

Impacting eCommerce: Social Media & Product Reviews: Incl Impact of COVID-19 - US - October 2020

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“As consumers continue to shop more online, the importance and role of social media and product reviews will increase. Even as consumers slowly return to in-store shopping, both social media and product reviews will influence the path to purchase. Moving forward, brands and retailers will look to both engage and inform current and potential shoppers through both areas.”
– Vince DiGirolamo, Reports Director

This report looks at the following areas:

- The impact of COVID-19 on the role of social media and product reviews market
- The increase in value-focused shopping due to the recession
- How consumers are utilizing social media on their path to purchase
- How brands and retailers can best obtain and utilize product reviews

As consumers continue to shop more online, the importance and role of social media and product reviews continue to increase. Social media can impact consumers at each step along the path to purchase; the increasing adoption of social commerce only furthers this. Product reviews provide consumers with the guidance and confidence they need to make their purchase decision, which is becoming even more important as in-store shopping remains limited. Moving forward, brands and retailers will look to improve their use of both social platforms and product reviews to help improve the overall online shopping process.

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DID YOU KNOW?

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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