



U.K. EDITION



IZEA INSIGHTS SPECIAL REPORT

U.K. Influencers & Amazon 2024

JULY 2024



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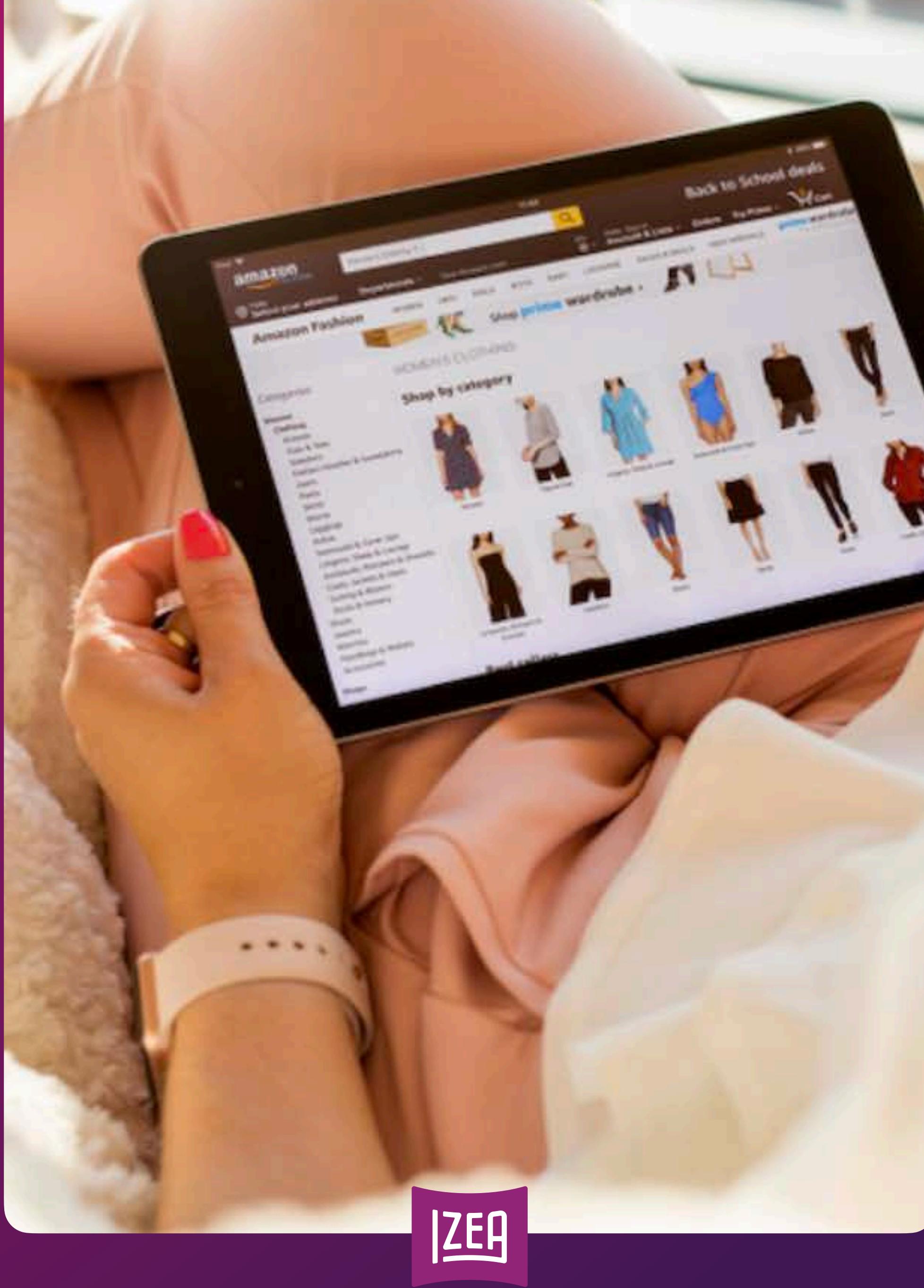


BACKGROUND

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



SAMPLE POPULATION

U.K. SOCIAL MEDIA USERS

United
Kingdom

GEOGRAPHY

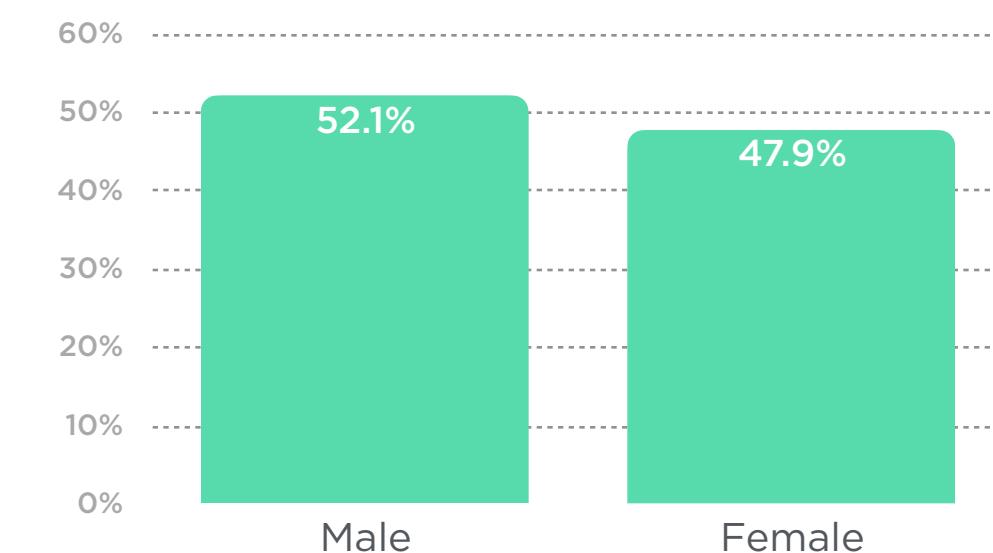
6/17/24
TO
6/18/24

DATA GATHERED

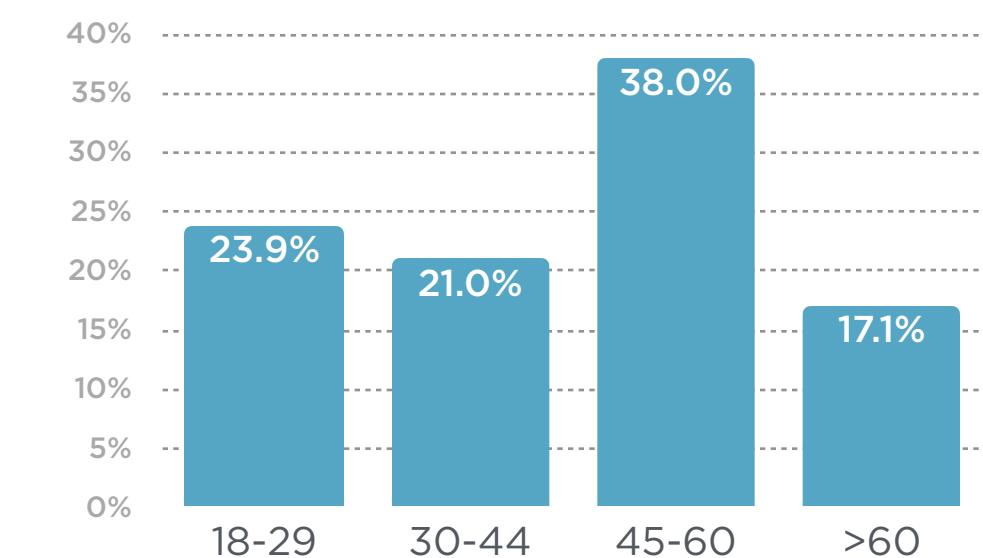
1,030 Respondents

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

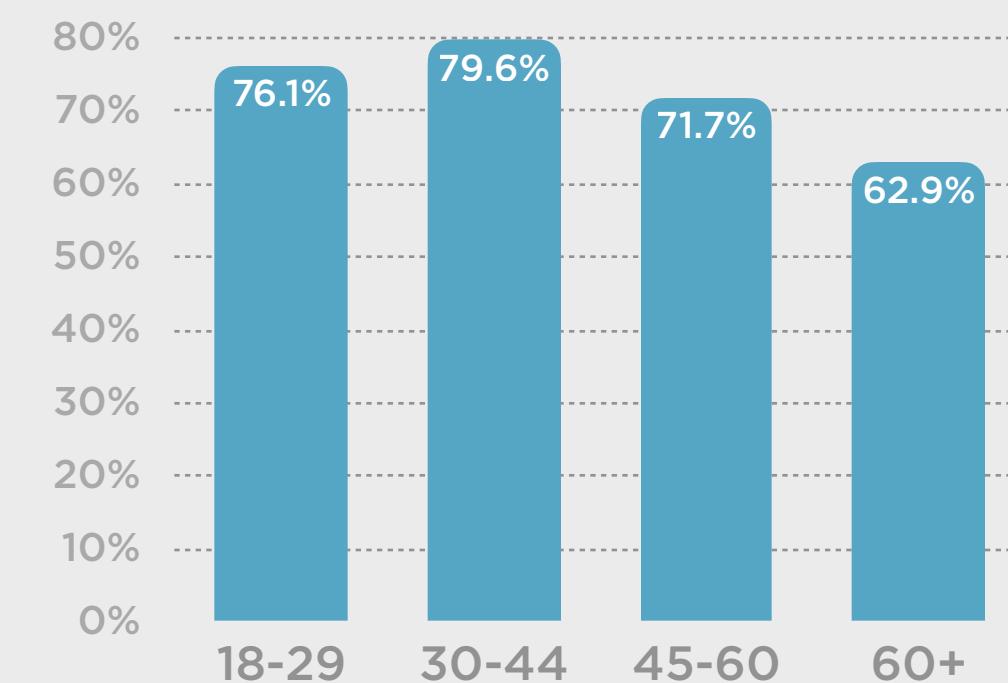


say they are
Amazon Prime members.

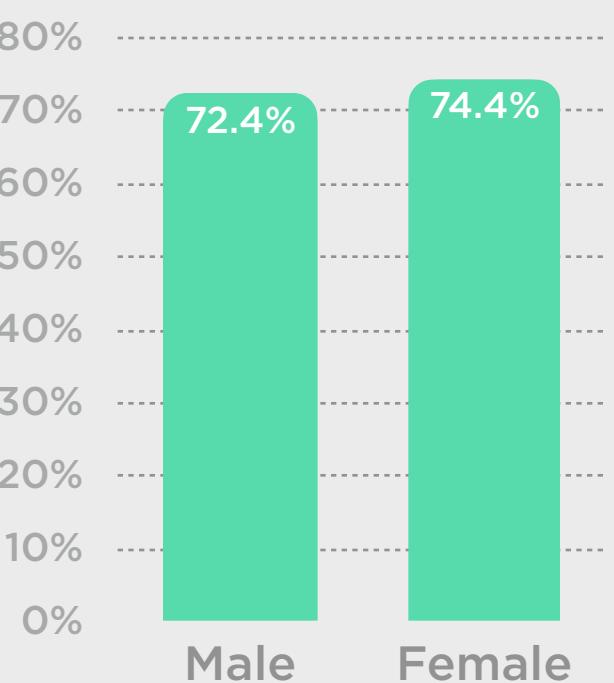


Q: Are you an Amazon Prime member?

“Yes” by Age Group

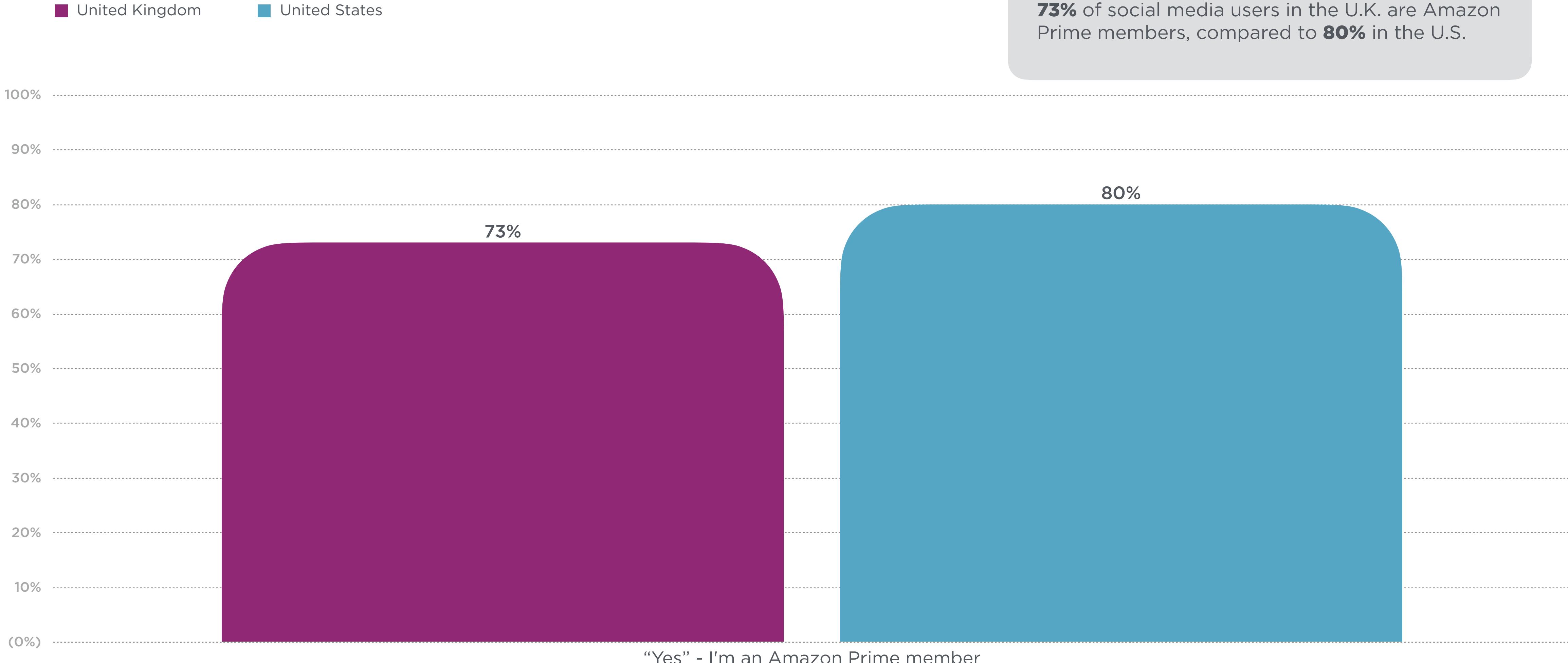


“Yes” by Sex



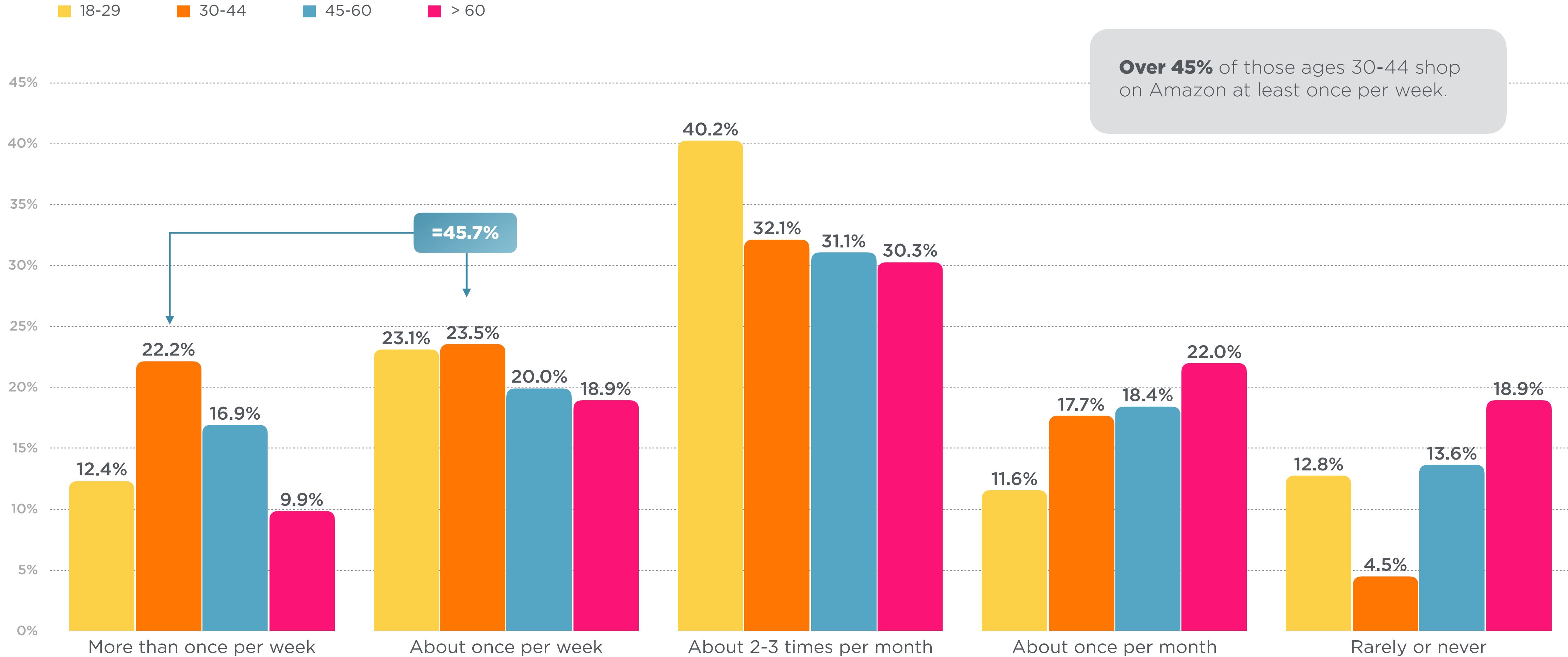
AMAZON PRIME MEMBERS BY COUNTRY

Q: Are you an Amazon Prime member?



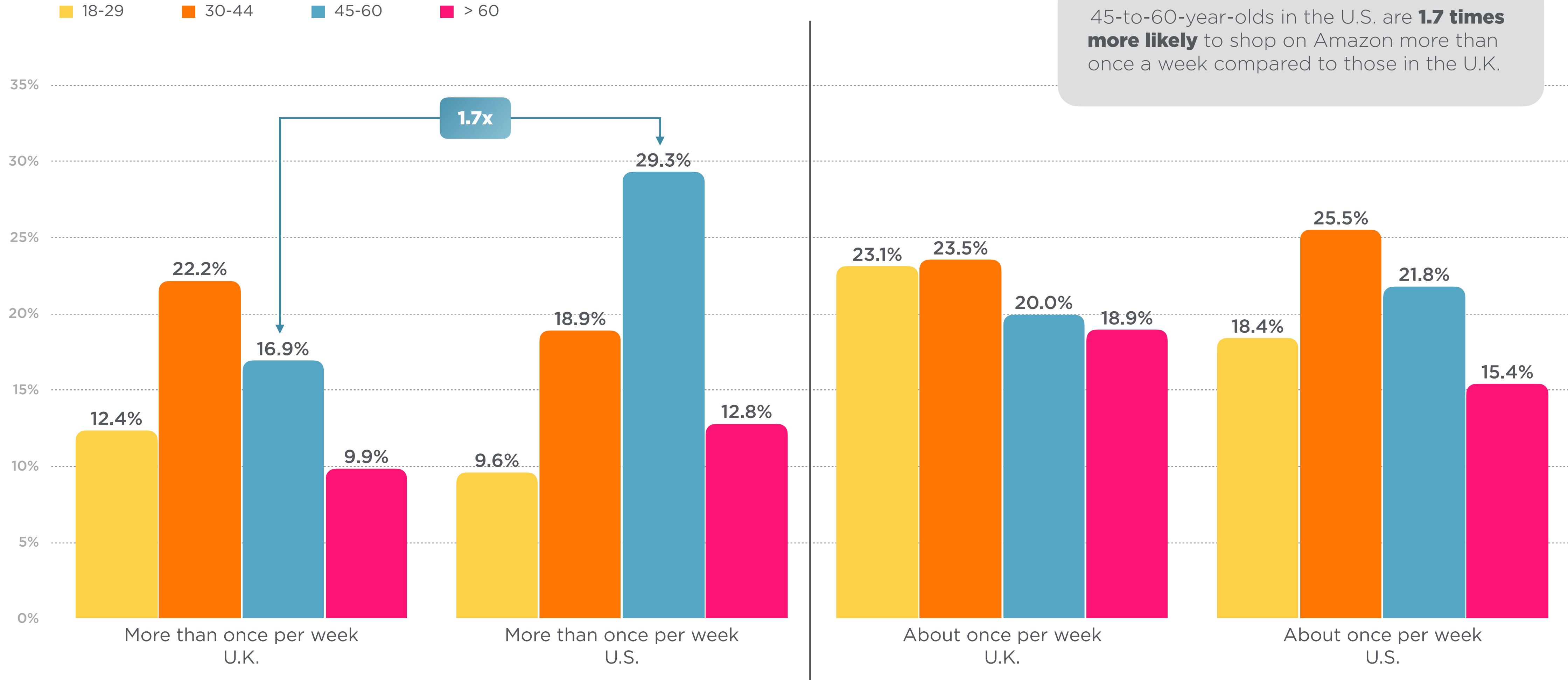
PURCHASE FREQUENCY BY AGE GROUP

Q: How often do you purchase products on Amazon?



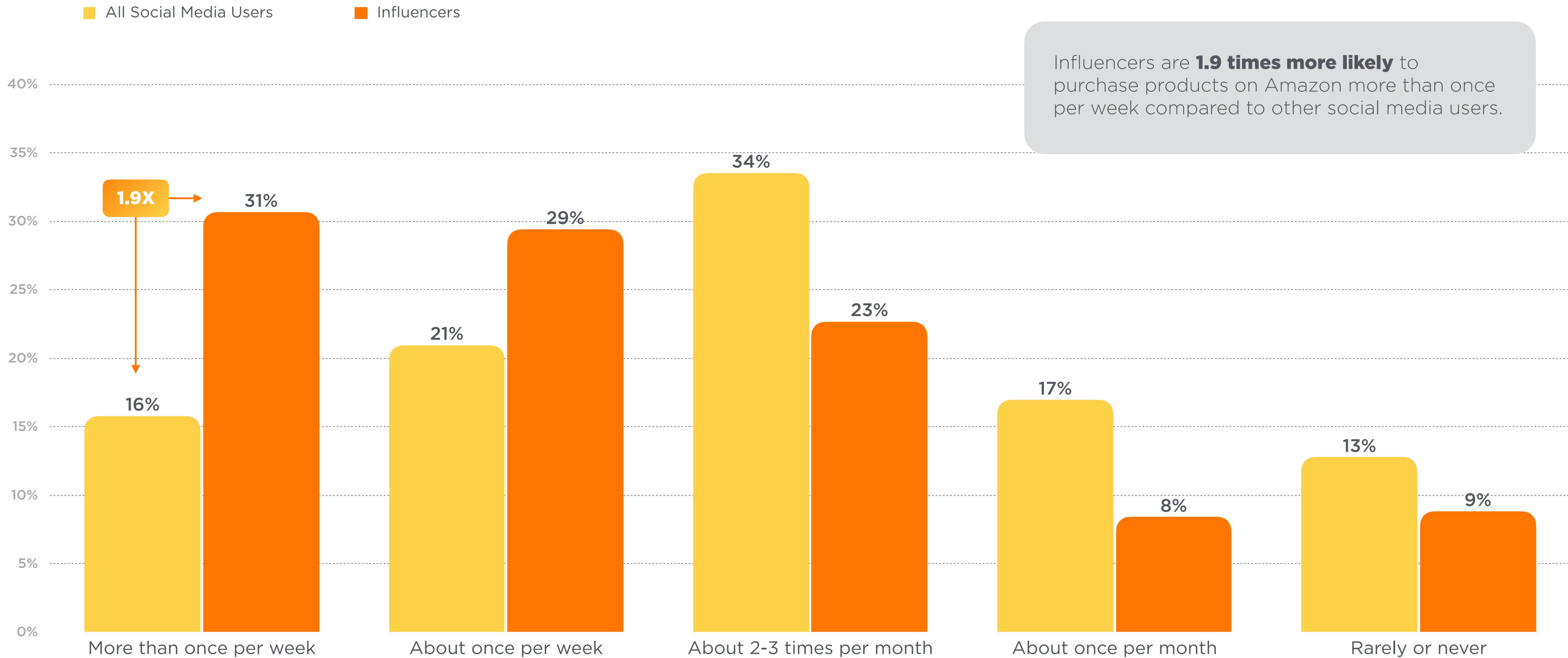
PURCHASE FREQUENCY BY COUNTRY

Q: How often do you purchase products on Amazon?



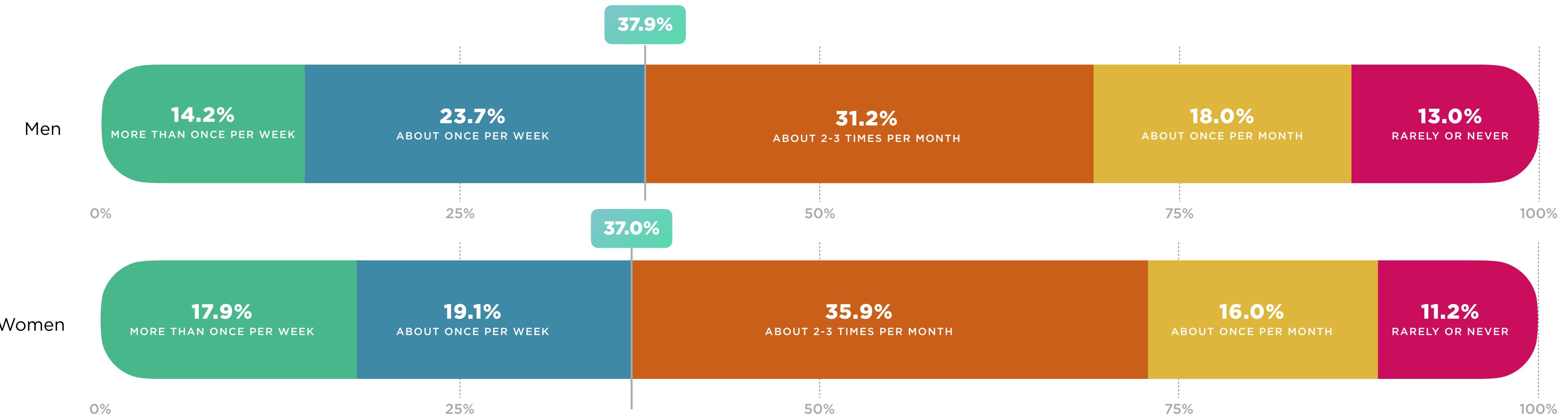
PURCHASE FREQUENCY BY INFLUENCERS

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.



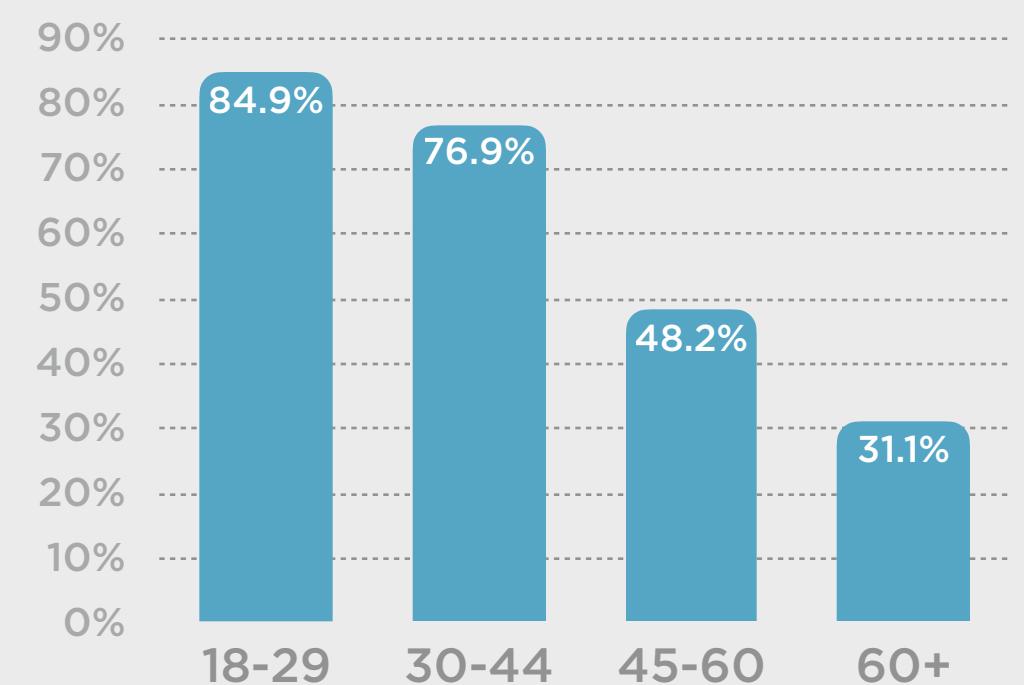
62%

OF SOCIAL MEDIA USERS

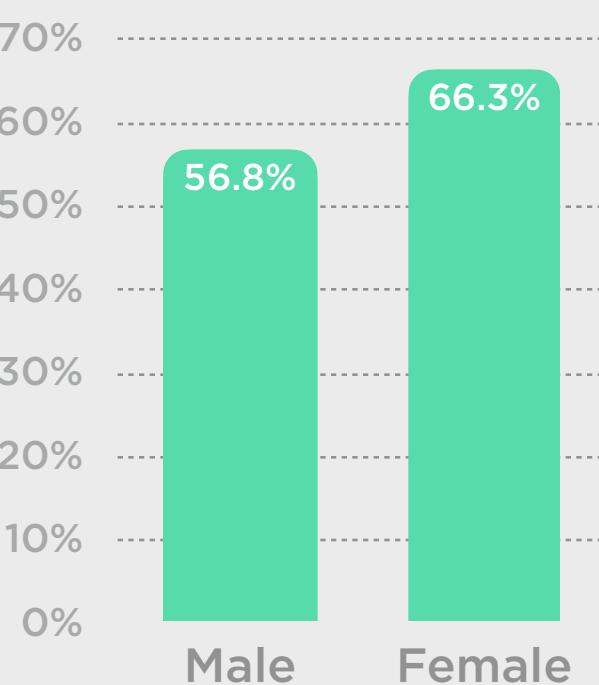
say they have **purchased**
a product after seeing it being
used by an influencer.

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

“Yes” by Age Group



“Yes” by Sex

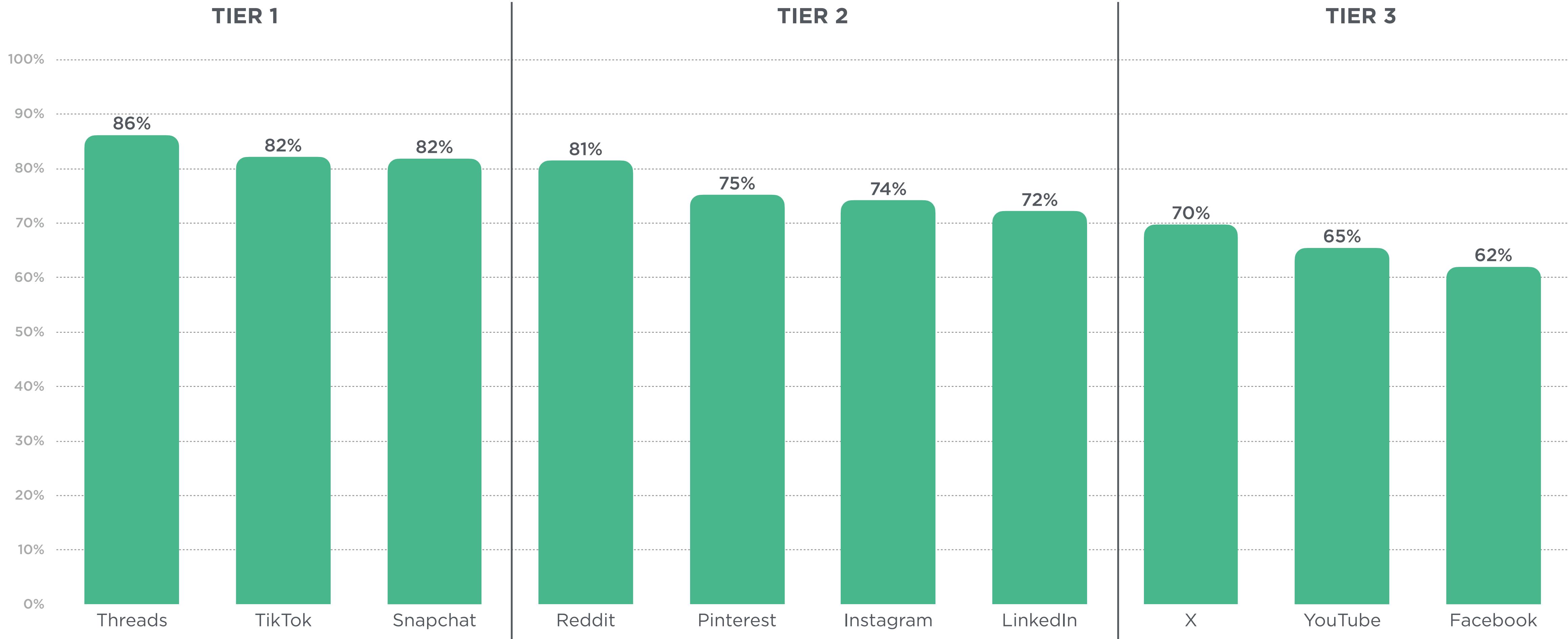


PURCHASE INFLUENCE BY PLATFORM USERS

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



■ "Yes" I have purchased



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%

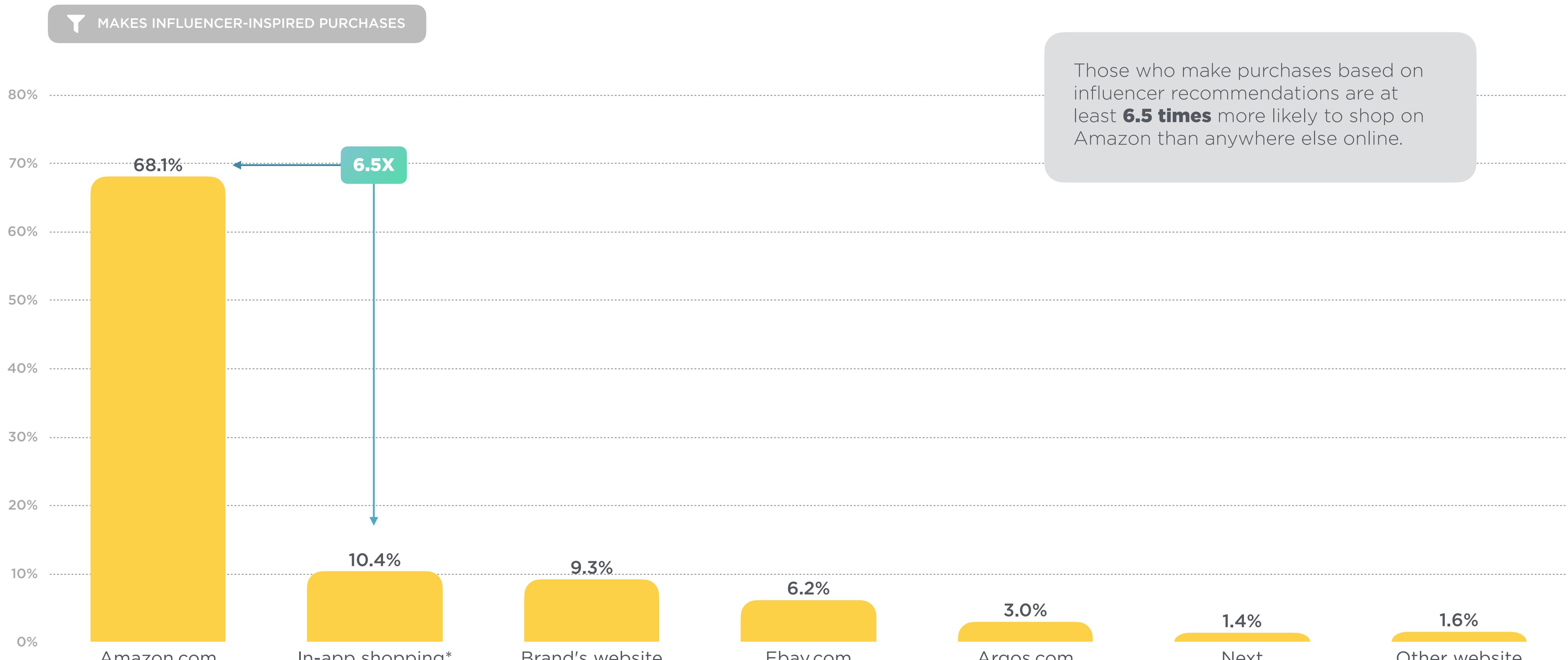
of influencers are Amazon Prime members.

89%

of influencers have left a positive product review on Amazon.

INFLUENCER-DRIVEN PURCHASES

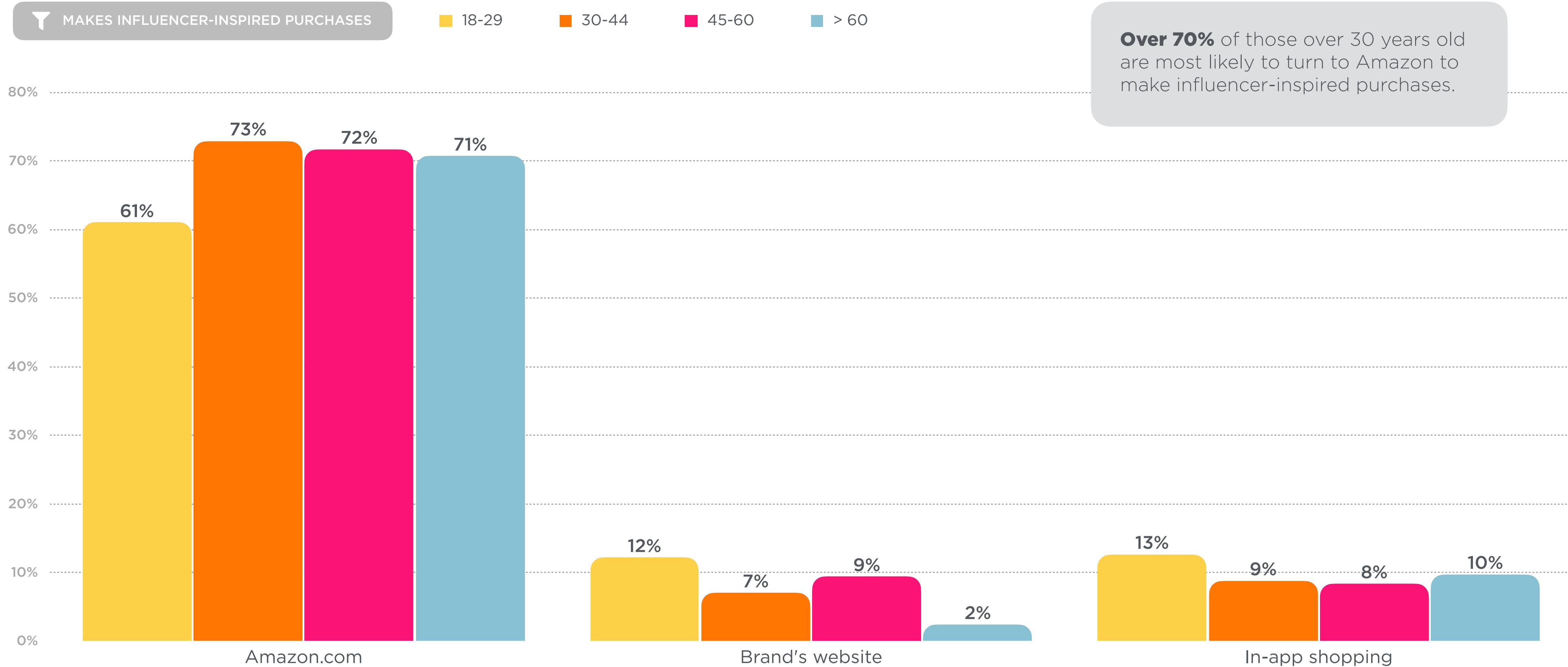
Q: Where are you most likely to make a purchase after seeing a product promoted by an influencer?



*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

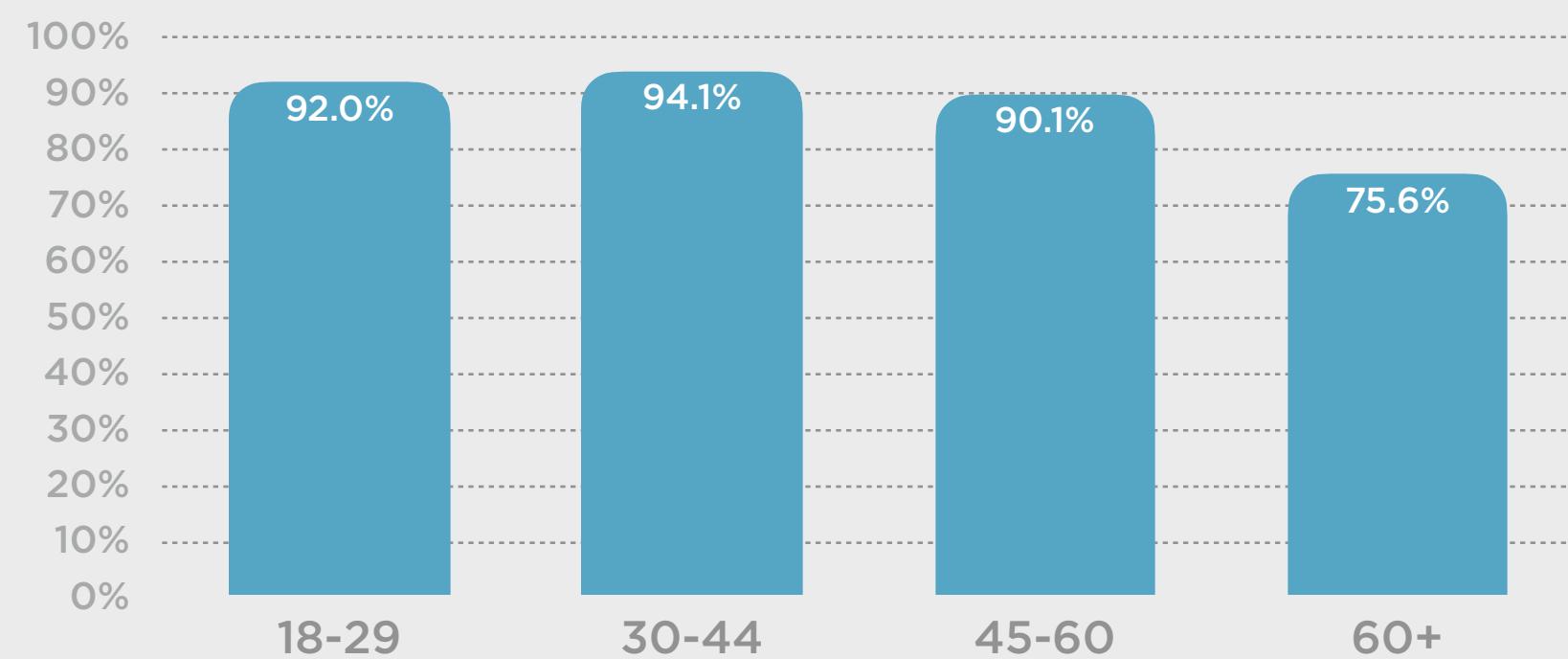
say they have made
influencer-inspired
purchases on **Amazon**.



MAKES INFLUENCER-INSPIRED PURCHASES

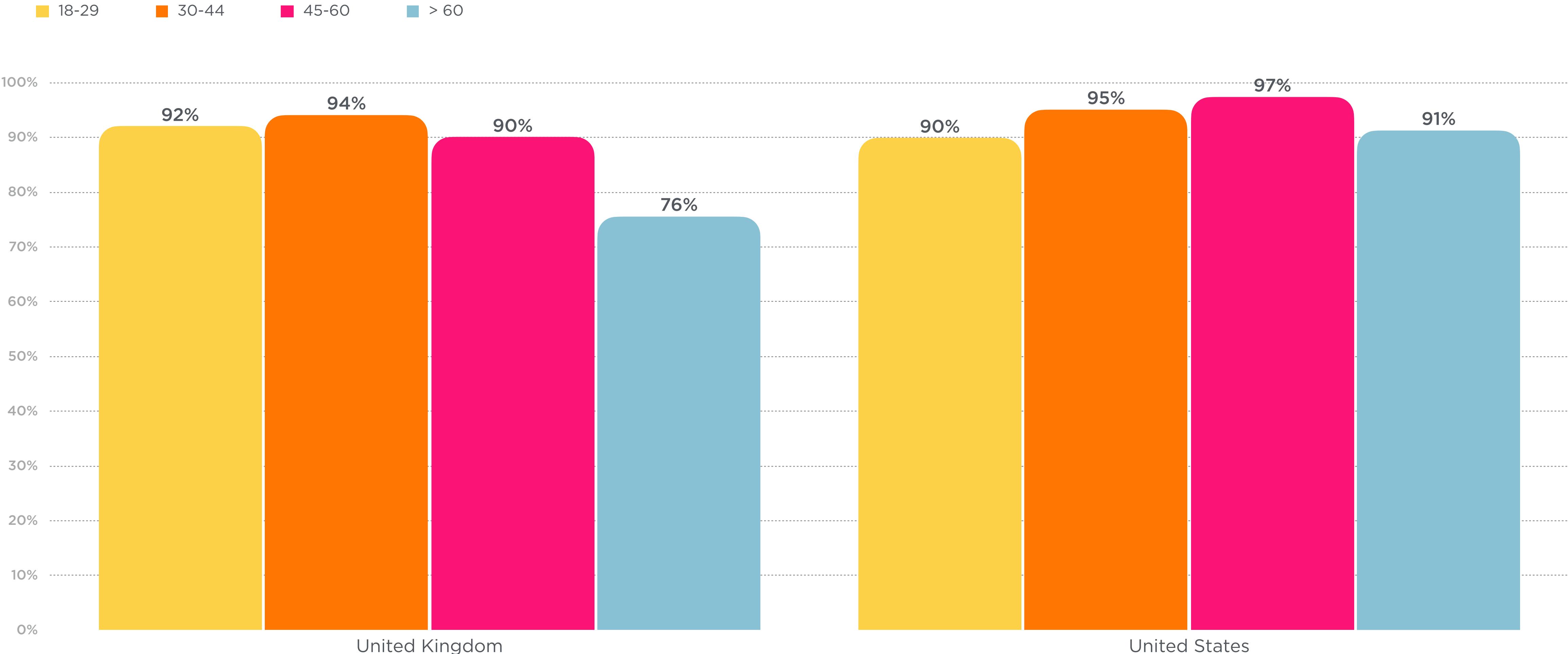
Q: Have you ever purchased a product on **Amazon** after seeing it being used by an influencer?

“Yes” by Age Group

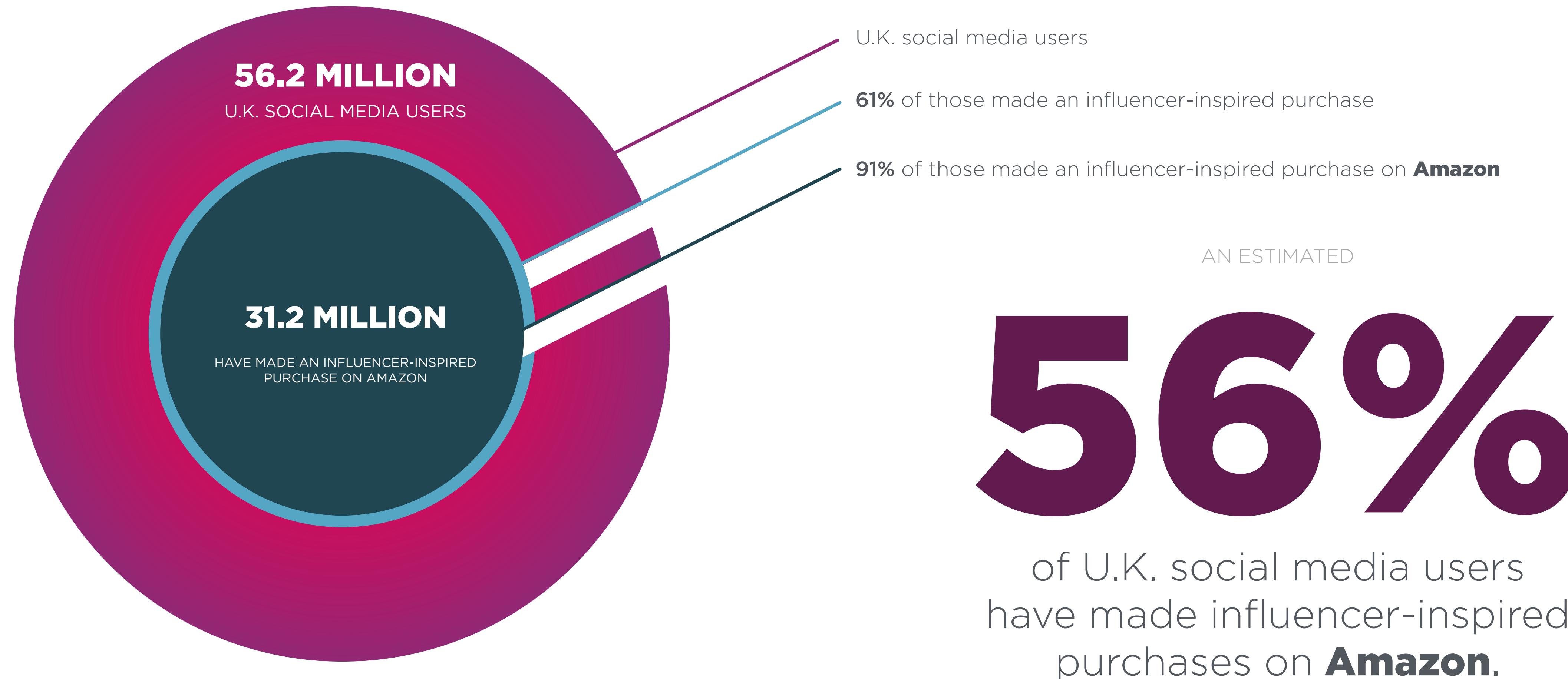


INFLUENCER-DRIVEN PURCHASES BY AGE

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

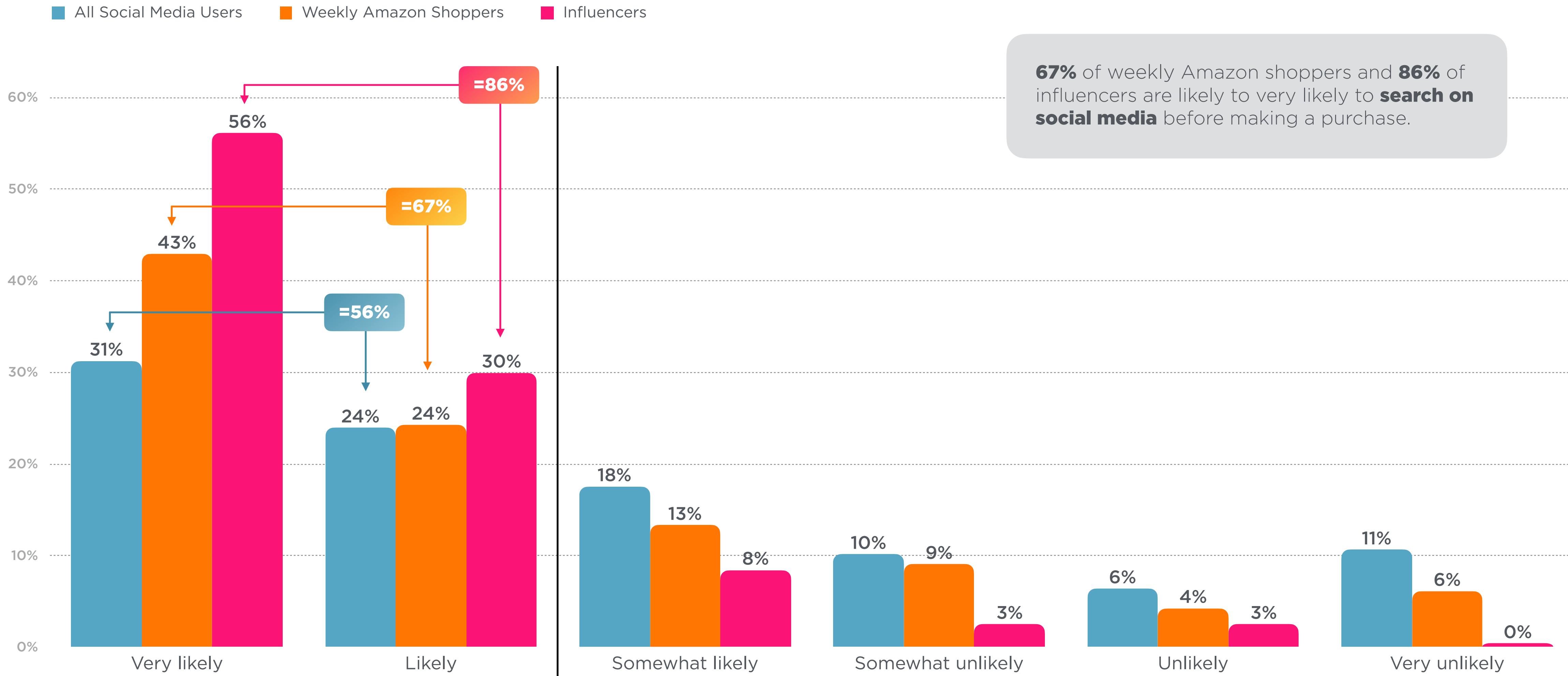


INFLUENCER IMPACT ON AMAZON



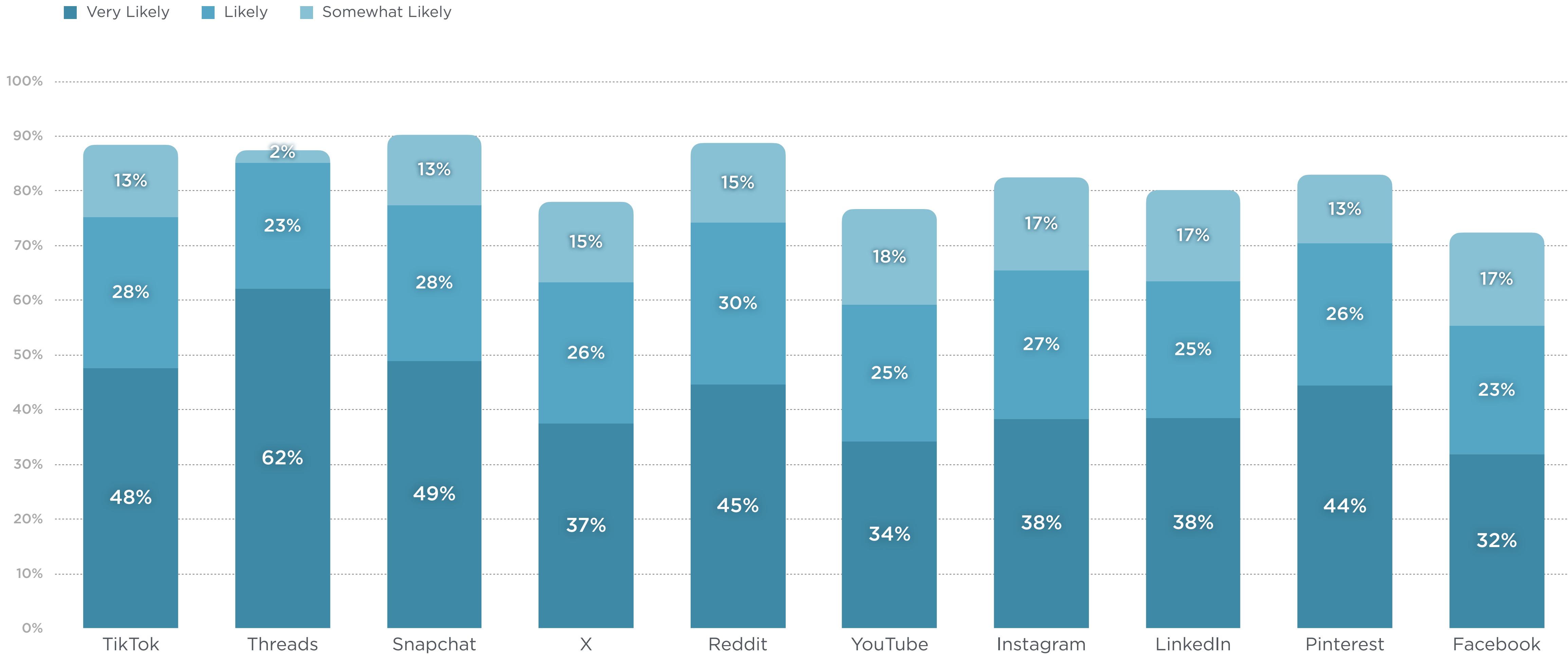
SOCIAL SEARCH + COMMERCE

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



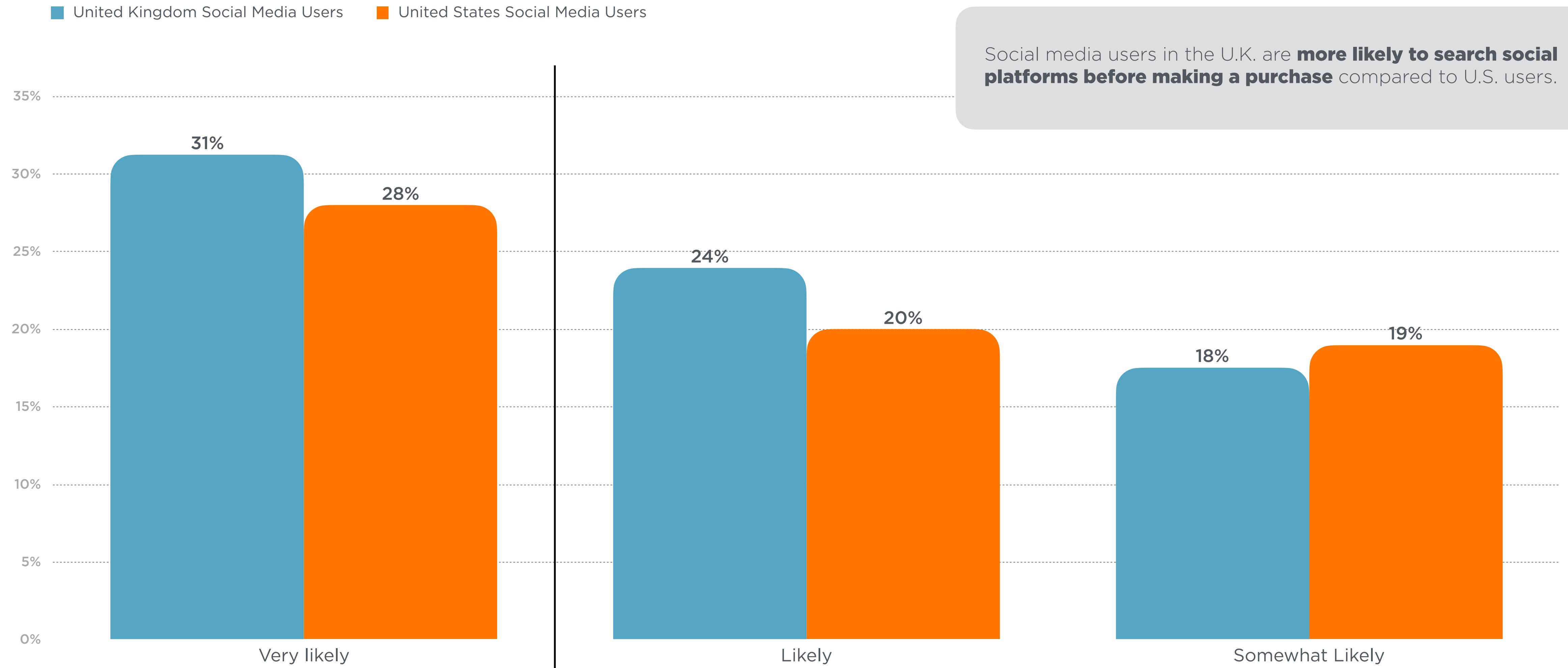
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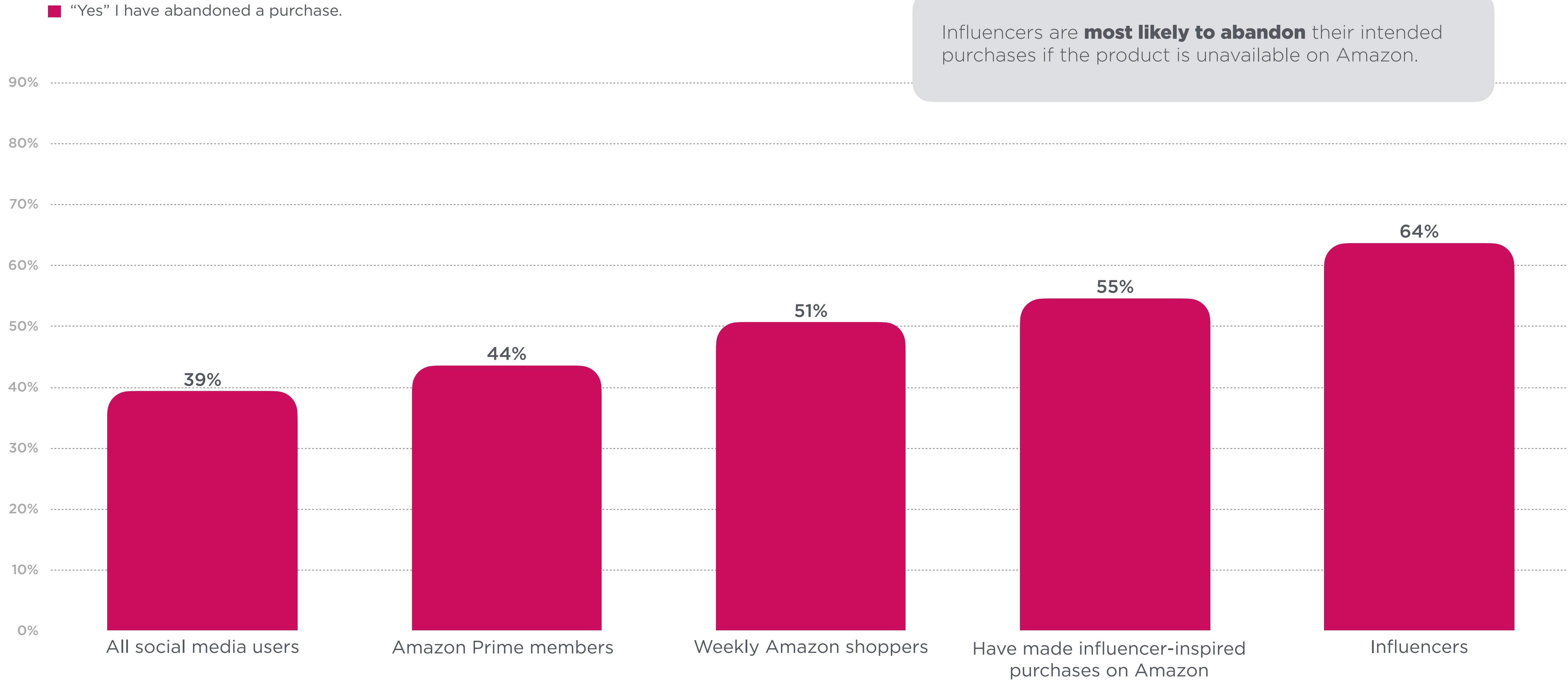
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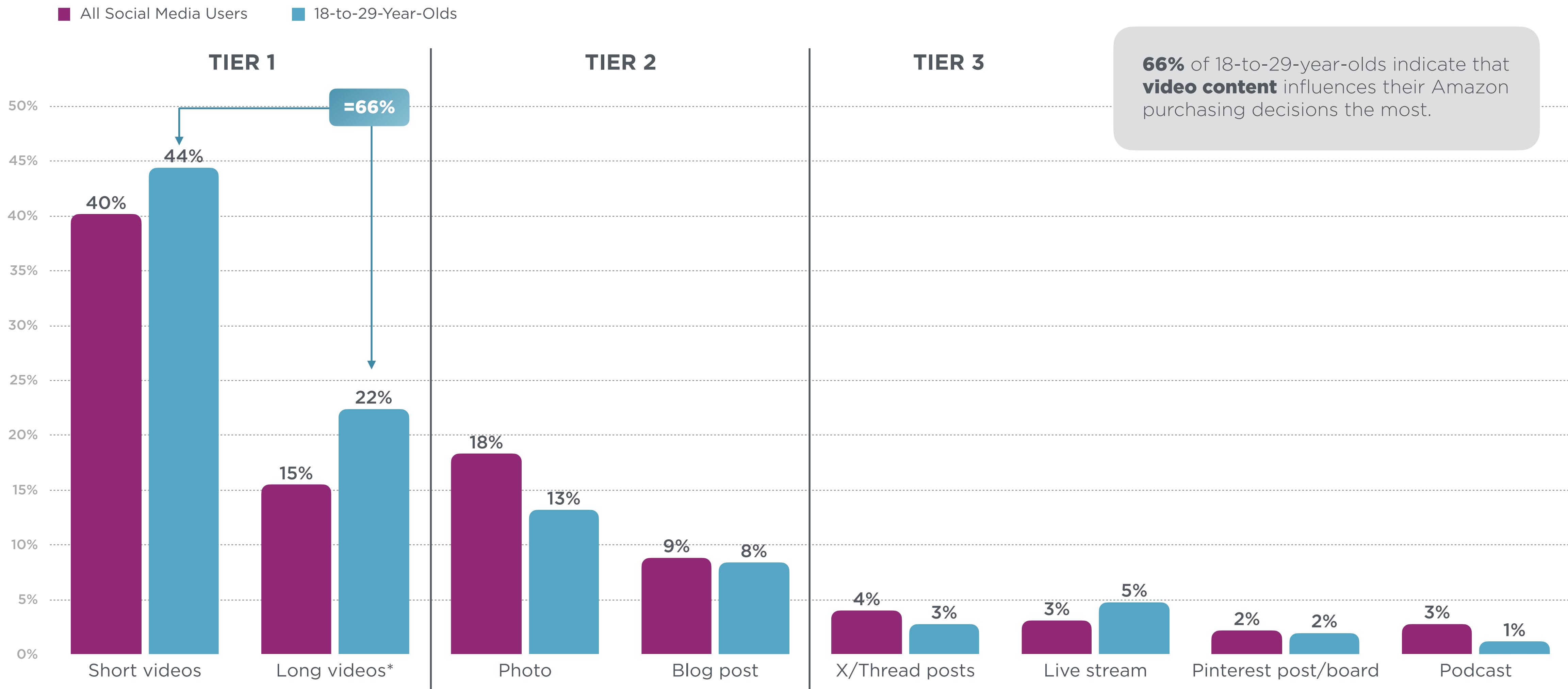
PURCHASE ABANDONMENT

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



CONTENT EFFECTIVENESS

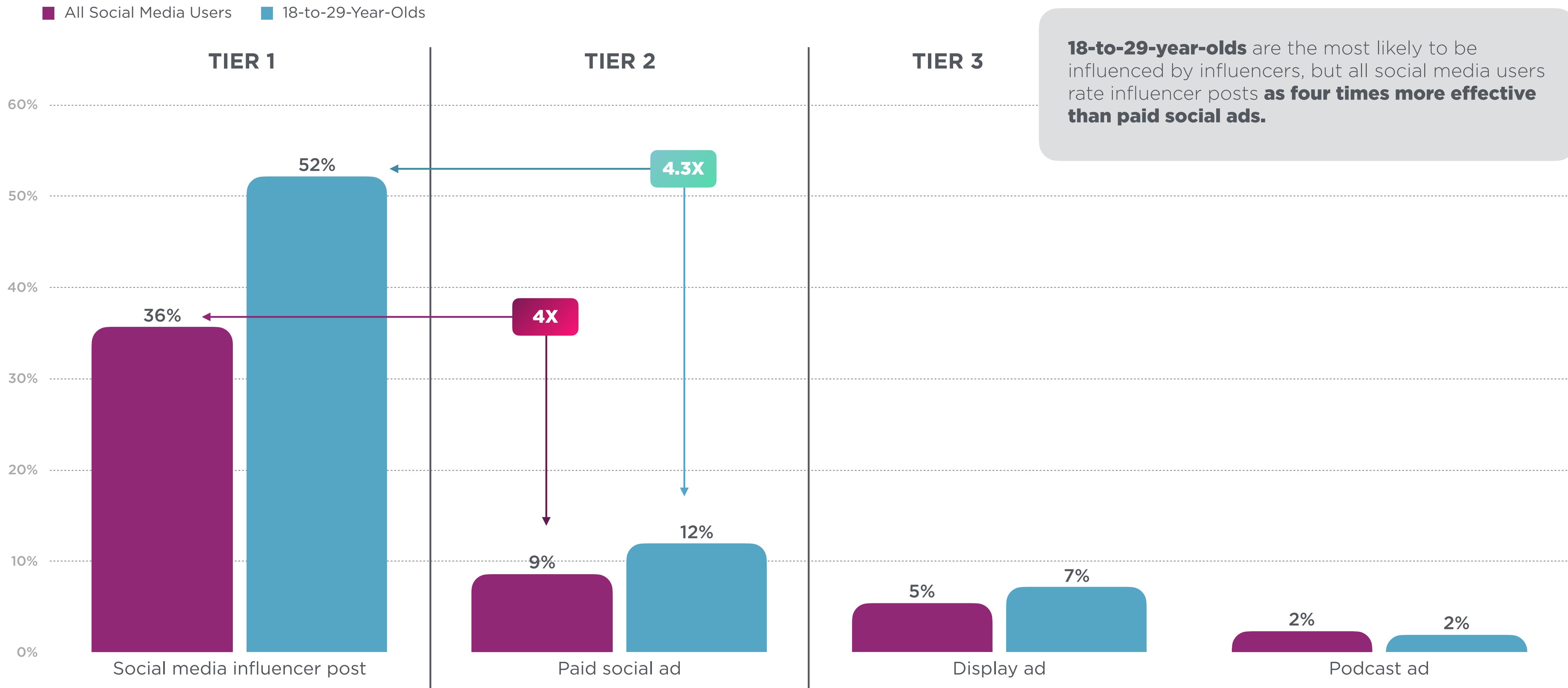
Q: What type of influencer content influences you most to purchase a product on Amazon?



*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?

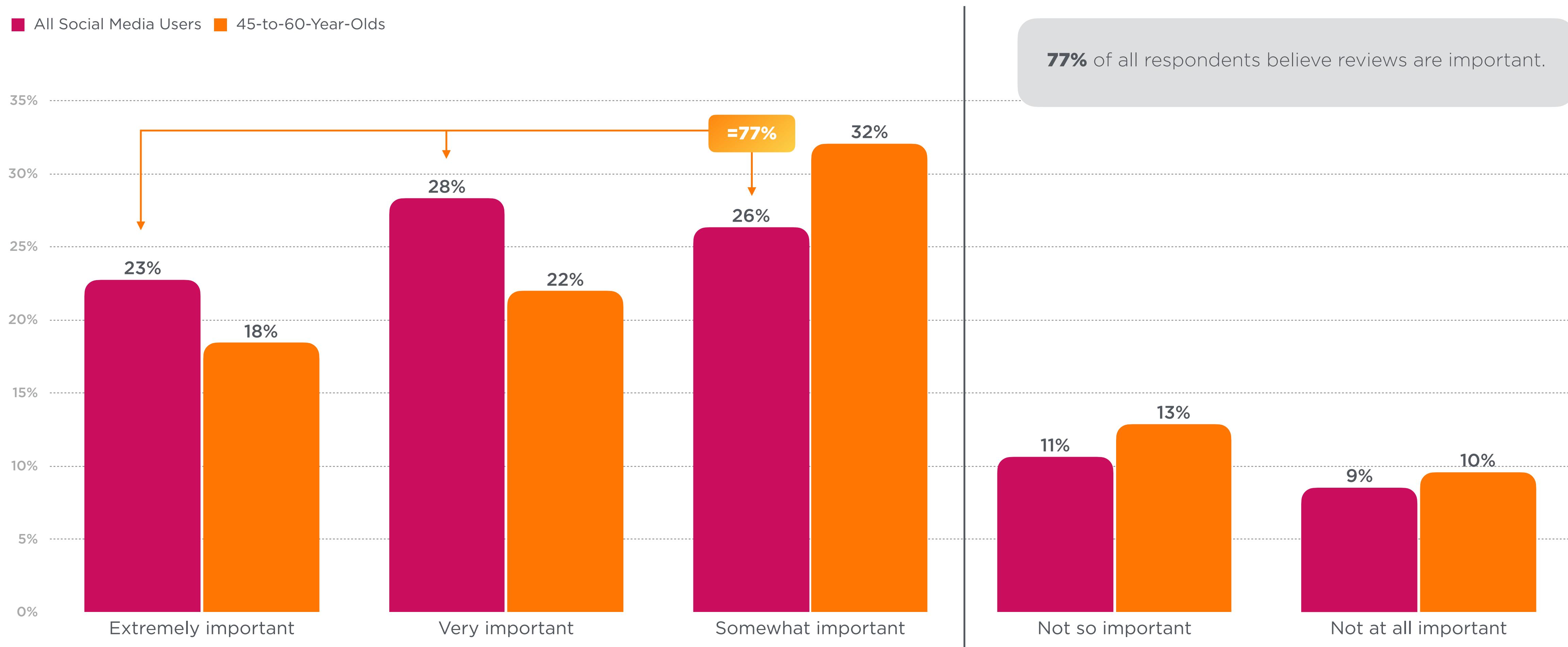


PRODUCT REVIEWS OUTSIDE AMAZON



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

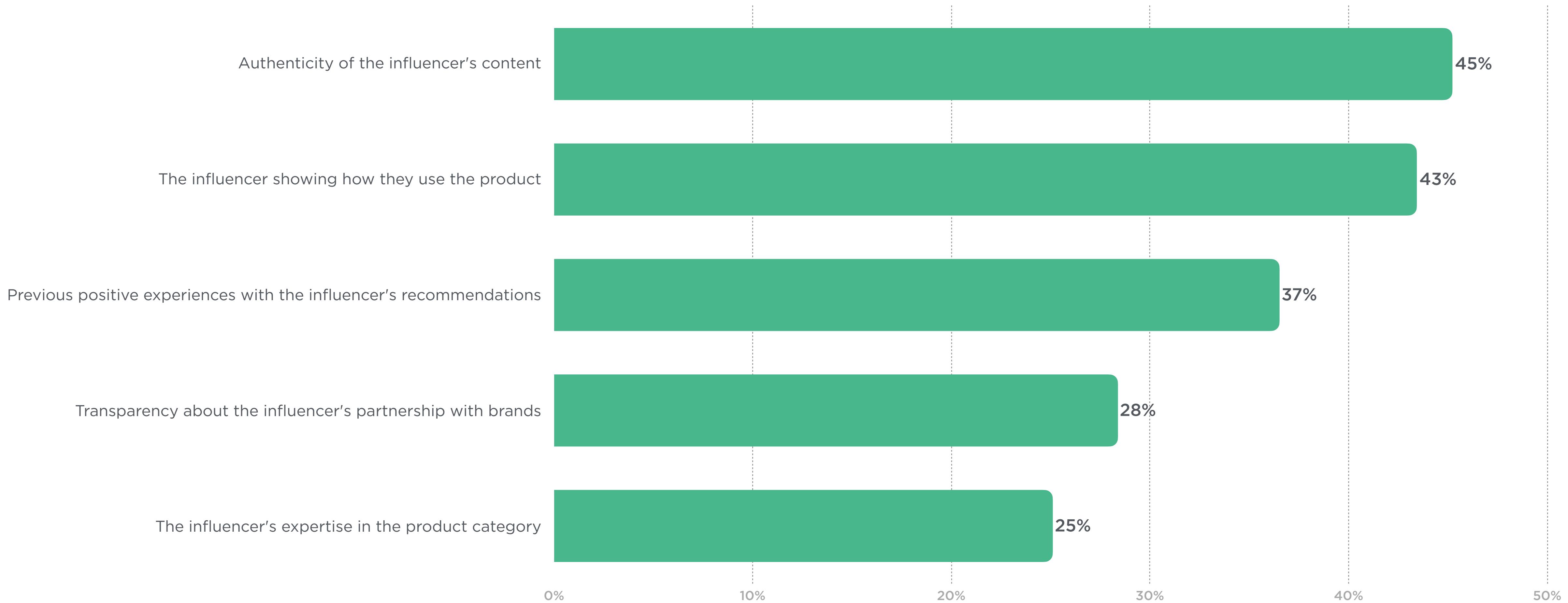
■ All Social Media Users ■ 45-to-60-Year-Olds



77% of all respondents believe reviews are important.

TRUST IN RECOMMENDATIONS

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





For additional research visit:

izea.com/resources

