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Quality and Uniqueness Tops the List for College Students

October 13, 2009 (OBERLIN, OH) - Students' lust for electronic products may be driving them toward the quality factor and away from past "coolness" factors, such as whether or not their friends have it, according to the latest research from [OnCampus Research](#).

When asked what goes into making a brand "cool," 81.1% of college students said the quality of the product and 47.1% followed with uniqueness. These were the top factors for both males and females.

"We were a little surprised at first to see quality as such an overwhelming factor, but it makes sense when you consider the high tech products they are buying," said Julie Traylor, chief of planning and research for the National Association of College Stores (NACS). NACS is the parent company of OnCampus Research.

Interesting to note, is that only 29.2% listed advertising as a reason and only 6.2% cared if a celebrity uses a product.

Some of the coolest products that students purchased for back to school were an Apple MacBook Pro or Dell Notebook/Dell Mini, and an Iphone. Jbrand and True Religion jeans were among faves as well as Jansport and Ed Hardy backpacks/totes.

About OnCampus Research

OnCampus Research is a consultative research group with one mission: to help companies better understand the college market. With more than 75 years of experience in the college industry, we offer full-service quantitative and qualitative research literally 'OnCampus,' through our online panel of over 11,000 students at 1,000 campuses nationwide. Specializing in online surveys, focus groups, omnibus surveys, syndicated studies, and in-depth interviews, OnCampus works with clients to create a strategy that best fits their needs and positions them as the brand of choice among college students.

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