BLOG POWER

The growing influence of blogs on buying behaviour

As blogs continue to rise in popularity as a channel of communication, among both social and commercial users, Research Now® examined how influential they are on modern buying behaviour.

84% of people have bought products based on their description in blogs

25% of 25-34 year olds read blogs every day



1 in 4 18-34 year olds would read a celebrity's blog. 7% of over 55s would.

1 in 4 people buy something each month based on blog content

WHAT WERE BLOG-INFLUENCED PURCHASES FOR?



Gift for someone else



Gift for themselves



Household purchase



WHAT WERE THE VALUES **OF THE ITEMS BOUGHT?**



ON CHOOSING A COFFEE MACHINE:

"A blogger's opinion motivated me to buy a cheap model because of glowing reviews - I might have otherwise avoided it."







ON BUYING A CAMERA:

"The blog answered the questions I had, gave an expert opinion and gave me the tools to decide what makes value for money"









30% To confirm To narrow

43%

46% Initial **Looking for** product nvestigation

MOST **POPULAR BLOGS READ:**

48%



Food & drink

42%



Hobbies

39%



entertainment

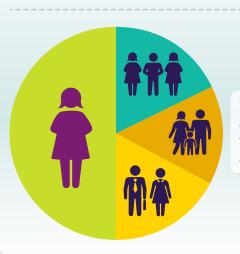


valued blogs as the most important information source when making buying decisions 35-54 year-olds

put blogs second, after friends, family & colleagues year-olds



placed blogs 3rd after friends, family & colleagues (1st place) and editorial articles (2nd place)



Women value advice from friends, family & colleagues above all else



Men prefer blogs



www.researchnow.co.uk

Full details of the Research Now blog study.

Further information on how Research Now can help you gain insight into your customer's buying decisions.

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