

For immediate release
6 December, 2017

Has Amazon delivered? Aussies hate paying for shipping

Subject for MC: 63% say free delivery is paramount

- ➔ After price, 63% of Aussies choose a retailer because of free shipping
- ➔ Same day delivery is a priority for only 5% of shoppers
- ➔ finder.com.au launches Amazon Price Analysis hub

6 December 2017, Sydney, Australia – Amazon's arrival is claimed to start the biggest retail shake up in a generation, but new research suggests the shopping giant might be missing a trick, according to finder.com.au, the site that compares virtually everything.

The survey of 2,010 Australians reveals 63% of consumers say free delivery is the most important factor when choosing a retailer online, after the item's price.

While Amazon has promised that Australians will soon be able to access [Amazon Prime](#) - its service that offers fast free postage and other features in return for an annual fee - it isn't available just yet.

Amazon US offers free shipping with all orders of US\$25 or more of eligible items and Australia's offer is nowhere near as competitive.

As of today, Amazon is offering relatively cheap shipping, include a no-fee option if you spend \$49 or more in a single order. In terms of speed, priority shipping for next day delivery is available from \$9.99.

Graham Cooke, Insights Manager at finder.com.au says cost and speed of delivery is crucial in the age of Amazon.

“Cost of shipping is clearly the biggest bugbear for Aussie shoppers and for those basing their experience on Amazon overseas, disappointment could be likely,” he says.

“Retailers who offer free shipping across the board along with cheaper prices are going to capture more online shoppers.”

“Amazon has yet to launch its Prime subscription service in Australia, which would offer free deliveries for a set fee. It could be a game-changer when it finally arrives some time in 2018.”

Free shipping is not just important to the younger generation. A whopping 80% of Baby Boomers shop online and three in four of them favour stores with free delivery.

A distant second for online shoppers is tied between free returns (7%) and exchange options (7%). Interestingly same-day delivery is a priority for only 5% of consumers.

Mr Cooke urges Aussies to shop around before getting swept up in the Amazon whirlwind.

“While Amazon has a reputation for cheap prices, you should still check online to see if you can find the same product for less elsewhere.”

finder.com.au has launched an Amazon Price Analysis hub at <https://www.finder.com.au/amazon-australia> so Aussies can compare popular products on Amazon against local prices¹.

What is cheaper on Amazon?

	Amazon	JB Hi-Fi	EB Games
Nintendo Switch	\$399	\$469	\$469

	Amazon	Rebel Sport	Fitbit
Fitbit Flex 2	\$66	\$178	\$89.95

¹ Prices were last checked between 4 Dec 2017 and 5 Dec 2017 and may be subject to change. Prices include any discounts but exclude potential shipping charges.

	Amazon	Hobby Warehouse	David Jones
LEGO Yoda's Jedi Starfighter Play Set	\$35	\$41.39	\$44.99

After price, which of the following matters most to you when shopping online?

Responses	Proportion
Free shipping	63%
Free returns	7%
Returns/exchange options (60 days exchange, credit note)	7%
Discount codes	5%
Same day or next day shipping	5%
Loyalty rewards (i.e. sign up discount, voucher for next purchase)	3%
I don't shop online	11%

Source: finder.com.au

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