

RETAIL

Half of consumers shopping on social regularly: report

February 28, 2022



Social commerce and influencer marketing continue to grow. Image credit: Altepays

By SARAH RAMIREZ

More than three-quarters of consumers find themselves "very influenced" to shop via social media, according to new findings from Bazaarvoice.

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Bazaarvoice's [new social commerce study](#) found that 70 percent of shoppers have discovered products on Facebook and Instagram. One in two consumers have also bought products via social media in the past year.

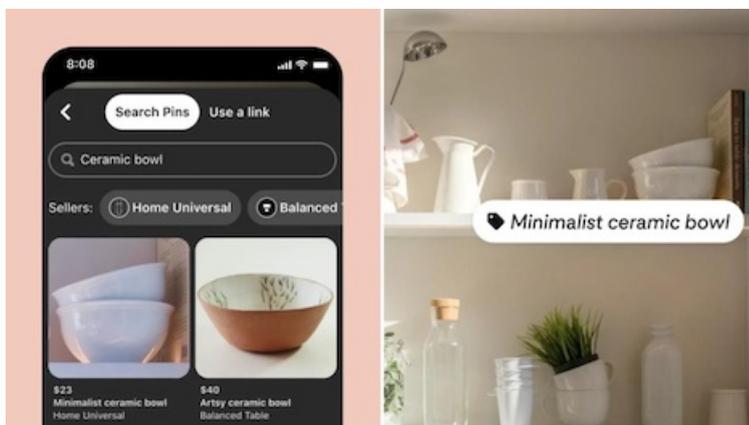
"Digital content and immersive shopping experiences are on the rise," said Jami Reetz, social commerce strategist at [Bazaarvoice](#), during a webinar on Feb. 23. "It's gone from in-store to in your feed."

The survey was conducted between December 2021 and January 2022, with more than 14,000 respondents across the U.S., U.K., Canada, France and Germany.

Shopping discoveries

About 80 percent of consumers have spent more time online in the last year, and this has also led to an increase in online shopping behavior.

Three in four shoppers are "very influenced" by social media, with 65 percent using it for social media while six in 10 shop mid-feed or directly from influencer links or recommendations.



Shopping on social is about discovery and inspiration. Image credit: Pinterest

The top five features online shoppers are looking for to feel confident about online purchases are comprehensive product descriptions, professional product photos, buyer reviews, professional product videos and shopper product photos.

The common thread is visual content, including video making it essential for brands looking to foster social commerce engagement.

Sixty percent of shoppers are influenced by brands and influencers, compared to 55 percent that are influenced by friends and family. Of those shopping from influencer recommendations, 69 percent shopped from influencers "sometimes" while 18 percent shopped from them "all the time."

Shoppers also have varying interpretations of influencers, with 35 percent shopping from perceived subject matter experts, 23 percent from "social media stars" and 5 percent from celebrities. A quarter shop based on the recommendations of family and friends.

Social platforms create a shared experience, but not all platforms are equal. While consumers turn to Instagram, Facebook, Twitter, TikTok and YouTube for discovery, the way they encounter information varies.

Which types of products do you shop for on social vs. in-store?



Beauty and apparel are the top categories for both in-store and social shopping. Image credit: Bazaarvoice

For instance, Facebook is more geared towards recommendations from personal connections as opposed to information gathering or product searches. YouTube does not rely on a feed, although paid influencer recommendations are commonplace.

Beauty and apparel are the top product categories for social commerce, with a respective 91 and 81 percent purchasing these products through social media. Home furnishings round out the top three, at 60 percent.

Leveraging UGC

User-generated content (UGC) is another important component of social commerce.

According to earlier Bazaarvoice research, when shopping directly on a brand or retailer's ecommerce site, 42 percent of shoppers will not purchase a product if there is not UGC available on the product page (see story).

Leveraging UGC on social media platforms for instance, by crowdsourcing videos can help brands engage with shoppers. According to a new report from TikTok, brands such as Gucci and Ralph Lauren found success on the platform in 2021 through partnerships or leveraging user-generated content (see story).

TikTok is continuing to evolve in response to growing trends, joining other platforms that have introduced more social shopping features. In particular, livestreaming has proven lucrative in China and is one promising addition that may entice luxury brands and advertisers on TikTok ([see story](#)).

"We've already seen brands and retailers meet shoppers where they are: right at their fingertips," Ms. Reetz said. "It's important to understand how quickly social is actually moving and evolving."

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