

A Data Combination Use Case

What Amazon Weaknesses Can Brands and E-Tailers Leverage?

Revealing the
Shopping Behavior of
Amazon Customers



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Overview and Objectives

This study aimed to reveal **how Amazon users truly shop online** by understanding how loyal Amazon consumers are to the brand, and discovering other online retail brands that Amazon users purchase from.

From there, we can understand the basis of **Amazon's strengths and weaknesses** and uncover any opportunity for brands and Amazon's competitors.



Sample and Methodology

Together with the market research agency Colourtext, we used a combination of **behavioral and declared data** for this study. We collected 6 weeks of online data from 3,090 people between July to September of 2018. Of these participants, 1279 also completed a 10 minute survey at the end of the study. These results were compared to 1,000 responses from an additional national representative reference sample.

Did You Know?

Amazon is the retailer most likely to be used for generic product searches and price benchmarking.

15%

of Amazon users never buy online from anyone but Amazon.

16%

of Amazon users browse the site but make purchases elsewhere.

34%

of Amazon users purchase both from Amazon and other online retailers.

The Takeaway

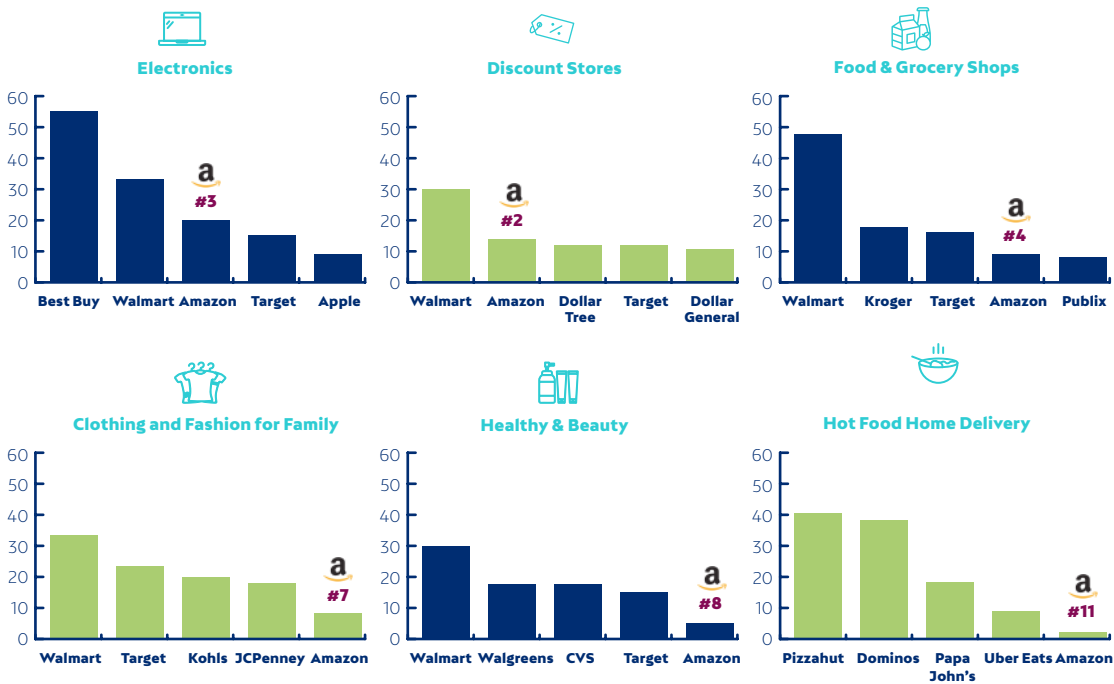
Although they win a strong 29% share of their users' retail browsing, only a small percentage of those customer shop exclusively on Amazon.

Combining behavioral data with surveys to reveal:

How do Amazon users shop?

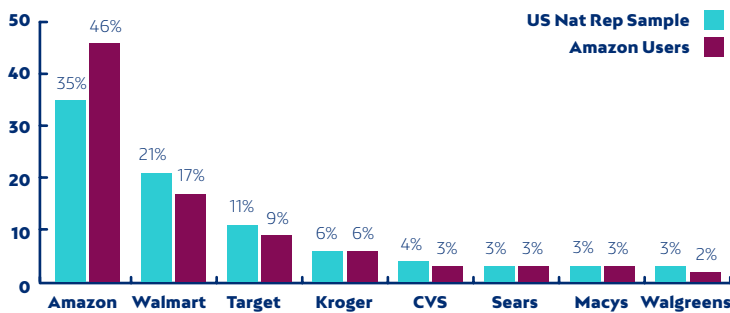
Which retail brands can you think of that sell...?

Despite having a strong perceptions of customer trust, service, and satisfaction, Amazon was not perceived as the go-to retailer in any category when we asked users to name unprompted retailers.



Which brand do you trust the most?

However, **Amazon was top of mind** for consumers when asked to pick from a list of brands, both with Amazon shoppers and a national representative sample from the Netquest US panel.



Amazon was not number one in any unprompted questions, but leapt to first position as most trusted brand when the answers were suggested. This is indicative of **very strong brand positioning as a trustworthy retailer** on Amazon's part, but also shows that they are **weaker in brand perception when it comes to category-specific sales**.





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of the consumer

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