



Small brands offer higher quality products

Small brands show greater attention to detail, and care deeply about their craftsmanship. With a smaller size, these brands have greater quality control over their products. These in tandem produce higher quality products.

 No noteworthy differences
 No noteworthy differences
 No noteworthy differences




People like supporting local businesses


Consumers like spending their money on smaller businesses to help the community and economy. By ensuring that their money stays local, people help small American businesses succeed.

 No noteworthy differences
 No noteworthy differences
 No noteworthy differences

Some consumers do not like buying from small brands

A group of consumers don't like buying from small brands due to price issues, and they prefer the reliability of big name brands.

 No noteworthy differences
 Baby Boomers (55+)
 No noteworthy differences

 Millennials (18-34)

Small brands produce more unique items

Small brands are not mass produced, harder to come by and therefore more rare and exclusive. Small brands are often custom made and authentic.

 No noteworthy differences
 No noteworthy differences
 No noteworthy differences



Lower prices are a big draw

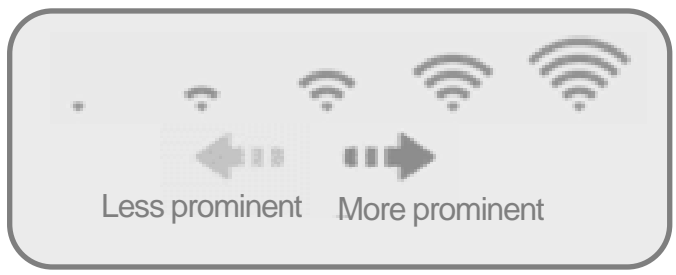
Smaller brands are perceived to be less expensive than name brands, partly due to less advertising for the product. This results in a better value for money spent.

 No noteworthy differences
 No noteworthy differences
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Small brands have better customer service

Smaller brands have a greater need to retain their customer base, and often offer more personalized customer service by connecting with their customers.

 No noteworthy differences
 No noteworthy differences
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"Likely handcrafted and more care put into each product because individual customers matter more when you don't have as many."

"When I purchase from a small brand I feel that I am helping the average business man, not some huge corporation."

"Nothing. I feel cheap and less of a human when I buy non name brand stuff."

"I find it to sometimes be cheaper because not everyone wants it. So the demand isn't as high."

"Typically the customer service is top notch since the company wants to retain customers."

"Less chance someone else will have said item. Therefore making it fairly unique."

"I like small brands because they pay attention to details. There is usually more care and time that goes into the product."

"Many are located in the United States and you are supporting a more artisanal lifestyle rather than filling out the portfolio of a corporate giant."

"Nothing appealing."

"Smaller brand, less advertising, lower retail price."

"More personalized customer service."

"I like that it is not mass produced so each product is unique."

"Quality sometimes seems better too since they're not pumping out a bunch of products."

"I tend to buy from local and small businesses because it helps to give back to the community and help my home city thrive by recirculating our hard earned money."

"A small brand would probably have a lower cost than a major big brand. Cost is a deal breaker for me and my family."

"As a rule, a smaller brand is more focused on giving good customer service. A company that has a larger customer base is not as reliant on the goodwill of every customer."

"Often times, the brand carries something unique and interesting, that perhaps the big brands don't carry."

"Small brands will typically focus on ensuring their products are high quality, so consumers will return and purchase them again."

"I like to support small brands so they continue to stay in business."

"A lot of smaller brands will offer the same hardware for a cheaper price point."

"Better customer service, actually care about customer."

"Because they usually have unique or exclusive items."

