

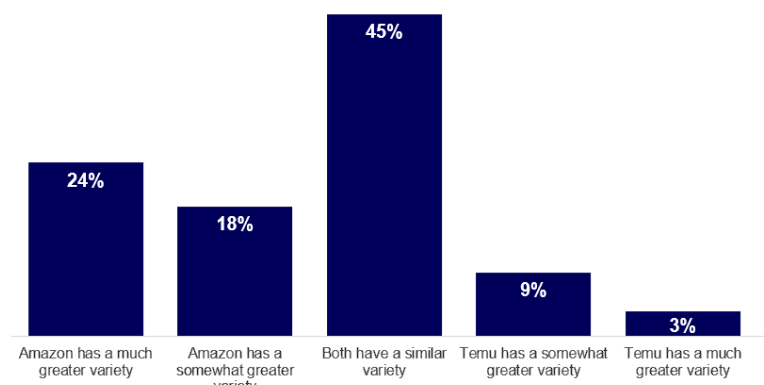
Survey of U.S. Consumers: Price and Variety Drive Shopping Preferences on Amazon and Temu

A Comparative Analysis of Customer Experience Reveals Key Factors Influencing Shopper Decisions on Two Major E-commerce Platforms

The online survey, conducted by Probolsky Research and led by market research assistant Jeffrey Zheng, was in the field from 6/21/2024 to 6/24/2024 using Cint's national consumer panel sample among 340 U.S. consumers who made at least one purchase on both Temu and Amazon in the last year. A survey of this size yields a margin of error of +/-5.6%.

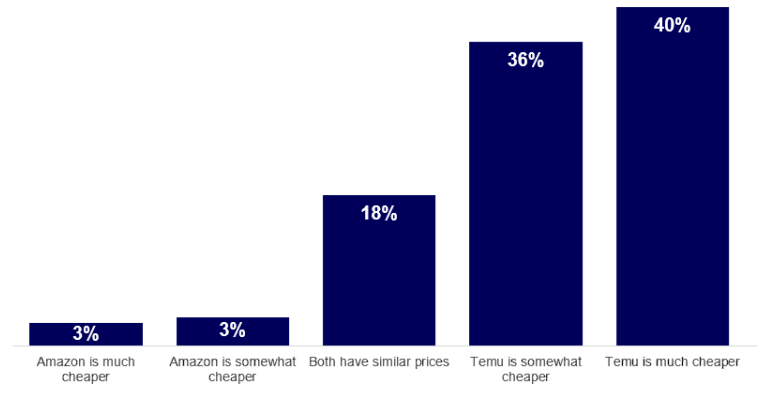
Product Variety

Although 45% of respondents find that both platforms offer a similar variety of products, a portion acknowledges Amazon's somewhat or much greater variety. This suggests that while both platforms provide a wide range of products, Amazon's extensive selection stands out to many users.



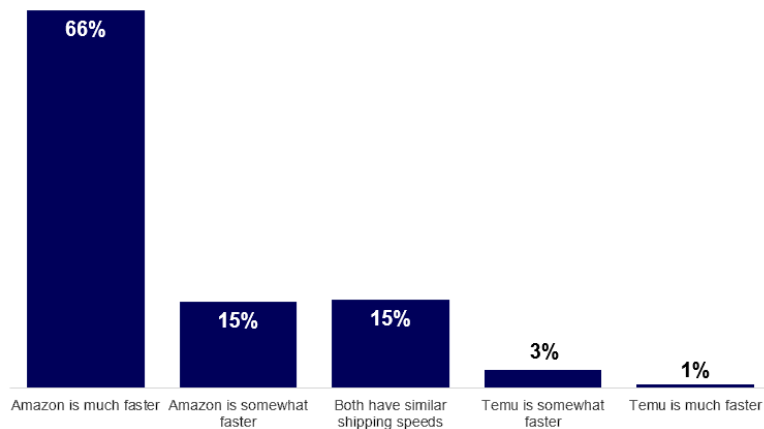
Competitive Pricing

With over 76% of respondents considering Temu to be cheaper than Amazon, it's clear that Temu has a strong appeal to budget-conscious shoppers. This highlights Temu's competitive edge in pricing, making it an attractive money saving option.



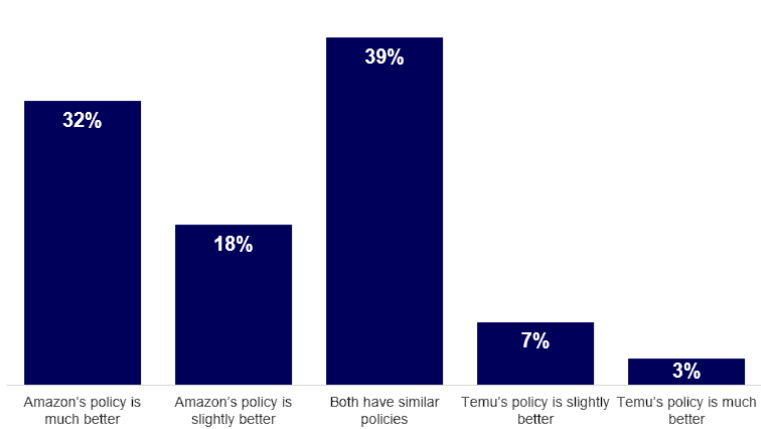
Convenience and Customer Experience

Amazon's strength in shipping speed is evident, with 66% of respondents indicating Amazon is much faster. This highlights Amazon's efficient logistics network, making it the platform best suited for customers who value quick delivery.



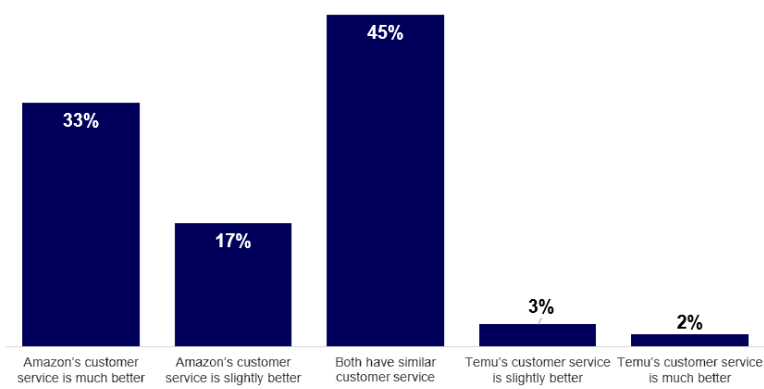
Return Policies

While 39% of respondents believe both platforms have similar return policies, 50% find Amazon's policies to be better.



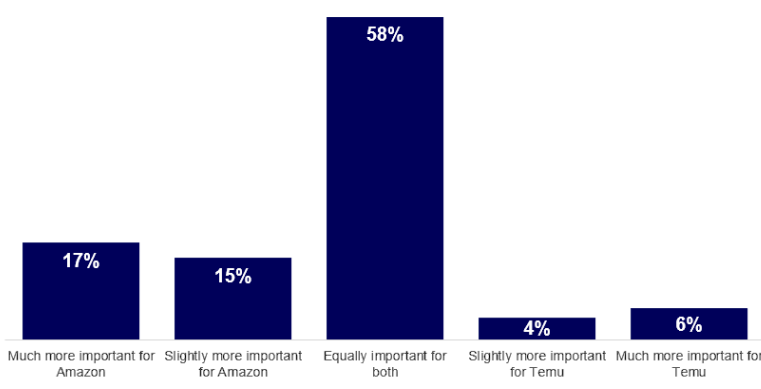
Customer Service

With 45% of respondents feeling that both platforms offer similar customer service and 33% rating Amazon's service as much better, it's clear that Amazon's customer support is a strong point. However, the large percent saying they are similar suggests Temu is competitive in customer service.



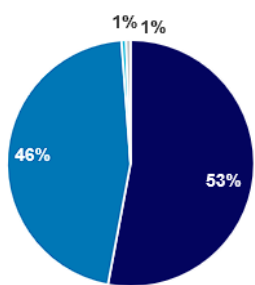
Importance of Review

Reviews are crucial for both platforms, with 58% of respondents placing equal importance on them, while 33% think reviews are more important on Amazon. This reflects the role reviews play in influencing purchasing decisions, with Amazon's extensive review system being a competitive advantage.



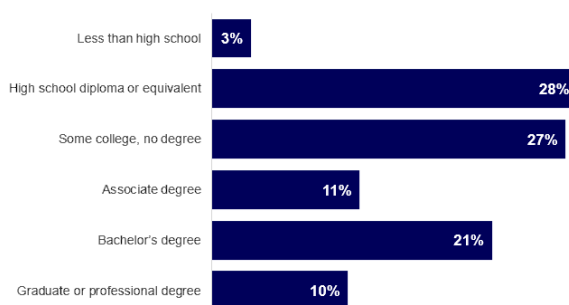
Survey Demographic

Gender

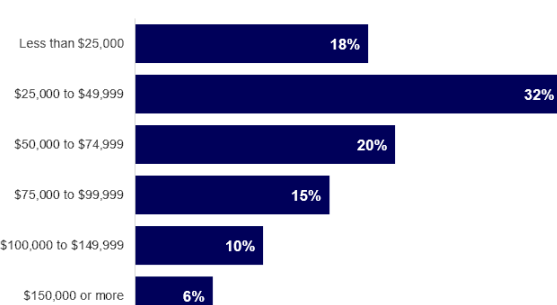


Female Male Non-binary Prefer not to say

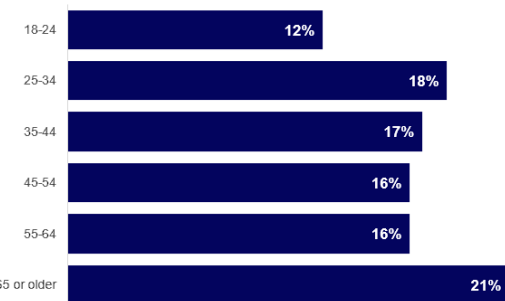
Education



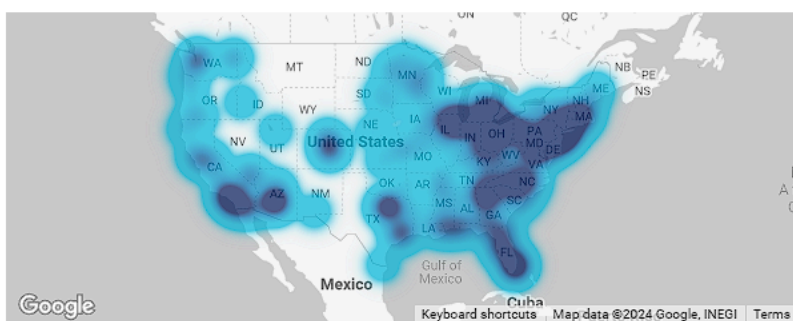
Income bracket



Age



Location



Summary of Findings

Results reveal key insights into the strengths and preferences for both Temu and Amazon among customers who have purchased from both online retailers in the last year. Temu's competitive pricing makes it a preferred choice for budget-conscious shoppers, while Amazon's extensive product variety and faster shipping speed are advantages. Both platforms are seen as providing similar customer service and return policies, though Amazon slightly edges out Temu in these areas. The importance of reviews is evident for both platforms, with a notable portion of respondents placing equal or more importance on Amazon's reviews. Overall, while each platform has its unique strengths, both offer valuable features that cater to different shopper priorities.