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The New Male Consumer

Ann-Marie Vazzano

“A new breed of male consumer is emerging.” That’s according to Defy Media’s second annual Acumen Report “Brand New Man,” which surveyed 2,000 men between the ages of 18 and 49 about their relationship with brands, how they research products and how they make buying decisions. The study shows that more men are taking charge of the household shopping duties—65% are the primary shoppers for the house in a number of product categories and 67% said they enjoy doing the shopping. Here’s a look at some of the other findings:

- 54% of married men said they shop for groceries and household supplies more often than their spouses; 53% said their spouses don’t tell them what brands to buy.
- Approximately 47% turn to friends and family for recommendations on new products.
- 32% of men said they’ll ask store employees for guidance when shopping.
- 49% said they bought a product because of the brand’s story or history.
- 60% bought a product specifically because it was made locally. **GP**