

# WHAT INSPIRES YOU TO BUY?

HOW SHOPPERS ARE PICKING THE PERFECT PRESENTS THIS SEASON



# WHAT CONSUMERS SAY

We surveyed more than 500 consumers between 13 and 44 years of age to explore how social media affects purchasing decisions.

## Social media continues to dominate

The central role social media is playing in the daily lives of consumers is unprecedented. Surprisingly, heavy social media usage is reflected in people of all ages, not only the younger generations.



**AGE GROUP**



**+1 hour/Day**

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13-17 yrs

64%

18-24 yrs

76%

25-34 yrs

70%

35-44 yrs

66%

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## Social media has become consumer's primary source of product discovery

Consumers are increasingly turning to social media to find information about products. They read reviews and get inspired from content posted by other social media users. 79% of respondents say they trust product recommendations from people they follow.

**61%** Of respondents said social networks are their primary source of product information

**79%** of consumers **TRUST** online users



# ATTENTION IS POWER

## The power of the trendsetter influencer

Due to an over-saturation of information, consumers look to trusted peers to help them decide what to listen to and what trends to follow. They rely on influencers as trusted sources for information trends, style and inspiration.



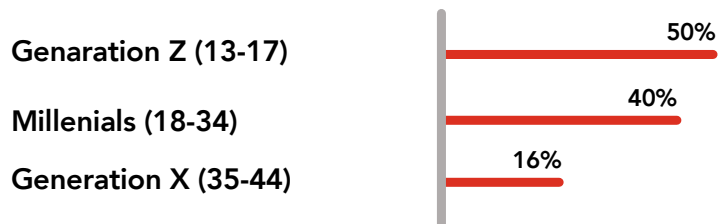
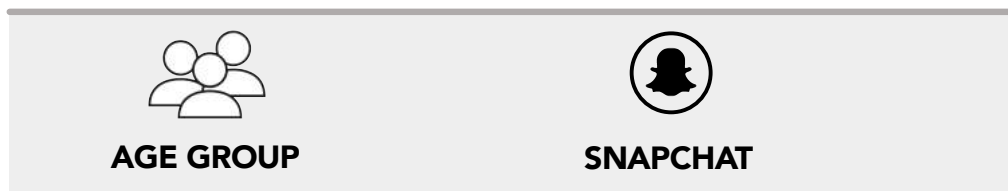
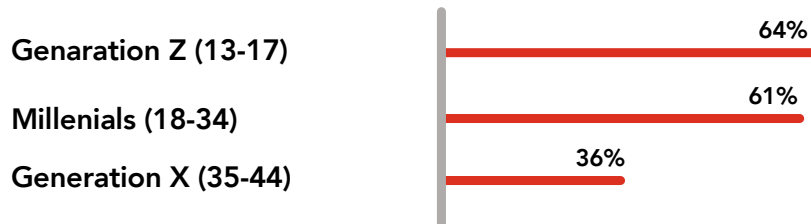
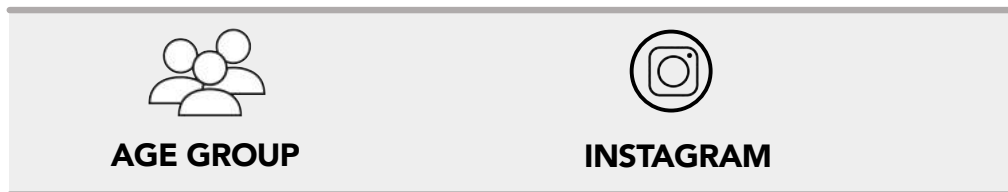
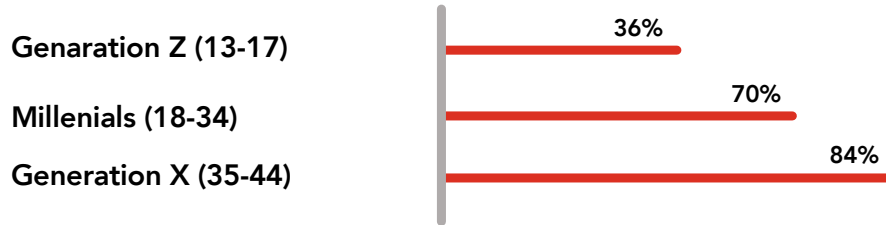
**64%**  
follow people  
they consider  
**TREND  
SETTER**

## Generational Differences

Social networks have become a central part of society as a whole, but it's clear there are big generational differences in social media behavior. While older generations remain active on Facebook, younger generation focus more on mobile native platforms.

# Where do they follow influencers?

PLATFORM USAGE – MOST TRUSTED CHANNELS





# Shopping decisions

## SOCIAL MEDIA INFLUENCES

As people's lives continue to be driven by technology and the digital world, the impact social media has on purchasing decisions is more substantial than ever.

Nearly 1/3 of our survey respondents said they frequently consider purchasing the products they discover through people they follow on social media. Increasingly, informational social influence plays an important role in today's consumers buying behavior.



# 94%

Said that having an influencer mention a product affects their opinion of that product in a positive way.