



IZEA INSIGHTS SPECIAL REPORT

Influencers & Discount Clubs 2024

JUNE 2024





BACKGROUND

We surveyed over 1,100 U.S.-based consumers to gain deeper insights into their **discount club** purchasing behavior and the extent to which influencers influence their purchasing decisions.

GOALS

- Understand the impact of influencer marketing on purchasing behavior at discount clubs and major retailers.
- Analyze the effectiveness of marketing strategies on discount club purchasing decisions.
- Determine the factors that contribute to trust in influencer recommendations for discount clubs.
- Provide actionable insights for optimizing influencer marketing strategies on discount clubs.

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SAMPLE POPULATION

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

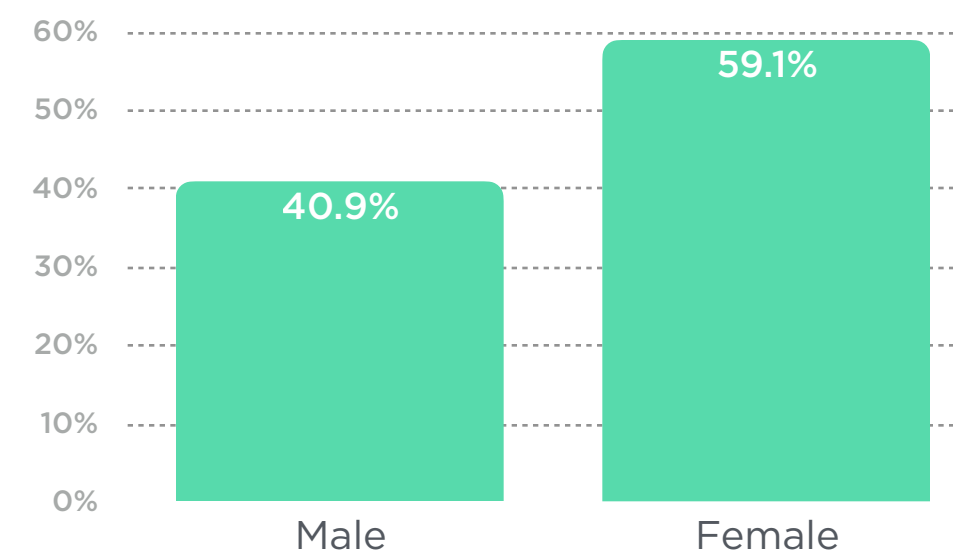
5/17/24
TO
5/18/24

DATA GATHERED

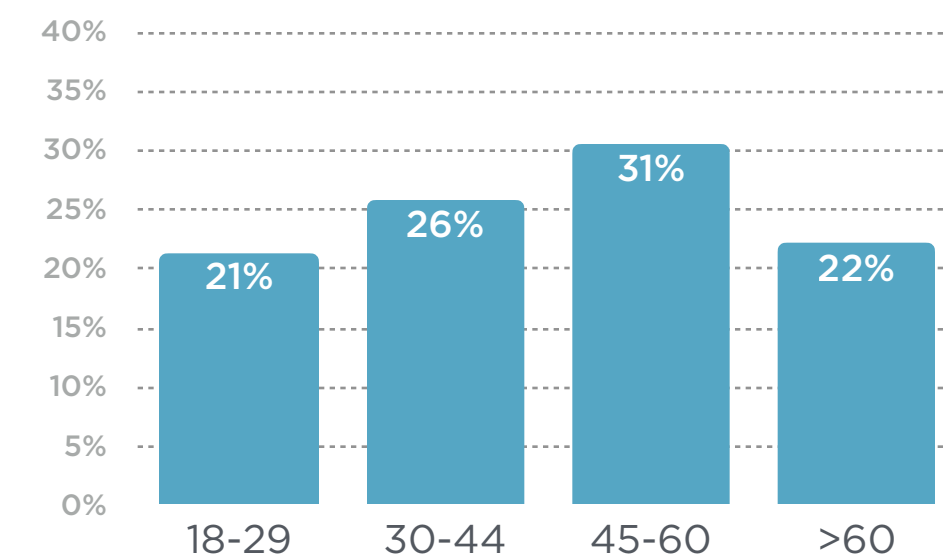
1,111 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

SEX



AGE





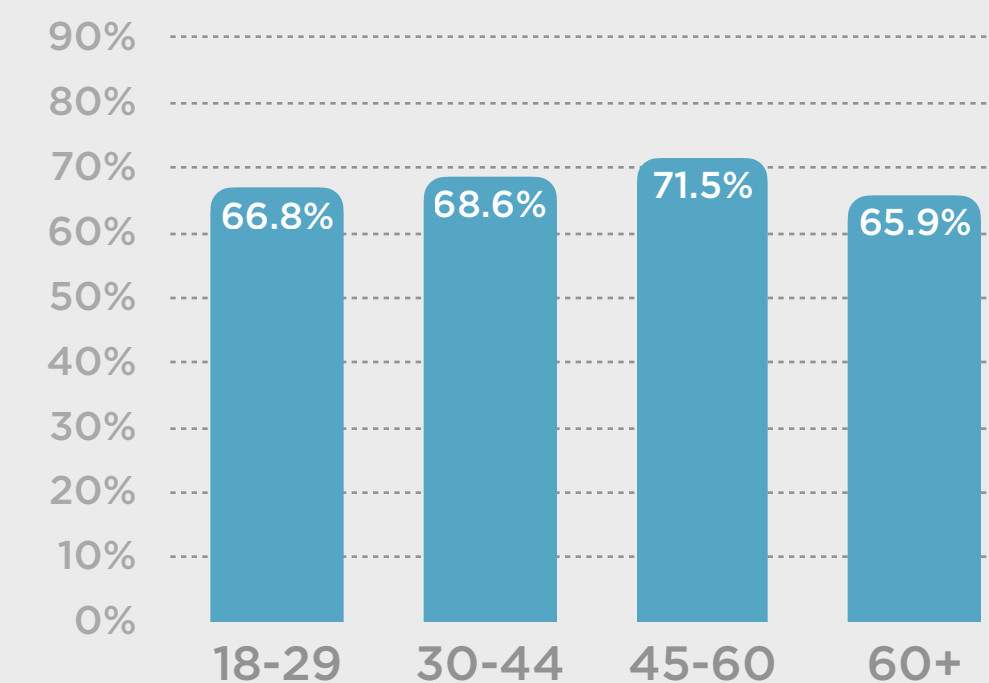
68%

OF RESPONDENTS

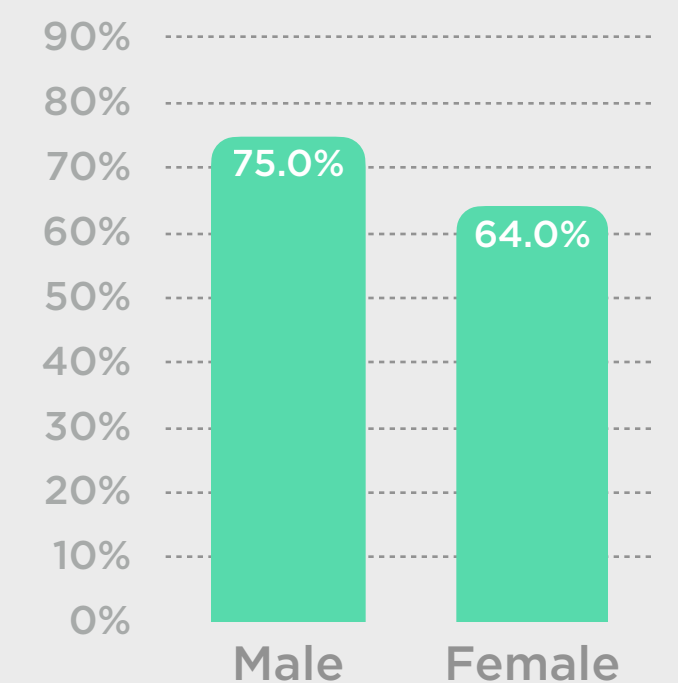
say their household has an active **membership** to **discount club** stores such as Costco, Sam's Club, or BJ's.

Q: Do you or someone in your household have a membership to a discount club store like Costco, Sam's Club, or BJ's?

"Yes" by Age Group



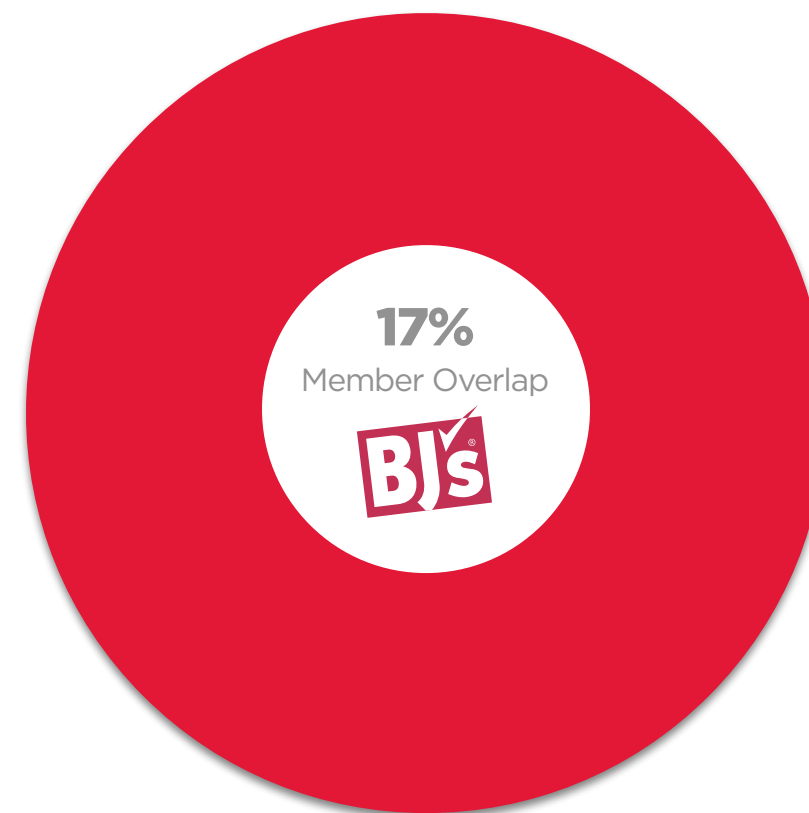
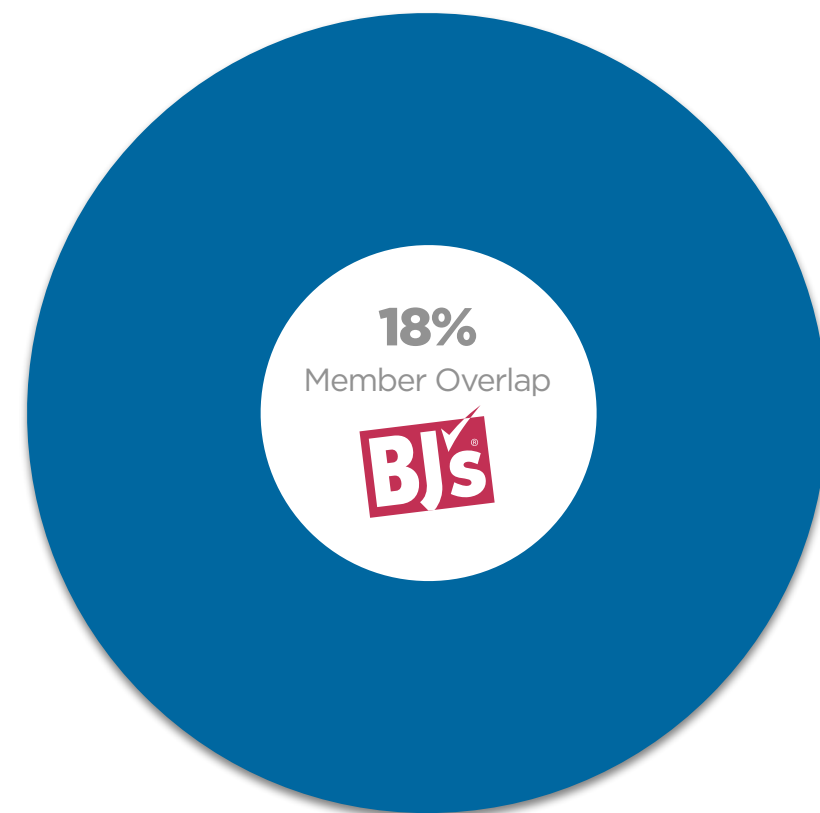
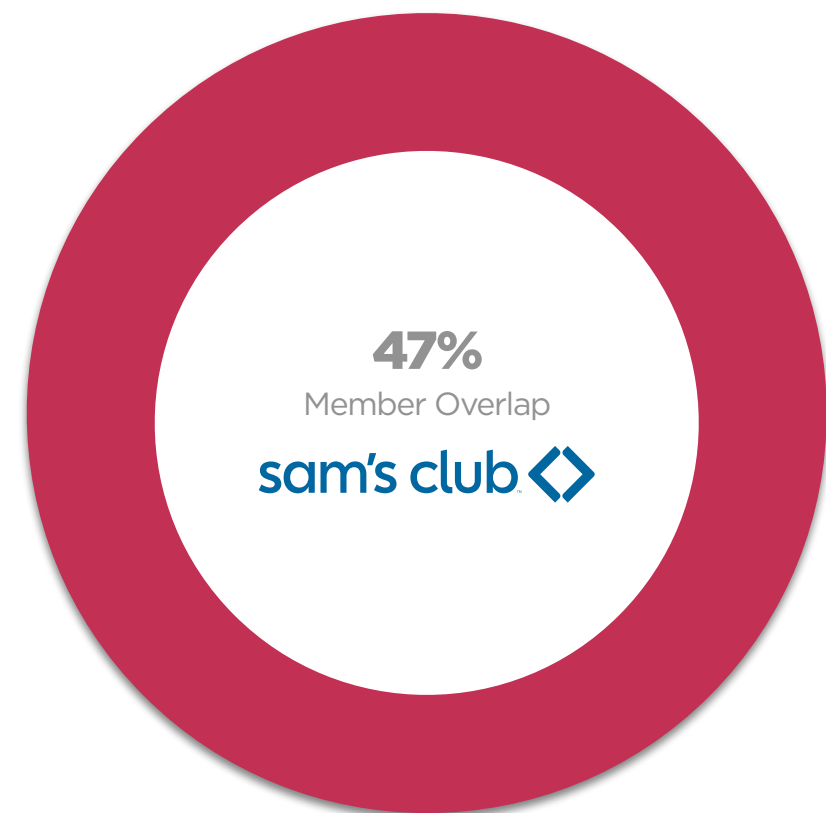
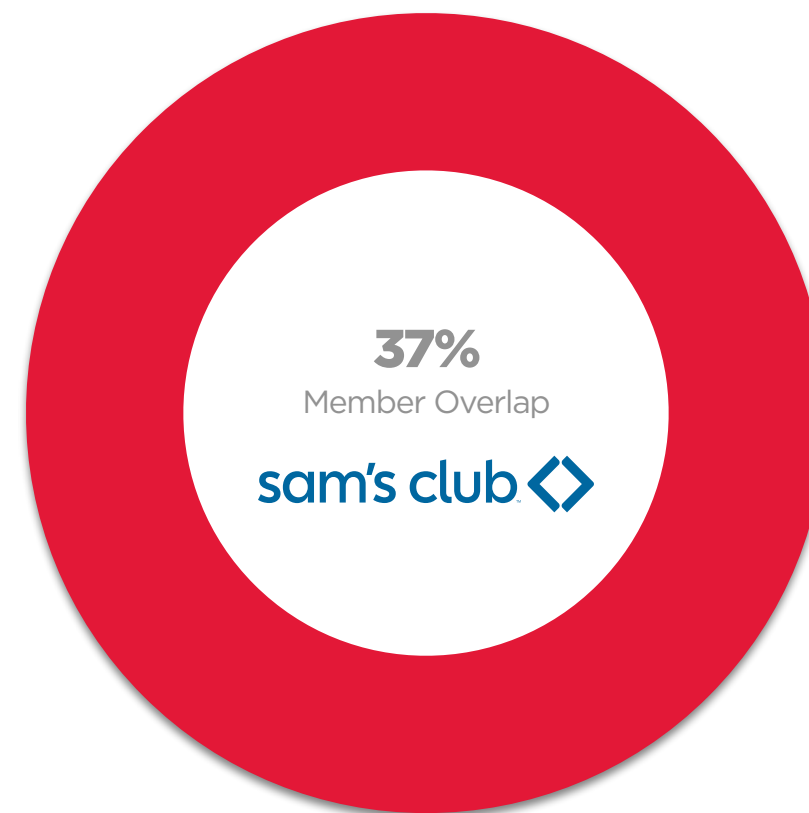
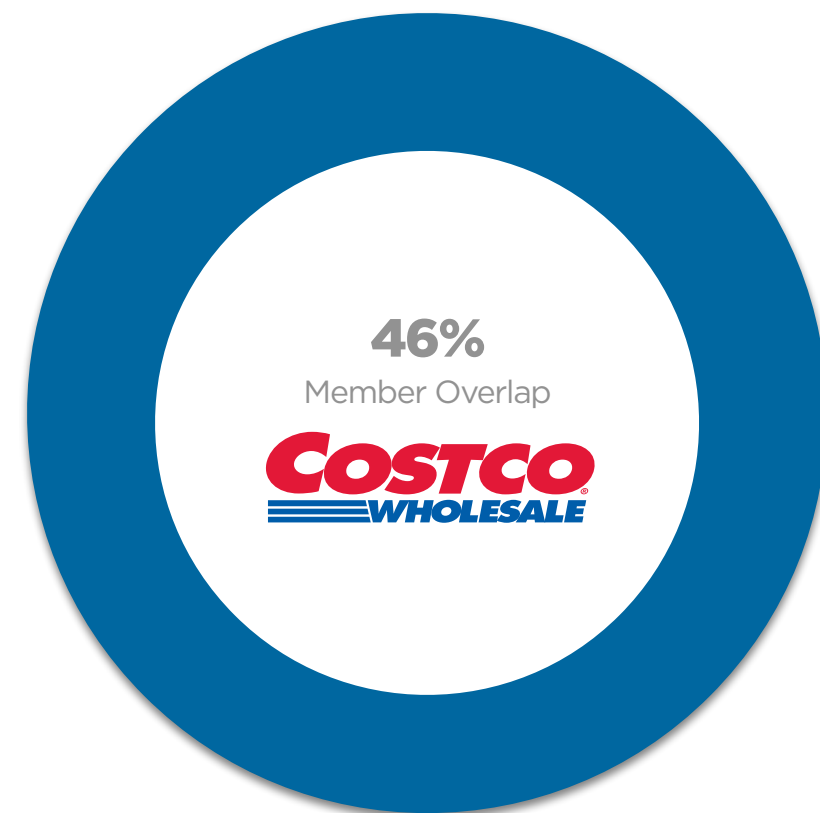
"Yes" by Sex



MEMBERSHIP OVERLAPS



sam's club <>



17%

OF RESPONDENTS

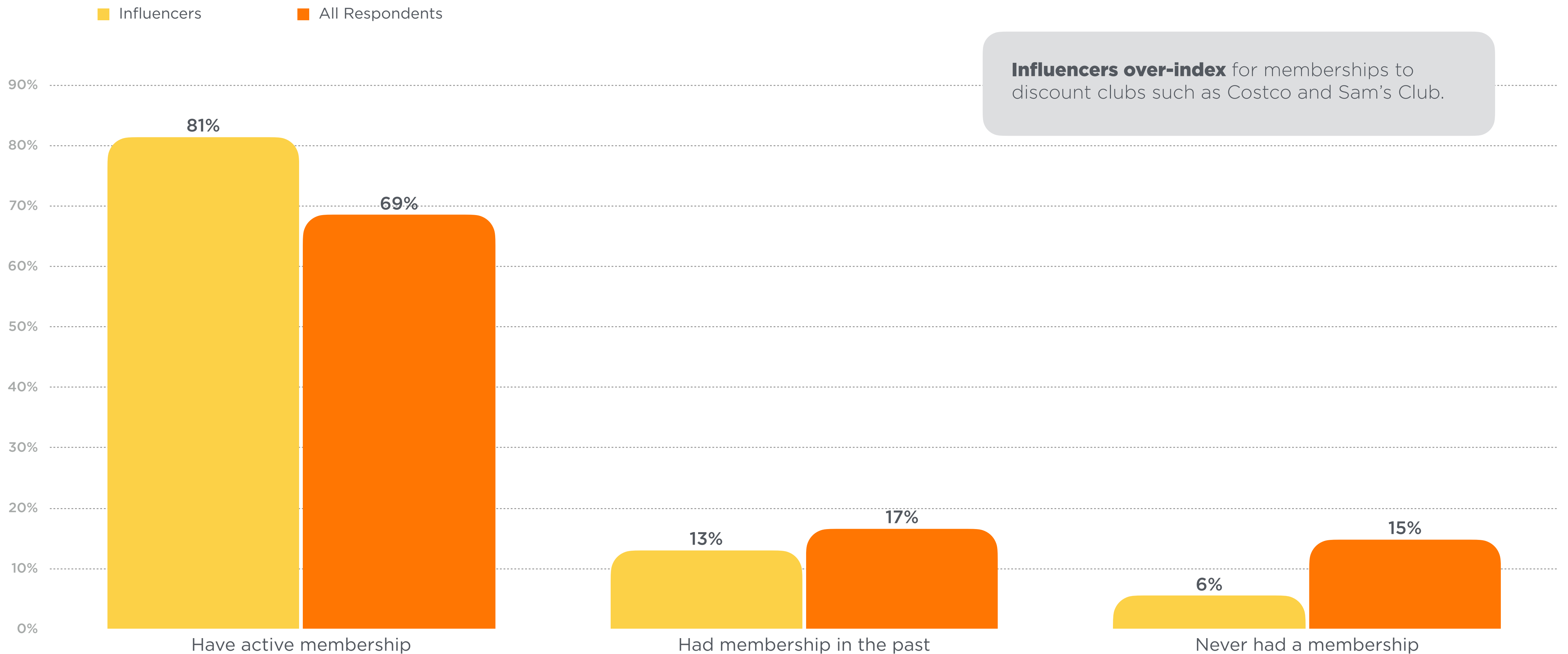
have a **Costco** and a **Sam's Club** membership.

5% have a membership to all 3 major clubs.

DISCOUNT CLUB MEMBERSHIPS



Q: Do you or someone in your household have a membership to a discount club store?



INFLUENCER DISCOUNT CLUB MEMBERSHIP

28%

OF INFLUENCERS HAVE
HOUSEHOLD MEMBERSHIPS AT



50%

OF INFLUENCERS HAVE
HOUSEHOLD MEMBERSHIPS AT



60%

OF INFLUENCERS HAVE
HOUSEHOLD MEMBERSHIPS AT



90%

of influencers are
the primary shoppers
in their households.

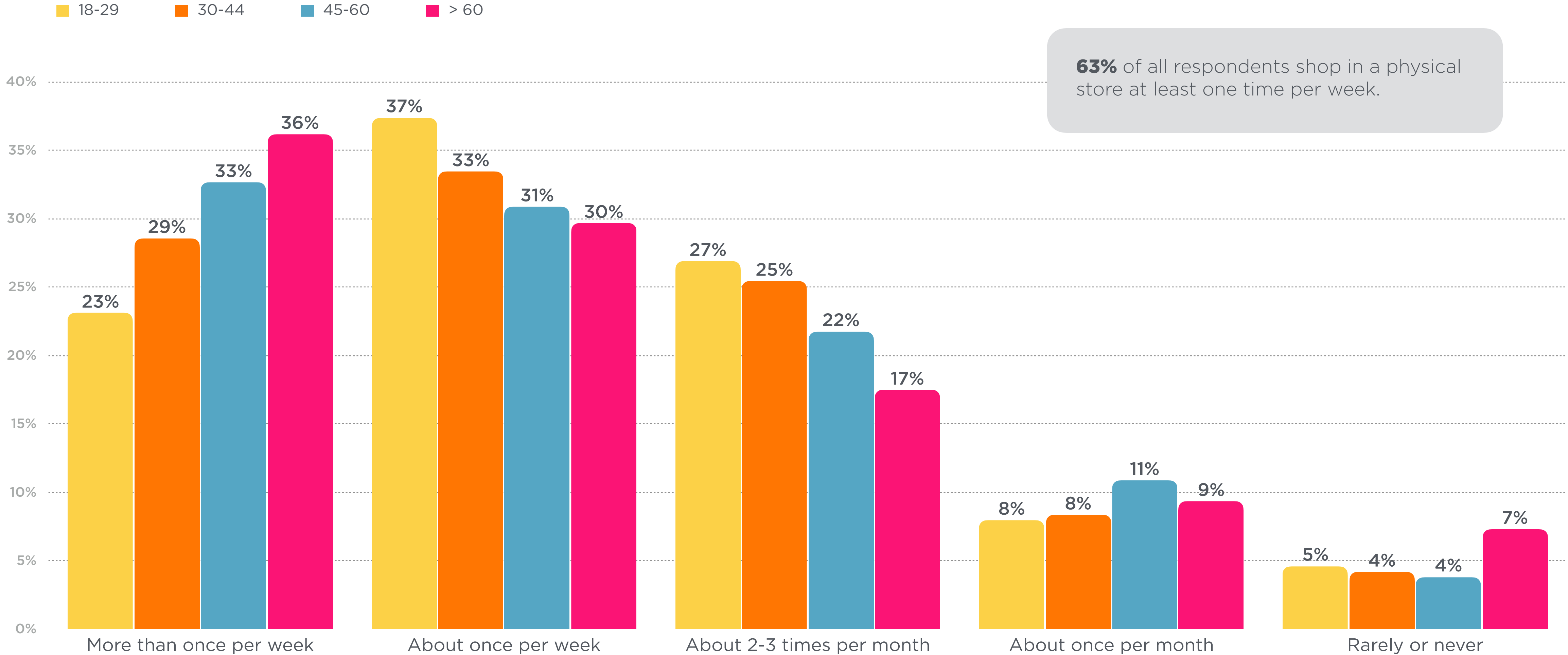
93%

of influencers have recommended
a product they bought inside a
store to someone else.

PURCHASE FREQUENCY BY AGE GROUP



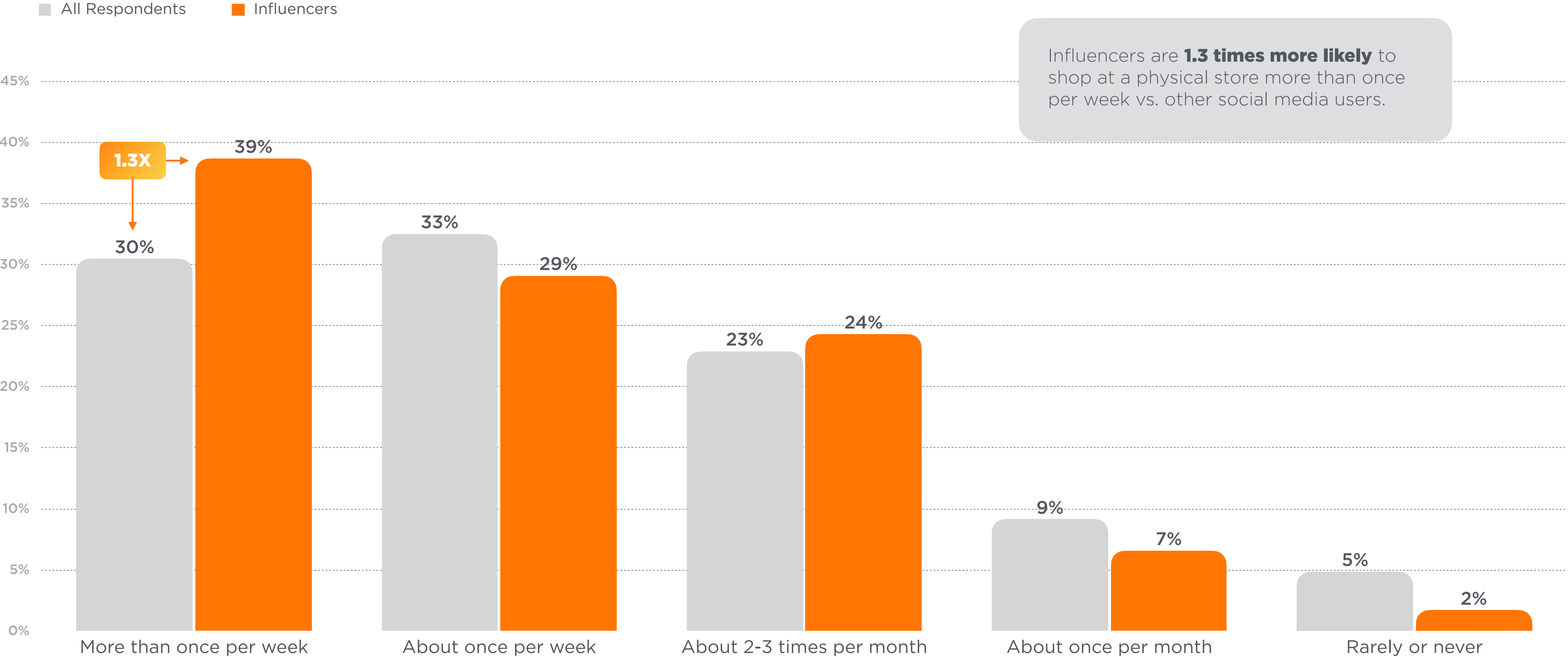
Q: How often do you go into physical stores to shop?



PURCHASE FREQUENCY BY INFLUENCERS



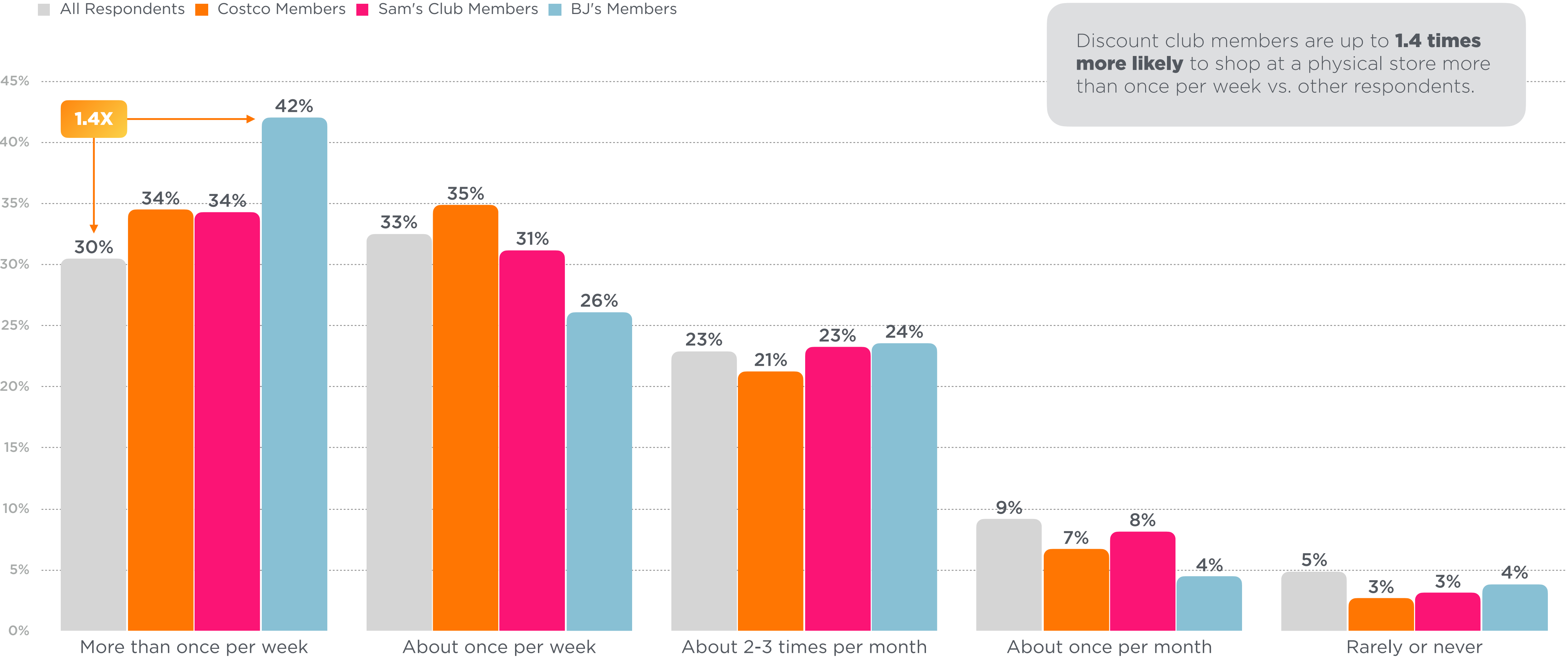
Q: How often do you go into physical stores to shop?



PURCHASE FREQUENCY BY CLUB MEMBERSHIP



Q: How often do you go into physical stores to shop?





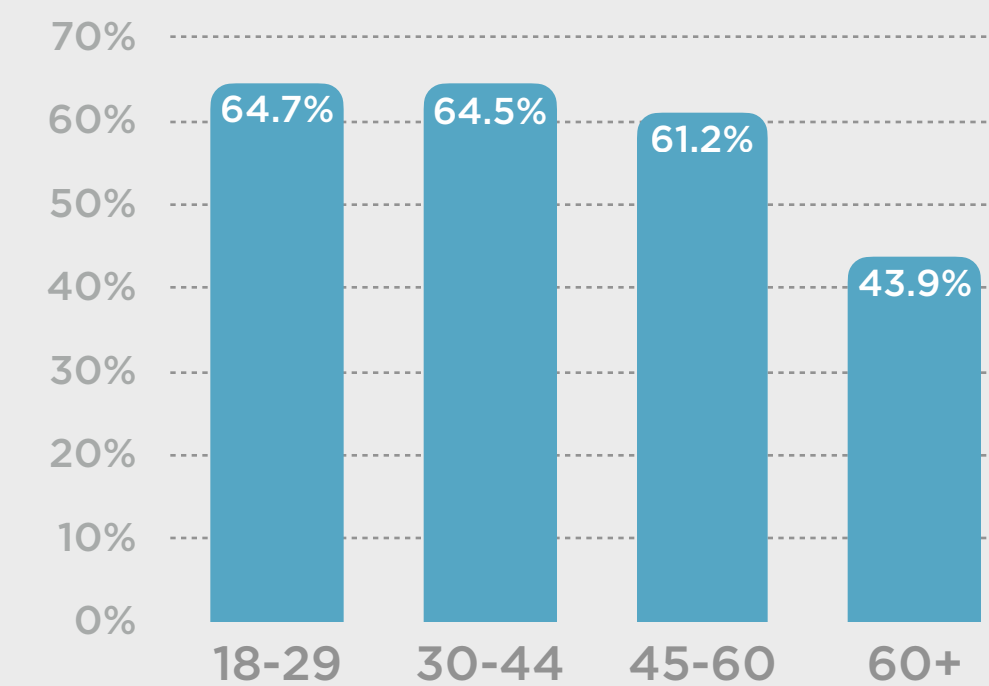
58%

OF RESPONDENTS

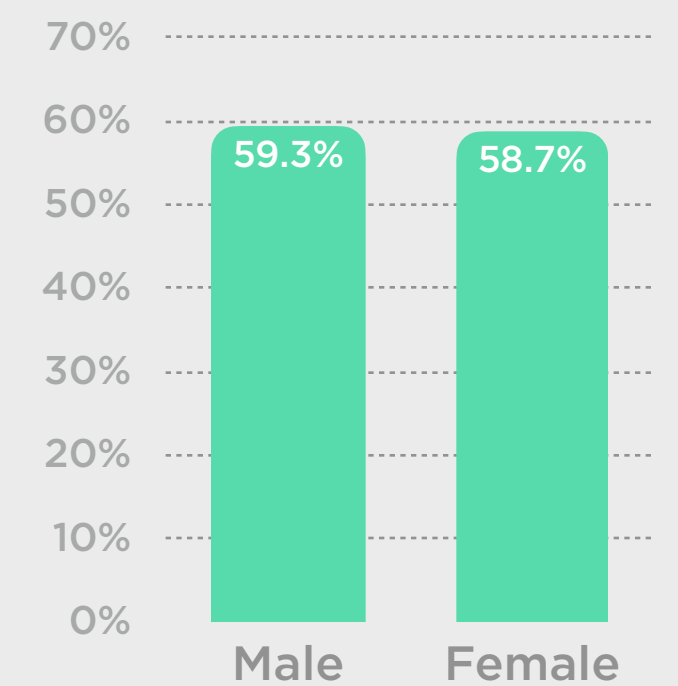
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say they have purchased a product after seeing it being used by an influencer.

Q: Have you ever purchased a product after seeing it being used by an influencer?

“Yes” by Age Group



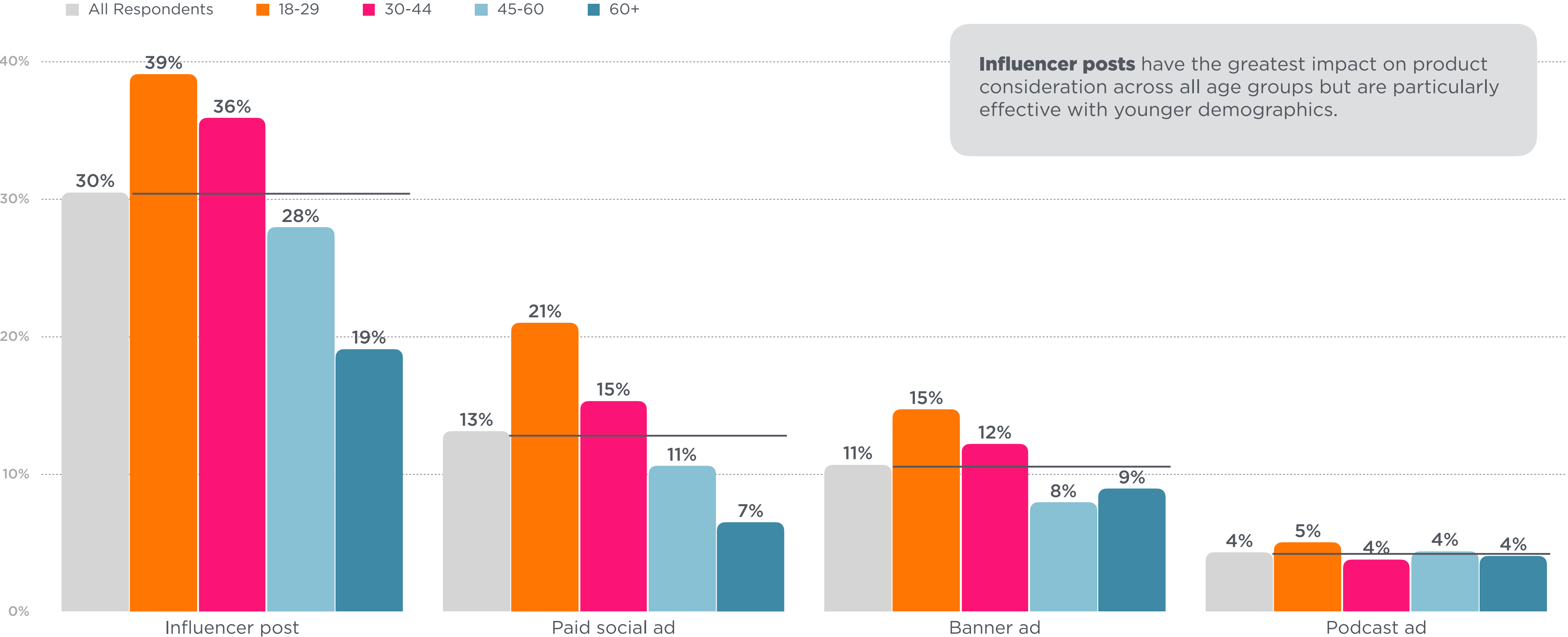
“Yes” by Sex



MARKETING IMPACT ON CONSIDERATION



Q: Which of these is more likely to get you to try a new product?



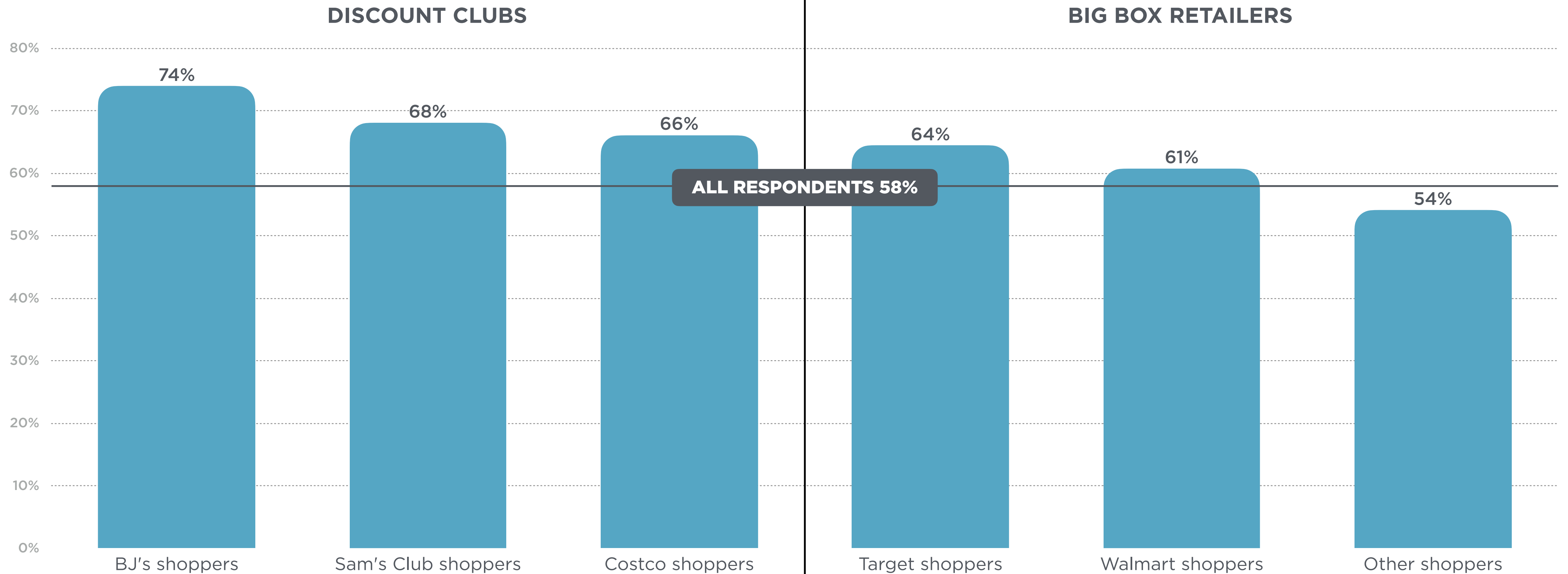
INFLUENCER-DRIVEN PURCHASES



Q: Have you ever purchased a product after seeing it being used by an influencer?

■ "Yes" I have made an influencer-driven purchase

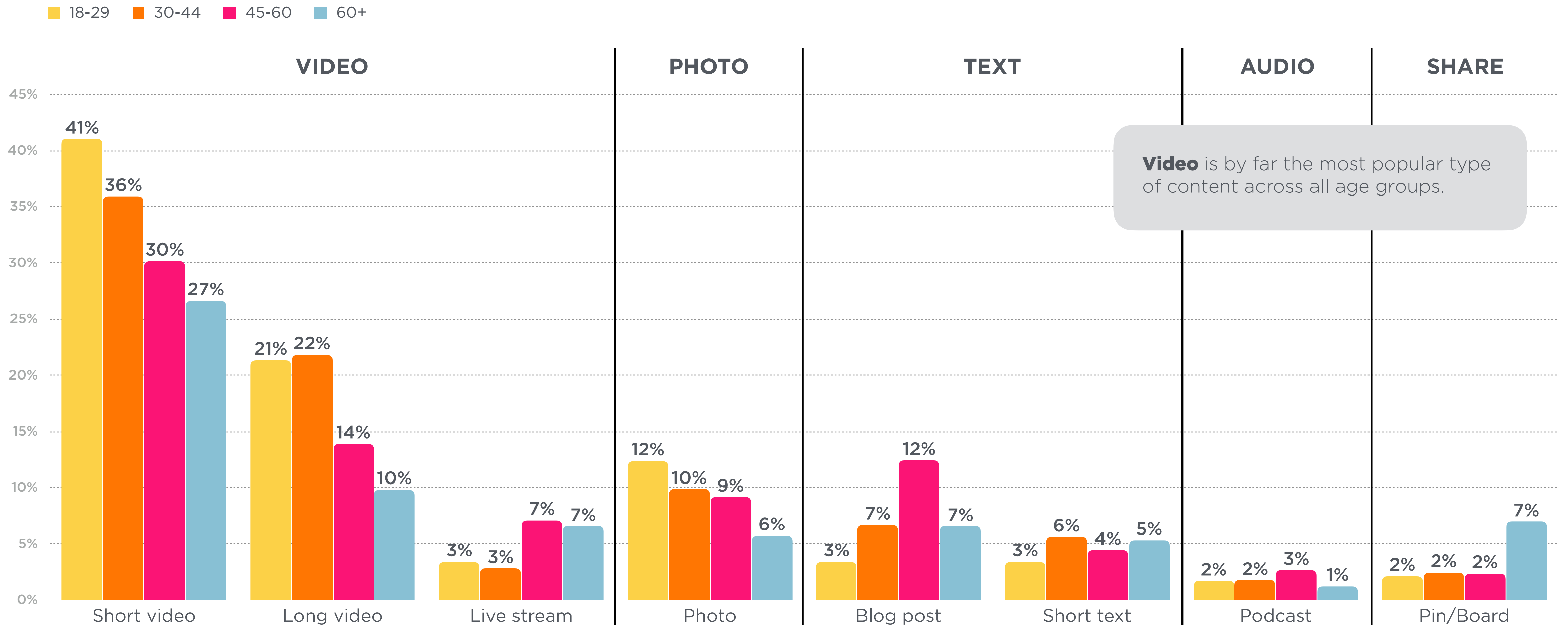
Discount Clubs, Walmart, and Target all **over-index** for influencer-driven shoppers.



CONSUMER CONTENT PREFERENCES



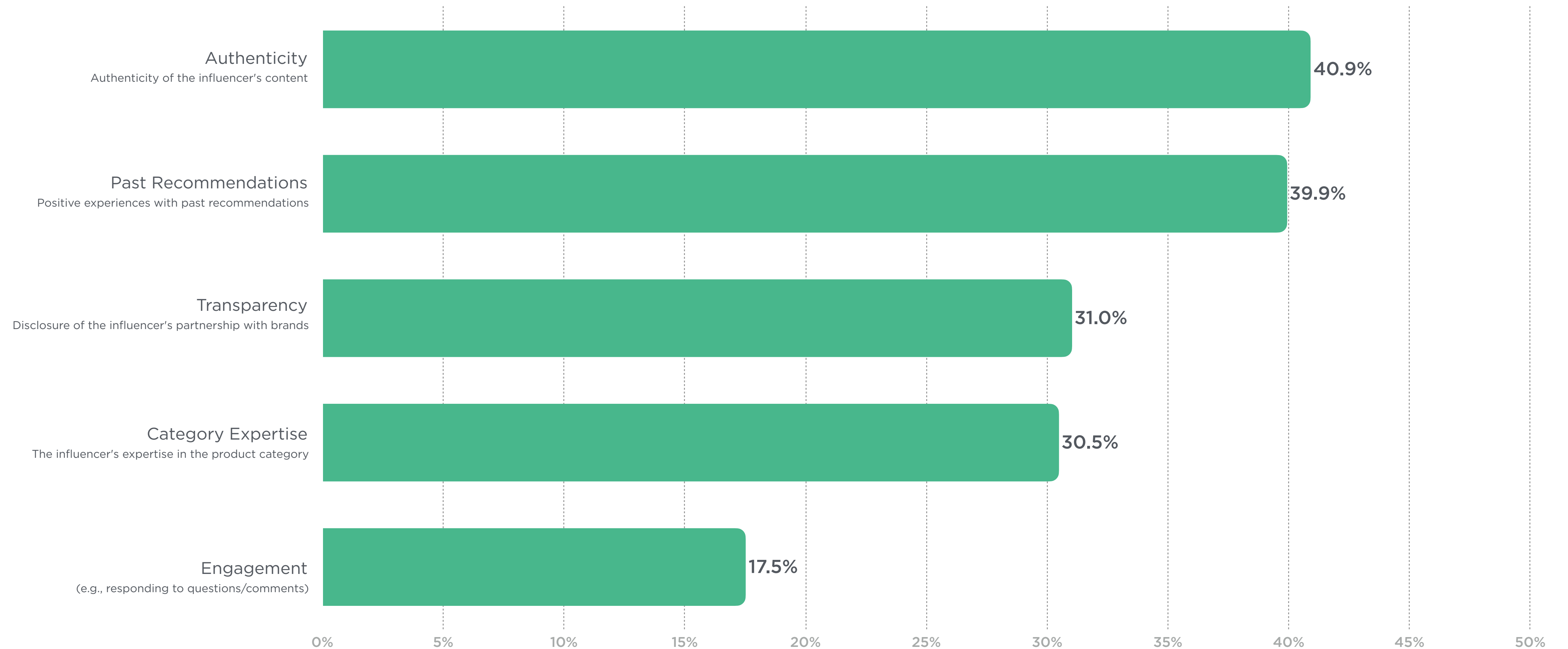
Q: What type of content posted by influencers most influences you to enter a store to purchase a product?



TRUST IN RECOMMENDATIONS



Q: What factors increase your trust in influencer product recommendations?





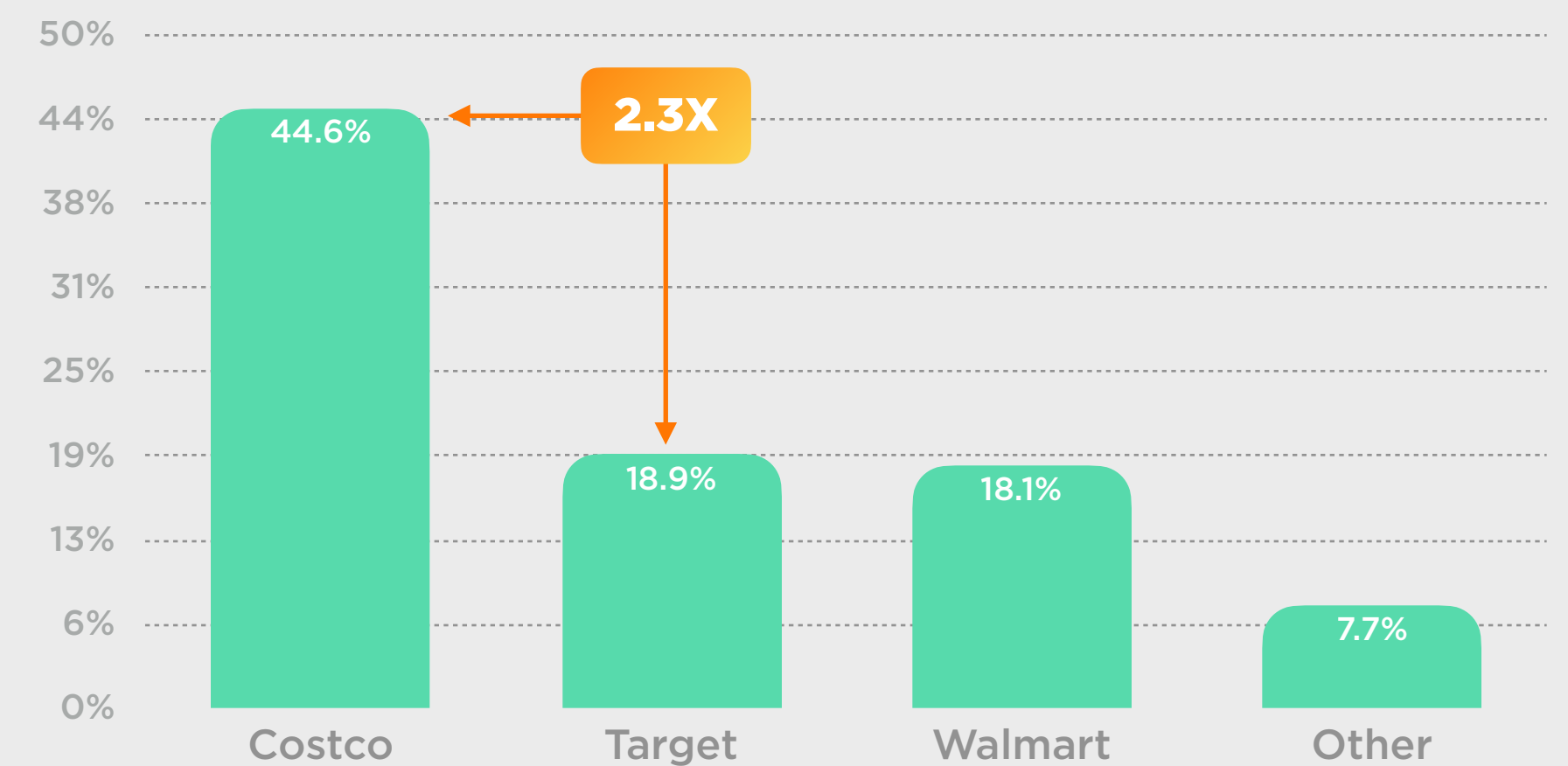
Costco Members are at least

2.3X

more likely to purchase a product after seeing it used by a social media influencer **at Costco** vs. Walmart or Target.

92% of Costco members recommended a product they bought inside a store to someone else.

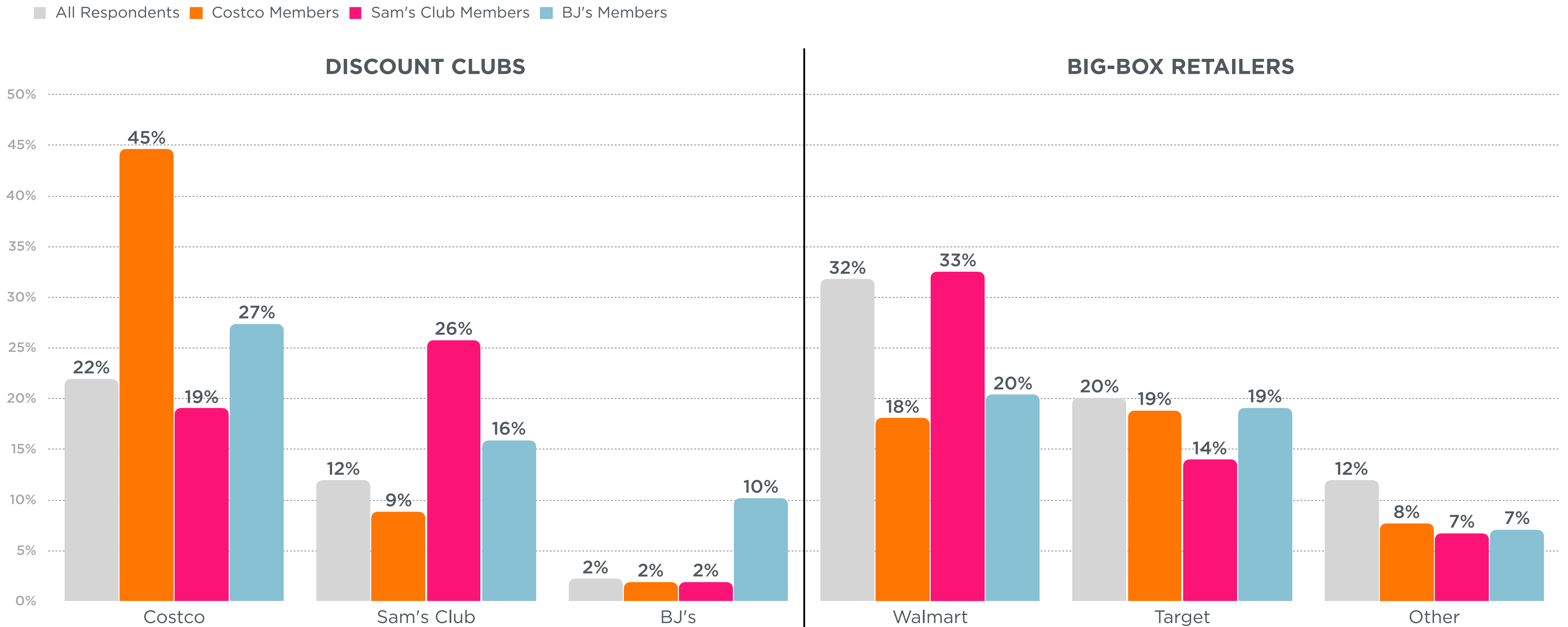
Q: Which store are you most likely to go into to purchase a product after seeing it used or featured by a social media influencer?



PURCHASE INTENT BY CLUB MEMBERSHIP



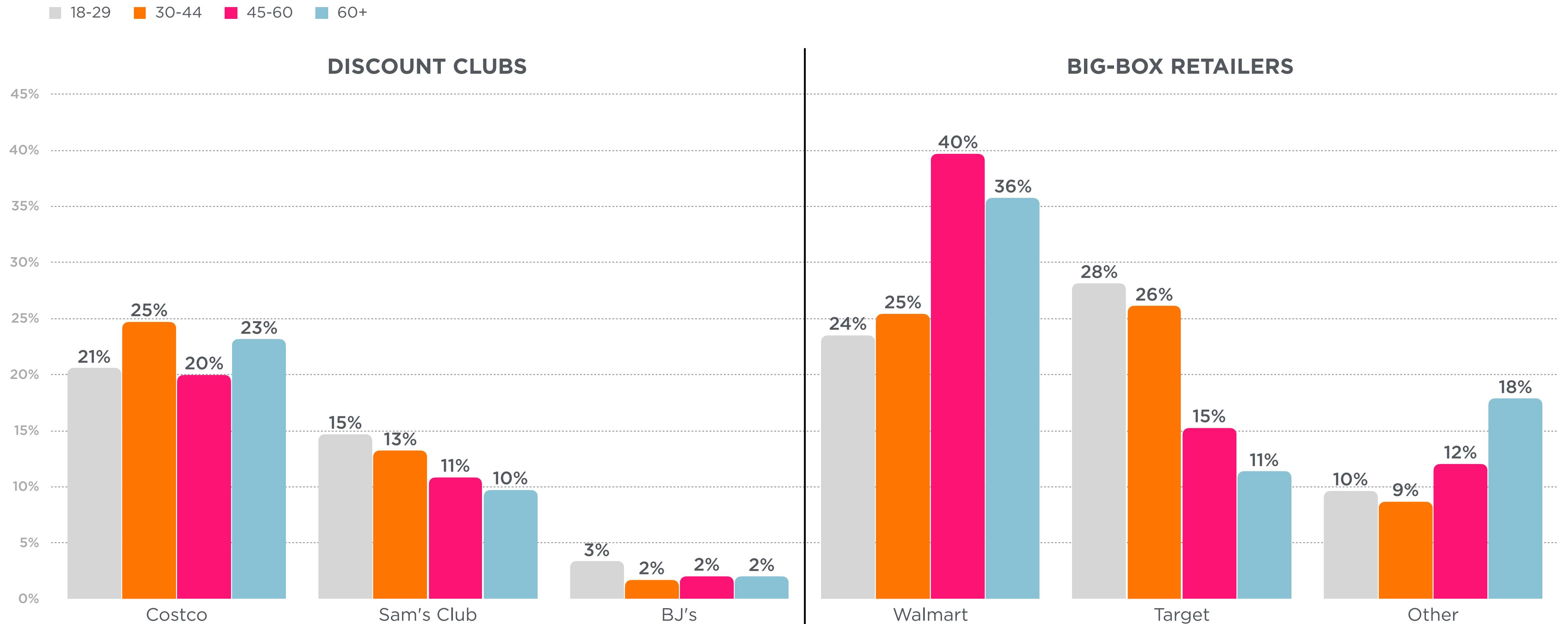
Q: Which store are you most likely to go into to purchase a product after seeing it used or featured by a social media influencer?



STORE PREFERENCES BY AGE GROUP



Q: Which store are you most likely to go into to purchase a product after seeing it used or featured by a social media influencer?



PURCHASE MODALITY BY STORE



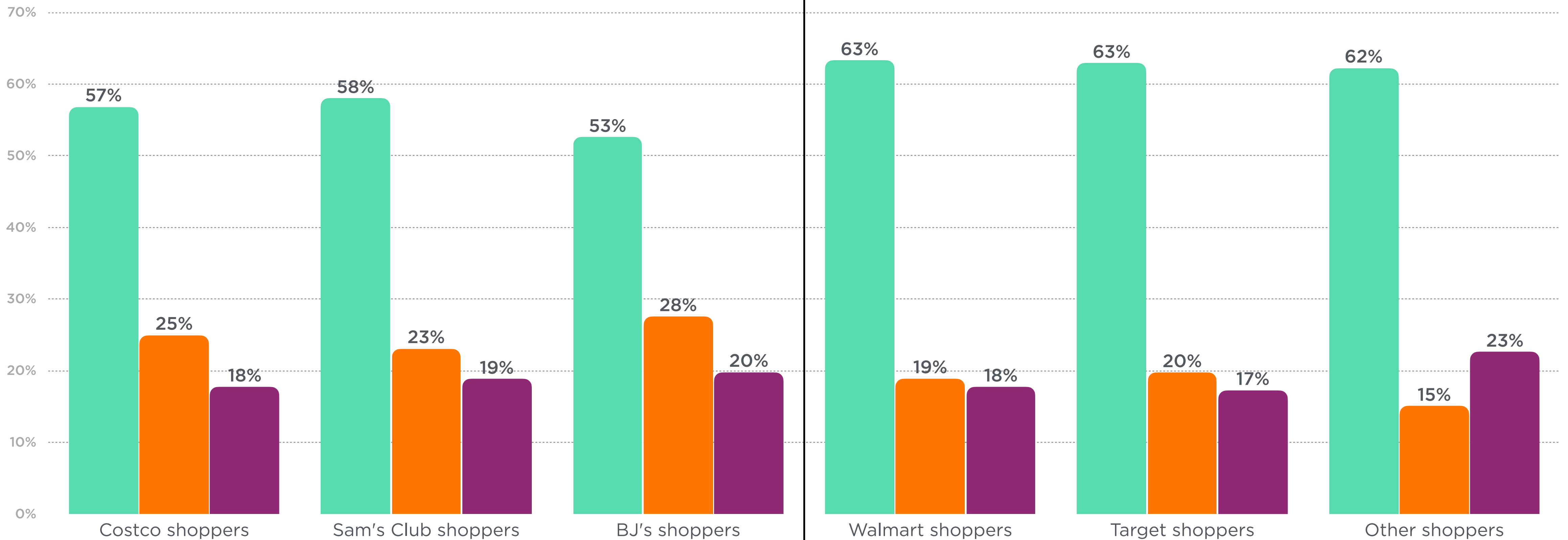
Q: Where have you purchased products after seeing them being used by an influencer?

■ At Store + Online ■ Only at Store ■ Only Online

Discount club members have a slight preference **toward shopping at store.**

DISCOUNT CLUBS

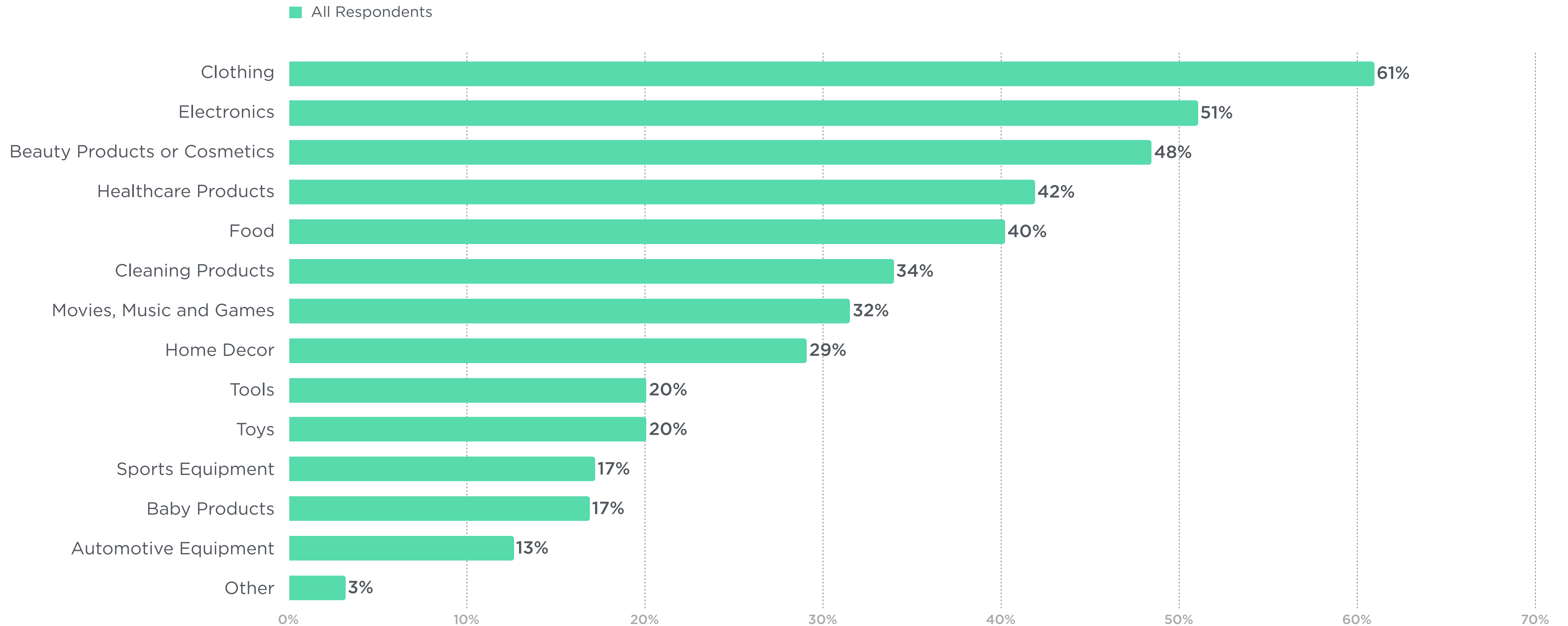
BIG BOX RETAILERS



INFLUENCER-DRIVEN PURCHASE CATEGORIES



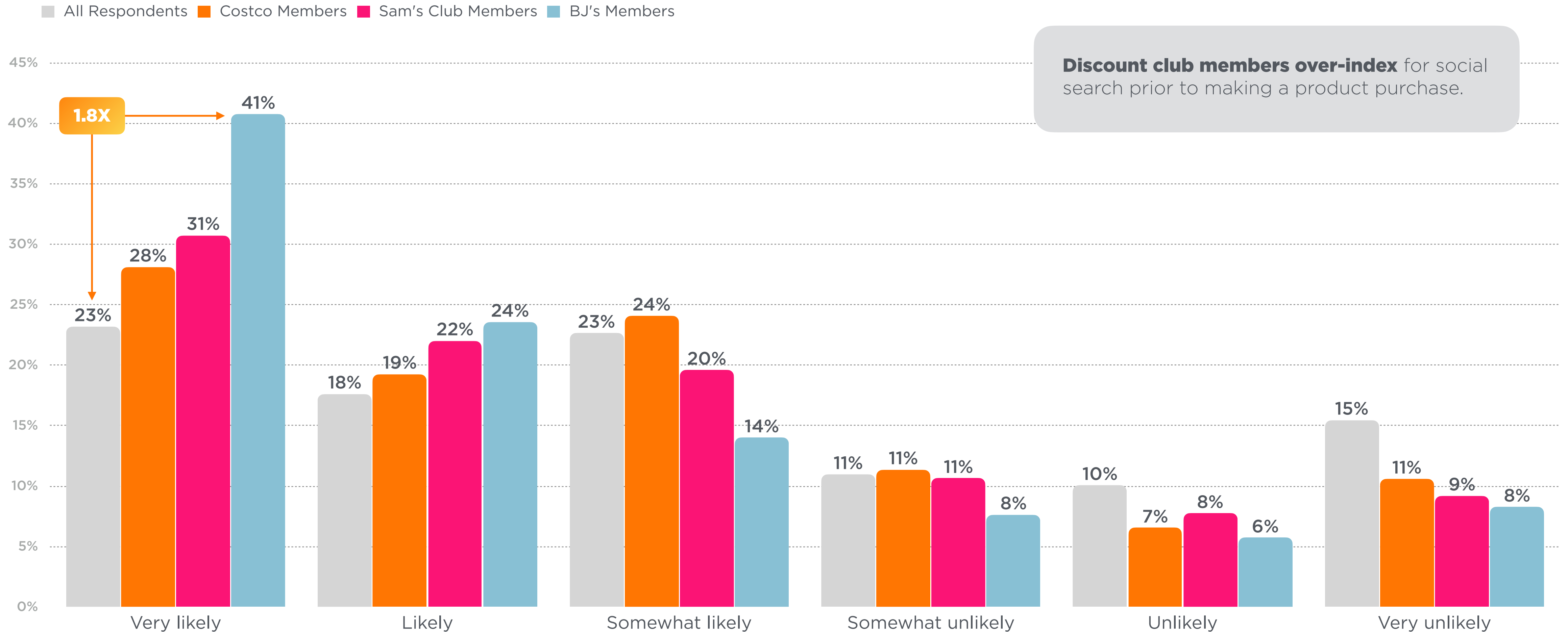
Q: What types of products have you purchased after seeing them used or featured by an influencer?



SOCIAL SEARCH BY CLUB MEMBERSHIP



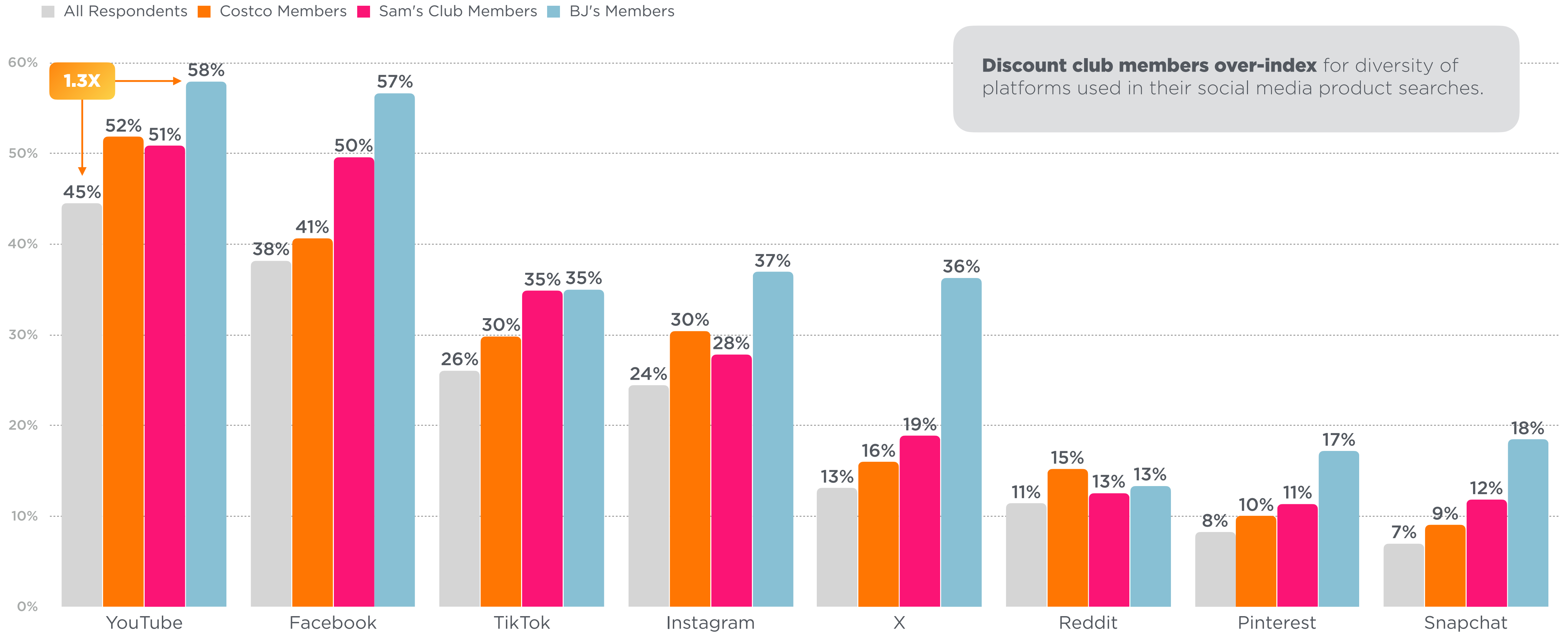
Q: How likely are you to search on social platforms (such as TikTok, YouTube, or Instagram) to find people talking about a product before deciding to make a purchase?



SOCIAL SEARCH BY CLUB MEMBERSHIP



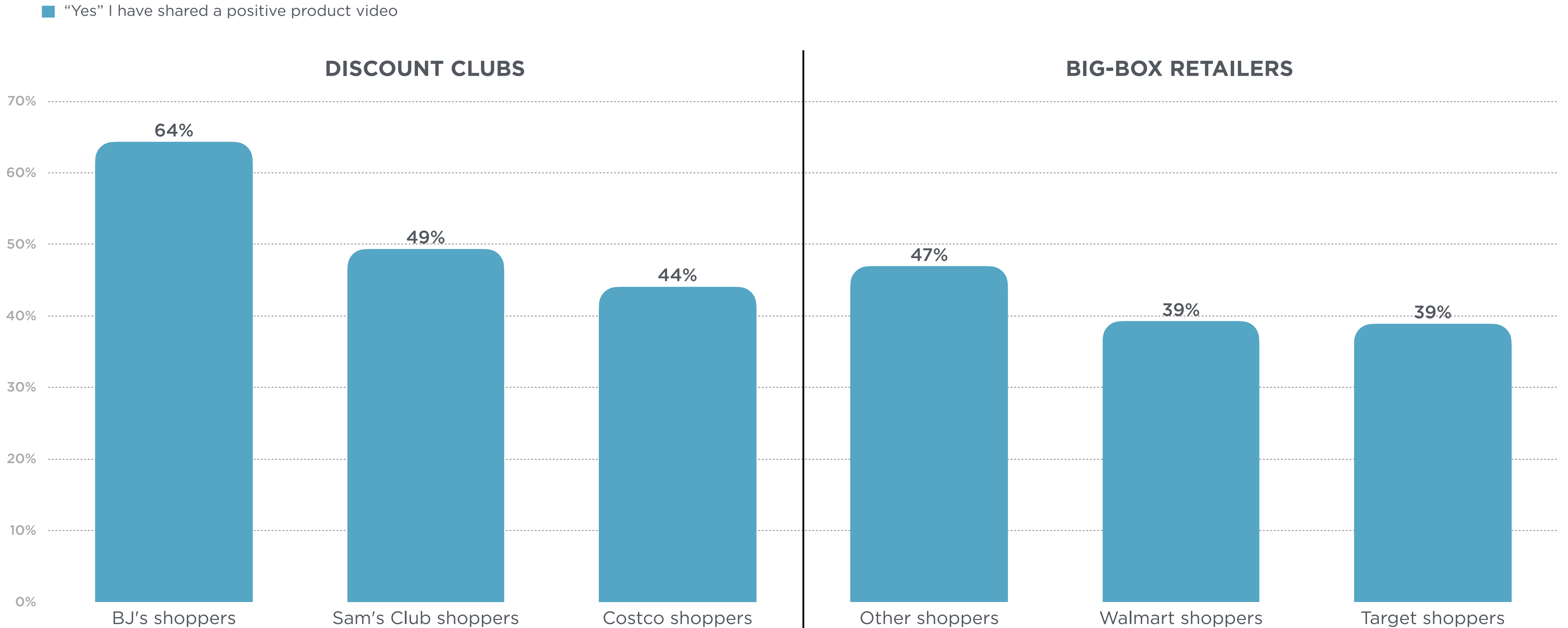
Q: Which social platforms are you most likely to search to find people talking about a product before deciding to make a purchase?



PRODUCT UGC BY SHOPPER TYPE



Q: Have you ever shared a video on social media expressing a positive experience with a product you purchased inside a store?





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