



How to get consumers to buy new products.

Launching new products isn't easy. Changing behaviour, switching from one product to another or adding something totally new into the mix takes a fair bit of persuasion. The ways that consumers hear about new things are constantly shifting, as are the messages that resonate.

So, we turned to consumers for an update. We conducted two separate UK online surveys (over 1,000 completes each) and over 30 online in-depth interviews. And this is what we found:

For consumers what's changed in the last 5 years and what's likely to change in the next 5?

1

There is a marked move away from above the line advertising and move to social and mobile targeted advertising which might be annoying and ignored by some but does penetrate and get noticed. However, it can be a double-edged sword if the product comes under heavy fire in comments or feeds.

2

With the influx of online reviews and abundance of influencers, consumers are beginning to question the authenticity. Also, they are bombarded with too much information and don't know what to believe at times. They want conversations and not just noise.

3

Seeing, touching, or tasting the product in-situ is more important than ever – especially now we are buying more online – consumers want to be reassured that it will be right for them within their worlds.

4

The nuances and relatability of a new product matter especially as there is a move away from the big bang TV ad campaigns. They want to know how it will benefit them personally not just know the USP of the product e.g. if a slimming product how many Slimming World points does it have.

5

There is a growing shift for real, honest and natural marketing, where fake news is being questioned even more.

What touchpoints persuade consumers the most to try a new product, we look at 4 key sectors:

Food and drink

- 1 Caught eye when shopping
- 2 Friends and family
- 3 Advertising
- 4 Household pester power

- 2/3 are more likely to try if at the end of aisle or promoted.
- 1/2 will only buy if it is on offer.
- 92% are more likely to try it if recommended by or tasted via friend or family.
- 2/3 are more likely to try if seen advertised.

Beauty

- 1 Friends and family
- 2 Caught eye when shopping
- 3 Advertising
- 4 Celebrities or Influencers

- 50% are unlikely to try if it's the first time see it.
- 1/5 are more likely to try a beauty product if promoted by a celebrity.
- Reviews matter.

Baby & toddler

- 1 Fellow parents
- 2 Caught eye when shopping
- 3 Advertising

- 96% more likely to try it if recommended by a fellow parent.
- 2/3 are more likely to try if seen advertised.
- Guidance and opinion from people that are going through the same or been there and done that is often sought out before trying.

Pet


- 1 Caught eye when shopping
- 2 Fellow pet owners
- 3 Advertising


- 1/2 will only buy if it is on offer.
- 78% are more likely to try if promoted.
- 86% are likely to try if recommended by fellow pet owner.

Snapshot Focus on:

Social Media Advertising

 2/3 click on social media advertising.

 77% normally read the comments under them before they click.

 68% of them are put off by negative comments.

The main comment people said in relation to social media advertising was **'annoying'** with some saying they actively ignore and others stating, 'they are annoying but annoyingly works sometimes!'

Who clicks on social media advertising?

7 out of 10

18-34
year olds

6 out of 10

35-44
year olds

4 out of 10

45-54
year olds

...click on social media adverts and the younger you are the more likely to click if already liked by a friend.

Online Reviews

9 out of 10 people

said they are more likely to buy a product that have positive online reviews.

BUT

3/4 of people

over the last 2 years consumers are now more sceptical of the authenticity of online reviews.

Age differences

From the research there is marked difference between the age groups when it comes to what persuades them.

18 to
34

Overall the younger target group want more reassurance and endorsement whether that is from friends, reviews or celebrity/influencer endorsement. However, this can work in reverse – if comments or recommendations are negative they are more likely to shy away. When it comes to advertising they are more likely to take notice in their social feed rather than TV or banner ads.

44+

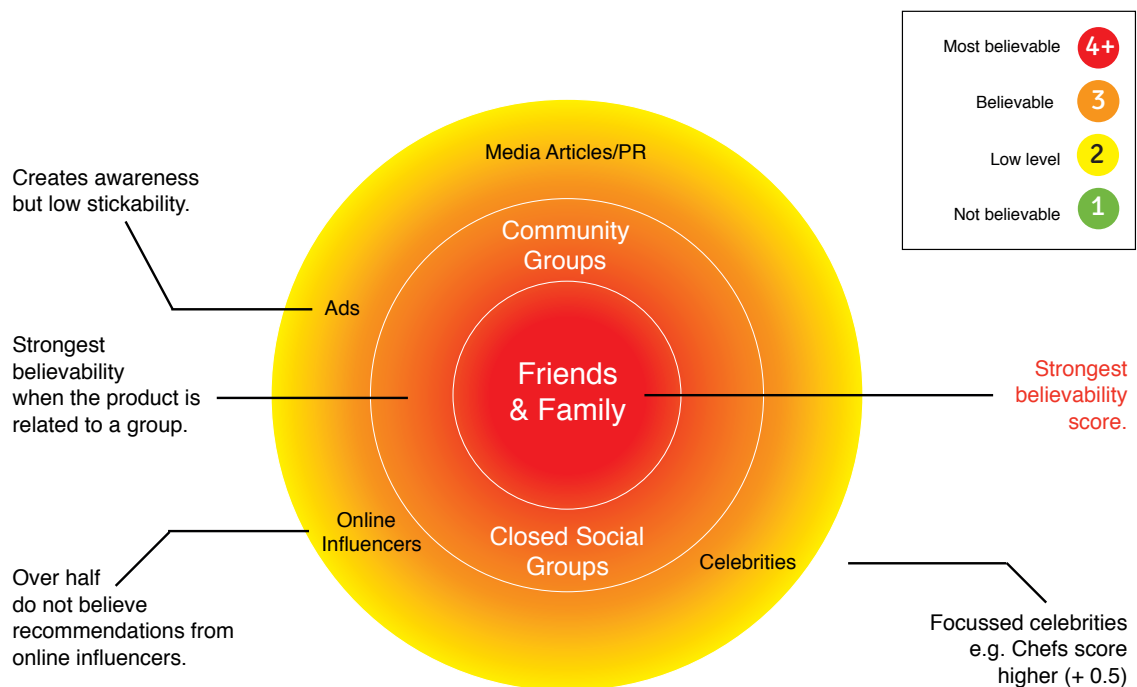
The older target group are more self-reliant and base more on own judgement or those closest to them, in-turn, they are less bothered by negative reviews from strangers.

Believability Map

Consumers are more likely to lean in, and take notice, if they believe the messages that are being given to them. This is not only true about the message, but who the message is delivered by.

As a brand, you want to be recommended. But whose recommendations are the most believable to your target audience, and therefore hold the greatest resonance and sway?

The believability score of product and brand recommendations



Based on a quantitative study of over 2,000 respondents via Humanise Group Ltd, June 2020. The scale is weighted 1-5.

Seven key things that consumers told us matter:

1 Authentic enthusiasm

The products or services have to live up to the hype. Seeing, feeling, experiencing, or tasting it is a big boost.

2 Originality grabs their attention but don't rehash something already done by others

it's like a parent trying to be cool.

3 Other people's opinions matter

Especially friends and family and the people in their situation, as believability and trust are key motivators.

4 Repetition builds reputation

The more positivity they hear and see about a product the more they are not just persuaded to try (good old integrated marketing) but are reassured that what they buy will be worth it.

5 Understand the real love

Know the underground and real-life reasons a consumer loves your product from their perspective and provide them with relatable messaging that hits the spot, like a comedian relating to the minutia of everyday life.

6 Be the self-deprecating expert

Provide solutions, hacks, and motivation.

7 Make it an offer they can't refuse but don't rehash something already done by others

Money off, of course.
For many, this is now a must.

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