



## 2023 Gustavson Brand Trust Index Backgrounder



Theme: Trust and the Search for Value

### What is the Gustavson Brand Trust Index?

The Gustavson Brand Trust Index (GBTI) is a significant research study conducted by an academic institution that measures consumer trust, the factors influencing it, and the brands that excel in building trust. It was

established in 2015 and serves as a platform for promoting responsible management practices within organizations.

The GBTI emphasizes the growing importance for businesses in the 21st century to make positive contributions to their communities. As an educational institution, the Gustavson School of Business possesses a unique vantage point to assess brand values and educate individuals about their significance in fostering consumer trust in contemporary society.

The GBTI team consists of esteemed researchers who evaluate the overall level of consumer trust in brands, placing a particular emphasis on the role of brand values. Their study encompasses over 400 brands across Canada.

#### **What is the sample size of the research?**

The Sago Group conducted The 2023 Brand Trust Index survey, which surveyed representatives of the Canadian population, with a total of **13,188 unique respondents**.

#### **How many brands were surveyed?**

This year, the Gustavson Brand Trust Index featured **406 national and global brands**, along with 10 regional brands across 33 categories.

#### **When were the surveys conducted?**

The 2023 Brand Trust survey was conducted **between January and April 2023**.

#### **How is Brand Trust Measured?**

The survey measures overall brand trust, and three different dimensions of trust that influence whether consumers recommend a brand to their networks:

- **Brand Trust overall:** consumer perceptions of whether the brand is trustworthy and acts with integrity;
- **Brand Authenticity (Values-based trust):** consumer perceptions of the brand's social responsibility;
- **Brand Ability (Functional trust):** consumer perceptions on how well the brand performs its core functions;
- **Brand Affinity (Relationship trust):** consumer perceptions on how the brand interacts with its consumers;
- **Advocacy (Word of mouth):** the extent to which consumers recommend the brand to others

#### **What are some key insights from the 2023 GBTI?**

- MEC's incredible comeback story showcases the power of resilience and customer loyalty, propelling the brand from a moment of crisis to reclaim its position as Canada's most trusted brand.
- In a time of soaring food prices and eroding trust, Costco emerges as the most trusted brand in the grocery sector, tying with MEC in the overall 2023 Brand Trust Index.
- The airline industry in Canada is facing a severe crisis of customer trust and loyalty, while WestJet falters .

- Netflix's decision to crack down on shared accounts, and the subsequent decline in trust among viewers, highlights the growing importance of trust in the video streaming industry.
- In the automotive sector, Toyota's focus on reliability and safety has helped it earn trust, while Elon Musk's controversial behavior and statements have eroded trust in Tesla.
- A significant decline in trust among CTV viewers aged 35 and over has raised concerns about the network's reputation and its ability to retain loyal viewers.
- Four Seasons is ranked as the most trusted brand in the hotel category, as popular TV shows and social media influencers promote the brand

### What are the results of the 2023 Gustavson Brand Trust Index?

#### Canada's Most Trusted Brands for 2022

- |   |                                  |
|---|----------------------------------|
| 1. Mountain Equipment Company (MEC) (TIE)         | 5. Dyson                         |
| 1. Costco (TIE)                                   | 7. Lego (TIE)                    |
| 3. Columbia Sport                                 | 7. Band-Aid (TIE)                |
| 3. Canadian Automobile Association (CAA/BCAA/AMA) | 9. Dove (TIE)                    |
| 5. Toyota   | 9. Four Seasons Hotels & Resorts |
|   | 9. IKEA                          |

#### Winners of Consumer Trust by Industry Sector:

Alcohol	Alexander Keith's
Apparel and Footwear	MEC (Mountain Equipment Company)
Automotive Rental	Hertz Car Rental
Automotive	Toyota
Soft Drinks	Tropicana
Coffee/Tea	Kicking Horse Coffee
Confectionery/Snack Foods	Laura Secord
Dairy Products and Alternatives	Lactalis Canada
Delivery Services	FedEx
E-commerce	Best Buy

Electronics & AV Equipment	Canon
Entertainment	Cirque du Soleil
Financial Services	Interac
Gas Stations	Petro-Canada
Grocery Stores	Costco
Health and Beauty Retailers	Shoppers Drug Mart/Pharmaprix
Health Care & Nutrition	Tylenol
Home, Office and Garden Retailers	IKEA
Hotels	Four Seasons Hotels & Resorts
Household Care	Arm and Hammer
Insurance	Canadian Automobile Association (CAA/BCAA/AMA)
Major Appliances	Dyson
Media	The Weather Network
Packaged Food	Quaker Oats
Personal & Beauty Care	Band-Aid
Restaurants/ Takeout	A&W
Small Appliances	Braun
Sportswear	Columbia Sportswear
Technology/Software	Intel
Telecoms/Cable/Digital	TELUS
Toys and Games	Lego
Transportation	VIA Rail
Travel	Carlson Wagonlit

## Top Brands by Region

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### Ontario

1 MEC (Mountain Equipment Company)  
2 Kicking Horse Coffee (Tie)  
2 Patagonia (Tie)  
2 Costco (Tie)  
5 Toyota  
5 Columbia Sportswear

### Quebec

1 Cirque du Soleil  
2 Canadian Automobile Association (CAA / BCAA / AMA) (tie)  
2 MEC (Mountain Equipment Company) (tie)  
4 Band-Aid

### Alberta/ British Columbia

1 Costco (Tie)  
1 MEC (Mountain Equipment Company) (Tie)  
3 IKEA  
5 Tylenol

### Others

1 Costco  
2 Interac  
3 Liberté  
4 Dyson (Tie)  
4 Columbia (Tie) Sportswear

## Who is the team behind the 2023 Gustavson Brand Trust Index?

### **Dr. Saul Klein, Dean & Professor of Marketing & International Business, Gustavson School of Business**

Dr. Saul Klein has had a broad-ranging career spanning developing, developed and transition countries. He specializes in the areas of marketing strategy, global business and international marketing. His research focuses on the global competitiveness of emerging market firms and he has provided consulting assistance to over 50 different organizations in these areas in Canada, the USA, Singapore and South Africa. He has also led strategic planning workshops for a variety of organizations in different sectors. Klein serves on the boards of the National Consortium for Indigenous Economic Development (Canada), the Mediterranean Entrepreneurship Development and Innovation (Tunisia) and on the International Advisory Committees of UIBE and Beijing Jiaotong Universities (China).

### **Dr. David Dunne, Director of MBA Programs and Professor of International Marketing & Service Innovation, Gustavson School of Business**

Dr. David Dunne joined the Gustavson School of Business in 2014. His research explores how designers apply in-depth user research and creative thinking methods to "wicked problems":

critical, chronic problems in society and business with no clear start or end point, such as problems in the health care system. His research has been published in business and design journals, including Harvard Business Review and Academy of Management Learning & Education. Dunne teaches design, strategy and marketing to students and executives worldwide and has held appointments at design schools in the Netherlands, the US and Mexico. His recent executive teaching/consulting clients include AstraZeneca, Corus Entertainment, GlaxoSmithKline, Mt Sinai Hospital and Ontario Local Health Integration Networks.

#### **Dr. Linda Shi, Associate Professor, Gustavson School of Business**

Dr. Linda Shi teaches marketing and international business. Her research interests include global marketing strategy, Chinese marketing, customer relationship management, global account management, service recovery and consumer satisfaction. Shi has published her research in numerous scholarly journals including: Journal of International Business Studies, Management International Review, Journal of International Marketing, and Journal of Business and Industrial Marketing, among others. Shi previously worked for Procter & Gamble's Chinese headquarters and was responsible for several key projects regarding inventory reduction, supplier and consumer management, and cost accounting process optimization.

#### **Ms. Nuha Elgindi, Brand Trust Interim Project Manager, Gustavson School of Business**

Ms. Nuha Elgindi is a skilled professional serving as the Brand Trust Interim Project Manager at the Gustavson School of Business. With a master's degree in Global Business from UVic and an MSc in Environmental Assessment and Management from the University of Brighton, she brings a unique perspective that combines business acumen and environmental sustainability. Prior to her current role, Ms. Elgindi excelled as the Victoria Forum Manager and Coordinator, showcasing exceptional organizational and managerial abilities. She also gained valuable experience as a former Junior Researcher Intern at the Institute for Water Environment and Health of the United Nations University.

#### **About the Peter B. Gustavson School of Business**

The Peter B. Gustavson School of Business at the University of Victoria is dedicated to providing a non-traditional business education and a dynamic learning environment that develops principled managers and leaders who can drive innovation and social change. Located in Victoria, BC at the University of Victoria, Gustavson is among the fewer than one percent of the world's business schools that hold both AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accreditation. The Gustavson School of Business offers BCom, MBA, MGB and PhD programs and has over 100 international university partners. For more information, visit: [www.uvic.ca/gustavson](http://www.uvic.ca/gustavson)