

Findings from SimplicityDX's Social Commerce Returns Survey offer brands a view of customers' experiences when buying using social checkout and returning products.

See the infographic for a summary of key findings



# The Risk and Reward of SOCIAL COMMERCE RETURNS

Social commerce may be in its infancy, but online shoppers are not. They expect to be able to return products with ease, irrespective of where the product is purchased. The impact of a poor experience is increased caution about future purchases.



**\$761 billion** - The amount of goods U.S. shoppers returned in 2021, and they aren't slowing down...



Only 36% of social shoppers surveyed had returned an item they bought on social media networks.

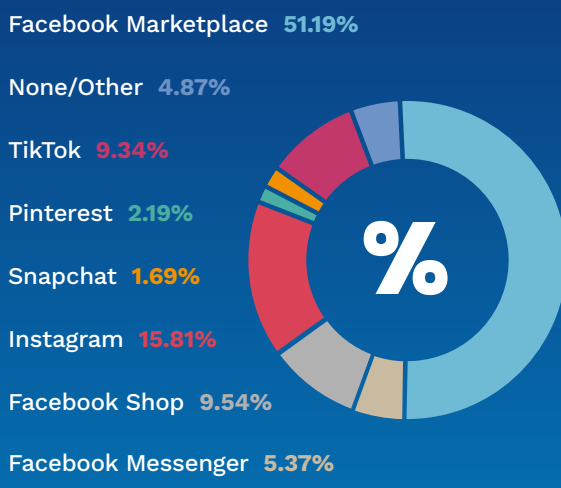


66% of shoppers show caution after returning products bought on social media networks.

## Where do social shoppers purchase?

Meta dominates in the social commerce landscape. But brands need to scrutinize the stats as a large proportion is Facebook Marketplace, which is a peer-to-peer selling platform.

- 82%** 82% of shoppers recently purchased from Facebook Marketplace, Facebook Messenger, Facebook Shops, and Instagram.
- 51%** 51% of social shoppers surveyed have recently purchased on Facebook Marketplace alone.
- 16%** Instagram is the number one shopping destination for brands.
- 9%** TikTok may have only 9% of the share, but that's enough to challenge Meta's stake - Facebook Shop is only marginally ahead.



## Lack of consumer confidence around social commerce returns

**66%**

**66% of shoppers display increased caution regarding social commerce in the future — and/or a preference to shop via the brand site.**

Lack of confidence is an issue for both shoppers who have and haven't returned a social purchase:

- 17%** of those who have returned social purchases say they'd be happy to use social commerce again.
- 60%** believe that the Amazon returns process is much easier than the social commerce returns process.
- 49%** of experienced social shoppers want to discover on social but buy on the brand site.

The issues social shoppers face when seeking returns are:

- Unaware of how to get a refund.
- Misaligned communication between social network and brand.
- Technology systems that are poorly integrated.

## Confidence Killer Issues for Social Commerce

In addition to returns, trust and product authenticity remain big issues for shoppers, holding social commerce back. When asked the open-ended question "What is the one thing that you would change about shopping on social media?"

- 35%** want to see an end to scams and increased product authenticity.
- 15%** want to see an enhanced returns and refund process.
- 10%** want to see increased security around data sharing with the social network.

## Fail to optimize returns and risk losing revenue

The retail social commerce sector is expected to reach **\$56 billion in sales by 2023**. If only 17% of people who've returned goods are willing to shop via social again, that's a lot of revenue at risk.

Yes, returns can be a financial drain on brands, but they are also a vital part of the customer experience. Brands need to optimize the entire shopping experience so that when returns do need to happen, they do so in a way that keeps customers satisfied and profit margins safe.

## The key to return success (and return customers)

Amazon's return process is seen as best-in-class by **60%** of shoppers. So how can other brands step up?

**Boost trust and authenticity**



**35%** of shoppers want to see trust and product quality increased in social commerce.

Social proof can be leveraged to build trust, while a clearer connection between the social platform and brand site will help reassure on authenticity.

**Offer a seamless process with integrated comms**



**71%** of online shoppers prefer to check out on the brand site.

Social commerce platforms not sharing data with brands when customers checkout on social is an issue.

Brands can resolve this by getting shoppers to checkout on the brand site.

**Be upfront with returns via social**



**23%** of shoppers are not sure who to contact to arrange a refund.

Including the returns slip into the delivery packages makes the process significantly easier.

Clearly outline the returns process on that same note to prevent confusion.

**"We need a way to guarantee the product is not fake, and it needs to be clear who to contact for issues."**

Comment from survey respondent



Looking for more insights into social commerce? Read the Social Commerce Returns Playbook from SimplicityDX. Download your copy for free from the website today.

SimplicityDX makes social commerce work. Its SimplicityDX Edge Experience Platform enables brands to optimize social commerce experiences by simplifying the buying process between journeys started at the edge and the brand's eCommerce e-site.

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