**Social Media Inspired Purchases For 79% Of US Consumers**

Social media ads and reviews got 79% of US consumers to purchase goods or services, a survey from Publicis Groupe, TikTok and WARC reveals, and the rate nears 100% in Indonesia and Brazil. Most respondents also are more interested in videos from non-celebrity content creators than in those from their celebrity counterparts.

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[***https://www.socialmediatoday.com/news/tiktok-shares-new-insights-into-community-commerce-and-how-social-platfor/608426/***](https://www.socialmediatoday.com/news/tiktok-shares-new-insights-into-community-commerce-and-how-social-platfor/608426/)

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