BACKGROUND:
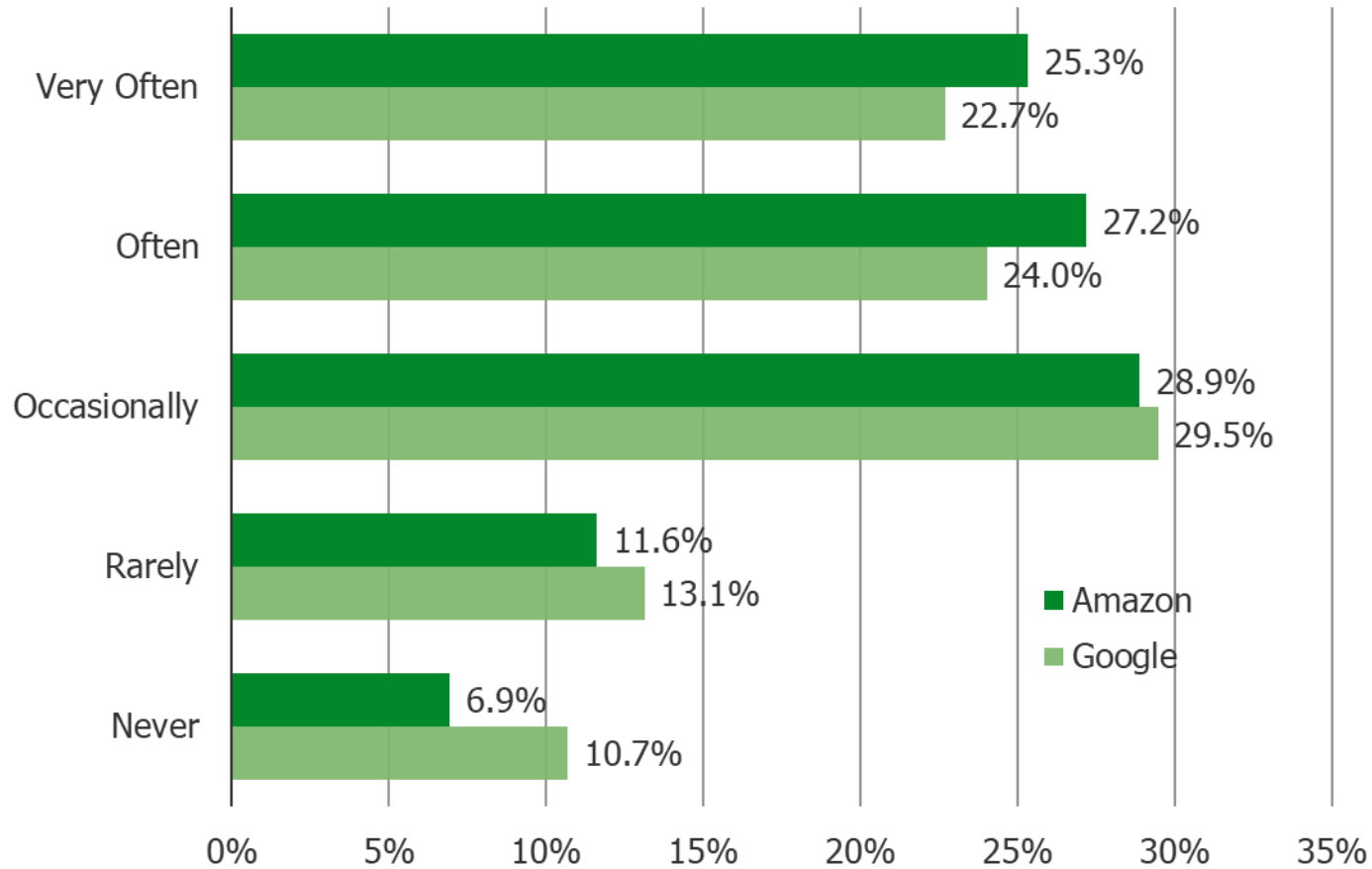
❑   Survey of 550 teens (13-18 YO)

Key Takeaways:

❑   Teens are more likely to start their online shopping searches on Amazon than Google.
❑   When asked directly to choose, a majority of teens say they would be more likely to search for items to buy on Amazon over Google.
❑   Teens who prefer Amazon over Google to search for products cite ease / reliability / prime as reasons for preferring Amazon.
❑   Teens who prefer Google over Amazon to search for products primarily flag variety / more options as reasons for preferring Google.

Amazon vs. Google - Search

When you shop online, how often do you start your search in the following platforms:

Posed to all respondents (N = 533 teens, 13-18 YO)

	Amazon	Google
Very Often	25.3%	22.7%
Often	27.2%	24.0%
Occasionally	28.9%	29.5%
Rarely	11.6%	13.1%
Never	6.9%	10.7%

Amazon vs. Google - Search

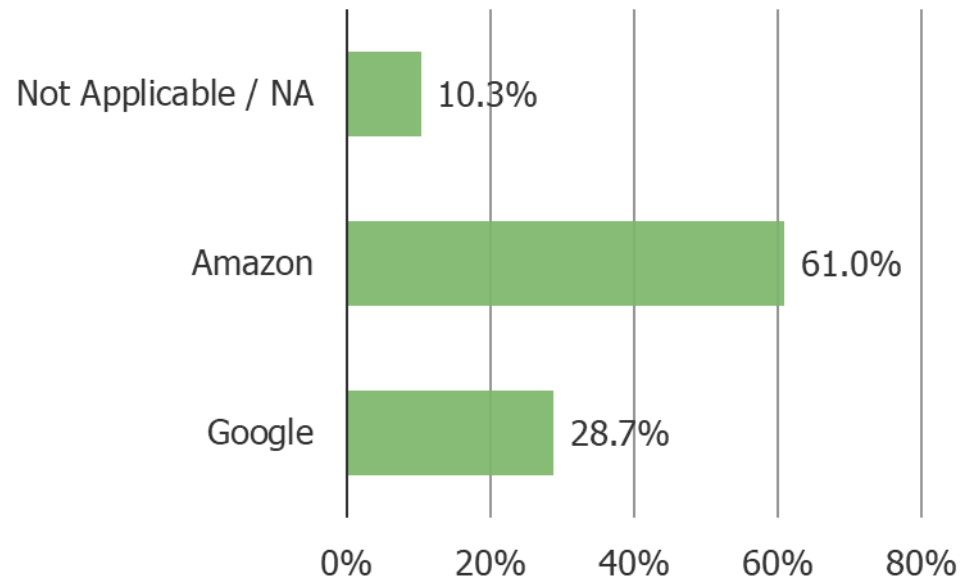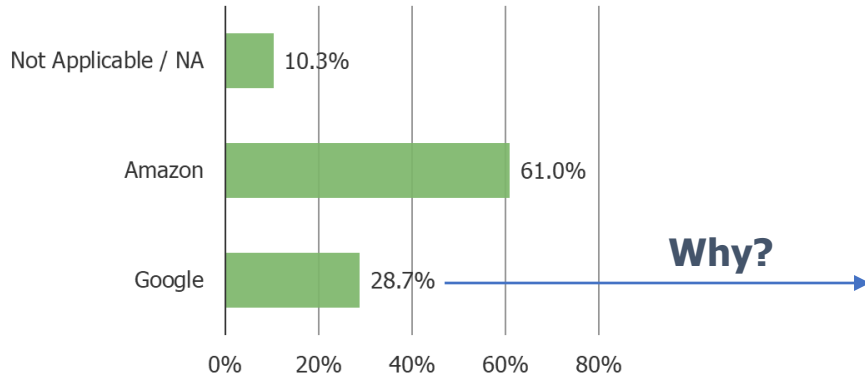## Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)

Category	Value
Not Applicable / NA	10.3%
Amazon	61.0%
Google	28.7%

Why? →
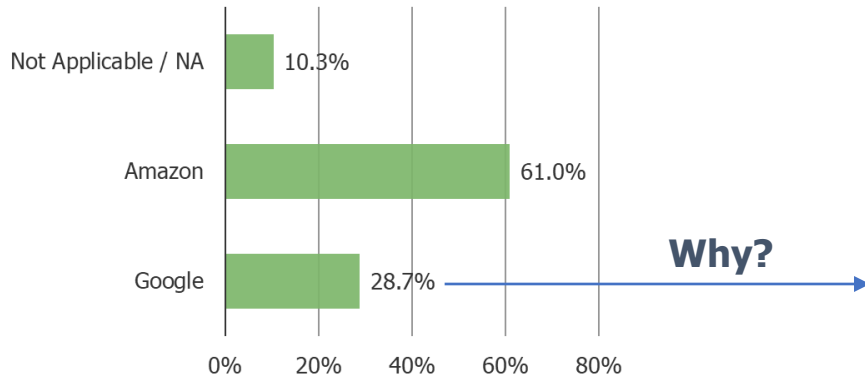
access to more products
I don't like Amazon
Automatically brings up many choices so you can compare prices without clicking a site
Because easier to use
Because Google gives me ALL the things I need to look for, the best prices potentially, and different companies and all their gimmicks
Because google is more accurate on prices
Because google is more reliable than Amazon
Because I can find exactly what I am looking for
Because I use it for IMVU
Because it gives you stores to go to
Because it is very easy and accesible
Because it's more information
Because I've never used Amazon before so I am just used to Google.
Because trust user
Because u can search stores in website
Better
can take you to any website
cause its good
Convenient
Easier
easier
Easier for me
Easiest to navigate
Easy
Easy to use
Familiar with it
Gets me everything I want the press of the button for more than just one source I don't use it as much but I think I should
Google brings up options from every single store on the internet.
Google can take me to Amazon to find products and google can pull up a specific company's website
google gives you a bigger and widder selection of websites to choose from to purchase
Google has more options from more brands, while amazon is one overall market
Google is what gives results for what it is what I want and it provides links to multiple stores that may have it
Google shows me various options on multiple websites.
I can find more items and other places to get them

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)

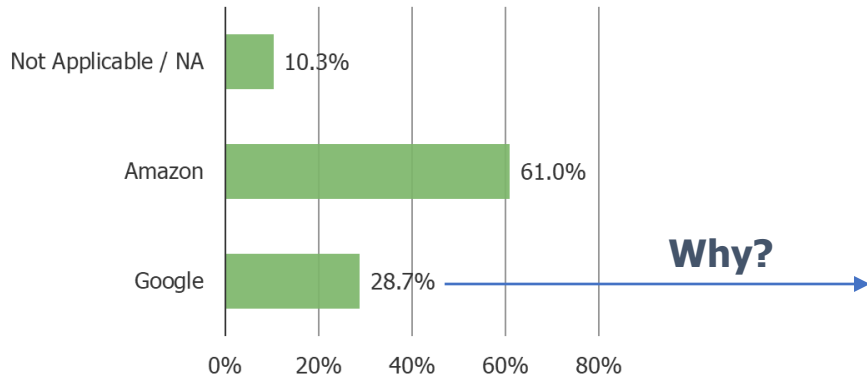|	
Not Applicable / NA	10.3%
Amazon	61.0%
Google	28.7%

Why?

I can find several sites and stores near me.
I can see all the platforms that the item i am looking for is getting sold on.
I can see which retailer has the cheapest price for an item.
I do not like to buy products from Amazon.
I don't really know
I don't support Amazon and a lot of people fuel their shopping addicting through the site.
i feel like google knows more and gives more variety.
I find more results
I have infinite store options
I mostly go clothes shopping, and Amazon doesn't have the best clothes in comparison to sites on google
i never really trusted amazon
I use it all the time and it is easy.
Idk
Idk
idk why google seems better to me
If I'm looking for a specific product, I might not find it on something such as Amazon.
In hopes of finding smaller companies and more ethical companies
is easy
It gives you more sites
it has a lot more options
It has a lot of shopping places.
It has access to all sites.
It has listings from many different websites, sorted by price.
it has more options
It helps me see all the possible options and where to find them, not limited only to what Amazon has
It is more accessible
It is the quickest method and can take you to a variety of websites
it is very reliable
It searches across the board.
It shows every place to buy anything
It takes you to a lot of sites
it's better in my opinion
It's easier everyone doesnit
it's easy
It's just easier
It's more convenient
It's way better
Its better, i guess.
it's easier
It's easier to find small business

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?

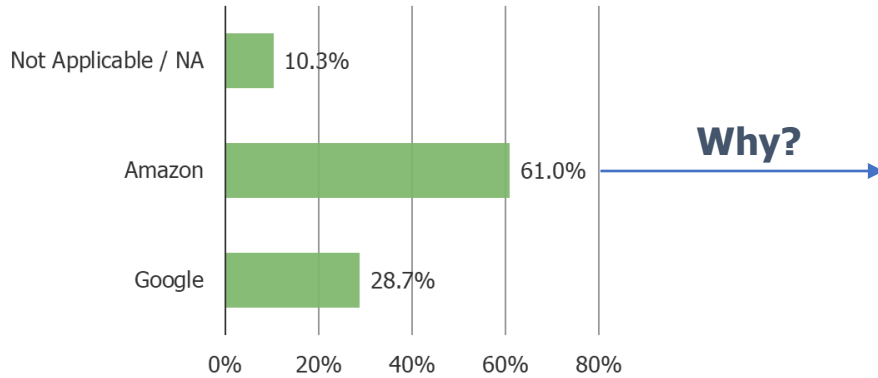Posed to all respondents (N = 533 teens, 13-18 YO)

Why? →

Its easiest
It's easy and quick
its gooder
Its my default search engine
Its quicker
just easier
More flexivle
More info
More options
more options
more options
more options!
more reliable
Much simpler
offers lots of options
Oh wow that's why I hate you lol
Quicker way
Shows more items
So I can get more options of where to buy things from. It's also probably more legit
To shop around
Too see all of the prices all at once to get a better look of the product
you can search up anything and it would give you a website to buy it on

Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)
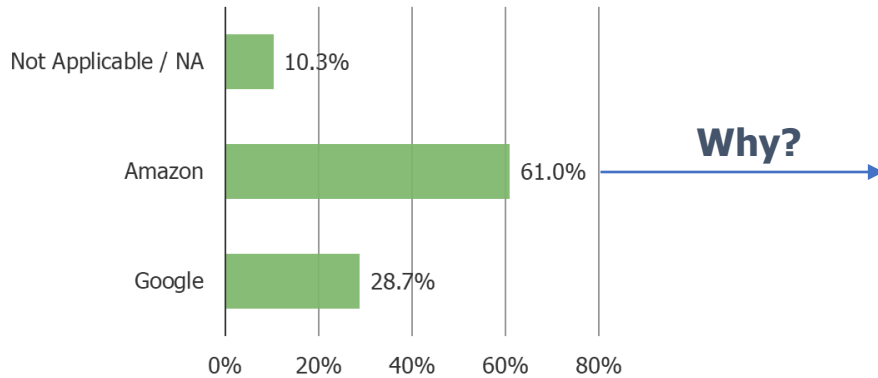

Not Applicable / NA — 10.3%
Amazon — 61.0%
Google — 28.7%

Why? →

A trusted shoping site
Affordable
Amazon has most of the items that I'm looking for.
amazon has prime, so you can get free shipping
Amazon has the best prices and the best quality in terms of products
Amazon have everything you need
Amazon is a platform specifically made for buying things online.
Amazon is a really great place to shop at!
Amazon is amazing. I love it.
Amazon is just more trust worthy
Amazon is just the place to buy stuff. It has an extensive searching algorithmn. I believe that its okay when trying to buy things. But i do prefer REDDIT.
Amazon is made for searching for products, while Google will usually just give a general overview/some suggestions
amazon is more trustworthy and easier
Amazon is top tier
Amazon prime/free shipping
Amazon results are legitimate and don't show up on Google.
amazon trustworthy
Because
Because Amazon has better options
Because Amazon has everything that you are looking for
Because Amazon has lots of stuff that can be delivered wuick
Because Amazon has the best things to buy
Because Amazon is very reliable
Because I can
because i can order what i want instead of driving up the store
Because I have an Amazon prime account and I know that I can trust the site. I have not used Google often enough to trust it.
Because I have ordered from there
Because I want to
Because I'm used to Amazon and I've never reallly considered using google for a purchase
Because it has a lot more options and no payed adds!
Because it is a trusted source for buying products online
Because it's a actually and legit website.
Because it's a reliable online shopper site for anything
Because it's better
Because it's more convenient
Because it's reliable
Because it's system is way better
Because its an easy site you can find almost anything

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?

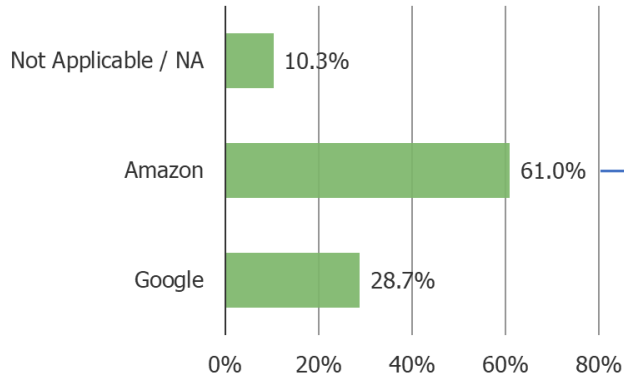Posed to all respondents (N = 533 teens, 13-18 YO)

Not Applicable / NA — 10.3%
Amazon — 61.0%
Google — 28.7%

Why?

Because its easy
Because they are great products
Because they let have better and bigger items I'm looking for plus the shipping is fast
Beter
better deals, helpful reviews, good return policies
Better selection
Better things
Better trusted
can buy directly
Cheap and easy
Cheaper and better deals
Comes faster
easier
Easier
Easier to find less chance of being scammed
Easier to find stuff
Easier to find what I'm looking for directly and quickly, fast delivery
Easier to find what you need, plus amazon prime.
Easier to have it all in one place
Easy
Easy
Easy
easy
Easy
Easy
Easy + Simple
Easy to use
efficient
Everything is on Amazon
Fast shipping
fast shipping
For me, it's just easier, and I trust them more. Also, they have a lot of free shipping items.
free shipping
Gift cards
Google has multiple stores which might not have the best stuff and even more pricey/more shipping fee
Google isnt a marketplace
Google typically leads to Amazon anyway. So i just start out on Amazon.
Google won't only give you stores for shopping, they also show you unreliable stores. amazon is a store
Got prime

Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)

Not Applicable / NA   10.3%

Amazon   61.0%

Google   28.7%

0%   20%   40%   60%   80%

Why? →

Has allot of stuff
Has everything
i can buy stuff
I can get everything on amazon
I can get more options
I can sort easier
I don't know
I feel like Amazon is more trustworthy and reliable.
i feel like its more safer
I have a lot of gift cards
I have a subscription
I have Amazon prime
I have an account there and trust it more
I have an account with them
I have an amazon prime account
I have an Amazon Prime account.
I just like Amazon more
I just like it best
I know it's reliable
I like Amazon
I like how Amazon shows you different products versus google which would bring up many different websites you could get your desired product at
I like it more
i think it's more reliable
I trust it more
I trust it more then a google search
I trust it.
I use Amazon prime
I use Amazon Prime.
I was raised using it and I have prime
I'm just used to finding what I need there
I'm more used to it
Im more common with amazon
im not sure
Is cooler
It always has fast shipping options.
It feels safer and more trust worthy
It gives me a big variety of options.
It has a faster delivery time and is more trustworthy
It has almost everything in one place.
it has everything
it has everything

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?
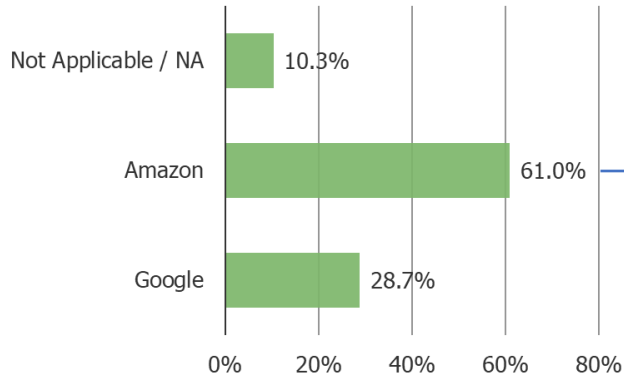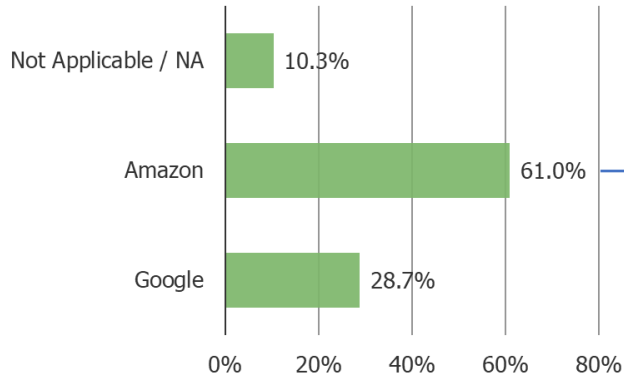
Posed to all respondents (N = 533 teens, 13-18 YO)

Why? →

It has everything
It has everything
It has everything in one platform that I know is trustworthy.
It has good shipping times
it has items i buy and i can use gift cards
It has more deals
It has much more items to look for
It is easier to find stuff and more reviews
It is more easier.
It is quicker to navigate
It is reliable and you can find everything on it
It is safer and has reasonable prices
It just has almost everything that I would need
It's a lot of products
it's better
It's better
It's convenient and I have an account. Google brings you to different websites.
It's easier
It's easier
it's easier
It's easier to access that way
It's easier to use
It's easy
It's easy access
It's good
It's good and because I have Amazon Prime
It's got everything
It's more reliable
It's much easier
it's much easier
It's purely for shopping and it's usually quality
It's quicker
It's somewhere that I've ordered from before so I trust it
It's designed as an online marketplace.
its each and i have prime and i get amazon gift cards so i get a lot of stuff for free.
Its easier
its easier to find things
It's easier to use
It's easy

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?

Posed to all respondents (N = 533 teens, 13-18 YO)

Why?

It's easy to use
It's easy to use
It's more truth worthy
It's quicker
Its so cool!
its so much better
its the default
It's what my parents uses.
just what i've always gone with
Less Sketchy
line bezos pocket with my need for items
More Accurate
More convenient and I know to buy from there.
More easy anf fast
more familiar
more items to find
More options
more options
More Options and less Sketchy
More products
More reliable
More reliable for finding stuff
More reliable products
More stuff
More trusted
More variety
More variety with easier access to items
Prime shipping
R the b
reasins
Reliable and I can get items very fast.
Reputable
safer I feel
Secure transactions, and amazon has everything
Seems more trusting
Short delivery times
Shorter delivery time
sometimes it's a better price than buying directa
that's it's purpose
The app is right there so why not

Amazon vs. Google - Search

Which do you prefer to use to search for items to buy online?
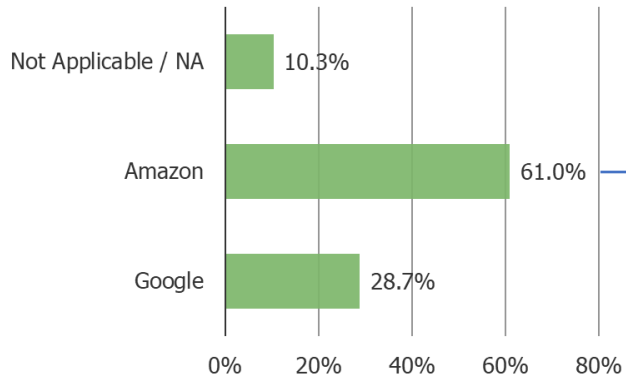
Posed to all respondents (N = 533 teens, 13-18 YO)

Why? →
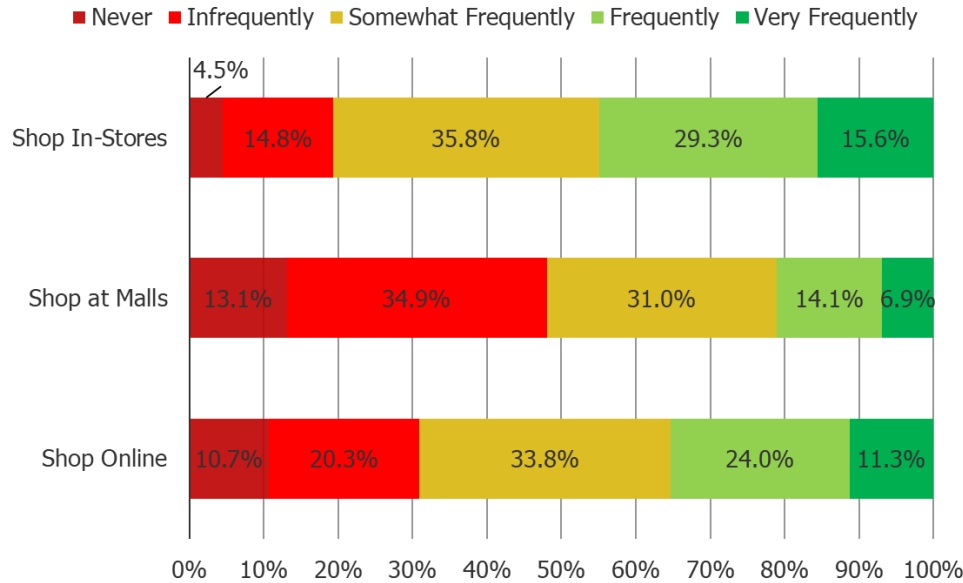
There's more items.
they are common
They have a ton of options for Decent prices
they have categories
They have good products
Track shipment
Trust it
Trusted
Trustworthy
We have Amazon Prime
We have Amazon prome
Well known, good support, easy to use, trustworthy
What is used to buy things
Wider variety of items

Amazon vs. Google - Search

How often do you…

Posted to all respondents (N = 533 teens, 13-18 YO)

June 2022	September 2020

June 2022

■ Never ■ Infrequently ■ Somewhat Frequently ■ Frequently ■ Very Frequently

Shop In-Stores
- 4.5%
- Infrequently 14.8%
- Somewhat Frequently 35.8%
- Frequently 29.3%
- Very Frequently 15.6%

Shop at Malls
- Never 13.1%
- Infrequently 34.9%
- Somewhat Frequently 31.0%
- Frequently 14.1%
- Very Frequently 6.9%

Shop Online
- Never 10.7%
- Infrequently 20.3%
- Somewhat Frequently 33.8%
- Frequently 24.0%
- Very Frequently 11.3%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

September 2020

■ Never ■ Infrequently ■ Somewhat Frequently ■ Frequently ■ Very Frequently

Shop In-Stores
- 7.6%
- Infrequently 23.4%
- Somewhat Frequently 35.6%
- Frequently 24.0%
- Very Frequently 9.4%

Shop at Malls
- Never 16.5%
- Infrequently 37.0%
- Somewhat Frequently 30.0%
- Frequently 10.2%
- Very Frequently 6.4%

Shop Online
- Never 12.5%
- Infrequently 24.1%
- Somewhat Frequently 29.8%
- Frequently 21.1%
- Very Frequently 12.5%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%