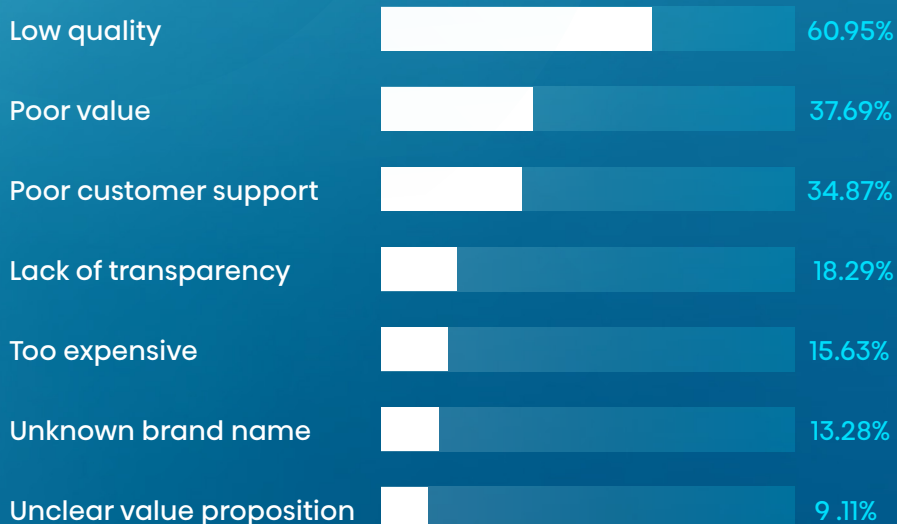
Insight 2: Trust us when we say this is B.S.



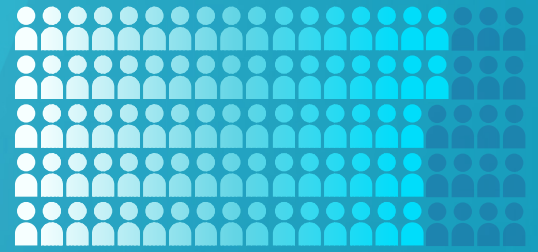
“90.89% of people don’t care about your ‘value proposition.’”

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:



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.”

2/5

“consumers can’t name a purpose-driven brand.”

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

#1

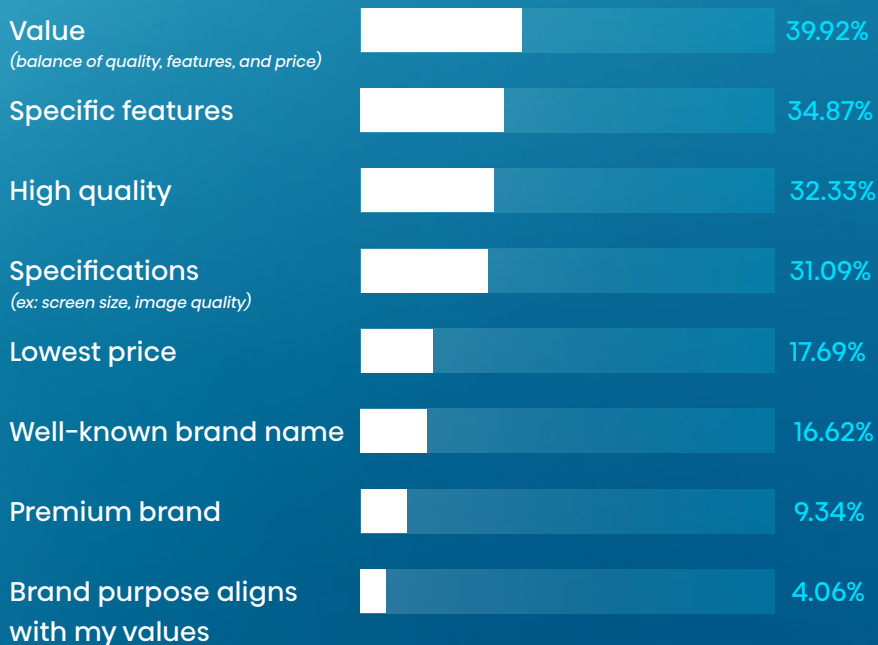
Value

#8

Brand purpose

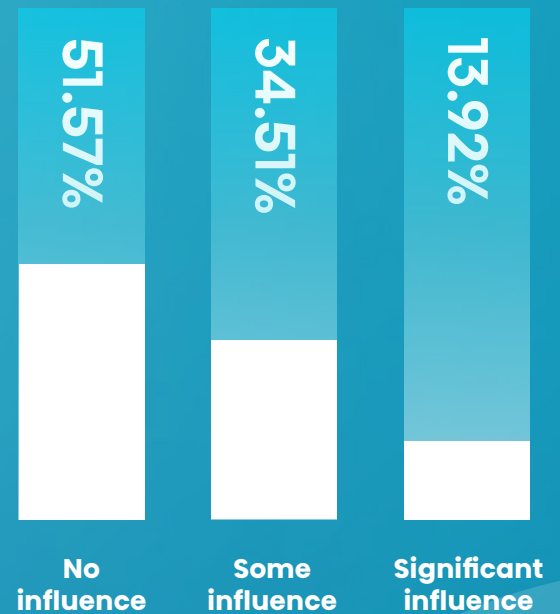
While many television brands pride themselves on their brand purpose, fewer than 5% of consumers consider brand purpose to be among the top two considerations when making a television purchase. In fact, it's ranked the lowest when compared to other considerations such as value, features, quality, specs,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

The top things consumers considered when purchasing a television:



Insight 6: Taglines, no thanks

“To fill the world with emotion.”

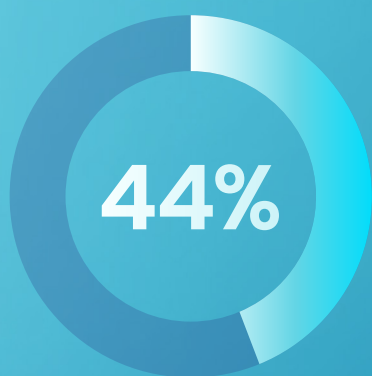


When it comes to the most popular television brands, consumers were more likely to associate the “brand purpose” statements with fashion brands than they were with television brands. Additionally, few felt strongly about the brand purpose statements for the top television brands, least of which being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

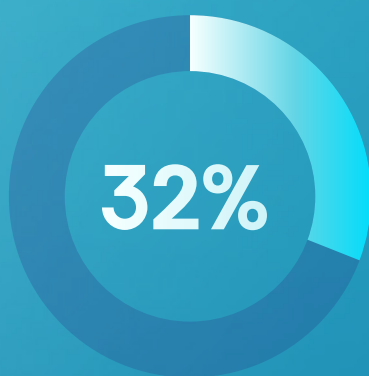
Influence of brand purpose statements on consumer purchase intent:

	No influence	Some influence	Significant influence
To fill the world with emotion	51.57%	34.51%	13.92%
To inspire the world and create the future	38.29%	40.36%	21.35%
To help customers live better	26.25%	41.03%	32.45%
To advance world culture	41.59%	36.50%	21.91%

Insight 7: You don't buy a TV to watch the commercials

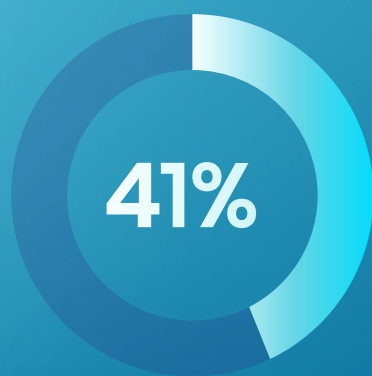


Commercials

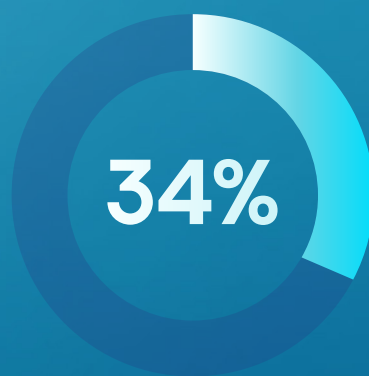


Brand purpose

Factors considered unimportant



Value



Features

Factors considered important

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

75%

Hisense

VS

80%

Samsung

n = 400 Samsung owners
n = 400 Hisense owners

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).

The Hisense Promise

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.



Quantum
Dot Color

One billion+ colors, we've counted



The smartest, smoothest way to
navigate your favourite shows



Variable Motion
Refresh Rate

Refreshing the picture hundreds
of times a second to give you a
picture as smooth as butter.



Blockbuster audio in your very
own home



Full Array
Local Dimming

Contrast managed in real time
to give you brighter brights and
darker darks

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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