



US EDITION



IZEA INSIGHTS SPECIAL REPORT

Influencers & Amazon 2024

APRIL 2024



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BACKGROUND

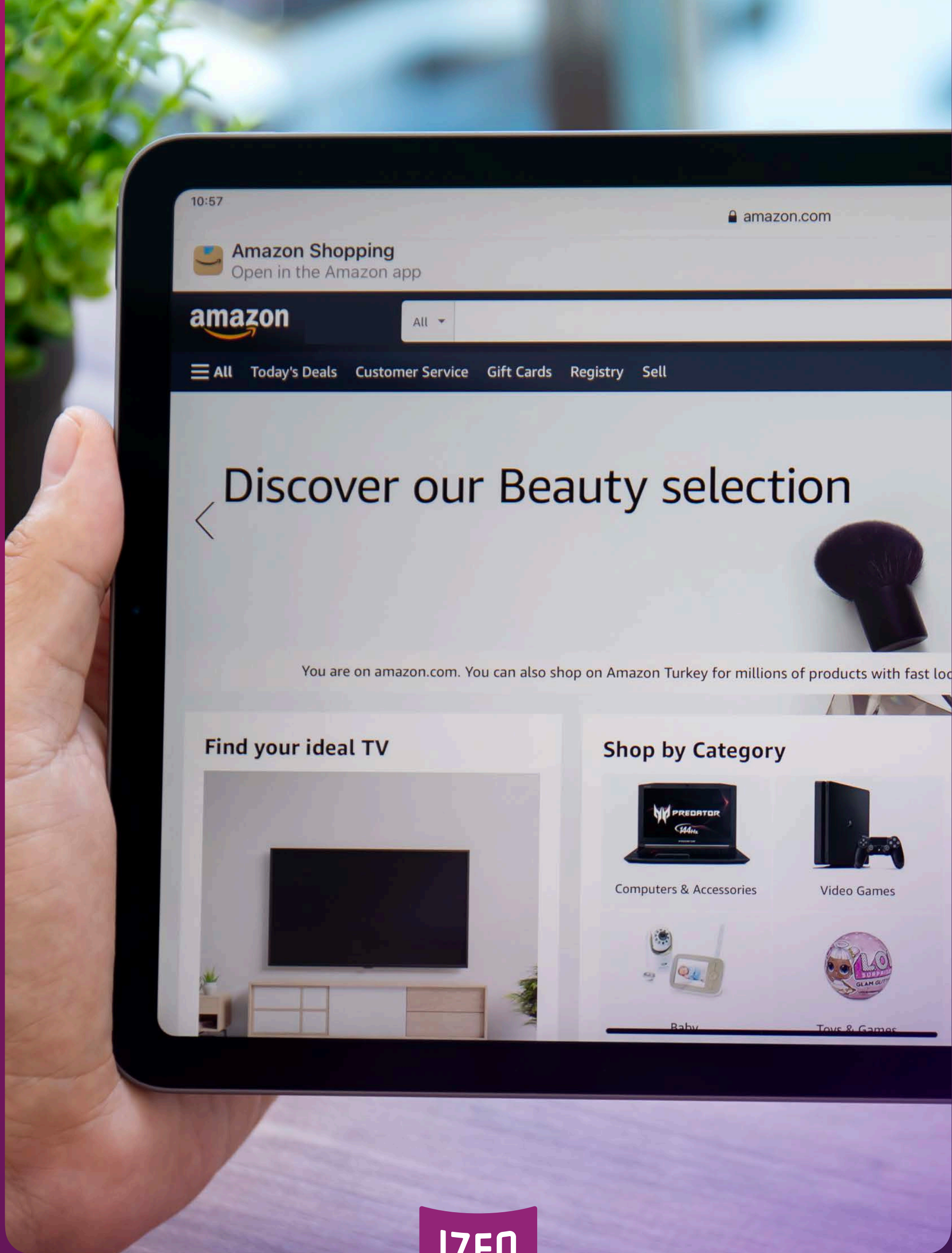
We surveyed over 1,200 U.S.-based consumers to gain deeper insights into their **Amazon** purchasing behavior and the extent to which influencers impact their purchasing decisions.

GOALS

- Understand the impact of influencer marketing on Amazon purchasing behavior
- Analyze the effectiveness of marketing strategies on Amazon purchasing decisions
- Determine the factors that contribute to trust in influencer recommendations for Amazon products
- Provide actionable insights for optimizing influencer marketing strategies to promote Amazon products

All product names, logos, and brands are the intellectual property of their respective owners. All company, product, and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement or partnership.





SAMPLE POPULATION

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

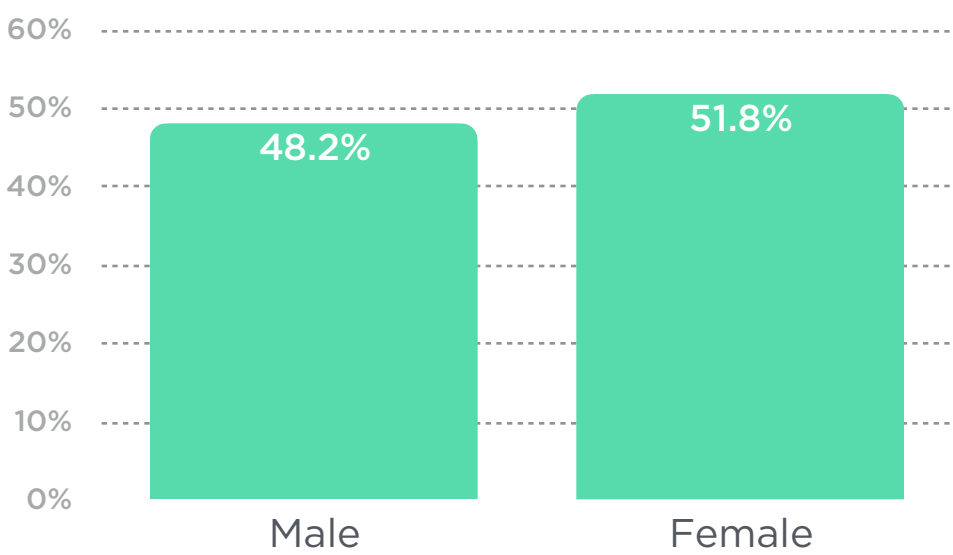
3/19/24
TO
3/20/24

DATA GATHERED

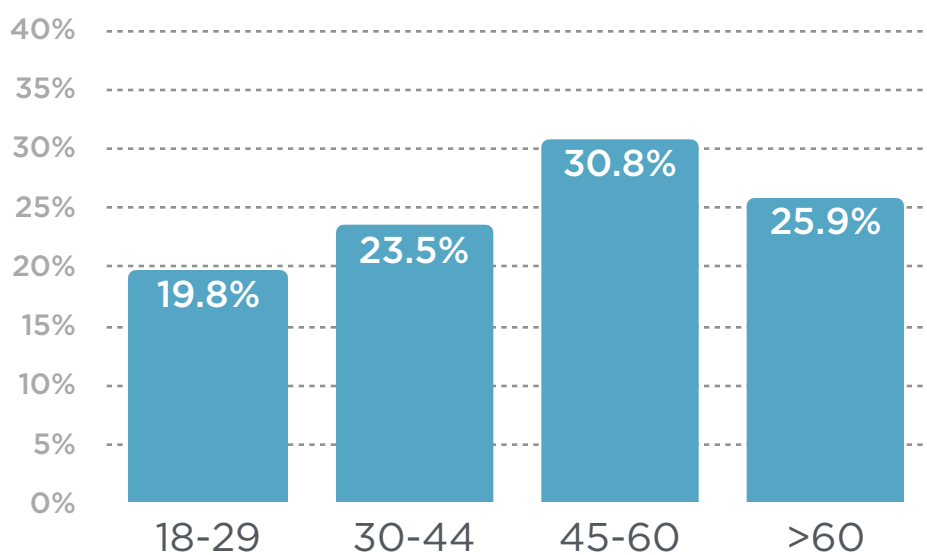
1,280 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

SEX



AGE





80%

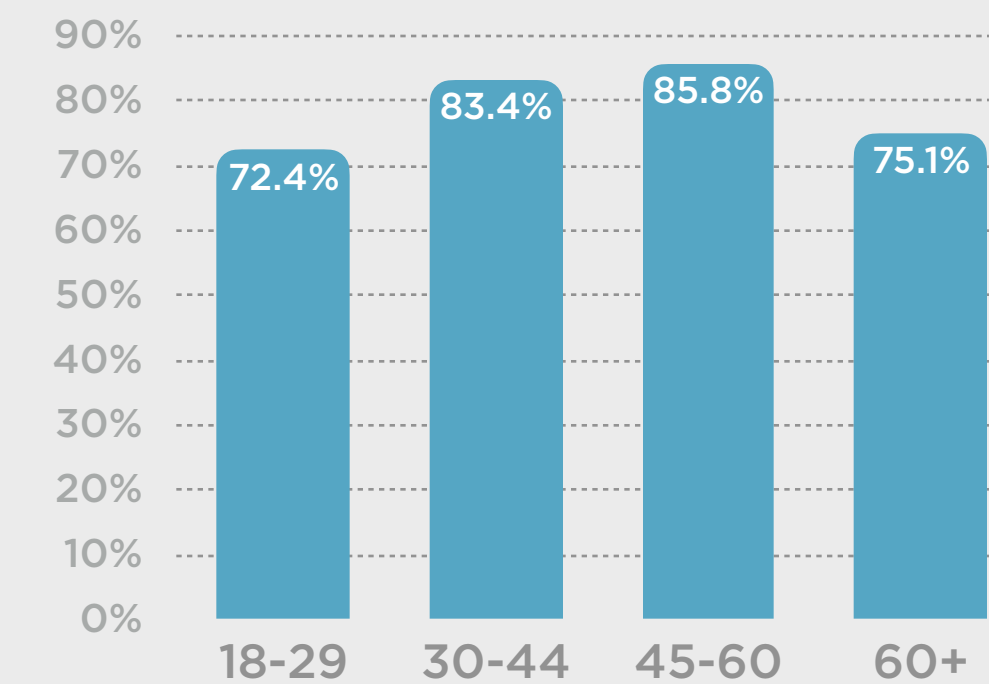
OF SOCIAL MEDIA USERS

say they are
Amazon Prime members.

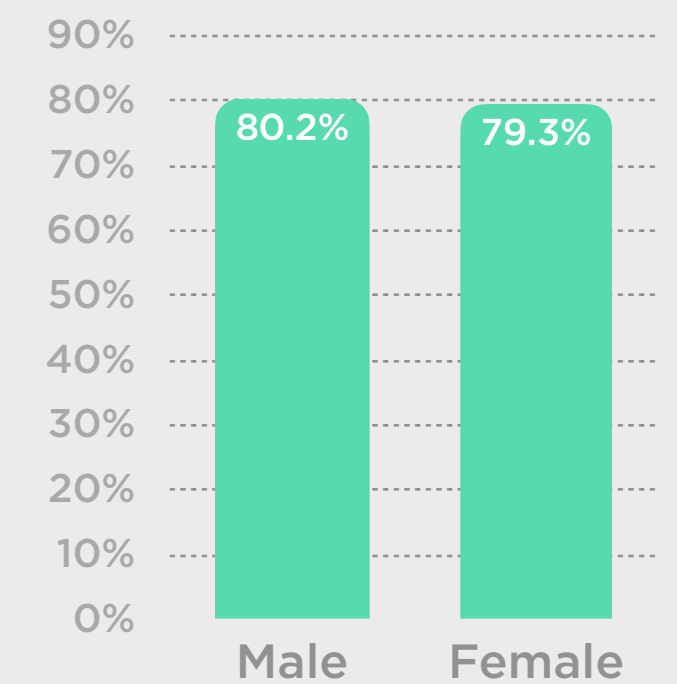


Q: Are you an Amazon Prime member?

“Yes” by Age Group



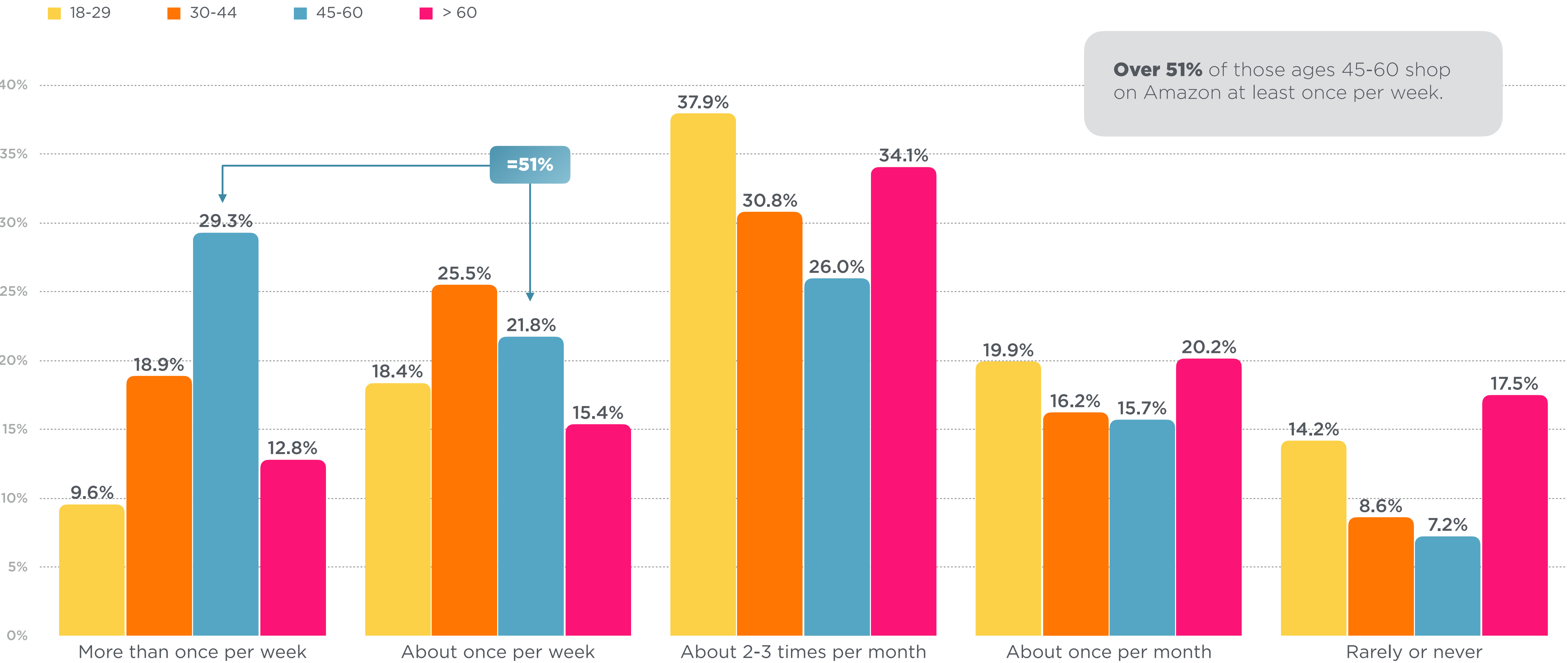
“Yes” by Sex



PURCHASE FREQUENCY BY AGE GROUP



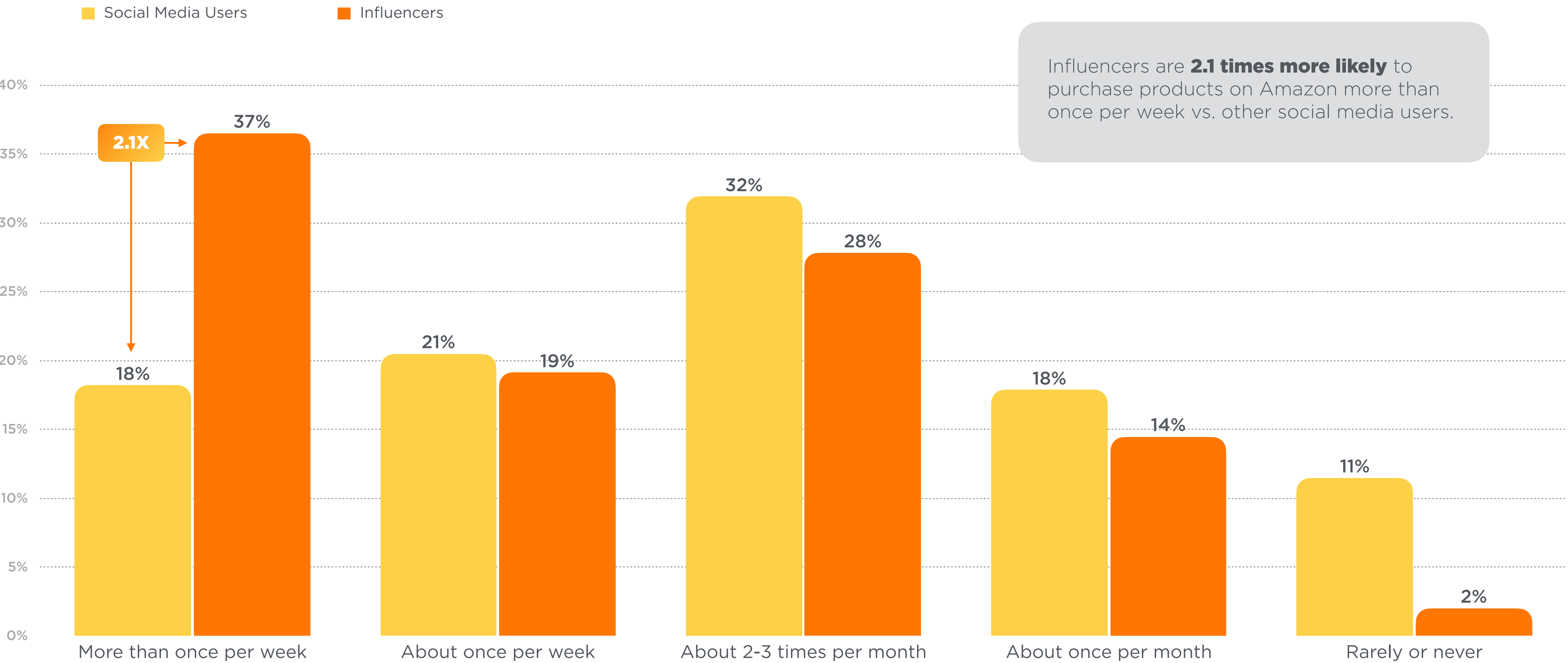
Q: How often do you purchase products on Amazon?



PURCHASE FREQUENCY BY INFLUENCERS



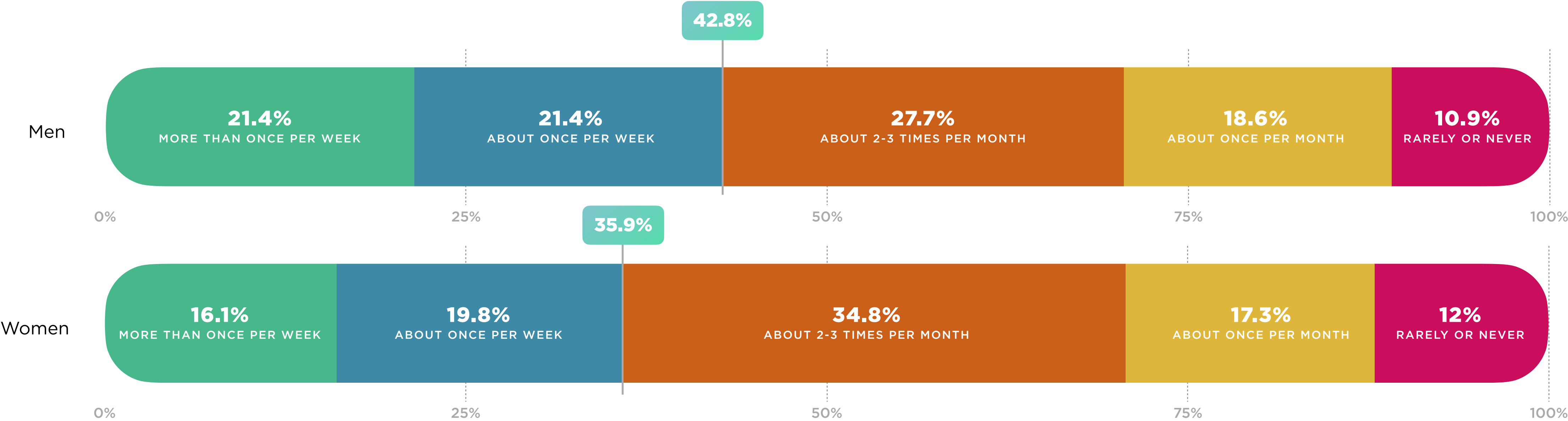
Q: How often do you purchase products on Amazon?



PURCHASE FREQUENCY BY SEX



Q: How often do you purchase products on Amazon?



At **42.8%**, men are more likely to make Amazon purchases more than once per week, or about once per week, than women at **35.9%**.



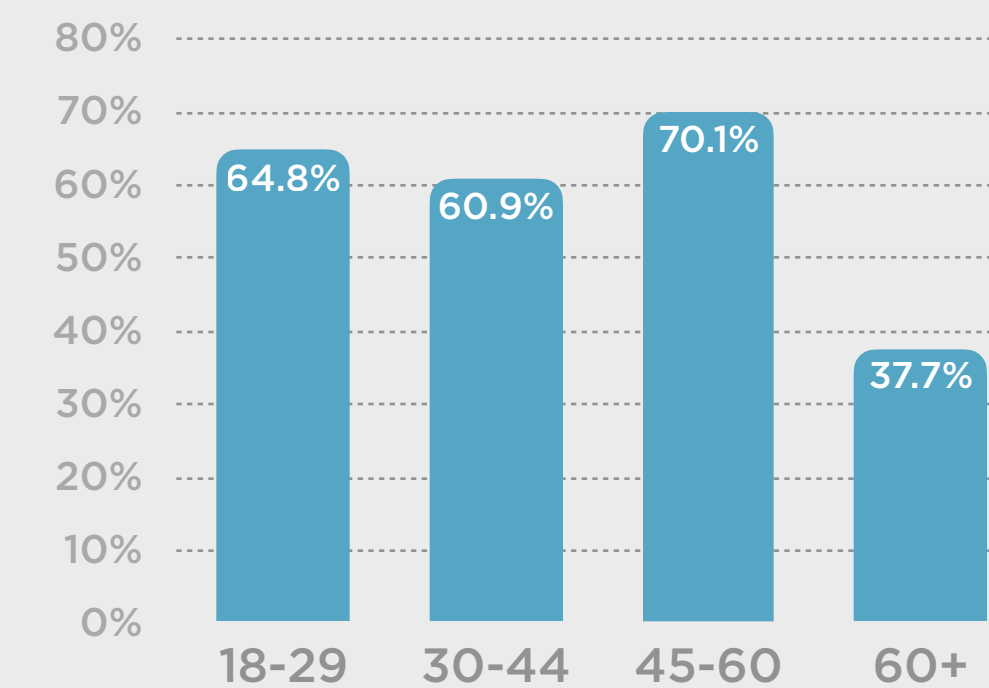
59%

OF SOCIAL MEDIA USERS

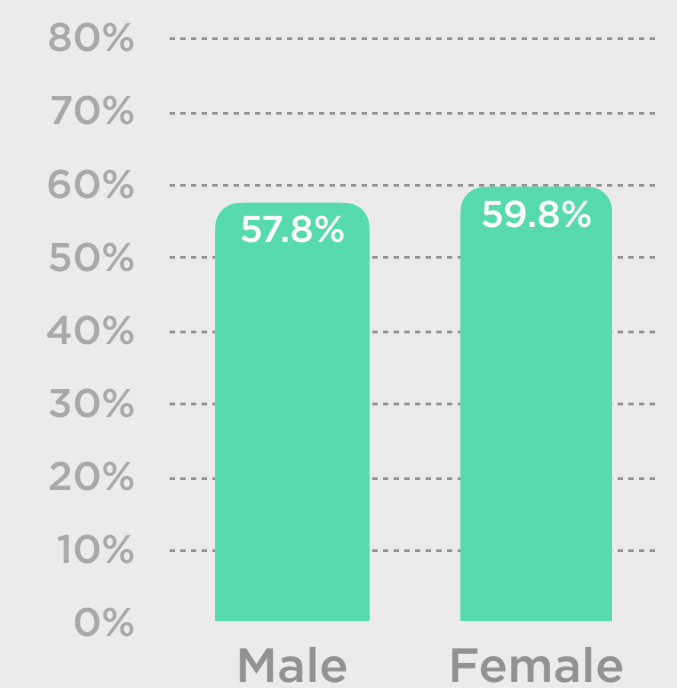
say they have **purchased a product** after seeing it being used by an influencer.

Q: Have you purchased a product after seeing it promoted by a social media influencer?

“Yes” by Age Group



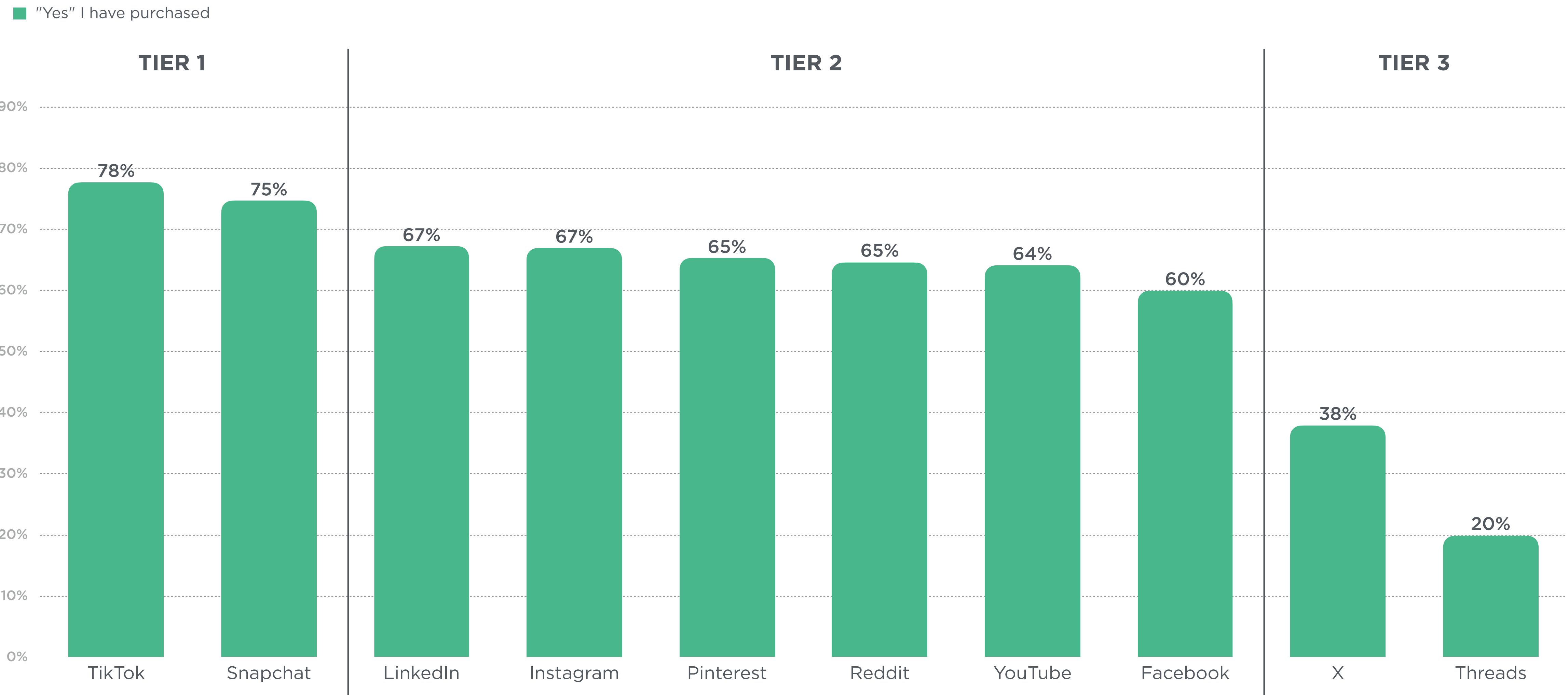
“Yes” by Sex



PURCHASE INFLUENCE BY PLATFORM USERS



Q: Have you ever purchased a product after seeing it being used by an influencer?



INFLUENCE DRIVES INFLUENCE

86%

OF INFLUENCERS

say they are the **primary shopper** in their household.



91%

OF INFLUENCERS

say they have purchased a product after seeing it being used by **another influencer**.



92%

OF INFLUENCERS

say they have **recommended a product** purchased on **Amazon** to someone else.

89%

of influencers are Amazon Prime members.

92%

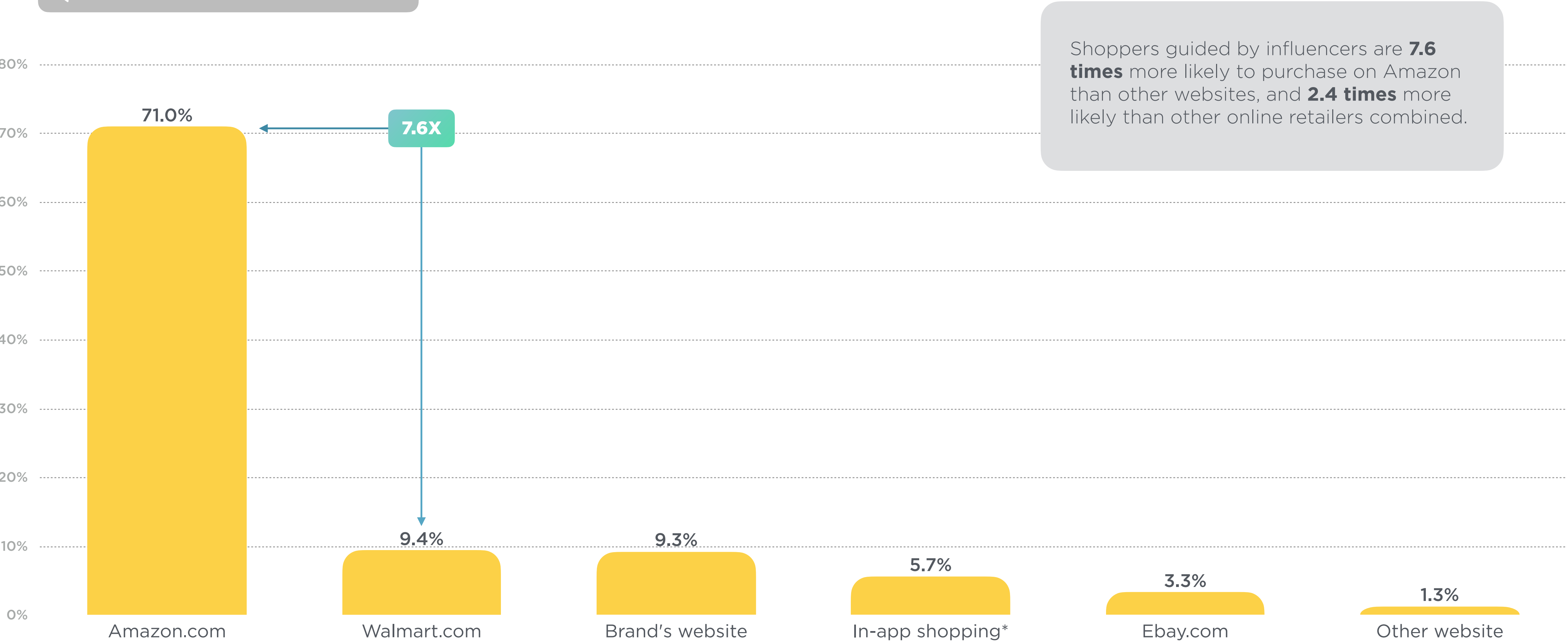
of influencers have left a positive product review on Amazon.

INFLUENCER-DRIVEN PURCHASES



Q: Where are you most likely to make a purchase after seeing a product promoted by an influencer?

MAKES INFLUENCER-INSPIRED PURCHASES

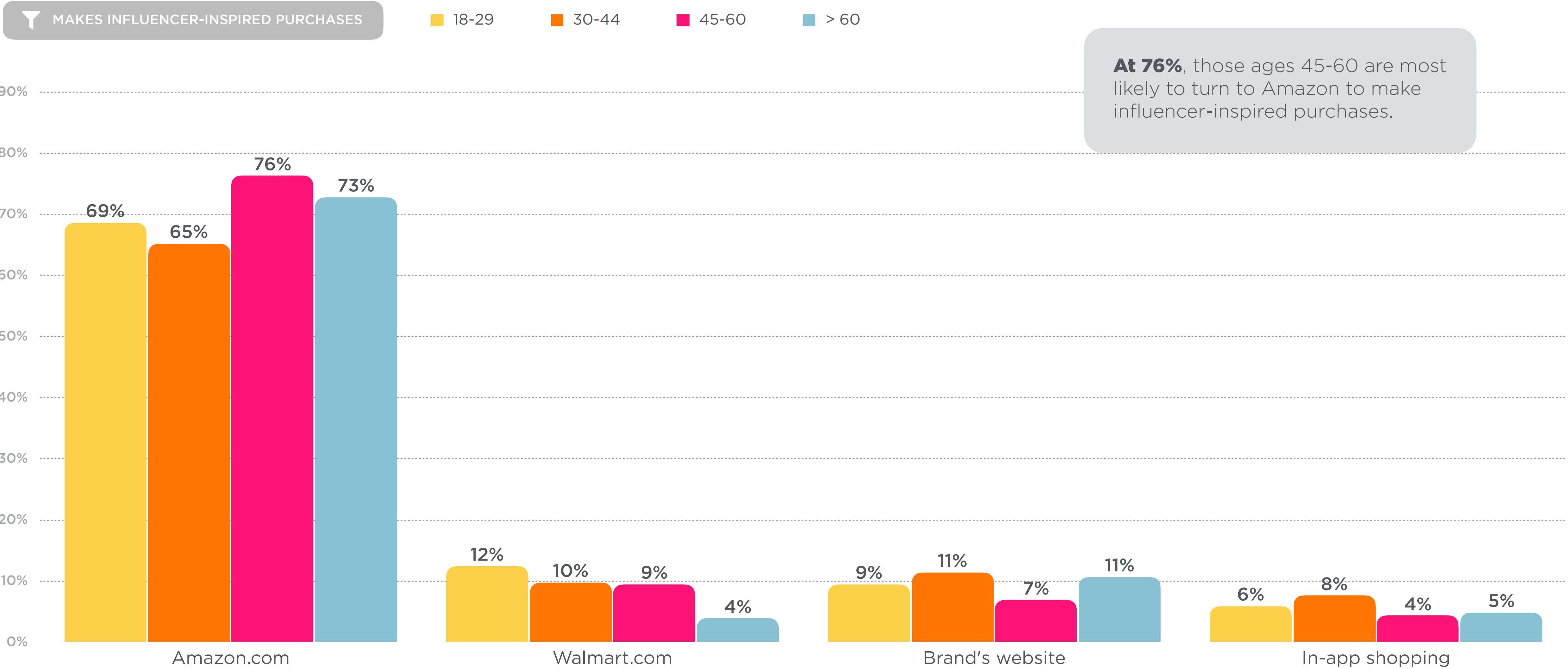


*Examples: TikTok Shop, Instagram Shopping

INFLUENCER-DRIVEN PURCHASES BY AGE



Q: Where are you most likely to make a purchase after seeing a product promoted by an influencer?





94%

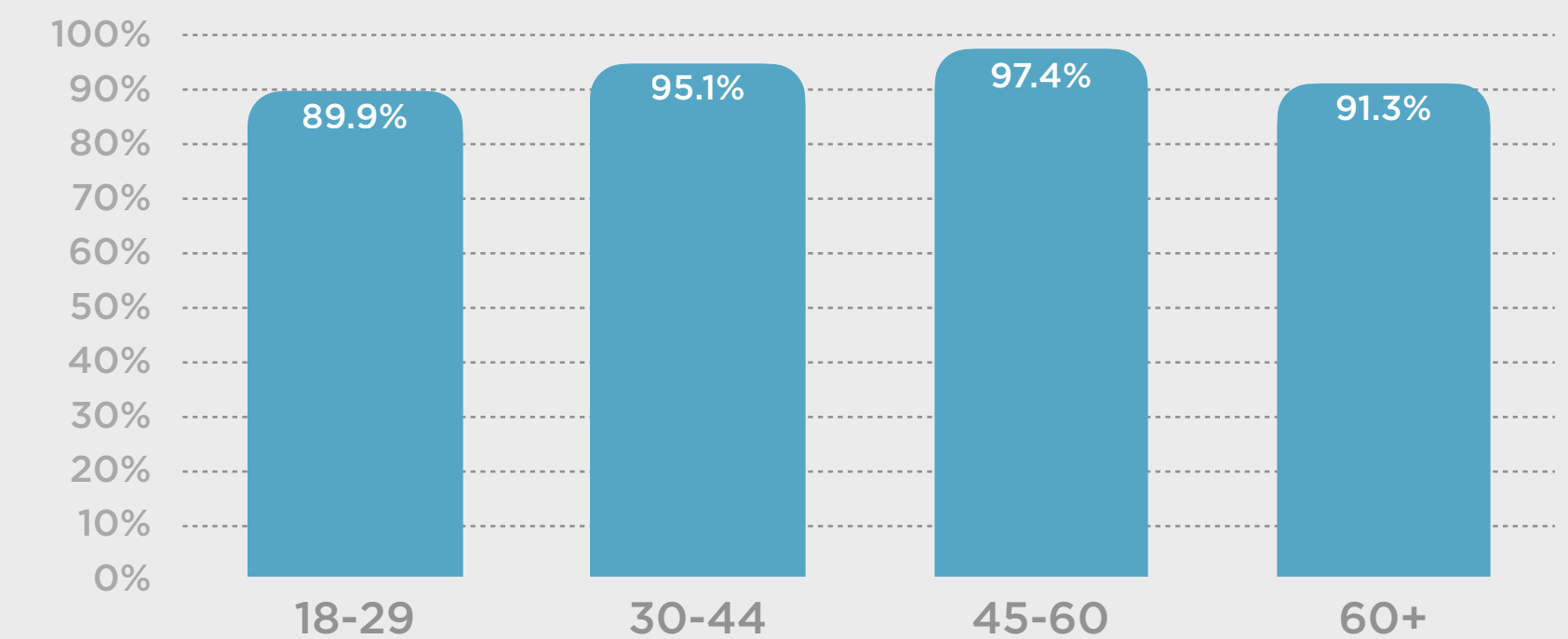
OF THOSE WHO MAKE
INFLUENCER-INSPIRED PURCHASES

|
say they have made
influencer-inspired
purchases on **Amazon**.

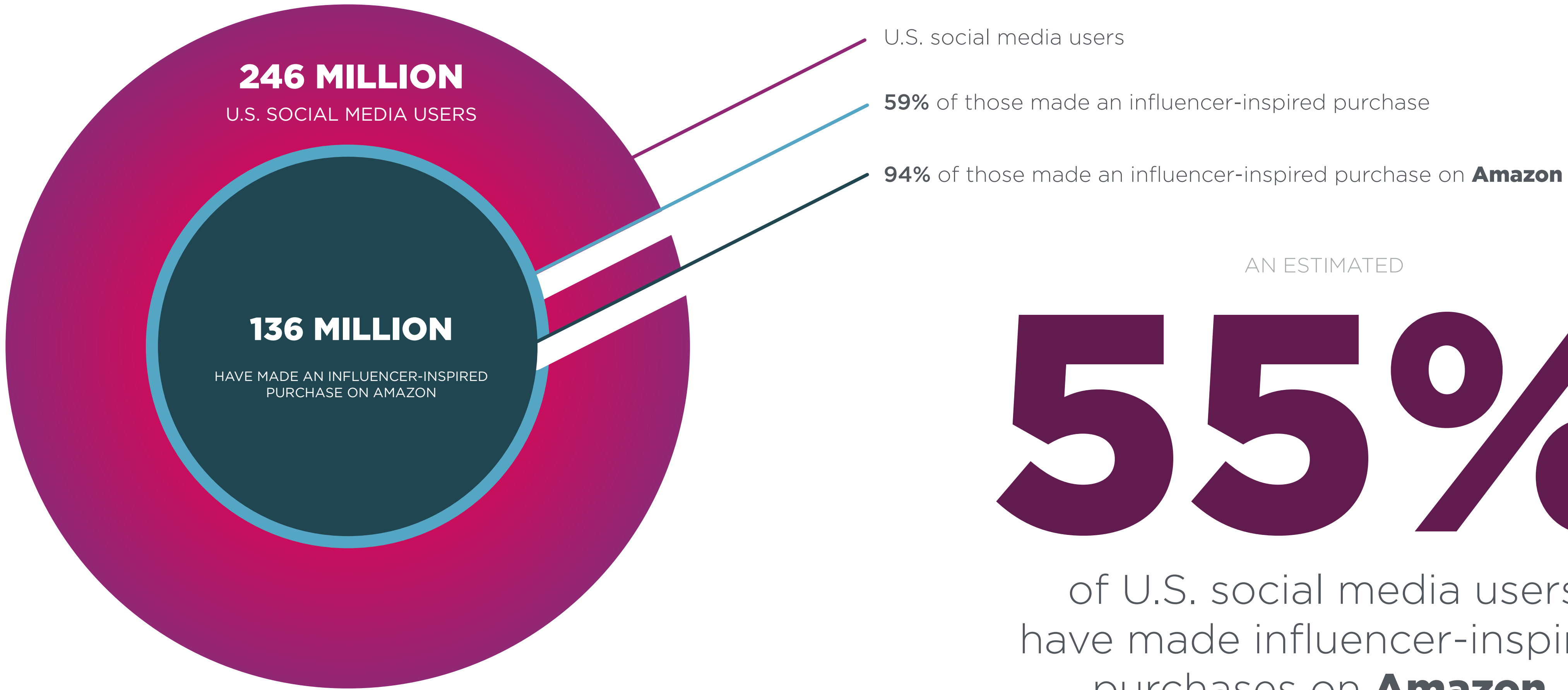
MAKES INFLUENCER-INSPIRED PURCHASES

Q: Have you ever purchased a product on **Amazon** after seeing it being used by an influencer?

“Yes” by Age Group



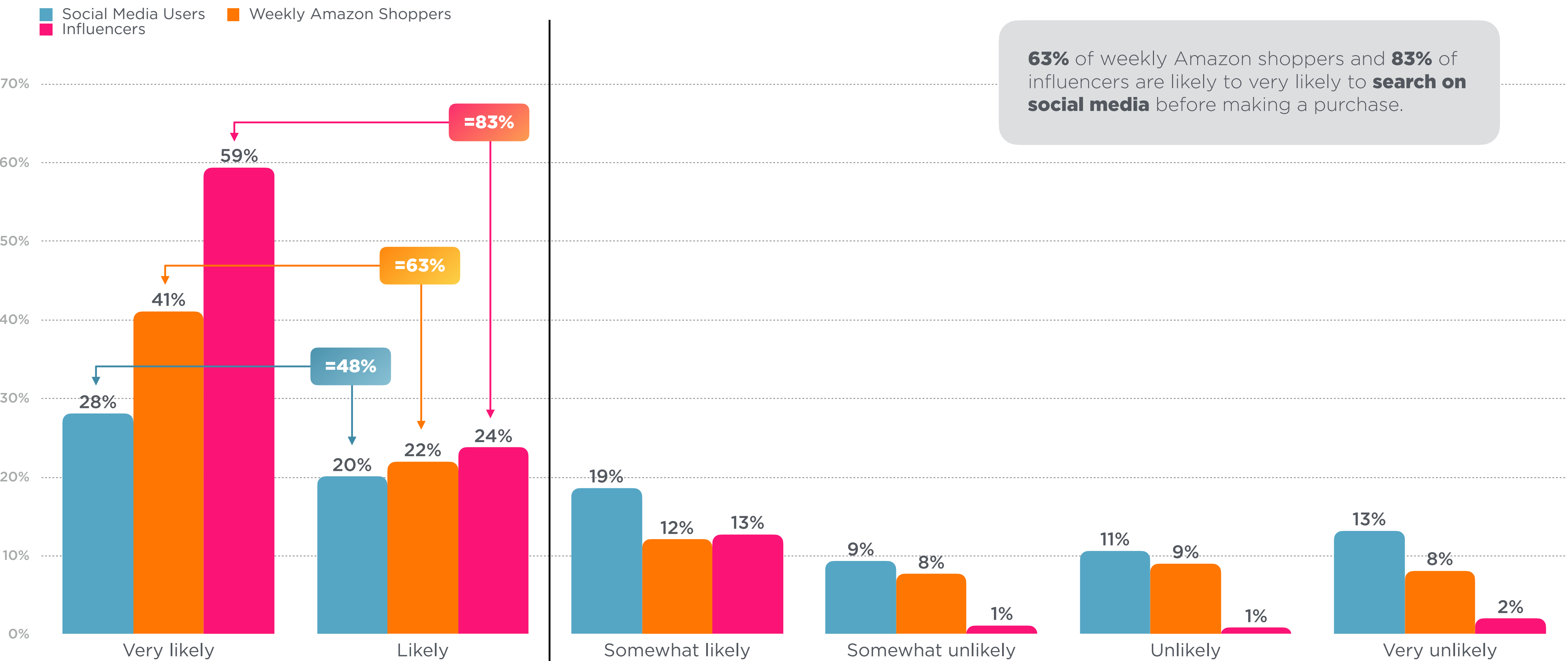
INFLUENCER IMPACT ON AMAZON



SOCIAL SEARCH + COMMERCE



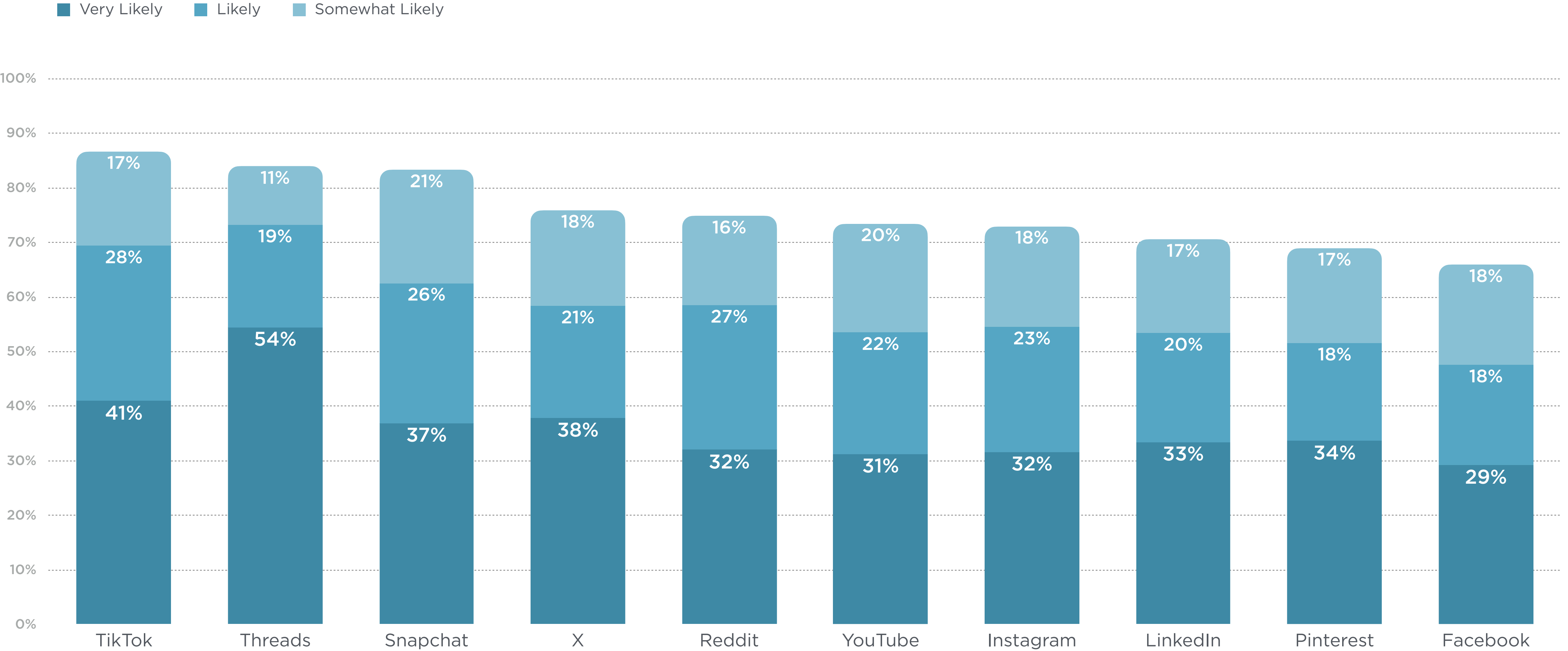
Q: How likely are you to search on social platforms to research a product before a purchase?



SOCIAL SEARCH BY PLATFORM USERS



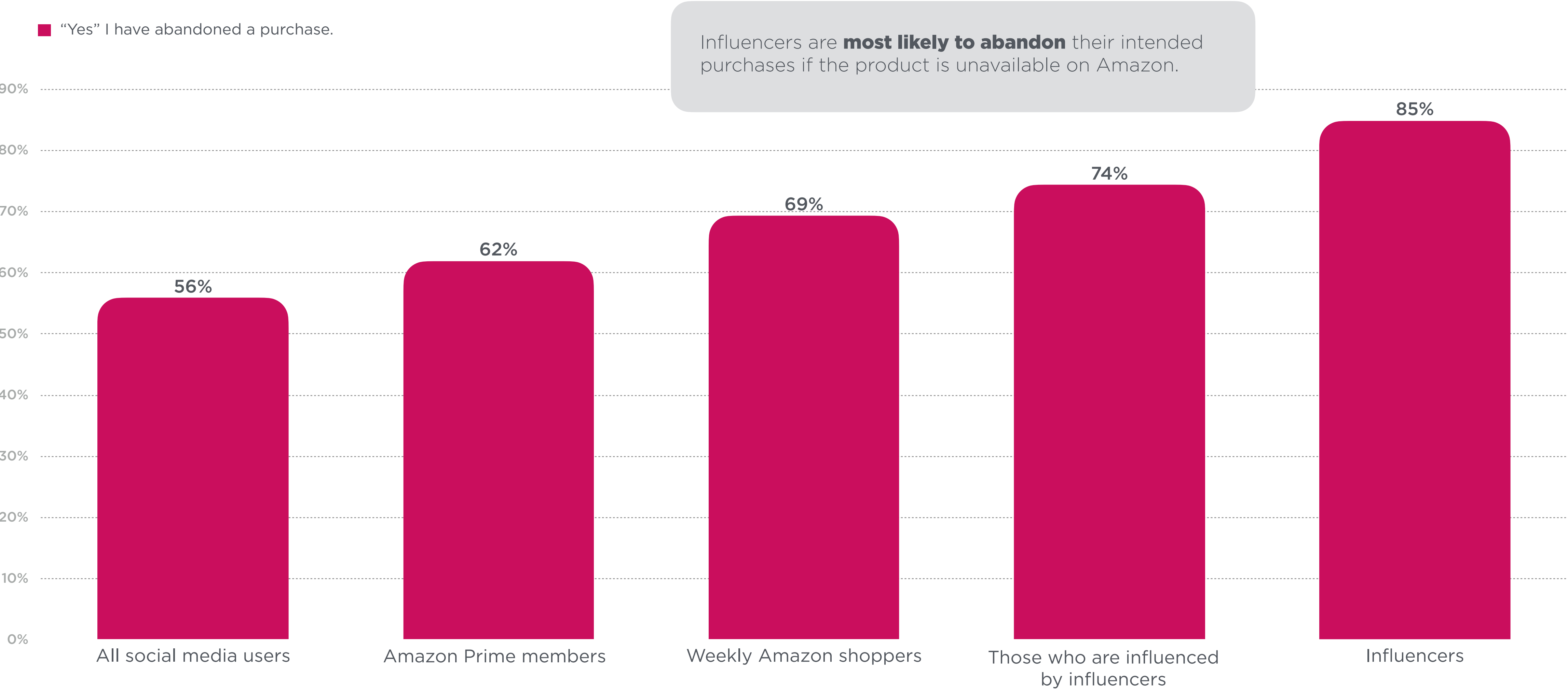
Q: How likely are you to search on social platforms to research a product before a purchase?



PURCHASE ABANDONMENT



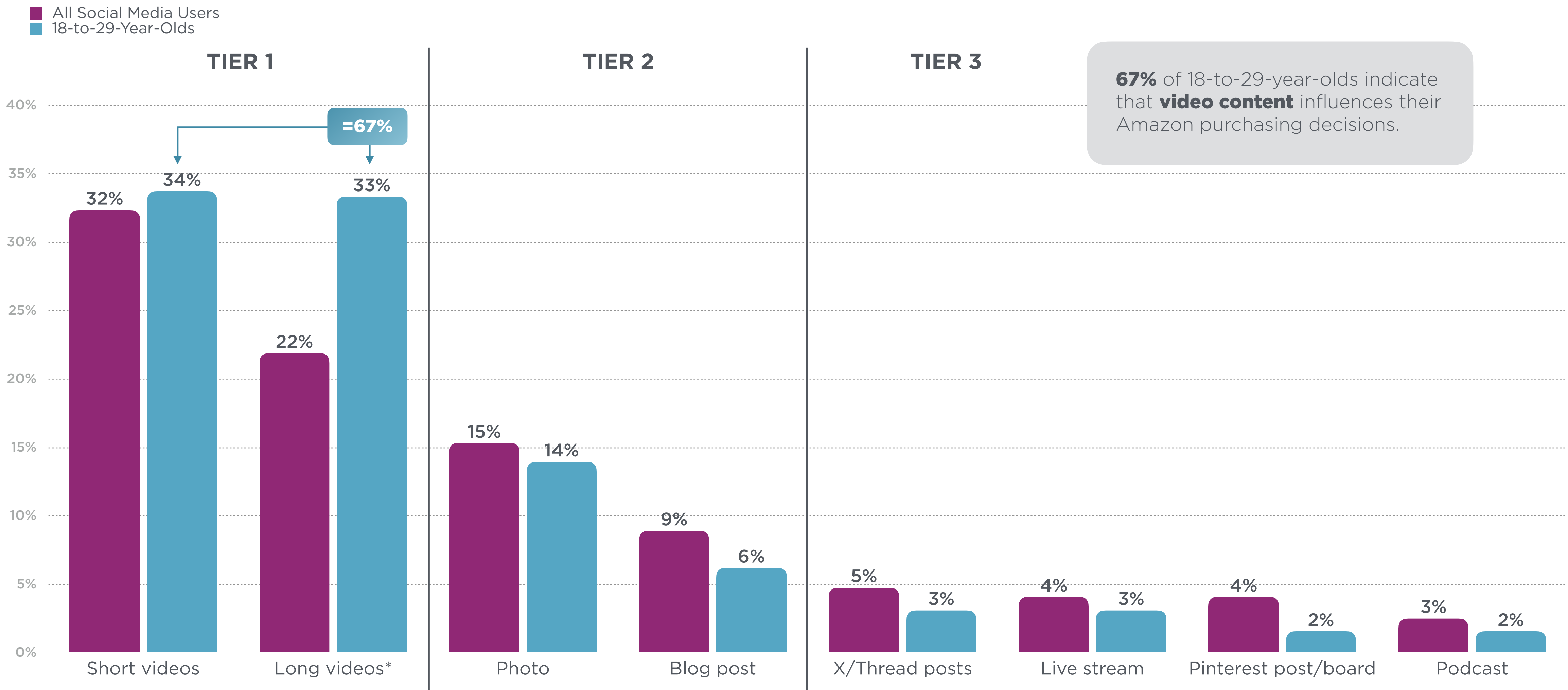
Q: Have you ever abandoned purchasing a product you discovered on social media because you couldn't find it on Amazon?



CONTENT EFFECTIVENESS



Q: What type of influencer content influences you most to purchase a product on Amazon?



*Ex: product reviews, unboxing, how-to videos

IMPACT OF DIGITAL AD TYPES



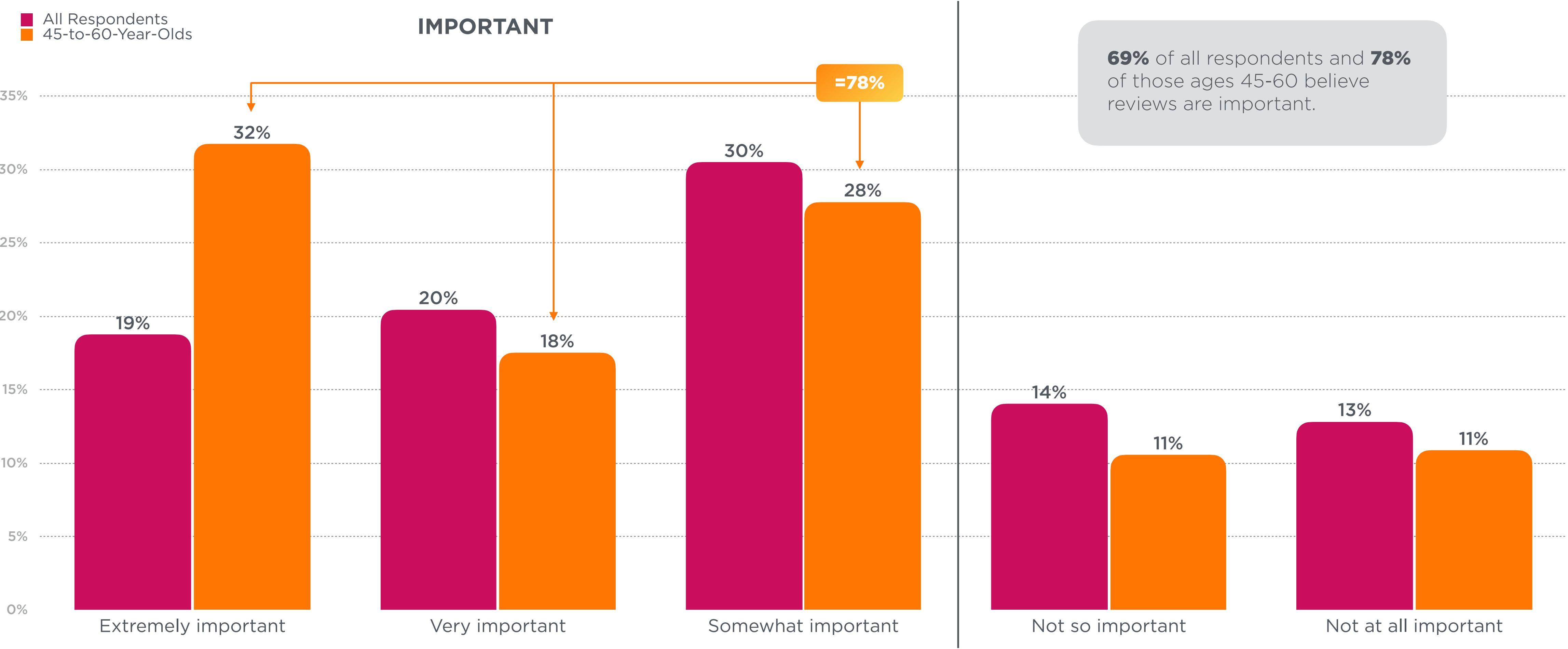
Q: Which of these is more likely to get you to try a new product?



PRODUCT REVIEWS OUTSIDE AMAZON

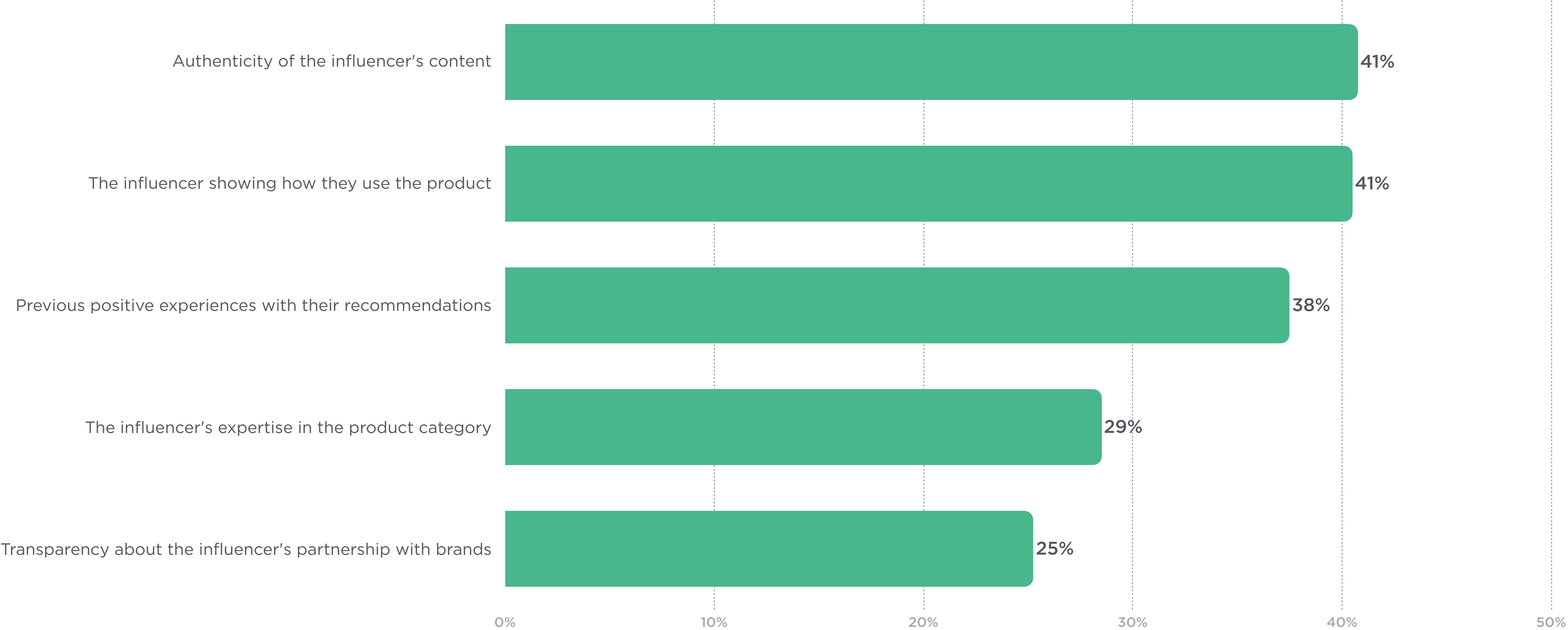


Q: How important are user or influencer reviews found online (outside of Amazon) in influencing your decision to purchase a product?



TRUST IN RECOMMENDATIONS

Q: What factors increase your trust in influencer product recommendations?





For additional research visit:

izea.com/resources

