Consumer Skepticism of Advertising and Marketing

from

i|M insights in marketing
Insights in Marketing’s research indicates that customers don’t consider advertisers trustworthy:

1. Brands have to overcome enormous levels of skepticism on the part of consumers.

2. The majority of consumers do not believe the content of advertising/marketing messaging.

3. And, the majority of people don’t find advertisers or marketers to be trustworthy, nor do they feel that advertising reflects reality.

4. Opportunity exists among Millennial men who are more open to advertising messaging.

5. While there’s a high level of distrust in marketing, the majority of consumers do feel they learn a lot from advertising.
Methodology & Research Details
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
High Skepticism of Advertising and Marketing

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

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

- Total Females: 29%
- Total Males: 34%
High Skepticism of Advertising and Marketing

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

- Female Millennials (18-35): 34%
- Male Millennials (18-35): 47%
- Female Generation X (36-48): 32%
- Male Generation X (36-48): 29%
- Female Baby Boomers (49-67): 21%
- Male Baby Boomers (49-67): 26%
Few Trust Advertisers/Marketers

I believe advertisers and marketers are trustworthy

Women are less trusting of advertisers and marketers than men

- Women: 22%
- Men: 30%
Few Trust Advertisers/Marketers

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

I believe advertisers and marketers are trustworthy

- Female Millennials (18-35): 24%
- Male Millennials (18-35): 42%
- Female Generation X (36-48): 27%
- Male Generation X (36-48): 26%
- Female Baby Boomers (49-67): 17%
- Male Baby Boomers (49-67): 22%
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.
Advertising Images Don’t Reflect Reality

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female Millennials</td>
<td>25%</td>
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<tr>
<td>Male Millennials</td>
<td>43%</td>
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<tr>
<td>Female Generation X</td>
<td>27%</td>
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<tr>
<td>Male Generation X</td>
<td>22%</td>
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<tr>
<td>Female Baby Boomers</td>
<td>16%</td>
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<tr>
<td>Male Baby Boomers</td>
<td>15%</td>
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Advertising is Educational

I learn a lot about products/services from advertising

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

- Total Females: 57%
- Total Males: 56%
Learning From Advertising

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

- Female Millennials (18-35): 58%
- Male Millennials (18-35): 64%
- Female Generation X (36-48): 60%
- Male Generation X (36-48): 57%
- Female Baby Boomers (49-67): 55%
- Male Baby Boomers (49-67): 49%
Only about one-third of consumers are persuaded to make a purchase based on advertising

>Purchasing Of Products/Services Advertised

I buy products/services based on advertising

<table>
<thead>
<tr>
<th></th>
<th>Total Females</th>
<th>Total Males</th>
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<tr>
<td>31%</td>
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Purchasing Of Products/Services Advertised

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

- Female Millennials (18-35): 36%
- Male Millennials (18-35): 47%
- Female Generation X (36-48): 37%
- Male Generation X (36-48): 34%
- Female Baby Boomers (49-67): 21%
- Male Baby Boomers (49-67): 24%
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Uncovering insights that matter.

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