

Waarom consumer-generated content de verkoop boost

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In het proces voorafgaand aan een kleding aankoop, leest zestig procent van de consumenten reviews. Voor iedere dollar die online wordt uitgegeven aan kleding, en die beïnvloed is door reviews, komt in de fysieke winkels 2,25 dollar binnen aan door reviews gestuurde aankopen. Bovendien geeft de mogelijkheid om reviews achter te laten een enorme boost. Deze infographic van Bazaarvoice laat zien hoe je met consumer-generated content, gecombineerd met aandacht voor mobiel, je verkopen kunt verhogen.

**IMAGE
NOT
FOUND**



APPAREL BRANDS ARE TRYING ON CONSUMER-GENERATED CONTENT FOR SIZE

THE APPAREL CONSUMER HAS CHANGED. Consumers are moving increasingly toward e-commerce and away from in-store shopping. Apparel industry sales grew by 2% for the 12 months ending February 2015, while in-store sales shrank 2%.

LET'S LOOK AT HOW THIS IMPACTS THE PURCHASE PATH...

PRE-PURCHASE



60% of online shoppers read reviews.



REVIEWS AFFECT ONLINE AND OFFLINE SALES

For every dollar spent online on apparel items, reviews influenced by reviews another 2.55 dollars of in-store sales is influenced by reviews.



82% of consumers have consulted mobile devices to research products, including apparel.

IT'S MOVING TO ONLINE APPAREL SALES

When CPG launched, 20 Apparel brands saw:

- ↑138% in online sales
- ↑156% in in-store sales



POST-PURCHASE



CONSUMERS LOVE TO TALK ABOUT THEIR FAVORITE APPAREL BRANDS

4.4 average rating

42% of consumers

51% of consumers

8% of consumers

AFTER BUYING, MANY SHOPPERS ARE WILLING TO PROVIDE ADDITIONAL REVIEWS

78% of Apparel shoppers review items bought from Bazaarvoice.com



CONSUMERS ALSO FIND VALUE WHEN REVIEWS MENTION PRODUCT FIT

18% of consumers



13% of consumers

AS A RESULT OF THE SHIFT OF APPAREL SHOPPERS BUYING MORE ONLINE, REVIEWS ARE MORE IMPORTANT THAN EVER TO DRIVE CONFIDENCE.

Connect Bazaarvoice product recommendations systems with your e-commerce site or app to help consumers find the right apparel, gain your customers' confidence, and drive your apparel sales, and create additional insights and revenue today within your commerce.

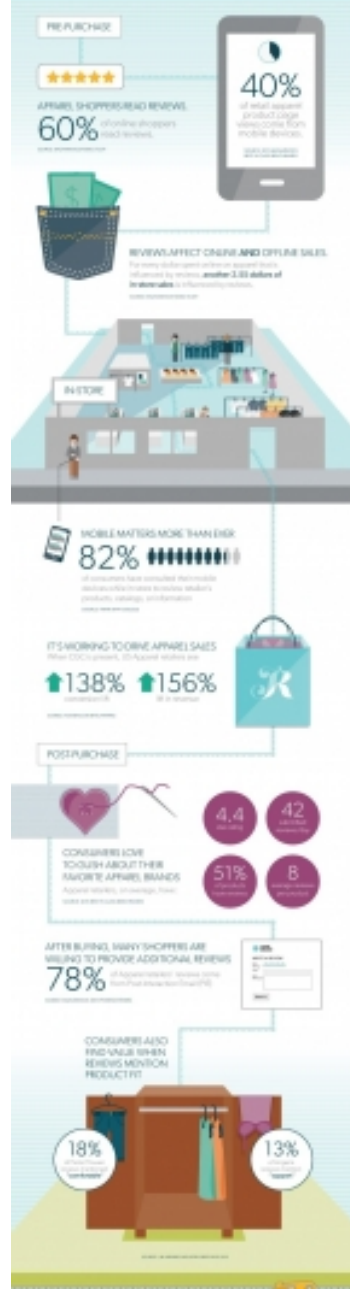




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Collect Bazaarvoice product reviews today, get more information how we can help maximize your online sales, give your customers confidence to explore your products, and make informed decisions and remove buying within their comfort.

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