



2005 SURVEY OF SHOPPERS AND IMPORTERS IN THAILAND

Between August and September 2005, Brooker interviewed 400 end users and 50 importers and distributors of Australian products.

The results strongly suggest that Australian products will benefit – both in distribution and retail sales – by using the Australian Made logo.

The use of the logo will lead to greater uptake by importers, distributors and end users; better shelf space in retail channels and influence purchasing decisions over other products.

End user key findings:

- 13% recognized the logo when shown
- Respondents believed the logo indicates where the product is sourced and acts as a quality indicator - most respondents perceive Australian products to be of high quality, and none of the respondents perceive Australian products as being low quality.
- 79% stated the logo would positively influence their choice to purchase
- The most frequently mentioned top-of-mind products from Australia are clothing & textiles, followed by beauty and cosmetic products and edible products
- Respondents perceive Australian made products as high quality (64%), high prestige (62%), trustworthy (61%) and high value for money (60%)
- 60% trust the tag-line “Australian Made, Global Quality”
- 33% recalled seeing any advertisement of Australian products in Thailand, and only half of those could recall the medium.

Importers and distributors key findings:

- 48% recognized the logo when shown
- Most respondents believed the logo indicates the product’s source and acts as a quality indicator
- 70% said the logo would positively influence their choice to purchase
- 78% said the logo would have a positive impact on the allocation of shelf space in outlets
- Most respondents said the major target market of Australian made products would be people between 25-44 years old with a monthly income of around 25,000-40,000 Baht who live in Bangkok
- Main reasons for importing products from Australia are reputation of a particular brand or producer and reputation of high product quality
- 68% cited TV and point of sale advertising are the most effective media followed by word of mouth and newspaper, magazine and Internet
- The most effective retail advertising was shelf talker followed by brochure, banner and poster
- 72% respondents trust the tag-line “Australian Made, Global Quality”

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.