Use of information sources during the purchase process / women
Autumn 2017/Spring 2018

Cars | Style & Fashion | Travelling | Health & Well-being | Food & Cooking | Cosmetics & Cosmetic Brands | Furniture & Decorating | Building & Renovating | Gardening | Home entertainment electronics & Information technology | Saving & investing

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Ideas & tips:
"Which of the following information sources you use when looking for ideas and tips of different products?"

Purchase decision:
"Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service."

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Purchase process / Cars (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	17	15	%
Magazine websites	5	6	%
Blogs and videoblogs	2	3	%
Social media (esim. Facebook)	9	9	%
Newspapers	18	14	%
Newspaper websites	4	4	%
Television	9	5	%
Radio	1	1	%

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Purchase process / Style and fashion (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	45	30	%
Magazine websites	11	9	%
Blogs and videoblogs	16	13	%
Social media (esim. Facebook)	21	17	%
Newspapers	10	8	%
Newspaper websites	2	2	%
Television	16	9	%
Radio	1	1	%

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Purchase process / Travelling (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	37	25	%
Magazine websites	10	9	%
Blogs and videoblogs	15	12	%
Social media (esim. Facebook)	22	19	%
Newspapers	17	13	%
Newspaper websites	5	5	%
Television	18	10	%
Radio	3	1	%

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Purchase process / Food and cooking (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	57	32	%
Magazine websites	22	14	%
Blogs and videoblogs	20	13	%
Social media (esim. Facebook)	27	20	%
Newspapers	24	17	%
Newspaper websites	8	5	%
Television	25	12	%
Radio	2	1	%

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Purchase process / Health and well-being (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	42	27	%
Magazine websites	10	9	%
Blogs and videoblogs	12	10	%
Social media (esim. Facebook)	16	14	%
Newspapers	13	11	%
Newspaper websites	4	4	%
Television	15	8	%
Radio	4	2	%

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Purchase process / Cosmetics and cosmetic brands (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	36	26	%
Magazine websites	9	9	%
Blogs and videoblogs	17	14	%
Social media (esim. Facebook)	19	18	%
Newspapers	6	8	%
Newspaper websites	2	2	%
Television	13	7	%
Radio	1	1	%

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Purchase process / Furniture and decorating (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	46	27	%
Magazine websites	10	8	%
Blogs and videoblogs	13	9	%
Social media (esim. Facebook)	17	14	%
Newspapers	14	13	%
Newspaper websites	2	3	%
Television	17	8	%
Radio	1	0	%

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Purchase process / Building and renovating (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	34	22	%
Magazine websites	7	7	%
Blogs and videoblogs	8	6	%
Social media (esim. Facebook)	10	10	%
Newspapers	12	12	%
Newspaper websites	2	3	%
Television	18	7	%
Radio	1	1	%

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Purchase process / Gardening (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	43	28	%
Magazine websites	9	9	%
Blogs and videoblogs	7	7	%
Social media (esim. Facebook)	12	12	%
Newspapers	11	10	%
Newspaper websites	2	3	%
Television	20	9	%
Radio	1	1	%

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Purchase process / Home entertainment and IT (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	21	16	%
Magazine websites	7	8	%
Blogs and videoblogs	7	7	%
Social media (esim. Facebook)	13	13	%
Newspapers	15	13	%
Newspaper websites	3	3	%
Television	13	7	%
Radio	2	1	%

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Purchase process / Saving and investing money (women)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	23	18	%
Magazine websites	6	6	%
Blogs and videoblogs	4	4	%
Social media (esim. Facebook)	7	8	%
Newspapers	16	13	%
Newspaper websites	5	4	%
Television	8	4	%
Radio	2	1	%

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