

Amazon Shopping Habits Survey Results



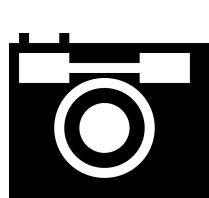
Amazon is where consumers are at, **primed to shop** – storefront provides them with a **consistent, trustworthy, reliable** shopping experience

- 7 of 10 consumers **search Amazon first** when looking for a product
- 2 of 3 have shopped on Amazon **more often** in the past year vs. before



User reviews are most important to consumers when making a purchase decision – Amazon **user image/video content** is increasingly part of this

- 4 of 5 consumers say **customer ratings & reviews** are **very important** to them when **shopping on Amazon** and **making a purchase decision**
- Consumers increasingly look for **User Videos** (39%) and **User Photos** (32%) nearly as often as **Text Reviews** (44%) to inform them



Amazon Posts provide a rich visualization of products in action, help to establish consumer trust, are a driver for product purchase

- Nearly half (46%) of consumers are **much more likely to purchase** a product on Amazon after **seeing the product be featured in Posts**
- 4 of 5 **strongly agree** that **seeing user content** featuring a Brand's product in **Posts** makes the **Brand more trustworthy**



User Videos on Amazon Inspire go further to demonstrate product will be a good fit (more info vs. text) and drive purchase (more vs. TikTok)

- 9 of 10 consumers are **more likely to purchase** a product after **viewing video user content** featuring the product on **Amazon**
- **Seeing person providing feedback** makes it **more trustworthy & reliable, raw emotion + tone of voice of reviewer, see in motion**



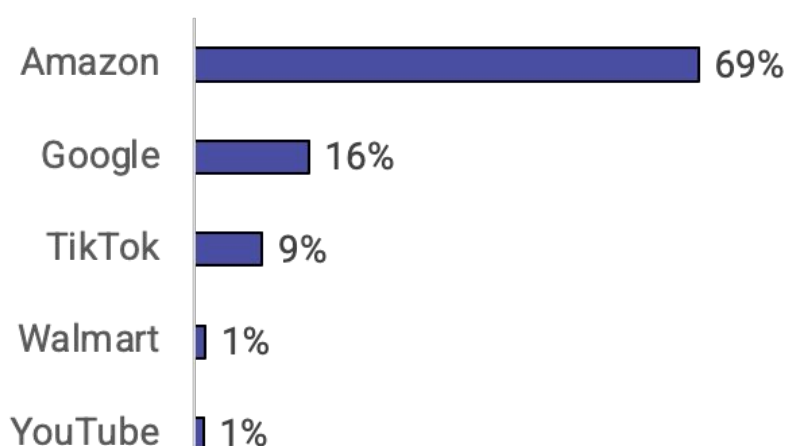
Amazon Inspire has added layer of product discovery and exploration, personalized based on consumers' interests

- **Half of consumers strongly agree** that **Inspire** helps them **easily discover and shop products personalized to their interests**

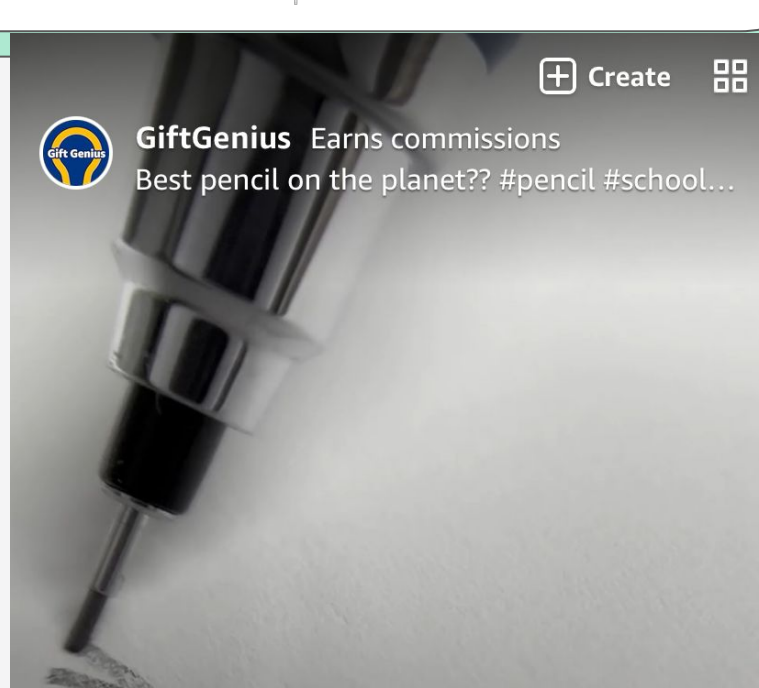
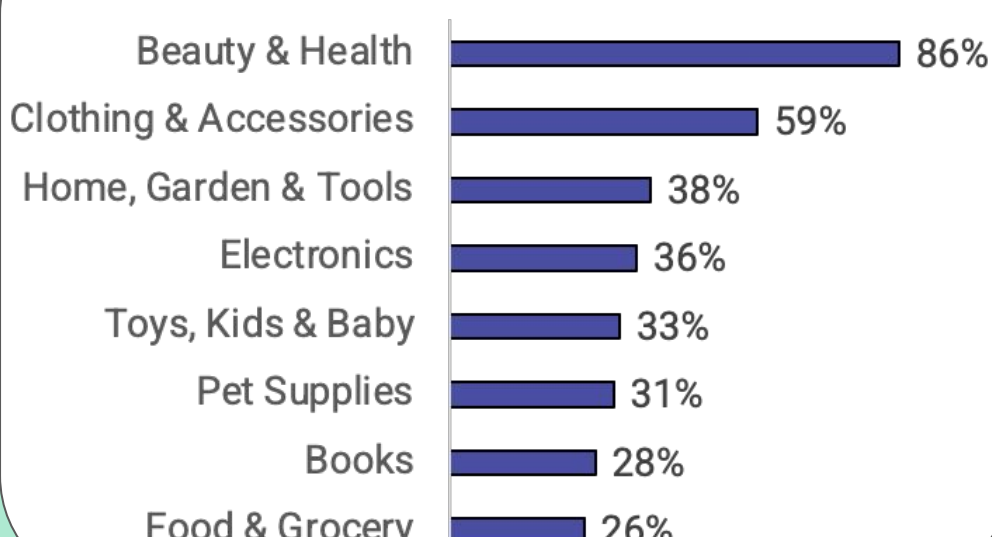


Shopping Habits

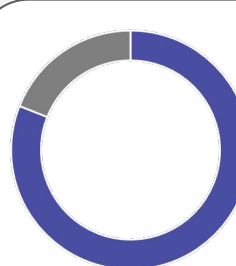
Search First For Products



Items Reg Shops For On Amazon



2 of 3 shops on Amazon weekly

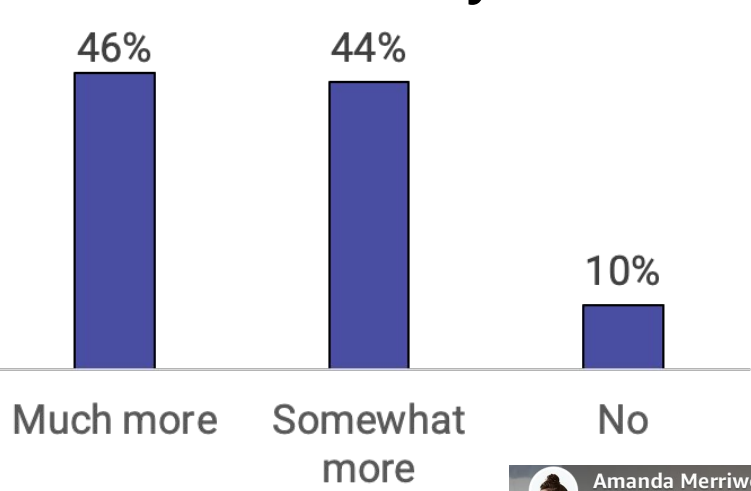


81% say customer ratings & reviews are very imp't when making pur decision

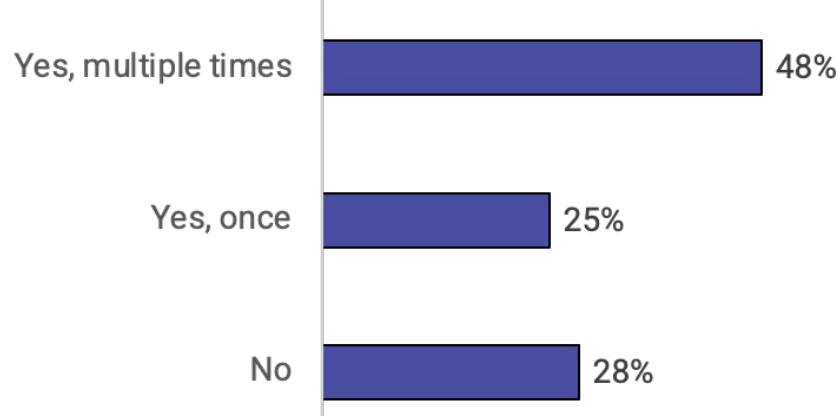


Amazon Posts (Image User Content)

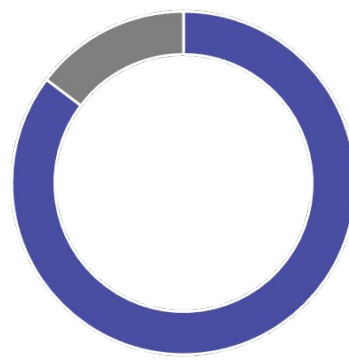
Posts Make More Likely to Purchase?



Purchased After Seeing Posts



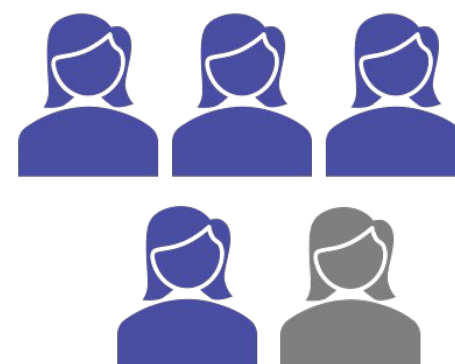
85% agree Posts help give rich visualization



of a Brand's products in action!

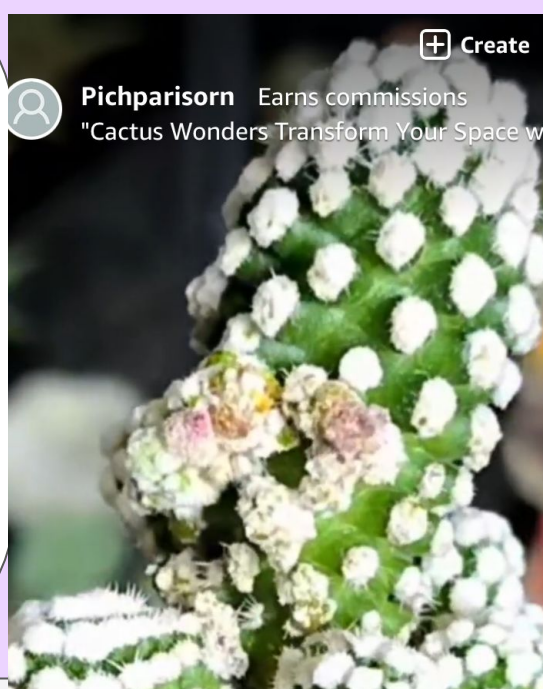


4 of 5 agree user content in Posts makes the Brand more Trustworthy

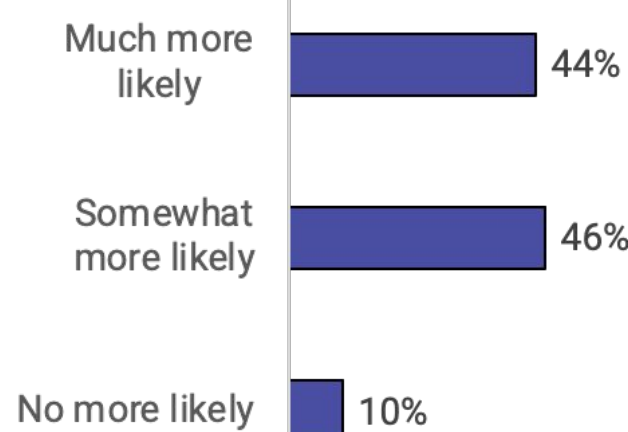


Amazon Inspire (Video User Content)

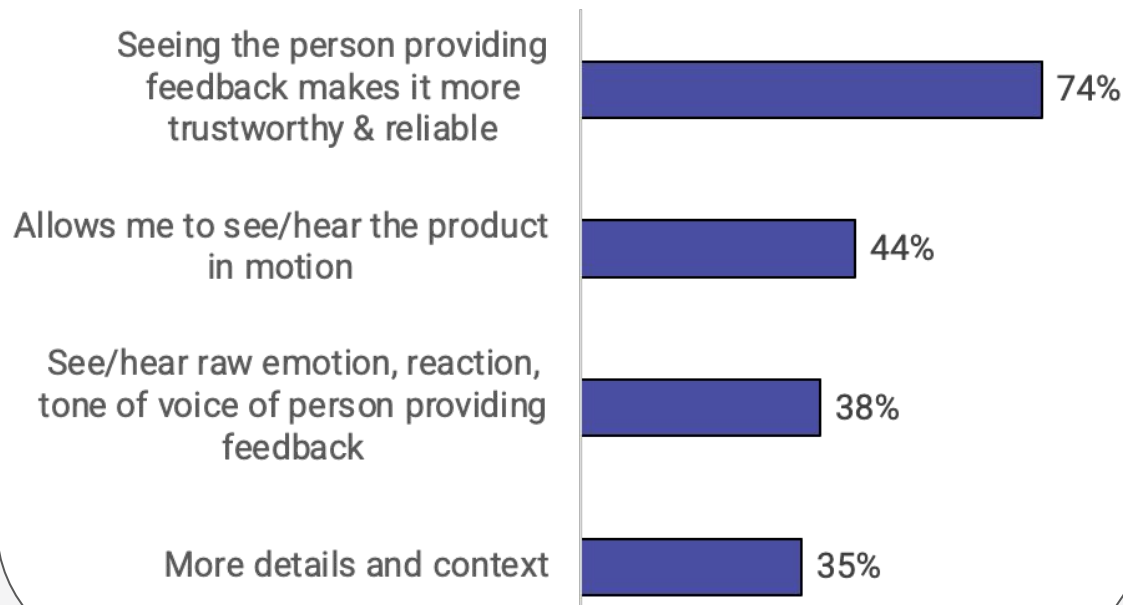
Interests Explores on Inspire



Purchase After Watching User Videos



Why More Likely to Purchase After Video:



Inform: Video vs. Text Review

