

JUNE 2018

blender



RETAIL SOCIAL MEDIA LISTENING

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The Bellomy blenders are industry-specific social media reports designed to inform you about hot topics in your industry that are being discussed on social media. The blender is produced every three months for Retail, Healthcare, Energy, Consumer Products, and Financial Services. Subscribe today for automatic delivery or download them from our website every three months.

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BELLOMY'S LISTENING:

we heard the buzz generated by the first public opening—but will Amazon "Go"?

The highly-anticipated brick-and-mortar retail location opened in late January to long lines and a lot of excitement as customers tried out the new store and everyone wondered what this could mean for the future of retail.

Though there are skeptics—as with any new technology—who worry about privacy issues and the deterioration of

social skills, the overall response seems to have been largely positive. Regardless of sentiment, Amazon Go definitely has customers talking and interacting online, with a plethora of posts appearing as they documented their experiences with the new technology through photos and video and wondered if this could be a “game changer” in the retail space. Some even tried to trick and test Amazon’s systems, though almost all were unsuccessful!

Other retailers should watch the development of this technology and how consumers interact with it to avoid being left behind. Competitors will need to carefully test their strategies and technology when moving into this space, and will need to be sure customers are alert to the introduction of such programs so they will be fully utilized. In an example of an unsuccessful attempt to branch into a

cashier-less system, Walmart’s Scan & Go program was recently cancelled, though it was set to expand to another 100 stores earlier this year (it was already available at 150 locations). This cut came about due to low use and awareness among Walmart’s customers.

Amazon Go stores fill the need that many express online and in social media: customers are looking for convenience more and more in their busy lives. While interactions online indicate many still view the store as an attraction (rather than a location for regular purchases), Amazon has reported that they’re seeing repeat customers. The retail giant recently announced plans to expand into the San Francisco and Chicago markets, so clearly something in their strategy must be working. We’ll keep an eye on this type of emerging technology!


People react on social media





BELLOMY'S LISTENING:

we heard the buzz generated by the first public opening—but will Amazon "Go"?



Ryan Mac

@RMac18

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Some people were amazed by the idea of Amazon Go. What happens when those same people learn that the stores are being used to train facial recognition AI that will then be deployed by governments?

10:33 AM · 22 May 2018

9 Retweets


18 Likes



1

9


18

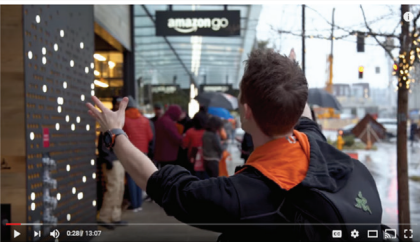


Courtney Blacher


17 March · 🌐

For those that know me, you know I'm a HUGE fan of Amazon. Sure, we came to Seattle to check out the city but the highlight of our trip was for sure visiting the Amazon Go store and the Amazon Spheres. Such a cool experience. I really do hope they eventually come to California. Amazon is EVERYWHERE in Seattle and I think it's the coolest thing since sliced bread lol.





▶ 0:28 / 13:07



We Stole Tampons from the Cashier-less Amazon Go Store

4,291,539 views

100K

1.4K

SHARE

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Linux Tech Tips

Published on Jan 27, 2018

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Just how good is the security at the new Amazon Go store? The answer may surprise you... (but not really - it's pretty damn good)

SHOW MORE



Daniel Amini

@DanielAmini · May 6

In the interest of full impartiality I've just shopped in the #AmazonGo shop in #seattle. Walked in, picked up stuff, walked out. Makes any checkout seem Victorian! #msbuild #aws #Azure





⚡ @MJ54 · 8h

Tried #AmazonGo for the first time yesterday. Incredible. Absolute game-changer. Need it in more cities!!

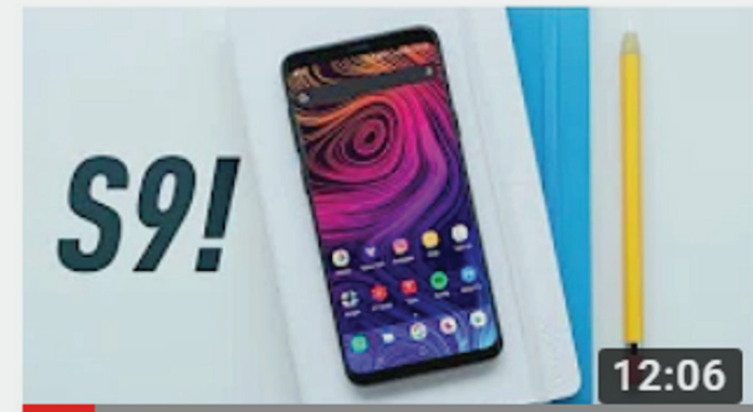


BELLOMY'S LISTENING:

Video product reviews gaining momentum

Not just for sizing issues, product reviews are vital to anyone shopping today, either online or at traditional brick-and-mortar retailers. In looking at how consumers are interacting with product reviews lately, it is becoming apparent that going beyond simple text reviews, into video and full blog posts, is becoming more common and sought-after. YouTube videos showcasing others' personal experiences with products, services, and shopping experiences are widely watched and shared, and are a popular way of interacting with retailers in social media. Consumers are able to connect more with these first-hand experiences, and get a better feel from reviews provided through video, images, and blogs created by people just like them than from simple text reviews and descriptions provided by retailers.

Retailers should be strategic in how they approach presenting their products to consumers; they shouldn't make things seem too produced, and should concentrate on using everyday language people use and showing their goods in real-world conditions. It could also be beneficial to provide a way for their customers to do the same.



Samsung Galaxy S9 Review: The Perfect... Samsung!

3.7M views • 2 months ago

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BELLOMY'S LISTENING:

Prime Wardrobe launches and puts more pressure on traditional retailers



Chelsea Jeanette Mae Wilgis
1 hr · 🌐

Excuse me? Prime wardrobe on Amazon doesn't accept debit card, only credit cards? So those of us who don't own credit cards can't get the luxury of trying on clothes at home before purchasing? Makes a whole lot of sense... 😞😞

👍 Like

💬 Comment

➦ Share

Jen Treat
24 April at 18:45 · 🌐

Alright! My experience with the Amazon Prime Wardrobe is up on the blog. I'll drop the reviews on each piece of clothing in a post tomorrow 😊.

Prime Wardrobe Review
I was trying to think the other night the last time I was physically in a dressing room. The last time I can remember is being in Loft right after I had Ella, so late 2014, when I realized just how...

LIFEISATREAT.WORDPRESS.COM

👍 6

💬 12 Comments

👍 Like

💬 Comment

➦ Share

Clara Fernandez
11 April · 🌐

Amazon is taking over the world making it easier than ever to not ever go into a store to buy stuff. If you watch this video read the comments...there are a lot of mixed opinions about this. #amazonprime #primewardrobe

Introducing Prime Wardrobe
Introducing Prime Wardrobe. Try before you buy. Free, easy returns. Save up to 20%. Learn more here: <http://amzn.to/2rywrYP>
YOUTUBE.COM

👍 Like

💬 Comment

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BELLOMY'S LISTENING:

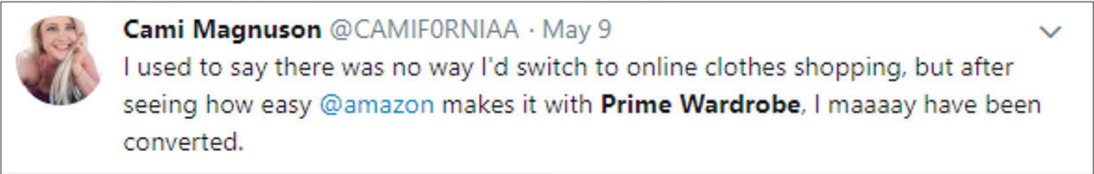
Prime Wardrobe launches and puts more pressure on traditional retailers

First announced last summer, and available by invitation only, Prime Wardrobe was recently rolled out to the wider Amazon consumer base. There is definitely a lot of interest around this offering, with many posting about their discovery of the service and asking friends and followers if they've had experience with it yet. Overall, reactions have been positive, with many excited by the prospect of solving the much-discussed issue of unknown fit and quality of clothing bought online, though some are wary of the potential for over-spending!

And as the service is modeled in the same vein as fashion subscription box successes

like Stitch Fix and Trunk Club, customers are interacting with it in a similar way. Bloggers, influencers, and standard customers are creating posts around unboxing their deliveries, showing off the items they received, and asking friends and followers to give feedback on what they should keep or send back.

Prime Wardrobe's differentiating perk—not having to pay for anything unless you decided to keep an item you ordered—is certainly an interesting concept that could be expanded into other areas of online shopping, and other retailers should be sure to watch how this strategy plays out for Amazon.



BELLOMY'S LISTENING:

Sizing issues causing consumer frustration

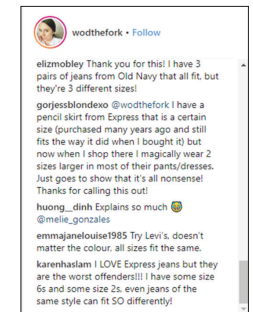
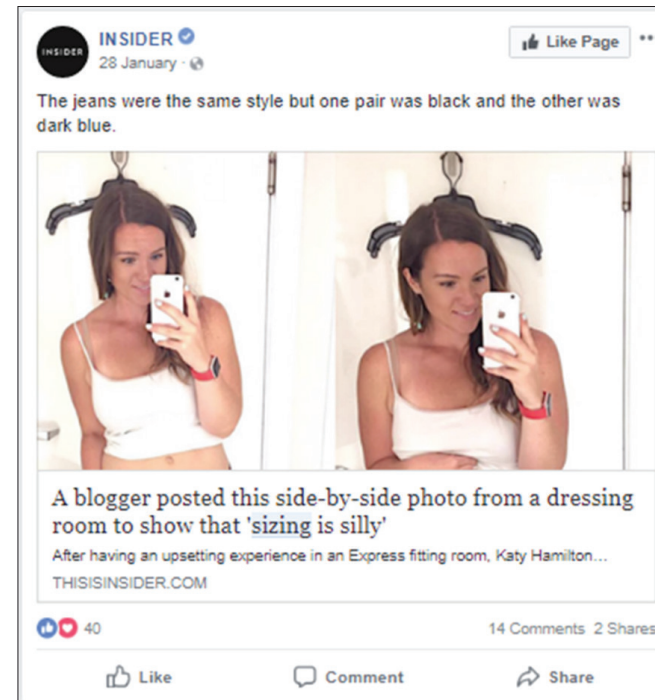


I Tried Size 12 In Different Stores

Speaking of sizing issues while online shopping, it is worth noting that, while certainly not new, this is a persistent concern among customers in any retail setting. This issue came to the spotlight a few times during the first part of the year, with retailers like H&M and Express being called out in particular by customers for their inconsistency and lack of range in sizing. There was also a prominently shared video highlighting the range of size issues between various popular women's retailers. While it is most common to see complaints in this area coming from female shoppers, male consumers have also expressed their fair share of issues, primarily with a lack of larger and big & tall size options from retailers. The comments on these posts and videos show that the sizing problem continues to be a hot topic for consumers, and is something retailers should look into addressing.

A common form of interaction on social media around this issue involves consumers seeking and/or offering advice for shopping at different retailers and how their sizing measures up to others. These reviews often feature images, body measurements, and suggestions for adjusting from your "usual" size.

Our advice for retailers: offer comprehensive size guides (think full measurements for various garments and brands); let customers know the measurements of the model and what size they are wearing (and encourage reviewers to do the same!); and consider adding measurement in inches to clothing labels/descriptions (e.g., a size 12/32 pair of jeans).





BELLOMY'S LISTENING:

Launching brands with Facebook + Instagram

It can be tough standing out in today's online sector, with the massive number of brands competing for consumers' attention and dollars. Many new startups, especially in the fashion and beauty industries, are turning to social media to launch their brands.

Ads for these brands can be fairly prevalent in consumers' social media experiences, and are often discussed among friends and followers, as well as in the comment threads of these ads. The legitimacy and quality of the products these retailers offer is a common topic, with consumers looking for recommendations from others who have tried them, or hoping for sincere interaction from the retailers themselves to give them confidence in a purchase decision.

Recently widely-viewed, shared, and commented-on videos include vloggers and influencers creating video reviews of makeup, clothing, or other items



I Bought A Full Face Of Makeup From Facebook Ads

4M views

purchased entirely from ads on their social media feeds, or products from retailers heavily based on social media, like Wish. These content creators are also beginning to use features like the "Swipe up" ability on Instagram to send followers directly to products featured in their stories.

Retailers should watch how others in the industry cultivate followings and create interaction with consumers, as this can increase feelings of connectivity with these stores and establish a loyal fan base if done properly.

On a side note, retailers moving into this area may want to watch trends around dropshipping. Is not a widely discussed topic at the moment, but it should be monitored as the use of this business strategy increases, and there is more opportunity for poor quality products being sold through social media-based retail brands, as this could hurt the chances of legitimate start-ups.



I Bought An Entire Outfit From Instagram Ads

5.5M views

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BELLOMY'S LISTENING:

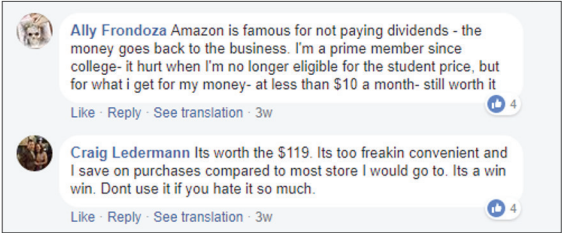
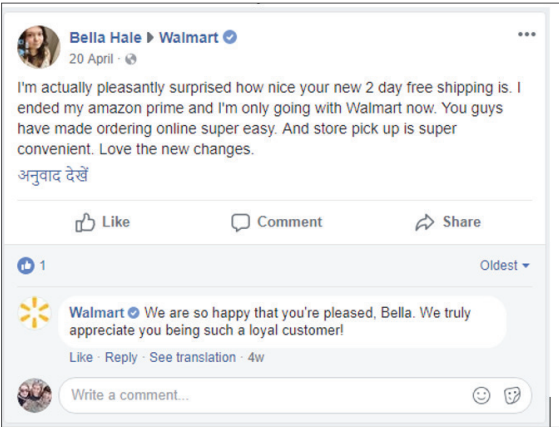
will consumers accept Amazon Prime price hike?

In a recent announcement, it was revealed that the price of Amazon Prime memberships would be increasing in May 2018, from \$99 to \$119 for a year-long membership, and \$9.99 to \$12.99 for month-to-month members. While, predictably, customers are upset at this news, with many claiming they will not be renewing their memberships, the subscription rate for Amazon Prime is not expected to have any drastic drop off.

This news of course created a lot of discussion online, especially on social media, where many customers expressed their disappointment, and a fair number threatened to cancel their subscriptions or move to competitors like Walmart, who currently offers free two-day shipping on any orders over \$35. There were also some

who suggested switching to a monthly subscription to the service, so it could be used just during peak ordering times around the holidays. These customers are often ones who only use Amazon Prime for the shipping perks, so they don't feel that this price is worth the benefits of the service. On the opposing side, there have also been quite a number who feel the price is still a bargain for all of the advantages they receive from being a Prime member.

Various businesses and blogs also got in on the social media conversation by sharing tips on how to get the lower rate locked in for the next year, what items you should buy with Prime before the price is raised, and how to decide if the increased price is still worth it for your situation.



BELLOMY'S LISTENING:

Social causes



As consumers become more informed on the actions and affiliations of the stores and brands they frequent, retailers need to be aware that they are being watched, and their consumers will react when they show an affiliation towards one side of a political or societal debate. Consumers can be rather vocal on social media in their reactions, and news travels fast, sparking many arguments in support or opposition to a retailer's actions. A recent example of this can be seen in the reactions to Dick's Sporting Goods' decision to not only pull assault-style rifles from its shelves, but also destroy all of the inventory. This was a widely-discussed topic among consumers on social media, and while there were some unhappy with the decision, the overall response seems to have been highly positive.

[View previous comments](#)



Judith Peltier Thank you and to all you gun loving ignorant people let 's hope you never bury your child because you were a coward hiding behind your assault weapon. Can you give me one reason why the ordinary citizen needs that kind of gun?

Like · Reply · 11w



4

↳ 11 Replies



Sylvia Sparks Simpson Have never shopped Dick's stores and I sure won't now.

Like · Reply · 11w



1

↳ 6 Replies



Em Gee I can't imagine myself needing sporting equipment, but when and if I do, this is where I'm spending my money. Humanity looks good on you Dick's Sporting Goods. Thank you. ❤️

Like · Reply · 11w



5



Ron Nye Very, very impressed with your response to the Parkland tragedy. You are a moral example to youngsters developing their character in these difficult times ... and an example of true sportsmen.

Like · Reply · 11w · Edited



4



Calen Edgar Well, you have lost me as a customer for ever. . . Sure Sheels will take my money.

Like · Reply · 11w



5

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