



# *Consumer Skepticism of Advertising and Marketing*

*from*



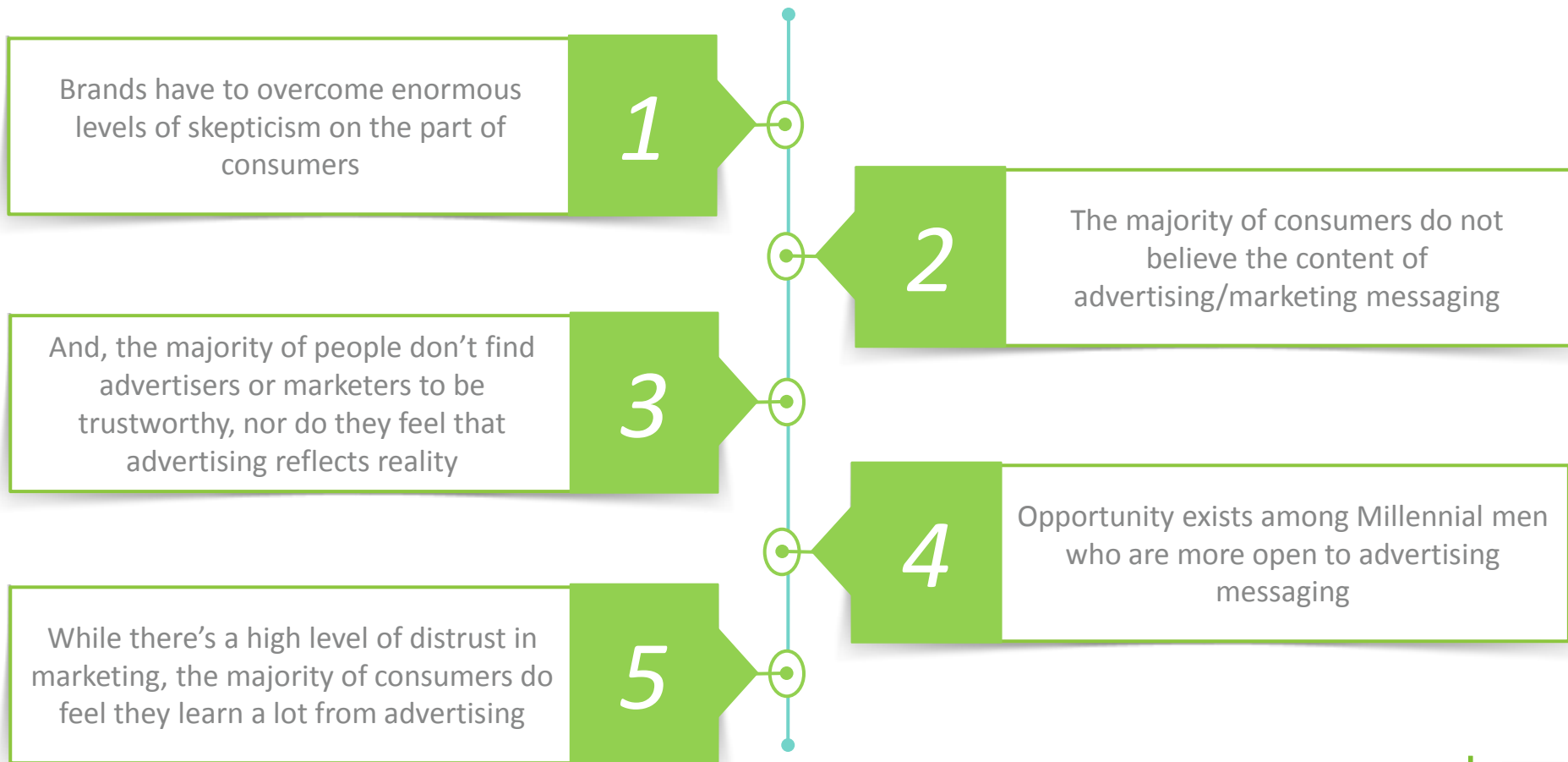
insights in marketing

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# Study Executive Summary

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*Insights in Marketing's research indicates that customers don't consider advertisers trustworthy:*





# *Methodology & Research Details*

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# Methodology

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WHICH  
BRAND?



Nationally Representative Sample:

N = 1700 women

N = 1700 men

*(Representative samples of English Speaking  
Hispanics and African Americans)*

Ages: 18-67

*US Only*

# *Select Findings*

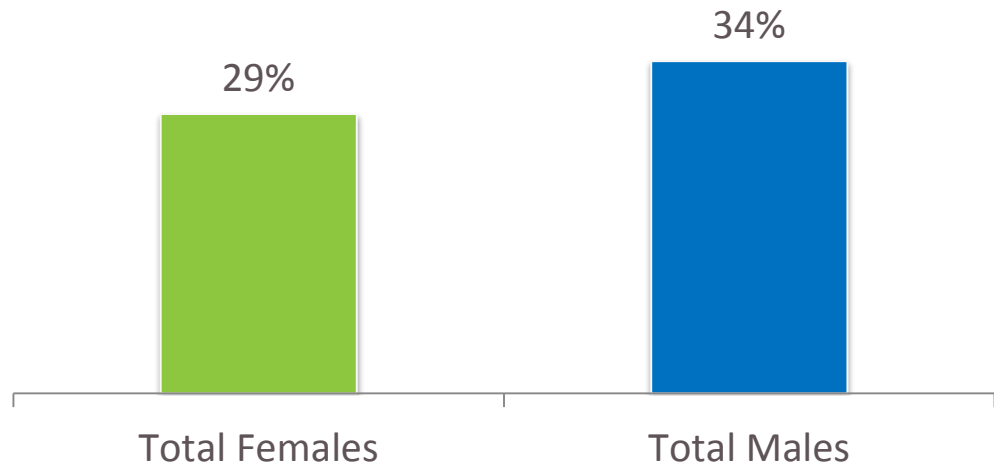
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## *High Skepticism of Advertising and Marketing*

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**I believe what advertisers and marketers say about their products/services**

*Women are more skeptical of advertising and marketing messages than men*



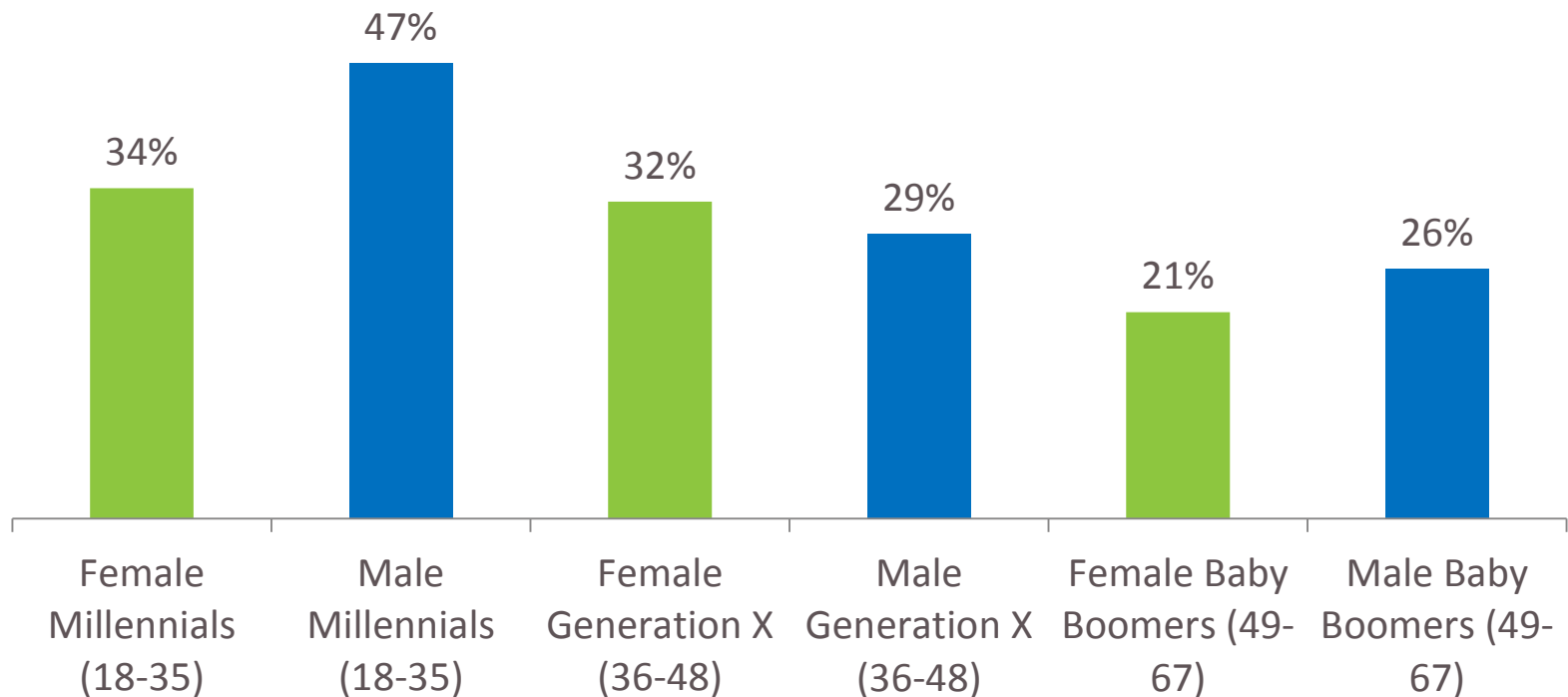
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# High Skepticism of Advertising and Marketing

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*Millennials are more likely to believe marketers and advertisers; with Millennial men buying in to marketing messages more than any other age cohort*

**I believe what advertisers and marketers say about their products/services**



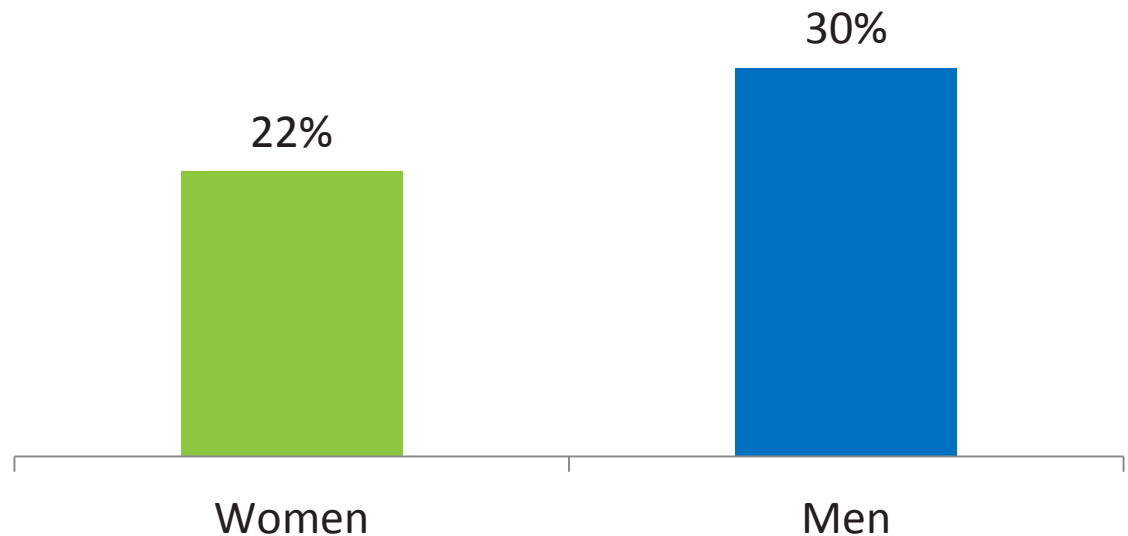
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# *Few Trust Advertisers/Marketers*

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I believe advertisers and marketers are trustworthy

*Women are less trusting of advertisers and marketers than men*





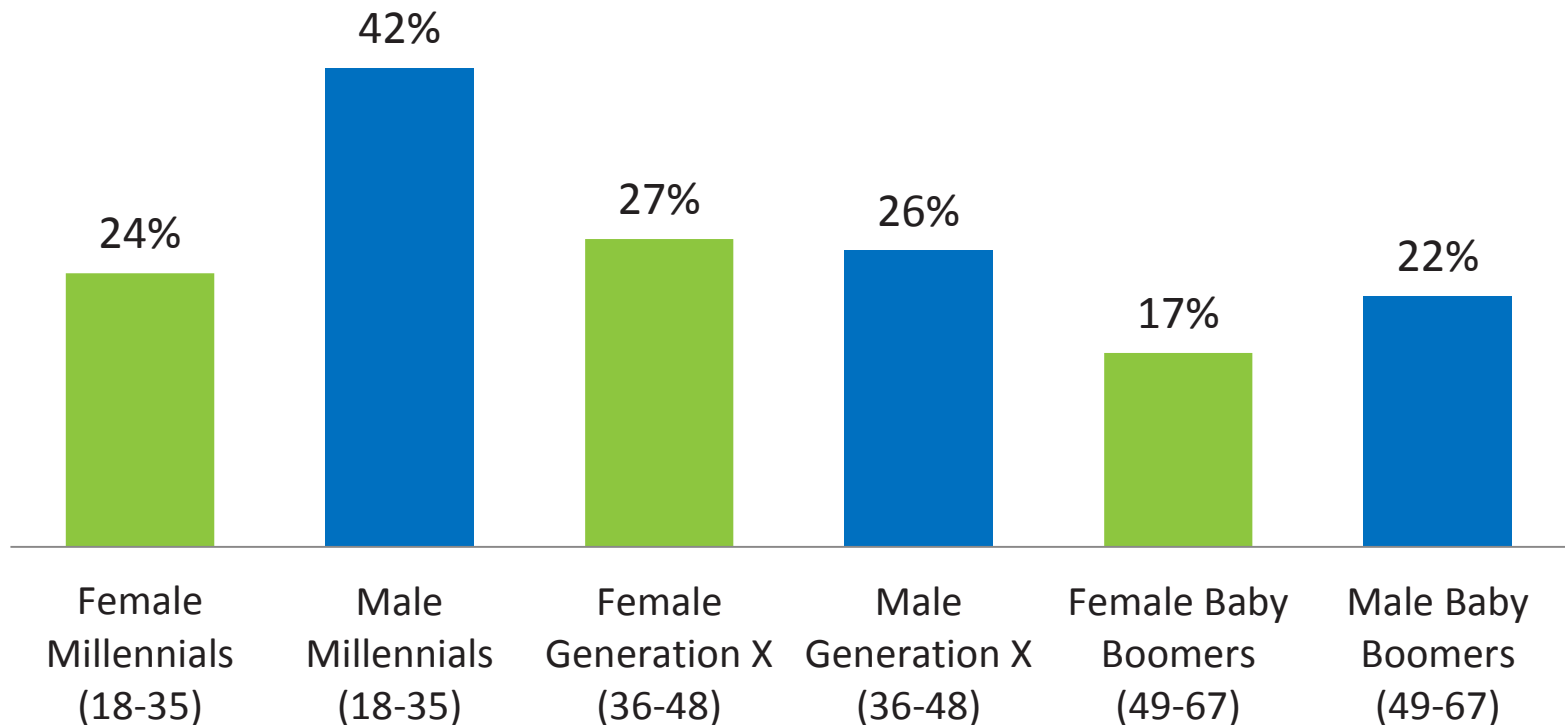
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# Few Trust Advertisers/Marketers

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*Millennial men are, by far, the most trusting of advertisers and marketers*

**I believe advertisers and marketers are trustworthy**



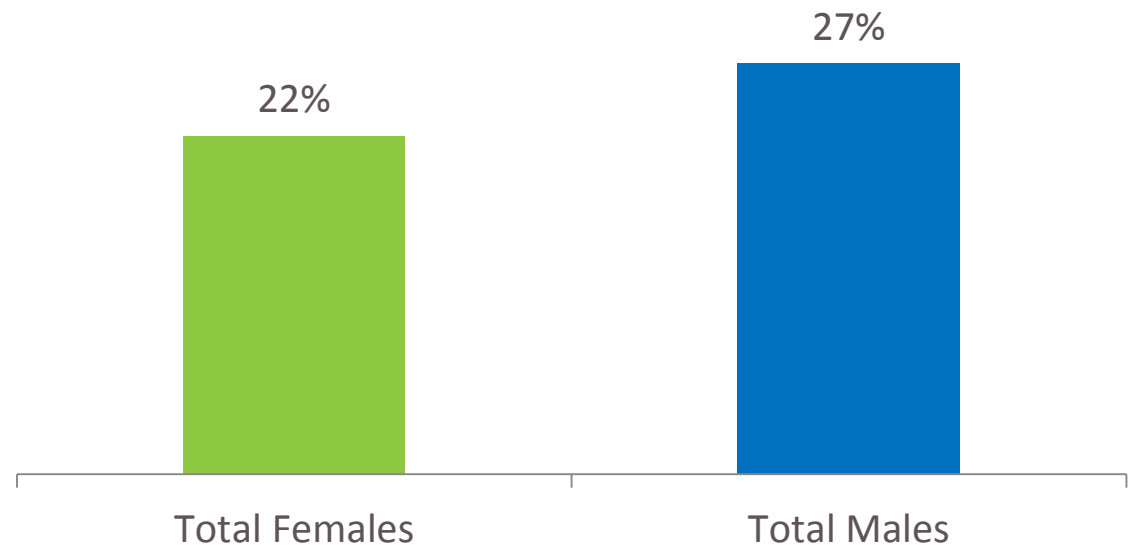
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# Advertising Images Don't Reflect Reality

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The people and images in advertising reflect reality

*Fewer than one-quarter of women believe that advertising images reflect reality. Surprisingly, men seem to agree with just over a quarter of men saying advertising reflects reality*



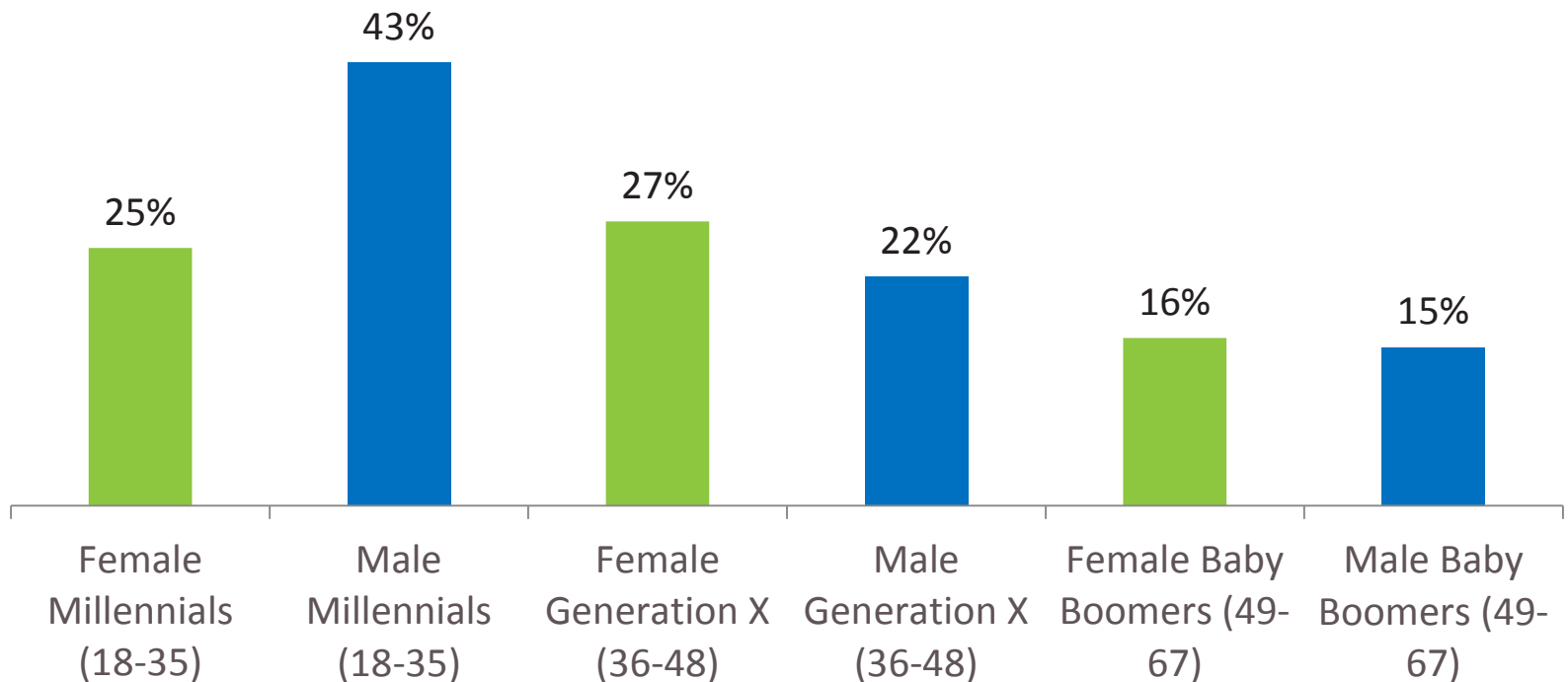
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# Advertising Images Don't Reflect Reality

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*According to Millennial men, advertising seems to be doing a good job of reflecting reality, but all other age groups (especially Boomers) seem to disagree*

**The people and images in advertising reflect reality**



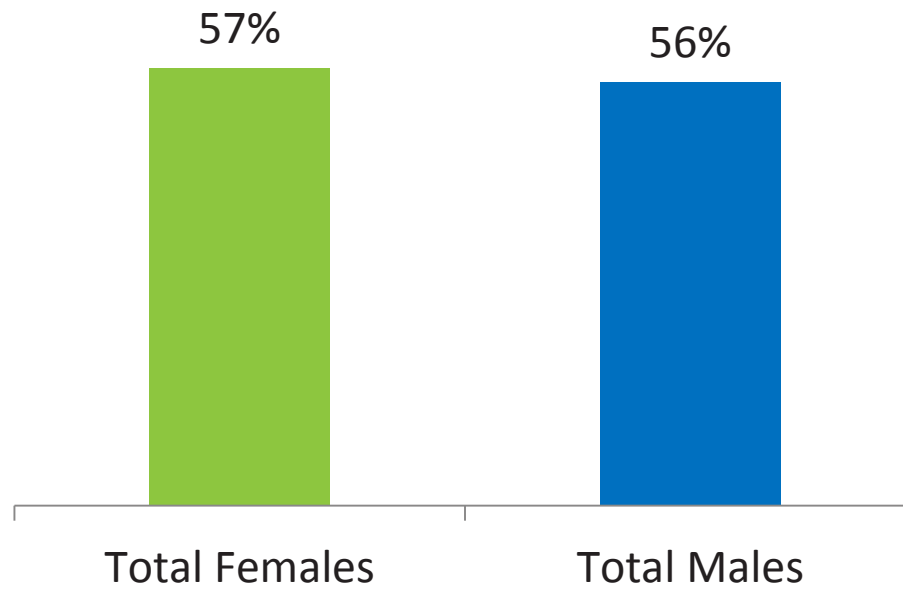
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# *Advertising is Educational*

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**I learn a lot about products/services from advertising**

*Over half of all consumers say that advertising educates them about new products/services*



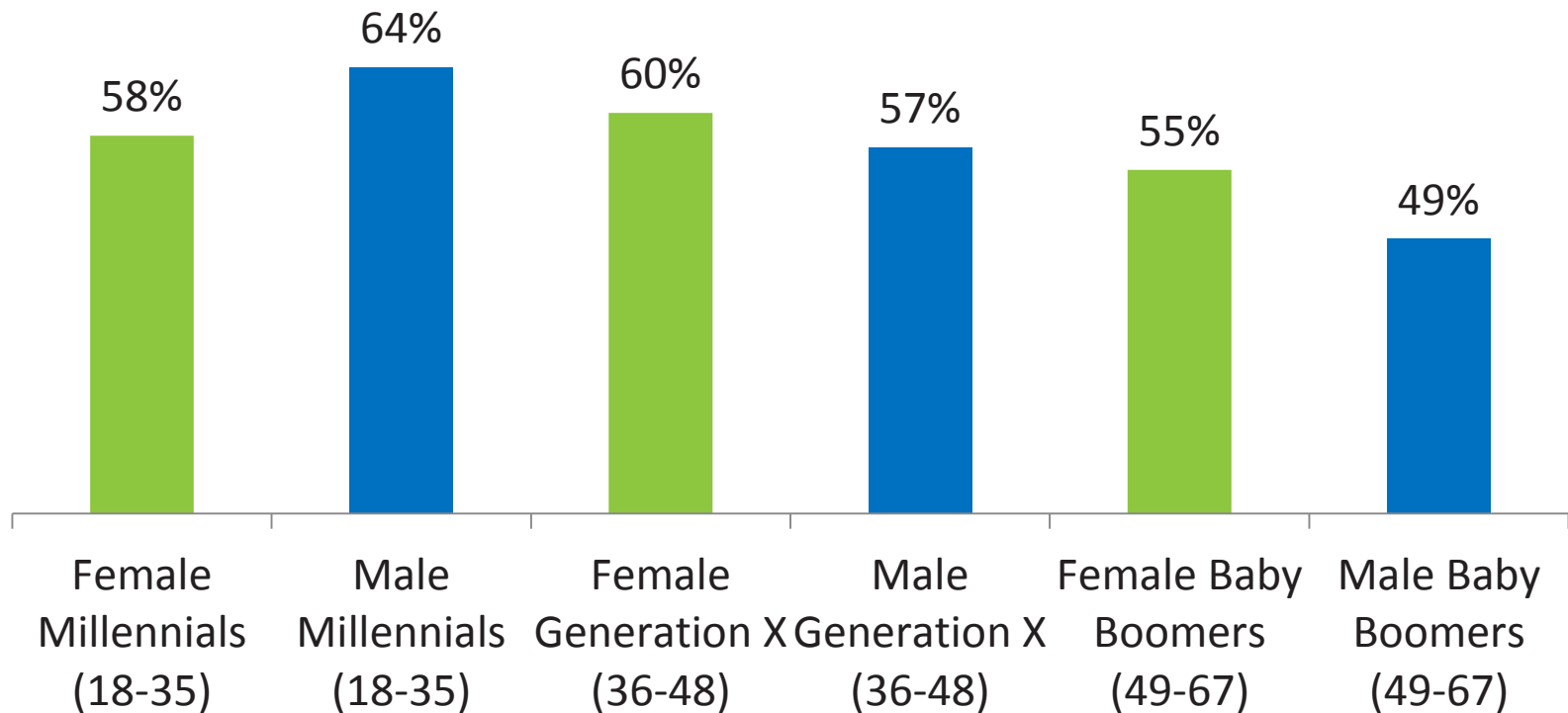
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# Learning From Advertising

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*While all age cohorts feel they learn a lot about products/services from advertising, Millennial men are even more likely to feel this way*

**I learn a lot about products/services from advertising**



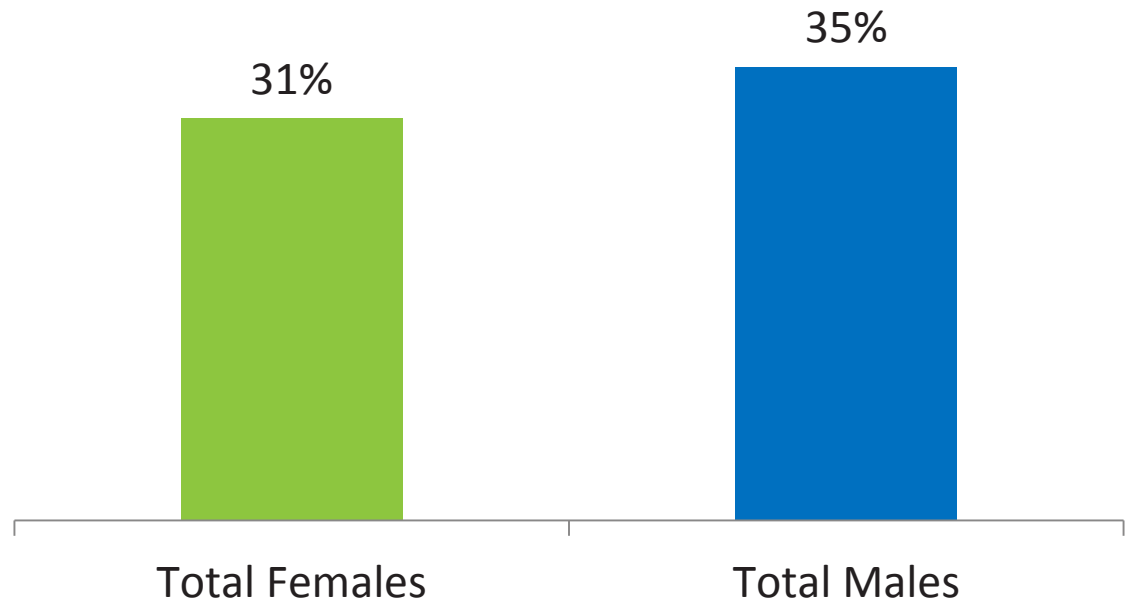
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# *Purchasing Of Products/Services Advertised*

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I buy products/services based on advertising

*Only about one-third  
of consumers are  
persuaded to make a  
purchase based on  
advertising*



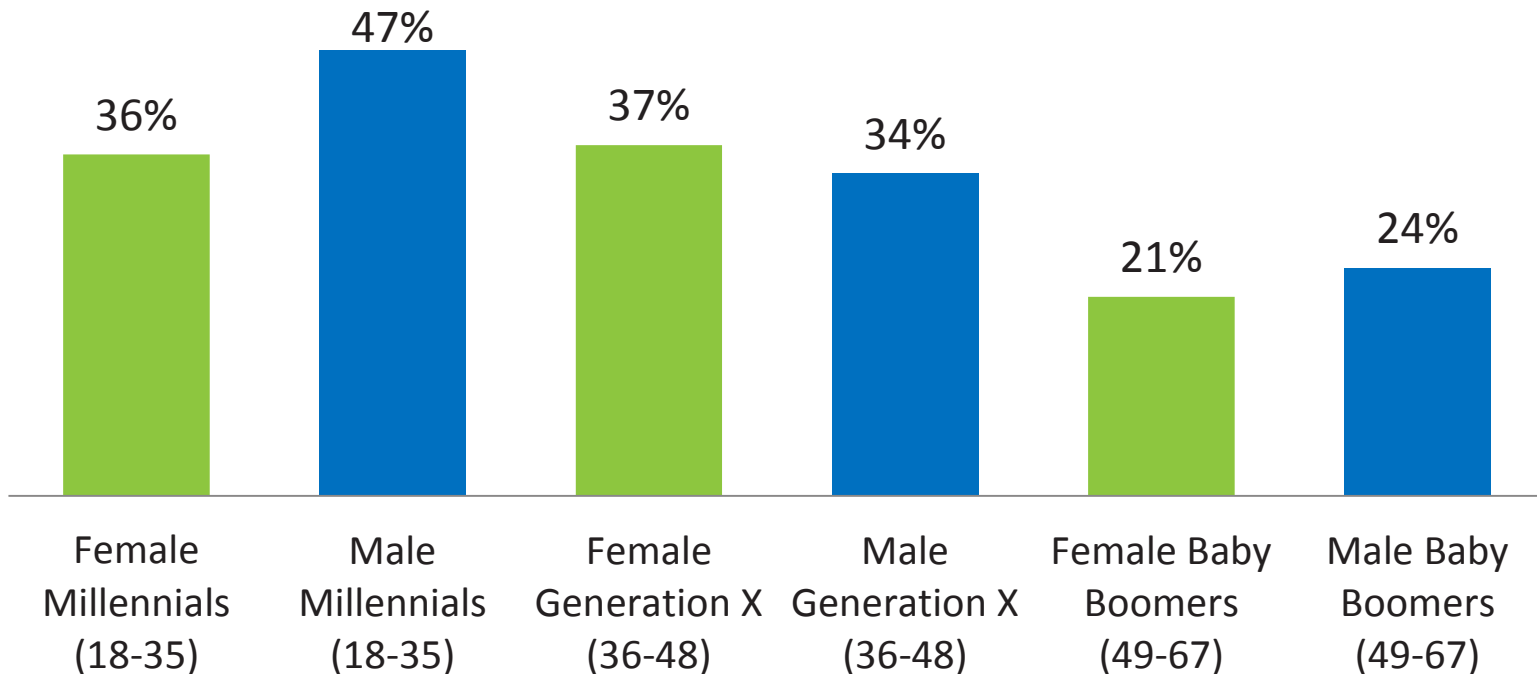
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# Purchasing Of Products/Services Advertised

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*Millennial men are much more likely than any other age cohort to buy products/services based on advertising they have seen*

## I buy products/services based on advertising



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# *Find Out More About Us & Our Research*

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