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### **Survey: Samsung Consumer Confidence Down Following Galaxy Note7 Recall**

Pittsburgh, PA — September 23, 2016 — The Galaxy Note7 recall put a dent in Samsung consumer confidence, with 34% of current customers saying they won't buy another smartphone from the brand. Of these customers, 81% have always owned a Samsung or Android smartphone.

Following the September 15 U.S. recall of the Galaxy Note7 — due to concerns over faulty batteries that may explode in these devices — Branding Brand, the world's leading mobile e-commerce platform, surveyed 1,000 Samsung smartphone customers to understand consumer confidence and loyalty with the brand.

#### **Will Customers Stay Loyal?**

Of the Samsung customers that will stay loyal to the brand, 77% say it's because they don't want to learn a new phone. Other reasons Samsung customers cited for staying loyal with the brand include:

- Style (52%)
- Options to customize experience (44%)
- Battery life (39%)
- Cost (35%)
- Dislike of other smartphone brands (28%)

"Samsung consumers say battery life is a key to their loyalty with the brand; however it's the same reason for the drop in confidence," said Chris Mason, Co-founder and CEO of Branding Brand. "Battery power is, and will continue to be, a big factor in smartphone technology development."

#### **Or, Will They Switch Brands?**

Most Samsung owners who say they are ready to switch will choose another Android phone (57%), but many will move to iPhone (34%). Of current Samsung owners, 21% were previously iPhone owners.

#### **About the Survey**

Branding Brand releases periodic surveys to understand the technologies mobile shopping customers

use to make purchases. This online survey was conducted from Sept. 21-22, 2016, with 1,000 U.S. respondents ages 18-65, who currently own a Samsung smartphone. To learn more about our methodology, contact [press@brandingbrand.com](mailto:press@brandingbrand.com).

### **About Branding Brand**

[Branding Brand](#) is the retail industry's largest mobile e-commerce platform, powering online and in-store shopping experiences for over 200 enterprise brands. In addition to being named a [Gartner "Cool Vendor" of apps](#), the Company was also named a [2016 Forrester Wave Leader](#) in "Mobile Commerce and Engagement Platforms."