

ROLE OF BRAND ALLIANZ

BRAND AS CHOICE DRIVER - ALLIANZ ROLE OF BRAND (36%) SURPASSES INDUSTRY ROLE OF BRAND (34%)

Research Study Results

Allianz has conducted a global Discrete Choice Modeling (DCM) study to investigate how brand influences consumer choice around the world, in different product categories. The study has been conducted with more than 4900 respondents across representative P&C and Life products (car insurance, household insurance and pension) in a set of countries that were representative in terms of geography and economic development.

The DCM method is preferred by analysts in estimating the impact brand has on choice, as it is closer to simulating real purchases than typical “stated” research. In the DCM, choice was simulated using a set of representative attributes and levels for products in the chosen segments and countries, respondents being asked to make a choice with every changing screen during the test. This way it is possible to calculate a “weight” for each product attribute in influencing choice. The weight of the “brand” attribute, scaled as a percentage of the total choice, represents a good expression of the impact of brand on choice.

The results show Allianz with a Role of Brand score of 36%, two percentage points higher than the insurance industry score.

Munich, June 5th 2020



Brand impact on choice

