

**bizrate** insights

/ shopper insights brief

# TikTok Shop: Consumers Reveal What Converts

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# Overview

TikTok has become more than a trend engine. It's also now a functioning retail channel.

According to Bizrate Insight's recent TikTok Commerce Survey of US Consumers, 1 in 3 consumers have made purchases on the app, and regular buying behavior is rising fast.

The platform now supports end-to-end shopping journeys, with price, social proof, and creator content working together to drive conversion. Social commerce is no longer experimental. TikTok is where discovery meets decision and where retailers can meet shoppers with authenticity and action.

## What Marketers Need To Know

- ✔ TikTok is a functioning commerce channel with 28% purchase penetration.
- ✔ Price, value, and social proof convert viewers into buyers.
- ✔ Trust barriers remain but are addressable.
- ✔ The platform supports a wide range of product categories.
- ✔ Multi-touch paths and peer influence are critical.

# A Rising Force in Social Commerce

TikTok has evolved beyond discovery and is now driving engaged buyers and habitual purchasing.

From Discovery to Conversion: TikTok's Full Funnel Role – Channel Usage & Frequency

## Top 3 Social Channels

(% ever made a purchase through)



45%



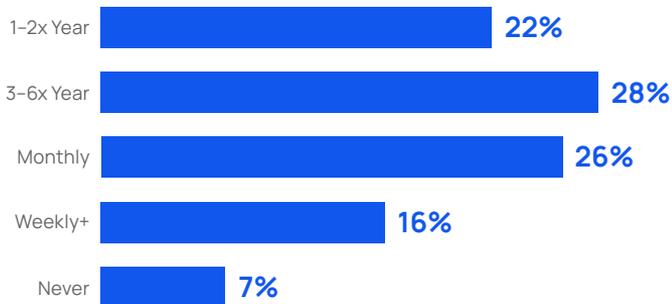
28%



24%

Q. Have you ever made a purchase through a social media app? If so, please select the app(s). Total N=1,906

## TikTok Purchase Frequency



Q. How often do you make purchases through TikTok? Ever Purchased Through TikTok? Total N=535

# Discovery on TikTok Is Native, Social, and Algorithm Based

TikTok users aren't searching, they're stumbling. Retailers must optimize for discovery first behaviors with shoppable content, relevance, and trusted creators.

Primary Discovery Behaviors on TikTok (% Used For Product Discovery)

**64%**

## TikTok Shop Tab

### Why it matters:

It's the closest thing to a "storefront" within TikTok. Retailers should treat it like a merchandised digital shelf with strong imagery, ratings, and competitive pricing.

**40%**

## For You Page

### Why it matters:

FYP turns entertainment into accidental shopping. Retailers must create engaging, platform-native content that earns placements rather than relying on paid reach.

**40%**

## Influencer Recommendations

### Why it matters:

Creators act as trusted curators. Retailers should think of them as extensions of their brand, partnering with those who align with both product category and target audience.

Q. How do you typically discover products on TikTok? Total TikTok Shoppers N=496

# Conversion Drivers: What Makes Consumers Click 'Buy'

Success on TikTok requires a blend of value messaging and viral credibility.

Top Factors Driving Conversion on TikTok (% Selected)

## Value-Based Primary Purchase Drivers

Price (55%) • Value (48%) • Discounts (44%)

## Social Proof Secondarily Important Factors

Reviews (40%) • Demos (31%)

## Cultural Triggers Influences Decisions

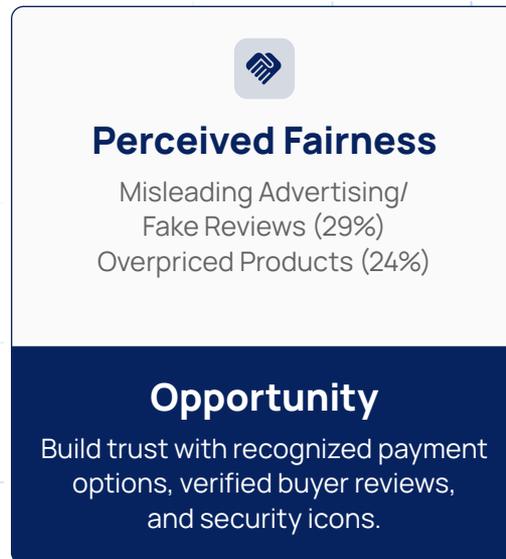
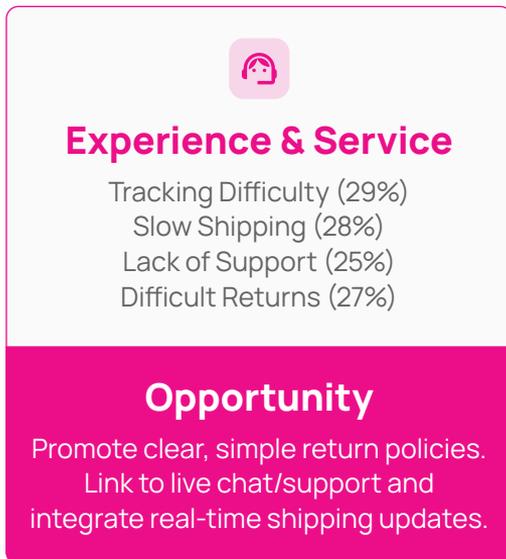
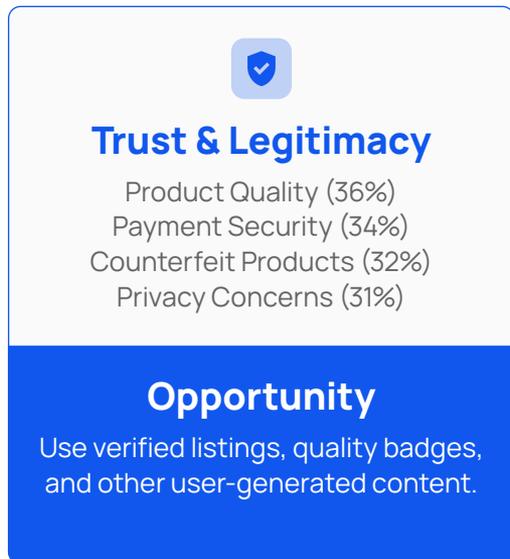
Unique Appeal (32%) • Virality (31%)

Q. Which factors make you most likely to purchase a product on TikTok? Total TikTok Shoppers N=496

# Trust Issues and Experience Gaps Are Friction Points

Shoppers are wary of risk and are concerned about quality, legitimacy, and hard to reach support when shopping on TikTok.

Top Concerns about Shopping on TikTok (% Selected)



Q. What concerns do you have about TikTok Shopping? Total TikTok Shoppers N=496

# Emerging Signals: What's Next in TikTok Commerce

Retailers who test into emerging shopping behaviors today can build advantage before they scale.

Emerging Behaviors and Implications

## 1 Live shopping is early-stage but primed for growth

29% of shoppers discover products via TikTok live shopping events.

**Implication:** Early adopter can own this space. Invest in live events now to build presence before it scales.

## 2 Peer discovery is nearly as powerful as influencer content

39% discover new products via comments; 36% DMs vs. 40% from creators.

**Implication:** Peer-to-peer recommendations are powerful but often invisible. Encourage UGC, reviews, and content creation.



# Emerging Signals: What's Next in TikTok Commerce (continued)



## 3 Scarcity, novelty, and virality rival traditional branding

31% cite “trending/viral hype”; 32% look for “unique or hard-to-find” products.

**Implication:** Shoppers respond to what's new, rare, or viral. Use trends, limited drips, and social proof to drive urgency.



## 4 Functional categories are gaining traction

Kitchen appliances 32%, fitness items 31%, and books 25% are widely purchased.

**Implication:** TikTok isn't just for impulse buys. Everyday categories can convert with the right storytelling and creator alignment.



/ we can help

# TikTok is Changing the Game. We'll Help You Anticipate What's Next.

Social commerce isn't experimental anymore. But standing out on TikTok takes more than a viral video. It takes real insight into what drives shoppers to discover, trust, and buy.

At Bizrate Insights, we uncover how real consumers move from swipe to sale. Our verified buyer feedback reveals what builds credibility, drives conversion, and creates lasting loyalty across emerging commerce channels.

If you're navigating the rise of TikTok shopping, start with data that helps you make sense of the complete customer journey before you make the investment.

To explore smarter strategies for social commerce visit:

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