



U.K. EDITION



IZEA INSIGHTS SPECIAL REPORT

# U.K. Influencers & Amazon 2024

JULY 2024



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IZEA

## BACKGROUND

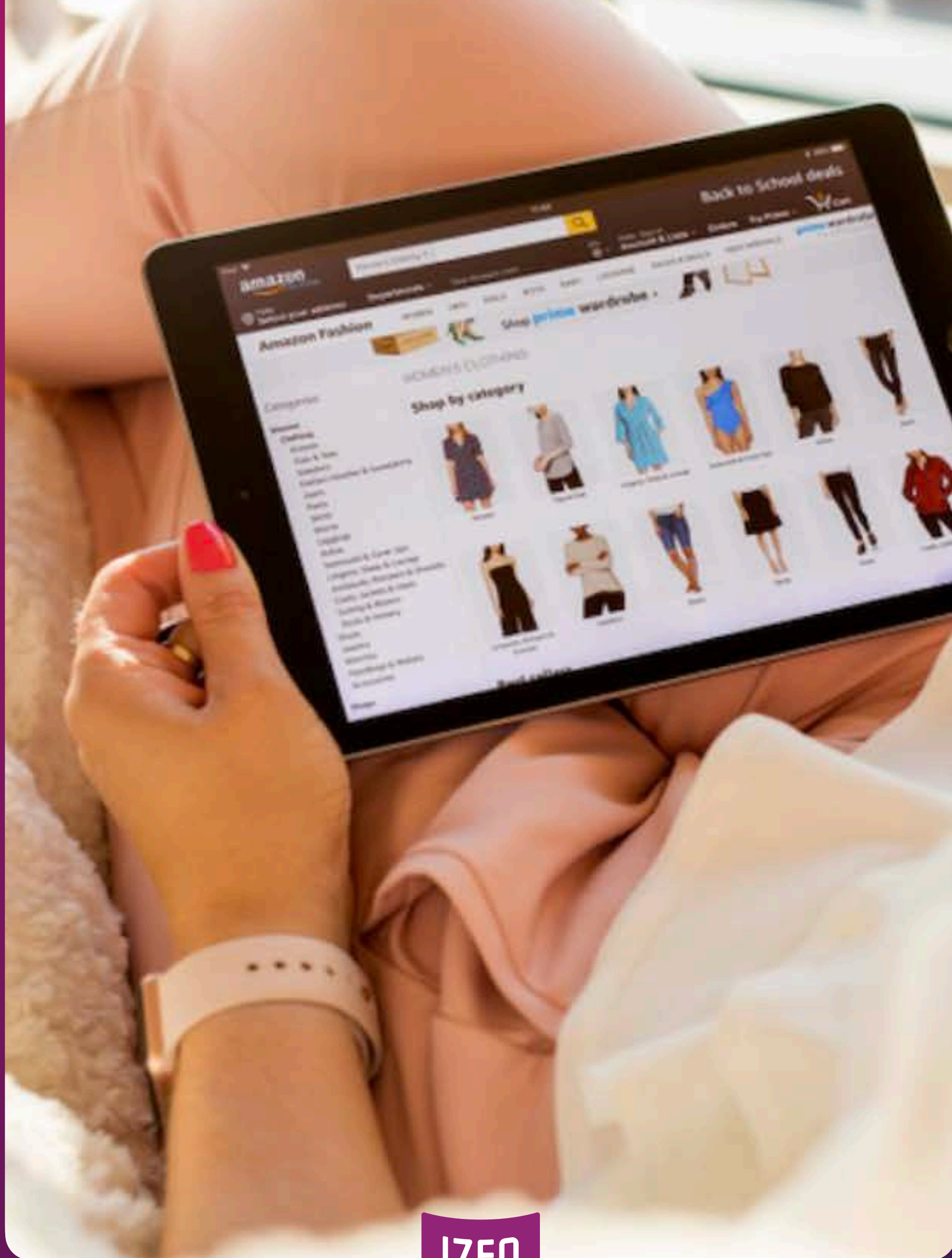
We surveyed over 1,000 U.K.-based consumers to gain deeper insights into their **Amazon** purchasing behavior and the extent to which influencers impact their purchasing decisions.

## 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

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# SAMPLE POPULATION

U.K. SOCIAL MEDIA USERS

United  
Kingdom

GEOGRAPHY

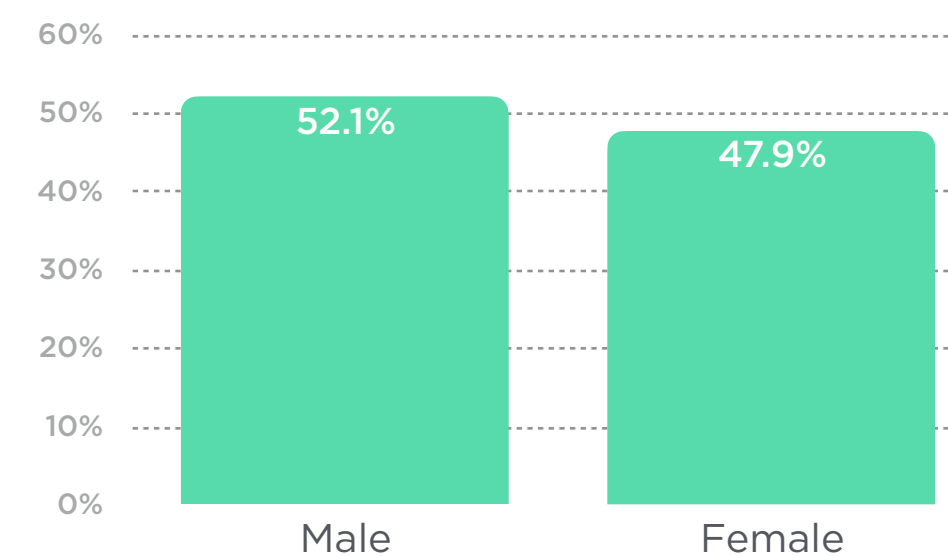
6/17/24  
TO  
6/18/24

DATA GATHERED

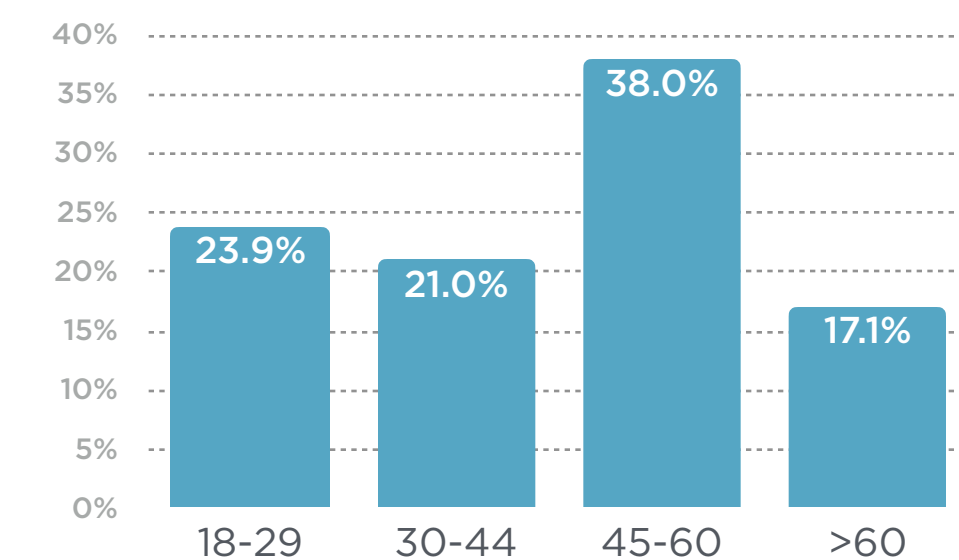
## 1,030 Respondents

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

SEX



AGE





# 73%

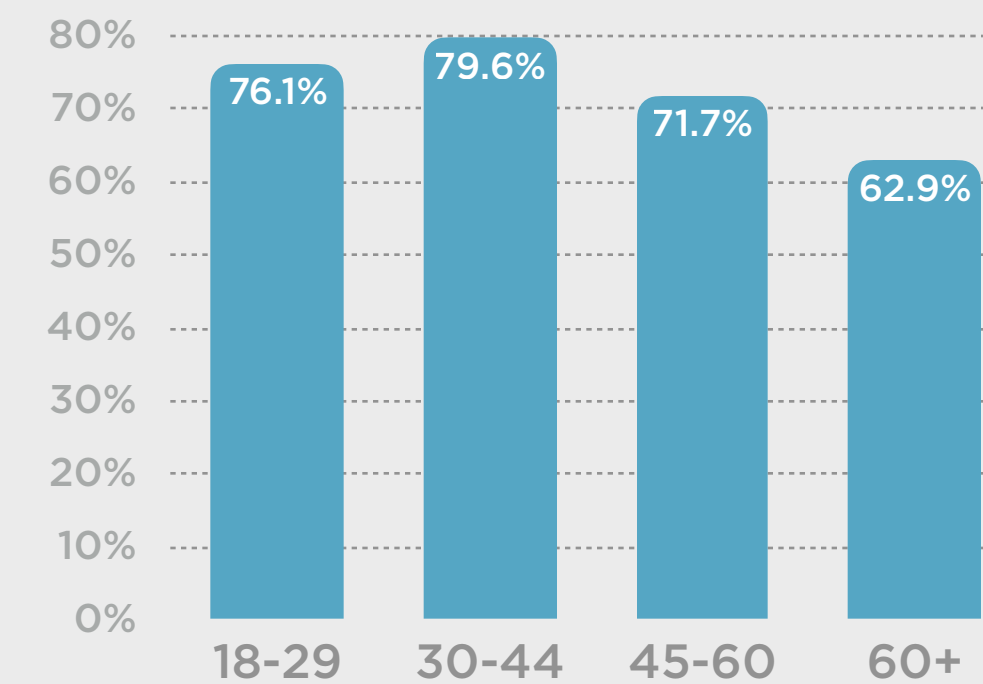
OF SOCIAL MEDIA USERS

say they are  
**Amazon Prime members.**

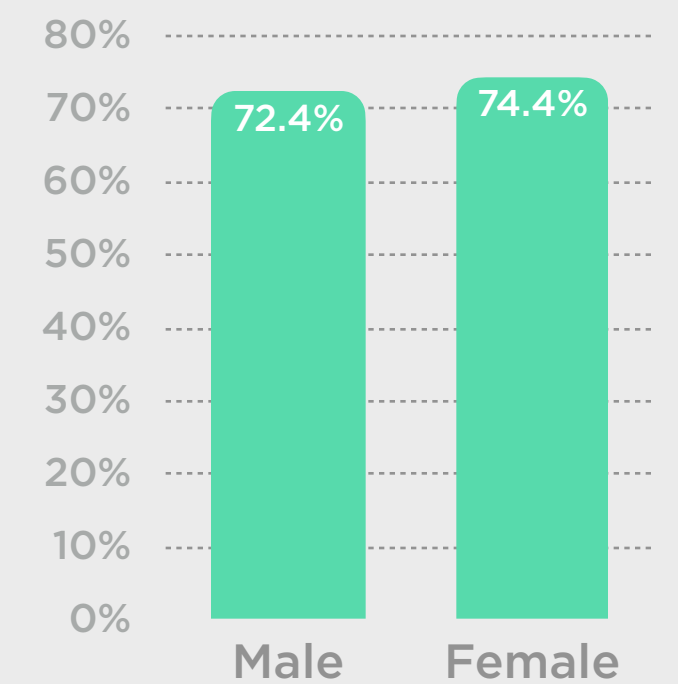


**Q:** Are you an Amazon Prime member?

“Yes” by Age Group



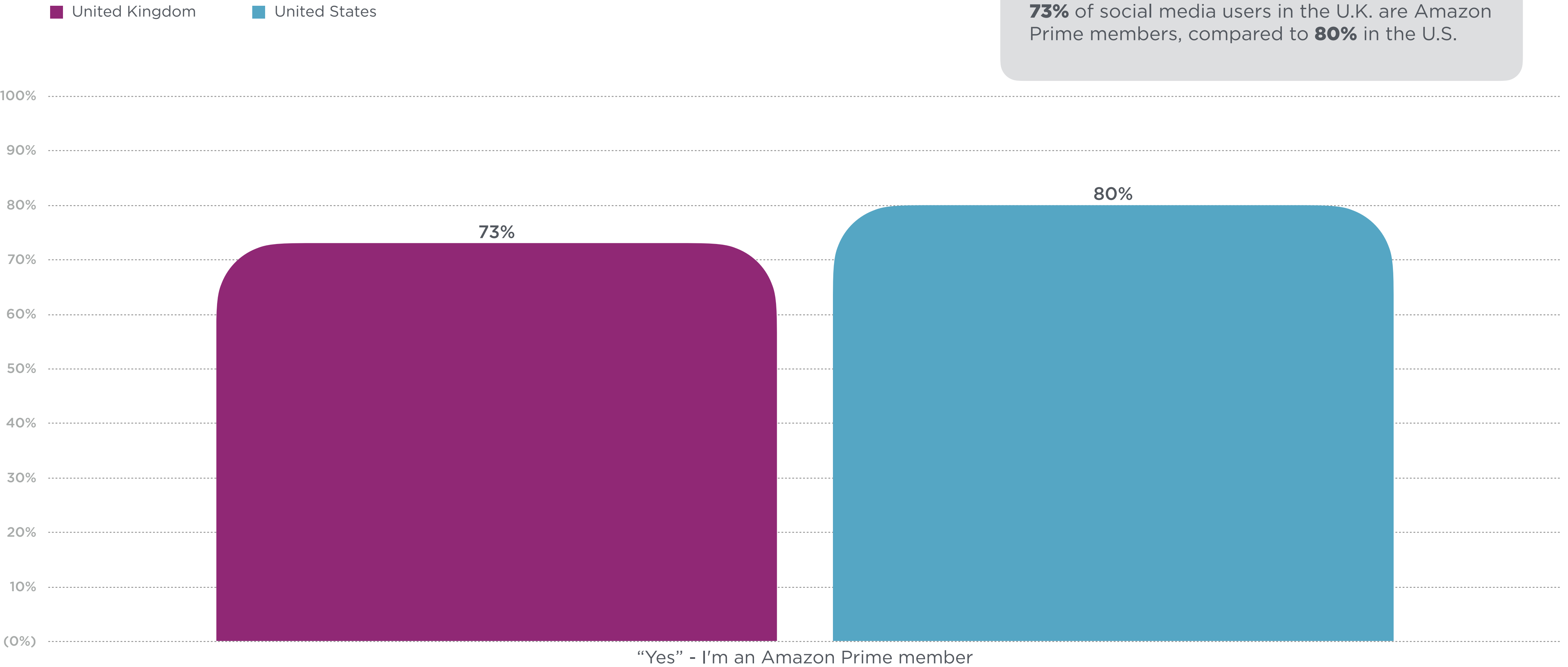
“Yes” by Sex



# AMAZON PRIME MEMBERS BY COUNTRY



Q: Are you an Amazon Prime member?



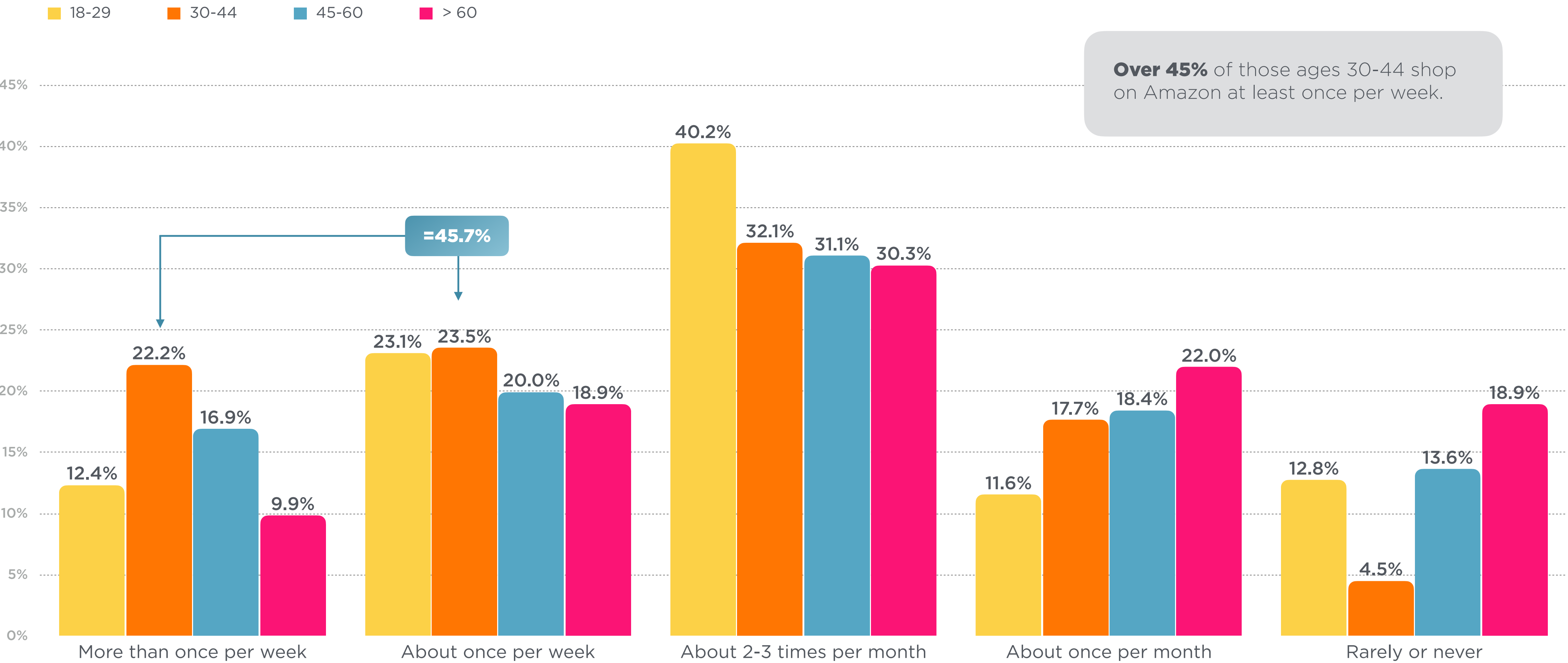
**73%** of social media users in the U.K. are Amazon Prime members, compared to **80%** in the U.S.



# PURCHASE FREQUENCY BY AGE GROUP



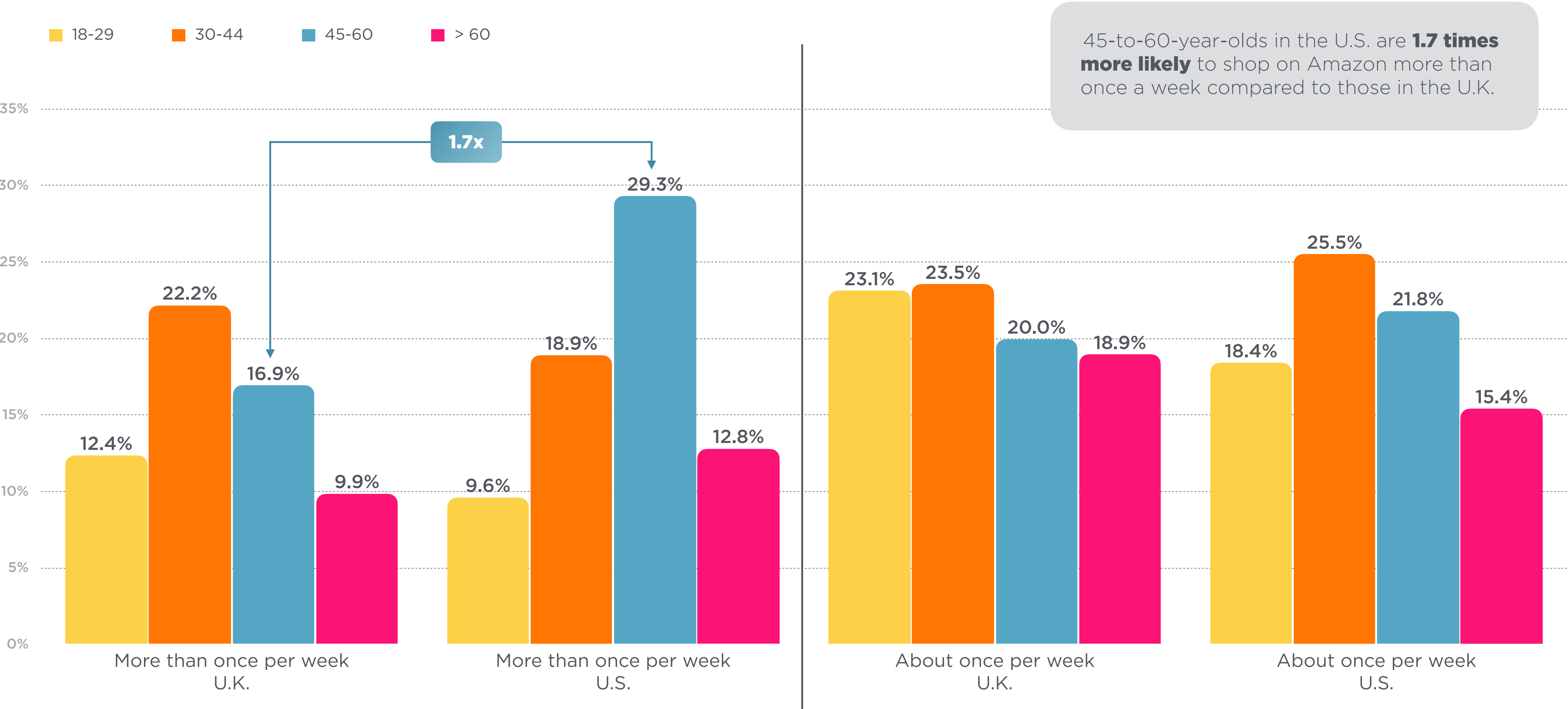
Q: How often do you purchase products on Amazon?



# PURCHASE FREQUENCY BY COUNTRY



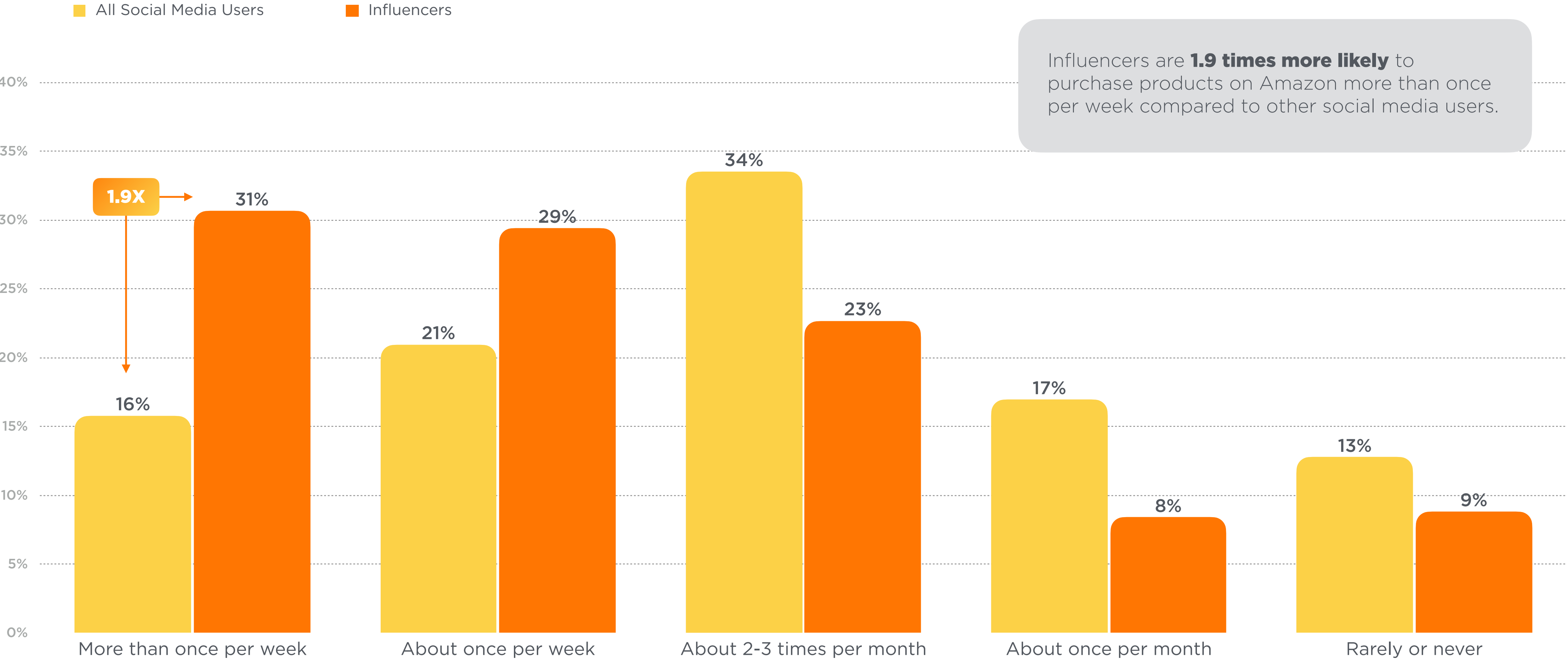
Q: How often do you purchase products on Amazon?



# PURCHASE FREQUENCY BY INFLUENCERS



Q: How often do you purchase products on Amazon?

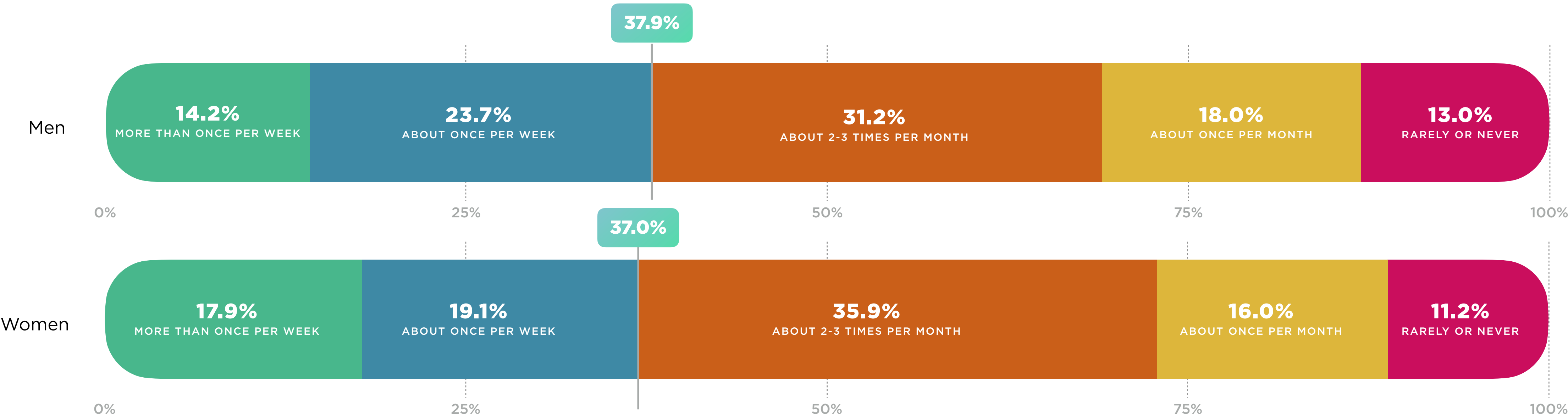




# PURCHASE FREQUENCY BY SEX



Q: How often do you purchase products on Amazon?



At **37.9%** for men and **37.0%** for women, the frequency of Amazon purchases about once a week or more is nearly equal between sexes.



# 62%

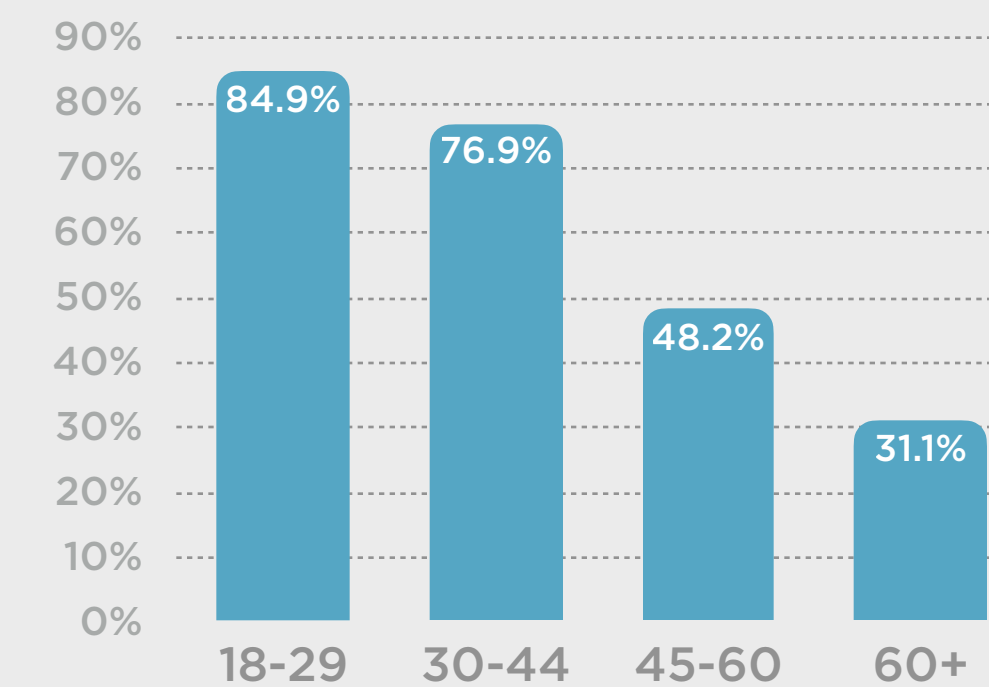
OF SOCIAL MEDIA USERS

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

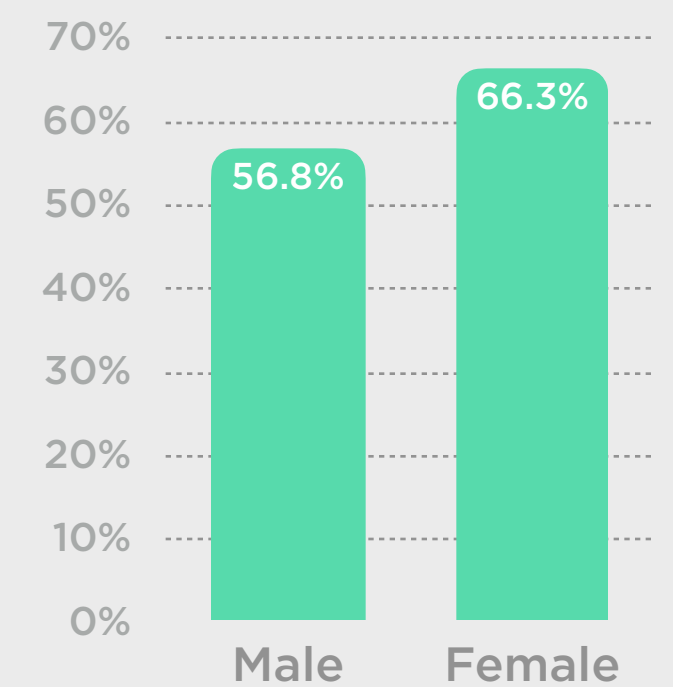


**Q:** Have you purchased a product after seeing it being used by a social media influencer?

“Yes” by Age Group



“Yes” by Sex

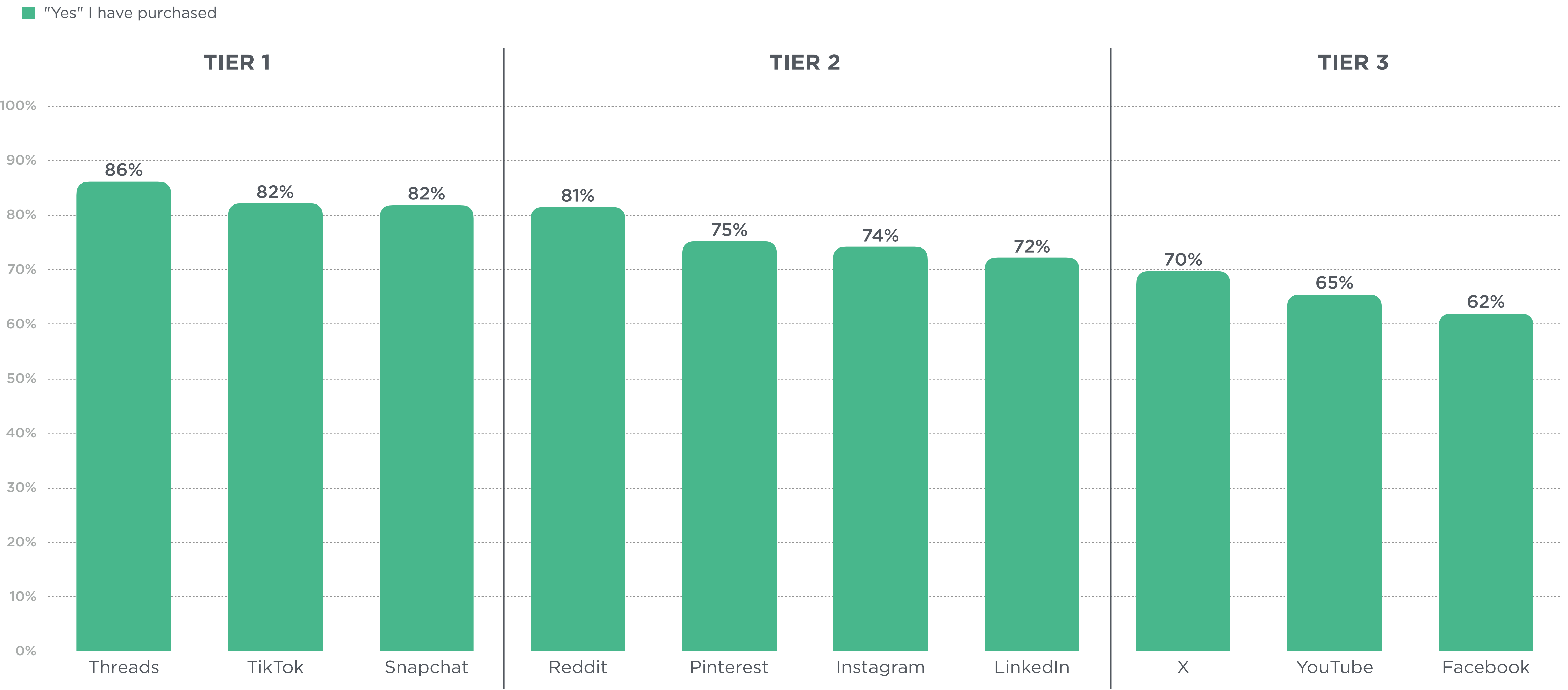




# PURCHASE INFLUENCE BY PLATFORM USERS



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



# INFLUENCE DRIVES INFLUENCE

92%

OF INFLUENCERS

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



92%

OF INFLUENCERS

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



95%

OF INFLUENCERS

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

84%

of influencers are Amazon Prime members.

89%

of influencers have left a positive product review on Amazon.

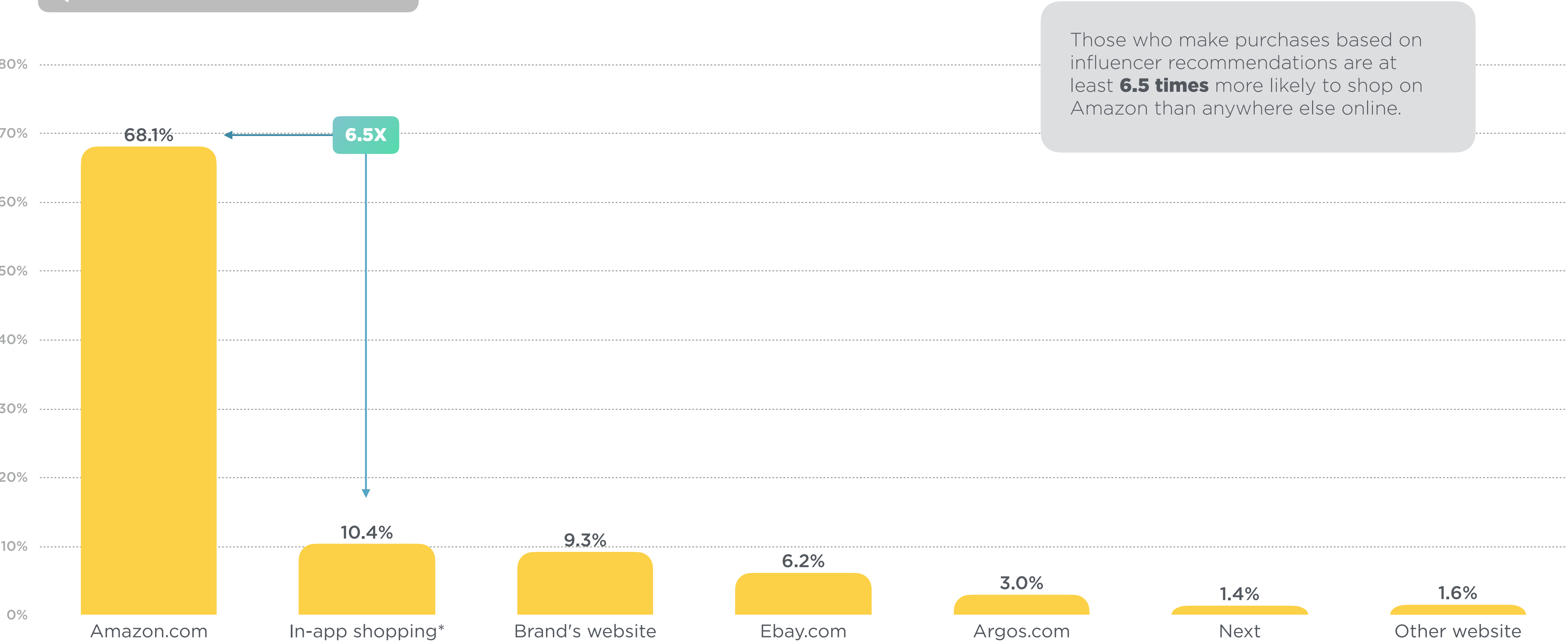


# INFLUENCER-DRIVEN PURCHASES



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

MAKES INFLUENCER-INSPIRED PURCHASES

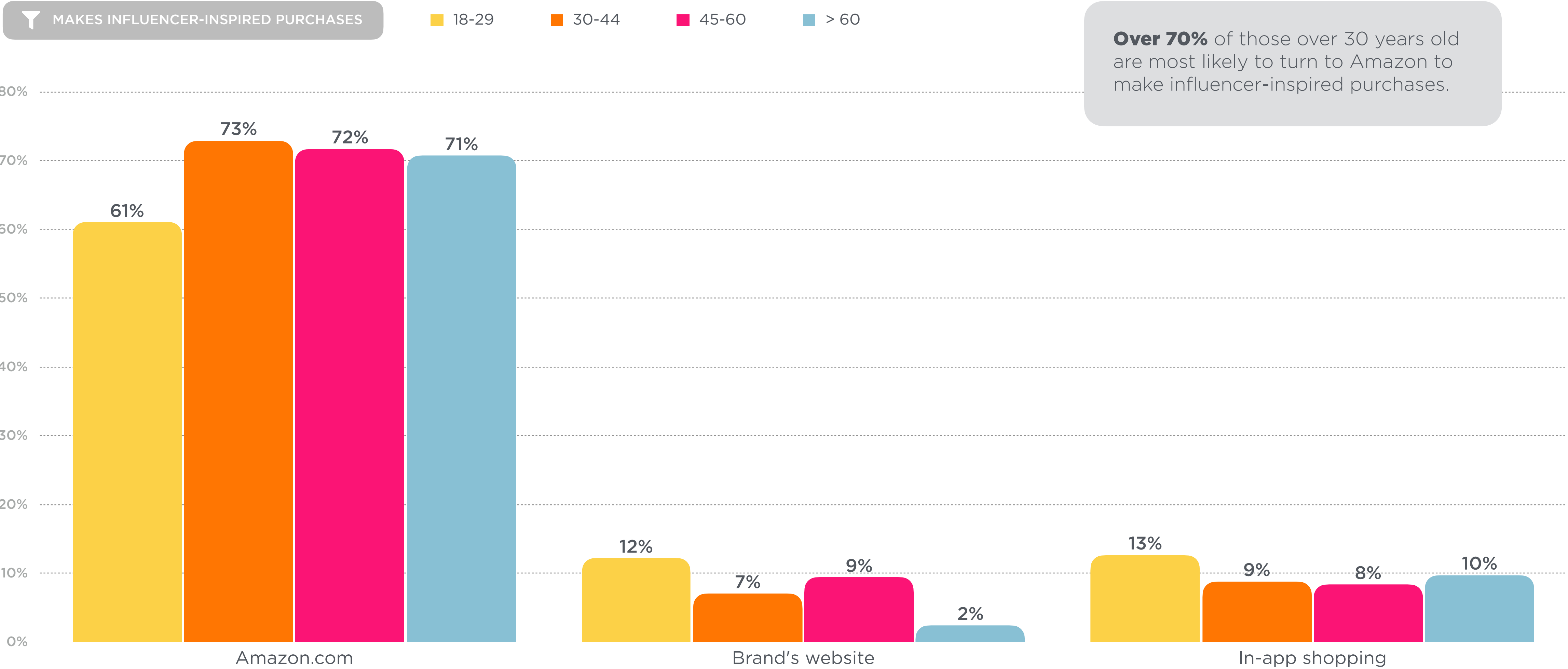


\*Examples: TikTok Shop, Instagram Shopping

# INFLUENCER-DRIVEN PURCHASES BY AGE



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







# 91%

OF THOSE WHO MAKE  
INFLUENCER-INSPIRED PURCHASES

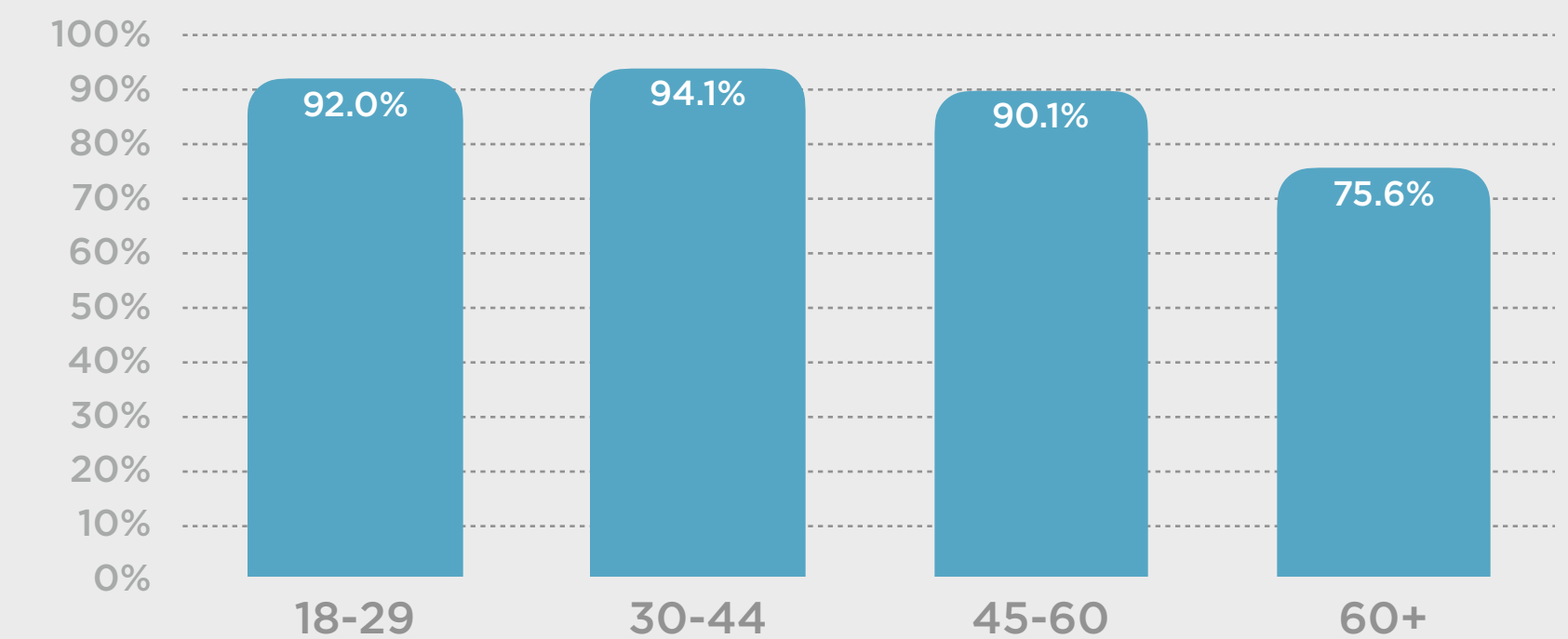
|  
say they have made  
influencer-inspired  
purchases on **Amazon**.



MAKES INFLUENCER-INSPIRED PURCHASES

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

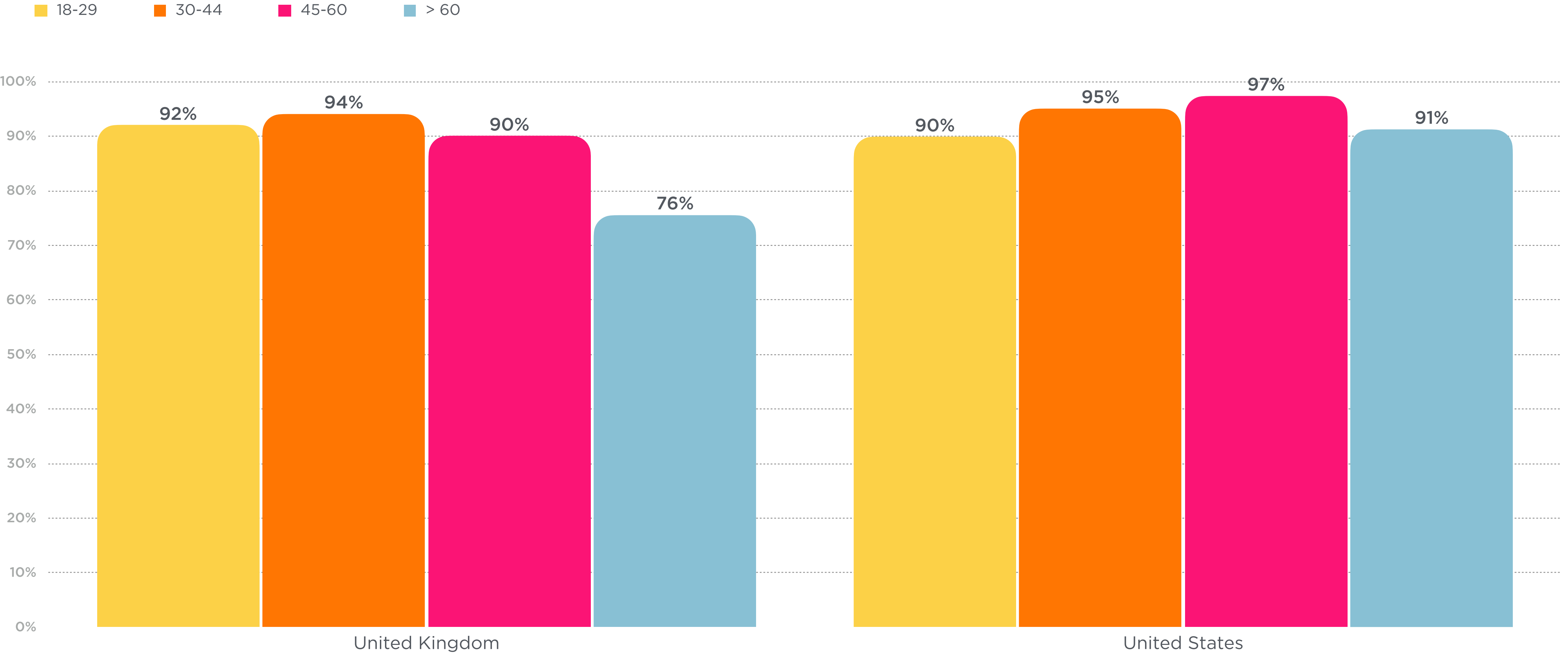
“Yes” by Age Group



# INFLUENCER-DRIVEN PURCHASES BY AGE

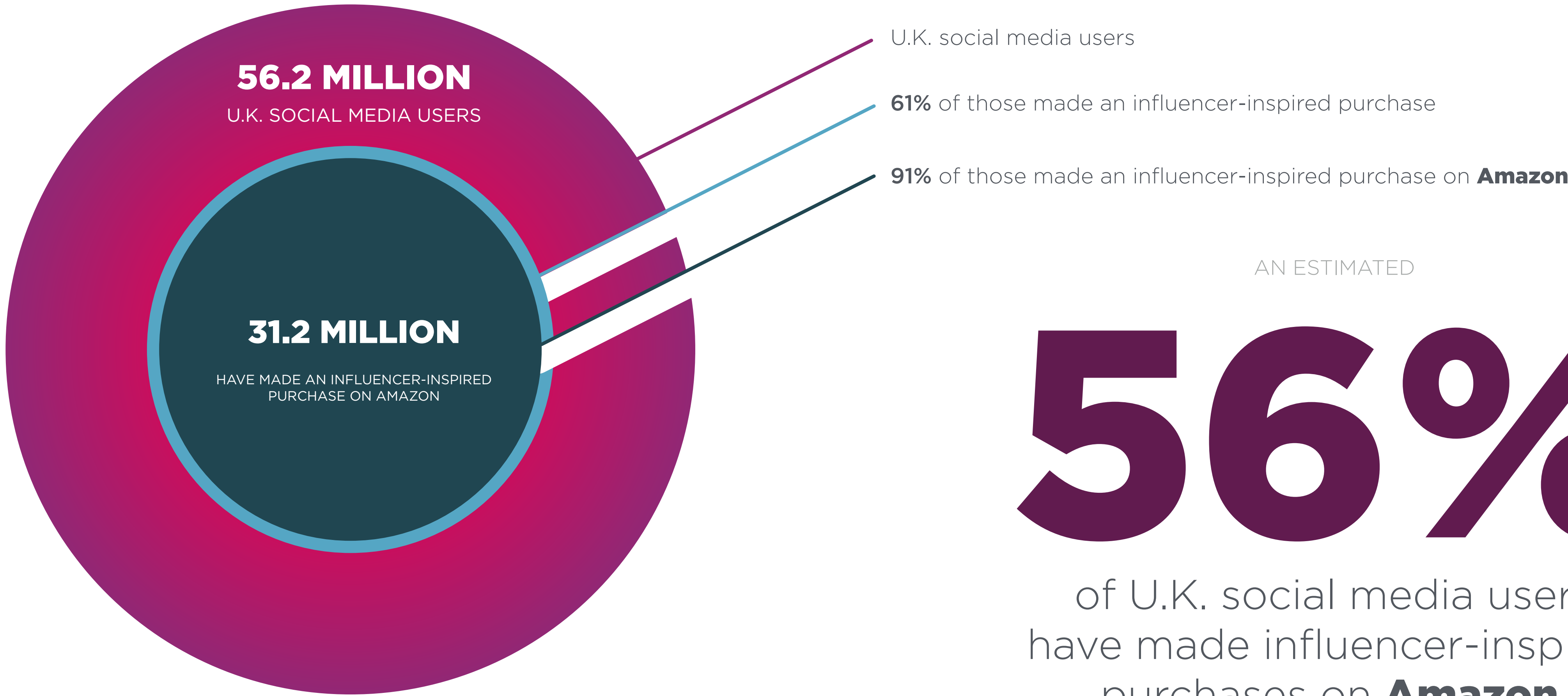


Q: Have you ever purchased a product on Amazon after seeing it being used by an influencer?





# INFLUENCER IMPACT ON AMAZON



AN ESTIMATED

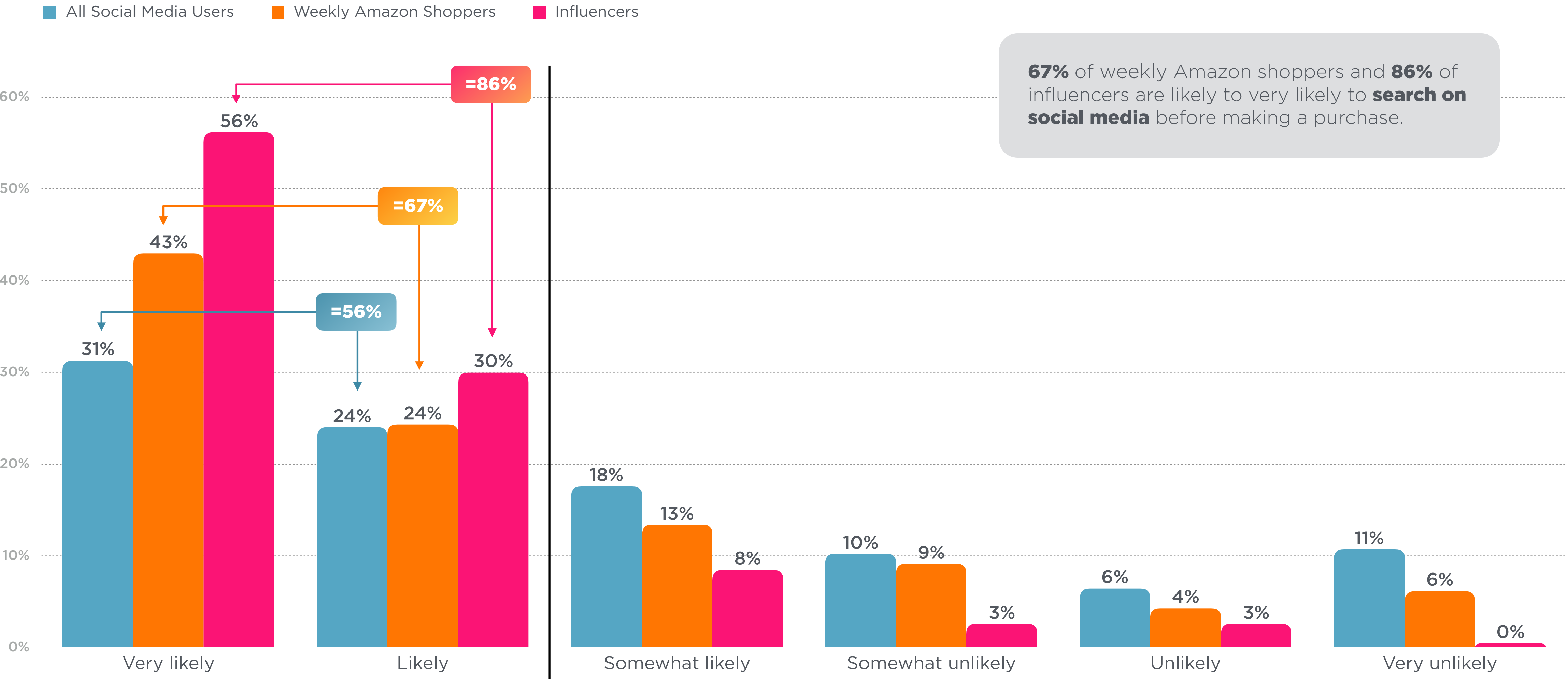
**56%**

of U.K. social media users  
have made influencer-inspired  
purchases on **Amazon.**

# SOCIAL SEARCH + COMMERCE



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

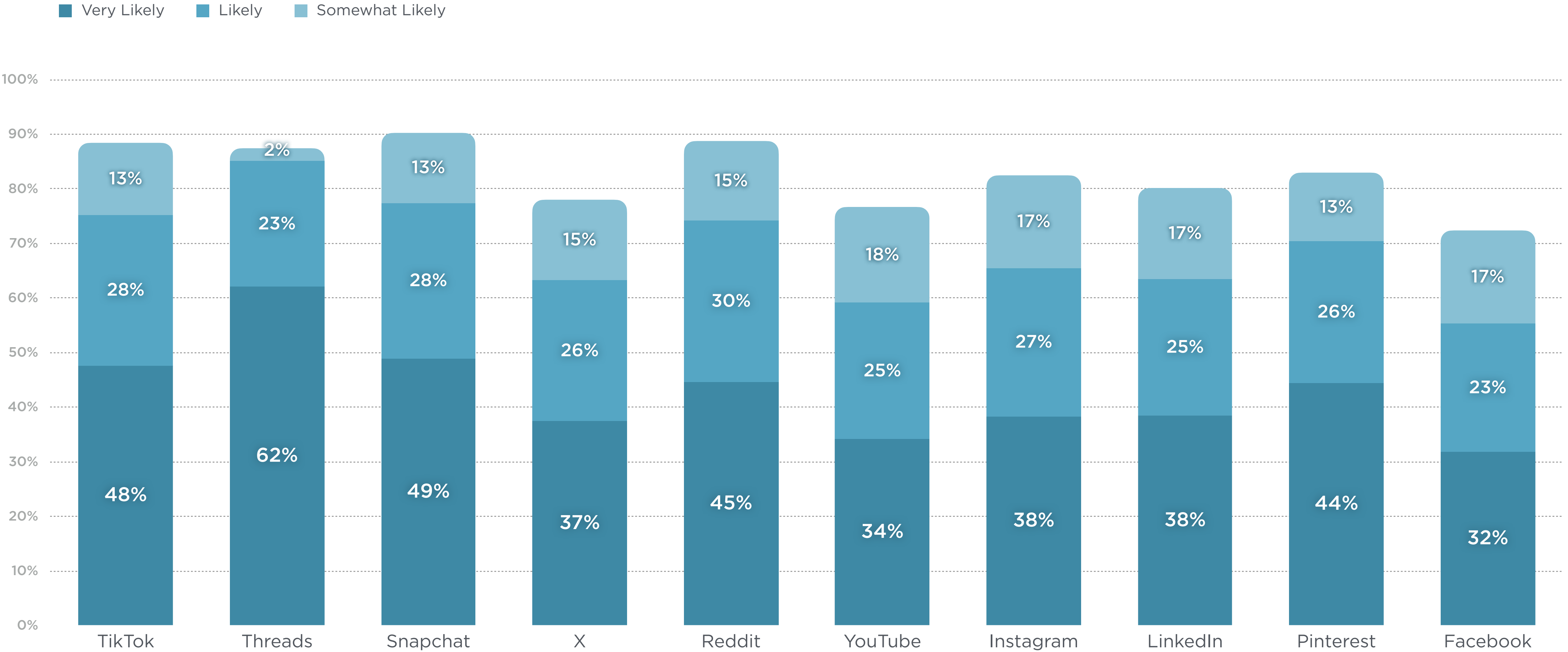




# SOCIAL SEARCH BY PLATFORM USERS



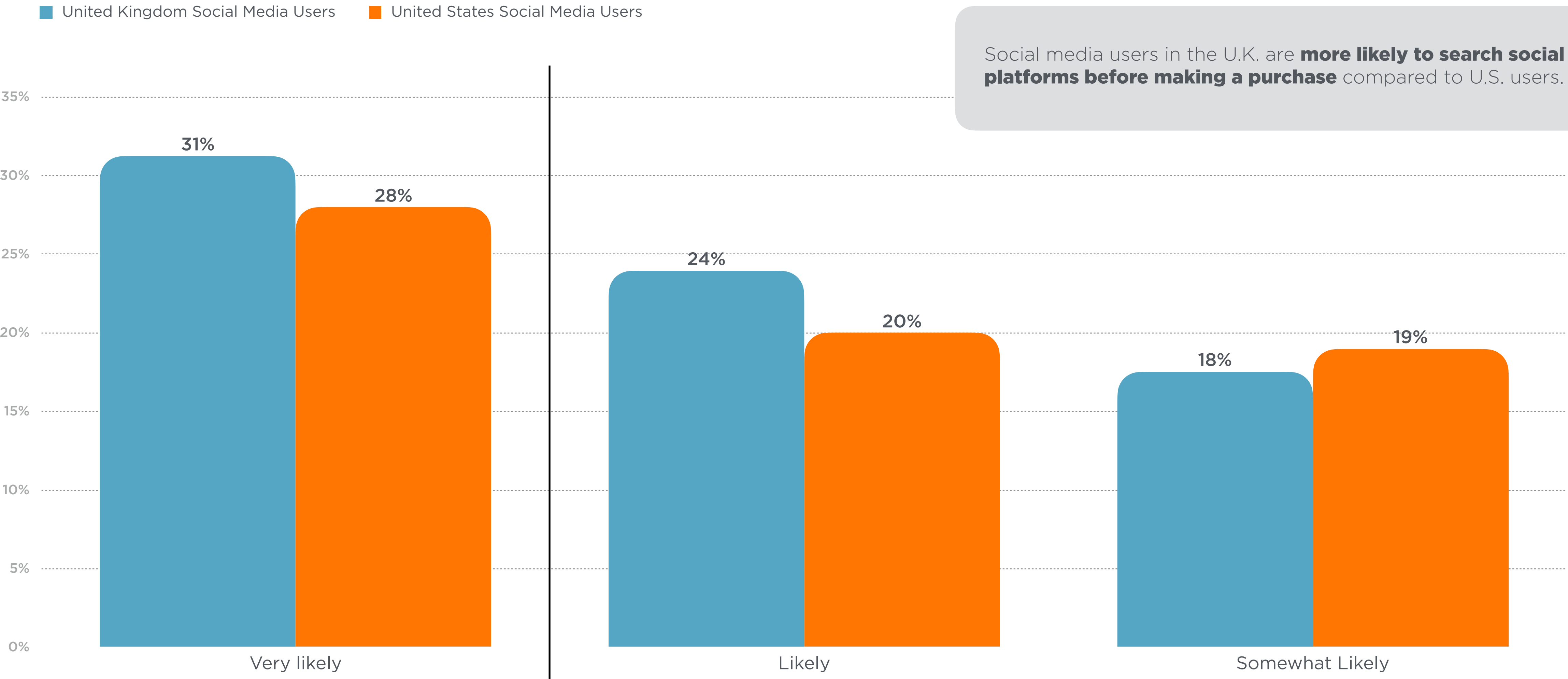
Q: How likely are you to search on social platforms to research a product before a purchase?



# SOCIAL SEARCH + COMMERCE



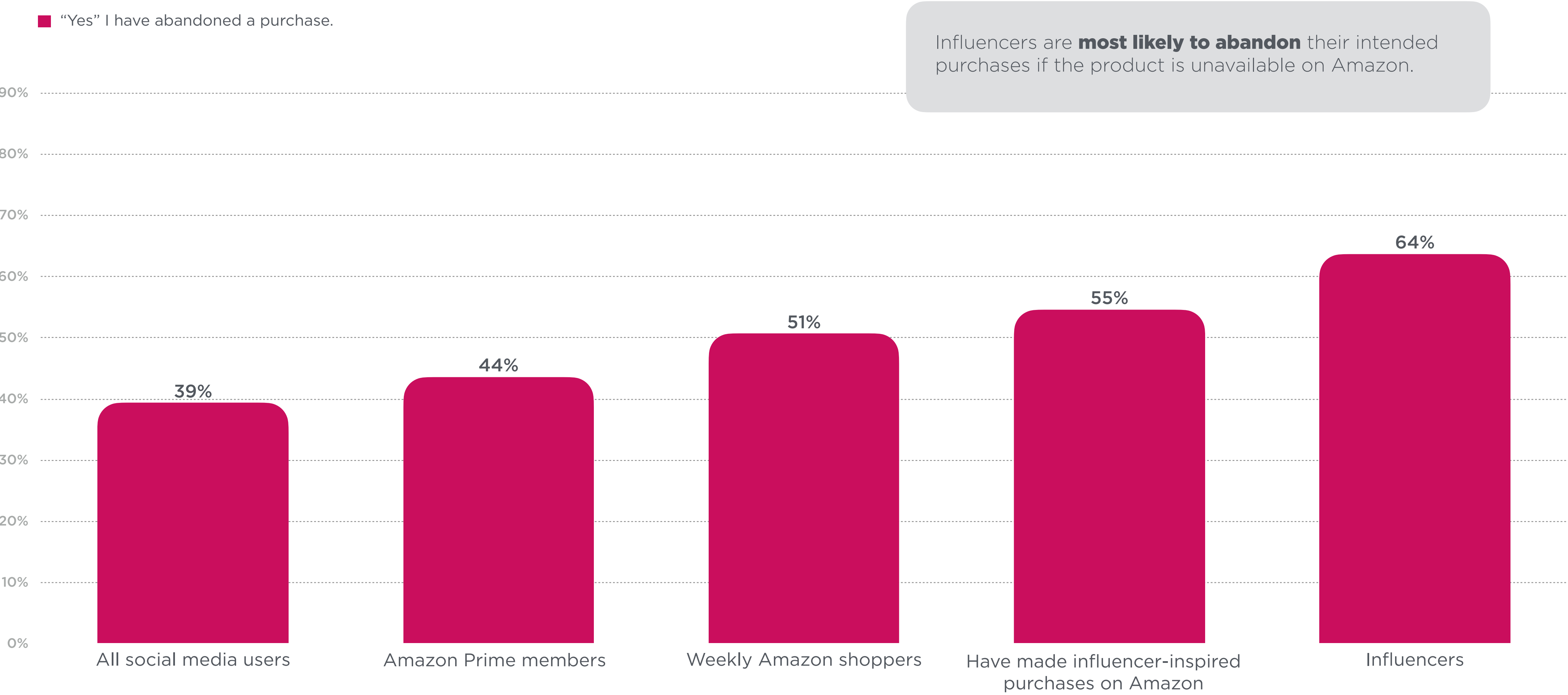
Q: How likely are you to search on social platforms to research a product before a purchase?



# PURCHASE ABANDONMENT



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

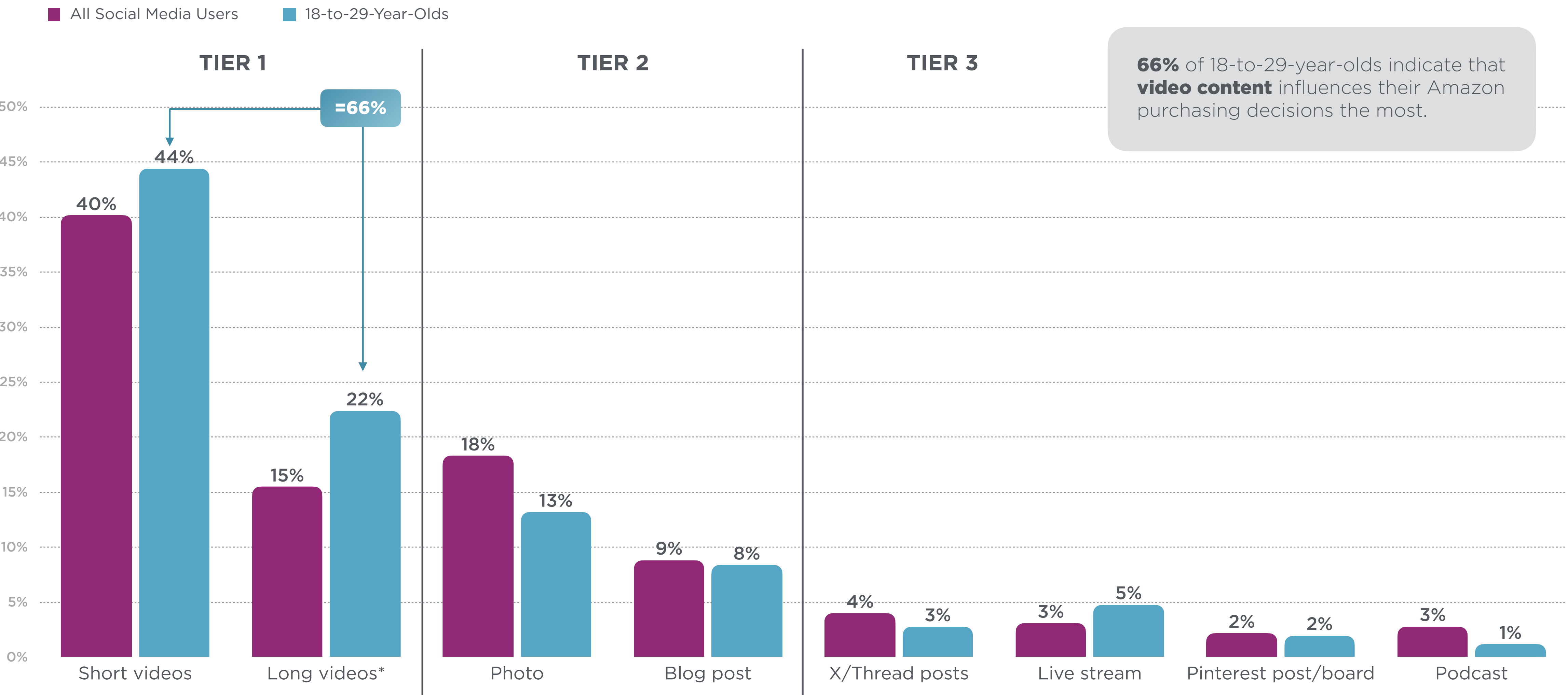




# CONTENT EFFECTIVENESS



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

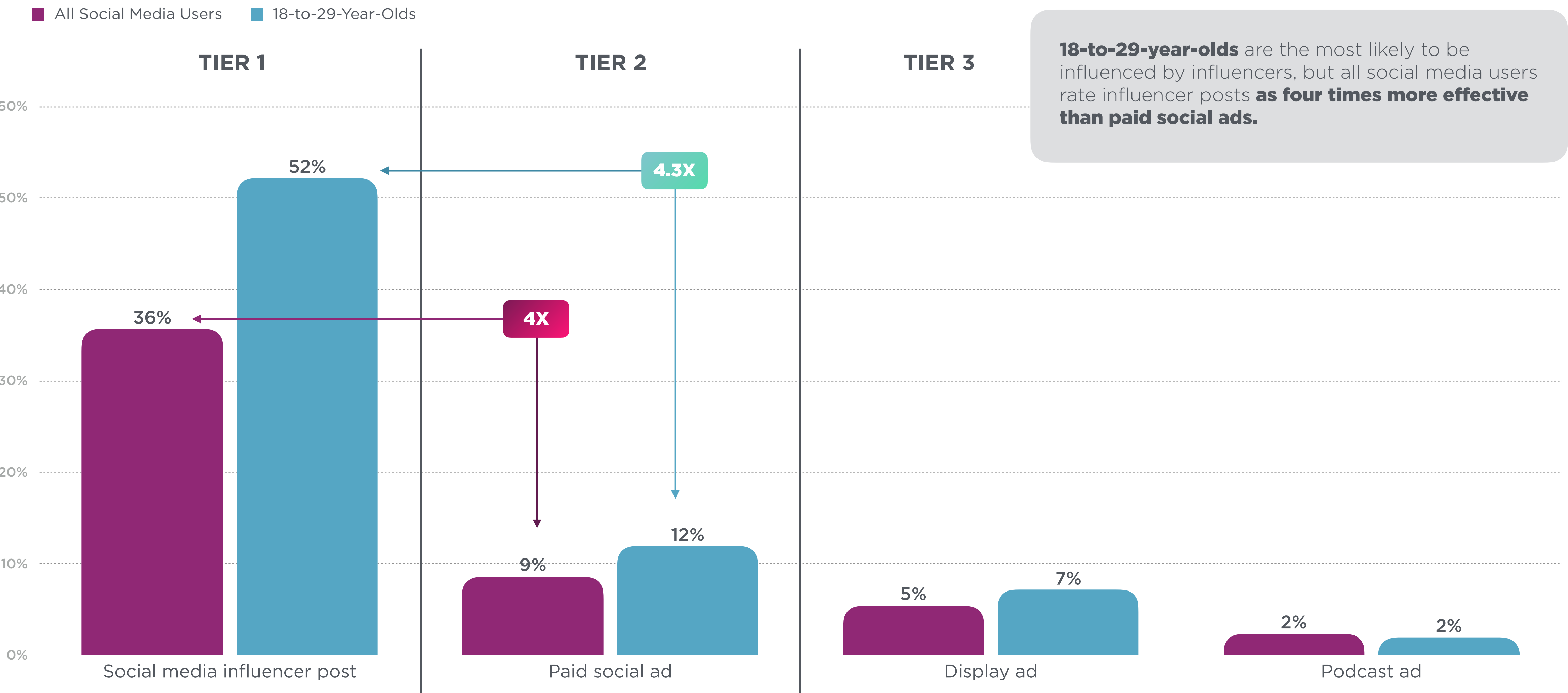


\*Examples: Product reviews, unboxing, how-to videos

# IMPACT OF DIGITAL AD TYPES



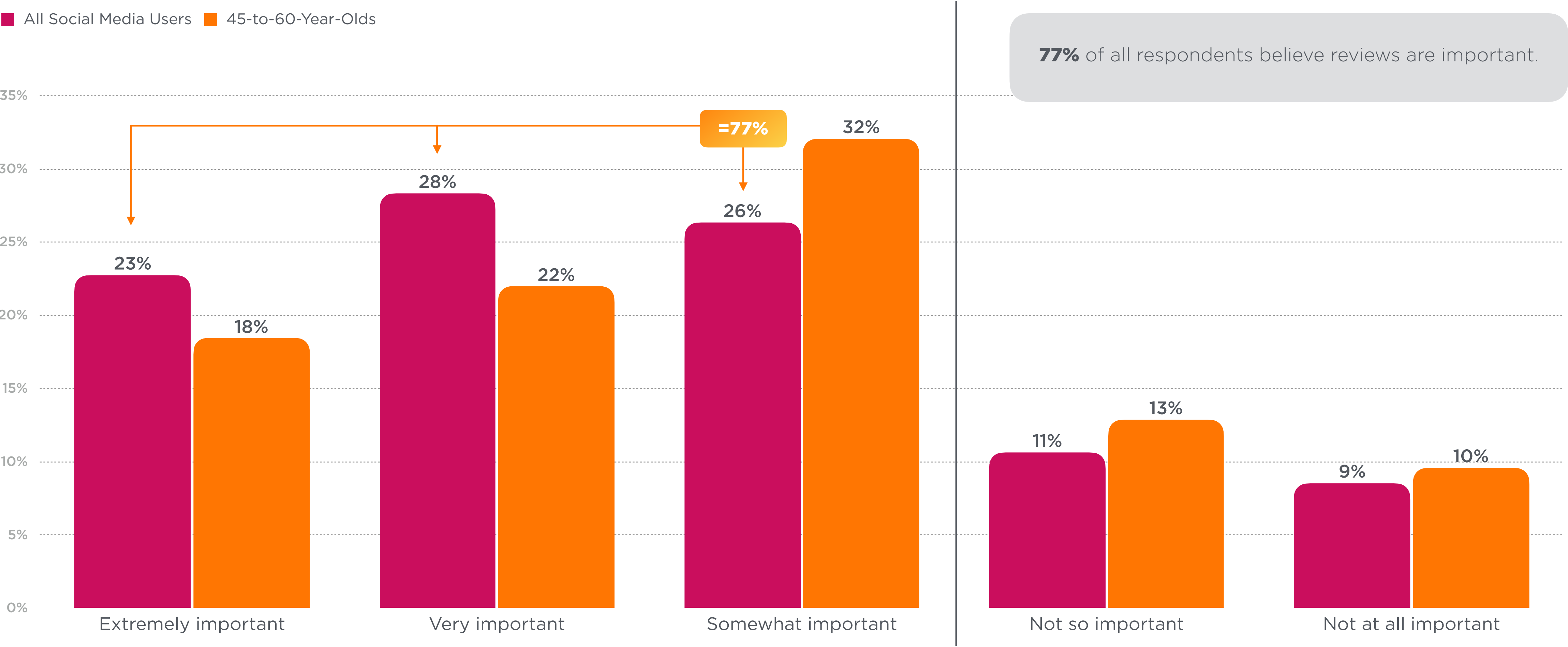
Q: Which of these is more likely to get you to try a new product?



# 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](https://izea.com/resources)

