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Social's Influence on the Path to Purchase

Commercials aren't cutting it anymore.

Fewer people are making purchases after viewing an advertisement on TV — which could be bad news for retailers. Instead of trusting the commercials between segments of their favorite shows, people are trusting each other.



Word-of-mouth, especially through social media, is driving increasingly more consumer sales.

This mini report aims to uncover how shoppers are planning and making purchases, and share insightful takeaways that your brand can put to use. Whether you're looking to grow your loyalty base and attract new fans, or soar into the black this holiday season, the following learnings and best practices will show you how to effectively reach the new, more social persona along the path to purchase.

Let's start from the beginning — how do people decide what to buy?

While about **a third** of consumers take a few days to plan their purchases, **another third** plan only a few hours before.

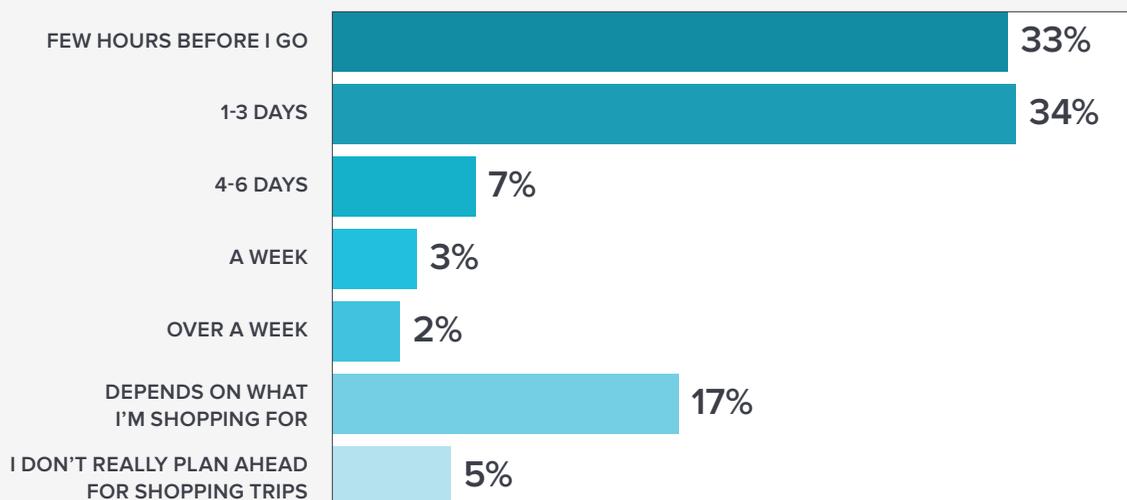
These planners are comparing prices and opinions online:

- **More than half** search for discounts, and usually find them through their social networks.
- Of 500 Facebook users, **75 percent** indicated that they use it for pre-shopping planning, where friends and family share their advice and recommendations.
- And **about 1/3** of people read online reviews before purchasing.



KEY TAKEAWAY: Shopping is now more social than ever — and social is only getting easier for brands to use! By incorporating ways a shopper can share information about your brand and your products, you can increase and strengthen your share of voice.

We asked: How far in advance do you plan ahead for an in-store shopping trip?



Source: Crowdtap Insights Poll fielded August 2016, 549 men & women, average age = 36.

So, now someone has found the perfect product (yours!) — how are they purchasing it?

When it comes to actually making a purchase, **in-store shopping is still preferred overall**. More than half of shoppers will shop both online and in stores, but the in-store experience is important. **Few shop exclusively online** for things like groceries, clothing, electronics, and health & beauty items.

But while they're shopping in stores, **more than 80 percent** are using their phones to compare prices on other sites and social networks.



KEY TAKEAWAY: Create a valuable, social experience online for new and loyal customers using thoughtful touch points that translate seamlessly into a higher-quality in-store experience.

We asked: What do you use your cell phone for while you're in stores?



*Respondents were instructed to select all that apply.
Source: Crowdtap Insights Poll fielded August 2016, 515 men & women, average age = 36.*

With your product now in their hands and homes, how do you continue the relationship?

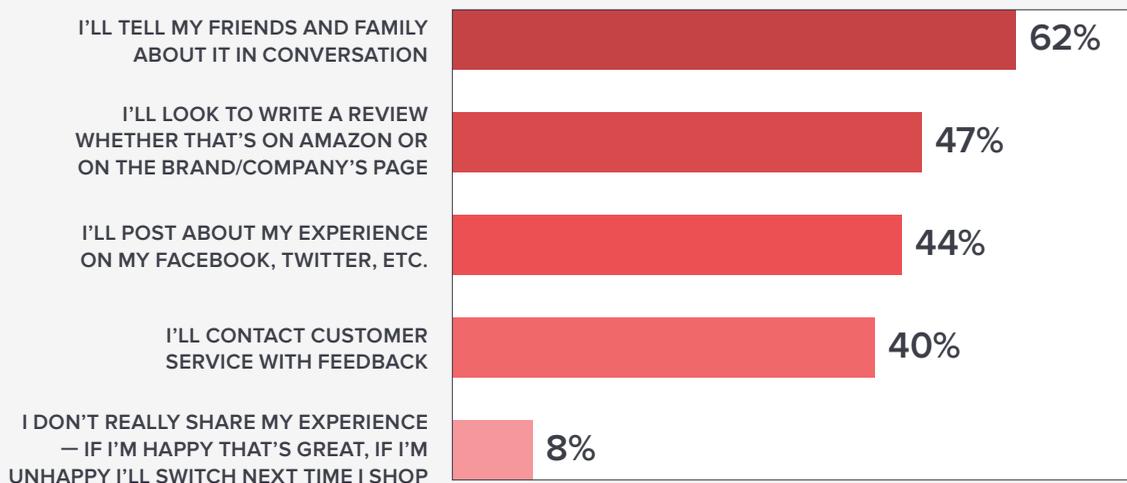
We learned that **47 percent of people look to write a review after buying** — solidifying a connection between the purchaser and the brand, and welcoming in others looking to buy in the future.

Of those same people, **68 percent will purchase from the same brand again within 3 months**. **More than a third** are looking for a quality relationship where they feel genuinely heard — 71 percent would rather communicate socially through surveys (like on Crowdtap!) and social media than receive an email or join a VIP program.



KEY TAKEAWAY: Go where people are ready to share! You can create loyal brand advocates who will both influence others in the pre-purchase phase and share their experiences with you honestly through a quality social feedback loop, all to help grow your brand.

We asked: How do you share your experience with products you buy with others?



*Respondents were instructed to select all that apply.
Source: Crowdtap Insights Poll fielded September 2016, 544 men & women, average age = 36.*

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Ready to use social to influence future
brand advocates on their path to purchase?

Request a demo at info@crowdtap.com.