

# Bespoke Survey Research

August 2023

## eCommerce (TikTok, Temu, Shein Focus)

Volume 1 | Quarterly Survey

1,300+ US Consumers Balanced To Census

Tickers Covered: AMZN, ETSY, W, WISH, Temu, Shein, TikTok.

### KPIs and Key questions

1. Respondents who are familiar with Temu and Shein are most likely to have heard about these platforms for the first time on Facebook. After Facebook, a lot of respondents said they heard about it from friends, online in general, or on TikTok.
2. Regarding Etsy, we would flag that one of the most common themes about first learning about the platform was from friends or word of mouth.
3. There is a good deal of cross-over between user bases of TikTok and user bases of Shein / Temu.
4. TikTok users report a relatively strong degree of interest in seeing an eCommerce tab within the TikTok app. Temu and Shein customers who have TikTok accounts are especially likely to be interested.
5. The number one product TikTok users think TikTok would be good for buying is "Clothing."
6. Amazon and Etsy trust is a cut above trust in platforms like Shein, TikTok, and Temu (among those who are familiar with each platform).
7. Over time, consumers have reported an increasingly positive opinion of buying products through social media apps.

### Noteworthy Stats:

- 16.7%** Of respondents have a very positive opinion of buying from eCommerce apps/sites that sell Chinese goods.
- 18.2%** Of respondents have a very negative opinion of buying from eCommerce apps/sites that sell Chinese goods.
- 39.3%** Of respondents are familiar with Temu.
- 28.7%** Of respondents are familiar with Shein.

ECOMMERCE

HOW DID YOU LEARN ABOUT THIS APP/SITE FOR THE FIRST TIME?

Posed to all respondents who are familiar with the below.

TEMU

SHEIN



WISH.COM

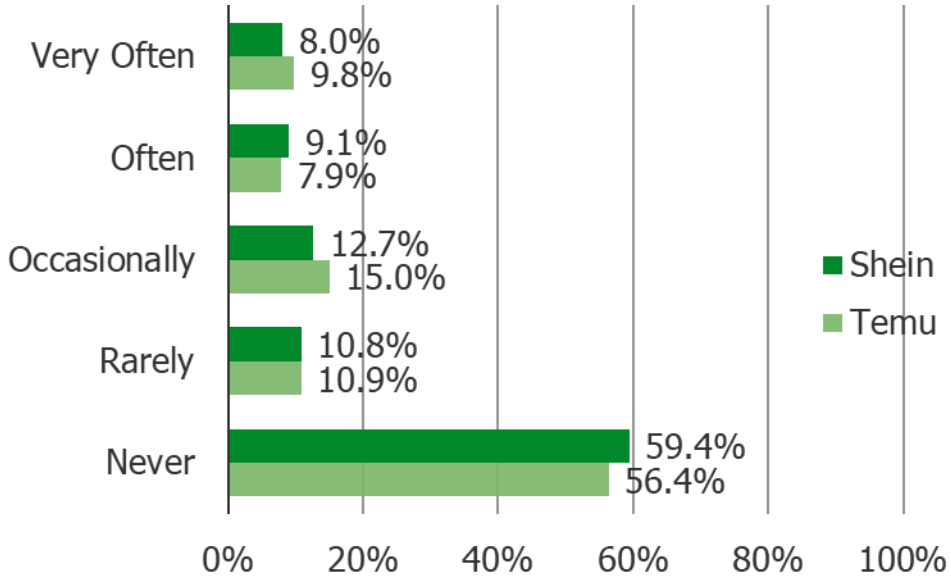
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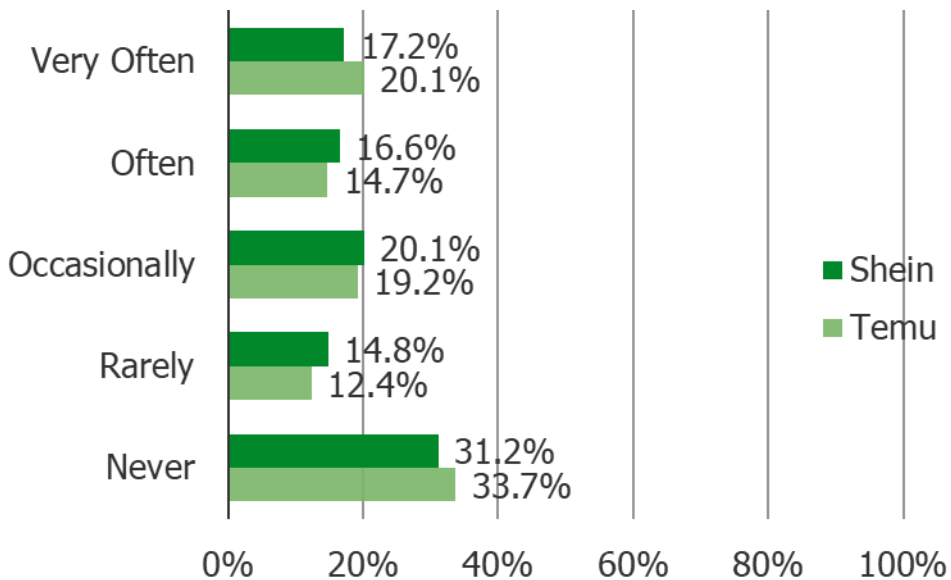


HOW OFTEN DO YOU BUY THINGS FROM THE FOLLOWING SITES/APPS?

Posed to all respondents.

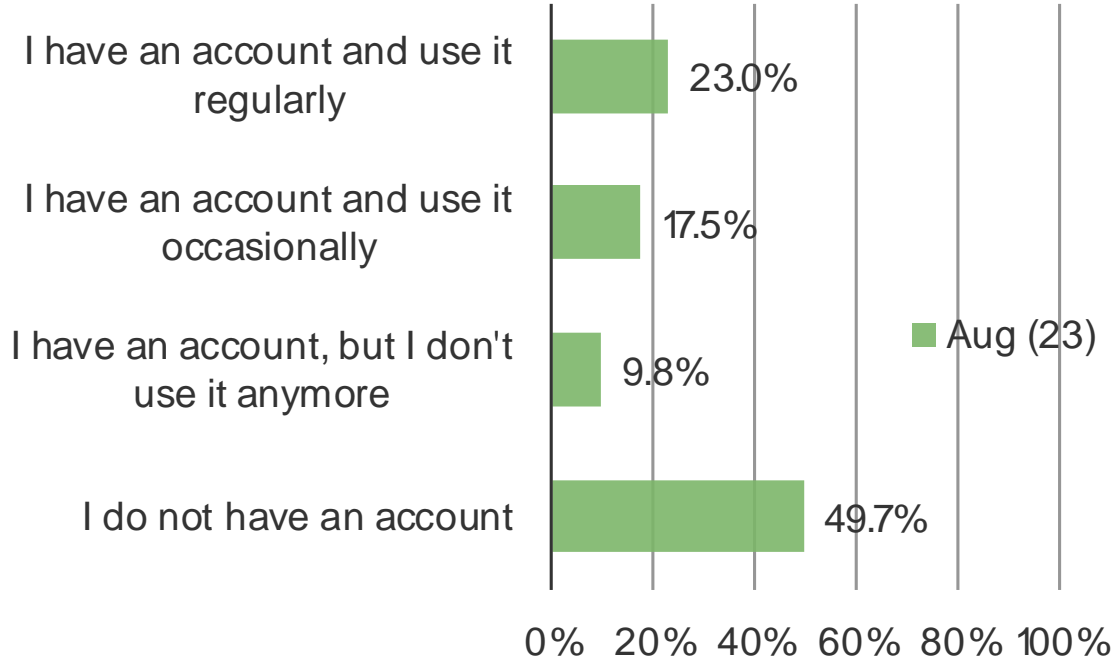


Posed to respondents who have an account with TikTok and use it regularly or occasionally.

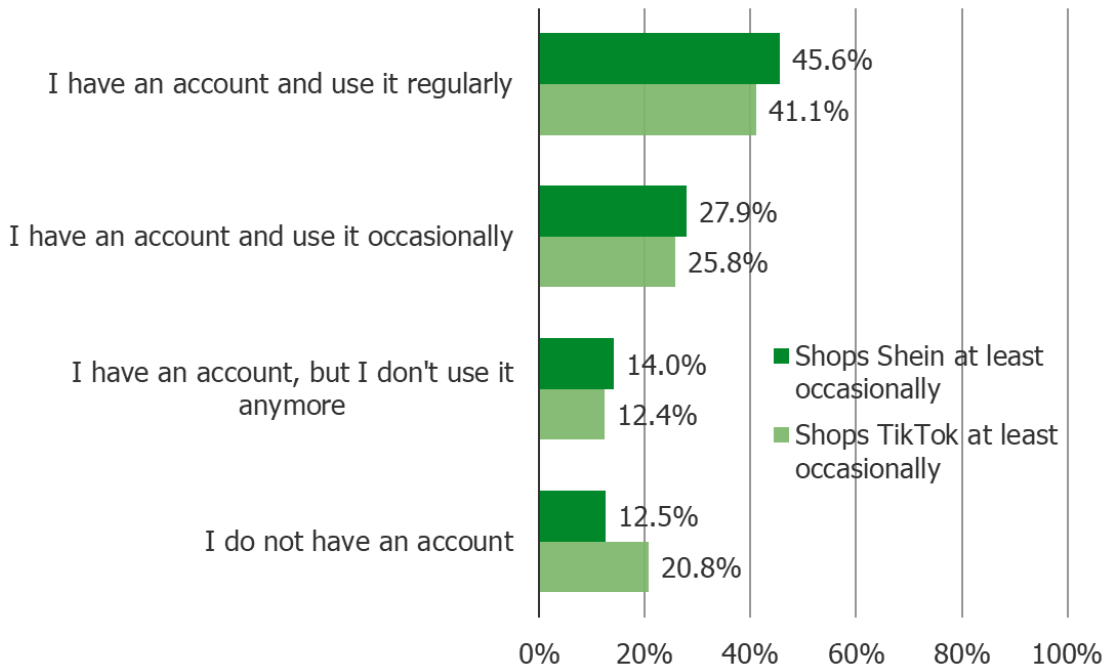


WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH TIKTOK?

Posed to all respondents.

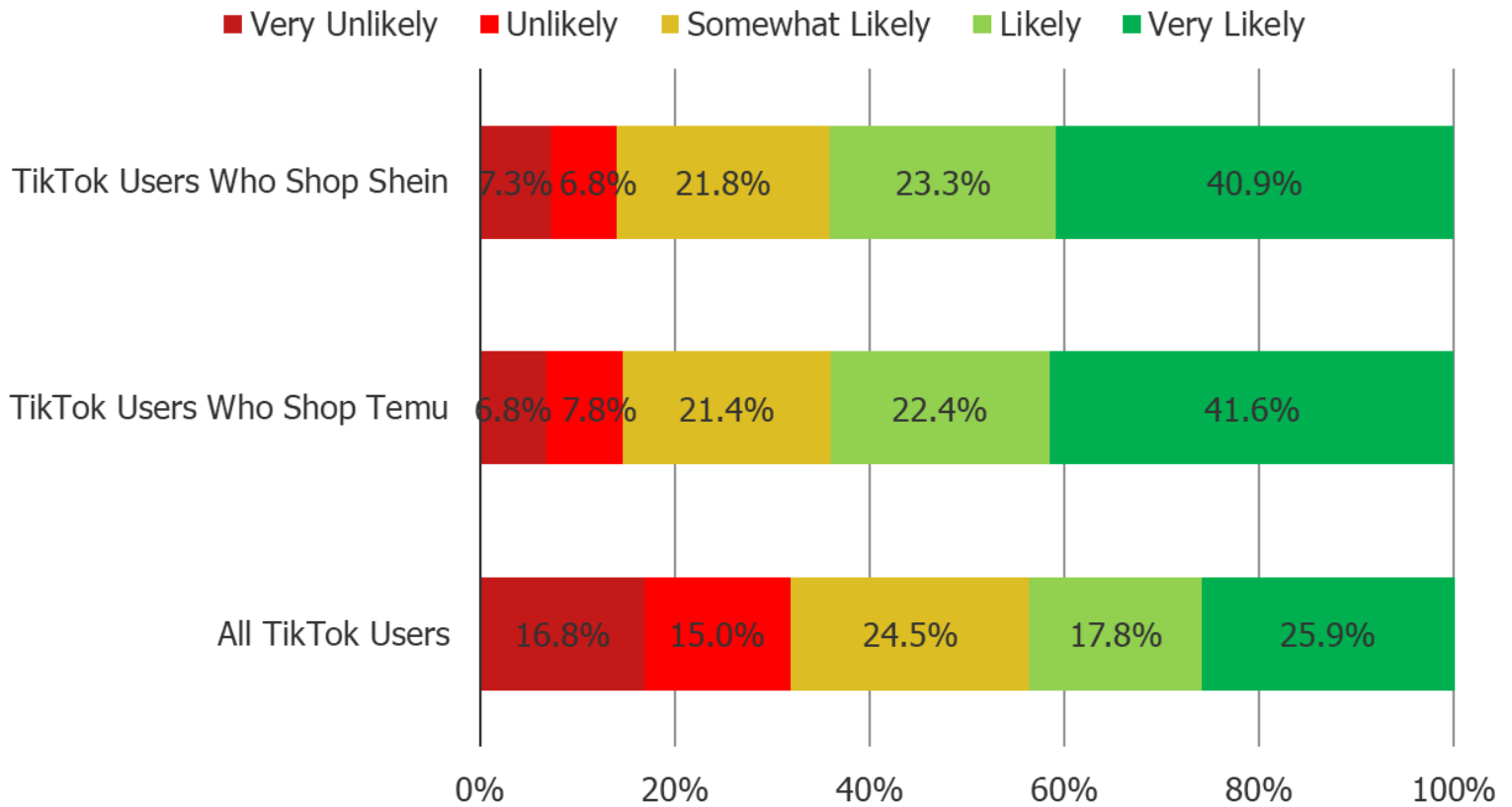


Posed to respondents who shop Temu / Shein...



WOULD YOU BUY PRODUCTS FROM TIKTOK IF THEY HAD AN ECOMMERCE TAB WITHIN THE APP?

Posed to all respondents who are TikTok users.

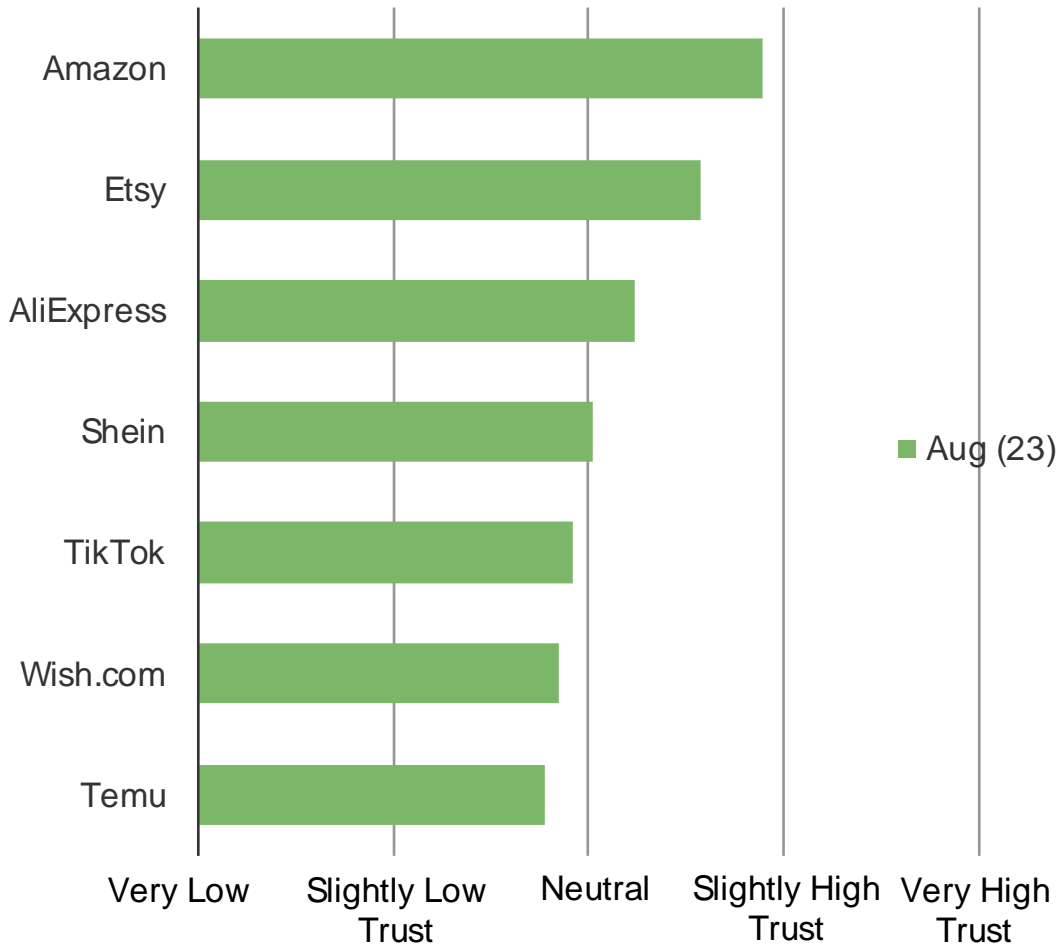






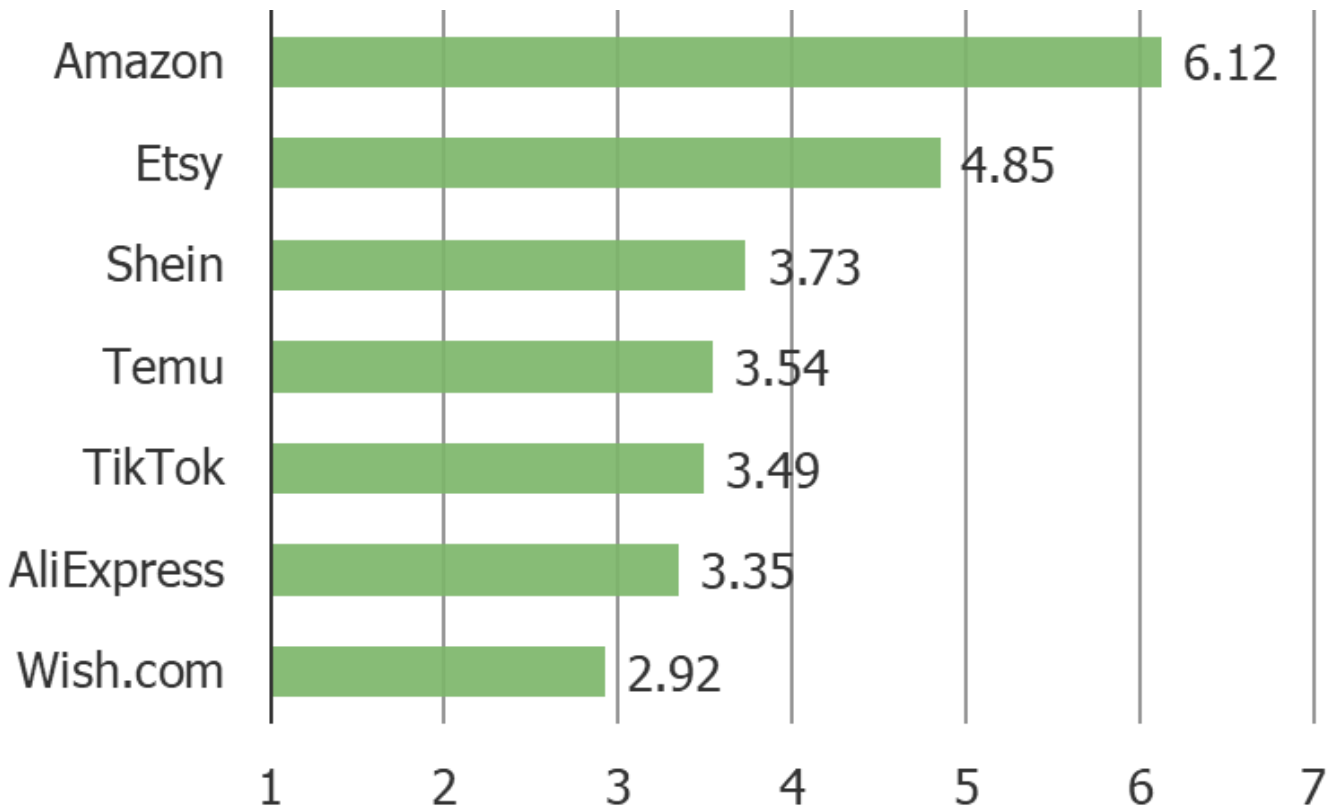
ASSUMING THESE APPS ALL HAD ECOMMERCE STORES, HOW MUCH TRUST WOULD YOU HAVE IN THEM?

Posed to respondents who are aware of each of the following.



ASSUMING THESE APPS ALL HAD ECOMMERCE STORES, PLEASE RANK THEM IN ORDER FROM THE ONE YOU THINK YOU WOULD USE THE MOST AT THE TOP TO THE ONE YOU WOULD USE LEAST AT THE BOTTOM.

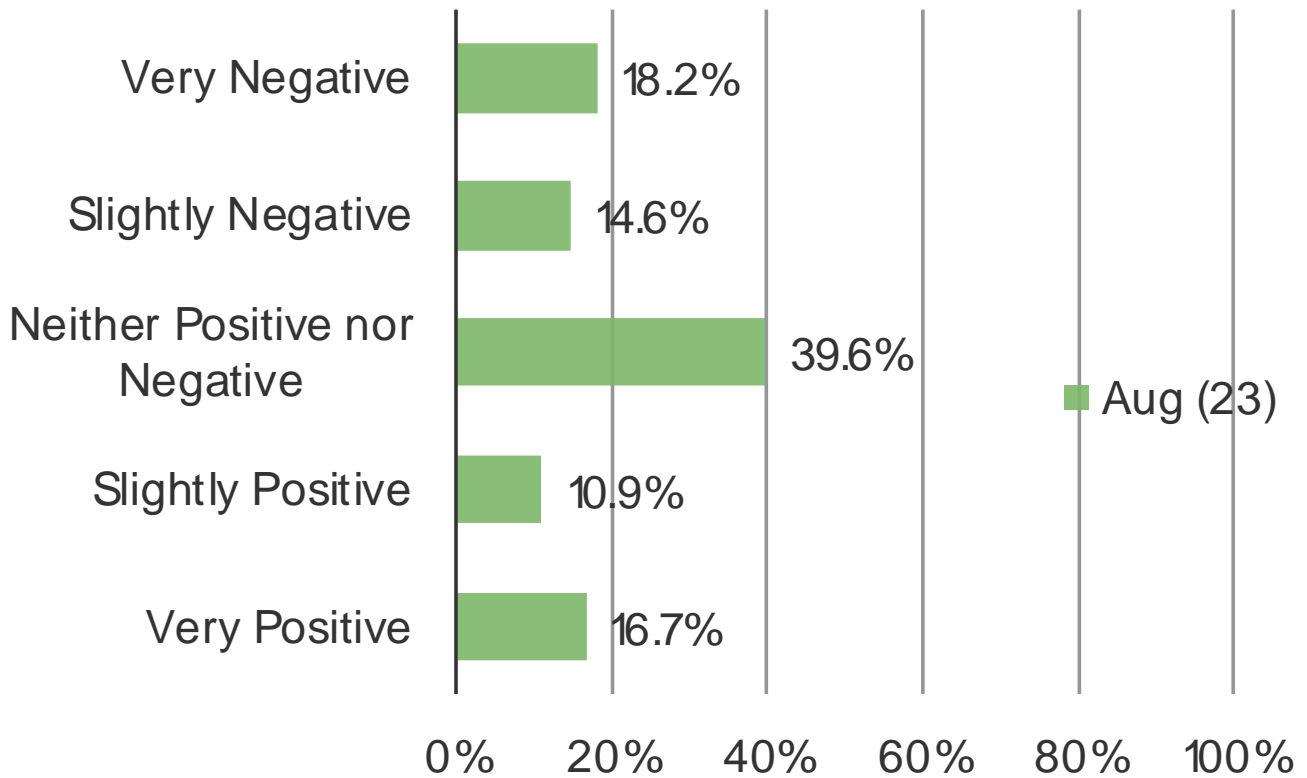
Posed to respondents who are familiar with ALL of the following (N = 103)



The higher the score in the chart above, the more often it was ranked at the top...

WHAT IS YOUR OPINION OF BUYING FROM ECOMMERCE APPS/SITES THAT SELL GOODS MADE BY CHINESE MANUFACTURERS?

Posed to all respondents.



WHAT IS YOUR OPINION OF BUYING FROM ECOMMERCE APPS/SITES THAT SELL GOODS MADE BY CHINESE MANUFACTURERS?

Respondents who have a negative view, why?

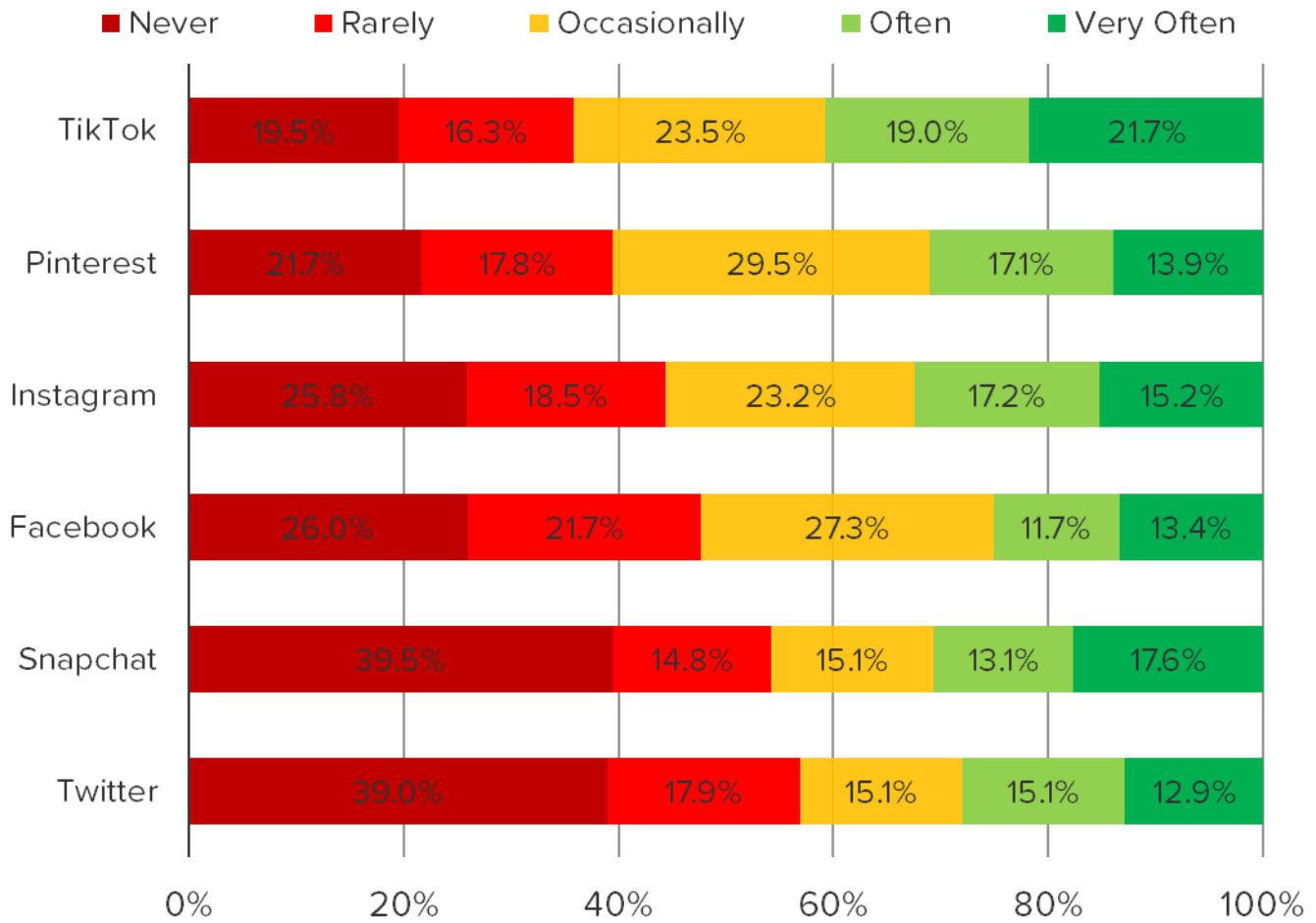
- America is better
- America needs to start selling American made products again!
- Bad economics & politics. Most products are hyped specifications.
- Because most of products made from China is cheap,
- Because when you receive them the quality is inferior
- Buy American
- Buy American
- Buy American
- Cheaply made
- China is a bad country
- China is not are friend and are not trustworthy
- china is not our friend
- China is not our friend
- china is untrustworthy
- Chinese products are not of good quality.
- Chinese things are usually cheaper than US made
- chinese use sweat shops
- data breach
- Do ut trust or want to support China after they released COVID19
- do not trust
- Do not trust china
- Dobt understand it
- Don't trust Chinese goods/business practices; favor American-made
- Don't trust chinese government and they control the Manufacturers
- Don't trust them, and don't want to support Chinese commerce
- Evil goverment
- For many years China has manipulated currencies to take advantage of the economy in America.
- I do not like Chinese products
- I don't shop online
- i dont trust them
- I hate china
- I just don't trust those cites
- I prefer to see product in person or from someone I trust
- I support American companies!
- I try to buy made in USA products
- i won't buy from china anymore
- inferior products
- need to fix our own economy
- Our country needs parts from another that wants to destroy our government
- Poor Quality
- Poor quality,slow delivery, horrible customer service
- Prefer not to buy Chinese goods but it is sometimes impossible not to.
- products are not as good
- Products from China are not high quality
- shipping times and lost packages
- slave labor.... with transportation from China cost included, who makes profit(s).
- Some Chinese goods are made with slave labor and China is a huge polluter of air and water.
- Take too long to get products that might be inferiir.
- The dealers on ebay have dominated so that it is harder to scroll to American dealers, plus they are undercutting American dealers.
- The items are probably made in sweatshops
- The products are usually cheaply made and unsafe.
- They are usually unreliable both in terms of delivery time and the accuracy of the items you get.
- they do not like us, and they treat their people badly.
- Things seem cheap
- Trust
- Try to buy local, sustainable.
- US economy sucks, need to bring it back from the grave.
- very untrustworthy.....and their products fall apart very frequently
- Want American made
- want usa products
- We need to buy American goods.
- we should be making affordable products here in the us for our economy.
- We should cut our ties to China. Most goods are not good quality

## FLAGGING RELATED CHARTS FROM OUR SOCIAL MEDIA QUARTERLY SURVEY

HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

Posed to users of each of the following social media apps.

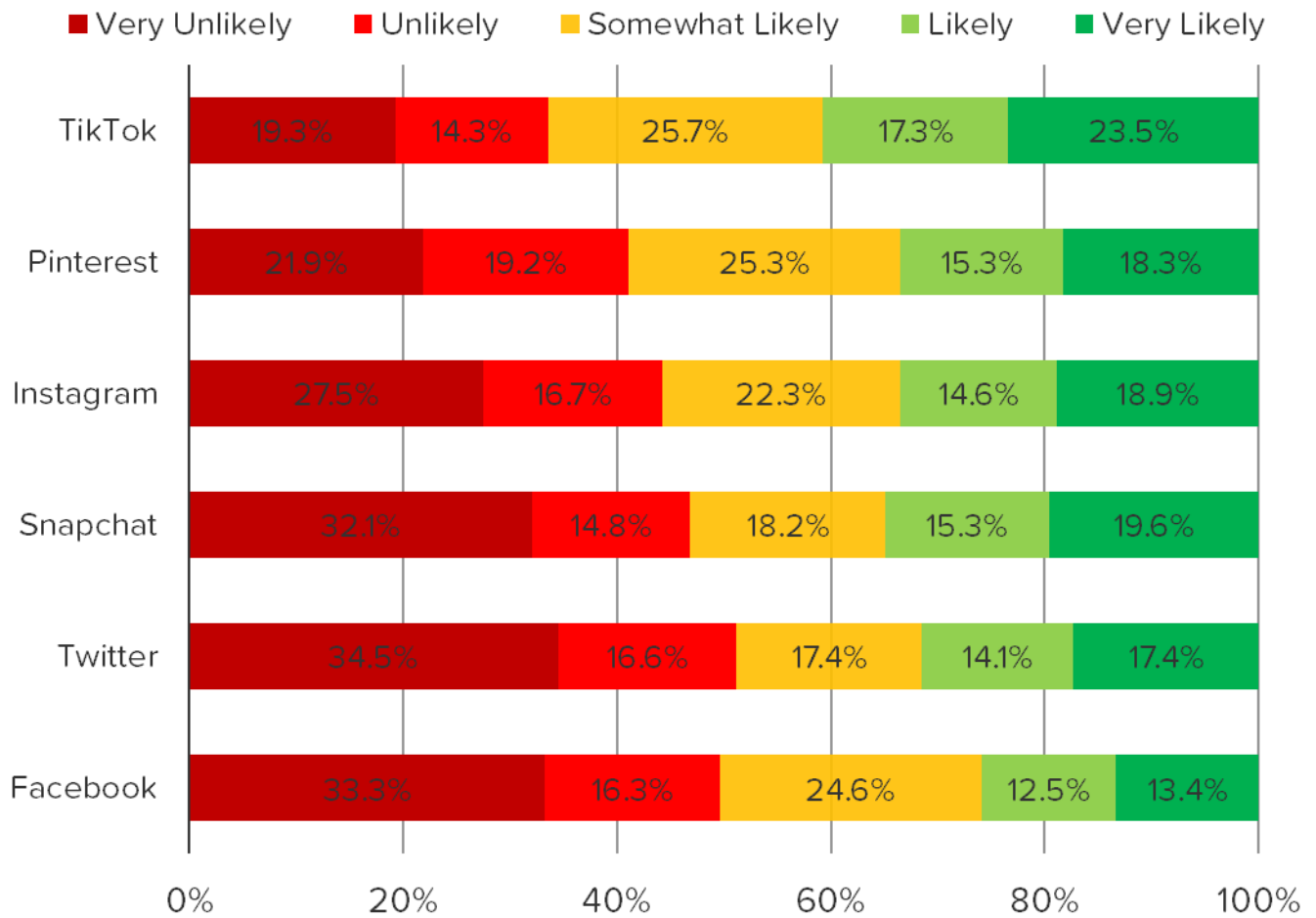
JULY 2023



HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

Posed to users of each of the following social media apps.

JULY 2023



WHAT IS YOUR OPINION OF BEING ABLE TO BUY PRODUCTS THROUGH SOCIAL MEDIA PLATFORMS (IE, NOT HAVING TO LEAVE THE PLATFORM TO PURCHASE AN ITEM THAT YOU COME ACROSS WHILE ON THE PLATFORM)?

Posed to users of social media apps.

