

2019  
**TRUSTY  
DECISIONS**

GROCERY  
BUYERS 

TRUST IN NEWS MEDIA  
DRIVES PURCHASE INTENT  
ACROSS KEY CATEGORIES

# RESEARCH

## Content Trust and AdTrust

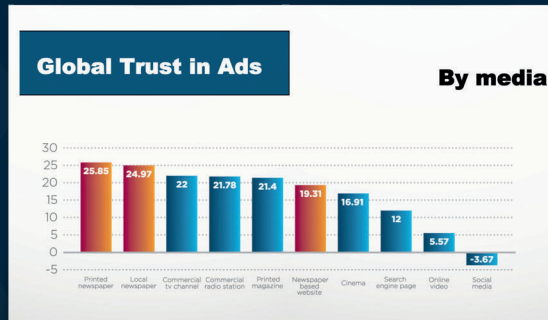


AdTrust 2019

**NEWSMEDIA HAS BOTH TRUSTED CONTENT AND THE MOST TRUSTED ADS**



The company you keep



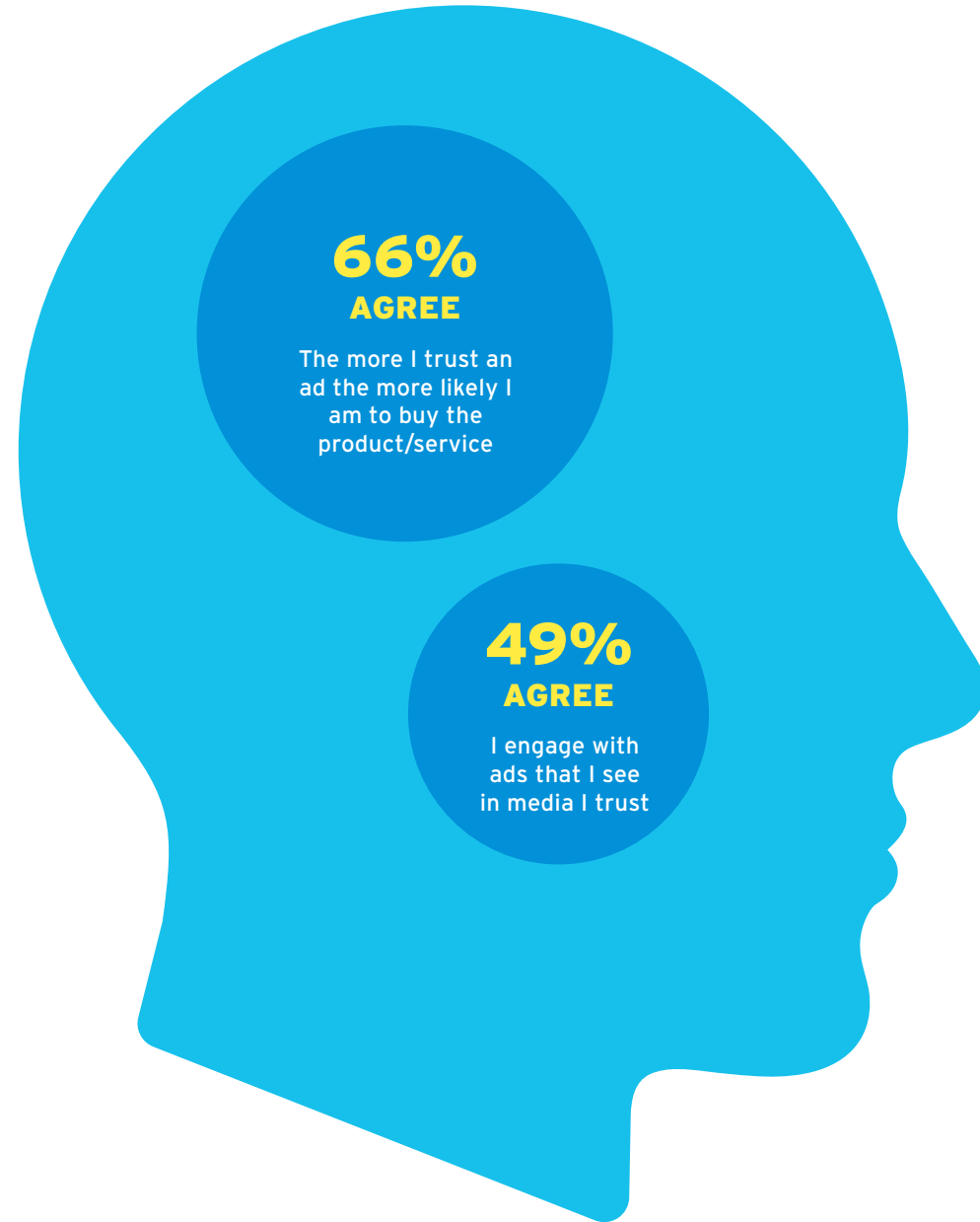
WAN-IFRA Trust



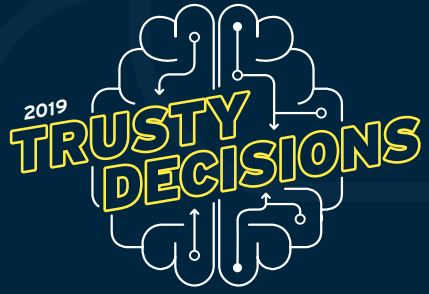
The Truth Builds Trust

# HOW MUCH DO YOU AGREE OR DISAGREE?

Q. Thinking about advertising, how much do you agree or disagree with the following statements?



**THERE IS A STRONG AND  
DIRECT LINK BETWEEN  
TRUST AND CONTEXT AS  
DRIVERS OF ENGAGEMENT  
AND PURCHASE INTENT.**



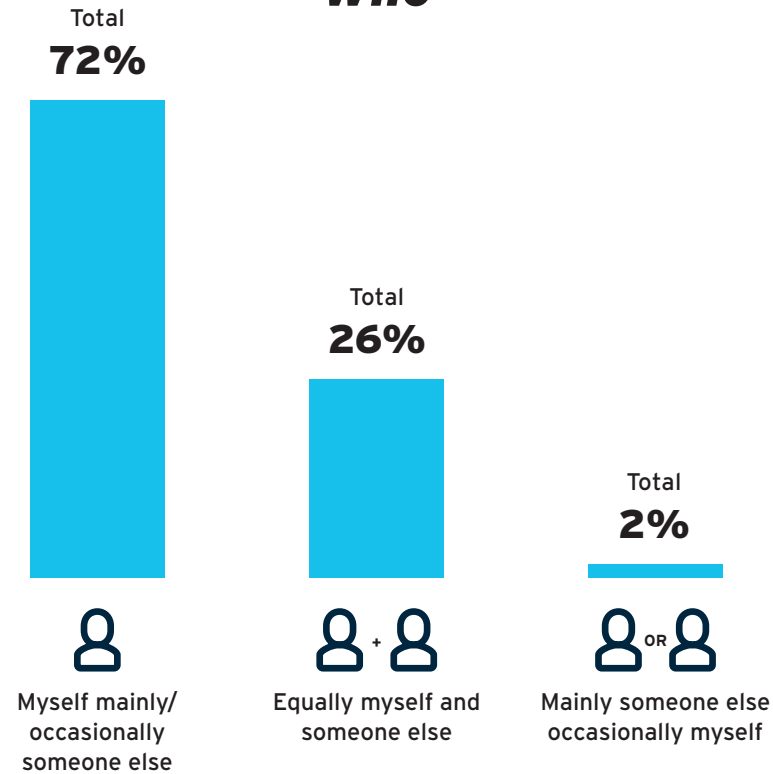
TRUST IN NEWS MEDIA  
DRIVES PURCHASE INTENT  
ACROSS KEY CATEGORIES:

# GROCERY BUYERS

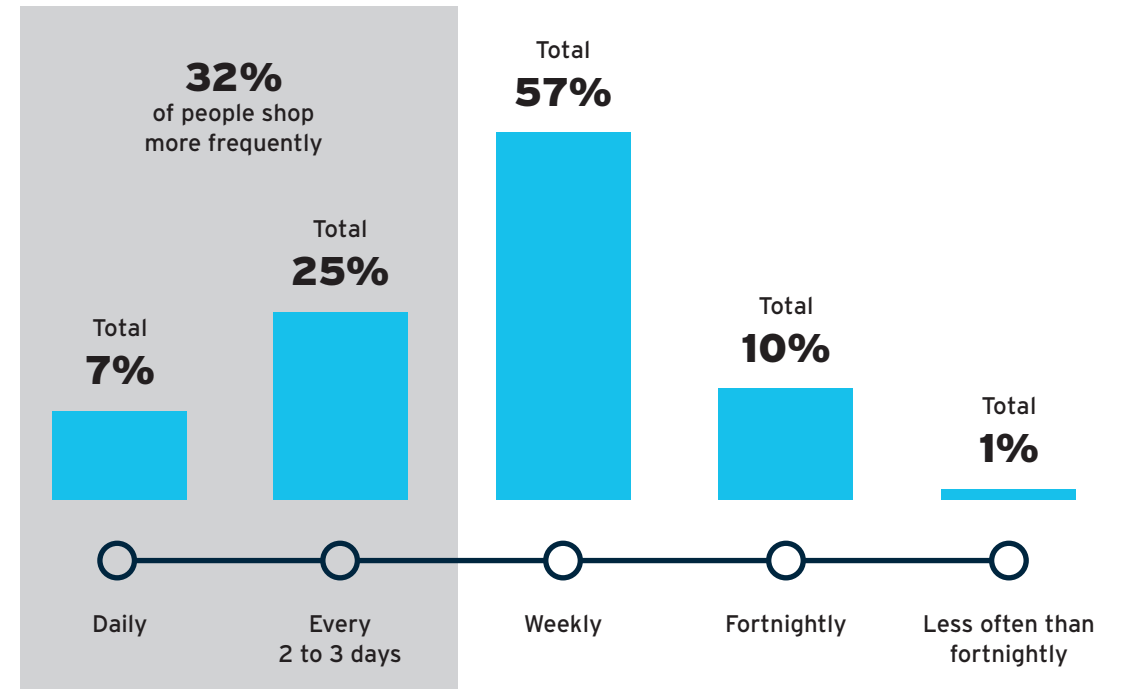
# GROCERY BUYERS

## How they buy

### Who

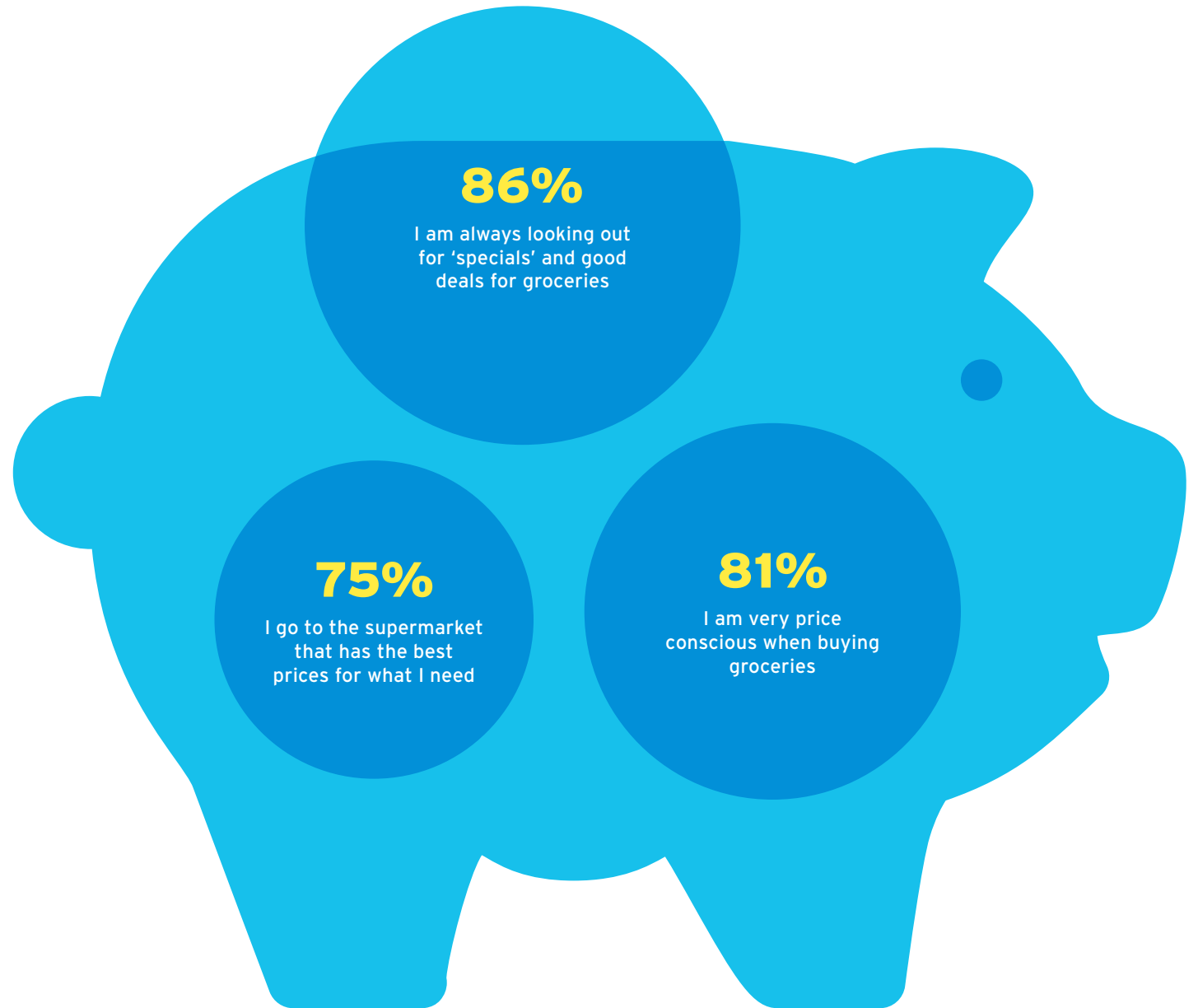


### When



# ATTITUDES TO GROCERY SHOPPING

The top three statements with the **strongest level of agreement** all relate to price.



# HOW GROCERY BUYERS SHOP

Grocery buyers were put into four groups based on their **openness to try new brands**.

**31%**

I'm prepared to try new brands in some categories

**8%**

I don't have favourite brands, and will change brands regularly in most categories

**80% OF PEOPLE HAVE FLEXIBILITY IN BRAND/PRODUCT CHOICE.**

**20%**

I tend to stick to the same brand each time in a category

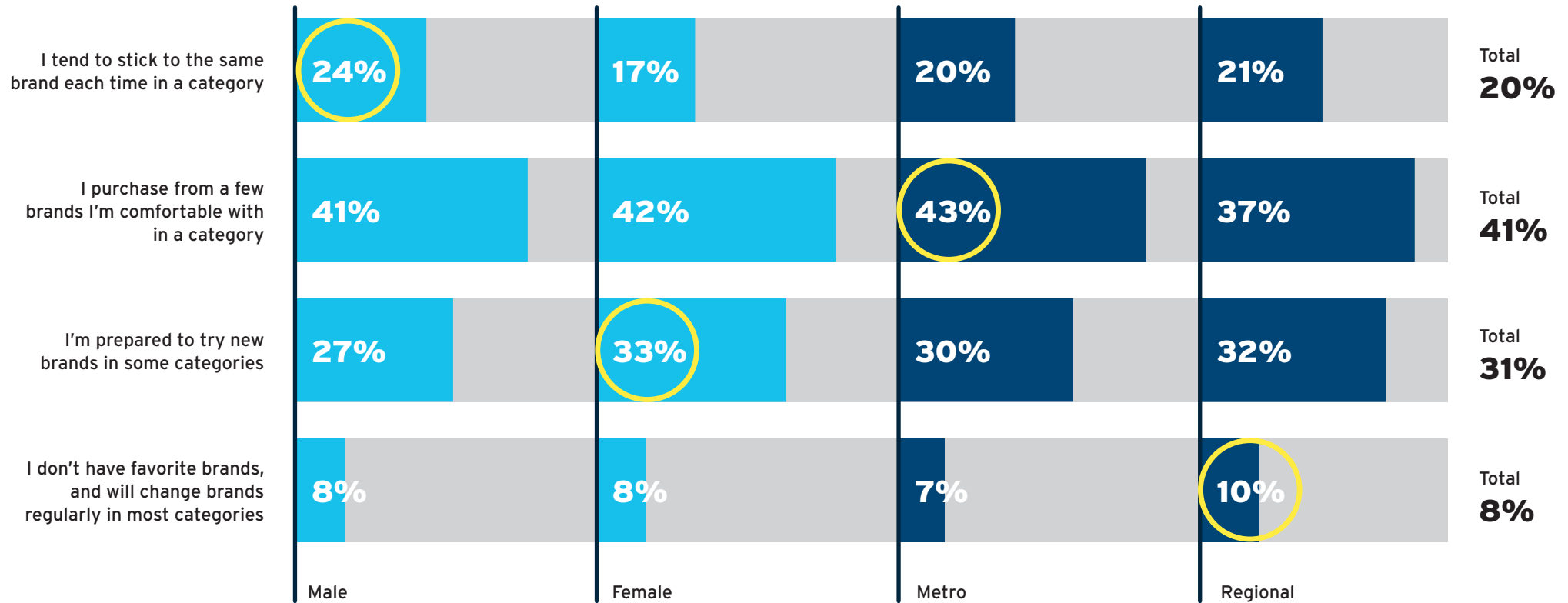
**41%**

I purchase from a few brands I'm comfortable with in a category



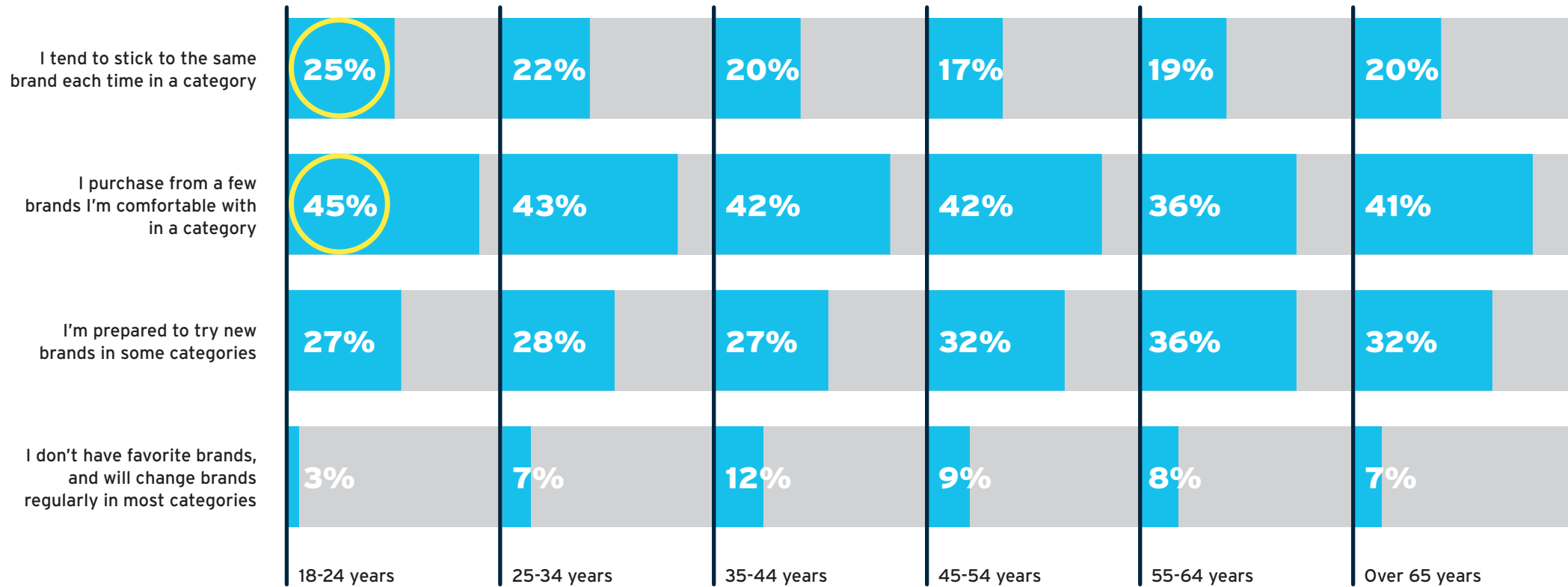
# HOW DO THEY BUY GROCERIES?

Breakdown by gender and region



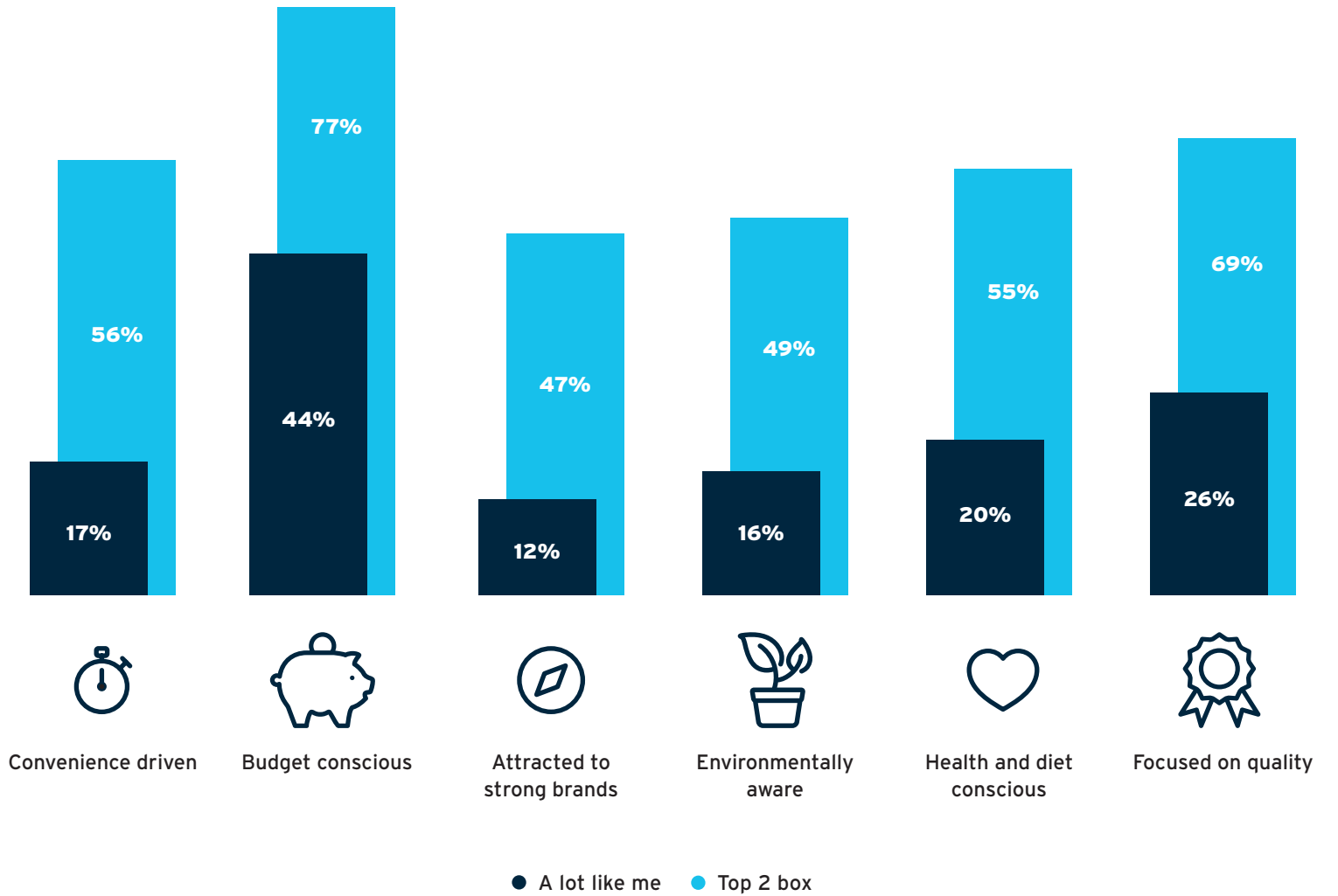
# HOW DO THEY BUY GROCERIES?

## Breakdown by age



# SHOPPER SEGMENTS

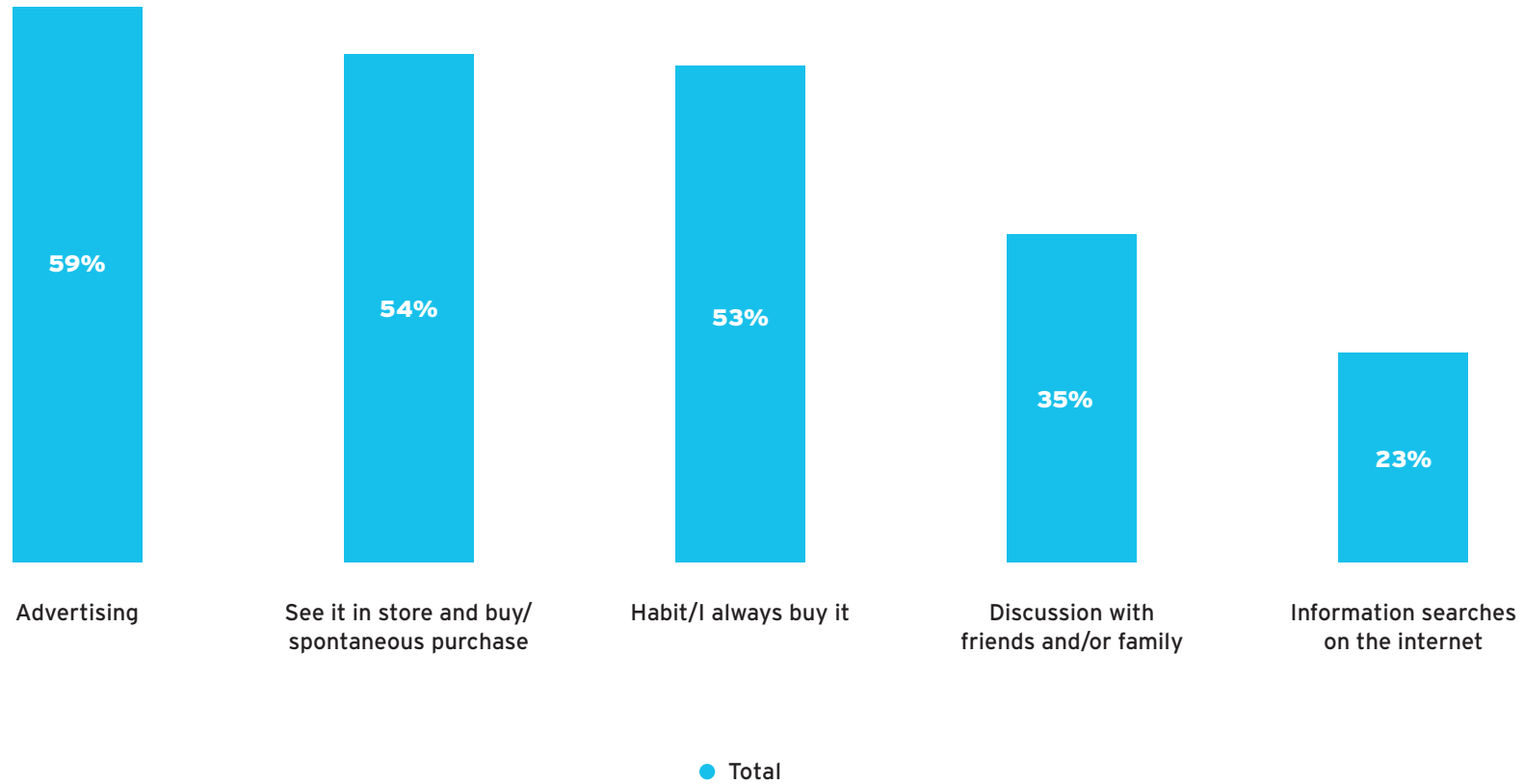
Most identified with **budget conscious shopper** and **shopper focused on quality**.



Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

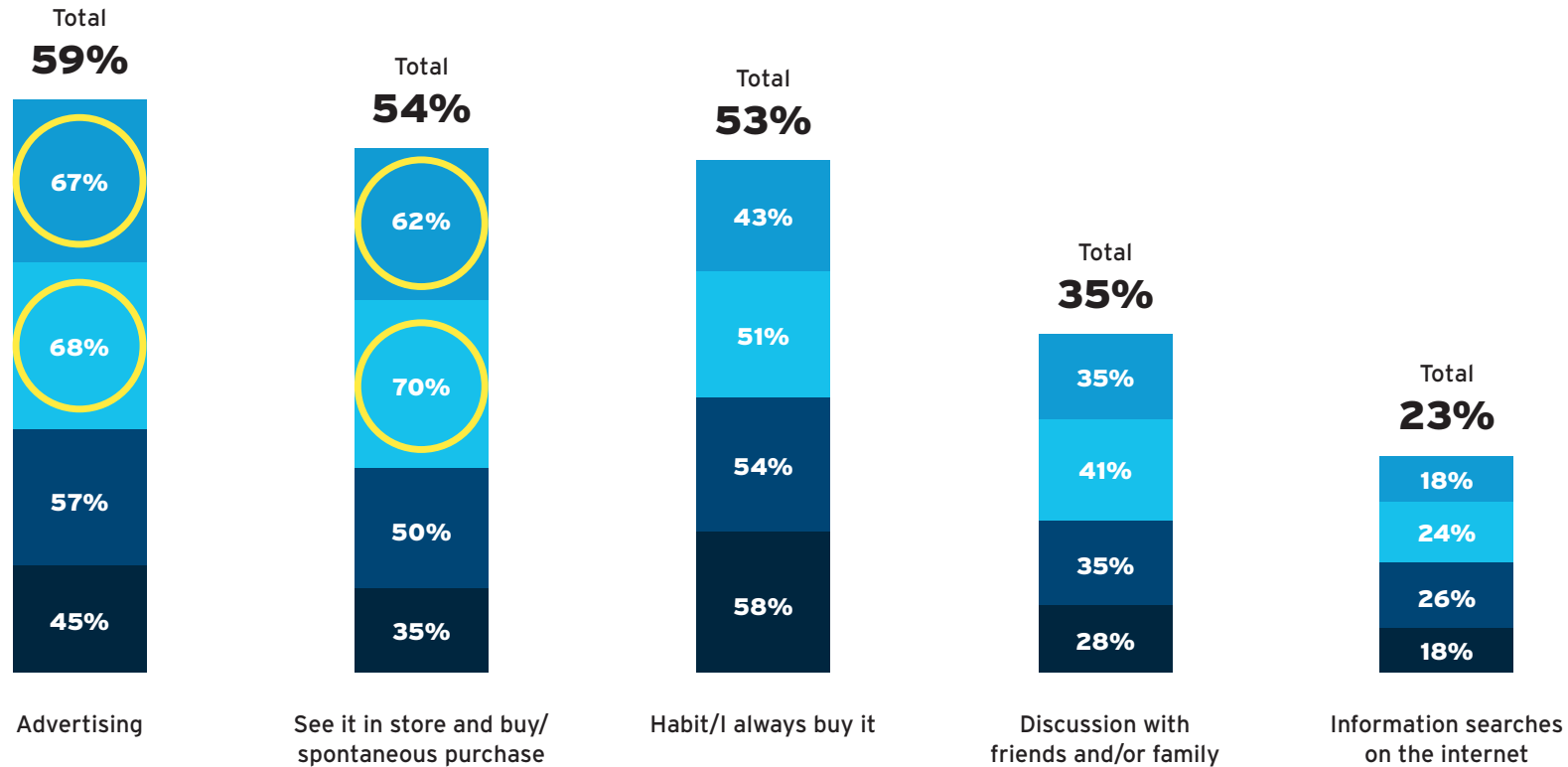
# INFLUENCING YOUR GROCERY BUYING

## Driver segments



# INFLUENCING YOUR GROCERY BUYING

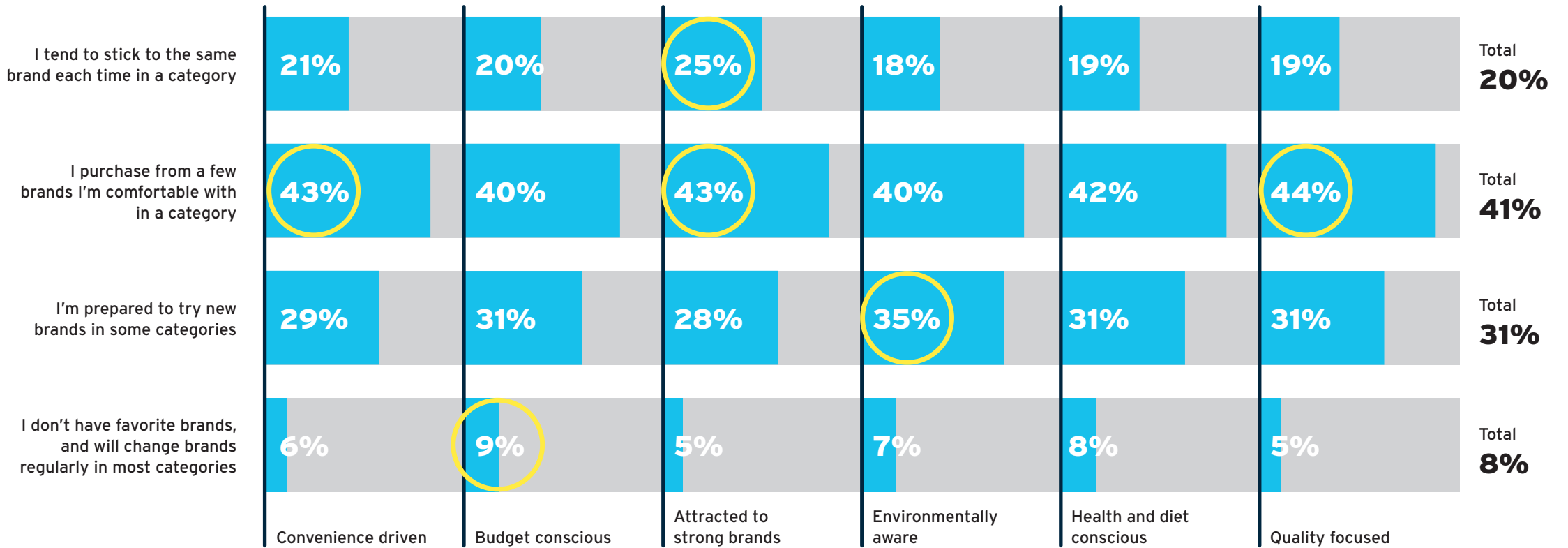
## Brand segments



- I tend to stick to the same brand each time in a category
- I purchase from a few brands I'm comfortable with in a category
- I'm prepared to try new brands in some categories
- I don't have favourite brands, and will change brands regularly in most categories

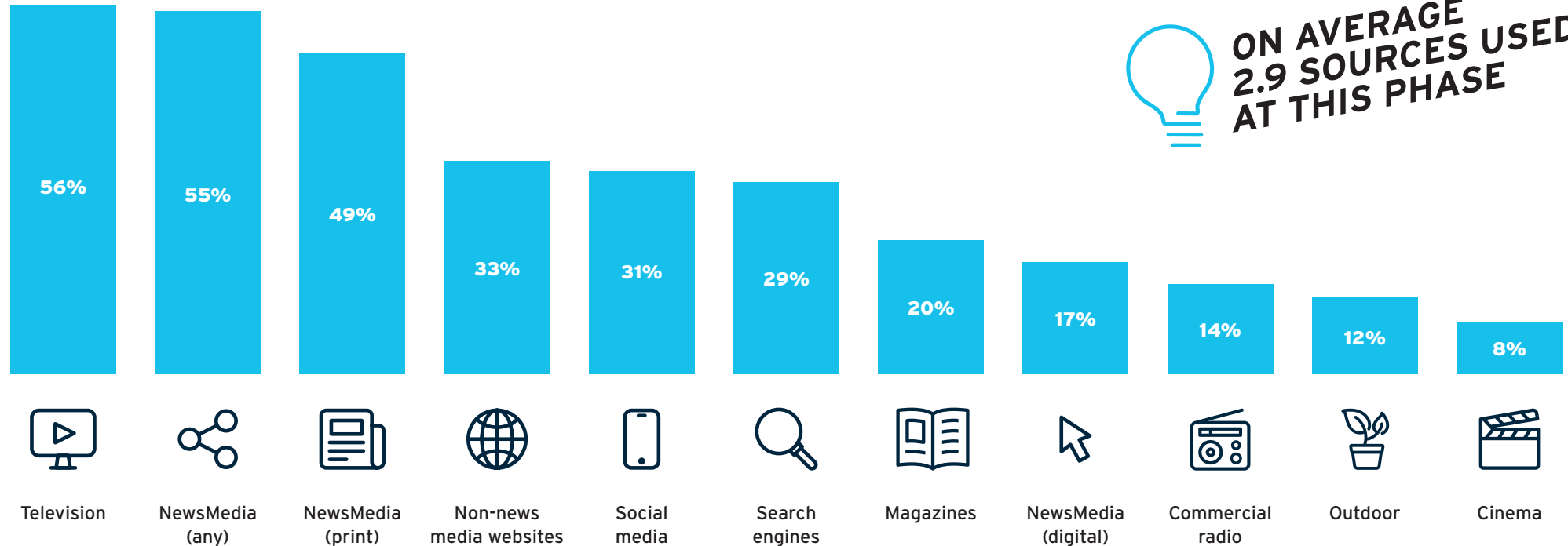
# HOW DO THEY BUY GROCERIES?

Across segments



# INFLUENCING YOUR GROCERY BUYING

Q. Where do you see information that influences your grocery purchase?



# CONTENT TRUST

Those with the **highest content trust** in **printed newspapers** like **strong brands** and **quality products**. They are mid to younger aged, health conscious and environmentally aware.

Those with the **highest content trust** in **digital newspaper sites** are **younger**, like **strong brands** and **quality products**.



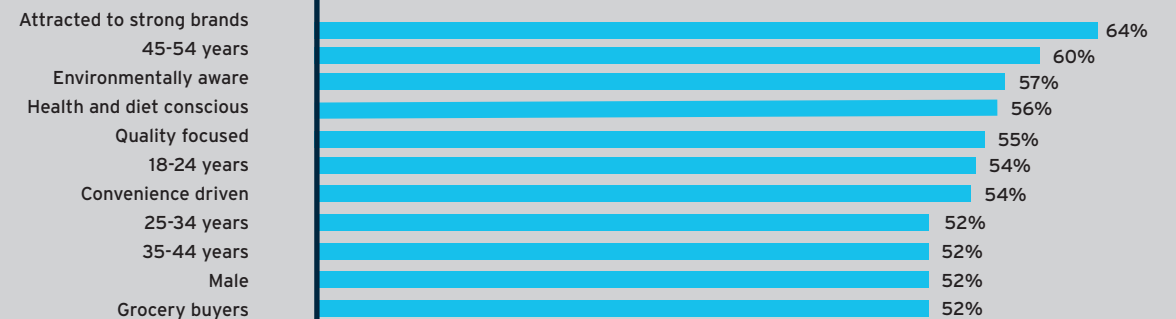
## Printed newspapers



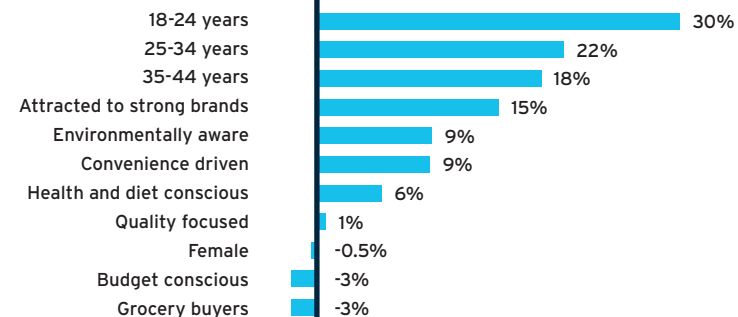
## Newspaper based websites



## Television



## Social media



Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+



# ADVERTISING IS A MAIN INFLUENCER WITHIN THE GROCERY BUYER CATEGORY

On average **2.9 sources** are being used to decide on grocery purchases.

## Top 2 media sources influencing grocery buying

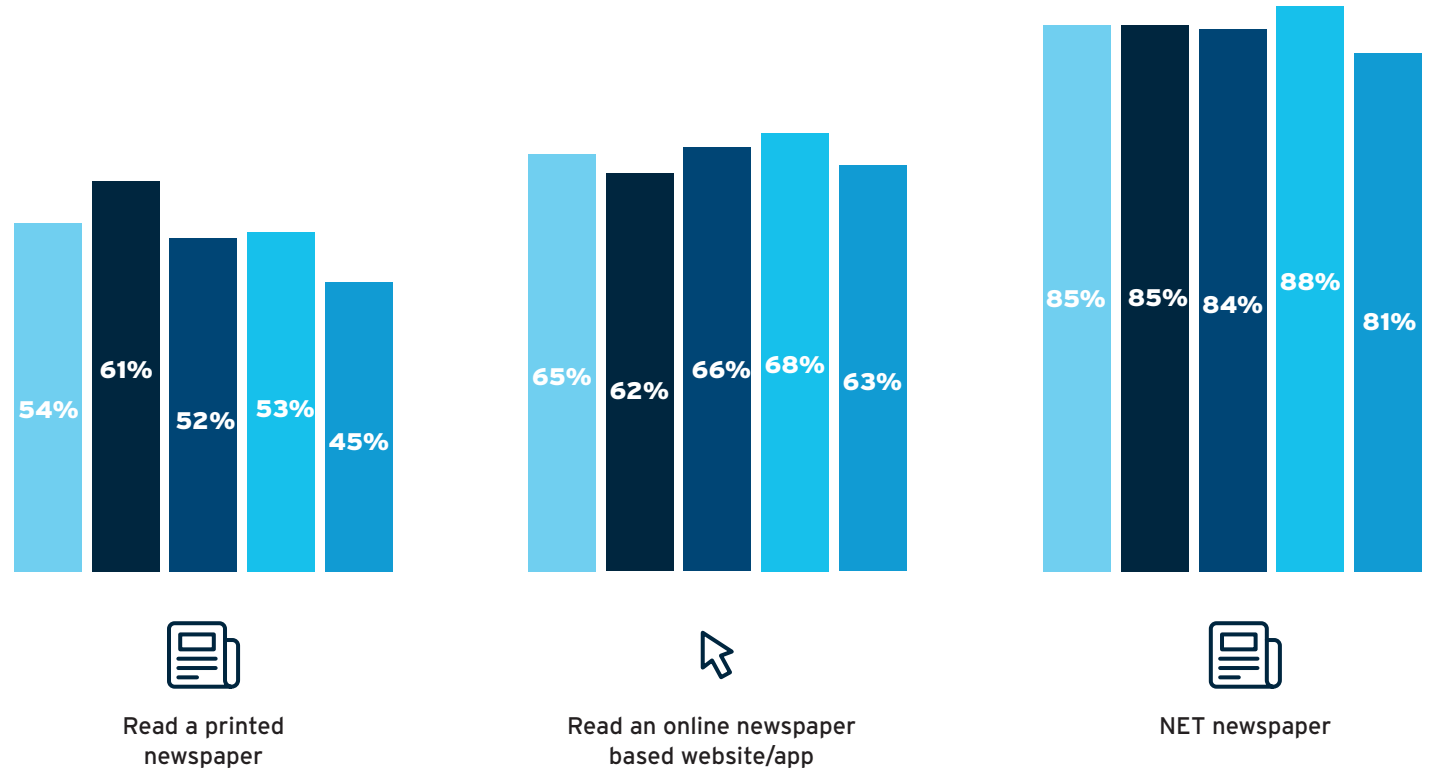


**MOST IMPORTANTLY,  
66% AGREE THAT 'THE  
MORE I TRUST AN AD,  
THE MORE LIKELY I AM  
TO BUY THE PRODUCT'**

**TRUST SHOULD BE A KEY  
CONSIDERATION IN MEDIA  
CHANNEL SELECTION**

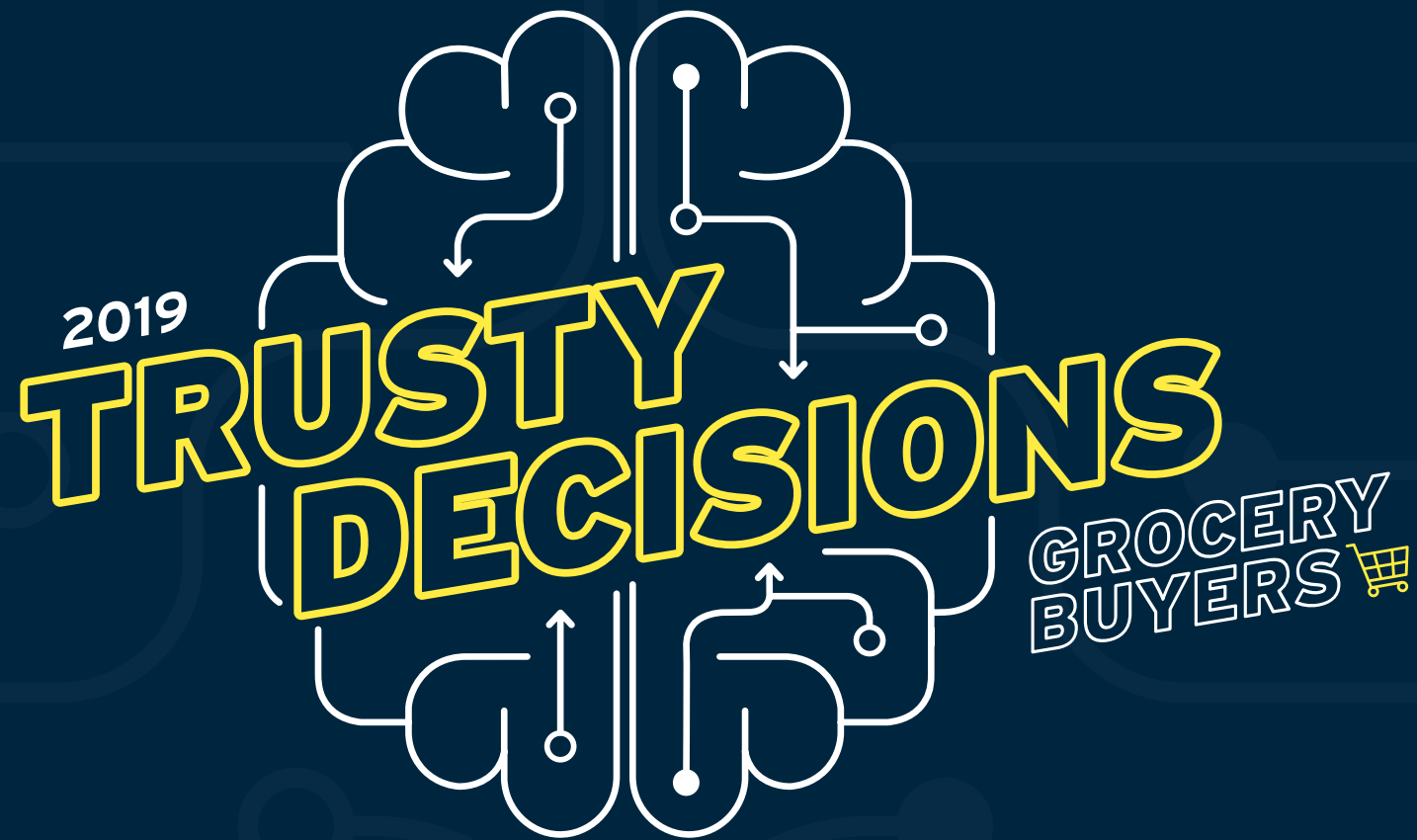
# NEWS MEDIA DELIVERS TRUSTED CONTENT AND ADS ACROSS ALL PURCHASE SEGMENTS

News Media delivers **trusted content** and **advertising** across all buying segments.



- Total
- I tend to stick to the same brand each time in a category
- I purchase from a few brands I'm comfortable with in a category
- I'm prepared to try new brands in some categories
- I don't have favourite brands, and will change brands regularly in most categories

Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+



[newsmediaworks.com.au](http://newsmediaworks.com.au)