



THE INFLUENCE OF EXPERIENCE

A research project by creative experiences
agency Because into the shifting sphere of
influence and the role of experience.

September 2017



As celebrities and Social Media megastars lose their power of persuasion, this new report uncovers a rising star in the sphere of micro-influence, currently at risk of being overlooked by brands: ‘The Experiencers’.

We probably all know one, but this research drills the data to get clear about who they actually are and how they behave.

Clue: they’re nothing like Zoella*

[*English fashion and beauty vlogger]

Contents

Foreword	4
Background	6
Executive summary	8
Main findings	12
Use of social media and online video	21
Product and brand recommendations	25
Trusted recommenders	32
‘Experience’ as a route to recommend	35
Influence on purchase decisions	37





/ FOREWORD



By Sharon Richey, CEO,
Because

As a creative experiences agency, we have always been fascinated by all kinds of live, digital, social and virtual experiences. We've seen first-hand the remarkable impact that experience can have on individual consumers. We wanted to understand more about just how extensively those personal experiences can influence others.

This "Influence of Experience" report is based on new research amongst 1,000 UK consumers aged 18-40.

Looking at the connection between experience and influence, the results are both intriguing and revealing. We discovered a distinct segment of 'Experiencers' who demonstrate extraordinary behaviour in terms of seeking out new experiences and sharing brand recommendations well beyond their personal networks. For many, these Experiencers are trusted beacons who are actively sought-out for their brand knowledge and experience.

At a time when there's a growing interest in 'influencer marketing', we hope this report will provide clear and welcome evidence for brand owners of the huge potential power of a distinct kind of micro-influencer – 'The Experiencers'.





/ BACKGROUND



because



Putting this research into context

While ‘influencer marketing’ is a huge growth area, there is a lack of research at a granular level about influencers and the dynamics at grassroots of the sphere of influence.

There has been a breakdown in the power of influence of celebrities and mega-influencers, seen starkly in the way that celebrity endorsements have lost their grip. Simply put, marketers are realising that just because an influencer has reach, it does not mean they necessarily have impact, or an ability to change behaviour.

Increasingly, celebrities are seen as entertainment, rather than role models, and consumers are craving more relatable, deeper human connections.

Wharton School of the University of Pennsylvania research, for instance, shows that consumers want to be connected to a group of people like them. It also shows they are unconsciously influenced more by their immediate circle of influence, rather than the far-removed world of celebrity, which they can’t credibly compare to their own lives.

As this power dynamic shifts, brands need to look further out in the circle of influence to create an impactful ripple effect.

Power now resides at the periphery. Hence the recent recognition of the growing importance of ‘micro-influence’. However, identifying these key micro-influencers in smaller, social groups is a huge challenge for brands.

Bearing this in mind, we set out to identify where the power of influence *actually* now lies and we looked to explore just how important experience is when it comes to influence.





/ EXECUTIVE SUMMARY



Meet the Micro-Influencer on the Rise: The Experienter

Our research confirms that the key influencers on purchase decisions are now friends, just ahead of partners/spouses, which is reflective of this shifting sphere of influence.

It also clearly identifies a powerful amplifier, often currently not on a brand's radar, a consumer profile who we are calling 'The Experiencers'.

Most of us know someone like them.

They are the go-to person for recommendations about products, services and experiences.

They are extraordinary in their relentless pursuit of new experiences.

They love sharing their thoughts about these experiences on Social Media.

They are trusted beacons in a world where trust – especially in celebrities, the media and corporations – is on the wane.

They take pride in this status.

They are relatable, relevant, credible, accessible and authentic.

We engage with them at a deep level.

We seek them out for their knowledge and their experience.

However, 'The Experiencers' is not who you might (stereotypically) think they are.

Traditionally, women are portrayed as the 'voracious sharers' and the 'organisers' and the 'super connectors', while (stereotypically) men read the news and watch sport.



However, the profile our research identifies for 'The Experiencers' confounds these outdated stereotypes of typical influencers.

The Experiencer is:

- More likely to be male
- More likely to be aged 25-34
- More likely to be married
- Twice as likely to be upmarket
- Twice as likely to have 3 or more children at home
- More likely to be London-based

With so much focus on celebrities and high-profile influencers, 'The Experiencers' is at risk of being overlooked by brands. But this consumer group represents a potent force for marketers to harness because:

- They are heavy Social Media users
- They have a strong tendency to broadcast positive brand experiences (much more than the mainstream)
- They are receptive to marketing communications
- They have eclectic interests, from cultural to populist
- They want to experience products or services to help them make purchase decisions
- They take pride in passing on their experiences authentically and do this as far and wide as they can

Caveats

- Their following is much smaller than macro-influencers and celebrities. But their following is also much more engaged and loyal
- However, this engagement can be hard to measure, as much of it happens on so called 'dark social' channels such as WhatsApp, email and text – channels that are difficult if not impossible for marketers to track. In addition to this, face to face is 'The Experiencer's' preferred mode of communication, which is also challenging to track
- They are fuelled by experiences, not money. In fact, if it appears as if a brand is cashing in, 'The Experiencers' will switch off. They want authentic, uncontrived interactions

Conclusion

This distinct consumer group identified by our research – ‘The Experiencers’ - represents a hugely valuable, often untapped opportunity for brands to amplify their message in a much more credible, relatable and impactful way than via celebrities or Social Media megastars. But this will only be possible if brands understand them at a granular level and interact with them in the right way.



A close-up photograph of a young man and woman smiling and posing for the camera. They are both wearing sunglasses and have colorful body paint on their faces and bodies. The woman is in the foreground, wearing a dark tank top and multiple colorful beaded bracelets on her right wrist. She is making a peace sign with her right hand. The man is behind her, also making a peace sign. A red banner with white text is overlaid on the image.

/ MAIN FINDINGS



‘The Experiencers’ Versus the Mainstream

Within the body of survey data, a clear segment emerged which represents a particular type of consumer, driven by their appetite to seek out new experiences and pass on recommendations to others.

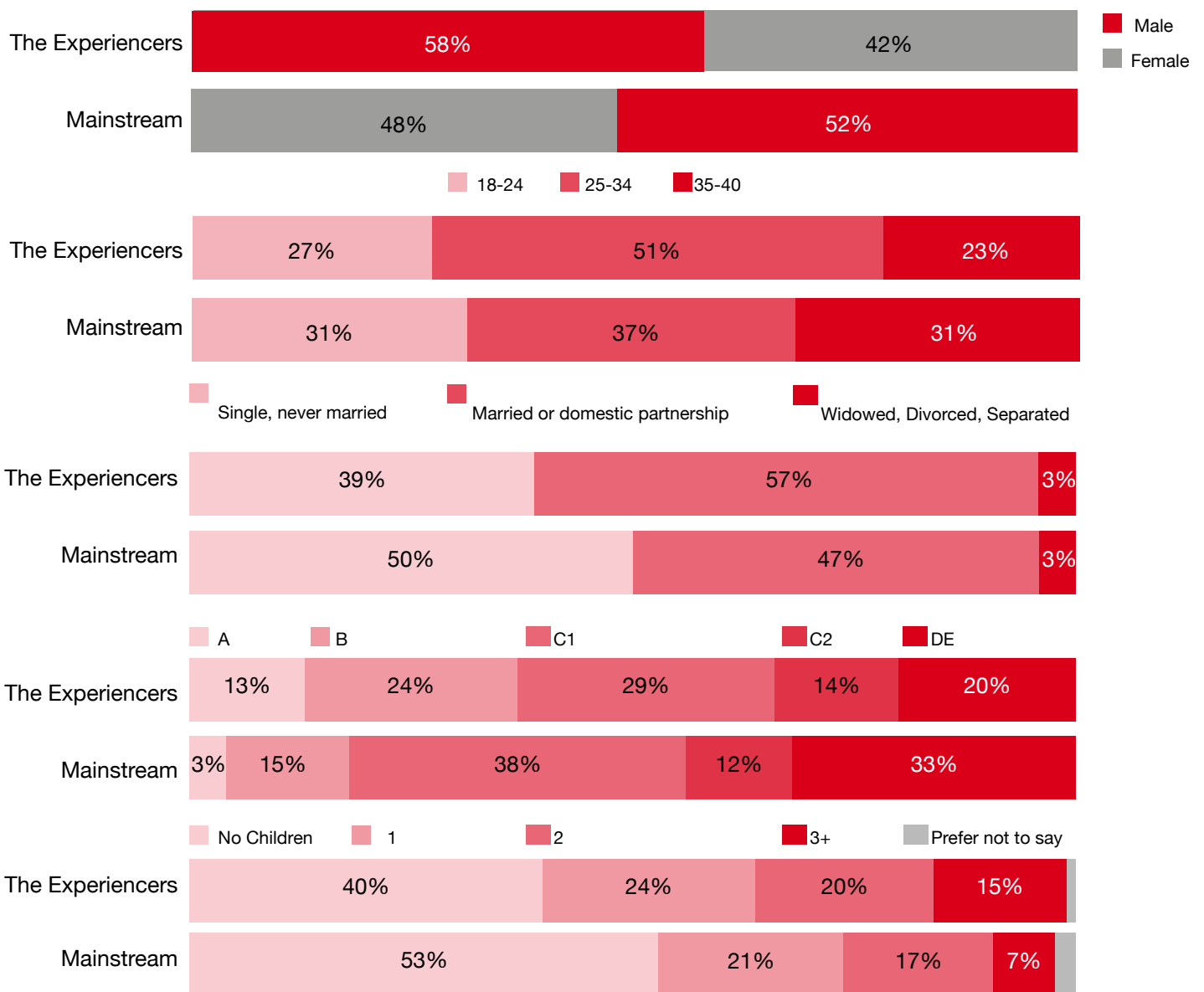
This segment has been termed ‘The Experiencers’. They are more likely than most to have participated in a wide range of experiences and with higher frequency and are also more likely to have made product recommendations across a range of categories and with higher frequency. More detail on this behaviour can be found later in this report.

‘The Experiencers’ show some key differences in term of their demographics. Figure 1 below shows profile data for gender, age, marital status, social grade and presence of children.

Aside from the more subtle differences of ‘The Experiencers’ being more male, more likely to be aged 25-34 and more likely to be married, what really sets them apart is they are twice as likely to be more upmarket (37% are AB vs 17% for the mainstream) and also twice as likely to have 3 or more children at home (15% vs 7% for the mainstream).



Figure 1: Demographic profile of 'The Experiencers' compared to the mainstream



Base: The Experiencers (181), Mainstream (823)

Another of the most striking differences between 'The Experiencers' and the mainstream is their regional skew, illustrated in figure 2 below.

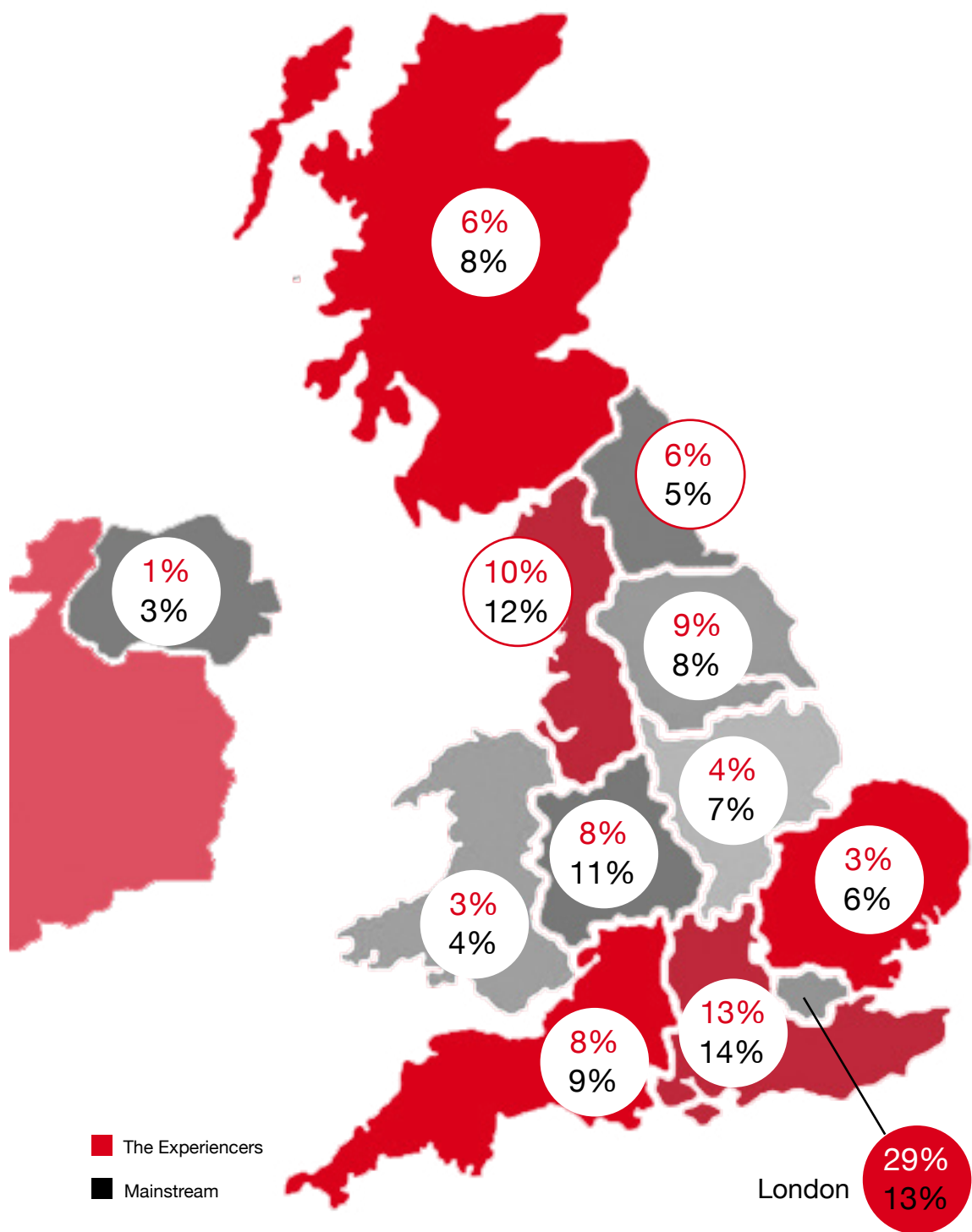
A disproportionate number of The Experiencers are based in London compared to the overall regional breakdown of the UK. London, with its potential to satiate the hunger for experiences, clearly provides a very strong pull factor for 'The Experiencers', which also came through in the qualitative interviews among those who lived in London.

***"[Access to experiences is] one of the reasons I live in London"
IT company worker, male, 40, London***

***"Because I am such a culture-oriented person I would really miss [London]"
Music Industry Manager, female, 36, London***



Figure 2: Regional distribution of respondents

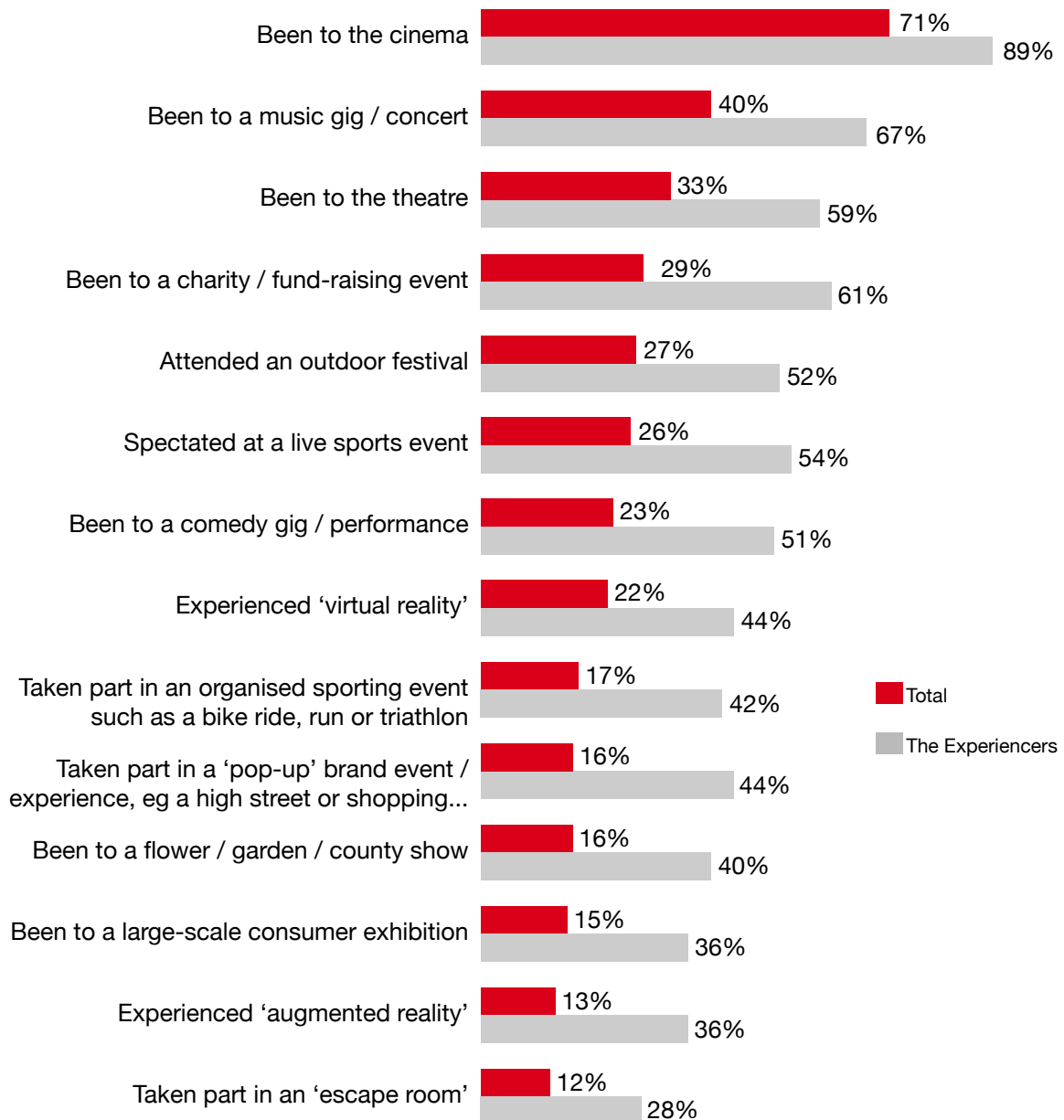


Base: Mainstream (823), The Experiencers (181)



Survey participants were asked to select which types of events they had experienced from a predetermined list. Figure 3 shows the results for the total sample and for 'The Experiencers':

Figure 3: Which, if any, of the following 'experiences' have you had in the last 12 months?



Base: Total (1,004), The Experiencers (181)

At a total level, some unexpected results emerge, such as 22% of the total (those aged 18-40) having tried Virtual Reality (VR); more than had taken part in an organised sporting event (17%).

Also 12% of the total sample had experienced an 'Escape Room'. Close to half of The Experiencers (44%) had experienced VR, twice that of the total.



QUICK TAKE OUT

'The Experiencers' appear to be driven by new experiences, often trying things out for the first time because of the value of something being new. Their interests are eclectic and include cultural events and those more populist. One watch-out from them is for brands to create authentic experiences and avoid being seen to cash-in.

'The Experiencers' – defined by their increased participation in experiences – were unsurprisingly more likely to have participated, although it is worth noting this increased level of participation fell across all types of experience rather than just certain types.

Generally speaking they were between 2 and 2.5 times more likely than the total to have taken part in any given experience with the exception of very regular activities such as going to the cinema.

The repertoire of 'The Experiencers' was also impressive, having participated in an average of 7.0 of the 14 experiences listed compared to 3.6 at a total level. Their interests appear to have a broad range.

The difference in the frequency of taking part in experiences – again, part of the definition of 'The Experiencers' – was also marked. At a total level, 24% of those who had taken part in any of the experiences listed had done so more than 10 times in the last 12 months, compared to 70% for 'The Experiencers'. For many of the total (43%) their number of experiences was less than 5.



From the qualitative interviews among The Experiencers, they were clearly a group far removed from mainstream behaviours and attitudes. Their appetite for experiences was undeniable:

***“I try my best to find out and explore something new”
Pizza Shop Manager, male 34, West Midlands***

***“That’s my attitude – don’t knock anything until you’ve tried it and if you hate it after then fine”
Venue Steward, female, 33, South West***

***“I once went to 52 gigs in a year”
Secondary School Teacher, male, 35, London***

***“I’ve always looked forward to new things, even going to new places”
Groupon Fan, female, 22, Scotland***

They also appeared to be driven by experiencing ‘the new’; often citing the value of such experiences as being something they had never tried before:

***“If you phoned me to say you have a free ticket for some weird thing, I’d be up for it!”
Music Industry Manager, female, 36, London***

***“I often go to Brighton or Bristol and if there’s something I haven’t done like a museum I haven’t seen I always try to pay a visit”
Music Industry Manager, female, 36, London***

***“I get quite hooked onto things and like to try them out and then when another thing comes along I like to try that too”
Welfare Rights Advisor, male, 33, Scotland***

A number of qualitative interviewees had tried VR – some simply as a result of their curiosity and others influenced by friends and family. One person recalled his nephew showing him the Champions’ League final via VR which was a very memorable experience.

New experiences were often repeated even if they were not so enjoyable first time round; such is the power of ‘the new’. One interviewee mentioned their experience with Escape Rooms which started out as a way to satiate curiosity and fill some dead time ahead of a football match but quickly became a repeated and sought-out activity.

However a healthy interest in trying new experiences can tip over into cynicism with one interviewee being critical of the rise of ‘experience for experience sake’; seen to be more a way to deliver social capital than genuine self-actualisation.

Brands should be wary to offer authentic partnerships and collaborations in order to diffuse this cynical, ill feeling.



***“Experiences are much more of a ‘thing’ that people do now”
Secondary School Teacher, male, 35, London***

Certain brand events and the growing number of outdoor cinemas were cited as merely a way for consumers and brands to cash-in:

***“For some people it’s like ‘I’ve got to do this [experience] so I can put it on Facebook and look good and get all these likes”
Secondary School Teacher, male, 35, London***

The rise of the Experience Economy and the myriad events and brand experiences that are on offer when met with the savviness of ‘The Experiencers’ does mean they become more picky and selective in what they choose to do.

***“[If a trusted brand is involved] I would know there was a higher value of connection, they weren’t just sponsoring it because they had some money to spend”
Secondary School Teacher, male, 35, London***

This does not mean, however, that ‘The Experiencers’ are just seeking experiences with some kind of cultural value or significance. More, they are seeking quality but this can come from a wide and eclectic range of interests:

***“I can go and see something really dark and profound but at the same time I really love Legoland”
Music Industry Manager, female, 36, London***

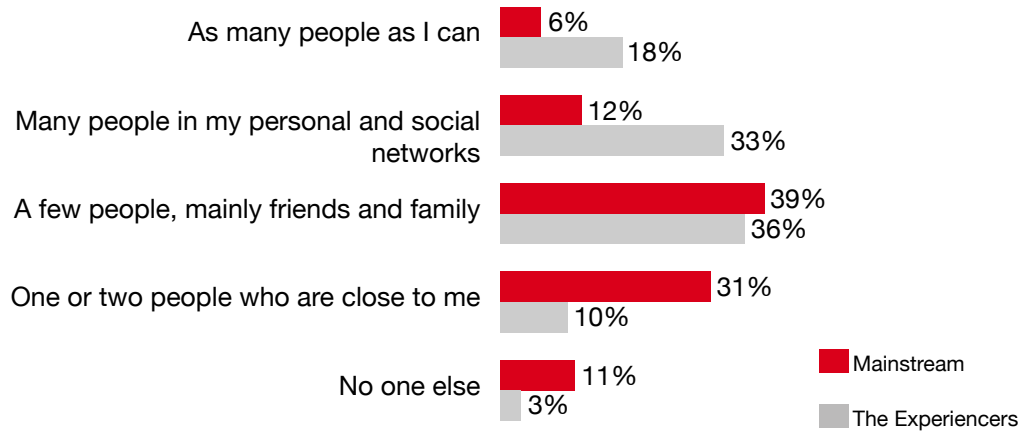
For those on more of a budget, ‘experience enablers’ such as Groupon were used heavily. Mailing lists providing discount codes were also welcomed and some were signed up to product testing websites as a way to experience new products ahead of their general release.

Local experiences were also important for one interviewee in Scotland, who was happy to try out new experiences but chose to do so at familiar local venues.

‘The Experiencers’ had a tendency to broadcast their experiences widely. Figure 4 below shows the key differences compared to the mainstream for the amount of people they tell when they have had a positive experience with a brand, product of service.



Figure 4: When you have had a particularly good experience with a product, brand or service do you tend to tell...?



Base: Mainstream (823), The Experiencers (181)

Having had a positive experience with a brand, 'The Experiencers' were almost three times more likely than the mainstream to tell either many people in their personal and social networks or (for nearly 1 in 5) 'as many people as I can'.

The potential for 'The Experiencers' to amplify brand messages and to pass on positive brand experiences is very evident.





/ USE OF SOCIAL MEDIA AND ONLINE VIDEO

Two clear and fundamental differences emerge between ‘The Experiencers’ and the mainstream related to use of Social Media and video – the breadth of tools used and the way in which Social Media is used.

QUICK TAKE OUT

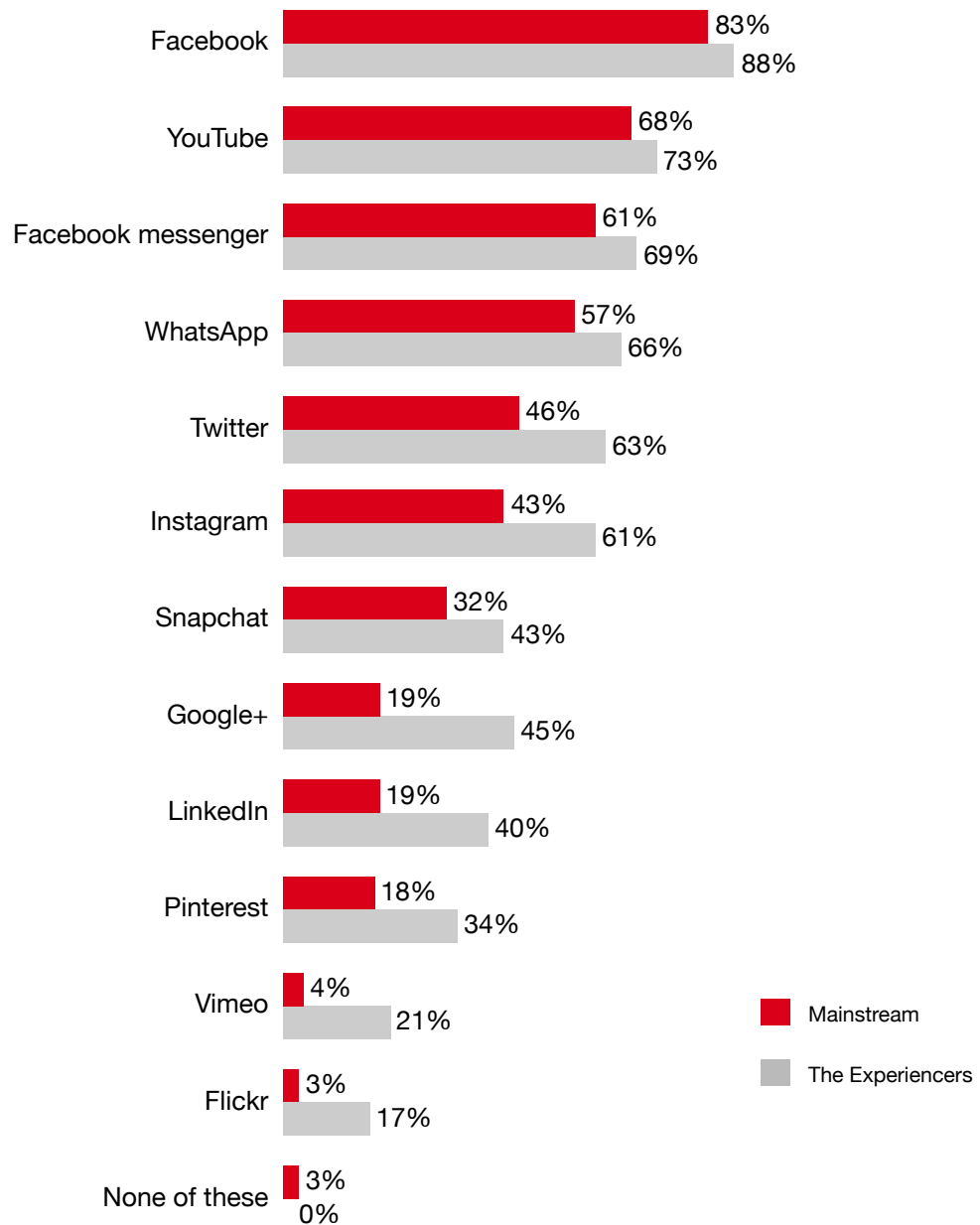
‘The Experiencers’ are heavy users of Social Media and have a strong tendency to broadcast positive brand experiences to their networks and beyond. If targeted successfully and satisfied by an experience, they have the potential to amplify this positivity much more efficiently than the mainstream.

Figure 5 below shows the social networks used in the last 3 months for both groups. Whilst ‘The Experiencers’ were as likely to use the most popular tools such as Facebook and YouTube, they were far more likely to use Social Media sites and apps which are more niche among mainstream audiences such as Twitter, Instagram, LinkedIn, Pinterest, Vimeo and Flickr. On average, ‘The Experiencers’ had used 6.2 of the sites/apps listed in the last 3 months compared to 4.5 for the mainstream.

Qualitative interviews revealed the different application that each social platform has – for example Facebook being used to keep in touch with family and friends, Twitter for gossip and Instagram and Pinterest for research and finding inspiration.



Figure 5: Which, if any, of the following social networks, chat or photo/video sharing sites/ apps have you used in the last 3 months?

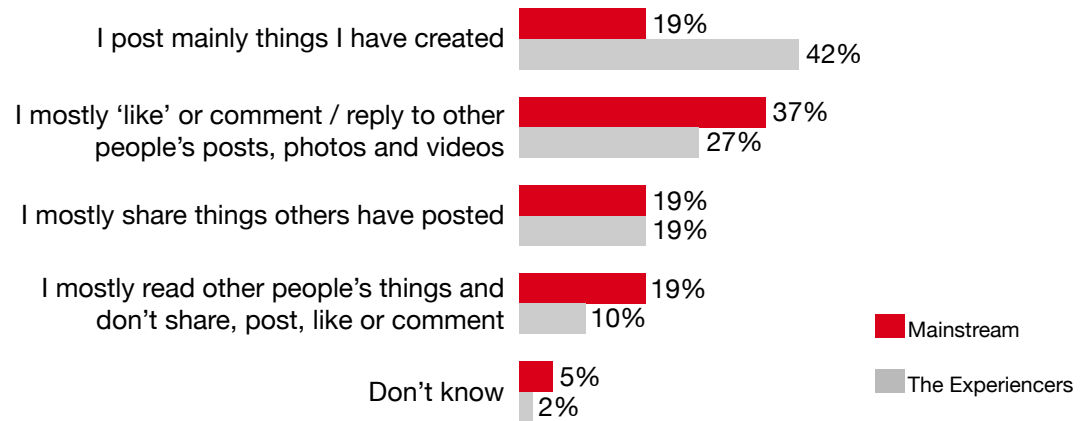


Base: Mainstream (823), The Experiencers (181)



Another major difference between ‘The Experiencers’ and the mainstream was the way in which Social Media is used. The Experiencers were far more active, as shown by figure 6 below.

Figure 6: Which of the following best describes how you use Social Media and photo/ video sharing sites and apps?



Base: Mainstream who have used Social Media in the last 3 months (795), The Experiencers who have used Social Media in the last 3 months (181)

The most common behaviour for mainstream consumers was to like or comment on content created by others or to read and not take any action. For The Experiencers, this behaviour was completely overshadowed by their predilection to create their own content to post out to others.

“I’m on my mobile all the time, heavily on Facebook but even more so on Instagram”
Music Industry Manager, female, 36, London

Qualitative interviews among ‘The Experiencers’ revealed that they tended not to follow the new wave of ‘social influencers’ but were more likely to follow brands they respected or channels which gave them information they needed on upcoming events, such as lifestyle, listings and information aggregators.

Crucially, brands followed on Social Media enabled them to follow their chosen interests or made their lives easier in some way. Celebrities, musicians and sports personalities were also important to ‘The Experiencers’.





/ PRODUCT AND BRAND
RECOMMENDATIONS

The strength of recommendation as a way to market products and services is clear from the survey data; 72% of participants 'agreed' (21% 'a lot', 51% 'a little') that "People often ask me for recommendations on products, brands and services".

The passing on of recommendations by word-of-mouth also appears to be a very normal, everyday behaviour among the vast majority, with 70% agreeing (18% a lot and 52% a little) that "If someone recommends a product or service I often recommend it to other people".

QUICK TAKE OUT

Product and service recommendations are clearly an important way for consumers to make purchase decisions in a world of such wide choice. The Experiencers are trusted beacons and are actively sought-out for their knowledge, experience and recommendations.

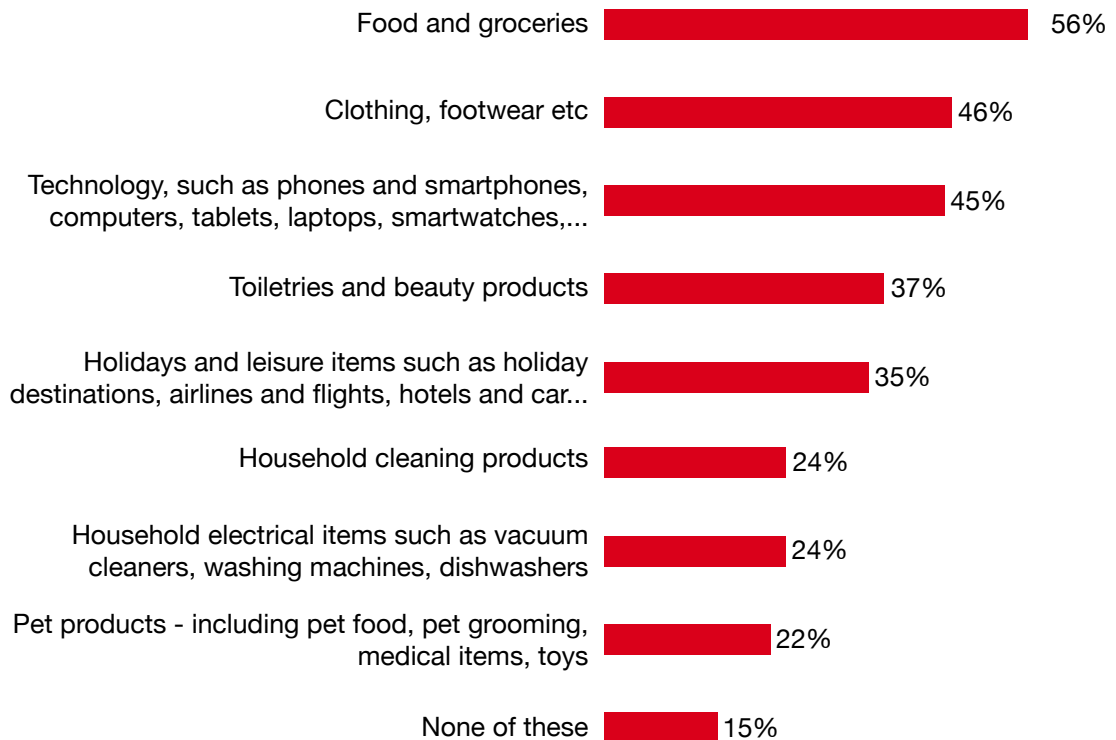
This behaviour has a clear commercial benefit with 58% of survey participants claiming to have been recommended a product or service in the last 12 months that they have then gone on to buy. Among 'The Experiencers', this figure increased to 83%. More generally 72% of participants agreed (19% a lot, 53% a little) that "I often buy products and services which are recommended to me".

Survey participants were asked which types of product categories they had personally recommended to someone in the last 12 months with categories ranging across FMCG, retail, technology and travel.



Across the whole sample, 85% had made at least one recommendation in the last 12 months with close to a quarter (23%) recommending across 5 of the 8 product types listed. Figure 7 below shows the percentage who had recommended each type of product.

Figure 7: Which, if any, of the following types of products, brands and services have you personally recommended to someone, in the last 12 months?



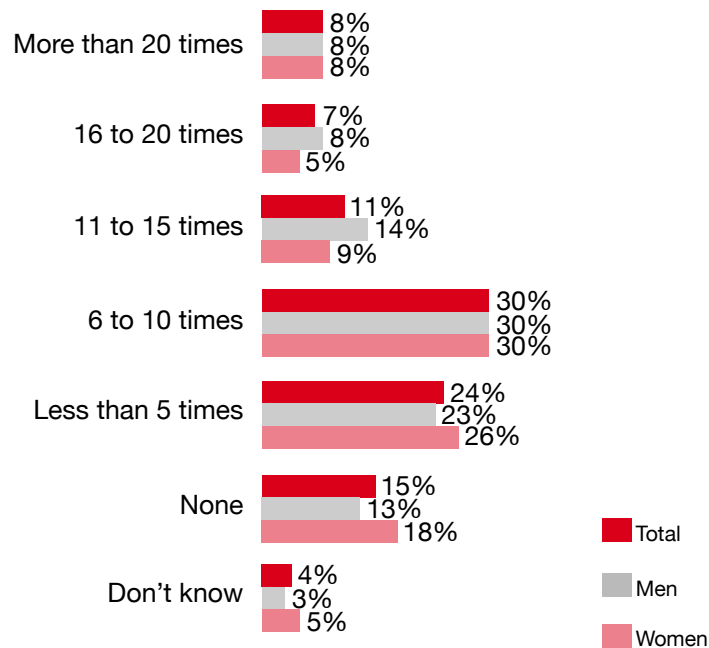
Base: Total (1,004)

There were some differences between men and women – women were twice as likely as men (50% vs 25%) to recommend toiletries and beauty products and men were significantly more likely (58% vs 32%) to have recommended technology products.

Another interesting finding was the claimed frequency of making a recommendation in the last 12 months with 30% of men claiming to have made 11+ recommendations compared to 22% of women. Figure 8 shows the number of recommendations made at a total level, by men and by women.



Figure 8: Roughly how many times in the past 12 months have you recommended these types of products, brands and services to other people?



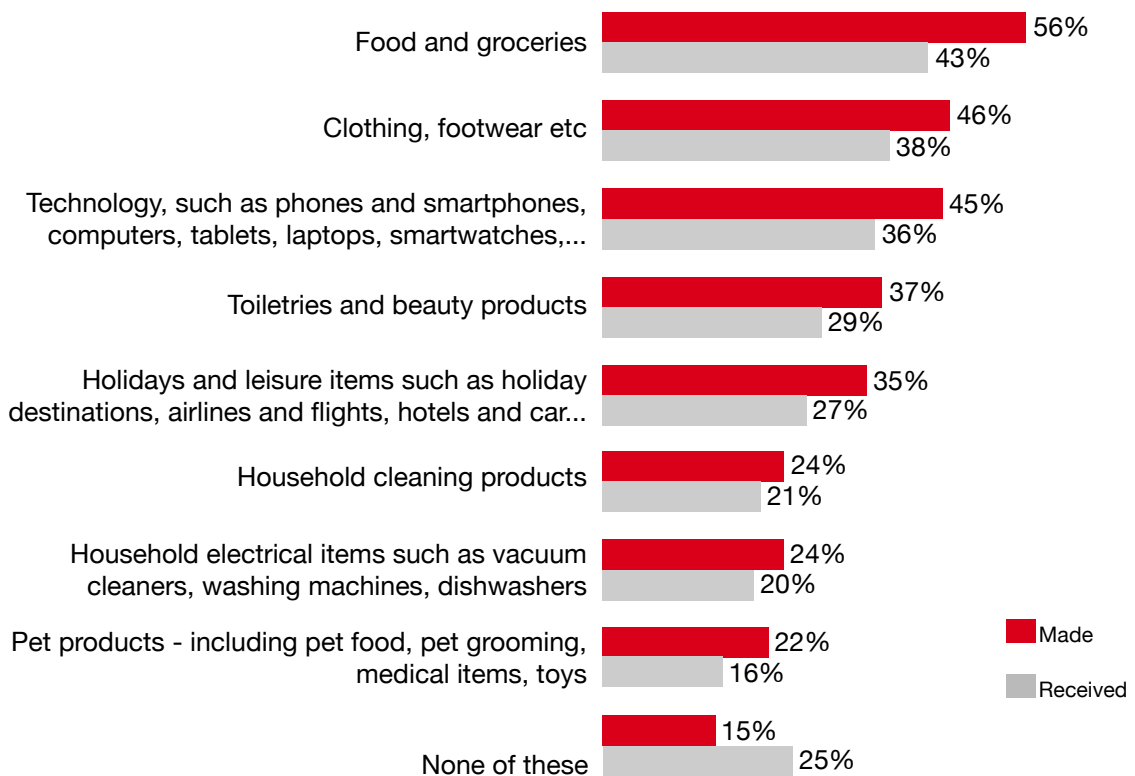
Base: Total (1,004), Men (496), Women (508)

Whilst 85% claimed to have *made* a recommendation within the listed product categories, slightly fewer (75%) claimed to have *received* a recommendation within the last 12 months. Recommendations received were fewer than those made among all product categories (see figure 9 below).

'The Experiencers' – who are partly defined by their higher propensity to recommend products – were understandably far more likely to recommend across all product areas. They were also far more likely to receive recommendations highlighting that 'The Experiencers', as a group, were as likely to seek and receive product information as they were to pass it on to others.



Figure 9: Which, if any, of the following types of products, brands and services have you personally recommended to someone, in the last 12 months?



Base: Total (1,004)

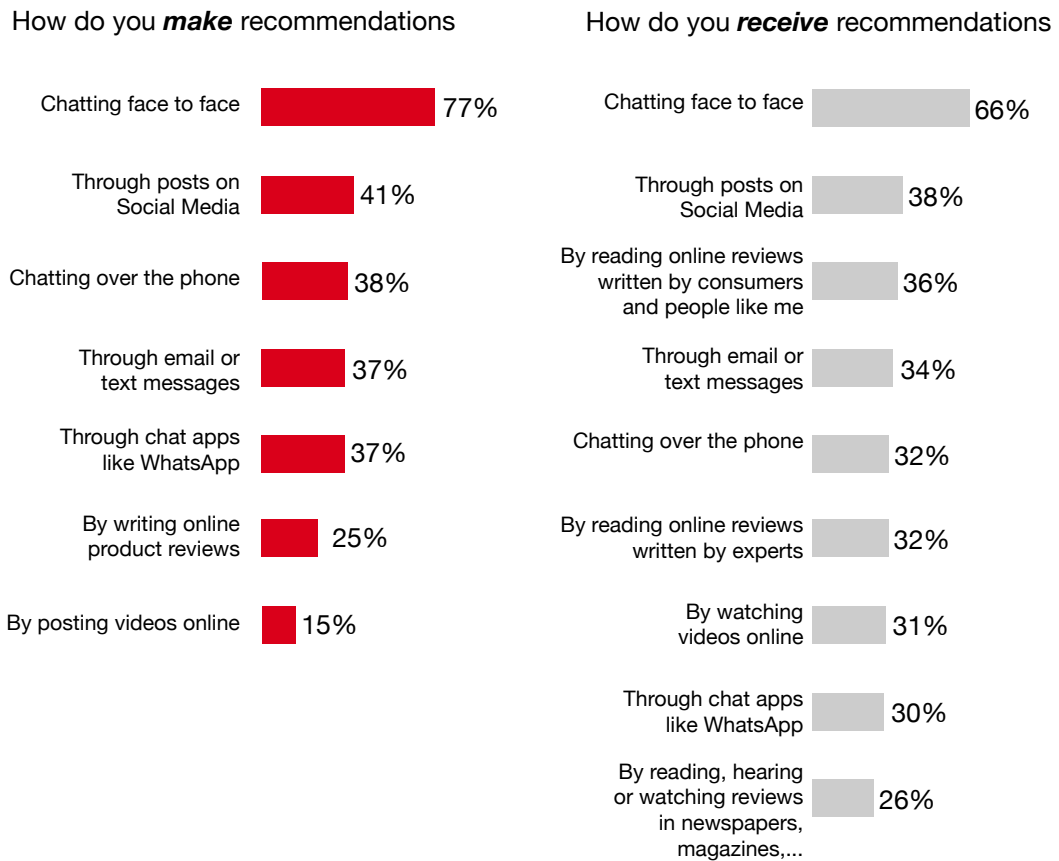
Participants were also questioned on their preferred method for making and receiving recommendations. Figure 10 below shows the results based on those who had made/ received recommendations.

Some interesting observations can be made here:

- Face-to-face communication remains the most preferred method for recommendations by some margin.
- Social Media is the second most popular way to both make and receive recommendations, higher than chatting over the phone.
- Chat apps such as WhatsApp are as likely a method of making recommendations as email and text message.
- 1 in 4 of those who have made a recommendation write online reviews.
- Peer-to-peer reviews are a more preferred way to receive recommendations than reviews written by experts.
- Online video is preferred to traditional media for receiving recommendations.



Figure 10: Generally speaking how do you make recommendations to other people? Generally speaking how do you like to receive recommendations from others?

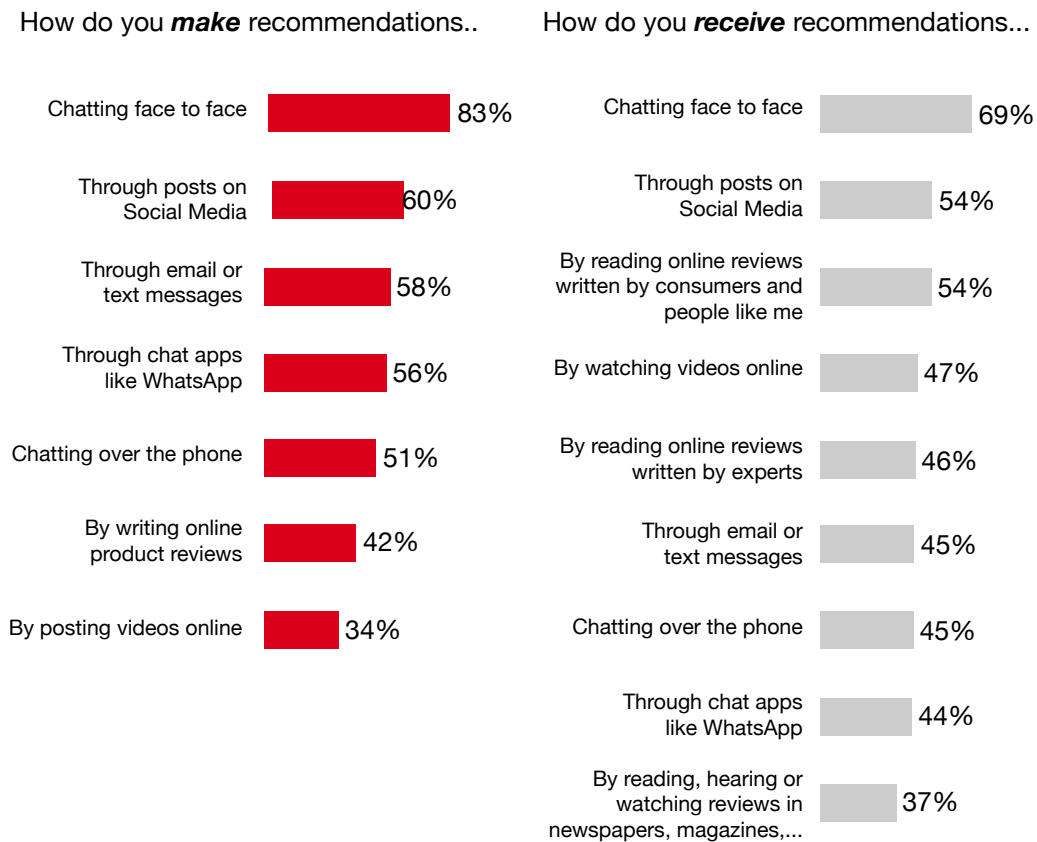


Base: All who had made a recommendation (850), All who had received a recommendation (756)

Behaviour around recommending among 'The Experiencers' was much more heightened versus the total sample (see figure 11 below). However, behaviour was fairly similar in the order or preference with face-to-face communication the most popular way to make recommendations and also the most preferred way to receive recommendations.



Figure 11: Generally speaking how do you make recommendations to other people? Generally speaking how do you like to receive recommendations from others?



Base: Experiencers who had made a recommendation (179),
Experiencers who had received a recommendation (171)

‘The Experiencers’ were more likely to cite text, email and chat apps as a way to pass on recommendations versus chatting over the phone. Presumably these methods were preferred due to speed and the ability to send messages one-to-many.

‘The Experiencers’ were also more likely to prefer watching online video, their fourth preferred method compared to seventh preferred method among all participants. This perhaps evidence of their intrinsic need to ‘experience’.



A photograph of two young women with long hair, smiling and looking at a smartphone together. They are sitting at a wooden table. In the foreground, there is a blurred image of a hand holding a tablet displaying a night sky with a bright star. A red banner is overlaid on the image, containing the text "/ TRUSTED RECOMMENDERS".

**/ TRUSTED
RECOMMENDERS**

At a total level, there was a very high level of agreement (80%, 31% a lot, 49% a little) that “There are only a few people I trust to recommend things to me” so it would appear to be important who a recommendation comes from as to its impact.

QUICK TAKE OUT

The key influencers on purchase decisions are now friends, just ahead of partner/spouse which is perhaps a reflection of new social networks and online communication.

‘The Experiencers’ would appear to be those trusted to pass on a good recommendation. They very much recognised this quality within themselves.

***“Family and friends ALWAYS come to me to find out about stuff”
Retail Supervisor, male, 34, London***

A number of them were very technically-minded and were a point of advice and counsel among their networks for all things tech – from helping to provide solutions to home entertainment through to mobile phones.

“I am so into products and technology a lot of people come to me for my ideas on which ones the best one to get or what’s this one like or do I know about that one or have I heard about this game?”

Retail Supervisor, male, 34, London

“For things like computers or new hardware they [friends/family] do tend to come to me because I can explain to them what they ACTUALLY need versus spending tons of money they don’t actually need to”

Salesperson, female, 30, South West



When they didn't have the technical knowledge they shared a desire to research a subject or product area and gain knowledge from a number of sources such as Booking.com, Amazon and TripAdvisor:

"I'm a big review person. Whenever I buy anything I don't look at just the 5 stars I actually read into why people have had problems"

Occupational Therapist, female, 38, South West

Providing recommendations and sharing their knowledge gave them a sense of satisfaction and well-being.

"If you find a good product or service and you know somebody else who is looking for something similar then it makes sense to let them know"

"If there is somebody that you know and trust, getting a recommendation really helps"

Research Analyst, male, 39, South East

"It's nice to know that people want to get an idea from you or know what you feel about something. I just like to be that helpful person, I've always been like that"

Retail Supervisor, male, 34, London

"I tend to just put out there the really good things, the really exciting things... I really get my kicks helping people discover things"

Music Industry Manager, female, 36, London

One of 'The Experiencers' raised a valid point around the need – for certain product categories such as clothing or entertainment– to hold back recommendations as to avoid something becoming too popular and too mainstream.

"If I find something really good I don't like to tell people about it because once everyone starts to hear about something it becomes mainstream – that thing then becomes everybody's thing and it's no longer that personal thing to just a few"

"I am quite reluctant sometimes about spreading certain things because I like to have that exclusivity"

Retail Supervisor, male, 34, London

However for other types of recommendation – an example given was music – the urge to pass on was much stronger.





/ 'EXPERIENCE'
AS A ROUTE TO
RECOMMEND

Whilst it is true to say that recommendation and word-of-mouth is still a key method to market products and services, it can result in a less positive experience.

Asked whether they had ‘ever bought a product or service which was recommended to you which you then didn’t like?’ a slim majority (52%) of the 58% who had bought a product through recommendation unfortunately said ‘Yes’.

Grossing this up to population estimates, this means around 6 million 18-40 year olds in the UK have been disappointed by a product purchase which was a direct result of a recommendation.

QUICK TAKE OUT

There was wide recognition from the survey participants that experience with a product or service would help them to make purchase decisions suggesting that experience is a key route to successful endorsement and recommendation.

Perhaps product experience is a route to prevent such disappointment? Participants were clear about their preference for experience, not just among ‘The Experiencers’ but also at a total level.

When asked their level of agreement with the statement “You have to experience a product or service before recommending it to someone else”, 49% of the total agreed ‘a lot’ and 90% agreed either ‘a lot’ or ‘a little’.

Similar proportions (50% ‘a lot’ and 91% ‘a lot’ or ‘a little’) agreed “The best way to sell me a new product or service is to allow me to experience it”, again highlighting a desire from consumers for brand experience.

Qualitative interviews also uncovered the desire to experience a product ahead of purchase:

“Especially when they’re coming out with new things, I think it is important to let people know, to give them a chance to actually see what they’re buying first of all, just so they’re not spending all that money. I think it’s a lot better for them to actually try it out.”

Groupon Fan, female, 22, Scotland





/ INFLUENCE ON PURCHASE DECISIONS

The vast majority (84%) of participants admitted to someone generally influencing their decision to buy products.

Figure 12 below shows the key influencers over purchase decisions.

Friends – perhaps a result of Social Media – are now as influential on these decisions as a partner or spouse. For ‘The Experiencers’, friends eclipsed partner/spouse in terms of influence on purchases.

QUICK TAKE OUT

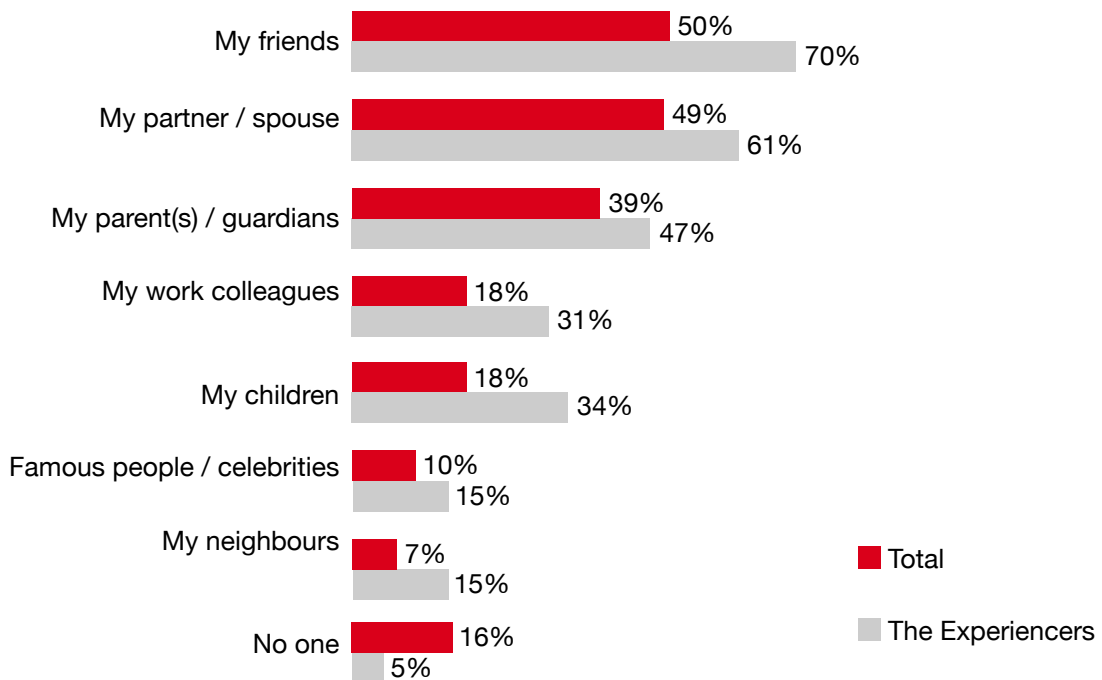
Friends come just ahead of partners and parents as the main influencers on purchase decisions, whilst group decision making is most significant when it comes to holidays, white goods, grocers and pet products.

‘The Experiencers’ were much more likely to be influenced by many types of people and areas of life including parents/guardians, work colleagues, celebrities and even neighbours.

When it comes to pester power – kids represent the fourth most influential group. Among those with kids in their household this rose to 35% and equal third place. Over half of The Experiencers who have kids claimed to be influenced by them.



Figure 12: When deciding to buy a product or service, generally speaking who influences you to make the decision to buy?



Base: Total (1,004), The Experiencers (181)

The qualitative research revealed examples of real influence over purchase behaviour, such as the Mum who obsessively followed her son's basketball career and used Facebook to share updates and stay informed, and the young Groupon fan who was heavily influenced by her partner and her mum.

Traditional media was also often cited as an influence by 'The Experiencers' who were interviewed after the survey. Advertising and products placed on TV were a key way to find out about new products. Newspapers such as Metro were also mentioned.

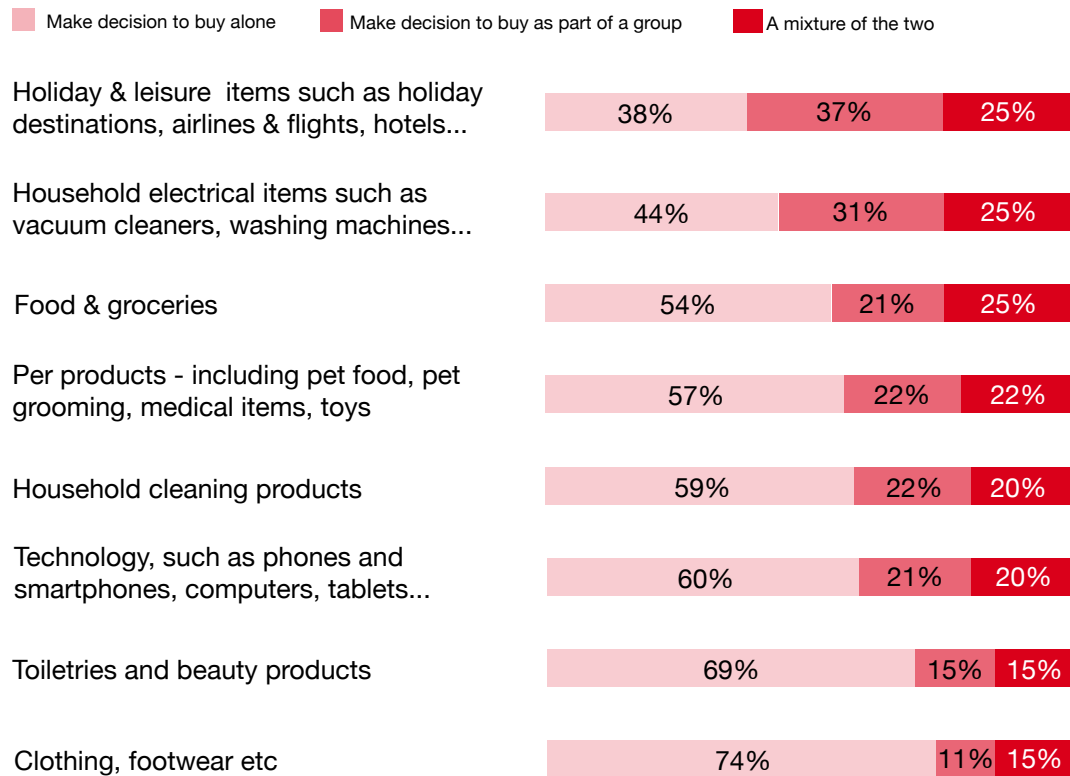
Other sources of information included TimeOut, ticketing companies or venue mailing lists and 'What's On' guides

In terms of product categories, those which tend to be decided upon by a group unsurprisingly were usually those which would have most impact on the group such as holidays (see figure 13 below). For more personal items such as clothing and toiletries, the decision to buy alone was by far the most likely.



However, one in four people claim to relinquish some control over the purchase of the most personal items of clothing and footwear.

Figure 13: For each of the following categories of products, please state whether you generally make the decision to buy alone or as part of a group decision or a mixture of the two.



Base: Total who buy each product category (sample size 704-996)





Methodology

The research was conducted for Because by Profundo Research & Insight, using a mixed methodology.

A 10 minute online quantitative survey among 1,004 participants was conducted between 13th and 21st July 2017. Survey participants were aged 18-40 and were representative of the UK in terms of gender and regional location.

11 survey participants were recruited to take part in a qualitative follow up telephone interview lasting 20 minutes, which took place between 3rd and 7th August 2017.



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