

# Why brands need to use Amazon to acquire customers



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As the generations raised on the internet continue to enter into adulthood, the way we do business and market products needs to shift with them. For many of these consumers, not to mention their elders, online shopping has become nearly synonymous with Amazon.com. That doesn't in any way discount the need for a strong brand of your own, but the reality is, you may need to change what you think you know about how the consumer shops online.

We tracked visitor behavior for over 100 consumer product websites over a two-year period. We uncovered some surprising things about how today's consumer uses websites, social media and Amazon together to make a purchase decision.

In a typical scenario, a consumer sees an appealing new brand or product and considers it for purchase. The first thing they do is find the brand's website. They are seeking validation of quality and legitimacy.

The next step for the consumer is a search of product reviews on Google and Facebook. If all of this checks out to their liking, they head to Amazon.

Amazon plays a prominent role in product research for most consumers. Reviews offer insight into a product from an unbiased source — other buyers. An overwhelming 92 percent of the time, the consumer makes their initial purchase on Amazon.

The main reason behind this decision is trust. Customers trust Amazon to store their card information safely and are given confidence by the Amazon A-to-Z guarantee.

And if the customer searched for your product and didn't find it on Amazon? They will almost always move on without making a purchase. That's how strong Amazon loyalty has become.

Some retailers believe that listing their items on Amazon will draw sales from their e-commerce site. The more important principle is, most people won't purchase from a website if they don't know or trust it. This is the number one psychological barrier to conversion.

If your item isn't readily available by being listed and optimized on Amazon, there is a vast wealth of customers who may never buy from you. And if they do, it will cost more money to get them to convert than it will on Amazon. If you treat your Amazon listings with as much care and concern as you do your website and stores, you will benefit significantly in both revenue and brand exposure.