

# Home Depot vs Amazon Shopping Comparison Eval

Spring 2025



# Study overview

## Goal

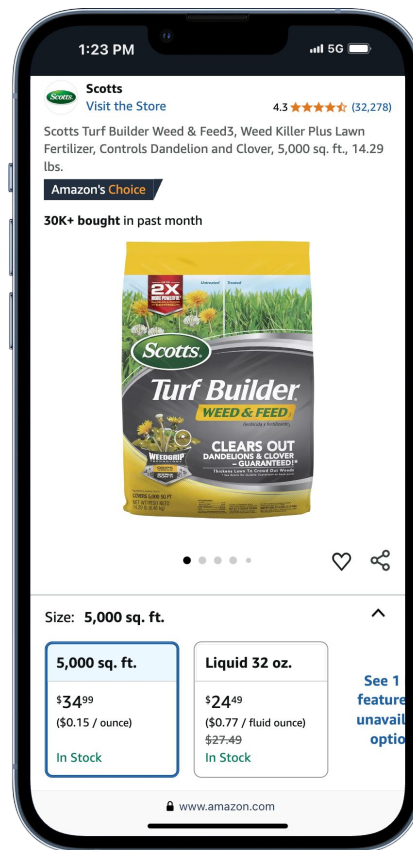
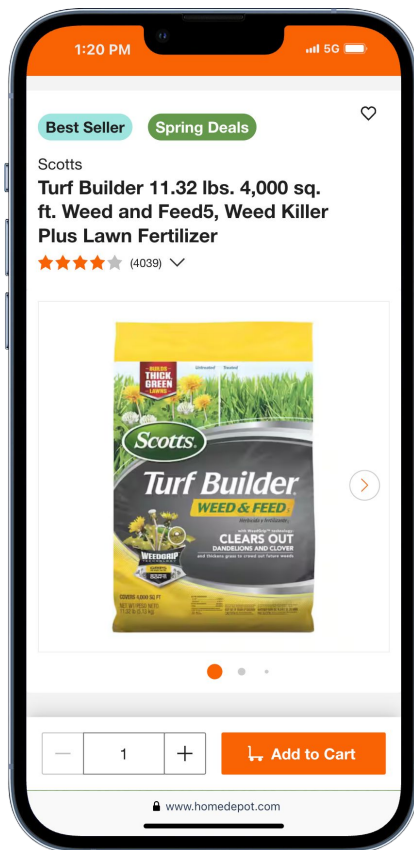
The Scotts Miracle-Gro UX team conducted a study in April 2025 to capture participant's experience and thoughts on shopping for lawn care products on two websites.

Using remote interviews, we had 8 yardeners shop for Weed & Feed on both Home Depot and Amazon, sharing their thoughts on their experience to provide insight into the following research objectives:

## Research Objectives

- 1 How does the Amazon and Home Depot L&G experience stack up against each other?
- 2 Which PDP has better content to help instill confidence in purchasing?
- 3 On each website, what pieces of content resonate the most?
- 4 How does shopping on Home Depot differ from shopping on Amazon?

# Pages Tested



# Participant Demographics

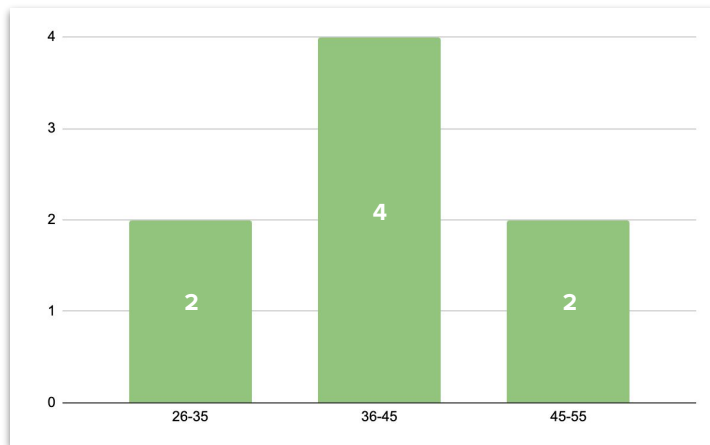
Contributors aligned with the following demographics:

- **Sample size:** 8
- **Age Range:** 26-55
- **Gender:** Any
- **Country:** United States (no CA, AK, HI)
- **Device:** Desktop & Mobile
- **Other qualifications:**
  - Personally responsible for their lawn care and maintenance
  - Taking care of their lawn is something they keep up with regularly

**4** Female participants

**4** Male participants

## Age Ranges



# TL;DR



## Home Depot providing the better L&G .com shopping experience

Participants felt like Home Depot's PDPs **had more product information**. Additionally shopping for lawn and garden on Home Depot **felt like a more trustworthy experience when compared to Amazon**. Lastly, for **same day needs** participants preferred Home Depot.

## Home Depot's Coverage Calculator adding a nice touch on product detail pages

On product detail pages, participants **appreciated having the coverage calculator**. It was a **nice feature that helped those gardeners who didn't know how much they needed to cover their lawn**.

## Amazon does excel in convenience, A+ content, and reviews

Participants excelling certain areas when compared to Home Depot. Convenience is a no duh when talking about Amazon. **A+ content featured product information that participants found helpful**. Amazon has many **more product reviews** that participants were counting on to decide what to buy.

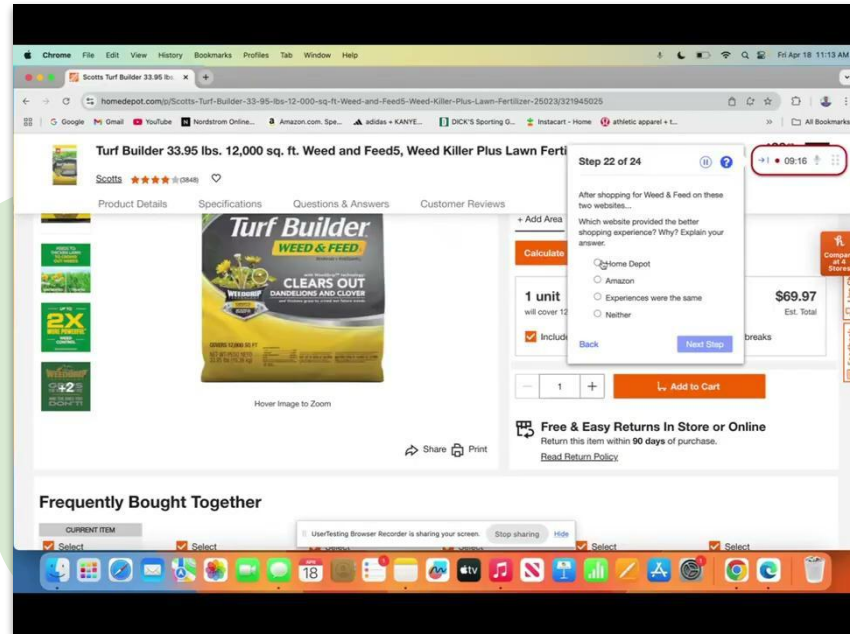


## Study Findings

When reflecting on their shopping experiences, participants **preferred their experience on Home Depot's website.**

- Most felt like there was **more content/product information** on Home Depot's PDPs
- The size calculator was a nice touch that participants enjoyed
- Some commented on how **Home Depot felt more natural/trustworthy when shopping for the home/lawn & garden**
- Others mentioned that they would prefer Home Depot specifically if they needed the product same day

## Who provides the better L&G shopping experience: Home Depot or Amazon?



*"I would say probably Home Depot had the better experience because not only did it have more product details, it also had a question section where people ask questions about it."*



# Shopping behavior was primarily the same on both websites

Spring Deals

Scotts

Turf Builder 11.32 lbs. 4,000 sq. ft. Weed and Feed3, Weed Killer Plus Lawn Fertilizer

★★★★★ (8041) Questions & Answers (168)

Hover Image to Zoom

SPRING DEALS END

0 DAYS 13 HRS 26 MIN 39 SEC

\$29.97

Pay \$4.97 after \$25 OFF your total qualifying purchase upon order

Apply for a Home Depot Consumer Card

- Combination weed killer and lawn fertilizer
- Controls clover, dandelion, plantain and other listed weeds
- Feeds lawn to thicken and crowd out future weeds
- [View More Details](#)

South Loop Store

✓ 206 in stock, Aisle 55, Bay 003

Total Coverage Area (sq. ft.): 4000

4000 12000 24000

Pickup at South Loop

Pickup Today 206 in stock FREE

Roll over image to zoom in

About This Product

It's time to put a stop to weed-infested lawns - take action with Scotts Turf Builder Weed and Feed3. This weed killer and lawn fertilizer utilizes WeedGrip Technology to grip onto and kill the weeds you see and the ones you don't. It controls over 50 listed weeds, including clover, dandelion, and plantain. In addition, this product feeds to thicken grass to crowd out future weeds. Apply Scotts Turf Builder Weed and Feed3 when weeds are actively growing and daytime temperatures are consistently between 60°F and 90°F. Make sure your grass is wet from dew or watering, as this helps particles adhere to weed leaves to produce the best results. We recommend using a Scotts spreader to apply this product (please refer to spreader settings on product label). Do not water your lawn for 24 hours after application or apply if rain is expected within the next 24 hours. Do NOT use on Creeping Bentgrass, St. Augustinegrass (including Floratam), Dichondra, Carpetgrass, or Lops lawns. One 11.32 lb. bag of Scotts Turf Builder Weed and Feed3 covers 4,000 sq. ft.

Highlights

- Scotts Turf Builder Weed and Feed3 weed killer plus fertilizer kills existing listed weeds and feeds to thicken grass to crowd out future weeds
- Controls over 50 listed lawn weeds, including clover, dandelion, plantain, morningglory, chicory, eveningprimrose, and purslane
- Apply this combination weed control and lawn food to a wet lawn when weeds are actively growing and daytime temperatures are consistently between 60°F and 90°F
- This lawn care product can be applied to Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, and Zoysiagrass
- One 11.32 lb. bag of Scotts Turf Builder Weed and Feed3 covers 4,000 sq. ft.

Scotts Turf Builder Weed & Feed3, Weed Killer Plus Lawn Fertilizer, Controls Dandelion and Clover, 5,000 sq. ft., 14.29 lbs.

Visit the Scotts Store

4.3 ★★★★★ 32,296 ratings | Search this page

Amazon's Choice

30K+ bought in past month

\$34.99 (\$0.15 / ounce)

Get Fast, Free Shipping with Amazon Prime

FREE Returns

Get \$50 off instantly: Pay \$0.00 \$54.99 upon approval for Amazon Visa. No annual fee.

Size: 5,000 sq. ft.

5,000 sq. ft. \$34.99 (\$0.15 / ounce)	15,000 sq. ft. 3 options from \$114.00	Liquid 32 oz. \$24.49 (\$0.77 / fluid ounce) \$20.49
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Brand	Scotts
Liquid Volume	6761.69 Milliliters
Item Form	Granule
Active Ingredients	2,4-D 1.220%, Mecoprop 0.081%
Coverage	5000 square_feet

About this item

- Scotts Turf Builder Weed & Feed3 weed killer plus fertilizer kills existing listed weeds and feeds to thicken your lawn and crowd out future weeds
- Controls over 50 listed lawn weeds, including clover, dandelion, plantain, morningglory, chicory, eveningprimrose, and purslane
- Apply this combination weed control and lawn food to a wet lawn when weeds are actively growing and daytime temperatures are consistently between 60°F and 90°F
- This lawn care product can be applied to Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, and Zoysiagrass
- One 14.29 lb. bag of Scotts Turf Builder Weed & Feed3 covers 5,000 sq. ft.
- Not available in FL
- 28-0-3 N-P-K Ratio

When browsing for Weed & Feed on both sites, participants...

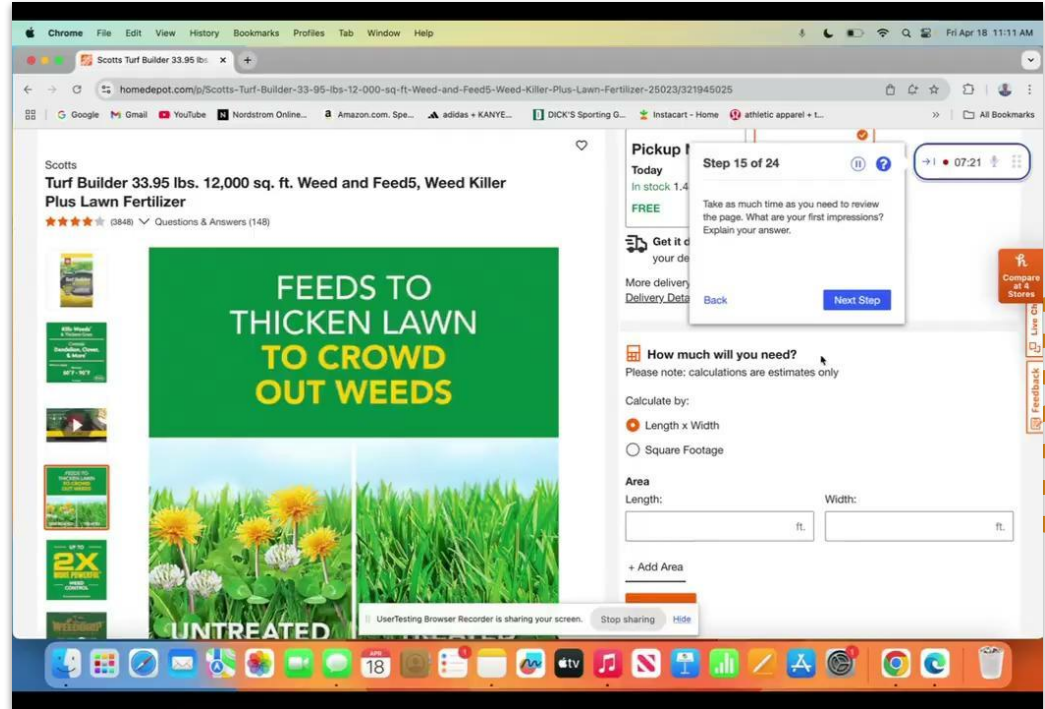
- Primarily used the site's search bar to find Weed & Feed
- Immediately scrolled through alt images and viewed the product description once viewing the PDP



When reviewing the Home Depot PDPs, participants **liked having access to a quick coverage calculator** if they didn't know how much they needed to cover their lawn.

- Including this tool on the page (especially above the fold) was **a nice feature that participants appreciated**, especially if they had no idea how much product they needed

## The coverage calculator is a nice touch on Home Depot PDPs



When shopping on Amazon for L&G products, participants felt like Amazon had the leg up on...

- **Convenience**
- **A+ Content:** the graphics on Amazon help convey product information that Home Depot just doesn't have
- **Reviews:** Participants felt like Amazon's PDP (32,296) had many more reviews than Home Depot's PDP (4,041)

These are three areas that we know Amazon excels in and our participants know that too.



## Where does Amazon excel when shopping for L&G?

Scotts Turf Builder Weed & Feed3, Weed Killer Plus Lawn Fertilizer, Controls Dandelion and Clover, 5,000 sq. ft., 14.29 lbs.

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Scotts  
Turf Builder 11.32 lbs. 4,000 sq. ft. Weed and Feed5, Weed Killer Plus Lawn Fertilizer

★★★★★ (4041) Questions & Answers (168)



Guaranteed\* To Clear Out Dandelion & Clover

Offers up to 2x more powerful weed control in your lawn (versus prior formulation) to clear out dandelion, clover and other common weeds.

\*Satisfaction guarantee or your money back.



Experience The Power of WeedGrip Technology

WeedGrip Technology grips the weeds you see and the ones you don't to make room for strong, green grass to grow.



Crowd Out Weeds For A Thicker Lawn  
Scotts Turf Builder Weed & Feed works double duty as a fertilizer and weed killer. Grow deeper, stronger roots for a thick green lawn all while crowding out future weeds.



### HOW BIG IS YOUR LAWN?

Knowing the size of your lawn will help determine the amount of fertilizer needed and the best spreader type for application.

FOR USE ON THE FOLLOWING GRASS TYPES:

Kentucky Bluegrass	Fescue	Ryegrass	Centipede	Bahiagrass	Bermuda	Zoysia
• Dense Growth • Soft blades	• Coarse and hardy • Thin, sharp blades	• Dense growth • Soft blades	• Dense and soft • Pointed blades	• Dense growth • Soft blades	• Very thick growth • Sharp blades	• Slightly prickly • Thick blades

Certain Scotts products only work on limited grass types. Always check product labels to ensure your grass type is included and remember to read and follow label directions.



## Takeaways

# Takeaways

## What did we learn?

- 1 Home Depot feels like the more trusted site when shopping for Lawn and Garden
- 2 Featuring tools and calculators above the fold on PDPs leads to higher consumer confidence
- 3 Alt images & product descriptions matter to the consumer

## How can we stretch our superpowers?

- 1 Amazon will always win in convenience, how can we tout our strengths like curbside pickup to win the shopper?
- 2 The coverage calculator was a fan favorite, how we can continue to feature tools and calculators above the fold on PDPs across the entire category (not just lawns)?
- 3 A+ won on Amazon, how can we tout some of that information given the constraints of the Home Depot PDP layout?