

SimplicityDX Publishes 2024 State of Social Commerce Impact Study

Social media is used for shopping by almost 8 out of every 10

BOSTON, MASSACHUSETTS, USA, July 18, 2024 /EINPresswire.com/ --

□ 79% of US online shoppers use social media for shopping.



Move over search because most shopping journeys now start on social media. Most shoppers routinely use social media to find new products, but prefer to buy them directly from brands and retailers."

Charles Nicholls

□ 77% use social media for shopping at least once per week.

□ 74% of online shoppers prefer to check-out on the brand website versus social networks.

□ Only 8% think that social media influencers are always transparent about remuneration.

□ 11% trust influencer content compared with 57% who trust content from other customers.

SimplicityDX today published findings of its third annual 2024 State of [Social Commerce](#) impact study to provide fresh insight into how US consumers use social media for

shopping.

Resources:

One-minute intro video: https://youtu.be/-k_QaA06wZU

Infographic: <https://info.simplicitydx.com/sosc-0>

Report: <https://info.simplicitydx.com/sosc> (registration required)

2024 State of Social Commerce Impact Study

The third annual State of Social Commerce impact study of 1,000 U.S. online shoppers by the SimplicityDX Academy reveals the following key baseline metrics for retail brands:

Social is where many customers routinely discover products:

79% of US online shoppers use social media for shopping.

62% of online shoppers think that using social media is a great way to learn about new products.

77% use social media for shopping either daily or multiple times per week.

For Generation Z (under 25) 41% start every search on social, even when looking for a nearby café.

Consumers prefer direct brand relationships

74% of online shoppers prefer to purchase on brand websites.

For purchases made within social platforms, such as Instagram Shops and TikTok Shop, 55% regret a recent impulse purchase, and following a returns experience, only 13% would be willing to buy again that way.

Charles Nicholls continued "There continue to be multiple problems synchronising assortment, inventory, promotions and with product return processes which mean that three-quarters of online shoppers prefer to buy directly from brands versus via a social channel."

The complete 2024 State of Social Commerce study can be downloaded at

<https://info.simplicitydx.com/sosc> (registration required), and a brief video summary of the results can be viewed at https://youtu.be/-k_QaA06wZU

About the SimplicityDX Academy

The SimplicityDX Academy is a think tank that researches how consumers buy online. Chaired by Charles Nicholls, an ecommerce veteran, with more than 20 years online consumer behavior research experience, he is also an independent media commentator, writer and presenter on how we buy.

Charles Nicholls Biography: <https://www.simplicitydx.com/charles-nicholls/>

SimplicityDX Academy: <https://www.simplicitydx.com/academy/>

About SimplicityDX

For brands and retailers using social media, SimplicityDX's campaign microsites drive up to three times more revenue from the same ad spend.

Generated by AI and automation, SimplicityDX's microsites are automatically optimized using AI to provide better social shopping experiences for customers. Founded by a team of industry veterans in May 2021 and privately funded, SimplicityDX operates in the U.S. and U.K. markets. For more information, visit [ww.SimplicityDX.com](http://www.SimplicityDX.com) or connect on LinkedIn.

Contact SimplicityDX at hello@simplicitydx.com

SimplicityDX and the SimplicityDX Logo are trademarks of SimplicityDX Inc. All other brand names and product names are trademarks or registered trademarks of their respective companies.

Tags: SimplicityDX, shopping at the edge, commerce experience, customer experience, CX, digital experience, social commerce, social shopping, online shopping, shopping experience, composable commerce, headless commerce, e-commerce, ecommerce, e-marketing, retail, martech, marketing technology

Charles Nicholls

SimplicityDX Inc

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/728564235>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.