

Relation between 'Word of Mouth' and Mass Media.

## **The influence 'word of mouth' had on purchasing decision is 76%.**

### 2007 WOM Research Results

Fourth-year of WOM Research in Japan.

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Tokyo, Japan, Kokokusha Co., Ltd (Advertizing Agency):

“Word of Mouth Research 2007” in collaboration with Prof. Nihei from Asia University.

The purpose of this research is to study word of mouth (WOM). This WOM research project started in 2003 and is now in its fourth year.

Demographic changes such as rapid rise of aging population and birthrate fall, as well as the wide use of Internet and cellular phones have had a dramatic impact on consumer behaviour and purchasing patterns often conceptualized in three stages: awareness, interest and purchase of products/ services.

One of the biggest factors is word of mouth (WOM). It has huge influence on consumers and is the ultimate personalized media. WOM is a determining factor for success in marketing.

Under this circumstances, we carried a survey and figured out how much WOM influences on consumers' communication. This analysis is based on /Tsuzumi\*/ model, which explains the relation between WOM and media.

\*Tsuzumi is a Japanese classic drum with a unique shape.

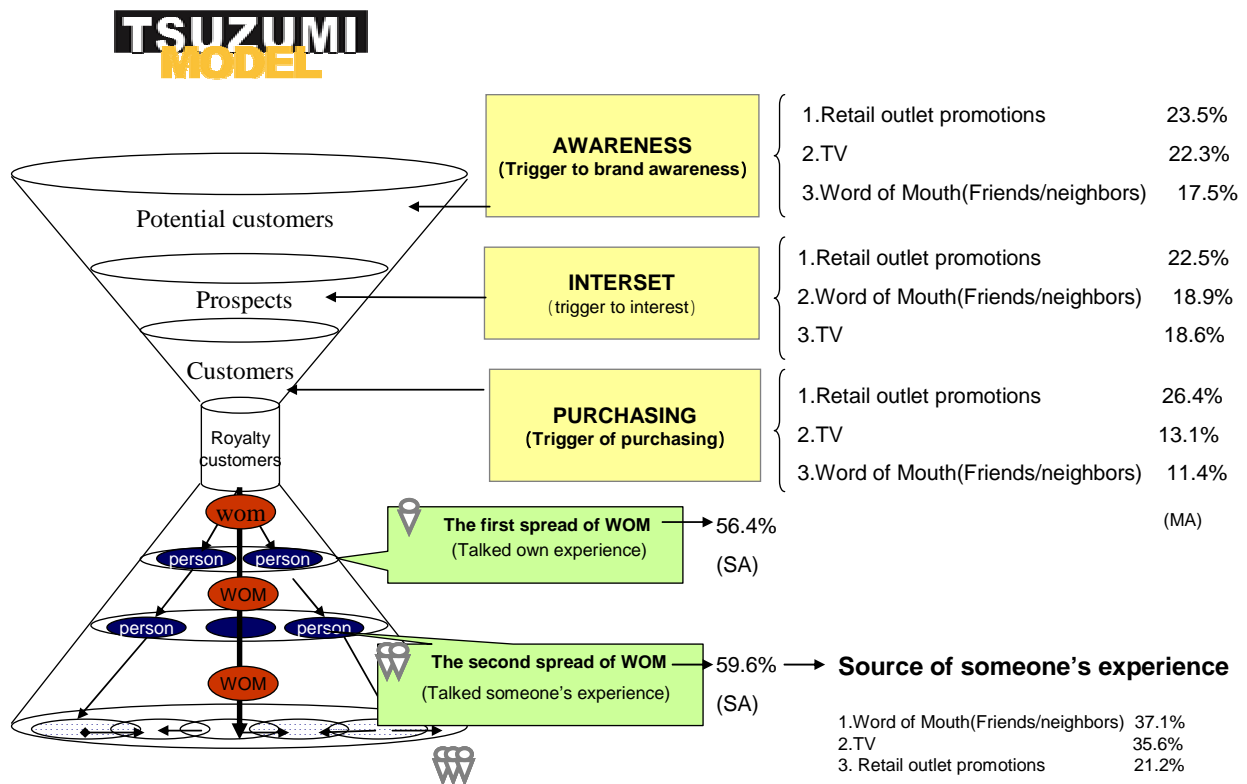
The result of this survey is available at:

<http://www.kokokusha.co.jp/service/kuchikomi.html>

## Highlights

1. The percentage of purchasing was influenced by WOM was 76.4%. It increased from 61.3% of 2005 to 76% in 2007.
2. Two biggest information source of WOM was “words from friends/neighbors” and “TV.”
3. The contact time comparison, in this release means last year and this year’s comparison.  
The time spent on using 4 mass media has decreased for all mass media, except newspaper.

We have been conducting research based on TUZUMI Model for the last five years.



**Outline of research**

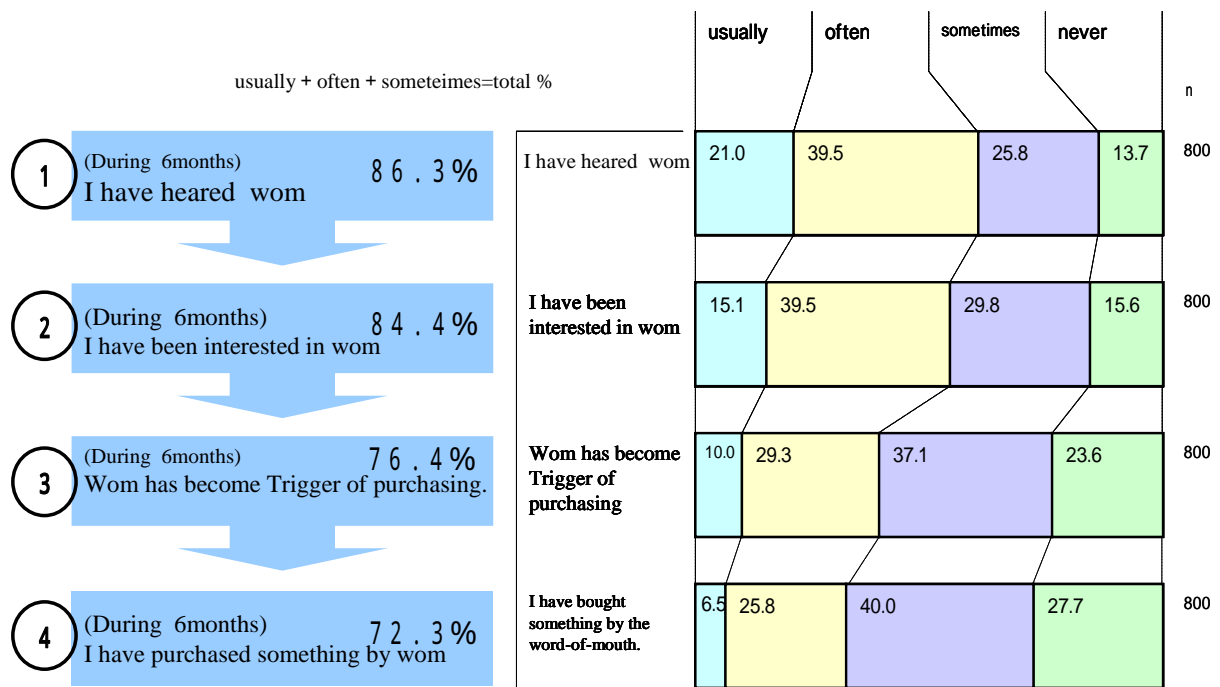
Period May 2007  
 Research method Internet Survey  
 Targets Age over 16,; Males and Females; ,all over Japan (total 800 people)  
 Design and analysis Kokokusha., Co Ltd in collab. with Prof. Nihei from Asia University

Back numbers are also available:

<http://www.kokokusha.co.jp/service/kuchikomi.html>

**1 : Percentage of WOM affects to consumer’s decision making was 76.4%.**

**Q6 How often did you hear “WOM” past 6 months?  
 Moreover, how much were you influenced by the “wom”?**

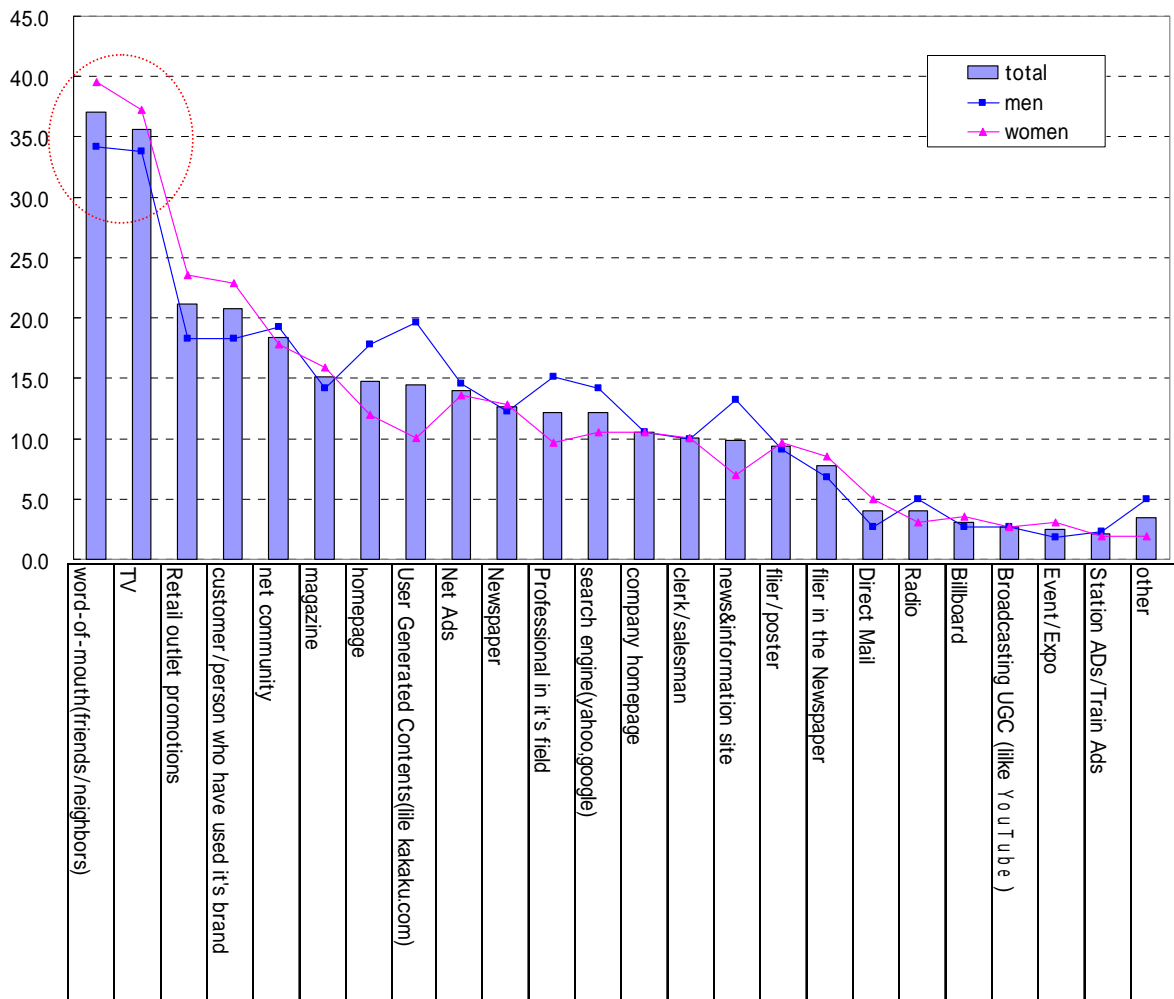


\*Both male+female in 20 s are influenced the most by WOM on their decision making.  
 In the section of female, 40 s+50 s are more influenced following 20 s.

**2. Two biggest information sources of WOM are “Words from friends /neighbors” (WON) and TV.**

The biggest media which generates WOM was WON ,Follow by TV.

Q: what is information sources of WOM that you spoke?



**3. The contact time comparison, in this release means last year and this year's comparison.**

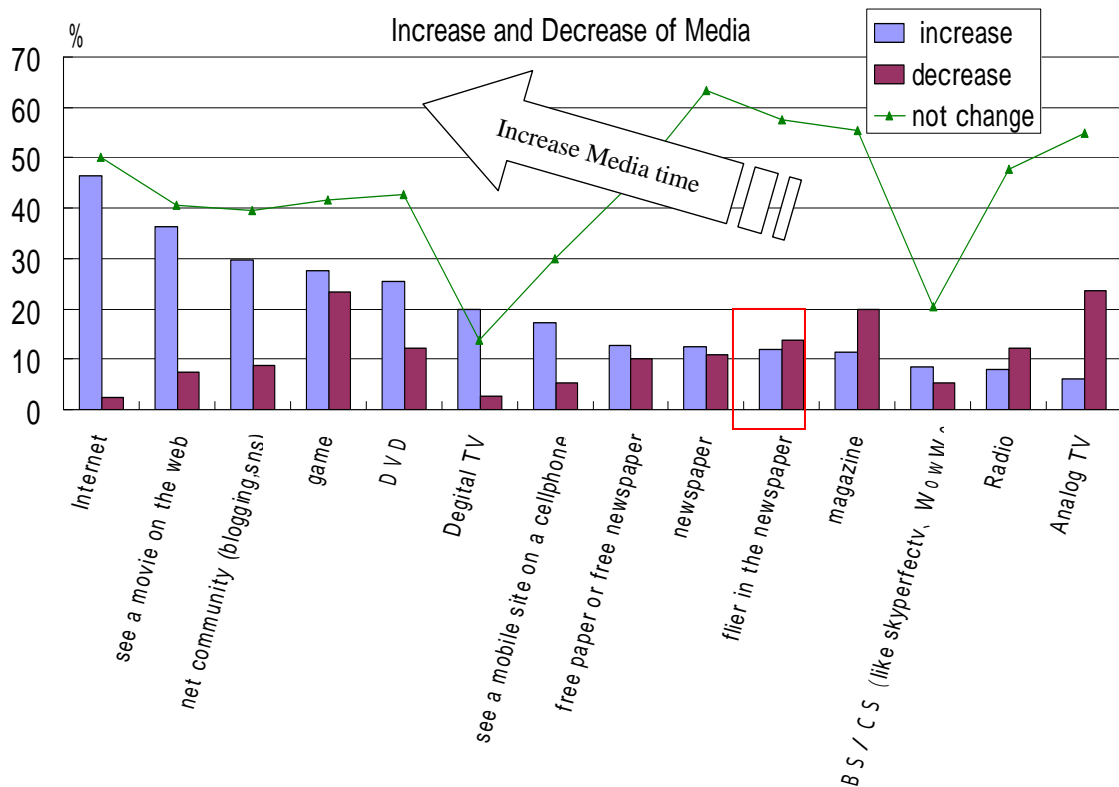
**The time spent on using 4 mass media has decreased for all mass media, except newspaper.**

The graph is the comparison media contact time that people use.

Increase: The use time has increased in comparison with last year.

Decrease: The use time has decreased in comparison with last year.

Q : Compared with last year, which did you increase or decrease your contact time with medias ?



## **Inquiries**

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\*Translation cooperation

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