



Word of Mouth A Key Driver In Decisions, Still Predominantly Face to Face

Waltham, MA: May 15, 2008 - In the past few years there has been a change in perception regarding word of mouth from a “nice to have” to becoming critical to a company’s success. The continued deterioration of corporate trust combined with the explosion of online discussions and reviews, as well as a general recognition of what was already going on in the market has driven progressive companies to put significant time and expense into driving positive word of mouth for their brands and products.

Through our work with leading brands we have seen the impact that positive and negative word and mouth can have on business success and recently conducted an interactive research session with 285 participants (via our Engage Live + Open methodology) to explore the issue further at a broad level and specifically within the restaurant, consumer packaged goods, travel and hospitality, and media verticals.

The summary focuses on the broad findings. If you would like more information on specific verticals or subgroups, [email us](#) for access to the interactive session dashboard and/or our automated reports and transcripts.

This 12 page summary includes statistics and verbatim responses explaining:

- Social dynamics of decision making
- Trusted information sources
- Negative word of mouth
- The most impacted categories and brands
- WOM’s impact on behaviors for each category

A few key findings:

- 74% of participants said that they consult friends and family when searching out a new activity or product
- 86% of recommendations still take place face to face (by phone is 2nd at 9%)
- 70% of participants who received a restaurant recommendation will try it.
- Under 1% of participants outright ignore the advice they are given and over 60% of people are moved to seek out information or try a product or service.

How often do you pass on recommendations?	Positive	Negative
All the time	20.5%	5.6%
Often	39.2%	16.5%
Occasionally	34.3%	49.5%
Not very often	6%	24.6%
Never	0%	3.9%

Category	Most likely to be influenced	Most Likely to recommend
Travel destination	48.07%	51.58%
Airline	15.44%	11.58%
Hotel	45.61%	38.60%
Rental car	7.02%	6.32%
New vehicle purchase	29.82%	20.70%
Home appliance	36.14%	26.32%
Entertainment (TV program, music, movies, book)	40%	62.81%
Restaurant	80.70%	82.46%
Consumer electronics	48.77%	33.68%
Financial services	22.46%	16.84%
Store bought food or beverage	36.84%	48.77%
Clothing	12.28%	10.18%

About Invoke Solutions

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. Unlike traditional, costly, and decades old research methodologies, Invoke's online and mobile research platforms have been developed specifically to provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading global research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

See past studies at the [Invoke Archive](#)

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