



### Insight Core

LR

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Test #2796813

## Amazon - Is it an ad?

4 of 4 Sessions

(Add more participants)  
3 Unwatched

LR

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Options

App URL: <https://apps.apple.com/us/app/amazon-shopping-made-easy/id297606951>

Copy Link

### Target Audience

View demographics breakdown that you have set up for this specific test. Please note that if the test has been edited, these may not be completely accurate.

#### Participants using smartphones

<b>Age</b>	25 - 65+ years old
<b>Household income</b>	\$40K - \$150K+
<b>Gender</b>	Any
<b>Employment status</b>	Any
<b>Industry</b>	Any
<b>Company size</b>	Any
<b>Job role</b>	Any
<b>Job level</b>	Any
<b>Countries</b>	United States
<b>Web expertise</b>	Any
<b>Operating system</b>	iOS
<b>Web browsers</b>	Chrome
<b>Social networks</b>	Any
<b>Children</b>	Any
<b>Screener</b>	

1. What industry do you work in?
  - o Education [Accept]
  - o Retail/Sales [Accept]
  - o Information Technology [Reject]
  - o Public Service [Accept]
  - o Finance [Reject]
  - o Healthcare [Accept]
  - o Law [Reject]
  - o Marketing/Market Research [Reject]
  - o Law Enforcement [Accept]
  - o Military [Accept]
  - o Web Design [Reject]
  - o Software Development [Reject]
  - o Nonprofit [Accept]
  - o Construction [Accept]
  - o Manufacturing [Accept]
  - o Energy [Accept]
  - o Hospitality [Reject]
  - o None of the above [Reject]
2. Which of the following do you use more frequently to make purchases from your phone?
  - o Apps [Accept]
  - o From a browser (Safari, Firefox, Chrome) on my phone [Accept]
  - o I mostly make purchases from my computer [Reject]



3. Which of the following stores have you shopped at in the last 6 months? (Check all that apply)

- Wal-Mart [May Select]
- Target [May Select]
- Home Depot [Must Select]
- Lowes [May Select]
- Best Buy [May Select]
- TJ Maxx/ Marshalls [May Select]
- Sephora [May Select]
- Macys [May Select]
- None of the above [Reject]

4. Which of the following retail applications have you used previously? (Check all that apply)

- Wal-Mart [May Select]
- Target [May Select]
- Home Depot [Must Select]
- Best Buy [May Select]
- Sephora [May Select]
- Macys [May Select]
- Nordstrom [May Select]
- Wayfair [May Select]
- Amazon [May Select]
- None of the above [Reject]

## Test Plan

An overview of the tasks and questions included in your test.

### Introduction

Today we're going to be going on a sort of scavenger hunt in an app and then talk about it a bit.

### Tasks

1. For the next 5 minutes, find as many advertisements as you can in this application. [Verbal Response]
2. How did these ads make you feel about Amazon? [Verbal Response]
3. How many ads does Amazon have compared to most apps you use? [5-point Rating Scale: Much Fewer to Much More]
4. Which advertisement was the most trustworthy? Why? [Verbal Response]
5. Which advertisement was the most helpful? Why? [Verbal Response]
6. Which advertisement was the most annoying? Why? [Verbal Response]
7. Which advertisement was the strangest? Why? [Verbal Response]
8. What does sponsored products mean? What do you think about them? [Verbal Response]
9. When you were doing the exercise, did you consider sponsored products to be advertisements? How do they compare to advertisements? [Verbal Response]
10. How do products get labels such as "Amazon's Choice", are these sponsored products or something else? [Verbal Response]