

Magazine Effectiveness

Magazines Influence Word-of-Mouth Recommendation

More than ever, marketers and retailers recognize the importance of product recommendation. In a world where consumer attention to advertising is a challenge, and in which consumers are more likely to turn to trusted sources for their information, most will tell you that “word-of-mouth” recommendation is the holy grail. It drives:

- Brand awareness
- Propensity to purchase
- Trial and usage

The Study

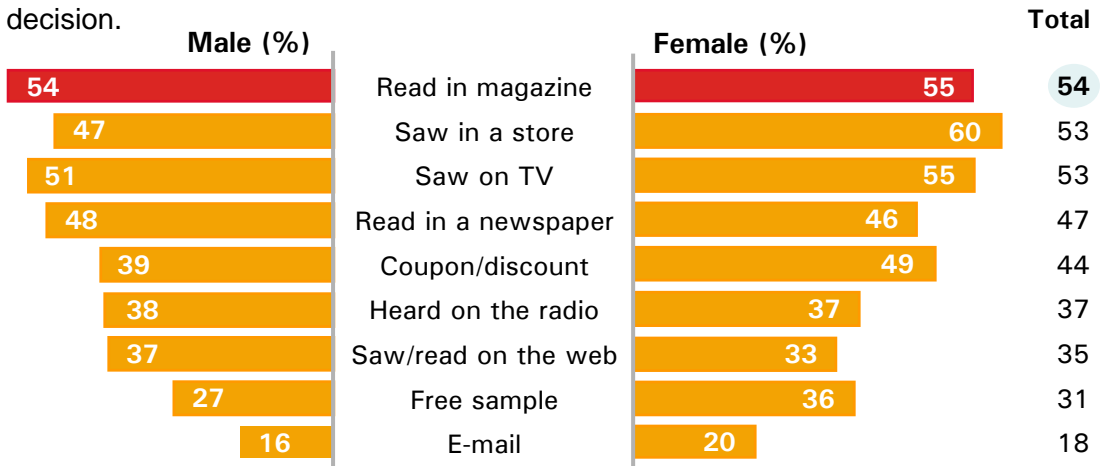
In 2005, Roper Reports conducted a study into what promotes consumer word of mouth recommendation. The study measured the effect of traditional advertising media, retail store visits, free product sampling, email promotion, web advertising and coupons/ discounts.

Findings

1. Magazines contributed most to word-of-mouth recommendation
2. Retail media and store visits were less influential in generating recommendations
3. Email and web-based options were significantly down the list
4. Even free samples and coupons/discounts were less powerful contributors

Key Learning

More than half of consumers agree that magazines are the leading contributor to word-of-mouth product recommendation. This study collaborates other research that reveals the usefulness, believability and credibility magazines bring to the purchase decision.



Source: Roper Reports: What Promotes Consumer Word of Mouth, 2005