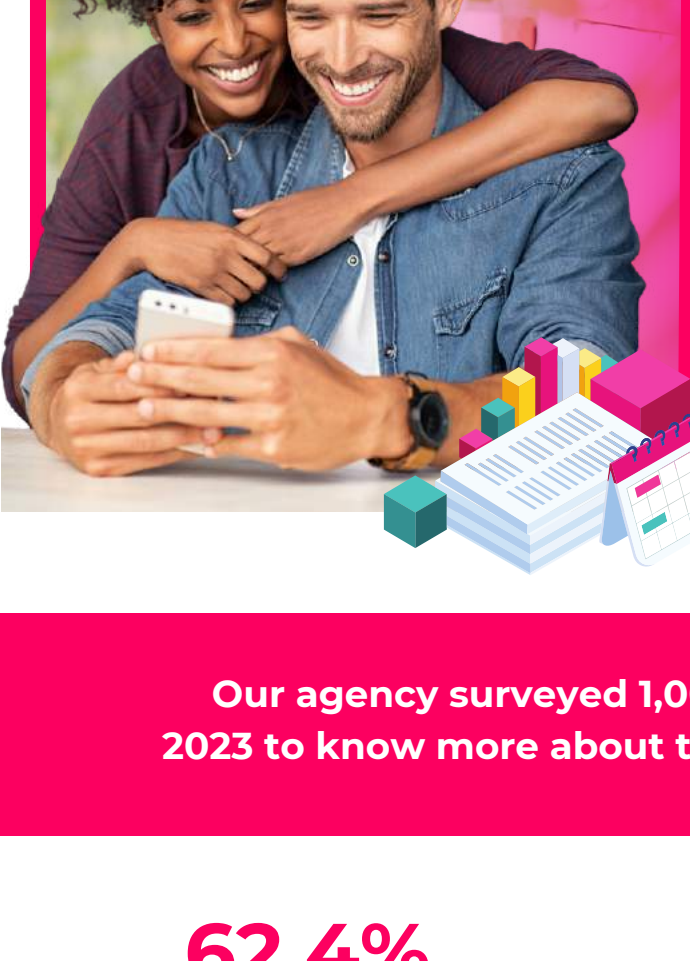


SOCIAL COMMERCE IN 2024

WHAT 1,000 AMERICAN RESPONDENTS
THINK ABOUT SOCIAL COMMERCE



What is Social Commerce?

Social commerce is a subset of e-commerce, where social media platforms are used to promote and sell products or services directly. It combines online shopping with social networking, leveraging user recommendations, reviews, and social interactions to drive sales and enhance the shopping experience.

Our agency surveyed 1,000 American responders in October 2023 to know more about their experience with online shopping

62.4%

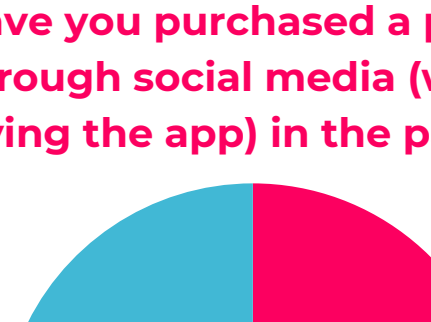
of consumers prefer e-commerce platforms (e.g., Amazon)

48.8%

of consumers prefer both online and offline shopping.



Which shopping option do you favor?



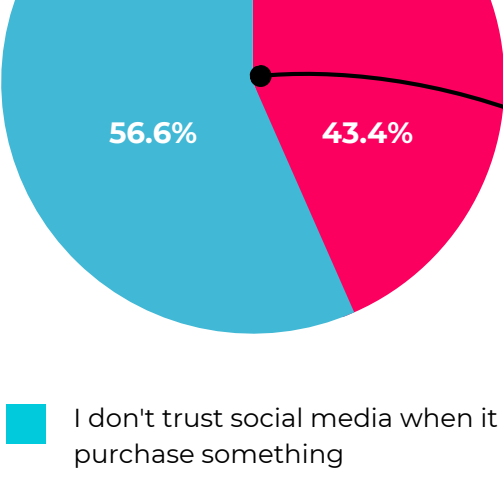
■ In-store shopping
■ Online shopping
■ Both

Do you prefer social commerce platforms or e-commerce platforms?

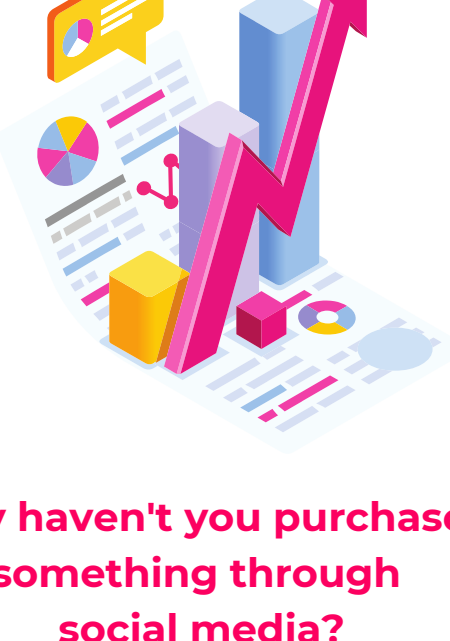


■ Social commerce platforms
■ eCommerce platforms
■ None of the above

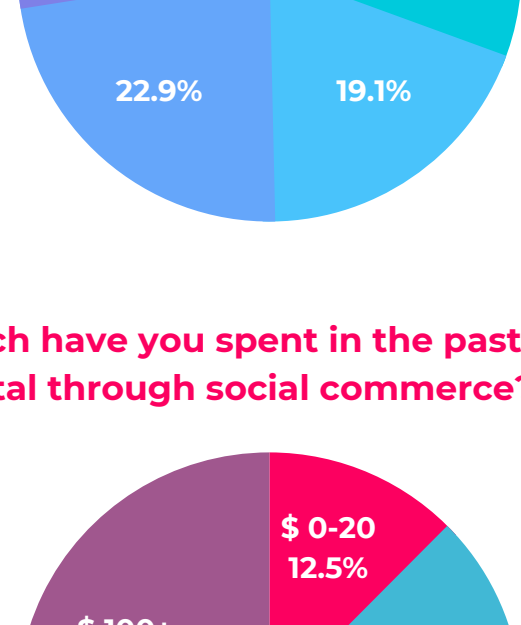
Have you purchased a product through social media (without leaving the app) in the past year?



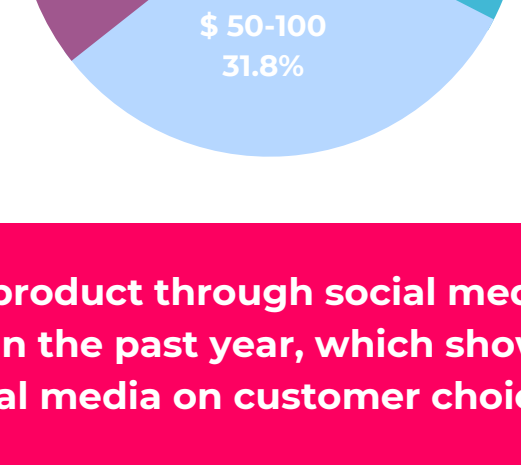
- No
- Yes
- I don't trust social media when it comes to purchase something
- I don't know the sellers
- I don't want to share sensitive information (e.g. billing address, credit card info)
- There are not enough incentives (e.g. not enough promo and discount codes or free shipping)
- I prefer buying from the brand using their loyalty program to accumulate points and discounts
- Other



Why haven't you purchased something through social media?

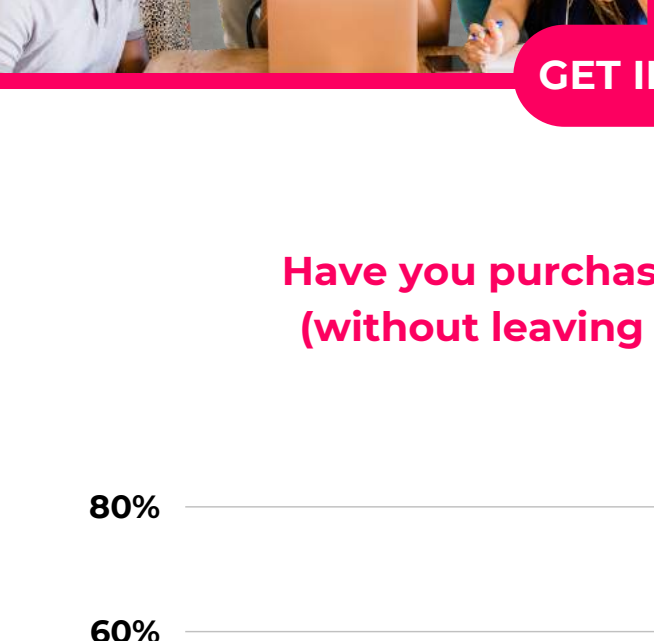


How much have you spent in the past year in total through social commerce?



43%

of users purchased a product through social media (without leaving the app) in the past year, which shows the huge impact of social media on customer choice.



Thinking about your next influencer campaign?

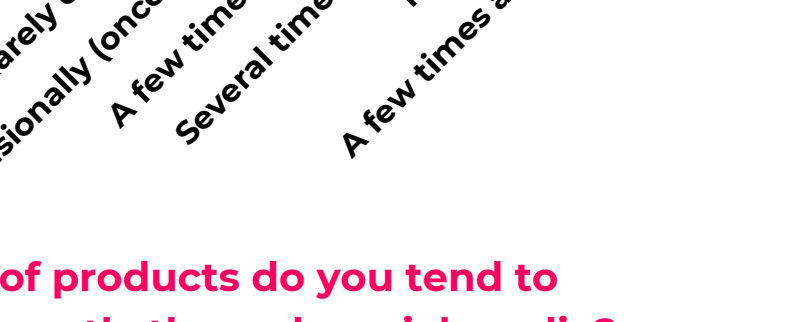
GET IN TOUCH

Have you purchased a product through social media (without leaving the app) in the past year? (by age)

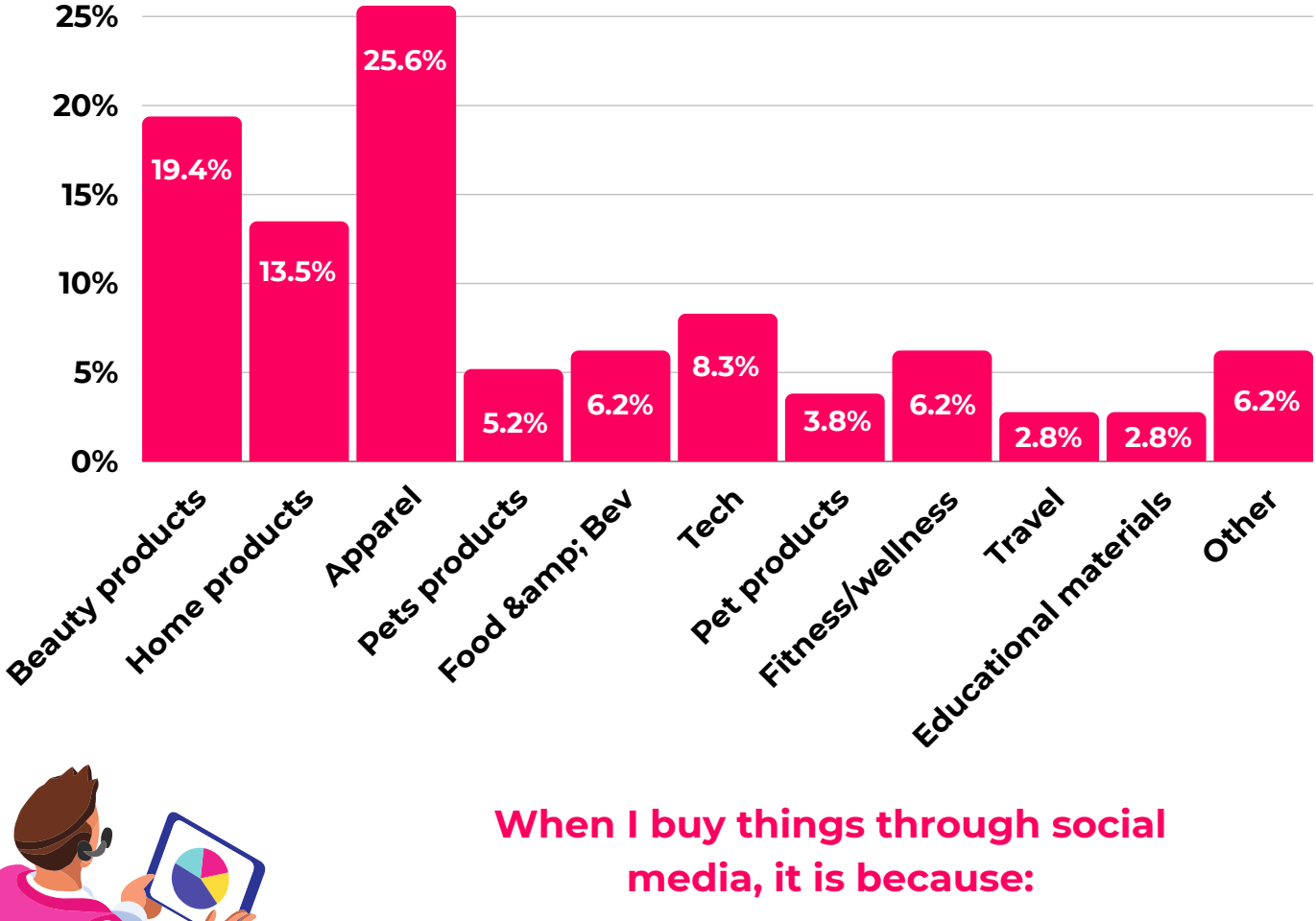
■ Yes ■ No



How often do you purchase products/services on social media?



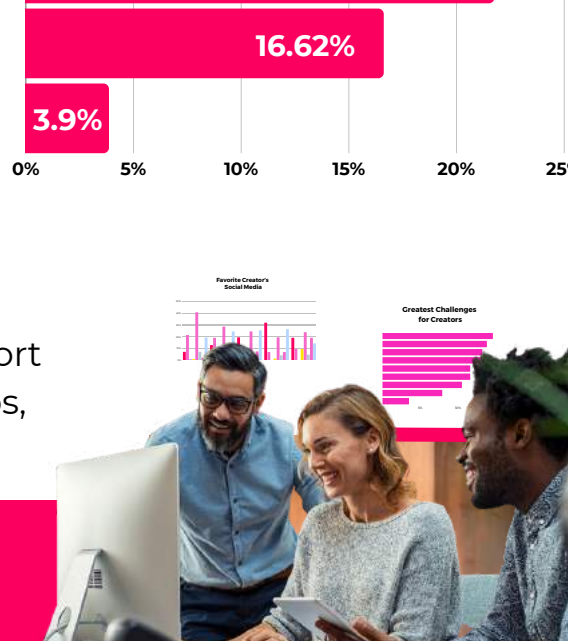
Which category of products do you tend to purchase most frequently through social media?



When I buy things through social media, it is because:



- Limited time offers (e.g. 30% off, buy 1 get 1)
- To discover and save new products
- Convenience - I don't have to fill my info (billing address and payment)
- There is FREE Shipping
- Promoted by trusted influencer or creator
- Other



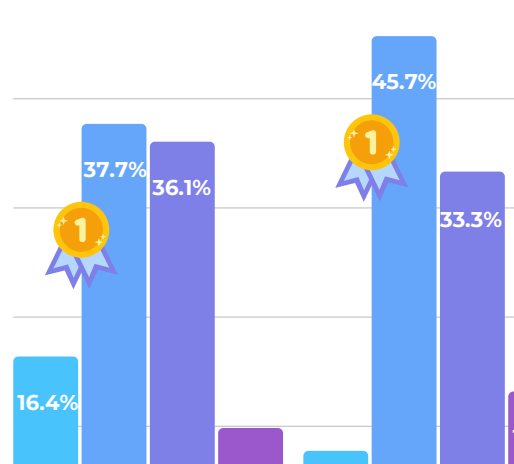
Learn more by downloading our FREE 50+ page report that includes: The Social Commerce Landscape, Apps, Platforms, Exclusive Quotes, and much more.



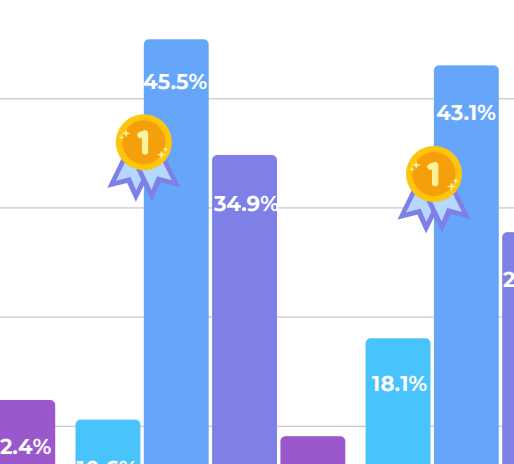
DOWNLOAD OUR SOCIAL COMMERCE 2024 REPORT

From insights shared by industry experts to an analysis of the social commerce landscape, including top platforms, tools, and upcoming trends. Download at: <https://bit.ly/SOCC2024>

Have you ever purchased something during a livestream shopping event?

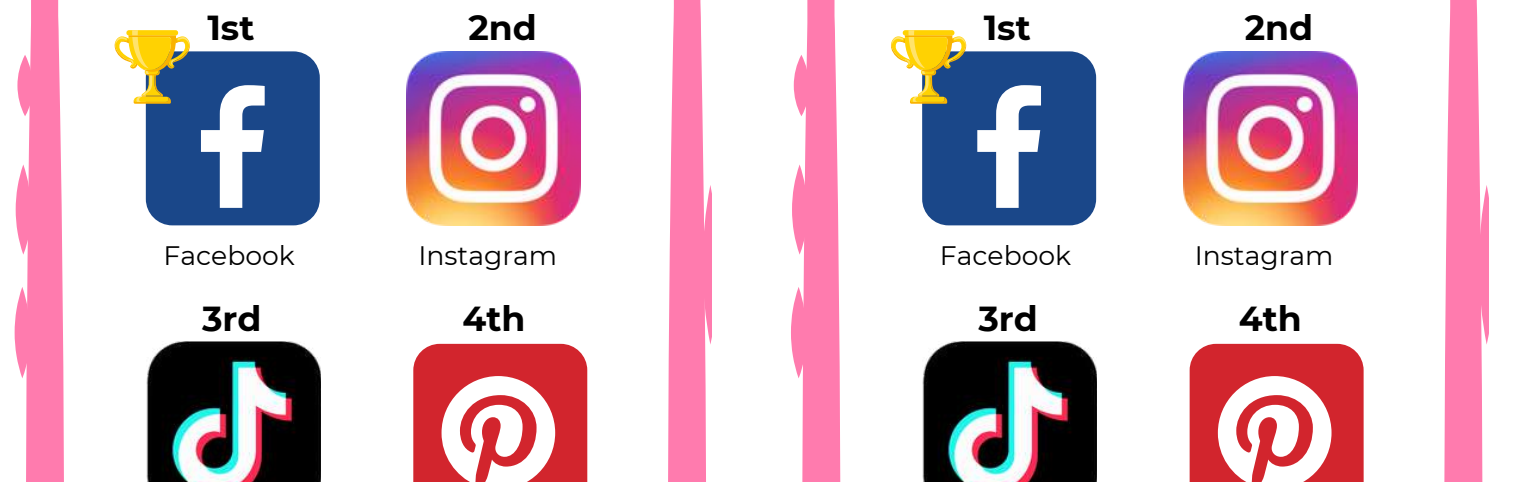


Do you still purchase products on social media if there are no coupons or discounts available?



■ Yes ■ No

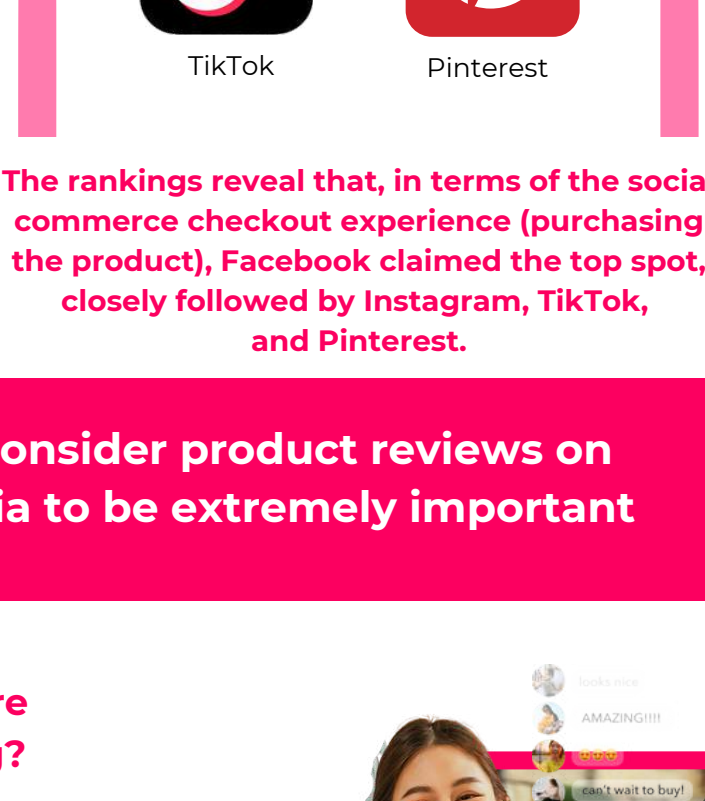
On average, how many times do you see a product on social media before making the decision to purchase? (by age)



■ 1 time ■ 1-2 times ■ 3-5 times ■ 5+ times



The findings indicate that Facebook led the way, followed by Instagram, TikTok, and then Pinterest in terms of social commerce experience, encompassing product discovery and the overall purchasing flow.

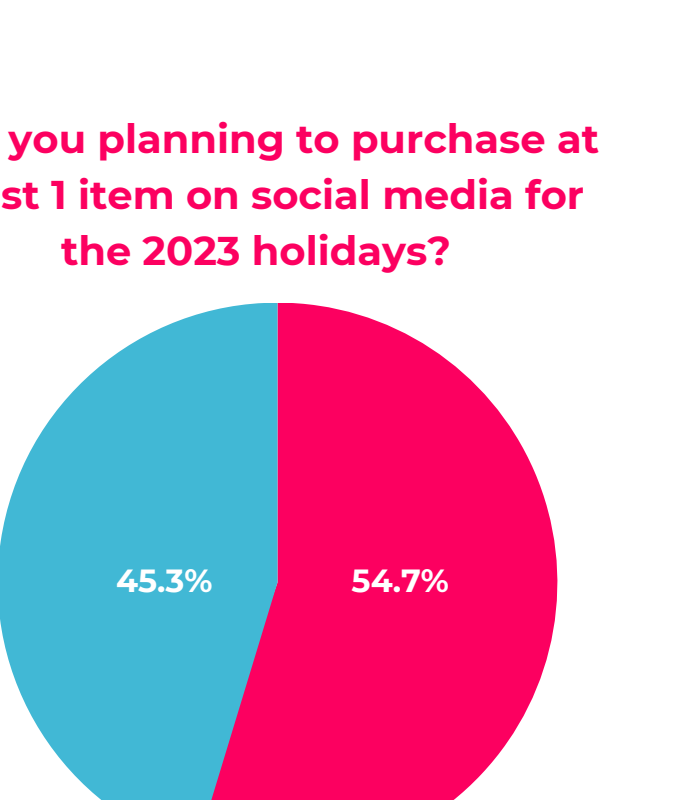
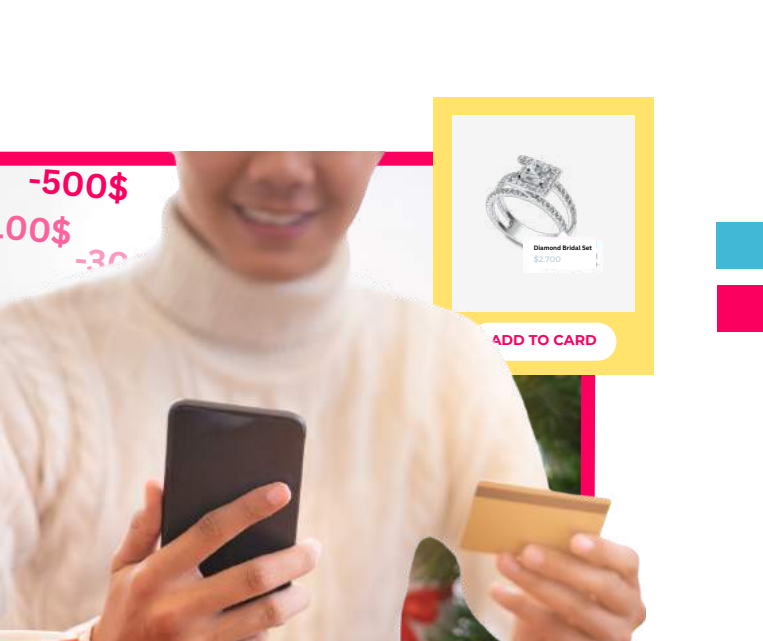


The rankings reveal that, in terms of the social commerce checkout experience (purchasing the product), Facebook claimed the top spot, closely followed by Instagram, TikTok, and Pinterest.

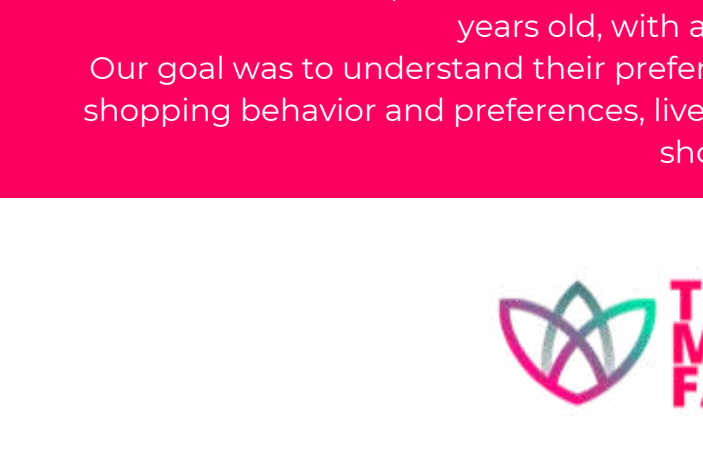
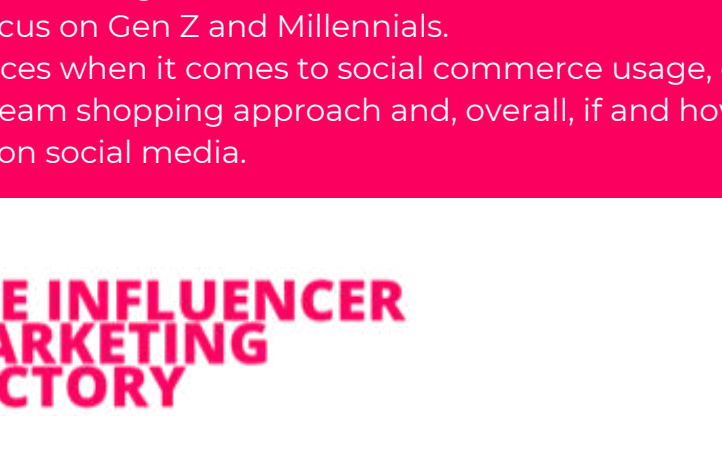
40%

of users consider product reviews on social media to be extremely important

On a scale from 1 to 5 how important are product reviews on social media listing?



Are you planning to purchase at least 1 item on social media for the 2023 holidays?



The survey data presented in this report was collected from 1,000 users based in the US who submitted their responses in October 2023. Our target audience was users between 16 and 54+ years old, with a focus on Gen Z and Millennials. Our goal was to understand their preferences when it comes to social commerce usage, online shopping behavior and preferences, livestream shopping approach and, overall, if and how they shop on social media.