

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.



WHAT WERE BLOG-INFLUENCED PURCHASES FOR?



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"



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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©2014 Research Now Group, Inc. All rights reserved. Research Now used its Valued Opinions™ Panel to conduct the online survey among a total of 1,000 members of the general public. The 10 minute online survey ran from the 23rd of May to the 2nd of June 2014 in the UK. Broad, nationally representative quotas were set, focusing on respondents who read blogs at least once a month. For the purpose of this infographic and the fuller report, we have focused mainly on the UK element of the data.