

Global Consumer Survey

Social Media: Insights into Consumer Behaviour

Social media has changed the way we live, interact and experience the world around us. For brands, it plays an integral part in the way you engage with your customers. But what challenges do consumers face when using these platforms?

We asked about their experiences shopping on social media and here's what 2,603 global consumers had to say.



The Social Shopfront

92% of consumers are concerned about using social media to shop

Concerns:

59%

Payment security

56%

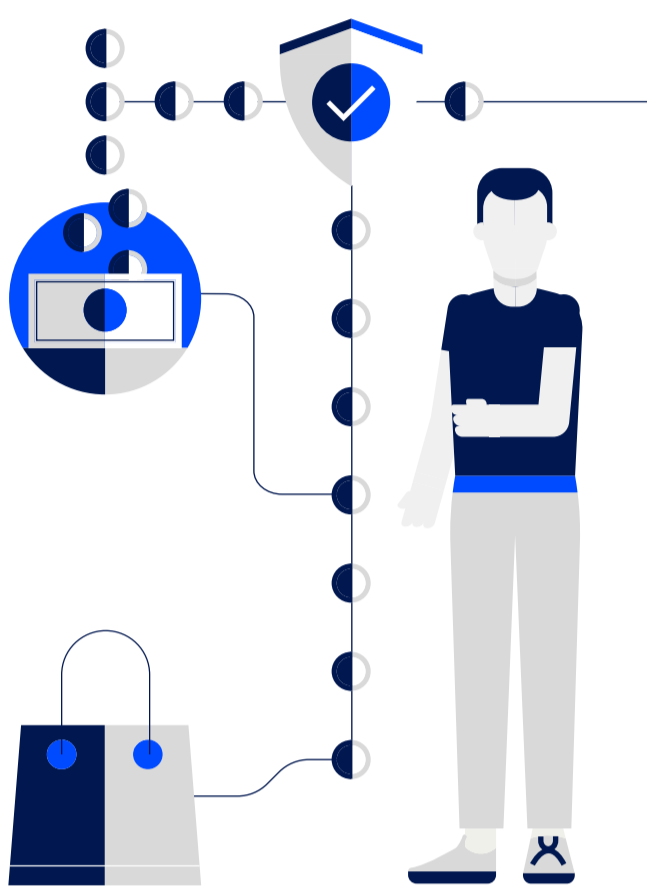
Quality of goods

55%

Safety of personal details

47%

Inadvertently buying a fake



31% say they do buy products through social media platforms

What would they never buy?

- Jewellery **27%**
- A holiday **27%**
- Health Products **26%**
- Event tickets **24%**

What do they buy?

- 45%** Clothing
- 33%** Home accessories
- 30%** Electronic goods
- 28%** Cosmetics

And what influences their buying decision?

55% Brand reputation

34% Friends and family liking the channel

48% Peer reviews

23% Celebrity endorsement

How comfortable are they shopping through social media?

66% trust the information shown by shopping sites on social media is accurate

30% are comfortable using their credit card to make purchases on social media

23%

of those that have bought a fake product did so via social



63%

believe brands, social media platforms and online market places should do more to protect consumers



View the full report: markmonitor.com/socialsurvey2019