

How Social Media and Product Reviews Impact Online Shopping - US - November 2018

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"Online purchasing decisions can be swayed by social media posts or the quality and tone of product reviews. Because consumers can't see or feel products before buying online, they are looking to social media and product reviews to learn more about products, shape opinions, and determine whether or not to ultimately buy."
- Matt Lindner, Senior eCommerce Analyst

This report looks at the following areas:

- Social media and peer-generated content are crucial to selling online
- Video helps sell products and build relationships
- Building trust is essential
- Product reviews are paramount
- What's next: More buying directly through social media, richer product reviews

Social media and product reviews are becoming more integral to the online shopping process for interconnected reasons. Social media helps introduce consumers to new products and connect with retailers, serving as an additional customer service checkpoint. Product reviews build confidence in purchase decisions and trust in online retailers.

Social media platforms are continuing to roll out tools to help consumers buy online, while product reviews are evolving from being primarily text focused to include more user-generated images and videos. Retailers need to make sure they are staying active and engaged across key social media platforms. Retailers also need to make sure that product reviews are accurate, detailed, and prominently featured so that consumers don't have to look far to find them.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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