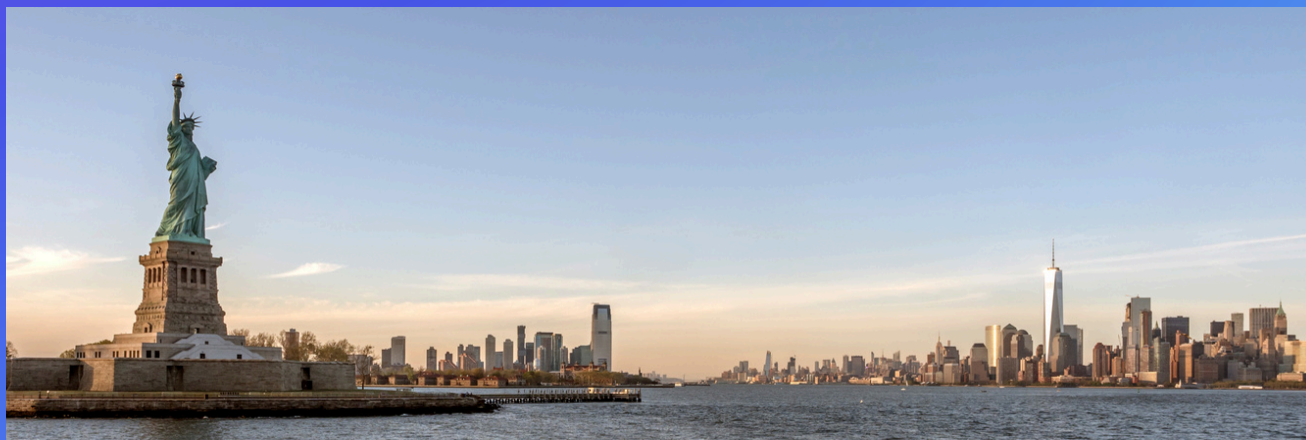




bazaarvoice™

SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



USA EDITION



bazaarvoice™

Americans love the convenience of online shopping, but lots of folks still enjoy the fun of browsing in stores. Spending habits are similar in both settings, highlighting the importance of seamlessly integrating online and physical channels into an omnichannel approach.

The Bazaarvoice Shopper Preference Report delves into these intricacies, drawing insights from approximately 2,019 participants, with at least 953 in the 18-44 age bracket.

The report underscores the growing influence of video content. Visually compelling content, including product videos and creator videos, significantly impacts US shoppers' buying decisions. Social media interactions also play a crucial role, contributing to brand loyalty alongside quality and competitive pricing.

Americans care about brands. They want good stuff at a fair price, which is why many American shoppers have switched permanently to store brands

It is just a glimpse into the diverse shopping behavior of US consumers – the Bazaarvoice report offers even deeper insights!

Decoding online vs. in-store shopping trends

In the US, while stores see a return, many continue to embrace online options or effortlessly combine both physical and digital experiences.



Have you returned to a physical office for a percentage of your work week in 2023?

Yes 64%

No 36%



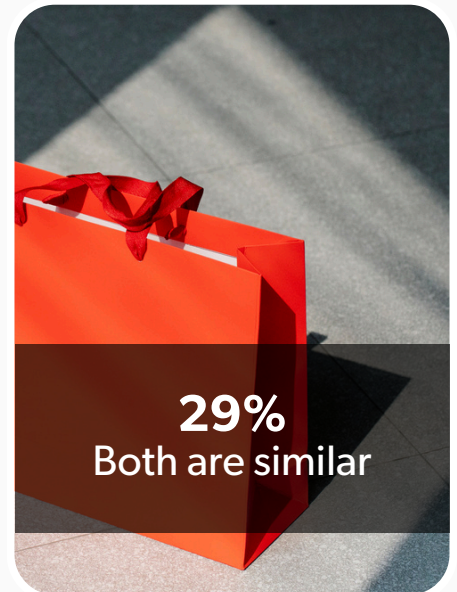
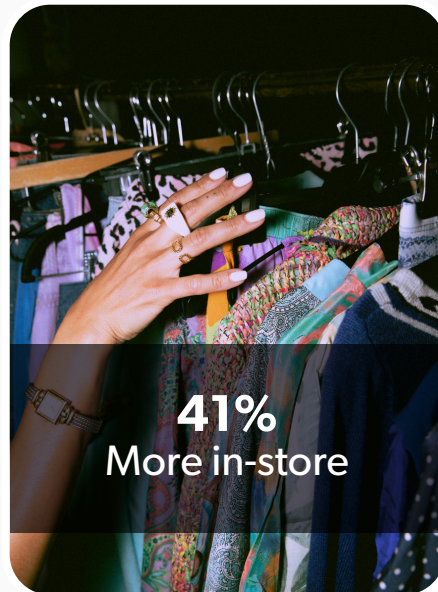
Has your return to work led to you spending in physical stores instead of online?

Yes 53%

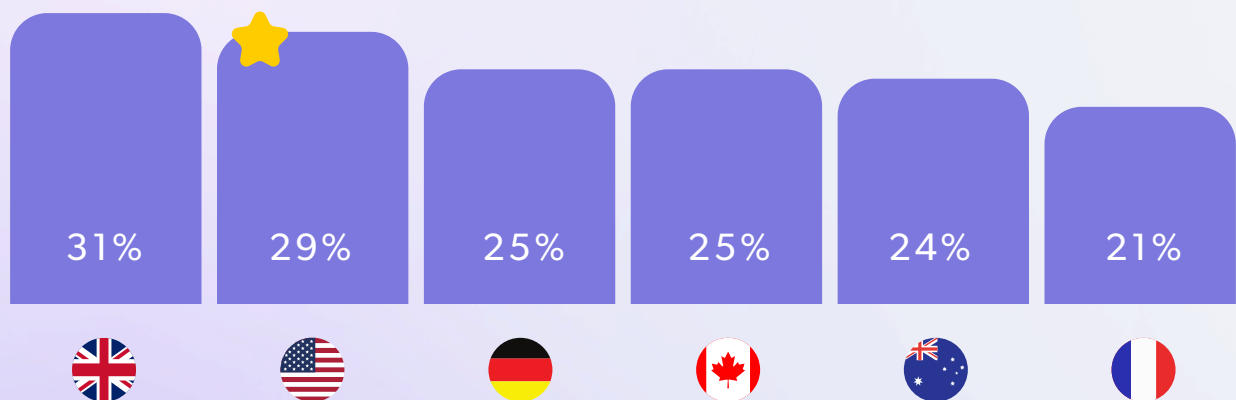
No 47%

The US is witnessing a hybrid shopping trend. While workplaces reopen, nearly half of consumers continue to prioritize in-store experiences.

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



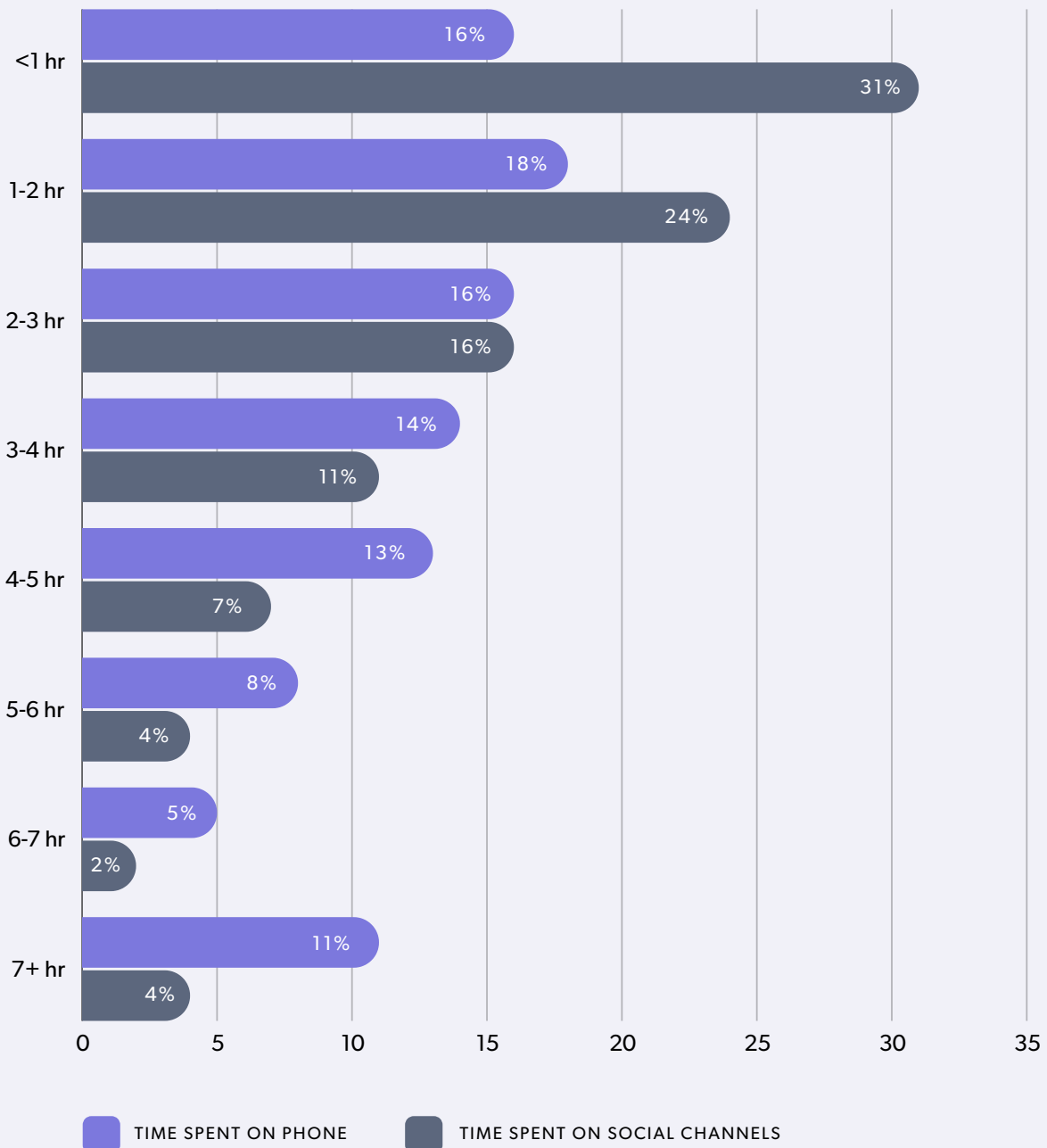
Americans find their online and in-store spending very similar, putting the USA on par with the UK.



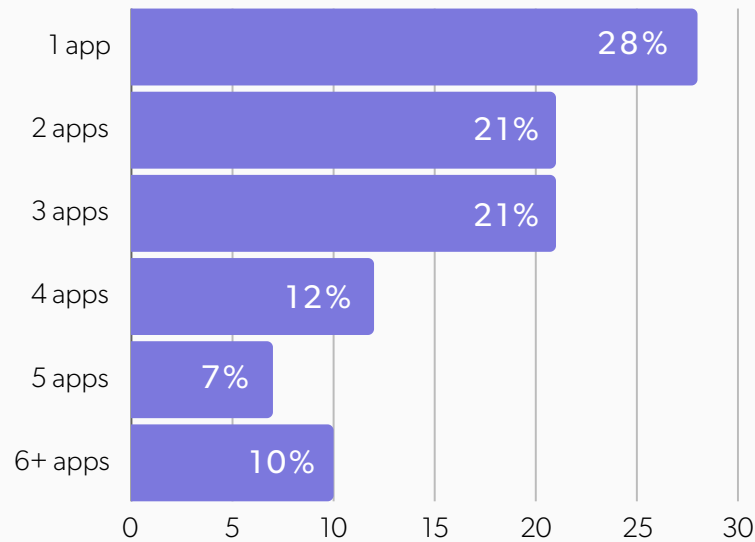
Roughly 71% spend up to 3 hours per day on social media

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

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



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



The USA is on par with the UK and Germany, with over 6+ brand/retailer apps on their phones.

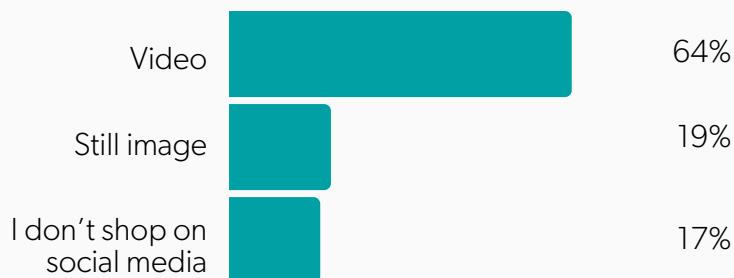


Social media's influence on buying

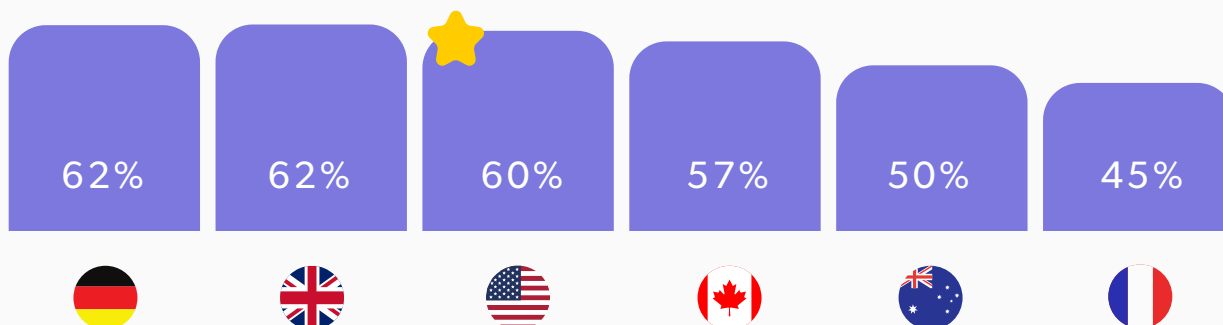
Would you rather discover a new product on a social channel from a video showcasing it or a still image?

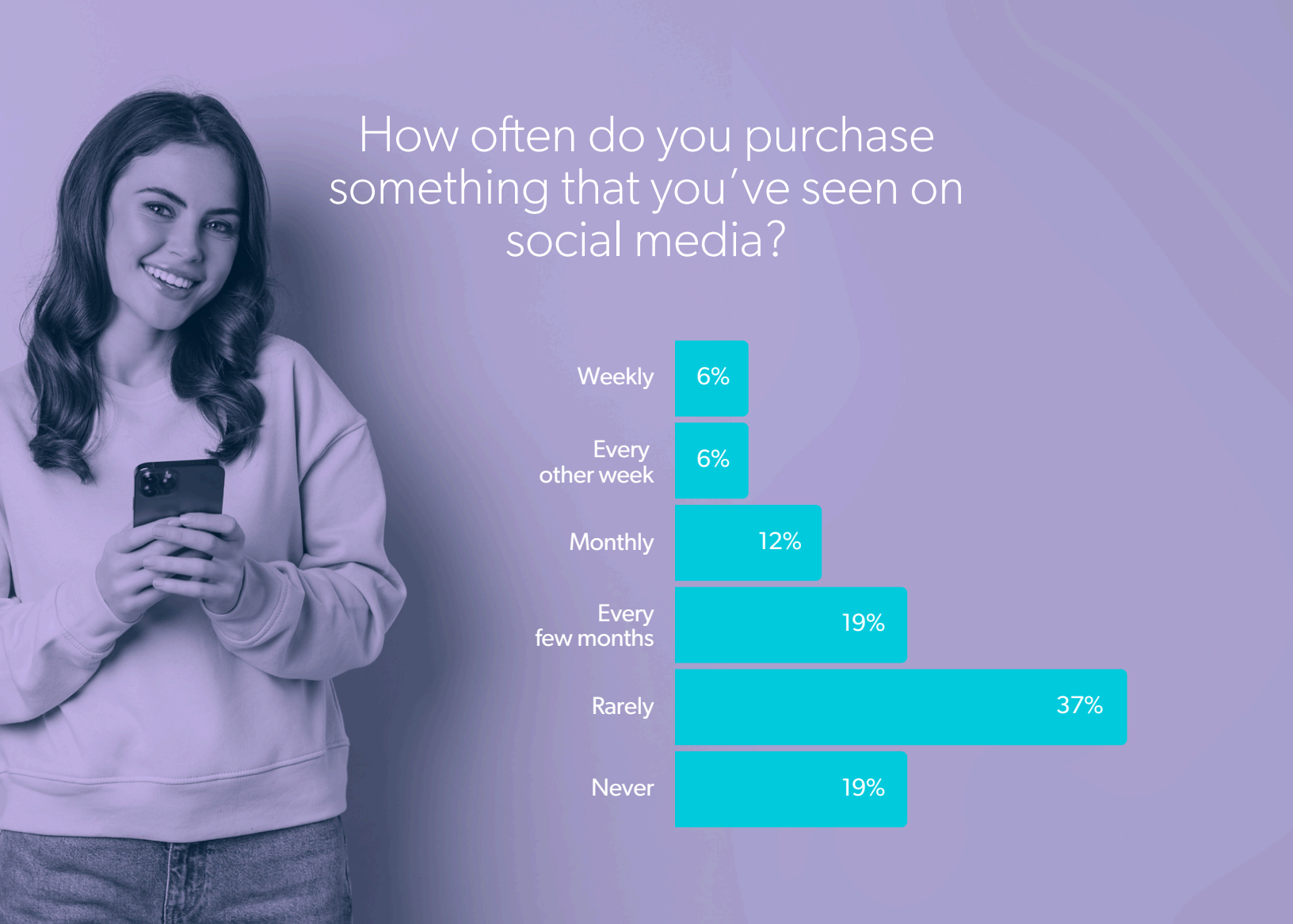


Do you find you tend to purchase products more if you see them advertised in videos on social media or still images?

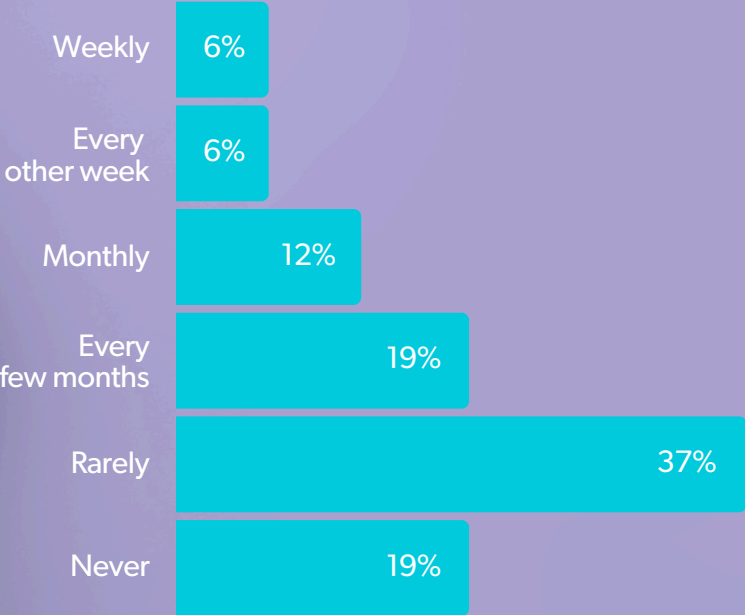


Over half of the US consumers have purchased something after watching a video of a product on social media. Or after watching a video of an influencer highlighting a product in a video on social media.

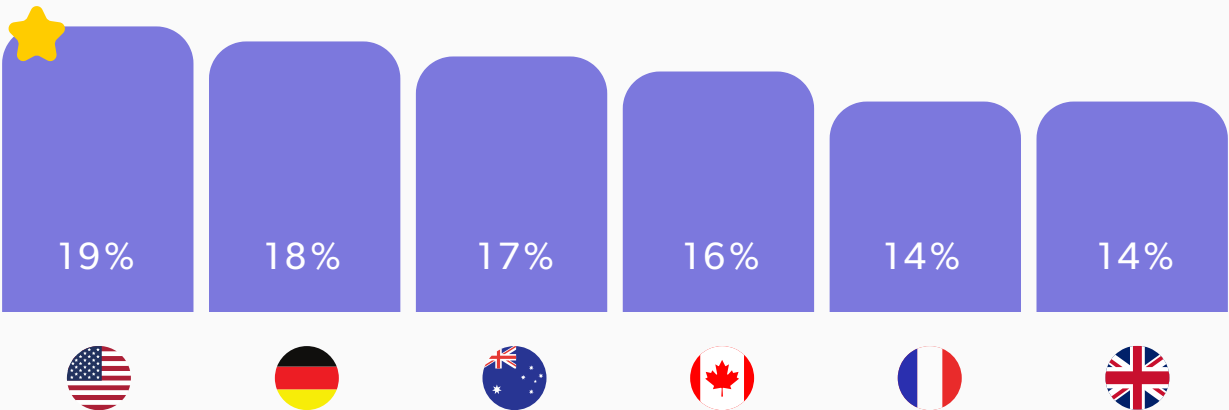




How often do you purchase something that you've seen on social media?



Most US shoppers prefer purchasing something they've seen on social media every few months.

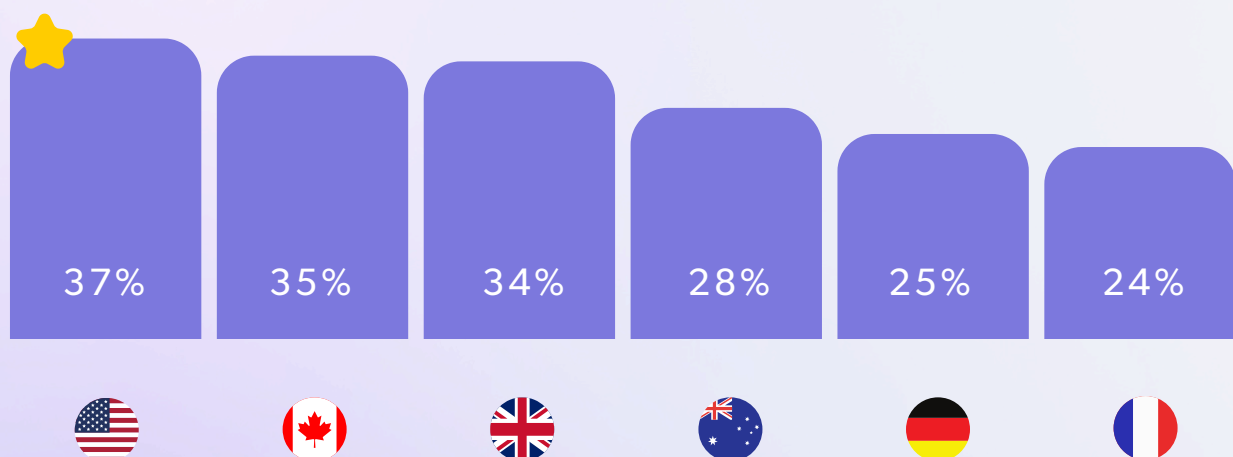


Most US shoppers use social media videos for product discovery

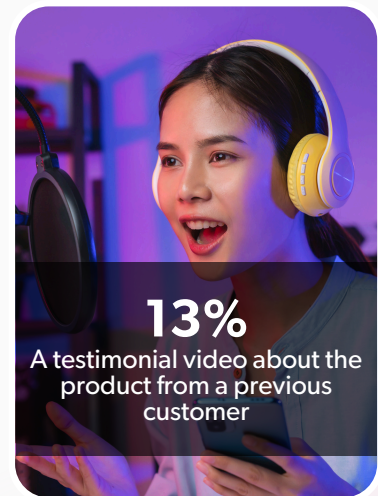
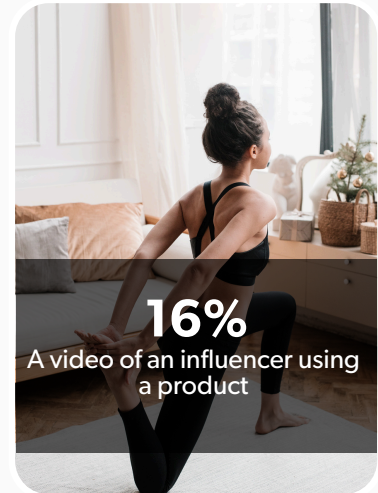
Do you enjoy product highlight videos on social media?



Compared to global counterparts, the USA consumers largely view social media to discover new products.



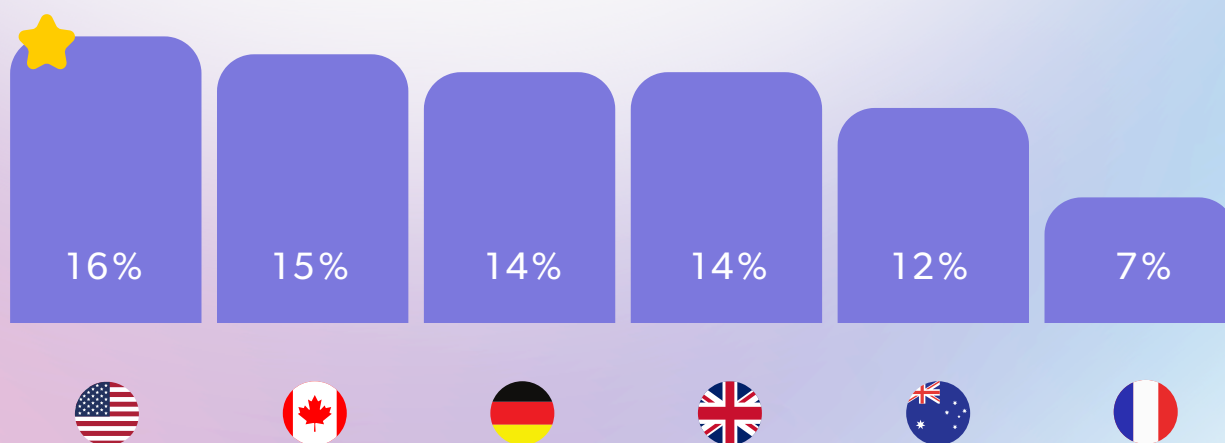
Which type of video is most likely to make you purchase a product?



61% Prefer to watch product videos on YouTube



On a global scale, influencers or content creators have the maximum impact on American shoppers.

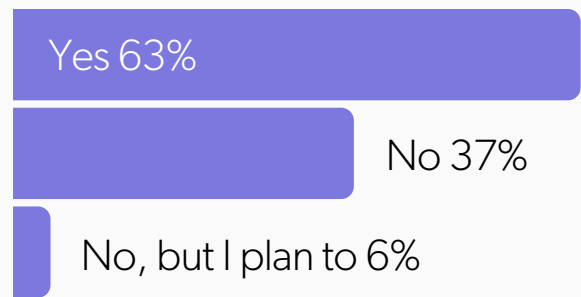


Private label charm

American consumers are significantly adopting and open to private-label products, highlighting the potential for further private-label growth in the USA market.



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



Private labels have successfully established themselves as viable long-term options for many American households' regular consumption needs. Many US consumers have permanently switched some of your staple products to private-label products.

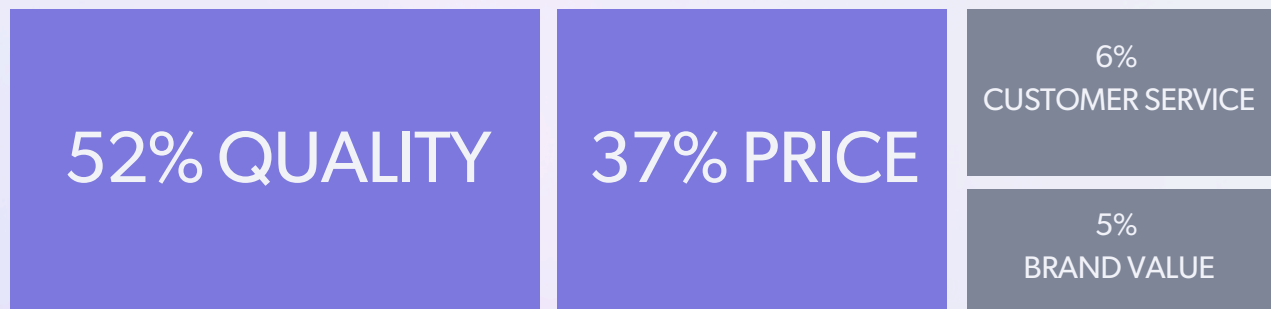


*Private label products refer to products created by the retailer themselves and not a brand, i.e., a supermarket/grocery store's own brand.

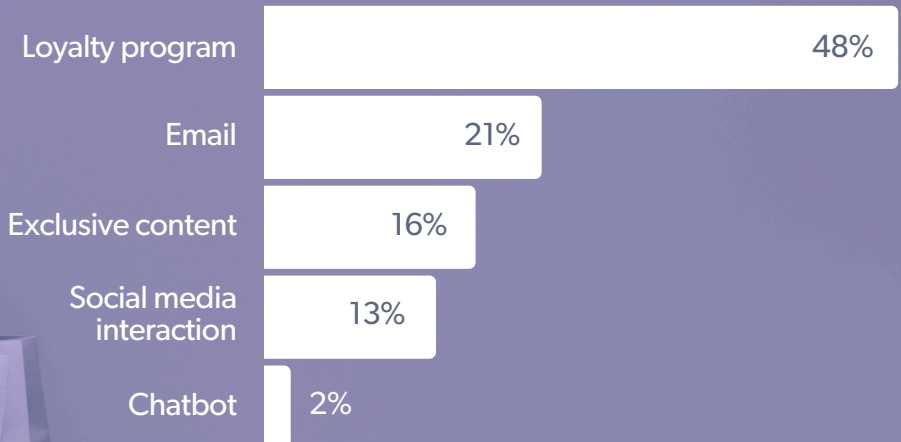
The core of brand loyalty

For consumers in the USA, product quality, competitive pricing and a seamless shopping experience determine brand loyalty.

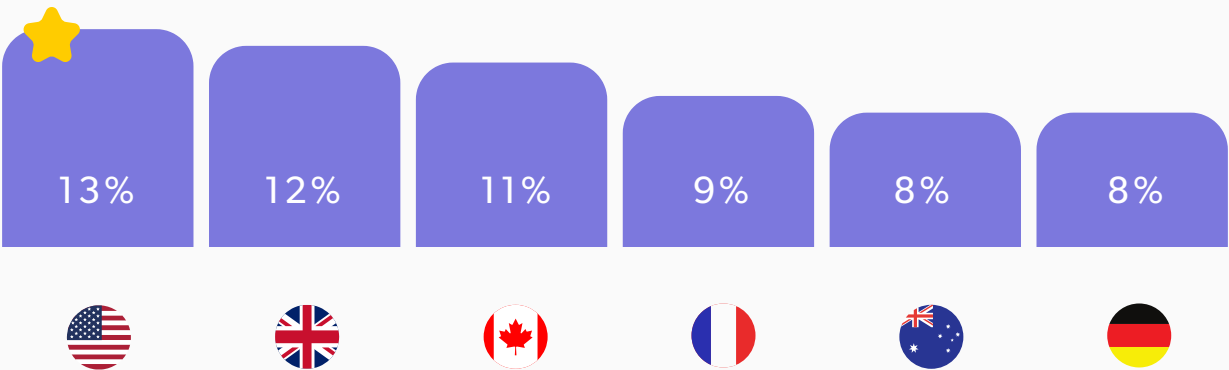
Which is the main factor that most influences your loyalty to a brand?



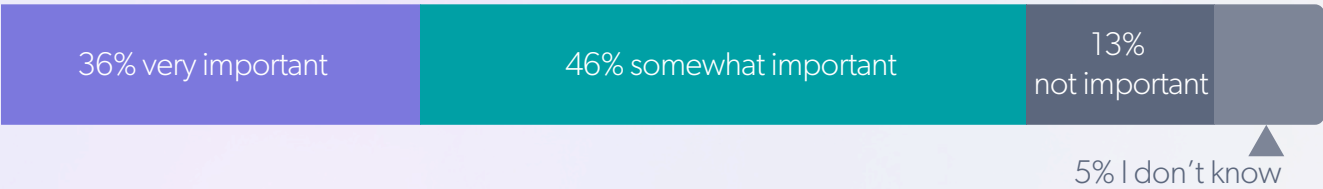
How do you prefer brands to engage with you to enhance your loyalty experience?



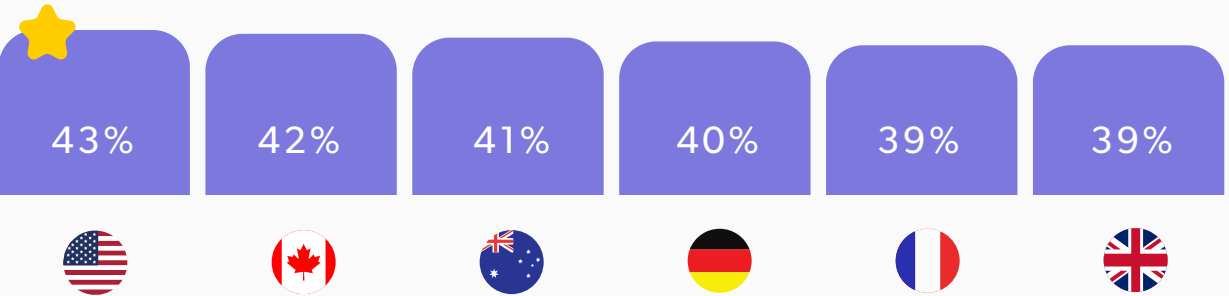
American consumers are particularly receptive to brands engaging with them through social media interactions.



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



Globally, there is a high demand for omnichannel shopping experiences among US shoppers.*



*Figures are the average of very important and somewhat important options.

Recap

Increasingly, US shoppers are witnessing the convergence of online and in-store shopping experiences. Yet, the real game-changer in discovering new products is social media videos. Indeed, more than half of US consumers admit to making a purchase after watching a product video on social media, whether it's produced by everyday users or influencers. This highlights the pivotal role of social media videos in many people's shopping journeys.

SEAMLESS ONLINE-OFFLINE SHOPPING EXPERIENCE:

No matter if they're online or in a store, US shoppers want a smooth transition between the two experiences, more than shoppers anywhere else globally. If you can nail this omnichannel shopping experience, shoppers will stick with you for the long haul.

MULTI-PRONGED VIDEO CONTENT STRATEGY:

Combining user-generated, educational, and influencer-driven content sways American shoppers' purchasing decisions.

SOCIAL MEDIA: FROM PRODUCT DISCOVERY TO ENGAGEMENT WITH BRANDS:

From using social media to discover products to making purchases every couple of months, US shoppers love engaging with brands on social media, which also influences their loyalty to a brand.

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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