

1. How can I know whether a product is sold by Amazon or by a third-party seller?

Check the line beneath the “Buy Now” button. If it says “Ships from and sold by Amazon.com,” it’s Amazon. If it says “Sold by \[Seller Name] and Fulfilled by Amazon,” it’s a third-party seller using FBA. If both “Sold by” and “Ships from” list a seller, they are fully third-party.

2. What does it mean when a product is fulfilled by Amazon but sold by someone else?

This means a third-party seller stores their inventory in Amazon’s warehouse, and Amazon handles shipping and returns. You still buy from the third-party, but get Amazon’s delivery speed and support.

3. Are third-party sellers on Amazon trustworthy?

Many are, especially those using FBA, but it depends. Always check seller ratings, reviews, return policy, and account age. New sellers or those with few reviews should be approached cautiously.

4. Can I return items bought from a third-party seller?

Yes, but policies vary. If it’s Fulfilled by Amazon, you can return it like an Amazon item. If it’s seller-fulfilled, check their return policy. Amazon usually intervenes if sellers are unfair.

5. What if a third-party seller refuses to accept a return?

You can file an A-to-Z Guarantee claim with Amazon. If Amazon deems your complaint valid, you’ll receive a full refund from Amazon directly.

6. How do I report counterfeit products sold by a third-party?

Go to the order page and click “Report a problem.” You can also contact Amazon directly. If it’s serious, Amazon may suspend the seller.

7. Can third-party sellers sell fake or expired products?

Yes, and that’s a known issue. Some sellers may offer counterfeit or expired items, especially in categories like cosmetics and supplements. Buy from established sellers and report any issues.

8. Is it better to buy from sellers using Fulfilled by Amazon (FBA)?

Yes. FBA sellers benefit from Amazon’s logistics, customer service, and return handling, which typically means a smoother experience.

9. What’s the difference between “Fulfilled by Amazon” and “Sold by Amazon”?

“Sold by Amazon” means Amazon owns and sells the product. “Fulfilled by Amazon” means a third-party owns it, but Amazon ships it on their behalf.

10. Why do prices differ for the same product on Amazon?

Multiple sellers can list the same item, creating price competition. Some may offer discounts to gain visibility, others inflate prices due to demand.

11. What’s a “Buy Box” and how is it awarded?

The Buy Box is the main Add to Cart button. Amazon awards it based on seller performance, price, shipping speed, and customer service history.

12. How can I see other sellers for the same product?

On the product page, click “Other sellers on Amazon.” This shows pricing, shipping, and return policies from all active sellers.

13. What if the product listing is misleading but it’s sold by a third-party?

You can report the listing as incorrect and request a return or refund. Amazon often investigates and removes misleading listings.

14. Can I contact a third-party seller directly before buying?

Yes. Click the seller’s name, then “Ask a question.” All communication goes through Amazon’s system for safety.

15. What happens if a third-party seller sends the wrong item?

Contact the seller first. If they don’t respond or resolve it, escalate to Amazon via the A-to-Z Guarantee claim process.

16. Do third-party sellers offer warranties?

Some do, especially if they’re authorized retailers. Always read the listing and confirm if a warranty is included.

17. What’s the A-to-Z Guarantee?

Amazon’s buyer protection program for purchases from third-party sellers. It covers timely delivery and item condition.

18. Are Prime items always sold by Amazon?

No. Many third-party sellers use FBA and offer Prime-eligible items. Check the seller info under the price.

19. How do I avoid shady sellers on Amazon?

Stick with sellers with long histories, high ratings, FBA, and positive customer feedback. Avoid deals that seem too good.

20. What is Amazon’s stance on price gouging by third-party sellers?

Amazon strictly prohibits price gouging, especially during emergencies. Violators may be suspended or banned.

21. Can third-party sellers charge hidden fees?

They shouldn’t, but some add shipping or restocking fees in returns. Always review total costs before checkout.

22. What does it mean when multiple sellers offer “New” versions of the same item?

It means they all claim to sell unused versions. Quality may vary. Check their ratings and fulfillment method.

23. How can I know if a seller is authorized by the brand?

You can check the brand's website or contact them. Authorized sellers often state this in their listing.

24. Can Amazon stop third-party sellers from using its platform?

Yes. If sellers violate policies, Amazon may suspend or remove them without notice.

25. Are third-party seller reviews reliable?

Not always. Look for patterns: fake reviews are often short, repetitive, or overly positive. Use tools like Fakespot or ReviewMeta.

26. Why does Amazon allow unverified sellers to list products?

Amazon's open marketplace allows many sellers to join, but it uses algorithms and customer feedback to remove bad actors.

27. How do I know if I'm buying used or new from a third-party?

The condition is clearly listed next to each offer—"New," "Used - Like New," etc. Read the description carefully.

28. Are returns more difficult with seller-fulfilled items?

Often yes, because you rely on their customer service. With FBA, Amazon handles everything.

29. Do third-party sellers on Amazon ship internationally?

Some do, but not all. Check shipping details on the product page or message the seller directly.

30. What's a restocking fee, and can third-party sellers charge it?

A restocking fee is a percentage withheld from your refund if you return an item. Amazon allows it in some cases if clearly disclosed.

31. Are Prime returns guaranteed even if the seller is third-party?

If it's FBA, yes. Amazon processes the return. If not, the seller's policy applies.

32. Can sellers list unsafe or banned products?

They're not supposed to, but some slip through. Amazon removes listings once flagged or reported.

33. Why does Amazon let counterfeiters onto the marketplace?

Amazon uses automated tools and manual reviews, but counterfeiters sometimes bypass checks. Amazon is constantly updating enforcement.

34. Can I get reimbursed for return shipping if the product is defective?

Yes. Sellers or Amazon should cover return shipping for defective or incorrect items.

35. What are "commingled inventories" in FBA?

FBA sometimes mixes identical items from different sellers. This means a product sold by Seller A might ship from inventory supplied by Seller B.

36. Can I request that my product not be from commingled inventory?

No, buyers can't control that. Only sellers can choose whether to allow commingling.

37. Can a third-party seller ban me from buying their items?

Not directly, but they can cancel your orders or block shipping addresses in their fulfillment system.

| 38. How often are third-party sellers reviewed by Amazon?

Sellers are monitored continuously through AI, customer feedback, and order metrics.

39. What happens to sellers who repeatedly sell defective products?

They may be suspended, delisted, or permanently banned, depending on severity and frequency.

40. Can third-party sellers send promotional items or ads with your order?

Amazon forbids this in FBA, but MFN sellers sometimes include them. Report it to Amazon if unwanted.

41. What is commingled inventory and why is it risky?

Commingled inventory means multiple sellers' identical products are mixed in Amazon fulfillment centers. While this speeds up shipping, it carries risks: counterfeit, damaged, or wrong items from other sellers may be sent, and responsibility lies with the seller of record.

42. Why might my order be swapped with someone else's?

If using commingling, Amazon may ship another seller's unit — possibly in different packaging — because inventory isn't tracked by seller-specific labels.

43. Can I opt out of commingled inventory?

Yes. Sellers can choose non-commingled (stickered) FBA to ensure only their labeled units are used for your orders.

44. How do sellers enable commingling?

In Seller Central, under FBA settings, sellers toggle the "stickerless, commingled inventory" option on or off.

45. Which products are eligible for commingled inventory?

Only new-condition items with manufacturer barcodes matching single ASINs—and not restricted media—are eligible.

46. What are the benefits of commingled inventory for sellers?

Saves on labeling costs and time, simplifies logistics, and speeds up delivery due to pooled inventory across fulfillment centers.

47. What are the dangers of commingled inventory for sellers?

It can result in counterfeit or defective units from other sellers reaching customers, hurting reputation or leading to suspensions.

48. Can counterfeit goods in commingled inventory suspend my account?

Yes—even if the product sold originated from another seller. Counterfeit claims can damage your metrics and lead to suspension.

49. How can brand-registered sellers protect themselves?

By enrolling in Project Zero or using manufacturer barcodes, which enable unique item serialization and protection against counterfeit mixing.

50. What is Amazon Project Zero?

An opt-in service for registered brands allowing them to apply unique codes to each product, automating counterfeit detection at fulfillment centers.

51. How does using manufacturer barcodes help?

They allow inventory to be tracked by the original barcode, helping avoid mixing with other sellers' units.

52. Are manufacturer barcodes always ideal?

They may slow processing and are only available for eligible products—not suitable for all sellers.

53. What's de-facto commingling?

Even stickered inventory can become mixed in FCs if units are misrecognized, though this is less common than deliberate commingling.

54. How often do commingled mix-ups occur?

Precise frequency is unknown, but examples from sellers frequently mention swapped items and packaging discrepancies.

55. Should buyers avoid commingled inventory?

Buyers can't control it directly, but preferring FBA items with well-known brands and good seller ratings reduces risk.

56. When should sellers avoid commingling?

Private-label, high-value, or quality-sensitive products are better managed with non-commingled (stickered) FBA.

57. How does commingling affect returns?

If a returned unit matches any seller's inventory, Amazon may accept it — making it hard to trace origins.

58. Can sellers switch to non-commingled after using commingled?

Yes, but they must remove or sell existing commingled inventory first .

59. Do buyers need to worry about commingling?

Buyers only see item quality. Using FBA with brands and high seller ratings is a practical alternative.

60. What is the A-to-Z Guarantee?

Amazon's protection for purchases from third-party sellers covering timely arrival and condition of items, including for property damage or personal injury.

61. When is A-to-Z Guarantee available?

For tangible products sold by third-party sellers, if delivery is within 90 days and certain conditions—like return refusal—are met.

62. How do I file an A-to-Z claim?

From "Your Orders": click "Problem with order" → "Request refund," explain issue; Amazon investigates within about one week.

63. What costs can be refunded?

You can receive refunds for item price, original and return shipping, plus customs or duties, depending on issue.

64. What if I waive the right to A-to-Z by charging back?

If you initiate a bank chargeback, you lose eligibility for an A-to-Z claim.

65. Does A-to-Z Guarantee cover personal injury?

Yes—Amazon expanded the guarantee (May 2024) to include property damage or personal injury claims up to \\$1M.

66. How long do I have to file a claim?

Typically within 90 days of the estimated delivery date ([\[sellerengine.com\]](#)[12]).

67. What if the seller authorized a return but I still didn't get a refund?

You can file an A-to-Z claim 7 days after they receive the item without issuing refund.

68. Do claims affect the seller?

Yes—accepted claims count against order defect rate. Sellers should respond within 48 hours to avoid penalties.

69. What's the seller's process for claims?

Amazon may require documentation. Sellers can refund the order to close claim or await Amazon's decision. Failure to respond timely results in default in favor of buyer.

70. Can sellers appeal A-to-Z decisions?

Yes—if they believe the claim is invalid, they can appeal, especially with proof of delivery or accurate product condition.

71. What should sellers do to avoid claims?

Ship promptly, be realistic with delivery estimates, resolve issues quickly, and ensure product quality .

72. Is A-to-Z coverage global?

Yes—Amazon extended coverage to US, Canada, the UK, and EU as of May 2024.

73. Can A-to-Z claims harm sellers even if false?

Yes—claims impact metrics even if later overturned, so prevention is vital .

74. How quickly should sellers respond?

Within 48 hours of buyer's return request, per Amazon guidelines .

75. What if the seller has insurance?

For personal injury or property damage, sellers must have valid insurance; Amazon intermediates claims up to \\$1M.

76. What is Seller-Fulfilled Prime vs FBA?

Seller-Fulfilled Prime uses seller's logistics to offer Prime shipping. Fees and performance standards are stricter than FBA.

77. Can sellers charge restocking fees?

Yes—if outlined in policy. But excessive or hidden fees may lead to disputes or A-to-Z claims.

78. Do third-party sellers pay fees to Amazon?

Yes—referral fees, monthly subscription, FBA fees, storage, and optional advertising.

79. Why do sellers offer varying prices?

They compete based on fees, shipping, stock levels, and urgency—Buy Box winners often undercut others.

80. How is the Buy Box decided?

Based on price, fulfillment speed, seller performance, and inventory availability.

81. Can I see seller ratings?

Yes—click seller name on product page to view overall ratings, defect rate, and policies.

82. What counts as a reliable seller?

High ratings (4.5+), low defect rates (<1%), long tenure, responsive service, and FBA fulfillment.

83. Should I buy from seller-fulfilled offers?

Only if FBA isn't available. Seller-fulfilled orders may delay shipping or complicate returns.

84. Can I message a seller about shipping times?

Yes—use “Ask a question” via seller profile; responses may inform decision.

85. Why might sellers cancel orders?

Issues like stockouts, incorrect listings, or suspicious activity can trigger cancellations.

86. What if seller cancels frequently?

Frequent cancellations hurt metrics. Amazon may limit their selling privileges.

87. Do sellers need category approval?

Yes—for restricted categories like health, beauty, or jewelry. Approval requires documentation .

88. What if I get an unsafe item?

Return it, report via A-to-Z, and Amazon will investigate seller or remove listing.

89. Are shipping costs transparent?

Yes—checkout shows total cost including shipping and import fees.

90. Can sellers include promotional flyers?

Not in FBA packaging; MFN sellers sometimes, but unsolicited promo materials may violate policies.

91. What happens to seller performance metrics?

A-to-Z claims, returns, late shipping, and negative feedback all affect metrics and listing visibility.

92. Can sellers hide negative feedback?

They can respond, but cannot remove unless it violates Amazon policy.

93. Can third-party sellers offer warranties?

Yes—some provide manufacturer or seller warranties; verify via listing.

94. Should I negotiate price with sellers?

No—Amazon checkout doesn’t allow negotiation; use promotions or coupons instead.

95. How are international sellers handled?

They must list shipping/duty info; returns may require Buyer to cover postage unless FBA global.

96. Are customer reviews tied to seller or product?

Product reviews stay with ASIN, seller reviews with seller account; both inform buying decisions.

97. Can sellers violate Amazon checkout?

Yes—for example by requesting off-platform purchases; this is prohibited and may lead to suspension .

**98. What is Amazon Marketplace?**

Platform for third-party sellers (FBA or FBM) alongside Amazon's own offerings.

**99. Do third-party sales outperform Amazon's own?**

Yes—third-party sellers account for over half of paid unit sales.

**100. How can I ensure a safe purchase?**

Use FBA fulfillment, high seller ratings, abundant verified reviews, clear policies, and don't chase suspiciously low prices.

**101. What is Amazon Smile?**

A program that donates a portion of eligible purchases to a charity of your choice when you shop at smile.amazon.com.

**102. Is Amazon Smile still active?**

No—as of February 2023, Amazon discontinued the Smile program.

**103. What's Amazon's A-to-Z Guarantee?**

A protection policy for customers who buy from third-party sellers—covers timely delivery and item condition.

**104. How do I file an A-to-Z Guarantee claim?**

Go to “Your Orders,” find the item, and choose “File/View Claim.”

**105. Can I combine orders to save on shipping?**

Yes—Amazon may group items into fewer shipments if they're from the same seller or warehouse.

**106. What's the difference between Amazon and third-party sellers?**

Amazon sells directly; third-party sellers list items on the platform, often with different shipping/return policies.

**107. What are Amazon Exclusive products?**

Items sold only on Amazon, often featuring new or upcoming brands.

**108. Can I pre-order items on Amazon?**

Yes—pre-order eligible products and you'll be charged only when they ship.

**109. What is the Pre-order Price Guarantee?**

If the price drops after you pre-order but before shipping, you pay the lower price.

110. What is Amazon Launchpad?

A platform for startups and emerging brands to showcase innovative products.

111. What is Amazon Live?

Live video shopping stream with influencers and hosts demonstrating products.

112. Can I rewatch Amazon Live streams?

Yes—visit the Amazon Live page to see past streams.

113. How do I follow an Amazon influencer?

Visit their Amazon storefront and click “Follow” to get updates and product recommendations.

114. What is an Amazon Storefront?

A custom page where sellers or influencers curate and promote products.

115. What is Amazon Family?

A Prime benefit offering exclusive family and baby-related deals.

116. What is the Amazon Baby Registry?

A wish list tool for expecting parents to share must-have baby products.

117. What is a Completion Discount?

A post-event discount (e.g., wedding or baby registry) for remaining items on your registry.

118. What's the Amazon Wedding Registry?

A registry to help couples select and share wedding gifts from Amazon.

119. Can I return registry items?

Yes—items bought from your registry typically have an extended return window.

120. What are Alexa Deals?

Exclusive voice-activated offers you can access via Alexa-enabled devices.

121. Can I reorder with Alexa?

Yes—Alexa can reorder past items and track packages if linked to your account.

122. What's “Subscribe with Alexa”?

You can manage “Subscribe & Save” items by voice commands with Alexa.

123. What is Amazon Key?

A delivery service allowing couriers to leave packages inside your home or garage (in select areas).

124. Is Amazon Key safe?

Yes—it includes real-time alerts, camera footage, and security features.

125. What is Amazon Day Delivery?

A Prime perk letting you choose a dedicated day each week for all your deliveries.

126. Can I choose delivery time slots?

In some areas, yes—especially with Prime or Amazon Fresh.

127. What is Amazon Global Store?

Shop international products fulfilled and shipped by Amazon.

128. What is Global Shipping?

International delivery service with tracking, tax estimates, and delivery guarantees.

129. Can I track customs clearance?

Yes—Amazon provides updates for customs processing when shipping internationally.

130. What is Amazon's climate pledge?

A commitment to reach net-zero carbon by 2040 and reduce packaging waste.

131. What is Frustration-Free Packaging?

Eco-friendly packaging designed to be easy to open and recyclable.

132. How do I filter sustainable products?

Look for the “Climate Pledge Friendly” badge on product pages.

133. What is Amazon Warehouse?

Discounted open-box or pre-owned items that are inspected and graded.

134. Is Amazon Warehouse reliable?

Yes—products are backed by Amazon’s return policy and listed with condition details.

135. What is Amazon Outlet?

A section for overstock and clearance deals on new items.

136. What is Amazon 4-star?

A retail store and category featuring only products rated 4 stars and up.

137. Can I pay in installments?

Yes—for eligible items, you may see monthly payment options at checkout.

138. What is Affirm on Amazon?

A financing partner offering monthly payment plans on high-ticket items.

139. Can I finance with Amazon credit cards?

Yes—Amazon offers rewards and financing options through Amazon Store Card and Visa.

140. What rewards do Amazon credit cards offer?

5% cashback for Prime members on Amazon purchases and other rotating categories.

141. What is Amazon Pay Later (India only)?

A buy-now-pay-later service available in India with EMI options.

142. How do I get receipts for business purchases?

Use the “Business Account” feature and download invoices from order history.

143. What is Amazon Business?

A version of Amazon tailored for work purchasing with analytics and multi-user accounts.

144. What's Business Prime?

Offers additional perks like bulk pricing and faster shipping for business users.

145. What is Amazon B2B?

Business-to-business marketplace supporting large-volume and industrial purchases.

146. What is Amazon Handmade?

A marketplace for handcrafted goods made by artisans.

147. How is Handmade different from Etsy?

Amazon Handmade vets sellers and provides Amazon-backed shipping and returns.

148. What is Amazon Custom?

Lets buyers personalize eligible items with names, photos, or messages.

149. What's the difference between Renewed and Used?

Renewed is refurbished with warranty; Used has no warranty and may vary in condition.

150. Can I get insurance on Amazon products?

Yes—many electronics and appliances offer extended protection plans.

151. What is Asurion?

A provider offering protection plans for electronics and appliances sold on Amazon.

152. Can I cancel a protection plan?

Yes—through “Your Orders” or by contacting Asurion.

153. What’s No-Rush Shipping?

A slower delivery option that may reward you with promotional credits.

154. Can I donate to charity via No-Rush credits?

Sometimes—check available reward options for No-Rush credits.

155. What is Amazon Household?

Lets two adults and up to four kids share Prime benefits.

156. Can children have Amazon profiles?

Yes—create child profiles for parental controls and curated content.

157. What is Amazon Kids+?

A subscription for kids’ books, videos, games, and educational content.

158. Can I control what my child sees on Amazon?

Yes—use the Parent Dashboard and profile settings to manage content.

159. What are Dash Buttons?

Previously physical buttons for reordering products; now replaced with virtual buttons.

160. How do Virtual Dash Buttons work?

Add shortcuts for frequent purchases on the app or website homepage.

161. What is Amazon Go?

A cashier-less store using sensors and cameras for automated checkout.

162. What is Amazon One?

A palm-based payment system for identity and purchases in select stores.

163. Can I use Amazon at Whole Foods?

Yes—Prime members get exclusive savings and benefits in Whole Foods stores.

164. What’s the Prime discount at Whole Foods?

Typically 10% off select items and exclusive weekly deals.

165. What is Amazon Music Unlimited?

A full music subscription with millions of songs—broader than Prime Music.

166. What is Amazon Luna?

A cloud gaming service where you can stream and play games on devices.

167. What is Audible on Amazon?

An audiobook service with membership perks and discounts on audio titles.

168. Can I use Alexa with Audible?

Yes—Alexa can read your Audible books aloud.

169. What is Kindle Unlimited?

A subscription offering access to over a million books, magazines, and audiobooks.

170. Can I share Kindle books?

Yes—for eligible titles, you can lend them for 14 days to another user.

171. What's Whispersync?

Syncs your audiobook and Kindle progress so you can switch between formats.

172. What is X-Ray for Kindle?

Provides background info on characters, settings, and terms within a book.

173. What is Amazon Sidewalk?

A shared network to improve connectivity between Amazon devices in neighborhoods.

174. Is Amazon Sidewalk safe?

Yes—data is encrypted and limited to small bandwidth use.

175. What is the Amazon Key In-Car Delivery?

Prime deliveries can be made to your parked car—available for select vehicles.

176. What is Amazon Drive?

A cloud storage service for photos and files (being phased out in 2023–2024).

177. What replaced Amazon Drive?

Amazon Photos now handles photo and video storage for Prime members.

178. What is Amazon Photos?

Unlimited full-resolution photo storage and 5 GB for video (Prime benefit).

179. Can I create photo albums with Amazon Photos?  
Yes—you can organize, share, and print photo albums.

180. What are Amazon Prints?  
A service to order photo books, prints, and gifts using stored Amazon Photos.

181. What is Amazon Explore?  
A virtual experience platform offering live tours, classes, and shopping with hosts.

182. Is Amazon Explore still active?  
As of 2023, it has been discontinued or paused in most regions.

183. What is Amazon Moments?  
A marketing tool for businesses to reward customers with physical gifts via Amazon.

184. What is Amazon Vine?  
An invite-only program for trusted reviewers to receive free products in exchange for feedback.

185. Can anyone join Amazon Vine?  
No—only invited customers with consistent, helpful reviews are eligible.

186. What is the Amazon Influencer Program?  
Content creators can earn from affiliate links and host a storefront on Amazon.

187. What is Amazon Associates?  
The affiliate marketing program where users earn commissions by linking to products.

188. Can I be both an Associate and Influencer?  
Yes—both programs can be used simultaneously with different tools.

189. What's Amazon Advertising?  
Tools for sellers and brands to promote their products via paid search/display ads.

190. What is A+ Content?  
Enhanced product descriptions with rich visuals, used by brand owners.

191. What's a Brand Store?  
A customizable page on Amazon for brands to display their catalog and story.

192. What is the Early Reviewer Program?  
A now-discontinued service to incentivize product reviews for new listings.

193. What are Amazon Coupons?

Digital discounts you can “clip” and apply at checkout.

194. What is the Difference Between Sold By and Fulfilled By?

“Sold by” is the seller; “Fulfilled by” means Amazon handles logistics.

195. What is Amazon’s return policy for holiday purchases?

Holiday returns are extended—typically through January for purchases in November/December.

196. How do I return a gift?

Use the gift receipt or go to the return page and input the order ID.

197. Can I leave a review on a gift I received?

Only if the gift was marked as purchased by you or linked to your account.

198. What are Lightning Deals for Prime Early Access?

Prime members can view and buy select deals 30 minutes before others.

199. How does Amazon track my browsing for ads?

Via cookies and behavior tracking—can be managed in your account settings.

200. Can I turn off personalized ads on Amazon?

Yes—go to Ad Preferences in your Amazon account to adjust ad settings.