Amazon Customer Research

Goat Consulting ®

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Introduction

If you want to understand how to sell to the Amazon Customer, you must first understand the Amazon Customer.

Customer Obsession is the first listed Leadership Principle at Amazon. The Amazon leadership principles are the backbone of how Amazon employees discuss new ideas for a project or decide on the best approach to take when solving a problem. It is a cornerstone of how Amazon has built their multinational marketplace.

> "Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers." - Customer Obsession, Amazon Leadership Principles

In Amazon's first Letter to Shareholders in 1997, customer obsession is cited as a focus, "From the beginning, our focus has been on offering our customers compelling value. We realized that the Web was, and still is, the World Wide Wait. Therefore, we set out to offer customers something they simply could not get any other way, and began serving them with books. We brought them much more selection than was possible in a physical store (our store would now occupy 6 football fields), and presented it in a useful, easy-to-search, and easy-to-browse format in a store open 365 days a year, 24 hours a day. We maintained a dogged focus on improving the shopping experience, and in 1997 substantially enhanced our store. We now offer customers gift certificates, 1-Click shopping, and vastly more reviews, content, browsing options, and recommendation features. We dramatically lowered prices, further increasing customer value. Word of mouth remains the most powerful customer acquisition tool we have, and we are grateful for the trust our customers have placed in us. Repeat purchases and word of mouth have combined to make Amazon.com the market leader in online bookselling."

In this document, we at Goat Consulting are attempting to understand how Amazon Customers shop in order to pass along insights to clients and potential future clients. Throughout this consumer insight survey and report, we strive to practice the same theory of customer obsession and further understand how they think, behave, and shop. In addition to reporting the results of the survey, we have made comparisons within the data to generate insights that may be of value to companies selling on Amazon.
We conduct similar market surveys for clients we serve that address the specific questions our clients are looking to answer, including price sensitivity, value propositions, and search terms customers use to find products.

If you would like us to run a survey for your business and develop consumer data that can be used to draw insight and take action on, please reach out to us at: https://www.goatconsulting.com/contact-us.

Survey Process

This section outlines the process we used to gather the survey data. The survey ran between 4/23/2019 and 5/14/2019 where 2,019 responses were collected. Survey participants were paid between $0.30 and $0.50 for completion of the survey. Those taking the survey have had experience completing similar surveys with high approval rates. Question responses were recorded in the form of multiple choice, select all that apply, and a linear scale (1 being the least, 7 being the most). The questions are broken down into different steps of the purchasing process including product discovery, investigation, exploring, buying and use. If you would like to see the source data, please reach out through our contact form on our website.

Survey Questions

Here are the questions we asked in the survey:

- Demographic and purchasing habits
    - Gender
    - Age
    - What region of the United States do you reside in?
    - How frequently do you browse on the Amazon.com or another E-Commerce site?
    - Where on the internet do you usually start when shopping?
    - How often do you shop on Amazon?
    - When you shop on Amazon, what types of products do you purchase? Check all categories listed below that apply to products which you purchase frequently.
    - Are there any types of product which you avoid purchasing on Amazon? Categories you would not buy from on Amazon? Check all categories listed below that apply to products you avoid purchasing.
    - What device do you normally shop on Amazon with?
    - Do you have an Amazon Prime account for your household?
    - How many individuals are in your household?
    - How many different purchasers are there in your household? A "purchaser" is the individual who makes purchases/buys for your household on Amazon.

    - Which of the amounts listed below is closest to what you would you estimate your household spends on Amazon.com purchases annually (per year)?
- Product and Brand Discovery
    - Where did/do you first discover most of the brands or products you purchase on Amazon?
    - Which of the methods of product/brand discovery is most convenient for you as a consumer?
    - Think of a few brands which you like or trust. How many different unique products do you purchase from that brand annually (per year)?
    - What information is most important to you when you discover or are presented with a brand which you've not heard of before?
- Asking and Investigating Brands
    - How often do you validate the brands you're considering for purchase by speaking to family and friends about the product or brand?
    - How often do you validate the brands you're considering for purchase by researching on the internet about the product or brand?
    - How often do you validate the brands you're considering for purchase by reading reviews and ratings about the product or brand?
    - How often do you validate the brands you're considering for purchase by visiting the brand or products .com website?
- Exploring
    - When you have decided on making a purchase, where do you spend the most time exploring product options?
    - When you're entering your search on Amazon, do you already know the exact brand of a product you want to purchase, or do you only know the type of product you want to purchase?
    - When you're exploring different products offered for what you want to purchase, how do you explore/inspect your options? Select all that apply
- Exploring Product Values
    - Product Price/Cost
    - Review Quantity (Number of Reviews)
    - Review Rating (Quality of Reviews, "# of Stars")
    - Unique Additional Value Points (Warranty, Additional Product Features, etc.)
- Exploring Product Image
    - A standard image of the product only
    - A lifestyle image of the product
    - Infographic about product features or product use
    - Image of the product being used or in use

- Informational video about the product
- Are you familiar with enhanced brand content? (See the example below - image of enhanced brand content is shown)
- If you are familiar with enhanced brand content, how frequently would you say you view it when browsing products on Amazon.com?

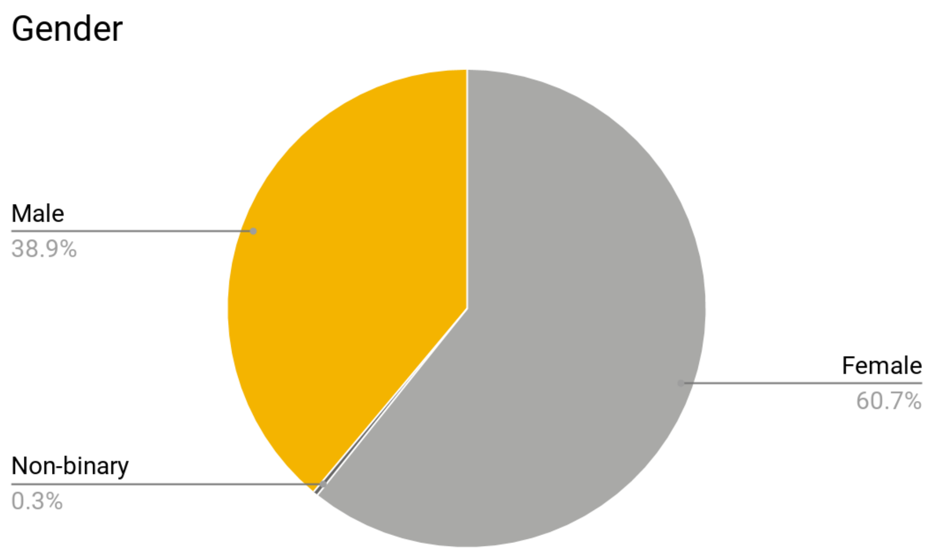
- Buying
    - How important is the "Prime" badge when you are considering purchasing a product?
    - How many different products are in your consideration set when investigating options for purchase on Amazon?
    - What is your average cart size (number of items), when you check out on Amazon.com?
    - Following up on the question above, what is the average value in $(USD) of your cart when you check out on Amazon?
    - Are you aware of the difference between organic product display and advertised product display on Amazon?
    - Does a product displaying as an advertisement vs. organic influence your decision to potentially purchase the product?
    - If you purchase consumable products on Amazon (grocery, skin care, hair care, etc.), what length of supply do you purchase at once?
    - How often do you check out on Amazon? Do you collect a cart over time and purchase/checkout the cart all at once? Do you check out and purchase individual products frequently (single item carts)? Mark the option below which most accurately describes your average behavior.
- Using
    - Are you typically the user of the products you purchase or is someone else the end user?
    - Who writes the review after a product has been purchased?
    - Do additional product-use information and other "tips" increase the odds that you will leave a review on your purchase?
    - Have you ever left a product review on Amazon?
    - If you've left a review, how many products have you reviewed while shopping on Amazon.com (please answer in the form of a number)
    - When you leave a review, how many days after the purchase is it usually left?
    - What triggers you to leave a review?
    - On average, do you leave mostly negative reviews or positive reviews?
    - What is the average review rating that you've left while shopping on Amazon?

Survey Results

Here is a breakdown of the survey responses that we received:

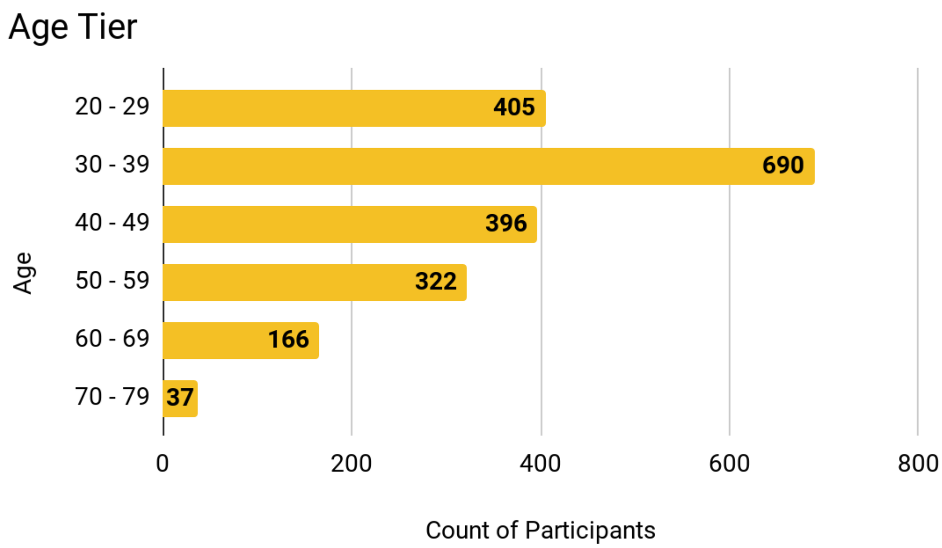
Demographic and Purchasing Habit Questions

1. *Gender*



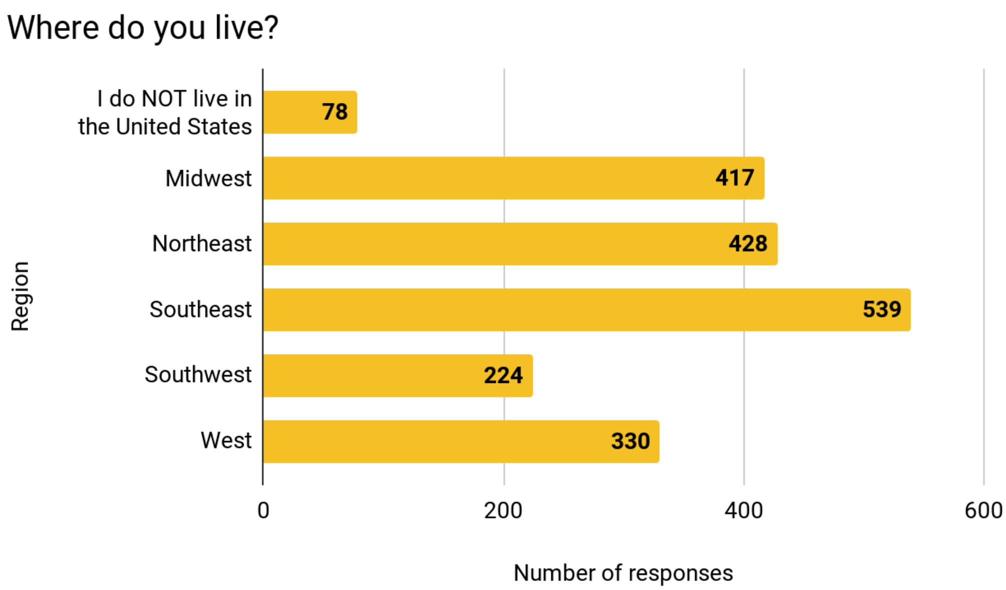
Male	38.9%
Female	60.7%
Non-binary	0.3%

2. Age



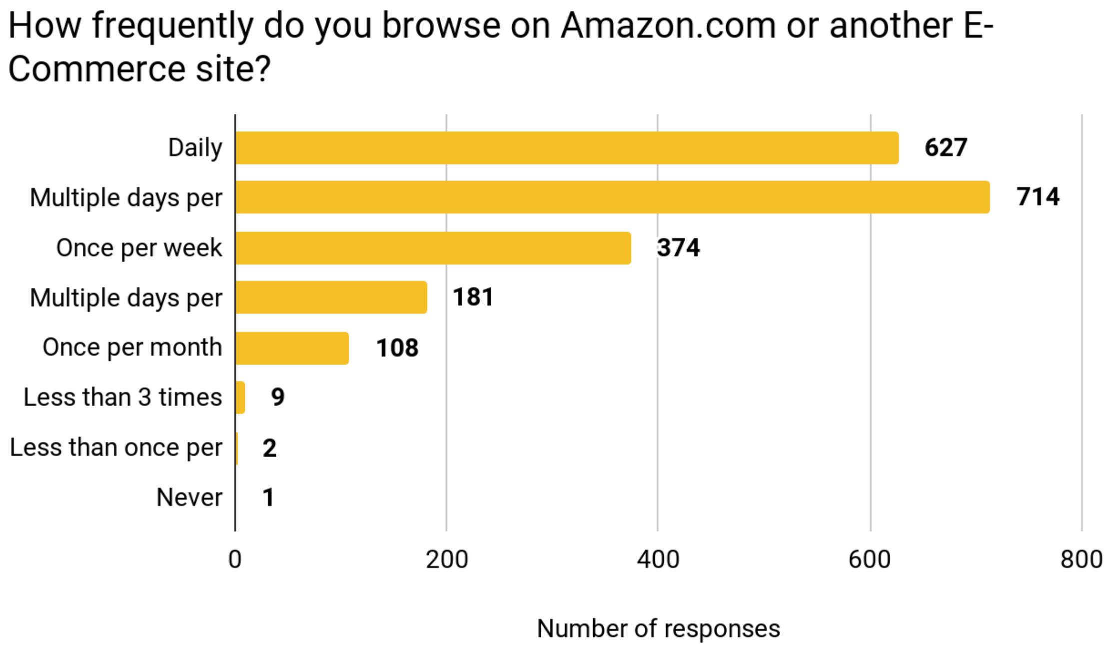
20 - 29	405
30 - 39	690
40 - 49	396
50 - 59	322
60 - 69	166
70 - 79	37

3. Where do you live?



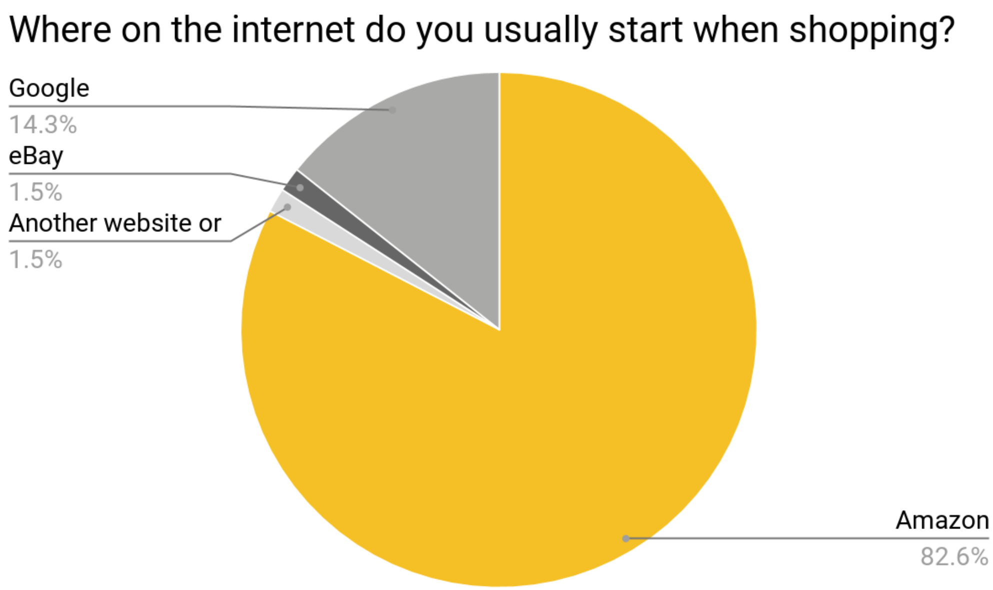
I do NOT live in the United States	78
Midwest	417
Northeast	428
Southeast	539
Southwest	224
West	330

4. How frequently do you shop online?



Daily	627
Multiple days per week	714
Once per week	374
Multiple days per month	181
Once per month	108
Less than 3 times per year	9
Less than once per year	2
Never	1

5. Where do you start shopping online?

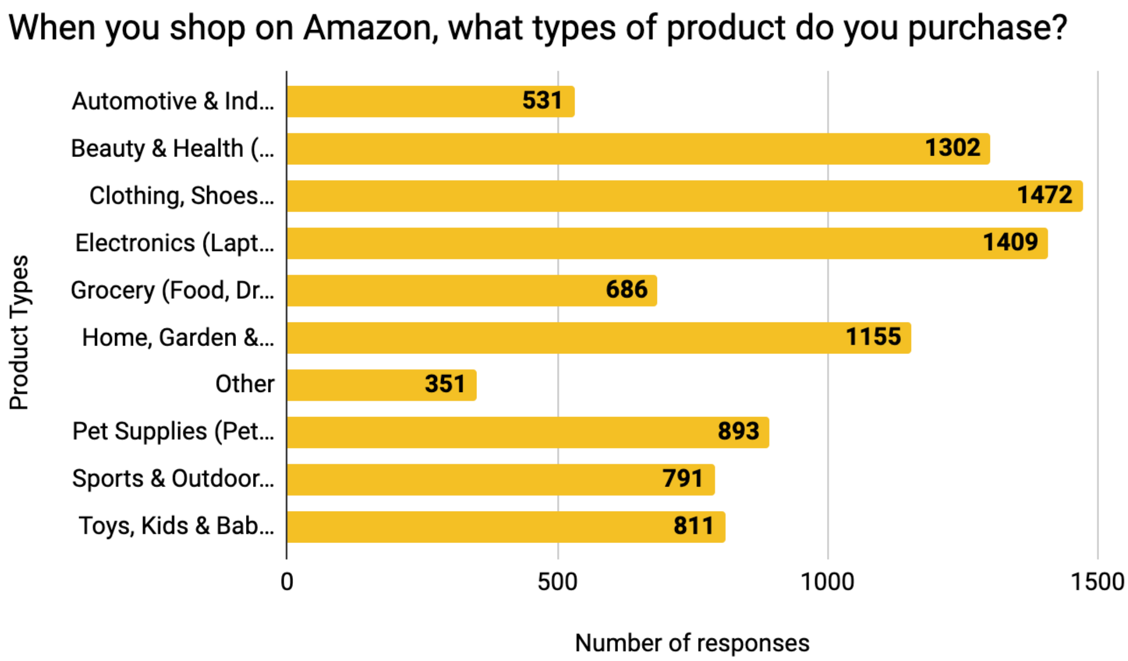


Amazon	82.6%
Google	14.3%
eBay	1.5%
Another website	1.5%

6. How often do you shop on Amazon?

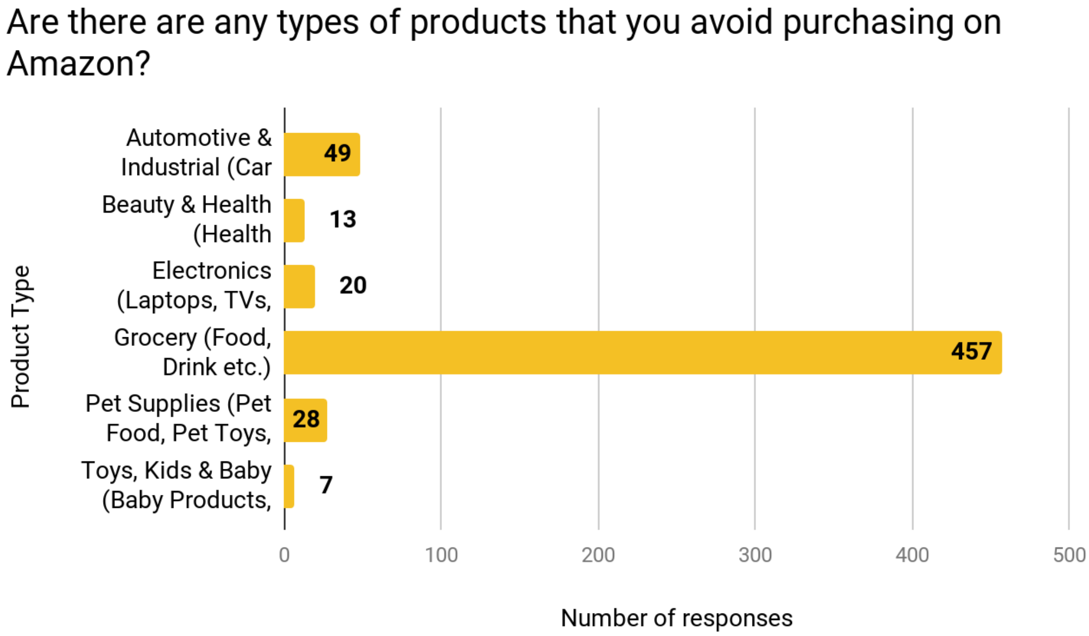
Multiple days per week	713
Once per week	477
Multiple days per month	423
Once per month	377
Less than 3 times per year	23
Less than once per year	3

7. When you shop on Amazon, what types of products do you purchase?



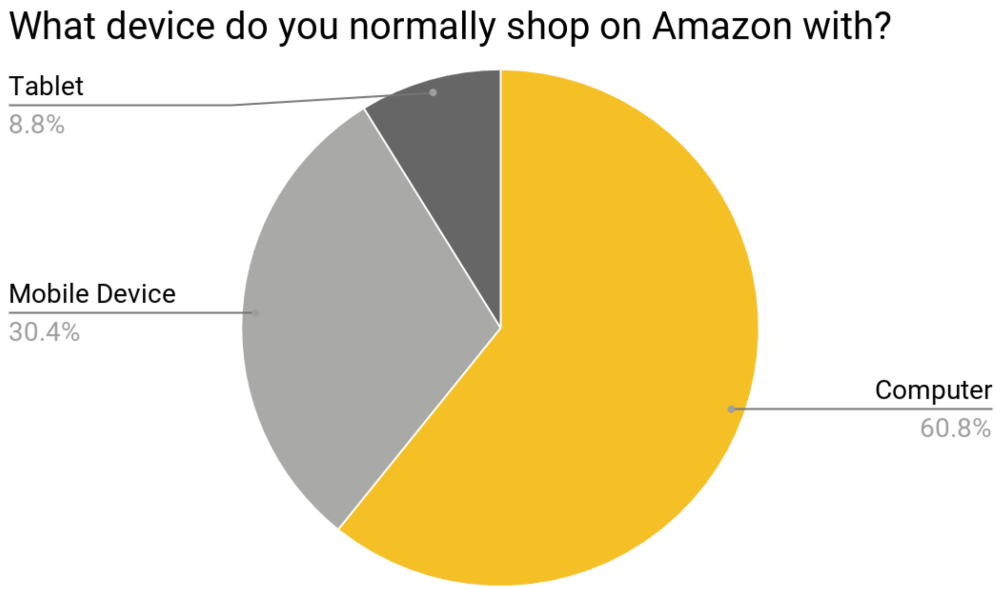
Automotive & Industrial (Car Parts and Accessories, RV Parts and Accessories, Car Electronics, etc.)	531
Beauty & Health (Health Supplements & Vitamins, Make Up, Skin Care, Hair Care)	1302
Clothing, Shoes & Jewelry (Clothing, Shoes, Accessories, Baggage, etc.)	1472
Electronics (Laptops, TVs, Headphones, Monitors, Printers, Routers, etc.)	1409
Grocery (Food, Drink, etc.)	686
Home, Garden & Tools (Kitchen & Dining, Furniture, Bed & Bath, Power Tools, Lawn Care & Chemicals, Gardening Tools, etc.)	1155
Other	351
Pet Supplies (Pet Food, Pet Toys, Kennels, Pet Health, etc.)	893
Sports & Outdoors (Sporting Goods, Camping Gear, Accessories for Outdoor Activities, Athletic Clothing, etc.)	791
Toys, Kids & Baby (Baby Products, Toys, and Games for Kids)	811

8. Are there any types of product which you avoid purchasing on Amazon?



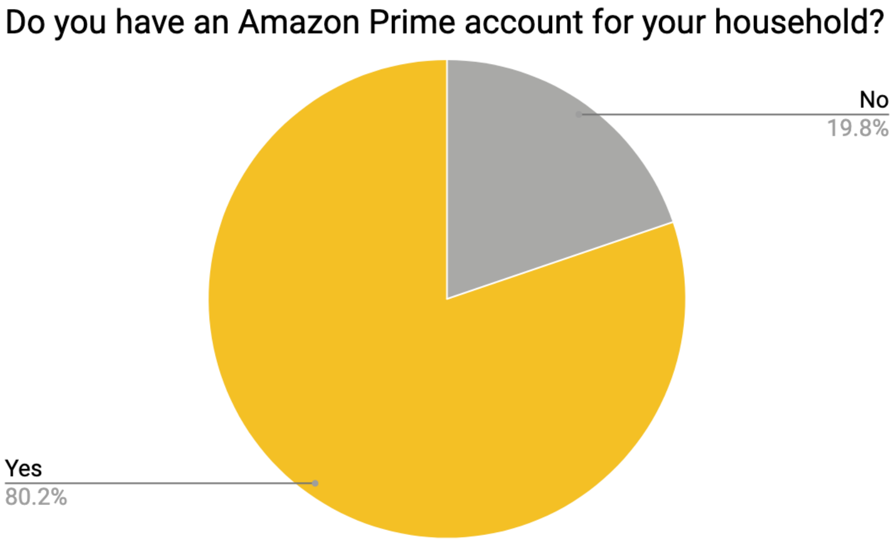
Automotive & Industrial (Car Parts and Accessories, RV Parts and Accessories, Car Electronics, etc.)	49
Beauty & Health (Health Supplements & Vitamins, Makeup, Skin Care, Hair Care)	13
Electronics (Laptops, TVs, Headphones, Monitors, Printers, Routers, etc.)	20
Grocery (Food, Drink, etc.)	457
Pet Supplies (Pet Food, Pet Toys, Kennels, Pet Health, etc.)	28
Toys, Kids & Baby (Baby Products, Toys, and Games for Kids)	7

9. What device do you normally shop on Amazon with?



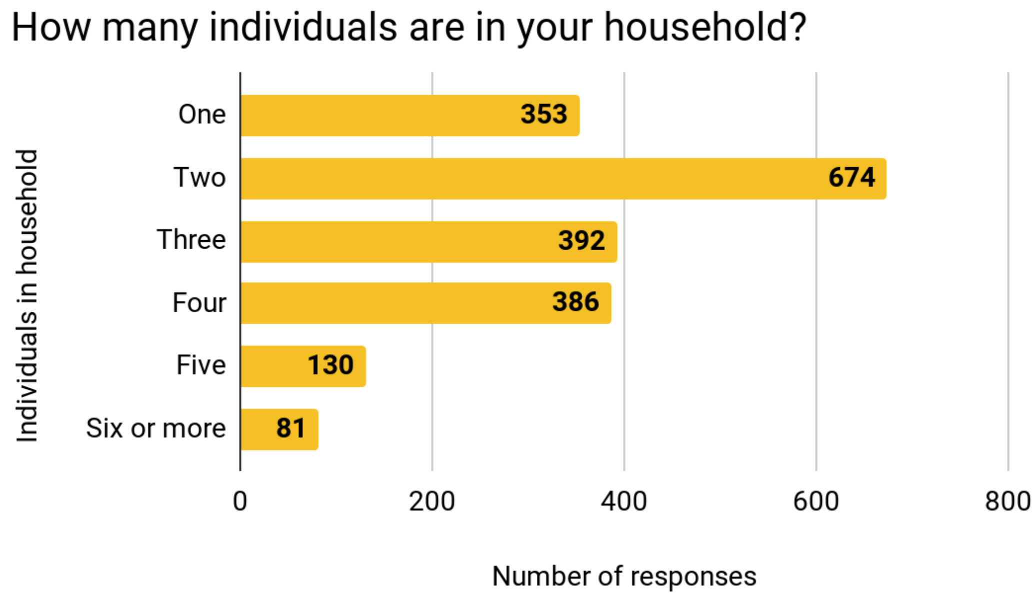
Computer	60.8%
Mobile Device	30.4%
Tablet	8.8%

10. Do you have an Amazon Prime account for your household?



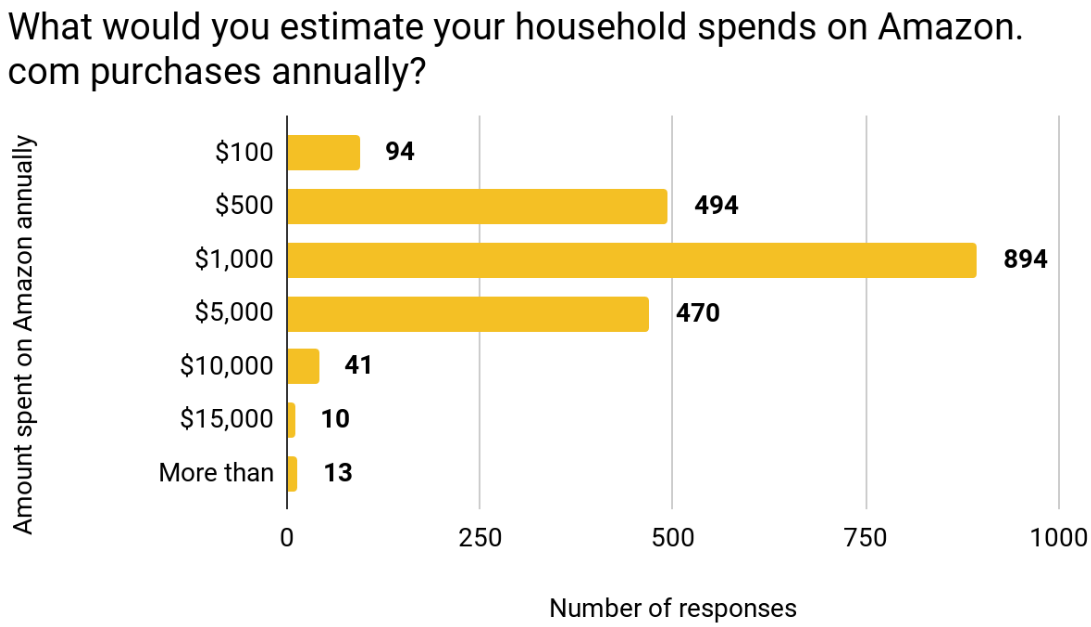
Yes	80.2%
No	19.8%

11. How many individuals are in your household?



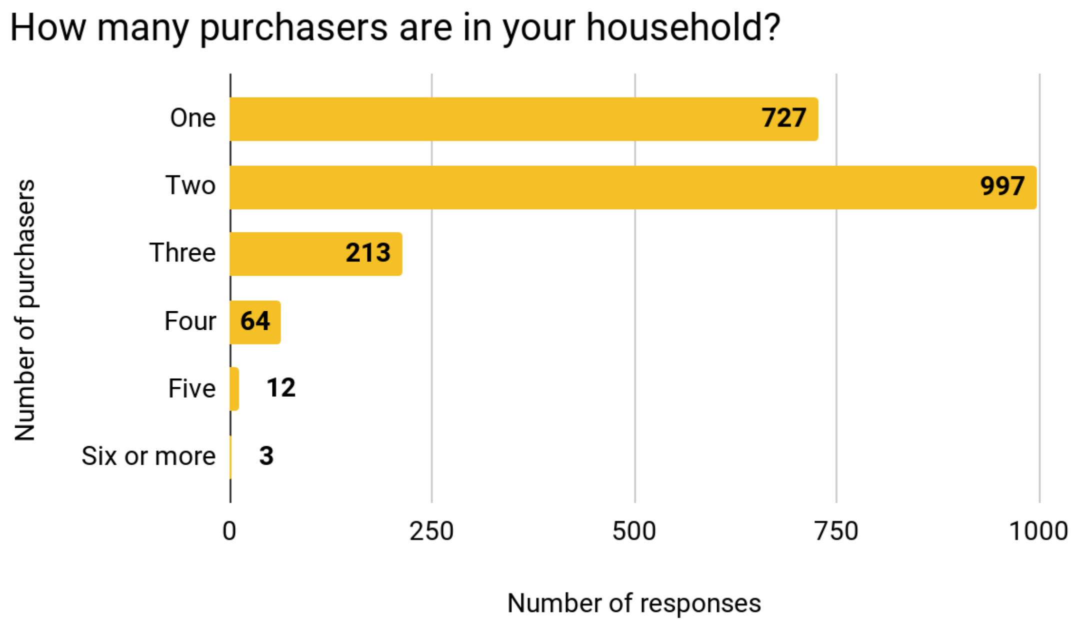
One	353
Two	674
Three	392
Four	386
Five	130
Six or more	81

12. Which of the amounts listed below is closest to what you would you estimate your household spends on Amazon.com purchases annually?



$100	94
$500	494
$1,000	894
$5,000	470
$10,000	41
$15,000	10
More than $15,000	13

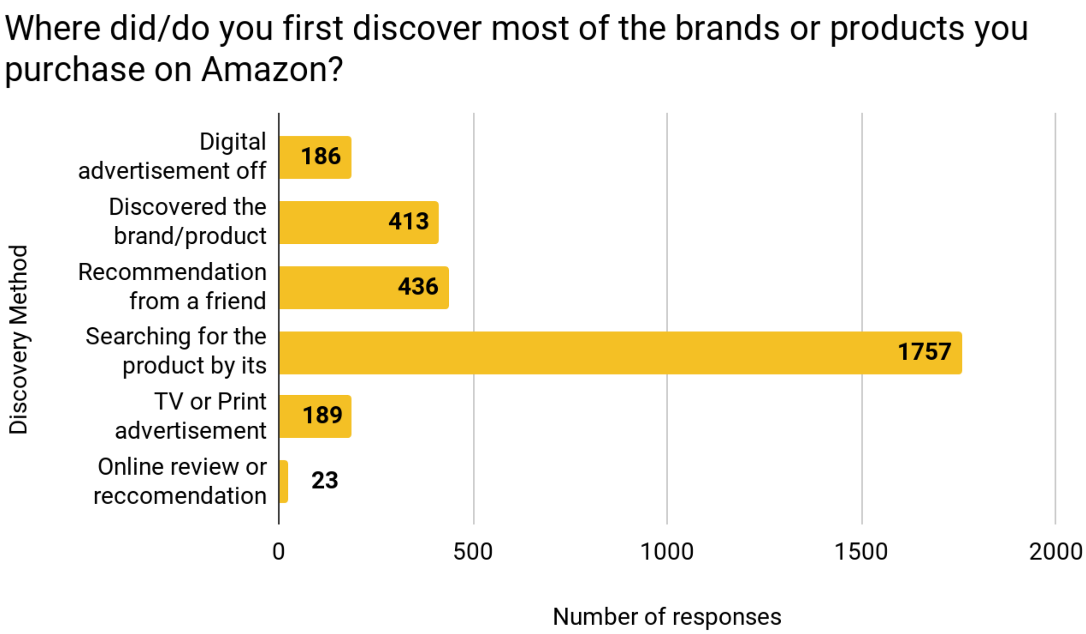
13. How many different purchasers are there in your household? A "purchaser" is the individual who makes purchases/buys for your household on Amazon.



One	727
Two	997
Three	213
Four	64
Five	12
Six or more	3

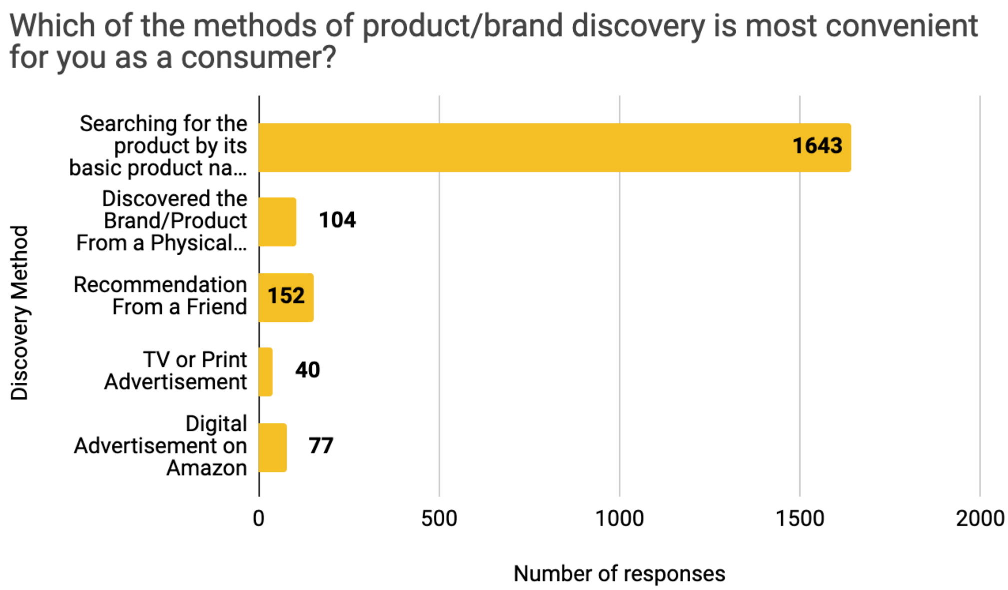
Product and Brand Discovery

14. Where did/do you first discover most of the brands or products you purchase on Amazon?



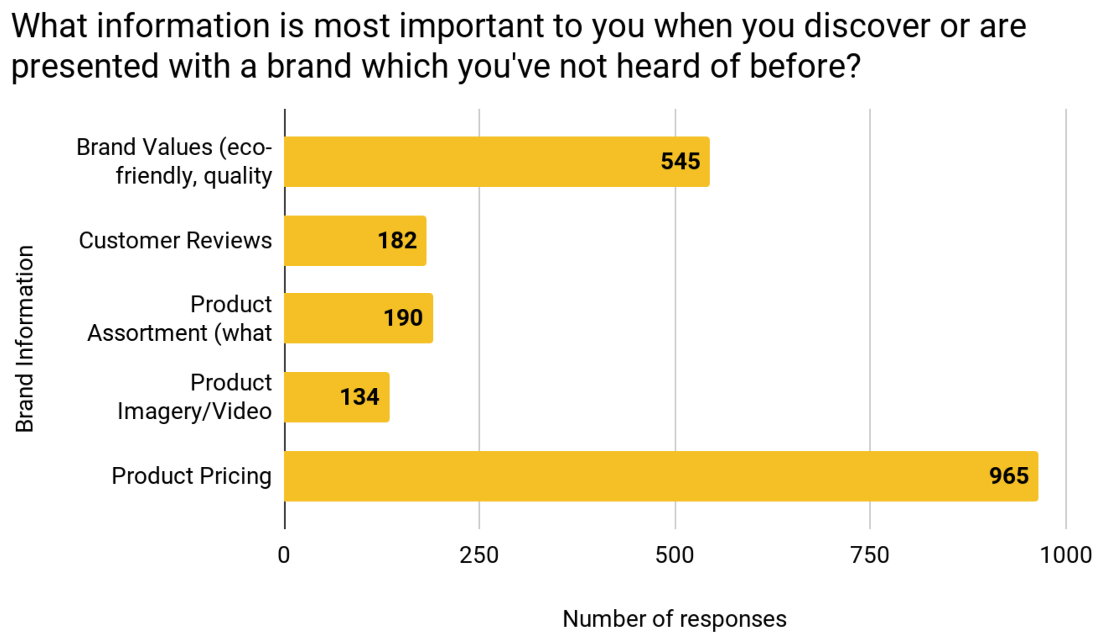
Digital advertisement off of Amazon	186
Discovered the brand/product from a physical store location	413
Recommendation from a friend	436
Searching for the product by its basic product name on Amazon (toaster, chips, fork, etc.)	1757
TV or Print Advertisement	189
Online review or recommendation	23

15. Which of the methods of product/brand discovery is most convenient for you as a consumer?



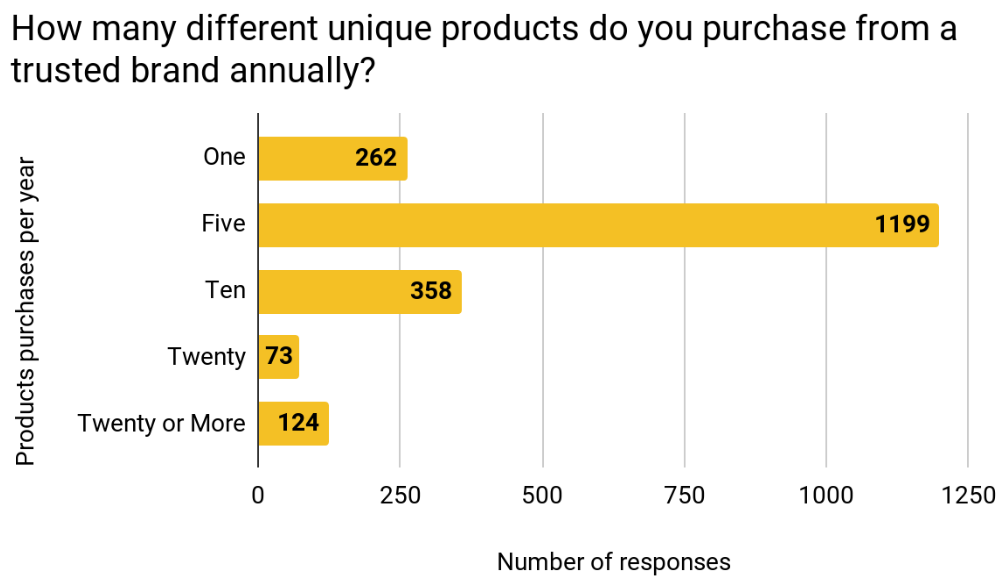
Searching for the product by its basic product name on Amazon (toaster, chips, fork, etc.)	1643
Discovered the Brand/Product from a Physical Store Location	104
Recommendation from a Friend	152
TV or Print Advertisement	40
Digital Advertisement on Amazon	77

16. What information is most important to you when you discover or are presented with a brand which you've not heard of before?



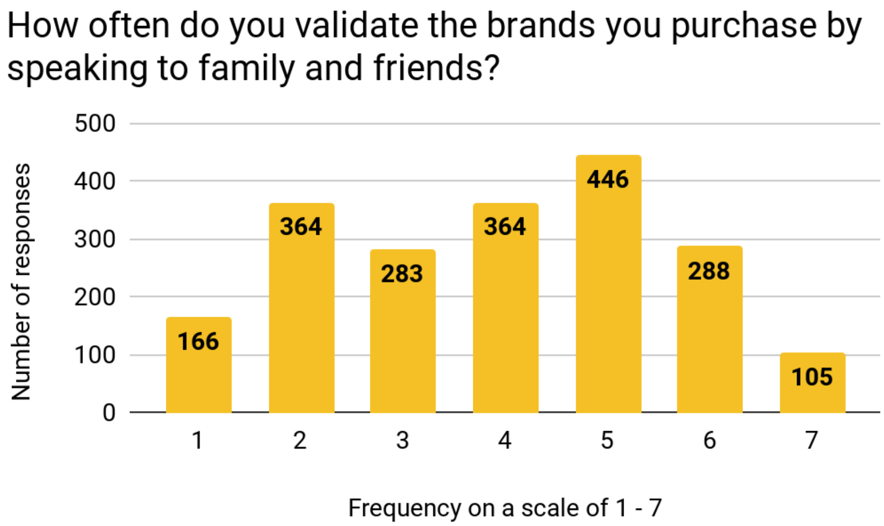
Brand Values (eco-friendly, quality manufacturing, warranty info, etc.)	545
Customer Reviews	182
Product Assortment (what different kinds of products does the brand sell)	190
Product Imagery/Video and other Visual Assets	134
Product Pricing	965

17. Think of a few brands which you like or trust. How many different unique products do you purchase from that brand annually?



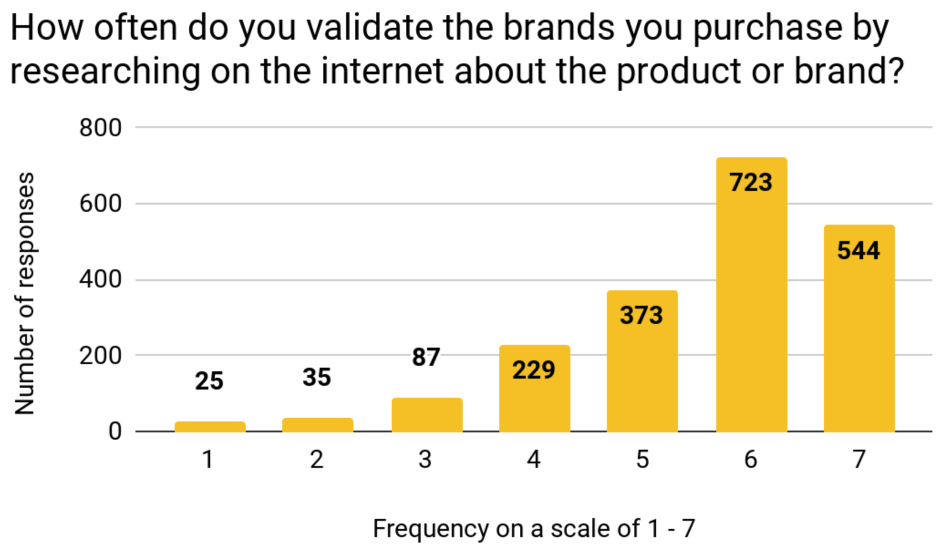
One	262
Five	1199
Ten	358
Twenty	73
Twenty or More	124

18. How often do you validate the brands you're considering for purchase by speaking to family and friends about the product or brand?



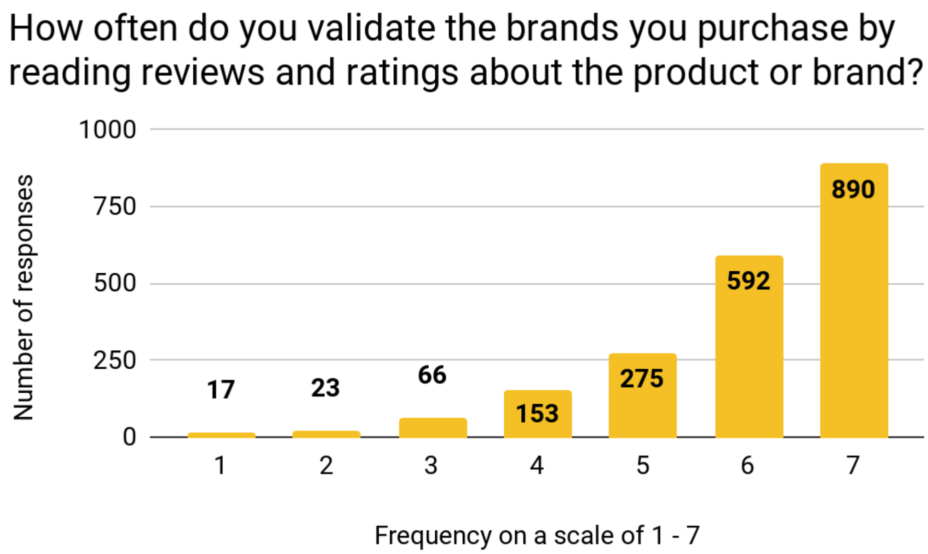
1	166
2	364
3	283
4	364
5	446
6	228
7	105

19. How often do you validate the brands you're considering for purchase by researching on the internet about the product or brand?



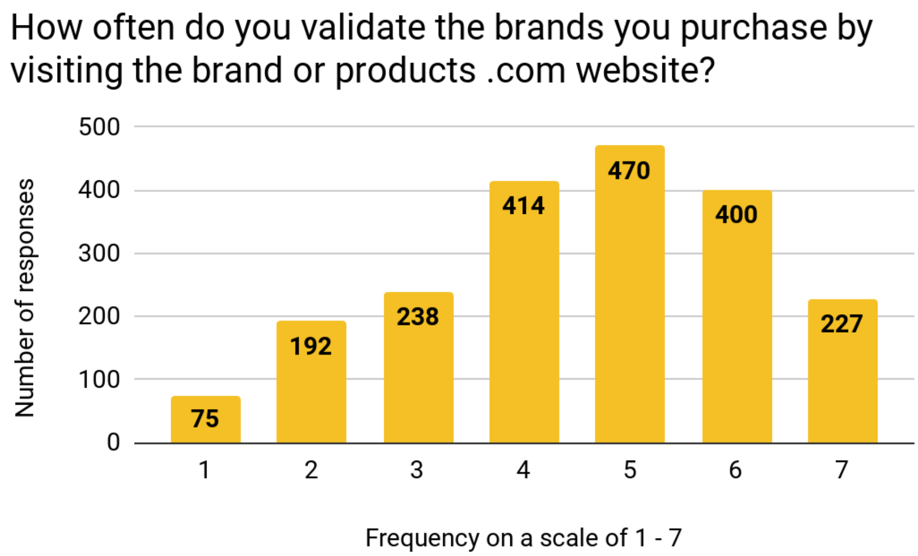
1	25
2	35
3	87
4	229
5	373
6	723
7	544

20. How often do you validate the brands you're considering for purchase by reading reviews and ratings about the product or brand?



1	17
2	23
3	66
4	153
5	275
6	592
7	890

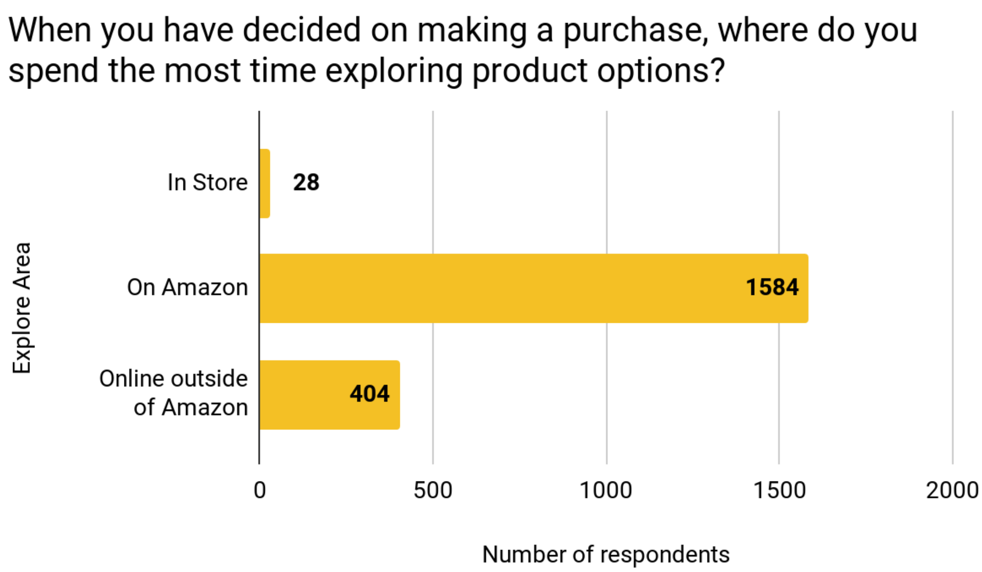
21. How often do you validate the brands you're considering for purchase by visiting the brand or products .com website?



1	75
2	192
3	238
4	414
5	470
6	400
7	227

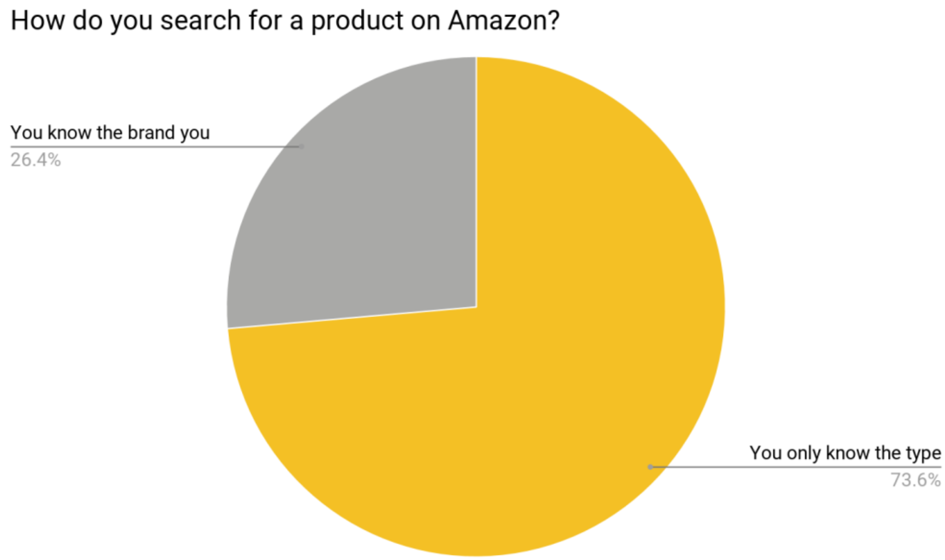
Exploring

22. When you have decided on making a purchase, where do you spend the most time exploring product options?



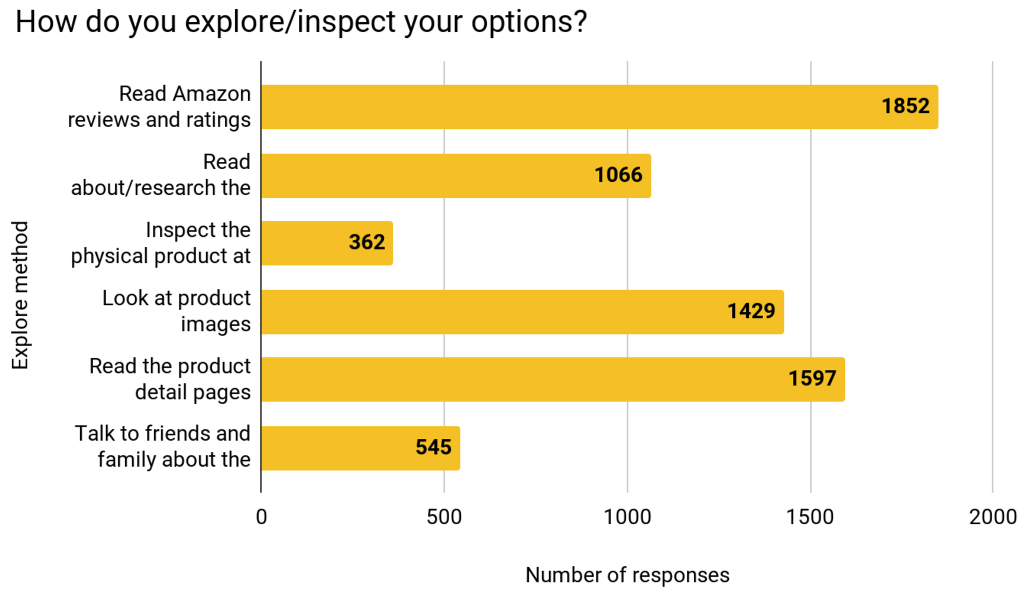
In store	28
On Amazon	1584
Online outside of Amazon	404

23. When you're entering your search on Amazon, do you already know the exact brand of a product you want to purchase, or do you only know the type of product you want to purchase?



You know the brand you want, and you search for the product with that brand name	26.4%
You only know the type of product you want to purchase (brand not included in your search)	73.6%

24. When you're exploring different products offered for what you want to purchase, how do you explore/inspect your options?

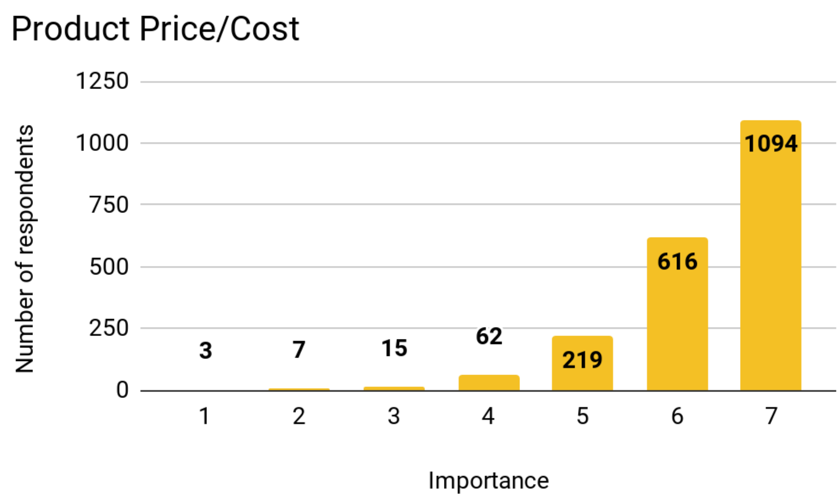


Read Amazon reviews and ratings	1852
Read about/research the product outside of Amazon	1066
Inspect the physical product at an in-store location	362
Look at product images	1429
Read the product detail pages	1597
Talk to friends and family about the available products	545

<u>Exploring Product Values</u>

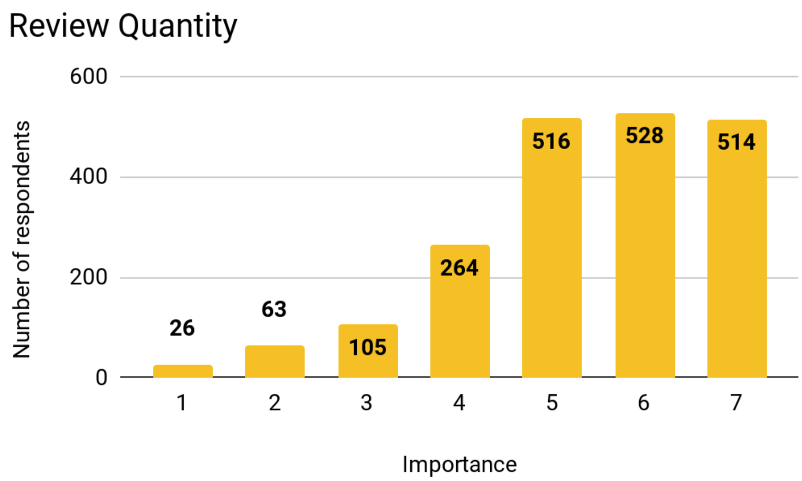
For the product attributes below we asked respondents to rate on a scale of 1-7 the importance/value of each factor during the purchase decision process.

25. Product Price/Cost



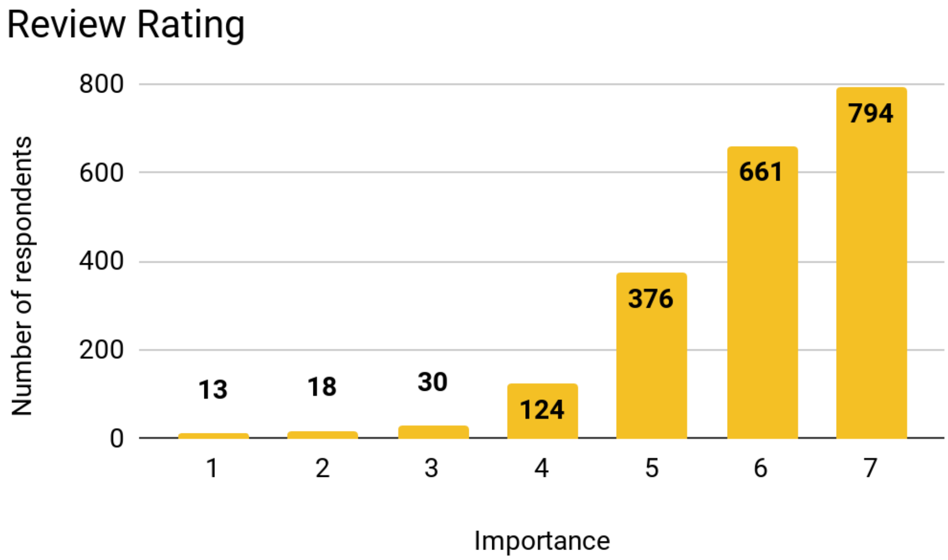
1	3
2	7
3	15
4	62
5	219
6	616
7	1094

26. Review Quantity



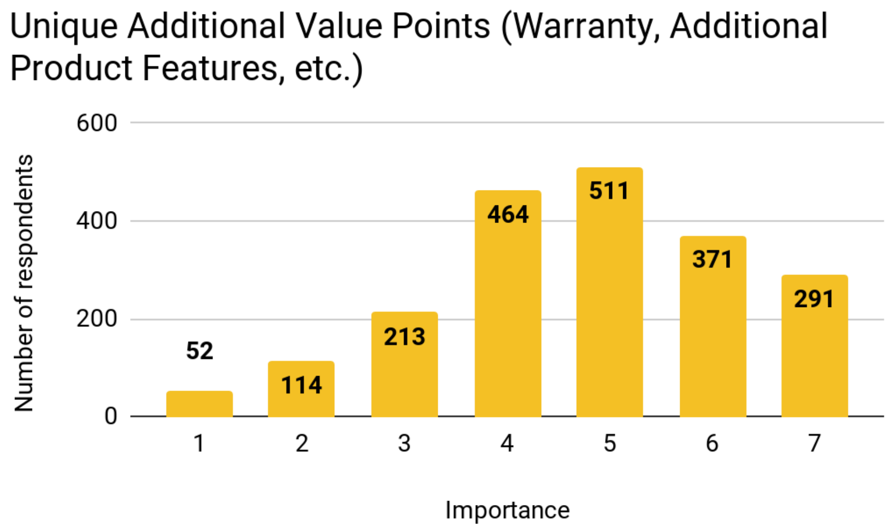
1	26
2	63
3	105
4	264
5	516
6	528
7	514

27. Review Rating (Quality of Reviews, "# of Stars")



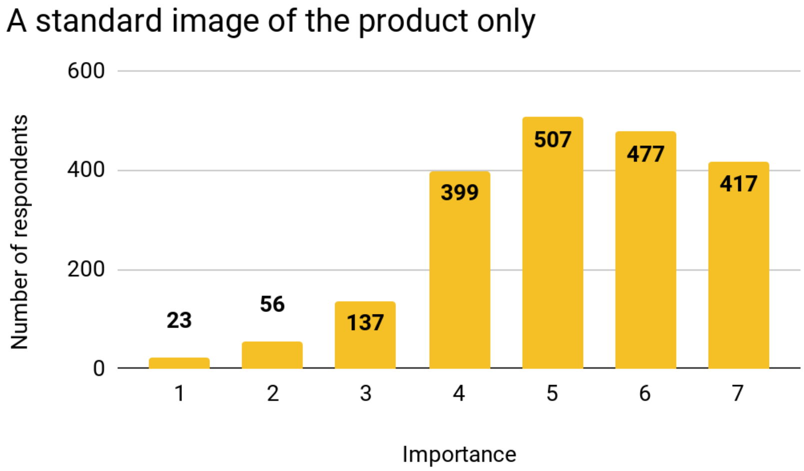
1	13
2	18
3	30
4	124
5	376
6	661
7	794

28. Unique Additional Value Points (Warranty, Additional Product Features, etc.)



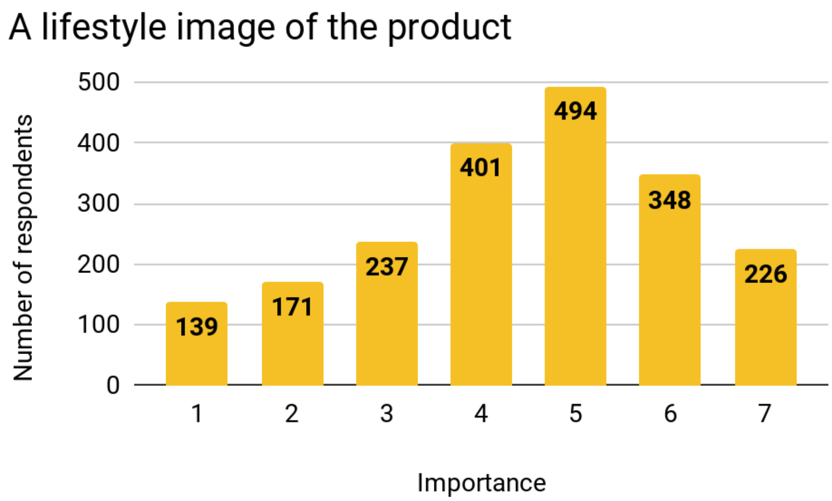
1	52
2	114
3	213
4	464
5	511
6	371
7	291

29. A standard image of the product only



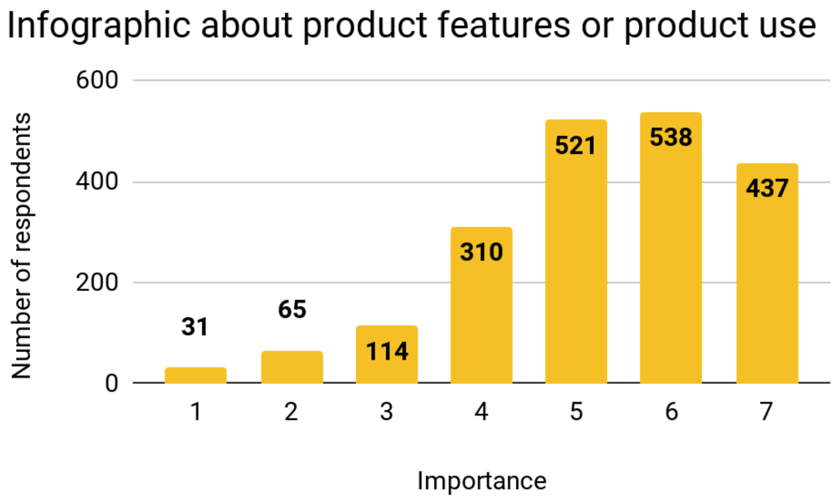
1	23
2	56
3	137
4	399
5	507
6	477
7	417

30. A lifestyle image of the product



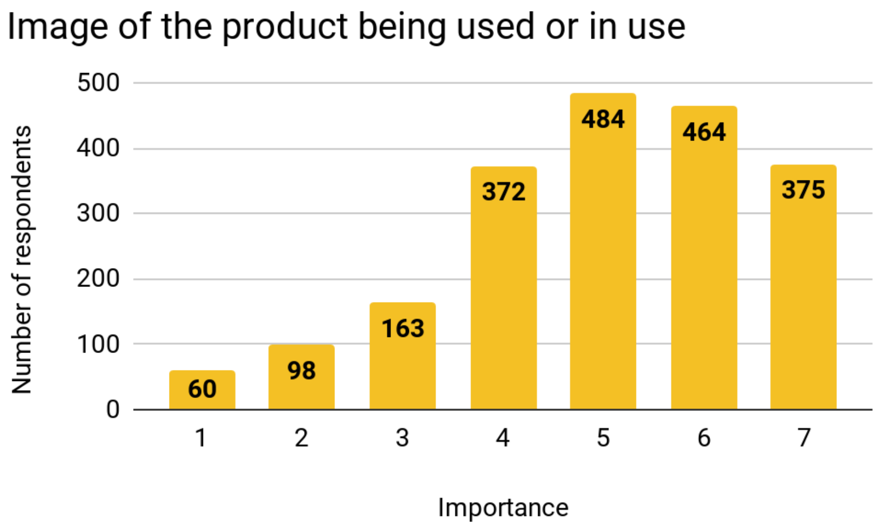
1	139
2	171
3	237
4	401
5	494
6	348
7	226

31. Infographic about product features or product use



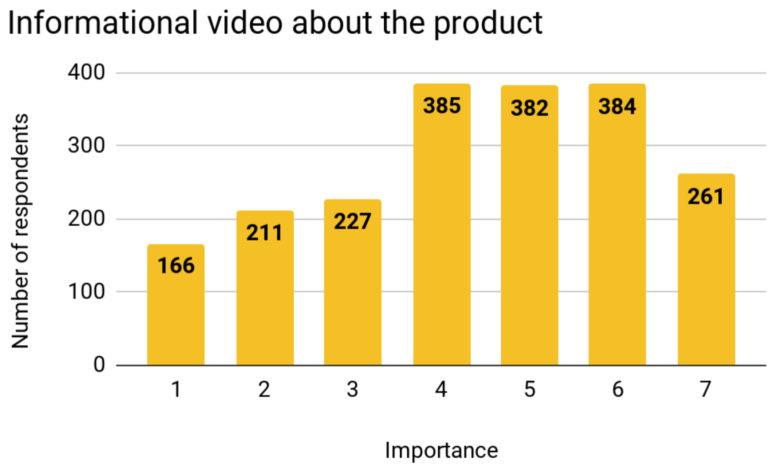
1	31
2	65
3	114
4	310
5	521
6	538
7	437

32. Image of the product being used or in use



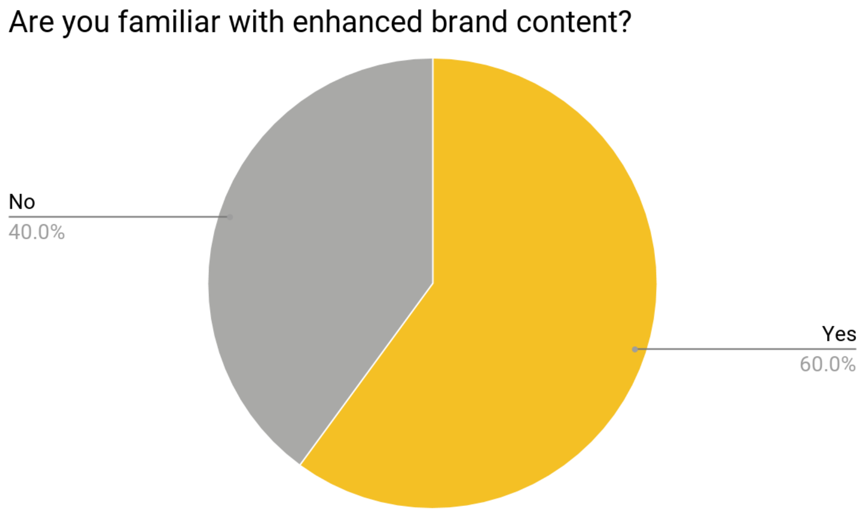
1	60
2	98
3	163
4	372
5	484
6	464
7	375

33. Informational video about the product



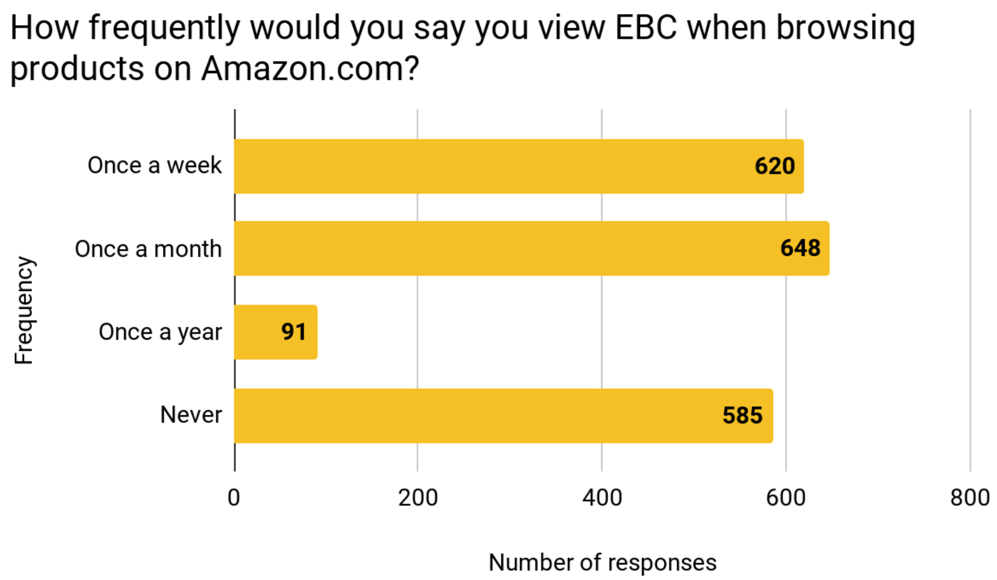
1	166
2	211
3	227
4	385
5	382
6	384
7	261

34. Are you familiar with enhanced brand content?



Yes	60.0%
No	40.0%

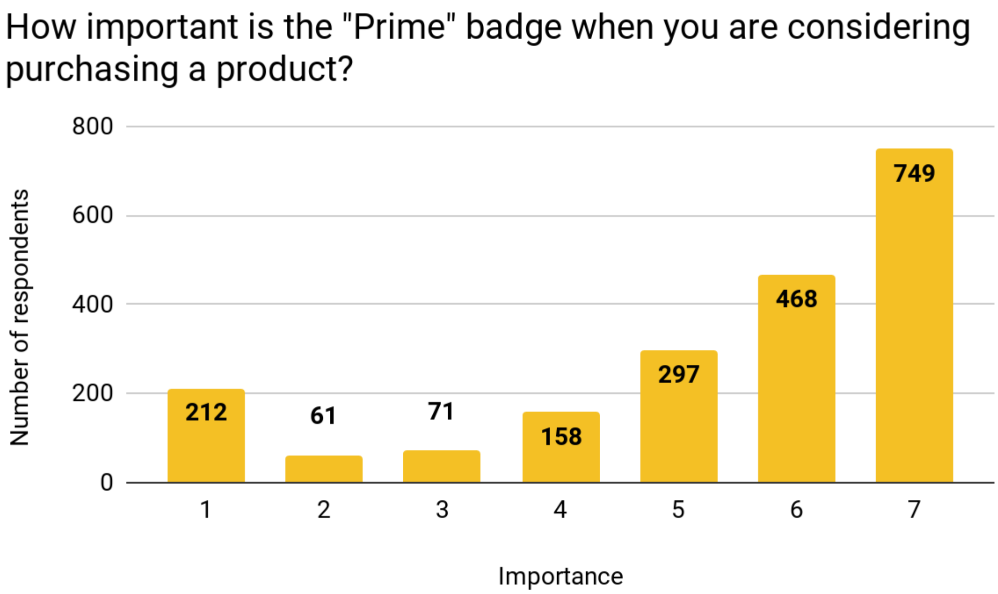
35. If you are familiar with enhanced brand content, how frequently would you say you view it when browsing products on Amazon.com?



Once a week	620
Once a month	648
Once a year	91
Never	585

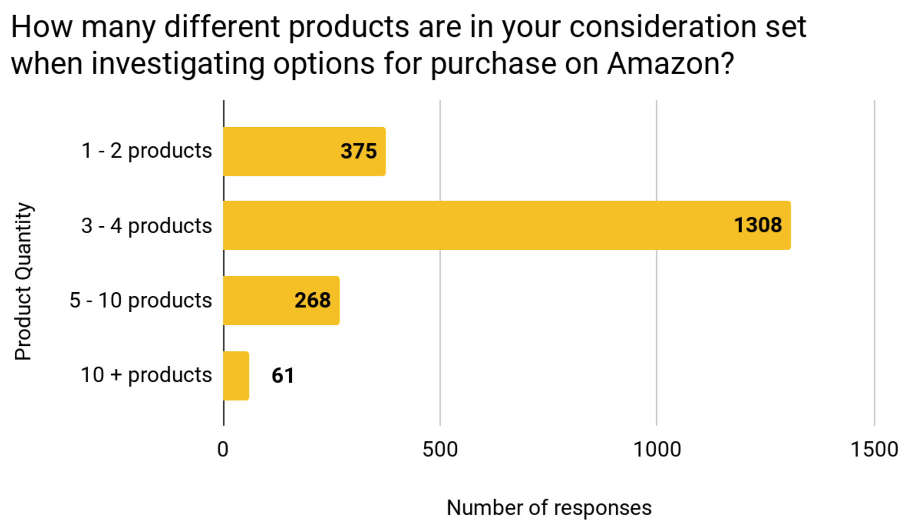
Buying

36. How important is the "Prime" badge when you are considering purchasing a product?



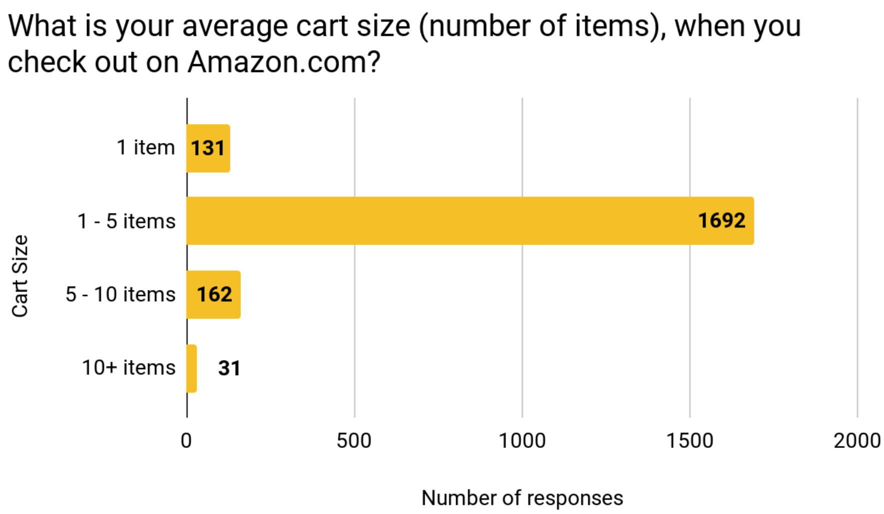
1	212
2	61
3	71
4	158
5	297
6	468
7	749

37. How many different products are in your consideration set when investigating options for purchase on Amazon?



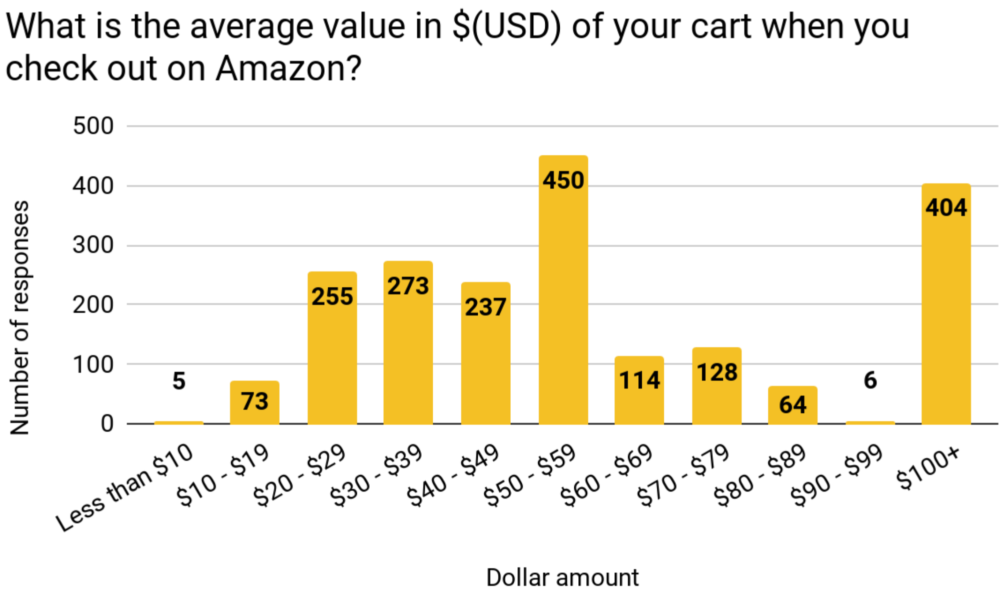
1 - 2 products	375
3 - 4 products	1308
5 - 10 products	268
10 + products	61

38. What is your average cart size (number of items), when you check out on Amazon.com?



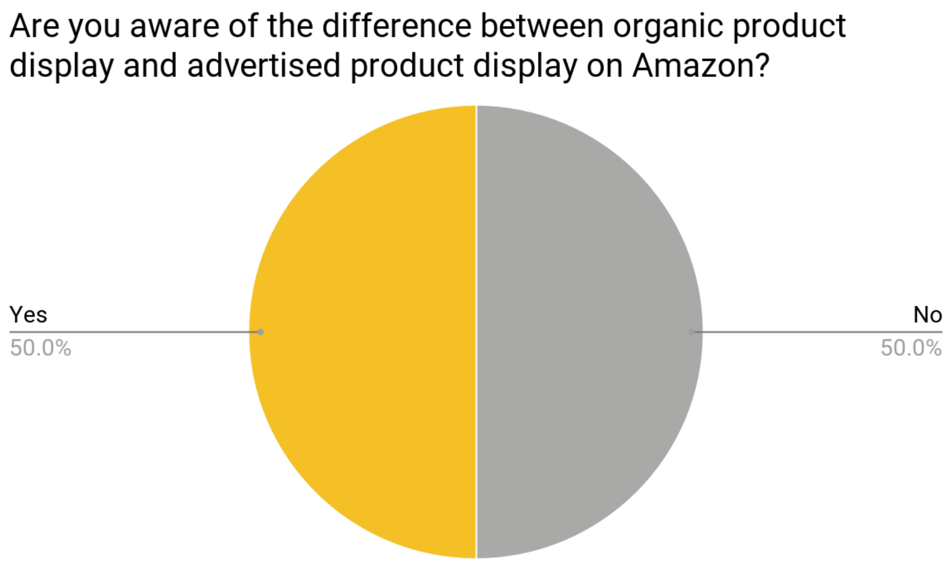
1 item	131
1 - 5 items	1692
5 - 10 items	162
10+ items	31

39. What is the average value in $(USD) of your cart when you check out on Amazon?



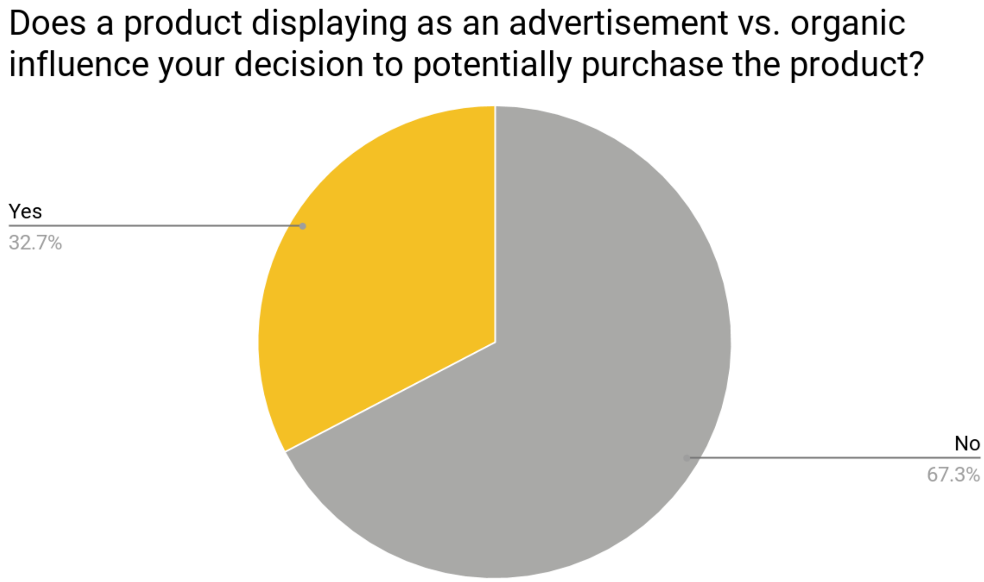
Less than $10	5
$10 - $19	73
$20 - $29	255
$30 - $39	273
$40 - $49	237
$50 - $59	450
$60 - $69	114
$70 - $79	128
$80 - $89	64
$90 - $99	6
$100+	404

40. Are you aware of the difference between organic product display and advertised product display on Amazon?



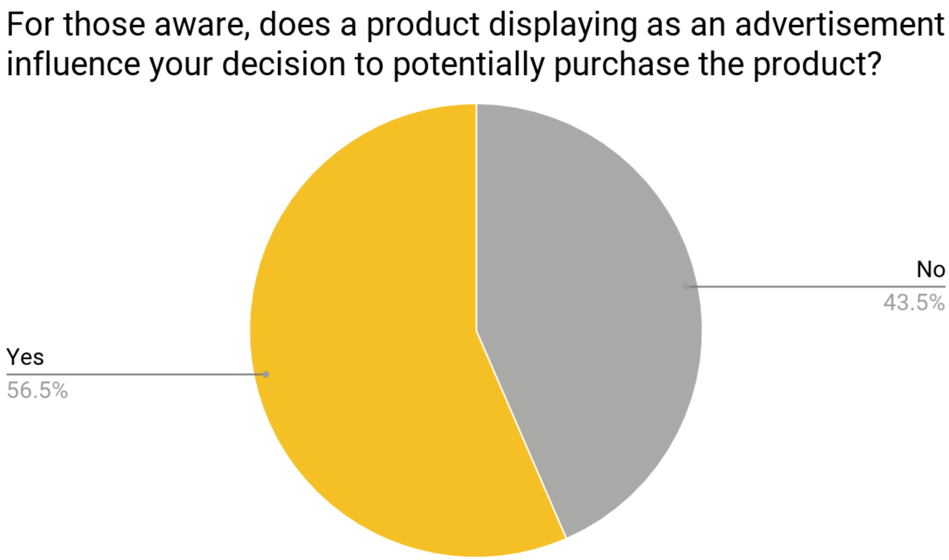
Yes	50.0%
No	50.0%

41. Does a product display as an advertisement vs. organic influence your decision to potentially purchase the product?



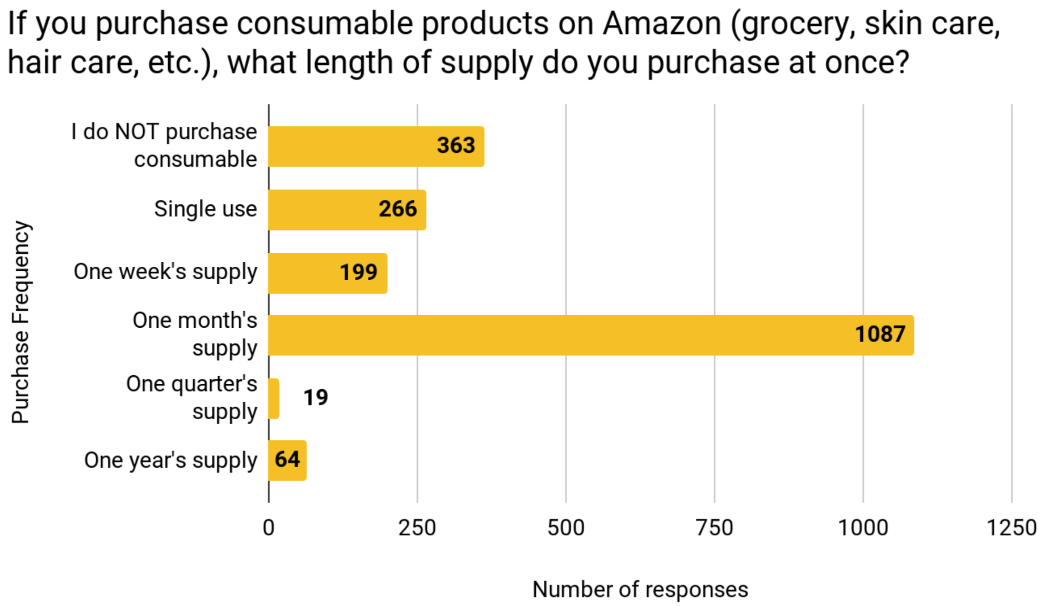
Yes	32.7%
No	67.3%

42. Those who said they are aware of the difference, Does a product displaying as an advertisement vs. organic influence your decision to potentially purchase the product?



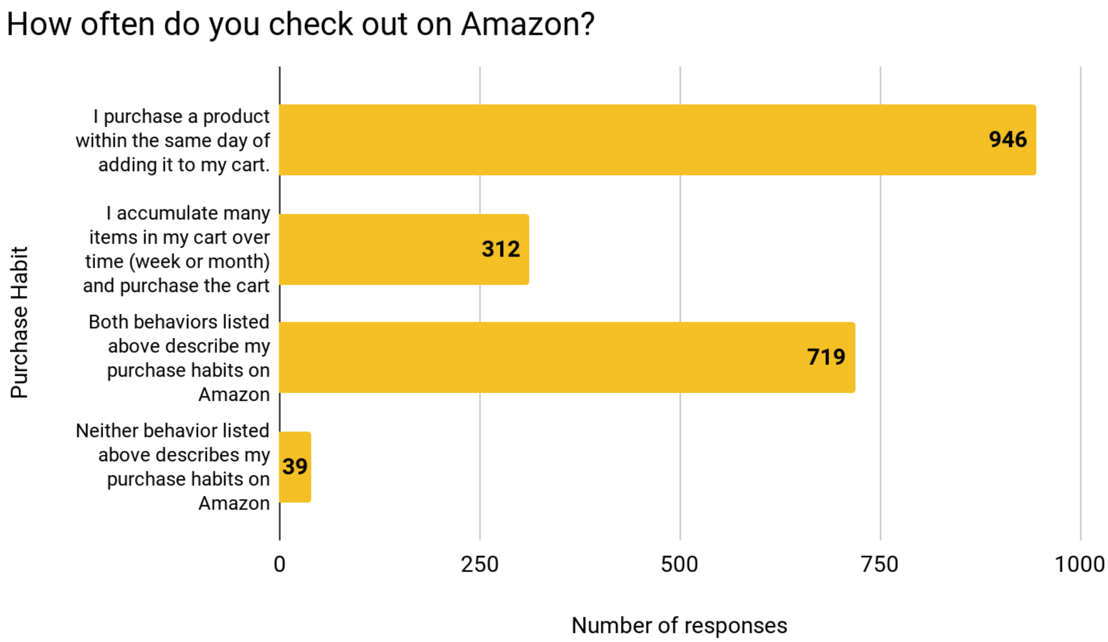
Yes	56.5%
No	43.5%

43. If you purchase consumable products on Amazon (grocery, skincare, haircare, etc.), what length of supply do you purchase at once?



I do NOT purchase consumable products on Amazon	363
Single use	266
One week's supply	199
One month's supply	1087
One quarter's supply	19
One year's supply	64

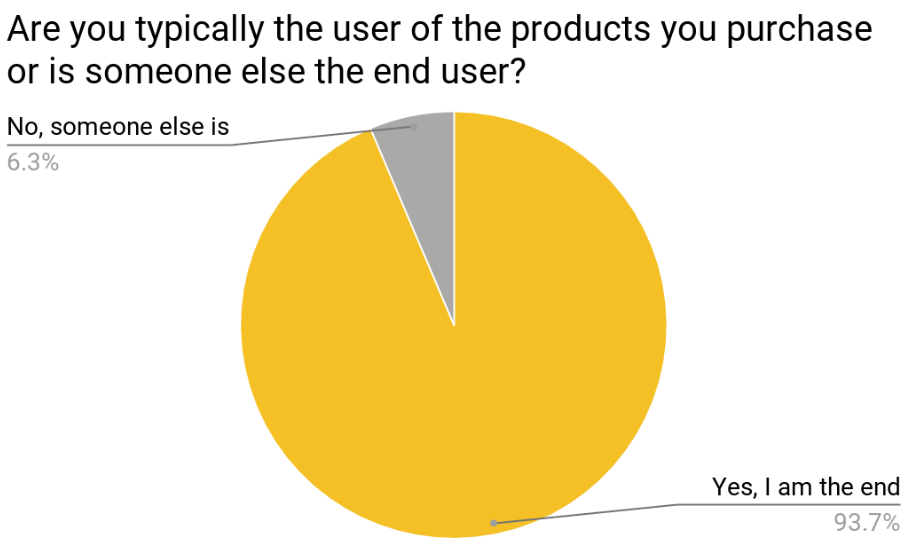
44. How often do you check out on Amazon? Do you collect a cart over time and purchase/checkout the cart all at once? Do you check out and purchase individual products frequently (single item carts)?



I purchase a product within the same day of adding it to my cart.	946
I accumulate many items in my cart over time (week or month) and purchase the cart all at once.	312
Both behaviors listed above describe my purchase habits on Amazon	719
Neither behavior listed above describes my purchase habits on Amazon	39

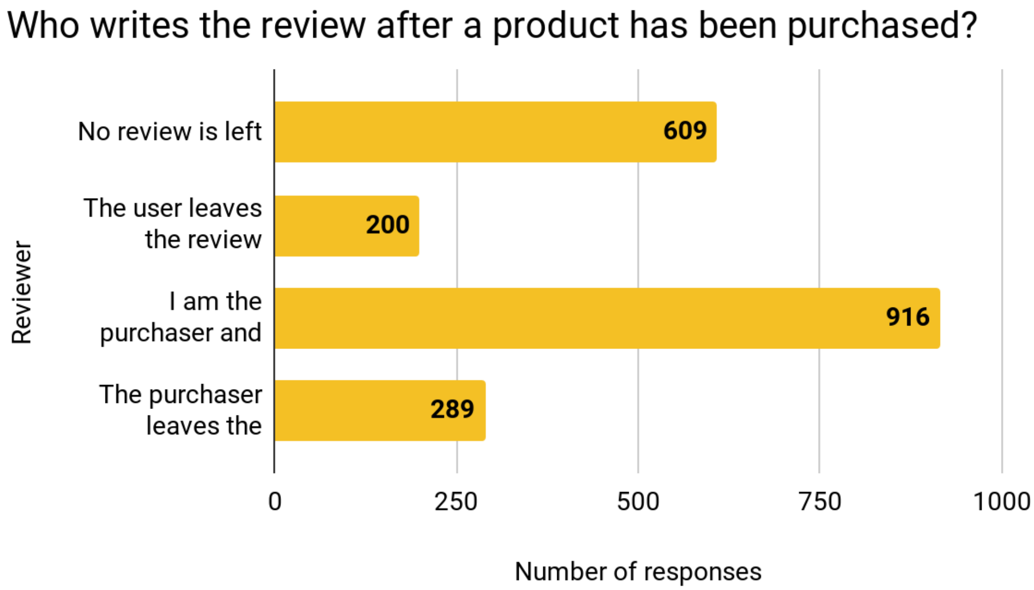
Use & Reviews

45. Are you typically the user of the products you purchase or is someone else the end user?



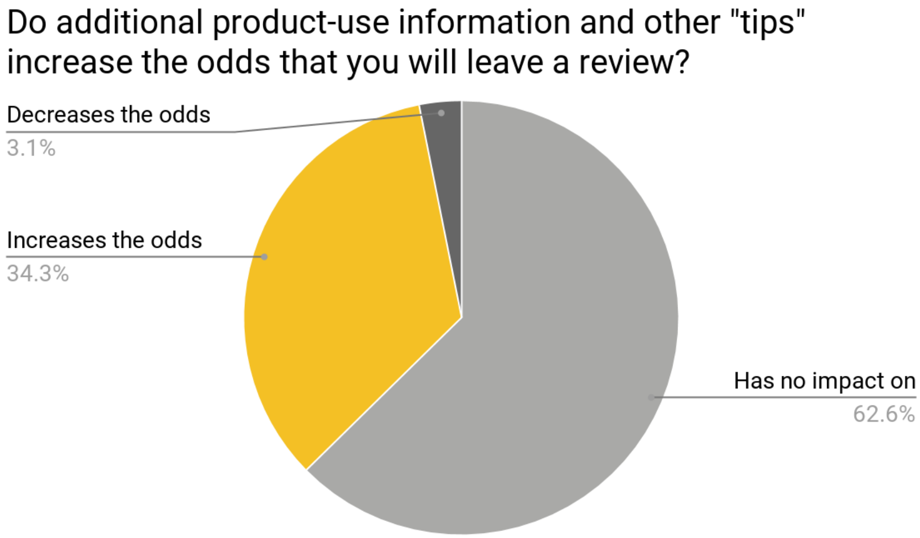
Yes, I am the end user	93.7%
No, someone else is typically the end user	6.3%

46. Who writes the review after a product has been purchased?



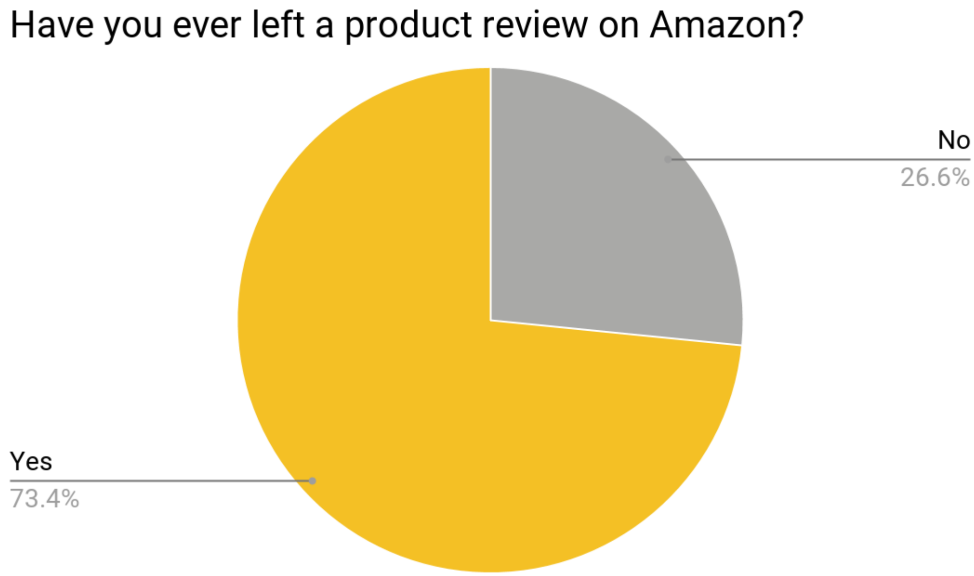
No review is left	609
The user leaves the review	200
I am the purchaser and the end user, and I leave the review	916
The purchaser leaves the review	289

47. Do additional product-use information and other "tips" increase the odds that you will leave a review on your purchase?



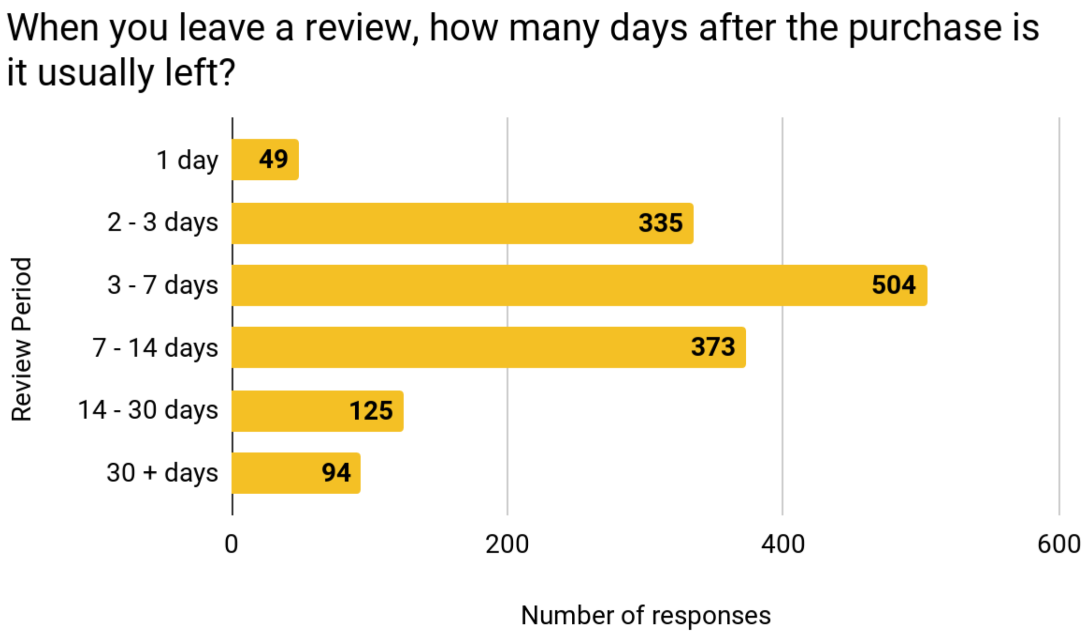
Has no impact on whether or not you leave a review	62.6%
Decreases the odds	3.1%
Increases the odds	34.3%

48. Have you ever left a product review on Amazon?



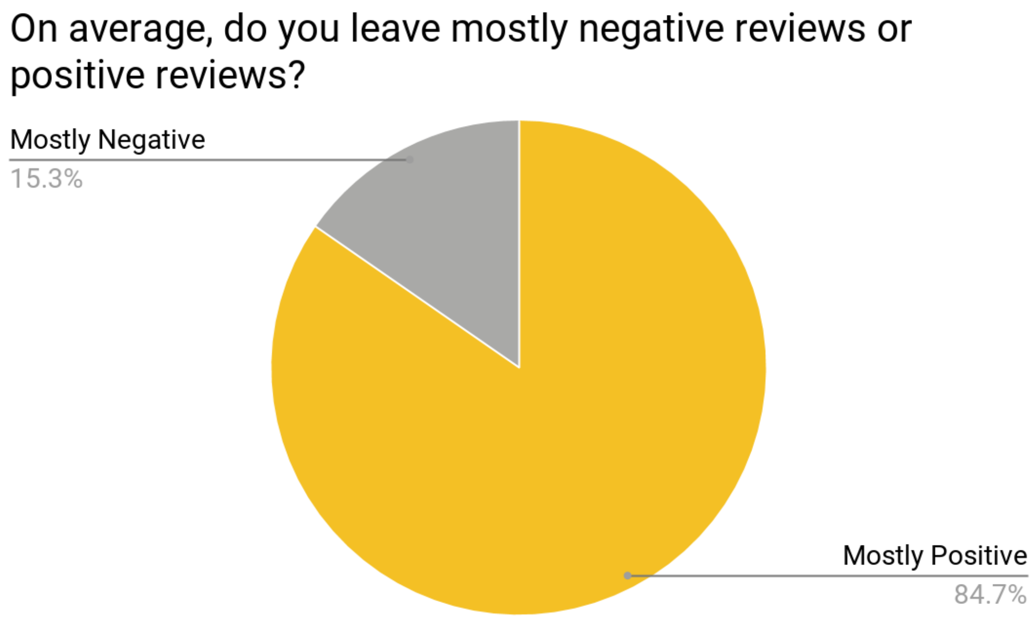
Yes	73.4%
No	26.6%

49. When you leave a review, how many days after the purchase is it usually left?



1 day	49
2 - 3 days	335
3 - 7 days	504
7 - 14 days	373
14 - 30 days	125
30 + days	94

50. On average, do you leave mostly negative reviews or positive reviews?

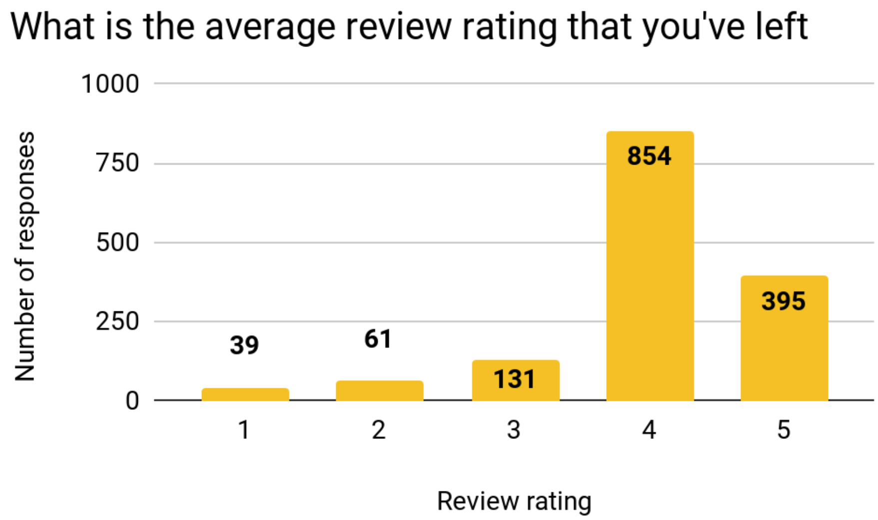


Mostly Negative	15.3%
Mostly Positive	84.7%

51. If you've left a review, how many products have you reviewed while shopping on Amazon.com?

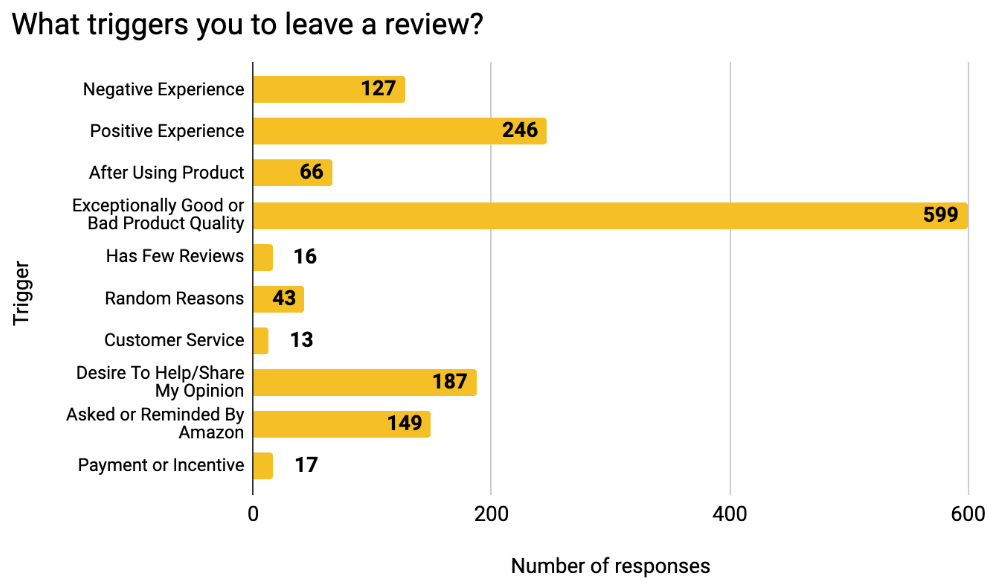
1-9	766
10-19	308
20-29	198
30-39	37
40-49	26
50-59	51
60-69	7
70-79	3
80-89	2
90-99	3
100+	76

52. What is the average review rating that you've left while shopping on Amazon?



1	39
2	61
3	131
4	854
5	395

53. What triggers you to leave a review?



Negative Experience	127
Positive Experience	246
After Using Product	66
Exceptionally Good or Bad Product Quality	599
Has Few Reviews	15
Random Reasons	43
Customer Service	13
Desire to Help/Share My Opinion	187
Asked or Reminded to by Amazon	149
Payment or Incentive	17

Insights

Using the survey data collected, we were able to focus in on certain consumer groups and make valuable comparisons. After analyzing the data and obsessing over the customer, we have uncovered the following insights that help us better understand how consumers behave on Amazon. These insights also shed light on specific consumer categories that are imperative to success on Amazon.

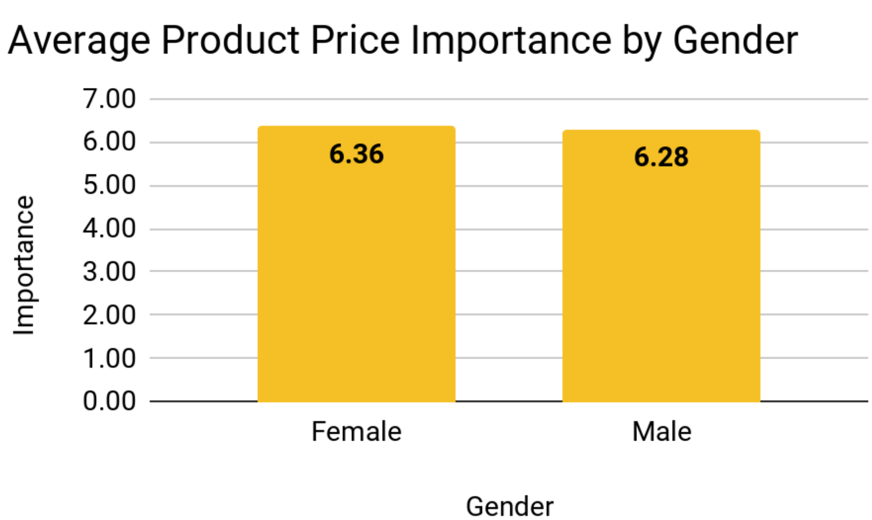
Product Value Insights by Demographic

By organizing the data collected into demographic groups, we were able to uncover the preferences and behaviors of specific groups. The demographic groups analyzed include age group, gender, geographic region, Prime members, and annual spend groups.

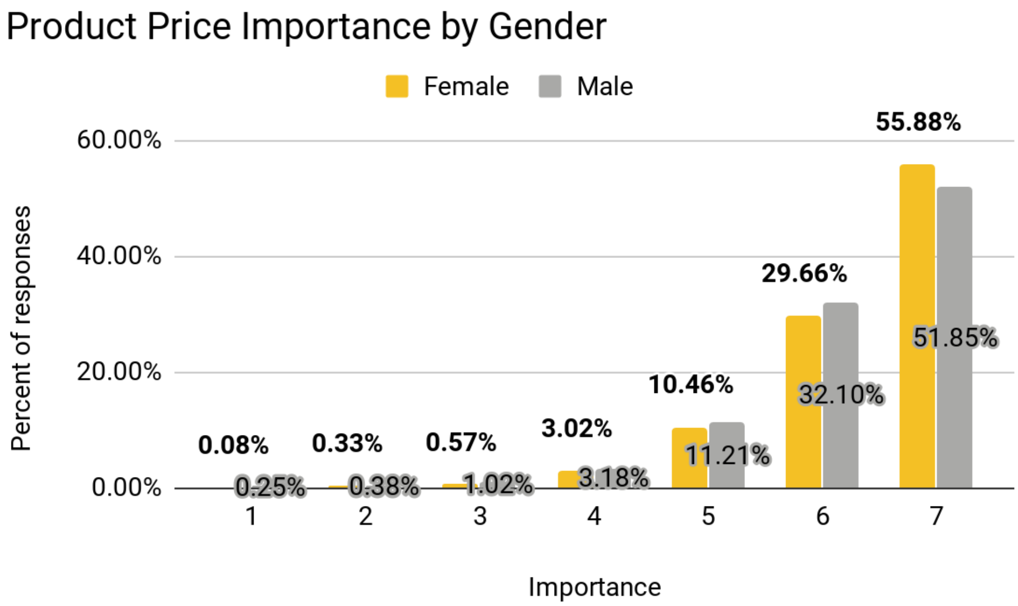
It is important to consider what an Amazon consumer values in a product they are considering. In the survey, we asked respondents to rate the importance of the following product values on a scale of 1-7: Product Price/Cost, Review Quantity, Review Quality, and Unique Additional Value Points (Warranty, Additional Product Features, etc.). This section looks at the responses to these value points in each demographic group.

Gender

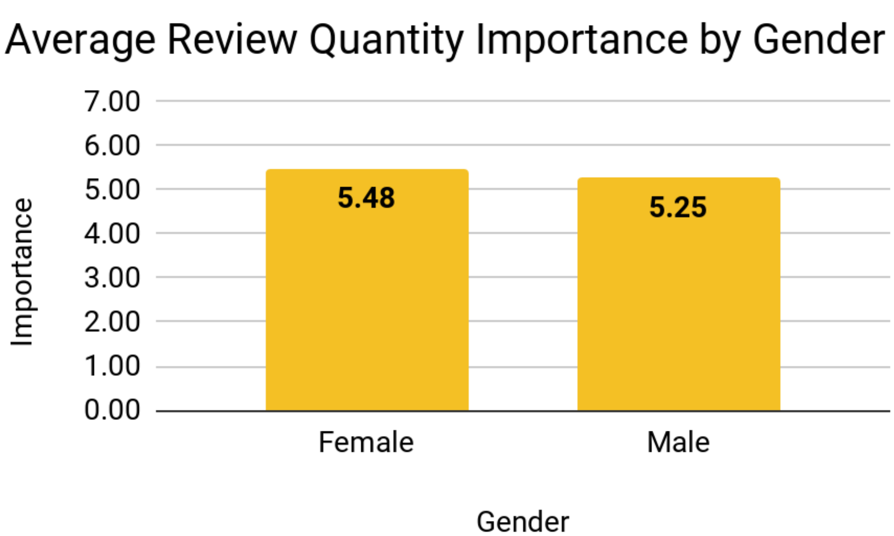
On average, we found that product price, review quantity, and review quality hold more slightly importance or value for women than men.



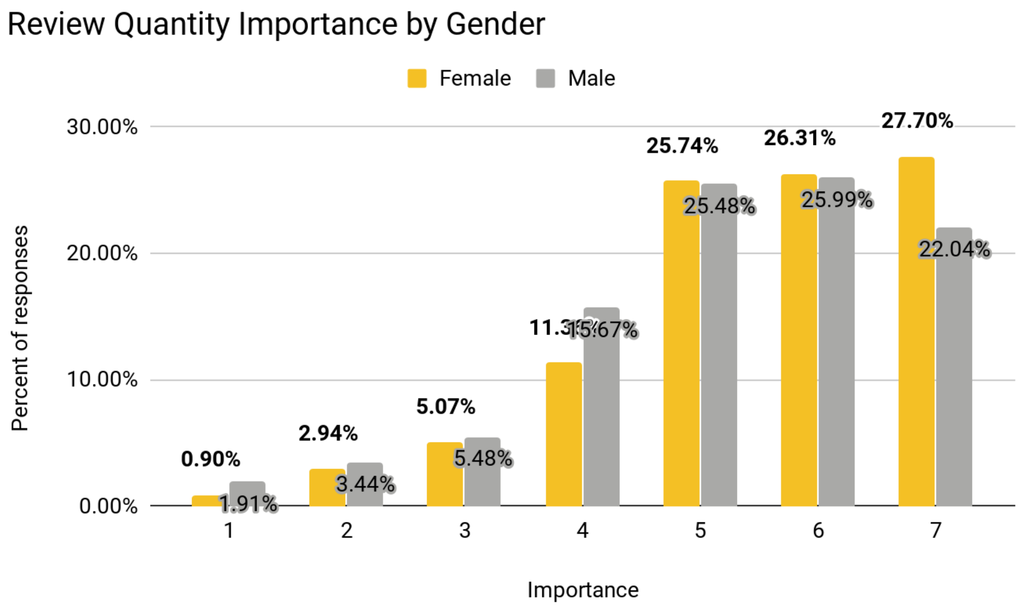
The graph above shows the average product price importance by gender. This question was rated on a scale of 1-7 with 7 being most important. The women's average importance level is 6.36, whereas the men's average price importance level is 6.28. The men's response is slightly lower; however, the averages are very close, and we can conclude price is highly important to both genders.



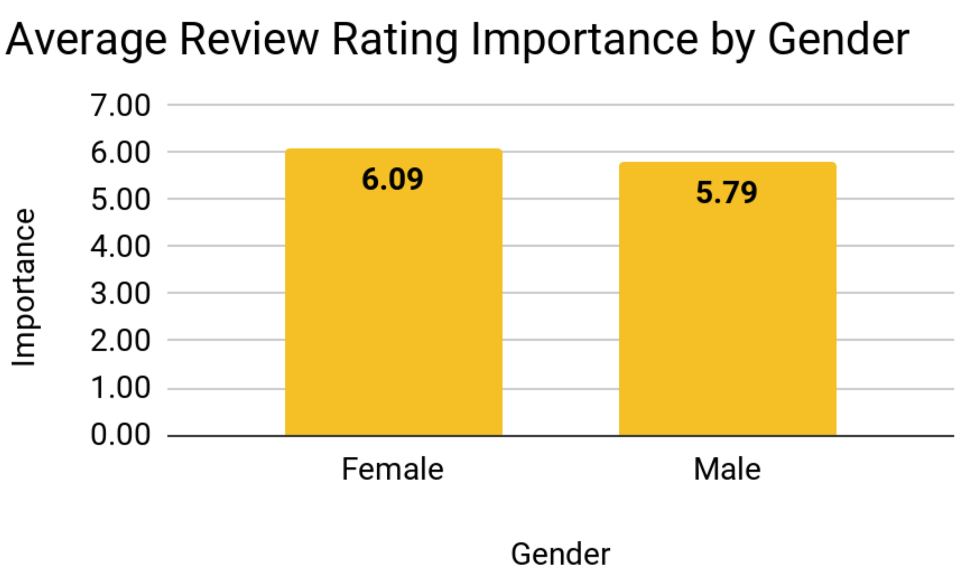
The graph above shows the percentage of men and women's responses to product price importance at each level. Here we can see the percent of responses in each rating score that went into the average. The rating group of 7, highly important, has a higher percentage of the votes in women versus men. 4.03% more women than men rate product price as a 7, highly important. All other rating groups contain smaller differences.



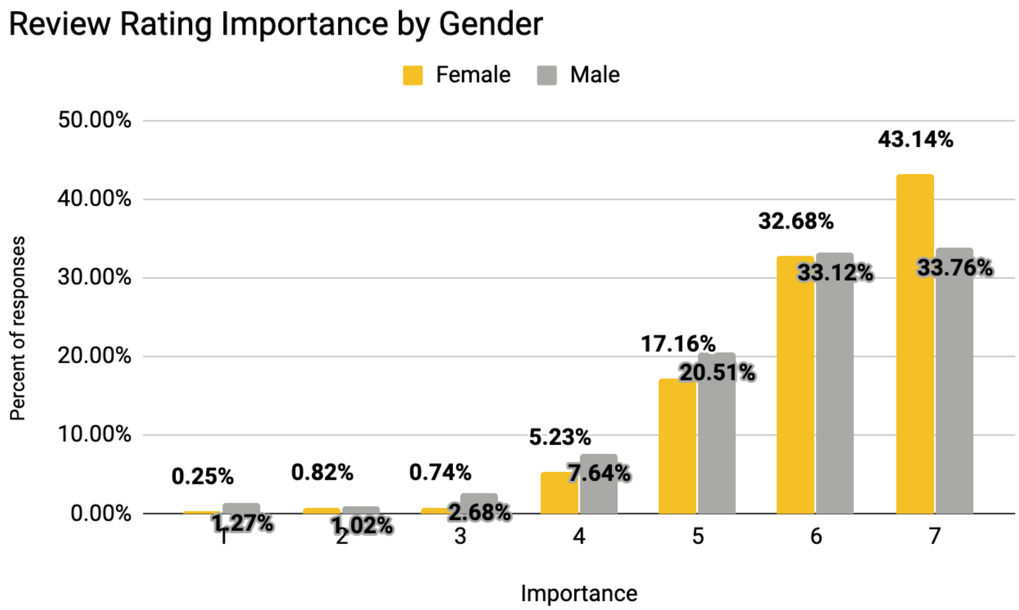
The graph above shows the average review quantity importance by gender. The women’s average once again came in higher at 5.48 compared to men at 5.25.



The graph above shows the percent of men and women's responses to review quantity importance at each rating level. 27.7% of women responded 7, the highest importance, which is 5.66% more than then men’s response rate of 22.04%.



The graph above shows the average response to review rating importance by gender. On average, the review ratings are slightly more important to women by a difference of .30, at 6.09 compared to men at 5.79.

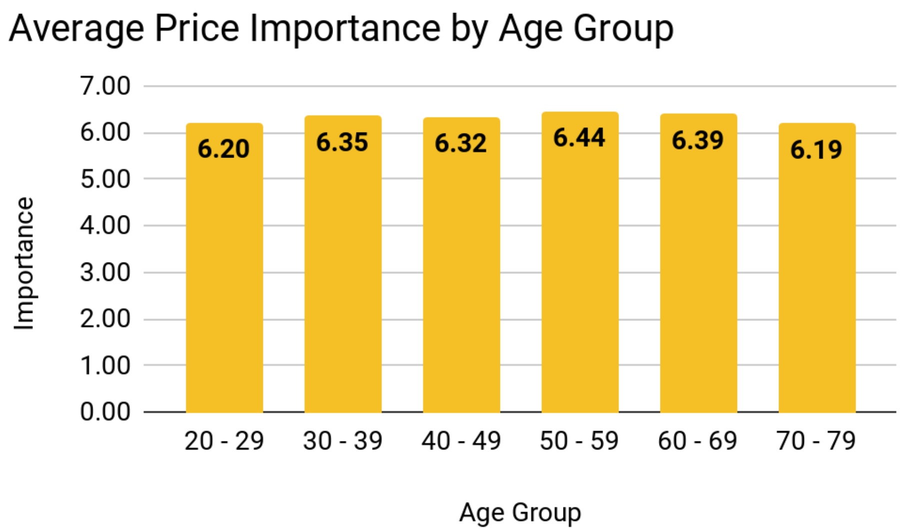


The graph above shows the percentage of men and women's responses to review rating importance. Women responded 7, the highest importance, almost 10% more than men did. 43.14% of women responded that review ratings are highly important, compared to 33.76% of male responses.

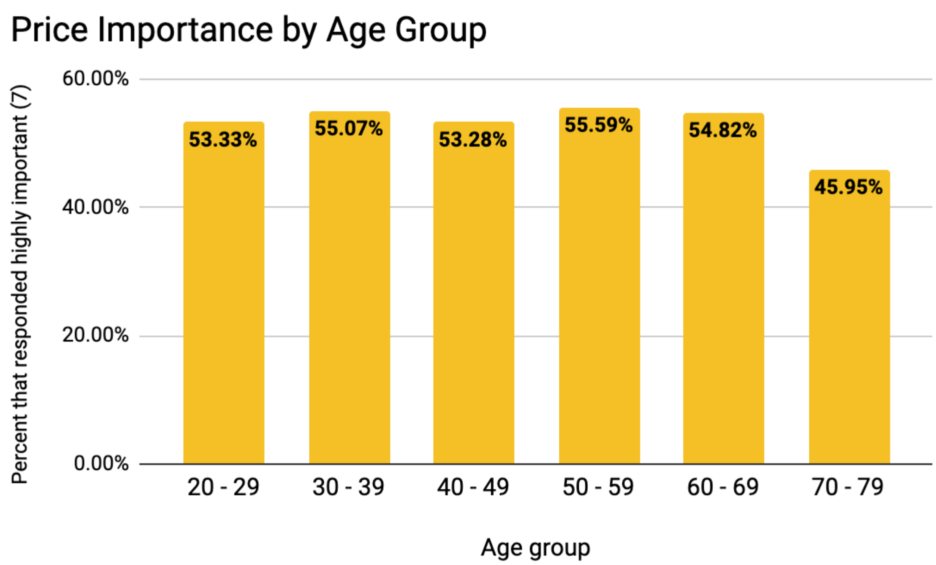
These gender demographic insights can be potentially valuable to companies that have products targeted at a specific gender group. A company selling items specifically to women may need to be more aware of their product pricing and ensure their products communicate enough value to justify the price. In addition, although the averages are close, it is important for companies targeting women to be conscious of both the quantity and quality of reviews left on their listings. While companies cannot prevent consumers from leaving their honest opinion nor artificially alter their reviews, they should be sure to be attentive to any resolvable indirect issues that may come to light in the review section, such as incorrect sizing or shipping mistakes.

Age

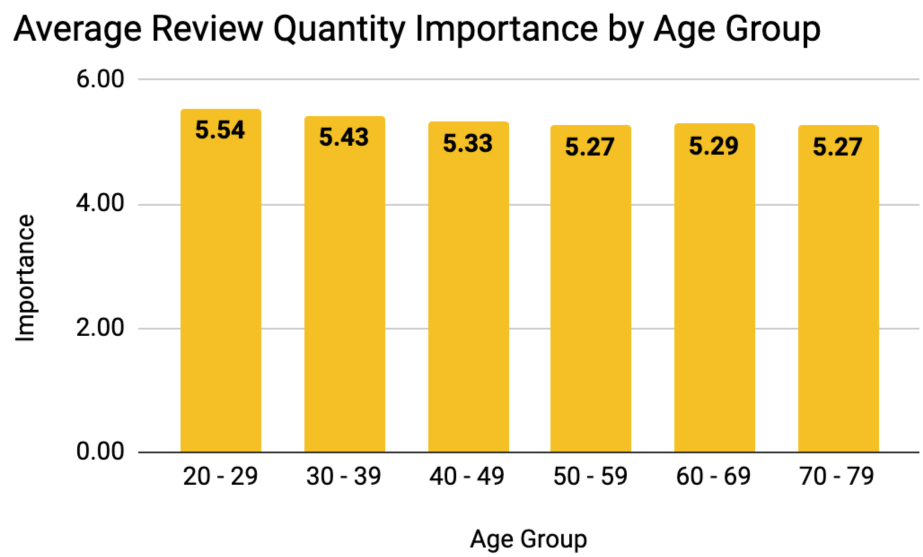
There is not a large difference in value point importance for every single product value by age group, however we were able to generate a few worthy insights. On average, the 70-79 age group is the least price sensitive, and the 20-29 age group cares the most about reviews.



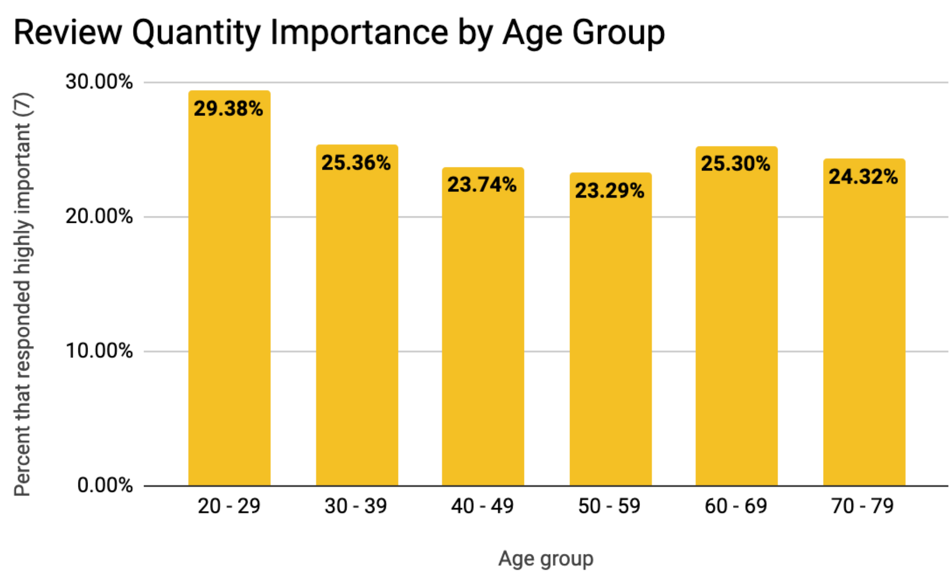
The graph above shows the average product price importance response by age group. Overall, the averages are fairly similar, showing once again that product price is important to everyone. The age group with the lowest average price importance level is the 70-79 age group at 6.19. The 50-59 age group has the highest level of importance at 6.44.



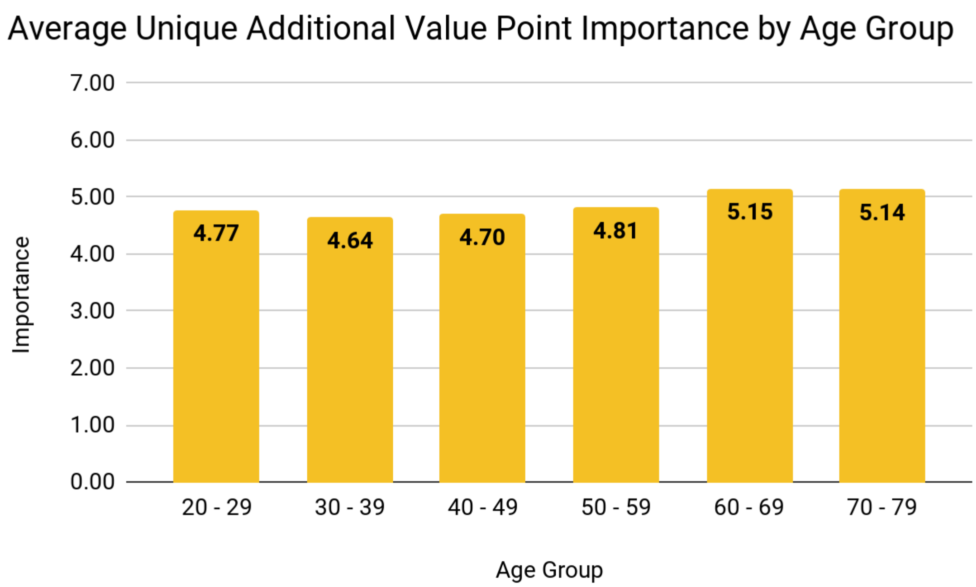
The graph above shows the percent of each age group that responded that product price is highly important, they responded 7 on the 1 to 7 scale. Most age groups responded in a similar way, averaging 54.42% with minimal differences of around 2%. However, the oldest age group holds the lowest percentage of high price importance. The 70-79 age group has nearly 10% less than the average percent of “7” responses, coming in at 45.95%.



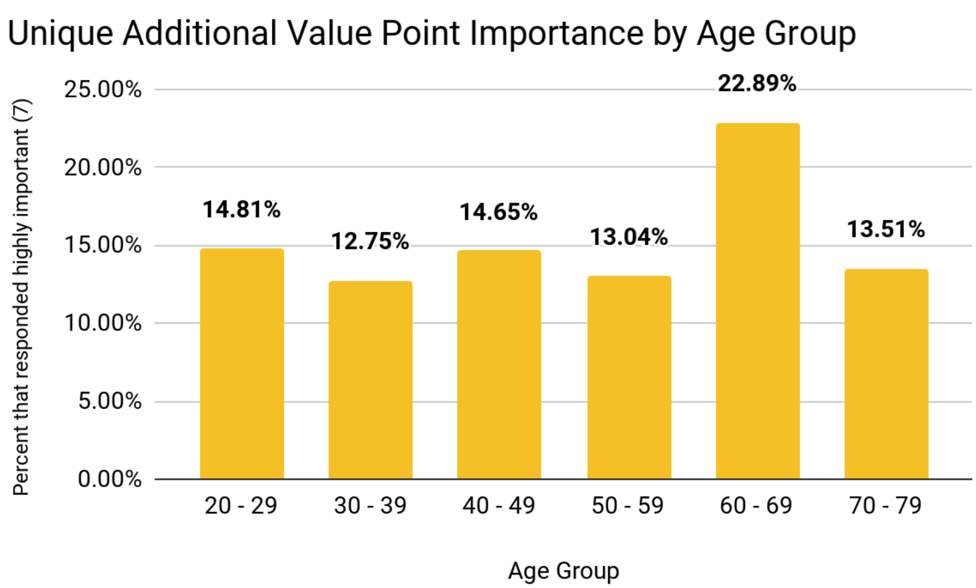
The graph above shows the average review quantity importance by age group. There is a slight decline in average importance as age increases. This shows that review quantity is most important to the 20-29 age group at 5.54.



The graph above shows the percent of respondents in each age group who answered 7, highly important, to review quantity importance. The group with the highest percentage is the 20-29 age group at 29.38%. It is important to note that while the youngest group cares the most about review quantity, the result for review ratings (quality of reviews) is not largely different across all age groups.



The graph above shows the average importance of unique additional value points by age group. Unique additional value points include warranty, additional product features, etc. We can see the group that values these additional points the most is the 60-69 age group at 5.15, with the 70-79 age group at a very close second of 5.14. The age group that cares the least about additional value points is the 30-39 age group at 4.46.

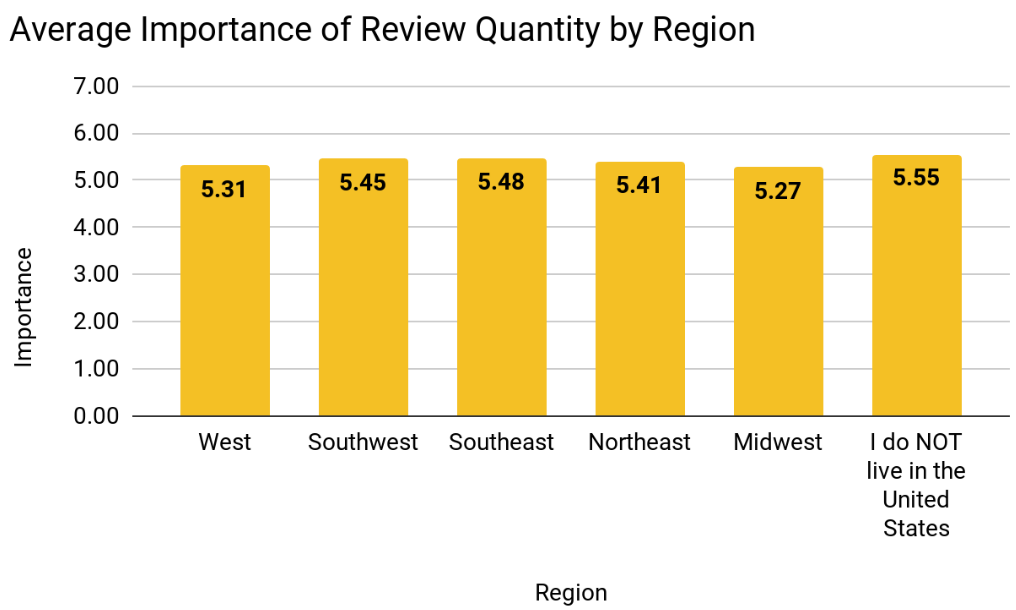


The graph above shows the percent of “7” responses to unique additional value point importance by age group. The group that finds these points the most valuable is the 60-69 age group at 22.89%. This group’s percentage is nearly 9.14% higher than the average of the other age groups combined which is 13.75%.

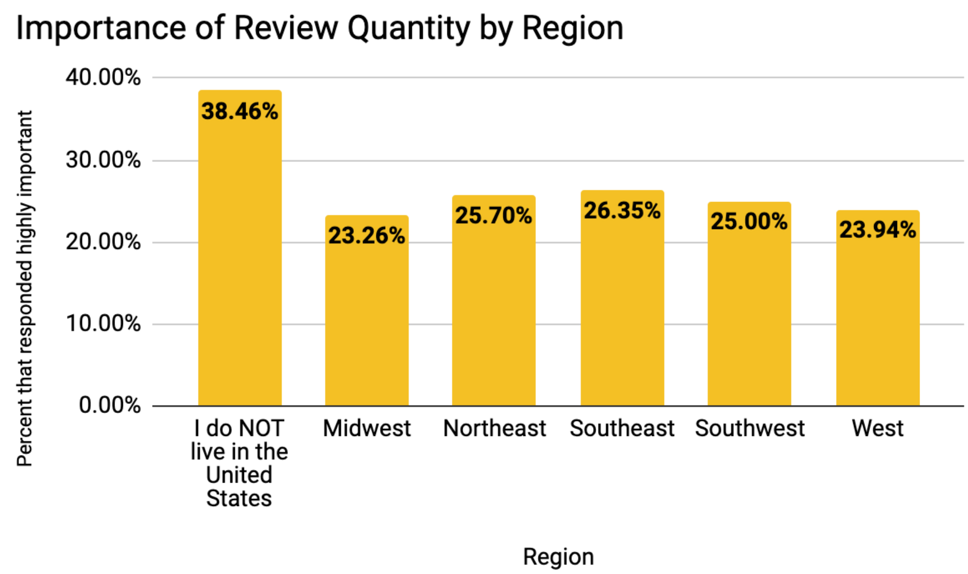
These insights on age may be especially valuable to companies targeting specific age segments. Companies targeting older age segments should be aware that while they are slightly less concerned with product price, they find the most value in unique additional value points. Companies selling to younger age groups should put focus on increasing review numbers, as they cared the most about those. This could be done by ensuring a good product experience or asking customers to leave an honest review through and soliciting feedback.

Region

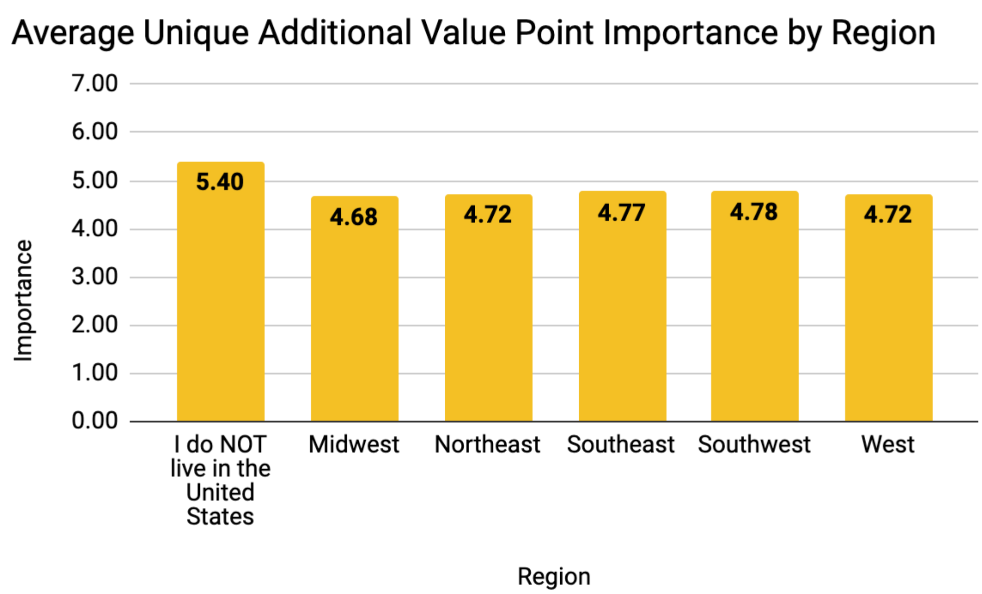
In the following section we uncovered insights based on the region the respondents live in. Interestingly, the insights drawn from the region demographic are most prominent for the group of respondents that live outside of the United States. Insights were drawn on this group in terms of review quantity and unique additional product features.



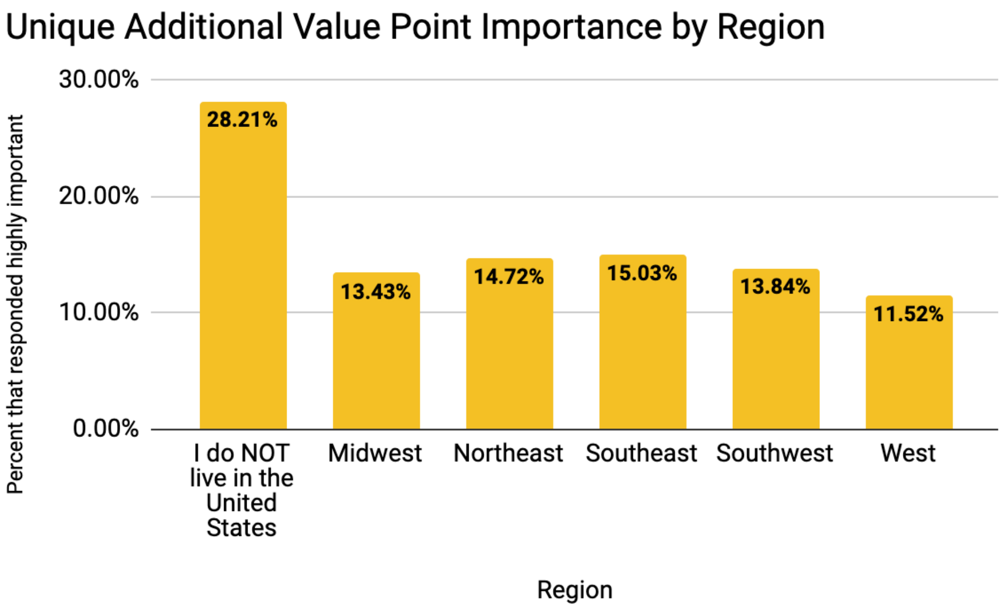
The graph above shows the average importance of review quantity by region, and respondents who live outside of the United States have the highest average at 5.55. Within the United States averages are fairly similar yet, the region that cares the most about review quantity is the Southeast at 5.48. The region that cares the least about review quantity is the Midwest, at 5.27.



The graph above shows the percent of respondents in each region that find review quantity highly important (7). The demographic group living outside of the U.S has the most respondents that find review quantity highly important. Their percentage of “7” responses came in at 38.46%, which is over 12% greater than any of the regions in the U.S. There is not a largely significant difference in review quantity importance for the different regions within the United States, but Southeast has the greatest percentage at 26.35% and the Midwest has the lowest percentage at 23.26%.



The graph above shows the average importance of unique additional value points by region. Once again, the group of respondents that live outside of the United States care about additional value points the most, with the highest average importance level at 5.40.

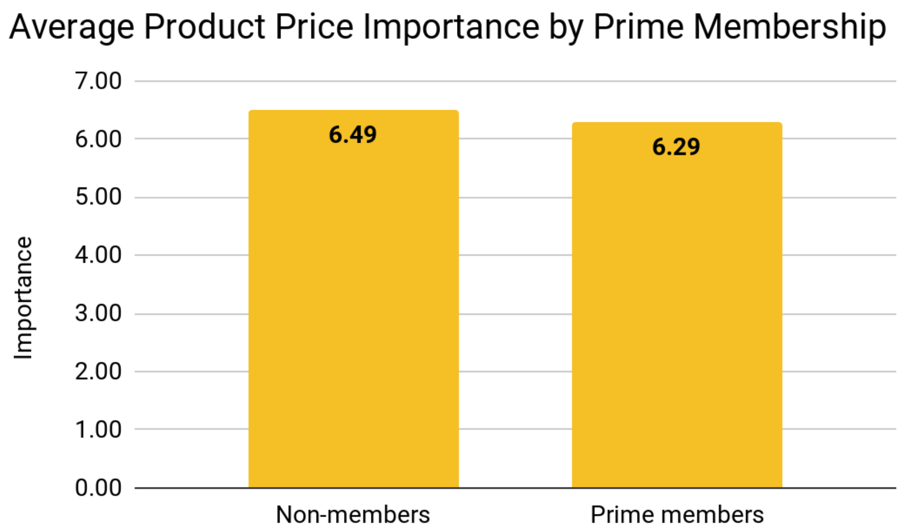


The graph above shows the percent of respondents in each region that find unique additional value points to be highly important (7). The percentage of non-U.S. residents that find unique additional value points highly important is the greatest, at 28.21%. This response rate is over 13% greater than any of the regions within the U.S. The U.S. regions are all similar, with the West region holding the lowest importance for unique additional value points at 11.52%.

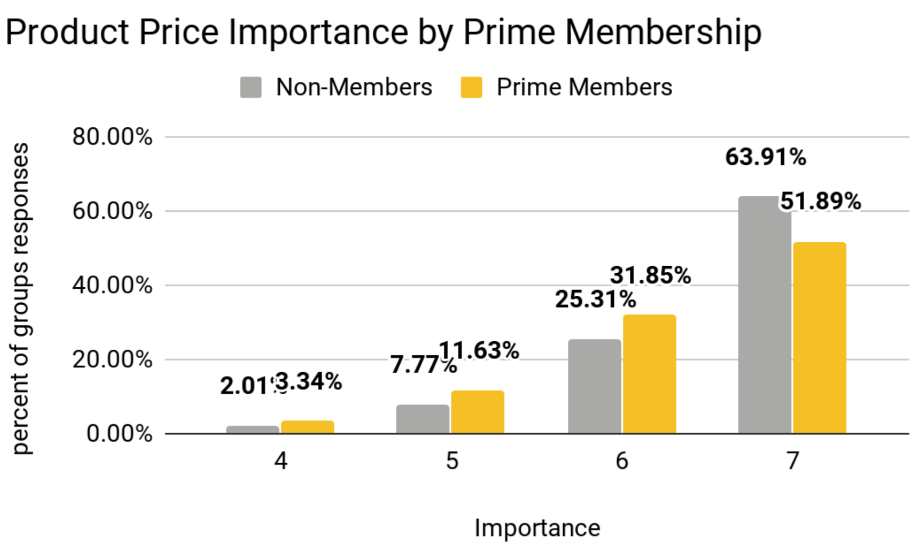
These regional insights may be especially valuable for companies selling to regions outside of the United States. Companies focused on these consumers may want to consider providing more unique product value points. An example of this could be free returns, as customers overseas may be wary of ordering new unfamiliar products due to high shipping costs being a barrier to easy returns. Companies selling in other markets may also want to focus on increasing review quantity, using the methods like those mentioned in the age section above.

Prime Membership

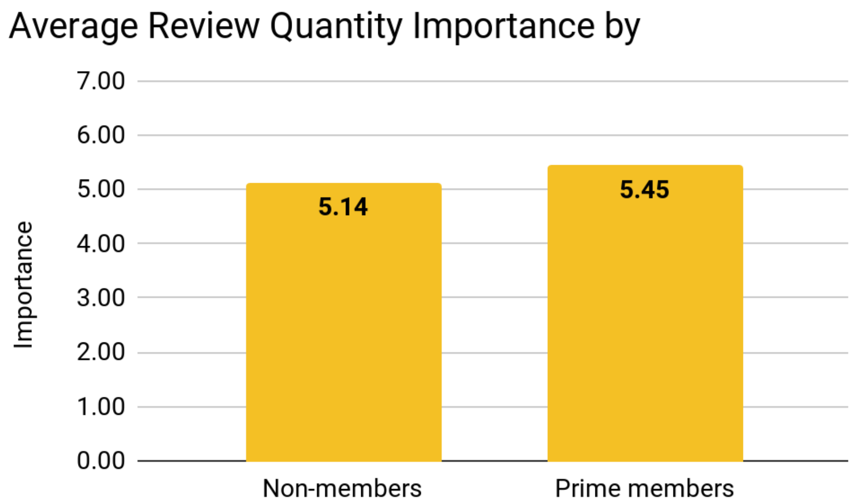
The following insights are drawn on Prime membership status and product value importance. Overall, we found that non-members are more likely to rate product price as highly important, whereas Prime members put more weight on the importance of product reviews.



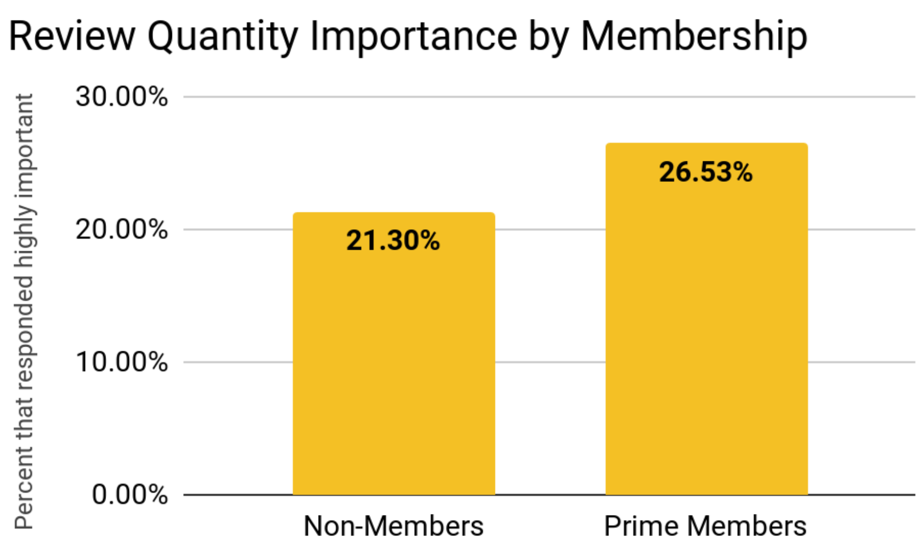
The graph above shows the average product price importance for members and non-members. Non-members are just slightly more sensitive to price, with an average importance score of 6.49 compared to Prime members at 6.29.



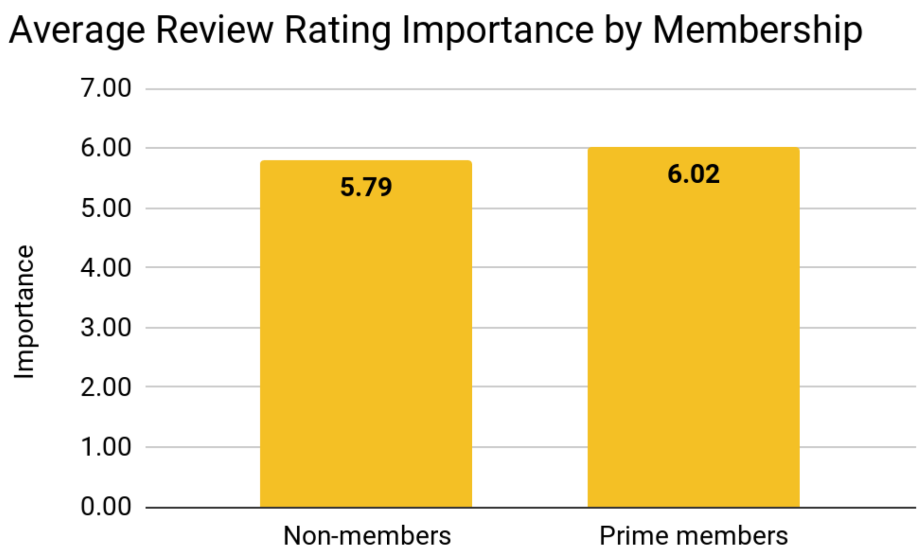
The graph above shows the percentage of high rating scores on price for members and non-members. 51.89% of Prime members responded with product price as highly important (7), which is 12.01% less than non-members who responded highly important at 63.91%.



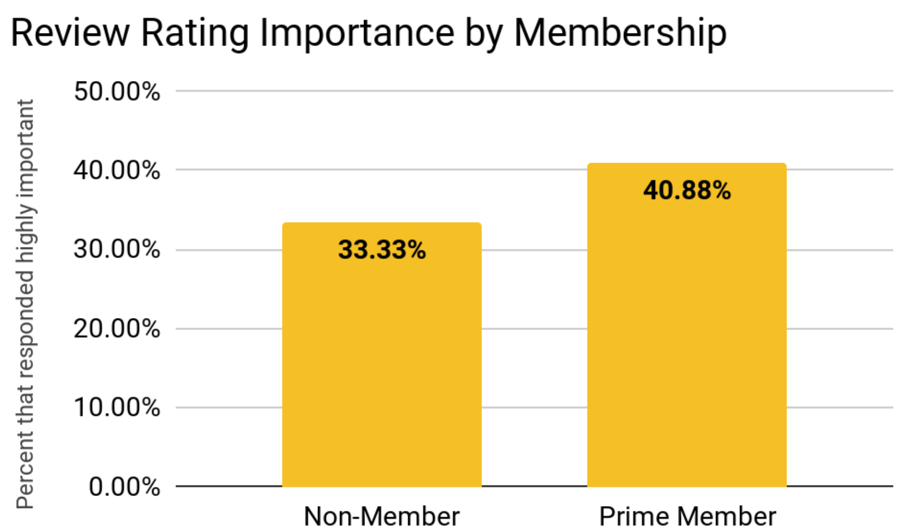
The graph above shows the average importance of review quantity, the number of reviews on a product listing, to Prime members and non-members. On average, Prime members care more about review quantity, at a 5.45 average compared to non-members at 5.14.



The graph above shows the highest review quantity importance (7) by membership. 26.53% of Prime members rated review quantity of highest importance, which is 5.23% more than non-members who came in 21.30%.



The graph above shows the average review rating importance for Prime members, and non-members. On average, Prime members find review ratings to be more important, at 6.02 compared to non-members at 5.79.

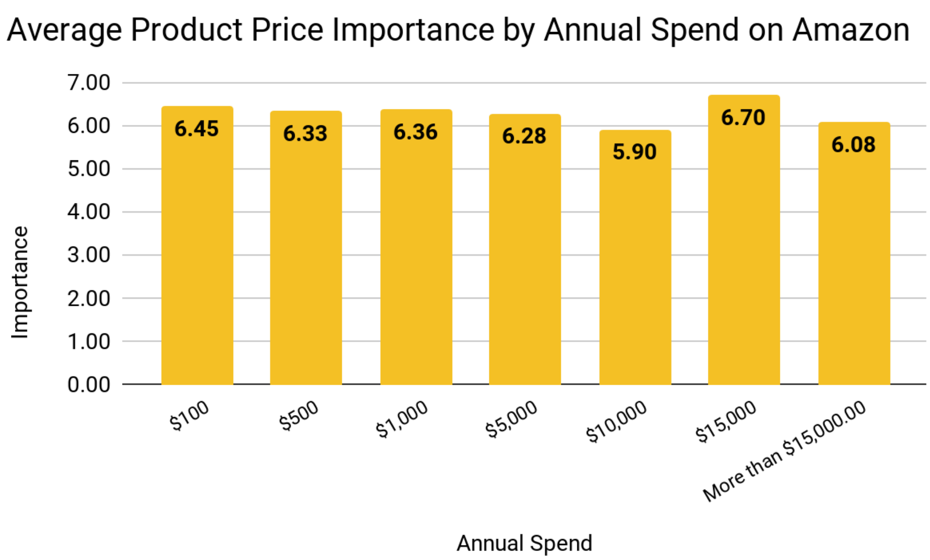


The graph above shows the percentage of Prime members and non-members that said review ratings are highly important (7). 40.88% of Prime Members responded that review ratings are highly important, at a rate of over 7% more than Non-members at 33.33%.

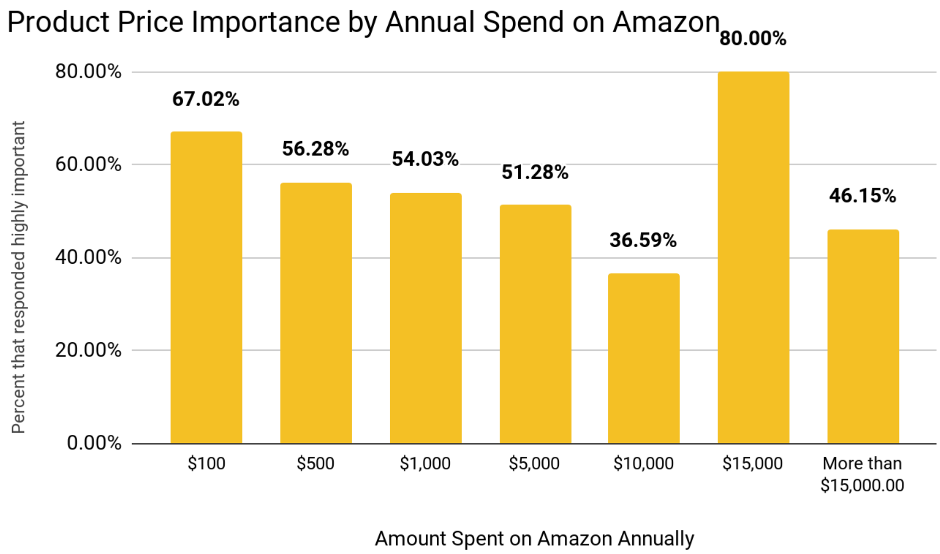
The insights above are important when considering Prime eligible products. Products that are eligible for Prime may have more weight placed on their review quantity and quality by the Prime members looking to purchase them. It is possible that Prime members find the review quantity and quality more important since they are spending more time on Amazon and likely to be more familiar with the layout and reading the reviews. Because of this, it is important to keep an eye on the review quantity and quality of Prime products, using the same practices mentioned above. We have also uncovered that Prime members put slightly less importance on price than non-members, this could be since they find additional value in the convenience and speed of the Prime membership benefits, so they are willing to spend a little bit more on their products.

Annual Spend

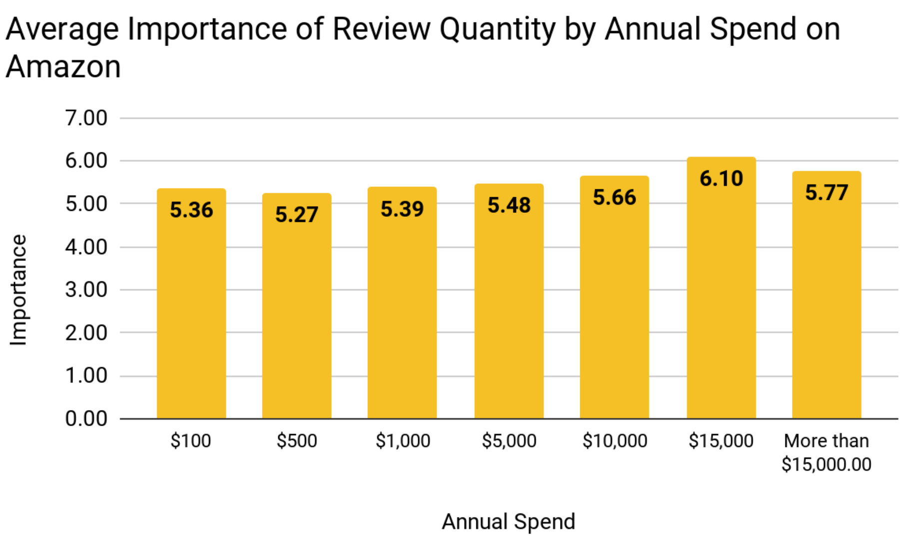
We asked the survey respondents how much money they spend on Amazon annually. The following insights are categorized by annual spend cohorts. It is important to note that in the survey data, there were just 10 respondents that responded they spend $15,000 annually on Amazon and 13 respondents that said they spend more than $15,000 annually on Amazon. Therefore, while the following information still accurately represents our data, the information on the two highest spend groups may not reflect the decisions of all individuals spending that much on Amazon. Overall, we found that price is more important to lower spending groups, and additional value points are more important to higher spend groups.



The graph above shows average product price importance by annual spend on Amazon. The general trend uncovered is that price importance goes down as annual spend goes up, with the $100 annual spend group average price importance coming in at 6.45, compared to the $10,000 annual spend group at 5.90. However, there is a large outlier as the average price importance is greatest at the $15,000 spend level, at 6.70.

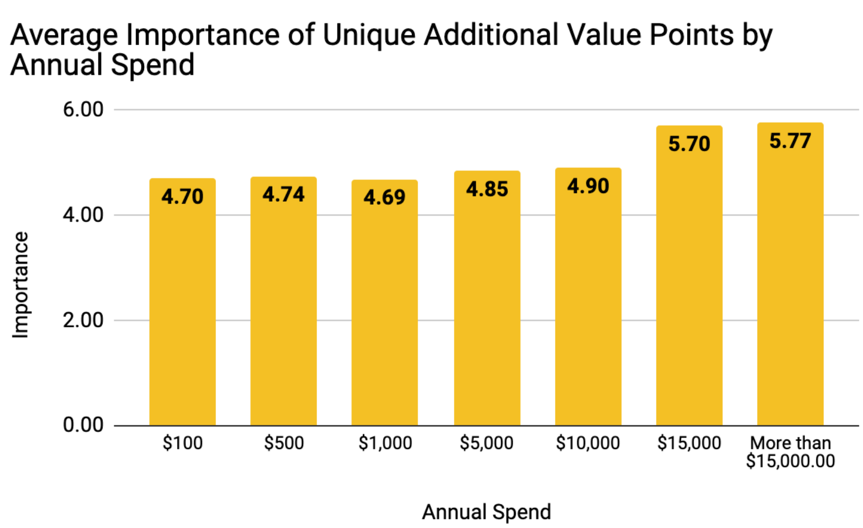


The graph above shows the percent of respondents that said product price is highly important (7) by each spend group. The results here are interesting, like the average scores, the importance seems to go steadily down as spending increases, but then spikes at $15,000. As noted above, this spend tier had few respondents and that may have an effect on finding an accurate average.

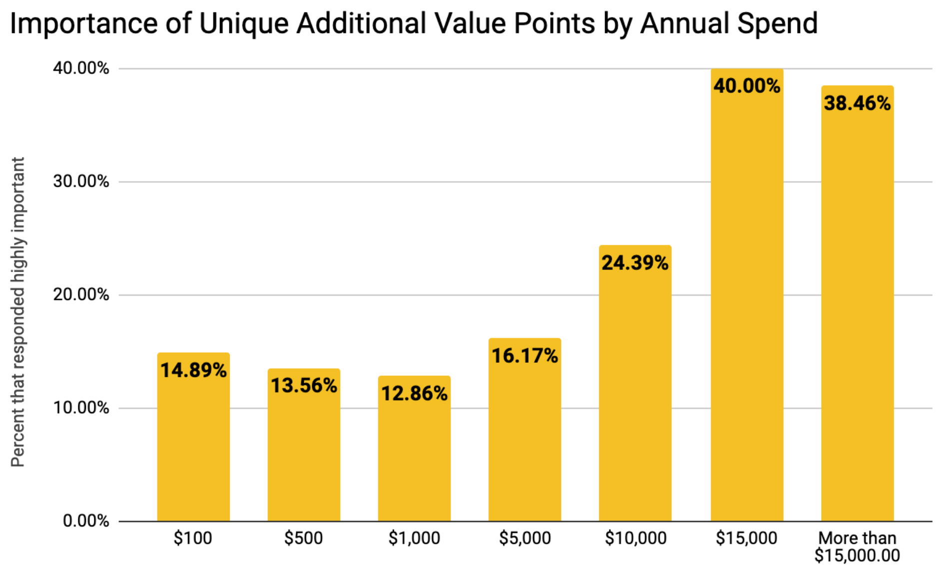


The graph above shows the average importance of review quantity, number of reviews, by annual spend. On average, the trend is that review quantity importance increases slightly as annual spend increases. The two lowest annual spend groups of $100 and $500, have the lowest averages at 5.36 and 5.27. The two highest annual spend groups, $15,000 and more than $15,000 have the greatest averages at 6.10 and 5.77. This may be because consumers who spend more on Amazon annual are buying bigger ticket items, and with an expensive purchase more consumers will turn to the reviews as they want to know exactly what they are buying and want to ensure they will have a good product experience.

The graph above shows the percent in each spend category that respondent review quantity is highly important (7). The general trend is that high review quantity importance increases as spending goes up, from 25.53% for the $100 group to 60.00% for the $15,000. There is an outlier in the highest spend category, which find it the least important at 23.08%.



The graph above shows the average importance of unique additional value points by annual spend on Amazon. The highest spend groups tend to put the most importance on additional value points, at 5.70 and 5.77. The rest of the spend groups are very similar, averaging at 4.75, almost a full point lower.



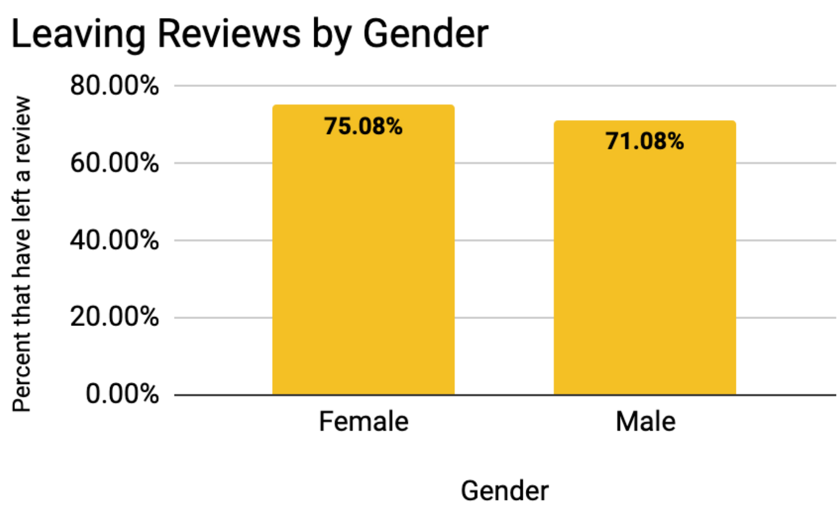
The graph above shows the percent of each spend group that rated unique additional value points as highly important (7). As can also be seen in the averages, the general trend is that the importance of unique additional value points goes up as annual spend goes up. This could be due to consumers wanting additional value or features if they are spending a significant amount of money on a product or buying numerous units of one product. These practices may contribute to having such a high annual spend on Amazon.

Through this section we discovered that price sensitivity decreases as annual spend goes up, but the importance of review quantity and additional value points increases as annual spend goes up. One explanation for the general trend of price sensitivity decreasing as annual spend goes up could be because consumers spending more on Amazon may by consumers with higher discretionary income. Conversely, consumers spending the least on Amazon are more price sensitive because they have a small budget and are only able to afford a few items, making every single price point very important. The trend of higher spend groups caring more about review quantity could be due to a desire to validate a product before spending a lot of money, whether it be one large ticket item, or numerous units of an average priced item. The high importance for additional value points is likely for the same reason of wanting additional support or features on an expensive item, in order to justify the price.

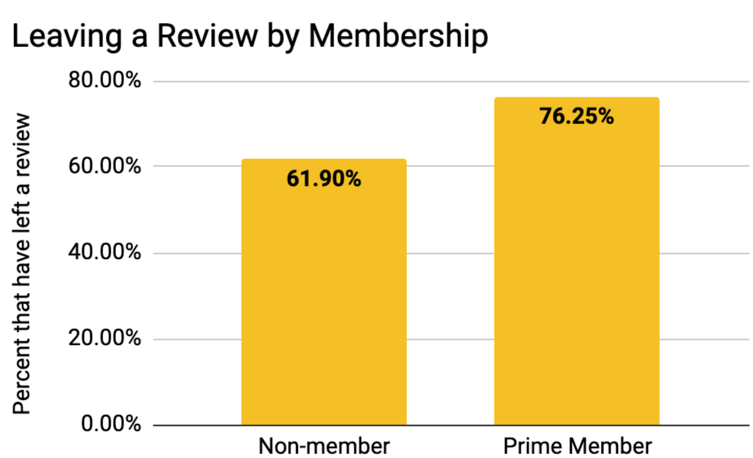
Review Behaviors by Demographic

Product reviews are imperative to success on Amazon. As presented earlier in this report, consumers look at both review quality and quantity when purchasing a product or discovering a new brand. In addition to asking respondents how they read and value reviews, we also asked them how they personally behave when leaving the reviews. The following insights explain which demographic groups are most likely to leave reviews and leave good ones.

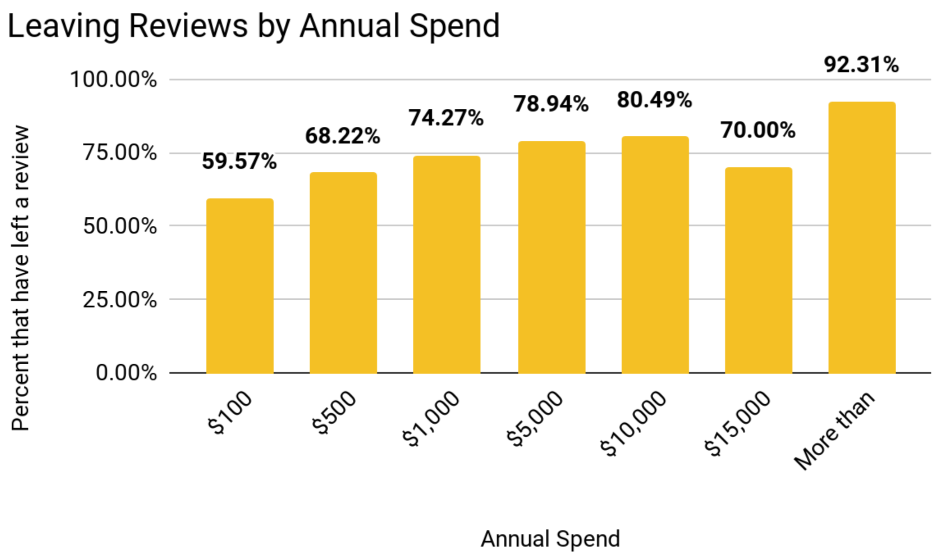
Leaving Reviews



The graph above shows the percent of respondents that said they have left a review by gender. Slightly more women than men leave reviews. Females respondents are 75.08% likely to have left a review, whereas Male respondents are 4% less likely to leave a review at 71.08%.



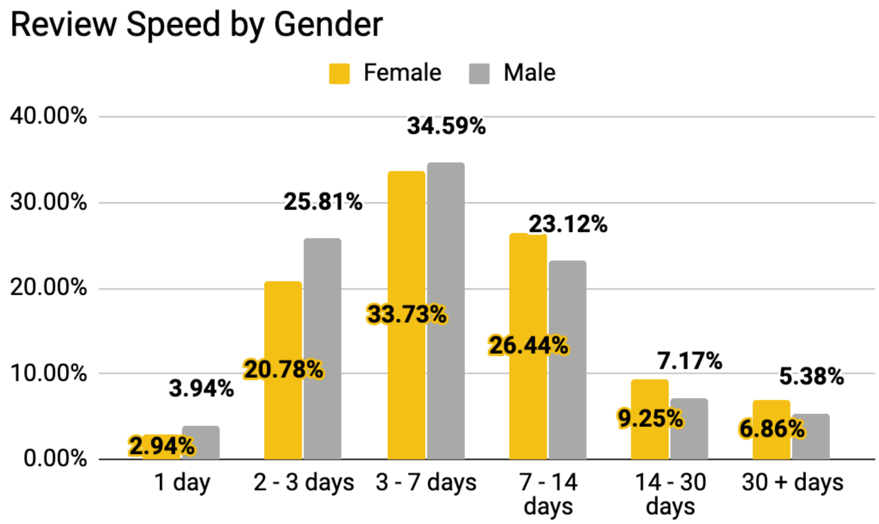
The graph above shows the percent of non-members and Prime members that have left a review on Amazon. A greater percentage of Prime members have left a review than nonmembers. 76.25% of Prime members have left a review, compared to 61.90% of non-members. It is likely that Prime members spend significantly more time on Amazon, and therefore are more likely to return to leave a review and are more familiar with the process.



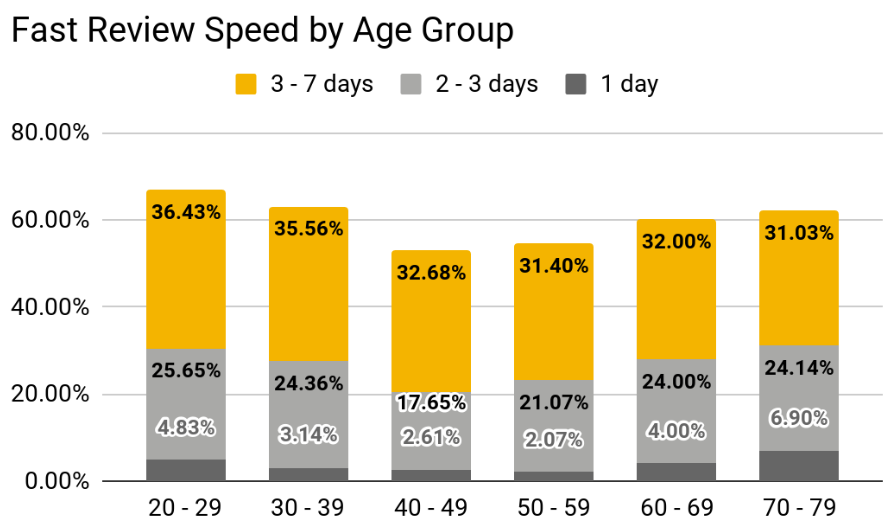
The graph above shows the percent of respondents that leave reviews in each spending category. Interestingly, the percent of respondents that have left a review trends up as annual spend increases. It is possible that consumers spending $100 or less annually on Amazon only buy one or two things that they need but are unable to find through other channels, and therefore are not Amazon as frequently, hence why they are less likely to have left a review. It's also possible that this spend group is less familiar with Amazon, as they found less importance in review quantity. There could also be consumers in this spend group that buy basic everyday consumables from a large and trusted brand, that they don't feel the need to review, such as paper towels or laundry detergent.

When combining the insights above, the customer that is most likely to have left a review is a female prime member spending more than $15,000 annually. Though it may be difficult to find this exact consumer, it may be ideal to attempt to target these types of demographics when asking or reminding customers to leave a review, as they are most likely to have left one and will be familiar with the process.

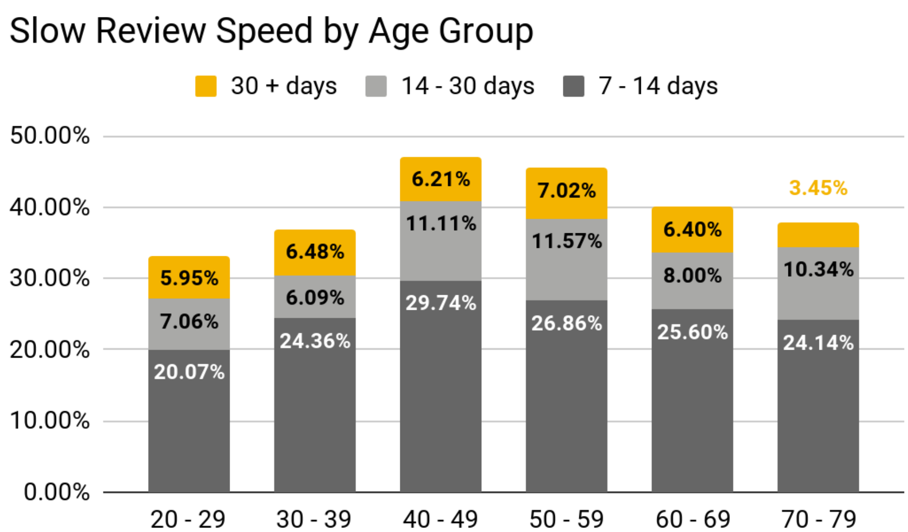
Review Speed



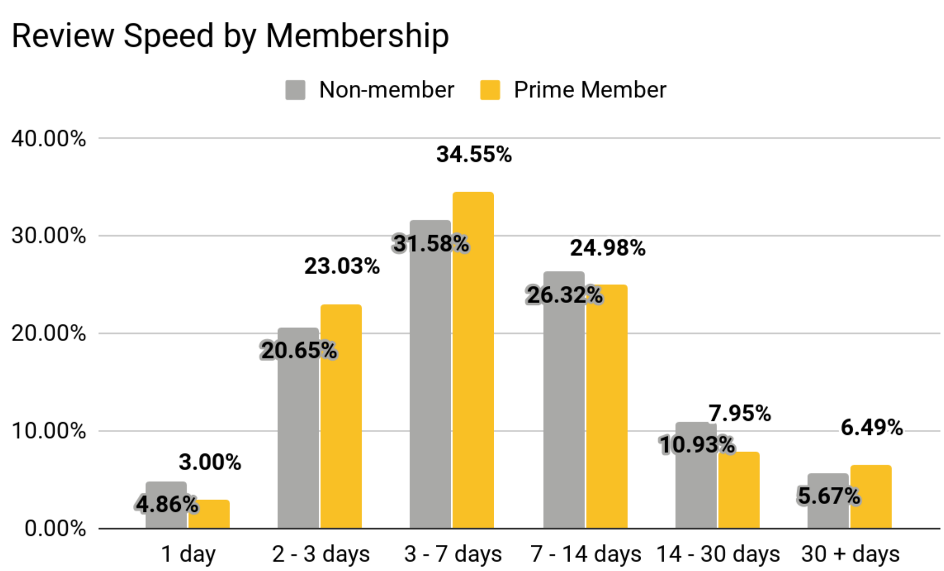
The graph above shows the percent of review speeds by gender. The greatest percentage of respondents for both genders leave reviews in 3-7 days, however there are noteworthy difference overall. Overall, males hold the majority for speedy reviews, with a higher percentage of respondents for the fastest time periods of: 1 day, 2-3 days, and 3-7 days. 64.34% of men leave a review in these three periods, compared to 57.45% for women. Also, men are 5% more likely to leave a review in 2-3 days than women at 25.81% compared to 20.78%.



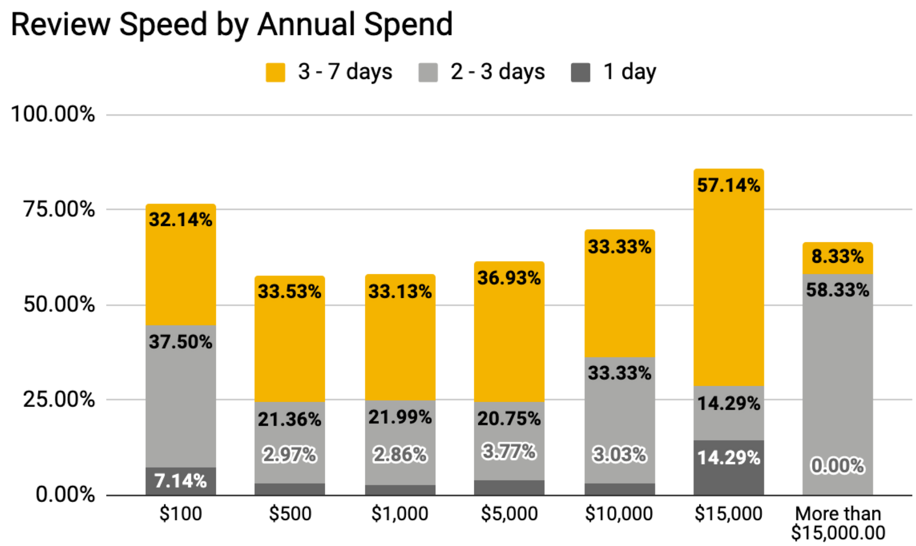
The graph above shows fast review speed by percent in each age group. The youngest age group of 20 - 20 is most likely to leave a speedy review. They hold the highest percentage in both 2-3 days and 3-7 days, at 25.65% and 36.43% respectively. Once again, the 3-7 days is the most common review speed for all age groups.



Conversely, the graph above shows the percentage of slow reviewers by age group. The age groups of 40-49 and 50-59 are most likely to take longer to leave reviews. The 40-49 age group has the highest percentage of respondents who leave a review in 7-14 days at 29.74%. The 50-59 age group has the highest percent for the two lengthier categories of 14-30 days and 3 + days at 11.57% and 7.02% respectively.



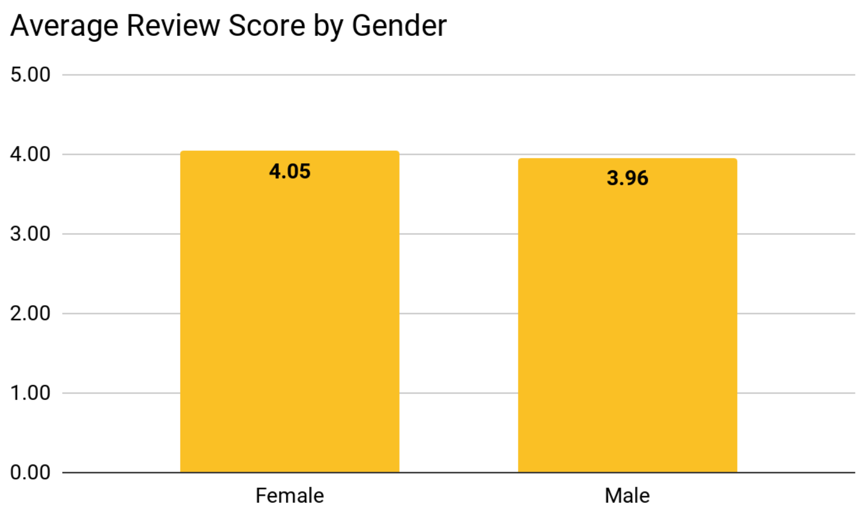
The graph above shows the speed of leaving reviews by Prime members and non-members. Prime members are overall more likely to leave a speedy review. They hold a greater percentage in the groups of 2-3 days and 3-7 days than non-members. While the review speed by membership results are quite similar, 60.58% of Prime Members leave reviews within 7 days, compared to 57.09% of non-members.



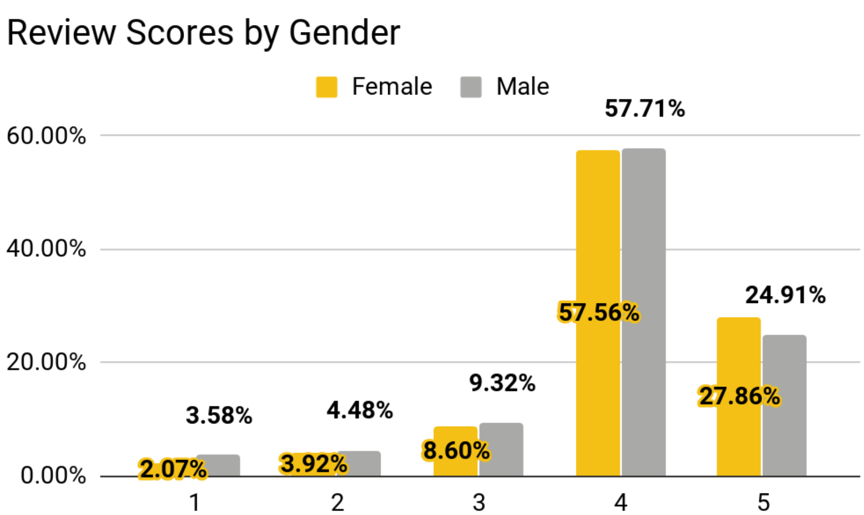
The graph above shows review speed by annual spend. Interestingly, the spend groups that are on the far ends of this spectrum are the speedest in leaving reviews. The groups that are most likely to review within 7 days are those spending $100 annually or spending $15,000 annually. The groups that are the slowest to review are the $500 and $1,000 annual spend groups.

Through these review speed insights, we are able to uncover that younger male prime members are most likely to be slightly speedier in leaving reviews. It is likely that younger consumers spend more time on their phones and computers, and therefore are likely to remember or catch a reminder sooner than older groups. So, companies that are looking to increase reviews as fast as possible will want to target younger age groups, males, and prime members when sending review requests or reminders.

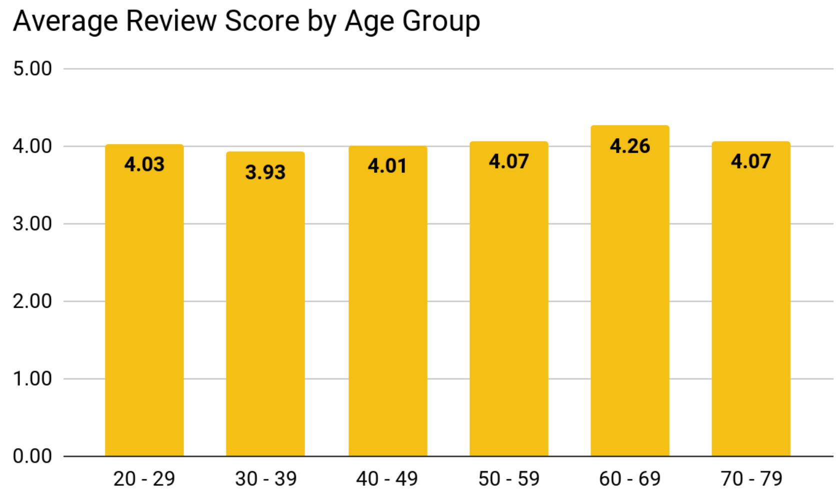
Review Scores



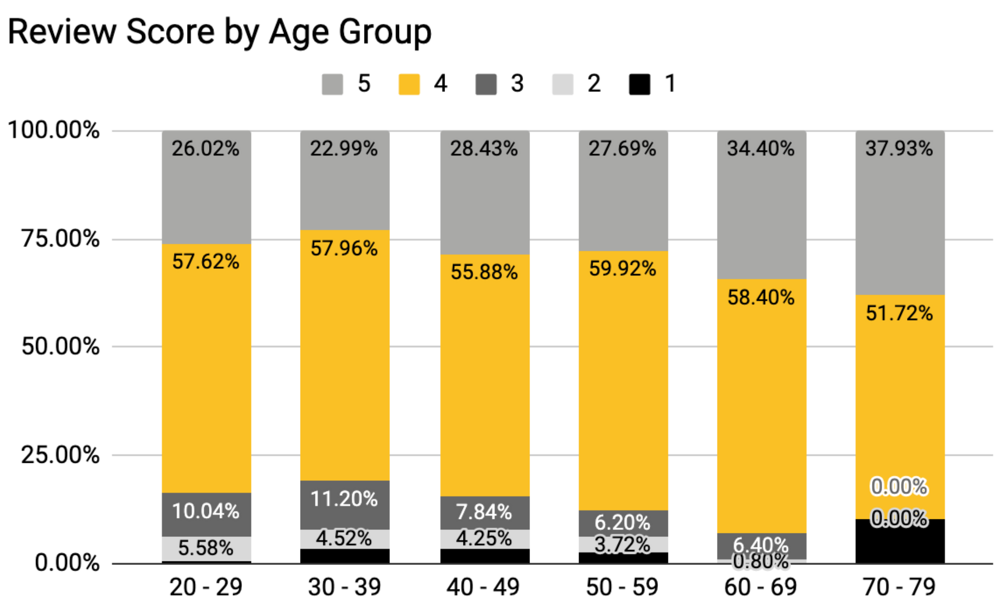
The graph above shows the average review rating left by men and women. Overall, the averages are quite similar and close to 4. However, women are just slightly more likely to leave a 5-star review than men, with an average review score of 4.05 compared to 3.95.



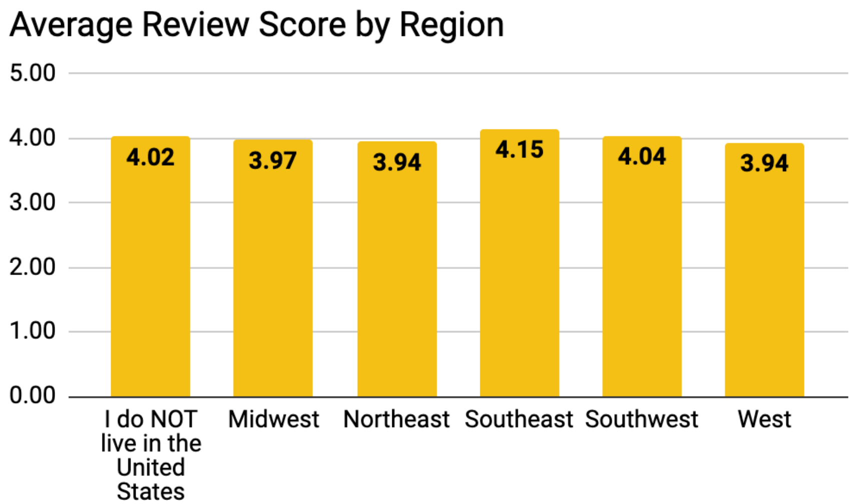
The graph above shows review scores left by gender. Overall, men and women have similar percentages for each review score. 27.86% of women usually leave a 5-star review which is 2.95% more than men at 24.91%.



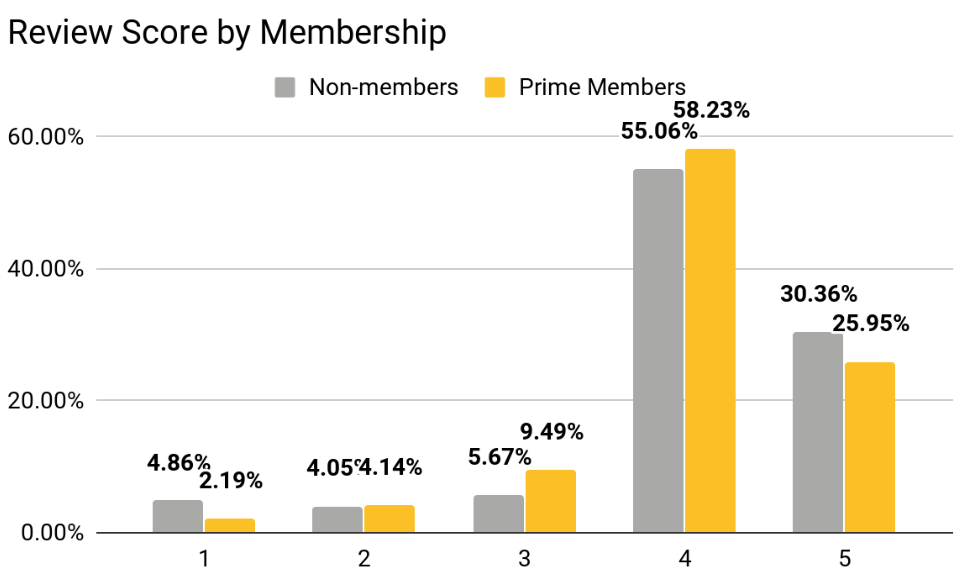
The graph above shows the average review score by age group. Once again, the averages are all similar and center around a 4-star review. The second oldest age group, 60-69, has the highest average review score at 4.26. The group with the lowest review score is the second youngest age group, 30-39, with a 3.93 average.



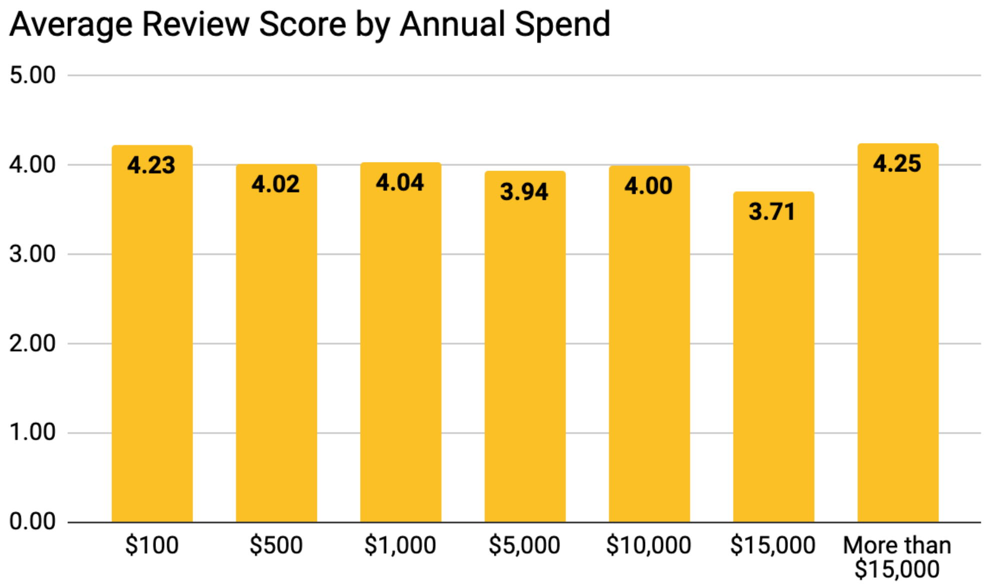
The graph above shows the percent of each review score by age group. Compared to each age group, the 70-79 age group is most likely to give the most 5-star reviews, at 37.39%. The 50-59 age group is the group most likely to give a 4-star review at 59.92%.



The graph above shows the average review score by region. While the averages are close to 4 across the regions, there are some slight differences to note. The Southeast region has the highest review average at 4.15. The Northeast and West regions are tied for the lowest review scores at 3.94.



The graph above shows the percent of each review score by membership. The average review score for these two groups is very similar at 4.01 for Prime members and 4.02 for Non-members. Non-members are more likely to leave 5-star reviews at 30.36%. Prime members are more likely to leave reviews 4-star reviews at 58.23%, which is slightly more than Non-members at 55.06%.

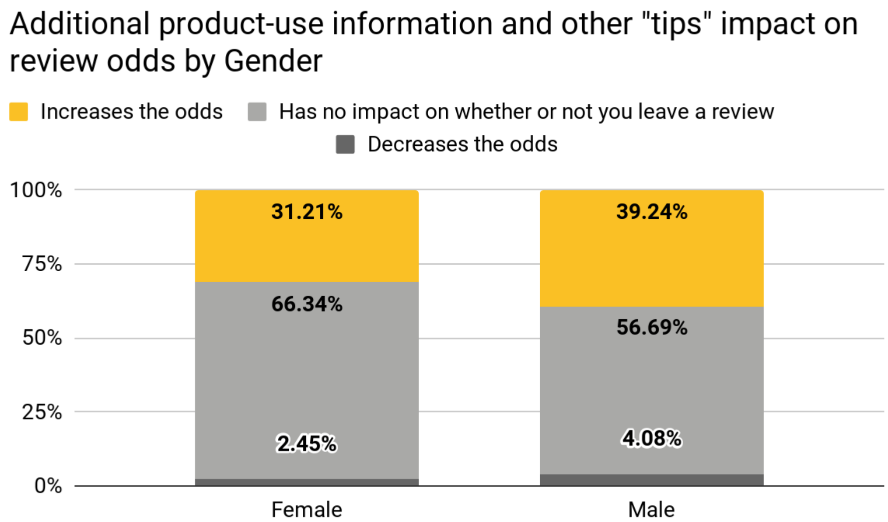


The graph above shows the average review score by each annual spend group. Interestingly, for the most part the average review score tends to go down as annual spend goes up. However, the highest spending group, More than $15,000 is an outlier to this trend as it also has the highest review score. The second highest average review score is the $100 annual spend group with a 4.23 average. The $15,000 annual spend group has the lowest average review score at 3.71.

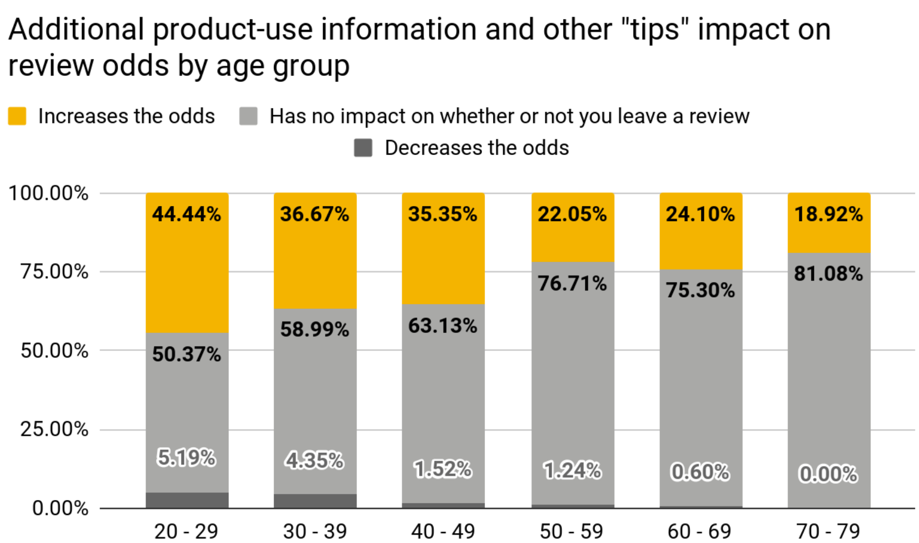
In looking at these review score insights, we can see the demographic groups that are most likely to leave the highest ratings are older consumers, low spenders, and women. It is important for companies looking to increase their review scores to consider these demographics when sending review reminders that are focused on increasing review rating scores.

Increasing odds

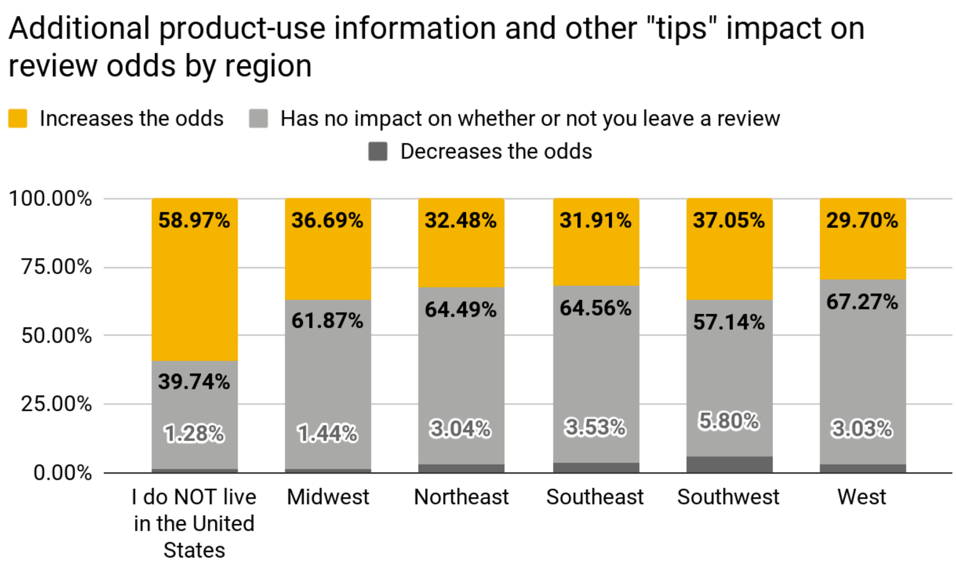
In the survey, consumers were asked, “Do additional product-use information and other "tips" increase the odds that you will leave a review on your purchase?”. In the section below we break this question down by demographic to see which groups review behaviors are affected by this. With this information, we were able to uncover insights that additional product-use information and other "tips" can potentially increase the likelihood that certain demographic groups will leave a review.



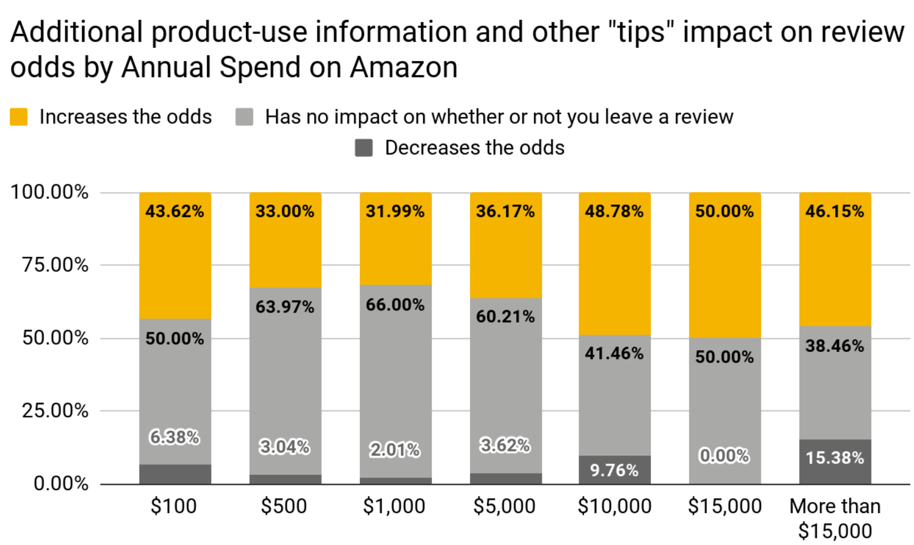
The graph above shows how review likelihood is affected by additional product use information and tips by gender. As can be seen in the graph above, additional information is likely to increase men's review odds by 8% more than it could for women's review odds. Overall, women's review likelihood is less affected by additional information, as they came in at 66.34% for having no impact on the review decision, which is nearly 10% more than the male respondents at 56.69%.



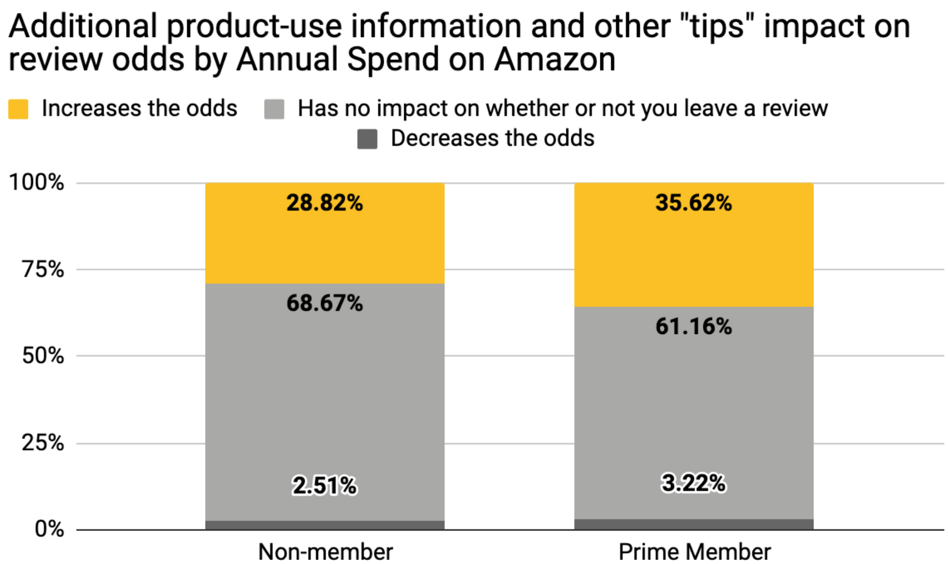
The graph above shows the effect of additional product information on reviews by age group. Interestingly, there is a steady trend that this additional info affects younger age groups the most. For the youngest age group of 20-29, 44.44% of respondents said that this information will increase the odds that they leave a review. The 30-39 age group has the second highest percent of affected respondents at 36.76%. The additional information impacts the eldest group the least, as 81.08% of the 70-79 age group said that it “has no impact”.



The graph above shows the impact of additional information and other tips on review likelihood by region. The region that is most affected by this is the group of respondents living outside of the United States, 58.97% said the information would increase the odds they leave a review. The region within the United States that is most affected by this information is the southwest, where 37.05% said additional information increases the odds they review. The region in the U.S least impacted by additional information is the West, where 67.27% said additional information has no impact on them leaving reviews.



The graph above shows the impact of additional product-use information and other "tips" on increasing reviews by annual spend on Amazon groups. While there is not one clear trend, 50% of the $15,000 spend group said the information increases their odds of leaving a review, making them the most impacted. The $1,000 spend group is the least impacted, as 66.00% of them said additional information and other tips has no impact on whether they leave a review.



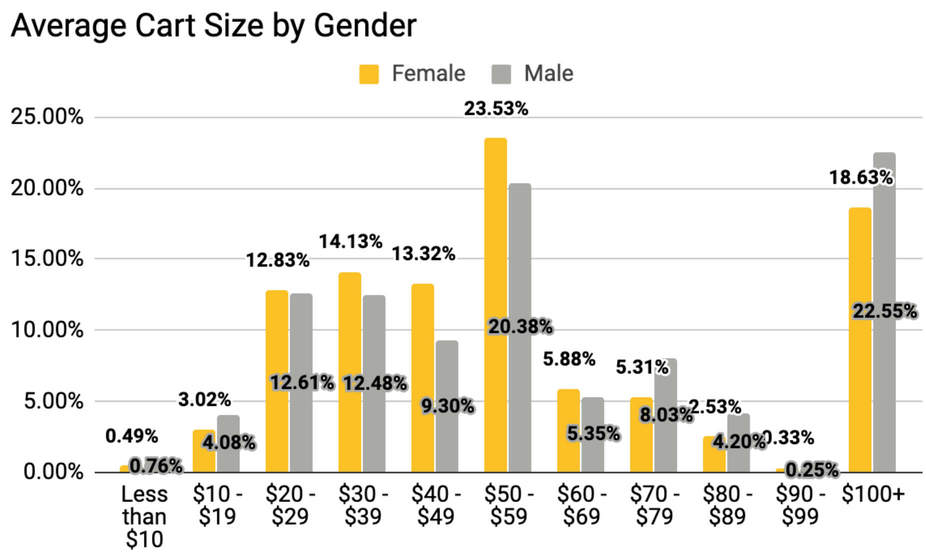
The graph above shows the impact of additional information on review likelihood by membership. As can be seen above, Prime members are more impacted by additional information and tips. 35.62% of Prime members said the information increased the odds that they left a review. Comparatively, only 28.32% of non-members responded that the information increased their odds of review.

When wanting to impact the likelihood of leaving reviews in a way other than sending reminders, companies should consider adding additional information and product tips to their listing pages. This information will most affect the likelihood of reviews for the key demographics of men, younger consumers, and those living outside of the U.S. If any of these demographics are target consumers for a company, they should consider adding additional information and tips.

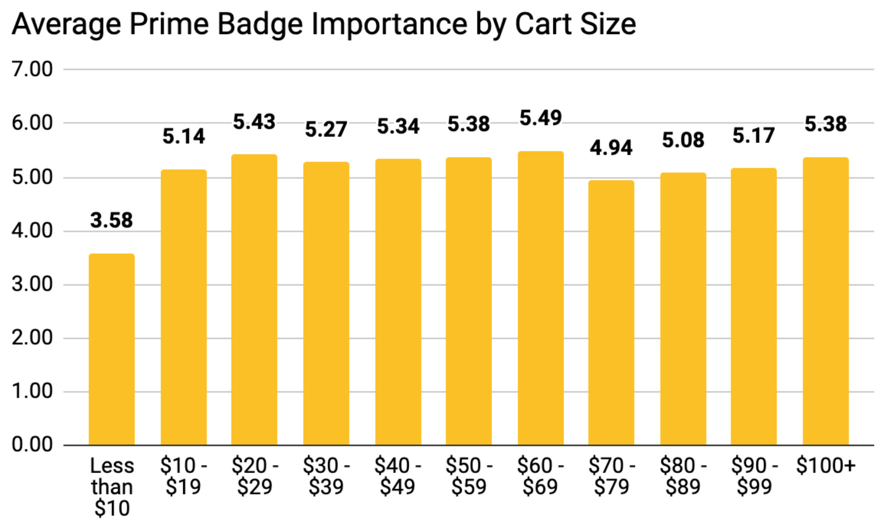
<u>Spending Insights</u>
The following section discusses both average cart sizes and the amount that consumers spend annually on Amazon compared with their household characteristics, purchasing frequency, and which products they purchase the most on Amazon.

As stated earlier in the report, it is important to note that there were few respondents that spend $15,000 or more than $15,000, at just 10 and 13 respectively. The following section accurately represents the data that we have collected. However, given the smaller size, it may not be entirely reflective of all high-spending consumers on Amazon.

Cart Size

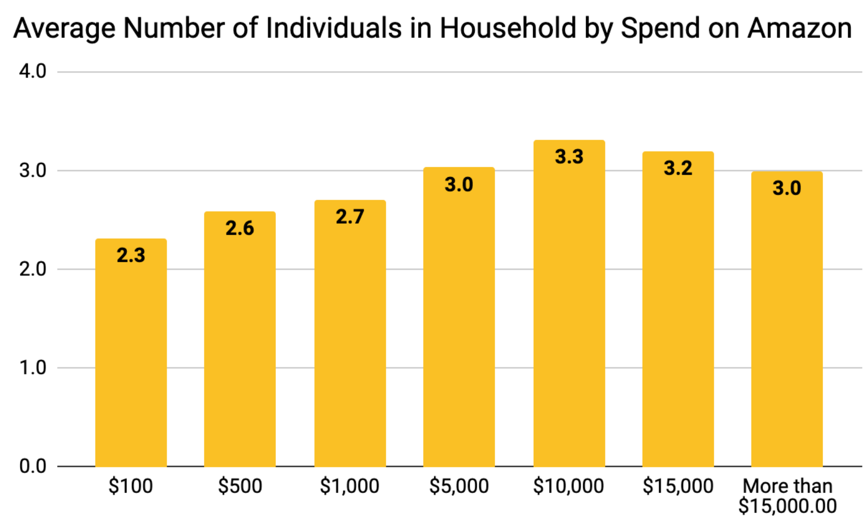


The graph above shows average cart size by gender. As can be seen, women make up a larger majority of the smaller value cart purchases. Men are more likely to have a cart value of over $100. It is possible that women are making more frequent, smaller purchases, whereas men are purchasing either more items at one time or generally higher price items.

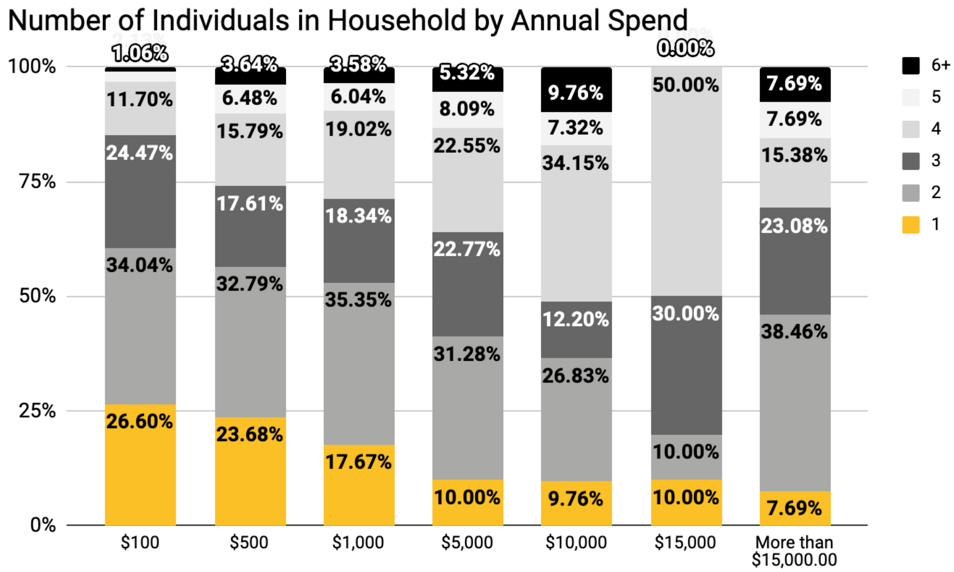


The graph above shows the average importance of the Prime badge by cart size. As can be seen, the Prime badge is significantly less important for user with an average cart size of less than 10 dollars, at 3.58. For the rest of the cart size categories, the prime badge importance is rather similar, but most important for the $60-$69 group at 5.49.

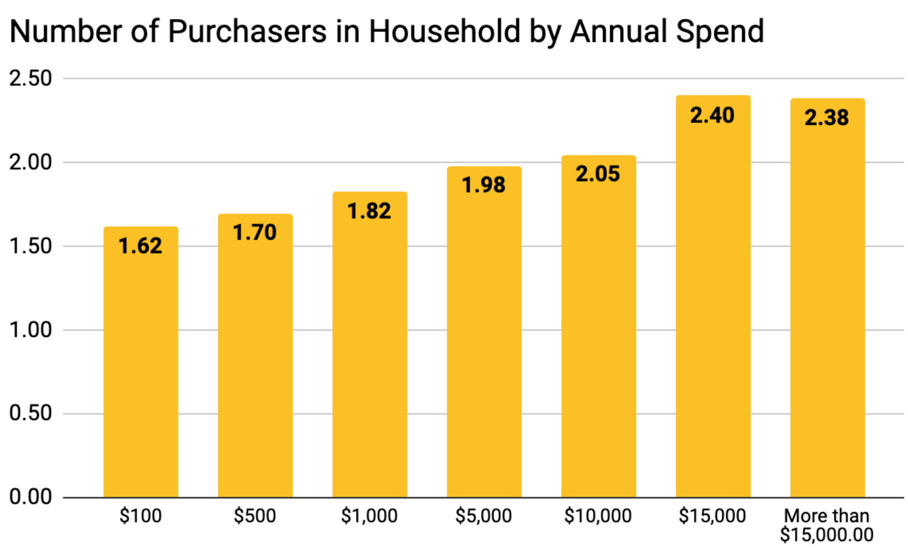
Annual Spend



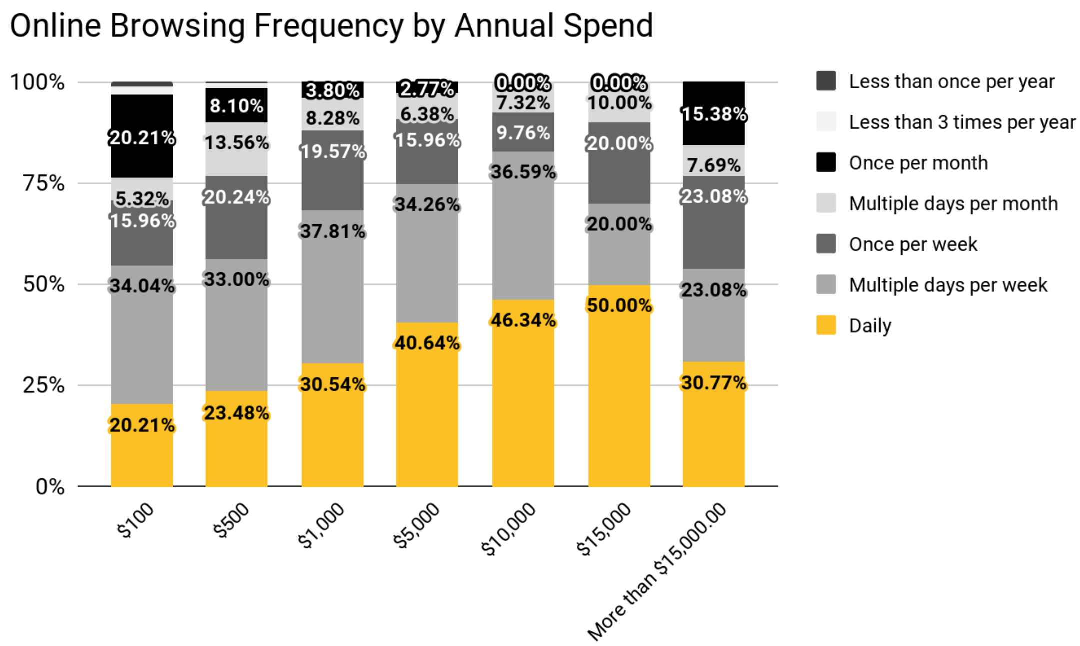
The graph above shows the average response to “How many individuals are in your household?” by annual spend on Amazon. Overall, the general trend is that households with more individuals spend more annually. Respondents that spend $100 on Amazon annually have the lowest average of individuals, at 2.3. The households spending $10,000 or more have an average of 3.3 individuals. This could be simply due to the fact that more individuals mean more consumption, and therefore these households need to purchase more products.



The graph above shows the breakdown of the exact number of individuals in the household for each spend category. This follows the same trend as the average, showing that the respondents who spend more tend to have more individuals per household. It is interesting to note that most spending groups of $5,000 or less have 2 individuals per household.

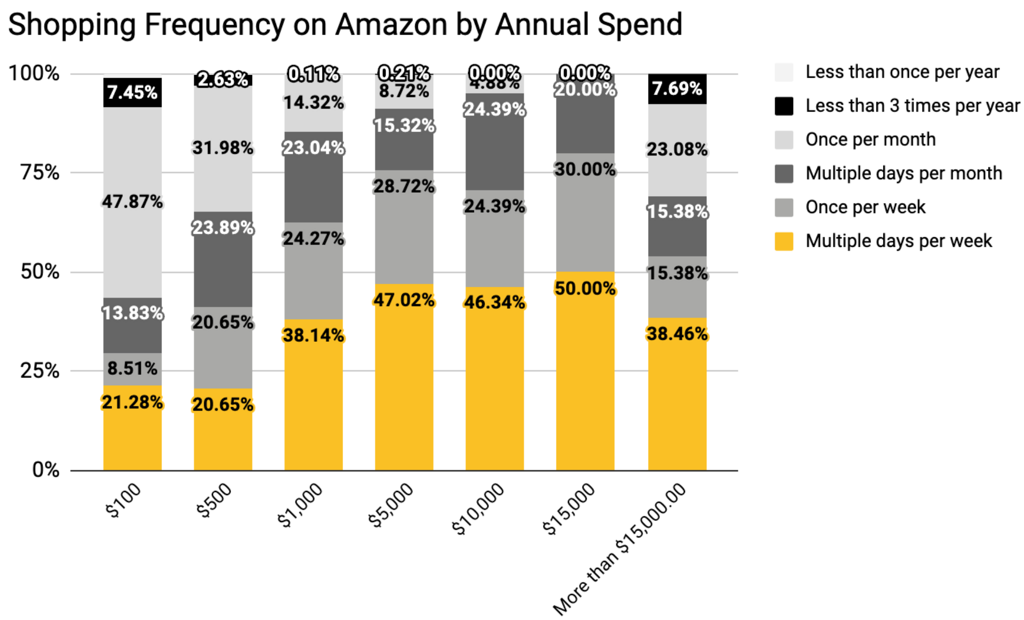


The graph above shows the average number of purchasers in the household by annual spend. A "purchaser" is the individual who makes purchases or buys for the household on Amazon. The trend us that annual spend increases, the average number of purchasers increases. However, these averages are not in complete parity with the average number of individuals in a household, therefore households are likely to have less purchasers than individuals.

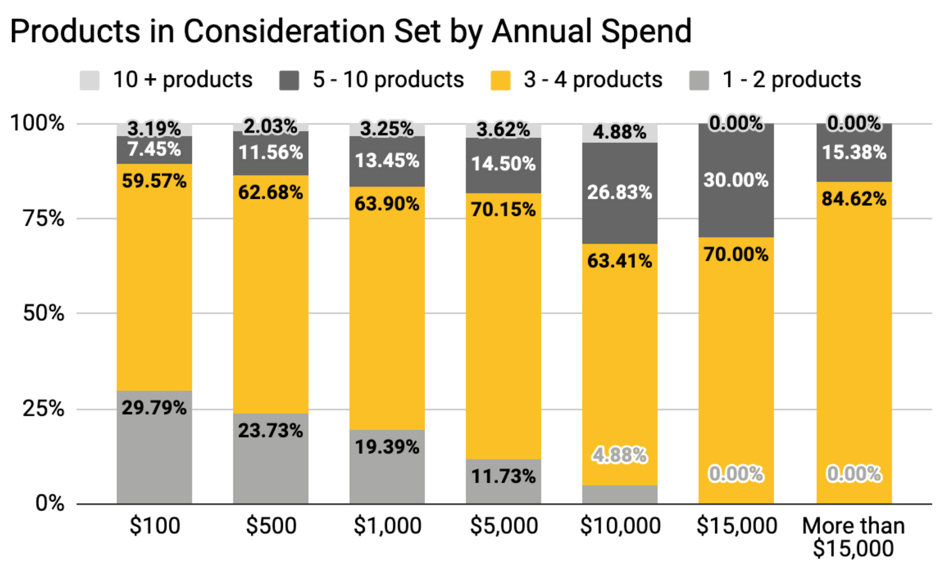


The graph above shows the breakdown of browsing frequency on Amazon by annual spend. This insight is intuitive, browsing frequency increases as annual spend increases, the only outlier is the last spend category of more than $15,000. The greatest frequency is 50% of those who spend $15,000 or more on Amazon annually are browsing Amazon daily. Comparatively, just 20.21% of shoppers who spend $100 annually on Amazon say they browse daily.

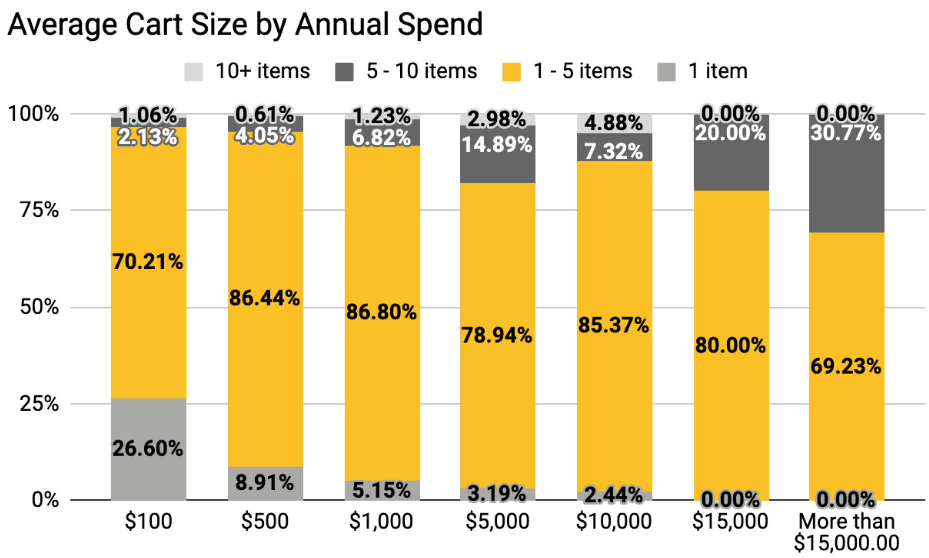
This prompts the question of if the browsing in this low spend category just rarely converts to purchases, or if these users are browsing very low-priced items. Answers to this question may be further uncovered in the sections below when comparing this annual spend group with average cart size.



The graph above shows shopping frequency on Amazon by annual spend. The graph follows a similar trend as the other pricing insights, and shows that frequency increases as annual spending increases, with the $15,000 spend group shopping the most, 50% of said group shops multiple days per week.



The graph above shows the average number of products in a respondent's consideration set before purchase by annual spend. The lowest annual spend group has the most diverse set of responses for this question. Compared to the other spend groups, the $100 annual spend group is most likely to have just 1-2 products in their consideration set, at 29.79%. The high spend groups are most likely to have 5-10 products in their consideration set. For all spend groups, a consideration set of 3-4 products is the most common.

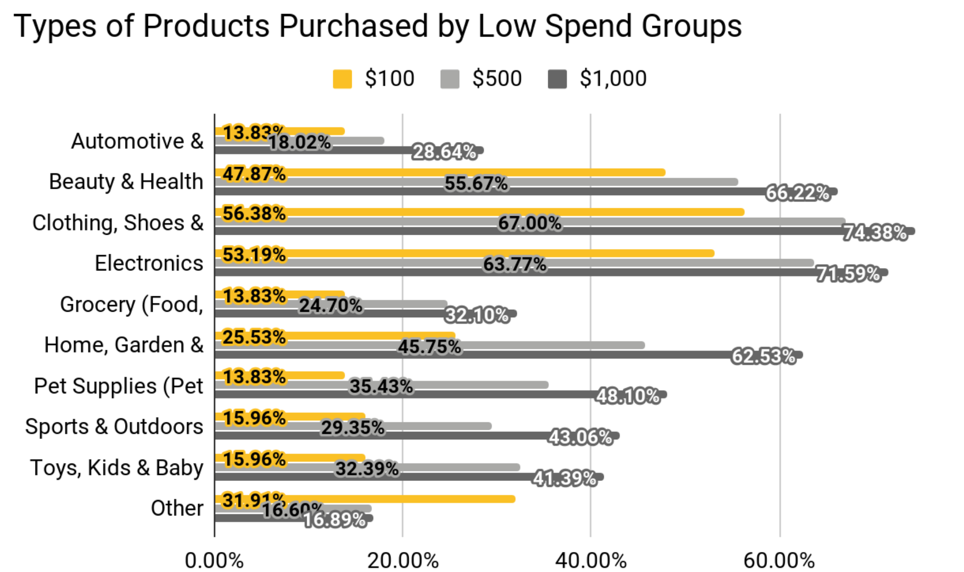


The graph above shows the average cart size by annual spend. As can be seen, consumers who spend only $100 on Amazon are most likely to have just one item in their cart, at 26.60%. However, the majority of this group is still purchasing between 1-5 items, perhaps suggesting that they purchase lower cost items, answer the quantity question posed earlier in this section. The spend group of more than $15,000 has the highest proportion of respondents with 5-10 items in their cart, at 30.77%.

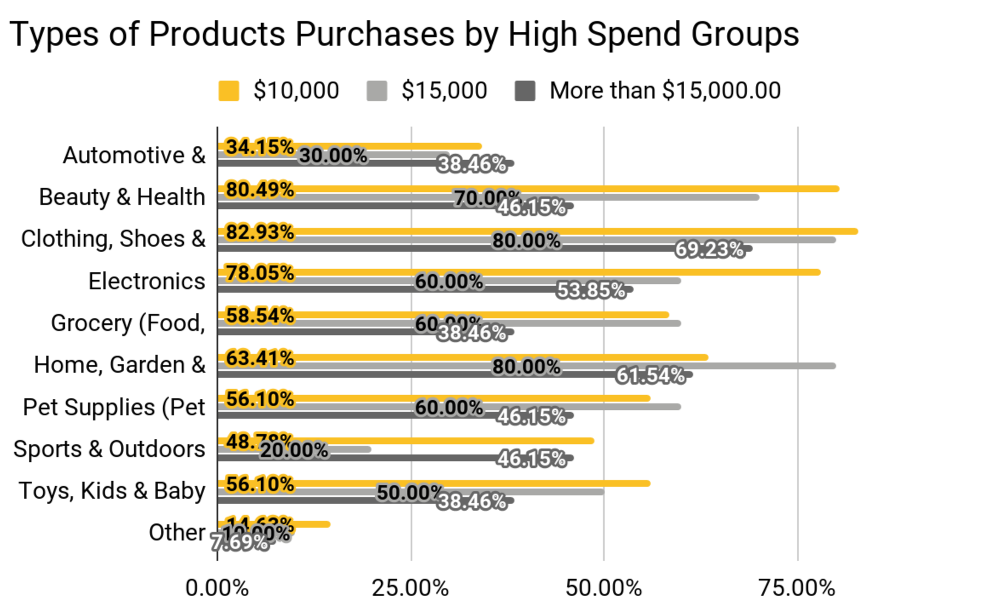
All insights above confirmed the general trend that the consumers spending most on Amazon annually are browsing and shopping most frequently, have more items in their cart, and have more individuals and purchasers in their household.

Product Types

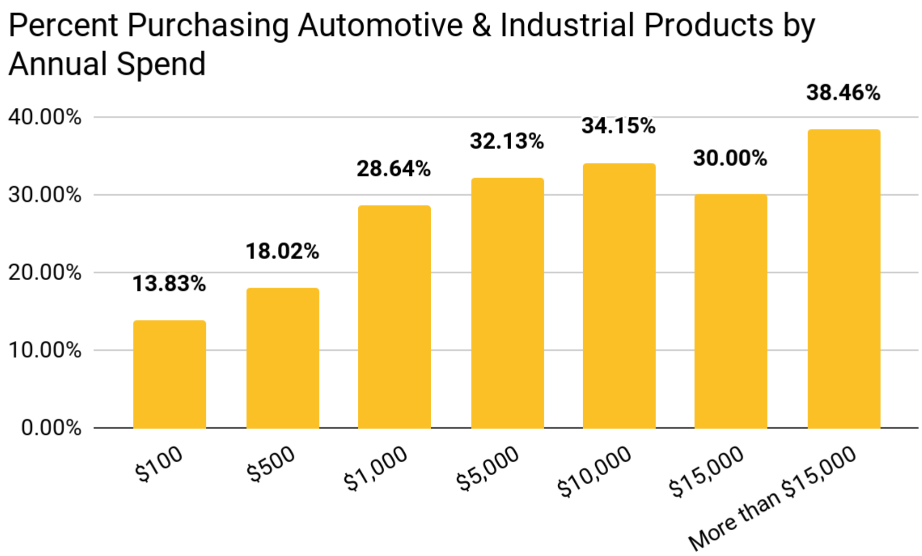
The following section discusses product type categories by annual spend. From this comparison we were able to generate insights on which product type categories are most popular in each annual spend group. The following graphs display the percent of respondents in each annual spend group said they shop in that product category. Respondents were able to select all product groups they shop from, not just one, so the proportions reflect how many respondents out of the total number of individuals in each spend group selected that response. The section first covers the general trends for low and high spending groups, and then looks specifically at each product group, to uncover which spenders are most likely to purchase from each product group. Many product groups followed a rather intuitive trend, however there are still valuable insights to note as the specific results will be most pertinent to companies selling in those product groups.



The graph above shows the percent of respondents that shop in each product category by low annual spend groups. All of these lower annual spend groups have the highest percentages of products purchased in: Clothing, Shoes & Jewelry (Clothing, Shoes, Accessories, Baggage etc.), Electronics (Laptops, TVs, Headphones, Monitors, Printers, Routers, etc.), Beauty & Health (Health Supplements & Vitamins, Make Up, Skin Care, Hair Care). The $1000 annual spend group has the greatest percent that shop in Clothing, at 74.38%.

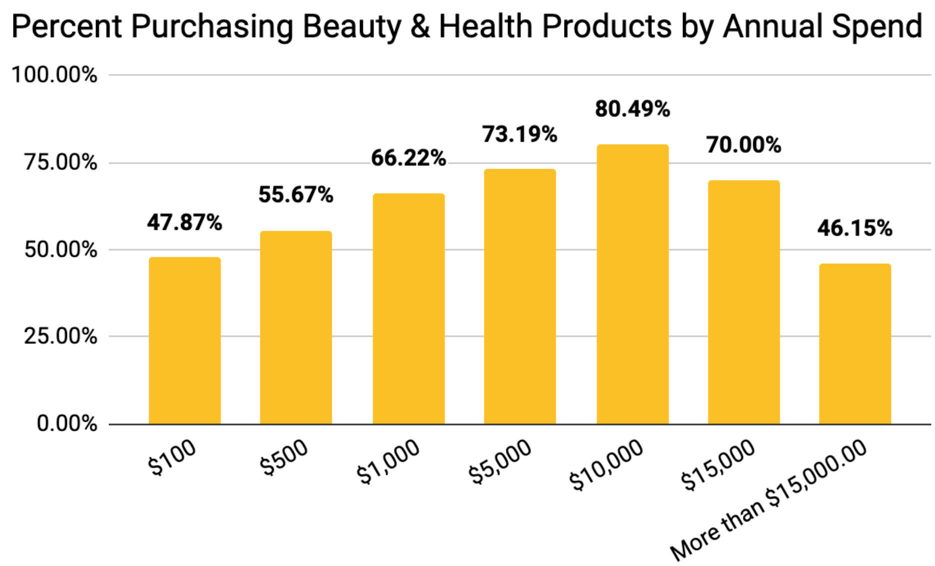


The graph above shows the proportion of product type purchases by high annual spend groups. The high spend group responses tend to be a little more diverse than the low spend groups, with proportions more evenly distributed across all product types. Beauty, Clothing, and Electronics are also popular product type groups for the high spenders, with the addition of the product type of Home, Garden & Tools (Kitchen & Dining, Furniture, Bed & Bath, Power Tools, Lawn Care & Chemicals, Gardening Tools etc.) also hold significance.

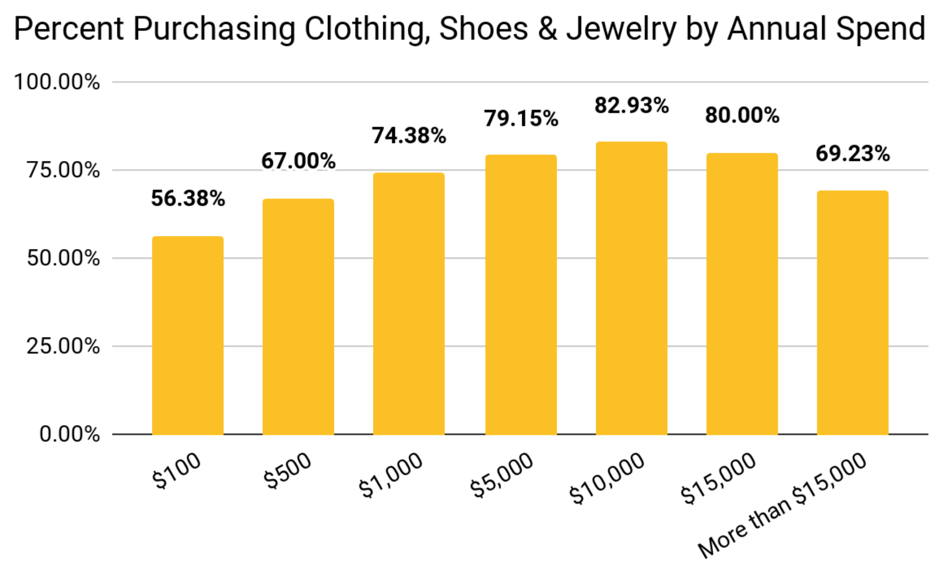


The graph above shows the percent of individuals purchasing Automotive & Industrial (Car Parts and Accessories, RV Parts and Accessories, Car Electronics, etc.) product types by annual spend group. As can be seen in the graph above, the percent of respondents purchasing automotive and industrial products steadily increases as annual spending increases, except for the $15,000 group. Of the $100 annual spend group, only 13.38% of respondents purchase automotive products, compared to the largest spend group of more than $15,000, in which 38.46% purchase automotive and industrial products. It is also valuable to note that this product group has the lowest total percent across all groups, besides the “Other” category.

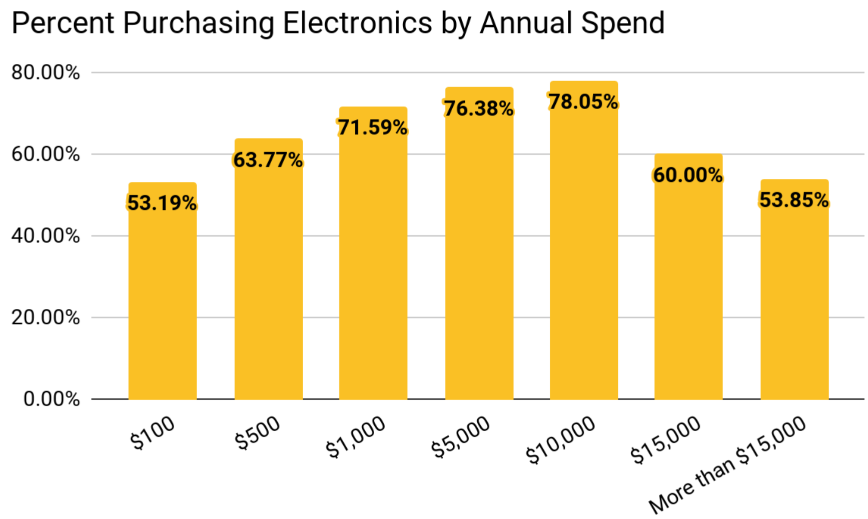
These results are likely for two possible reasons. The first being that higher spenders have more discretionary income to purchase car parts and accessories, RV parts and accessories, and car electronics. Another possibility is that some of these high spenders are purchasing on behalf of their company or employer. It is possible that some of these industrial type products are being purchased for use in a business, and less reflective of the end consumer.



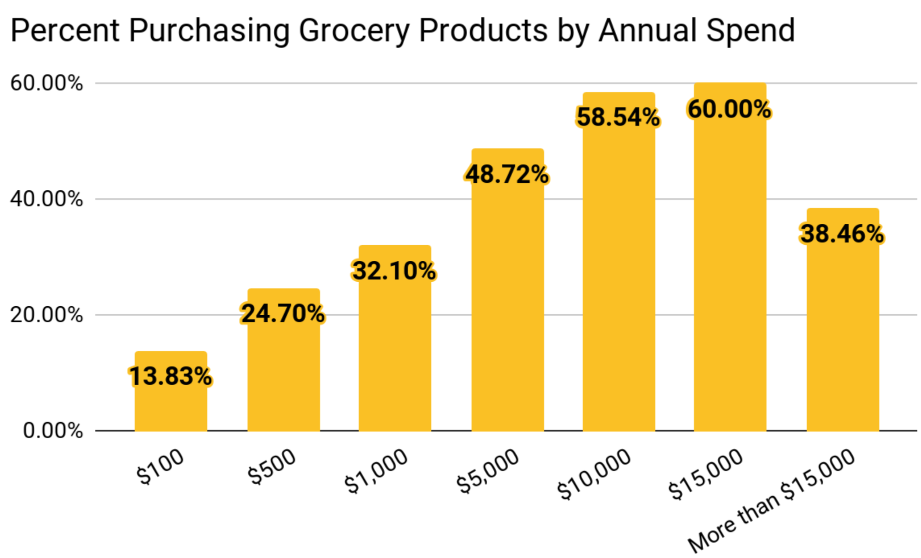
The graph above shows the percent of individuals purchasing beauty & health (health supplements & vitamins, make-up, skin care, hair care) product types by annual spend group. As can be seen, the percentages are highest for the spend groups in the middle. The $10,000 annual spend group has the highest proportion of respondents that purchase beauty & health products on Amazon at 80.49%. For both the $100 and more than $15,000 spend groups, less than 50% purchase these products.



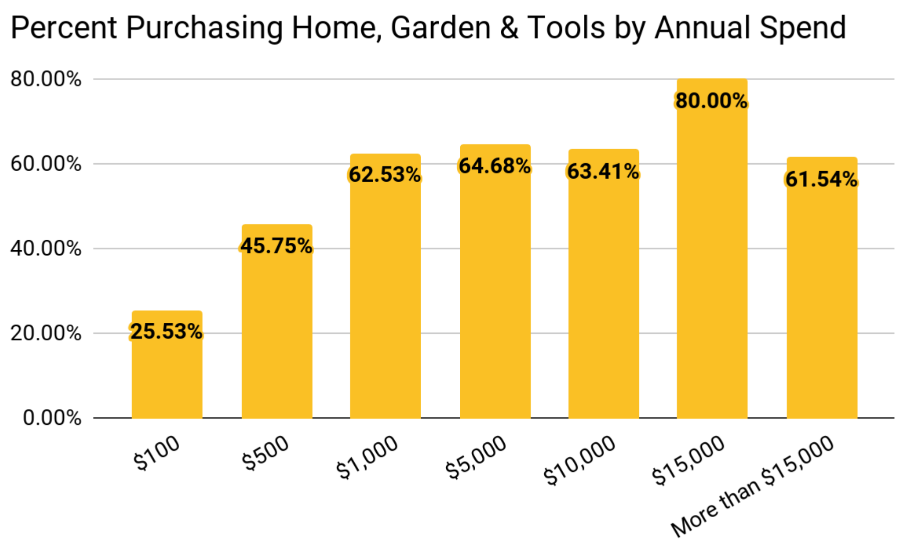
The graph above shows the percent of individuals purchasing clothing, shoes & jewelry (clothing, shoes, accessories, baggage etc.) by annual spend group. This graph follows the same trend as the beauty graph above, where the middle tier spend groups have the highest proportion of purchasers in this product category, with the highest percent being the $10,000 spend group at 82.93%. The clothing category has the greatest percent of responses across all spend categories.



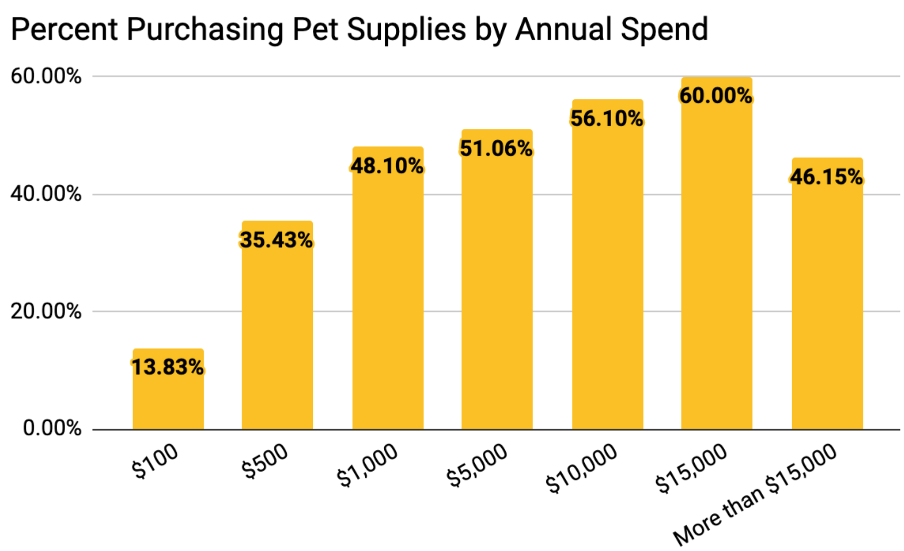
The graph above shows the percent of respondents purchasing electronics (laptops, TVs, headphones, monitors, printers, routers, etc.) by annual spend group. The product category also follows the trend that mid-tier spend groups have the highest purchase percentages. It is important to note that at least half of every single spend group purchases electronics on Amazon. The electronics category has the second highest percentage across all product groups, behind clothing products. The $10,000 annual spend group has the highest percentage in this category, at 78.05%.



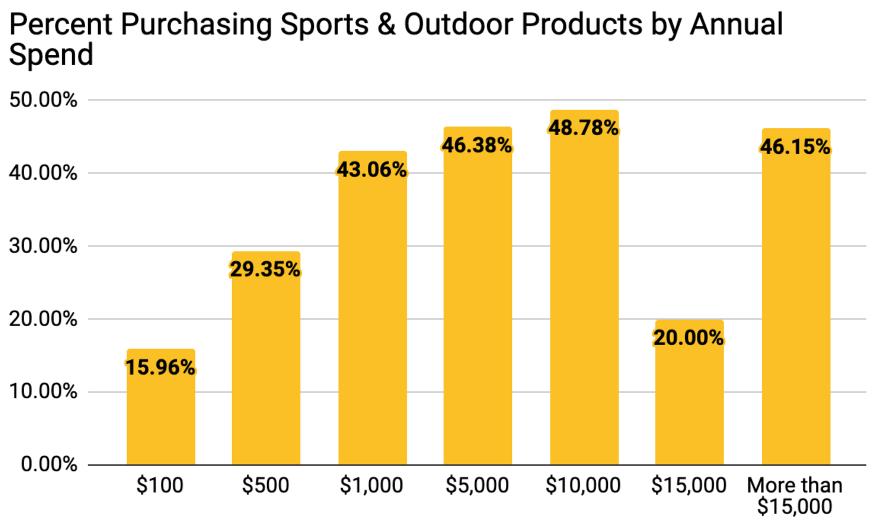
The graph above shows the percent of respondents purchasing groceries (food, drink etc.) products on Amazon by annual spend group. The general trend of this graph is that the percent of respondents purchasing grocery products on Amazon increases as annual spending increases, except for the more than $15,000 group which drops back down. A significantly higher proportion of the $10,000 and $15,000 spend groups purchase groceries on Amazon compared to the low spend groups. Few respondents that spend less than $1,000 annually are purchasing grocery products on Amazon, less than 33% of respondents do in all low spend categories.



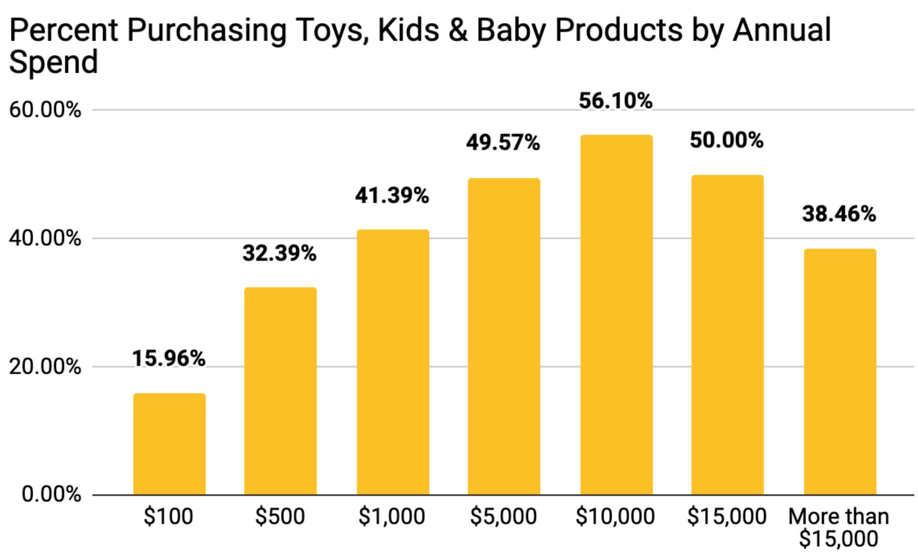
The graph above shows the percent of individuals purchasing home, garden & tools (kitchen & dining, furniture, bed & bath, power tools, lawn care & chemicals, gardening tools etc.) products by annual spend group. This category has some of the most diverse responses by annual spend. The high spend groups are much more likely to purchase home, garden & tool products on Amazon, with 80% of the $15,000 spend group purchasing home & garden products, and the other high spend groups around 65% compared to the lowest spend groups at 25.53% and 45.75%.



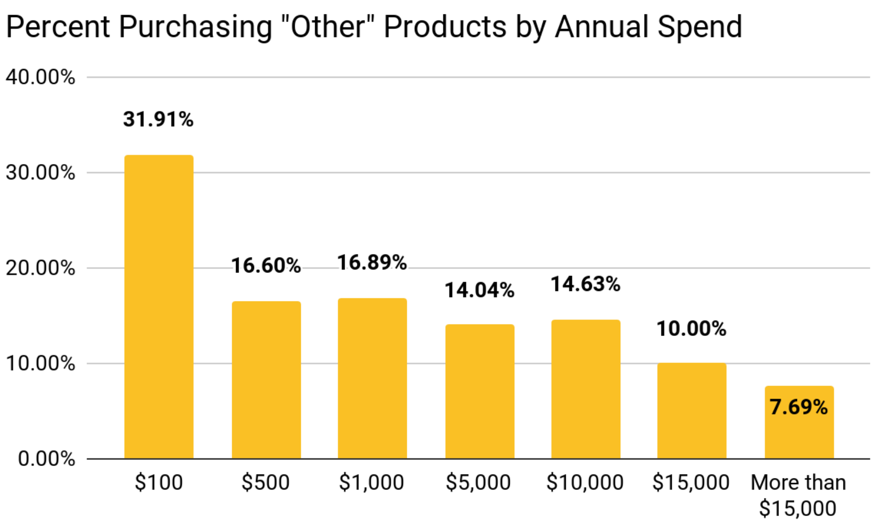
The graph above shows the percent of respondents that purchase pet supplies (pet food, pet toys, kennels, pet health, etc.) in each spend group. The general trend of this graph is that the percentage purchasing pet supplies increases as annual spend increases, except for the highest spend group. Only 3 of the annuals spend groups have a percentage of over 50%. The $15,000 annual spend group is most likely to purchase pet supplies on Amazon at 60.00%. Very few respondents in the $100 annual spend group purchase pet supplies on Amazon, at 13.83%. It is possible that the individuals with higher spend on Amazon have more discretionary income to afford a pet and additional supplies.



The graph above shows the percent of respondents that purchase sports & outdoor (sporting goods, camping gear, accessories for outdoor activities, athletic clothing etc.) products in each spend group. There are some interesting results in this comparison, as the general trend is that percentages are higher for higher spend groups, however the $15,000 drops down to only 20%. It is also interesting to note that for all spend groups, less than half of respondents purchase sports & outdoor products on Amazon.



The graph above shows the percent of respondents that purchase toys, kids & baby (baby products, toys and games for kids) products in each annual spend group. This product group has the greatest percentages in the mid-tier spend groups. The $10,000 annual spend group has the overall greatest percentage at 56.10%.

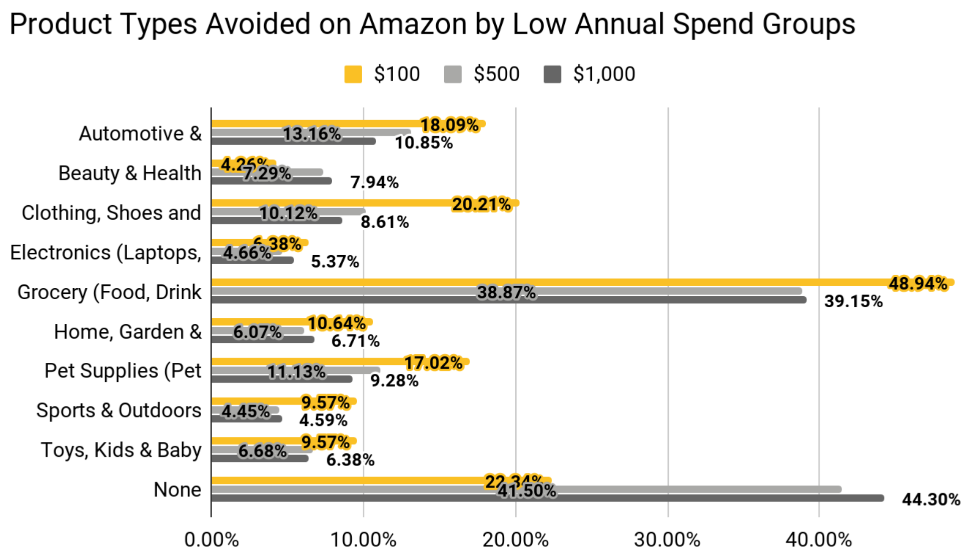


The graph above shows the percent of individuals that responded they purchase “Other” products by annual spend group. Interestingly this graph follows an opposite trend than the rest of the product groups. The trend of this graph is that as annual spend decreases, the percent purchasing “other” products increases. Other products are products that don’t fall under any of the product categories listed above. 31.93% of individuals who spend $100 annually purchase “other” products. Only 7.69% of the more than $15,000 annual spend group purchase other products.

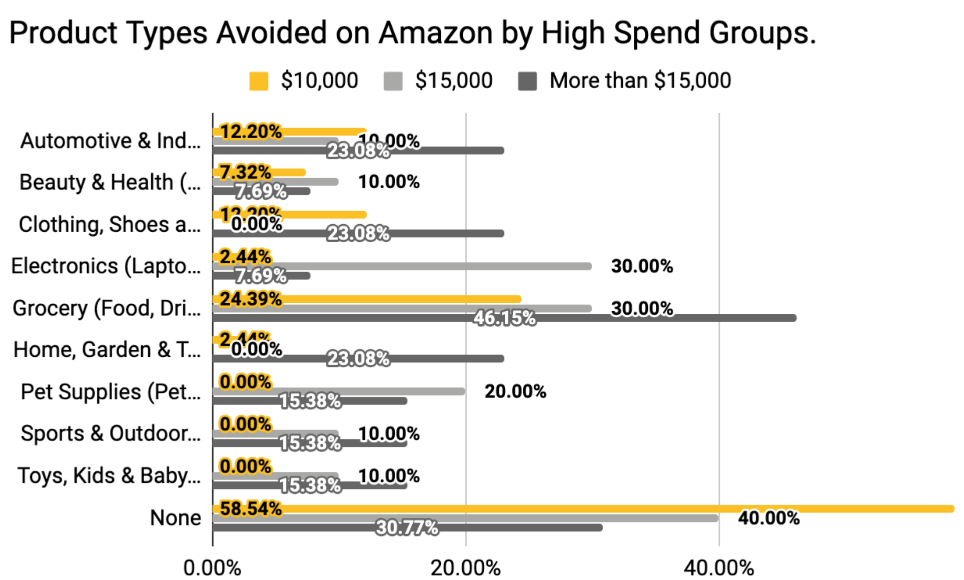
Through this section we discovered that in general a greater percentage of high spend groups are purchasing in each category, yet there are product group specific differences that can be valuable to a company selling in that group. We discovered that most respondents are purchasing clothing products on amazon, and the lowest amount are purchasing automotive & industrial products, perhaps hinting at the market sizes for these product types.

Avoided Products

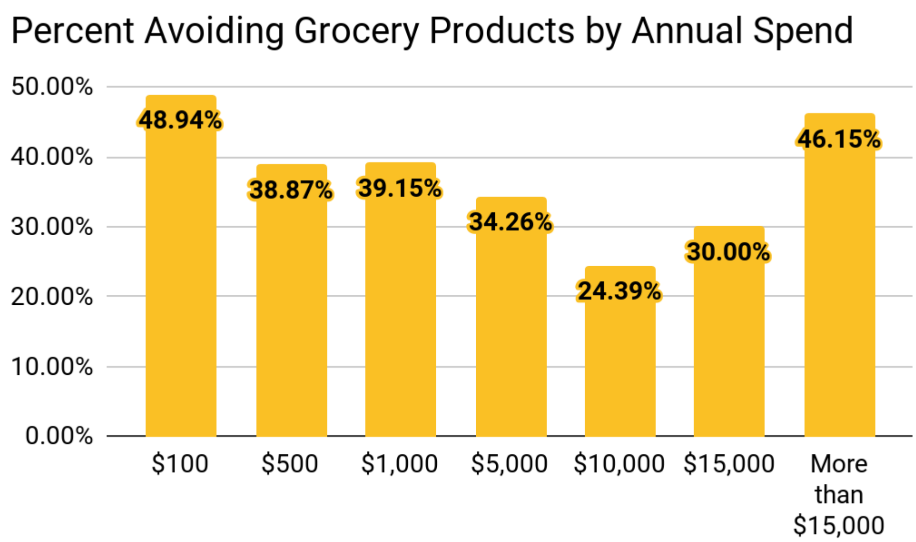
The following section discusses products that consumers avoid purchasing on Amazon by annual spend. The section below will look at the general trends for low spend and high spending groups and will look further at just the highly avoided specific product groups.



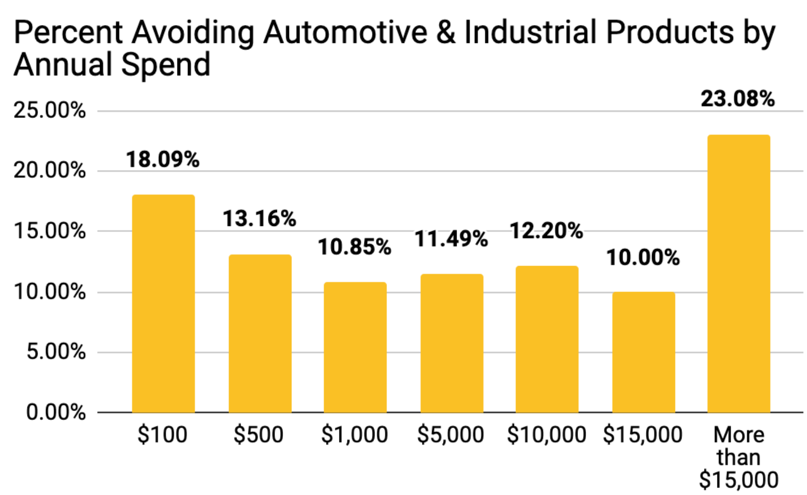
The graph above shows the types of product groups avoided for purchase on Amazon by low annual spend groups. A large percent of each product group responded that they do not avoid any products, which is promising. At 44.30% for the $1,000 spend group, and 41.50% for the $500 spend group. The nearly half of the $100 annual spend group said they avoid purchasing grocery items on Amazon, at 48.94%. Grocery is the most avoided product category for all spend groups, at 38.87% for the $500 spend group, and 39.15% for the $1,000 spend group.



The graph above shows the types of products avoided for purchase on Amazon by high annual spend groups. Once again, a large percent of each product group responded that they do not avoid any products. At 58.54% for the $10,000 spend group, and 40.00% for the $15,000 spend group. However, nearly half of the more than $15,000 annual spend group said they avoid purchasing grocery items on Amazon, at 48.94%. Grocery is the most avoided product category for all spend groups, at 24.39% for the $10,000 spend group, and 30.00% for the $15,000 spend group.



The graph above shows the percentage of respondents that avoid purchasing grocery products on Amazon by annual spend group. Interestingly, the very lowest and very highest spend groups are most likely to avoid groceries on Amazon. Nearly half of the $100 spend groups avoids purchasing groceries on Amazon, at 48.94% It is possible that this group is finding their needed grocery items elsewhere for cheaper. The group that is least likely to avoid purchasing groceries on Amazon is the $10,000 spend group at just 24.39%.



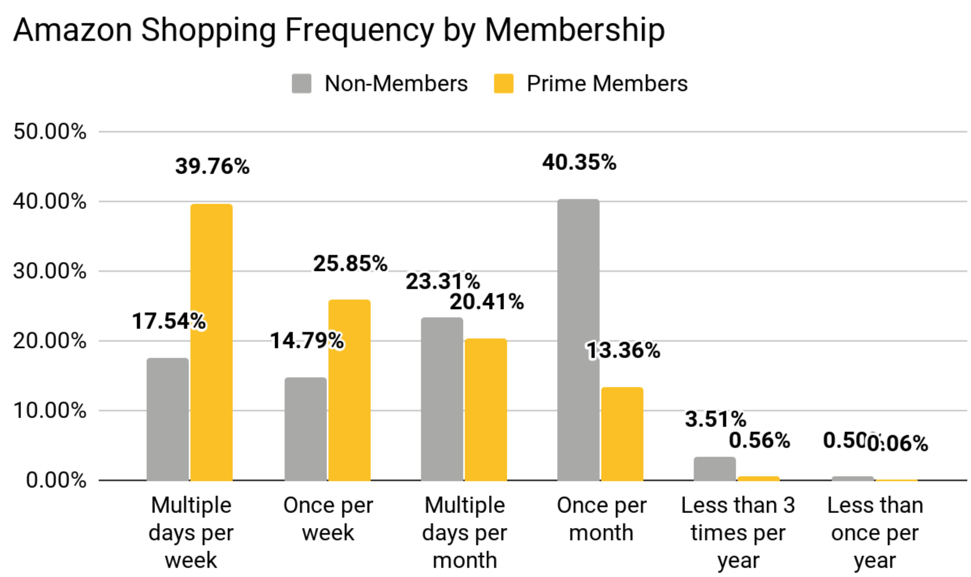
The graph above shows the percent of respondents that avoid purchasing automotive and industrial products on Amazon by annual spend group. The very lowest and very highest spend groups are most likely to avoid purchasing automotive & industrial products on Amazon, at 18.09% for the $100 spend group, and 23.08% for the more than $15,000 spend group.

Through the insights uncovered on avoided products, we can see that grocery type products still have a way to go in terms of being a trusted purchase by consumers on Amazon. When it comes to avoided product types, grocery is most avoided by all spend groups, this could be due to a consumer mindset that still does not trust buying perishable goods online, but this mindset could change in the coming year as more and more consumers make a decision to buy perishables online. It is important for companies selling grocery products on Amazon to be mindful of this and may need to increase advertising spend to gain consumer trust and combat this issue.

Prime Member Insights

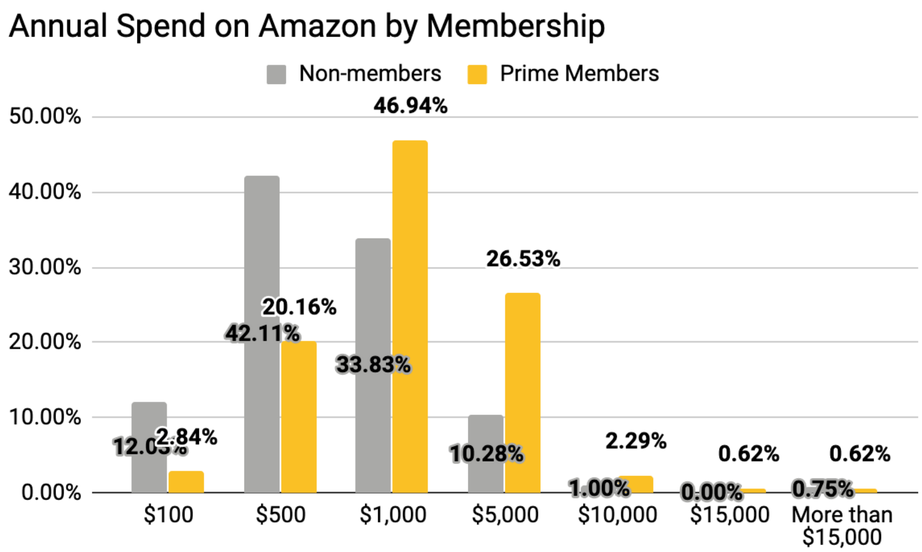
The following section focuses specifically on Prime Members, and how their behaviors may differ from non-members. While we have already uncovered some insights on Prime Members in regard to product values and reviews in the demographic and review sections above, we will further investigate their shopping behaviors in the following section.

Frequency

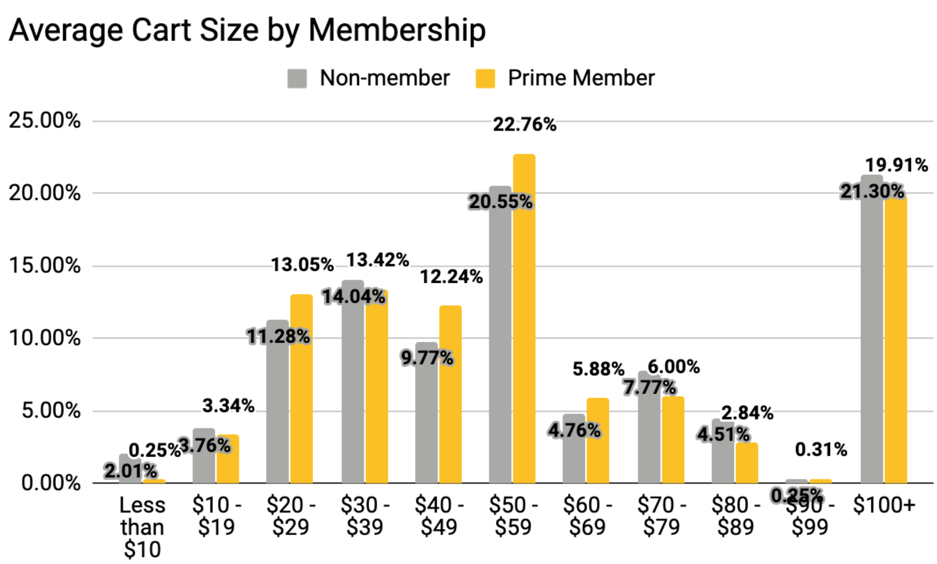


The graph above shows shopping frequency on Amazon by Prime members and non-members. As can be seen, Prime members spend significantly more time shopping on Amazon than non-members, the results are nearly inverse. 39.76% of Prime members spend multiple days per week shopping on Amazon, compared to only 17.54% of non-members. In total, 65.61% of Prime members shop at least once per week, and up to 86.02% shop at least multiple days per month. The greatest percentage of non-members are shopping on Amazon once a month, at 40.35%.

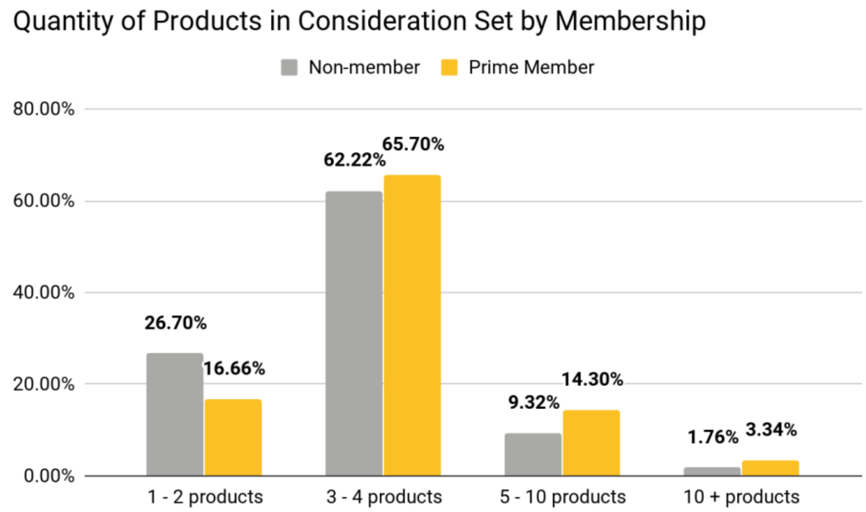
Spend & Quantity



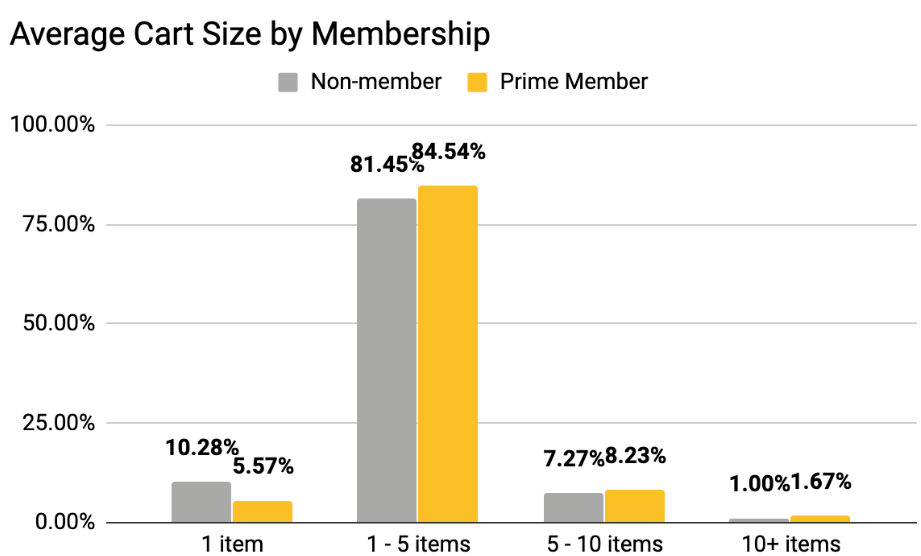
The graph above shows the percent of Prime members and non-members in each annual spend category. Most Prime members spend $1,000 annually on Amazon, at 46.94%, this is followed by 26.53% that spend $5,000 annually. Comparatively, most of the non-members spend $500 on Amazon annually, at 42.11%, followed by 33.83% of non-members that spend $1,000.



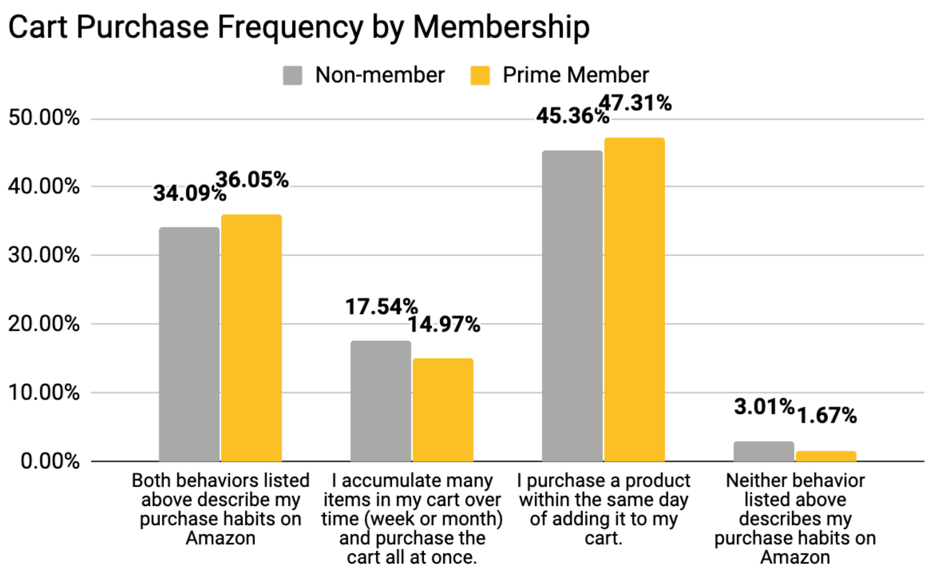
The graph above shows average cart value by membership. Overall, Prime members hold greater percent of the lower value cart size, this could be due to Prime members purchasing more frequently versus waiting for a certain number of items in their cart before checking out.



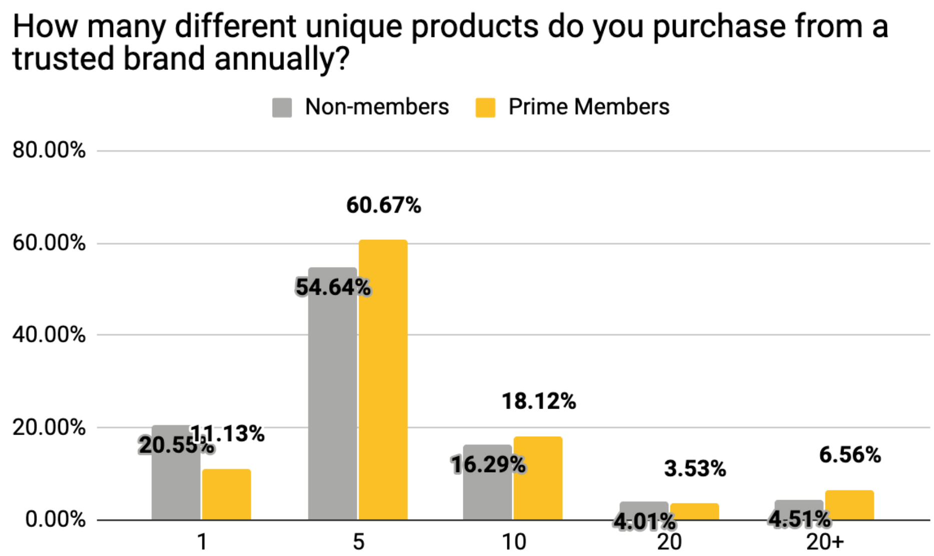
The chart above shows the number of products in a consumer's consideration set before making a purchase by membership. As can be seen above, Prime members tend to have a larger number of products that they consider before making a purchase, holding a greater percentage in all categories greater than 1-2 products. In fact, 65.70% of Prime members are choosing between 3-4 products, and 14.30% are choosing between 5-10 products. Just 16.66% of Prime members are choosing between 1-2 products, compared to 26.70% of non-members that are choosing between 1-2 products. This difference may be since Prime members spend more time browsing and shopping on Amazon, and in turn take more offers and information into consideration. It is possible that non-members already know what they are looking to buy before entering Amazon, and therefore go directly to that listing without heavily considering other products.



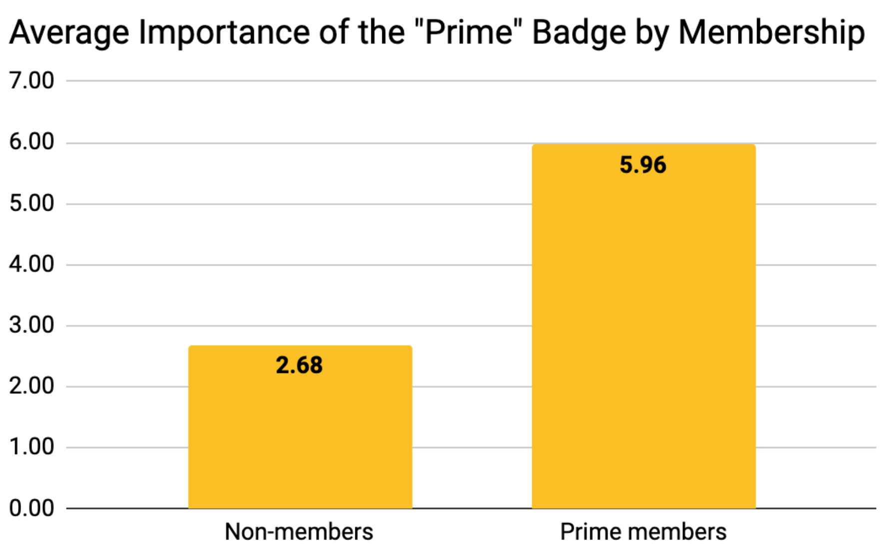
The graph above shows the average cart size by membership. Prime members tend to have slightly more items in their cart when they check out. Only 5.57% of Prime members purchase just 1 item when checking out, compared to 10.28% of non-members



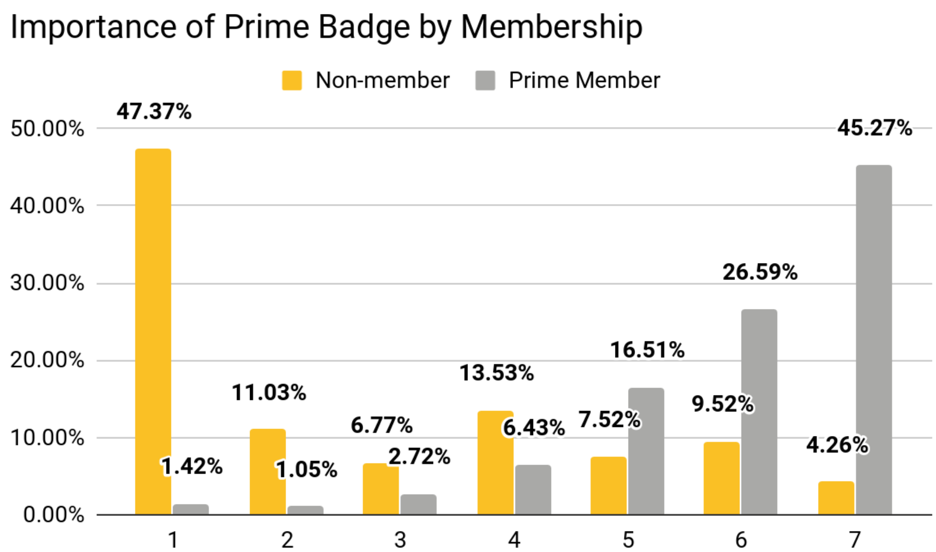
The graph above shows cart purchase behavior by membership. While these results are relatively similar, Prime members are slightly more likely to purchase a product within the same day of adding it to their cart at 47.31%, compared to 45.36% of non-members. The non-members are more likely to accumulate many items in their cart over a week or a month and then purchase them all at once. 17.54% of non-members do this, compared to 14.97% of Prime members. This cart purchase habit could be due to non-members worrying about paying for shipping or purchasing less consumable or urgent items. Prime members don’t have to worry about shipping costs, and it is possible they are purchasing many product types they would like to receive as soon as possible, and therefore are not waiting to purchase.



The graph above shows how many different products consumers purchase from a trusted brand annually by membership. Prime members tend to purchase more products from a single trusted brand. 20.55% of non-members purchase just 1 product from a trusted brand annually, compared to only 11.13% of Prime members. 60.67% of Prime members purchase 5 unique products from a trusted brand per year.

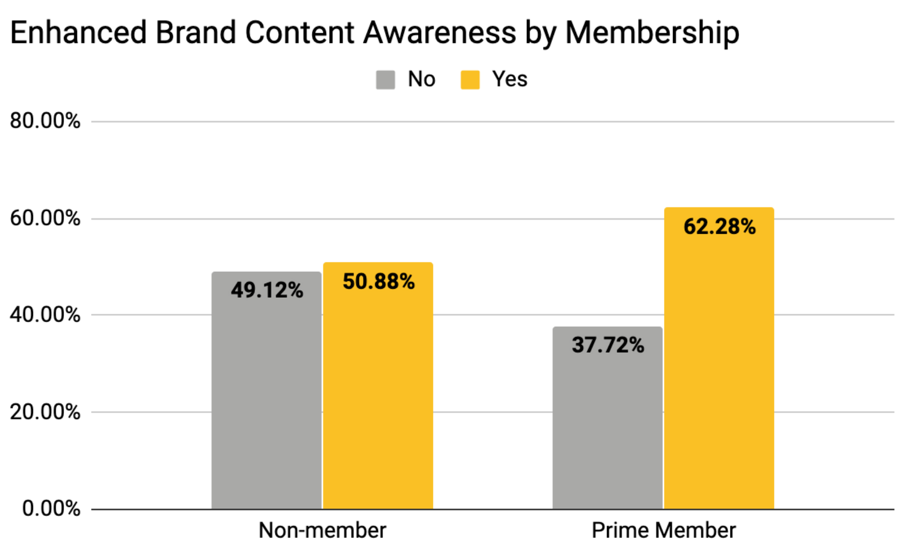


The graph above shows the average importance of the “Prime” badge by membership. Intuitively, the Prime badge is extremely more important to Prime members than non-members. The average importance for Prime members is 5.96, which is more than double non-members at 2.68.



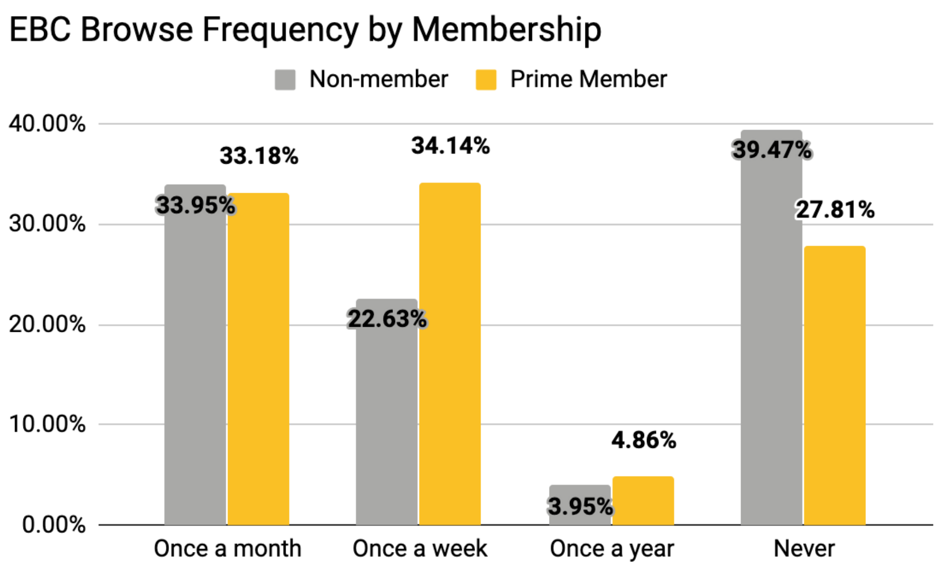
The graph above shows the breakdown of the percentage of respondents for each prime badge importance category. 47.37% of non-members responded 1, not important, when asked about Prime importance. Conversely, 45.27% of Prime members respondents 7, highly important. This is intuitive, as Prime members are paying for the ability to quickly and easily receive any Prime items.

EBC and Advertising

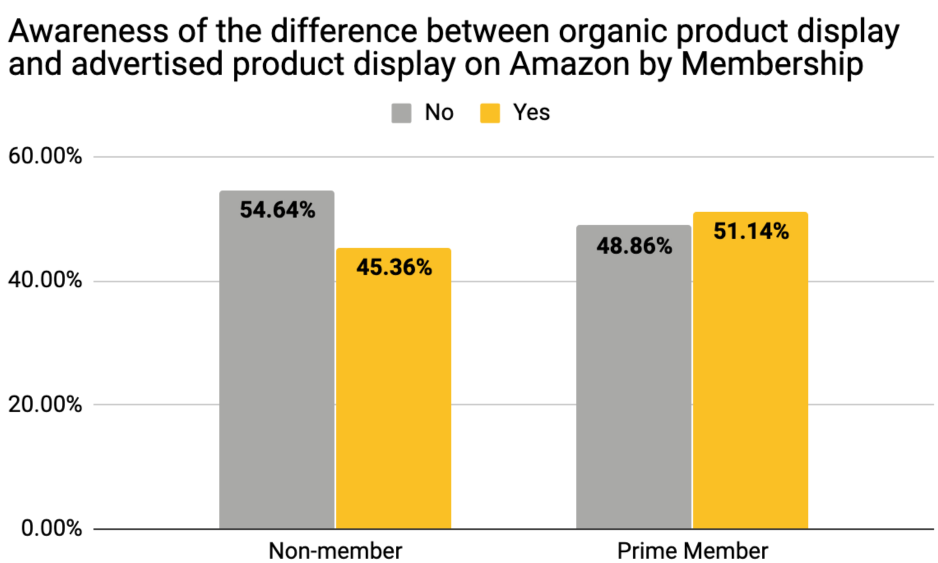


The graph above shows the percentage of respondents who are aware of Enhanced Brand Content by membership. Prime members are more aware of EBC than non-members, as 62.28% responded yes, compared to the 50.88% of non-members.

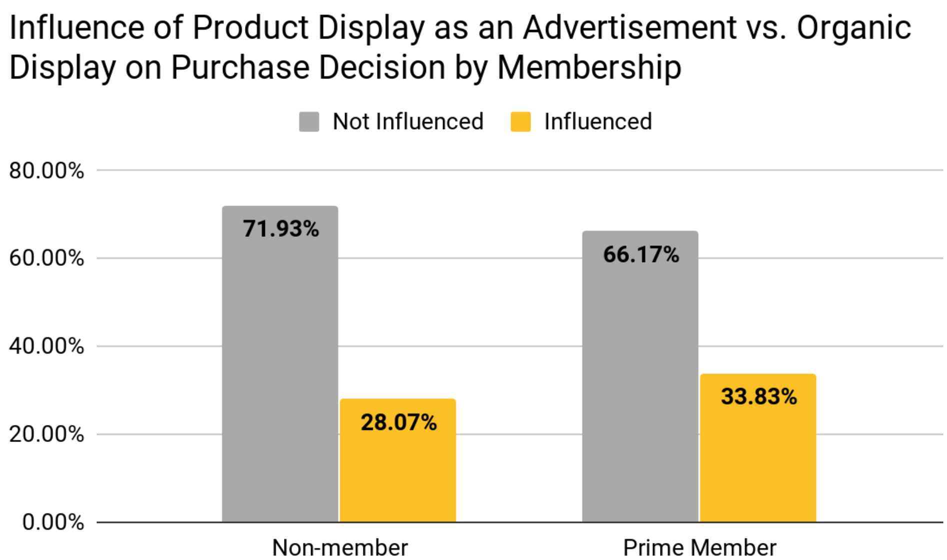
This is likely since Prime members spend more time on Amazon and may be more aware of the website features and product information displays.



The graph above shows the browsing frequency of enhanced brand content by membership. Many non-members never view enhanced brand content, as 39.47% of non-member respondents say they never do. This information is valuable for companies to consider when creating enhanced brand content. If the product is Prime eligible and frequently purchased by Prime members it is more likely the EBC will be viewed or looked for. Because of that, companies selling Prime products should consider creating or improving their EBC.

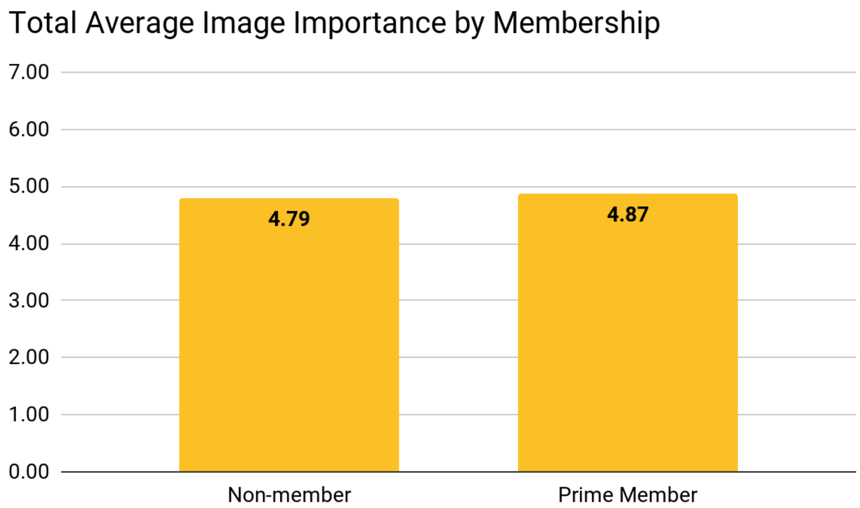


The graph above shows the percent of respondents who are aware of the difference between organic product display and advertised product display on Amazon, by membership. It is interesting to note that the responses are split, and there is a significant number of users who do not know the difference in both groups. The majority of non-members at 54.64% are not aware of the difference between advertised products and organically displayed ones. Most Amazon Prime members are aware, at 51.14%. However, it is important to note that this score is very close to the middle, making the likelihood that a Prime member knows the difference about 50%. This can be very valuable to companies advertising their products on Amazon. Some consumers may feel uncomfortable purchasing a product directly from an advertising link. However, if they are unaware that is an advertised product, perhaps they will not feel any distrust.



The graph above shows the influence of advertising display vs. organic display on purchase decisions by membership. As can be seen above, a majority of respondents in both groups report they are not influenced by advertising display when purchasing a product. However, Prime members are influenced by this display about 5% more than non-members are, at 33.583% compared to 28.07%. Once again, this is good news for advertisers, as shoppers are not likely to decline a listing simply because it is an advertisement.

Image Importance



The graph above shows the total average image importance for members and non-members. On average, there is not a huge difference, however Prime members do have a slightly higher average at 4.87, compared to 4.79 for non-members.

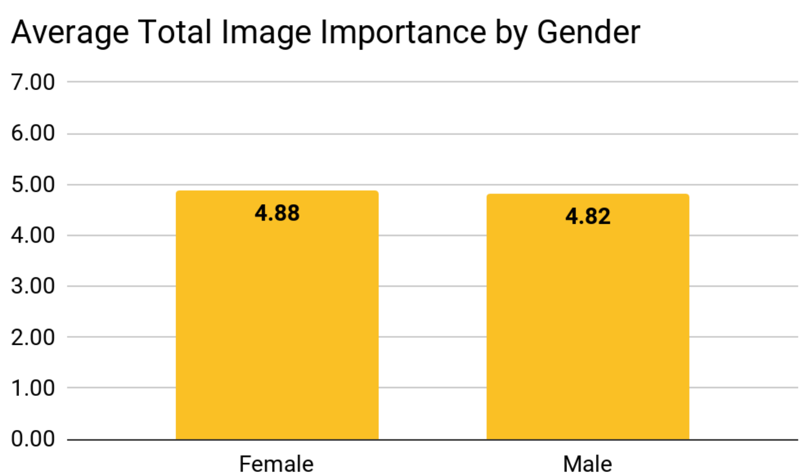
Overall, we generated several insights around Prime membership, some fairly intuitive, some not. Through these insights, we know that Prime members care more about the prime badge, shop more frequently, purchase more unique products from trusted brands, and are more aware of enhanced brand content. These are all factors that should be considered by sellers on amazon, especially if they are selling prime eligible products.

Image Insights by Demographic

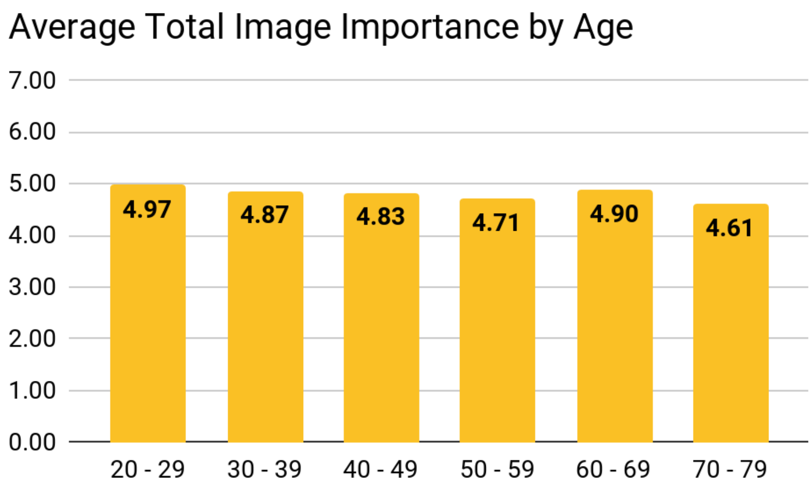
Using the data collected, we can further analyze questions around images, and uncover how different demographic groups responded differently. With these insights, we can see which images and content may be most important, depending on a company's target demographics.

Total Averages

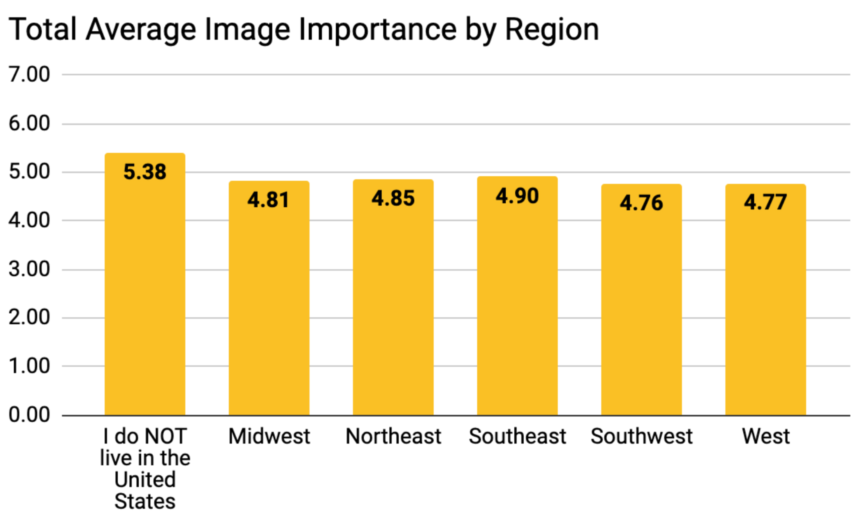
The following section displays the general demographic trends around image importance. After discussing these general averages, we will break it down by category, and further explain the results.



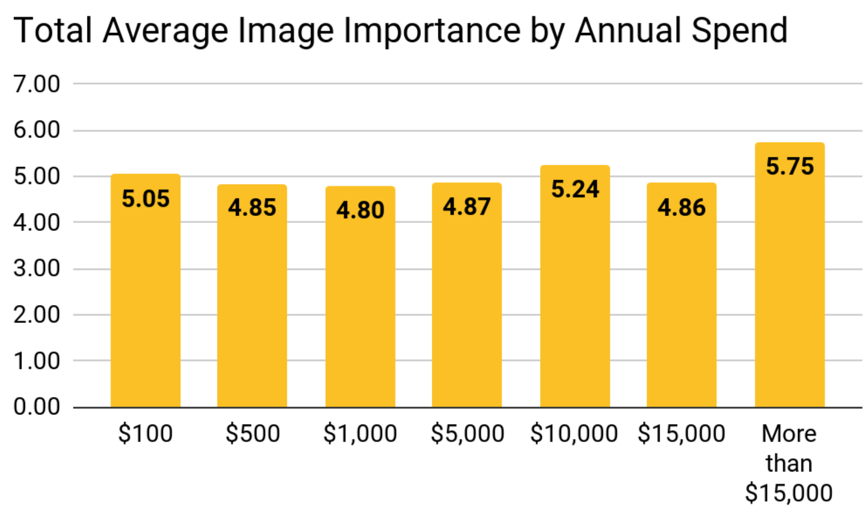
The graph above shows the average importance of images on Amazon listings by gender. These questions were answered on a 1-7 scale, with 7 being most important. As can be seen in the graph above, the total averages are incredibly close, at 4.88 for women and 4.82 for men. Women do have a slightly higher average for nearly every image importance category, as will be discussed in the following sections.



The graph above shows the average image importance by age group. Interestingly, image importance tends to go slightly down as age increases, except for the 60-69 age group. The youngest age group, 20 - 29 cares the most about images, with the highest average of 4.97. This is important for companies selling to that age group, as they may want to include more images of higher quality, and other content that will be mentioned below.



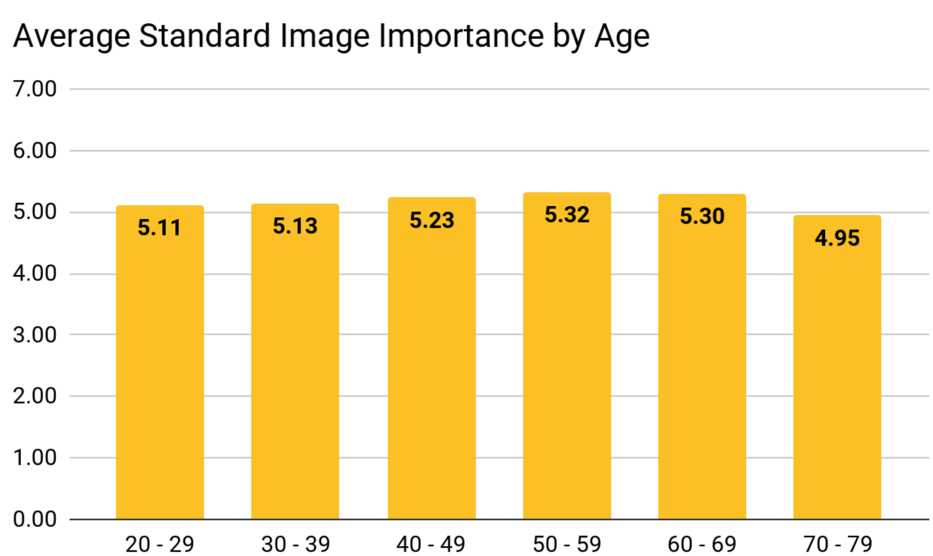
The graph above shows the total average image importance for each region. The group of respondents living outside of the United States has the highest average at 5.38. This could be that consumers living outside of the U.S. have less opportunity to view the products they are purchasing on Amazon elsewhere, and therefore put greater importance on the Images that Amazon displays. Within the U.S. most regions have similar averages, however the region that came out with the highest average is the Southeast at 4.90.



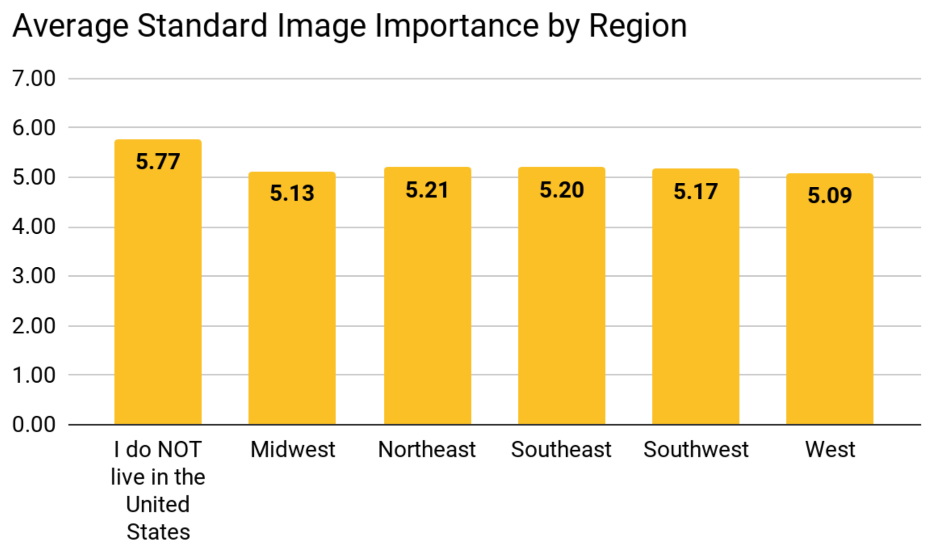
The graph above shows the total image importance by annual spend. Overall, there were rather similar answers in this demographic group, with no exceptional trend. However, the group that cares the most by a significant amount, is the group spending more than $15,000 on Amazon, at 5.75. It is possible that this group places greater importance on listing images because they are buying larger ticket items and want to ensure they are aware of what will be receiving before spending a significant amount of money on it.

Standard Image

A standard image is an image of the product on the Amazon listing page. This section discussed some of the demographic insights found within this category.



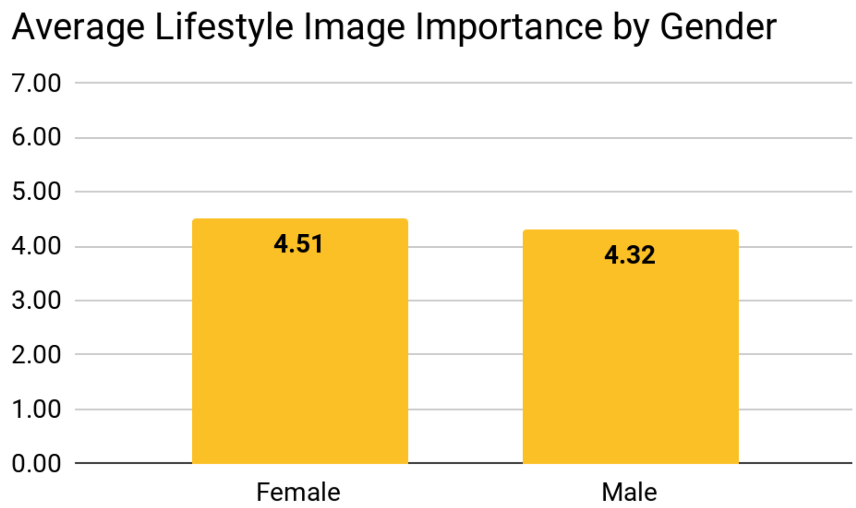
The graph above shows the average standard image importance by age. It is interesting to note that although the younger group has the highest total average score, the standard image numbers tend to have the opposite results. Other than for the oldest group, 70-79, importance for standard image increases as age increases. But, as mentioned, the younger respondents have a greater total average score. This could be because younger groups care more about images, like lifestyle images, and videos or enhanced brand content that will be discussed further in this section. Whereas older groups put more importance on just the basic, standard image.



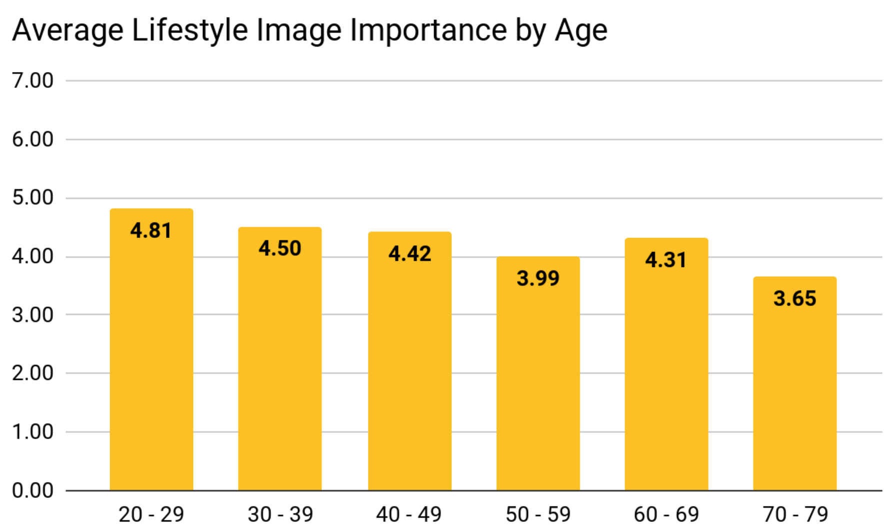
The graph above shows standard image importance by region. The group living outside of the United States put the most importance on standard images, coming in at 5.77, which could be due to the reasons mentioned above.

Lifestyle Image

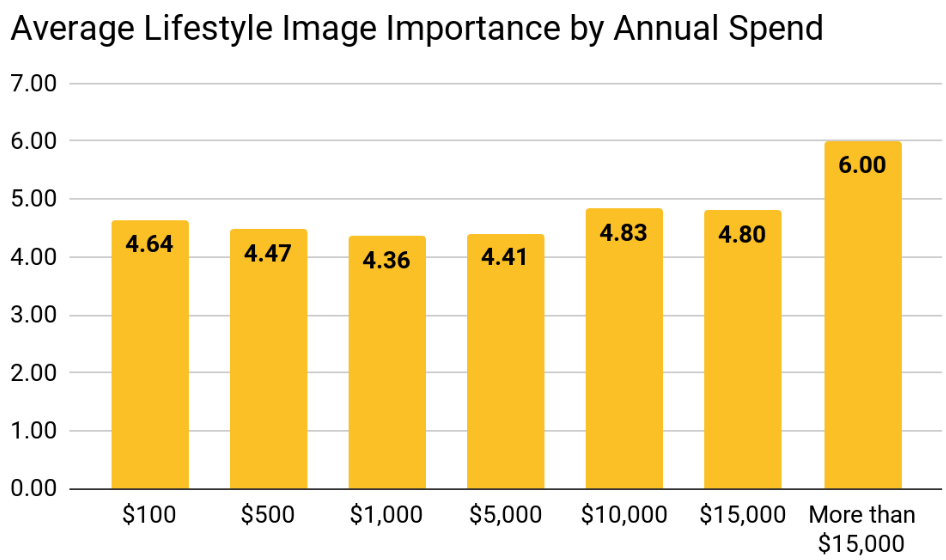
A lifestyle image intends to capture people in everyday situations, or real-life occurrences. Lifestyle images can tell a story or create a sense of emotion beyond just the product. The following section discussed the importance of these images to certain demographic groups.



On average, women care more about lifestyle images than men, at 4.51 versus 4.32. This is important for companies to consider if they are selling products targeted at women, or products women are likely to buy. It is important for these companies to consider including more lifestyle images, as women find them more important.



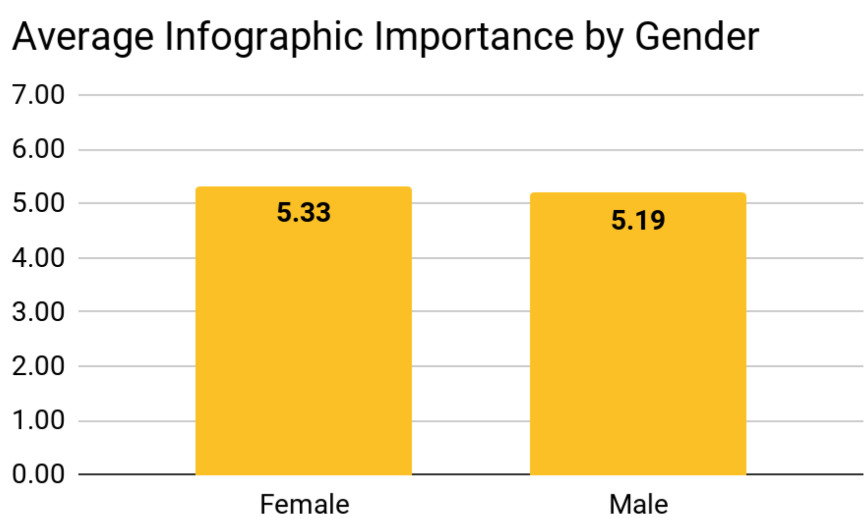
The graph above shows the importance of lifestyle images by age group. The general trend is that importance decreases rather significantly as age goes up. This shows that younger consumers care significantly more about lifestyles images and want to picture products with people in everyday situations. The older groups care less about this, as they are more concerned with general standard images. It is important for companies targeting young consumers to invest in these lifestyle images and create branding beyond just a standard product image.



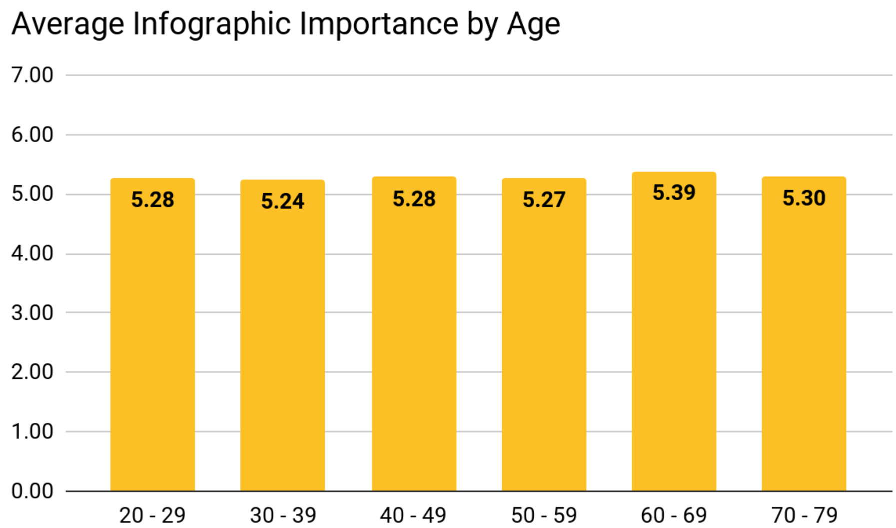
The graph above shows the importance of lifestyle images by annual spend. The groups spending $10,000, $15,000 and more than $15,000 cared the most about these images. It is important for companies selling high priced items or targeting wealthy consumers to include lifestyle images that will convince them to buy.

Infographic

Infographics are visual images that may include a chart or diagram to communicate information. There are not a lot of major demographic differences on infographic importance, however we were able to uncover a few.



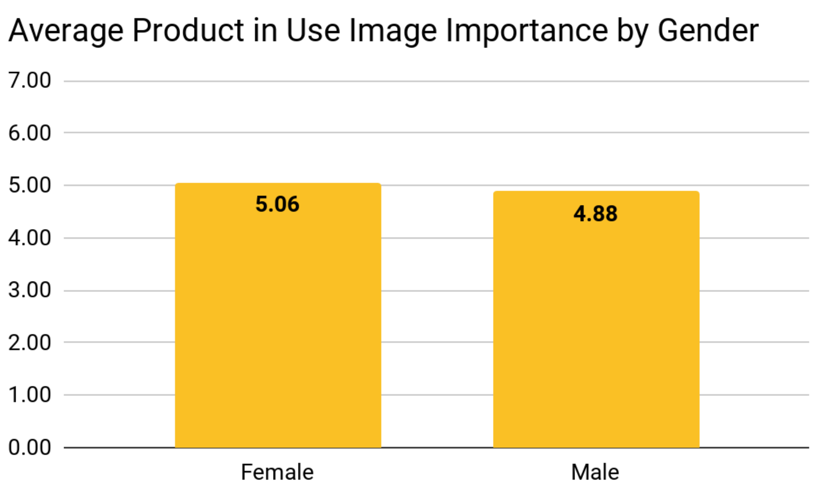
On average, women put a slightly greater importance on infographics than men, at 5.33 versus 5.19. These infographics could be especially valuable to communicate dimensions when selling something that comes in different sizes, such as clothing.



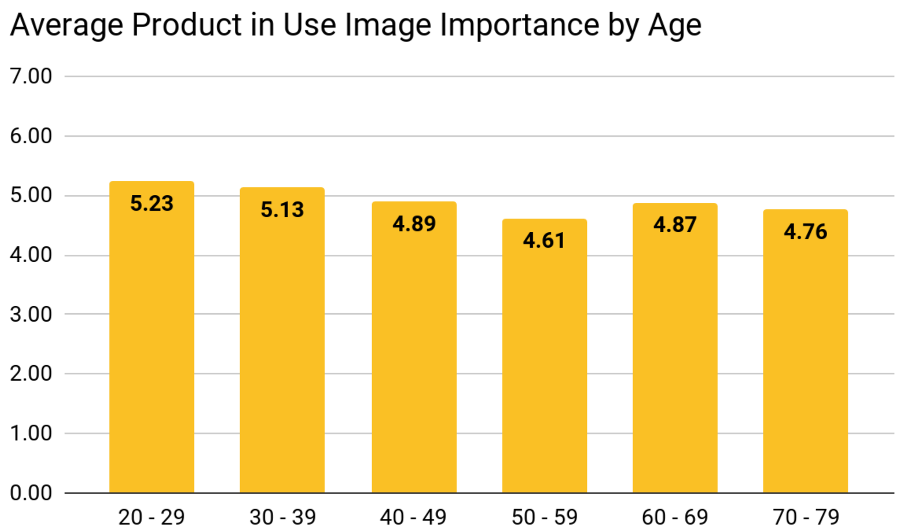
The graph above shows the average infographic importance by age group. While all the scores are rather similar between age groups, the two oldest groups have the highest averages. This is important for companies selling to older age groups, as they may want to consider including infographics about their products to further explain their functions or details. These could be especially valuable to new technology products that are targeted at older groups.

Product in use

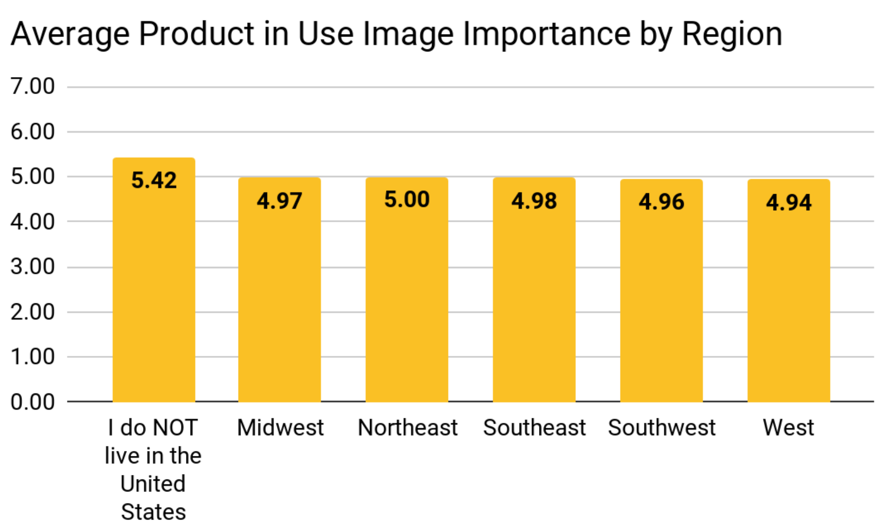
A product in use image shows the item actively being used.



The graph above shows the average product in use image importance by gender. On average, women care more about product in use images than men, at 5.06 compares to 4.88.



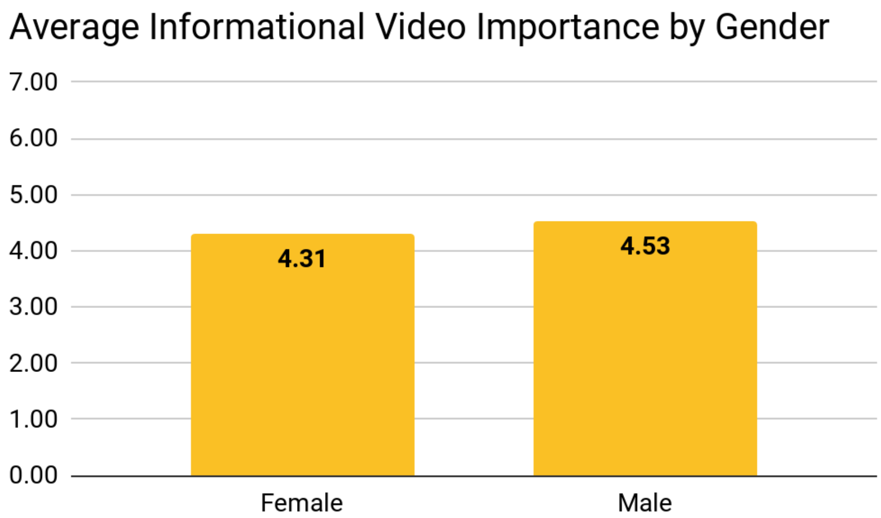
The graph above shows the importance of product in use images by age group. The general trend is that importance of product in use images goes down as age goes up. The youngest group 20-29 cares the most about images of the product in use. This can be compared to the importance of lifestyle images, which may at times also include the product being used.



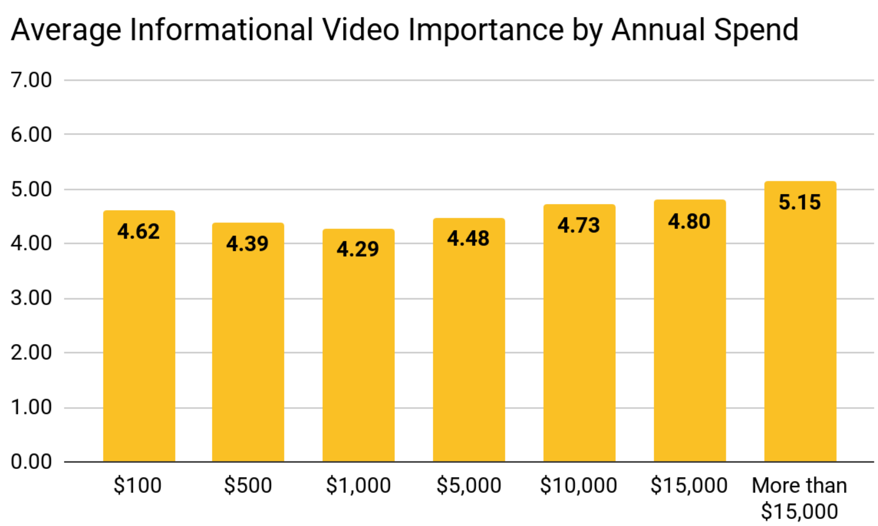
The graph above shows the average importance of product in use images by region. The demographic group living outside of the United States once again put the greatest importance on these images, at 5.42.

Informational Video

Informational videos often contain more product information, potential use cases, and explanations of product features.

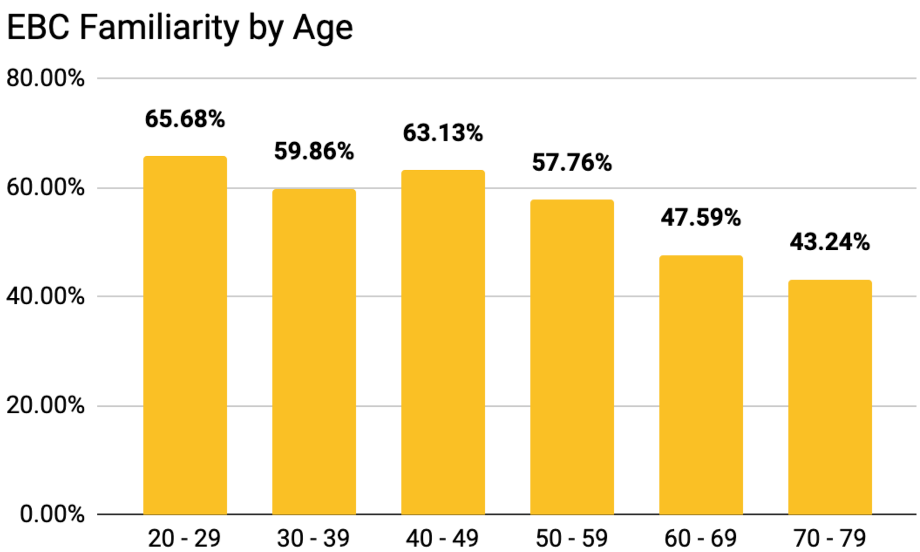


The graph above shows the average importance of informational videos by gender. This image category is the only one in which men have a higher average than women, at 4.53 compared to 4.31. Therefore, it may be valuable for companies targeting men to include an informational video about their product.

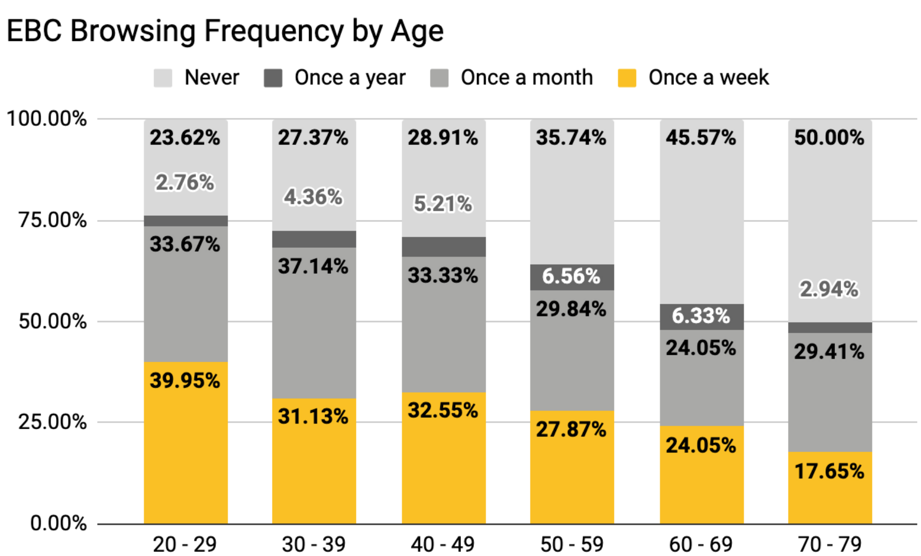


The graph above shows the average importance of informational videos by annual spend on Amazon. The average tends to trend slightly upward as annual spend increases. As mentioned above, it is likely that consumers buying expensive items on Amazon want as much image information as possible about a product before committing to an expensive purchase.

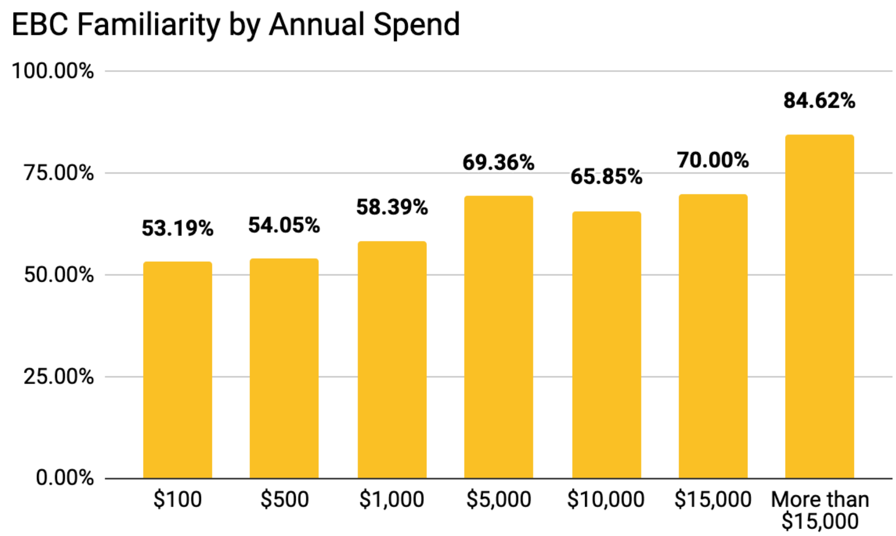
Enhanced Brand Content



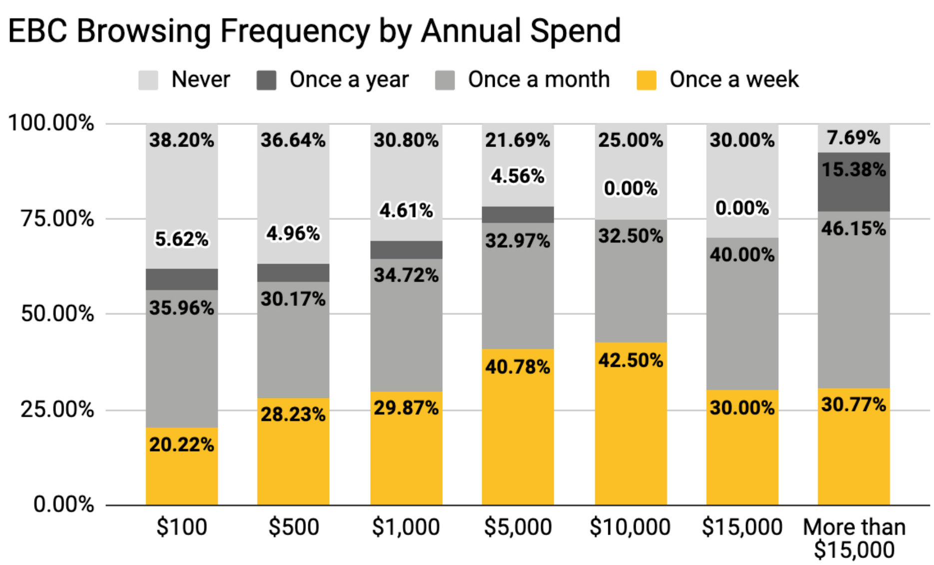
The graph above shows familiarity of enhanced brand content by age group. It is clear to see that a consumer's familiarity with enhanced brand content goes down significantly as age goes up. Younger consumers are more likely to be aware of enhanced brand content, with 65.68% of the 20-29 age group aware of it. This familiarity level is over 20% more than the oldest age group, at 43.24%.



The graph above shows the enhanced brand content browsing frequency by age group. Building on the insight above, younger age groups are not only more likely to be aware of enhanced brand content, they are also more likely to frequently view it. Nearly 40% of 20 - 29-year old's said they browse enhanced brand content weekly. That percentage decreases as age increases.



The graph above shows the familiarity of enhanced brand content by annual spend group. The familiarity of enhanced brand content tends to increase with annual spend. The group that spends more than $15,000 on Amazon annually is most familiar with enhanced brand content at 84.62%. This is likely due to the same principle mentioned above, that consumers making large purchases want as much information about that product as possible before making the purchase. Enhanced brand content is another location that consumers can turn to for product and brand information.



The graph above shows the browsing frequency of enhanced brand content by annual spend. Building from the information mentioned above, browsing frequency tends to increase as annual spend increases. However, for the largest spend groups the browsing frequency levels of around 30%, and while this percentage is larger than the 3 smallest spend groups, it is less than the $5000 and $10,000 groups. This is possibly due to consumers in the highest spending groups purchasing very high-ticket items, and then waiting for a while before making another purchase. Because of this, they are more likely to browse enhanced once a month versus once a week.

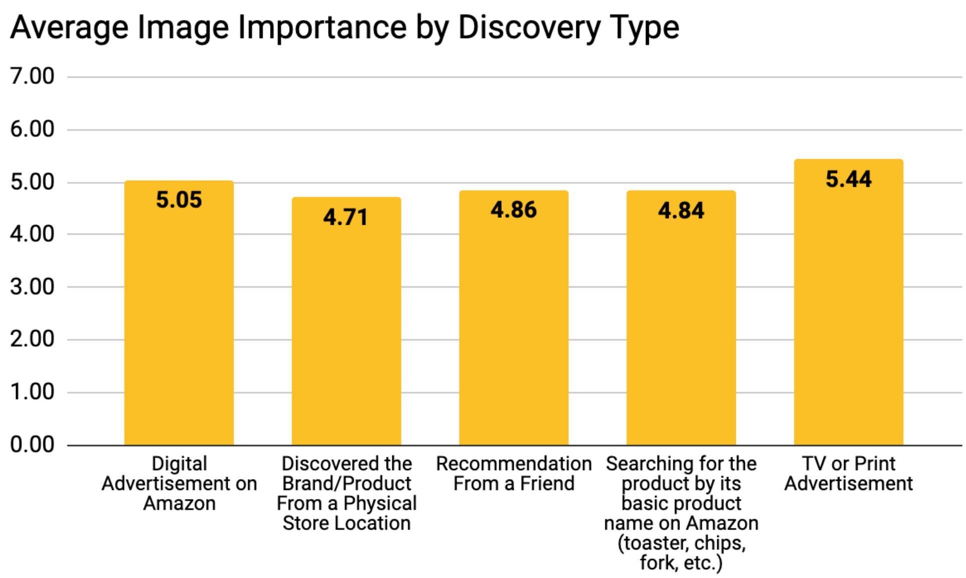
The image and demographic insights uncovered above can be valuable for companies to consider when they are creating and uploading new image content for their products, keeping any key demographic targets in mind.

Image Insights by Discovery

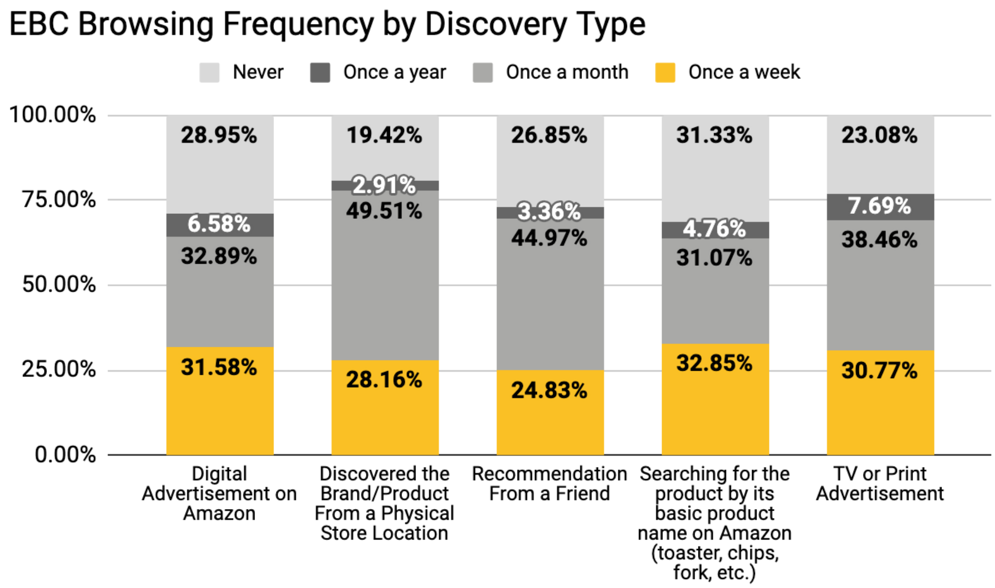
The following section discusses image insights based on consumer discovery behaviors. Discovery behaviors include where a consumer may hear about a new brand or product, where they go to learn more information, and how many products they are likely to purchase once they trust a brand. With these insights, businesses may uncover what image types could be most valuable to them, depending on where their brand discovery for their customers is likely to take place.

Image Importance by discovery method

In this section we analyze the responses of consumers based where they said they are likely to discover a new brand or product. By then looking at the image responses of each of these groups, we can uncover where images hold the most importance.



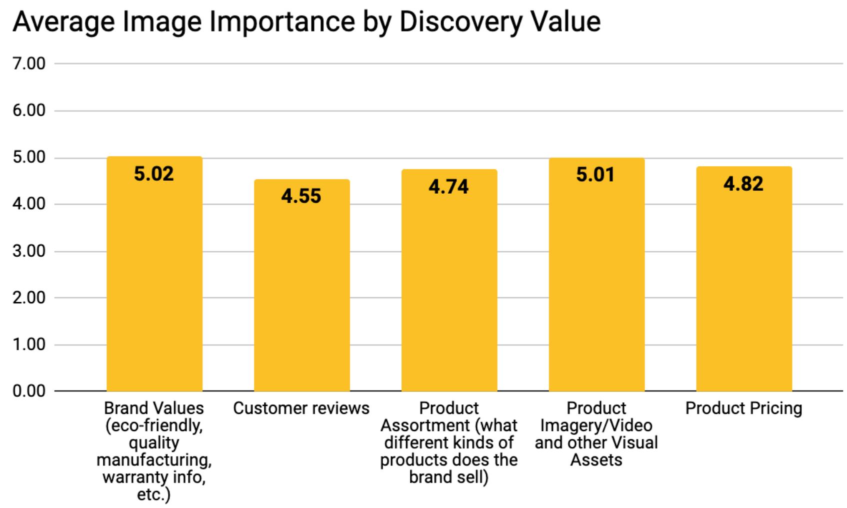
The graph above shows the average image importance, measured on a scale of 1-7, by discovery type (where they first find a new brand or product). The discovery type that holds the greatest image importance is TV or print advertisement at 5.44. This is intuitive, as print advertisement traditionally relies very heavily on images to communicate value. TV Advertisement can leverage video as well. It is also understandable that consumers who discovered the brand/product from a physical store location hold the least image importance, at 4.71. In this situation, consumers have the physical item in front of them, and do not have to rely heavily on photos and content to find the information they need. Digital advertisement on Amazon holds the second highest image importance at 5.05.



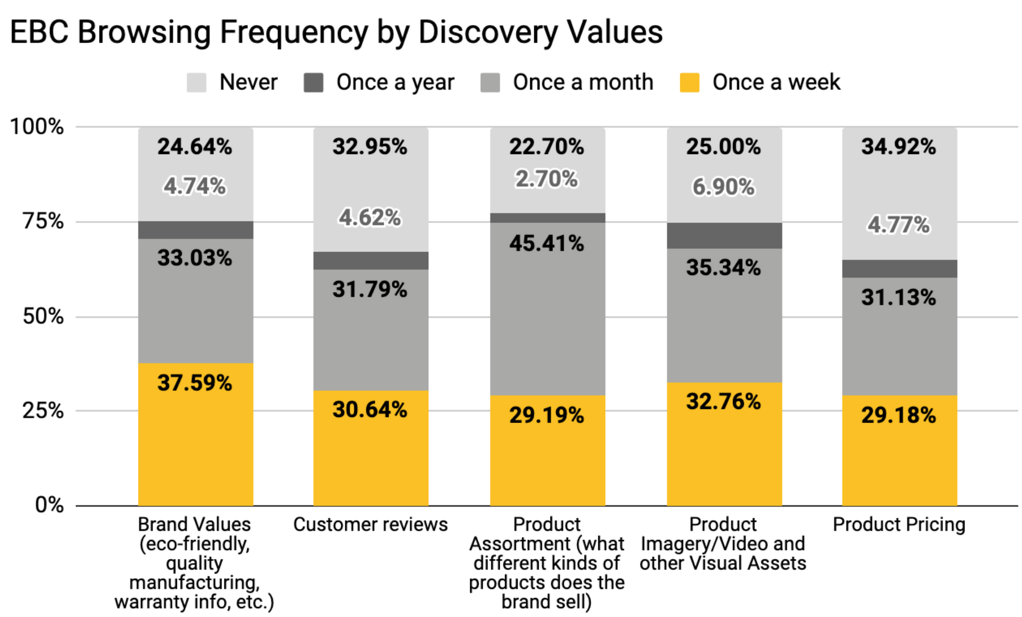
The graph above shows the frequency in which consumers browse the enhanced brand content pages on Amazon, based on where they are likely to discover a new brand. Intuitively, the consumers that discover new brands or products by searching for them on Amazon have the highest frequency of browsing enhanced brand content pages once a week. Also, a close second is those who discover new brands and products from a digital advertisement on Amazon. This is good for businesses advertising on Amazon, because if these consumers are browsing enhanced brand content weekly, they are likely to be exposed to more advertisements on Amazon and continue to discover more brands and products.

Image importance by discovery values

In the section below, we look at image importance compared to what consumers said is most valuable to them when discovering a new product or brand. Companies could potentially use this information to decide how important images are to their potential new customers, based on the product and brand values they are already providing.



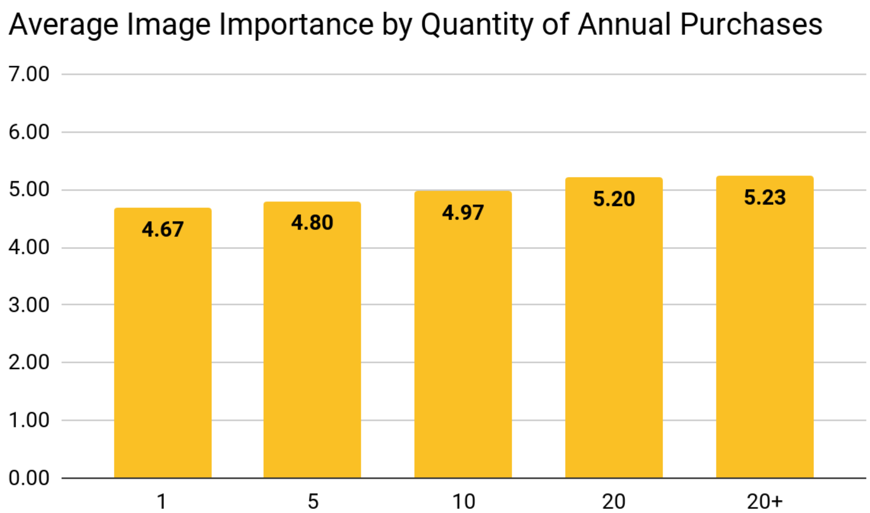
The graph above shows the average image importance to consumers by what they value the most in a new brand. Images hold the least importance to the group that responded customer reviews are most important when discovering new brands and products. It is interesting to consider if a company has numerous reviews, some customers may spend more time there versus examining the product images.



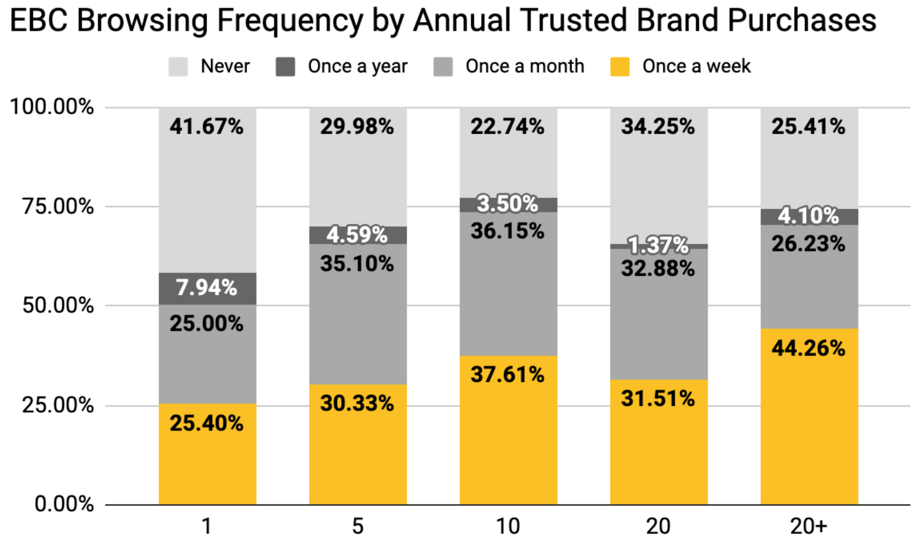
The graph above shows the enhanced brand content browsing frequency by new product discovery values. The greatest frequency of enhanced brand content browsing, at 37.59%, comes from consumers who care the most about brand values. Brand values include eco-friendly responsibility, quality manufacturing, warranty information, and more. Companies that have strong brand values and missions should communicate them in the enhanced brand content sections, where potential customers who care are likely to see them. The group that is least likely to view enhanced brand content are those most concerned with product pricing. 34.92% of this group say they never view it. Therefore, companies focused most on a low cost pricing model may have less urgency in addressing their enhanced brand content page.

Image Importance by trusted brand purchases

The following section discusses image importance related to the quantity of products consumers purchase from a trusted brand annually. From this we are able to uncover insights on the relationship between images and purchase quantities after consumers discover and trust a new brand or product.



The graph above shows the average image importance by the quantity of products purchased from a trusted brand annually. The average importance of images increases with the number of products purchased annually. Intuitively, consumers tend to place more importance on images if they are buying many unique products from one brand each year. Consumers who said they buy one product from a trusted brand per year have an average image importance of 4.67. On the other end, consumers that are buying over 20 products from a trusted brand per year have an average image importance of 5.23

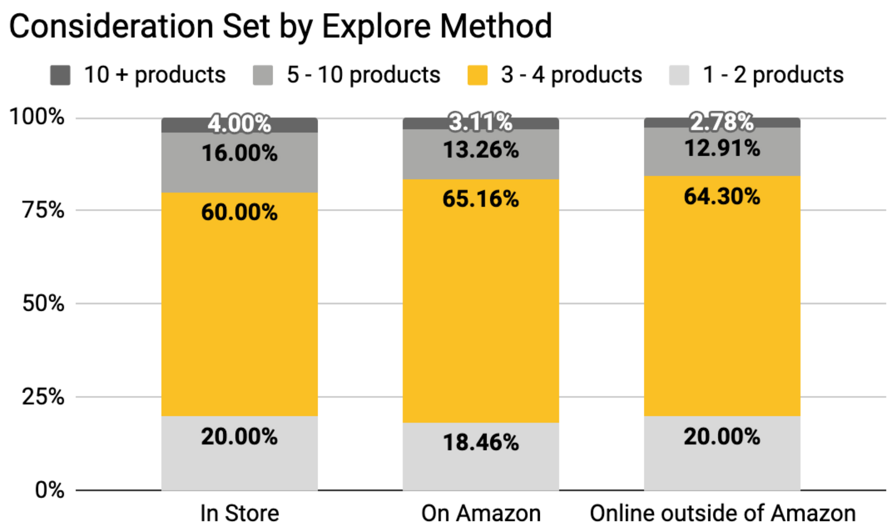


The graph above shows enhanced brand content browsing frequency by number of products purchased from a trusted brand each year. Once again, these results are intuitive. The enhanced brand content browsing frequency generally goes up with the number of products purchased. 44.26% of consumers that purchase 20 or more products a year are likely to view enhanced brand content once a week. Conversely, 41.67% of consumers that purchase one item a year from a trusted brand never view enhanced brand content.

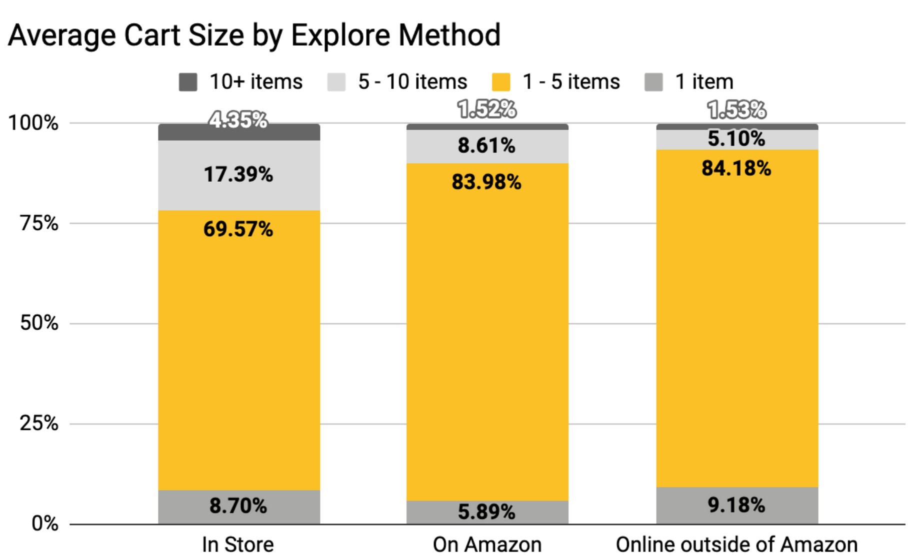
Exploring to Buying

Explore Method

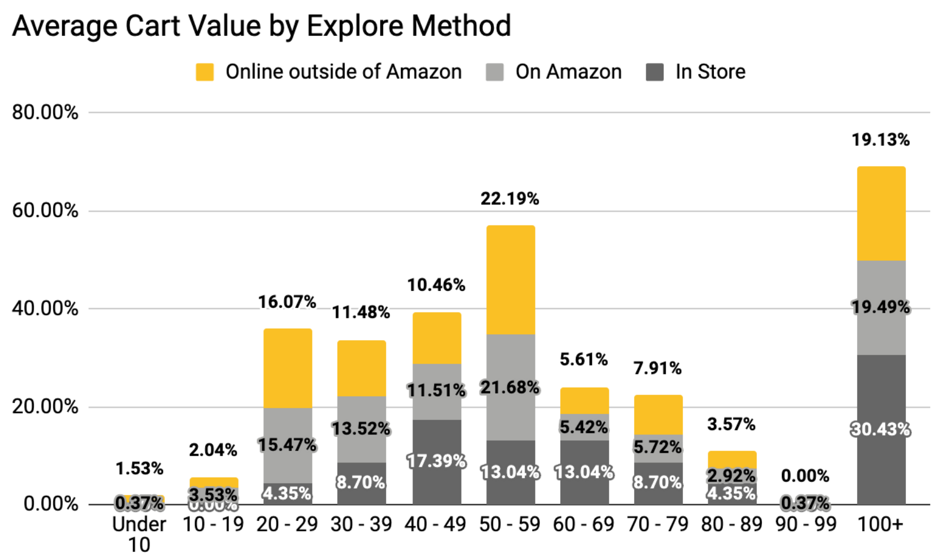
This section discusses insights generated from comparing where respondents say they explore product options and their behaviors when it comes to buying an item.



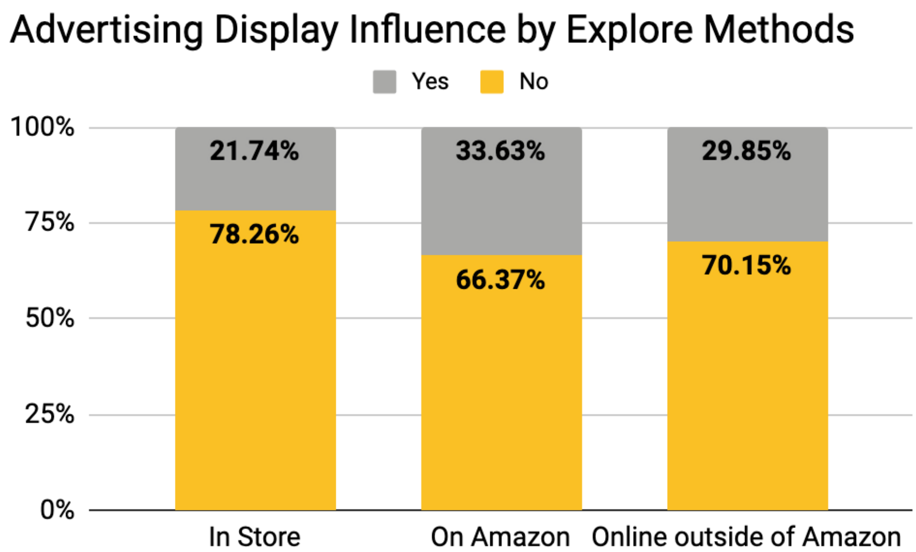
The graph above shows how many products are in a consumer's consideration set by where they go to explore product options. While there are general trends across all groups, there are a few differences worth noting. Interestingly, the group that explores products in store has the greatest numbers of products in their consideration set, 20% of this group has 5 or more products in their consideration set when exploring products. Those shopping on Amazon are likely to have 3 - 4 products in their consideration set, at 65.16%, this is the greatest percentage compared to the other explore groups.



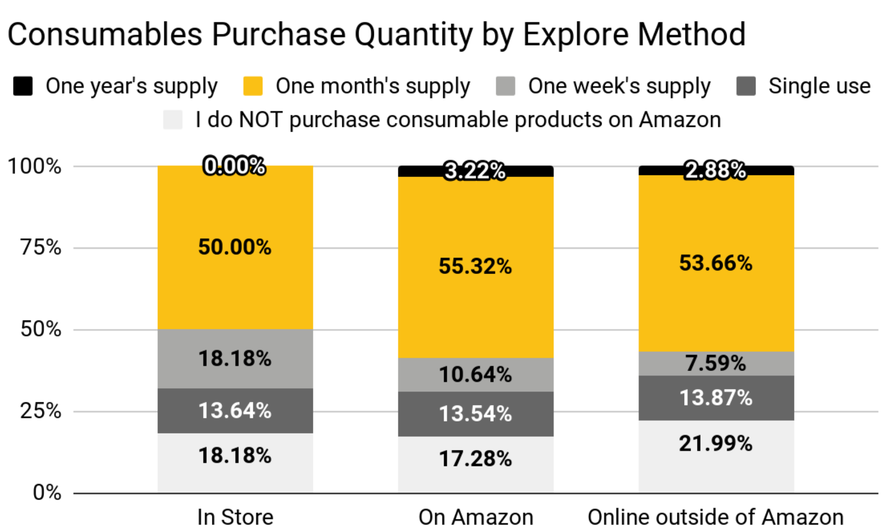
The graph above shows the average cart size of consumers by their typical explore method. The group most likely to have 5 - 10 or 10 or more items in their cart are those who do their exploring in store, at over 17.39% and 4.35% respectively. The results between those who explore on Amazon and those who explore online outside of Amazon were quite similar however, explorers on Amazon are less likely to have just 1 item in their cart than explorers online outside of Amazon at 5.89% versus 9.18%.



The graph above shows the average cart value of consumers by explore method on Amazon. Those who primarily explore on Amazon are most likely to spend between 50-59 dollars, at 21.68%, and 100+ dollars at 19.49%. These spend groups are also most common for those who explore also online but outside of Amazon. However, those who explore in store have different results. 30.43% of in store explorers responded that their average cart value is $100 or more, which is a greater percentage than the other two explore methods. Those who explore new products in store are more likely to spend more, perhaps in store shopping lends itself to more frequent impulse purchases when discovering new brands, and less opportunity to evaluate all feedback.



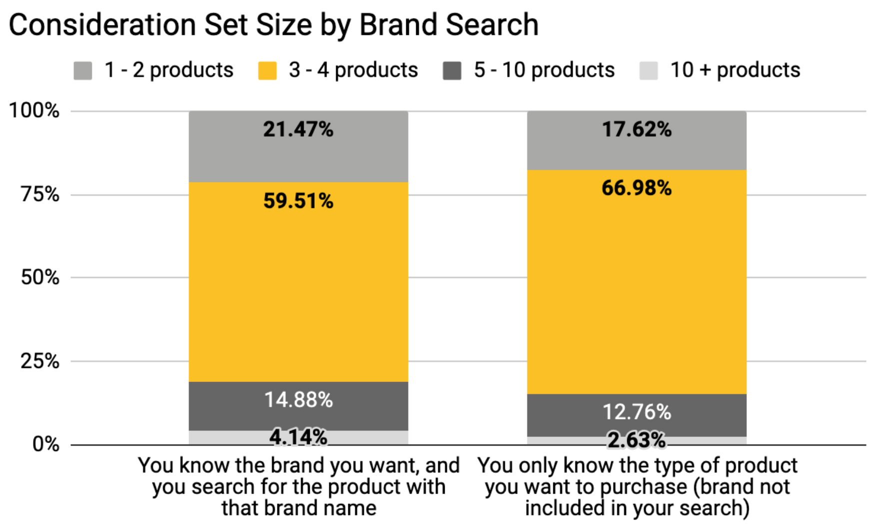
The graph above shows the percent of respondents that say advertising display influences their purchase decision, by exploring method. Those who explore new products and brands on Amazon are most likely to have their purchase influenced by advertising display at 33.63%, those who explore online outside of Amazon are influenced at 29.85%. For those who explore new products and brands in store, only 21.74% said they are influenced by advertising display.



The graph above shows the length of supply of consumable goods purchases by explore method. In general, the 3 different explore categories responded rather similarly, but there are some things to point out. Those who explore new products on Amazon purchase larger quantities of consumable goods, 55.32% percent say they purchase one month's supply of consumable goods on Amazon, and 3.22% said they purchase one year's supply. These are the highest percentages for those categories when compared to other explore groups. Another interesting point to note is that consumers who explore in store are almost twice as likely to purchase just one week's supply of consumable goods. It is possible that these explorers also do most of their shopping in store, and therefore tend to go purchase consumable goods once a week from traditional grocery stores. For both explorers on Amazon and explorers online outside of Amazon, they are more likely to purchase either just a single use consumable, or entire month's supply.

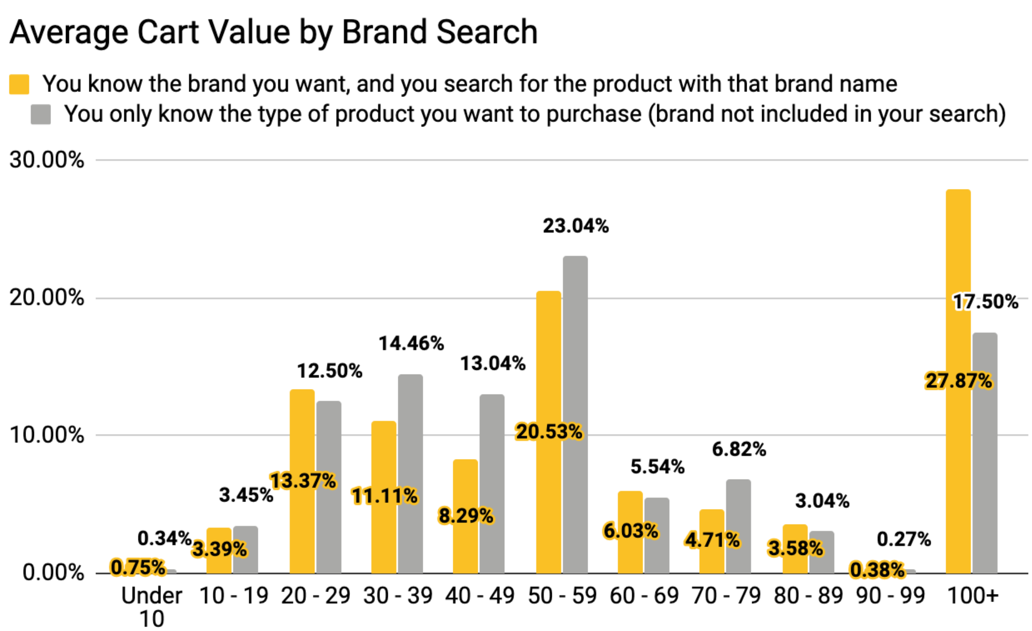
Brand Search

The following section discusses insights between buying habits and whether consumers have a specific brand in mind when they search for a product.

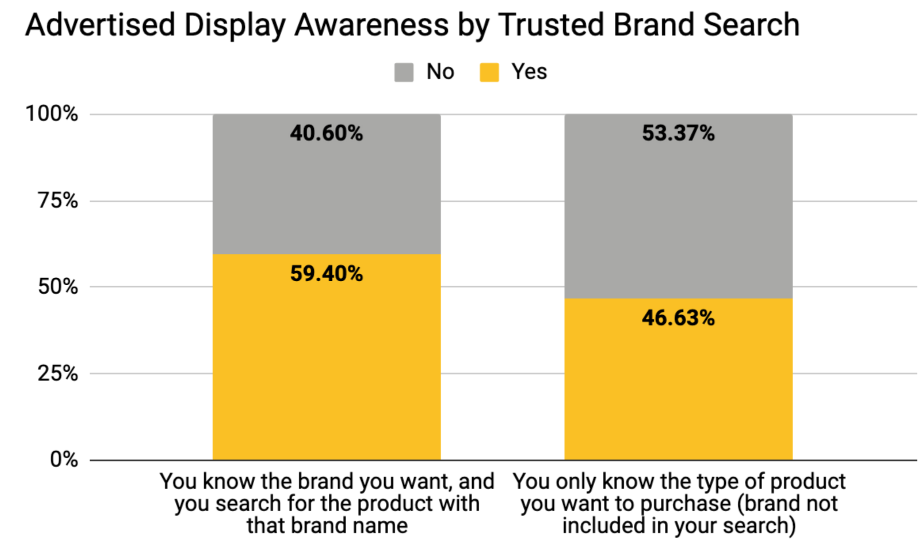


The graph above shows the number of products in an individual's consideration set by whether they know what brand they want to purchase from. Interestingly, there are rather similar results, despite the potential for known brand name to narrow options. It is true that consumers who know what brand they want to purchase from are more likely to have only 1-2 products in their consideration set than those who don't, at 21.47% compared to 17.62%. Consumers who don't know what brand they want to purchase from make up the largest percentage in the 3-4 products in consideration category at 66.98%.

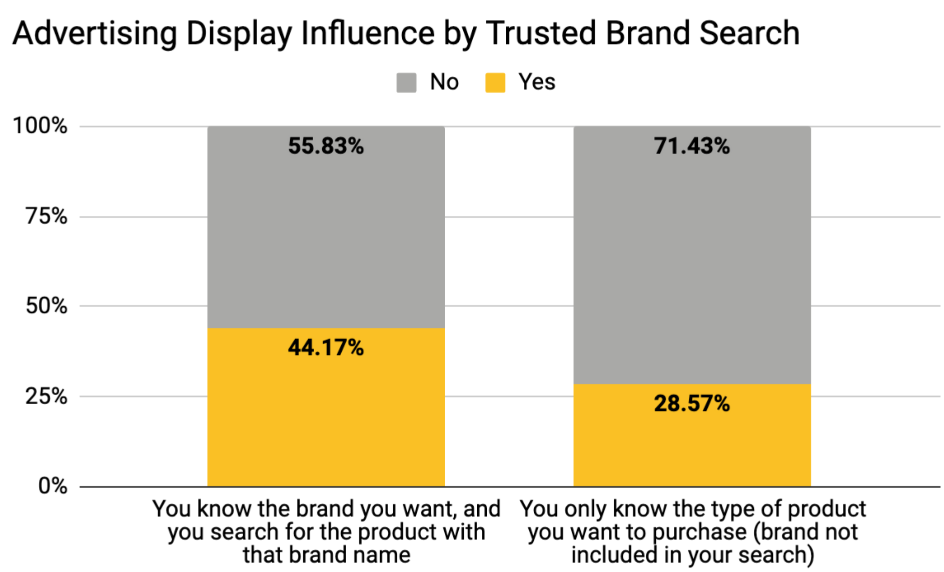
The graph above shows the average cart size by trusted brand search. It is similar to the graph above on consideration sets; however, this graph addresses how many items actually end up in a consumer's cart. Both categories have rather similar results, yet consumers who said the brand is unknown are slightly more likely to have just 1-5 items in their cart, at 85.71% compared to 78.95%.



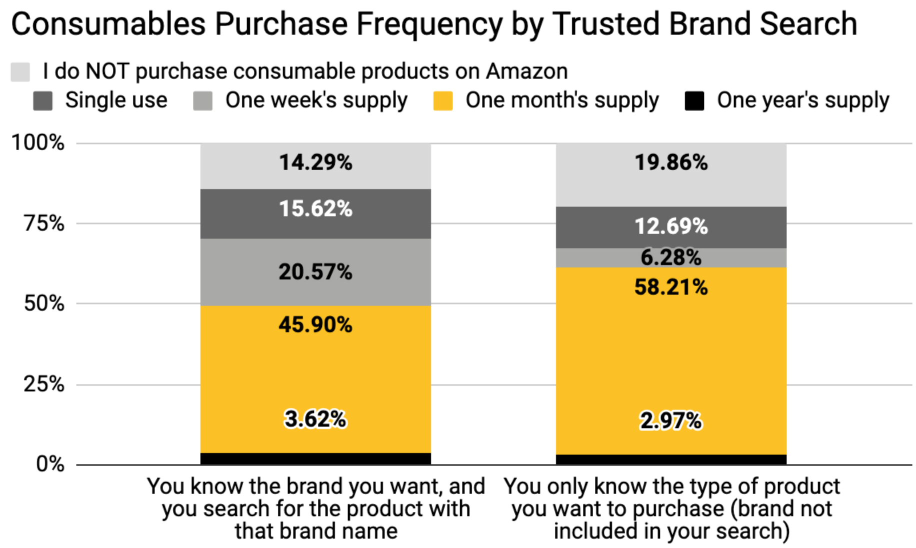
The graph above shows the average cart value by trusted brand search. An interesting insight drawn from this is that over 10% more of consumers purchasing a known brand are spending $100 or more, compared to when brand is not part of a search.



The graph above shows advertised display awareness by trusted brand search. Consumers who know the brand they want to purchase are much more likely to be familiar with advertised displays, at 59.40% compared to 46.63%. This could be because consumers that are loyal to certain brands spend more time shopping for that brand specifically on Amazon and are more familiar with the features and displays on Amazon.



The graph above shows the percent of respondents influenced by advertising display, by brand search. Interestingly, those who are aware of the brand they want to purchase are more likely to be influenced by advertising display, at 44.17% compared to 28.57% of brand unknown respondents. This insight could be valuable to companies who desired to increase brand loyalty. By running a Brand Campaign, these companies can specifically target their brands keywords, and advertise more specifically to the customers that knows what brand they want and are influenced by advertising display.

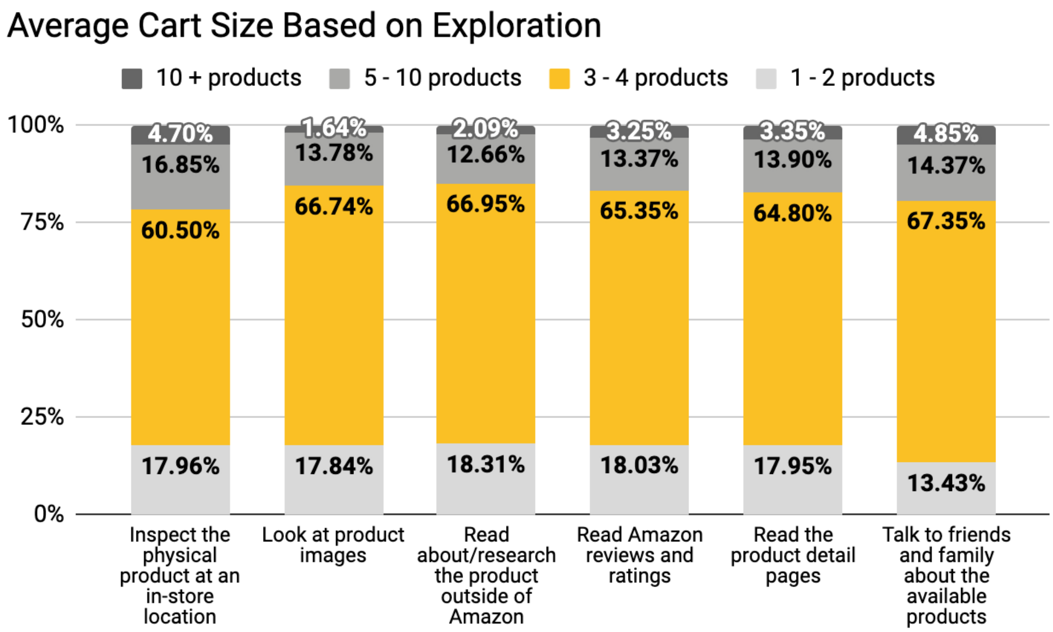


The graph above shows the frequency at which respondents purchase consumable items on Amazon, by whether they include brand in their search. Consumables include grocery items, paper products, laundry supplies, etc. Consumers who do not search for brand are likely to purchase a larger supply of consumables at a time, therefore purchasing less frequently. 58.21% of these respondents said they purchase one month's supply, this is over 10% more than respondents who said they know what brand they want to purchase, at 45.90%. In addition, a lot of consumers who don't know the brand they want to purchase don't purchase consumables on Amazon, at 19.86%. Consumers that know what brand they want to purchase have more respondents who say they purchase one week's supply, so it is likely that these consumers could have a subscription to their trusted brand.

From these trusted brand insights, we can see that consumers who know what brand they want to purchaser from are more likely to have more items in their cart, be aware and affected by ad display, and purchase their consumables once a week. Those who are not sure what brand they will purchase from are more likely to spend more money on their cart and purchase a larger supply of consumables. Companies can use this information to determine strategy when choosing to focus on existing trusting customers or acquiring new customers than do not currently shop from one trusted brand.

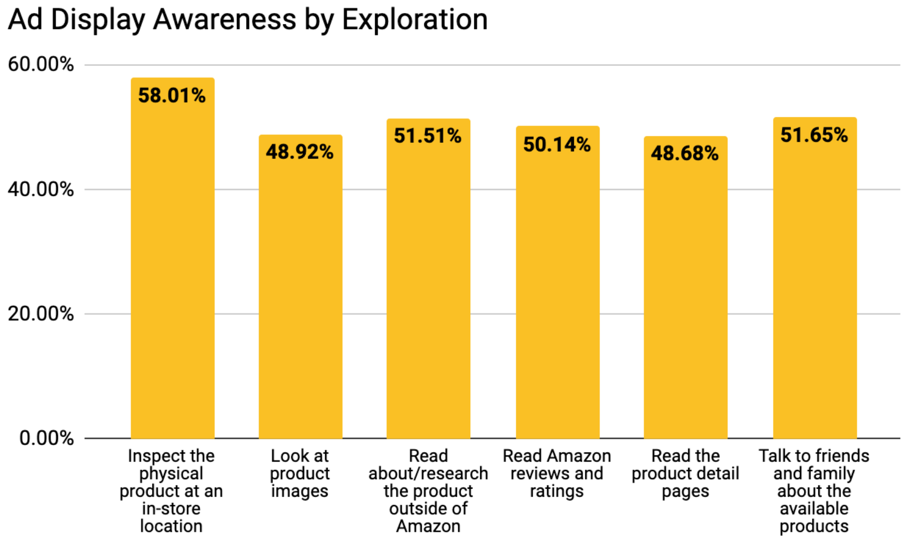
Exploration behaviors

The following section discusses results developed from comparing consumers product exploration and investigation behaviors with their purchase habits.

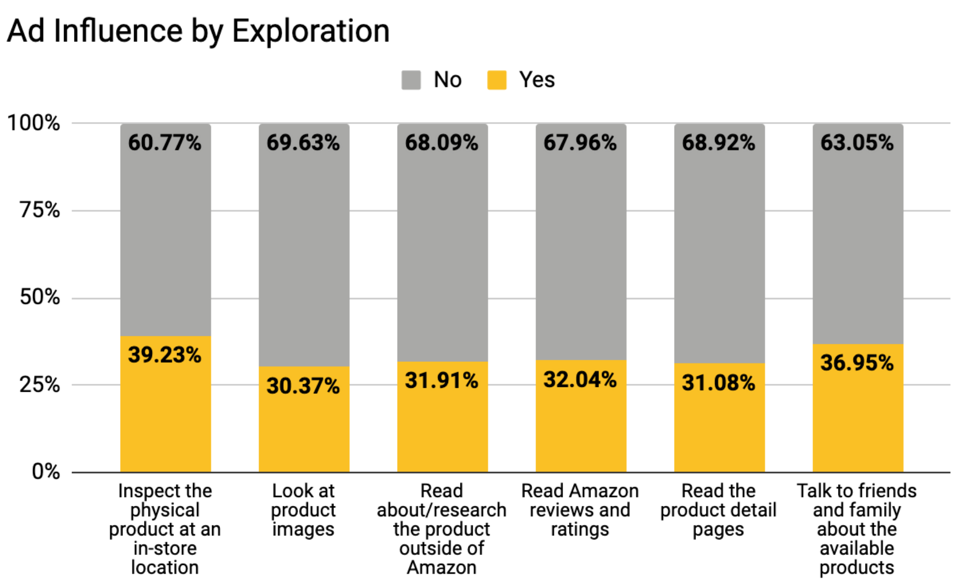


The graph above displays average cart size percentages for each product exploration response. For all exploration types, a cart size of 3-4 products is the most common response. Comparatively, the two exploration groups that are most likely to have 5-10 or 10 or more products in their cart are the group that goes into a store and inspects the actual physical product, and the group that talks to friends and family about the products, at 21.55% and 19.22%. The explore groups that have the fewest products in their cart are those who read the reviews and ratings on or outside of Amazon, at 18.31% and 18.03%.

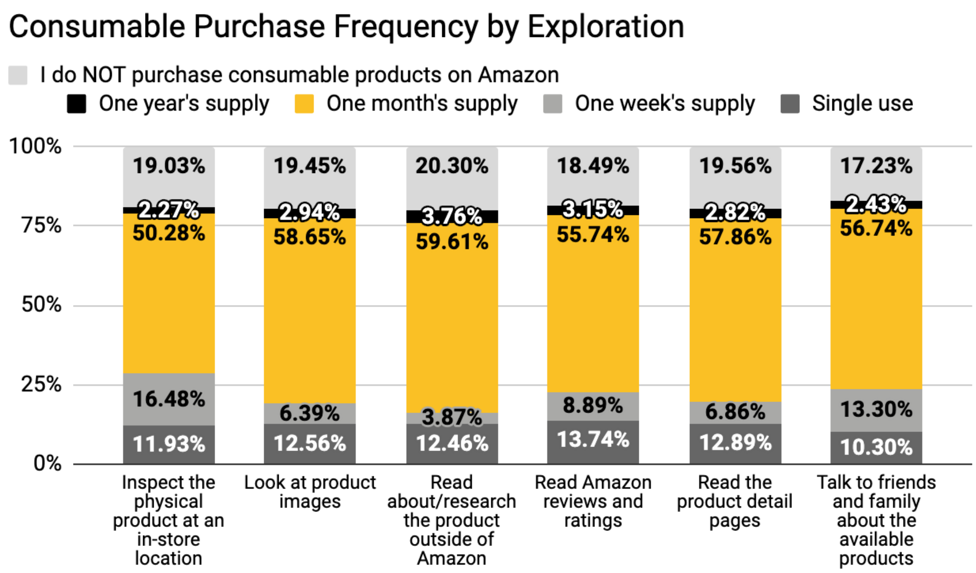
This insight is valuable to consider for companies selling on Amazon. Since those who spend most time exploring their product option online are most likely to have fewer products in their cart, it is important to have thorough information posted. It is important to have accurate titles, bullet points, and product descriptions. Companies should also heavily consider adding enhanced brand content as it will give them an opportunity to communicate additional information about their products.



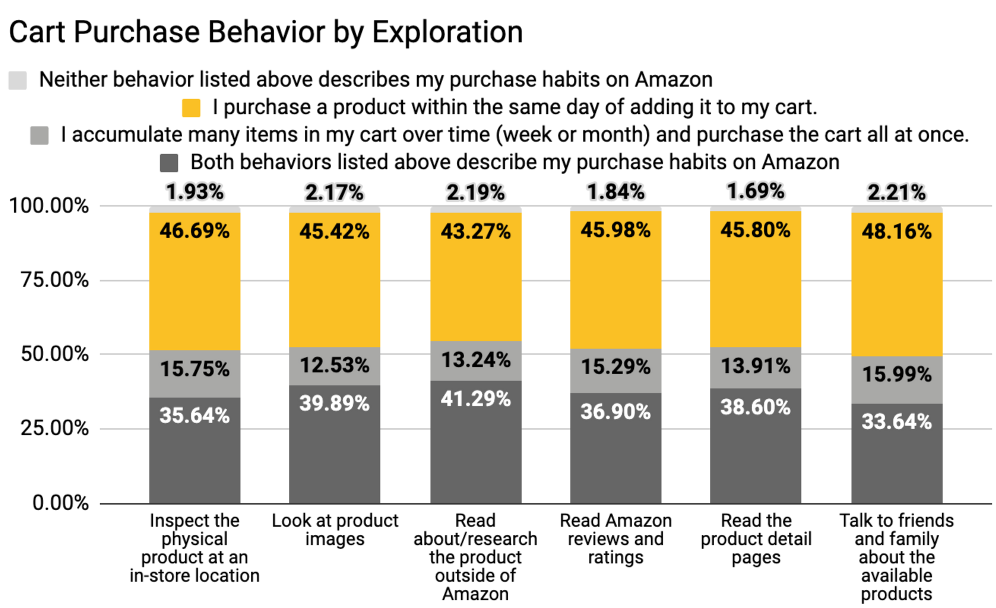
The graph above shows ad display awareness by exploration behaviors. This comparison produced some very interesting results. The group that said they like to explore product options by inspecting the physical products at an actual in-store location was most aware of the difference between organic and ad display. 58.01% of this product group said they are aware of ad display. All other exploration method groups have similar results; however, the lowest percent of awareness came from the group that says they read the product detail pages, at 48.68%.



The graph above shows the influence of advertised display on purchase decision by exploration behavior. The group is most likely to have their purchase decision influenced by advertised display in the group that inspects the product at a physical in-store location, at 39.23%. The group least influenced by advertised display are those who look at the product images, at 30.37%.



The graph above shows the length of supply of consumables goods purchased by exploration method. Overall, the results are rather similar across exploration types, however there are a few things to point out. The group that explores products by going in-store is most likely to purchase one week's supply, at 16.48%. It is likely that these respondents have habits that reflect going to a traditional grocery story on a weekly basis. The group most likely to purchase a single use supply of consumable products are those who read Amazon reviews and ratings, at 13.74%.



The graph above shows how consumers interact with purchasing their cart by exploration method. Overall the results are rather similar, but the group most likely to purchase products within the same day of adding them to their cart are those who explore products by talking to friends and family, at 48.16%.

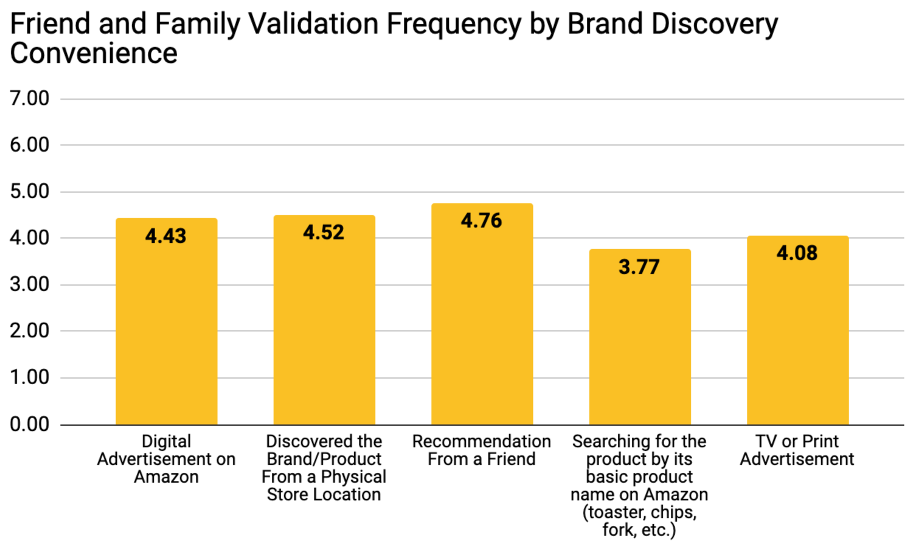
These exploration insights further back up some of the conclusions made in the prior section. Consumers who explore in store are more likely to have more items in their cart, have their purchases influenced by ad displays, and purchase just a week's worth of consumables. We also uncovered that most of the buying habits between all types of online product exploration are similar, whether it be reading reviews, looking at images or reading detail pages.

Discovery to Investigating

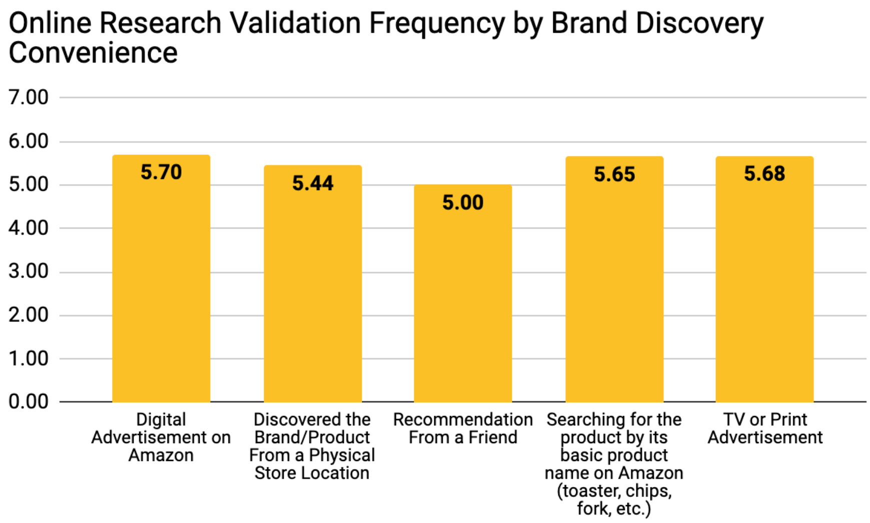
The following section discusses the behaviors of consumers from where they discover a new brand to how they further investigate it before making a purchase decision. From these insights we can learn where consumers find the most valuable information compared to a specific discovery method. This can be used to determine what information should be prioritized, based on the nature of the product and the likely brand discovery location.

Brand Discovery Convenience

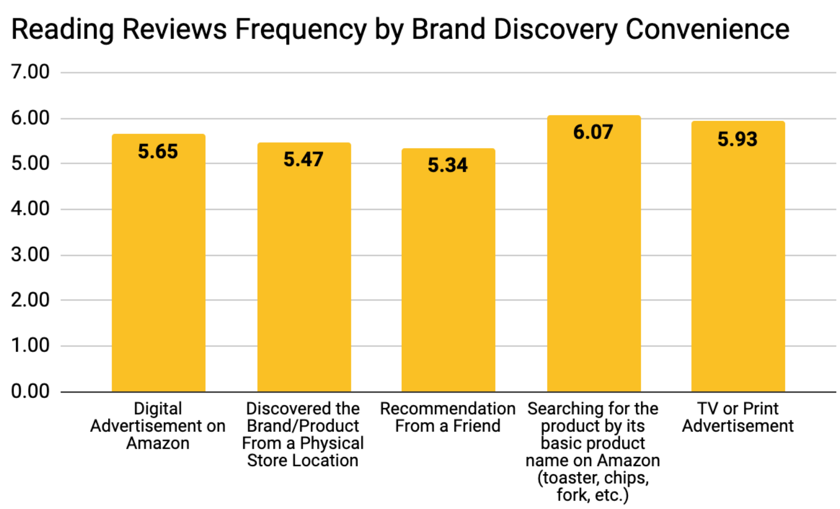
The following section breaks down the respondents by what type of brand discovery they say is most convenient for them and compares that with the frequency of brand investigation they do.



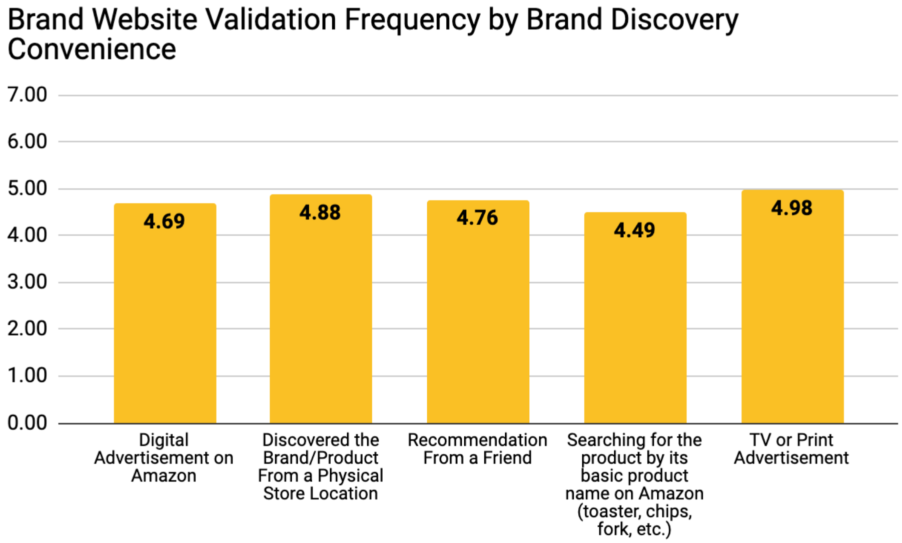
The graph above shows how often consumers validate a brand with friends and family by their most convenient discovery method. Intuitively, those who find most convenience in a recommendation from a friend, have the highest average frequency for validation a brand with friends and family at 4.76. The group with the lowest family and friend's validation frequency average is the group that finds the most convenience in searching for a product by name on Amazon, at 3.77.



The graph above shows how often consumers validate a brand by doing online research about the product or brand by their most convenient discovery method. While many of these groups have a similar average, the group that finds digital advertisements most convenient has the highest average frequency at 5.70. The group that does the least online research are those who discover new brands by a recommendation from a friend. It is likely that this group has considerable trust for their friend's recommendation, and therefore does not feel the need to do additional online research unlike the other groups.



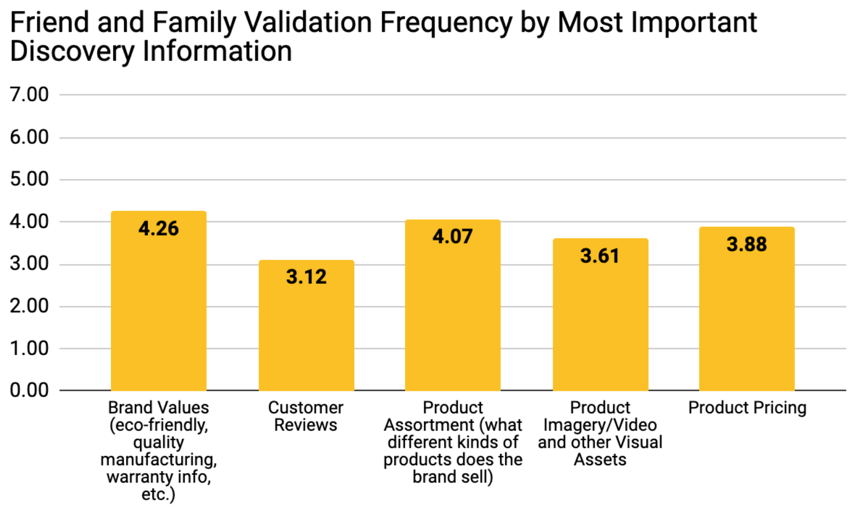
The graph above shows how often respondents in each discovery convenience group validate or investigate a brand through reading the reviews. The group that discovers brands by searching on Amazon most frequently reads the reviews to validate, with an average at 6.07. The second most frequent review readers are those that discover brands in TV or print advertisement at a 5.93 average.



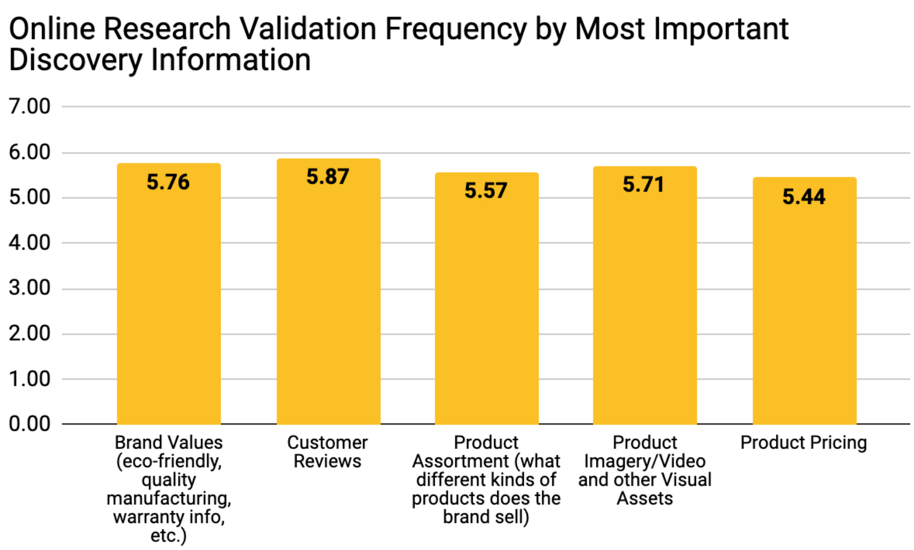
The graph above shows on average how often consumers validate a brand by visiting the brand's website by discovery convenience group. The group that most frequently validates a brand by visiting the website are those that find it most convenient to discover a brand in TV or print advertising, ay 4.98. It is possible that this group most frequently visits a brand website because there is less information provided on TV and print advertisement that is received by these other groups. Those who find a brand by searching for the product on Amazon visit a website with the least frequency, at 4.49, this is likely due to the nature of Amazon providing significant information about the product and brand on the product listing page.

Important Brand Discovery Information

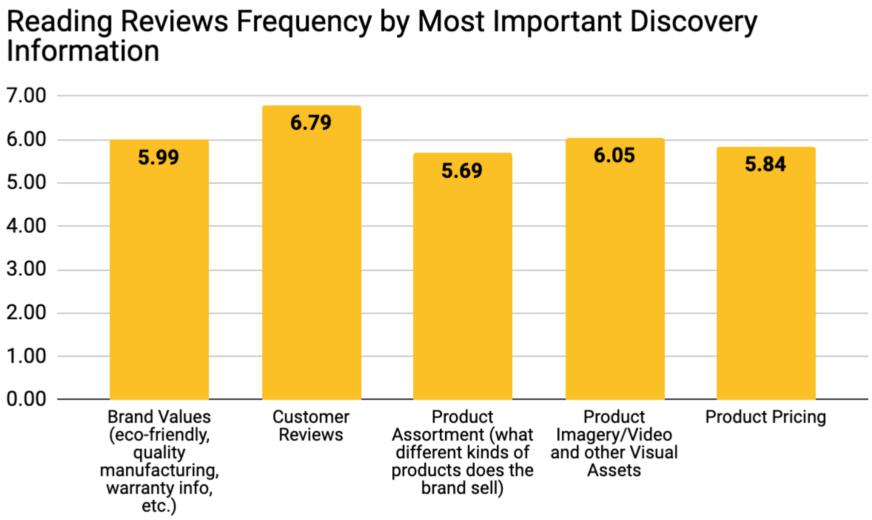
The following section breaks down the respondents by what type of information is most important to them when discovering a new brand and compares that with the frequency of their brand investigation habits.



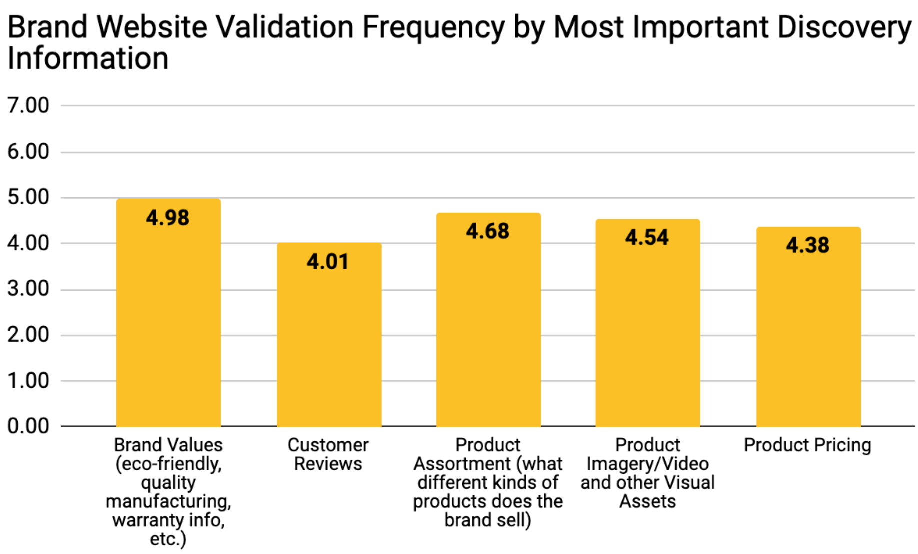
The graph above shows how frequently consumers validate a brand with their friends and family, based on their most important brand values. Intuitively, those who find most importance in customer reviews least frequently validate with friends and family. The group that is most frequent in validating a brand with friends and family are those who care the most about brand values, at 4.26. Brand values include eco-friendly practices, quality manufacturing, or warranty information.



The graph above shows how frequently consumers validate a brand with research online, based on their most important brand values. While the averages are someone similar across all values, there are some interesting findings to note. Interestingly, the group that finds product pricing the most important has the lowest average for validating brand through online research, at 5.44. This is interesting to consider, since it one may think that product pricing could be most effectively compared online, however it is possible that this is so effective that it takes these consumers hardly any time at all to validate pricing for new brands online and therefore they do it the least often. The group that has the highest frequency for online validation are those who care most about customer reviews, at 5.87. It is likely this group is doing online research to find additional specific product reviews.



The graph above shows how frequently consumers validate a brand by reading reviews based on their most important brand values. Obviously, the group that cares the most about reviews spends the most time reading reviews, with a 6.79 frequency average. The group that spends the least time validating a brand by reading the reviews are those who value product assortment the most, at 5.69.



The graph above shows how frequently consumers validate a brand by visiting the brand website based on their most important brand values. Those who most often validate new brands by visiting their website are those who care the most about brand values, at a 4.98 frequency level. It is likely this group is looking for more explanation and information a new brand's specific values. The group that browses brand websites the second most are those who care most about product assortment, at 4.68. It is likely they browse a brand website to see all specific product offerings. The group that least frequently visits a new brand's website are those who care the most about customer reviews, at a 4.01 frequency level. It is likely that these consumers turn to other sources to find customer reviews other than the brands website which could potentially be biased.

Conclusion

In order to understand how to sell on the Amazon marketplace, it is important to understand how Amazon customers shop. Throughout this consumer report, we practiced Amazon's principle of customer obsession and thoroughly analyzed the data collected on Amazon consumers. Through this analysis we developed valuable insights that can be directly applied to companies selling on Amazon.

This survey and analysis hopefully provided you with a better understanding of:

- What specific customers groups value on Amazon
- The aspects in product listings that are most important to Amazon customers
- How customers discover, explore, and investigate products on Amazon
- The review behaviors of customers on Amazon
- The numerous factors that convert to a potential customer to purchase a product

With these insights, your business can further develop strategies that are imperative to success on Amazon. If you are looking for additional help developing these strategies, please contact us at Goat. Thank you for taking the time to learn more about how Amazon customers shop.

Next Steps

Goat Consulting offers Amazon Marketplace business services to brands and manufacturers selling on the Amazon.com marketplace. Whether you are just expanding to the Amazon channel or you have been selling for some time but need some assistance, we are here for you.

We run market surveys and provide insights, like this type of report, based on your specific products and market so we can best target your Amazon customers.

If you are interested in working with Goat Consulting, I encourage you to reach out. Our services consist of:

- Working with you to find the best business model for selling on Amazon
- Identifying keywords and search terms that customers would search to find and purchase your product
- Running market surveys to understand how customers shop for your product
- Writing effect product listing copy that increases visibility and conversion rate
- Running Amazon Marketing Services and advertising to display your product in front of the widest potential customer base
- Report on sales and advertising metrics to gain a better understanding of your brand or manufacturer on Amazon.

If you have any questions regarding this white paper or anything Amazon related, please reach out to us at https://www.goatconsulting.com/contact-us.

Contributors

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Notes