

Food, alcohol and beauty brands would be wise to survey women in order to increase word-of-mouth-recommendations, says Cint

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Brands within the three consumer areas which receive higher numbers of personal recommendations from women – beauty, alcohol and food – could capitalize further on positive word-of-mouth endorsements by reaching out to women and asking their opinions, suggests Cint, a global provider of DIY market research tools (<http://www.cint.com/access>)

Undertaking surveys can not only reinforce messages by returning products to one's memory, but they can also strengthen brand loyalty. Trust and devotion to a brand or a product is a key component when it comes to making a suggestion or recommendation. With approximately four-fifths of all spending decisions being made by women, brands would be wise to target female audiences more effectively. Furthermore, Cint found in a 2012 survey* that if a business seeks a person's view on a product, its packaging, advertisement or position in the market, respondents are then more likely to make a purchase.

As was revealed recently in a survey undertaken by marketing agency Haygarth, promotions and deals are also significant factors in why women choose to make recommendations. 60 percent of female respondents said they have urged a family member or friend to try a brand because of an offer. Therefore, a strategic way for a brand to make use of its own market research survey panel (<http://www.cint.com/explore/survey-panel/>) would be to obtain views and ideas for promotional campaigns, in order to better understand what would encourage consumers to pass on a recommendation via word-of-mouth or a social network.

Bo Mattsson, CEO of Cint, said: "Female friends often recommend food, alcohol and beauty products to each other. Women, more often than not, make purchasing decisions in a household, therefore, brands in these areas can specifically target women using market research in order to build loyalty, better understand their views on marketing and products, and to determine what offers and deals matter to them and their friends or family.

"Market research no longer has to be an expensive and complicated process thanks to DIY software. With tools such as Cint Engage, a brand can recruit its own panel, composed of past and current customers. Such panel management (<http://www.cint.com/explore/panel-management>) allows brands to gather intelligence swiftly, enabling them to act in an informed manner."

For more information on Cint and its range of DIY research tools for obtaining market insight quickly and cost effectively, please visit www.cint.com.