

AMAZON BOOKS

Inside Amazon's First Brick-and-Mortar Store

EVERYDAY ACCESSORIES,
GREAT VALUE

Powered by
FIELD AGENT®

ABOUT AMAZON BOOKS AND THE STUDY

All eyes are on Amazon these days. The titan of ecommerce, which cleared over \$100 billion in revenue last year, just sent shivers up the collective spine of retail execs by opening its first brick-and-mortar storefront, a 7,500 square foot bookstore in Seattle called, simply enough, Amazon Books.

But while all eyes may be on Amazon, very few eyes have actually witnessed the company's new bookstore. After all, there's only one location.

So Field Agent, the authority in on-location auditing and research, sent 10 mystery shoppers, or Agents, to Amazon Books in Seattle.

There our Agents captured photos, shot videos, and offered feedback on Amazon's first brick-and-mortar venture.

If the world can't go to Amazon Books, consider this research Field Agent's way of bringing Amazon Books to the world.

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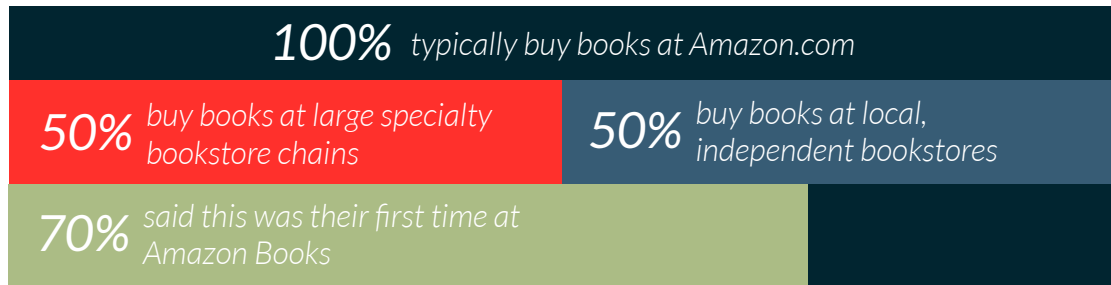
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10 SEATTLE AREA AGENTS

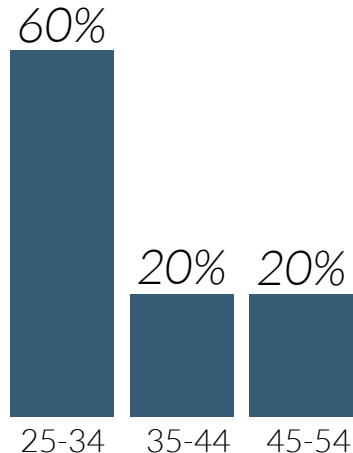
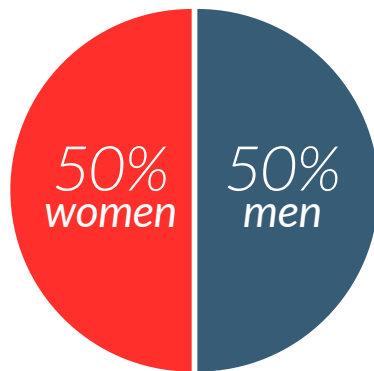
Agents were asked to complete this job at the only Amazon Books Store, located in Seattle, Washington. Participants were required to make a book purchase of at least \$10, which we verified through photo and video.

QUICK FACTS

- All Agents at least occasionally purchase books
- All Agents said they either “often” or “sometimes” make purchases from Amazon.com



AGENT DEMOGRAPHICS



REVIEWING AMAZON BOOKS

We asked Agents to describe the bookstore in 3 words and to review various aspects of the store using the 5-Star Rating system

4.4 stars - 1,057 reviews



as of 10/11/2015

DESCRIPTIVE WORDS FROM AGENTS

Agents were asked to provide 3 words apiece to describe Amazon Books.

Here are their responses, with recurring words in red:



REVIEWING AMAZON BOOKS – 5-STAR RATINGS

Amazon has taken 5-star reviews to a new level. So we asked agents to review various aspects of the new Amazon Books on a 5-star scale.

Ease of shopping/
organization

4.25

(high: 5; low: 3.5)



Selection/variety of books

4.25

(high: 5; low: 2.5)



Prices

4.30

(high: 5; low: 2.5)



Shopping experience/
enjoyment

4.55

(high: 5; low: 3.5)



Ambiance/atmosphere

4.75

(high: 5; low: 4)



Overall

4.50

(high: 5; low: 3)





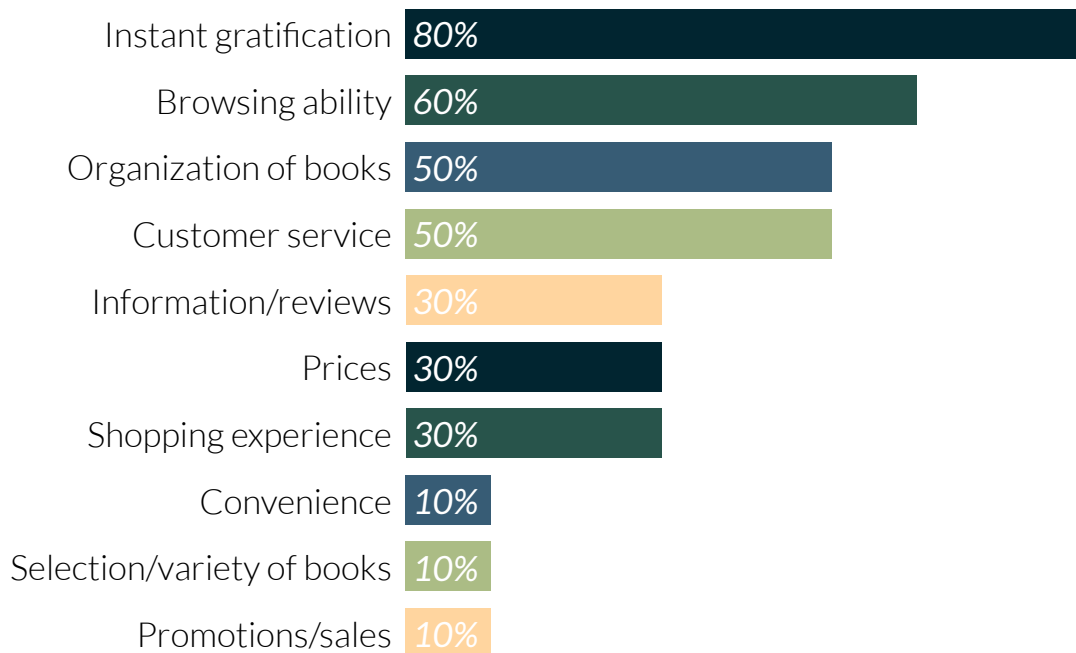
COMPARING AMAZON BOOKS to other book-buying options

An important objective of our study was to understand why someone would choose to shop at Amazon Books over other alternatives.

We asked our agents in what ways, if any, Amazon Books is superior to Amazon.com and large specialty book chains (e.g., Barnes & Noble) for buying books.

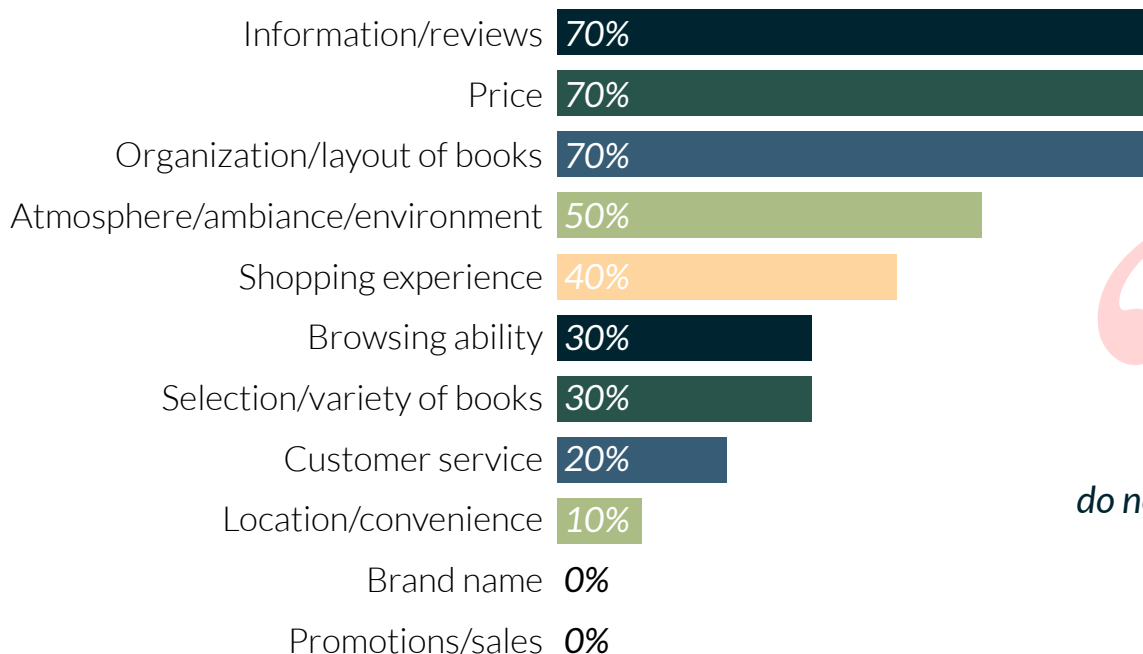
COMPARING AMAZON BOOKS TO OTHER OPTIONS

In your opinion, which of the following does Amazon Books do better than Amazon.com?



COMPARING AMAZON BOOKS TO OTHER OPTIONS

In your opinion, which of the following does Amazon Books do better than large specialty bookstore chains (e.g., Barnes & Noble)?



“Although Amazon Books has nice ambiance and presents each book well (display, description), they do not have the large selection that other stores carry.”

COMPARING AMAZON BOOKS TO OTHER OPTIONS

Where would you rather shop for/buy books? Amazon Books or another option?



NOTE: 20% said they do NOT prefer Amazon Books over the other options above, but this may have been a function of travel distance/difficulty, considering Amazon Books currently has only one location.

"I like browsing, so I'd rather go to a bookstore than order online generally speaking and this book store was really clean, gorgeous, simple - it seemed like it was still warm and book lover friendly even though it was obviously brand new."



SUGGESTIONS FOR AMAZON BOOKS

We asked Agents to offer 3 criticisms of or suggestions for Amazon Books. The following are recurring suggestions/criticisms by more than one agent.



CONGESTION / NARROW AISLES

“Store is too congested. Aisles are very narrow. Hard to walk around people.”

SELECTION / VARIETY

“Not many reference (exam studying) books, which could be of interest. I feel like young professionals are frequenters of the Amazon brand, so this could be useful.”

OFFER CAFE / COFFEE

“I think having an espresso stand or café would make it competitive with the other big bookstores in terms of going there as an outing to browse and have fun before or after another event which is something I often do.”

ACCEPT CASH PAYMENT

“Amazon Books does not accept cash as payment. This is horrible.”

PRICING INFORMATION

“Put live price displays on product info cards. Price check kiosks are inconvenient.”



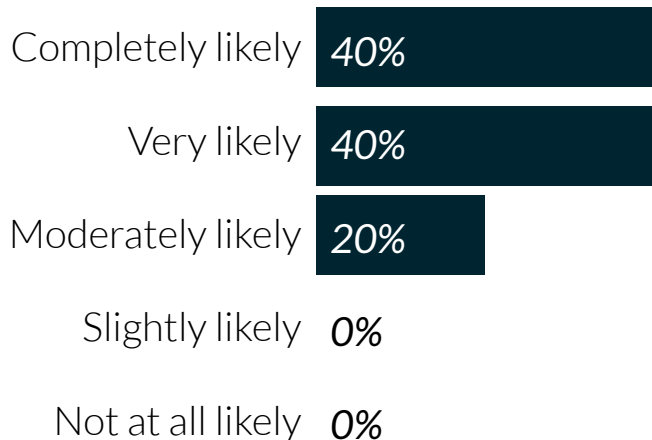
A photograph of an Amazon Books store display. In the foreground, a wooden counter holds several Amazon Kindle e-readers and tablets. Behind the counter, a large orange and white sign for the 'fire' tablet is prominent, displaying the price '\$49.99' and '\$39.99'. To the left, a sign for 'kindle E-READERS' is visible. The background shows shelves stocked with various books and more electronic devices.

RECOMMENDING AMAZON BOOKS

We asked Agents about the likelihood they'd return to Amazon Books and if they would tell a friend to go.

RECOMMENDING AMAZON BOOKS

What is the likelihood you will return to Amazon Books to shop for and purchase books in the future?



What would you tell a friend who was considering going to Amazon Books?

"Go! You cannot overstate the value of discovering a new book by touching and leafing through the pages. This store is well designed for discovering a new treasure."

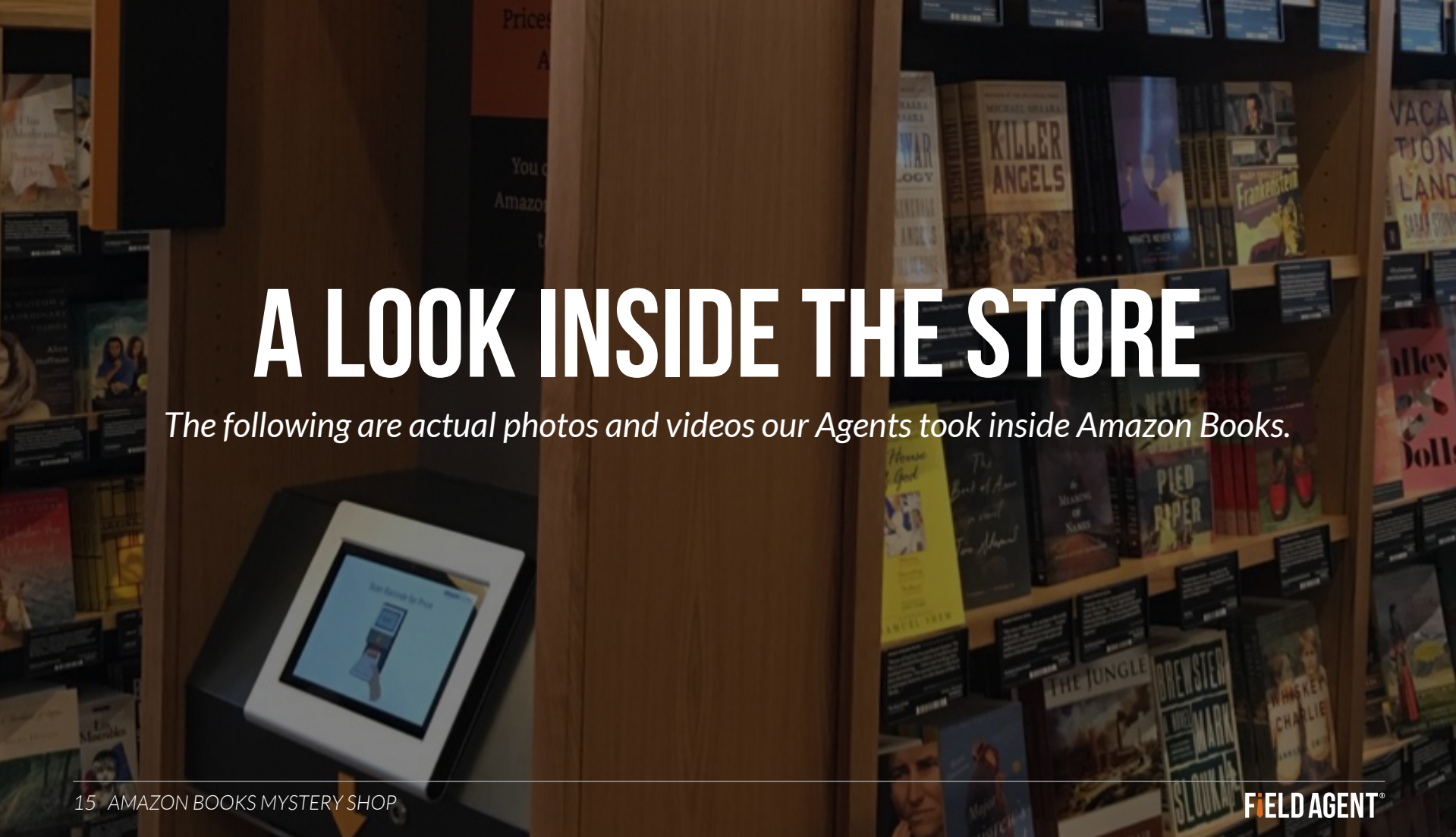
"Online prices with instant gratification."

"Go on a weekday and prepare to spend time shopping and exploring."

"Same prices as the website, very cool atmosphere. Worth a trip into Seattle. Some innovative and cool ideas for what a store can be like."

"It is nice to browse, but not to look for something specific."

"Amazon Books is a great place to go if you want a book that is very popular or if you just want to browse and find something new. You will find a lot of great books that you may not have ever thought about reading before but will peak your interest through the reviews you will see..."

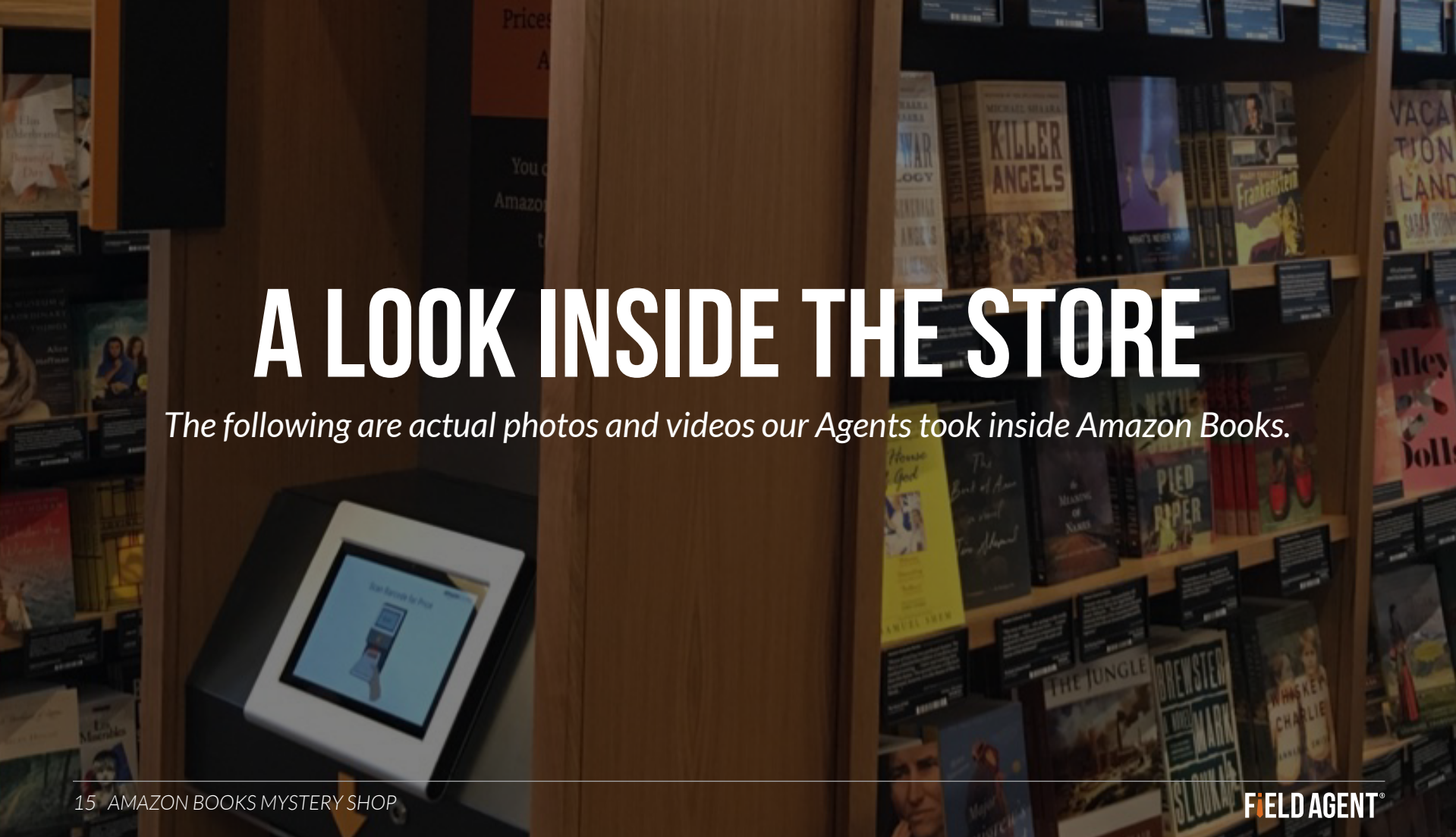


A LOOK INSIDE THE STORE

The following are actual photos and videos our Agents took inside Amazon Books.

15 AMAZON BOOKS MYSTERY SHOP

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A LOOK INSIDE THE STORE

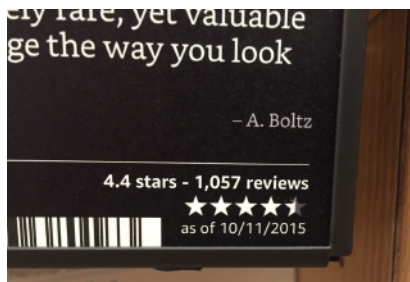
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PHOTOS

From Actual Agents Inside the Store



VIDEOS

About Shoppers' Experiences



MOBILE AUDITS AND RESEARCH

Put You Where the Action Is

It has never been easier for brands, retailers, and agencies to see inside stores, to be with their products and customers practically anywhere.

Mobile audits and research are faster, simpler, and more affordable than conventional auditing and research methods.

Be with your products and customers. Anywhere. Anytime.

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