

REPORT

2024 Consumer Research

THE MODERN BUYING JOURNEY



Shoppers Are Everywhere — Meet Them There

The modern buying journey isn't linear. Rather, it takes shoppers across a wide selection of touch points — such as online marketplaces like Amazon and social media channels like TikTok — to move them from the consideration phase to the final buying stage.

And the journey doesn't end there. After shoppers make a purchase, brands then have the opportunity to cultivate lasting relationships with them.

We surveyed shoppers across generation groups from the U.S. and the U.K. to get a pulse on how and why they buy from both physical and digital shelves.

This report allows you to explore the intricacies of each stage of the buying journey and build your understanding of the shopping trends that will dominate 2024. With these insights and actionable tips, you can evolve your strategy to keep pace with the evolution of the commerce landscape.



Icon Key

Keep an eye out for these icons throughout the report to get actionable insights that can help you guide your brand strategy.



Brand Tip: This icon highlights useful, data-based tips, helping you build a strategy that drives customer acquisition, conversion rates, and revenue growth.



Shopper Shoutout: This icon highlights valuable, first-hand insights from our anonymous shoppers, giving you a glimpse into their individual buying journeys.



Trend Watch: This icon highlights emerging trends still in their infancy, giving you an opportunity to get ahead of the competition.

Table of Contents

01 The Modern Buying Journey: Awareness.....4

Product and Brand Discovery.....5

Channel Surfers: Riding the Wave of Shopper Discovery Options.....6

Search Results Pages.....7

1 in 4,000: The Quest for a Top Search Result Ranking.....8

The Art of the Click: How Product Content Drives Discovery.....9

Engaging Shopping Experiences.....11

Rules of Engagement: Shoppers Want a Wide Variety of Product Content.....12

02 The Modern Buying Journey: Consideration.....13

Product and Brand Research.....14

The Long and Winding Road: Shoppers Take an Extensive Research Journey.....15

Shopping Preferences and Habits.....16

Goldilocks Shoppers: A ‘Just Right’ Blend of Online and In Store.....17

Online vs. In Store: Ecommerce Wins by KO.....18

Webrooming and Showrooming: Shoppers Flow Between Physical and Digital Aisles.....20

Time Spent Researching.....21

Shop ‘Til You Drop: Online Shopping Is a Regular Affair.....22

Scrolling, Scrolling, Sold: Shoppers Spend Time Considering Their Purchases.....24

03 The Modern Buying Journey: Decision.....26

Primary Buying Channels.....27

Buy It Now: The One Where Shoppers Take the Plunge.....28

Product Categories.....29

From Gadgets to Garments: Shopper Spending Spans Categories.....30

Product Content Quality.....31

Besides Nickels and Dimes: How Product Content Drives Sales.....32

Death of a Sale: Why Shoppers Stop the ‘Buy’ Online.....33

Brand Trust and Loyalty.....34

It’s a Matter of Trust: Brand Reputation Tops Shoppers’ List.....35

Beyond the Bucks: Shoppers Value Quality Over Price.....36

04 2024 Shopping Trends.....37

The Economy.....38

Balancing Wallets: Shifting Habits Amid Economic Uncertainty.....39

Brand Ethics and Sustainability.....40

Green Vibes Only: What Clicks With Conscious Shoppers?.....41

Social Commerce.....42

Insta-Splurge: The Growing Social Shopping Renaissance.....43

From Z to Boomer: Tailoring Social Commerce to Every Generation.....44

Artificial Intelligence (AI).....46

AI in the Aisle: Shoppers Share Lukewarm Feelings About AI Shopping Features.....47

The Modern Buying Journey: Awareness

HOW SHOPPERS DISCOVER NEW PRODUCTS AND BRANDS

The channels modern shoppers use to discover new products and brands are vast and diverse, which highlights the critical need for brands to make positive first impressions across the digital shelf.

To forge an engaging experience that entices the click, you must optimize every touch point in which a shopper sees your products or brand elements. The secret to this process? High-quality product content that drives product discovery.

Product and Brand Discovery

SHOPPERS WILL MEET YOU AT EVERY TOUCH POINT

Shoppers engage with your brand through a wide range of channels and at a seemingly endless number of touch points — whether you're ready for them or not.



Channel Surfers: Riding the Wave of Shopper Discovery Options

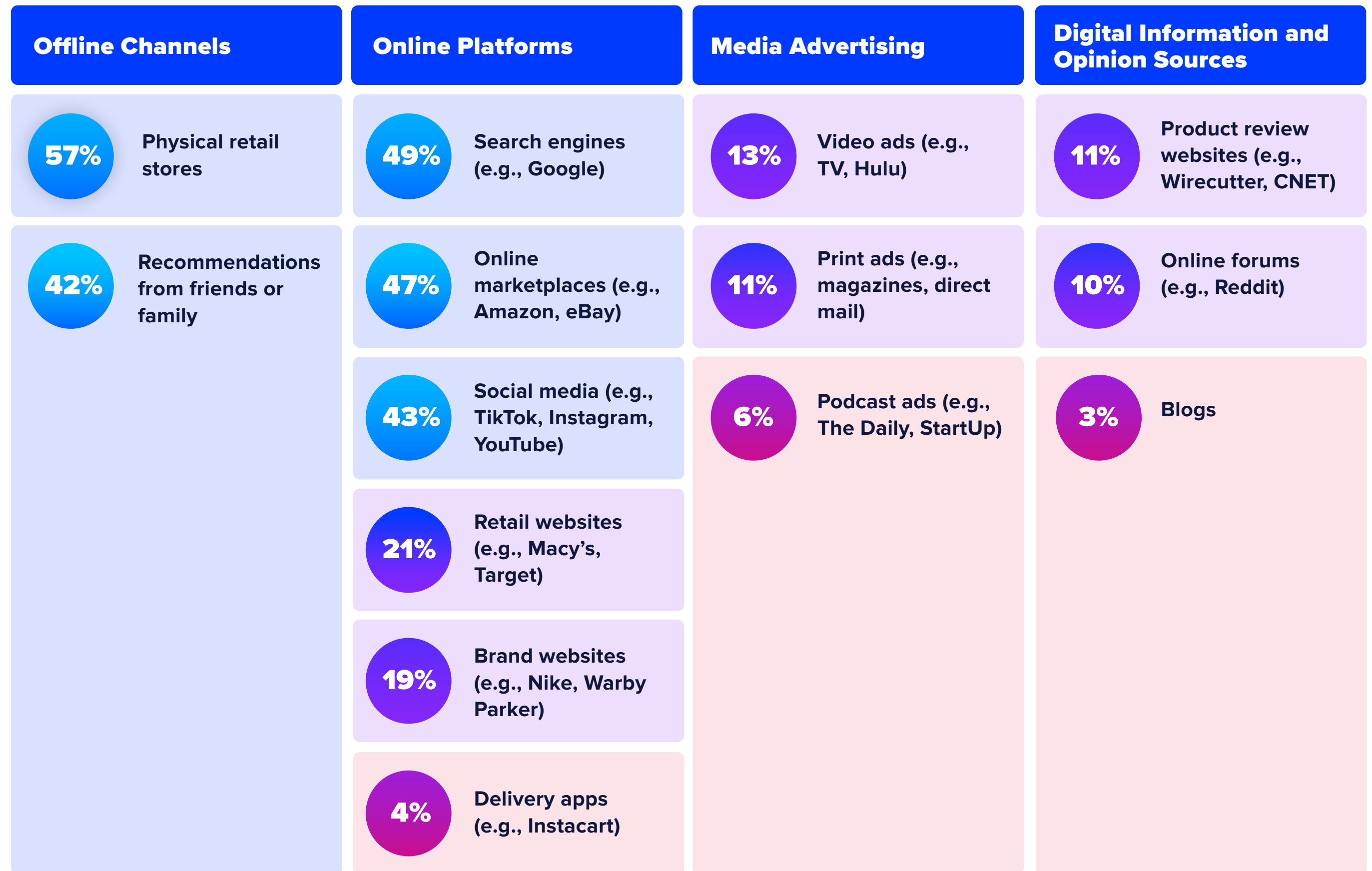
Where can you find your customers? Depending on your brand, they may be scrolling through their Instagram or TikTok feed or listening to their favorite podcast on their way to work. They could be window shopping at a brick-and-mortar store or reading the latest Wirecutter product review.

Shoppers surf a wide range of channels as they move through the discovery phase of the buying journey. As they ride these waves, they engage — intentionally and not — with a vast array of products and brands.

Every one of these touch points presents an enormous opportunity.

Your product content across these channels leaves an impression — and you need to ensure it’s a good one if you want to win their business. Every interaction with your brand must be engaging and consistent to help your brand stand out and build trust with consumers.

Where Do Shoppers Discover New Products and Brands?



QUESTION: WHERE DO YOU PRIMARILY DISCOVER NEW PRODUCTS AND BRANDS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Search Results Pages

TAKING SHOPPERS FROM SEARCH TO CLICK

As shoppers move across the digital shelf, shifting from one preferred channel to the next, they encounter several factors that play vital roles in securing their clicks.



1 in 4,000: The Quest for a Top Search Result Ranking

Shoppers have a seemingly endless number of product options available to them online. A simple search for “toothbrush” on Amazon, for example, returns more than 4,000 results. A search for “electric toothbrush” returns more than 1,000, and an even more specific “electric toothbrush with water flosser pink” offers more than 300 results.

If your product is result number 4,000, chances are you’re more likely to win the lottery than snag the sale. With this many options available to customers, getting to the top of the search results — and staying there — is vital.

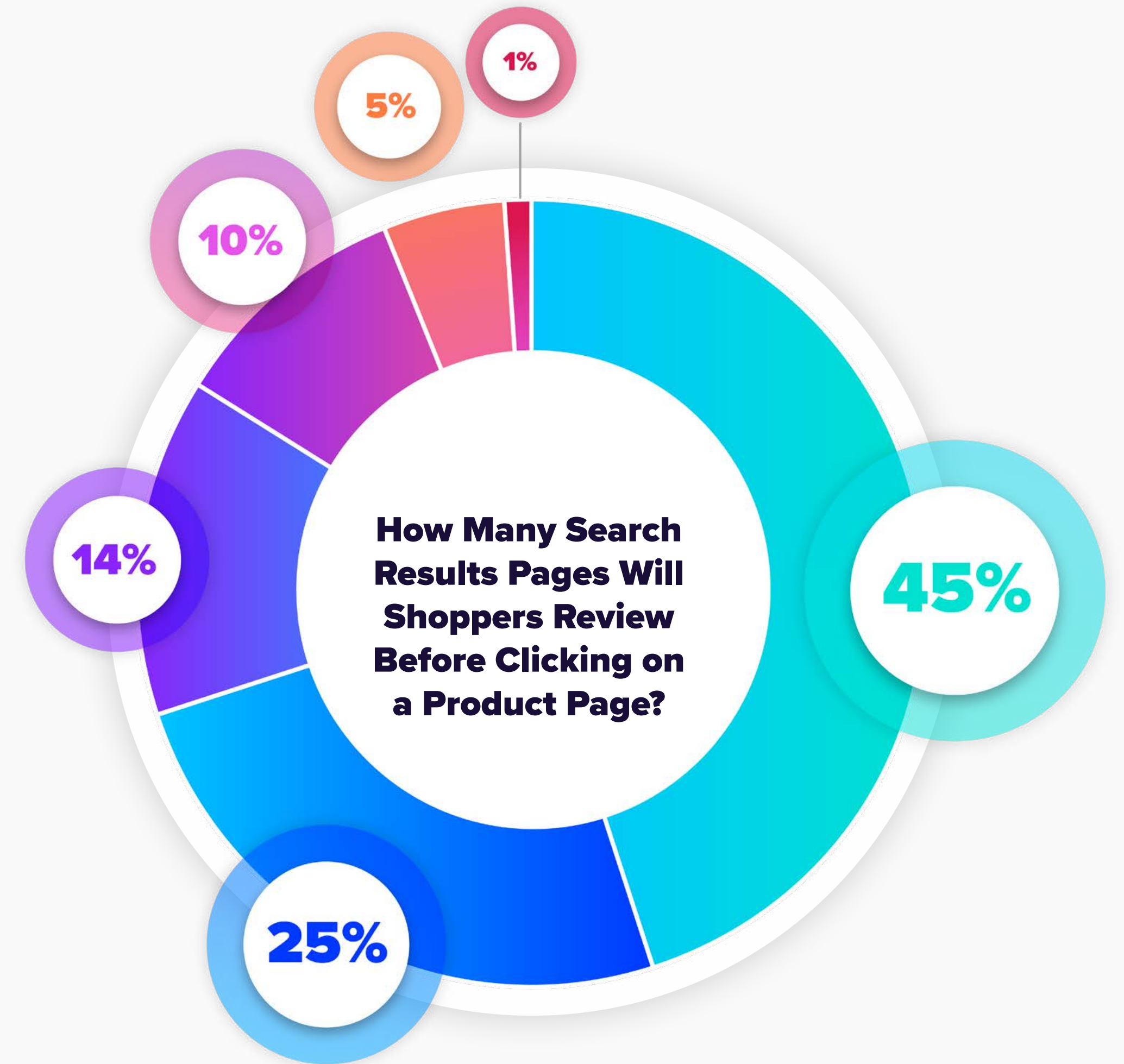
Luckily, only 14% of shoppers will stop at just the first page. Forty-five percent will continue up to page three, and 25% will search up to page five. After that, however, not many shoppers will continue on.



SEO: The Difference Between a Shun and a Sale

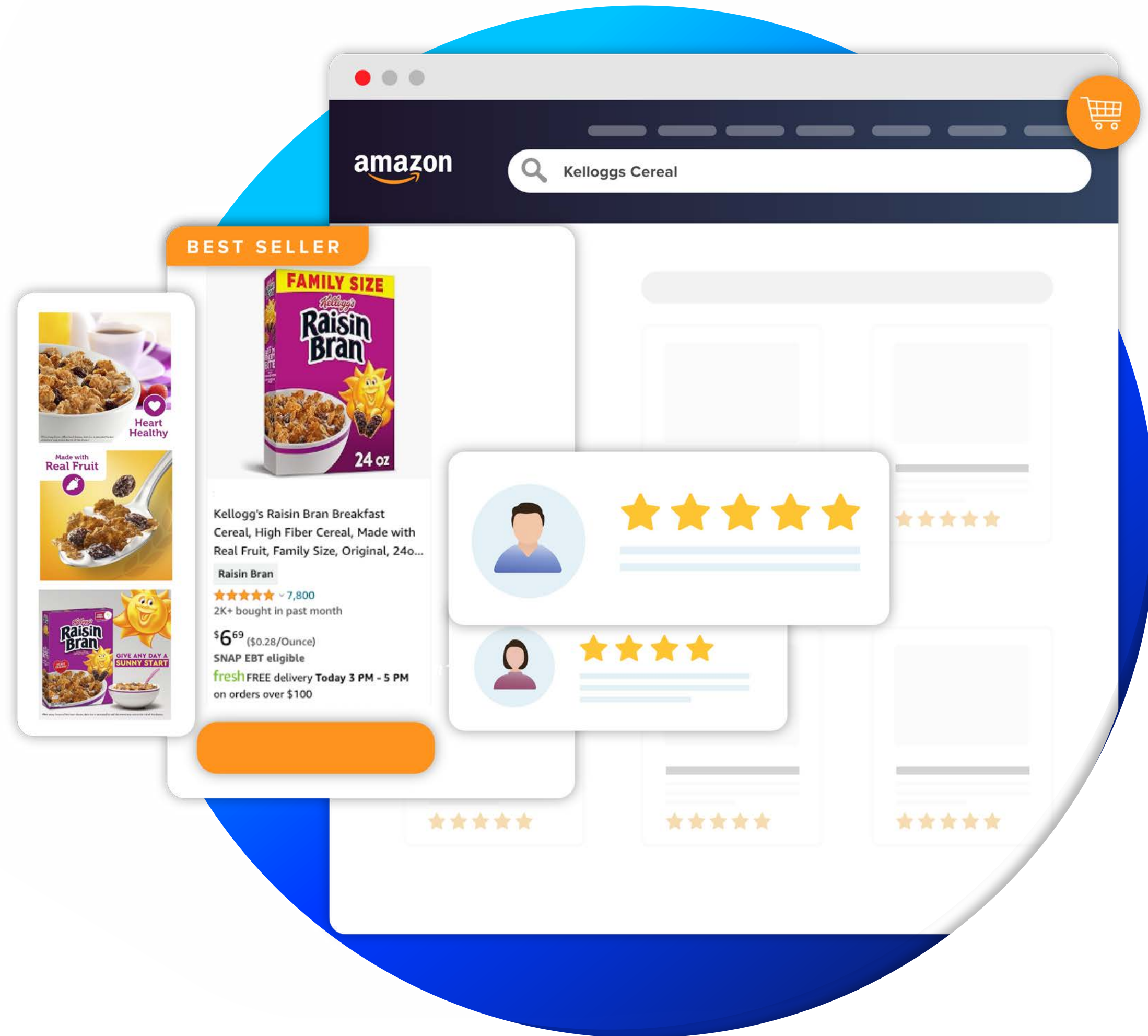
Ecommerce search engine optimization (SEO) helps brands rank higher within search results. The foundation of a robust SEO strategy relies on updating pages to improve discoverability for relevant searches.

Meeting a shopper with the right content — and keywords — at the right time is the trick to getting the click from search results.



- 45%** Up to page 3
- 25%** Up to page 5
- 14%** Only page 1
- 10%** Up to page 10
- 5%** More than 10
- 1%** No online purchases

QUESTION: WHEN SHOPPING ONLINE, HOW MANY PAGES OF SEARCH RESULTS DO YOU TYPICALLY LOOK THROUGH BEFORE CLICKING ON A PRODUCT PAGE? BASE: ALL COMPLETE RESPONSES (N=2,700)



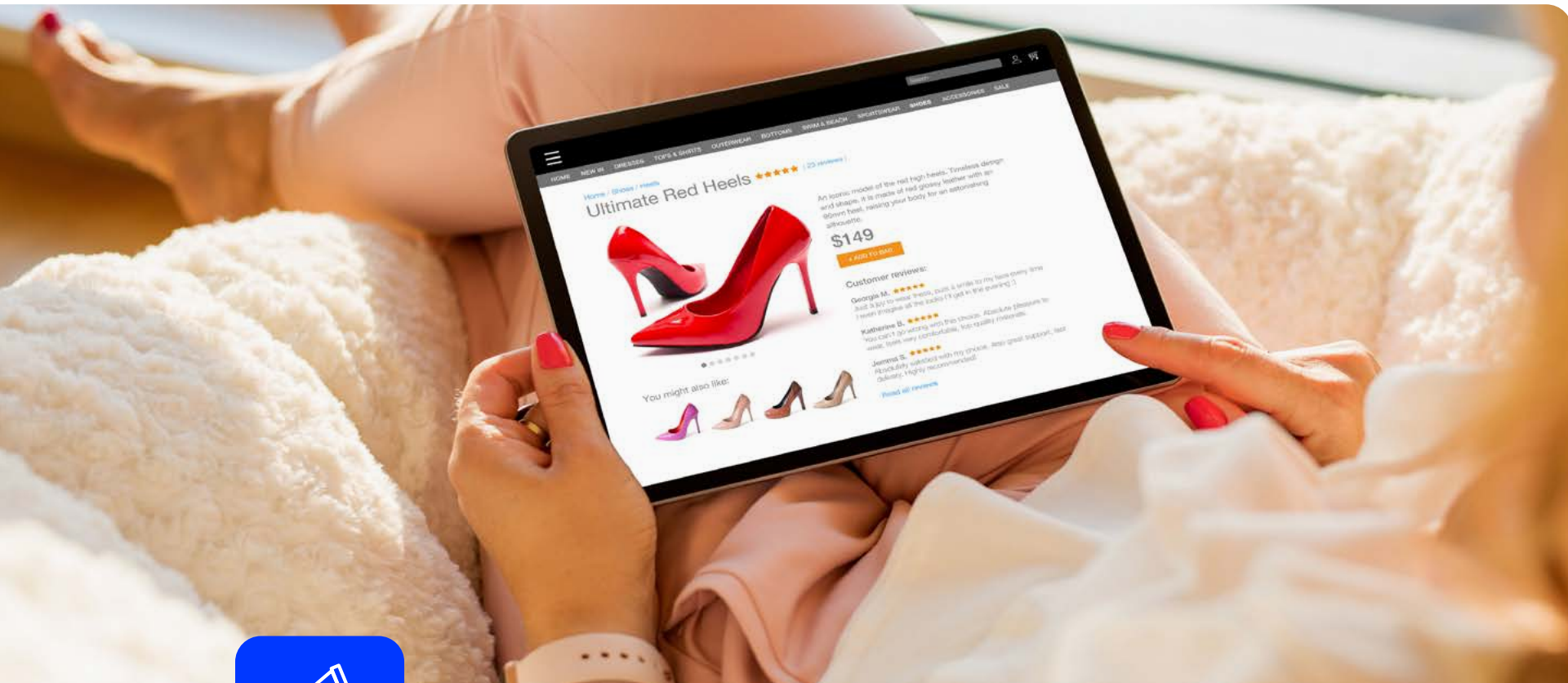
The Art of the Click: How Product Content Drives Discovery

A picture is worth 1,000 words — and in the case of product discovery, it’s worth a click. The majority of shoppers (76%) said high-quality product images are “extremely” or “very” important to their decision to click on a product page from search results.

Product images are so crucial to shoppers that they are even tied with pricing and discounts as the top reasons for driving a click.

There’s an art to getting shoppers to click on your product page from the search results, though, and the secret is simple: Capture their attention. High customer ratings; fast and fair shipping options; and eye-catching product titles with a strong hook also add to the draw for shoppers.

First impressions are just as important in product discovery as they are on a first date, and making a good one works the same way too. Show up. Look good. Share something engaging about yourself — and make your date want to learn more.



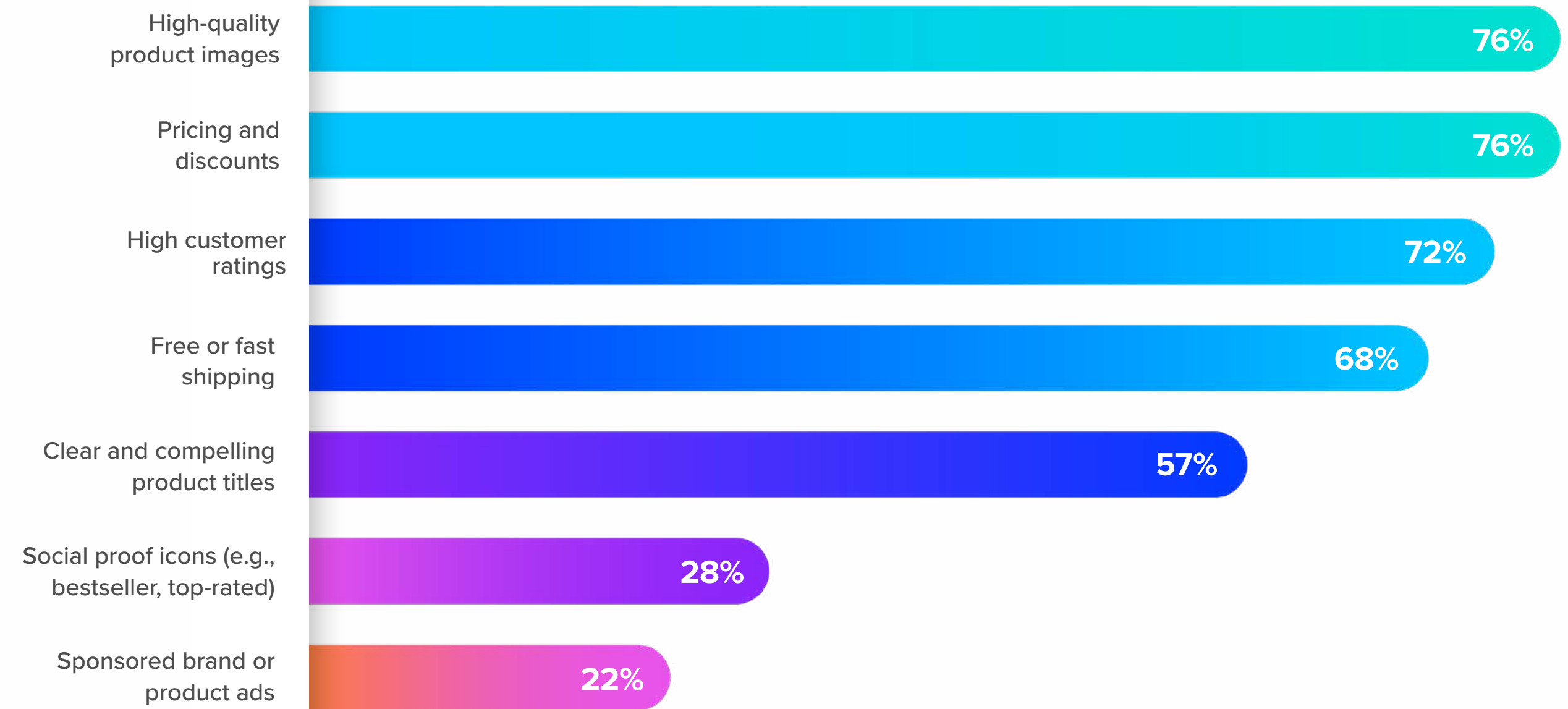
A Great Journey Starts With a Single Image



“The image of the product is a priority. If the image captures my attention, I look immediately to see the number of reviews and the number of stars awarded. If [the product’s] rated high enough, I will click on the image, and I will start reading reviews. I will do this for multiple similar items until I narrow it down to a few or a single item. I will then go back the next day and see if I’m still feeling the same interest or if I’ve missed any similar items. Cost is part of it, but I will pay more for what I truly want.”

What Makes Shoppers Click on a Product Page From Search?

Percentage of shoppers that found the following product content features “extremely” or “very” important when deciding to complete a purchase.



QUESTION: WHEN SHOPPING ONLINE, HOW IMPORTANT ARE THE FOLLOWING PRODUCT CONTENT ELEMENTS FOR MAKING YOU WANT TO CLICK ON A PRODUCT PAGE FROM THE SEARCH RESULTS? PLEASE RATE FROM “EXTREMELY IMPORTANT” TO “NOT IMPORTANT.”

BASE: ALL COMPLETE RESPONSES (N=2,700)

Engaging Shopping Experiences

**SHOPPERS SHARE WHAT CAPTURES THEIR ATTENTION —
AND KEEPS THEM ENGAGED**

With the sheer volume of product options and brands available on the digital shelf, shoppers have specific wants and needs that help them move through the buying journey.



Rules of Engagement: Shoppers Want a Wide Variety of Product Content

It's one thing to pop up during the discovery phase: Your product may read well on the digital shelf or turn heads on in-person displays. But it's another thing entirely to ensure the overall experience you deliver is engaging enough to push consumers past the initial buying stage.

Shoppers offer insight into what appeals to them the most and keeps them engaged in the buying journey. The takeaway? Variety is the spice of life — or fuel for more conversions.

If you want your product to stand out to shoppers, having one static image of your product and a few bullet points is not enough. Shoppers want various content — from comparison charts and reviews to videos and shipping details.



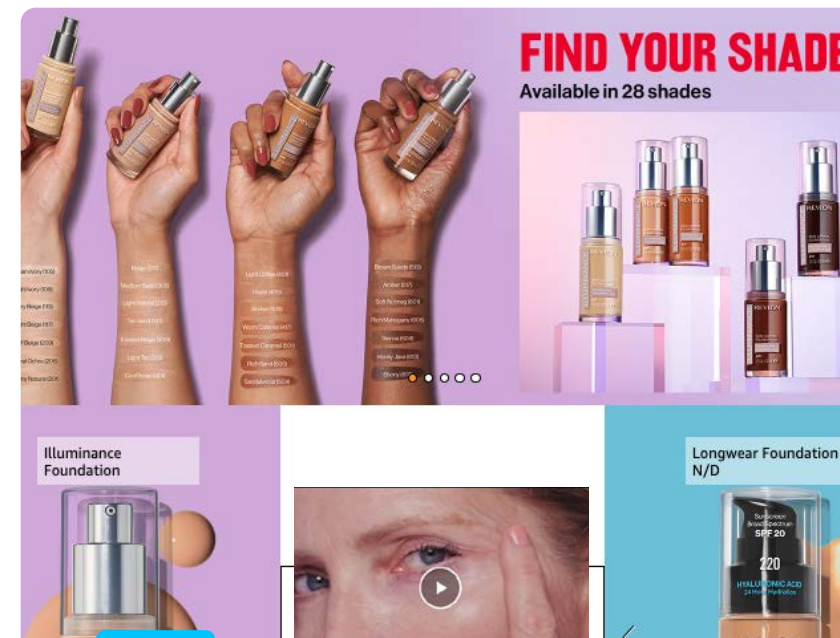
Shoppers Expect Action-Packed Product Pages

When considering their options, shoppers want a holistic view of your product and assurance that it will meet their needs through compelling, action-packed visuals. (But no need to bust out the dynamite.)

Shoppers want:

- High-quality images and videos
- Product demonstrations
- 360-degree product views

What Most Appeals to Shoppers in the Buying Journey and Keeps Them Engaged?



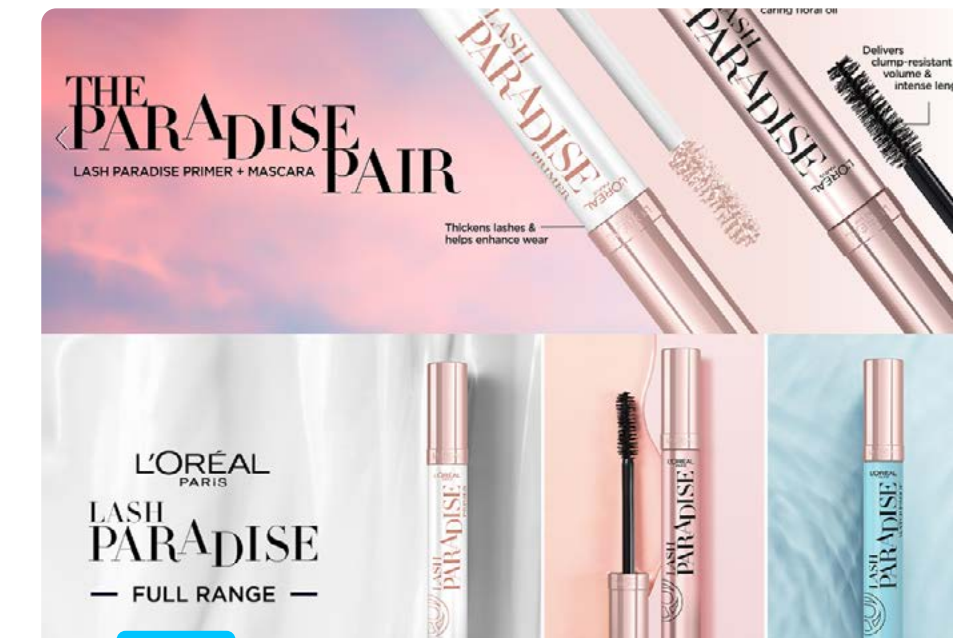
“

Good product pictures and a high-quality video detailing the quality and sustainability of the product and its production. A video of someone using the product, not a slideshow.”



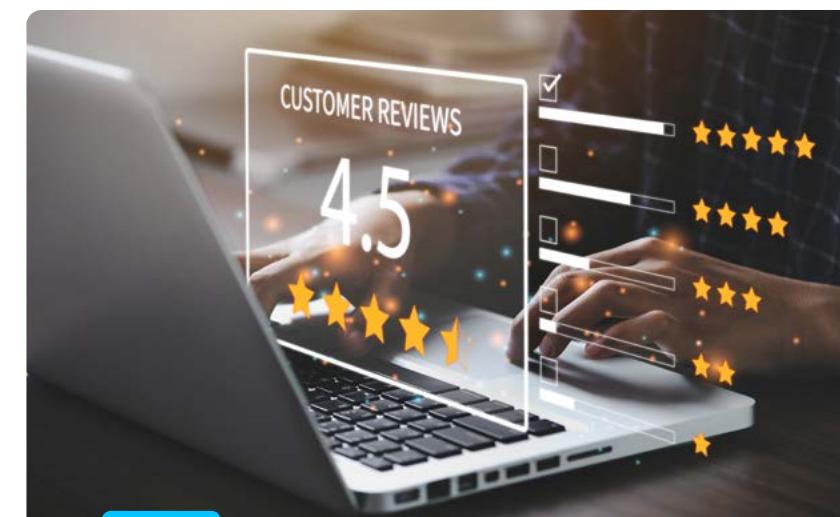
“

I like being able to see the product in action.”



“

A full description, including benefits of use, colorful pictures, 360-degree views to see all sides, and comparisons against similar products.”



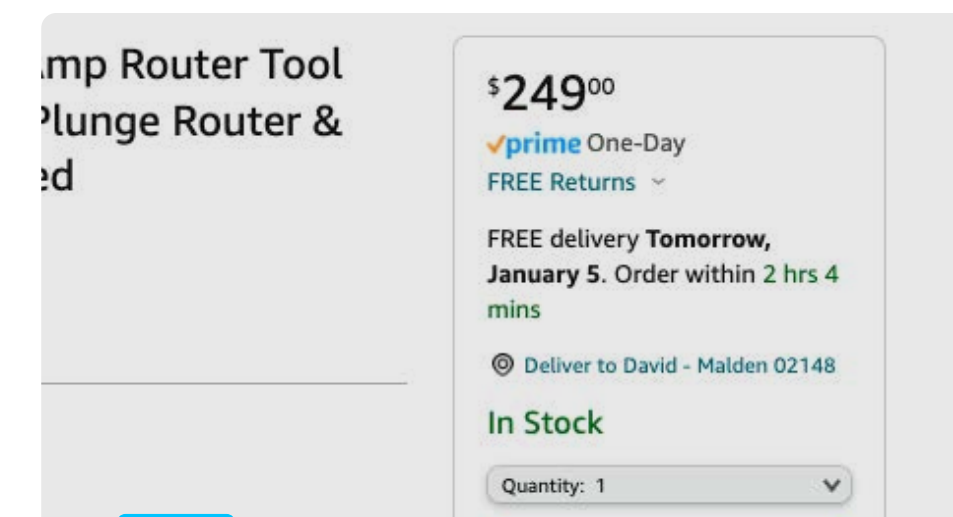
“

Looking at the design of the product and finding out how it compares to many other similar products. Being able to read reviews from users and how they value the brand.”



“

Coupon codes fire me up.”



“

Item details, readily available pricing and availability, and projected shipping time.”

QUESTION: THINK OF AN ONLINE SHOPPING EXPERIENCE THAT CAPTURED YOUR ATTENTION AND KEPT YOU ENGAGED IN THE BUYING JOURNEY. CAN YOU DESCRIBE IN DETAIL WHAT MADE THIS EXPERIENCE SO APPEALING? BASE: ALL COMPLETE RESPONSES (N=2,346)

The Modern Buying Journey: Consideration

**HOW SHOPPERS RESEARCH NEW
PRODUCTS AND BRANDS**

As digital and physical shelves fill up with more and more product options, it may seem daunting for shoppers to narrow down their searches — and for brands to stand out.

Just as they do during the awareness stage, shoppers turn to a wide selection of channels and take their time to find their answers, so brands must optimize their presence across each of these touch points.

Product and Brand Research

RESEARCH HAPPENS OFFLINE AND ONLINE

Ensuring success in the complex path to purchase requires brands to have a clear understanding of the places where shoppers seek answers about products.

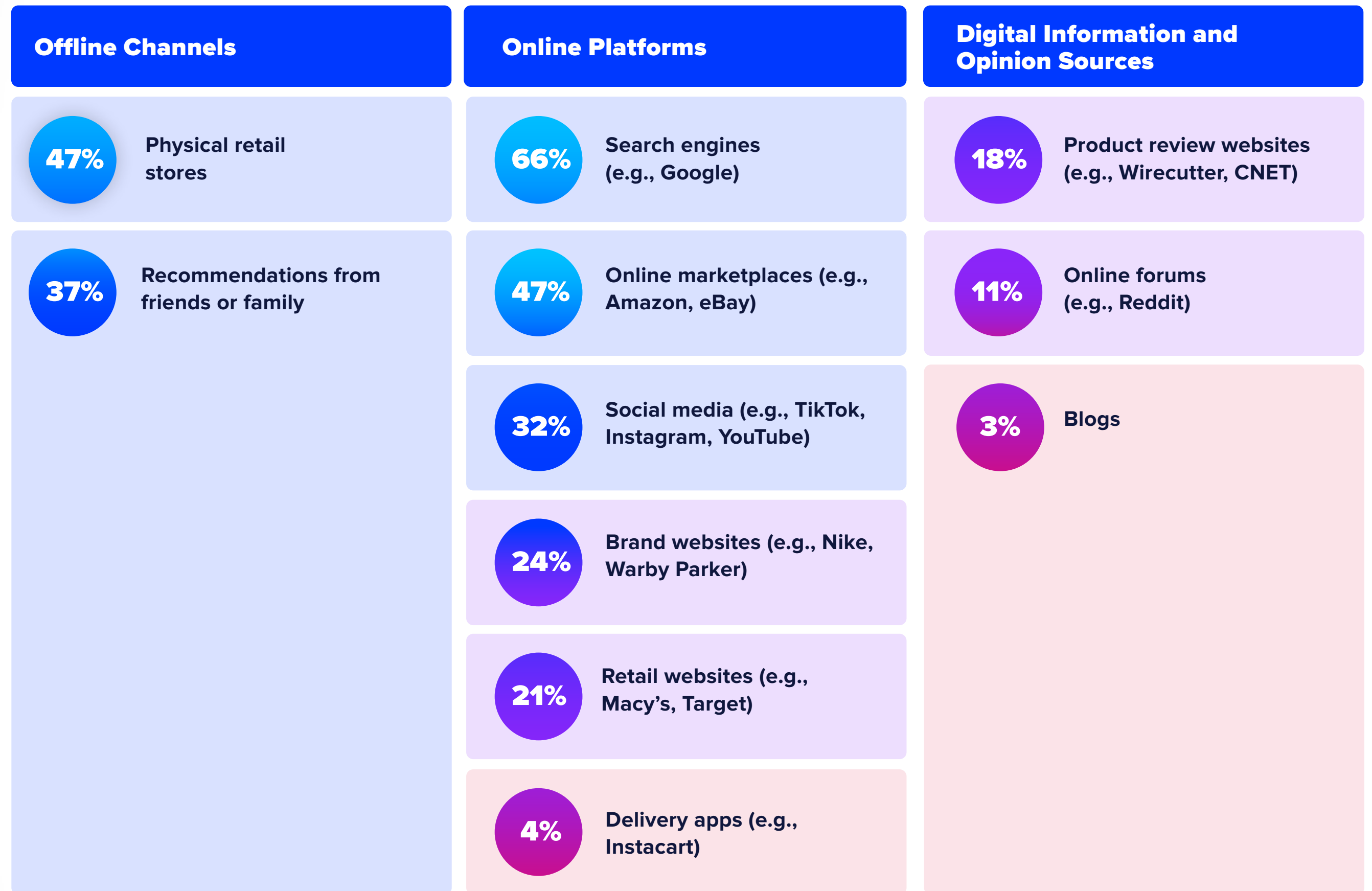


The Long and Winding Road: Shoppers Take an Extensive Research Journey

The modern path to purchase is a winding one, so narrowing down where shoppers are going to research new products can help you determine where you need to put your best foot forward. (Hint: It's just about everywhere.)

From visiting offline channels like physical retail stores to scouring online platforms like Google search and opinion sources like product review websites, shoppers aren't shying away from doing their due diligence to snuff out the best products to meet their needs.

Where Do Shoppers Research Products and Brands?

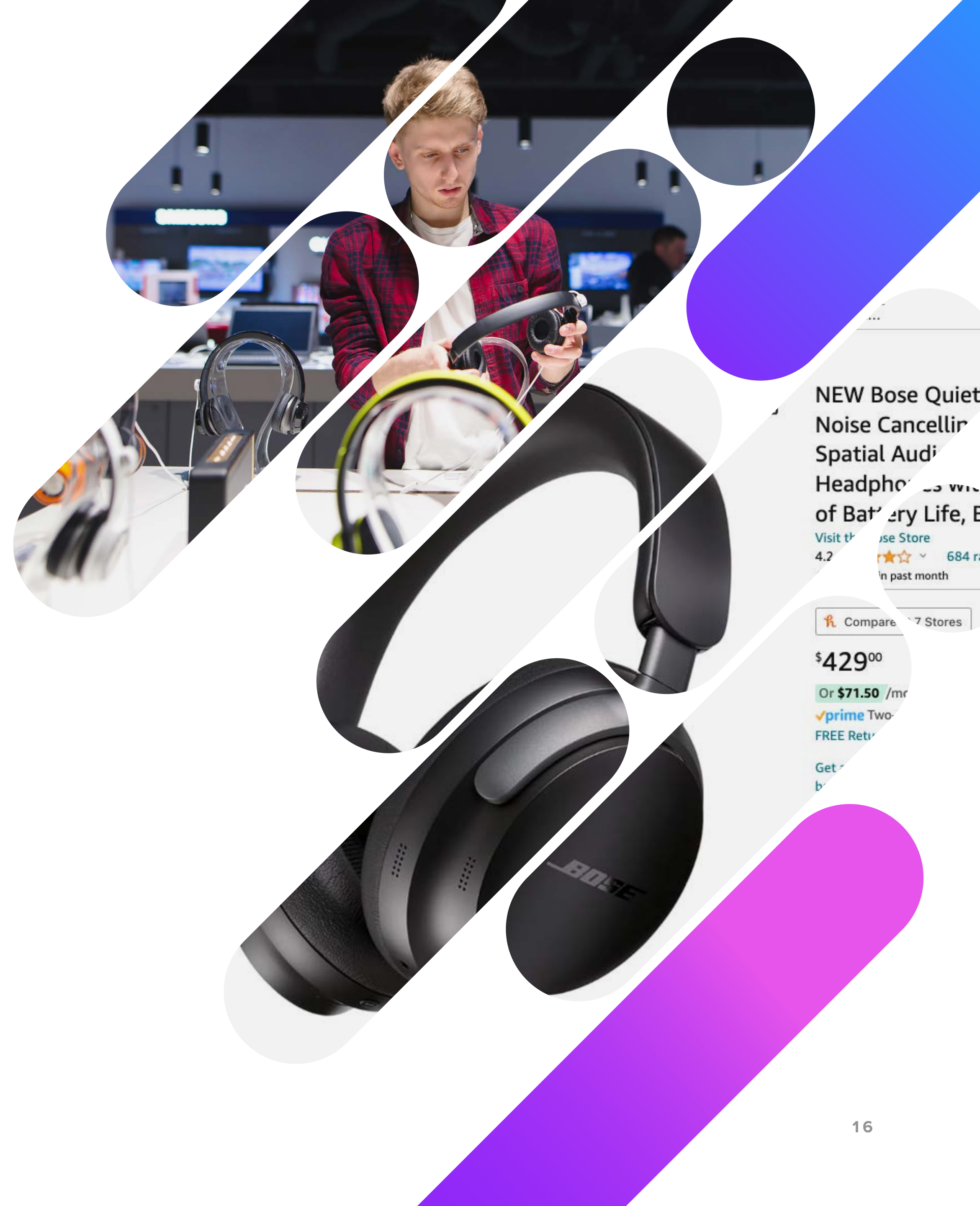


QUESTION: WHEN CONSIDERING A PURCHASE, WHERE DO YOU PRIMARILY RESEARCH NEW PRODUCTS AND BRANDS? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Shopping Preferences and Habits

SHOPPERS SEEK FREQUENT, OMNICHANNEL EXPERIENCES

Modern shoppers navigate a dynamic landscape of online and in-store shopping experiences, searching for the perfect and seamless buying journey.



Goldilocks Shoppers: A ‘Just Right’ Blend of Online and In Store

Almost half of shoppers (49%) have something in common with Goldilocks of fairy tale fame: A strong desire to find the “just right” mix of online and in-store shopping. These shoppers spend their time in the perfect middle place between opposites, preferring a mix of both worlds.

Their journeys highlight the growing draw of omnichannel shopping, which is when a shopper uses multiple channels — often at once — to discover, research, and buy products. Almost a quarter of shoppers have even completed an online purchase while standing in an aisle of a brick-and-mortar store.

The “Goldilocks zone” of shopping is a blend of the convenience of online shopping with the tangible and immersive aspects of brick-and-mortar retail. And to keep these Goldilocks shoppers happy, brands must be equipped to deliver seamless shopping experiences across channels.



The Online Purchases Are Coming From Inside the Store

23% of Shoppers Have Used a Smartphone To Buy a Product While Shopping Inside a Physical Store

QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=2,700)

- 29% Online**
- 22% A physical store**
- 49% A mix of both**

QUESTION: DO YOU PREFER SHOPPING ONLINE OR IN A PHYSICAL RETAIL STORE?
BASE: ALL COMPLETE RESPONSES (N=2,700)

Online vs. In Store: Ecommerce Wins by KO

While nearly half of shoppers prefer the Goldilocks zone of shopping, more (29%) would rather shop online than in a brick-and-mortar store (22%).

Between generation groups, these preferences remain roughly the same — with Gen Xers having the strongest preference for online shopping (33%) and baby boomers feeling the same for brick-and-mortar experiences (28%).

There are a wide range of reasons why a shopper may prefer online to in-store shopping. For those who decided to buy online instead of at a physical store, convenience (65%) and pricing (65%) naturally topped the charts. However, a desire for additional product information to support their decision-making process was noted, as well — 26% wanted better product content.

More than half of shoppers (54%) have even used their smartphone to find out more about a product while in a brick-and-mortar store — and, chances are, none of them gave it a second thought.

That’s how intertwined these omnichannel experiences are in the modern shopping journey.

Shoppers Would Rather Shop Online Than In Store

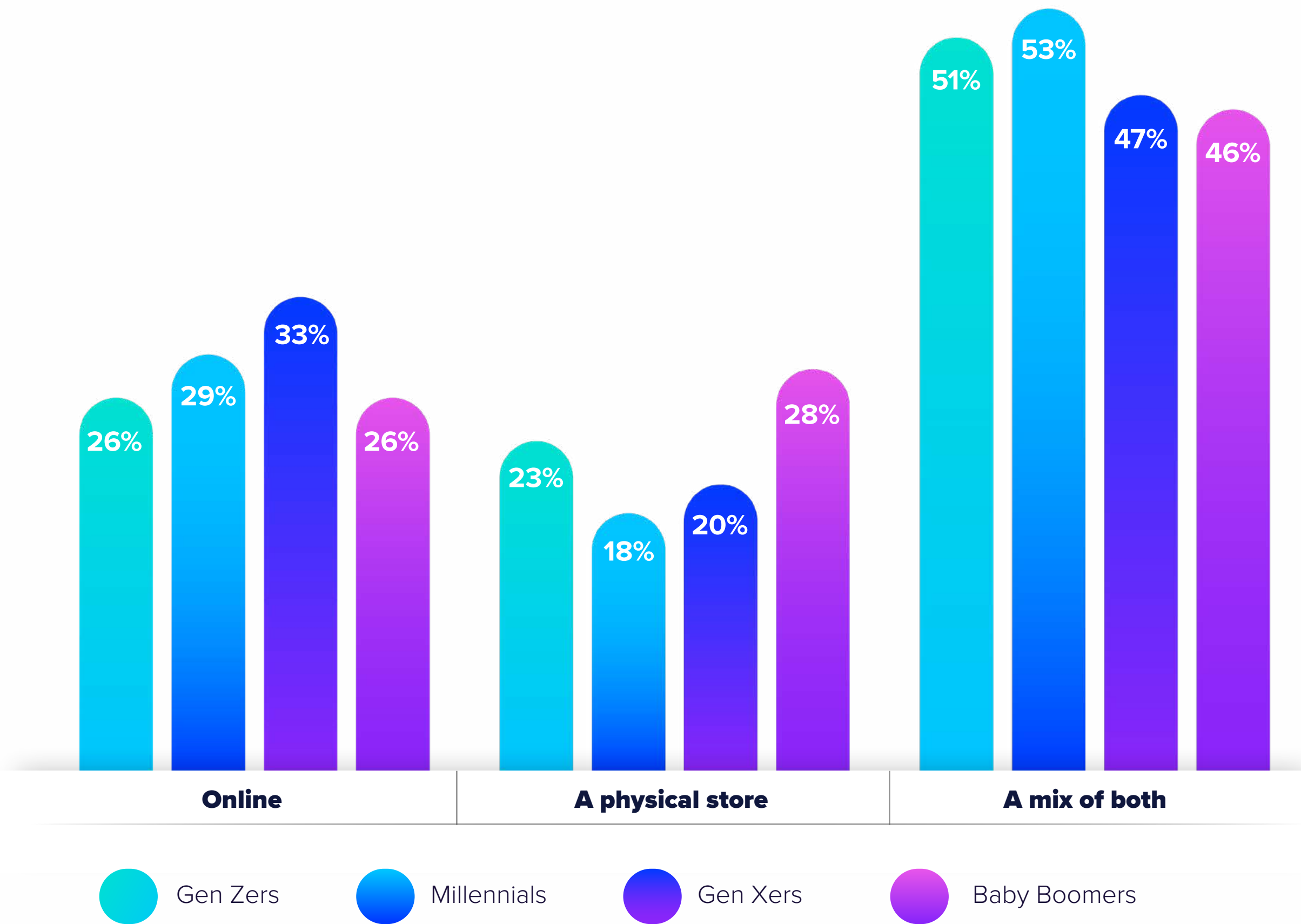


Brick-and-Mortar Shoppers Want More Information

54% of Shoppers Have Used a Smartphone To Search for More Information About a Product While Shopping in a Physical Store

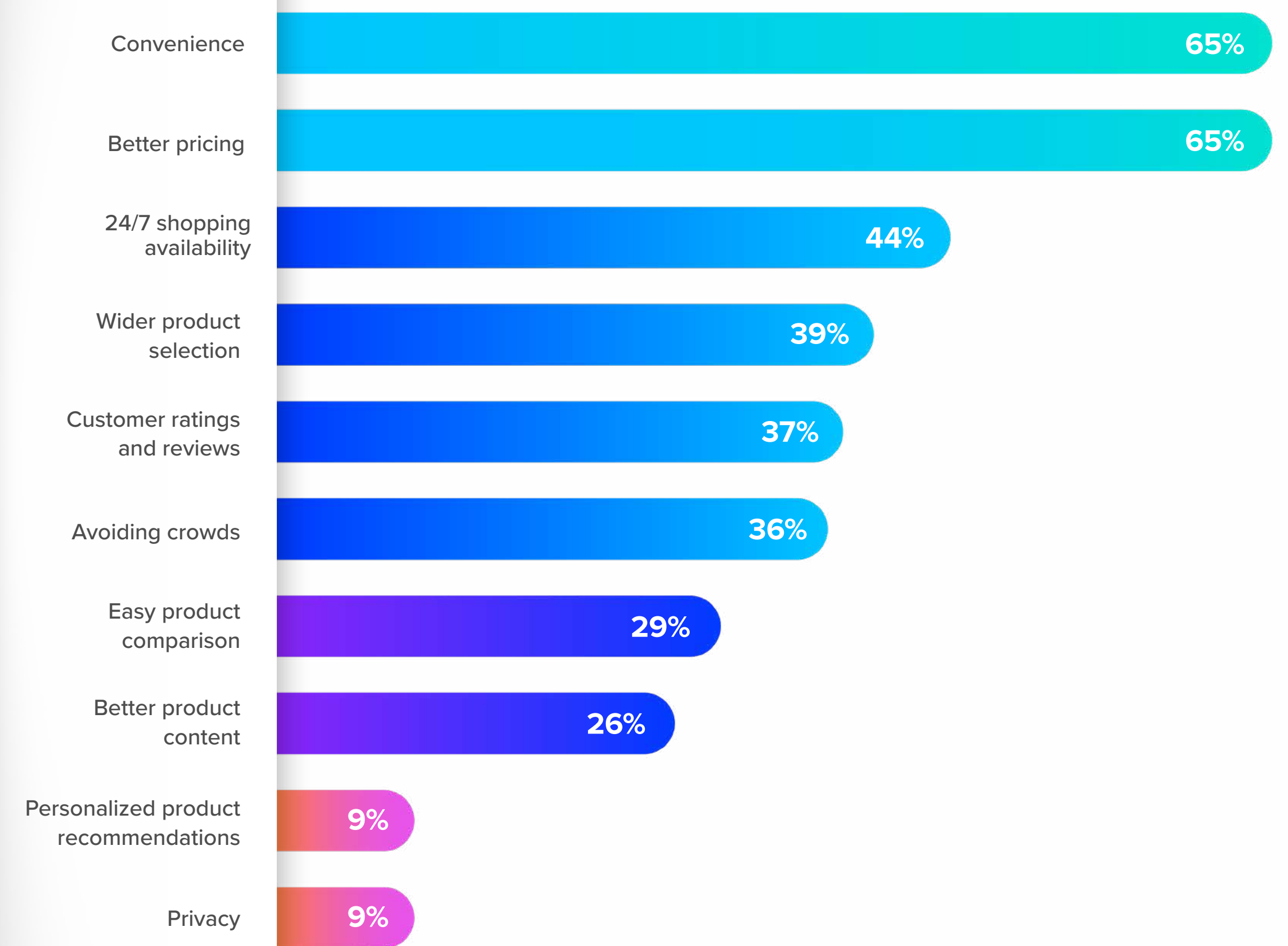
QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=2,700)

Where Do Shoppers Prefer to Shop by Generation Group?



QUESTION: DO YOU PREFER SHOPPING ONLINE OR IN A PHYSICAL RETAIL STORE? BASE: ALL COMPLETE RESPONSES (N=2,700)

Why Have Shoppers Decided To Buy Online Instead of In Store?

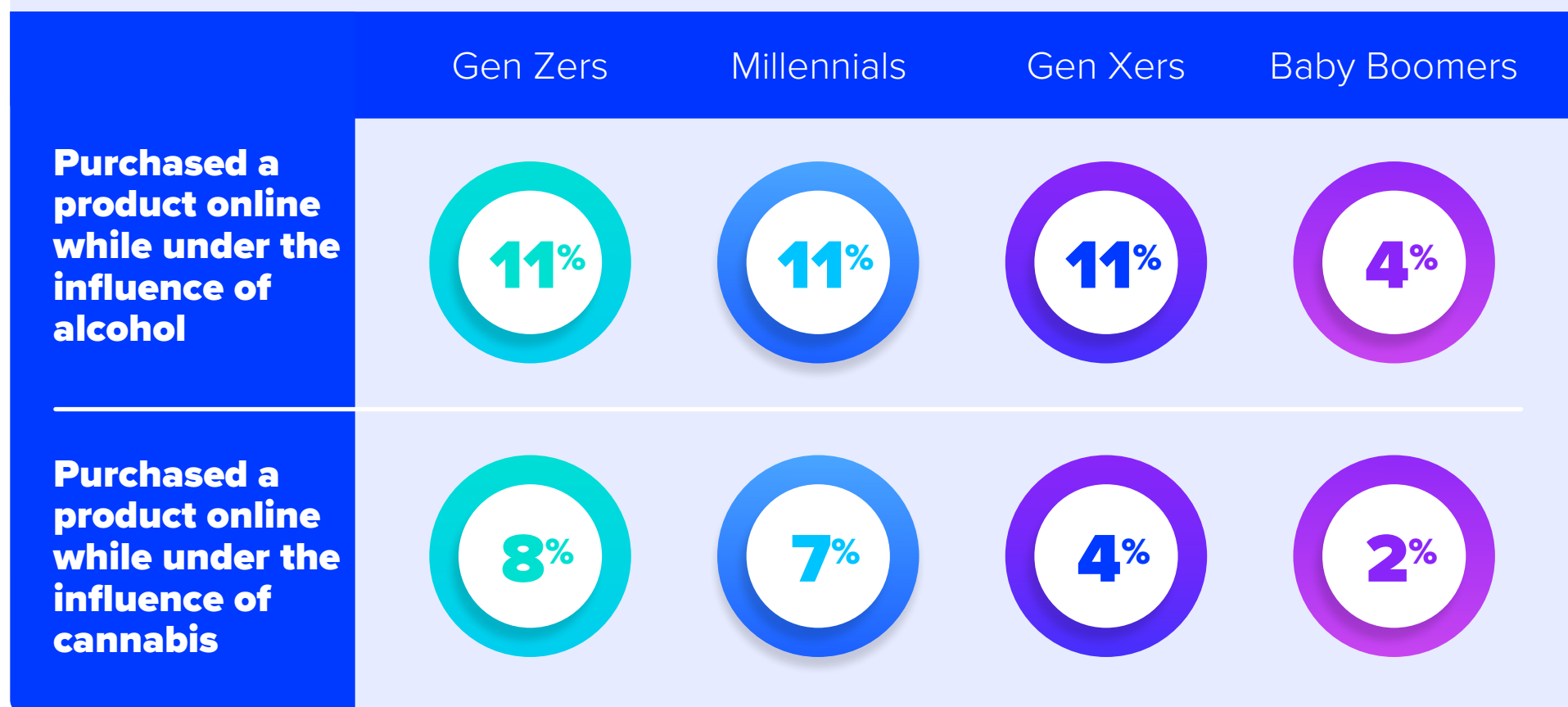


QUESTION: WITHIN THE LAST YEAR, WHICH FACTORS HAVE INFLUENCED YOUR DECISION TO MAKE A PURCHASE ONLINE INSTEAD OF AT A PHYSICAL RETAIL STORE? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)



Under the Table or Under the Influence?

It's fascinating to examine some lesser-talked-about shopping habits, from shopping a few drinks in or after a few rounds of puffing and passing. Sometimes, the buying journey overlaps with other recreational habits.



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Webrooming and Showrooming: Shoppers Weave Between Physical and Digital Aisles

Shoppers love webrooming and showrooming, and few things illustrate the fluid nature of omnichannel shopping better than these habits. While the idea of a shopper walking along a physical or digital aisle only to buy somewhere else may be fear-inducing for brands, these buying behaviors are a natural evolution of the modern shopping experience.

Shoppers don't notice where one touch point ends and another begins. To them, every place where they pick up or click on your product is part of the same buying journey.

The secret to meeting these new shopping habits and driving sales? Create seamless pathways between online and in-person shopping channels.



QUESTION: WITHIN THE LAST YEAR, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Time Spent Researching

SHOPPERS SCROLL FOR THE RIGHT INFORMATION

In the quest for the perfect product, shoppers dedicate time to browsing and scrolling for the right information.



Shop ‘Til You Drop: Online Shopping Is a Regular Affair

Regardless of where they prefer to shop, 58% of shoppers turn to online shopping on a weekly basis — with 10% using ecommerce on a daily basis. Only 1% — a single percentage point — of shoppers made no online purchases at all within the last year.

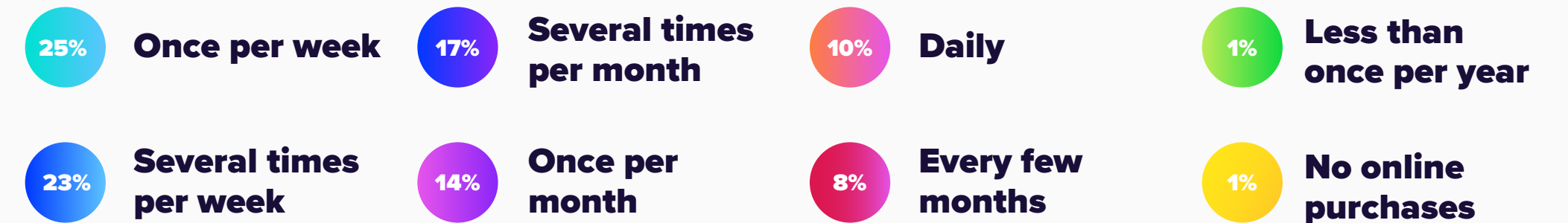
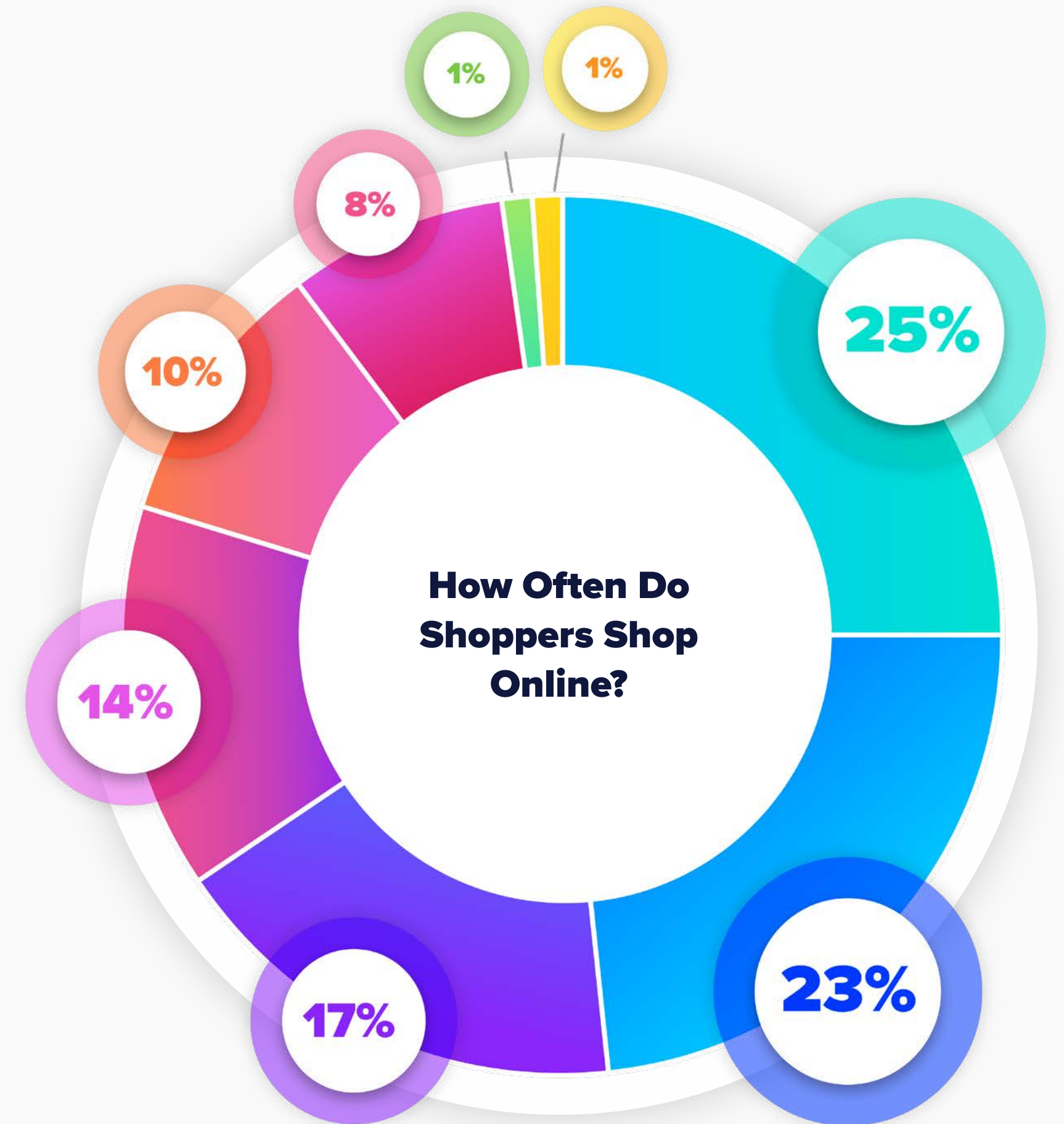
It’s safe to say online shopping is no longer a novelty for shoppers across generations, but rather a standard part of the modern buying journey. Brands must ensure that all online channels across the digital shelf deliver the consistent, engaging buying experiences shoppers have come to expect.



The Weekly Shopping Fix

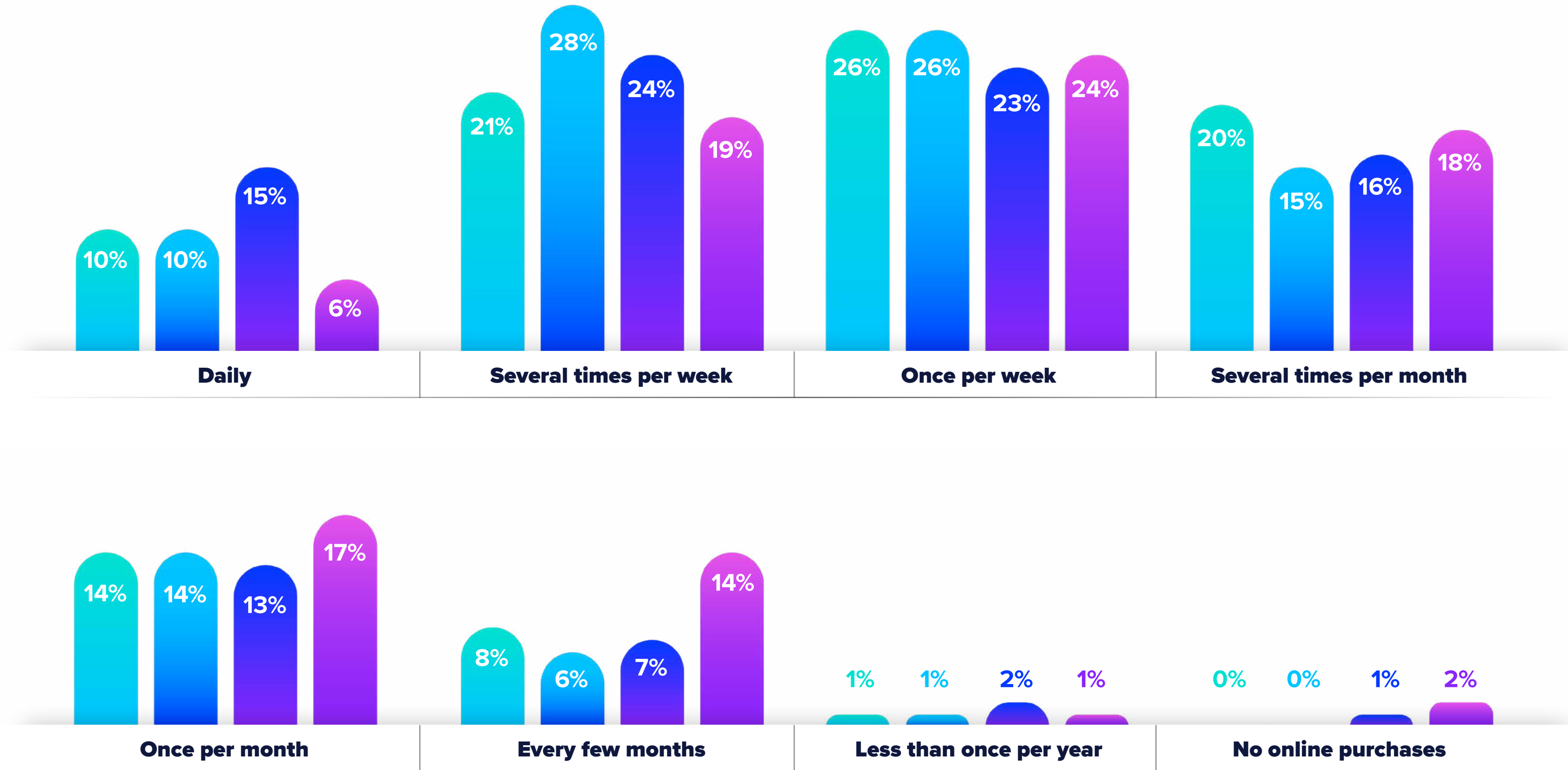
58% of Shoppers Shop Online Every Week — 10% Daily, 23% Several Times per Week, and 25% Once per Week

QUESTION: ON AVERAGE, HOW OFTEN DO YOU SHOP ONLINE? BASE: ALL COMPLETE RESPONSES (N=2,700)



QUESTION: ON AVERAGE, HOW OFTEN DO YOU SHOP ONLINE? BASE: ALL COMPLETE RESPONSES (N=2,700)

How Often Do Shoppers Shop Online by Generation Group?



● Gen Zers
 ● Millennials
 ● Gen Xers
 ● Baby Boomers

QUESTION: ON AVERAGE, HOW OFTEN DO YOU SHOP ONLINE? BASE: ALL COMPLETE RESPONSES (N=2,700)

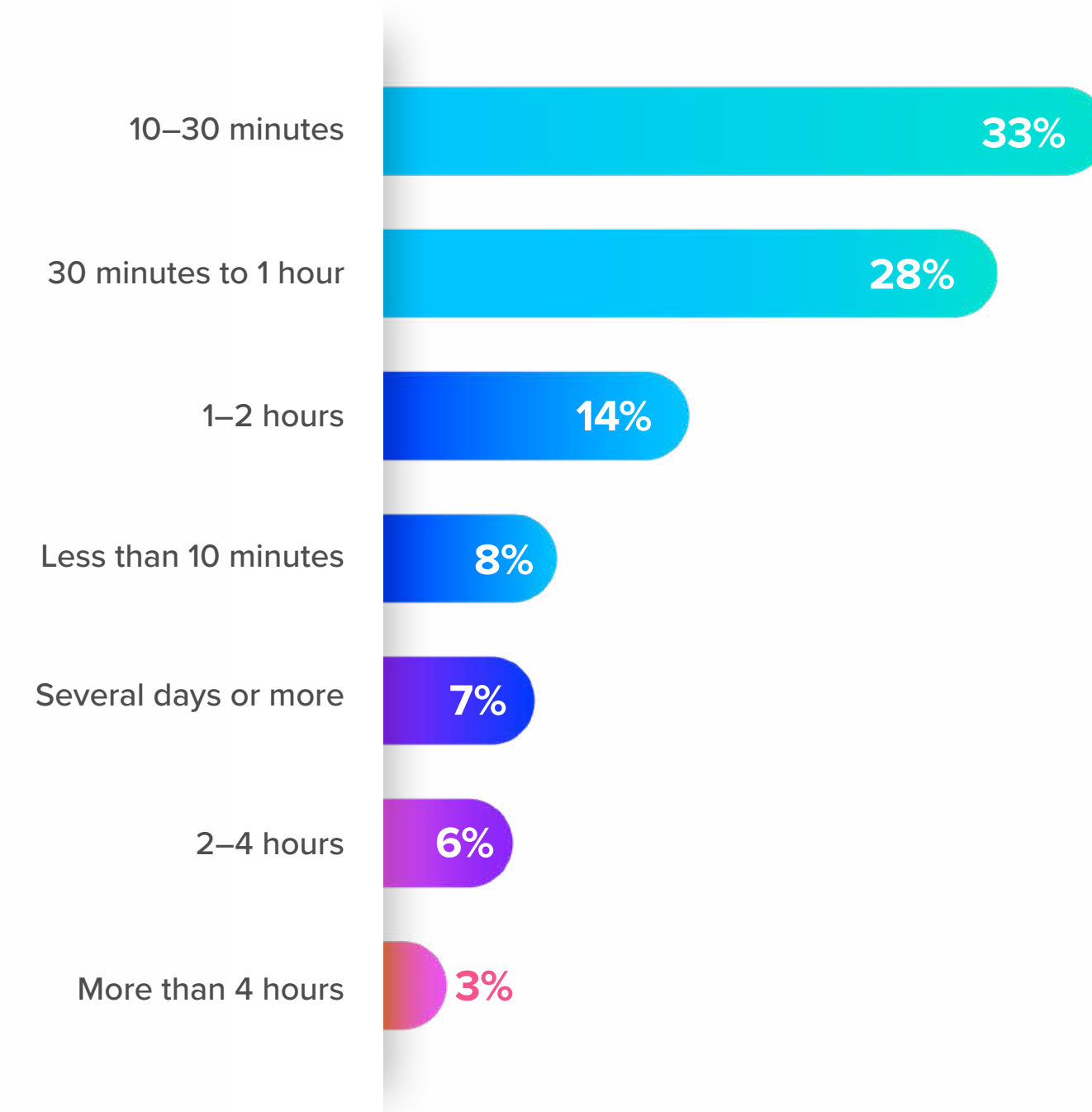
Scrolling, Scrolling, Sold: Shoppers Spend Time Considering Their Purchases

For many types of purchases, shoppers may already know what they want. Or, better yet, highly detailed product pages, image galleries, comparison charts, and reviews may make snap decisions even snappier.

Nearly a third of shoppers spend 30 minutes to an hour researching before purchasing, and a third spend just 10 to 30 minutes. That being said, some shoppers spend more time mulling things over. This is where prompts like abandoned cart emails and take-another-look-type reminders can come in handy to seal the deal.

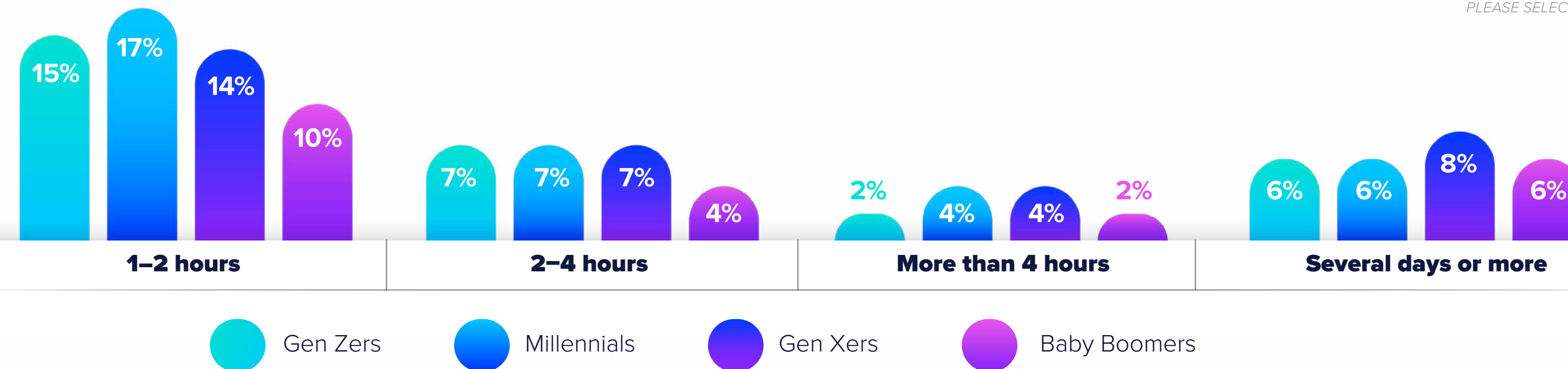
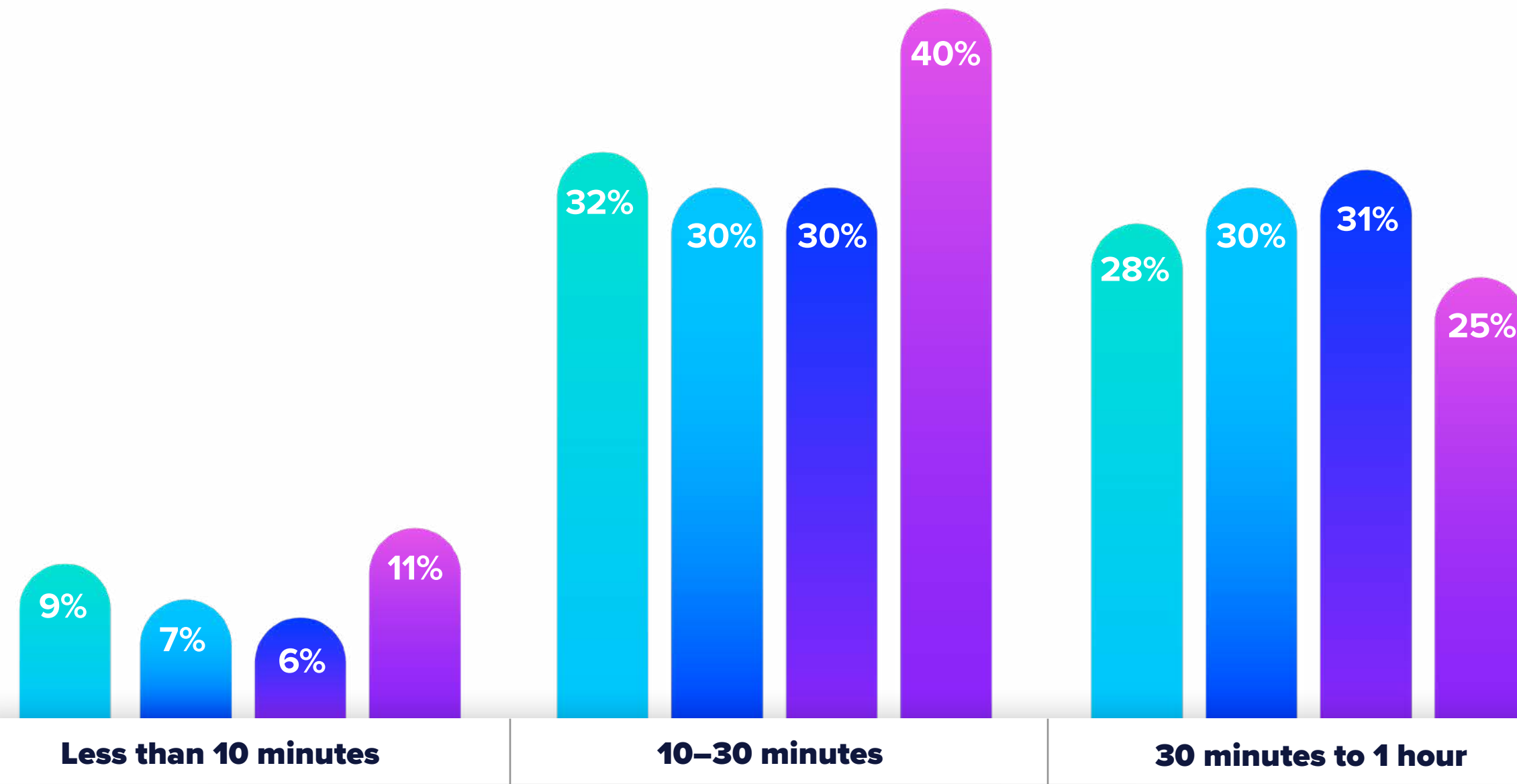
There's also a diverse range of research habits across generation groups, highlighting the need for brands to grasp the dynamic and varied behaviors of their consumers.

How Much Time Do Shoppers Spend on Research?



QUESTION: WHEN SHOPPING ONLINE, HOW MUCH TIME DO YOU TYPICALLY SPEND RESEARCHING AN ITEM BEFORE PURCHASING IT? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

How Much Time Do Shoppers Spend on Research by Generation Group?



QUESTION: WHEN SHOPPING ONLINE, HOW MUCH TIME DO YOU TYPICALLY SPEND RESEARCHING AN ITEM BEFORE PURCHASING IT? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)



Meet Them at Midnight: Late-Night Shoppers Spend

While in-store shelves sleep, the digital shelf never does — and plenty of shoppers follow suit. Almost a quarter (21%) of shoppers have purchased a product online after midnight.

Gen Zers

Millennials

Gen Xers

Baby Boomers



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

The Modern Buying Journey: Decision

HOW SHOPPERS MAKE FINAL BUYING DECISIONS

Embark on the final leg of the modern buying journey, where shoppers take the plunge to purchase. Explore the places where people buy and understand the pivotal role of product content in shaping purchasing choices.

Delve into the dynamics of price, content, trust, and loyalty, discovering how shoppers prioritize quality over price and navigate the intricate dance of the contemporary retail landscape.

Primary Buying Channels

MEETING SHOPPERS AT THE END OF THE BUYING JOURNEY

At the end of the buying journey, physical retail stores and online platforms — notably Amazon and similar marketplaces — emerge as dominant channels for new product purchases.



Buy It Now: The One Where Shoppers Take the Plunge

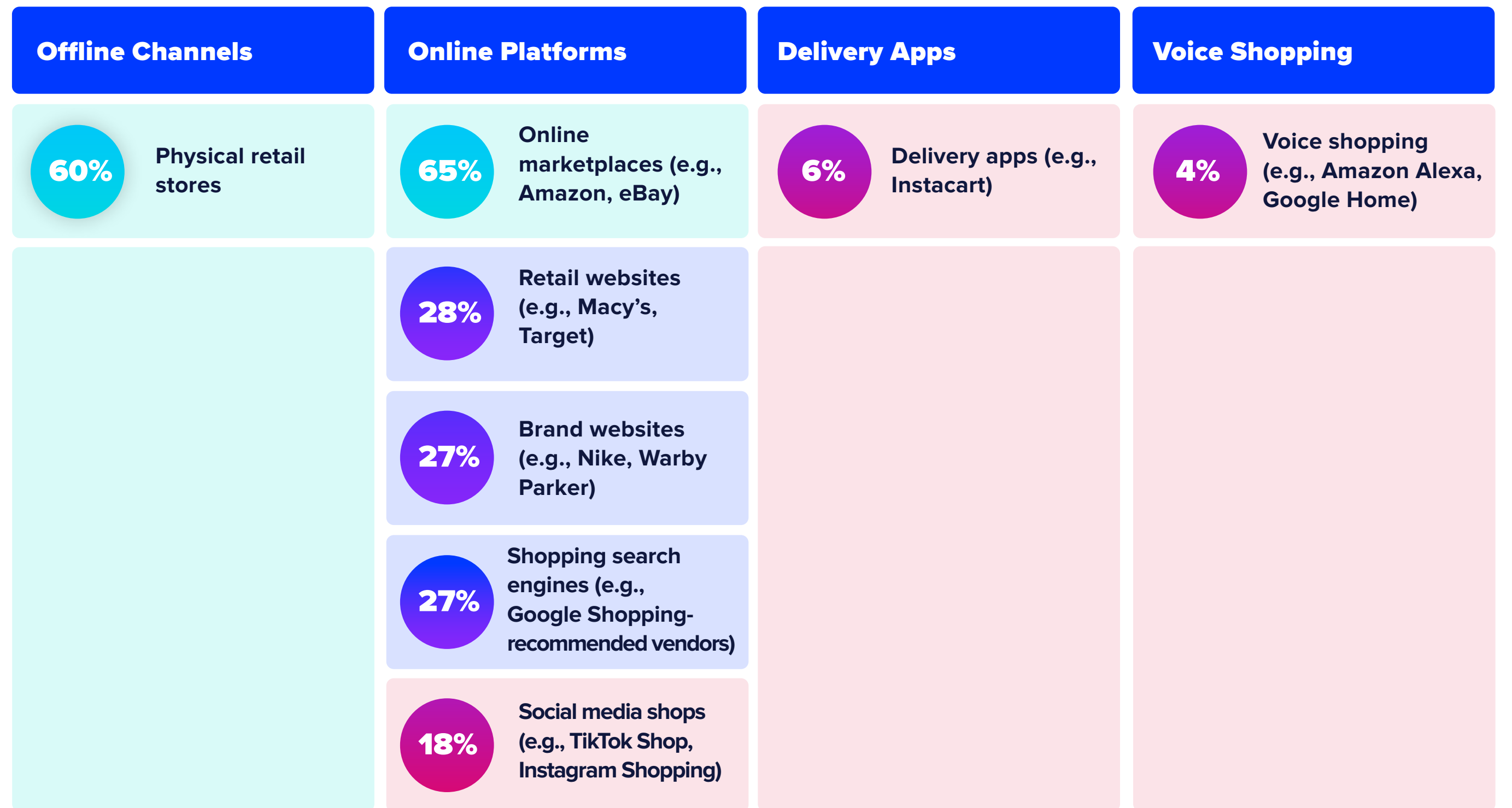
The most delicate part of the buying journey? The buy. Once shoppers have moved through the discovery and consideration phases, they're ready to spend — and the number of channels through which they can complete their purchase is enormous.

Physical retail stores hold firm with shoppers, with 60% indicating that they're still a top choice for the final purchase.

Online platforms, however, significantly influence new product purchases. A notable 65% of shoppers highlighted online marketplaces like Amazon as a primary place to buy, underscoring the growing prevalence of ecommerce in the consumer landscape. Additionally, retail websites, direct-to-consumer (D2C) brand websites, and social media shops have a strong pull on shoppers.

Together, these channels paint a clear picture of the long journey shoppers take to get to the sale — and brands must be equipped to help them along the way.

Where Do Shoppers Primarily Buy New Products?



QUESTION: WHEN MAKING A PURCHASE, WHERE DO YOU PRIMARILY BUY NEW PRODUCTS? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)



Delivery Apps: Stay Ahead of Emerging Technologies

While fewer shoppers (6%) use delivery apps as their primary channel to buy products through, expect this sales channel to expand in the coming years as the technology — and shoppers' preference for convenience — continue to evolve.

Take a test-and-learn approach to these channels, exploring new ways to snag the sale.

Product Categories

VERTICAL INSIGHTS ON WHERE THE GREEN IS GOING ONLINE

Delve into the diverse product categories capturing consumer attention in the digital realm.

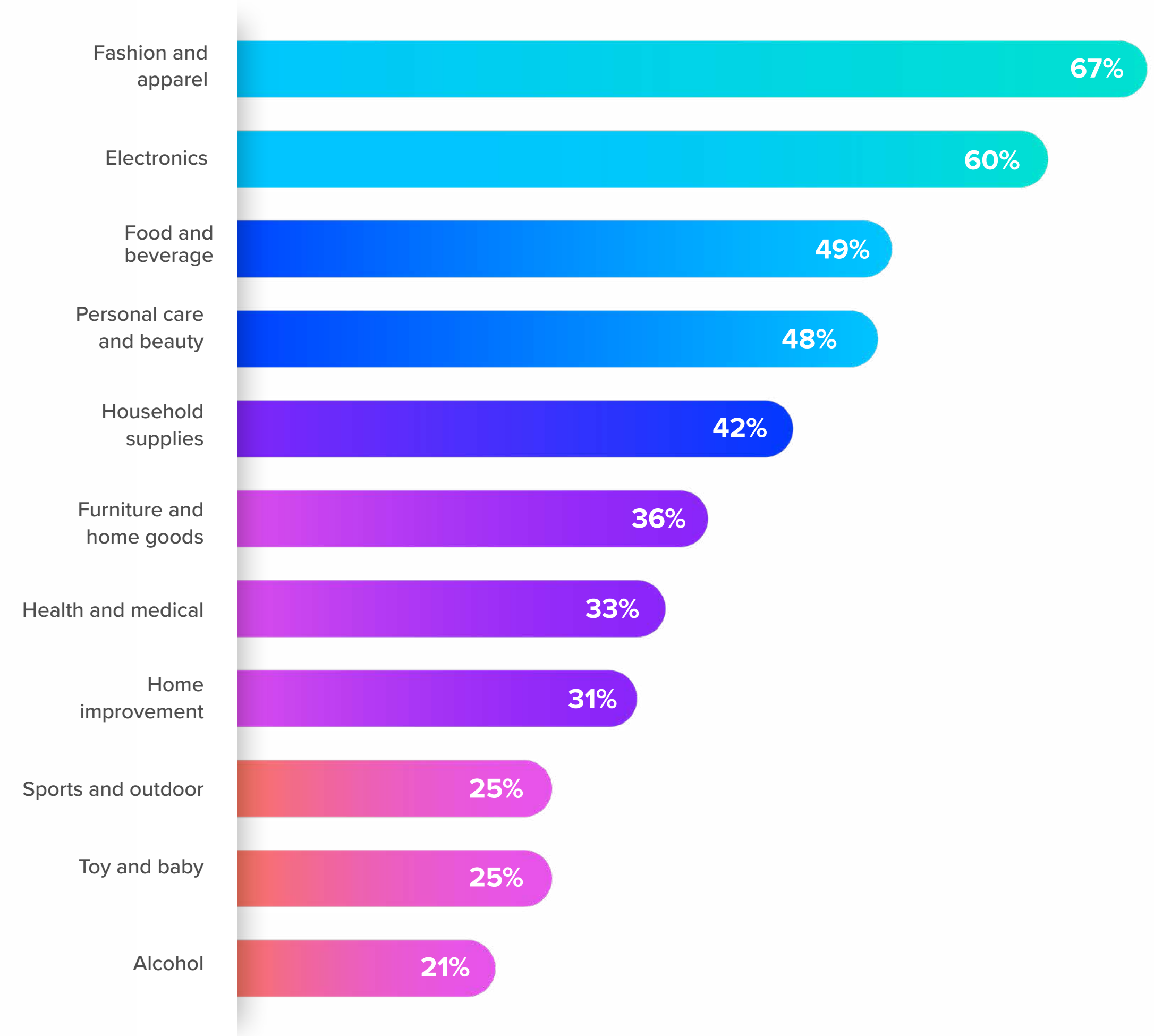


From Gadgets to Garments: Shopper Spending Spans Categories

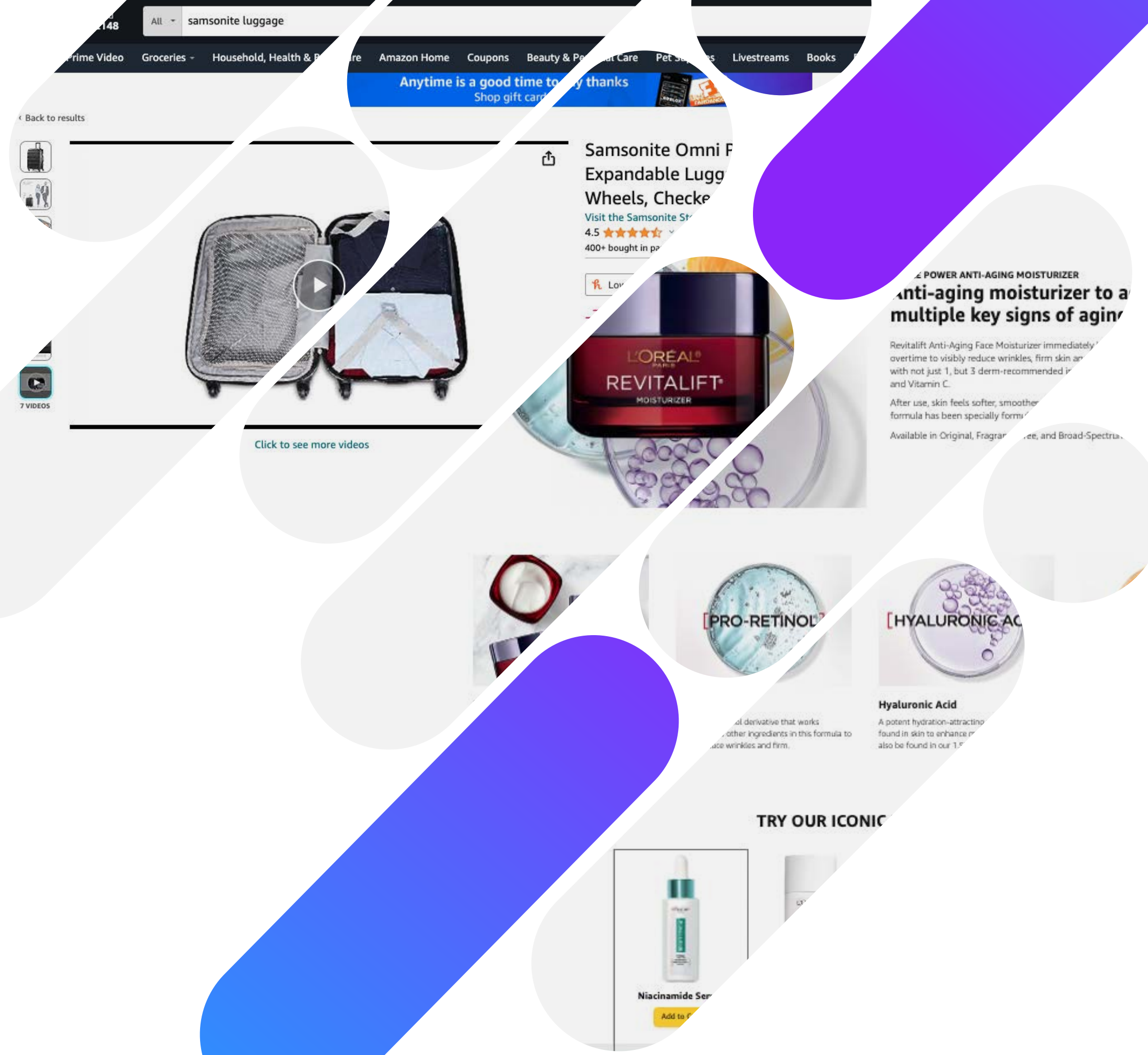
Shoppers aren't limiting themselves to in-store purchases — they can find just about anything they're looking for online. When their research often brings them online anyway, it's sometimes a no-brainer to just pull the trigger right then and there.

Shoppers are embracing online shopping in their hunt for fashion and apparel, electronics, and even food and beverage, largely because the web offers them convenience, easy comparison, and access to ever-present discount codes.

What Types of Products Have Shoppers Bought Online?



QUESTION: WITHIN THE LAST YEAR, HAVE YOU PURCHASED A PRODUCT ONLINE FROM ANY OF THE FOLLOWING CATEGORIES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)



Product Content Quality

THE ULTIMATE MAKE-IT-OR-BREAK-IT FACTOR FOR SALES

Product content shapes the online buying journey — from winning business with transparent pricing and engaging visuals to losing it due to the pitfalls of “bad” product content. Explore the reasons behind what makes and breaks sales for shoppers.

Besides Nickels and Dimes: How Product Content Drives Sales

Pricing and discounts top the list of reasons to buy for most shoppers, with 79% citing their importance for the final purchase. It's a given: Shoppers love a good deal.

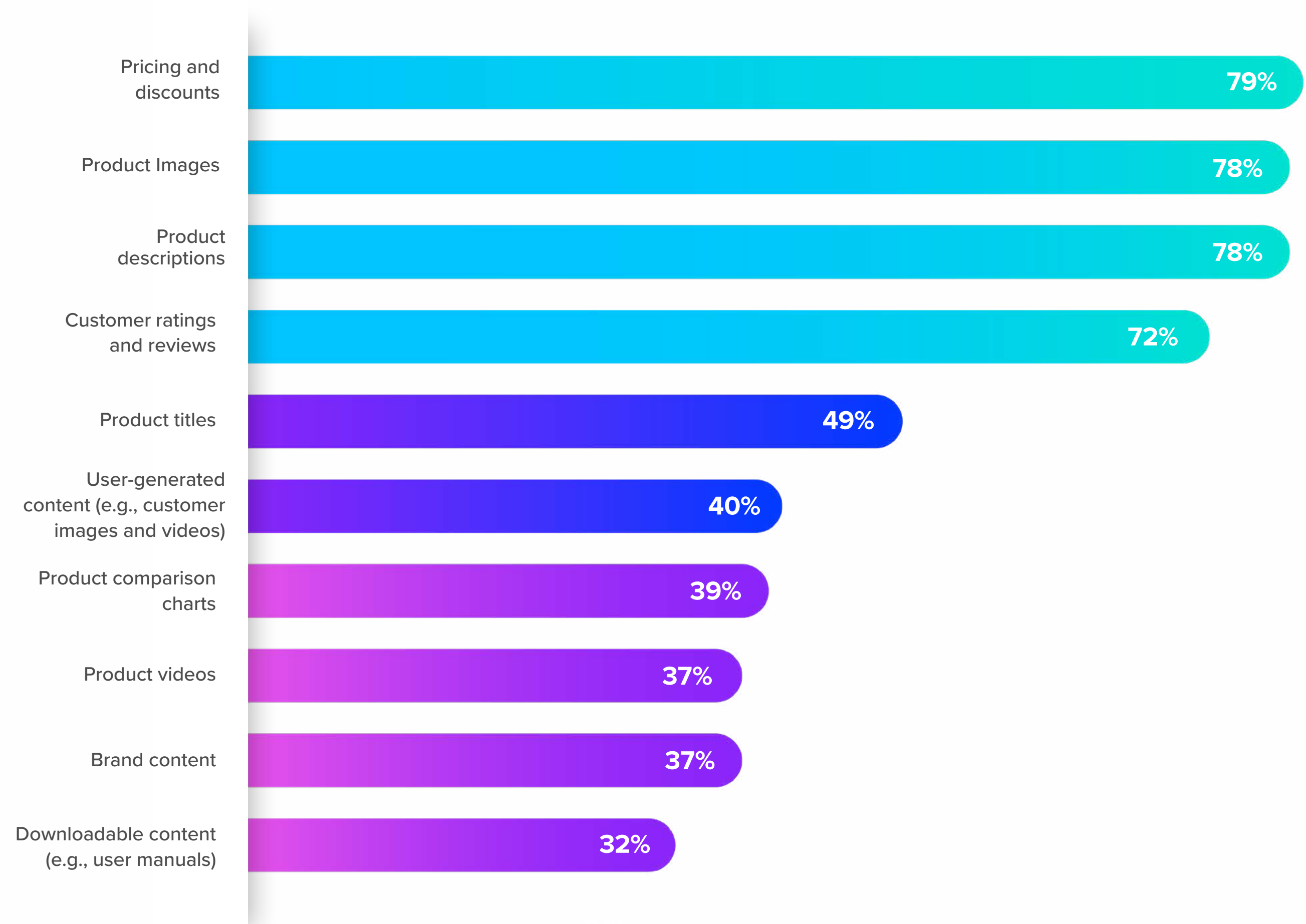
But what other factors — outside of nickels and dimes — help entice shoppers to make those business-essential “add to cart” and “buy it now” clicks?

Just like with the awareness and consideration stages: It's product content. Product images and descriptions are “extremely” or “very” important to 78% of shoppers, illustrating why it's essential for brands to deliver engaging product content experiences.

Other notable factors are customer ratings and reviews (72%) and user-generated content (UGC) (40%), which includes customer images and videos. Shoppers want to know what others like them think about a product, including seeing unfiltered, non-editorial images and videos of the products in the real world.

What Product Content Makes Shoppers Decide to Complete a Purchase?

Percentage of shoppers that found the following product content features “extremely” or “very” important when deciding to complete a purchase.



QUESTION: WHEN SHOPPING ONLINE, HOW IMPORTANT ARE THE FOLLOWING PRODUCT PAGE ELEMENTS FOR HELPING YOU DECIDE TO COMPLETE A PURCHASE? PLEASE RATE FROM “EXTREMELY IMPORTANT” TO “NOT IMPORTANT.” BASE: ALL COMPLETE RESPONSES (N=2,700)

Death of a Sale: Why Shoppers Stop the ‘Buy’ Online

Price is also the top reason why most shoppers would avoid completing a purchase online. Many shoppers are mindful of how they spend their money — 39% said they increased their focus on budget-friendly options within the last year.

Outside of dollars and cents, however, product content dominated the list of top reasons why shoppers have abandoned an online sale.

Shoppers want seamless shopping experiences that highlight how others like them are using the product in the real world, complete with engaging product images, videos, titles, and descriptions — no matter where they interact with your brand online.

Deliver Accurate Product Content — Everywhere

45%

45% of Shoppers Have Returned an Item Due to Incorrect Product Content

Picture it: A product arrives and looks nothing like the product photo — or missing much-wanted features because of an out-of-date product description.

There are many reasons why shoppers are met with disappointment when a product finally arrives, and avoiding the dreaded return is as simple as delivering accurate, up-to-date product content across the digital shelf. *

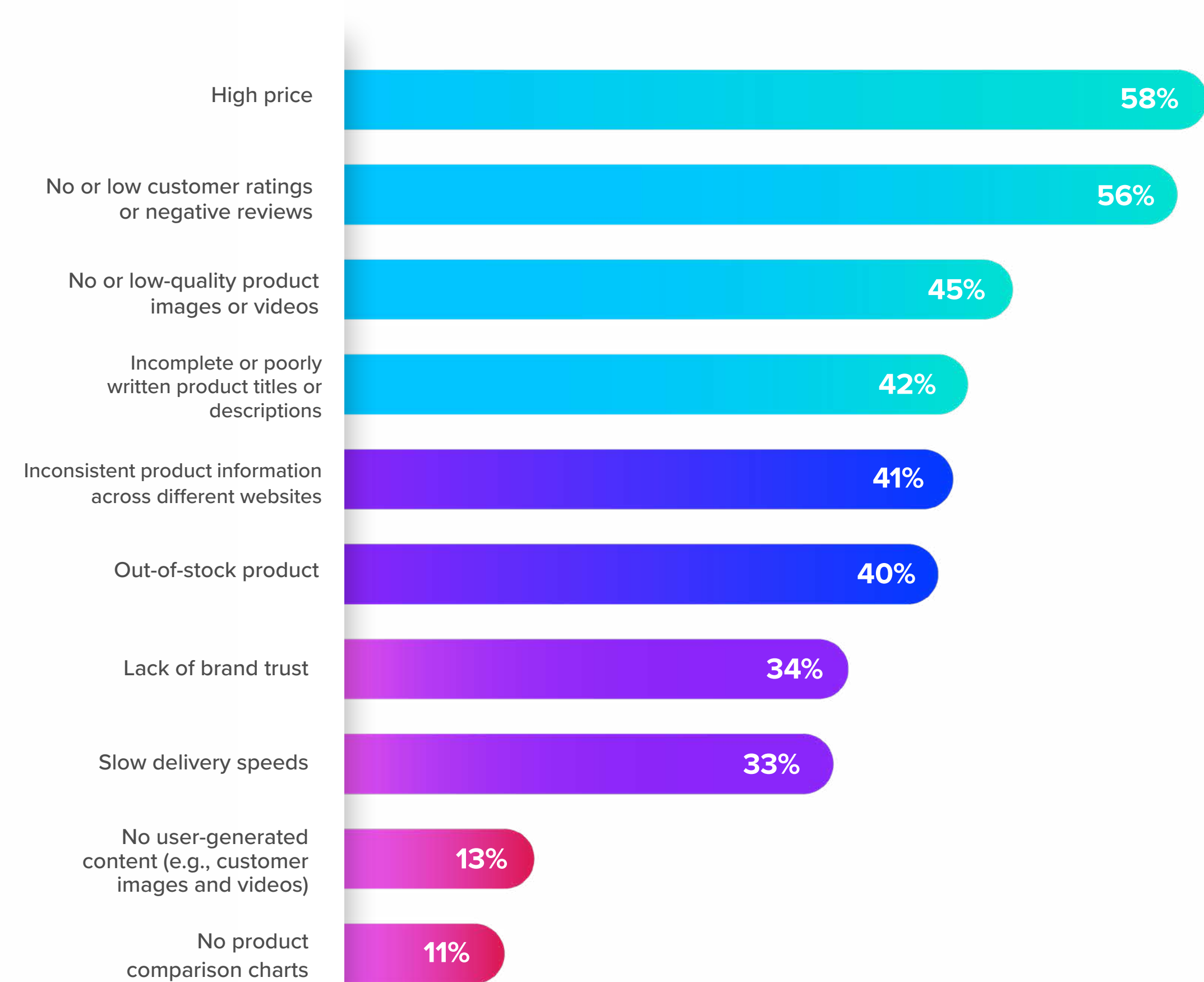


Do You Have ‘Bad’ Product Content?

How can brands avoid these lost sales? Don’t publish “bad” product content, such as no or low-quality product images or videos, and incomplete or poorly written product titles or descriptions.

Ensure product content is the same across sales channels, and continually update and optimize it to ensure it meets changing shopper preferences and market demands.

What Makes Shoppers Abandon an Online Sale?



QUESTION: WHEN SHOPPING ONLINE, WHICH CHALLENGES HAVE MADE YOU ABANDON A PURCHASE? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

* QUESTION: WITHIN THE LAST YEAR, HAVE YOU RETURNED AN ITEM YOU PURCHASED ONLINE BECAUSE OF INCORRECT PRODUCT CONTENT (E.G., IMAGES DIDN'T MATCH PRODUCT, OUT-OF-DATE PRODUCT DESCRIPTION)?

BASE: ALL COMPLETE RESPONSES (N=2,700)

Brand Trust and Loyalty

BUILDING LASTING RELATIONSHIPS WITH SHOPPERS

Trust takes time to create — and only moments to break. Explore how to establish brand trust and create a loyal customer base.

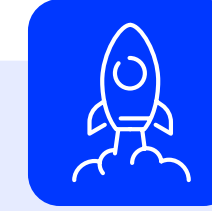


It's a Matter of Trust: Brand Reputation Tops Shoppers' List

While brand reputation (24%) and positive customer ratings and reviews (23%) top the list as the two most important reasons why shoppers trust a brand, the rest of the reasons are fairly divided.

Across generation groups, brand trust influences sales, but it's clear that brand trust doesn't rest solely on one factor, but rather on a number of them. Shopper trust is multifaceted, showcasing a complex interplay of reputation, reviews, pricing, and the quality of product content.

Brands must stay ahead of all of these factors to ensure they build lasting relationships with shoppers.

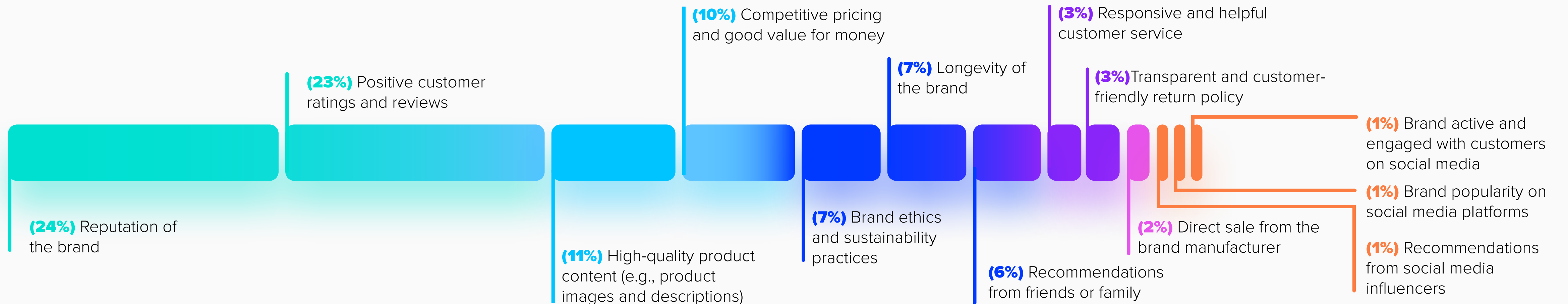


Brand Trust Matters More to Gen Zers

Gen Zers lead the pack as the generation that cares more about brand trust. Gen Xers, millennials, and baby boomers trail behind, but each group still shows notable concern for brand trust — and a willingness to abandon a sale if it's missing.



What Makes Shoppers Trust a Brand?



QUESTION: WHAT IS THE MOST IMPORTANT FACTOR THAT MAKES YOU TRUST A BRAND? BASE: ALL COMPLETE RESPONSES (N=2,700)

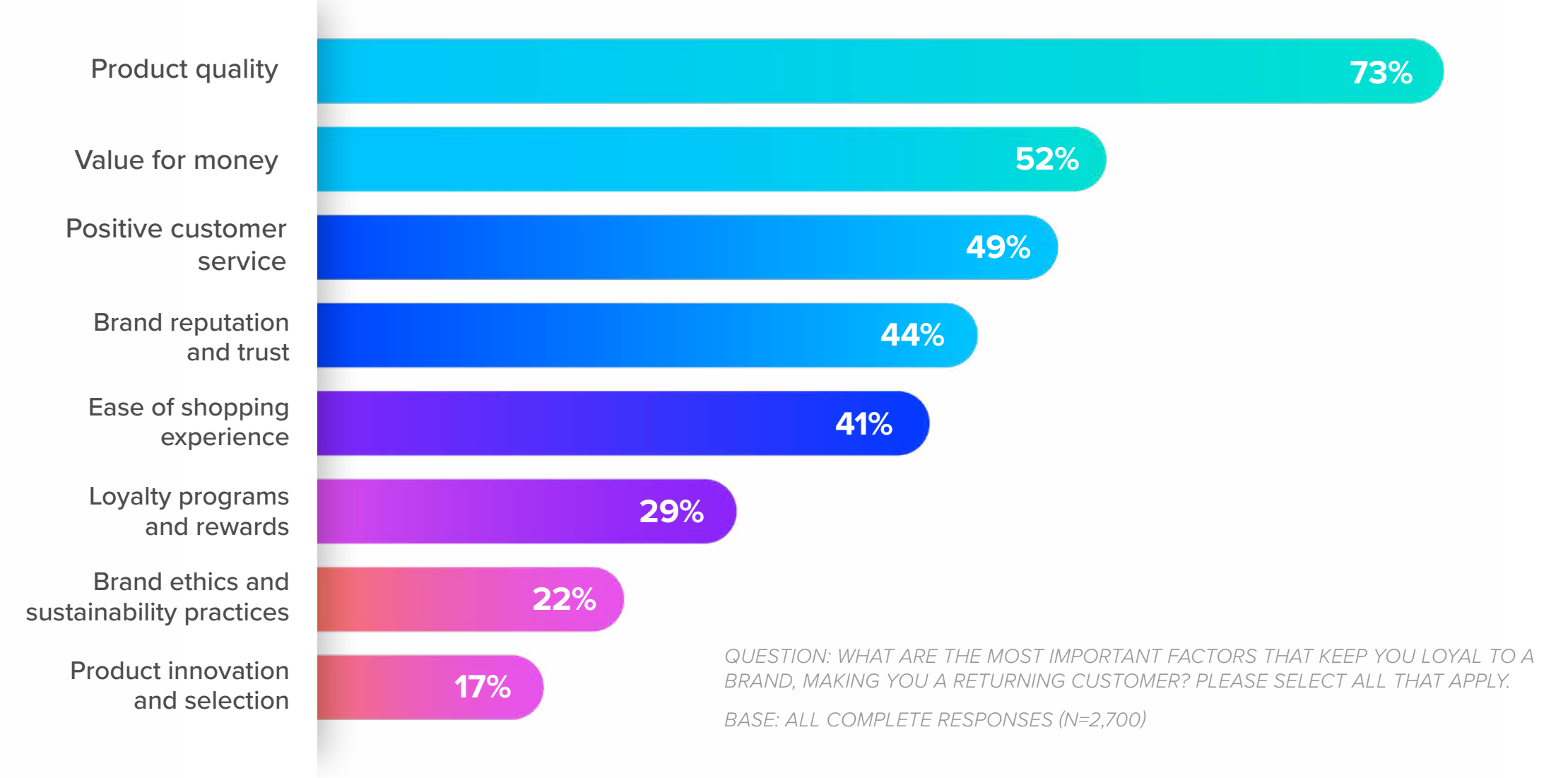
Beyond the Bucks: Shoppers Value Quality Over Price

Shoppers will choose the more expensive product if they perceive it to have higher quality (34%), but positive customer ratings and reviews (18%) and the brand’s reputation and trust (17%) are two other top factors.

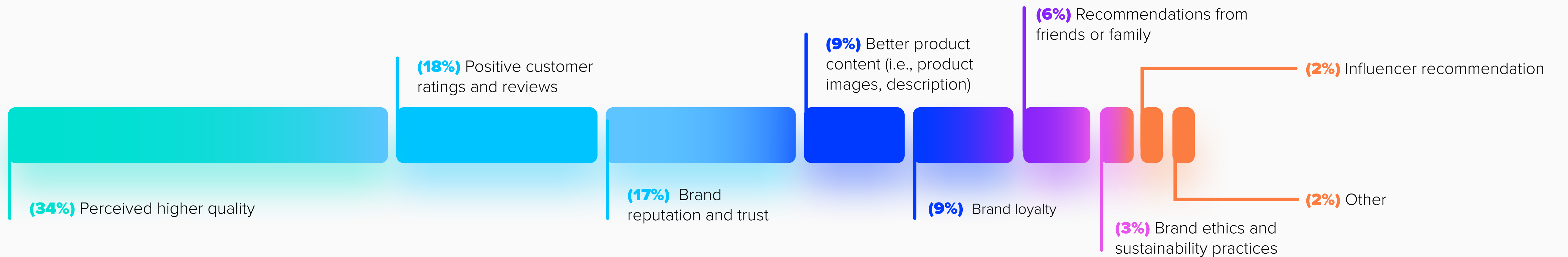
This commitment to quality, however, doesn’t stop at checkout. Shopper loyalty rests on product quality (73%), value for money (52%), positive customer service (49%), and brand reputation and trust (44%).

Shoppers, guided by a discerning eye, defy conventional wisdom and elevate their retail experience to one where excellence precedes the bottom line.

What Makes Shoppers Loyal to a Brand?



What Makes Shoppers Choose the More Expensive Product?



QUESTION: RECALL A TIME YOU PICKED THE MORE EXPENSIVE OPTION BETWEEN TWO SIMILAR PRODUCTS. WHAT WAS THE MOST IMPORTANT FACTOR IN YOUR DECISION? BASE: ALL COMPLETE RESPONSES (N=2,700)

2024 Shopping Trends

HOW THE LATEST SHOPPING TRENDS ARE EVOLVING

From how shoppers discover, consider, and ultimately buy products to the variety of products on both digital and physical shelves, it's a year defined by seemingly immeasurable choices.

However, brands don't have to enter 2024 in the dark. Explore how the latest shopping trends are evolving, including insights on the economy; brand ethics and sustainability; social commerce habits; and artificial intelligence (AI).

The Economy

SHOPPERS SHIFT SPENDING HABITS

As the economy changes, shoppers adapt, prioritizing budget-friendly options, essential purchases, and savvy strategies like loyalty programs. These shifting priorities offer brands opportunities to promote responsibility and trust-building measures.



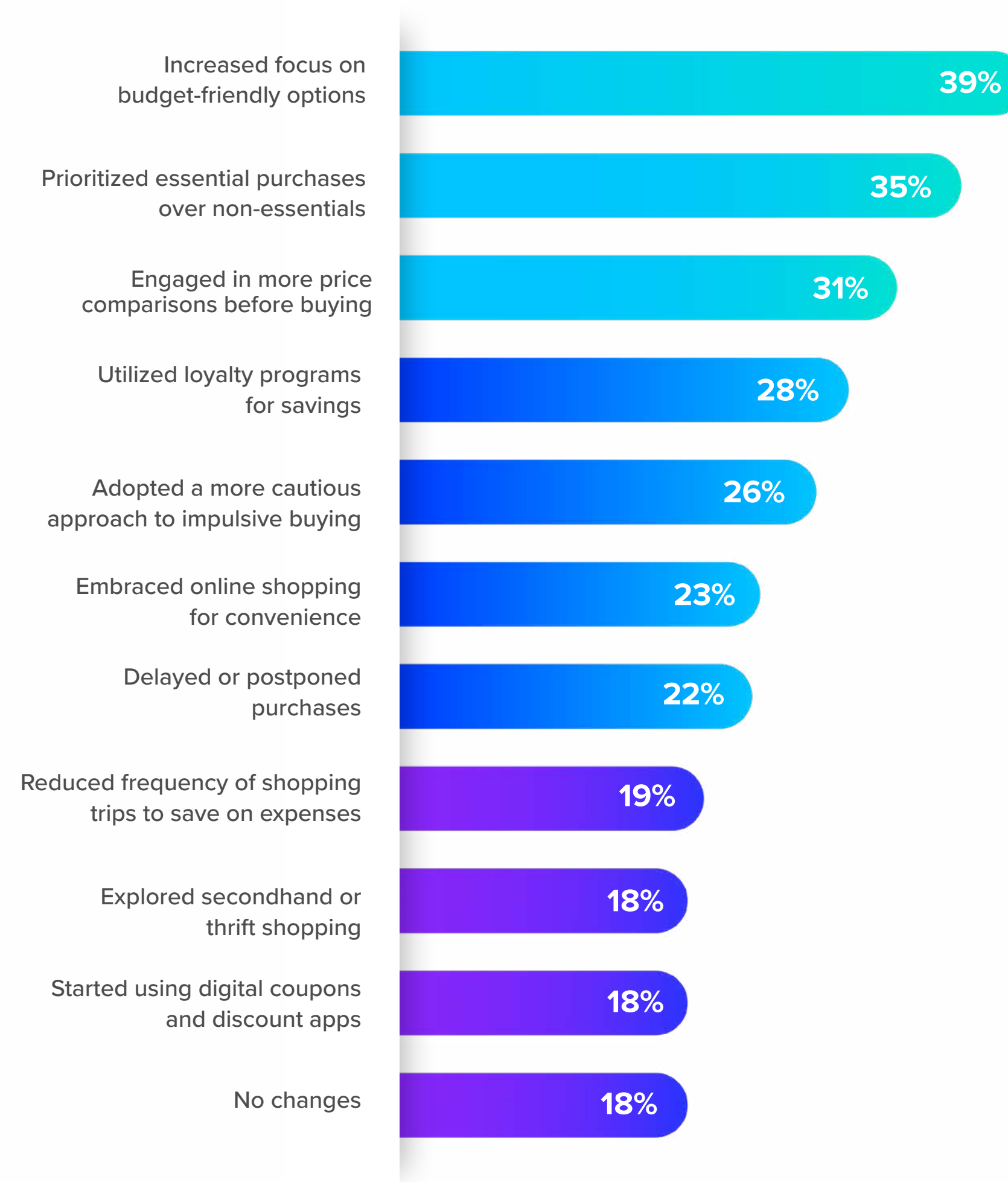
Balancing Wallets: Shifting Habits Amid Economic Uncertainty

There’s no denying the current economic climate is an uncomfortable one for some. But how are shoppers handling it all? In more ways than one, shoppers are tightening the handles on their handbags and resisting the ease of “reorder” and “buy now.”

But brands aren’t completely out of options to promote purchases that feel a bit more responsible or even “essential.”

There are tons of ways to get on shoppers’ good sides through economic uncertainty — including budget-friendly options and loyalty programs. Your brand (and shoppers), for example, can benefit from free samples or trial-size versions of your best products, as well as other tokens to build trust, like free returns and money-back guarantees.

How Are Shoppers Shifting Their Habits Due to the Current State of the Economy?



QUESTION: WITHIN THE LAST YEAR, HAVE YOU CHANGED ANY OF YOUR SHOPPING HABITS DUE TO CONCERNS ABOUT THE CURRENT STATE OF THE ECONOMY? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Brand Ethics and Sustainability

GOING THE EXTRA MILE TO MAKE SHOPPERS — AND THE PLANET — HAPPY

Ethical and sustainable practices — such as eco-friendly packaging and fair labor priorities — resonate with conscious shoppers, shaping responsible choices that elevate livelihoods and reduce waste.

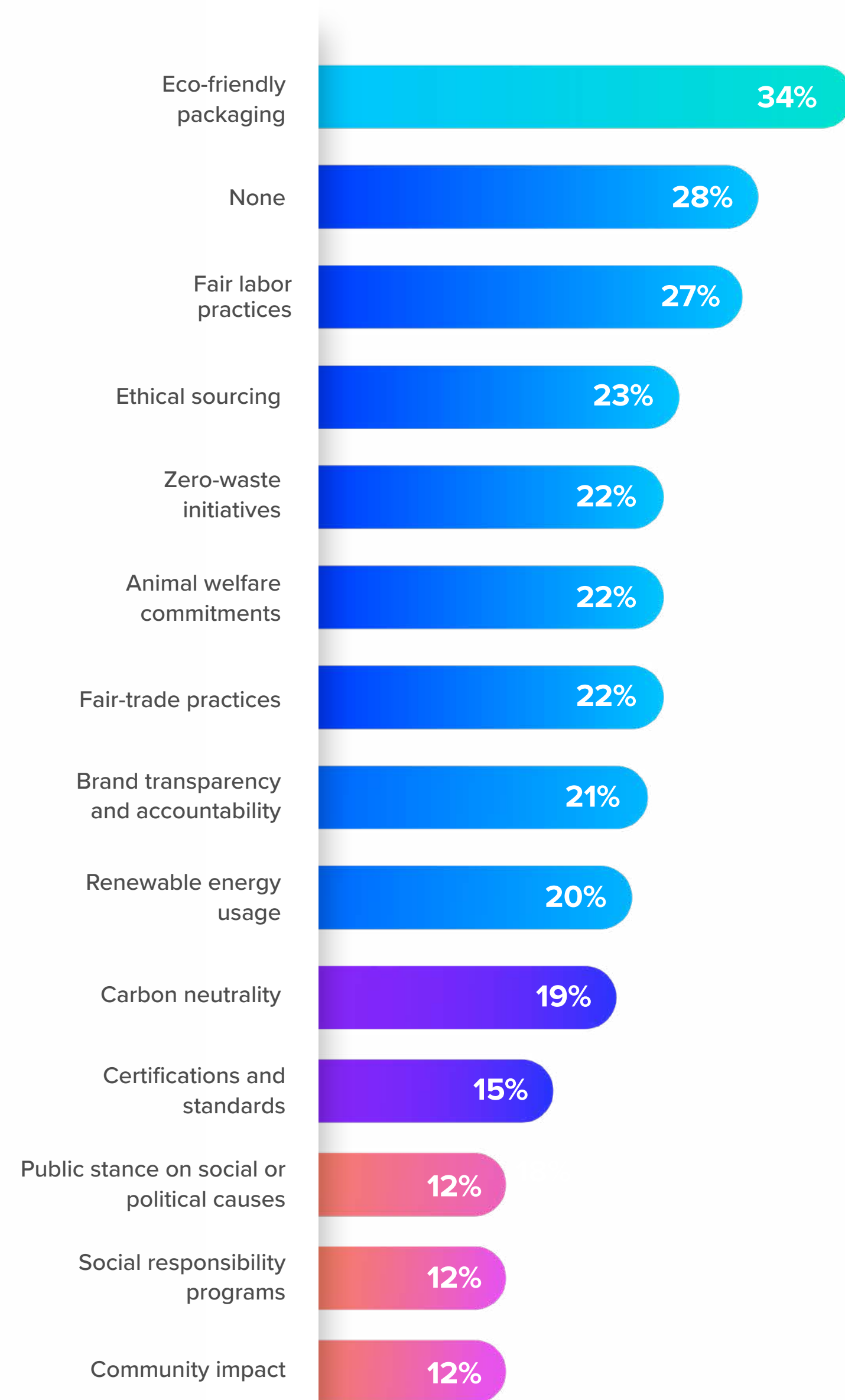


Green Vibes Only: What Clicks With Conscious Shoppers?

Incorporating greener and more ethically sound practices into your brand’s operations is never a bad idea. Of all the good you do, however, which efforts resonate with shoppers the most? What initiatives should you be sure to highlight?

Shoppers are most drawn to eco-friendly packaging, fair labor practices, and ethical sourcing. These three practices, if done properly, can have lasting impacts, including reduced waste, elevated livelihoods, and responsible consumption.

What Brand Ethics and Sustainability Practices Resonate With Shoppers?

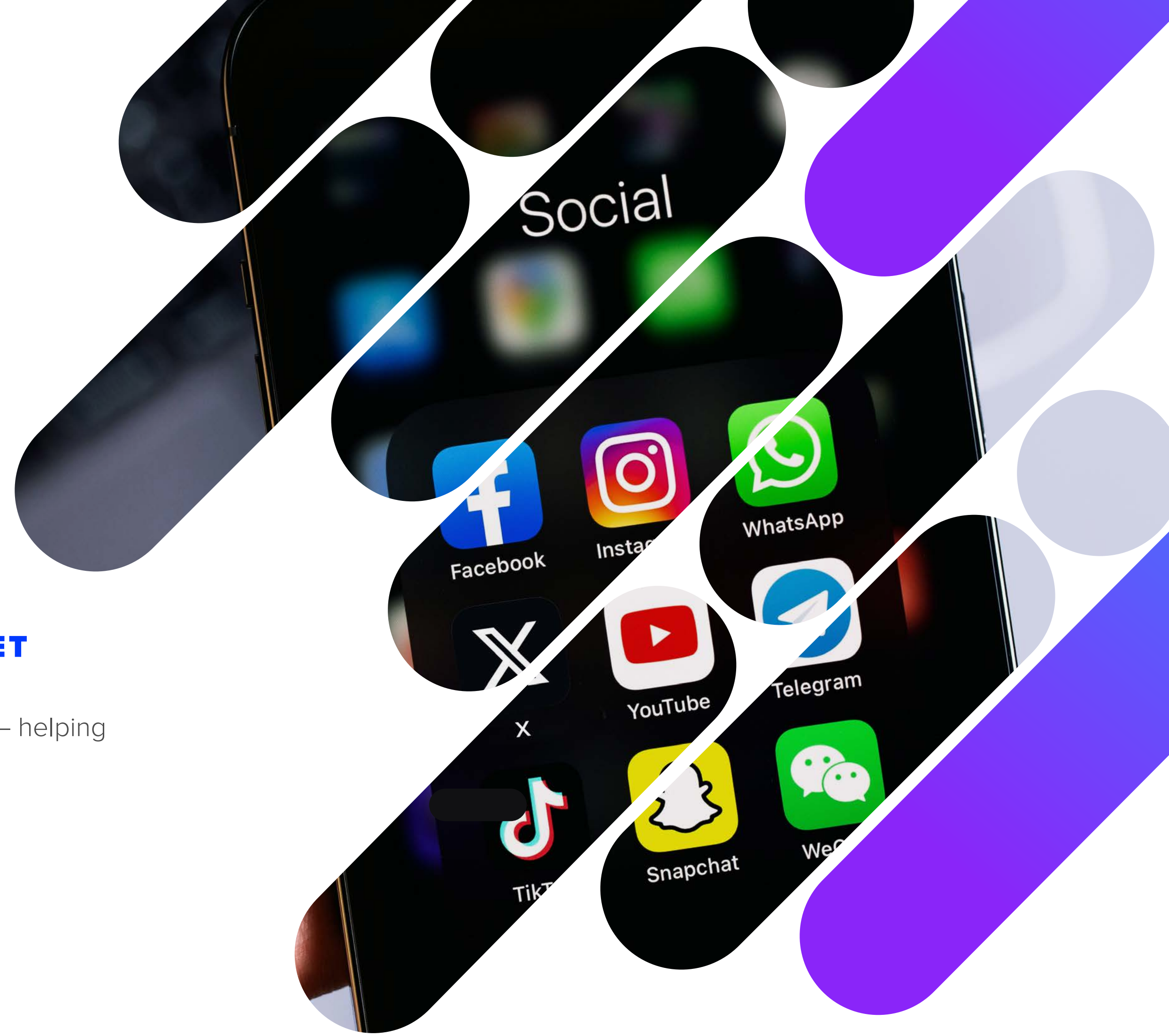


QUESTION: DO ANY BRAND ETHICS AND SUSTAINABILITY PRACTICES INFLUENCE YOUR PURCHASE DECISIONS? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Social Commerce

WHERE CONNECTION, ENTERTAINMENT, AND SHOPPING MEET

Social commerce seamlessly intertwines social connections, entertainment, and shopping — helping shoppers move further through the buying journey with confidence.



Insta-Splurge: The Growing Social Shopping Renaissance

Gone are the days when scrolling or perusing on social media meant sunsets and cityscapes, semi-criinge family updates, and pet photos. Now, it means a bit of that and a whole lot of product placement.

Instagram, TikTok, Facebook, and YouTube are prime real estate for brands to tap into their target audiences' lives and reach new customers.

These platforms aren't void of what shoppers want, either. Social media influencers — who often feel like friends and family — add another layer of trust to product recommendations as built-in reviewers.

“Hot” or “trending” items that appeal to influencers and younger generations can provide considerable growth, especially if you go viral — and viral doesn't have to mean cutting edge or controversial. It often means that shoppers have evidence that your product works, and they're compelled to see if it will work for them too.

Social Media Spending Is Growing



34% of Shoppers Recently Bought a Product From a Social Media Platform

QUESTION: WITHIN THE LAST YEAR, HAVE YOU PURCHASED A PRODUCT DIRECTLY FROM A SOCIAL MEDIA PLATFORM? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

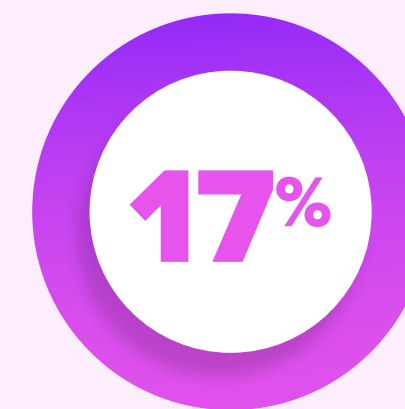
Shoppers Listen to Social Media Influencers



21% of Shoppers Recently Bought a Product Because a Social Media Influencer Recommended It

QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Shoppers Follow and Spend on Trends



17% of Shoppers Recently Bought a Product Because It Was Trending on Social Media

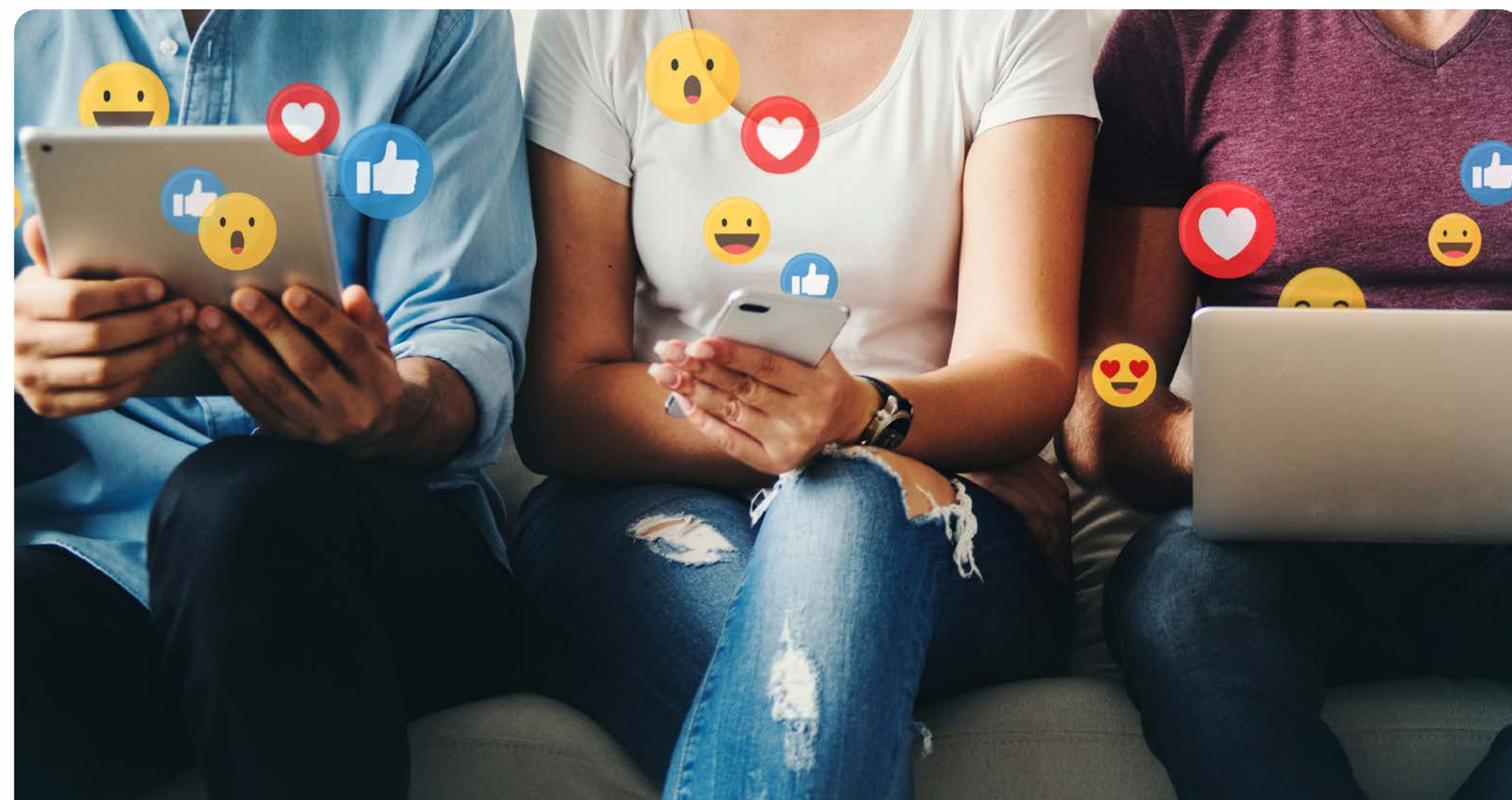
QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

From Z to Boomer: Tailoring Social Commerce to Every Generation

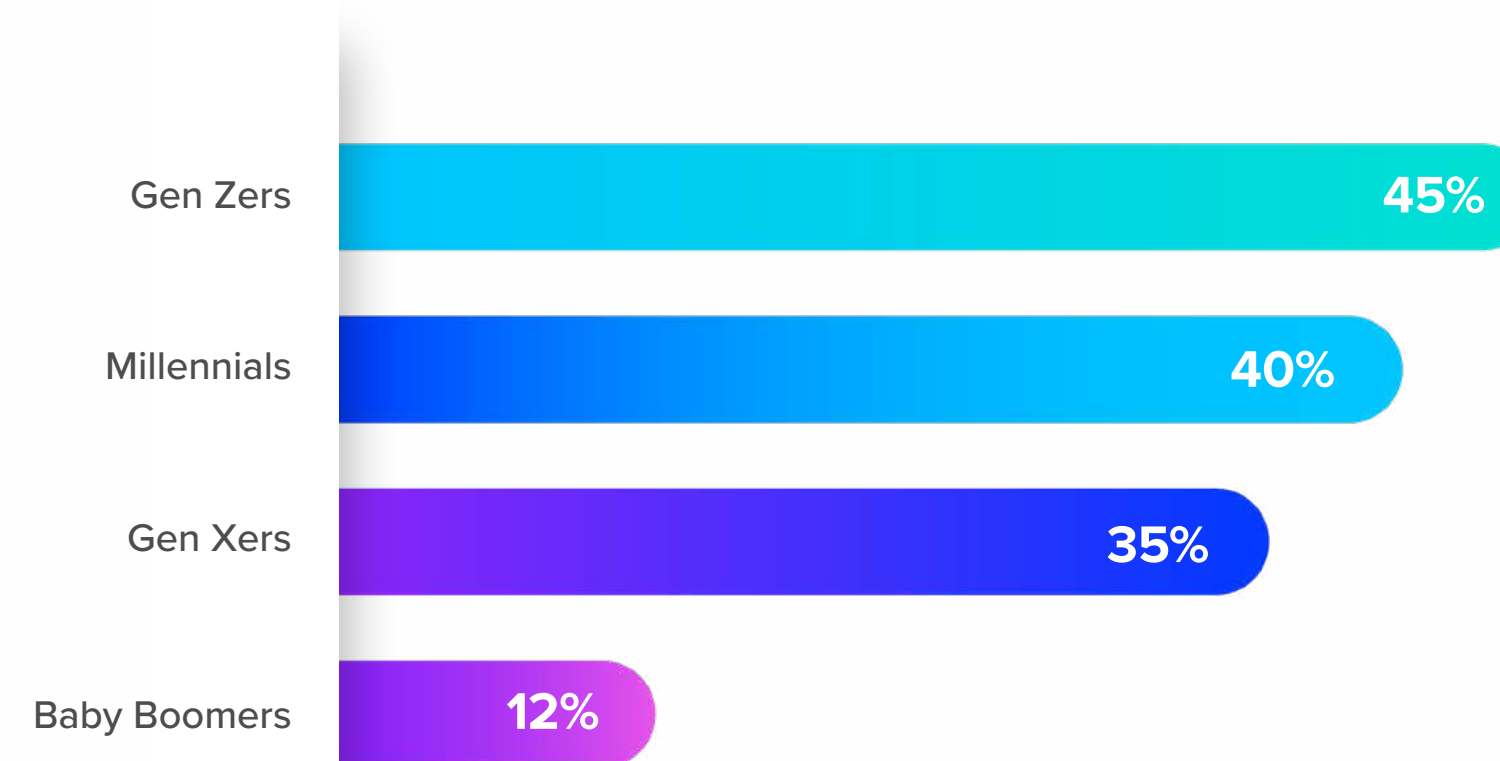
Whether you're beginning or continuing your foray into social commerce, it's best to do so by knowing who you'll find on these platforms — or, at least, the ones willing to buy.

If your product doesn't appeal to the masses — or is mainly enjoyed by older generations — heavy social media promotion may not be the most lucrative, even if some shoppers you reach are looking for gifts for their parents or older relatives.

Not every user is quick to convert on a social media platform. However, some influences — like exclusive discounts and promotions — are easy for brands to generate and for shoppers to say “yes” to.

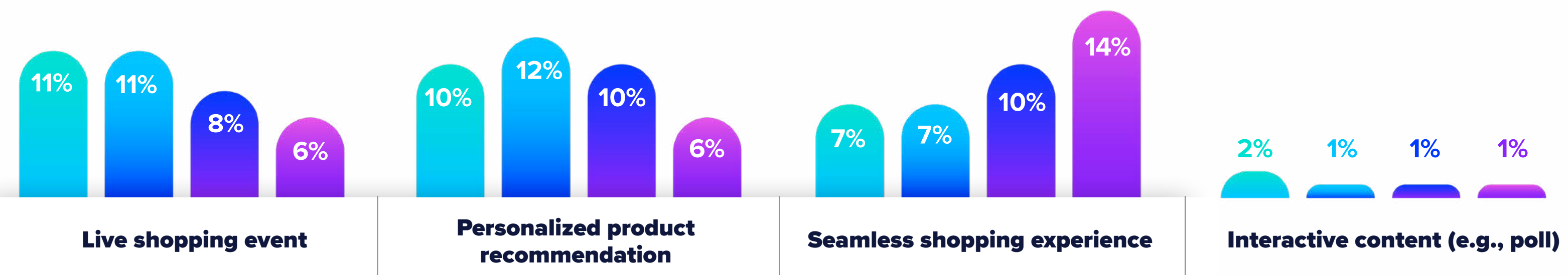
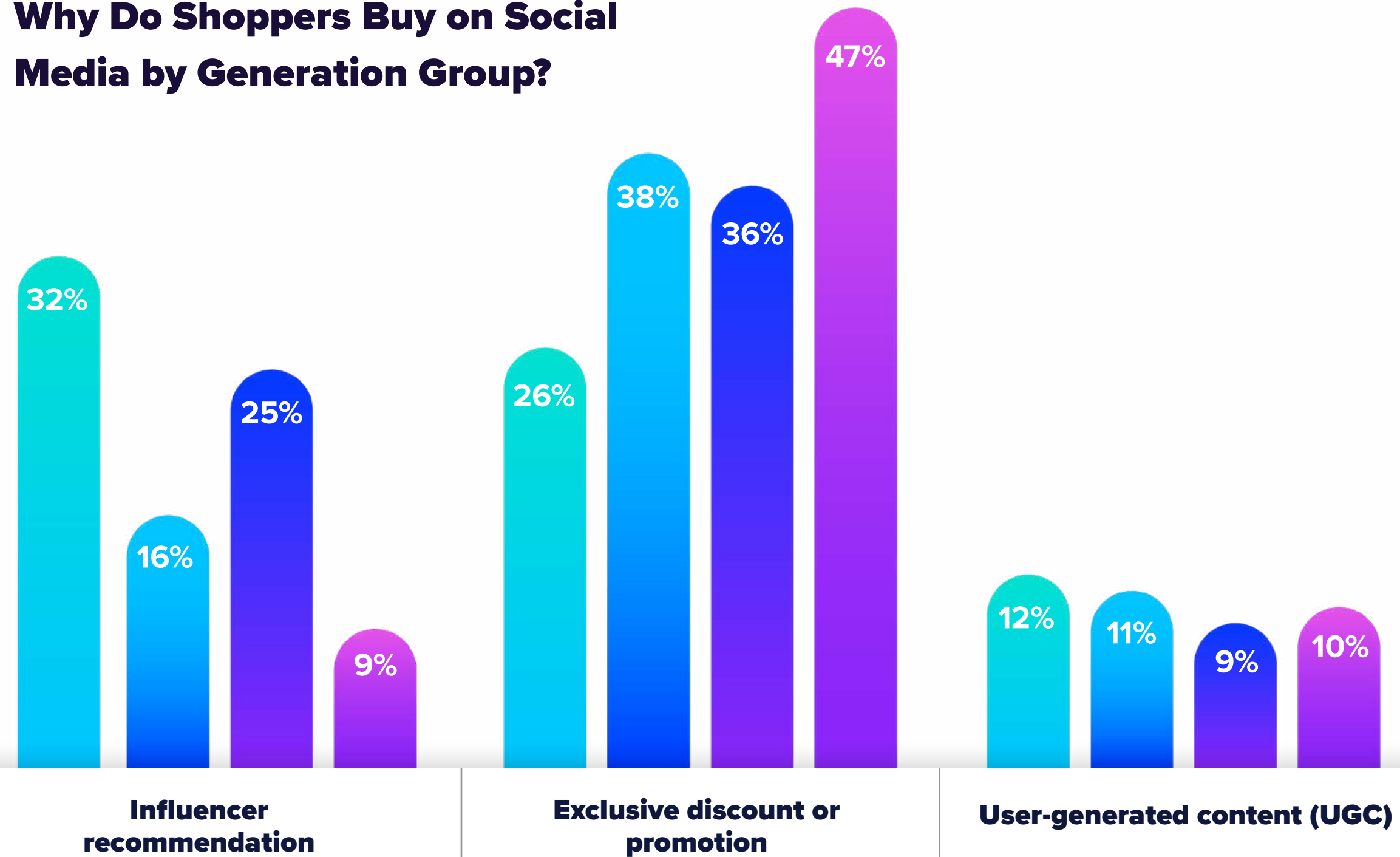


How Many Shoppers Bought a Product on Social Media by Generation Group?



QUESTION: WITHIN THE LAST YEAR, HAVE YOU PURCHASED A PRODUCT DIRECTLY FROM A SOCIAL MEDIA PLATFORM? BASE: ALL COMPLETE RESPONSES (N=2,700)

Why Do Shoppers Buy on Social Media by Generation Group?



How Social Media Influences Purchases by Generation

<p>“ Gen Zer</p> <p>I compared prices elsewhere, found that this was best, and went back to social media to purchase.”</p>	<p>“ Millennial</p> <p>I was already there, so it was easy to complete the purchase there.”</p>
<p>“ Gen Xer</p> <p>Amazing product demonstration.”</p>	<p>“ Baby Boomer</p> <p>I was influenced by the uniqueness of the item.”</p>

QUESTION: IF “YES,” WHAT WAS THE BIGGEST INFLUENCE IN YOUR DECISION TO BUY DIRECTLY FROM A SOCIAL MEDIA PLATFORM INSTEAD OF ON ANOTHER SALES CHANNEL? BASE: SHOPPERS WHO PURCHASED AN ITEM ON SOCIAL MEDIA, COMPLETE RESPONSES (N=884)

Artificial Intelligence (AI)

SHOPPER SENTIMENTS ON AI IN THE BUYING JOURNEY

Shoppers share a cautious interest in AI, but as new AI-powered technologies continue to emerge, brands must be prepared to meet a surge in demand in the future.



AI in the Aisle: Shoppers Share Lukewarm Feelings About AI Shopping Features

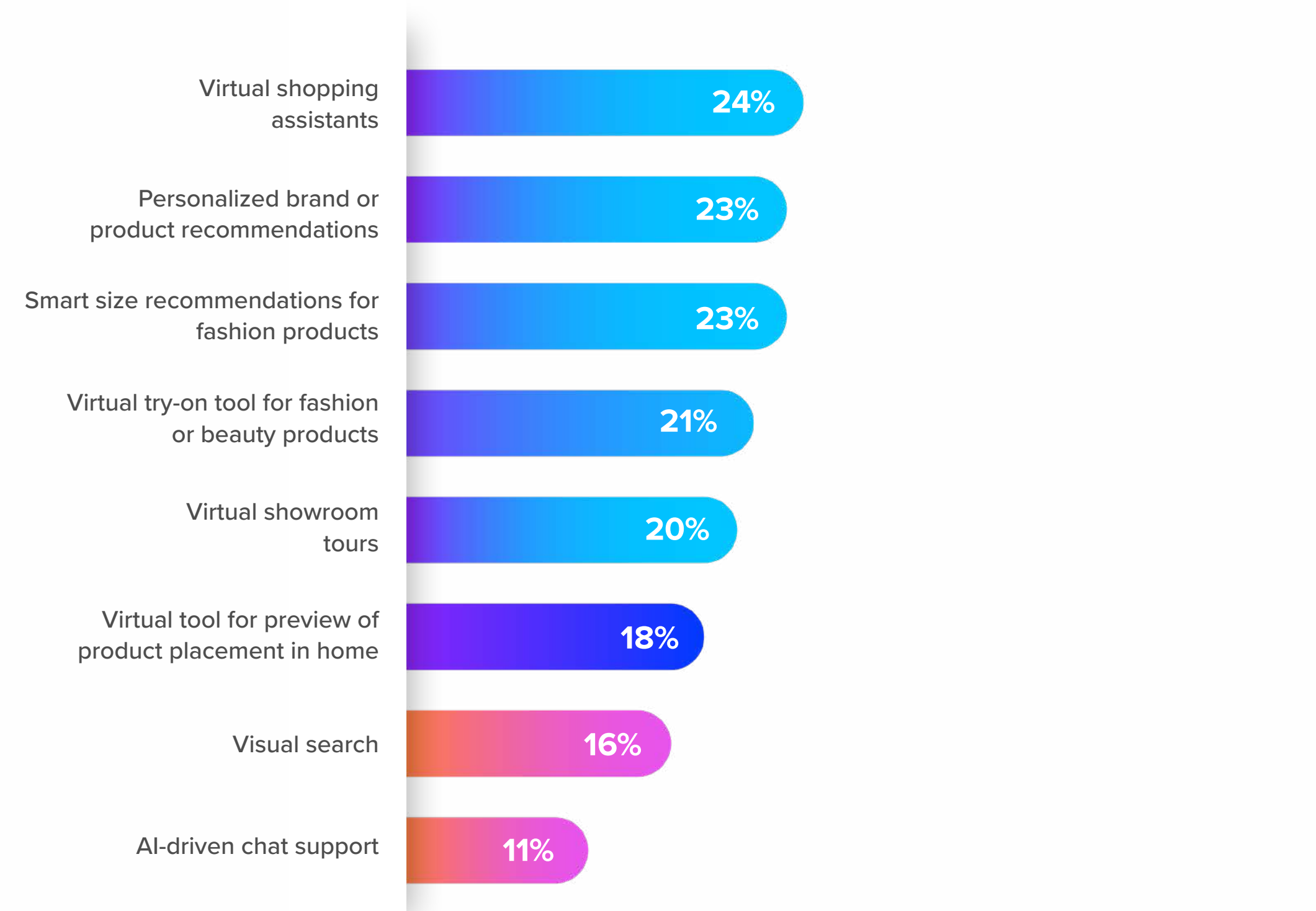
Though artificial intelligence (AI) has seemingly unlimited potential and applications — for work, play, health, shopping, and everything in between — shoppers currently aren't overwhelmingly interested.

Any hesitancy, especially among older generations, may come down to misconceptions about what AI is and isn't, as well as its limitations. As more ecommerce tools begin to incorporate AI technology, however, shoppers may warm up to their capabilities.



QUESTION: WITHIN THE LAST YEAR, DID YOU PURCHASE A PRODUCT UNDER ANY OF THE FOLLOWING CIRCUMSTANCES? PLEASE SELECT ALL THAT APPLY. PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Which AI-Powered Shopping Features Spark Shopper Interest?



QUESTION: WOULD YOU BE INTERESTED IN TRYING ANY OF THE FOLLOWING ARTIFICIAL INTELLIGENCE (AI)-POWERED SHOPPING FEATURES? PLEASE SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=2,700)

Executive Summary

Navigate the intricate pathways of the modern buying journey. Follow shoppers from the first phase of product and brand discovery to the careful research and consideration phase and, finally, to the ultimate buying decision.

The Modern Buying Journey: Awareness

OMNICHANNEL ENGAGEMENT IS ESSENTIAL	
Shopper Takeaway	Brands Must
Shoppers discover products and brands across a multitude of channels, with physical retail stores (57%), search engines (49%), and social media (43%) being top discovery platforms.	Capitalize on every shopper touch point, creating consistent and engaging product content across channels that leaves a positive and lasting impression.

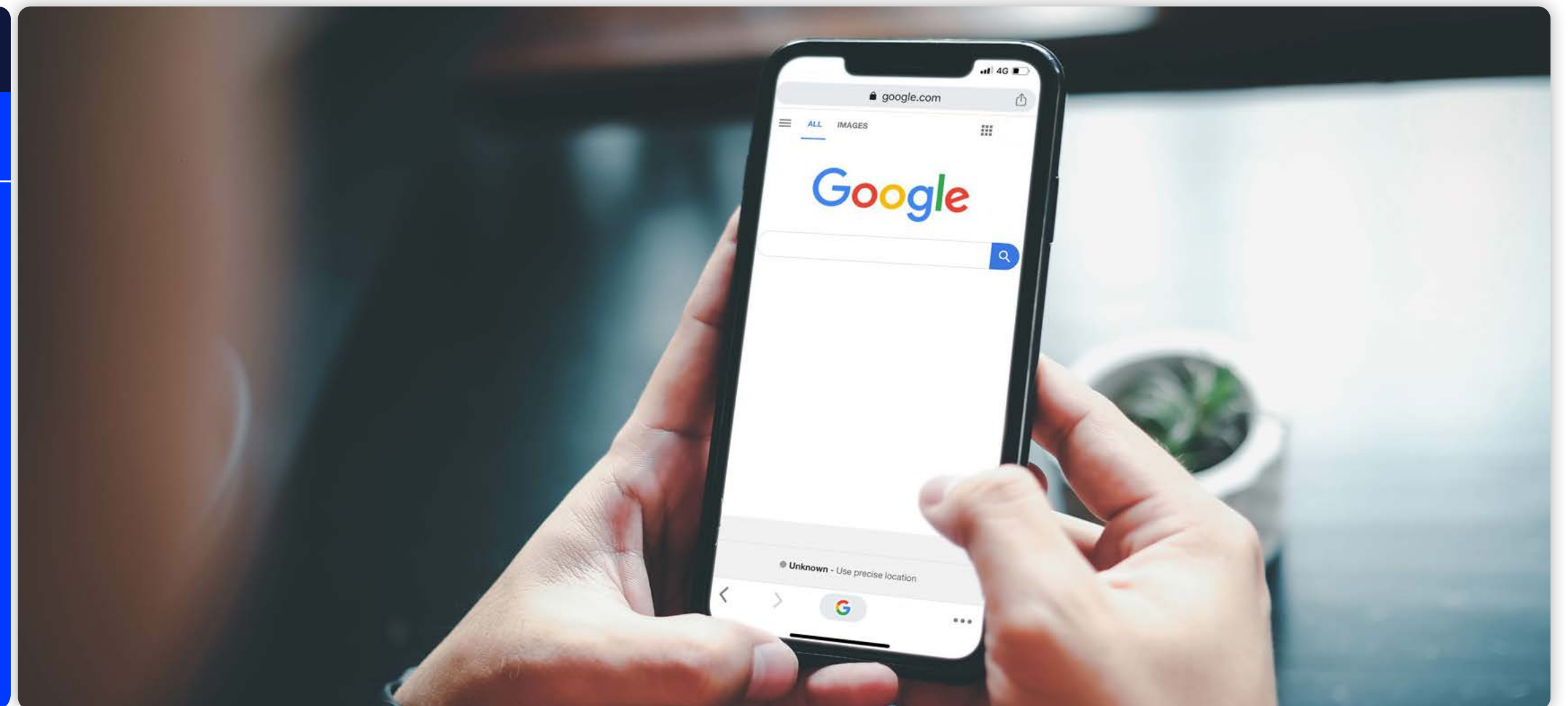
MEET SHOPPERS IN THE 'GOLDILOCKS ZONE' OF OMNICHANNEL SHOPPING	
Shopper Takeaway	Brands Must
Almost half of shoppers (49%) prefer a balanced mix of online and in-store shopping, emphasizing the significance of delivering seamless omnichannel experiences. More shoppers prefer shopping online (29%) than shopping in a brick-and-mortar store (22%).	Adapt to this preference by ensuring a seamless experience — or “Goldilocks zone” of shopping — that allows shoppers to weave between online and in-store shopping.



The Modern Buying Journey: Consideration

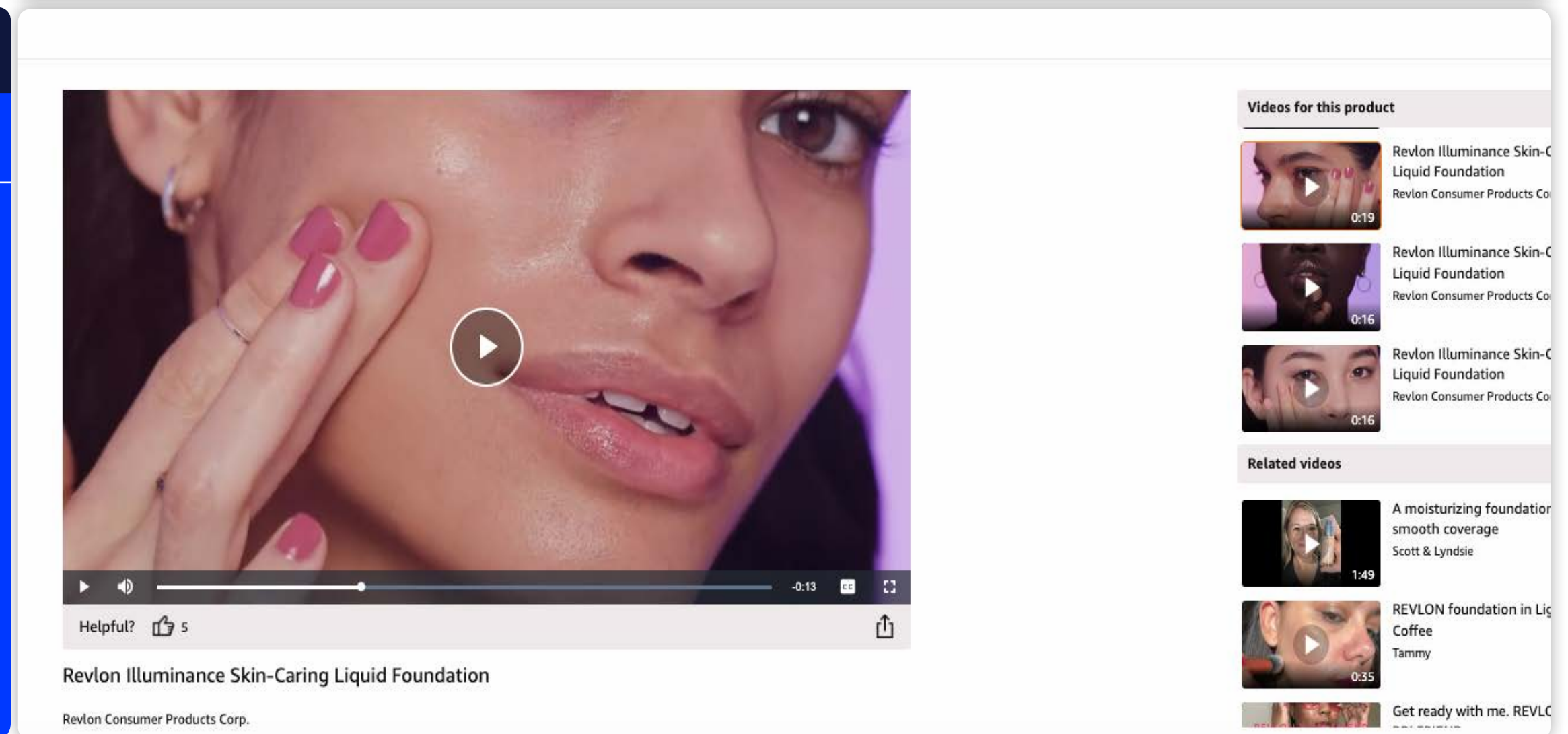
SEARCH ENGINE OPTIMIZATION (SEO) STILL MATTERS

Shopper Takeaway	Brands Must
<p>About two-thirds of shoppers (66%) head to search engines like Google to research new products, and nearly half (47%) turn to online marketplaces like Amazon.</p>	<p>Prioritize search engine optimization (SEO) and product page optimization efforts on marketplaces. Ensure that your products have consistent, comprehensive, and complete product content, including optimized product titles, high-quality images, pricing details, benefits, specs, and so on to capture sales.</p>



WANT ENGAGED SHOPPERS? GIVE THEM ACTION

Shopper Takeaway	Brands Must
<p>Many shoppers reported preferences for visually engaging elements like user-generated content (UGC) (40%) and product videos (37%) — and even wrote in to express that seeing products “in action” keeps them engaged.</p>	<p>Show products in action authentically across channels. Incorporating UGC on your direct-to-consumer (D2C) websites; leveraging influencer partnerships on social channels; displaying video demos on marketplaces and retailer sites; and even playing in-store videos can help shoppers fully appreciate what a product offers and buy with assurance.</p>



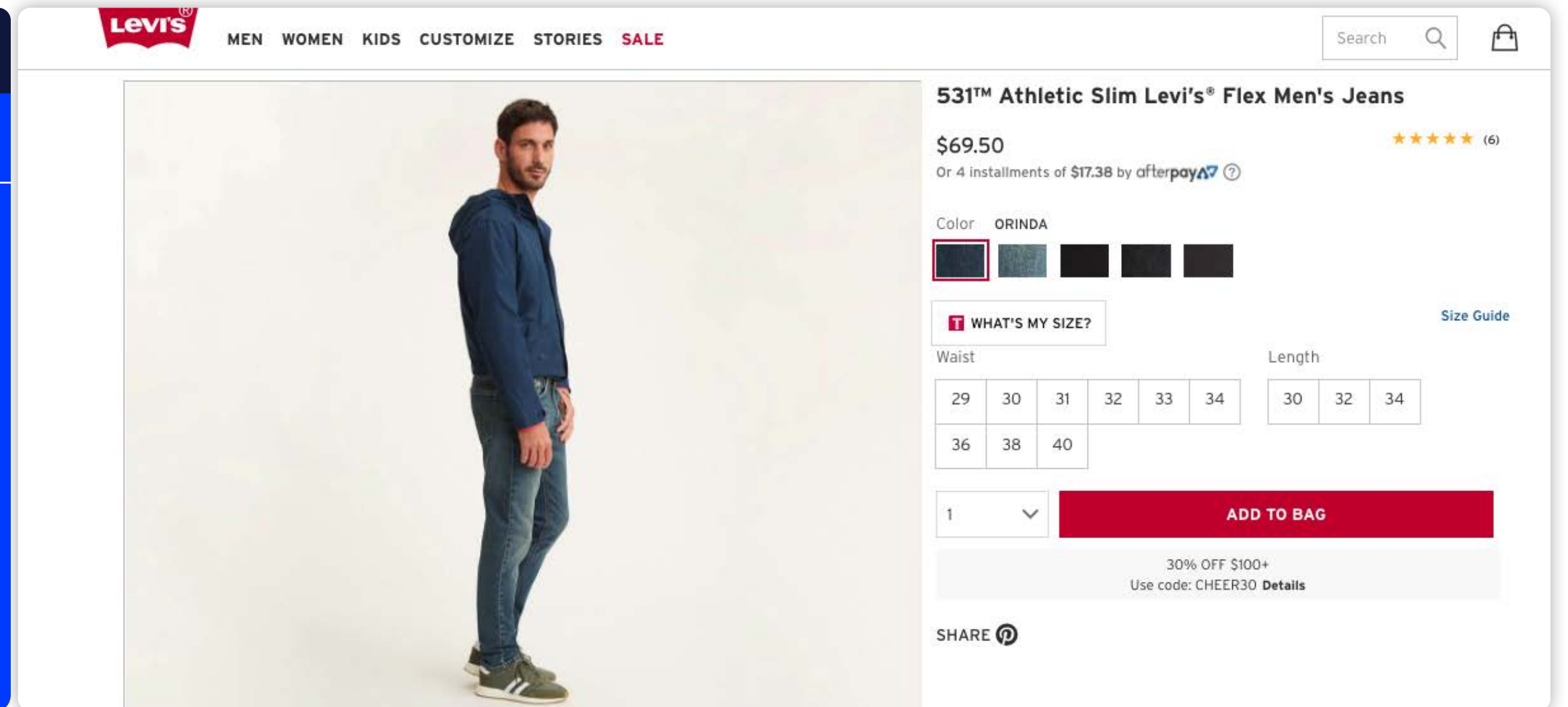
The Modern Buying Journey: Decision

ONLINE CHANNELS DOMINATE IN PURCHASES

Shopper Takeaway	Brands Must
A notable 65% of shoppers consider online marketplaces as a primary place to buy new products.	Adapt to the growing influence and prevalence of ecommerce in the consumer landscape. Various online channels — including retail websites, D2C brand websites, and social media shops — contribute to the diverse set of options available to shoppers to complete purchases.

PRODUCT CONTENT QUALITY IS CRUCIAL

Shopper Takeaway	Brands Must
A substantial 78% of shoppers find product images extremely or very important, highlighting the importance of visually engaging content. The quality of product content, including images, descriptions, ratings, and reviews, also plays a pivotal role.	Prioritize creating high-quality product content to enhance the overall customer experience and drive sales.



Customer reviews

★★★★☆ 4.2 out of 5

1,292 global ratings

5 star	61%
4 star	18%
3 star	11%
2 star	4%
1 star	7%

How customer reviews and ratings work

Review this product

Share your thoughts with other customers

Write a customer review

Customers say

Customers like the coverage, texture, durability, and ease of blending of the skin foundation concealer. For example, they mention it has a light-medium coverage, it goes on smoothly, and it projects just the right healthy glow. That said, opinions are mixed on the weight.

AI-generated from the text of customer reviews

- Color
- Coverage
- Moisture
- Durability
- Ease of blending
- Texture
- Value
- Weight

Reviews with images

See all photos

Top reviews from the United States

zucarino

★★★★★ Wonderful for Mature Skin

2024 Shopping Trends

ENSURE YOUR TEAM IS EQUIPPED TO ADAPT TO SHOPPING TRENDS

Shopper Takeaway

Shopping trends are continually evolving, so brands need to stay adaptable.

Brands Must

Create a consistent, compelling presence across online channels — and seamlessly blend this into in-store support, when applicable — to become shoppers' best option.

Regularly reassess and align strategies with emerging trends to ensure relevance — whether it's by responding to economic shifts, adopting sustainable practices, or integrating technological advancements. Brands that remain agile and responsive to consumer preferences are better positioned for sustained success.



BEFRIEND A BUDGET-FRIENDLY APPROACH

Shopper Takeaway

More than a third (39%) of shoppers placed an increased focus on budget-friendly options and prioritized essential purchases over non-essentials this year (35%).

Brands Must

Loyalty isn't enough to pay the bills. But even in times of tighter budgets, you can capture shoppers and assure them your product isn't only the right buy but an essential one. Offer timely discounts, be transparent about price and shipping details, emphasize benefits, and provide detailed product comparisons.



About Salsify

Salsify helps thousands of brand manufacturers, distributors, and retailers in over 140 countries collaborate to win on the digital shelf. The Salsify Product Experience Management (PXM) platform enables organizations to centralize all of their product content, connect to the commerce ecosystem, and automate business processes to deliver the best possible product experiences across every selling destination.

Learn how the world's largest brands, including Mars, L'Oreal, Coca-Cola, Bosch, and ASICS, as well as retailers and distributors, such as DoorDash, [E.Leclerc](#), Carrefour, Metro, and Intermarché, use Salsify every day to drive efficiency, power growth, and lead the digital shelf.

REQUEST DEMO

VISIT WEBSITE



Methodology

Salsify surveyed a total of 2,802 participants, comprising 1,430 shoppers from the United States (U.S.) and 1,372 shoppers from the United Kingdom (U.K.).

The survey was administered using SurveyMonkey, and data was collected on December 1, 2023.

Only completed responses were considered for analysis in this report, resulting in a total of 2,700 valid responses. Incomplete or partially filled surveys were excluded to ensure the accuracy and reliability of the data.

Our aim was to employ a stratified sampling method for balanced, comprehensive, and diverse representation: a goal of 25% for each age group (ages 18–26, 27–42, 43–58, 59–77), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

Shopper Shoutout quotes were pulled from open-answer comment sections within the survey and were edited for length and clarity.

Our objective for this report was to obtain a comprehensive understanding of consumer preferences, behaviors, and attitudes within the buying journey.

U.S. Consumer Survey: 1,397 Participants

AGE

18-26: 331 (23.69%)

27-42: 399 (28.56%)

43-58: 339 (24.27%)

59-77: 328 (23.48%)

GENDER

Female: 712 (50.97%)

Male: 684 (48.96%)

Non-binary: 0

A gender not listed here: 0

Prefer not to answer: 0

U.K. Consumer Survey 1,303 Participants

AGE

18-26: 290 (22.26%)

27-42: 369 (28.32%)

43-58: 324 (24.87%)

59-77: 320 (24.56%)

GENDER

Female: 652 (50.04%)

Male: 650 (49.88%)

Non-binary: 0

A gender not listed here: 0

Prefer not to answer: 0