

FIELD AGENT®

SHOPPING

WITH ALEXA

SURVEY OF 318 VERIFIED ECHO OWNERS



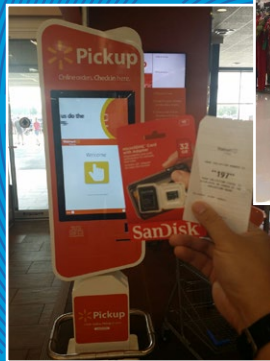
YOUR EYES & EARS IN THE DIGITAL AGE

Wherever business takes your products, customers, and operations in the digital age, Field Agent's panel of almost one million U.S.-based agents is already there—ready to capture pictures, answer questions, and keep you “in the know” on the latest digital developments. In stores, in homes, and practically anywhere in between. *Field Agent has digital retail covered.*

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AGENT PHOTOS



AGENT PHOTOS



WHO ARE THESE ALEXA USERS?



Agent Locations

N = 318

HEY, ALEXA...

OWNERSHIP:

GENDER:

Men - 52%
Women - 48%

AGE:

18-24 - 3%
25-34 - 26%
35-44 - 37%
45-54 - 25%
55-64 - 7%
65+ - 3%



ECHO
OWNER
50%



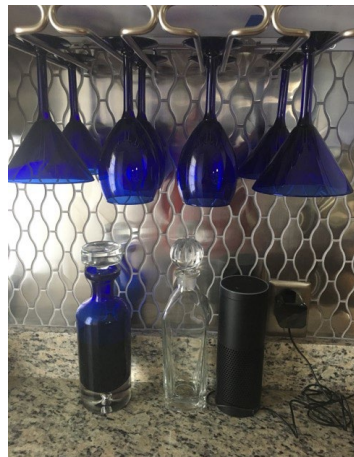
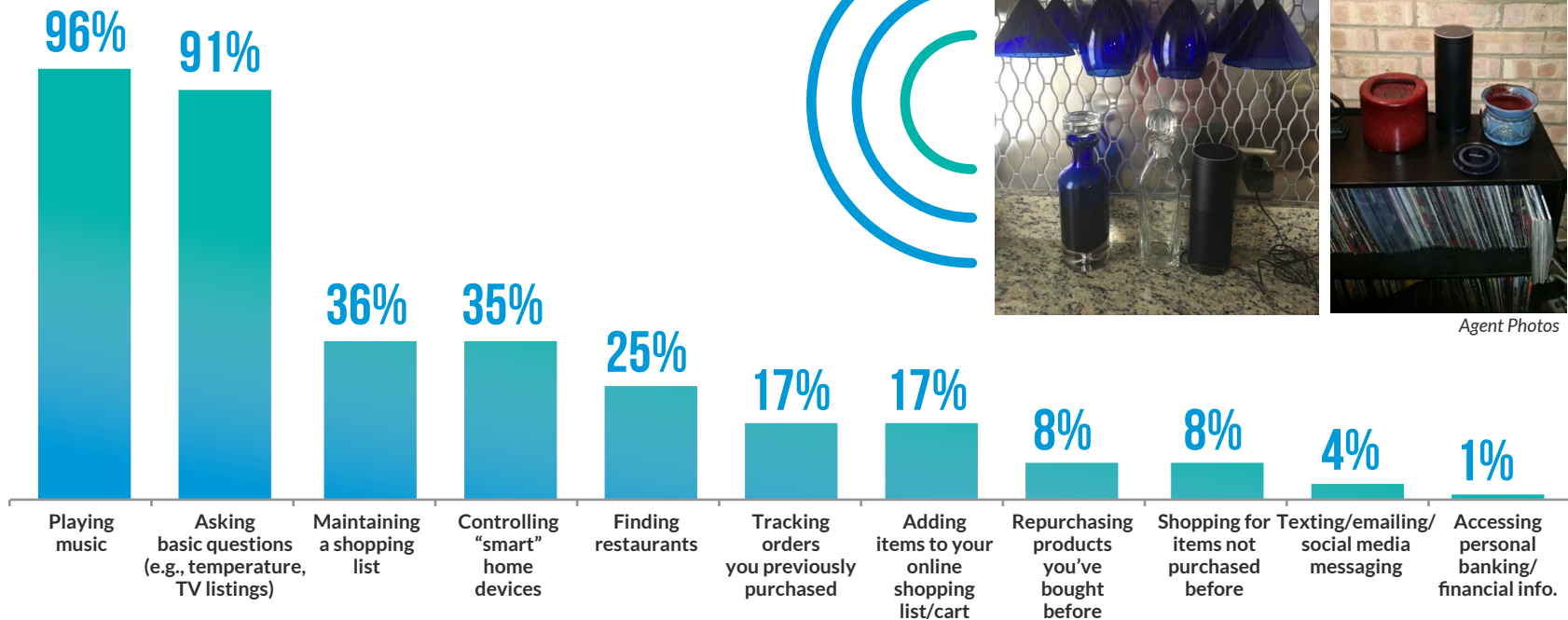
AMAZON
TAP OWNER
3%

ECHO DOT OWNER

64%



WHICH OF THE FOLLOWING DO YOU **REGULARLY** USE YOUR **ECHO** FOR?

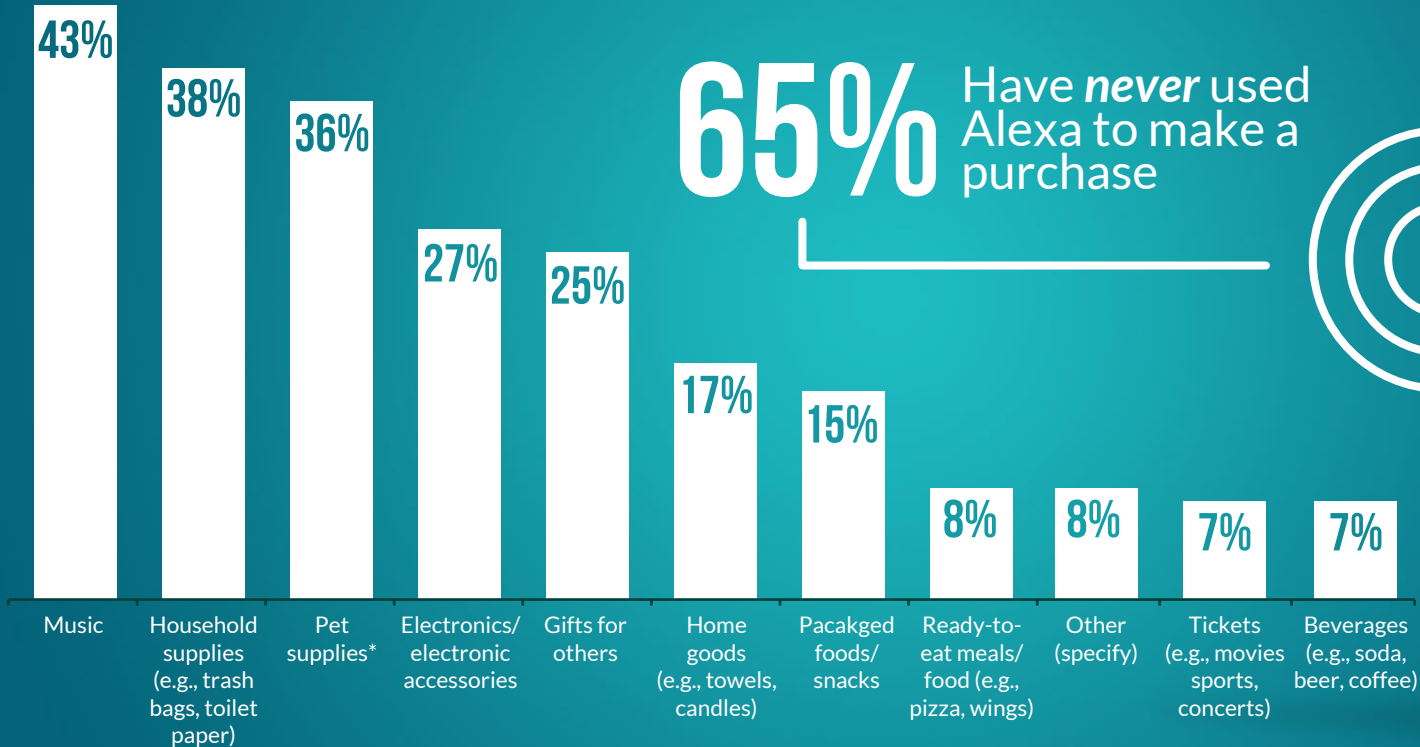


Agent Photos

(N = 318)

WHAT DO YOU PURCHASE THROUGH YOUR ECHO DEVICE?

Among those who use their Echo to make purchases (n = 112)



*Among households who report having a pet (n = 56)

BABY SUPPLIES: Of those in the survey with at least one child younger than 2 (n = 29), only 8 said they use their Echo to make purchases. Five of the 8 (63%) reported using the Echo to purchase BABY SUPPLIES.

WHY DON'T YOU MAKE PURCHASES THROUGH YOUR ECHO?

Those who said they do not make purchases through their Echo (n = 206) were asked this free form, qualitative question.



TOP 5 THEMES

- **UNABLE TO SEE PURCHASES**
- **COMPARE PRICES PRIOR TO PURCHASE**
- **SIMPLY HAVEN'T TRIED THE PURCHASE FEATURE**
- **SECURITY CONCERNS (E.G., CONCERN OVER SAFETY OF PERSONAL DATA)**
- **WORRIES ABOUT CHILDREN MAKING PURCHASES ACCIDENTALLY**

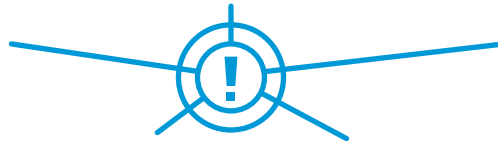
WHAT AGENTS HAVE TO SAY



"I have not had a lot of time to explore all of its capabilities. I hope to look into using this to purchase items in the near future."

"It's hard to compare products, features, and pricing on the Echo. Even listening to the deals takes a long time. It's more efficient to look and purchase products on the computer. I like to at least briefly compare even products I've ordered before."

"I am not comfortable with the Echo accessing my accounts/credit cards to order items. I feel that it opens me up to unauthorized credit card usage and identity theft."



"Because I have small children who know how to say 'Alexa' and I don't want them to accidentally make purchases. I have turned the feature off."

"I am not 100% familiar with the process, for one. Also, I like to SEE an overview of a product that I am ordering and my order confirmation as I am giving the final ok to purchase. If I can't see it then I am hesitant to make the purchase."

WHAT DO YOU LIKE AND DISLIKE ABOUT MAKING PURCHASES THROUGH YOUR ECHO?

Those who said they make purchases through their Echo (n = 112) were asked this free form, qualitative question. Below we offer the top themes from their responses as well as representative quotes

TOP LIKES

EASE OF USING THE TECHNOLOGY

“It is very easy to interact with Echo making initial purchases or reorders. The device understands my commands well and it is easy to know that the device understood what I was requesting.”

REORDERING FREQUENTLY-PURCHASED ITEMS

“It's super simple to replenish my dog food supply as soon as I realize there is a need. Doggies never go hungry...”

CONVENIENCE (OF SHOPPING)

“It's so convenient. A lot of times I may suddenly think of something that I need to reorder and by using Echo I don't have to worry about adding it to a list and getting at store.”

TOP DISLIKES

ALEXA SOMETIMES DOESN'T HEAR ME CORRECTLY

“Alexa gets things wrong sometimes. You have to phrase things just the right way.”

INABILITY TO SEE PRODUCT BEING PURCHASED

“I like to see what I am ordering. That is why I don't use the Echo Dot to order items.”

DIFFICULTY COMPARING PRICES AND PRODUCTS

“I do not purchase through my Echo because I am not sure I would get the lowest available price if I do.”

RANK THE FOLLOWING BY **HOW OFTEN** YOU USE THEM TO MAKE ONLINE PURCHASES, WHERE 1 IS THE DEVICE YOU USE MOST OFTEN



My Computer/
Tablet



My Smartphone



My Echo



Agent Photos

	My Computer/ Tablet	My Smartphone	My Echo
● Rank #1	56%	44%	1%
● Rank #2	37%	53%	10%
● Rank #3	8%	3%	89%

N = 318

WHEN WOULD YOU OPT TO SHOP THROUGH YOUR ECHO AS OPPOSED TO YOUR SMARTPHONE OR TABLET/LAPTOP/DESKTOP COMPUTER?

This question was posed to all Alexa owners (N = 318). Below we offer the top 3 themes from their responses as well as representative quotes

TOP 3 THEMES

- FOR **RECURRING PURCHASES** OF BASIC PRODUCTS
- FOR **SPECIAL DEALS** OR PROMOTIONS
- FOR TIMES WHEN **MY PHONE/COMPUTER ARE NOT READILY AVAILABLE/ACCESSIBLE**

“I would shop through Echo instead of my smartphone when there are deals that I will only get through Alexa.”

“I believe I would opt to shop on my Echo when ordering something I typically use, like cat food. It would be great to notice the food is low and to ask Alexa to order another bag and not have to worry about it again”

“When my computer acts up; when I don't have time to search and type; or when my hands are tied”

WANT MORE **INSIGHTS** INTO WHAT SHOPPERS THINK?

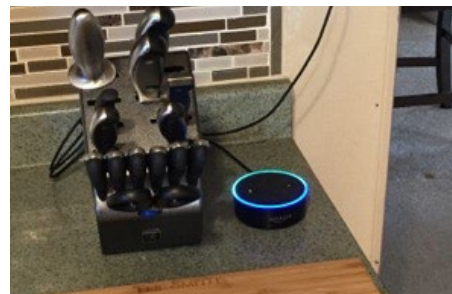
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WHEN YOU MAKE PURCHASES THROUGH YOUR ECHO, HOW OFTEN ARE THEY **REORDERS** AS OPPOSED TO NEW ORDERS?

Among those who use their Echo to make purchases (n = 112)

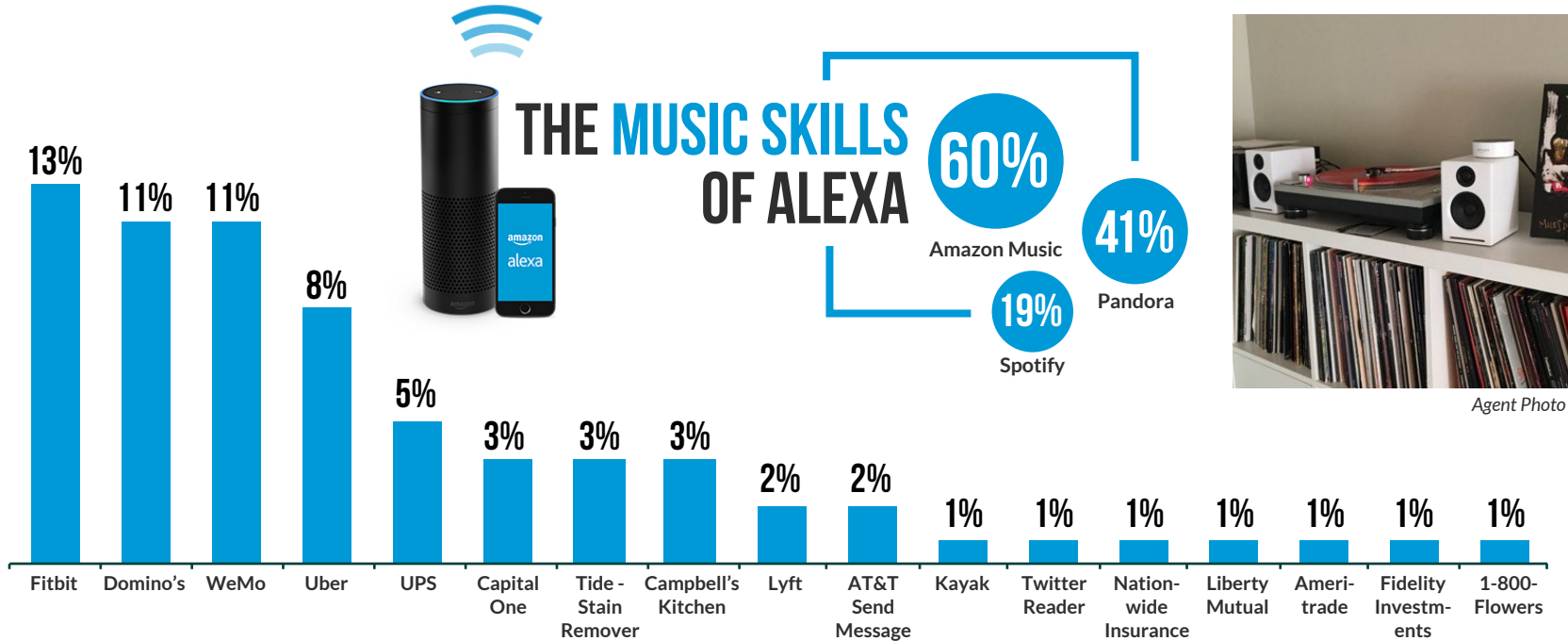


HOW EASY/DIFFICULT IS IT TO REORDER AND SHOP FOR ITEMS THROUGH ECHO?



Agent Photo

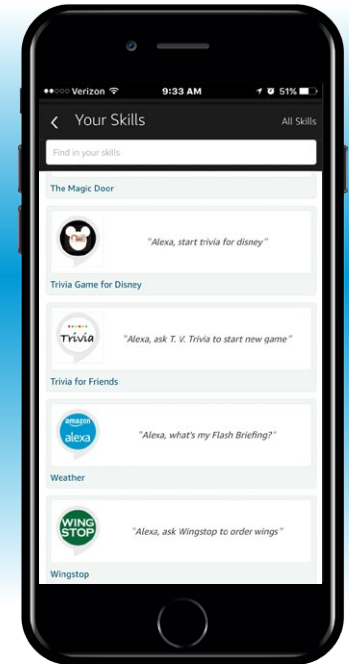
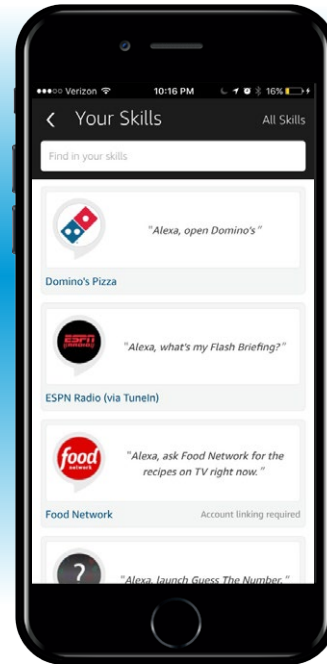
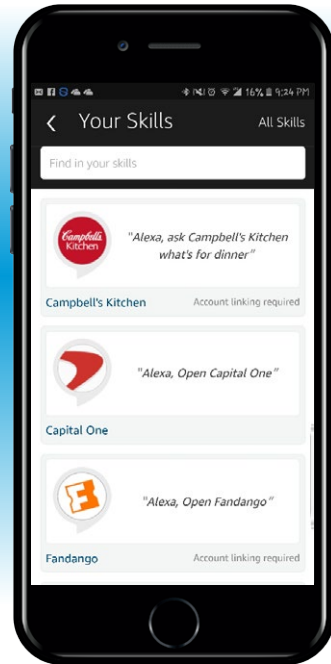
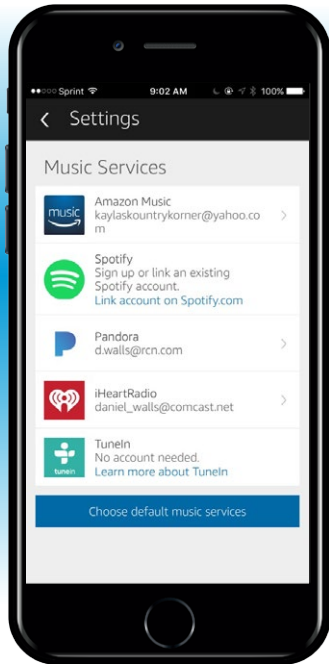
WHAT **BRANDED** SKILLS DO YOU HAVE AND USE ON YOUR ECHO?



(N = 318)

SKILLS OF ALEXA

Agents were asked to take screenshots of the “skills” in their Alexa App





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