



bazaarvoice™

SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



UK EDITION



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Bazaarvoice's Shopper Preference Report delves into the complex landscape of consumerism and examines how macroeconomic factors influence consumption trends.

Shopper Preference Report engaged 8,089 participants in 6 countries across various age groups, ranging from 18 to 65.

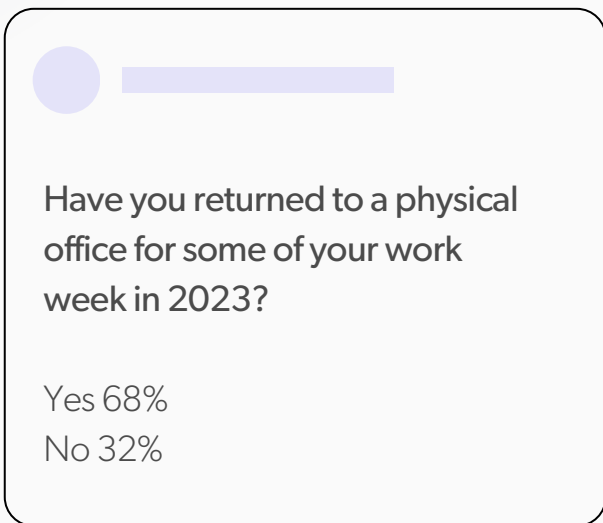
Shopper Preference Report, UK Edition, focuses on insights from our UK shoppers, with over 2,000 participants.

Where applicable, we added global data to compare UK shoppers' preferences to those of other shoppers.

The insights gathered from this group offer valuable data for understanding consumer behaviours and preferences for brands and retailers to understand and actively engage, adapt their commerce strategies to align with industry-changing trends, and foster lasting connections by meeting the dynamic expectations of today's consumers.

Mind the app.

UK shoppers are savvy in adopting digital technologies in the shopping process. They frequently use online platforms for research, comparison, and purchasing, making e-commerce a significant part of their shopping routine.

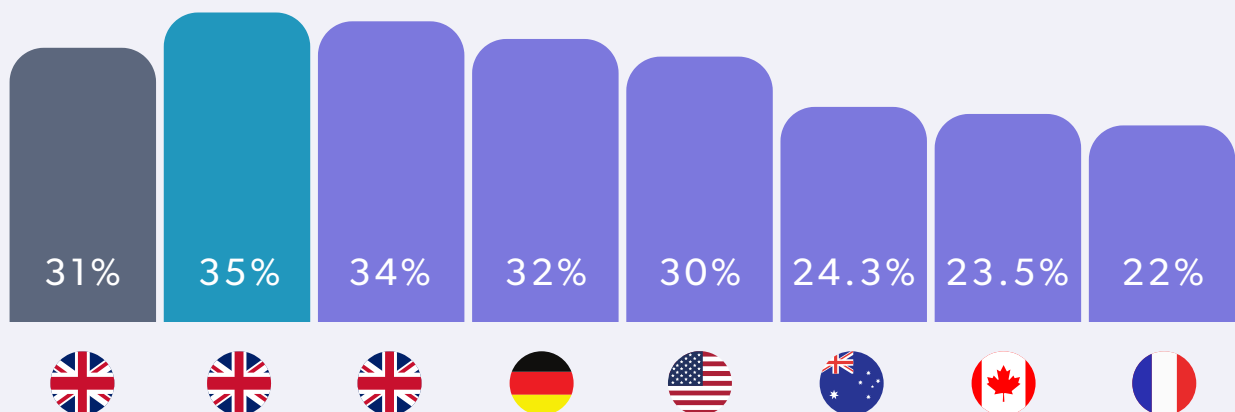


Has your return to work led to you spending in physical stores instead of online?



Do you spend more money online or in-store shopping?

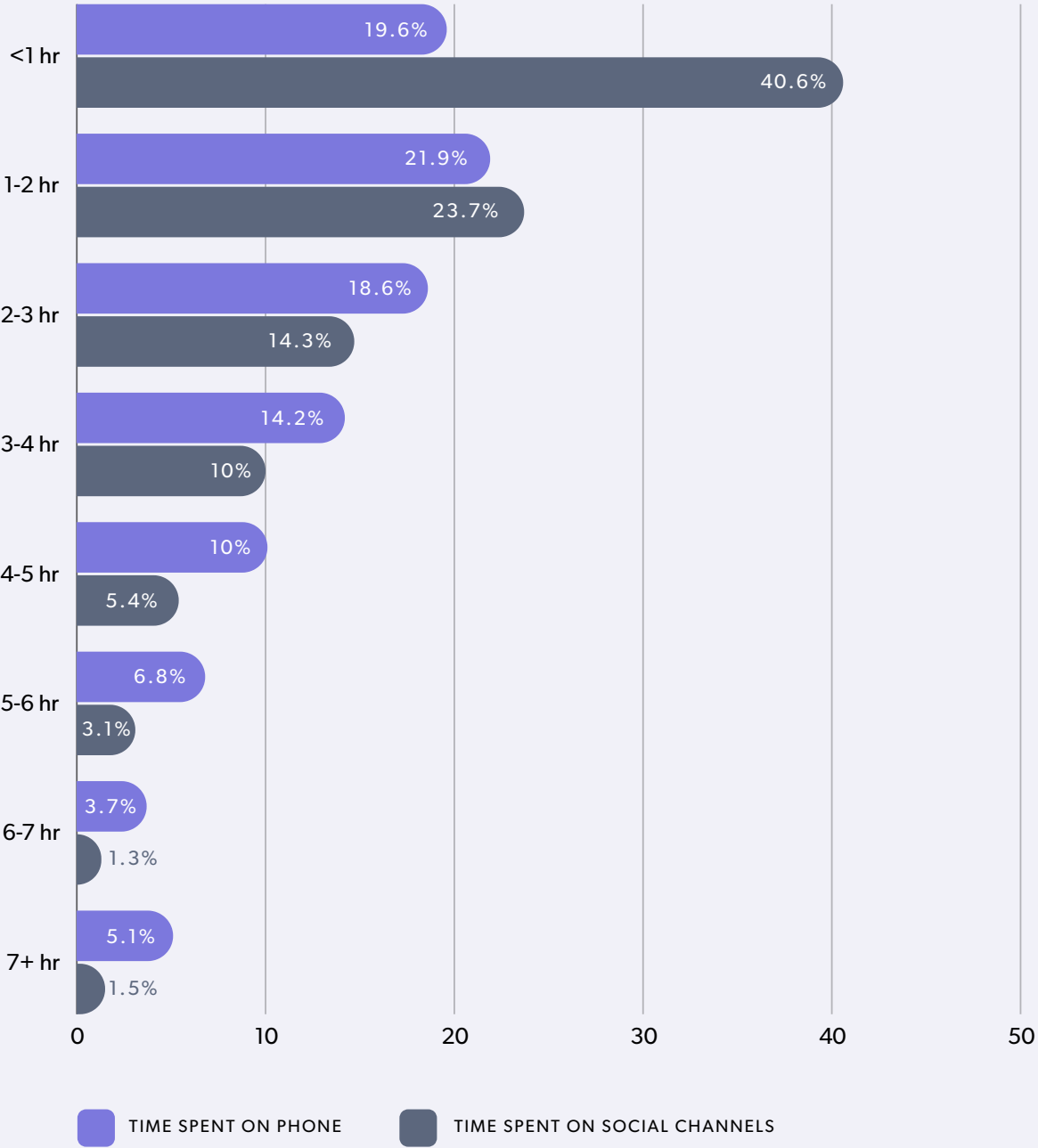
NO DIFFERENCE MORE IN-STORE MORE ONLINE



Roughly 25% spend between 2 to 4 hours per day on social channels.

How many hours a day do you spend on your phone?

How many hours a day do you spend on social channels?



UK shoppers are strongly inclined to shop on their phones when asked if they tend to make purchases more frequently on phones, laptops or tablets.

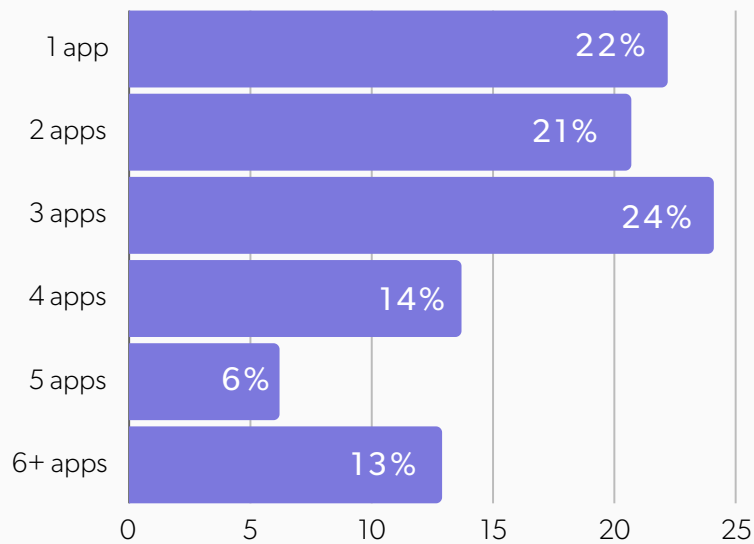
(10% answered tablet and 4% answered that they don't purchase online)



Shoppers purchasing on the phone, by country



How many retailer/brand apps do you have on your phone if you shop online?



The UK has the highest number of shoppers who have 6 or more retailer/brand apps on their phones.

13%



11%



10%



9%



7%



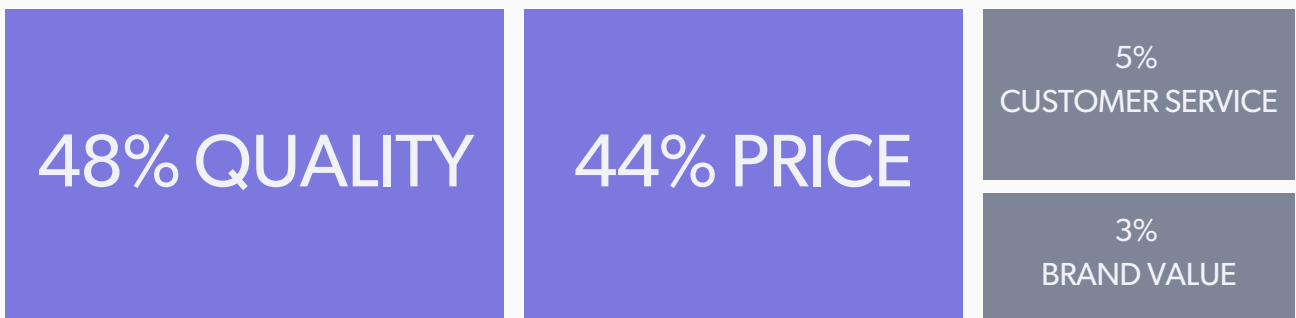
5%



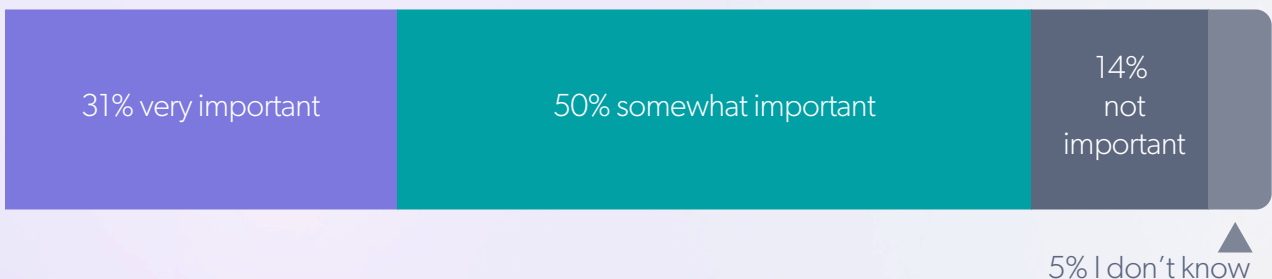
Loyalty drivers.

UK consumers are more likely to remain loyal to brands that prioritize quality. But that's not all. Read below to learn other loyalty drivers you can optimize with your shoppers.

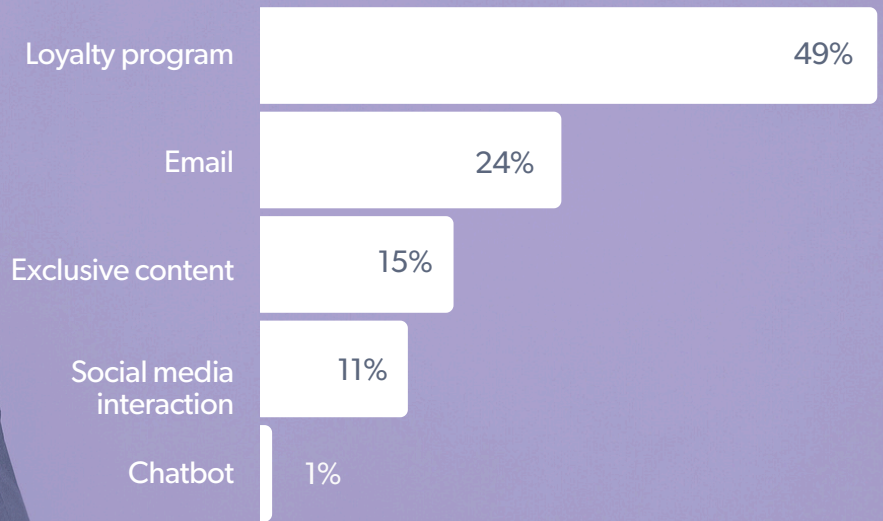
Which is the main factor that most influences your loyalty to a brand?



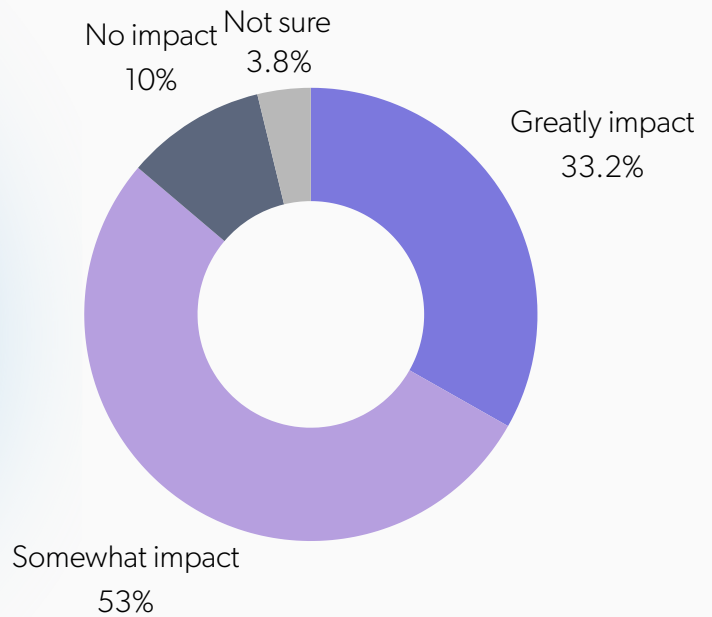
How important is a seamless shopping experience across different channels (online, in-store, mobile) in maintaining your loyalty to a brand?



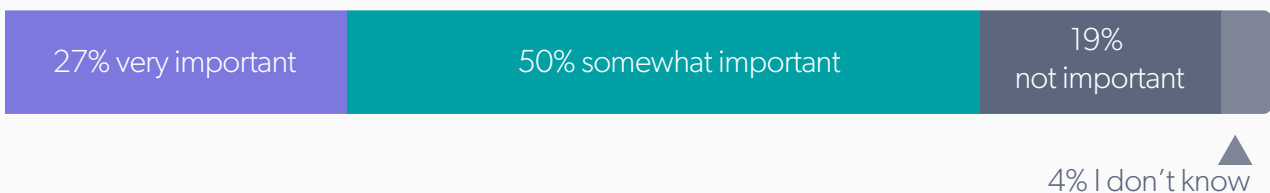
How do you prefer brands to engage with you to enhance your loyalty experience?



To what extent does a brand's reputation for reliability and trustworthiness impact your loyalty?



How important is a company's commitment to sustainability and ethical practices in earning your loyalty?



A private view.

While prioritising reliability and convenience, UK shoppers are adventurous enough to embrace new ways of shopping and explore different products, including store brands.



Have you purchased a private-label* product in the last 6 months?

Yes 58%

No 37%

No, but I plan to 5%

67%

ARE SOMEWHAT IMPRESSED WITH THE QUALITY OF PRIVATE-LABEL PRODUCTS COMPARED TO OTHER BRANDED PRODUCTS

Have you switched some of your staple products to private-label products permanently?

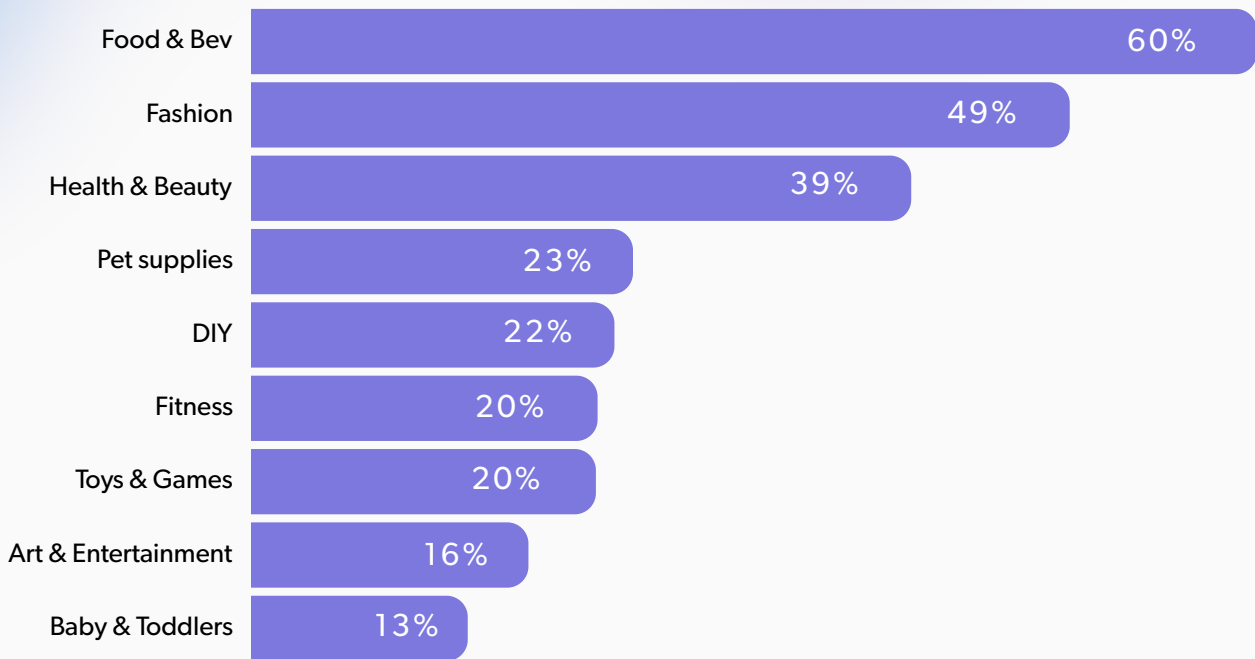
Yes 42%

No 41%

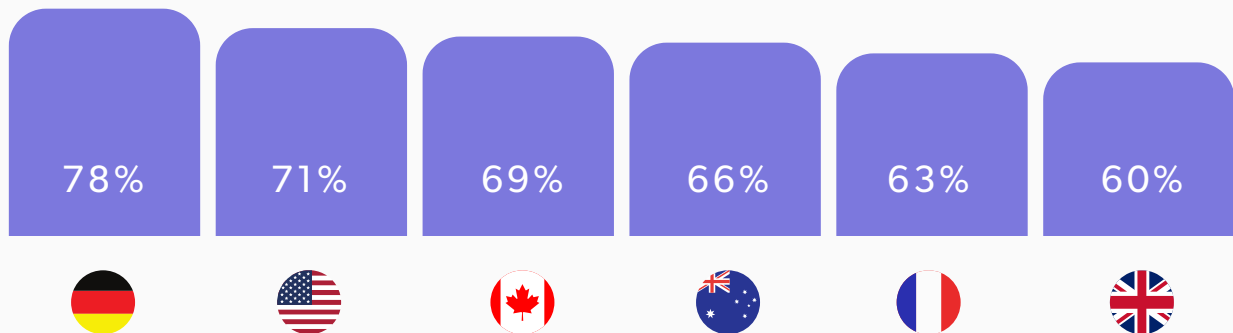
No, but I plan to 17%

*Private label products refer to products created by the retailer and not a brand i.e. a supermarket/grocery store-owned brand.

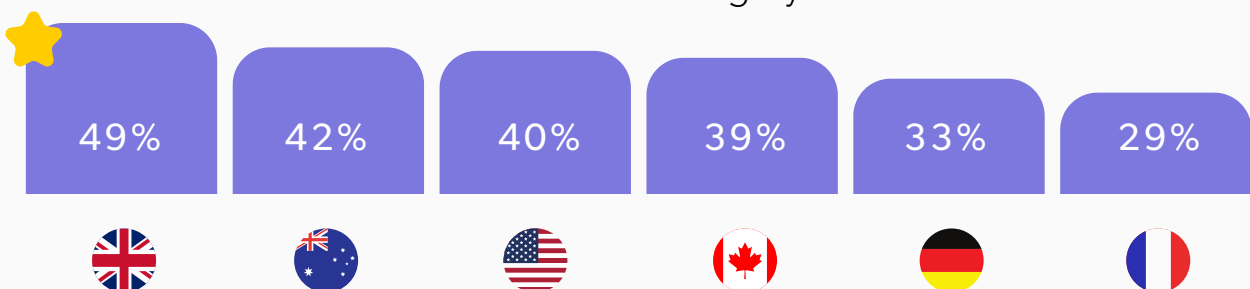
If you purchased private label, which categories have you purchased in?



Although UK shoppers' private-label purchases are the highest in the food and beverage category, it's the lowest compared to global shoppers.



UK ranked #1 for private-label purchases in the fashion category



All about 18-44*

Millennials represent people who were born between 1981-1996 and Gen Zs were born between 1997-2021. Here are the UK's Zillennial shoppers' digital shopping preferences. (from 751 UK participants)

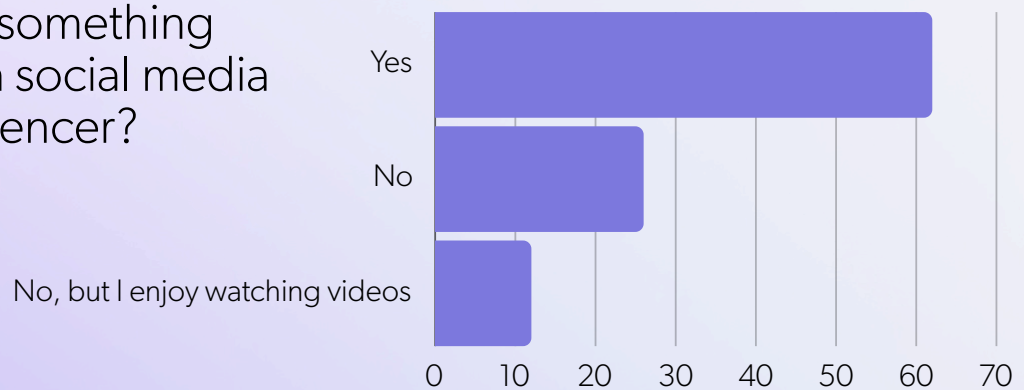
Do you enjoy product highlight videos on social media?



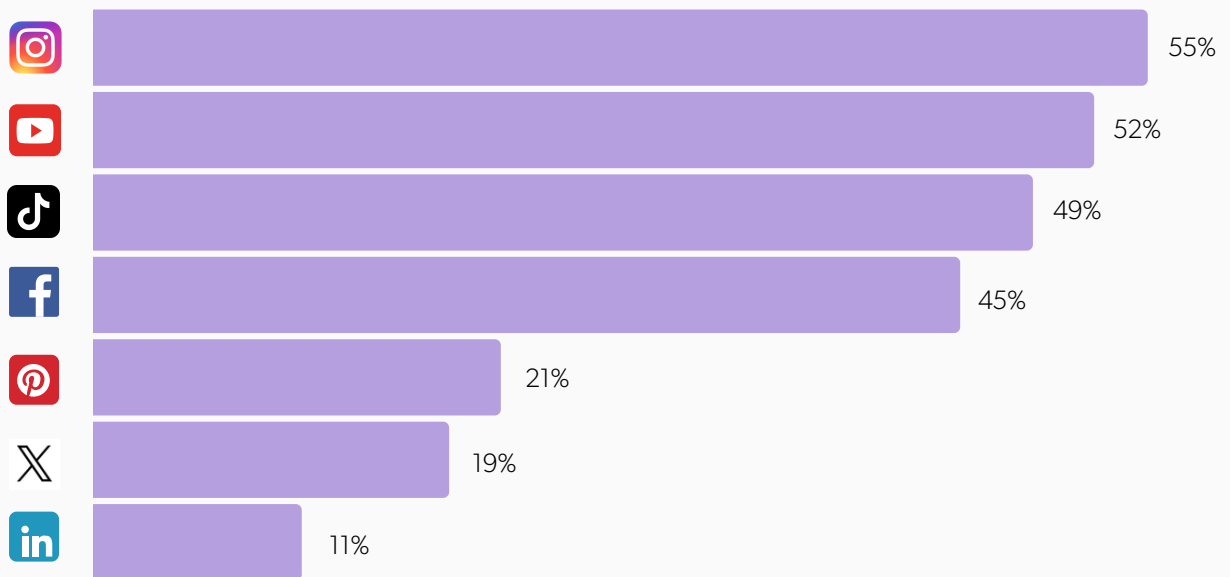
Prefer discovering new products: video or image on social?



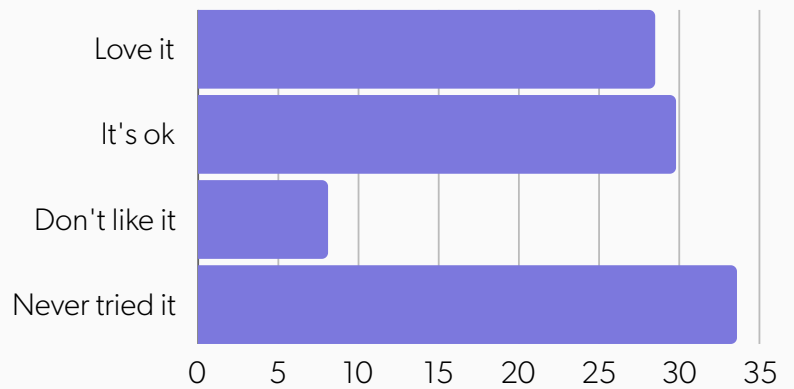
Ever bought something after seeing a social media video or influencer?



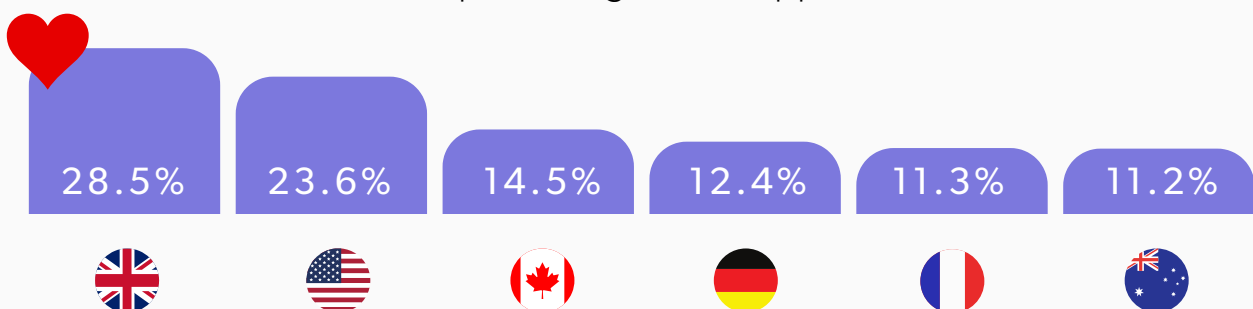
On which platform do you prefer to see videos with products?



How do you feel about TikTok Shop?



More UK shoppers said they 'love' TikTok shop compared to global shoppers



Which type of video is most likely to make you purchase a product?



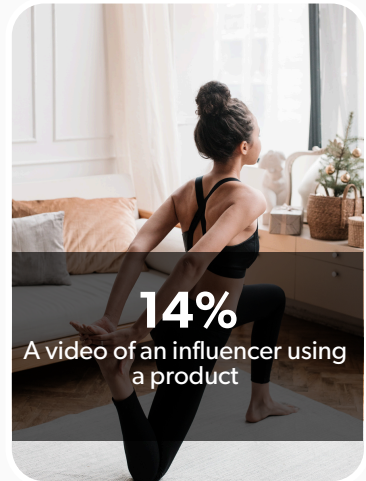
25%

A video of a consumer using a product that they have filmed themselves



19%

A video created by the brand showcasing the product



14%

A video of an influencer using a product



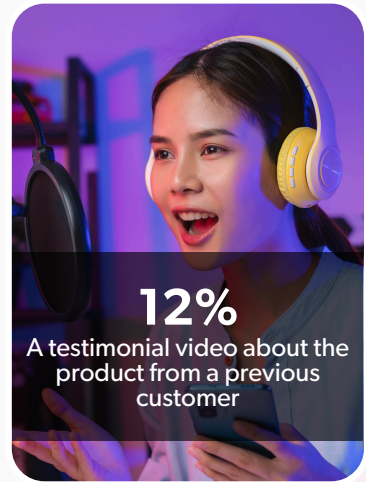
18%

A tutorial video explaining how to use the product



13%

A live video showing someone showcasing the product



12%

A testimonial video about the product from a previous customer



58% tend to purchase products more if they see videos on social media

Recap.

UK consumers represent a blend of traditional loyalty drivers with an openness to innovative shopping experiences. They prioritize quality and reliability in their brand choices but remain adventurous, readily exploring new products and shopping channels.

With a notable preference for digital and social shopping, and an increasing embrace of private label products, marketers must adapt their strategies to meet evolving consumer expectations, emphasizing quality, convenience, and value to foster lasting brand connections in the UK market.

PROTECT QUALITY:

Quality emerges as the primary factor influencing brand loyalty among UK shoppers, surpassing price considerations. Remember to emphasize the product quality, reliability, and trustworthiness in brand messaging to resonate your consumers.

MAKE IT OMNICHANNEL:

UK shoppers are comfortable with omnichannel shopping experiences, seamlessly transitioning between online and offline channels based on their needs and preferences.

INVEST IN VIDEO CONTENT:

Produce captivating video content to share on platforms like Instagram, TikTok, and YouTube to influence their purchasing decisions effectively.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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