



Bazaarvoice - Holiday 2023 Consumer Survey

Methodology: The research was commissioned by Bazaarvoice and conducted in August 2023 by Dynata among 1,000 consumers from the U.S.

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Question: When do you do your holiday shopping?

July	11%
August	13%
September	19%
October	35%
November	57%
December	48%

Question: Where do you get gift ideas from?

From magazine articles, newspapers, or holiday gift guides	42%
Influencers showing products in posts or stories	27%
Sponsored social media posts from brands I do not follow or are new to me	28%
Social media posts from brands that I follow	46%
Marketing emails from brands	30%
Ads	61%

Question: In what channels will you shop over the holidays?

In-store	81%
Social Media	22%



Online, on a specific retailer's or online marketplace's website or app	72%
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Question: Which retailers do you typically shop at?

Small, local businesses	58%
Large chain retailers	82%
Online-only brands	55%

Question: What do you expect to gift this year?

Appliances	16%
Food and beverage	40%
Health and beauty	37%
Experiences	24%
Apparel and clothing	70%
Electronics	47%
Jewelry	36%
Games and toys	51%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I feel more confident in a purchase when I use shopper content (such as reviews, photos, Q&A, and social posts)

Agree	72.5%
Disagree	14.5%
Not sure	13%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: On a product page, I trust shopper content (such as reviews,



photos, videos, and Q&A) more than the brand-provided content (like product descriptions and product imagery)

Agree	63.8%
Disagree	21.6%
Not sure	14.6%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: Reviews impact my purchasing decisions

Agree	74%
Disagree	14%
Not sure	12%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I feel more confident in a purchase when I use shopper content (such as reviews, photos, Q&A, and social posts)

Agree	72.6%
Disagree	14.9%
Not sure	12.5%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: Reviews do not impact my purchasing decisions

Agree	34%
Disagree	55%
Not sure	11%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I expect to discover new products through social media



Agree	63%
Disagree	23.5%
Not sure	13.5%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I am more likely to discover a new product on social media than any other way

Agree	44.5%
Disagree	41.6%
Not sure	13.9%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I prefer to shop via social media

Agree	24.5%
Disagree	61.2%
Not sure	14.3%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: I follow my favorite brands on social media to discover offers

Agree	48.9%
Disagree	43.6%
Not sure	7.5%

Question: In the context of shopping online over Black Friday / Cyber Monday, do you agree or disagree with the following statement: Reviews impact my purchasing decisions on social media



Agree	59%
Disagree	31%
Not sure	10%

Question: Which channels do you prefer to hear from brands to discover Black Friday / Cyber Monday deals?

Ads	64%
Marketing emails from brands	46%
Social media	46%
Through news articles or holiday gift guides write ups	42%

Question: On a scale of 0-100%, how much more likely are you to engage in the following behaviors after receiving information about a Black Friday / Cyber Monday deal from a brand: Shop the brand's site

0% (not more likely at all)	11.9%
25%	13.6%
50%	32.2%
75%	24.6%
100% (much more likely)	17.7%

Question: On a scale of 0-100%, how much more likely are you to engage in the following behaviors after receiving information about a Black Friday / Cyber Monday deal from a brand: Buy a product from the brand

0% (not more likely at all)	90%
25%	15.6%
50%	35.5%



75%	23.7%
100% (much more likely)	16.2%