



## NEWS RELEASE

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### **Closing that sale? Aussies most influenced by the Internet, prior experience and window shopping**

- ***Aussies rely on Internet when purchasing holidays, loans and MP3 players***
- ***Prior experience most important when dealing with banks, buying mobile phones, cars and loans***
- ***Window shopping most likely to influence purchase decisions for fashion and jewellery/watches***

**Sydney, 17 November 2006:** It may not be a surprise to learn that online Australian consumers along with the rest of the world's online population are becoming more and more reliant on the Internet to finalise their purchase decisions. However, the latest survey by leading market information and research company ACNielsen has revealed that Aussies are still generally more influenced by prior experience and window shopping for particular product categories, compared to their global counterparts.

In a recent online survey conducted in 41 countries around the world, ACNielsen asked consumers what helped their final decision when it came to purchasing a variety of products. '*Searching the Internet*' was the most popular decision influencer for Australian consumers when it came to purchasing holidays (66% - 12points above the global average), MP3 players (43%) and loans (41%).

"The reality is that, today, an Internet presence isn't a 'nice to have', it's a commercial necessity. It's where the majority are going to make up their minds about a purchase, whether it's a highly fragmented category like holidays, or a highly commoditised category like loans" says Peter Matthew, Associate Director, Customised Research – Media, ACNielsen Australia.

*'Prior experience with the same brand'* was the most popular influencer for around one in two Aussies for banks (53%), mobile phones (48%) and cars (47%) – all significantly higher than the global average (*refer to Chart 1*).

*'Window shopping'* was the most important decision influencer when it came to fashion, with almost two in three Australians (65%) preferring some good old-fashioned retail therapy, compared to the global average of 47 percent. Window shopping was also a critical factor when it came to Aussies purchasing jewellery and watches (55%).

“People rely much more strongly on visual presentation when selecting fashion and ‘big ticket’ accessories like jewellery and watches. This suggests these purchases are less likely than average to be researched, and more likely to be spontaneous,” commented Matthew.

*'TV/print ads'* was a key influencer on Aussies' decision-making when it came to fashion (41%), cars (36%), mobile phones (35%) and holidays (33%).

“Globally, traditional advertising was not skewed to any particular type of product. While consumers may not *think* conventional advertising influences their purchase, advertising builds brand awareness and positioning and plays a key role in marketing strategies,” says Matthew. “There is no doubt, however, that consumers will need to be ‘addressed on all fronts’, with the Internet a core part of any multimedia strategy.”

**Chart 1: Purchase influencers – Australia versus global average (%)**

	Internet		Brand / Reputation		Word of Mouth		Prior experience		TV / Print ads		Window Shopping		other		Blogs	
	Aus	Global	Aus	Global	Aus	Global	Aus	Global	Aus	Global	Aus	Global	Aus	Global	Aus	Global
Holidays/vacations	66%	54%	16%	18%	52%	39%	33%	28%	33%	25%	8%	7%	12%	14%	3%	7%
Mobile phone	39%	39%	38%	38%	36%	33%	48%	37%	35%	30%	25%	18%	8%	8%	2%	6%
Cars	41%	33%	50%	46%	39%	33%	47%	38%	36%	28%	26%	17%	10%	12%	3%	5%
Mp3 players	43%	42%	27%	27%	33%	27%	14%	14%	26%	22%	24%	16%	20%	17%	4%	7%
Jewellery/watches	17%	20%	26%	30%	13%	16%	20%	18%	29%	20%	55%	42%	15%	15%	1%	3%
Weight loss products	22%	24%	15%	15%	34%	33%	9%	12%	29%	23%	6%	6%	34%	31%	3%	5%
Loans	41%	29%	31%	25%	25%	23%	39%	28%	31%	21%	10%	4%	17%	24%	2%	4%
Fashion	17%	25%	25%	28%	19%	19%	26%	23%	41%	32%	65%	47%	12%	15%	3%	5%
Banks	31%	25%	37%	35%	34%	31%	53%	40%	29%	22%	7%	5%	10%	16%	1%	4%

*The ACNielsen Online Consumer Confidence and Opinions Survey is the largest half-yearly survey of its kind aiming at gauging current confidence levels, spending habits/intentions and current major concerns of consumers across the globe. The ACNielsen Consumer Confidence Index is developed based on consumers' confidence in the job market, status of their personal finance and their readiness to spend. The latest survey, conducted in late May/early June 2006, polled around 22,780 Internet users in 41 markets from Europe, Asia Pacific, North America to the Baltics.*

#### **About ACNielsen**

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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