

Product Recommendations Are Trusted Most In Person, Less Via Social Media

In general, people are more likely to act on face-to-face product recommendations, versus those sent via social media. While this holds for Youth, they are more likely to act on all types of recommendations, especially from close contacts, regardless of mode used to receive the recommendation.

Age	Youth 13-24		Adults 25+	
Source	In-Person or By Phone	Via Social Media	In-Person or By Phone	Via Social Media
Friend	65%	54%	58%	36%
Family	70%	55%	50%	34%
Acquaintance	43%	41%	50%	24%

Metric: Among recipients, % Very/Somewhat Likely to act on a product recommendation via various contacts and mode used.

EMF / IMI Implication:

Effective experiential marketing that has a compelling consumer focus often leads to increased word-of-mouth for participating brands. Social media can be effective at facilitating WOM among youth, as it is integral in their lives and it does not lose impact like it does for adults.

