



Magazine - the Link to Online

30.9.2010

Magazine - the Link to Online




- Effectiveness of different media at driving people online
- Online shopping and the role of magazines in the Online purchase funnel





- The survey was carried out in IROResearch's IRONetPanel in June 2010.
- 1000 Finnish respondents between the ages of 15-65.
- The survey is focused on **ONLINE SHOPPING** and the roles of different media in the **ONLINE SHOPPING PURCHASE FUNNEL**.
- The results are representative of **FINNISH PEOPLE THAT USE THE INTERNET**.

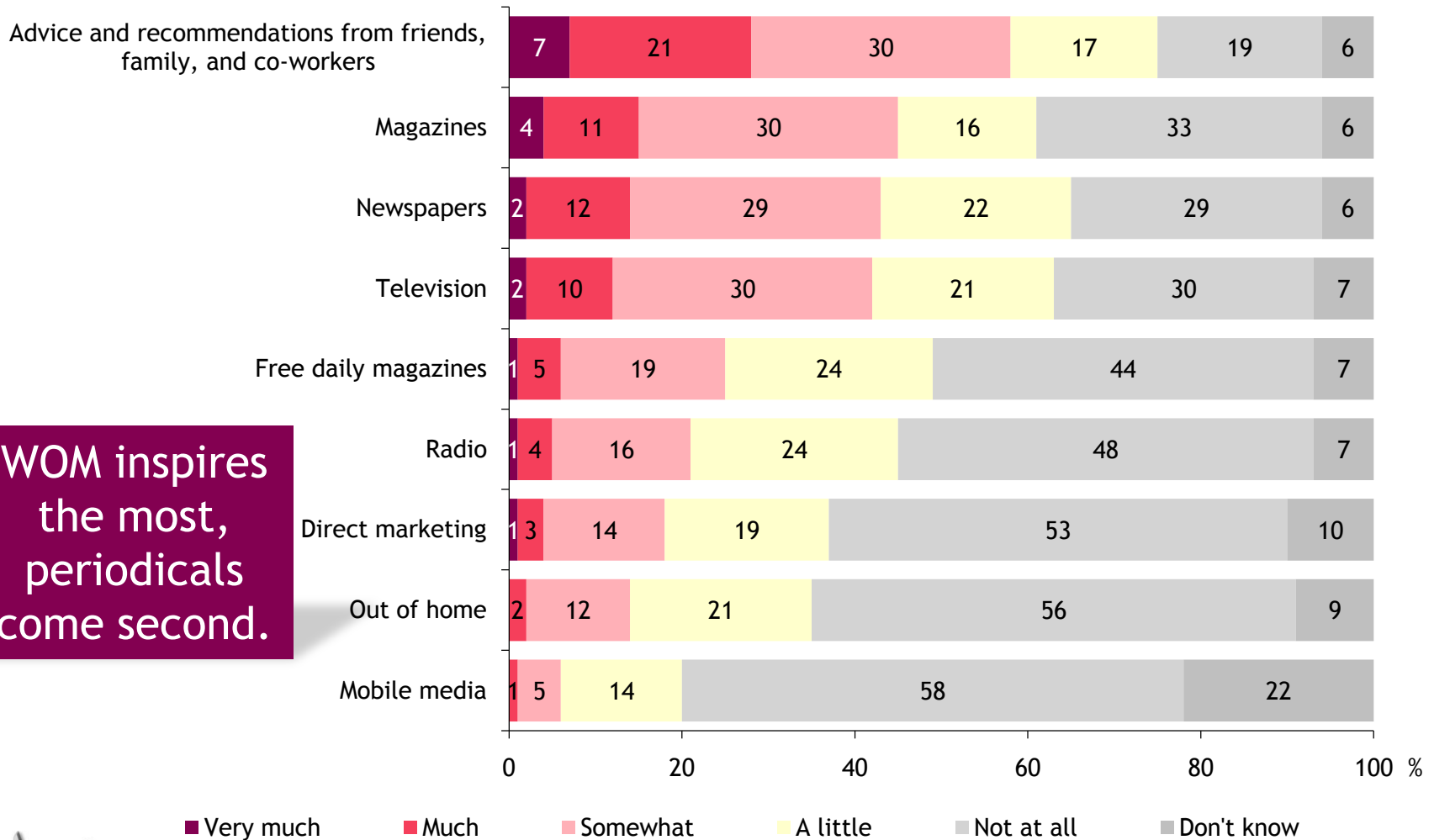




Effectiveness of different media
at driving people online

How much have the following medias directed and inspired you to visit the Internet when buying a certain product/service

All purchases made within the certain categories through the Internet, N=1600



WOM inspires the most, periodicals come second.

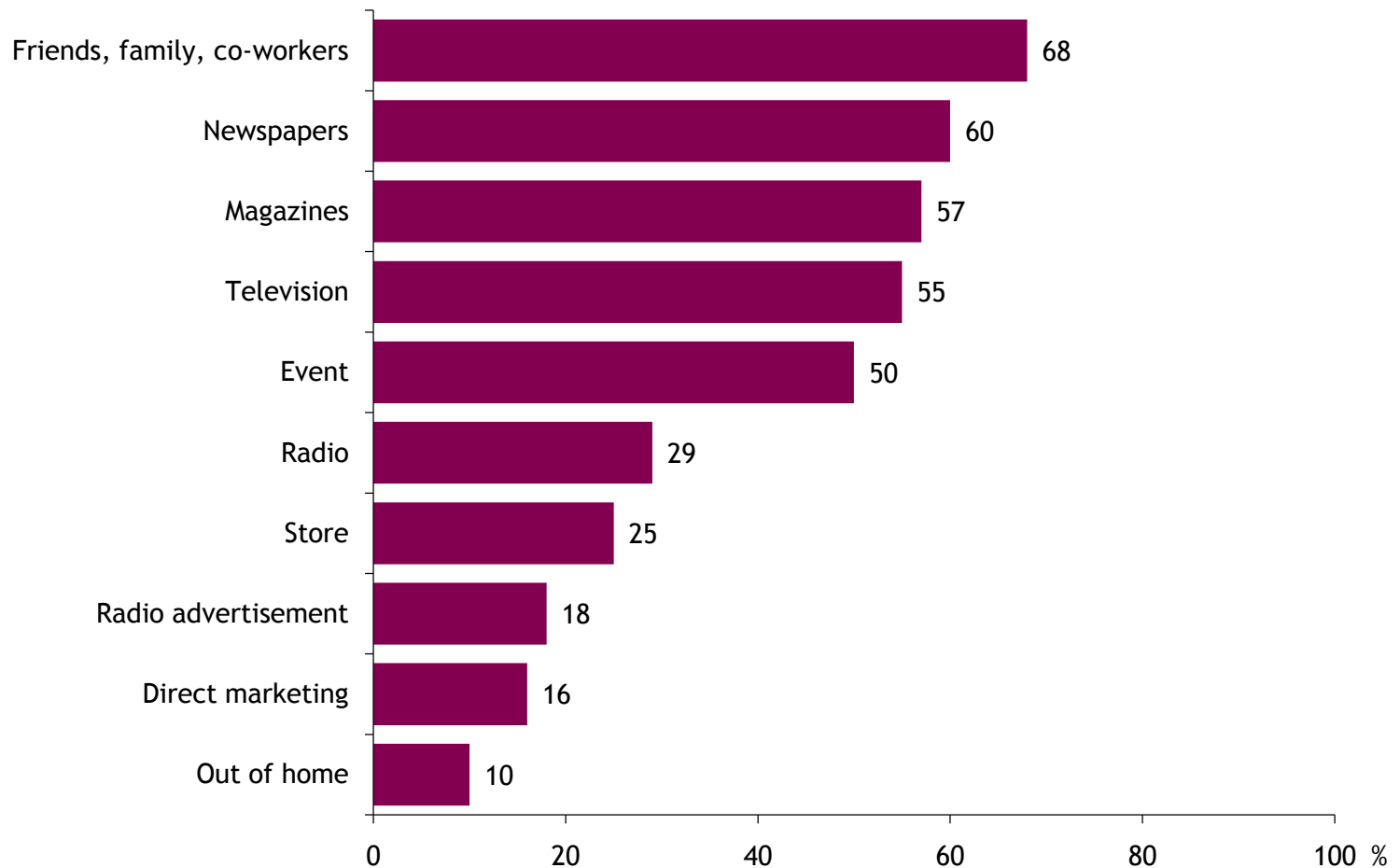


How much have the following medias directed and inspired you to visit the Internet when purchasing a certain product/service?



Has visited a certain Internet page during the last few months, because of seeing/reading/hearing about it

All respondents, N=1000



Have you visited a certain Internet page during the last few months, because you have seen/read/or heard about it?

Has visited a certain Internet page during the last few months, because of seeing/reading/hearing about it

All respondents, N=1000

Advertisement

1. Newspapers 47%
- 2. Periodicals 43 %**
3. Television 38 %
4. Radio 18 %
5. Direct marketing 16 %
6. Billboards 10 %

On top in Holland

Content

1. Friends, family... WOM 68 %
2. An event 50 %
- 3. Periodical article 47 %**
4. Newspaper article 44 %
5. Television program 42 %
6. Store 25 %
7. Radio program 24 %





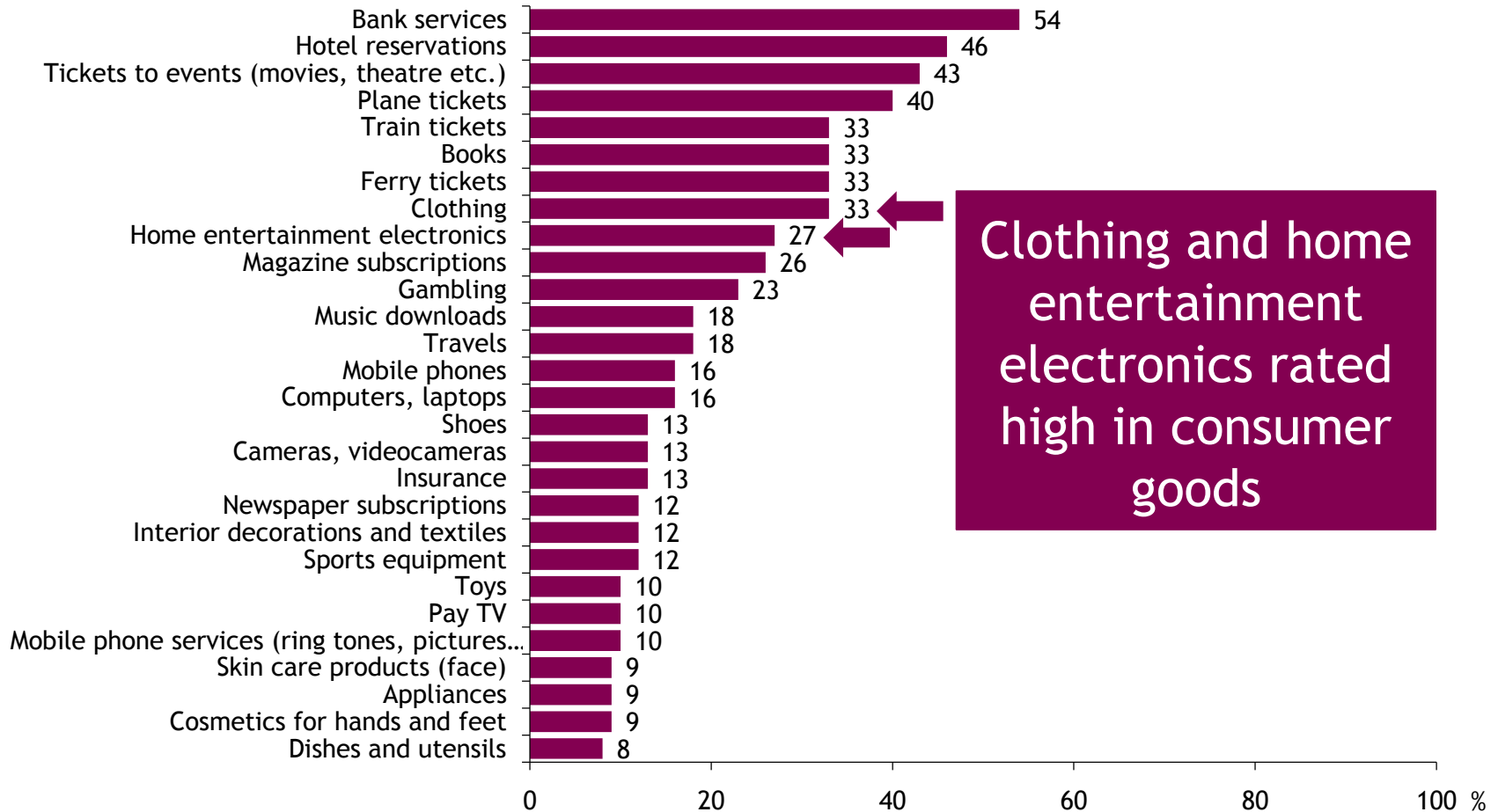
Online shopping and magazines as a part of the online purchase funnel

First about online shopping...



New products/services purchased on the Internet 1/2

All respondents, N=1000



Clothing and home entertainment electronics rated high in consumer goods

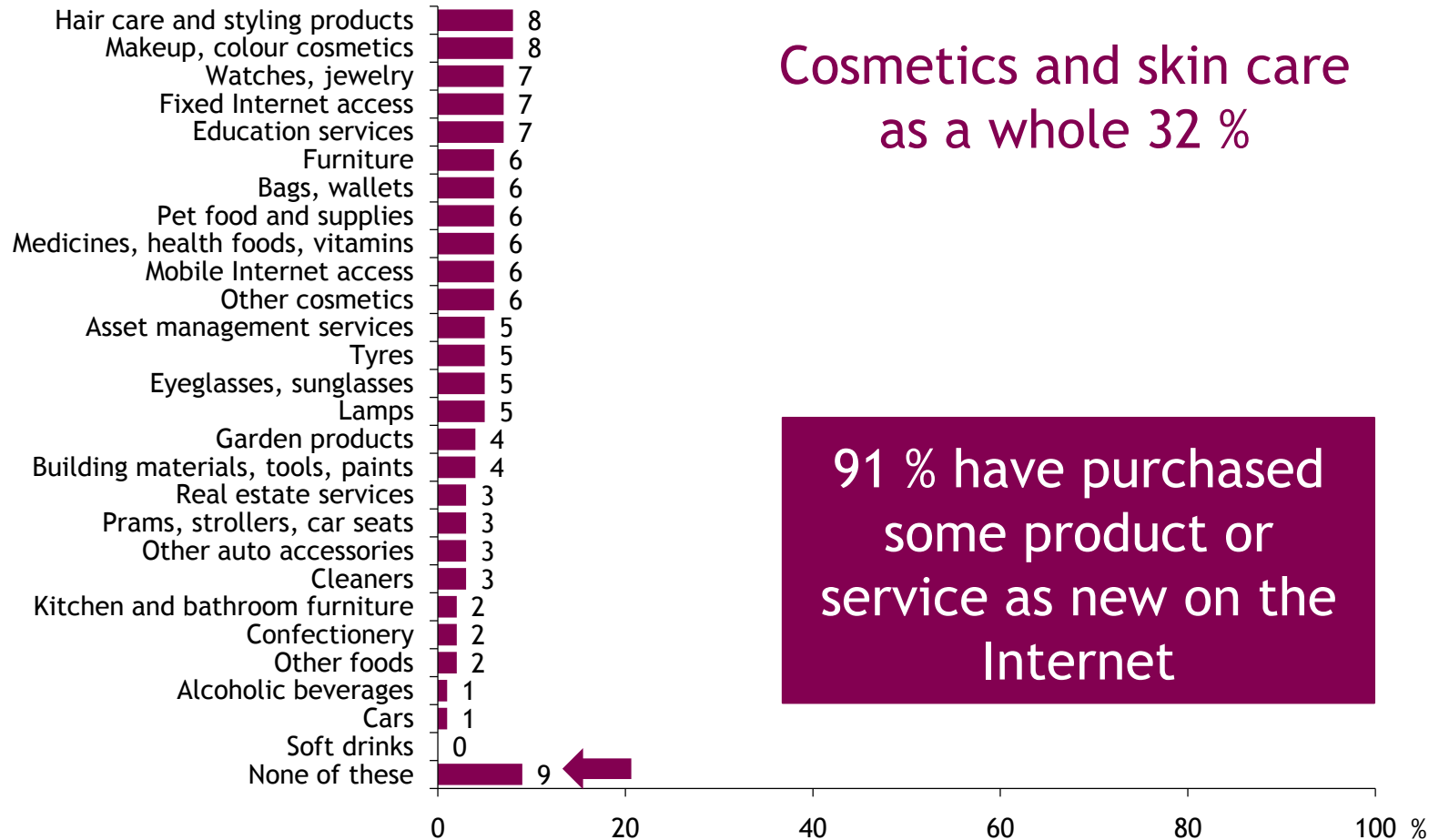


What of the following products or services have you purchased as new on the Internet?



New products/services purchased on the Internet 1/2

All respondents, N=1000



Cosmetics and skin care
as a whole 32 %

91 % have purchased
some product or
service as new on the
Internet



What of the following products or services have you purchased as new on the Internet?



The basis for the purchase funnel analysis is a wide pre coded product group listing

1. What products/services have been purchased as new on the Internet?
2. What was the latest purchase as new on the Internet?
3. What about the purchase before the last?



Sections 2+3

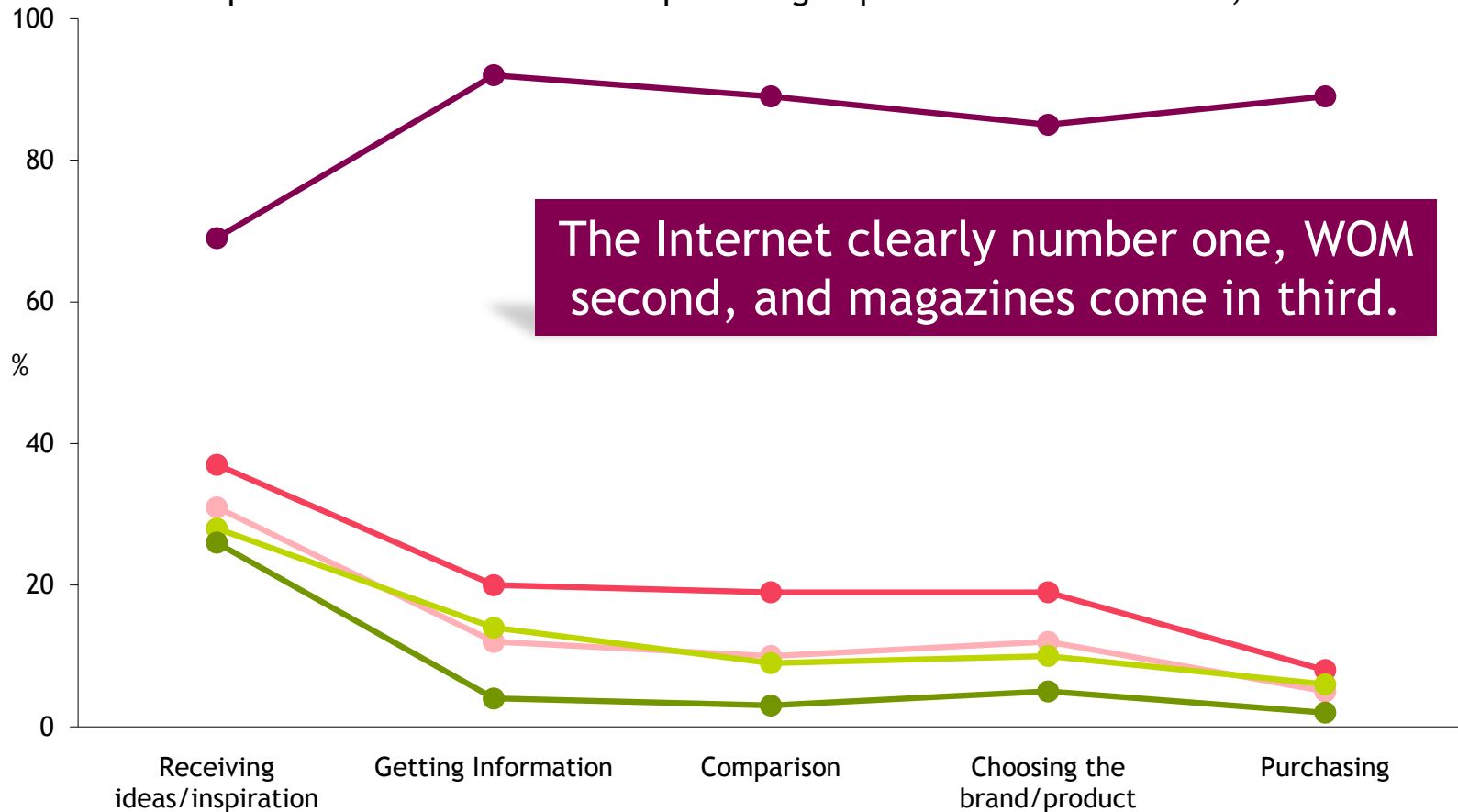


All purchases in the mentioned product groups made on the Internet, a total of 1600 purchases



Medias' roles in the different stages of the online shopping purchase funnel

All purchases in the mentioned product groups made on the Internet, N=1600



The Internet clearly number one, WOM second, and magazines come in third.

● The Internet ● Advice and recommendations from friends, family, co-workers ● Magazines ● Newspapers ● Television



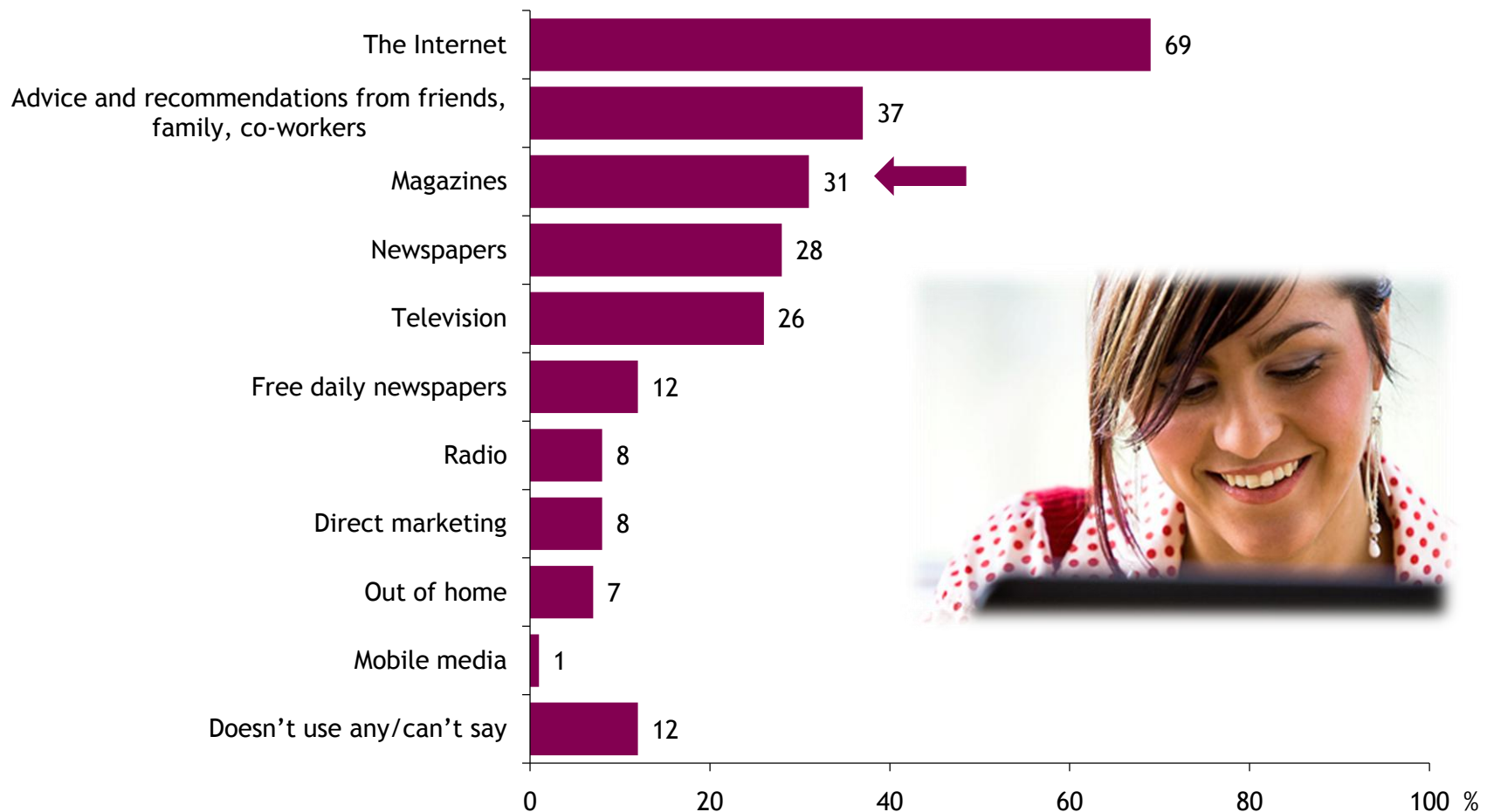
Medias have different roles during the buying process. If you would like to purchase a product/service from one the product groups, in what stage during the buying process would you use the following medias as a GUIDE?



Medias' roles in different stages of online shopping

Receiving ideas and inspiration

All purchases in the mentioned product groups made on the Internet, N=1600



Different media have different roles during the buying process. If you would like to purchase a product/service online from a certain product group, in what stage during the buying process would you use the following media? Please answer on every stage of the buying process. You may choose several medias for every stage. Receiving ideas and inspiration.

Magazines are an especially strong source of ideas and inspiration in the following product groups...

1. Clothing and shoes
2. Entertainment electronics
3. Cosmetics/skin care
4. Magazine subscriptions
5. Books



Ideas and inspiration for home entertainment electronics online purchasing come from...

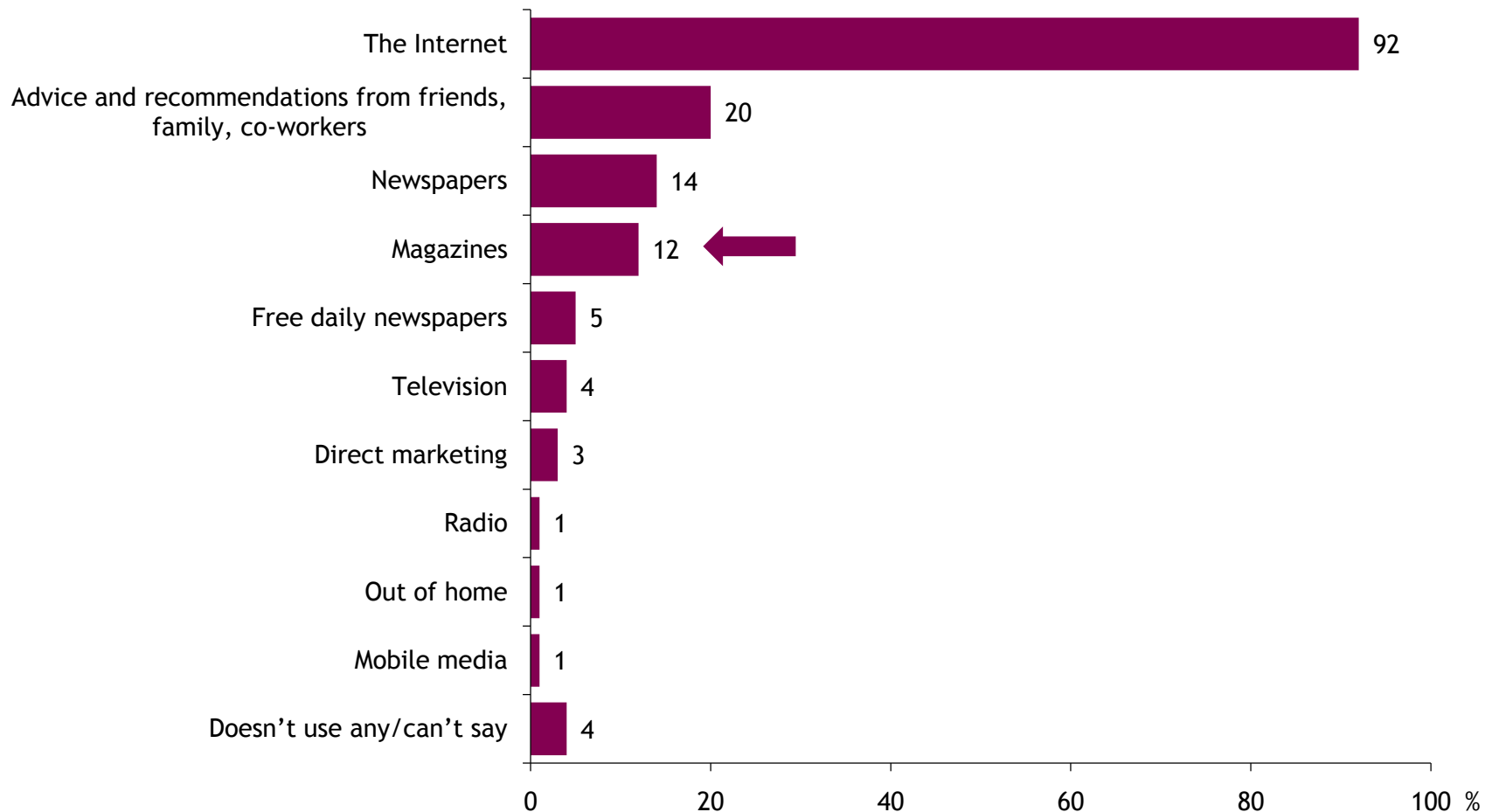
1. The Internet 76 %
2. **Magazines 47 %**
3. Advice and recommendations 41 %
4. Television 38 %
5. Newspapers 29 %



Medias' roles in different stages of online shopping

Getting information

All purchases in the mentioned product groups made on the Internet, N=1600



Different media have different roles during the buying process. If you would like to purchase a product/service online from a certain product group, in what stage during the buying process would you use the following media? Please answer on every stage of the buying process. You may choose several medias for every stage. Getting information.

The role of magazines increase when getting information about...

1. Home entertainment electronics
2. Cosmetics/skin care
3. Consumer durables
4. Magazine subscriptions



Getting information: Home entertainment electronics

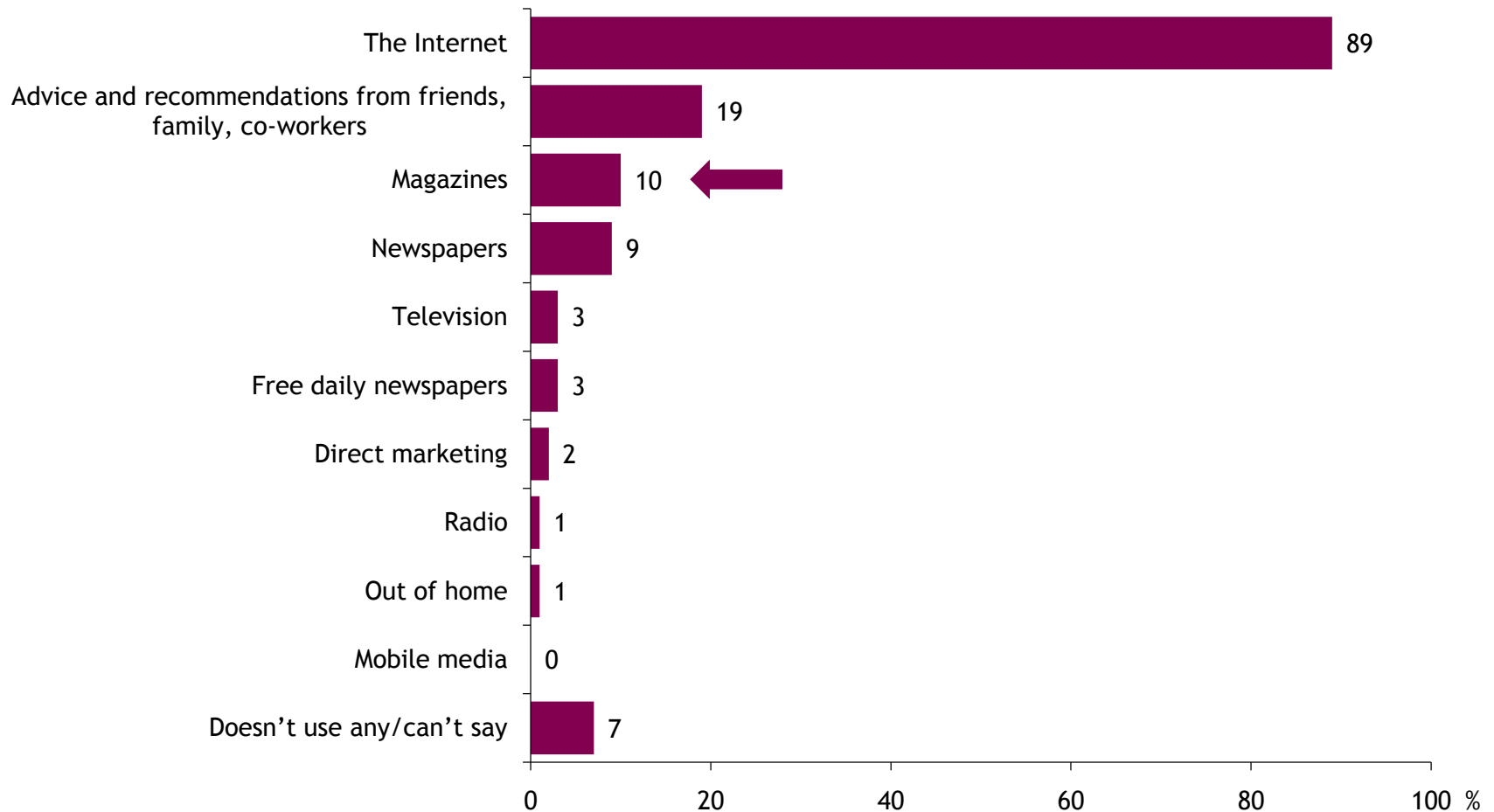
1. The Internet 94 %
2. **Magazines 32 %**
3. Advice and recommendations 32 %
4. Television 8 %



Medias' roles in different stages of online shopping

Comparison

All purchases in the mentioned product groups made on the Internet, N=1600



Different media have different roles during the buying process. If you would like to purchase a product/service online from a certain product group, in what stage during the buying process would you use the following media? Please answer on every stage of the buying process. You may choose several medias for every stage. Comparison.

Comparison: Home entertainment electronics

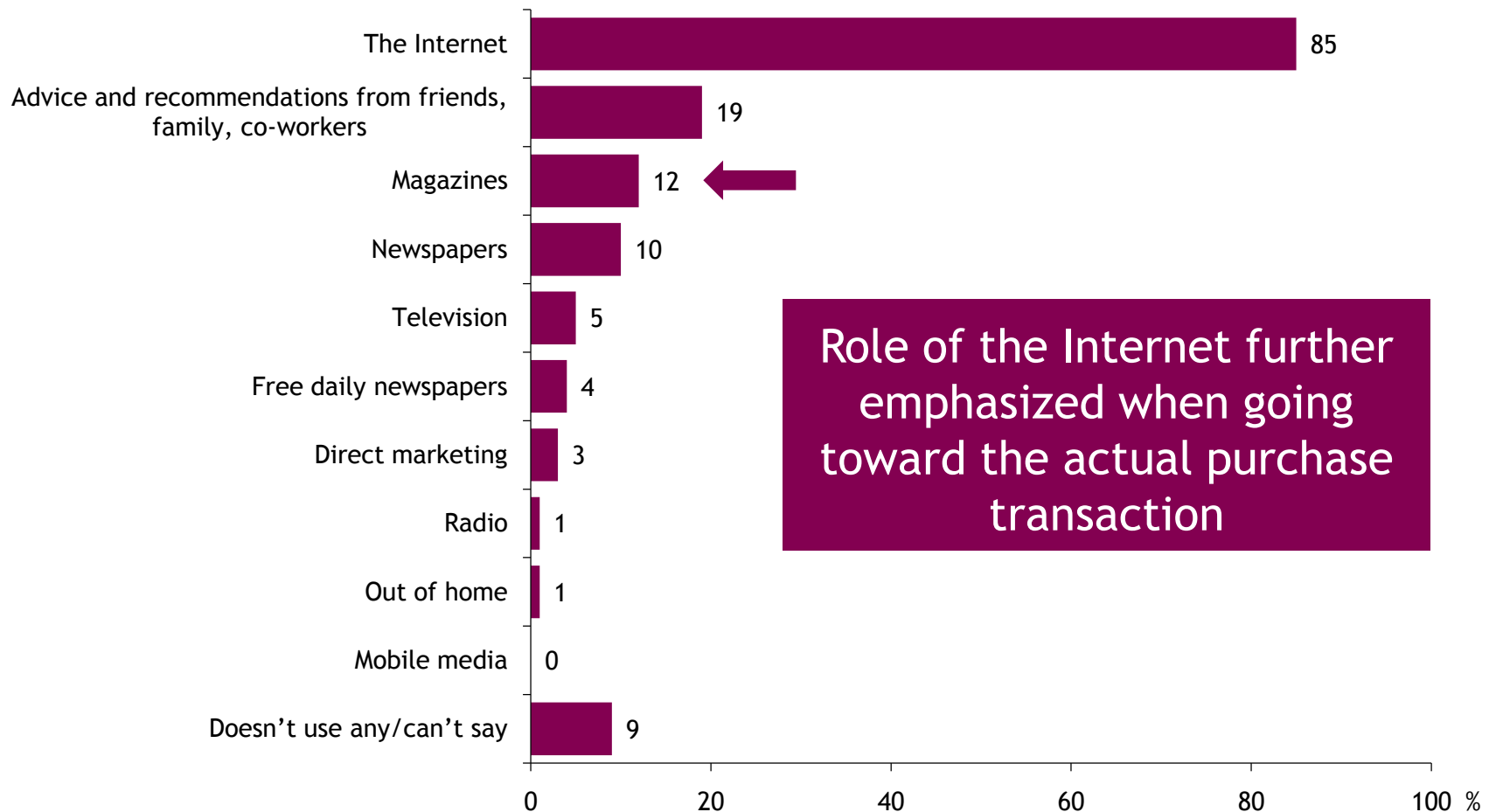
1. The Internet 94 %
2. Magazines 35 %
3. Advice and recommendations 27 %
4. Television 9 %
5. Newspapers 9 %



Medias' roles in different stages of online shopping

Choosing the brand/product

All purchases in the mentioned product groups made on the Internet, N=1600



Different media have different roles during the buying process. If you would like to purchase a product/service online from a certain product group, in what stage during the buying process would you use the following media? Please answer on every stage of the buying process. You may choose several medias for every stage. Choosing the brand/product.

Choosing the brand/product: Home entertainment electronics

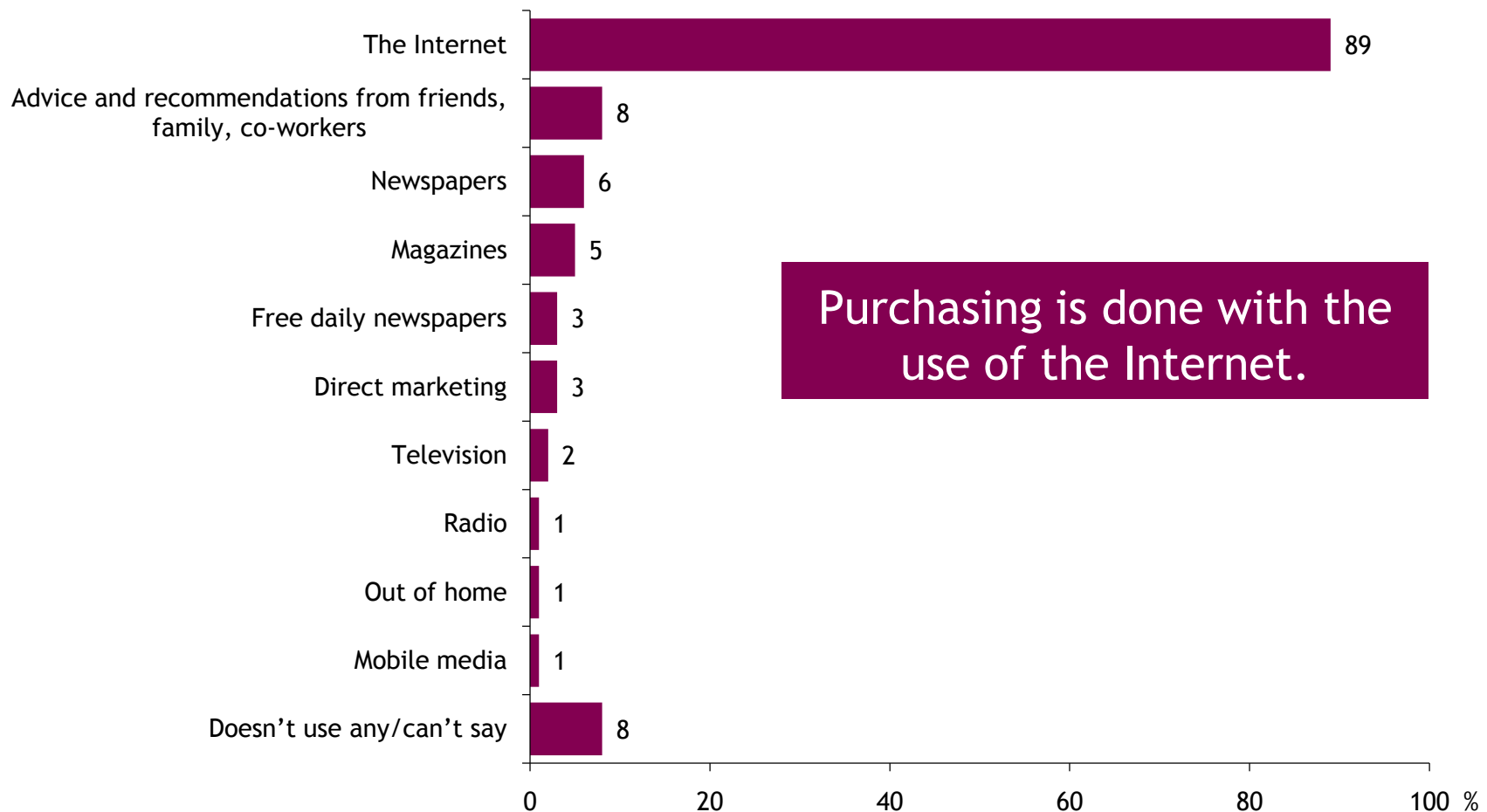
1. The Internet 88 %
2. Magazines 32 %
3. Advice and recommendations 29 %
4. Newspapers 12 %
5. Free dailies 11 %
- Television 8 %



Medias' roles in different stages of online shopping

Purchasing

All purchases in the mentioned product groups made on the Internet, N=1600



Different media have different roles during the buying process. If you would like to purchase a product/service online from a certain product group, in what stage during the buying process would you use the following media? Please answer on every stage of the buying process. You may choose several medias for every stage. Purchasing.

Purchasing: Home entertainment electronics

1. The Internet 88 %
2. Advice and recommendations 12 %
3. **Magazines 11 %**



How to use magazines when purchasing home entertainment electronics?

”Articles and advertisements can give ideas for purchasing”

”I look at advertisements on the product groups I need beforehand”

”Advertisements give ideas and sometimes good product tests/ comparisons”


”They have interior decoration ideas and stories. Visualizations show what the equipment look like at home”



Magazines inspire and generate action

- Give ideas and inspiration 70 % (magazine subscribers 79 %)
- Add interest towards different products and brands 59 % (66 %)
- I receive ideas and tips from the advertisements 63 % (72 %)
- I use the Internet addresses on the periodical articles 56 % (64 %)
- I use the Internet addresses on the periodical advertisements 45 % (52 %)





The buying process and behavioral patterns of online shopping vary greatly between different product and service groups.

Magazines are at their best in the beginning of the online shopping process, giving ideas and inspiration, but they also generate action.