**Survey: Consumers Trust Social Video, Influencers**

Ninety percent of consumers on social media say social video has influenced a purchasing decision, and one-third say influencers are their most trusted sources for shopping advice, per Geometry Global and gen.video. Seventy-seven percent of respondents said social media is their top place to get shopping inspiration, and 77% also trust peers more on social platforms.

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<https://www.mediapost.com/publications/article/303311/shift-in-consumer-trust-influencer-videos-drive-p.html>

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