

# What motivates social users to make purchases?

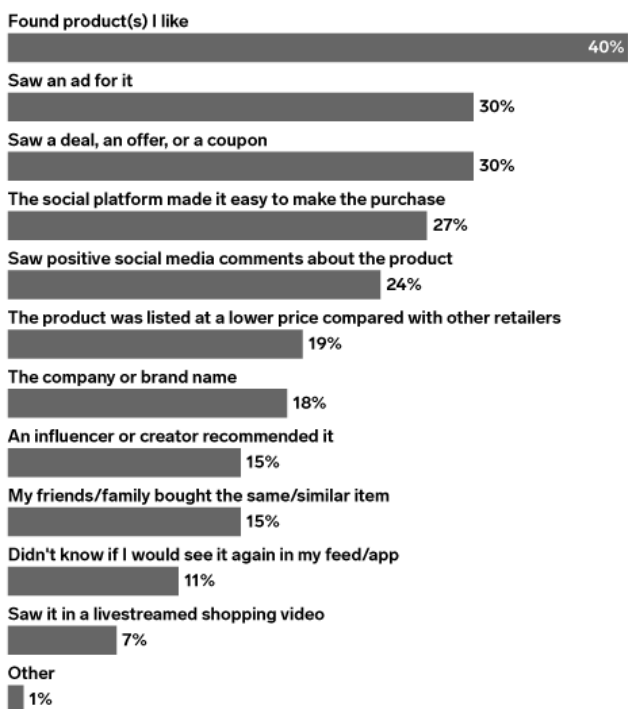
## Article

**For many buyers, it's simple: They make a purchase when they find something they want to buy.** There are, of course, many ways that social users can find products they like on social media. And our exclusive primary research reveals that there is a multitude of other reasons why buyers choose to make purchases on social platforms.

**Our survey shows that ads convince many social users to tap or click "buy."** Excluding "found product(s) I like," ads were the biggest driver of social purchases, on par with deals, offers, and coupons. Overall, 30% of social buyers said they had made their most recent purchase because they saw an ad for it.

## Reasons US Social Media Buyers Made Their Most Recent Purchase on Social Media, June 2022

% of respondents



Note: n=846 ages 18-76; respondents selected up to 3 responses  
Source: Insider Intelligence, "US Social Commerce and Digital Trust Survey 2022," Sep 2022

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InsiderIntelligence.com

**That's strong evidence that the platforms—and the brands that use them—should continue to prioritize social commerce advertising features over other commerce tools.** It also questions the importance of newer—or more niche—commerce features like creator initiatives and live shopping in driving social purchase decisions.

- **Creator recommendations were less important for Gen Zers than many would expect.** Gen Zers were at least 10 points more likely than Gen Xers or baby boomers to choose “an influencer or creator recommended it” as a reason for their latest social purchase. However, it ranked as their No. 6 reason overall.
- **Millennials were more likely than any other generation to make a purchase after seeing a livestream shopping video.** Even so, it was their least-cited reason for their latest purchase overall, along with “didn't know if I would see it again in my feed/app.”

**Understanding why social buyers make purchases is vital for the social platforms and brands to reengage existing buyers and convert new ones.**

[Read the full report.](#)

Report by Jasmine Enberg Oct 26, 2022

# Social Commerce and the Path to Purchase

