

INSIGHTS IN JUST 24HRS

Thoughts on Amazon brands?

WE ASKED 1,000 CONSUMERS ON THE AYTM PLATFORM

We were looking to gain insights into consumer attitudes and perceptions surrounding Amazon and Amazon’s private-label brands, so we launched a 12-minute online survey to 1,000 Americans. After collecting responses from Amazon shoppers in less than 24 hours using the aytm platform, here’s what we found:

Methodology

WHAT

A 12-minute online survey using aytm’s proprietary panel

WHO

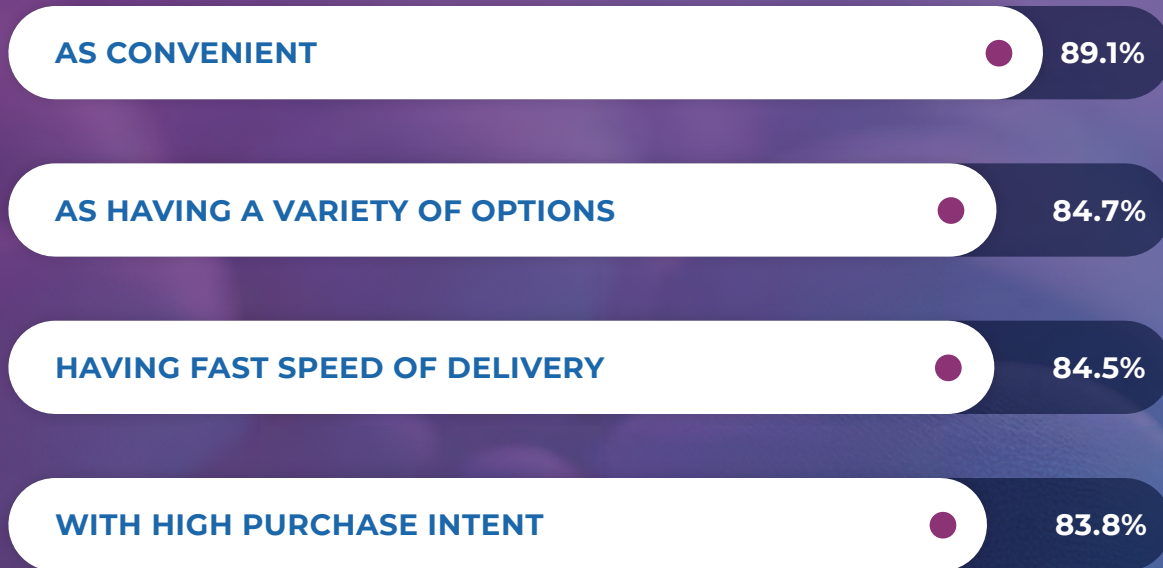
1,000 US adults ages 18+, balanced by gender, age, region, ethnicity, and household income.

WHEN

March 25, 2023

Our findings

80%+ of respondents perceive Amazon as a whole:



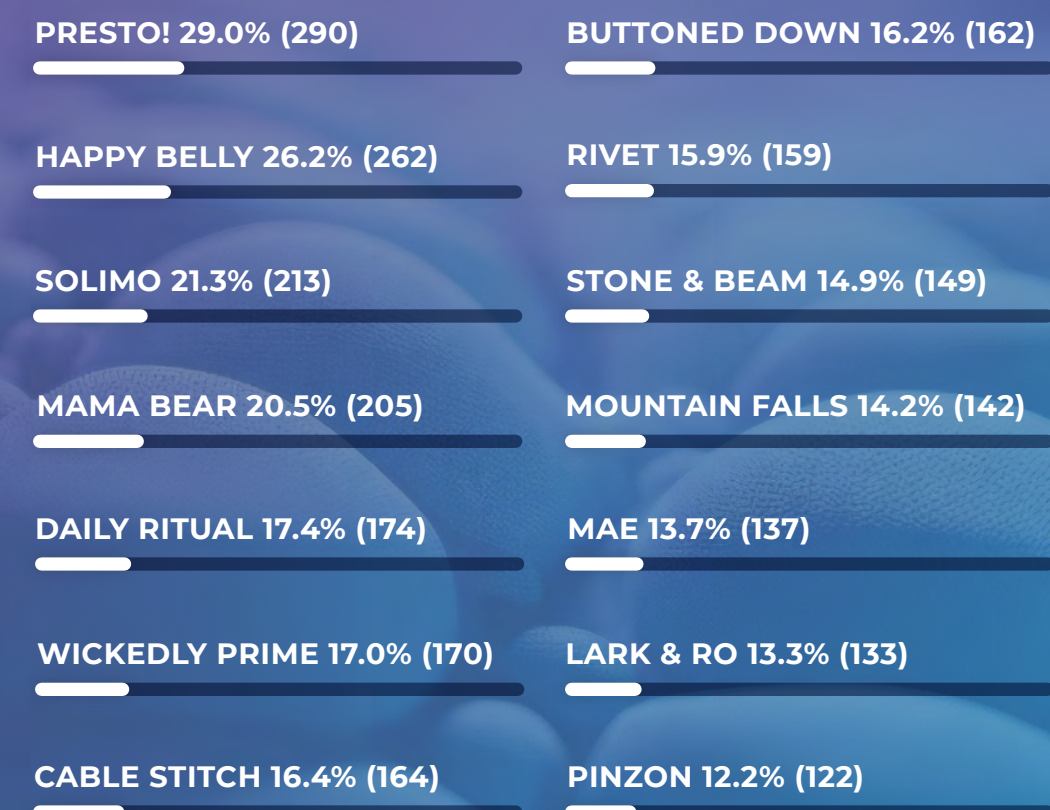
Amazon purchases



Consumer familiarity

Amazon brands with “Amazon” in the title are more frequently recognized (AmazonBasics and Amazon Essentials), with the rest of Amazon’s brands recognized by less than half of respondents.

Brands recognized or bought from by less than 30% of respondents:



Purchase intent

- AmazonBasics, Solimo, Amazon Essentials, and Pinzon, had the high purchase intent score in the next 6 months
- Respondents found AmazonBasics and Amazon Essentials significantly more convenient with high product value, driving their intent to purchase
- Respondents found Solimo significantly more premium, driving their intent to purchase
- Among those familiar with brands, Lark & Ro, AmazonBasics, and Stone & Beam have the highest purchase intent, with 40% of respondents indicating they would purchase in the next 6 months

Key takeaways

AMAZON CAN IMPROVE BRAND PERCEPTION ACROSS THE BOARD

Amazon can benefit from ensuring the alignment of private labels with ideal qualities like eco-friendliness and premiumness wherever it’s applicable.

CONVENIENCE AND PRODUCT VALUE DRIVE PURCHASE INTENT

Education on environmental impact will help Amazon’s brand perception as a whole, but the focus shouldn’t solely be on sustainability—convenience and value are still core drivers for Amazon shoppers.

THERE’S AN OPPORTUNITY TO INCREASE AWARENESS

While Amazon has the ability to give space to its own merchandise, their less-recognized private label brands seem to have a limited number of products in their lines. Here, we see an opportunity to expand awareness and increase market share—especially given the low prices and high reviews of these products

Want to see more of this study?

[VIEW THE FULL RESULTS](#)

Looking to do your own research?

[SCHEDULE A DEMO](#)



Advance your ideas with aytm

INSIGHTS TECHNOLOGY AND RESEARCH EXPERTS

Hey. We're aytm. We know consumer insights propel Amazon's business forward, and we're here to help you and your team get them in less time, with less resources, and without skimping on quality.

- Automate simple and advanced research
- Access 100MM+ global consumers
- Field surveys in 24 hours or less

Our automated insights platform

FULL LIFECYCLE INSIGHTS HAVE NEVER BEEN MORE ACCESSIBLE

Our platform does it all. Find and segment your audience, design advanced and comprehensive surveys, and collect and organize your findings to advance your ideas. Looking to satisfy your curiosity? Our platform can help!

[LEARN MORE](#)

THE PREDICTIVE SAMPLE ENGINE

Find your audience anywhere

- Get real-time feedback on cost, availability, demand, and turnaround
- Target by demographic, psychographic, and personality traits
- Build custom quotas or mirror census data for gen pop studies

THE SURVEY AUTHORIZING TOOL

Get on the same page with everyone

- Build with a growing library of quant and qual question types
- Drag, drop, copy, paste, and rearrange your survey with ease
- Leverage powerful survey logic and built-in best practices

THE INSIGHTS AND ANALYSIS DASHBOARD

Tell the story of your data

- Conduct advanced analysis in real-time after launching surveys
- Build custom charts and stunning visualizations for better storytelling
- Share your findings with stakeholders and export your data in any format



We do panel differently

LESS LIKE A COMMODITY, MORE LIKE A COMMUNITY

We pay cash for quality responses, and have continued to organically grow our proprietary panel, PaidViewpoint solely through the recruiting power of happy respondents.

WE TREAT YOUR AUDIENCE WITH RESPECT

So in return they'll give you high-quality data. It's also the reason they continue to rank PaidViewpoint the #1 survey-taking site through organizations like SurveyPolice.



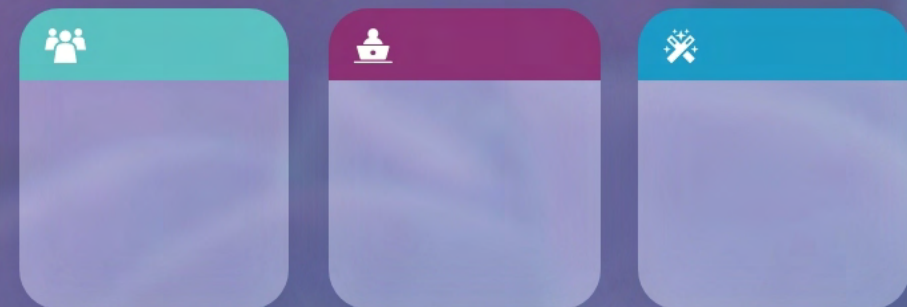
Solve for every stage of research

A LIBRARY OF AGILE SOLUTIONS

We have A LOT of really powerful pre-built solutions, and our Solutions Center puts them right at your fingertips.

- PRODUCT DEVELOPMENT**
- MARKET LANDSCAPE**
- CONSUMER EXPERIENCE**
- ADVERTISING AND MESSAGING**
- BRAND INSIGHTS**
- BUSINESS STRATEGY**

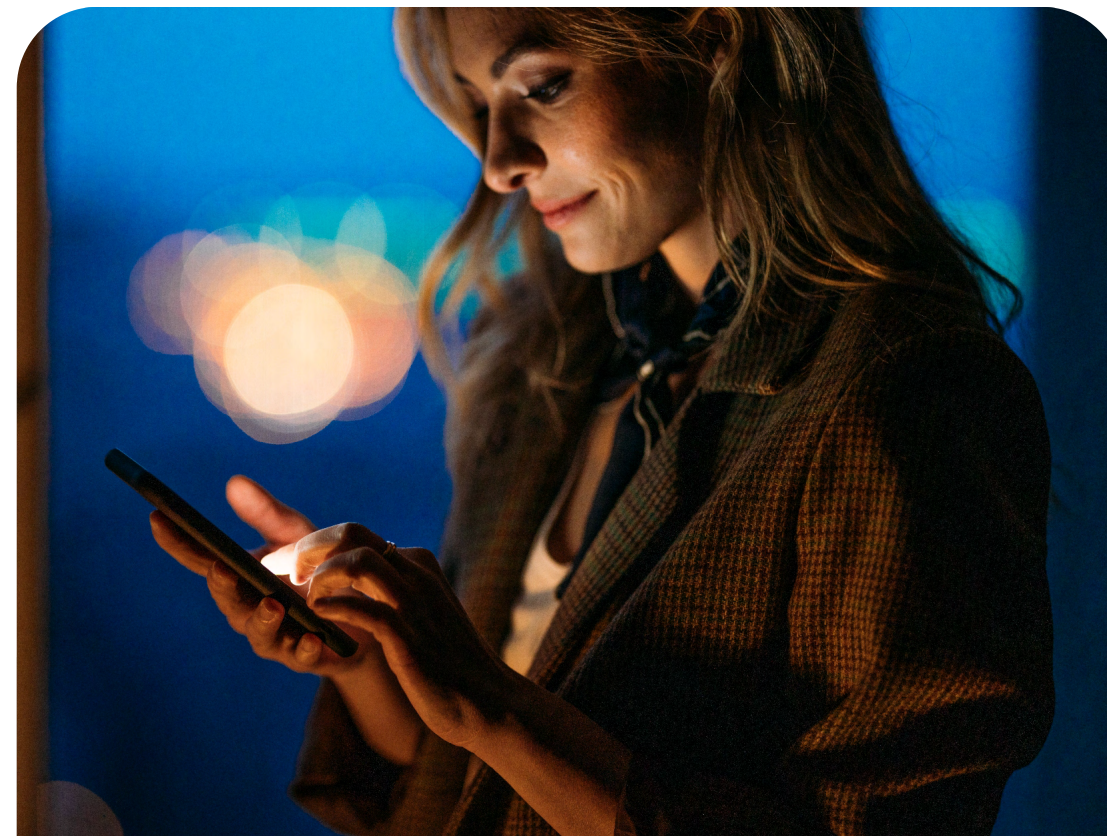
SOLUTIONS CENTER



Partner with the experts from aytm

FROM TRAINING AND EMPOWERMENT TO FULL-SERVICE SOLUTIONS

We're here to partner and consult with you, not just serve you tech. Members of our service team have worked with other teams at Amazon as well as other brands just like yours—we understand and empathize with your needs.



FULL SERVICE

Service with a consultative mindset

From survey design to full analysis and reporting deliverables, we've got your back. Our market research experts are eager to understand your goals and challenges.



ASSISTED DIY

Empower more agile insights

When your survey needs are a bit more complex or your bandwidth may not allow for a DIY approach, we are here to lend support and instill confidence.



TRAINING & ENABLEMENT

A trusted guide for your agile journey

Online courses to boost your knowledge, on-call support to ensure surveys are launched with accuracy, and end-to-end consulting to scale your success.

Let's talk

We get it: There's a lot on your plate! But if you're interested in learning more about how aytm can help empower your curiosity, reach out! We'd love to walk you through the platform.

[GET IN TOUCH](#)