

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

native 18-24 year olds make less than half of purchases on Amazon. This group prefers in-store shopping and a seamless buying experience ...

Mar. 06, 2017



Are Amazon's deficiencies inadvertently creating a blueprint retailers can use to succeed? Amazon shoppers say they would buy from other retailers if offered lower prices (66%), free 2-day shipping (60%), and loyalty rewards (37%) — pointing to strategies retailers can use to attract the youngest generation of consumers.

To better understand how retailers can compete with the e-commerce giant, leading

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

37% of non-Prime members think Walmart is less expensive.

Attracting Young Shoppers

Major opportunities for retailers exist with younger shoppers — 76% of digitally native 18-24 year olds make less than half of purchases on Amazon. This group [prefers in-store shopping and a seamless buying experience](#), and according to the survey, the leading way they buy on Amazon is with the mobile app at 35%. The rest buy on Amazon.com on desktop (34%) or mobile site (24%).

Only 1% of consumers say they use Amazon Dash Buttons or Alexa to shop.

Small Business

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved