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SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



VIDEO-BASED UGC 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.

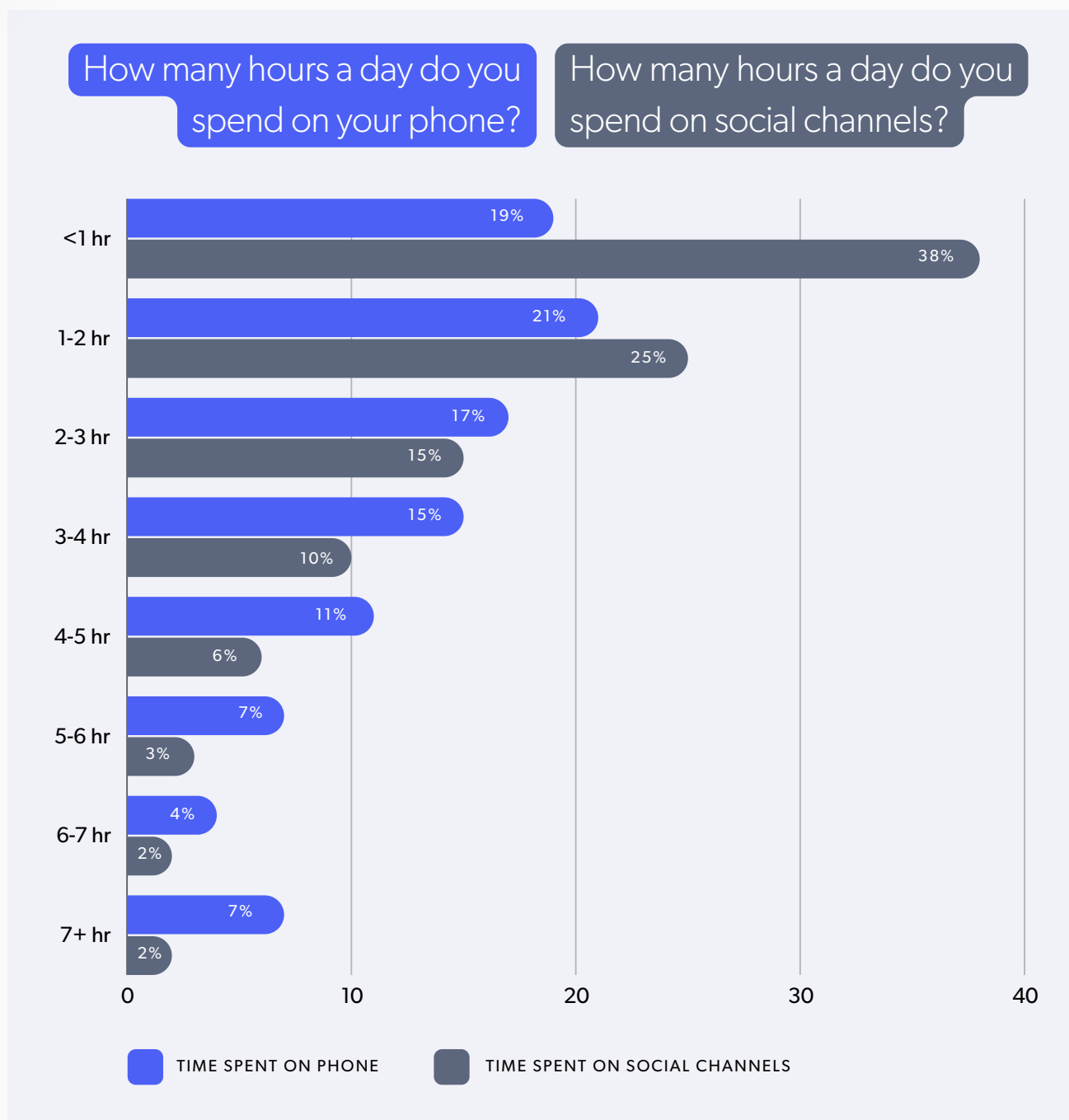
Shopper Preference Report engaged 8,089 participants across various age groups, ranging from 18 to 65.

Shopper Preference Report, Video-based UGC Edition, focuses on consumer behavior regarding product videos on social media.

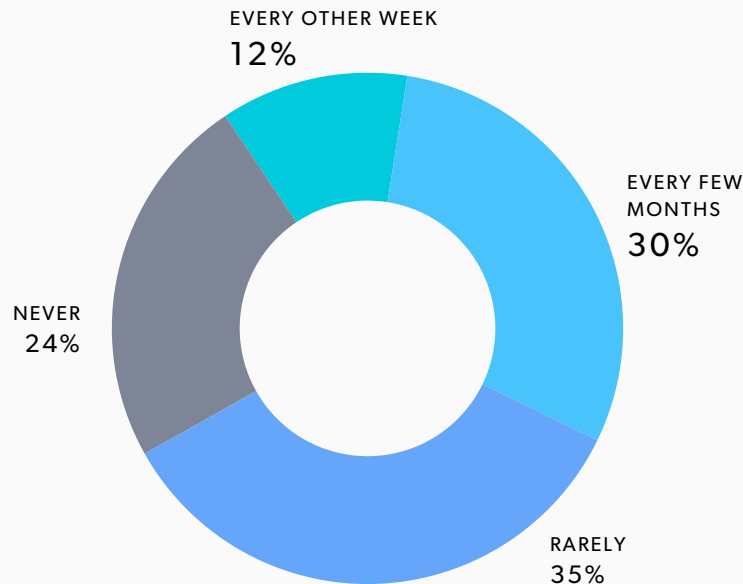
These findings highlight the need for brands and retailers to understand and actively engage with these diverse consumer preferences, adapt their commerce strategies to align with industry-changing trends, and foster lasting connections by meeting the dynamic expectations of today's consumers.

Scroll. Tap. Repeat.

Ever wonder how long people spend on their phones in the social media vortex? Before we discuss how videos sway shoppers' shopping whims, let's examine the usual screen time.

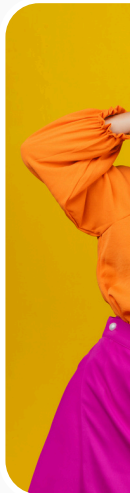
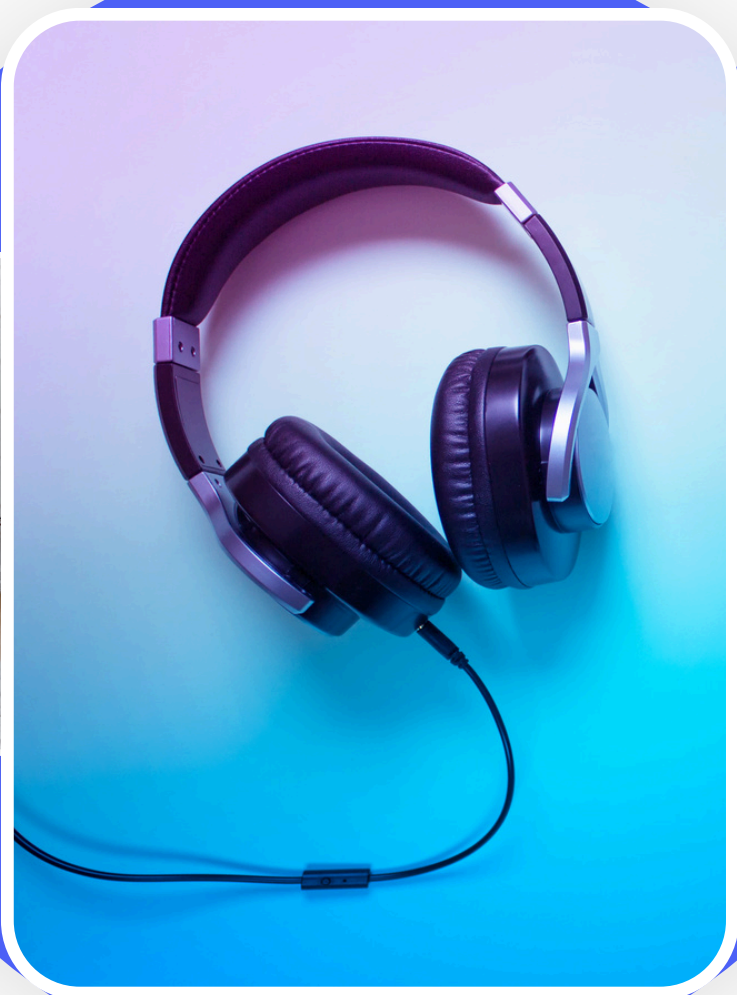


How often do you purchase something that you've seen on social media?



A quarter of global respondents said they buy something on social media at least monthly, 5% weekly, and a quarter (24%) never.

However, those from the US were the least likely to say never (19%), while those from the UK and France (28%) were the most likely to say never.



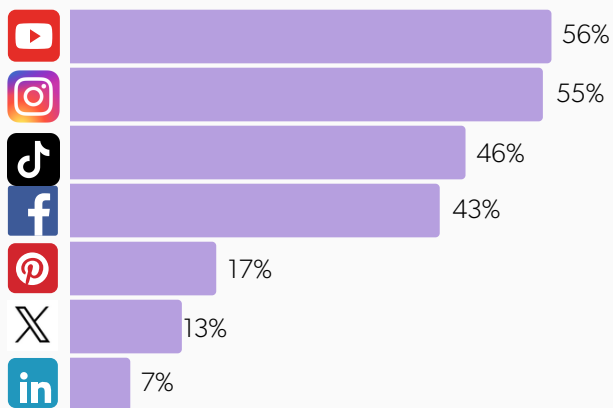
90%
OF PEOPLE SAID THEY AT LEAST
SOMETIMES ENJOY WATCHING
VIDEOS ON SOCIAL MEDIA THAT
HIGHLIGHT PRODUCTS

10%
SAY THEY DON'T ENJOY
SEEING PRODUCTS
IN VIDEOS

Views to purchases.

Just how much influence does video content have on shoppers' purchasing decisions? Hint: It's a game-changer.

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



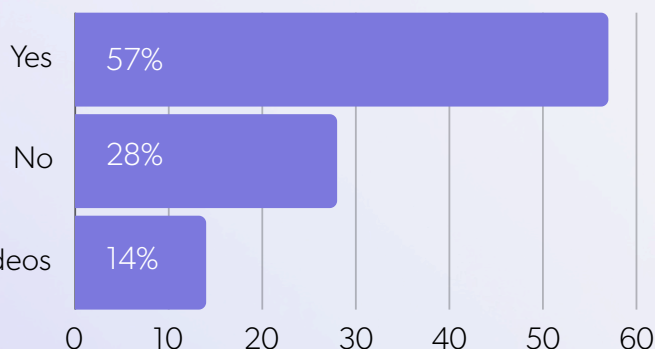
YouTube is most-liked by Canadians (66%), Instagram is most-liked by Germans (66%), and TikTok is most-liked by Americans (54%).

Prefer discovering new products: video or image on social?



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

No, but I enjoy watching videos




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



24%
A video of a consumer using a product that they have filmed themselves



19%
A video created by the brand showcasing the product



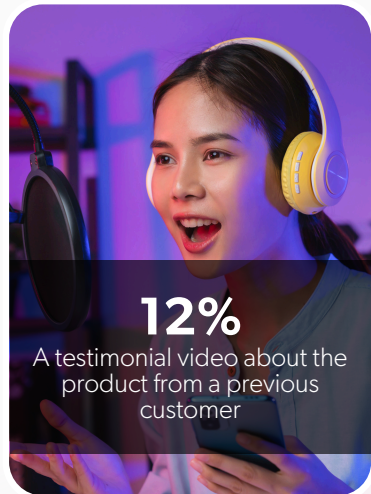
14%
A video of an influencer using a product



18%
A tutorial video explaining how to use the product



13%
A live video of someone showcasing the product



12%
A testimonial video about the product from a previous customer



57% tend to purchase products more if they see videos on social media

Recap.

Picture this: 57% of people have purchased products after watching social media videos about them, with Germany and the UK leading the way in retail success. Additionally, a remarkable 90% enjoy watching product videos online occasionally.

When discovering new products, 64% prefer browsing through videos, finding them highly persuasive (59%) when making purchases. YouTube and Instagram are the go-to platforms for video content. Interestingly, watching real people use products and engaging brand videos are shown to have bigger influence on purchasing decision.

MAKE IT MOBILE FRIENDLY :

Given that half of the respondents prefer making purchases on their phones, marketers should focus on optimizing mobile shopping experiences.

SHOW AND TELL:

Emphasize tutorial videos, consumer-generated content, and brand showcase videos, as these formats are particularly effective in driving purchases.

PRIORITIZE THE RIGHT PLATFORMS:

Marketers should focus their efforts on YouTube, Instagram, and TikTok, as these platforms are the most popular for watching product videos.

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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