

RETAIL

Consumers expect UGC for in-person shopping: Bazaarvoice

December 20, 2021



Most consumers agree that UGC will be a deciding factor in their future purchasing decisions. Image credit: Treasure Data

By KATIE TAMOLA

Shoppers continue to seek user-generated content (UGC) that they find online translated into in-store experiences, according to new findings from Bazaarvoice.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"**The State of Retail**" report finds that 60 percent of consumers expect to see UGC on brand and retail websites as well as social channels, while a third want them displayed virtually in-store. Whether consumers are sticking to ecommerce or are venturing into brick-and-mortar stores, brands and retailers cannot ignore the desire and possible benefits of UGC.

"Wherever they advertise, market or post content, brands should be using user-generated content (UGC) for both inspiration and conversion," said Keith Nealon, CEO of Bazaarvoice.

"Shoppers want to read about and see photos of people like them using or wearing products, including products associated with luxury brands, as it helps them envision themselves using or wearing said products."

The research is based on survey responses of more than 8,000 consumers from the U.S., U.K., France, Germany, Australia and Canada and over 500 decision-makers who work in retail from the same countries.

Power of others' purchases

Consumers are becoming increasingly affected by the purchases and subsequent reviews and photos from other consumers during their own shopping journeys.

Fifty-six percent of consumers agree that UGC will be a deciding factor in their future purchasing decisions.

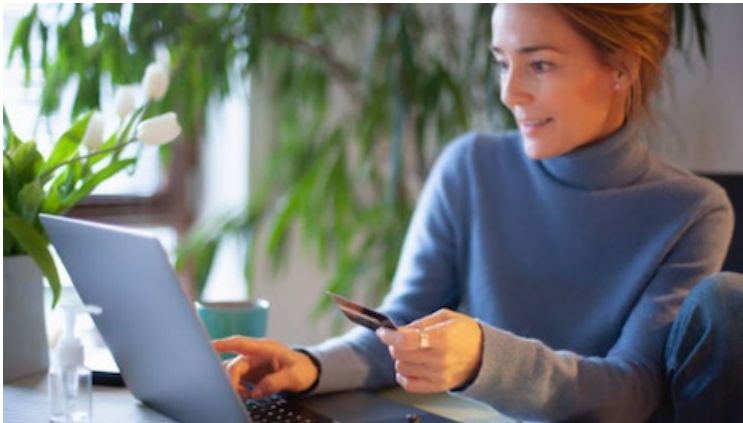


Written reviews and photo or video content are among the most effective forms of UGC. Image credit: Shoploop

The top three reasons consumers yearn to see UGC are that it helps them decide what to buy (50 percent), it gives them more confidence to buy from the brand (48 percent) and it helps them visualize the product and how they will use it (47 percent).

When consumers identified which UGC is most effective, 48 percent said written reviews, while 30 percent said photos or videos from fellow consumers.

Sixty-four percent of brands and retailers consider reviews as most effective in regards to their advertising efforts, while 43 percent said photos and videos.



UGC may serve as a crucial tool outside of e-commerce as well. Image credit: Getty

When asked how consumers would like to see UGC translated into in-store experiences, 36 percent said they would like to see virtual displays showing other customers' reviews, photos, and videos, 34 percent said they would like to see QR codes that can be scanned to read reviews and 33 percent said they would like availability of live/up-to-date star ratings in-store based on customer feedback.

About 1 in 3 shoppers are expecting brands and retailers to make a greater effort prioritizing the customer experience. Forty-seven percent of consumers note feeling excited about the potential technology has to enhance their shopping experience, while 30 percent note they are not sure how they feel about technology possibly becoming more involved in how they shop.

UGC on the rise

Brands and retailers are now being presented with ample opportunity to foster UGC online and implement UGC for in-person shopping, which could foster brand loyalty and differentiate them from their competitors.

Strategic and creative user-generated content (UGC) can help retailers convert prospective buyers into loyal customers. During a session at the Bazaarvoice Retail Summit, an executive from the technology explained how retailers can evaluate whether UGC is maximizing return-on-investment (ROI) ([see story](#)).

With the current expansive shopping landscape, reviews and ratings are becoming increasingly important in consumers' shopping journeys.

According to a previous report from Bazaarvoice, 89 percent of respondents saying they always or mostly consult ratings and reviews before making a purchase. Consumers are looking for specific features reflected in their reviews as well to reflect that the feedback and suggestions are authentic and relevant to their needs ([see story](#)).

"What stood out to me [in the report] is consumers' enthusiasm and excitement for technology in their retail experience, and how much they want UGC to be part of it," Mr. Nealon said. "Use of UGC shouldn't just stop on websites and social profiles.

"Luxury brands can utilize UGC across print and online advertising and marketing emails," he said. "After shopping online for the majority of the last two years or so, shoppers now want the same rich information that UGC provides them when they return to shopping in-store."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.