

SEARCH WITHOUT SCREENS:

WHAT AMAZON ECHO AND GOOGLE HOME MEAN FOR ONLINE RETAILERS



BACKGROUND

Industry leaders predict that 2017 will be the year for voice search devices such as Amazon Echo and Google Home. These devices are revolutionizing the way we search, shifting customer queries from keywords into conversations. Without the visual prompt of a screen, there are serious implications in the way consumers will research, evaluate, and purchase products in the future.

We were curious to see how the recent surge in voice assistant products has affected consumers over the past few months. We conducted an online survey of Amazon Echo and Google Home owners to discover how these people interact with new voice search devices. As a result, we gained valuable insights into the challenges and opportunities presented by assistant devices, and uncovered tangible insights that retailers can use to prepare for a screenless future.

SURVEY METHODOLOGY

Our goal was to target a random sample of individuals large enough to drive meaningful insights. The NetElixir Team conducted the survey using Google Consumer Surveys with the following parameters:

Target: Owners of Amazon Echo and Google Home in the United States on the Google Consumer Surveys publisher network.

Sample Size: 500


Collection Period: December 2016

Check out the full study at netelixir.com/voiceresearch



51.5%

of people who use voice-controlled search seek information related to a purchase




15.4%

of Amazon Echo owners became Amazon Prime members after they bought the Echo

A woman with long, wavy hair is lying on her back on a grassy field. She is wearing a dark-colored top. The image is semi-transparent, allowing the text to be overlaid. The background is a soft-focus green field.

21%

of Amazon Echo users
purchased everyday
household items such
as food or tissues

A vertical, glowing light streak with a gradient from dark orange at the top to bright yellow at the bottom, set against a black background.

30%

of people have increased
purchases with Amazon
since owning the Echo



25%

of Amazon Echo users
purchased entertainment
products such as books,
music, and other media

45%

of people use their
Amazon Echo and
Google Home to
play music



60%

of people find
voice search to yield
accurate results



65%

of 18 to 24-year-olds use
voice search to find information
related to a purchase - more
than any other age group



41%

of Amazon Echo users
place their Echo in the
living room

45%

do not make purchases
with Amazon Echo



PPC • PLA • ANALYTICS
SEO • SOCIAL • WEB

DECODING WHAT MAKES PEOPLE CLICK.



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