# UK workers show widespread confusion over fundamental business and marketing terms in 2025



Research conducted by digital marketing agency MRS Digital has revealed significant confusion among UK workers regarding common business terminology, with the term "stakeholder" emerging as the most searched for definition in 2025. According to the data, searches for "what is a stakeholder" reach approximately 13,650 per month, amounting to 163,800 annual queries from professionals seeking clarity on this foundational concept in corporate language.

The prominence of the term "stakeholder" reflects a widespread gap in understanding despite its critical role in business discussions. A stakeholder, broadly defined by sources such as the Cambridge Dictionary and business-focused platforms like Investopedia, refers to any person or group with an interest in a company’s activities, objectives, or policies. This can include internal stakeholders such as employees and managers, as well as external groups like customers, suppliers, investors, communities, and regulators. The distinction between internal and external stakeholders is a key point emphasised by educational resources like BBC Bitesize, which further illustrates how stakeholders influence business decisions and outcomes.

Accompanying "stakeholder," other business terms also reveal significant knowledge gaps. Terms such as "B2B" (business-to-business), "business model," "KPI" (key performance indicator), and "value proposition" each attract around 6,900 monthly searches. This suggests a broad need for clearer communication and education on key business concepts that underpin organisational strategy and operations.

Geographic trends in the research reveal marked disparities in business literacy across the UK. Inverness was identified as the city with the highest search rate per 1,000 residents, indicating a relatively limited familiarity with common business terms. Other cities demonstrating elevated search rates include Wrexham, Derry/Londonderry, Dundee, and York, spanning a mixture of urban and regional centres. Conversely, London, while generating the highest absolute volume of searches—totaling roughly 156,000 annually—shows lower per-capita confusion, likely reflecting its larger and more diverse professional population.

MRS Digital further extended its study into digital marketing terminology, uncovering additional layers of complexity. "What is SEO" (search engine optimisation) emerged as the most misunderstood marketing term, garnering 13,940 monthly searches. Other terms such as "affiliate marketing," "PPC" (pay-per-click), "landing page," and "backlink" also contributed to significant volumes of queries. These findings underscore ongoing challenges for business professionals to keep pace with rapidly evolving marketing language that is essential in contemporary strategies.

As with general business terms, marketing jargon confusion is geographically uneven. Inverness again leads in searches per 1,000 residents, followed by Wrexham and Derry/Londonderry, suggesting that these areas may benefit from targeted educational initiatives. Larger cities, including London and Birmingham, produce higher absolute search numbers but tend to have lower per-capita rates, hinting at better exposure or resources related to marketing education.

The implications of this widespread terminological confusion are significant for UK businesses. Frequent searches for fundamental terms like stakeholder, KPI, and SEO indicate potential barriers to effective internal communication and organisational alignment. As noted in the analysis, such gaps may hinder strategic decision-making and the successful implementation of digital marketing initiatives, both crucial for competitiveness in a dynamic economic environment.

Addressing these communication challenges requires structured efforts in professional development and clearer, jargon-free explanations within companies. Educational resources, such as those provided by BBC Bitesize, contribute valuable clarity by explaining the roles and importance of key business concepts in accessible language. Meanwhile, strategic business education infrastructure may help reduce regional disparities, enabling a more uniformly knowledgeable workforce across the United Kingdom.

In summary, the study by MRS Digital highlights a critical need for enhanced business literacy and digital marketing understanding among UK professionals. By identifying the terms and regions most affected by confusion, it offers a roadmap for improving communication, education, and ultimately business effectiveness nationwide.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://ppc.land/study-reveals-which-business-terms-confuse-uk-workers-most-in-2025/)
* Paragraph 2 – [[1]](https://ppc.land/study-reveals-which-business-terms-confuse-uk-workers-most-in-2025/), [[2]](https://www.bbc.co.uk/bitesize/articles/zyvkh4j), [[3]](https://www.investopedia.com/terms/s/stakeholder.asp), [[4]](https://dictionary.cambridge.org/dictionary/english/stakeholder), [[6]](https://www.bbc.co.uk/bitesize/guides/zh3qwty/revision/1), [[7]](https://www.bbc.co.uk/bitesize/guides/zvhrrj6/revision/5)
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* Paragraph 10 – [[1]](https://ppc.land/study-reveals-which-business-terms-confuse-uk-workers-most-in-2025/), [[2]](https://www.bbc.co.uk/bitesize/articles/zyvkh4j), [[3]](https://www.investopedia.com/terms/s/stakeholder.asp), [[6]](https://www.bbc.co.uk/bitesize/guides/zh3qwty/revision/1), [[7]](https://www.bbc.co.uk/bitesize/guides/zvhrrj6/revision/5)

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## Bibliography

1. <https://ppc.land/study-reveals-which-business-terms-confuse-uk-workers-most-in-2025/> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/bitesize/articles/zyvkh4j> - This article from BBC Bitesize explains the concept of stakeholders in business. It defines a stakeholder as any person, group, or organisation that has an interest in the activities of a business. The piece also distinguishes between internal stakeholders, who work within the business, and external stakeholders, who do not work within the business but are affected by its activities. The article provides examples of different types of stakeholders and discusses their roles and influences on business decisions.
3. <https://www.investopedia.com/terms/s/stakeholder.asp> - Investopedia's article on stakeholders provides a comprehensive definition, stating that a stakeholder is an individual or group with an interest, often financial, in the success of a business. It outlines primary stakeholders, including investors, employees, customers, and suppliers, and extends the concept to include communities, governments, and trade associations. The article also differentiates between internal and external stakeholders and discusses the implications of stakeholder interests on business operations and performance.
4. <https://dictionary.cambridge.org/dictionary/english/stakeholder> - The Cambridge Dictionary defines 'stakeholder' as a person or group that has an interest or concern in an organisation. This includes individuals or groups that can affect or be affected by the organisation's actions, objectives, and policies. The definition highlights the broad range of stakeholders, from employees and customers to suppliers and the community, and underscores the importance of considering these groups in business decision-making processes.
5. <https://en.wikipedia.org/wiki/Stakeholder_%28corporate%29> - This Wikipedia article discusses the concept of stakeholders in a corporate context. It defines a stakeholder as a member of groups without whose support the organisation would cease to exist. The article explores the evolution of the term, its application in business ethics, and its significance in strategic management and corporate governance. It also addresses the debate between shareholder and stakeholder models in corporate responsibility.
6. <https://www.bbc.co.uk/bitesize/guides/zh3qwty/revision/1> - This BBC Bitesize guide provides an overview of business stakeholders, defining them as any person, group, or organisation that has an interest in the activities of a business. It explains the distinction between internal stakeholders, who work within the business, and external stakeholders, who do not work within the business but are affected by its activities. The guide also discusses the influence of stakeholders on business decisions and the importance of understanding their roles.
7. <https://www.bbc.co.uk/bitesize/guides/zvhrrj6/revision/5> - This BBC Bitesize guide focuses on the range of stakeholders involved in business activity. It defines a stakeholder as any person, group, or organisation that has an interest in the activities of a business. The guide discusses the importance of businesses being aware of their stakeholders, as many of them will be affected by its activities and can influence the decisions that a business makes. It also distinguishes between internal and external stakeholders and provides examples of each.