



Current Attitudes of Business Leaders: A.I., Market Research and Brand

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Research Methodology

Research Methodology

Research Objectives

- Measure business leaders' priorities of their current company/organization
- Measure the impact of Artificial Intelligence (A.I.) on brand, marketing, and market research
- Determine the needs of market research and what leaders need from it today and in the future
- Understanding the perceptions of business leaders about brand and its impact on customers

Methodology

- **Mode:** Online survey
- **Survey length:** ~8 mins
- **Population:** 18+ and is a business leader and decision maker
- **Sample source:** Cint Panel
- **Sample size:** n=294
- Sampling error is +/- 4% at the 95% confidence interval
- Data in this report is unweighted

Executive Summary



Overall Satisfaction and Future of the Company

- Overall **satisfaction** with the company is **higher** among business leaders and there is a strong **optimism** about the direction and future of their companies or organizations
- However, only a **few** (1 in 5) indicate that their business financial situation is **much better** compared to the previous year



Priorities for the Company

- Leaders' **current priorities** are also their **future priorities**. These priorities include improving the customer experience, the quality of their products and services, and their brands, attracting/retaining top talent, and generating more revenue/profit
- Although “**Leveraging Artificial Intelligence (A.I.)**” is the lowest priority, it is still viewed as important by half of the leaders



Artificial Intelligence (A.I.)

- **Artificial Intelligence (A.I.)** is seen as an **advantage** for marketing and brand, though the evidence suggests leaders **may not yet know how best to use it at this point**. However, they believe that A.I. provides tangible benefits such as creating efficiencies, making reductions, generating faster performance, and improving customer impact
- Among the small number that see A.I. as a **disadvantage**, **fear** and **not believing** it applies to their **business or industry** drive that sentiment



Market Research

- Conducting **market research** is on most leaders' radar with nearly 4 in 5 likely to do so in the next 12 months, and their **top reasons** for it are **improving** the customer experience and quality of their products and service, **gaining** a better understanding of existing customers while **identifying** new targets, and **developing** marketing strategies
- Based on leaders' positive attitudes about their current and future state, we surmise that those **conducting research** in the coming year will do so to refine, make incremental improvements and protect their positive momentum, and not overhauling or making sweeping changes



Brand Perceptions

- Since all 13 provided definitions of brand measured were selected by at least **three-quarters** of respondents, what is a **brand** today appears to be diverse, deep, and all-encompassing
- Most leader feel their **brands** are effective at attracting new customers and clients, although **improving the customer experience** and **quality of the products and service**, which are foundational to brand reputation, appear to be a major area of emphasis for leaders in the future
- **Innovative** drives how leaders most perceive their **brands**, and innovation appears to be tied to technology



Notable Differences

- **Across nearly all survey results**, higher evaluations were registered by: Owners/CEOs/Senior management, male leaders, those who will conduct market research in the next 12 months, see A.I. as an advantage, and feel they are in a stronger position financially compared to a year ago

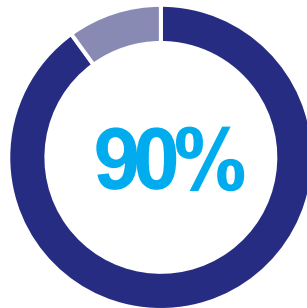
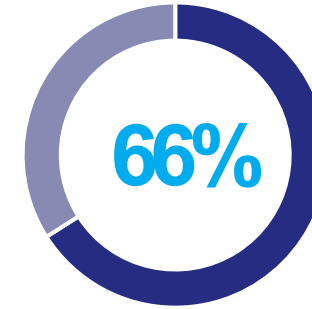
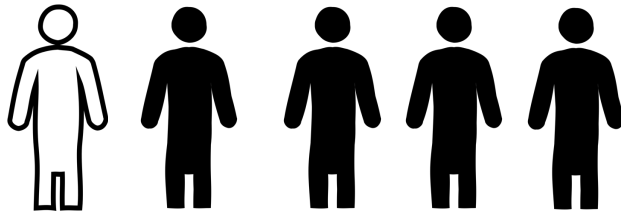
Future focus for business leaders...

- **Improving the customer experience and quality of your products and services**
- Continuing to **innovate** through technology to **improve the customer experience**
- Ascertaining consistent feedback through **market research** to **better understand** existing and potential **customers**, elevate **quality**, and improve **customer interactions** with your **brand**
- Although in its nascent stage, leveraging **Artificial Intelligence (A.I.)** for improving your **brands**, gathering **secondary intelligence**, and creating targeted **marketing** programs
- Identifying the **advantages** and **disadvantages** of **Artificial Intelligence (A.I.)** that are specific to your brands

Detailed Findings

Overall Satisfaction & Future of the Company

- Satisfaction with the current company/organization, direction of the company, and optimism about the future are strong. However, sentiment about their current financial situation could be better.

72%Satisfied with their current company
or organizationOptimistic about future
of the company

Direction of company

The highest satisfaction across some of the measures exists among:

- Owner/C-Suite/Senior level
- Those who see A.I. as an advantage and use it
- Conducted market research in the last 2 years or less
- Feel their financial situation is better than the previous year

Only 1 in 5 feel much better (19%) about their financial situation vs. a year ago

Current and Future Priorities for the Company

- More than half of the respondents gave high-priority ratings across all attributes measured. Just half gave higher priority ratings to **“Leveraging Artificial Intelligence (A.I.).”**

Current Priorities (Unaided)

Top mentions



Saving Money/
Profit/Earnings/Margin/Increasing revenue



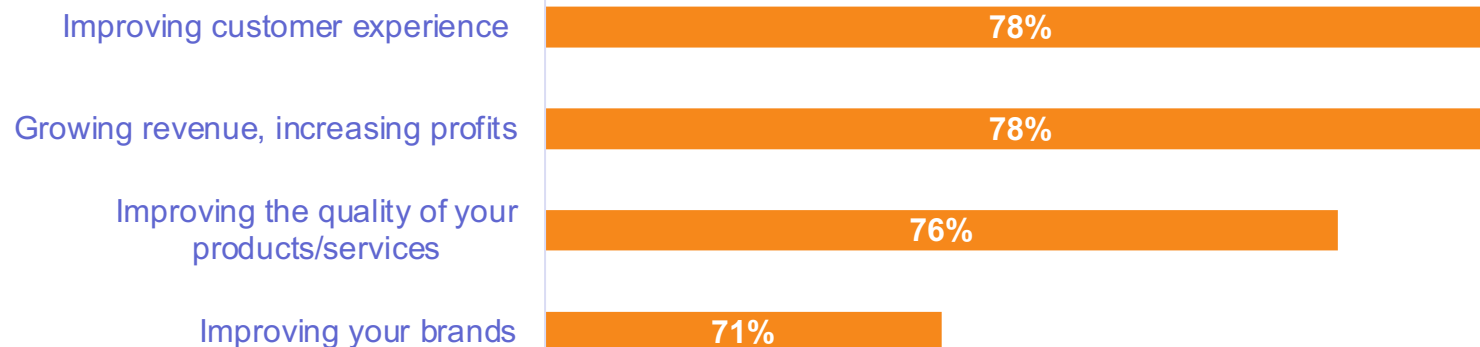
Customer satisfaction/Service/Client
growth/Delivering results



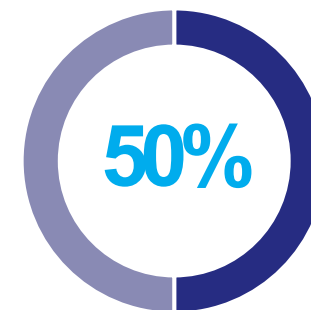
Technology investment/Integrate
A.I./Digital Transformation

Current Priorities (Aided)

Top mentions



n=294

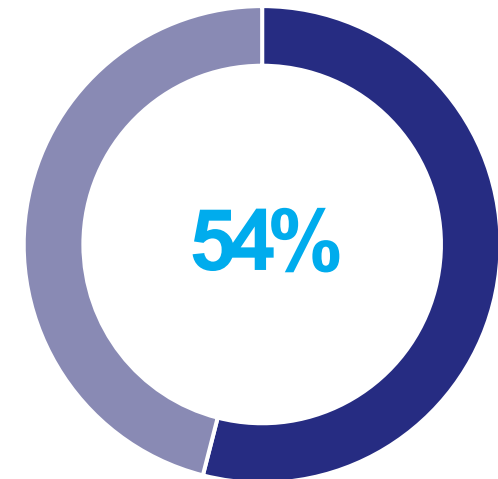
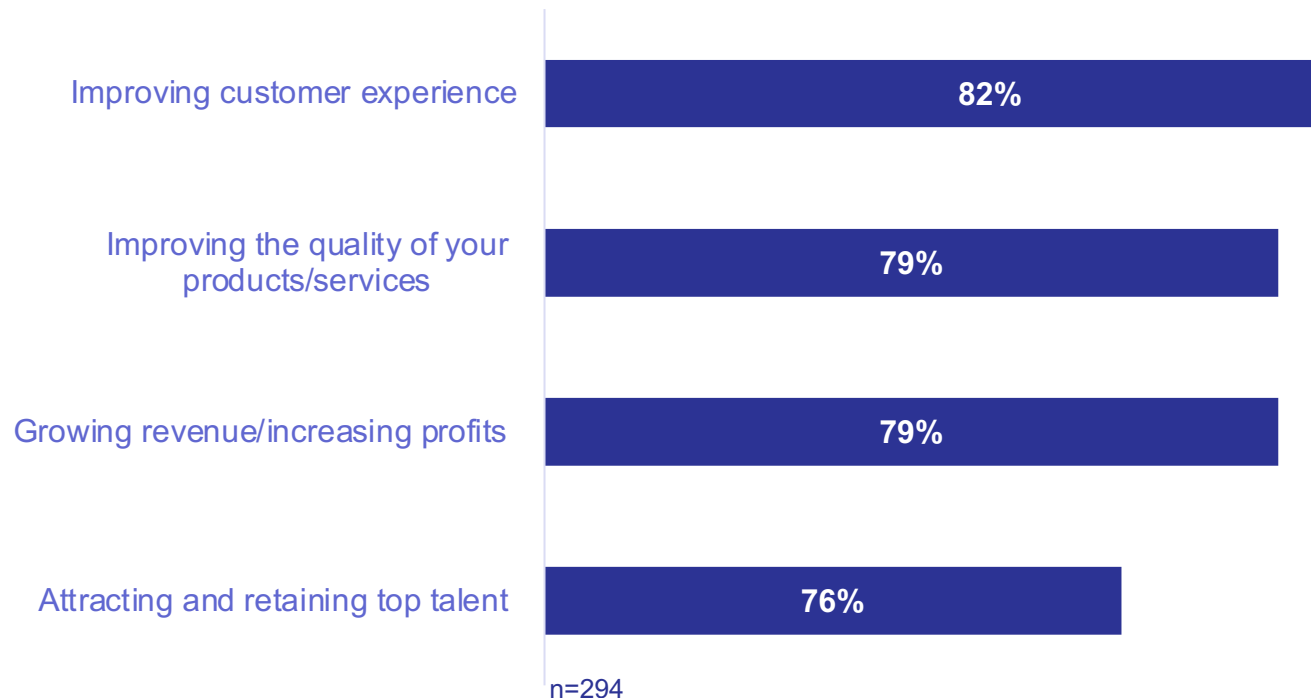


Leveraging Artificial
Intelligence (A.I.)

- Over half of respondents place greater importance across all future priorities measured. Similar to current priorities, only a little over half (54%) place higher importance on “**Leveraging Artificial Intelligence (A.I.)**,” likely due to a lack of understanding of how to utilize it at this point.
- Current priorities and the attributes important for the long-term success of the company are almost identical.

Future Priorities (Aided)

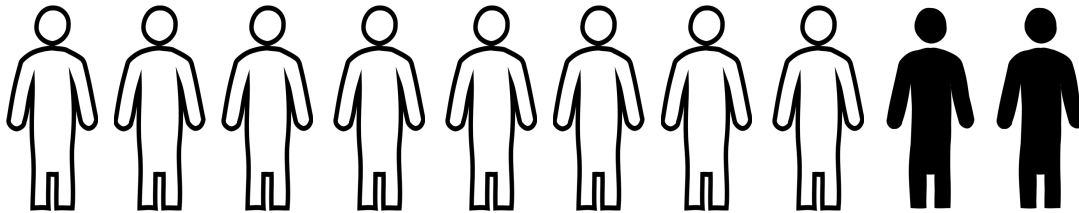
Top mentions



Leveraging Artificial Intelligence (A.I.)

Artificial Intelligence (A.I.)

- Perceptions of Artificial Intelligence (A.I.) are good with nearly eight in ten (78%) having used it for brand and marketing. A similar proportion of business leaders feel A.I. is mostly an advantage.



Eight in ten (80%) feel that A.I. is **mostly an advantage**



- Reducing operational costs, waste, and errors
- Improving customer support, engagement, satisfaction, and experiences
- Expediting workflow, tasks, diagnosis/solutions, and decision-making



- Fear about replacing humans or used with bad intentions
- Does not apply to their company or industry (hospitality in particular)



- Owner/CEO/Senior management are **more likely** than middle management to **use A.I.**
- Those **likely** to conduct market research in the next 12 months are **more likely** to use **A.I.** for a multitude of marketing and brand purposes compared to those unlikely to conduct market research.





Advantages of A.I.

"Artificial Intelligence (A.I.) can be crucial for businesses because 1.Assisting in Data Preparation 2.Autonomous Decision-Making 3.Performance and Scalability 4.Learning Over Time 5.Enhancing Efficiency. Therefore, investing in A.I. for business can be essential and, when used correctly, can provide significant benefits."

"The use of Artificial Intelligence (A.I.) within the company I work for would undoubtedly be an advantage. A.I. can easily be leveraged to handle at least 25% of the routine tasks needed to maintain customer information that is crucial to provide the services our customers need. Moving 25% of our human talent to jobs that directly increase revenue would be significant. The cost saving of using of A.I. to track and maintain our supply chain would be hard to calculate, but it would no doubt drive a significant cost savings."

"I often believe that Artificial Intelligence (A.I.) will be mostly advantageous to businesses for several reasons: A.I. can automate repetitive and time-consuming tasks, allowing employees to focus on more creative and strategic aspects of their work. This can lead to increased productivity and efficiency, ultimately benefiting the business."

"With its ability to analyze vast amounts of data and identify patterns and trends, A.I. can help businesses and organizations better understand customer behavior, market trends, and other important factors. This information can be used to make better decisions and improve business outcome."

"Artificial Intelligence (A.I.) will allow or is allowing us to save time and money. It also allows us to develop and create more solid products and copy. A.I. also frees up mental space so that our employees can spend less energy on mundane tasks and develop more creative initiatives and services."

"I believe A.I. will primarily be an advantage in business because it can automate repetitive tasks, enhances decision-making with data insights, and improve customer experiences .This boosts efficiency, innovation and competitiveness, enabling companies to thrive in a rapidly evolving digital landscape."



Disadvantages of A.I.

"I don't think my employees will like that it's kind of strange like in the movies they might turn on you."

"Quality is not there yet."

"I think they can't be as emotional, empathetic, and understanding as real people. Those aren't feelings that can't be replicated and felt."

"Students will not use it the correct way and will find ways to cheat."

"We are a luxury hotel that prides ourselves in people relationships to maintain repeat guests. A.I. will not provide the warm and fuzzy personal touches that make our staff/guest interactions what they are today."

"Because in my line of work I think the most customer focused aspect about it is the fact that you deal with real people who can help you and do things certain ways due to what's asked.. the whole customer experience would be altered and different if there wasn't a person there on the receiving end if it were only a computer."

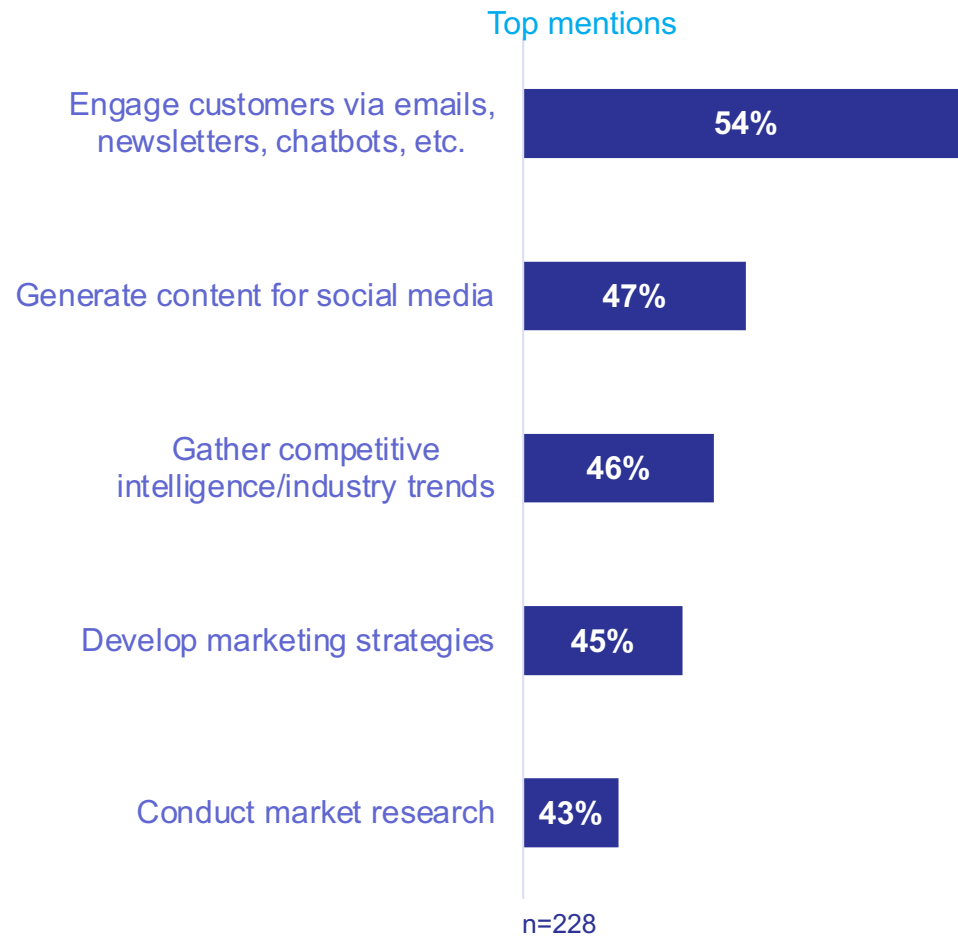
"People are prone to turn something good into something terrible. Yes, if there weren't corrupt individuals in the top-level societies in the world then we would've had an enormous advantage with Artificial Intelligence (A.I.) but that's never going to be the case unless A.I. takes us out before we can teach it corrupt emotions and selfishness. There's already so much going on that the common individual has no idea about and if they knew everyone would be off the grid and fighting a civil war."

"It will create concerns."

"Losing the human touch on the way things are done."

- The top current and future usage of A.I. for marketing and brand purposes is essentially the same except for **developing brand strategies**.

Current Usage of A.I.



Future Usage of A.I.

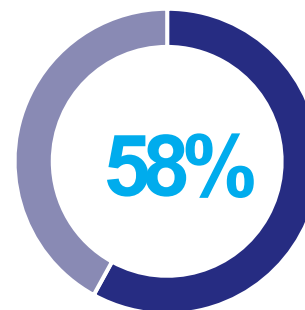


Market Research

- The top reasons for conducting market research in the past and in the next 12 months are similar.

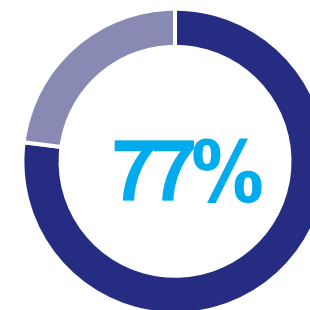
76%

More than three-fourths of respondents have conducted market research (MR)



Conducted MR in the
last 12 months

n=223



Likelihood to
conduct MR in the
next 12 months

n=294

Reasons for Conducting MR in the Past

Top mentions



n=223

Reasons for Conducting MR in the Future

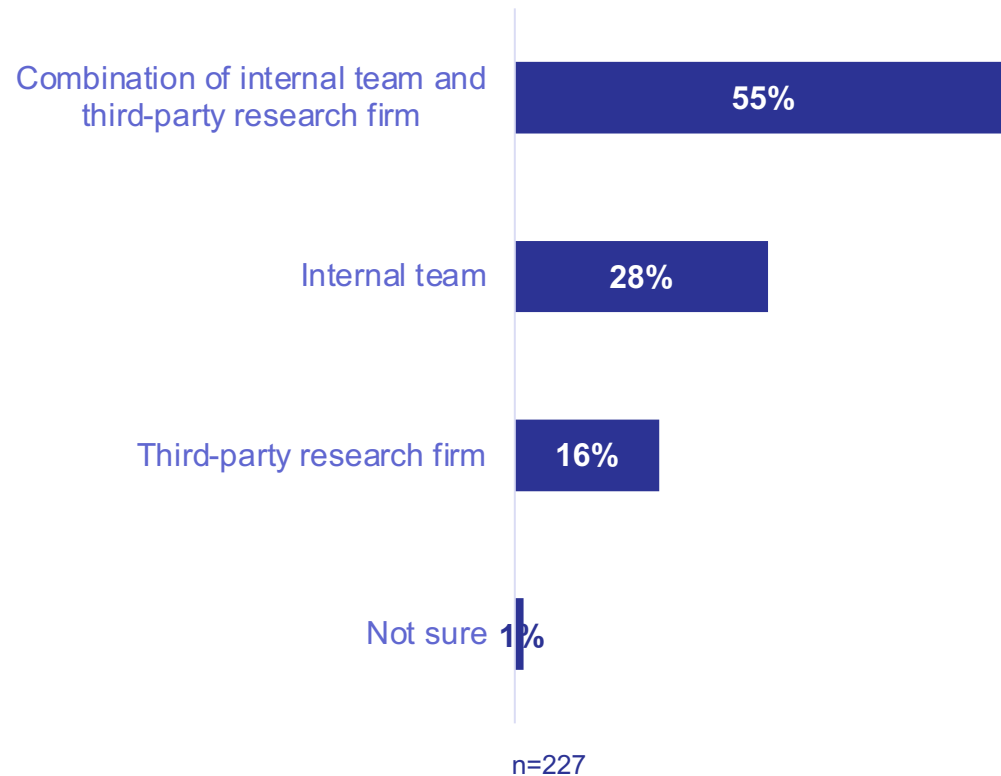
Top mentions



n=227

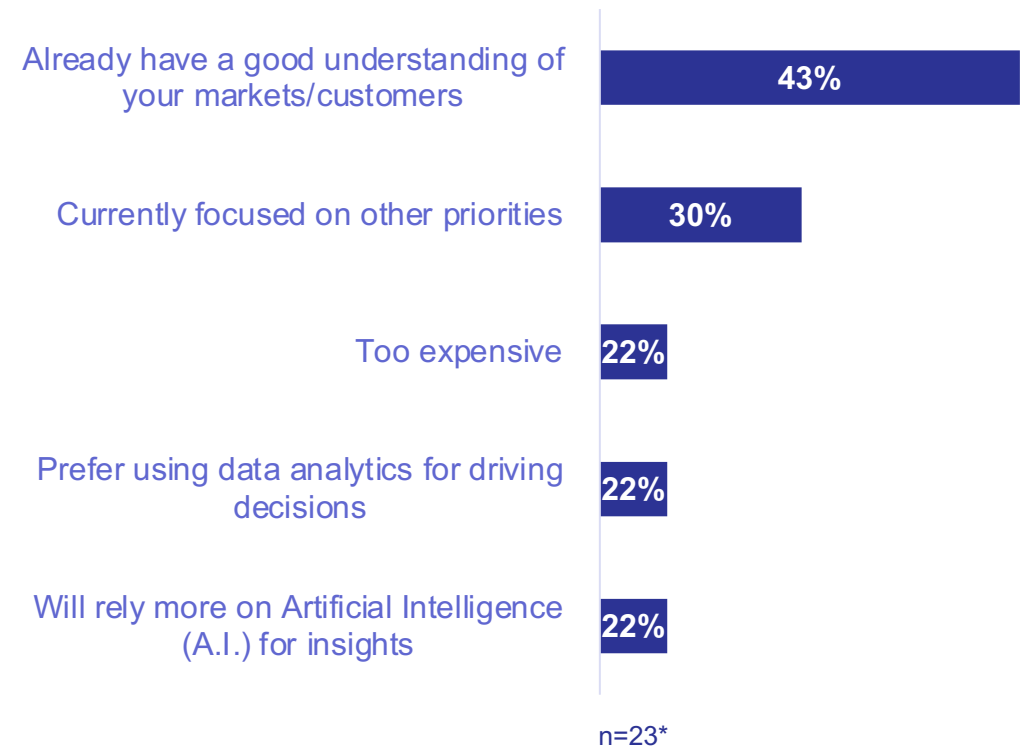
- More than a half of respondents (55%) are likely to use both internal team and third-party research firms to conduct market research in the future.

Likely to Conduct MR in Future



Reasons for Not Conducting MR in Future

Top mentions

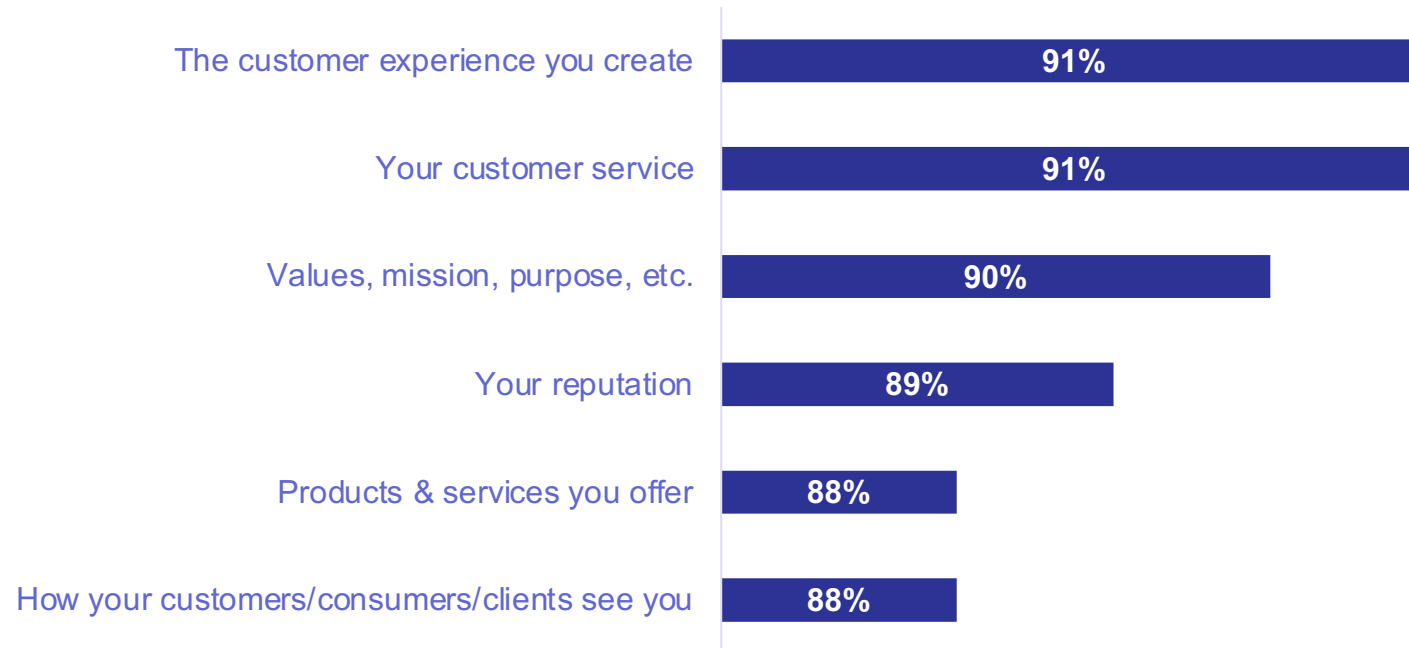


Brand Perceptions

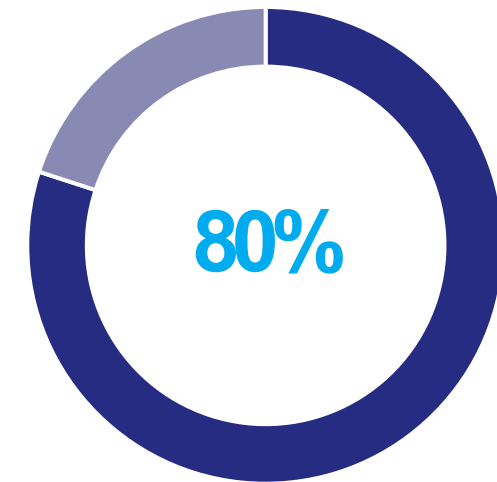
- All 13 options tested for defining what is a brand were selected by at least **three-quarters of respondents**.
- **Eight in ten (80%)** feel that their brand is at least “**effective**” at attracting new customers driven by companies/organizations that are “Somewhat better off financially than a year ago,” “Use A.I.,” “Likely to conduct research in the next 12 months,” and “Very satisfied with the current direction of the company/organization.”

Brand Definition

Top mentions



n=294



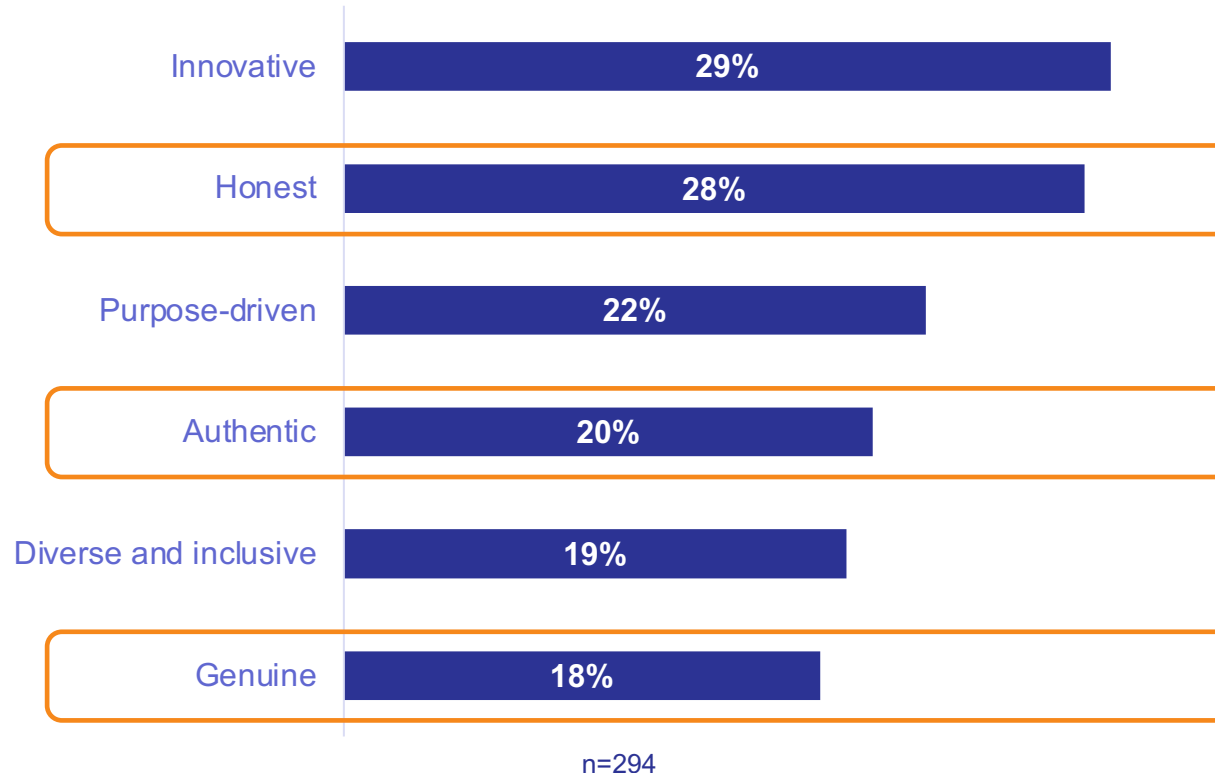
**Brand effectiveness
in attracting new customers**

n=294

- Honest, Authentic, and Genuine are some of the top attributes that leaders feel best represent the brand of their company or organization, and these “**human**” attributes were also at the top of what that consumers most want from brands (BrandCertain’s 2022 National Consumer Study on Brand and Trust), showing **positive alignment**. However, innovative and purpose-driven, which are in the top 3 list for leaders, were just 10th and 13th for consumers. (See appendix for comparison slide)
- “Trust” is the most important characteristic followed by “Revenue/profits” and “Brand.”

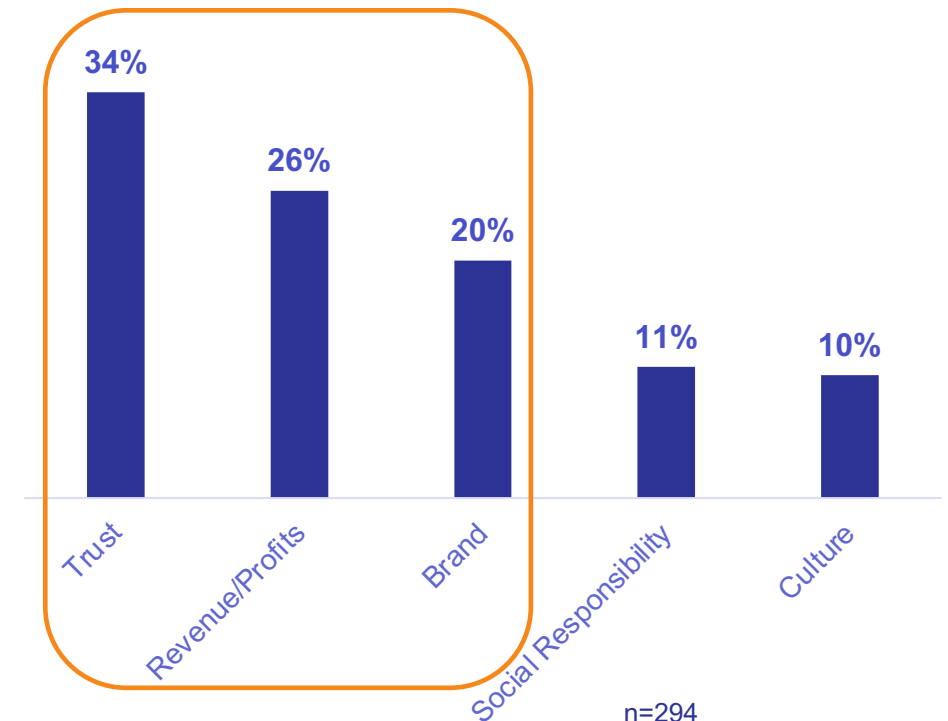
Brand Attributes

Top mentions



Important Characteristics for Company

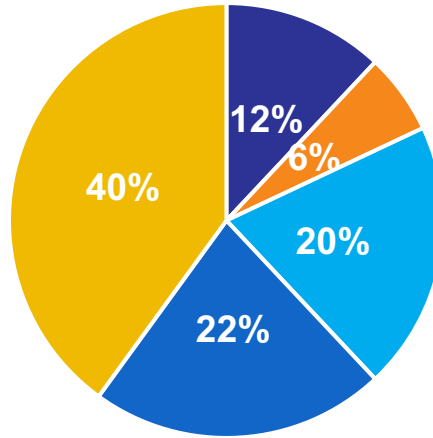
Top ranked



Appendix

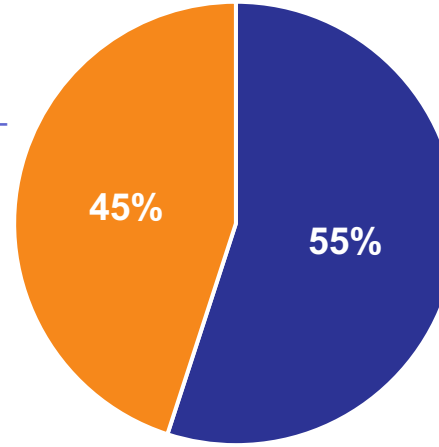
Employees

- 10001+
- 5001-10000
- 1001-5000
- 501-1000
- <500



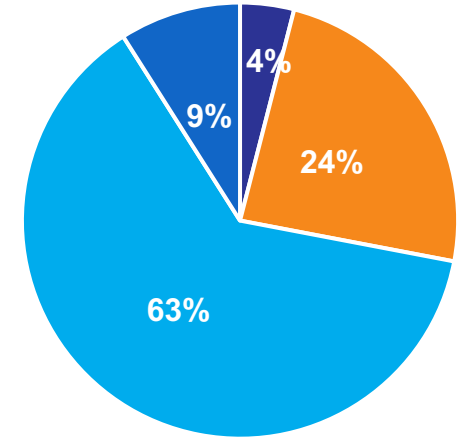
Job Level

- Owner/Executive/C-Level + Senior Management
- Middle Management



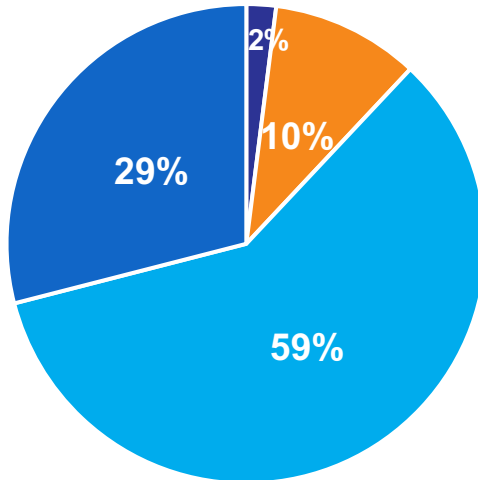
Tenure/Job Level

- 25 years +
- 10-24 years
- 3-9 years
- <2 years



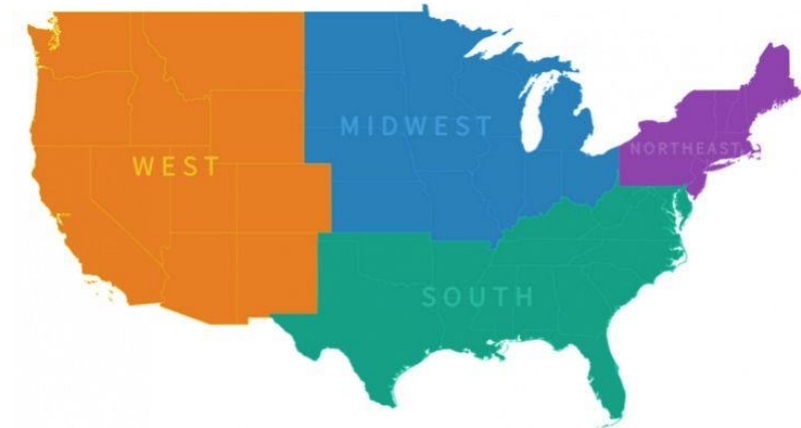
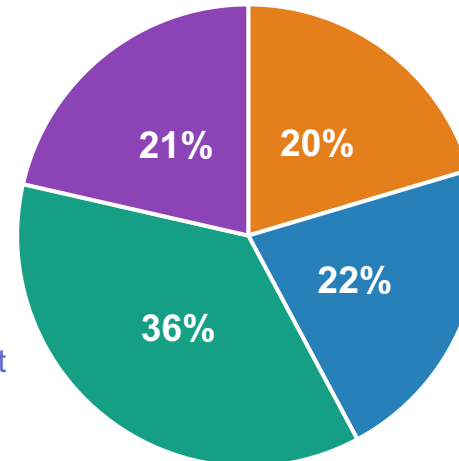
Age

- 65+
- 55-64
- 35-54
- <34

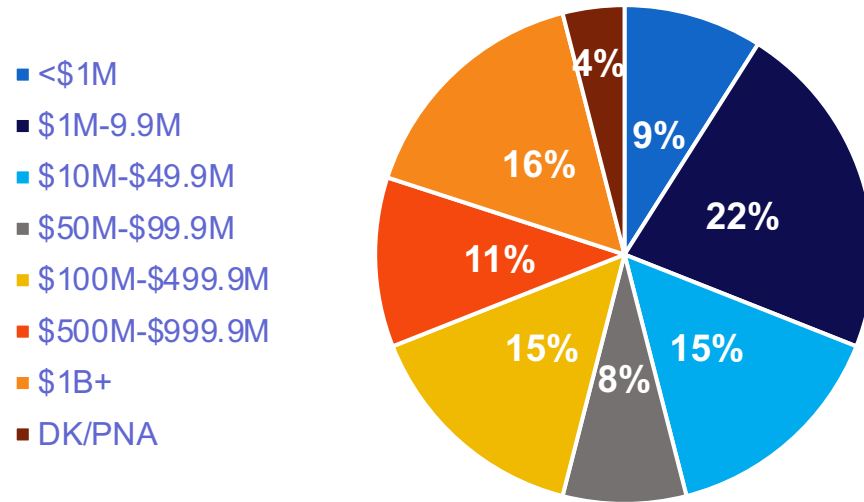


Geography

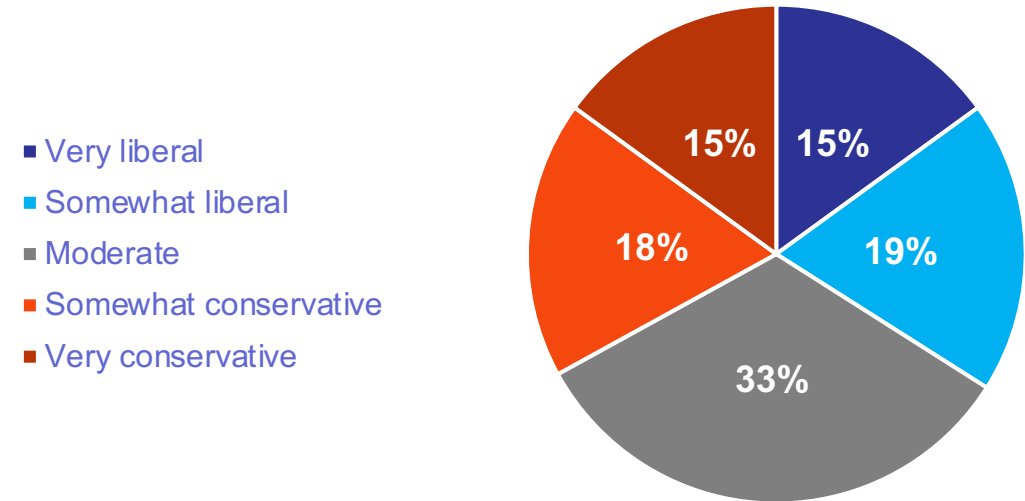
- West
- Midwest
- South
- Northeast



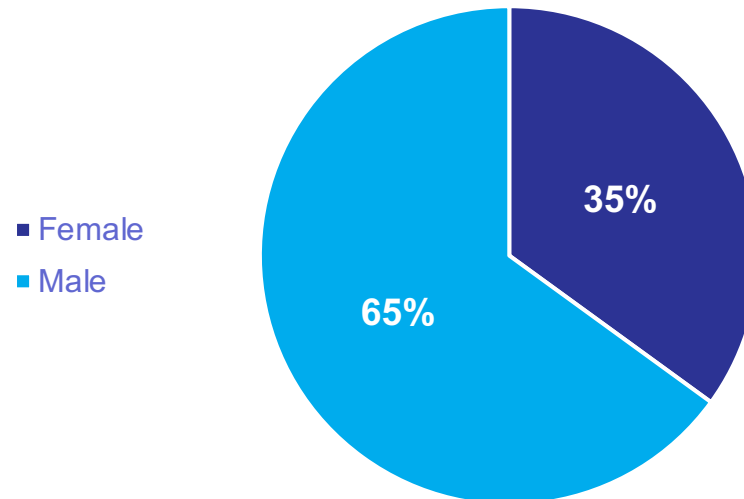
Annual Revenue



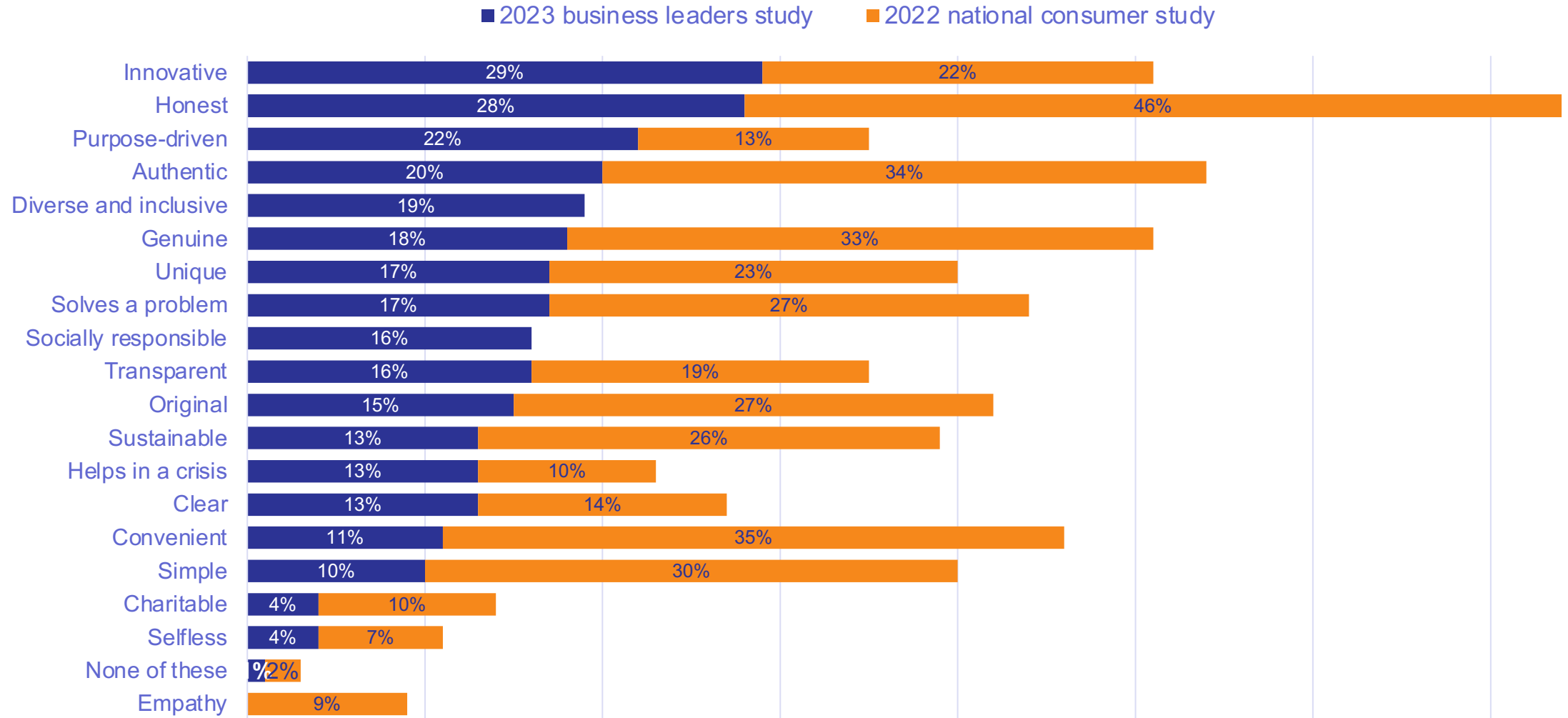
Political Inclination



Gender



Brand Attributes/Characteristics/Qualities



Q. Which of these attributes or characteristics do you feel best represents the brand of your company or organization? Please select your top three attributes or characteristics (2023) | n=294

Q. What are the most important attributes or qualities you look for in brands today? Please select no more than three that are most important to you (2022) | n=1,600



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