bazaarvoice

SHOPPER EXPERIENCE INDEX

VOLUME 18

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Brands and retailers, get ready: Your customers have spoken again, and they're making their expectations for 2025 crystal clear

What's on their minds?

Seamless omnichannel experience

88% of shoppers want a seamless shopping experience across different channels (online, in-store, mobile). While online and social media watering holes continue to rise, physical stores are playing a huge role in shaping the shopping journey. Time to consider further optimizing your omnichannel strategy to capitalize on the “showrooming” and “webrooming” behaviors where shoppers transcend between online and in-store to discover, experience, and purchase your products.

Social media’s staying power

In case you need to further substantiate your social media strategy, look no further. Your consumers are increasingly using social media for every touchpoint of their journey, from awareness, to consideration, purchase and advocacy. This pattern has continued over the last three years, with consideration and advocacy showing the highest relative increase. Time to sweat the assets - and your entire content supply chain of branded and organic content - as part of your full-funnel strategy. Your consumers appreciate that.

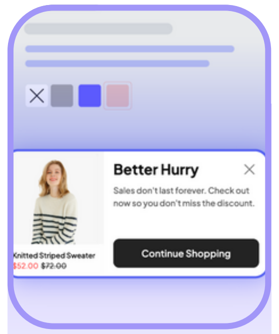
Creators are among all of us

Last year, we asked shoppers to self identify themselves within three categories of creators - passive (lurkers), reactive (will share when prompted), and proactive (always on). This year, we saw a significant jump in the reactive category - 54% this year compared to 36% last year - and the rise is coming from the passive category. Every other shopper is willing to create content on your brand’s and products’ behalf, if you will only ask them. They are a powerful, cost-effective, and authentic source of your User-Generated Content (UGC) strategy - the holy grail of marketing.

Consumers trust fellow consumers

Our data shows shoppers are really taking cues from each other these days—8 out of 10 see user-generated content and creator content as essential parts of their journey. Regardless of age, country, or category, consumers continue to lean on others for product discovery and consideration. Your products' star rating, the UGC content recency, and UGC volume matter the most to your shoppers.

As to what and where are shoppers looking for? User reviews on retailer websites (47%) and shopper product demo videos (23%) top the list. Time to consider double or triple downing on your syndication strategy. It isn't just a nice-to-have. It's a competitive advantage.



It's about me, the consumer

Consumers crave authenticity and relevance and trust recent, detailed reviews that speak to their specific needs. Personalizing your content and offers and placing them where your shoppers are makes a real difference. If you haven't already done so, time to consider upping your contextualization game - be at the right place at the right time with the right content.

Social commerce is here to stay

Regardless of age group, one out of two consumers makes monthly purchases on social media. There is no material generational gap when it comes to social shopping. Social media is not only the new search, it is becoming your new storefront and register as well.

The bottom line is that today's consumers want the real deal. They're looking for authentic, relevant brands, products, and content they can really connect with, and they're not afraid to let their opinions be known, both online and offline.

A special thanks to our INSPIRE attendees' suggestion, we have incorporated product category analysis beginning with this SEI Vol 18. I'm excited to see how you take these insights, get creative and turn them into a winning strategy for you and your brand in 2025 and beyond.

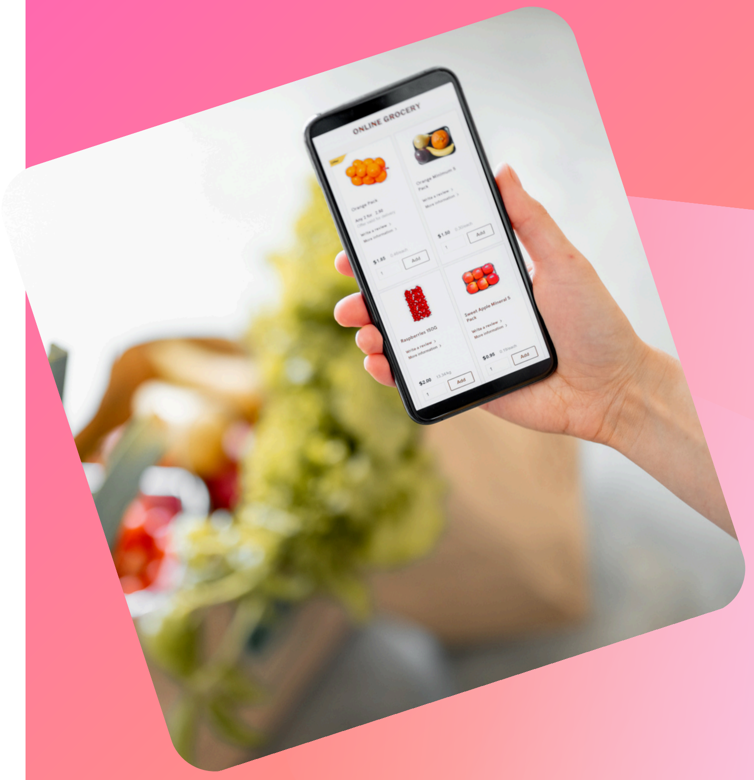
Zarina Stanford

CHIEF MARKETING OFFICER, BAZAARVOICE

IN THIS REPORT

Social media has become the digital "watering hole" where modern consumers discover and purchase new products, but it's just one part of the increasingly complex shopping journey. Shoppers are also visiting physical stores to examine products before making a final decision, making it even more important for brands to be present at every touchpoint.

What, then, are the driving forces behind shoppers' decisions to navigate between online and offline channels? Do these motivators remain consistent across age groups, or do they vary based on generational shifts in shopping habits? Additionally, how do preferences fluctuate across different product categories?



This year's Shopper Experience Index (SEI) dives into these critical aspects of the modern shopper, highlighting the touchpoints where brands and retailers should be visible with the right content on the right platforms to capture consumer interest.

In this report, you'll find fresh insights on:

- Consistent, seamless shopping journey across channels
- Influence of social commerce
- Expanding role of creators in shaping the shopping journey
- Increasing reliance on User-Generated Content (UGC) for buying decisions
- Personalization and its impact on purchase completion

By understanding these dynamics, brands can better align their strategies to meet consumers where they are and engage them effectively in a complex shopping journey.

ABOUT THE REPORT

The Bazaarvoice Shopper Experience Index (SEI) Volume 18 reveals how shopper behavior and expectation have shifted and how the voice of the customer impacts the shopper experience today.

Conducted in September 2024, the report compiles insights from more than 8,000 consumer respondents in seven markets: the USA, UK, France, Germany, Canada, Australia, and India.

8,000+
consumer respondents

7 global markets

TODAY'S SHOPPER PATH:

BLENDING ONLINE AND OFFLINE SEAMLESSLY

A smooth fusion of online and offline interactions — omnichannel experience — is what modern day consumers are embracing in the evolving shopping media landscape.

No longer limiting themselves to a single channel but instead moving fluidly between physical stores, websites, social media, and marketplaces to research, evaluate, and purchase products.

This shift has redefined the consumer journey, making it essential for brands and retailers to meet consumers wherever they are and ensure a consistent and connected experience across all touchpoints.

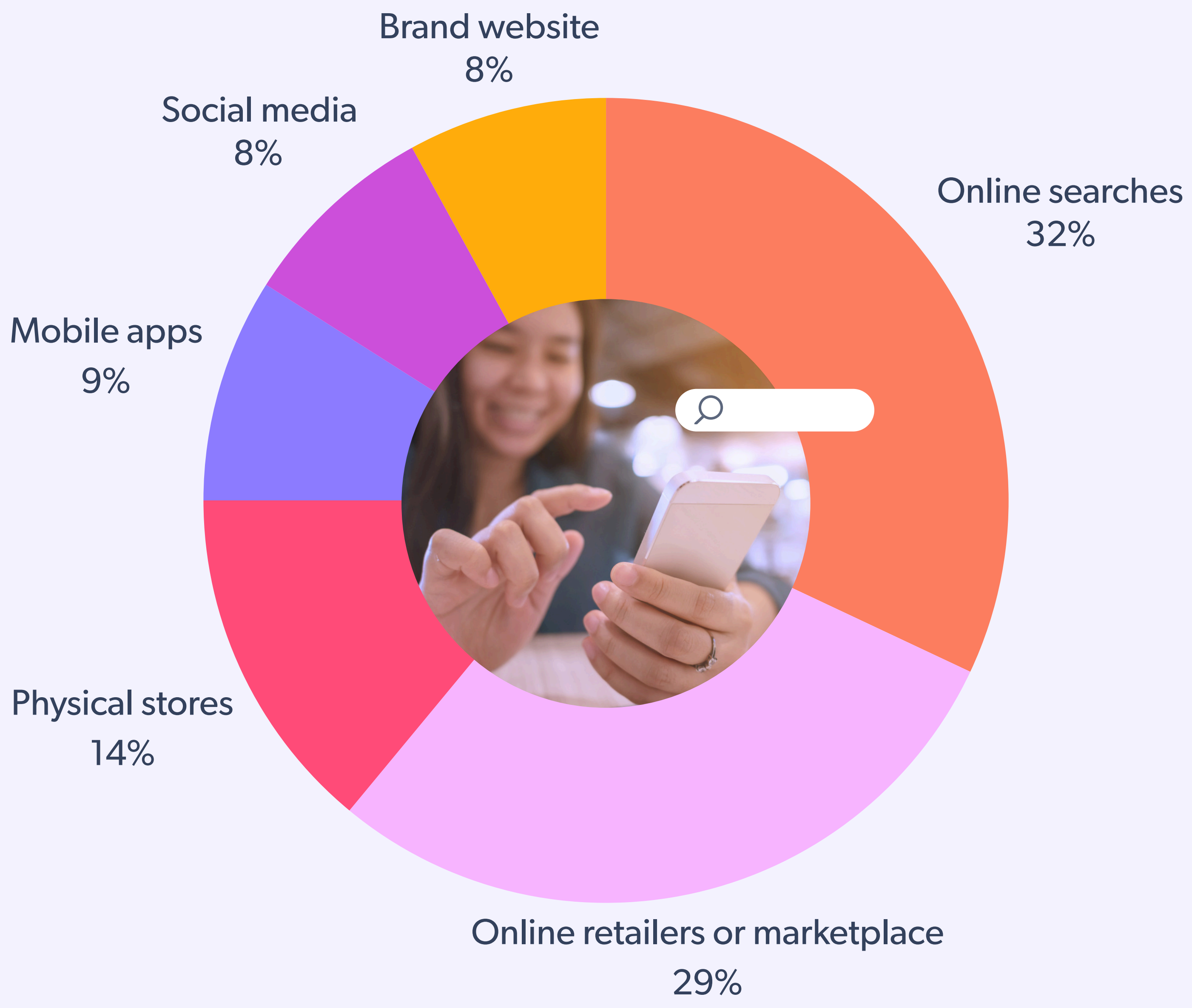
WHERE IT ALL BEGINS

The starting point of the shopping journey varies by channel and generation

The starting point of a consumer's shopping journey can differ significantly based on age and digital habits. Older generations often initiate their search online or in-store, while younger consumers are more likely to start on mobile apps or social media.

By understanding these nuances, brands can create more targeted and effective marketing campaigns.

Which is the main channel you typically start your shopping journey with?



ONLINE SEARCH

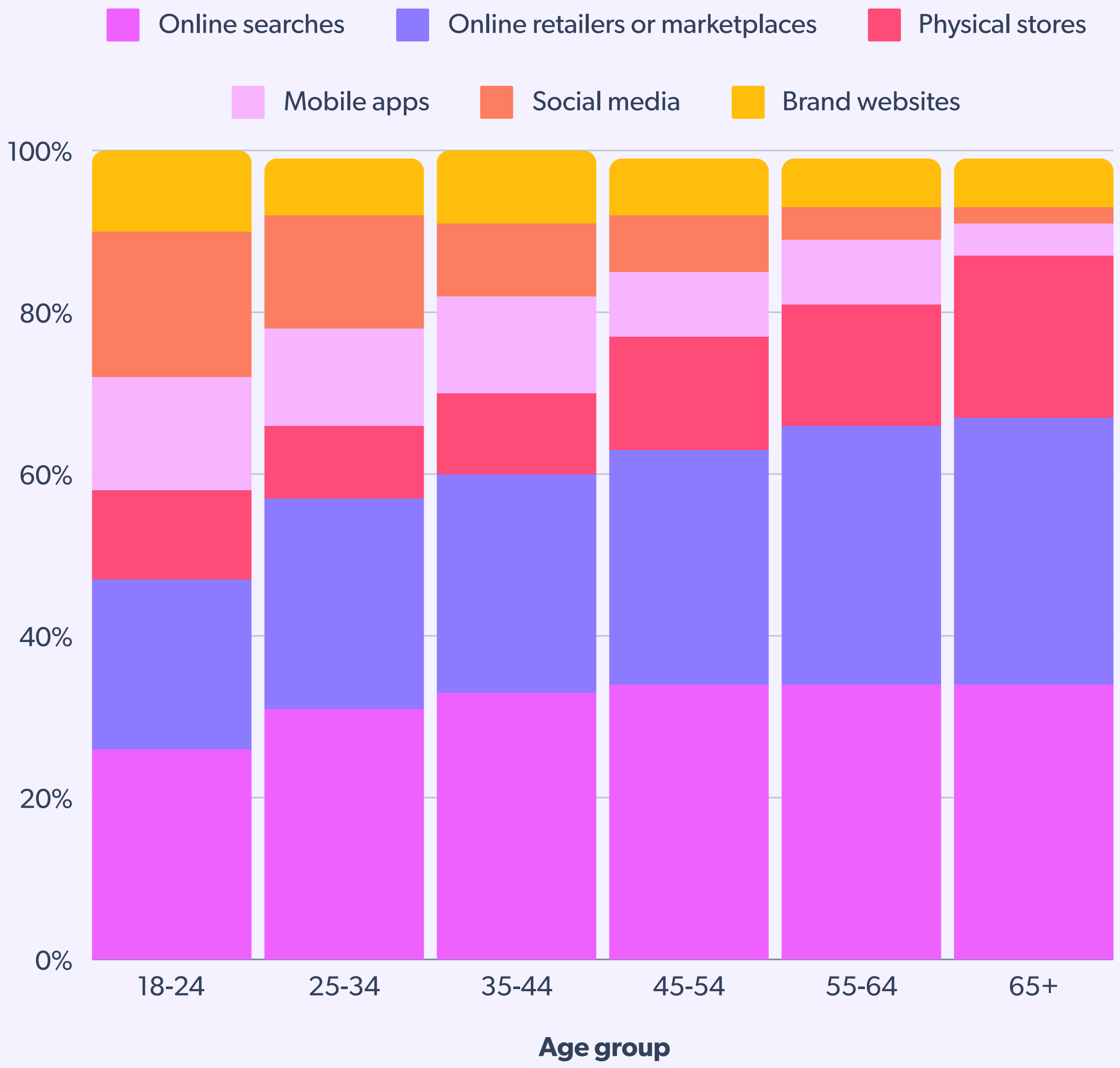
A cross-generational starting point

With a broad appeal across ages, online searches are the primary starting point for older consumers, with 34% of those aged 55 and over beginning their journey on search engines.

While particularly strong among older consumers, online searches also attract younger shoppers, with 26% of those aged 18-24 using this channel. This popularity indicates that search engines are a trusted starting point for most age groups.

Over 29% of consumers turn directly to online retailers and marketplaces where they can find a wide range of products, compare prices, read reviews, and make purchases.

Which is the main channel you typically start your shopping journey with?



Social media, a key starting point for Gen Z:

With 18% of 18-24-year-olds starting their shopping journey on these platforms, social media is a critical discovery tool for Gen Z. (Later in this report, you will find out how social proof, creator content, and other aspects make social media ideal for this demographic.)

THE OMNICHANNEL IMPERATIVE

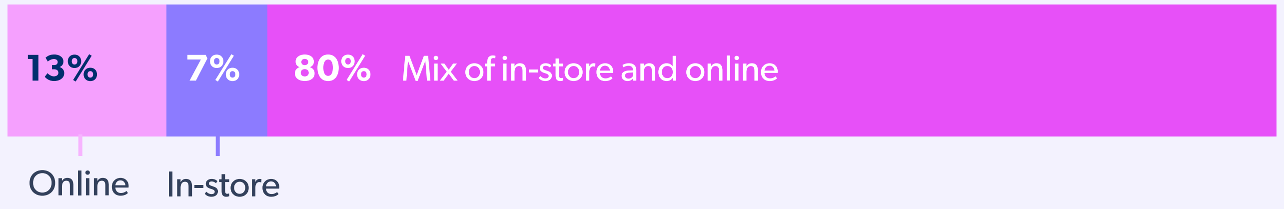
Establishing consistent presence across online and offline channels

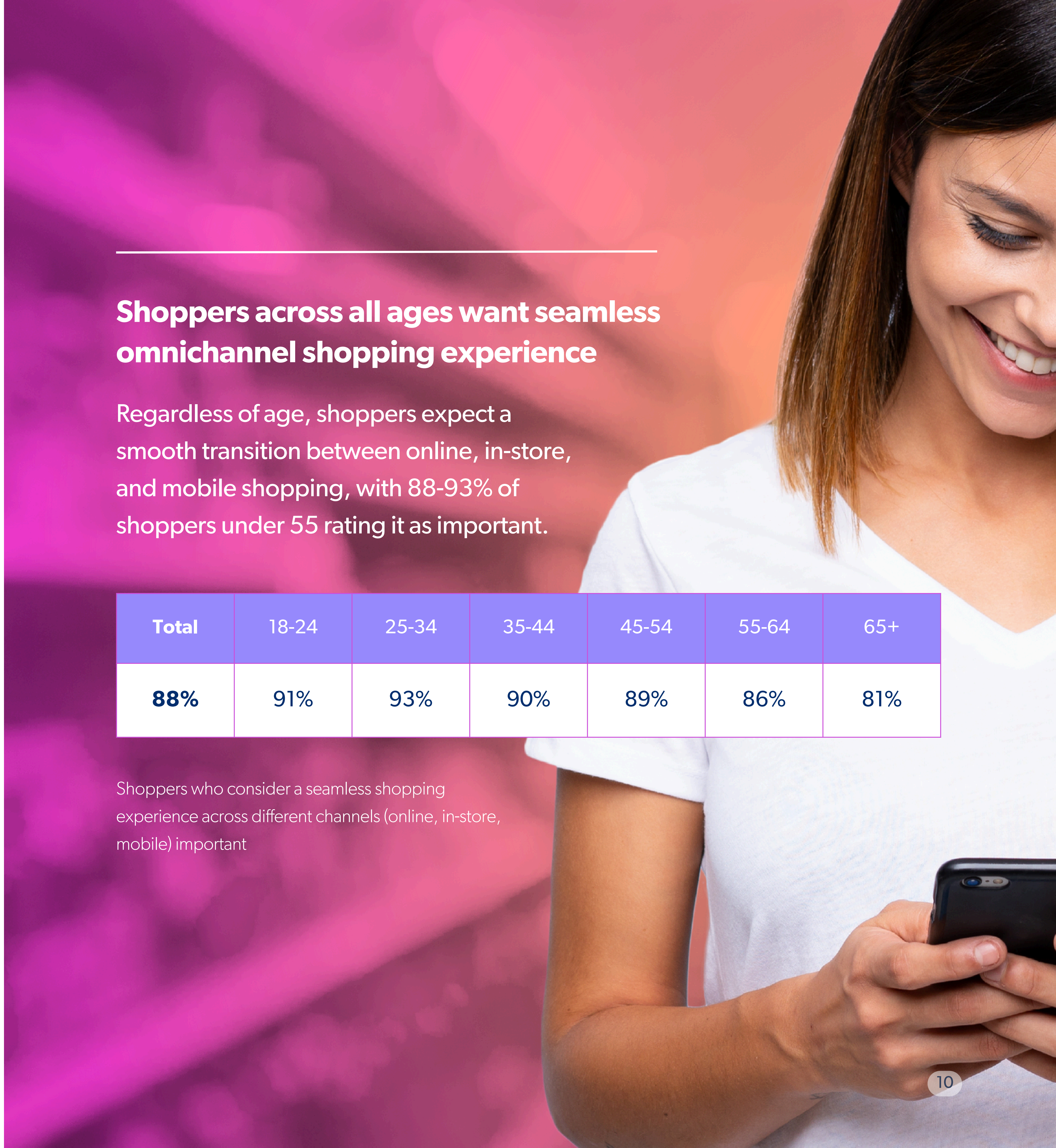
Even as a significant section of consumers start their shopping journey online, brands cannot ignore the fact that their potential customers want more fluidity between online and in-store environments.

4 out of 5 consumers want an omnichannel shopping experience

Whether consumers are researching products online and purchasing in-store or exploring options in-store before buying online, data shows that a unified omnichannel strategy is essential for meeting their expectations and enhancing satisfaction.

Which of these best describes how you usually do your shopping?





Shoppers across all ages want seamless omnichannel shopping experience

Regardless of age, shoppers expect a smooth transition between online, in-store, and mobile shopping, with 88-93% of shoppers under 55 rating it as important.

Total	18-24	25-34	35-44	45-54	55-64	65+
88%	91%	93%	90%	89%	86%	81%

Shoppers who consider a seamless shopping experience across different channels (online, in-store, mobile) important

SHOWROOMING VS. WEBROOMING

Webrooming: Online research, in-store purchase

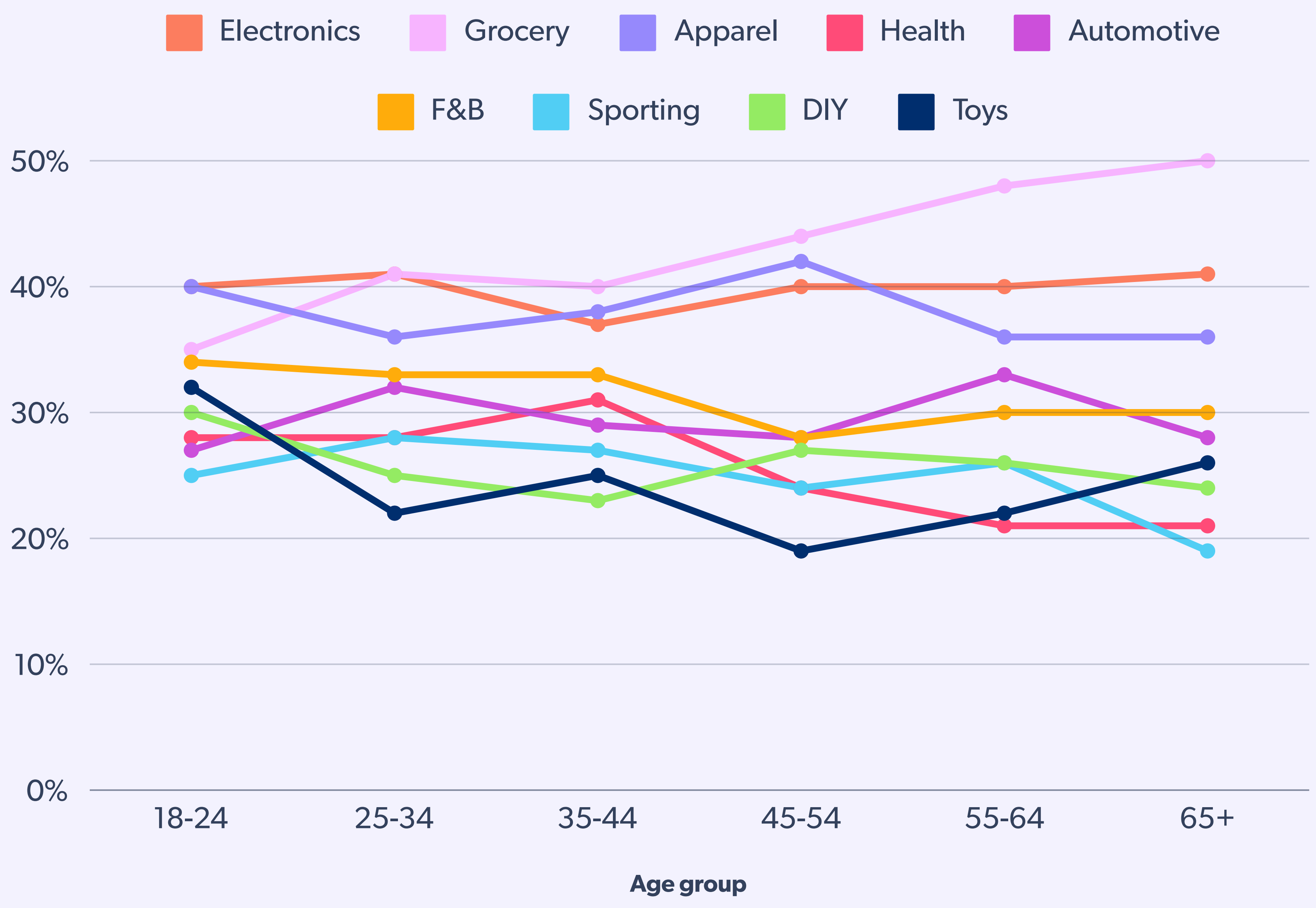
Webrooming refers to the practice of researching products online before completing the purchase in a physical store.

Over 75% of consumers engage in webrooming. Among these shoppers, 25% prefer to physically experience products before buying, while 23% are motivated by the immediacy of taking products home.

Irrespective of generational trends, electronics, apparel, and groceries are high-impact categories that show high cross-channel shopping behavior. The demand is consistent across all the generations (40%-41%). Older shoppers, particularly those over 55, demonstrate higher webrooming behavior for grocery items (48%-50%).

Additionally, health and beauty and toys are popular with younger shoppers (18-44 age group), who may research these items online before finalizing their purchase in-store.

Online promotions or sales influencing shoppers' decision to visit physical stores



Showrooming: In-store research, online purchase

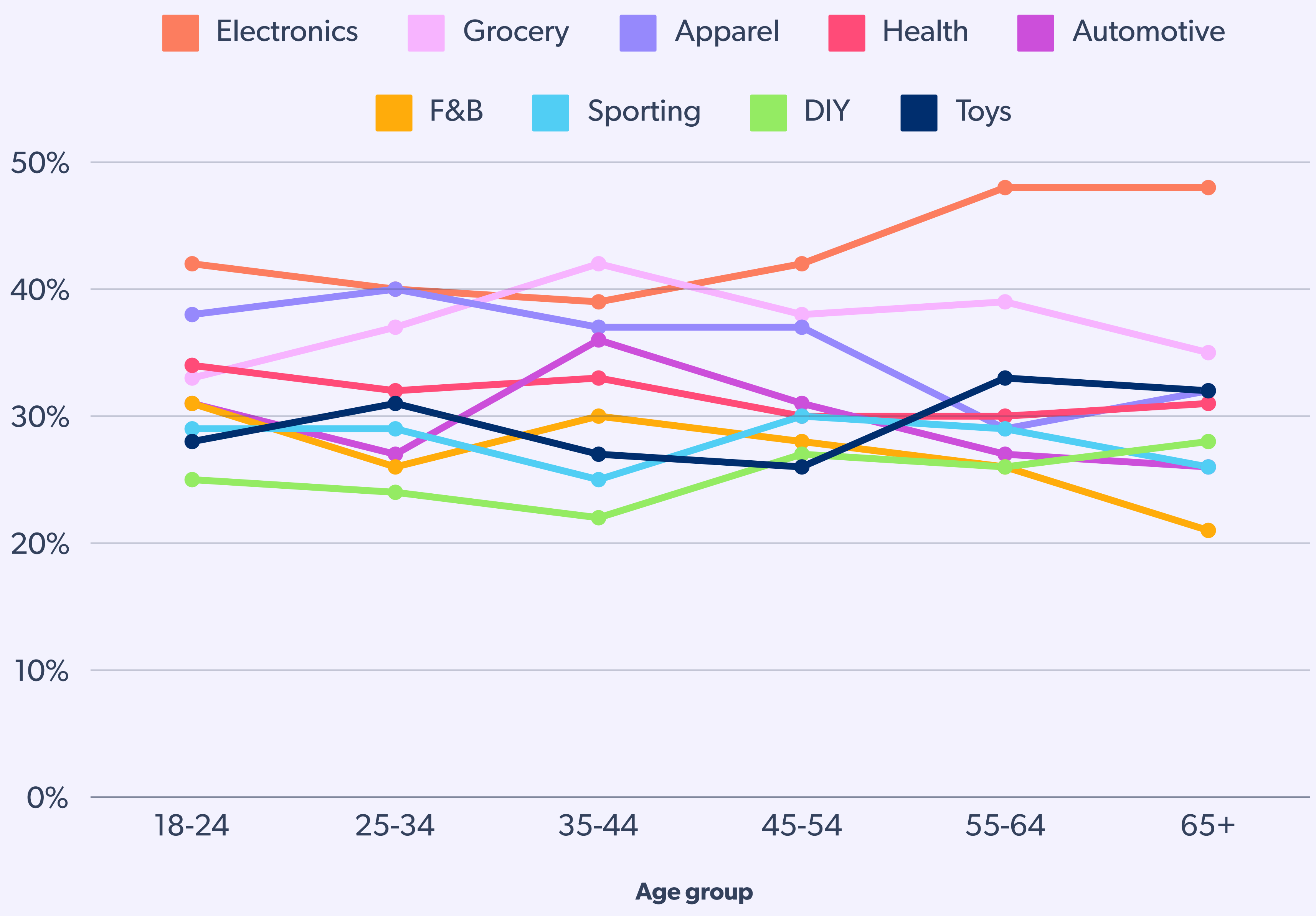
Showrooming involves examining products in a physical store but completing the purchase online.

Over 59% of consumers engage in showrooming, often due to online competitive pricing (28%) and the convenience of home delivery (23%).

Data shows physical stores are experiential touch points rather than solely transactional spaces.

By offering competitive online pricing, convenient delivery, and personalized online offers, brands in electronics, grocery, and apparel can effectively capture consumers and drive conversions across channels.

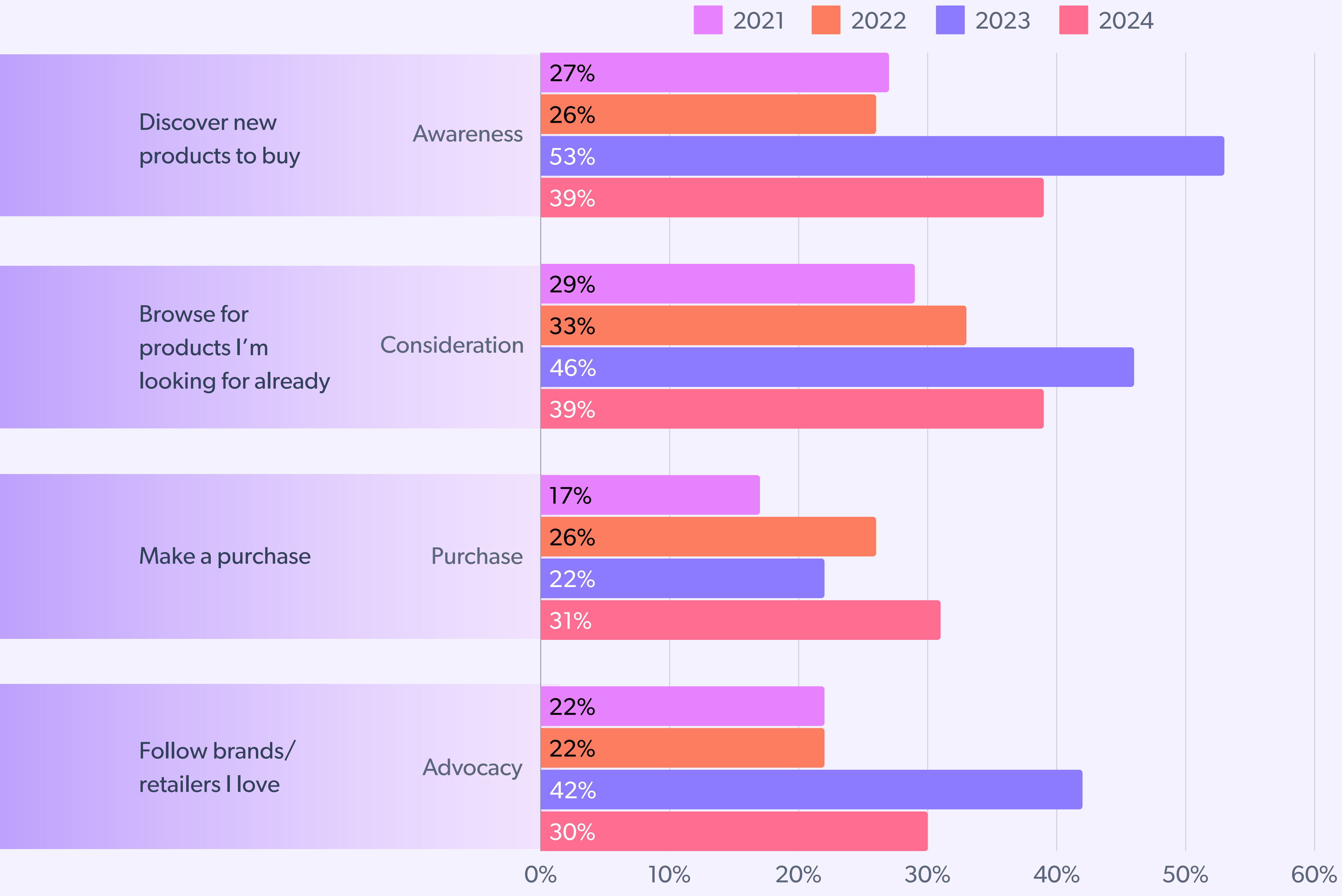
Top product categories for showrooming by age group



SOCIAL MEDIA'S FULL-FUNNEL INFLUENCE

Social media is becoming a powerful driver across the entire marketing funnel, fueling customer acquisition, engagement, and loyalty. Notably, it shows how top-of-the-funnel conversions are gaining momentum when brands deliver the right content to capture and sustain shopper interest.

How do you use social media for shopping?



AWARENESS:

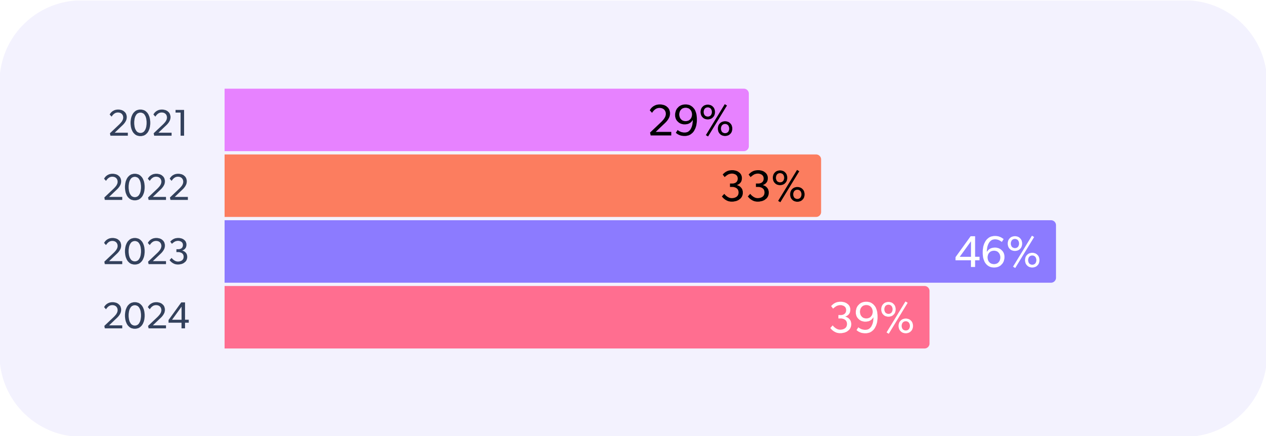
Journey from stability to surge in product discovery

Over the past four years, the awareness phase has shown significant evolution. Starting at a modest 27% in 2021 and holding steady at 26% in 2022, it surged to 53% in 2023, reflecting a major boost in brand discovery efforts.

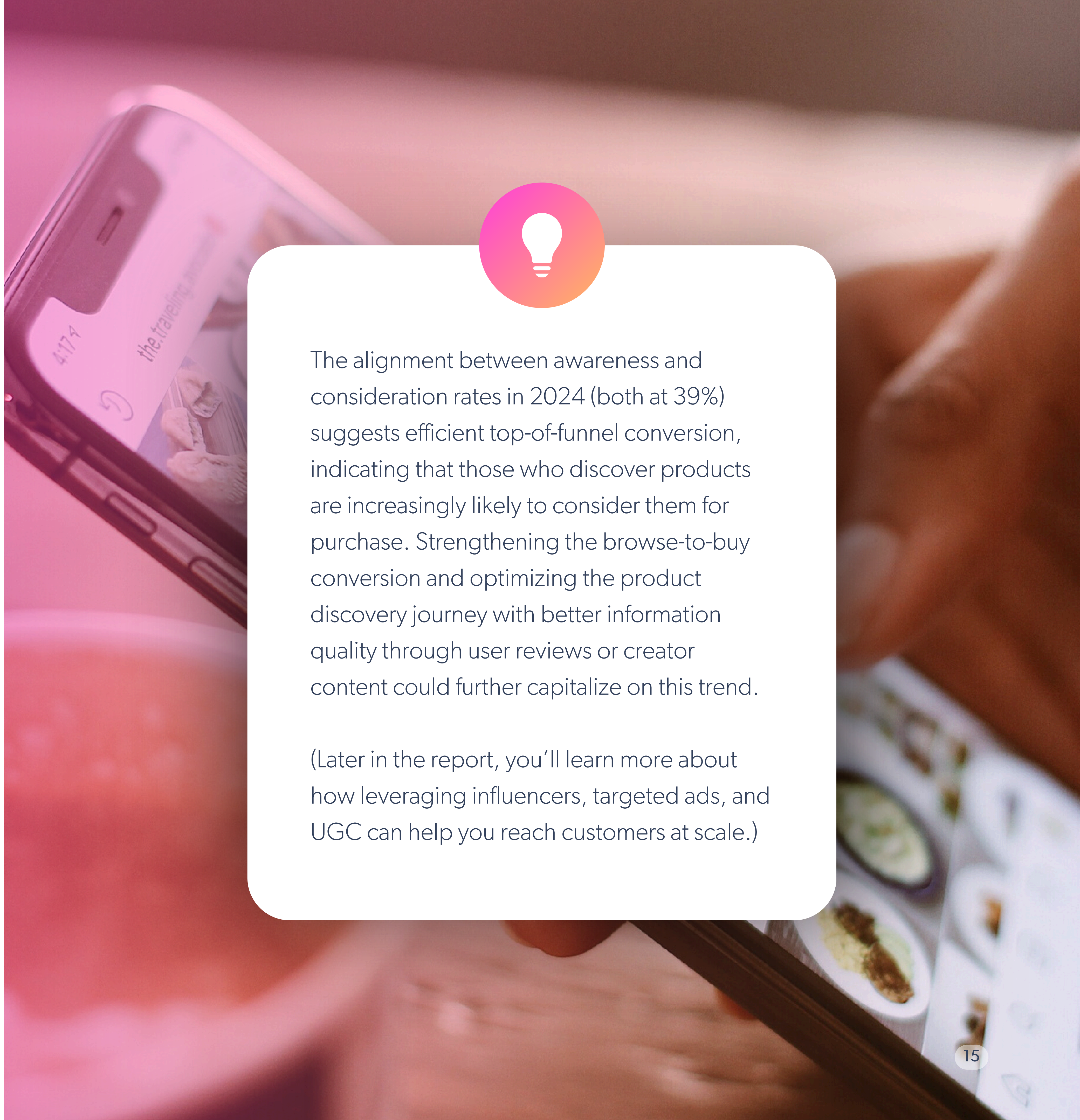
Although it adjusted to 39% in 2024, this remains well above the early baseline, signaling sustained gains. This upward trend highlights the effectiveness of top-of-funnel strategies such as leveraging UGC and creator content to build brand presence, while also indicating a maturing market where consumers are becoming increasingly selective in their discovery process.

CONSIDERATION:

Signals strong browse-to-buy momentum



The consideration phase has been one of the most stable metrics across years, reflecting steady engagement with potential customers actively browsing for products. Beginning at 29% in 2021, it grew to 33% in 2022, peaked at 46% in 2023, and stabilized at 39% in 2024.

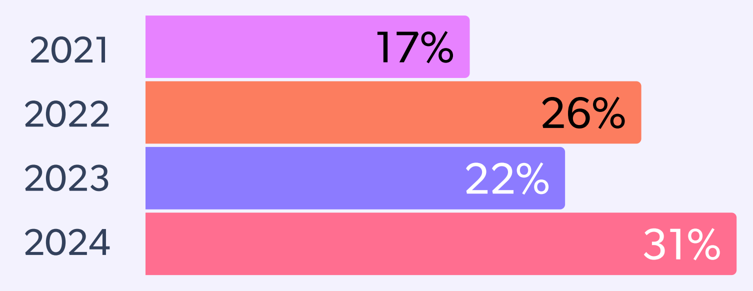


The alignment between awareness and consideration rates in 2024 (both at 39%) suggests efficient top-of-funnel conversion, indicating that those who discover products are increasingly likely to consider them for purchase. Strengthening the browse-to-buy conversion and optimizing the product discovery journey with better information quality through user reviews or creator content could further capitalize on this trend.

(Later in the report, you'll learn more about how leveraging influencers, targeted ads, and UGC can help you reach customers at scale.)

PURCHASE:

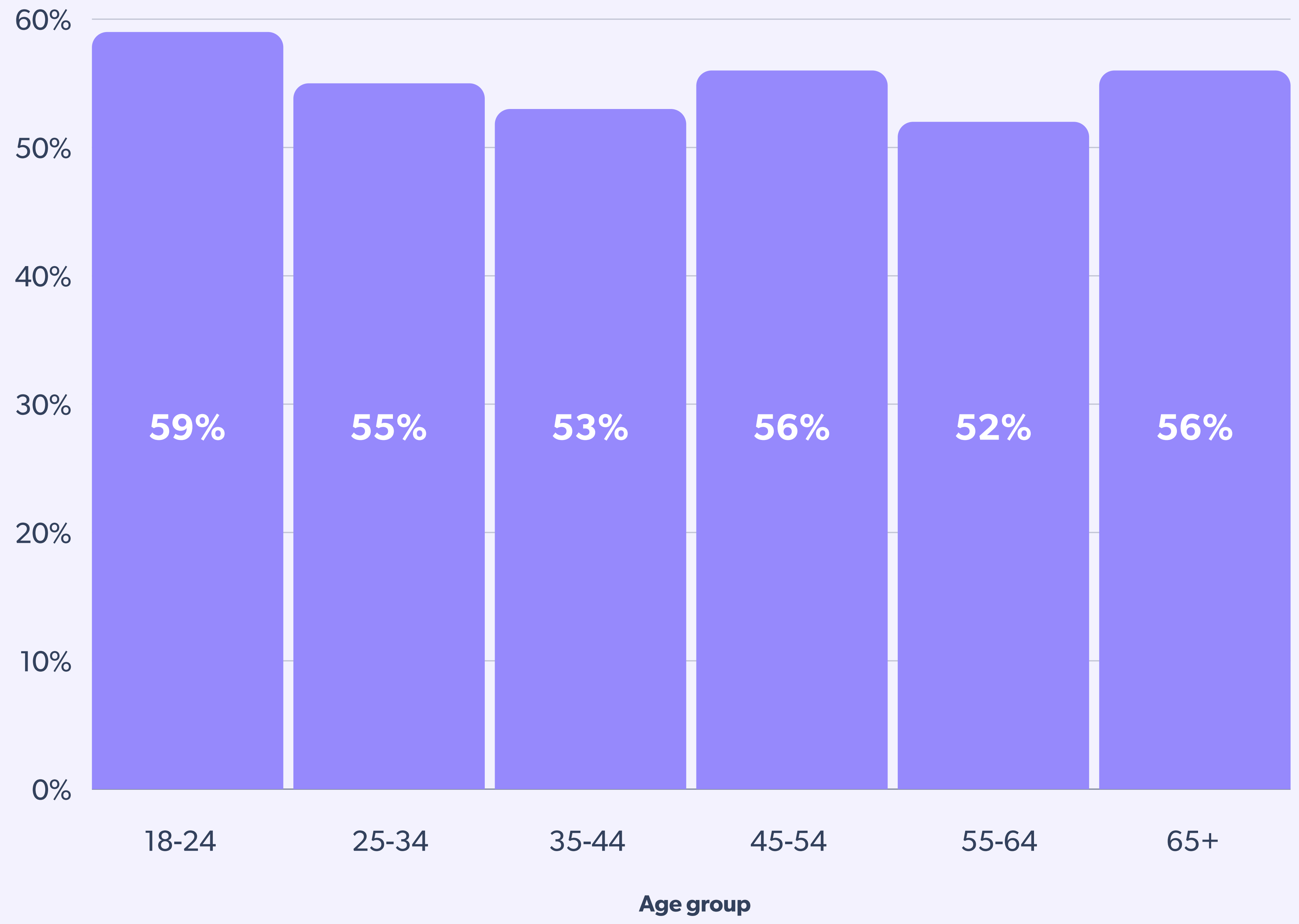
Social commerce on the rise



The purchase stage shows a clear upward trend, signaling improved bottom-line performance. Starting at 17% in 2021, it jumped to 26% in 2022, dipped slightly to 22% in 2023, and peaked at 31% in 2024—an impressive 82% increase from 2021.

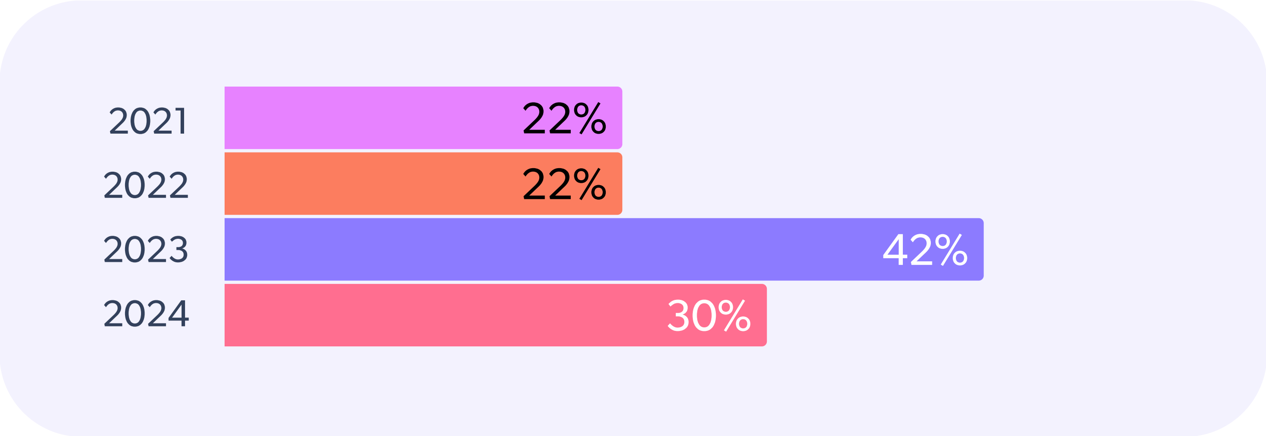
This growth suggests effective conversion optimization, better targeting, and a streamlined buying experience. Notably, the 2024 peak in purchase rates, even with lower awareness and consideration levels than 2023, indicates a more efficient conversion of interested prospects into customers.

Social media purchase frequency (1-2 times per month)



LOYALTY:

Building long-term brand relationships



Data reveals an evolving story of brand loyalty, with consumers increasingly inclined to follow specific brands or products. Initially stagnant at 22% in 2021 and 2022, it surged to 42% in 2023 before stabilizing at a solid 30% in 2024.

This growth indicates that brands have overcome early challenges in converting buyers into advocates, fostering stronger customer relationships. The close alignment of 2024's purchase (31%) and advocacy (30%) rates reflects high customer satisfaction and effective post-purchase engagement.

To capitalize on this trend, encourage UGC and strengthen loyalty programs.

> We have Social Commerce enabled on all of our product pages that show our products being used by real people. And I think it really, really does help people with making a decision and seeing themselves using that product.

MIDLAND

Andrew Kinsman
DIRECTOR OF MARKETING SHARED SERVICES,
MIDLAND RADIO

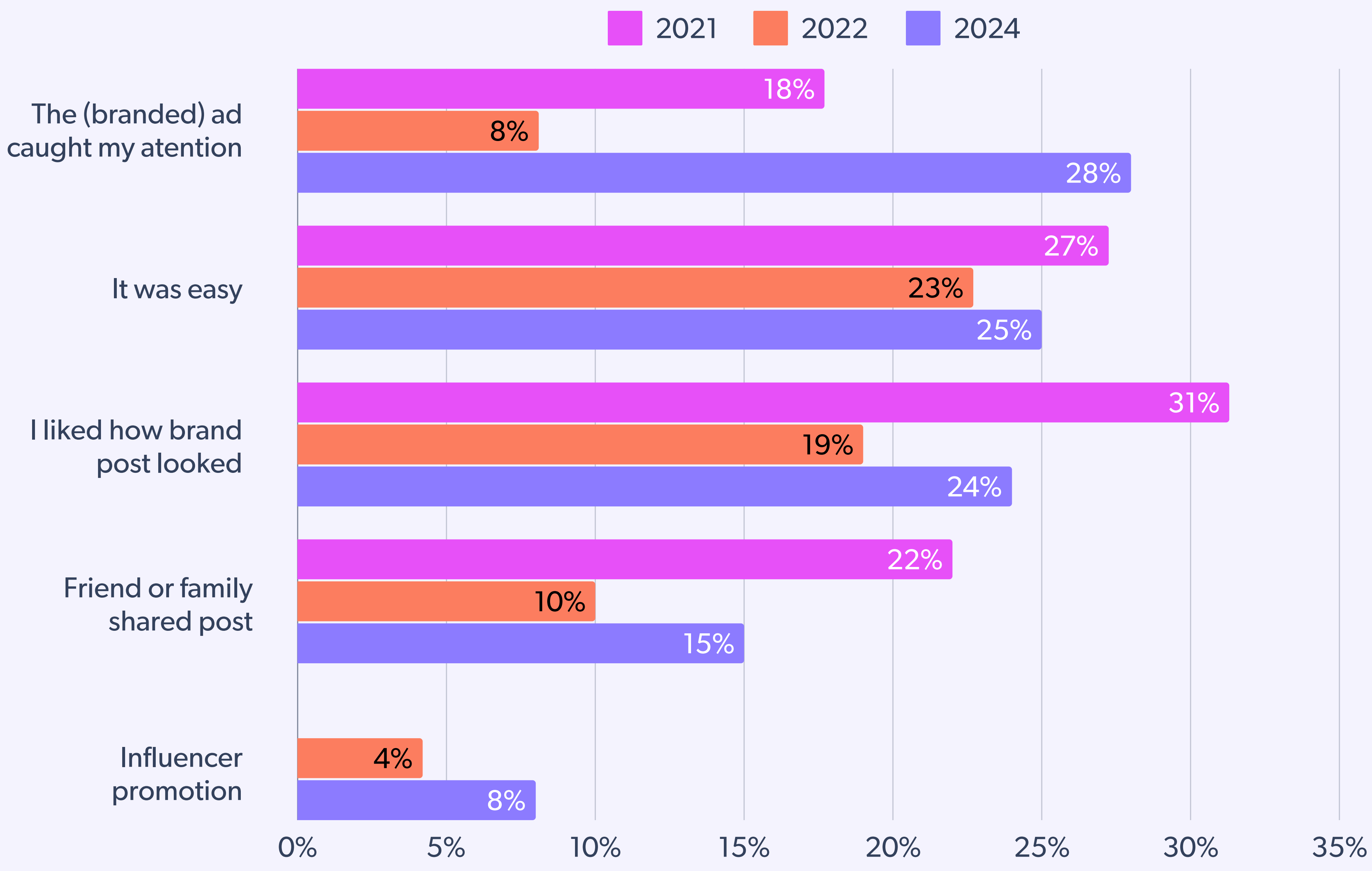
What makes shoppers click "Buy" on social channels

Data reveals that social media purchases are primarily driven by three key factors: attention-grabbing ads, visually appealing content, and a seamless buying process.

The effectiveness of well-targeted ads has surged, with 28% of consumers in 2024 making purchases due to successful ad targeting, up from 17.7% in 2021.

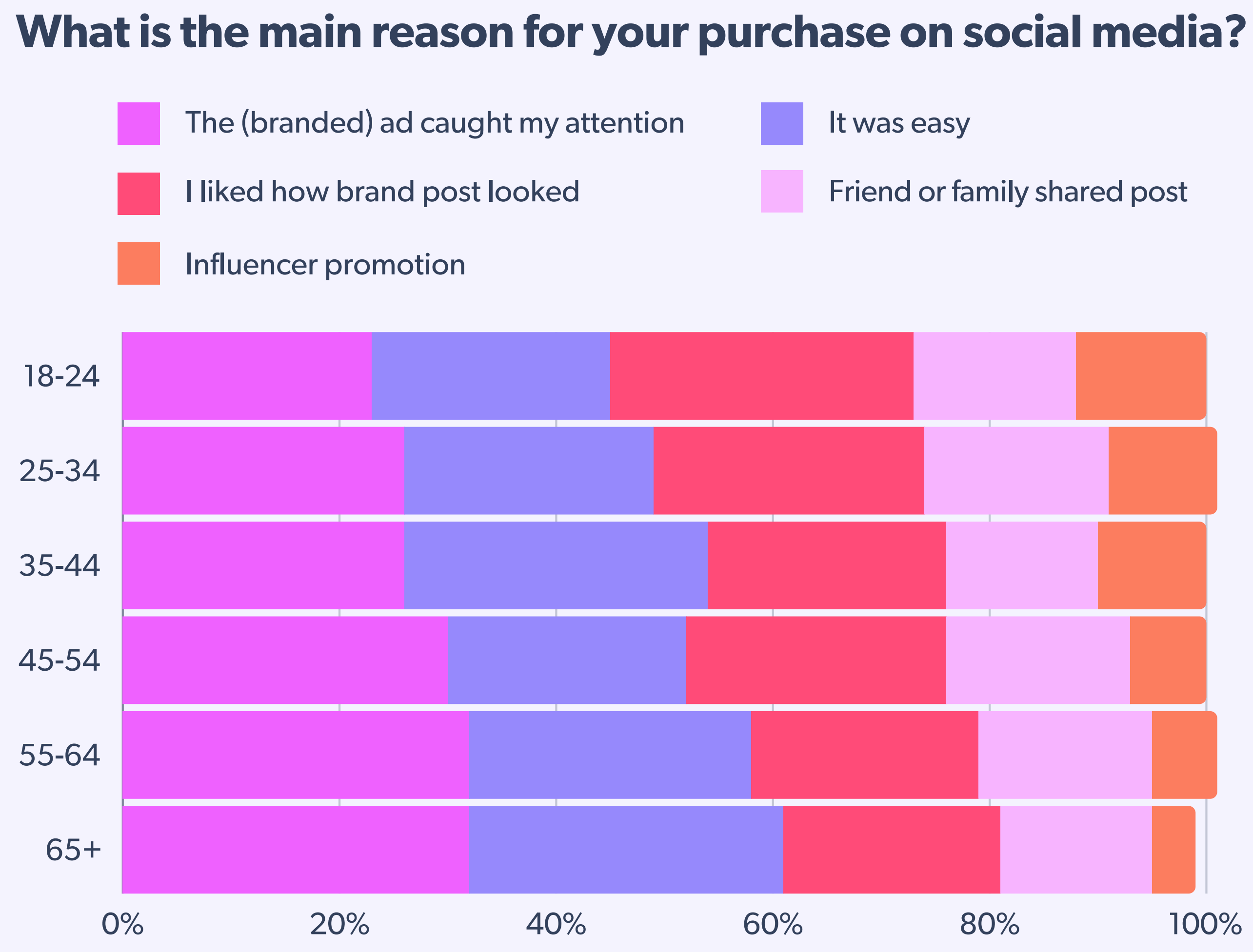
Ease of purchase on social platforms remains critical, with 25% citing simplicity as a decisive factor. Also, visual appeal plays a strong role, as 24% of consumers are influenced by the aesthetics of brand posts.

What is the main reason for your purchase on social media?

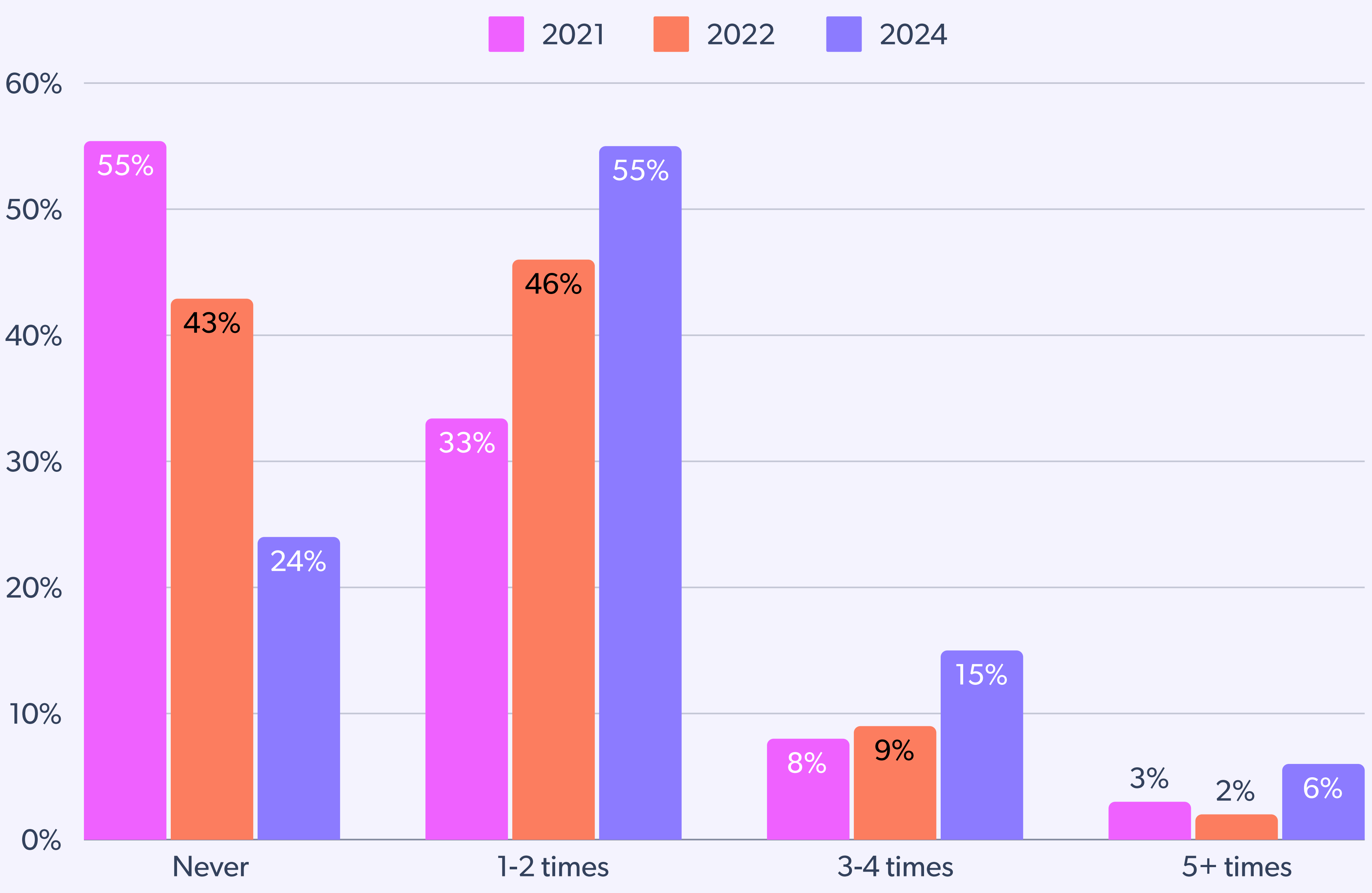


If the content is stylish and influencer-approved, Gen Z is sold

For Gen Z, the primary factor driving purchases is liking how the product looked in the brand's post (28%), while 12%-15% of Gen Z purchases are influenced by influencer promotions or the social posts shared by friends or family members.



Social commerce boom with more shoppers buying monthly



Frequent social shoppers increase, with Gen Z leading the way

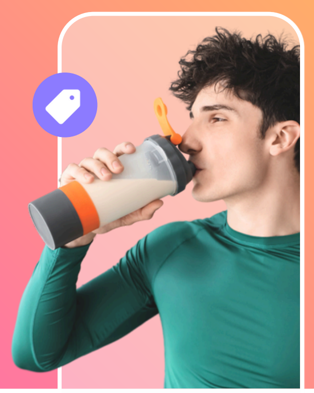
Occasional buying (1-2 times) on social media is becoming mainstream. Perhaps shoppers are attracted by strong visuals, influencer recommendations, or limited-time offers.

Likewise, there has been an increase in moderate buyers (3-4 times) who are loyal followers of specific brands who actively engage with new product launches, exclusive drops, and limited-time promotions.

Brands and retailers have a prime opportunity to invest in social commerce strategies that cater to Gen Z's preferences. The age group shows the highest frequency of social media purchases, with 59% making 1-2 purchases each month—a rate slightly above the global average.

59%

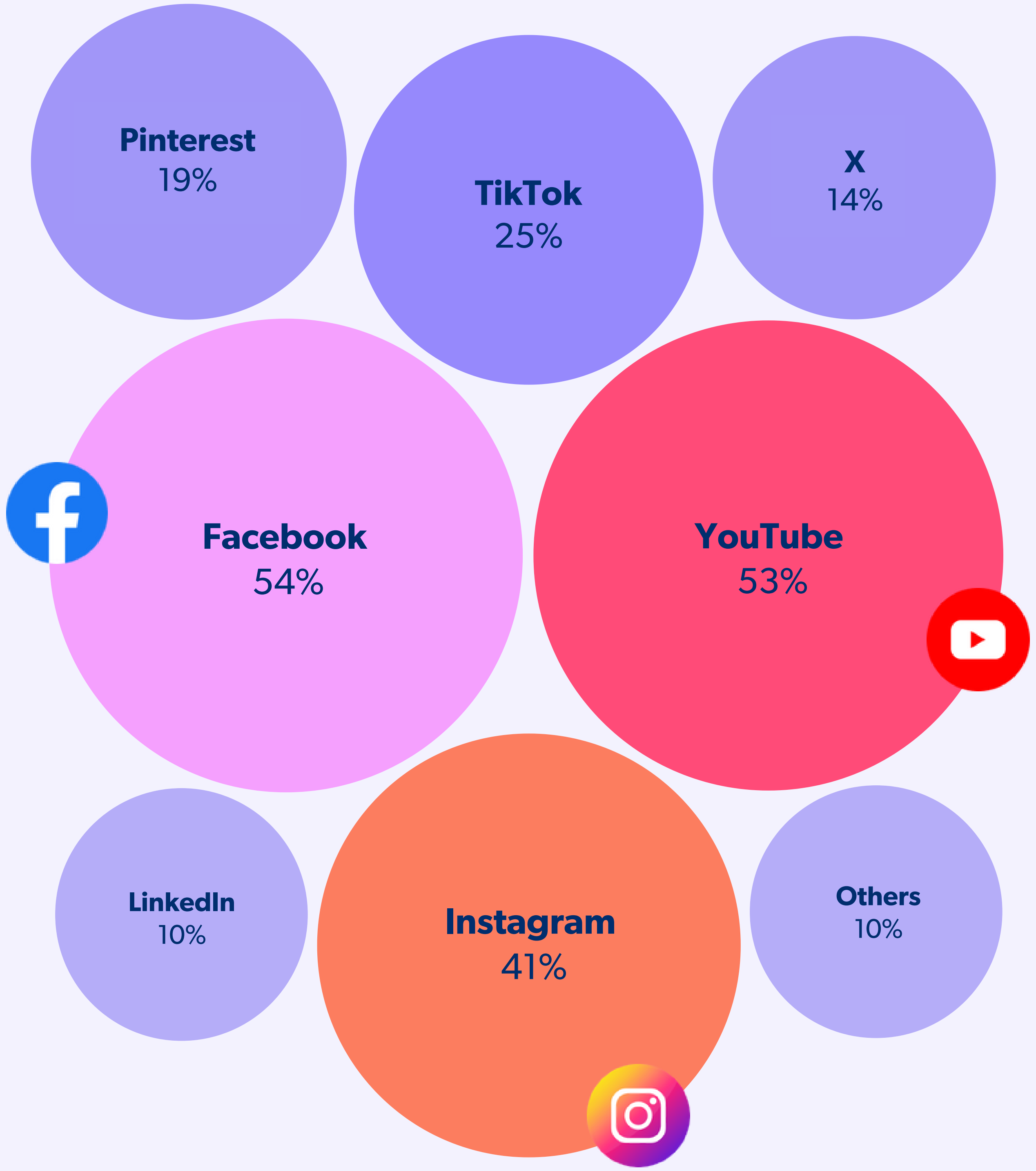
of Gen Zers make 1-2 purchases on social media each month



Waterhole behavior: Social channels where your shoppers congregate

Just as animals gather around a waterhole, social media has become the digital gathering space where consumers naturally spend their time.

Brands can leverage this behavior by optimizing their channel mix to align with demographic preferences, ensuring they reach audiences where they are most engaged.

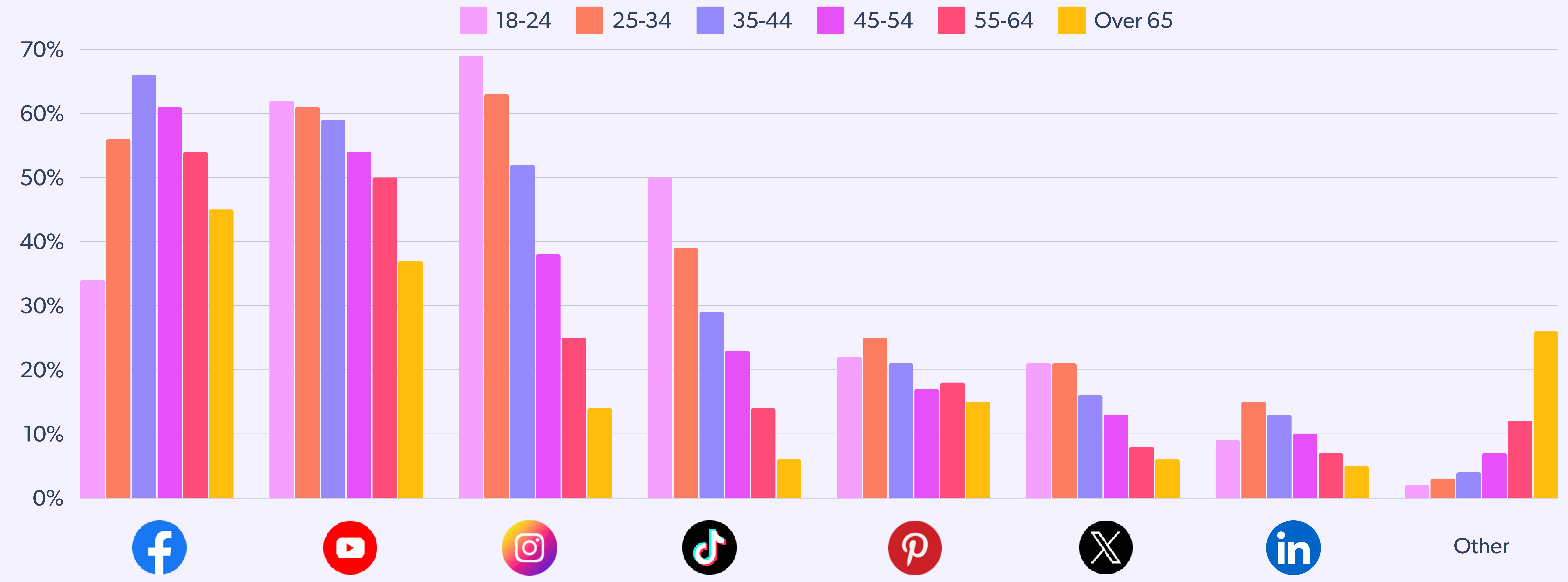


Which social media platforms do you use for product discovery and research?

Facebook (54%) and YouTube (53%) dominate as the most popular channels across all demographics, making them an essential platform for a broad reach. It is followed by Instagram (41%) indicating strong visual appeal and engagement, especially among younger audiences.

Instagram's dominance among Gen Z

Instagram emerges as the top choice for Gen Z (18-24), with 69% of this age group preferring it, surpassing TikTok (50%). It has a strong foothold among Gen Z, likely due to its established presence, diverse content formats, and influencer-driven ecosystem.

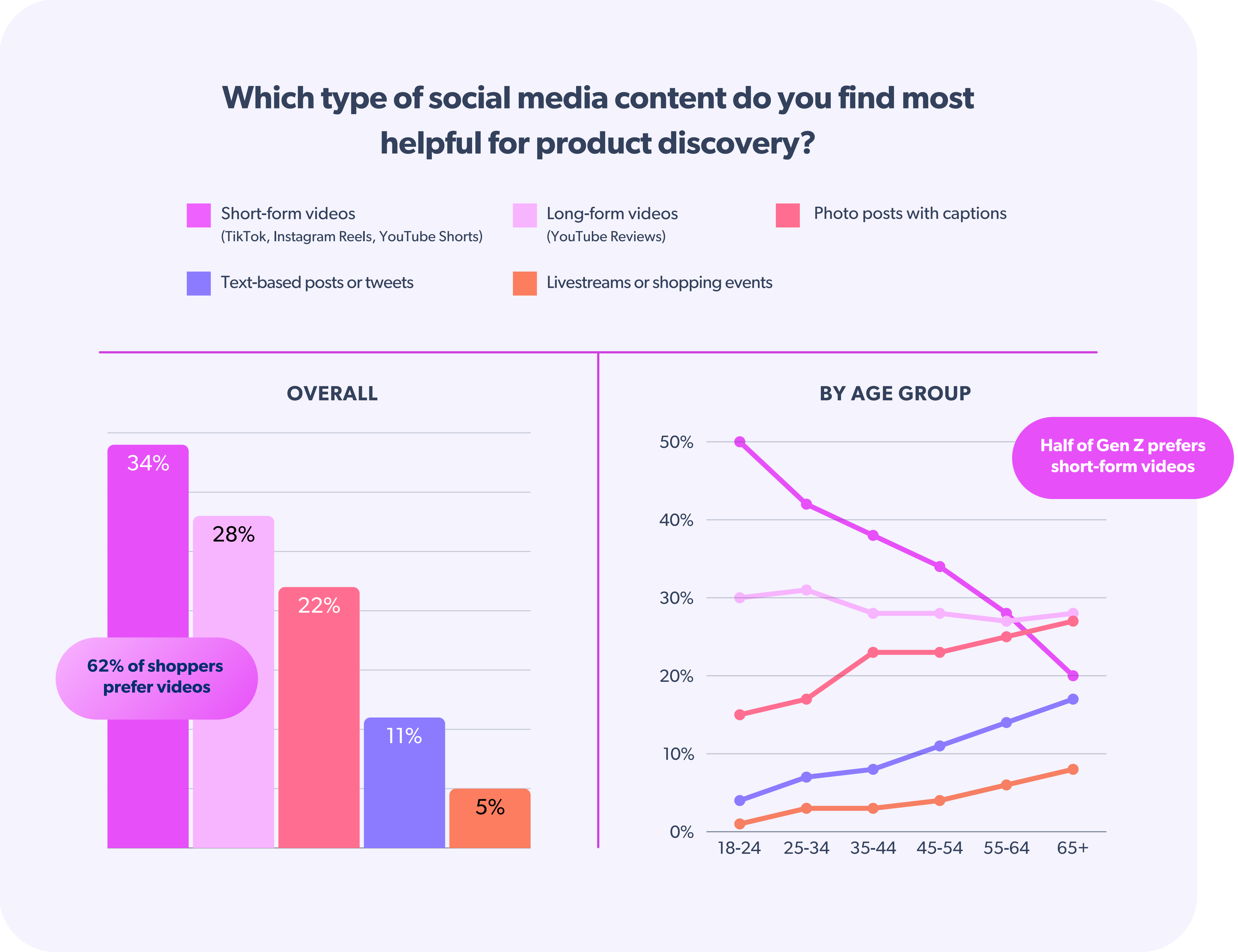


Quick, easily consumable videos on socials most preferred

Short, snackable videos that deliver concise, engaging product information in a visually appealing manner are strongly preferred content among shoppers. Data shows that 62% of shoppers prefer videos over static posts and text, while livestreaming lags behind.

Short-form videos, like TikTok, Instagram Reels, and YouTube Shorts, are the top choice for 34% of shoppers, making them the most preferred content type. In comparison, 28% of shoppers prefer long-form videos with detailed product information and in-depth reviews.

Livestreams or shopping events have the lowest engagement, with only 5% of shoppers preferring this format. While livestream shopping is a growing trend in some markets, it has yet to gain widespread consumer traction.



CONSUMERS TRUST IN FELLOW CONSUMERS

Increasing influence of UGC and creator content

Consumer trust has undergone a major shift, with shoppers now leaning heavily on insights from fellow consumers rather than solely on brand messaging.

Over the past two years, data highlights the transformative impact of UGC and creator content in redefining shopping journeys.

This trend offers a prime opportunity for brands and retailers to enhance customer engagement by leveraging the growing influence of UGC and creators—simply by making it easy for consumers to share feedback through prompts and encouraging reviews.

Reactive creators on the rise as more shoppers share feedback and insights

Every year, we ask shoppers to classify themselves into three types of creators: passive (lurkers), reactive (share when prompted), and proactive (consistently engaged).

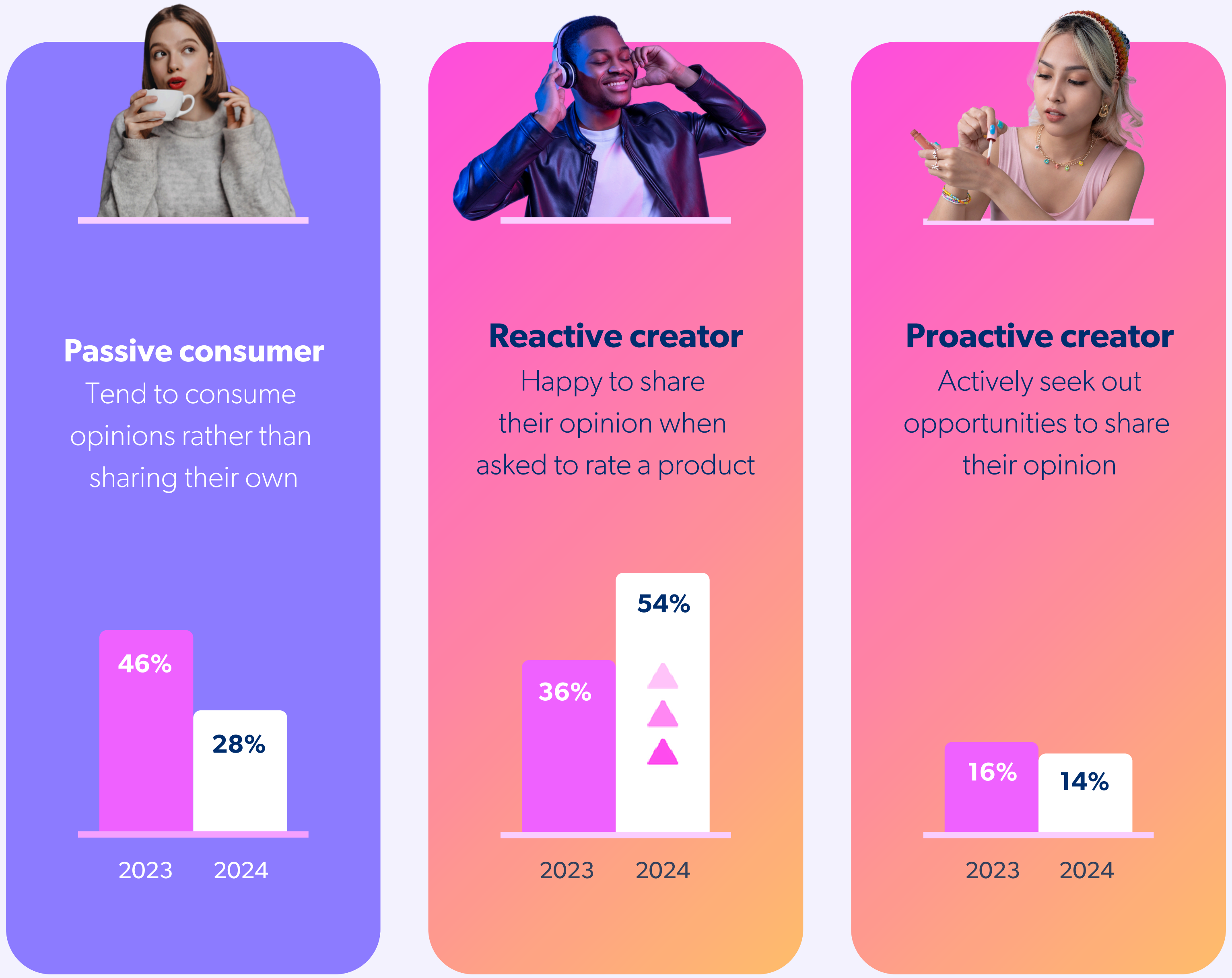
This year, we observed a significant jump in the reactive category—54% compared to 36% last year—primarily drawing from the passive group. Now, one in every two shoppers is willing to create content for your brand and products if simply encouraged. These reactive creators are a powerful, cost-effective, and authentic asset for your UGC strategy—the holy grail of marketing.

This community effect is further strengthened as data shows more than half of consumers are now willing to engage when prompted (Reactive Creators), thanks to an 18% point increase in openness to sharing feedback.

Barriers to participation are also dropping: the share of passive consumers—those who only read reviews without contributing—has significantly declined by 18% points.

While the core group of highly engaged content creators has remained stable, with only a slight 2% point dip, suggesting a dependable base of contributors driving conversation.

When it comes to sharing your opinion about a product you have purchased, what most closely describes your behavior from these sharing types:



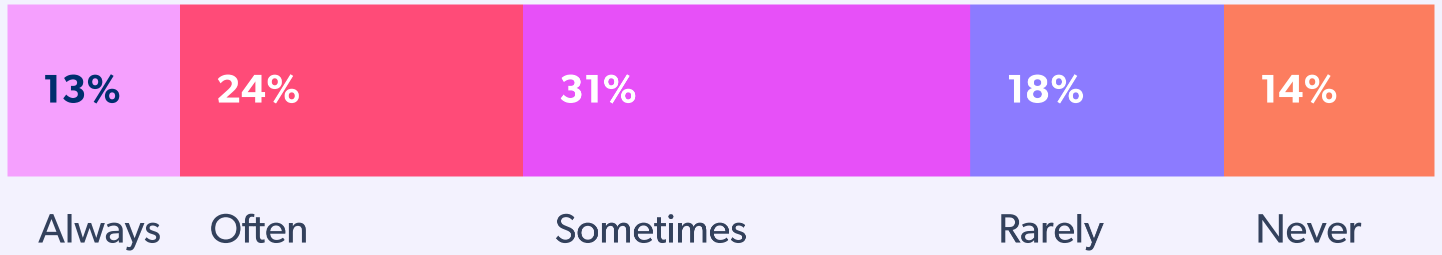
8 in 10 shoppers engage with creator content before buying

The influence of creator content is remarkably strong, with over 86% of shoppers across all age groups engaging with it in some form before making a purchase.

Notably, 37% of shoppers engage frequently—13% always and 24% often—indicating a solid base of consumers who consistently look to creators for product insights.

It suggests that creator content has become a critical touchpoint in the decision-making process for the majority, providing an authentic perspective that brand-owned channels may lack.

How frequently do you engage with creator content before making a buying decision?



Younger shoppers are more likely to trust and seek recommendations from creators, likely because they're more familiar with digital platforms and creator content. Older shoppers also engage with creator content but often turn to other sources for product information.

Creators are highly trusted by young shoppers

18-24	25-34	35-44	45-54	55-64	65+
97%	**94%**	**91%**	**84%**	**81%**	**74%**

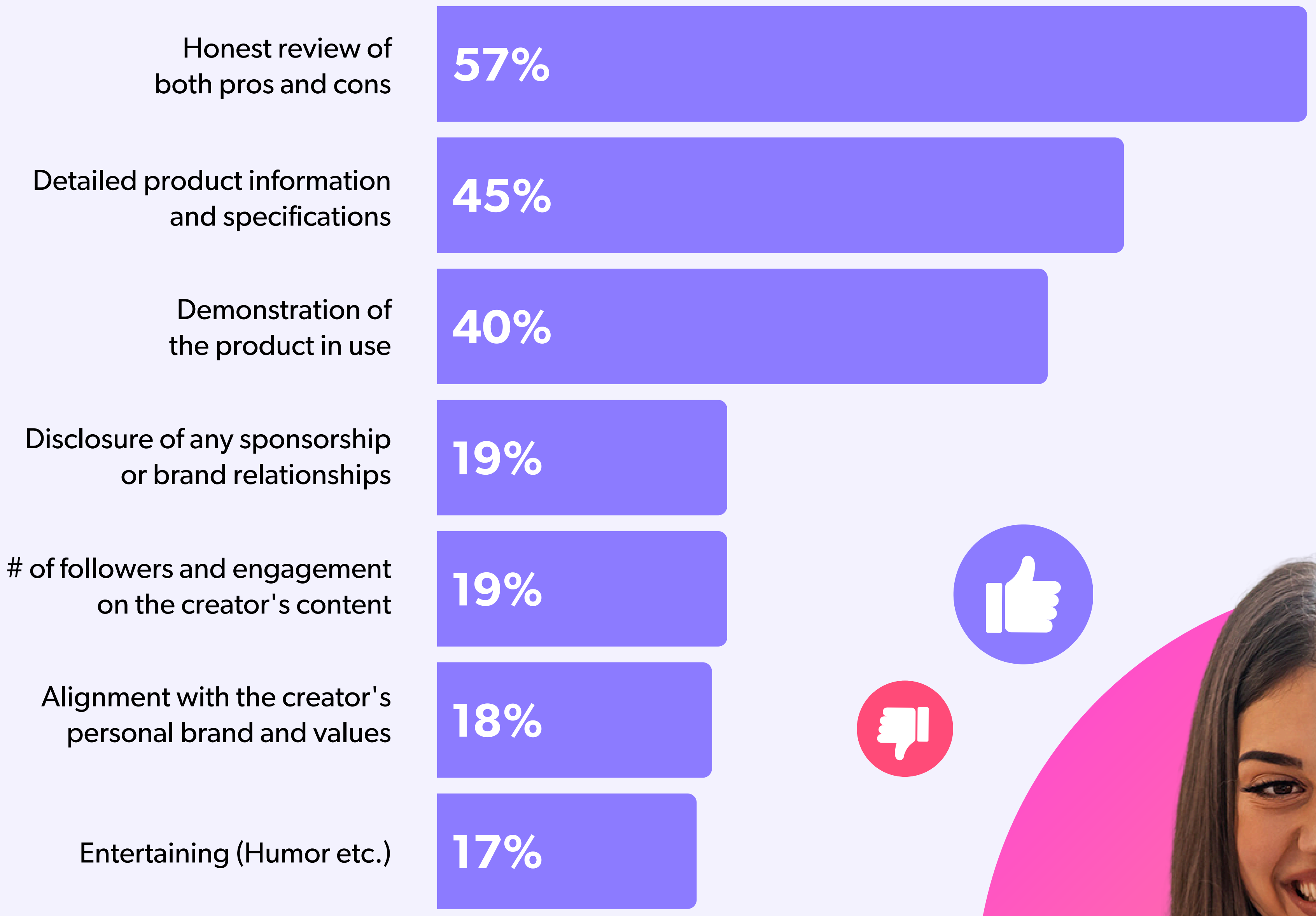
Authenticity matters: What shoppers really look for in creator content

Over half of shoppers (57%) say that honest reviews with pros and cons are the most important factor in creator content, showing a strong preference for balanced and unbiased information to make informed choices.

At least 45% of consumers demand detailed product information, indicating that the creator's content should go beyond surface-level endorsements and provide the specific details that help shoppers evaluate the product's suitability.

About 40% want to see product demonstrations in real-life settings, which allows them to visualize how the product performs practically.

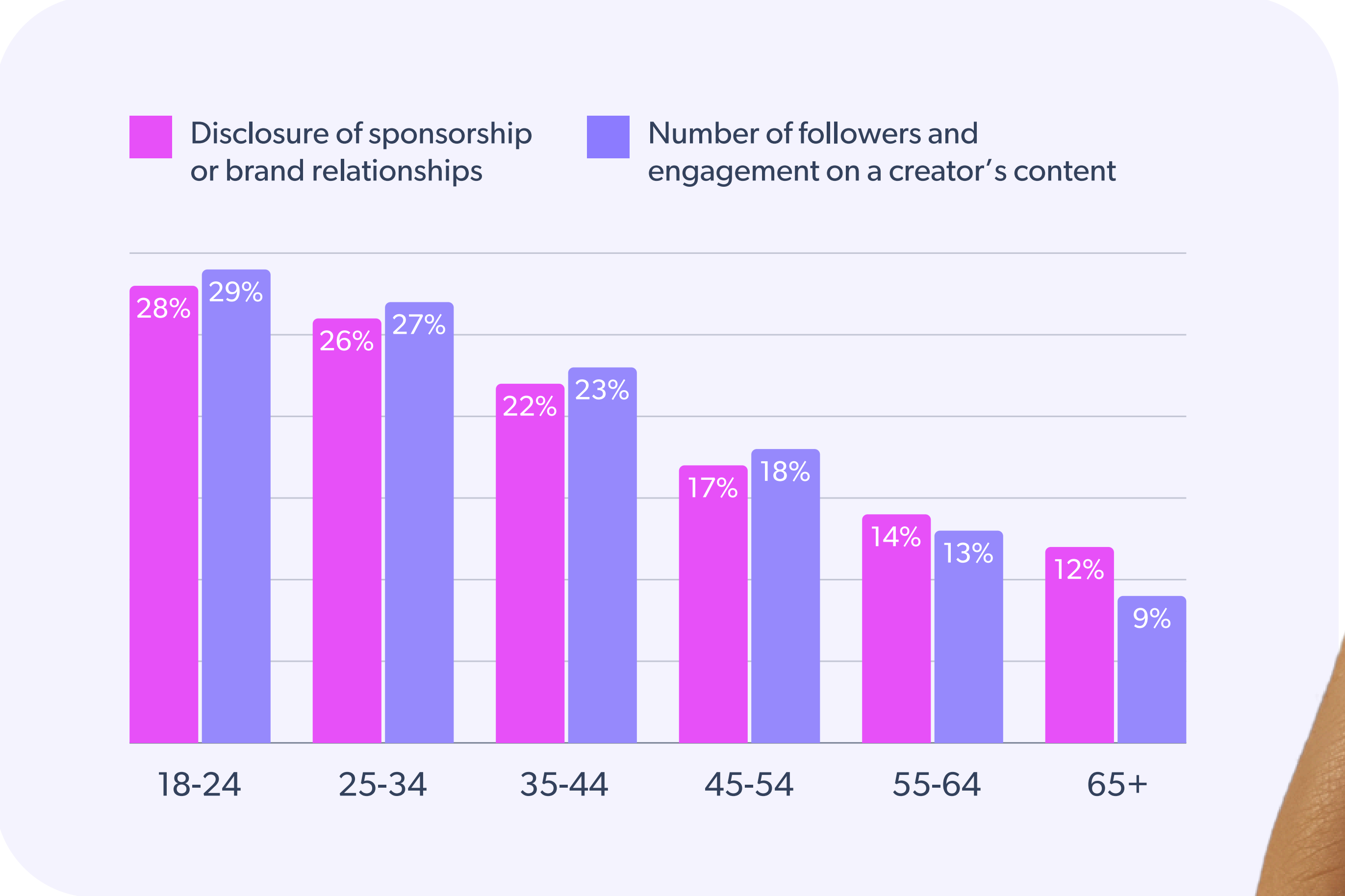
Which aspects of creator/influencer content influence your purchasing decisions?



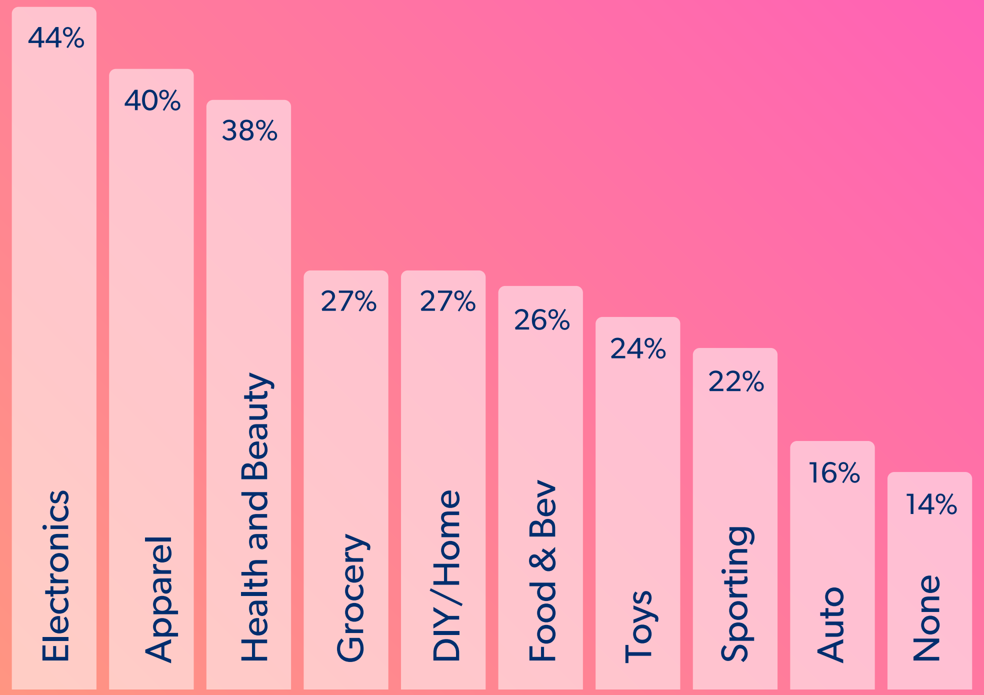
Trust signals for the Gen Zs and young millennials

With 28% of Gen Z shoppers and 26% of young millennials considering sponsorship disclosures important and 29% focusing on follower engagement, this age group is highly attuned to the authenticity of creator relationships.

Unlike older generations, Gen Z and young millennials are more likely to scrutinize a creator's connection with brands and their interaction with audiences, viewing these signals as essential indicators of reliability and honesty.

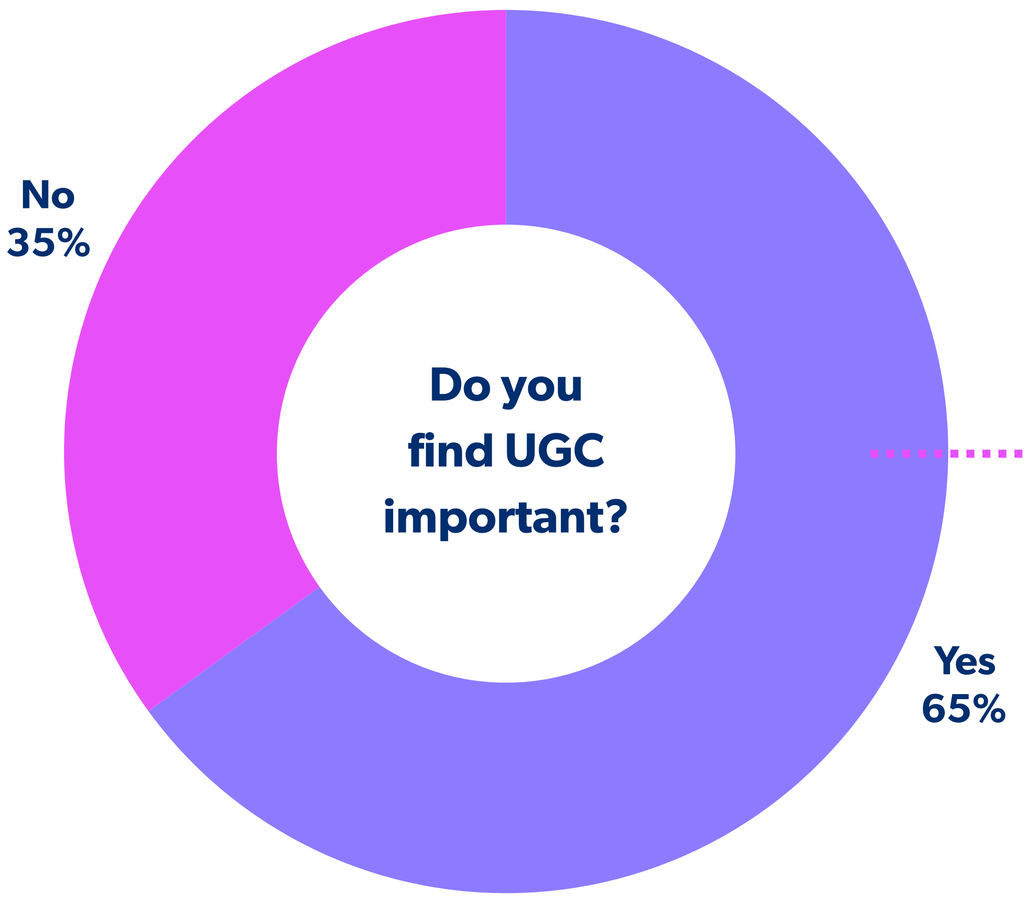


Product categories influenced by creator content



Nearly two-thirds of consumers rely on UGC

More than 65% of shoppers consider user-generated content, including ratings, reviews, photos, and videos from other consumers, critical in their shopping experience. Consumers place a high value on authentic peer feedback, which plays a crucial role in helping them make informed purchase decisions.

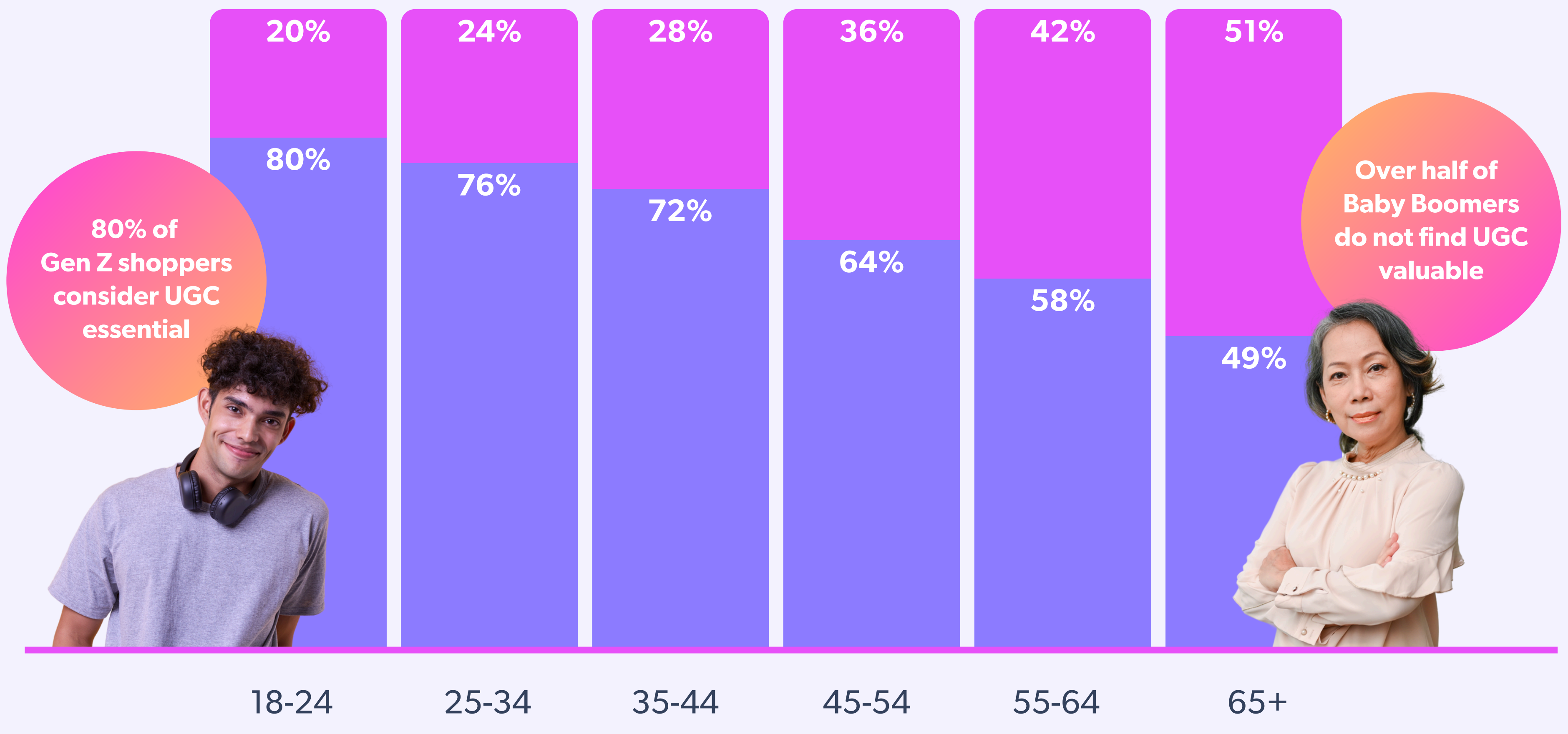


Generational divide in UGC perception and usage

A significant generational divide exists in how consumers value UGC. Gen Z leads in UGC receptiveness, with 80% considering it essential.

But as age increases, the importance placed on UGC declines, with over half of Baby Boomers (51%) indicating they do not find it valuable.

By aligning content strategies to meet each generation's unique needs, brands and retailers can optimize UGC impact with visuals for younger audiences and text-based reviews for older ones.



User reviews lead as shoppers' top influence in their path to purchase

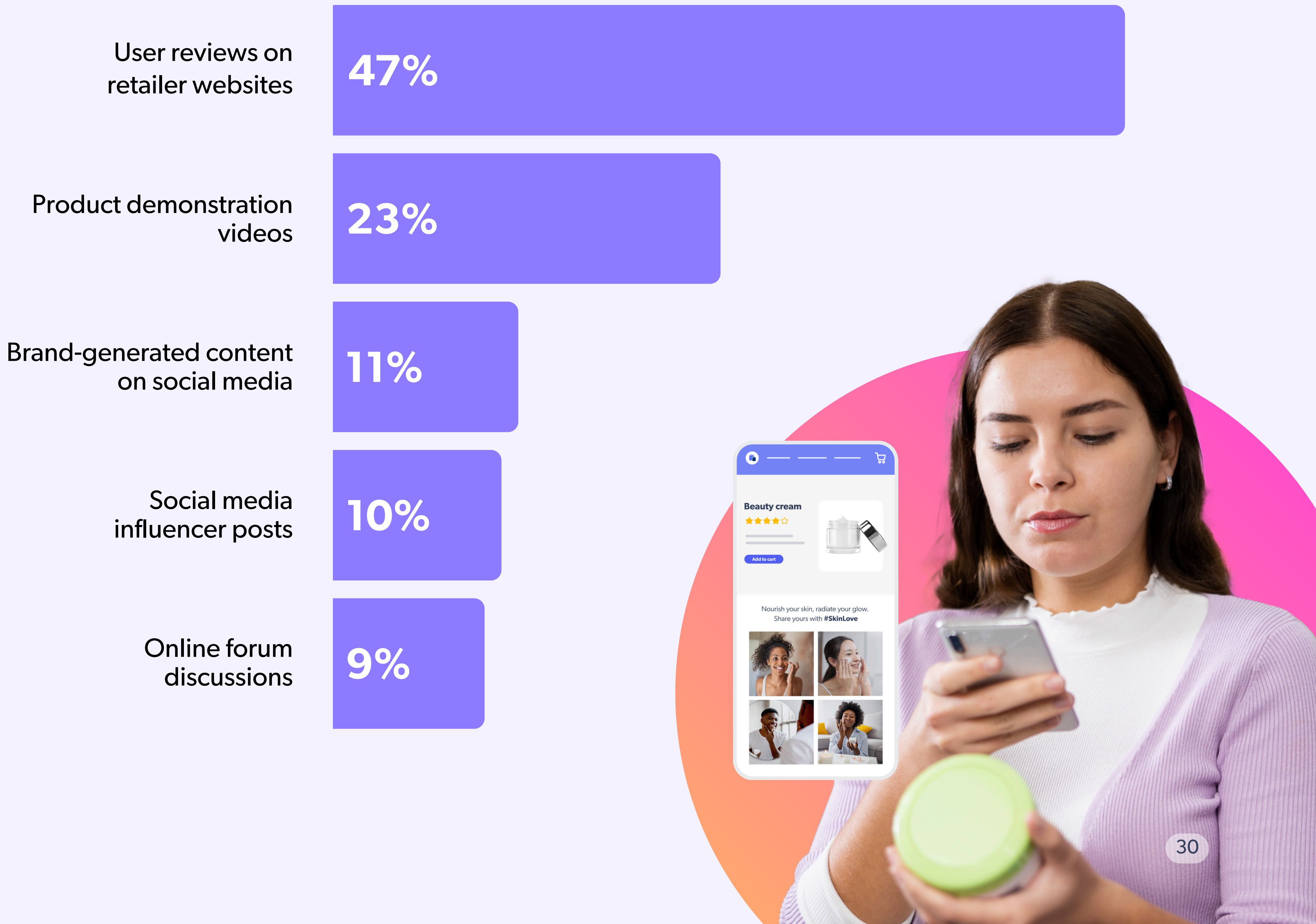
Data shows a strong preference for peer-driven insights, with user reviews on retailer websites emerging as the most influential content type—47% of shoppers consider them their top resource. Shoppers perceive these reviews as more reliable and relatable than brand-generated messages.

In contrast, brand-generated content on social media (11%) and influencer posts (10%) have less impact, suggesting that consumers may view these sources as more promotional than genuinely informative. Overall, shoppers prioritize direct, unfiltered insights from other consumers when purchasing.

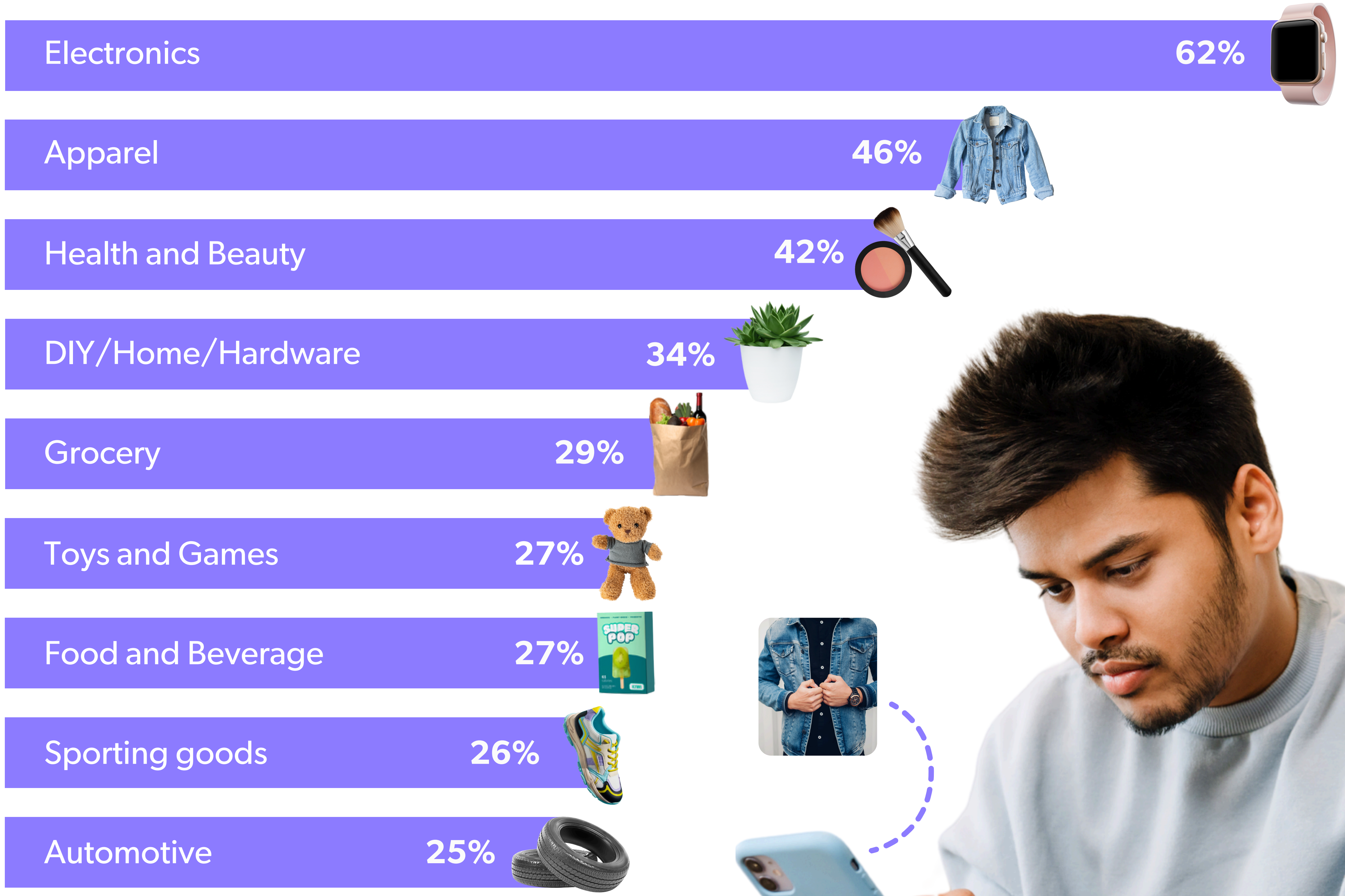
Nearly half

of shoppers find user reviews on retailer websites the most influential content when researching the products online

When researching products online, which type of content do you find most influential?



Which products do consumers research most through UGC?



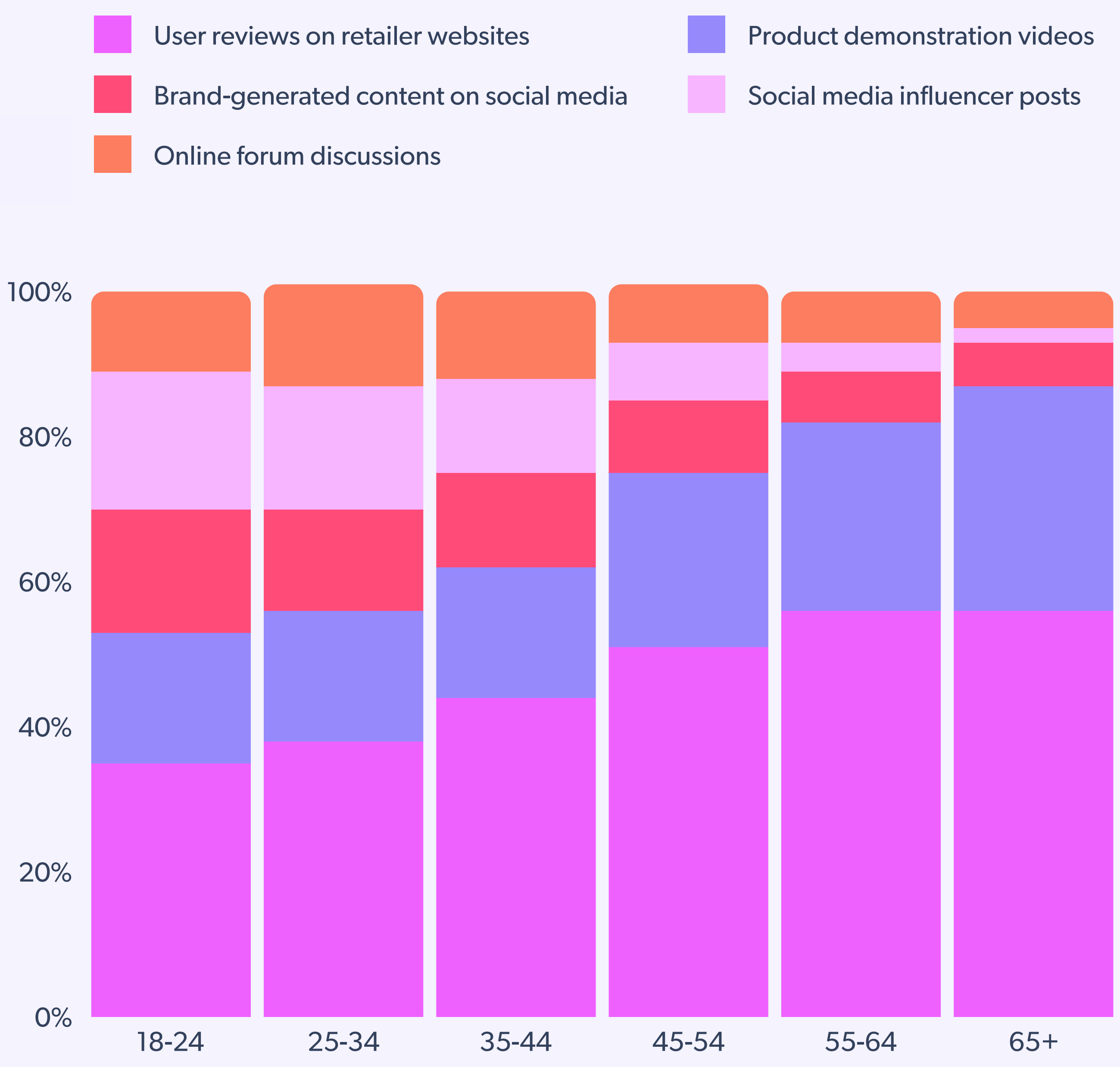
Generational differences in UGC: What content each age group trusts most

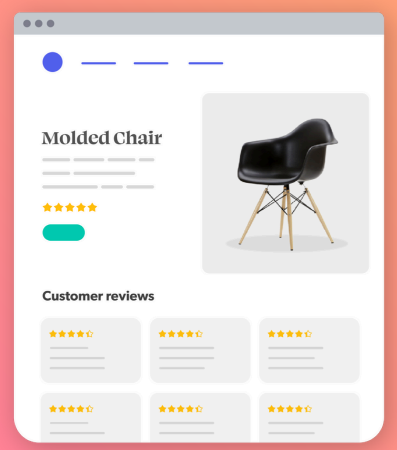
User reviews are impactful across age groups. Boomers trust peer feedback over promotional content, as 56% of this group find user reviews on retailer websites are highly influential, considering them a top source of information.

In contrast, Gen Z responds most to visually appealing brand-generated content (17%) and social media influencer posts (19%), reflecting their comfort with social media as a trusted information source.

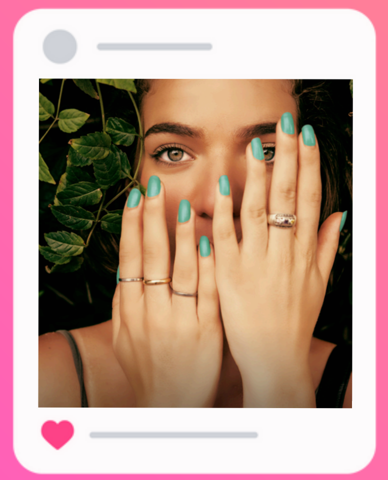
As age increases, the influence of social media and influencer content declines significantly, with only 4% of shoppers over 55 finding influencer posts influential. The overall data highlights the need for tailored content strategies.

When researching products online, which type of content do you find most influential?





Boomers find user reviews on retailer websites are highly influential



Gen Z responds most to visually appealing brand-generated content and social media influencer posts

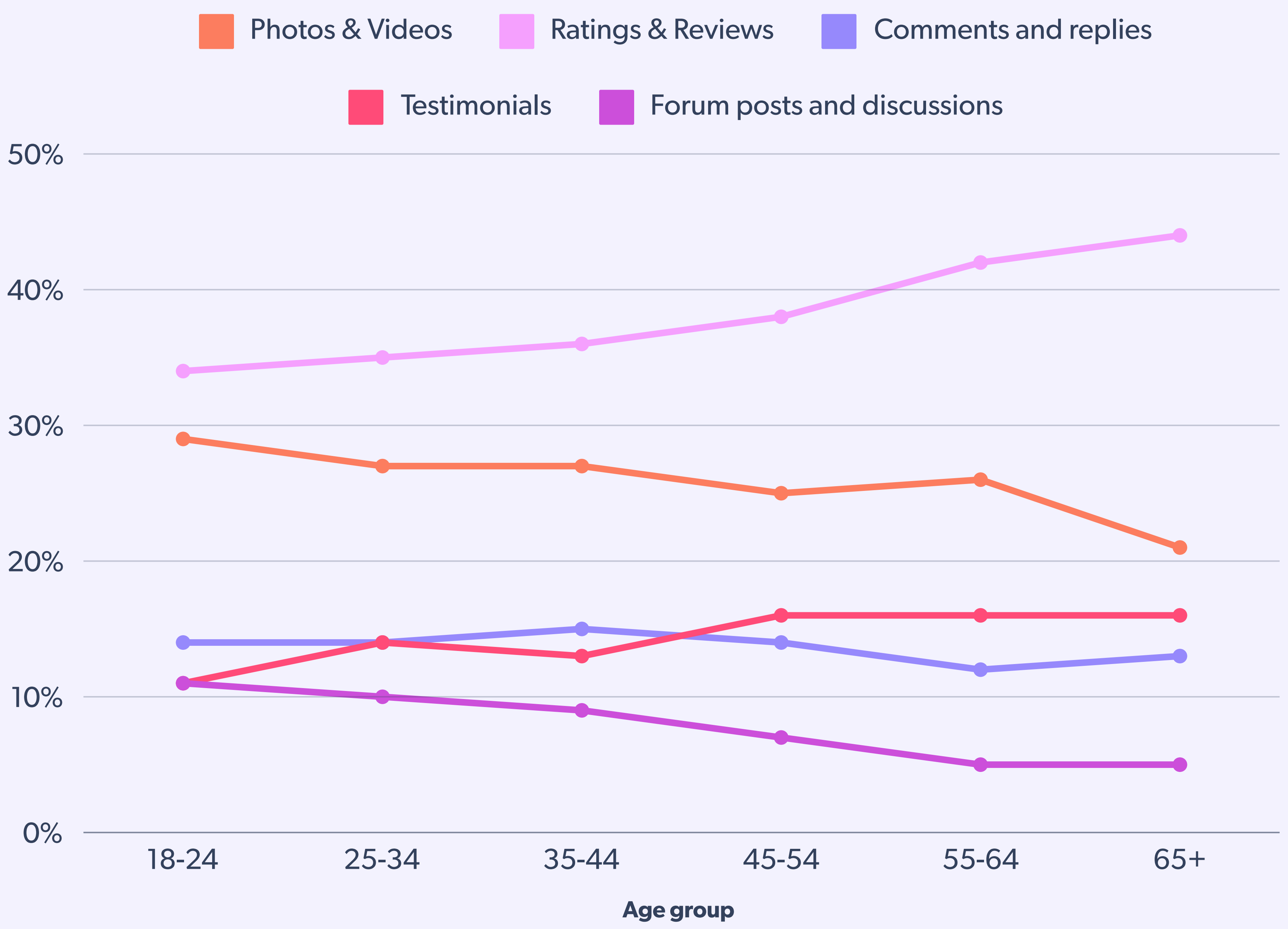
Generational split on UGC as boomers want ratings and Gen Z want visuals

There's a clear generational divide in how shoppers engage with UGC. Gen Z leans toward photos and videos, with 29% preferring visually immersive content that showcases products in real-life scenarios. This aligns with their desire for authentic and relatable content.

In contrast, Boomers prioritize ratings and reviews, with 44% citing these as the most influential UGC. Their preference for straightforward, at-a-glance assessments suggests a reliance on clear, unbiased feedback over visually driven or detailed content.

Blending visuals with ratings and reviews is key for brands aiming to reach a multigenerational audience. By tailoring UGC strategies—focusing on visuals for younger consumers and concise, informative reviews for older ones—brands can better meet each demographic's expectations and enhance engagement.

In your opinion, which of the following best describes UGC?



Shoppers use UGC to confirm value, purpose, and delivery reliability

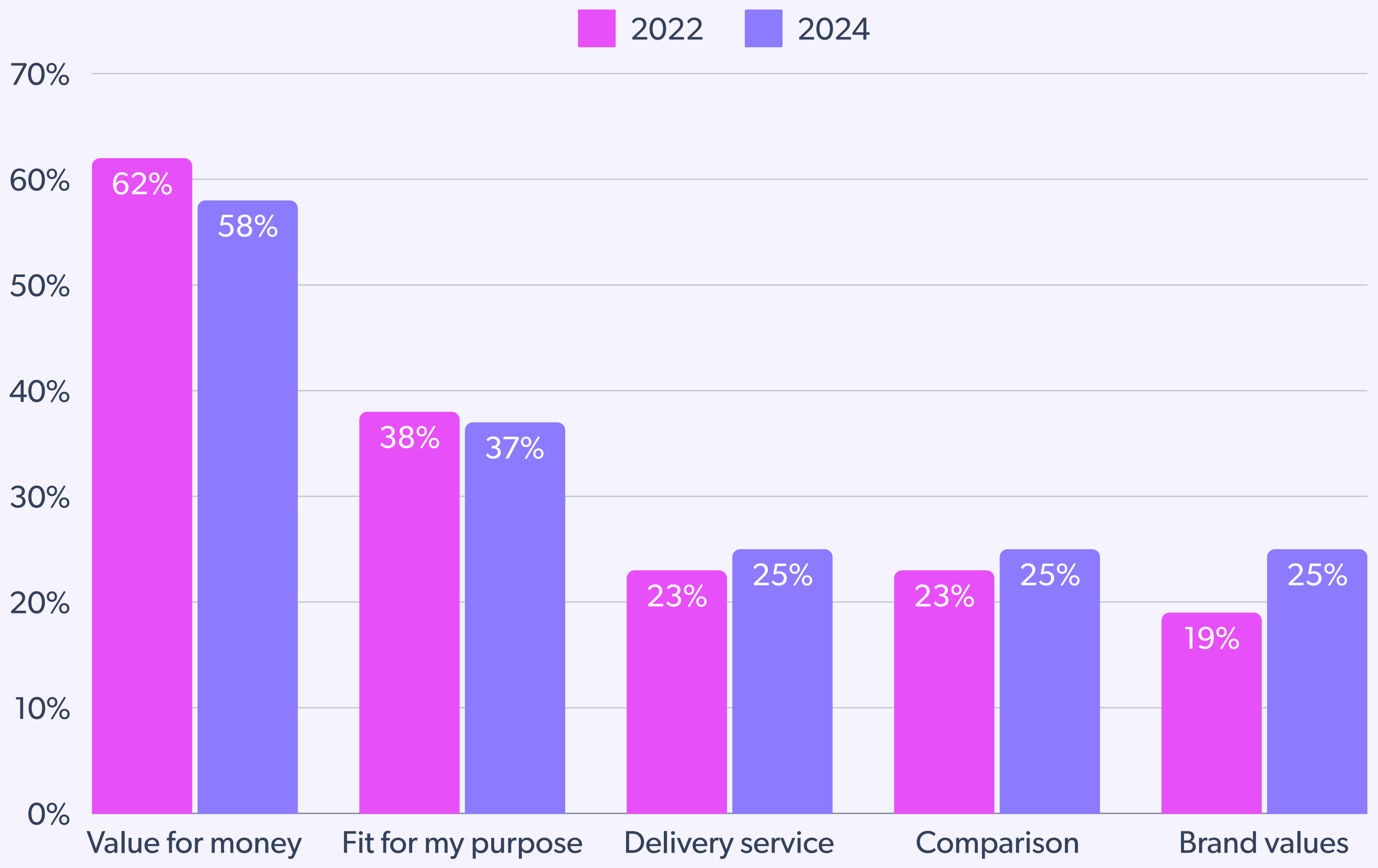
Shoppers primarily turn to UGC to ensure they're making cost-effective choices, with "value for money" remaining the top factor, though it has slightly declined from 62% in 2022 to 58% in 2024.

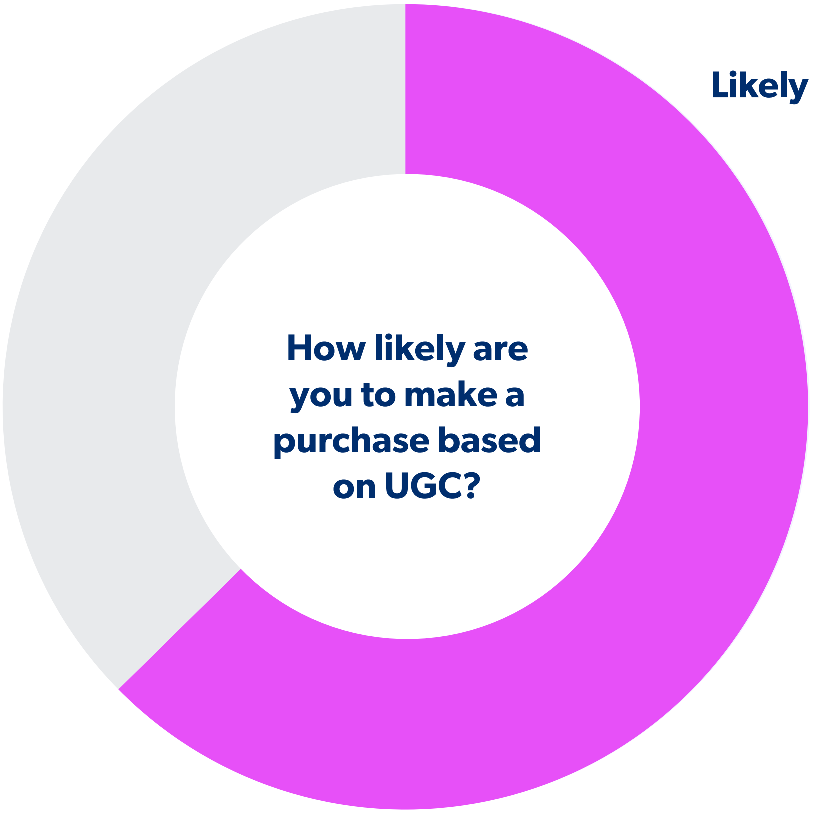
The second priority, "fit for my purpose," has remained steady, at 38% in 2022 and 37% in 2024. This stability indicates that shoppers consistently use UGC to verify whether a product aligns with their needs or solves their problems.

Meanwhile, "delivery service" has slightly risen from 23% to 25%, suggesting that shoppers are increasingly attentive to delivery reliability and efficiency.

Both "comparison" and "brand values" have gained slightly in importance—each rising from 23% and 19% respectively to 25% by 2024. This growth reflects more vital consumer interest in comparing options and understanding the ethical or social values behind their purchases.

When buying a product, what information are you trying to identify from shopper content?

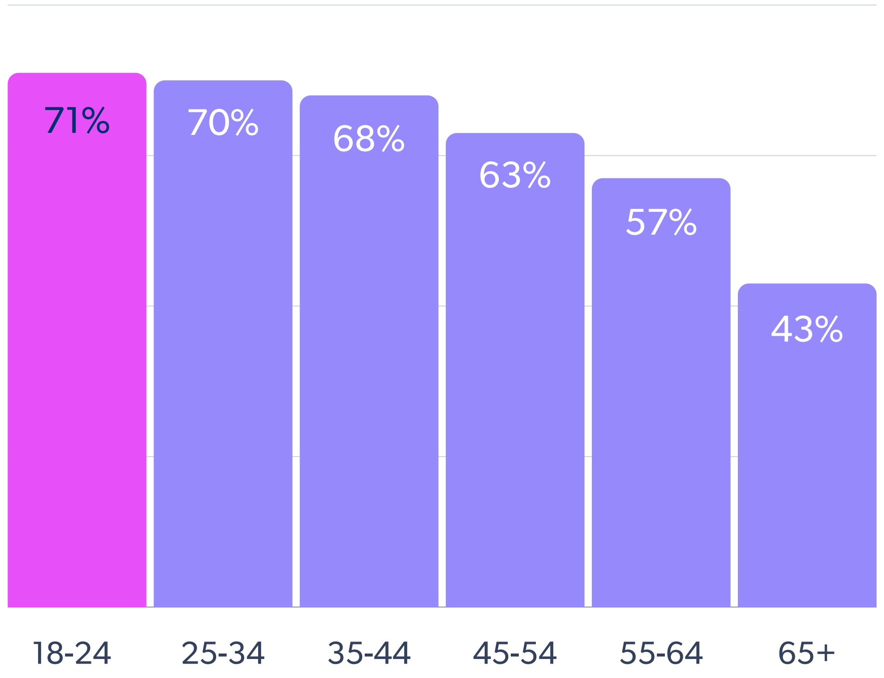




6 in 10

likely to make a purchase based on UGC

The power of peer-driven insights in guiding consumer behavior is growing as nearly two-thirds of shoppers are likely to purchase based on UGC.



7 in 10 Gen Z shoppers are likely to make purchases based on UGC

UGC, be it photos, videos, or reviews, highly resonates with Gen Z (71%). This demographic is the most influenced by peer-created content. As the above data suggests, all you need is content that is visually appealing and authentic.

"Reviews are not just feedback; they're a vital tool that brings the in-store sensory experience online, helping customers make confident purchases.

MOLTON BROWN

Alice Clarke
GLOBAL DIGITAL ANALYST AT MOLTON BROWN

Credibility + relevance — UGC factors influencing the shopping behavior

UGC elements that combine credibility (star ratings, review volume) with relevance (recency, details, personal resonance) influence purchase decisions.

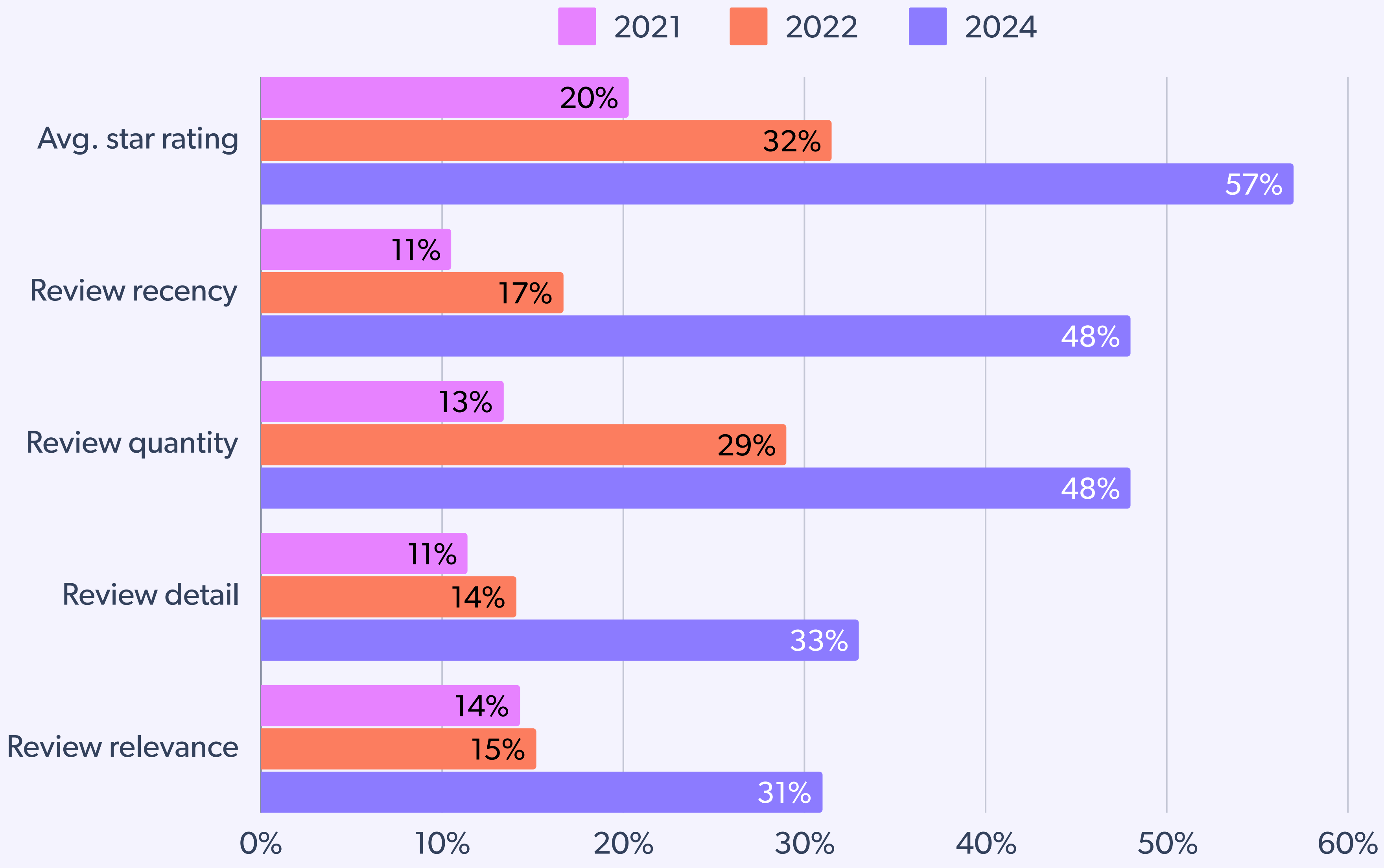
From 2021 to 2024, the average importance of star ratings rose sharply, from 20.3% to 57%, reflecting consumers' growing trust in this quick, at-a-glance measure of product quality.

Review recency has also gained importance, increasing from 10.5% to 48% over the same period, showing that shoppers value recent feedback. A high volume of reviews adds further confidence, indicating that consistent and current UGC builds trust.

Consumers increasingly seek detailed reviews, especially for high-consideration purchases, as they want insights beyond surface-level information.

Demand for reviews addressing specific concerns or preferences has also risen, suggesting that brands should offer a diverse review pool that speaks to various customer segments and adds depth to the feedback.

When shopping online, which of the following UGC elements are more likely to influence your decision to purchase a product?



"The overall review ratings are important, but so too is the quantity of the reviews that our product receive. We see products with multiple good reviews convert more highly than similar products with fewer reviews.

Dreams

Octavia Benham
HEAD OF E-COMMERCE, DREAMS

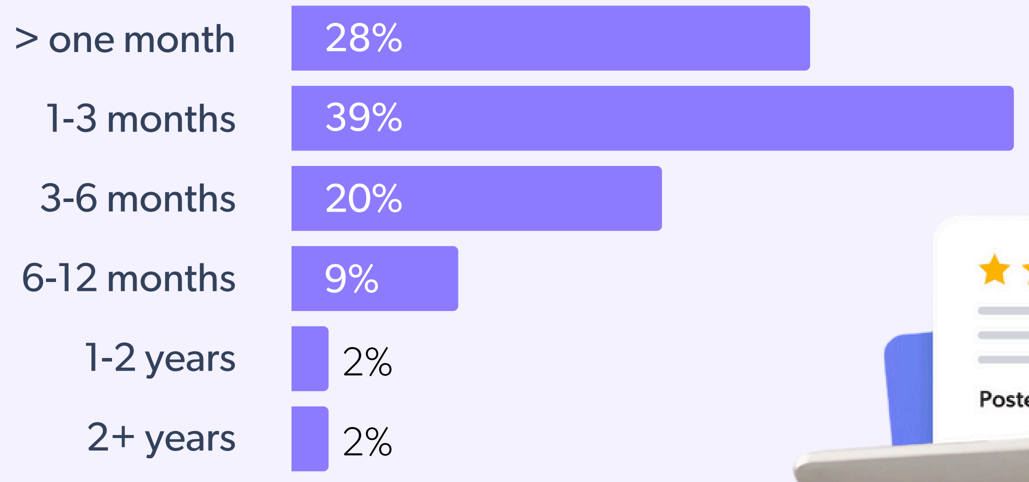
Over two-thirds of shoppers seek recent reviews

Shoppers place high importance on recent reviews, with 28% preferring feedback posted within the past month and 39% valuing reviews from the last 1-3 months.

Together, this shows that over two-thirds of consumers (67%) prioritize reviews within a 3-month timeframe, reflecting the demand for timely, relevant insights to inform their purchase decisions.

Reviews older than six months hold much less influence, with only 13% of shoppers considering reviews from the past 6-12 months or older — highlighting the need for brands to maintain a steady flow of fresh reviews to meet consumers' preferences.

How recent does a review need to be for you to feel confident in its accuracy?

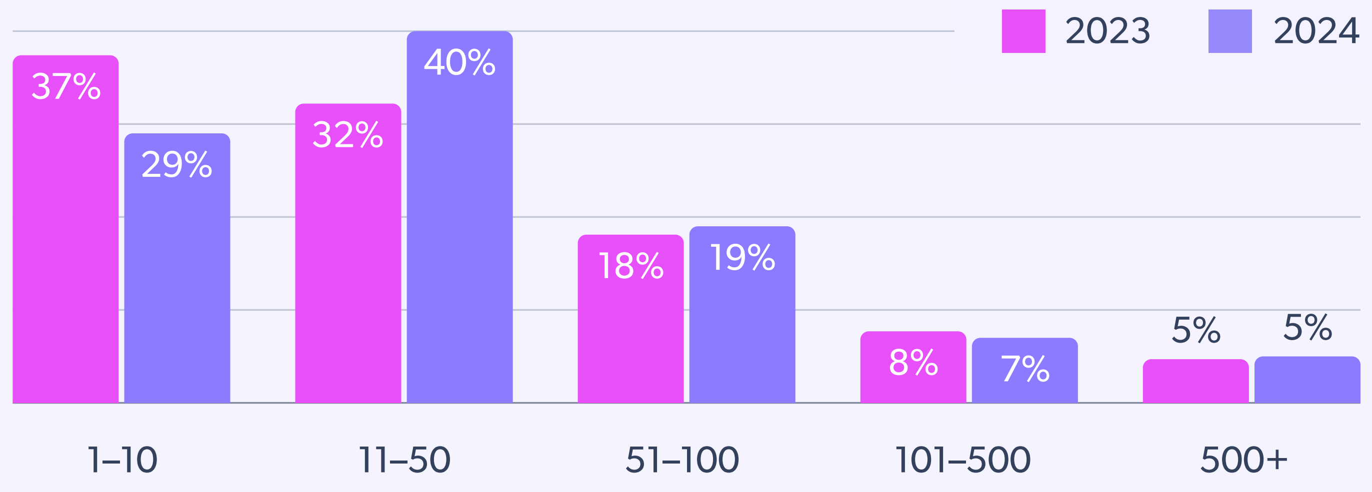


11-50 reviews is the sweet spot to boost shopper confidence

Showing a preference for quality over quantity, an optimal review count of 11-50 reviews has emerged as the most influential way for shoppers to gauge product quality while avoiding an overload of information.

Interestingly, there has been a decline in confidence with lower review counts, as consumers see them as insufficient for informed decision-making. Also, there is a minimal preference for 101+ reviews, as consumers may find it overwhelming to sift through so many reviews.

How many reviews does a product need to have before you are comfortable making an informed buying decision?



How the number of reviews sways product choices

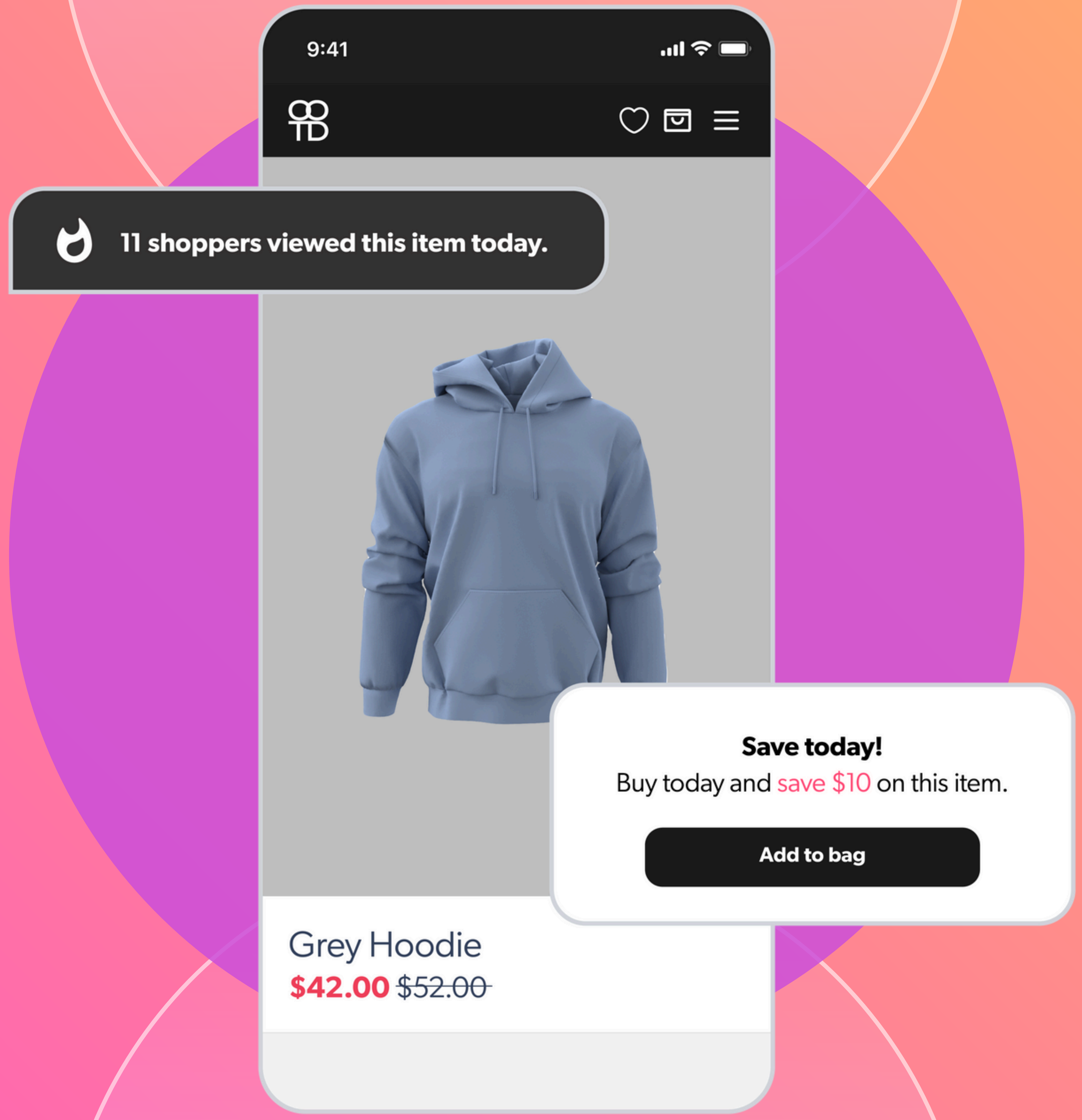
Over 79% of shoppers consider a higher number of reviews important when choosing one product over another, indicating that review volume significantly influences their purchasing decisions.

Very important	32%
Important	47%
Slightly important	18%
Not important at all	3%

When choosing one product versus another, how important is a higher total number of reviews in influencing your purchasing decision?

PERSONALIZED OFFERS MOTIVATE SHOPPERS

Personalization is powerful in online shopping, especially for high-impact categories like electronics, apparel, and health and beauty. The data highlights how personalization can enhance the shopping experience by aligning with consumers' preferences for online or in-store purchases across product categories.



Which types of products do you expect personalized recommendations when shopping:

Categories like apparel, health and beauty, and electronics show a stronger online preference, with 42%, 39%, and 47% of shoppers choosing these channels, respectively. This suggests a demand for personalized online experiences that offer variety, tailored recommendations, and convenience.

Conversely, grocery, food, and beverages are more frequently bought in-store (38% and 34%, respectively), likely due to shoppers' desire for freshness and quality assurance, where personalized in-store experiences could enhance product discovery and satisfaction.

Does personalization lead to unplanned purchases?

The data reveals mixed consumer attitudes toward personalized product recommendations. While 26% of shoppers feel personalized suggestions increase the likelihood of a purchase, an equal percentage (26%) say these recommendations do not influence their buying decisions.

Over 19% of consumers often discover products through personalized suggestions, highlighting the role of personalization in product discovery. Insights suggest that personalization can be an effective tool for engagement and discovery.

Over 19%
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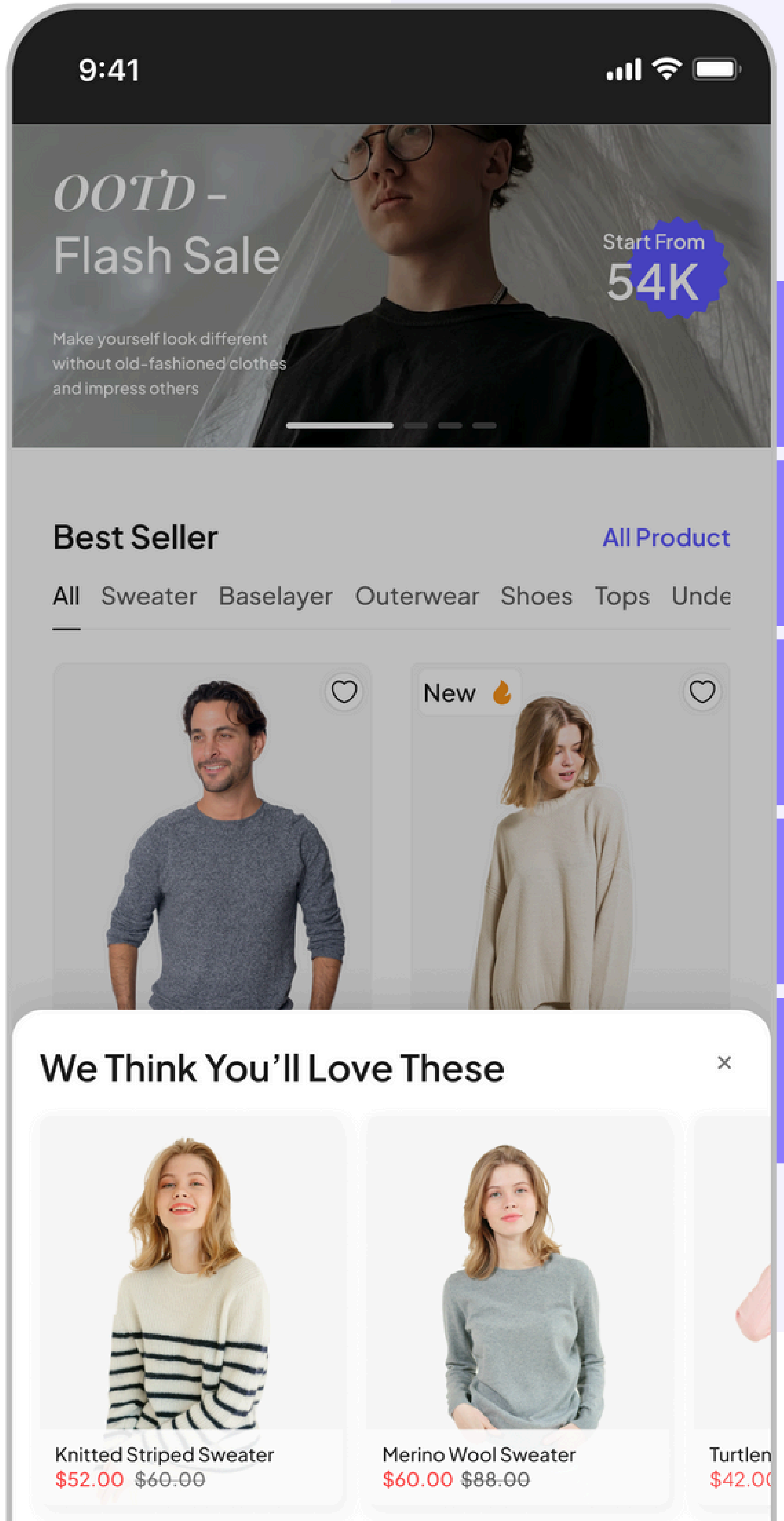
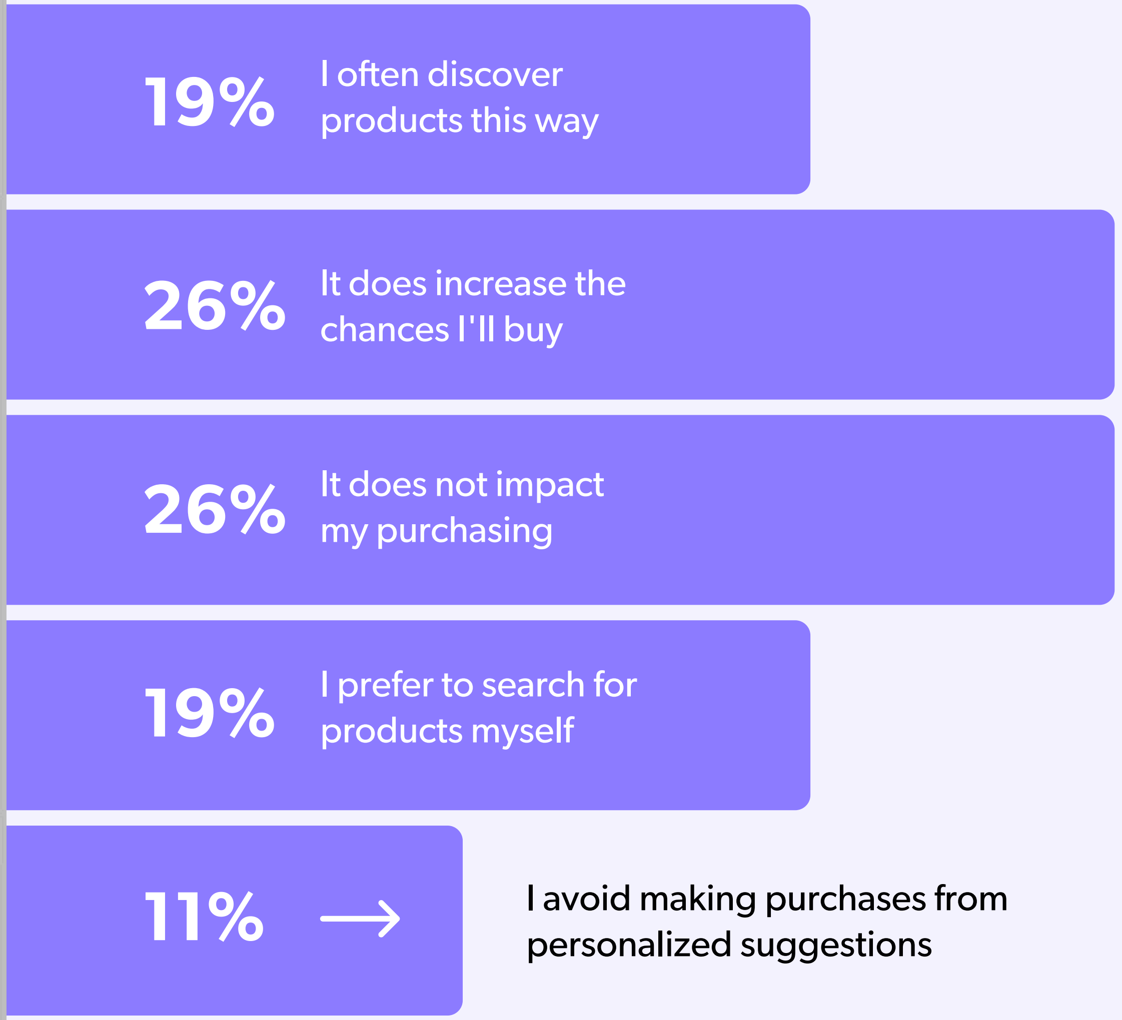


How likely are you to make an unplanned purchase on an e-commerce site that provides personalized product suggestions?



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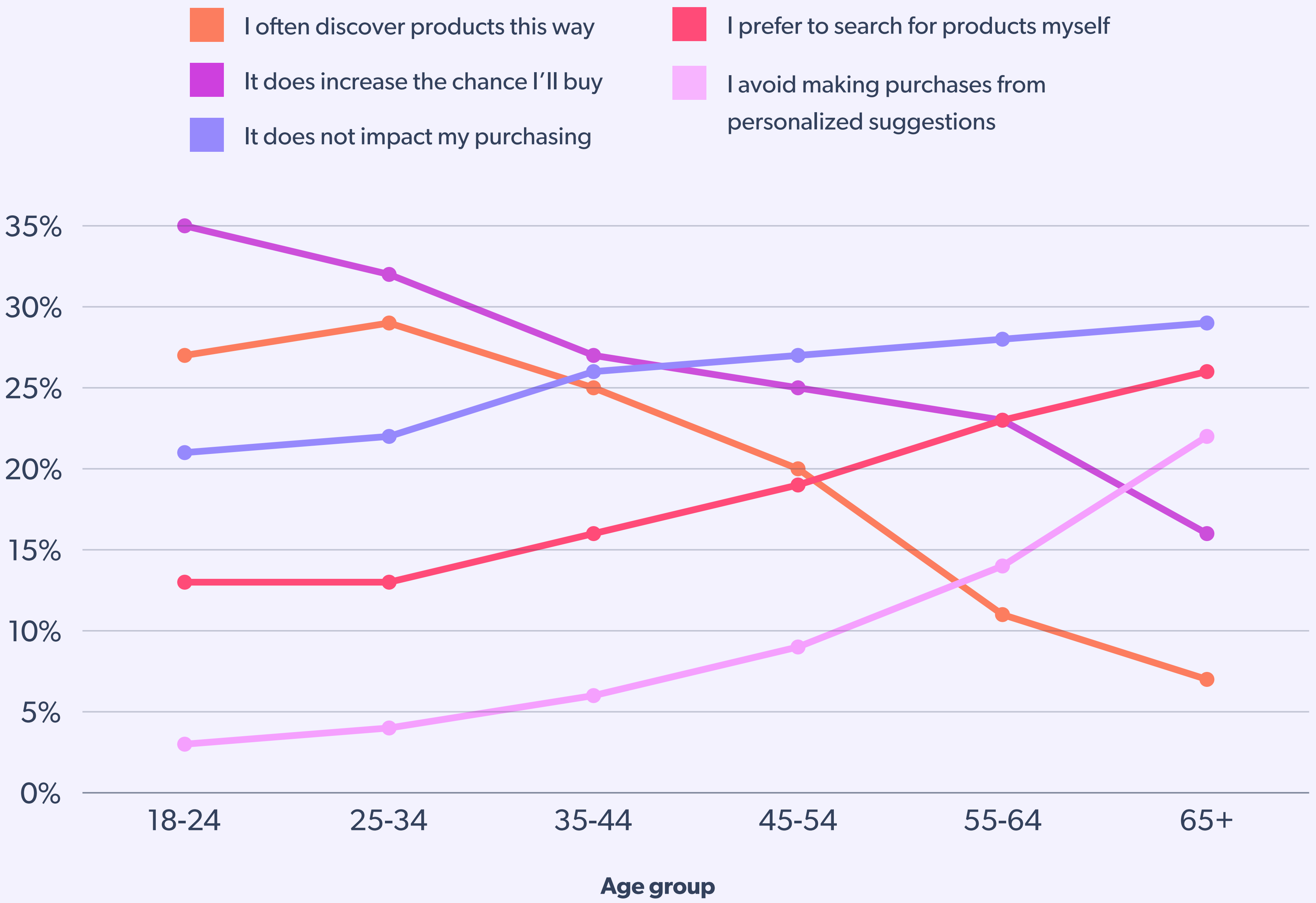


Personalization effective among young consumers

Personalized suggestions work best for younger shoppers, who are more open to discovering new items through recommendations. Shoppers aged 18-34 are the most receptive, with 27-29% often finding products this way and 32-35% saying it increases their likelihood of purchasing.

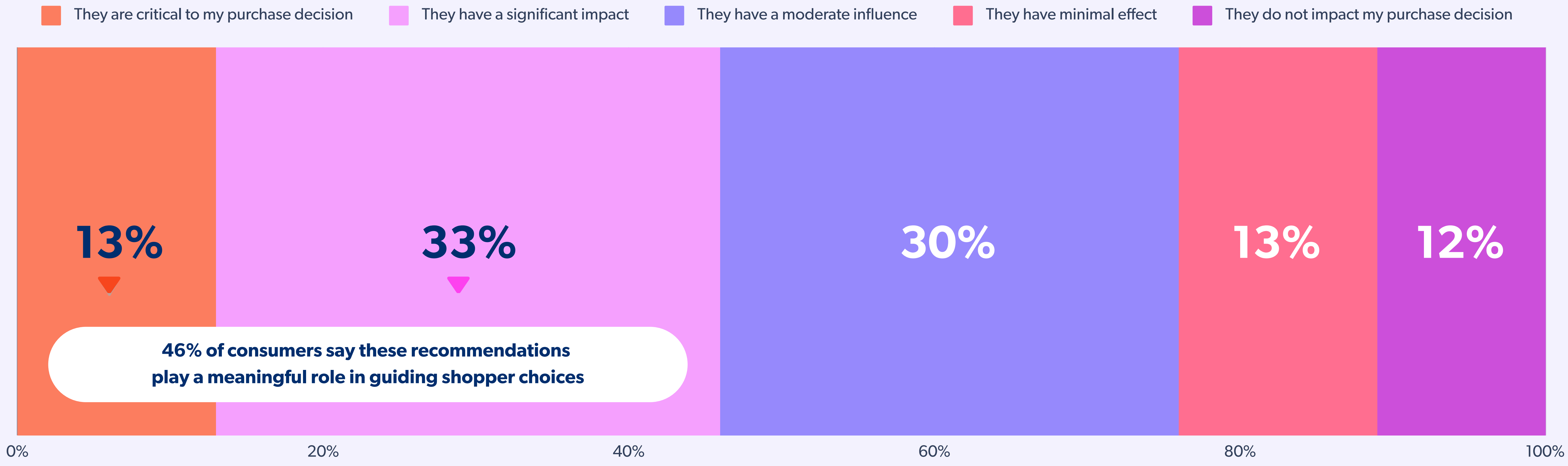
As age increases, however, the impact of personalization fades. Among those over 55, only 7-11% discover products through recommendations, and just 16-23% feel it boosts their chances of buying.

Older shoppers also prefer autonomy, with 23-26% preferring to search for products independently and 14-22% actively avoiding personalized suggestions.

Personalized discounts, offers impact online purchases

The data shows that personalized recommendations have varying levels of influence on shoppers' purchase decisions. For 46% of consumers (13% saying they are "critical" and 33% noting a "significant impact"), these recommendations play a meaningful role in guiding their choices, highlighting the power of personalization in shaping purchasing behavior.

Do personalized discounts, offers, and promotions influence your decision to complete a purchase on an online shopping platform?



Age-sensitive personalization strategies

Personalization strongly resonates with Gen Z, with 61% of respondents in this age group (21% saying they are “critical” and 40% noting a “significant impact”) finding it substantial.

As age increases, the influence of personalization diminishes. A notable 38-43% of shoppers in this age group report that these suggestions have minimal or no effect on their purchasing decisions.

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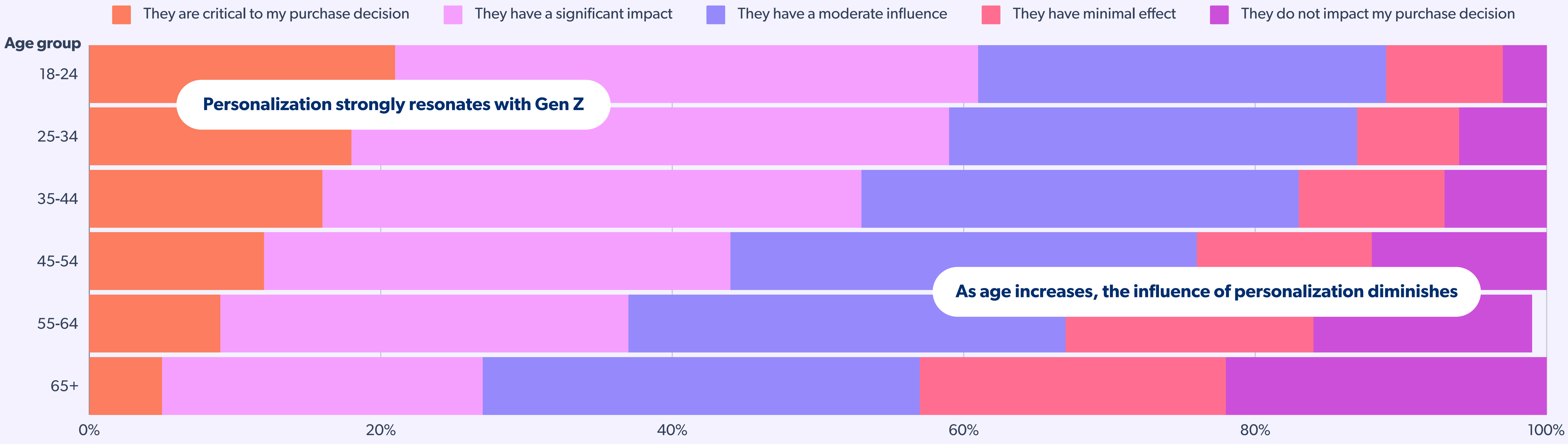

KEY TAKEAWAYS

Let your customers sell for you

Shoppers highly value peer reviews and UGC. In fact, over 80% of Gen Z consumers consider it essential, while nearly eight in ten consider the total number of reviews critical when choosing products.

Brands can capitalize on this by encouraging customers to share their authentic experiences. This builds trust and creates community-driven marketing that appeals to all age groups. When customers sell your brand and products, it carries more weight than traditional brand-provided information.

Have a seamless omnichannel strategy at all touchpoints

Consumers demand a smooth shopping experience across online, in-store, and mobile channels. In fact, over 80% of shoppers, regardless of age, consider this important.

An effective omnichannel strategy ensures customers encounter a consistent, cohesive brand experience no matter where they interact. Meeting this expectation involves integrating these channels effectively, allowing customers to transition effortlessly between platforms, which strengthens brand loyalty and satisfaction.

Supplement content supply chain with consumers' voice

Consumers seek authentic, relatable content that speaks to their needs. They prefer content that combines credibility (like star ratings) and relevance (e.g., recent reviews and detailed feedback).

Brands can meet this demand by incorporating customers' voices—through user-generated content, reviews, and feedback—into their content supply chain. This approach enhances trust and enriches the brand's content strategy with authentic, relatable stories.

Personalize your marketing and commerce efforts

Personalization is a powerful marketing tool, especially for younger shoppers. They are more receptive to tailored recommendations and targeted content.

However, the importance of personalization varies by age. Older shoppers often prefer more independent shopping experiences.

Brands can maximize engagement by adapting their personalization efforts—using targeted recommendations for younger consumers and more flexible options for older audiences. This approach allows you to meet individual needs, boosting both engagement and satisfaction across demographic segments.

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Bazaarvoice is reshaping how brands and retailers connect with consumers by putting the consumer voice first. With an end-to-end, commerce-empowered omni-channel content solutions and analytics platform, Bazaarvoice helps 13,000+ brands and retailers inform consumer decisions consistently and at scale at every stage of the shopper journey, on every platform where shoppers live. 2.3B shoppers use the Bazaarvoice Network on a monthly basis.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, Australia, and India. For more information, visit www.bazaarvoice.com