



# Trendspotter: Social Media, Reviews Inform Parents' Shopping Decisions

Tasked with shopping for themselves and their children, parents look to a variety of online and offline sources to discover new trends, find the perfect gifts, and determine the best products and services for their families. With fluctuating interest rates and rising prices impacting household budgets, a more thorough analysis of how parents shop and what informs their purchase decisions offers insight into how millions of families in the U.S. are shopping in 2022.

PMG's latest proprietary research offers insight into parents' preferences as they navigate a fluctuating economy while shopping for their families. Catch up on our latest insights at [www.pmg.com](http://www.pmg.com).

**For all inquiries, please connect with us at [insights@pmg.com](mailto:insights@pmg.com)**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2036 adults, of whom 441 parents with children under 18. Fieldwork was undertaken between September 8th-27th, 2022. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+).

## Where Do Parents Discover New Products & Trends?

Shopping behavior is generally the same throughout the purchase journey between consumers with and without children. However, parents with children under 18 tend to slightly over-index on social media, influencers and celebrities, as well as video games, which differs from the preferences of consumers without children.

### Discovery

Social Media: +4% pts  
Influencers & Celebrities: +4% pts  
Video Games: +4% pts

### Consideration

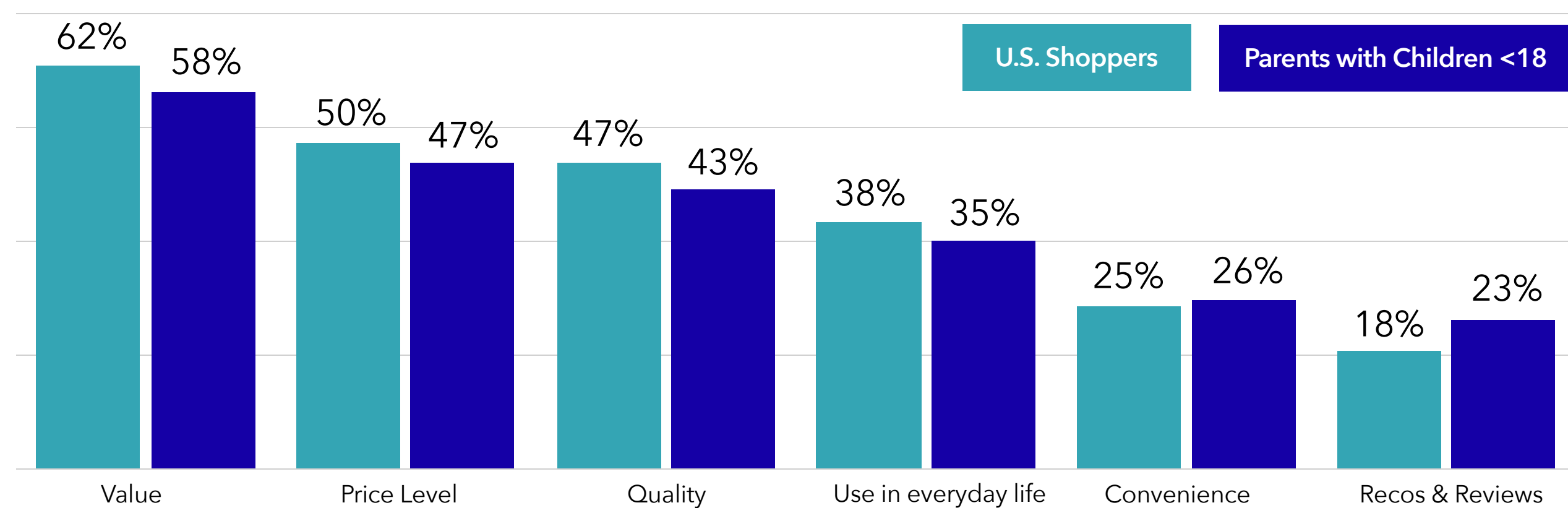
Social Media: +5% pts  
Influencers & Celebrities: +4% pts  
Video Games: +4% pts

### Purchase

Social Media: +5% pts  
Influencers & Celebrities: +5% pts  
In-person, Interactive Experiences: +4% pts

## What Influences Parents' Shopping Decisions?\*

Parents with children under 18 are influenced by similar factors as U.S. consumers without children, with value and price serving as the most significant factors informing purchase decisions. Interestingly, the biggest difference can be seen in the role of recommendations and reviews, which parents over-indexed on by +5%.



\*Top 6 factors listed

## Parents Prefer Loyalty Programs

Loyalty programs are incredibly popular among parents who are currently part of a loyalty program and with children under 18, as they over-index on a few favorite member benefits, including:

- Early & exclusive access to information and products (+9% pts)
- Personalized shopping experiences (+6% pts)
- Better customer service (+4% pts)
- Access to exclusive events & communities (+4% pts)

From these trends, it's clear to see that parents are actively referencing social media, influencers, and celebrities along with the social media feeds and entertainment habits (influencers, video games, metaverse) of their kids to help understand what their families are most interested in," said Carly Carson, head of integrated media at PMG. "As anyone with children can attest to, the preferences, likes, and dislikes of children are critically important factors that all parents consider to ensure household purchases—whether they be toys, apparel, technology, or household goods and groceries—fit the wants and needs of the entire family."