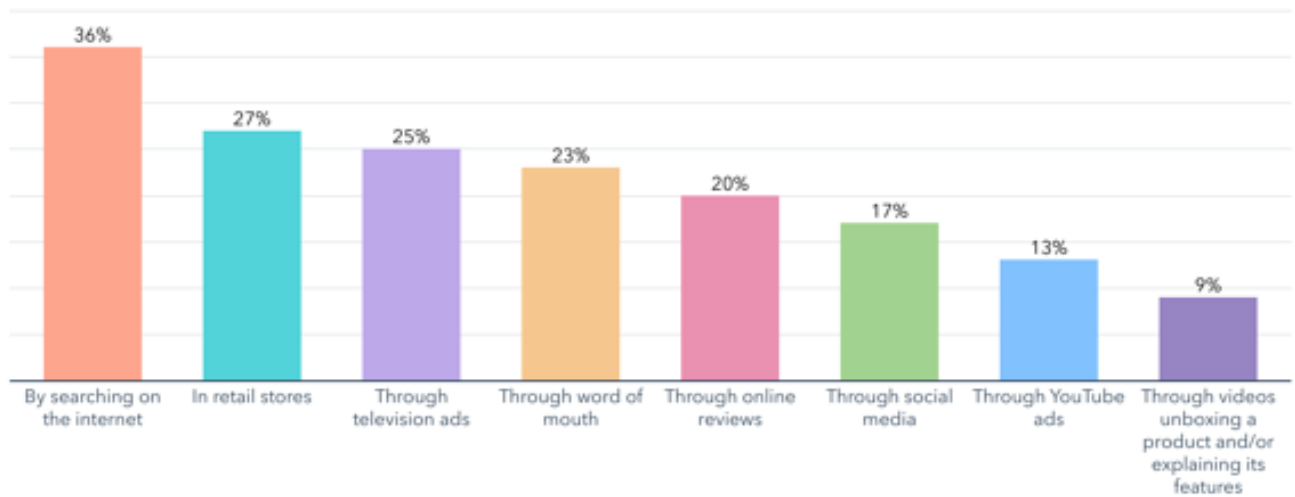




How Consumers Learn About Products in 2022

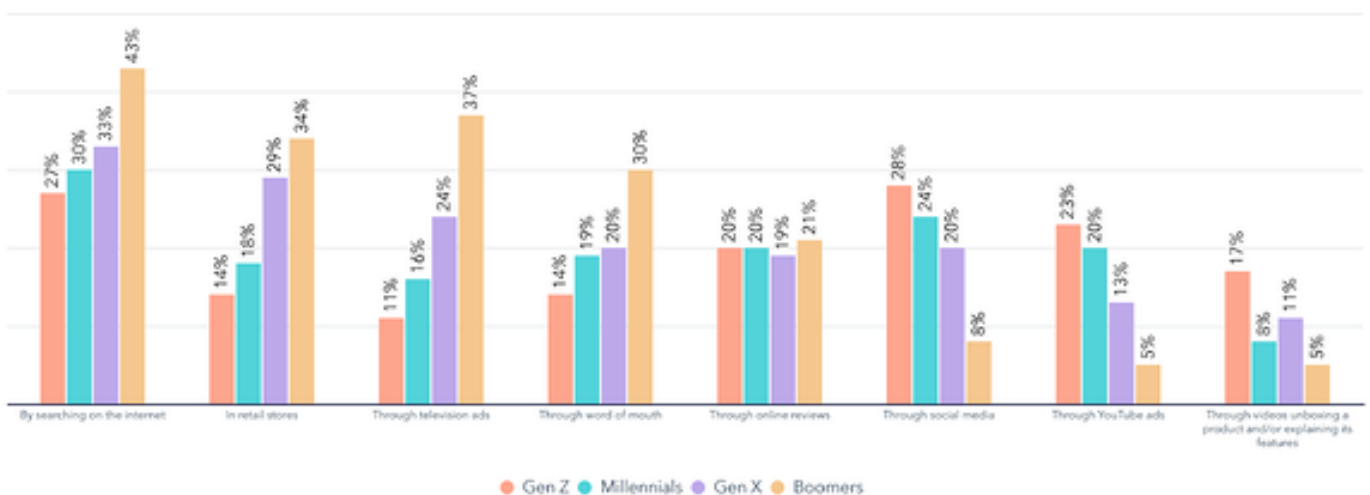
How do consumers actually find the products they need? Consumers are learning about products and their features through a wide variety of channels. Among the most popular are the web, going to retail stores, TV ads, word of mouth, and online reviews. **LET'S TAKE A LOOK AT THE MARKET RESEARCH.**

How do consumers prefer to learn about a product and its features (top 8)?



While social media, YouTube ads and streaming services are less popular when looking at all generations combined. splitting this up by age group paints a very different picture.

How do consumers prefer to learn about a product and its features (top 8)?





How Consumers Learn About Products in 2022

Gen Z, Millennials, and Gen X set themselves apart from Boomers through their preference for learning about products through social media and YouTube ads. Gen Z also favors unboxing videos more than any other generation.

Meanwhile, Gen X and Boomers show a clear preference for learning about products through TV ads and in retail stores. Boomers also favor word of mouth more than any other generation.

But there are also some similarities -- learning about products by searching the internet and through online reviews is popular among all generations.

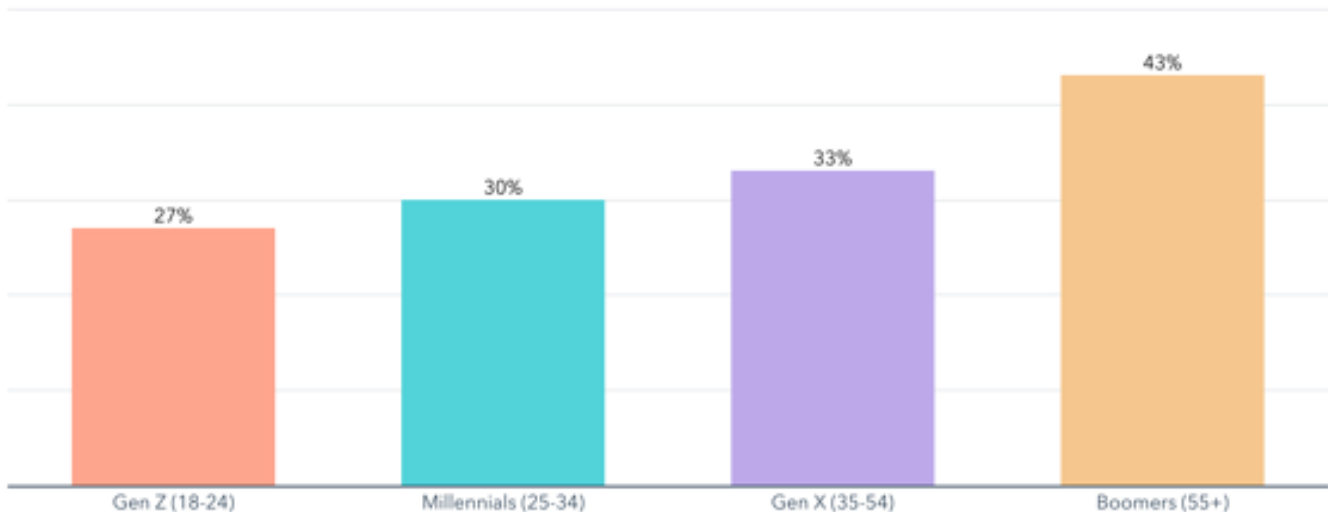
Let's dive deeper into each of the most popular channels consumers are using to learn about products.

SEO is key for product discovery

36% of consumers prefer to learn about products by searching the internet, highlighting the importance of SEO optimization.

Searching the internet is the number one way to learn about products among all age groups, except for Gen Z, who prefer to use social media by just 1 percentage point. While online search is extremely popular among all age groups, it progressively gets more favor with each older generation.

% of each generation who say online search is their preferred way of learning about a product

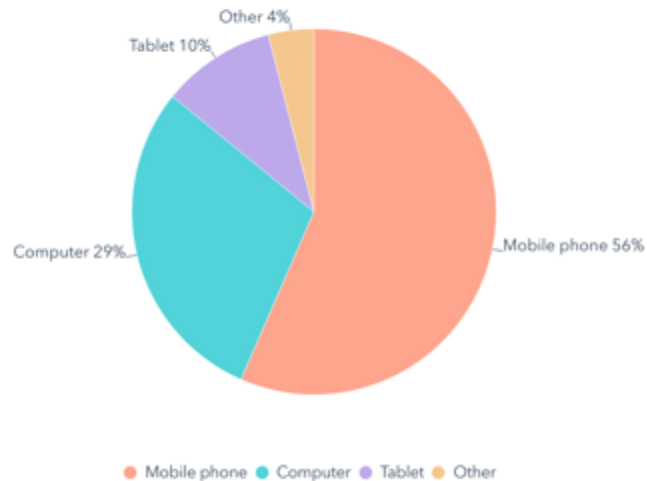




How Consumers Learn About Products in 2022

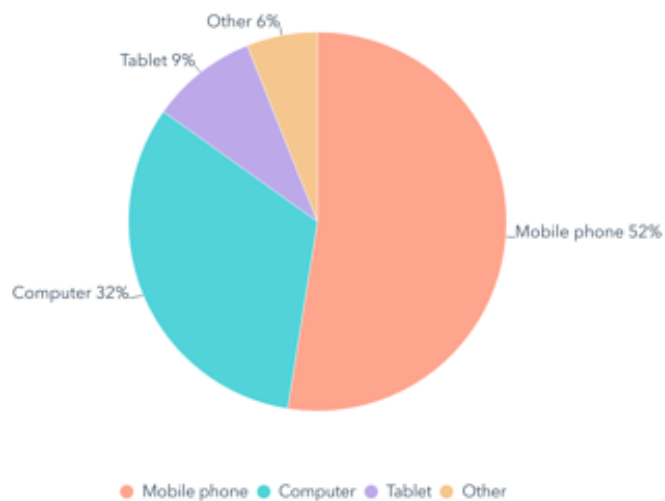
Since we know consumers are searching on the web to better understand products and their features, it's also key to get a sense of which devices they are using:

Which device is used most often when looking up a question on a search engine?



Not only are mobile phones the device of choice for over 50% of consumers when searching up a question online, but they are also the most used device when they shop online.

Which device is used most often when shopping online?

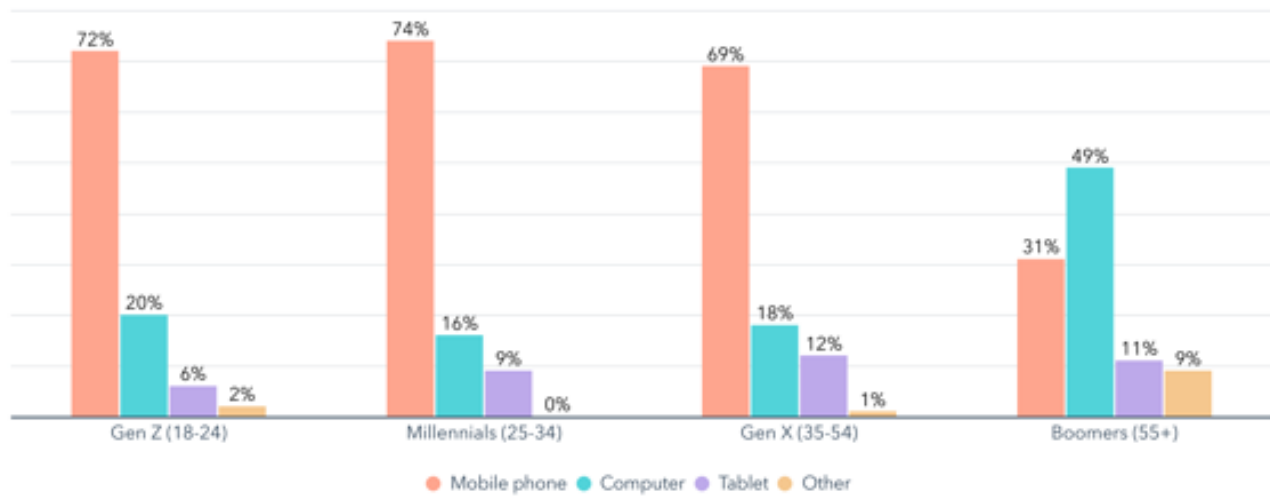


Especially when it comes to younger generations, the use of mobile devices for search dwarfs searching on a computer, meaning you should [optimize your website to be mobile-first](#).



How Consumers Learn About Products in 2022

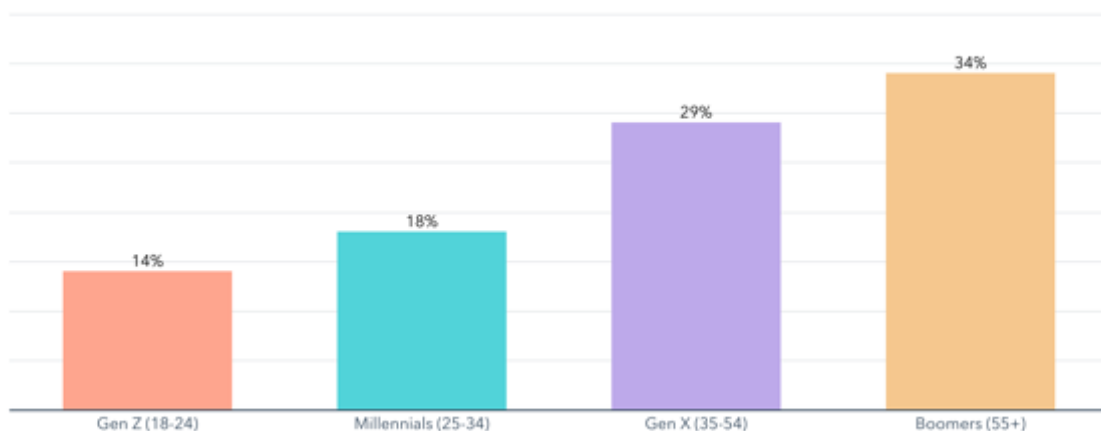
Which device is used most when looking up a question on a search engine?



Retail is Still Relevant, Especially for Older Generations

Coming in second place, 27% of consumers say they prefer to learn about products in retail stores. Unsurprisingly, the in-person approach is most popular among older age groups, though it isn't completely lost on Gen Z and is still favored by almost one in five Millennials.

% of each generation who say going to a retail store is their preferred way of learning about a product:

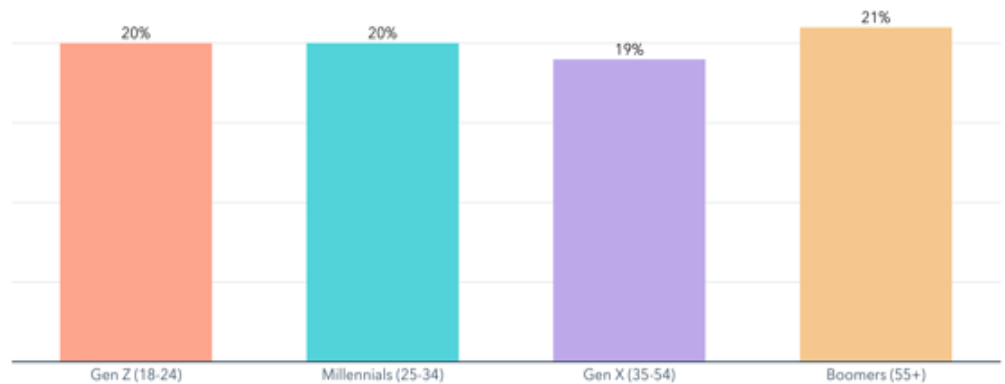


How Consumers Learn About Products in 2022

Television Ads Are key for Boomers and Generation X

One in four consumers say TV ads are their preferred way of learning more about a product and its features. TV ads rank in the top three most preferred channels to learn about products for Gen X and Baby Boomers but lose favor with Gen Z and Millennials who strongly prefer other digital channels like social media.

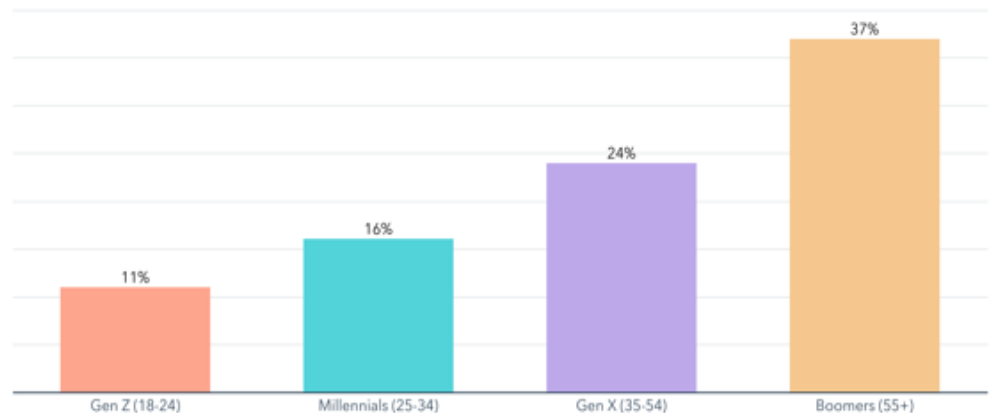
% of each generation who say they prefer to learning about a product through online reviews:



Word of Mouth is Relevant, But Gen Z looks to Influencers Instead

23% of consumers say they prefer to learn about products through word of mouth. Interestingly, word of mouth ranks in the top 5 channels for learning about products for every generation except Gen Z. Our Consumer Shopping Report 2022 even found that Gen Z places more importance on recommendations from influencers than their friends and family.

% of each generation who say TV ads are their preferred way of learning about a product:



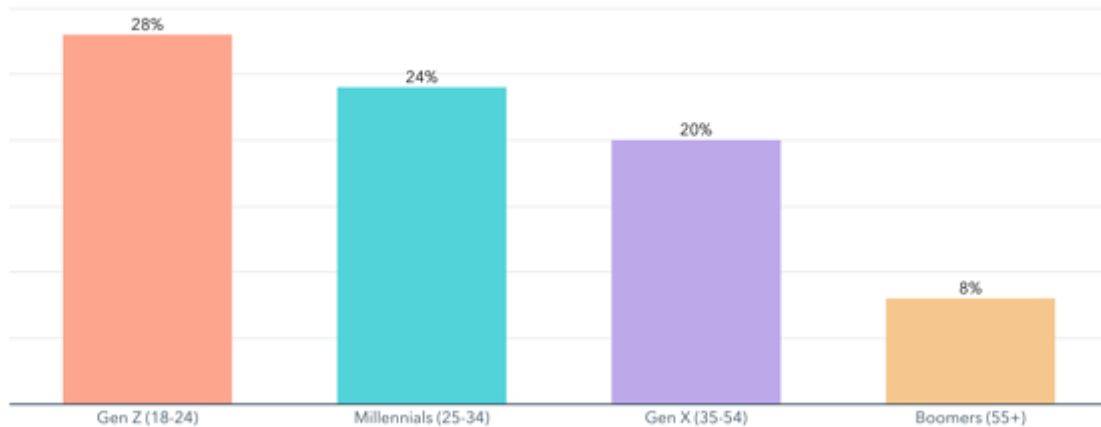
Also, One in five consumers say they prefer to learn about products through online reviews, regardless of generation. Of course, whether they go to YouTube, Amazon reviews, or a dedicated blog to get those insights will depend on their age.

How Consumers Learn About Products in 2022

Social Media is Key to Gen Z and Millennials

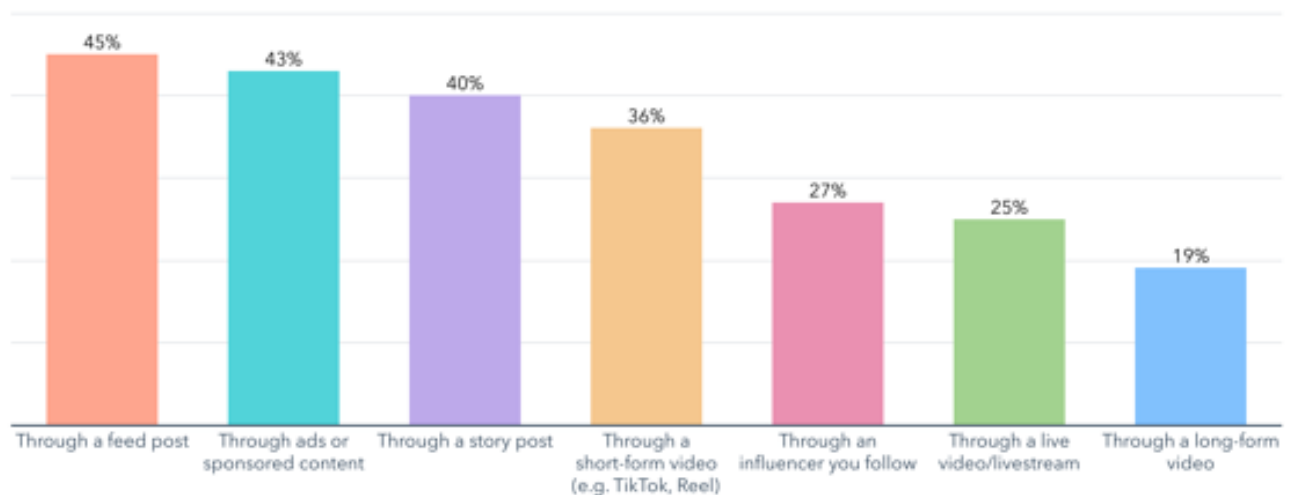
Overall, just 17% of consumers say social media is their preferred channel for learning about products and their features. However, social media comes in at #1 for Gen Z, second for Millennials, and fourth for Gen X.

% of each generation who say they prefer learning about a product on social media:



Next, let's take a look at how consumers want to learn about products on social media.

How do consumers prefer to learn about products on social media?

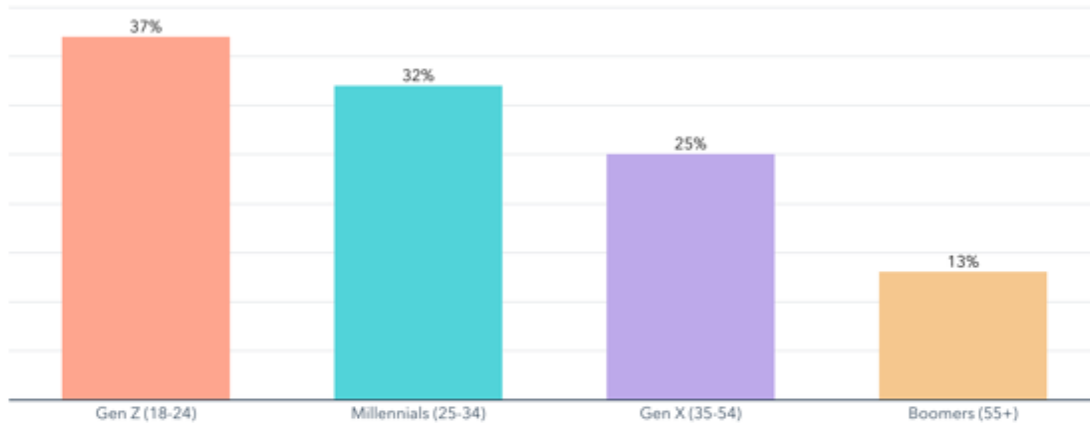




How Consumers Learn About Products in 2022

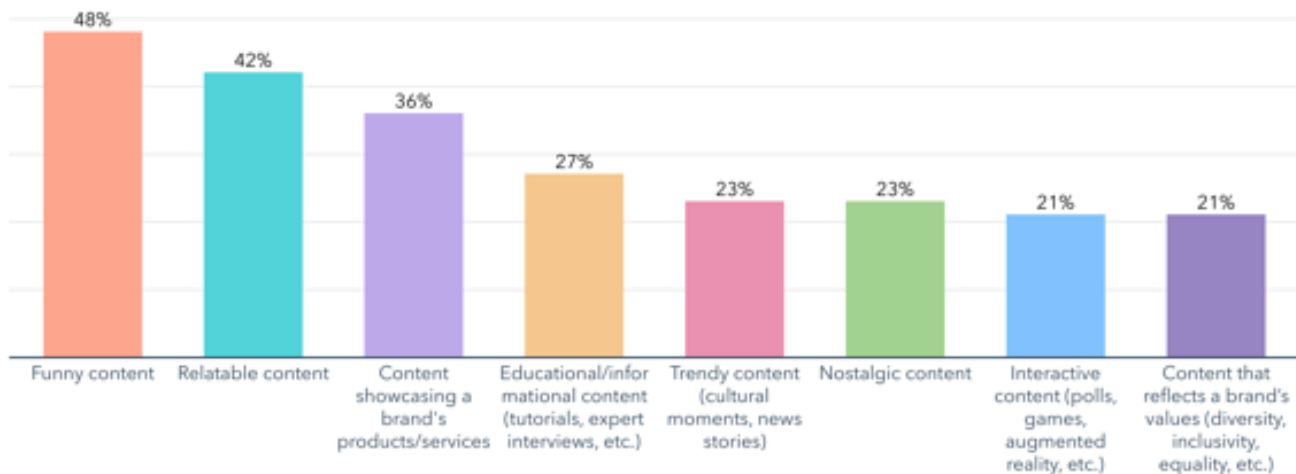
Feed posts, ads, and stories are the top three formats for learning about products on social media. 36% of consumers want to learn about products through short-form videos like TikTok's or Reels, and another 27% prefer to go through influencers, which is especially popular among younger generations.

% of each generation who prefer to learn about products on social media through influencers:



You might also be wondering what kind of content consumers want to see from brands on social media.

What kind of branded social media content is most memorable (top 8)?



Almost half of consumers say funny content is the most memorable, followed by content they can relate to. Making content that showcases your product or service is also highly memorable to 36% of consumers.



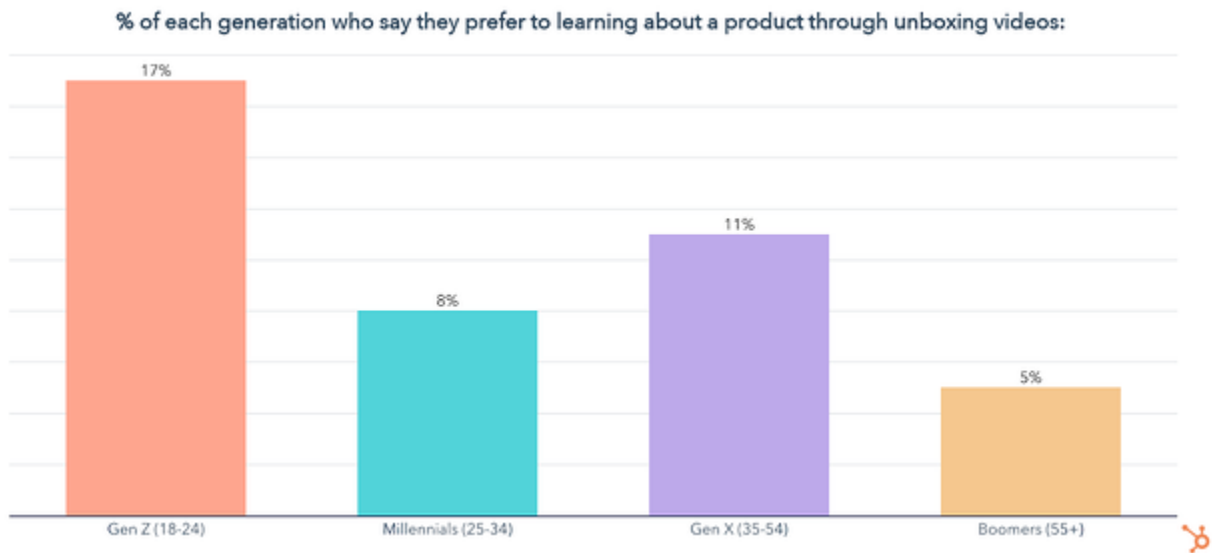
How Consumers Learn About Products in 2022

YouTube Ads are Key for Gen Z and Millennials

Overall, just 13% of consumers say they prefer learning about a product and its features through YouTube ads, but the video platform ranks among the top channels for Gen Z and Millennials.

Unboxing Videos are a Gen Z Thing

While just 9% of consumers prefer to learn about a product and its features through unboxing videos, they are uniquely popular with Gen Z.



The best Video Marketing Channels to Grow Your Business in 2022

Now that you understand how consumers behave and learn about products, let's consider the best video marketing channels for growing your business. To get the most traction out of your work, it's essential to pick the best video marketing channels to leverage. However, since most social media channels turning to video, it's hard to know which ones are worth your time.

Here, we'll list the best video marketing channels for your **long-form, short-form, and live videos** — based on **ROI, engagement, and lead generation**.

Best Channels for Long Form Video

YouTube

In the social media sphere, YouTube feels like a steady ship in choppy water. In fact, it's nearly impossible to talk about video marketing without mentioning the behemoth that is YouTube.

Launched more than a decade ago, YouTube has kept a competitive edge against new players in the field, like TikTok and Instagram. But it's not just an entertainment hub — it's a powerful marketing tool.

According to a [HubSpot survey](#) of 500+ video marketers, almost half (48%) of marketers plan to increase their investment in YouTube this year.

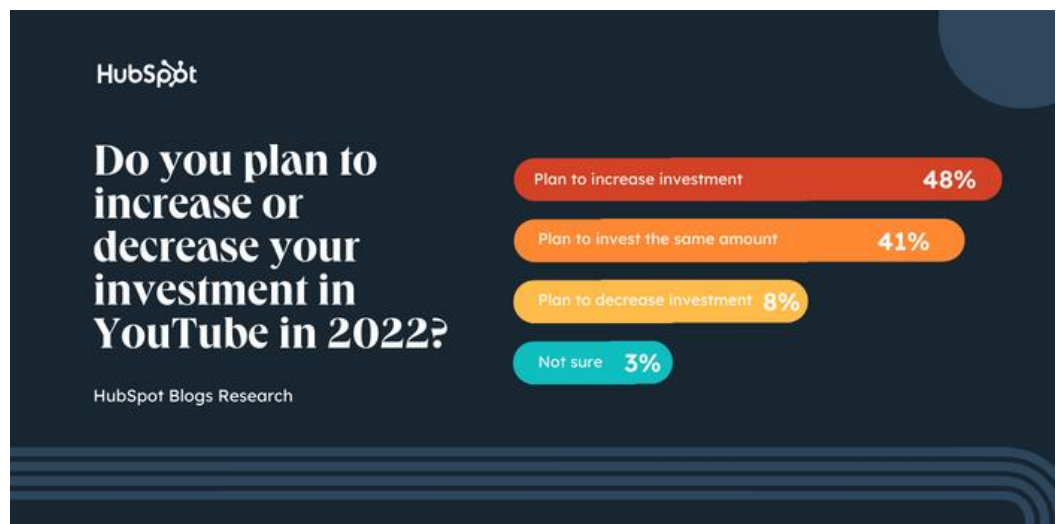
Participants also ranked YouTube as the second best platform for ROI. While many marketers find success on YouTube for different reasons, its large user base of 2.6 billion active users and advanced ad targeting certainly help.

If you're looking for the best place to host your long-form videos — like product demos, Q&As, behind-the-scenes content, and more — YouTube may fit the bill.

Instagram Videos

Video marketing is no small feat — it's an investment in time, money, and effort. So if you're looking to get the most bang for your buck, here's one stat you need to know: **65% of video marketers** say Instagram has the best ROI and the best engagement and lead generation of any other social media platform.

All this to say, if you're looking to engage with your audience, build a community, and nurture brand loyalty with video, Instagram deserves a chance on your marketing roster.





How Consumers Learn About Products in 2022

Best Channels for Short Form Video

TikTok

Since launching in 2016, TikTok has seen a meteoric rise, cementing itself as a powerhouse for short-form video while keeping more mature platforms, like YouTube and Facebook, on its toes.

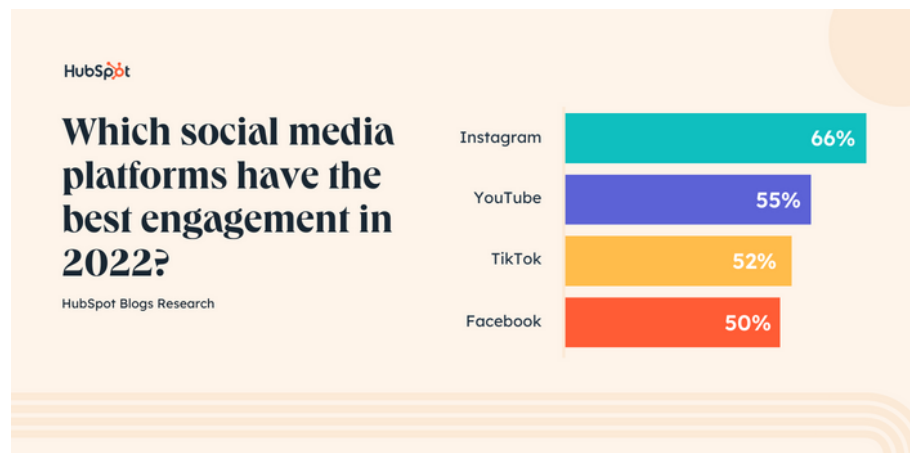
Despite its popularity, some marketers initially dismissed TikTok as a platform for lighthearted dancing and lip-synching — and nothing more. But in 2022, things have changed.

According to the same 2022 [HobSpot survey](#) of 500+ video marketers, participants ranked short-form videos as the most engaging and effective type of content today — and TikTok is their platform of choice. In fact, 54% of marketers plan to increase their investment in TikTok this year.

When it comes to engagement, TikTok secures third place behind YouTube and Instagram — which is impressive considering its relative "newness." Also impressive: the average user session on TikTok is nearly 11 minutes — far exceeding any other social platform. In short, users are engaged.

TikTok also falls into third place for ROI, closely trailing YouTube, and Instagram.

Despite its quirkiness, TikTok has become a viable marketing option for those willing to get creative — and these stats prove it. To learn more about TikTok marketing, check out [this helpful guide](#).



Instagram Reels

Instagram's answer to TikTok is here, and it's called [Reels](#). Reels are short videos that users can film, edit, and share on the app.

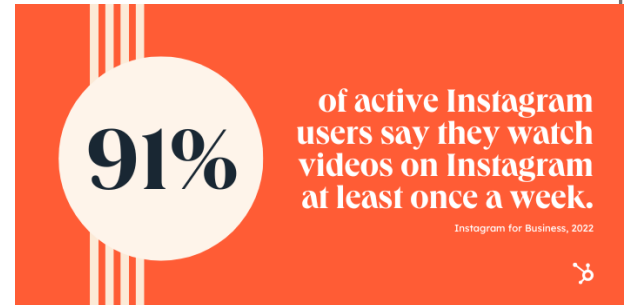
While you can create short-form content on a number of platforms, Reels has one major advantage: its discoverability. They appear on the platform in various places, from the Explore page to a user's feed.

Since Reels are heavily promoted on the platform, the feature is almost unavoidable. In fact, [91% of active Instagram users](#) say they watch videos on Instagram at least once a week.



How Consumers Learn About Products in 2022

For marketers, Instagram is a great option if you want to play with multiple content formats — like carousels, Reels, Lives, and Stories — while capturing the attention of an already engaged audience.



Best Channels for Live Videos

YouTube Live

With its massive user base, reach, and diverse audience, [YouTube Live](#) is an appealing option for your streaming needs.

It's also a great time to get started: YouTube is currently expanding its live stream features, including [Super Chats and Super Stickers](#), membership gifting, and more. These features enable greater engagement with your audience and additional monetization avenues.

YouTube also provides powerful analytics on live videos. Check real-time analytics like concurrent viewers, likes, and chat rates, as well as post-stream stats like new subscribers, total watch time, and more.

Instagram Live

Did you know Instagram captures 13% of all live stream viewers on social media?

With Instagram Live, you can stream from anywhere — and invite guests to join your stream. There's plenty of opportunity for engagement: viewers can send emojis, write comments, and send donation badges.

Additionally, when you go live on Instagram, your followers receive a notification to tune in, so your stream won't get lost in the crowd — which is more likely to happen on YouTube or Twitch.

Facebook Live

Like YouTube, Facebook boasts a massive audience spanning multiple age groups, although Millennials take up [the largest share](#).

Facebook Live is an excellent option if you're already active on the platform and have a healthy following. But if you're still growing an audience, fear not — you can go live from a personal profile, page, or even a group.

With Facebook Live, you can edit previously recorded streams, chat with users using the live chat feature, and schedule your streams in advance. However, keep in mind that Facebook limits your stream length, and your monetization options aren't as robust as other platforms.

But what about Twitch

It feels odd to exclude Twitch from a conversation about live streaming. That said, marketers report low engagement and ROI on the platform, and only 10% of marketers plan to leverage Twitch for the first time this year. Additionally, Twitch is highly saturated with gamers — so if that's outside your niche, it's worth exploring other options.

Twitch is an American video live streaming service that focuses on video game live streaming, including broadcasts of esports competitions, in addition to



How Consumers Learn About Products in 2022

offering music broadcasts, creative content, and "in real life" streams. It is operated by Twitch Interactive, a subsidiary of Amazon.com, Inc

Back to you

It takes time, money, and energy to create videos — making it imperative to find the best home for your content. Start by defining your goals — such as lead generation, engagement, or brand awareness. Once you nail down your goals, it's easier to pick the platform that can achieve them. But...but...but....