
Media's Influence On A Consumer's Decision To Purchase

The Consumer Purchase Funnel

Consumers are subject to advertising messages in so many places these days that the popular marketer's adage about half of one's advertising spend being wasted but not being certain which half, is more relevant than ever.

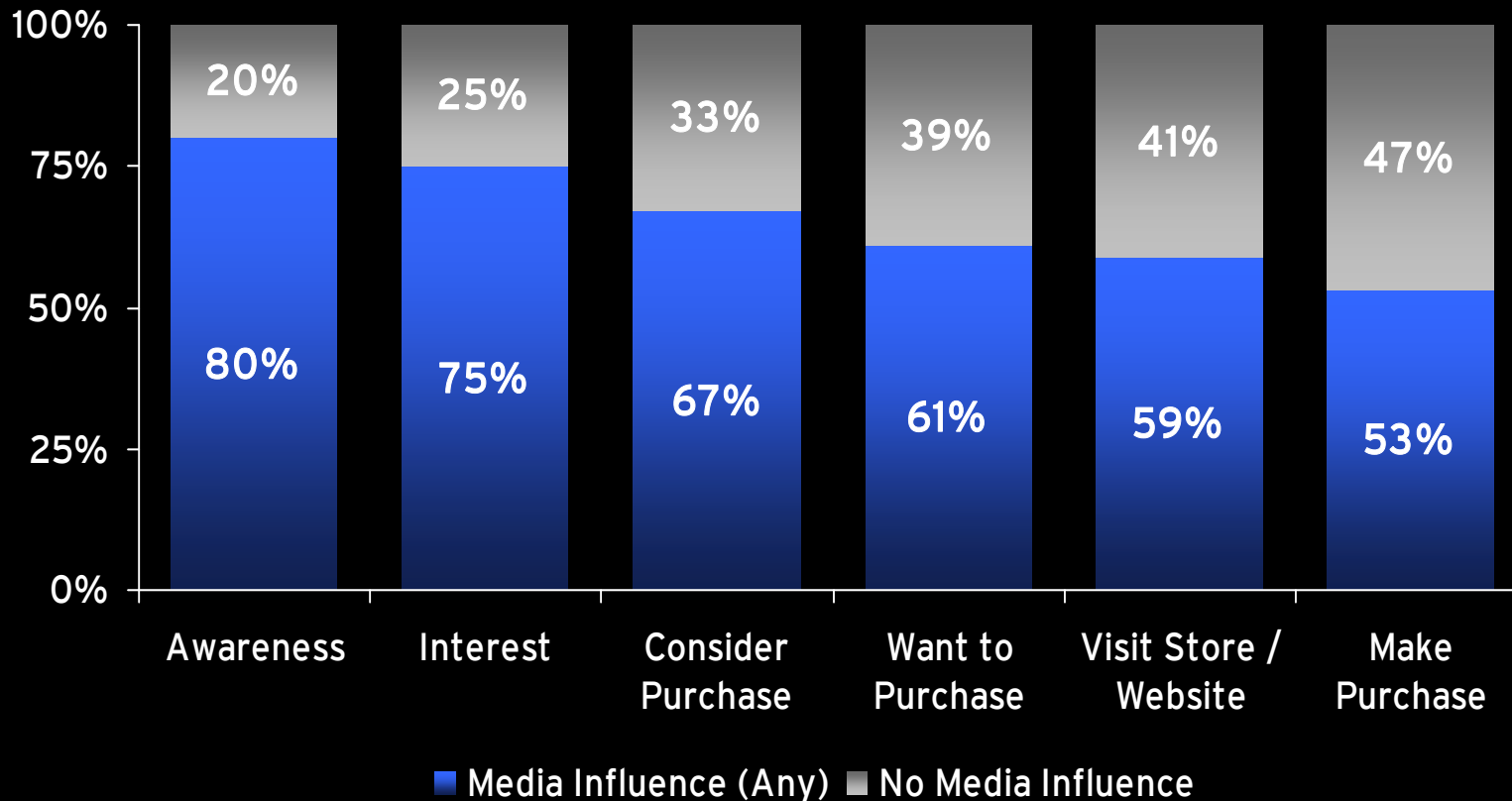
New research, conducted by Yankelovich in the US, looked at the contribution of various media through the consumer purchase funnel across fifteen different advertiser categories. The study was conducted among 3,002 consumers.

The study shows television continues to be the most powerful influence on consumers' purchasing decisions.

Advertising's overall influence

First and foremost, the study reaffirms the paramount importance of advertising in driving consumer awareness and purchase decisions.

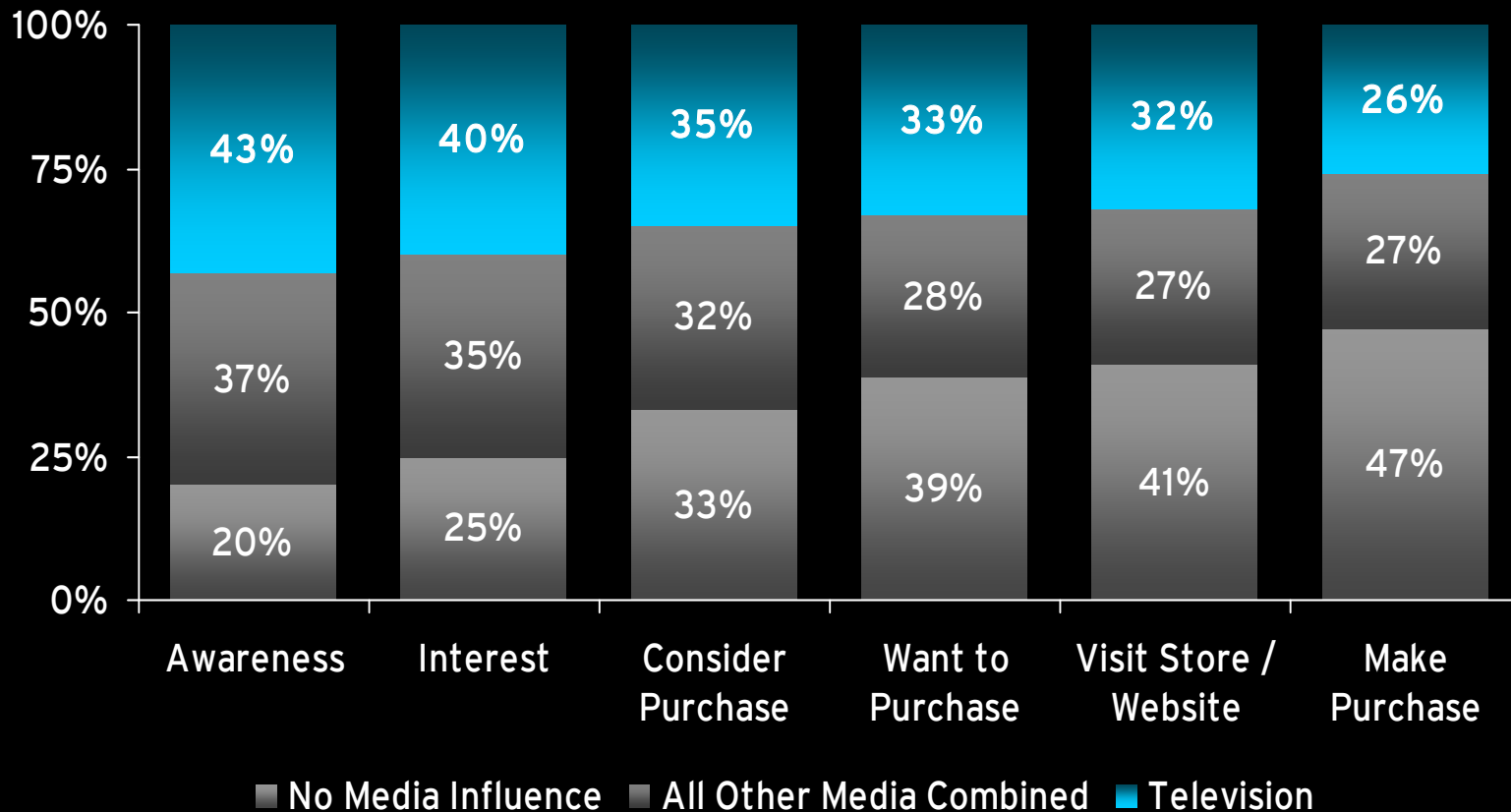
Advertising Impact on Various Stages of the Consumer Purchase Funnel



Television influences all stages

The television medium influences ALL stages of the consumer purchase funnel: from awareness right through to a consumer's decision to purchase goods or services.

Television's Contribution to Total Media Impacts



The consumer purchase funnel

The study measured each media's influence on the four key stages;

Awareness

Consideration

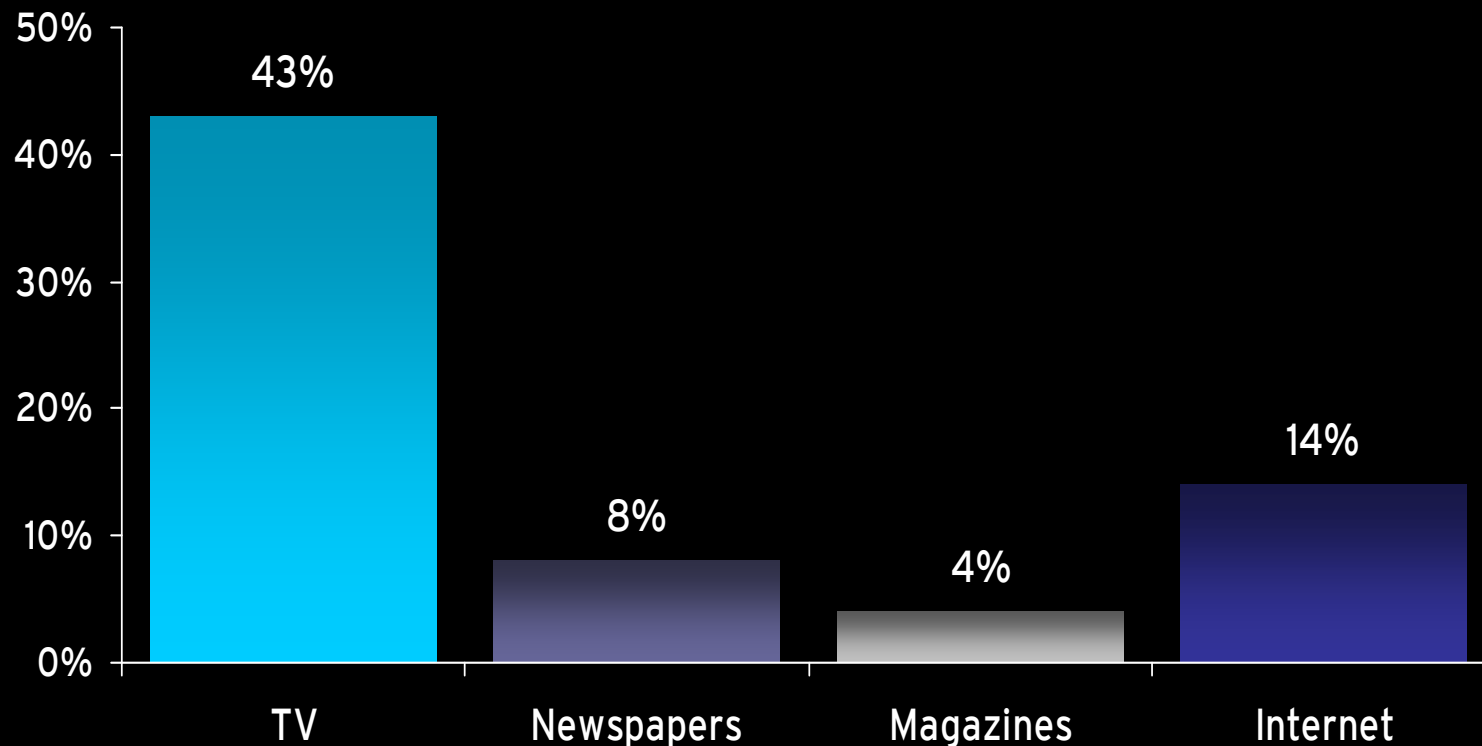
Preference

Purchase

Television is the key influencer

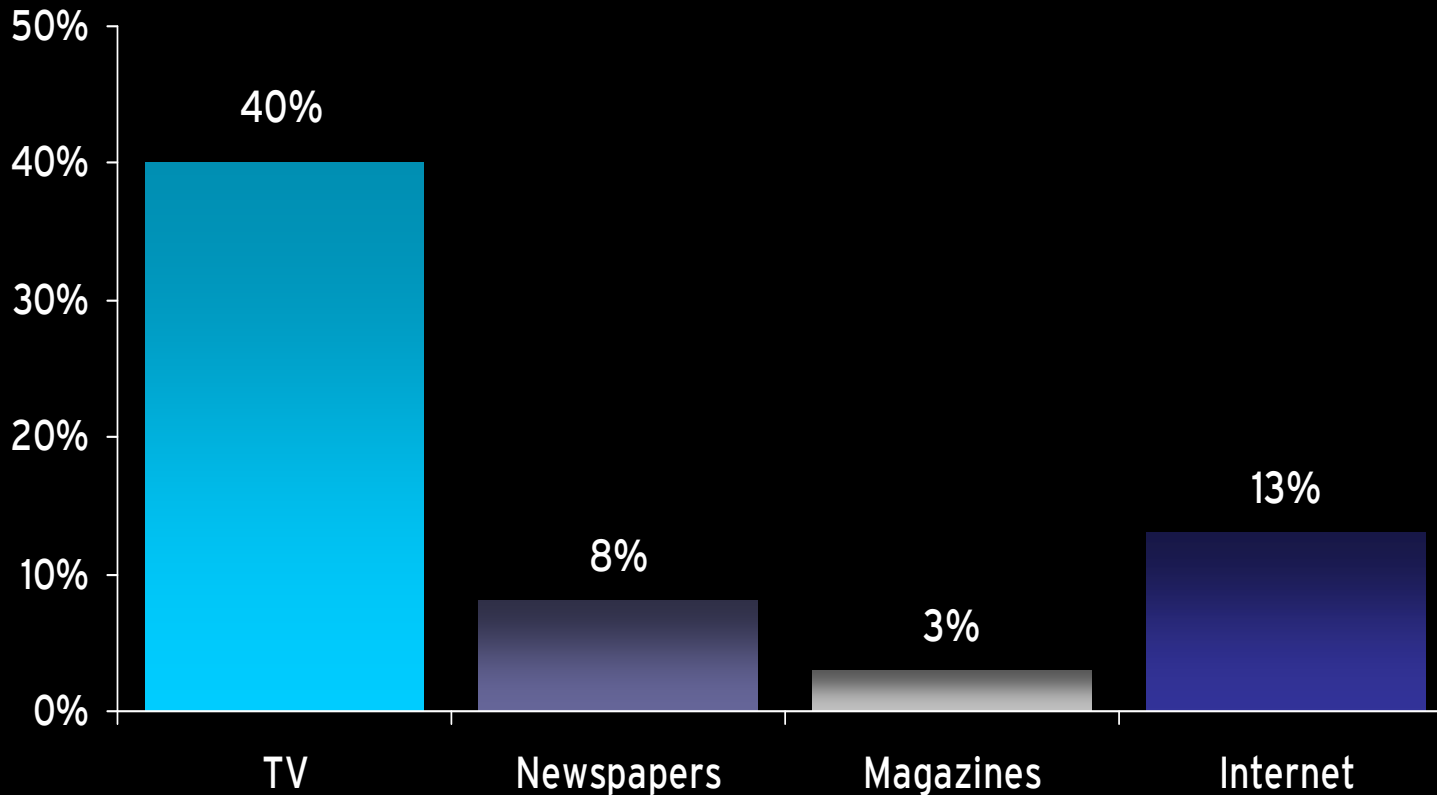
Television is the clear trump card in the media deck. No other medium comes close to the level of influence the television medium has on the consumer's decision-making process.

Percentage influence on 'Awareness'



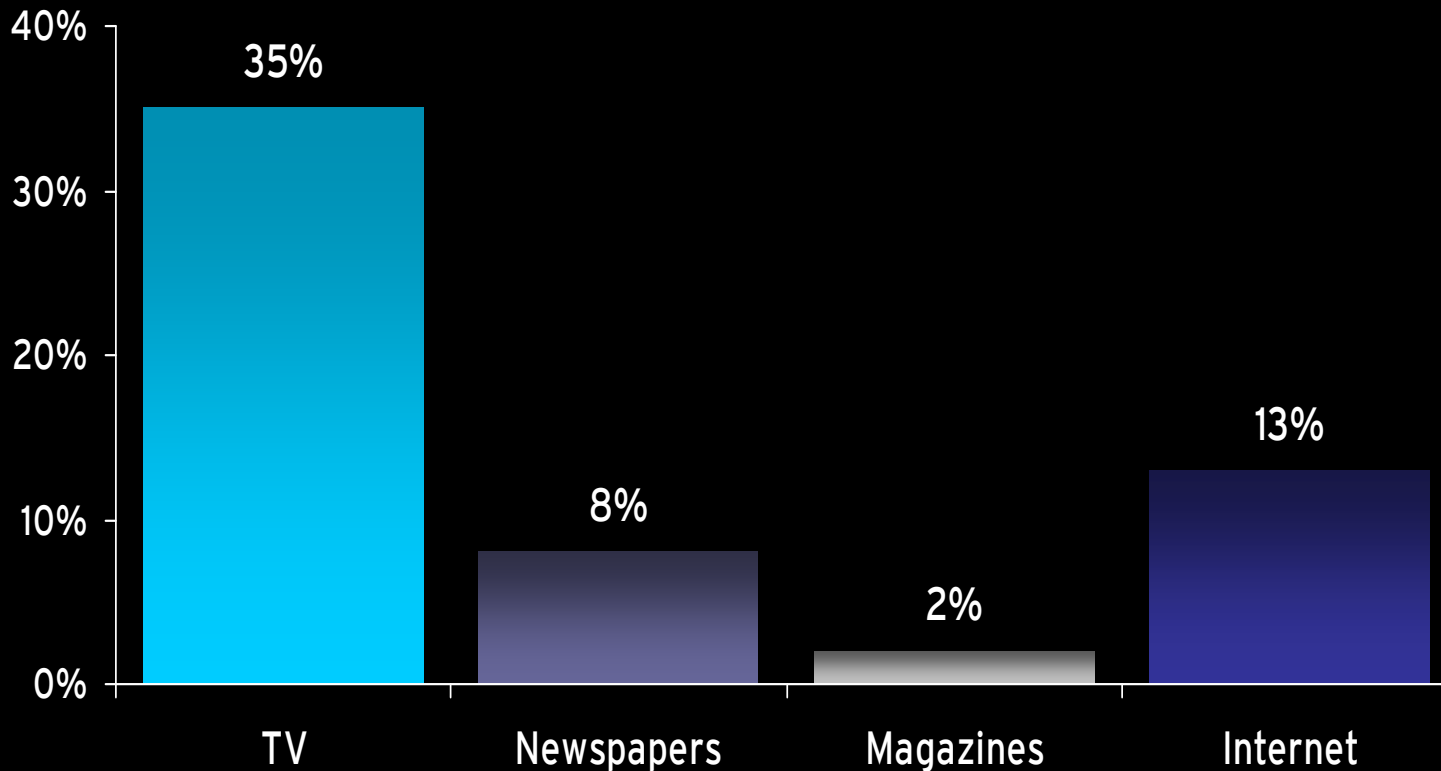
Television is the key influencer

Percentage influence on 'Consideration'



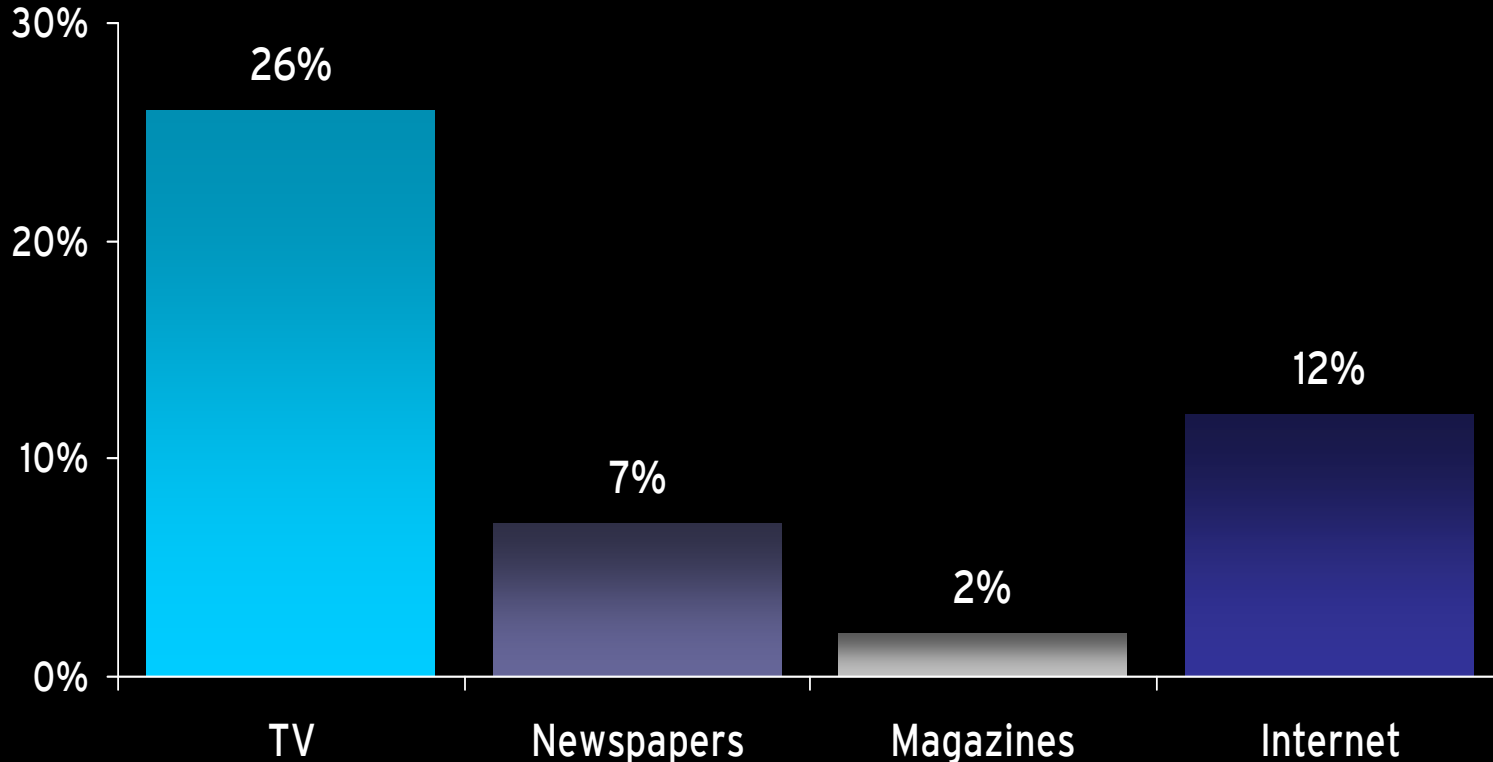
Television is the key influencer

Percentage influence on 'Preference'



Television is the key influencer

Percentage influence on 'Purchase'



TV is the most influential

The study shows that despite the numerous media vehicles now available to advertisers, television continues to be the most powerful influence on consumers' purchasing decisions.