

Amazon Customers' Behaviour & Satisfaction Report (June 2023)

Understanding shopper sentiments



Group 1

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*All photos taken from pexels.com
Data provided by Swathi Menon on Kaggle.com*

1. Introduction

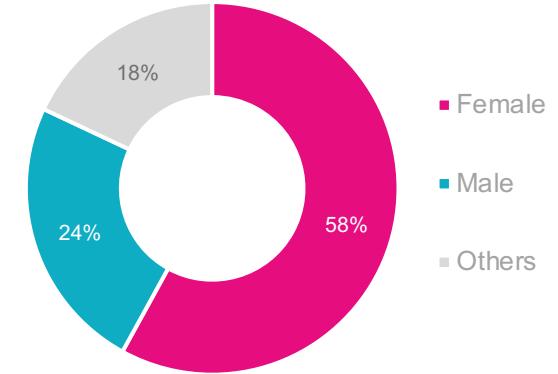
- The dataset is collected for analyzing the behavioral analysis of Amazon's consumers which consists of a comprehensive collection of customer interactions, browsing patterns within the Amazon ecosystem.
- It includes a wide range of variables such as customer demographics, user interaction, and reviews.
- The dataset aims to provide insights into customer preferences, shopping habits, and decision-making processes on the Amazon platform.
- By analyzing this dataset, researchers and analysts can gain a deeper understanding of consumer behavior, identify trends, optimize marketing strategies, and improve the overall customer experience on Amazon.

1.1 Sample Specification

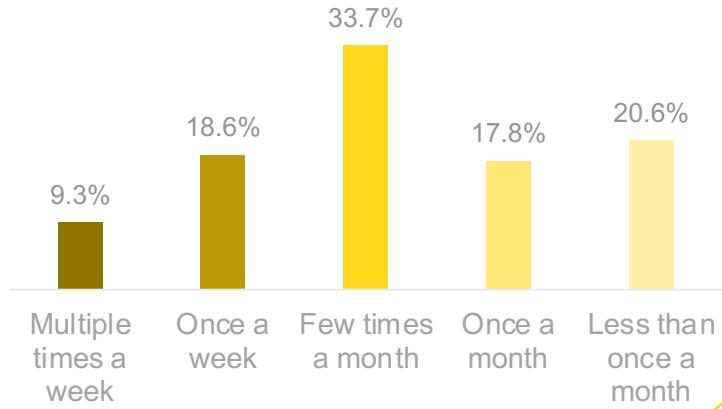
Methodology

- Random sampling
- Self-completed web based interviews completed using Google Forms.
- Links were sent out to samples who have purchased a product from Amazon in the month of June 2023.
- Survey links were sent out to 2,000 respondents and 602 completed cases were acquired. (strike rate 30.15%)

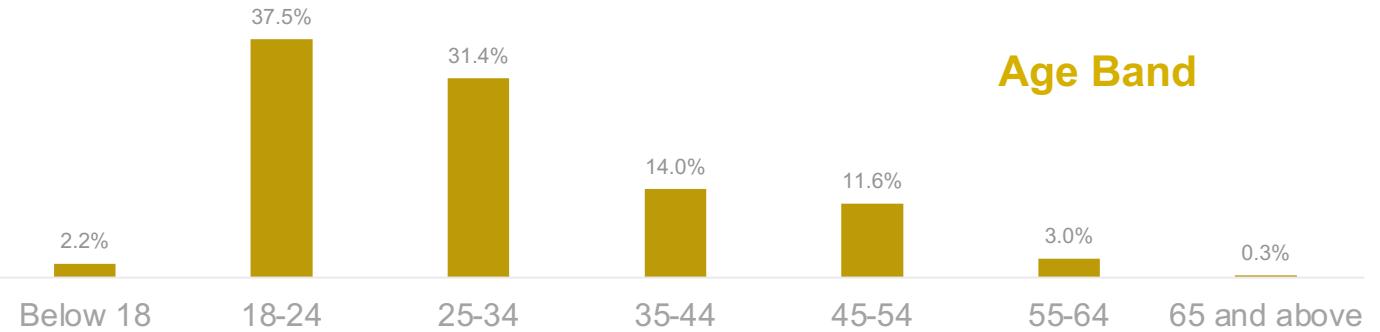
Gender



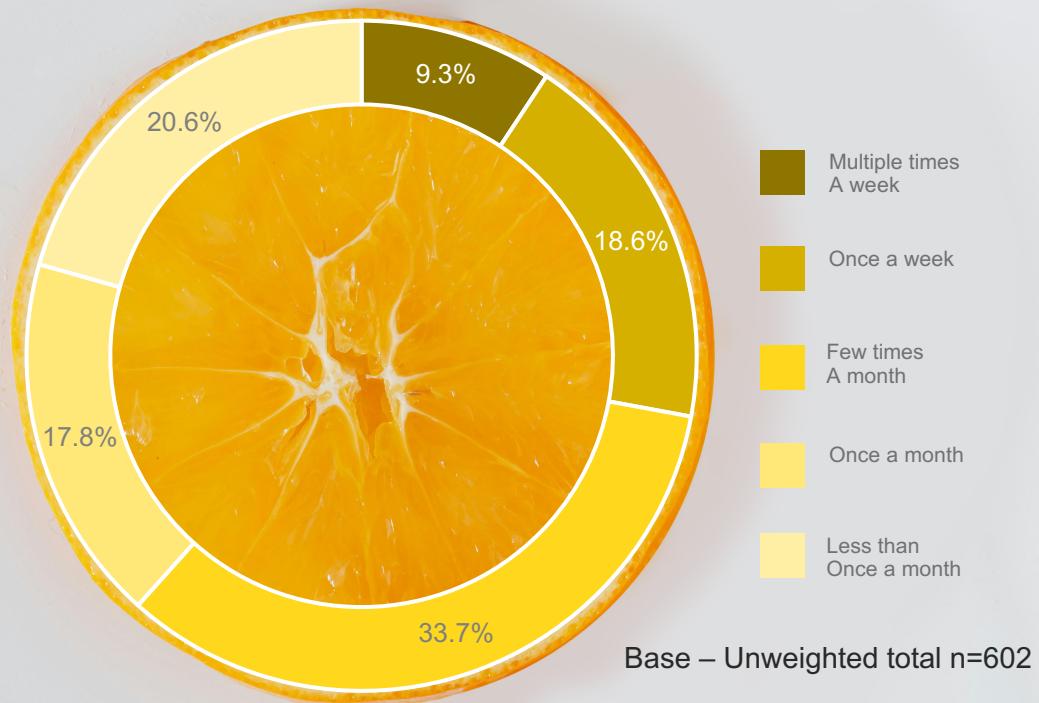
Frequency of purchase



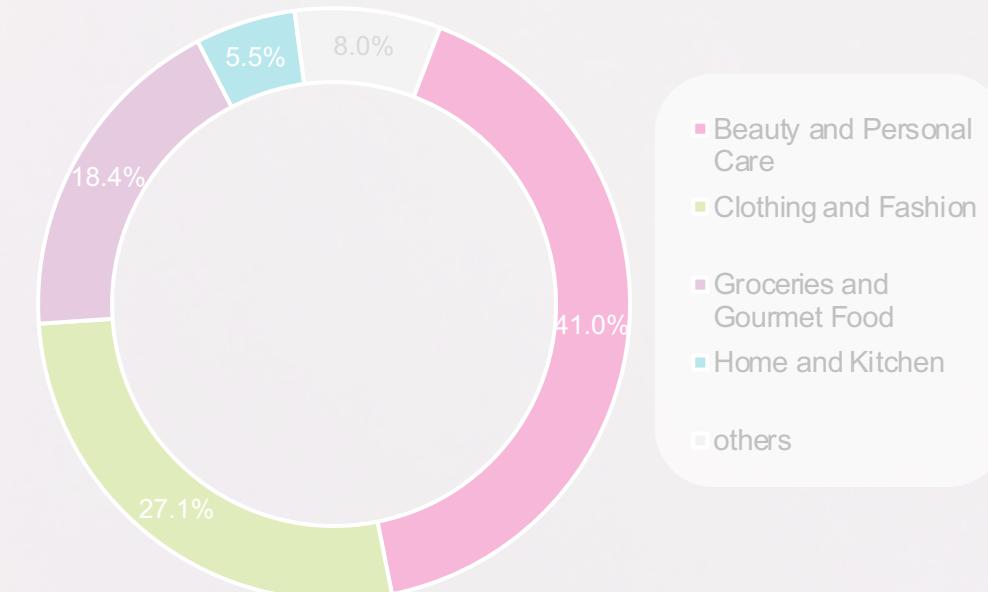
Age Band



2. Purchase Frequency

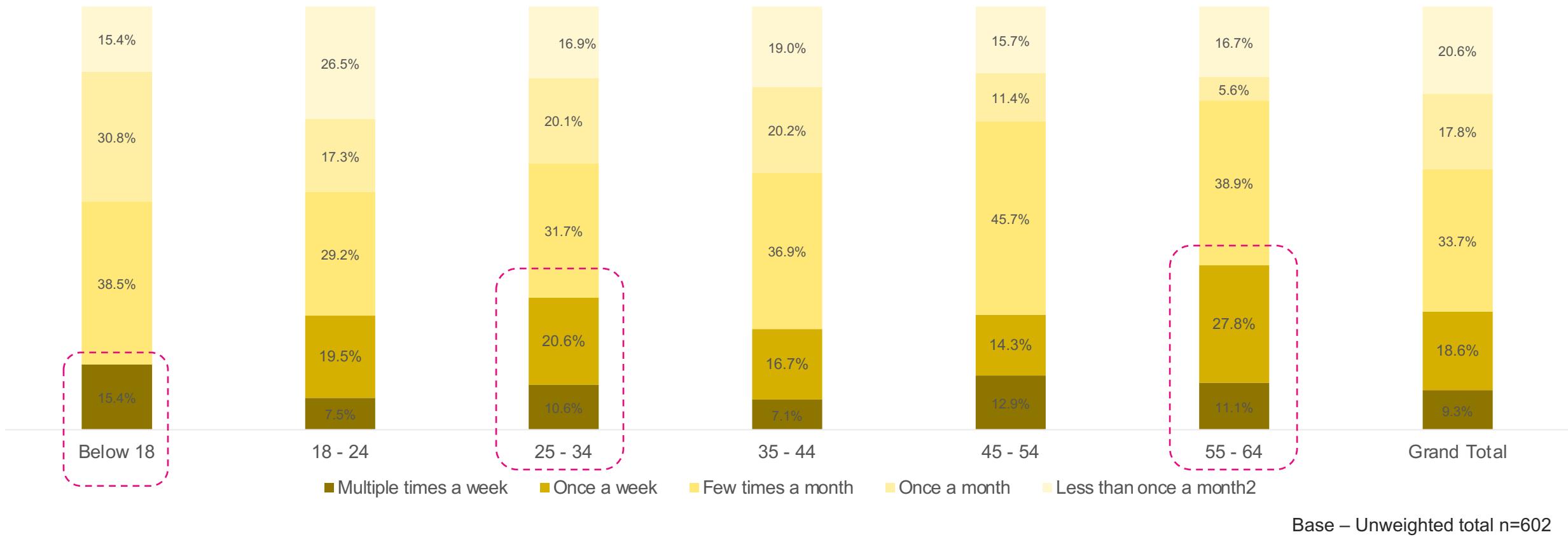


3. Product Categories



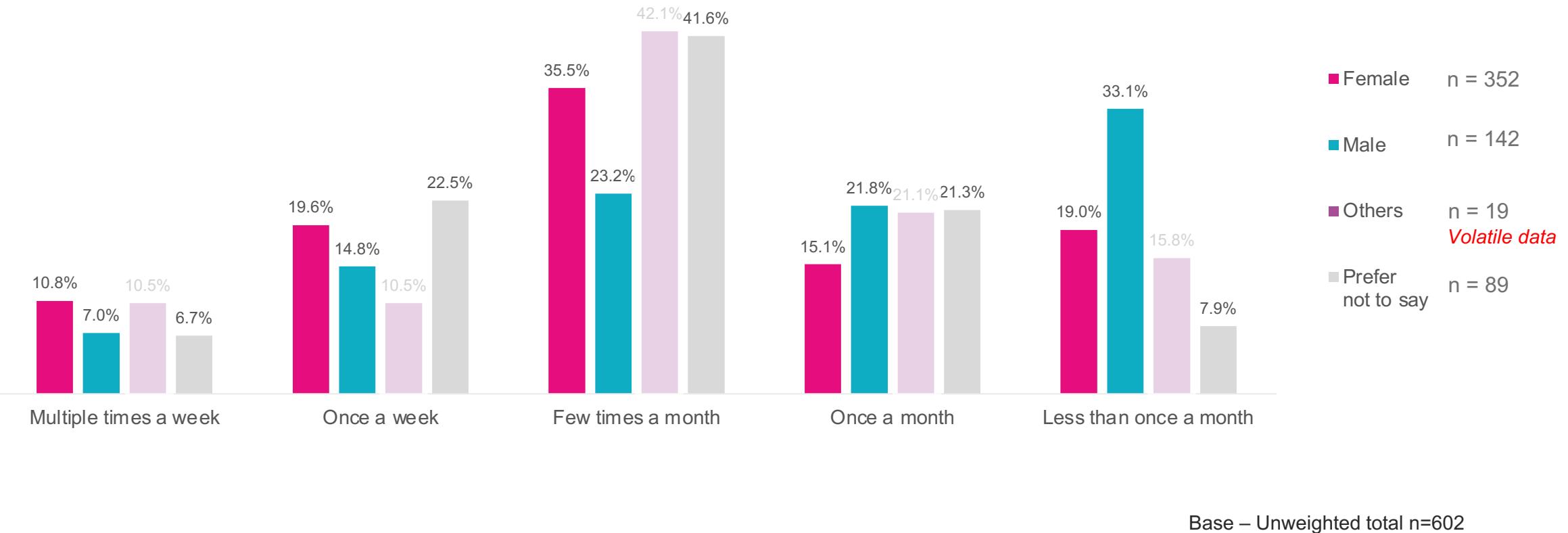
Most frequent buyers are among youngest below 18 age segment. However, if we set the criteria to “once a week” older age segment with steady income come up onto the podium.

Purchase Frequency Vs. Age

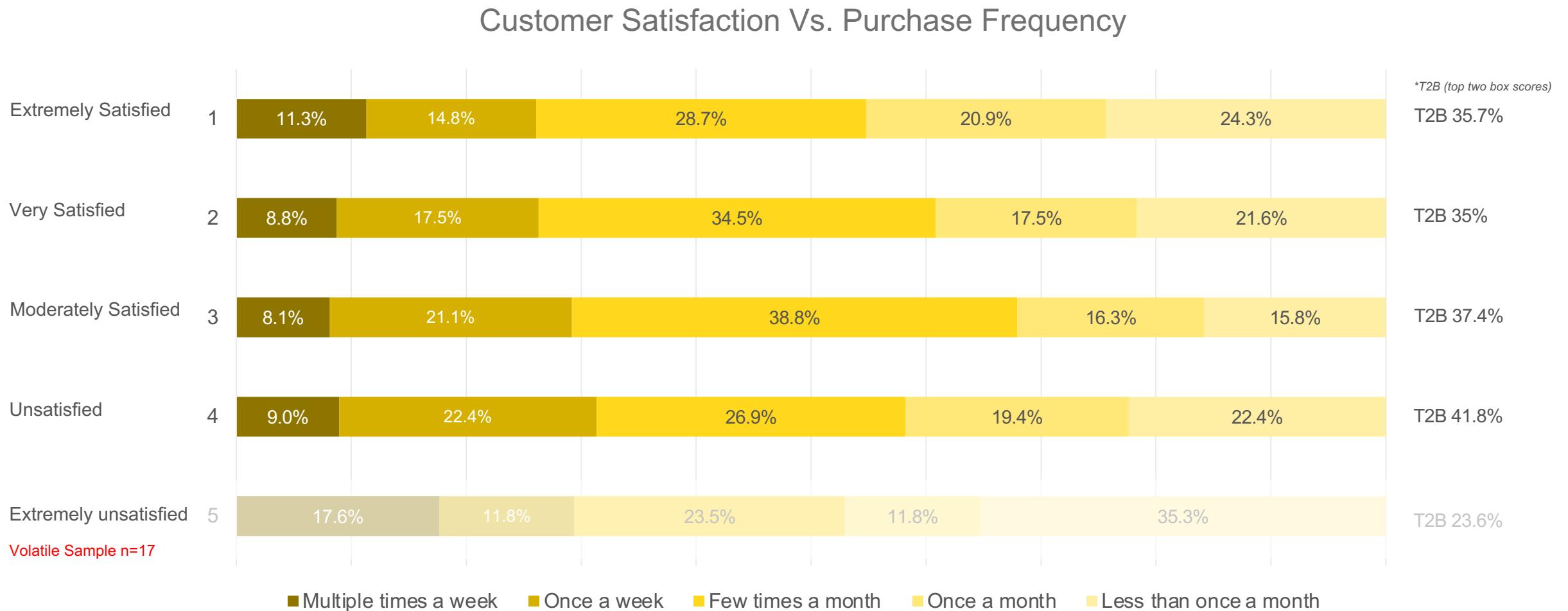


Female possesses the highest shopping frequency ranging from multiple times a week to few times a month. Male counterparts mostly buy less than once a month.

Purchase Frequency Vs. Gender

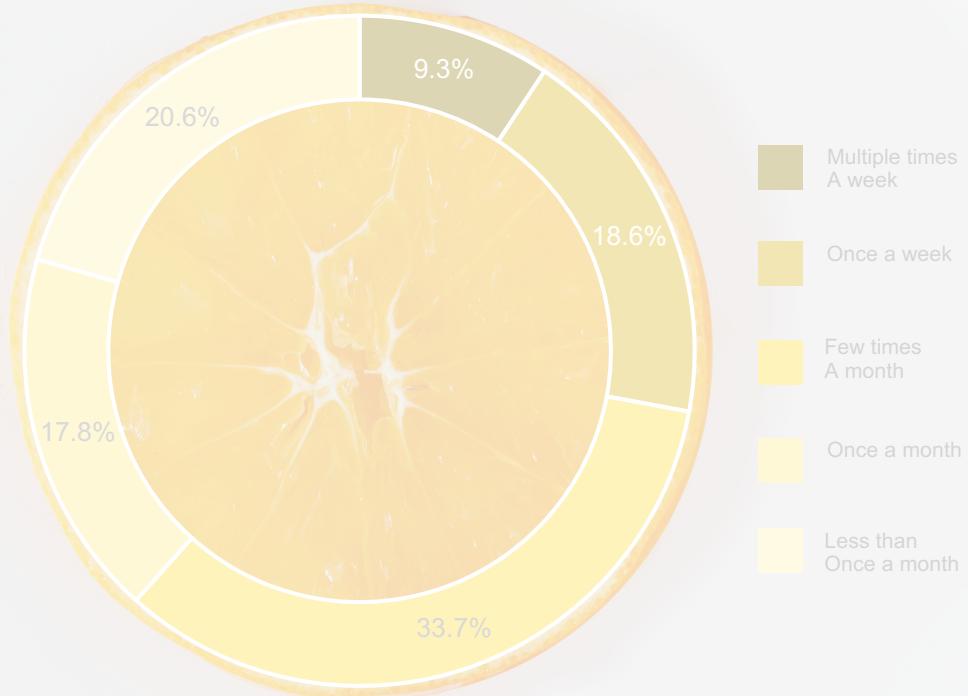


Surprisingly, top box scores and top 2 box scores do not have any significant difference for each level of satisfaction highlighting tolerance from the shoppers or brand affinity.

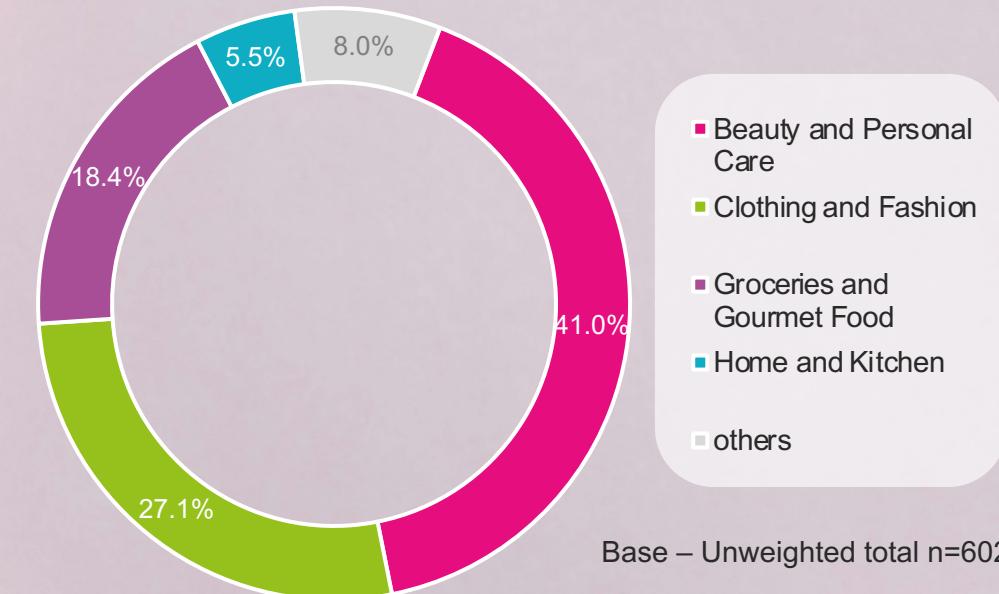


Base – Unweighted total n=602

Purchase Frequency



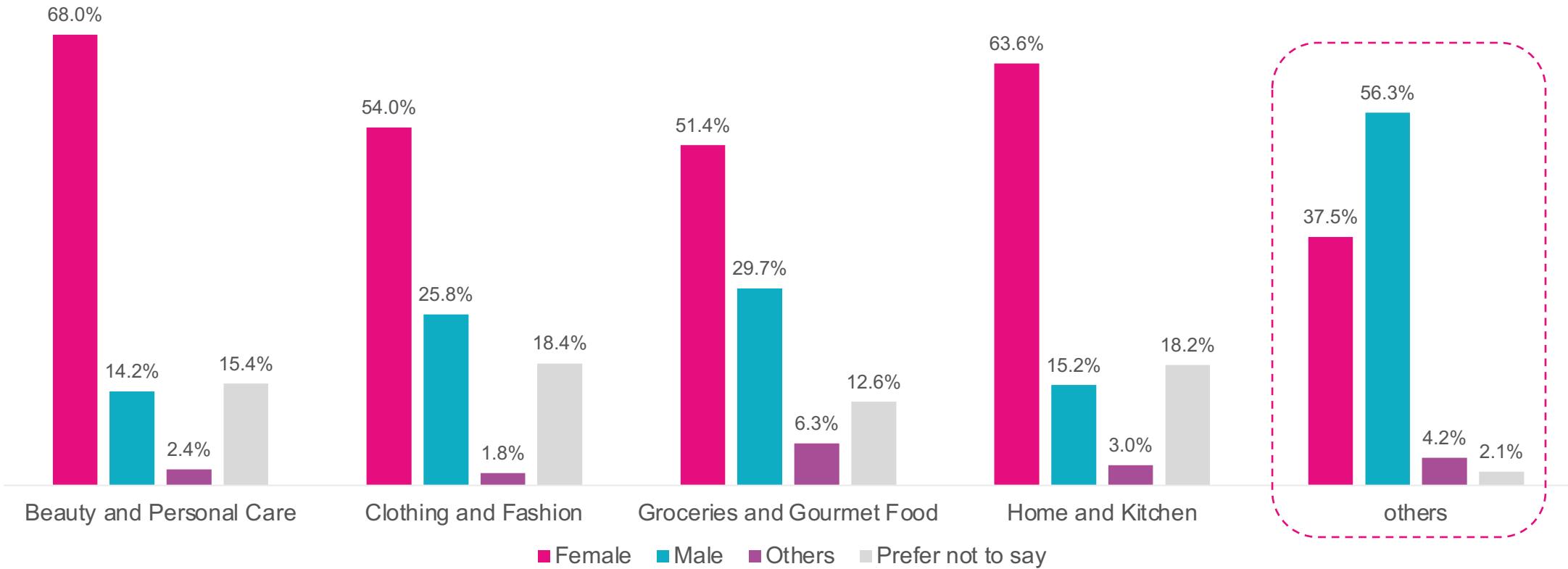
3. Product Categories



Base – Unweighted total n=603

Purchases from the ladies dwarf other genders' across categories. A deep dive into “others” product category should provide some insights for men’s attractions.

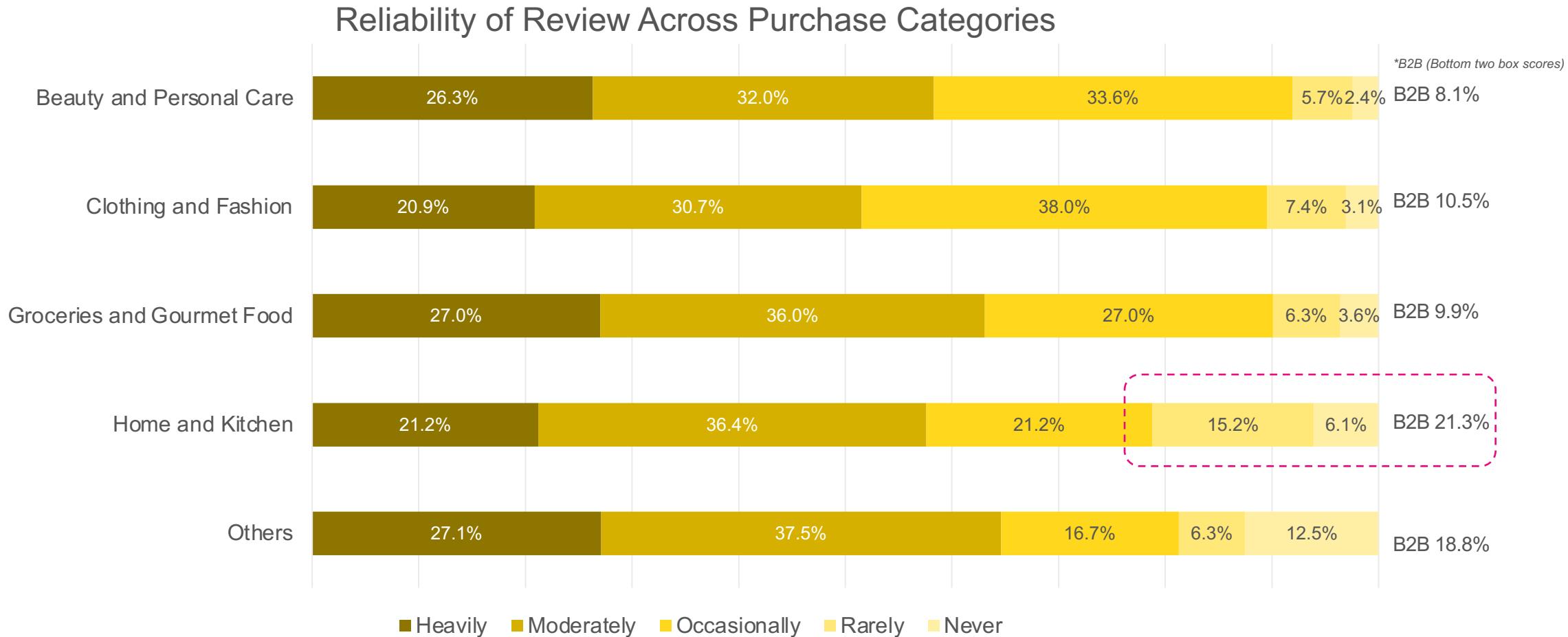
Product Category Vs. Gender



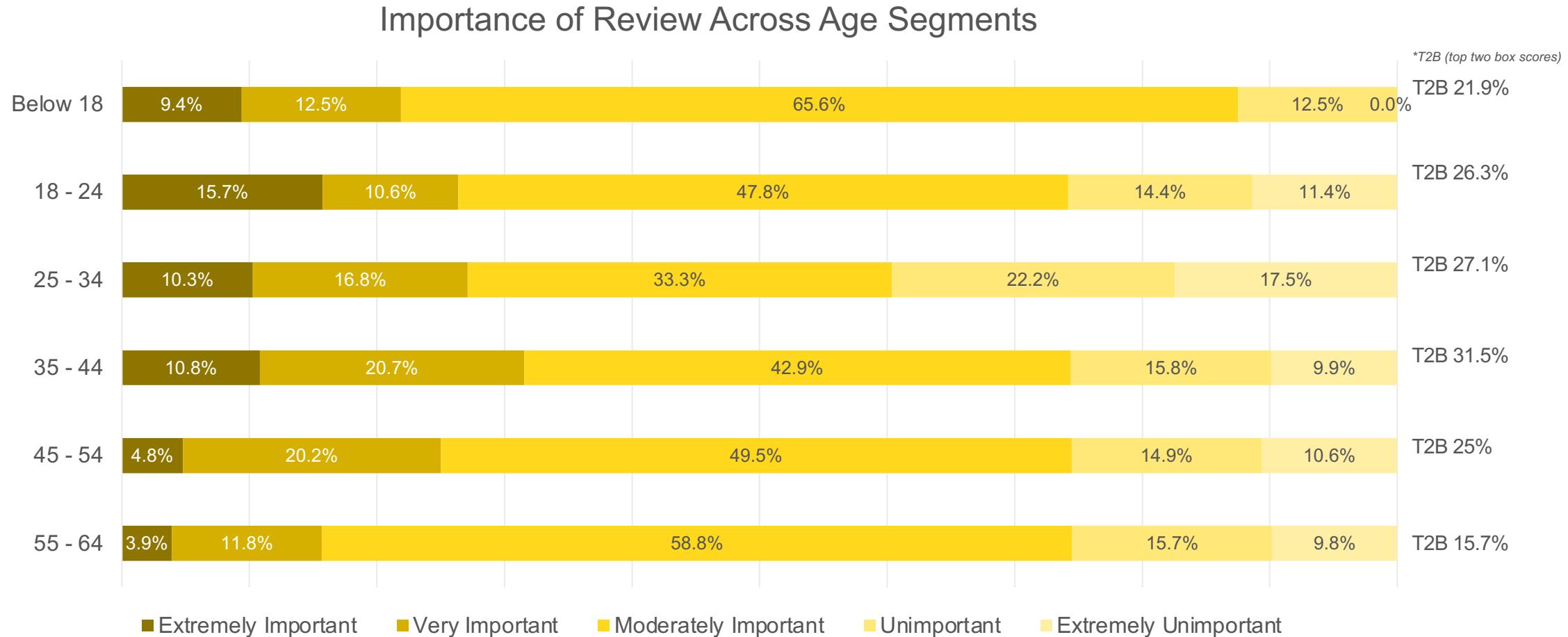
4. Impacts of Product Reviews and Shopper Satisfaction



Shoppers' reliability for all categories averages 59% with no significant differences. However, home and kitchen product tends to be the least review relying category in the crowd.

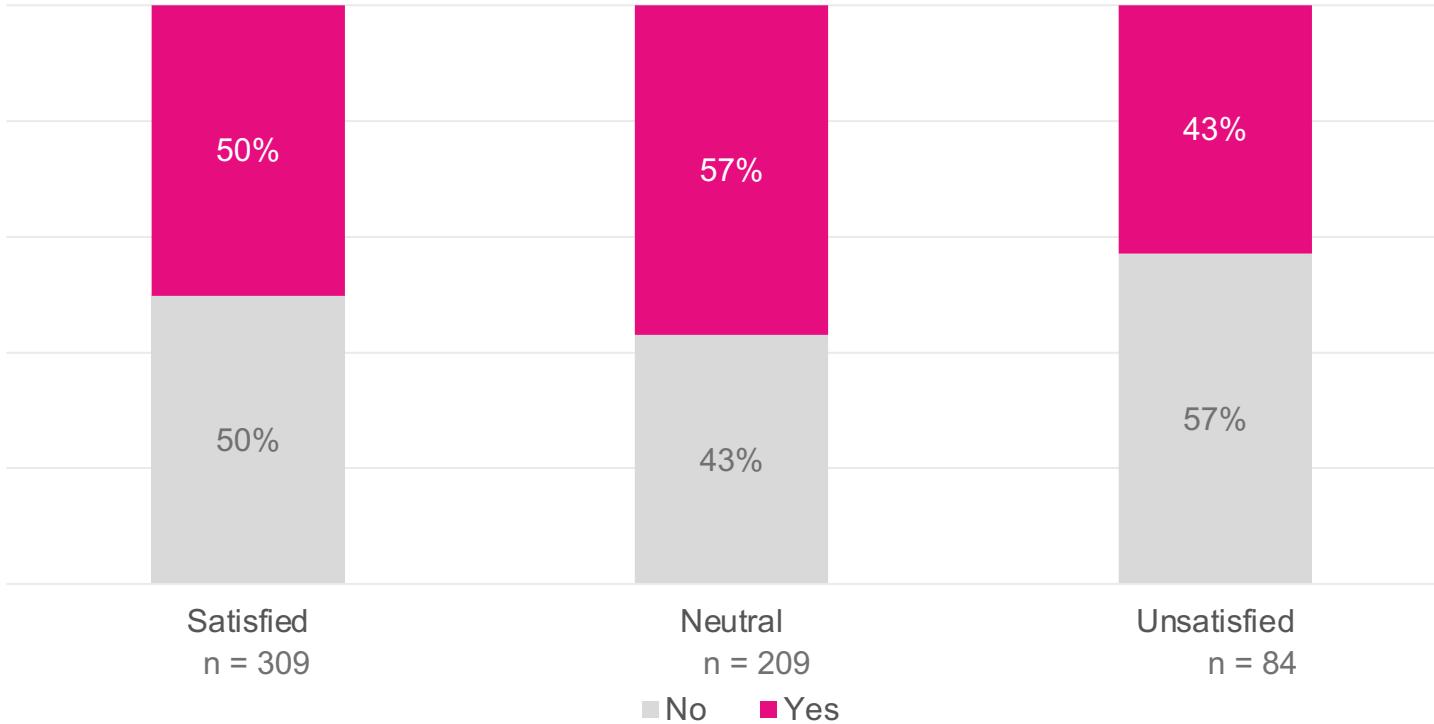


Younger generations rely more on the product reviews than 45 and above age segment.



Even unsatisfied, shoppers will still tends to leave some product reviews.

Satisfaction vs Leaving Review



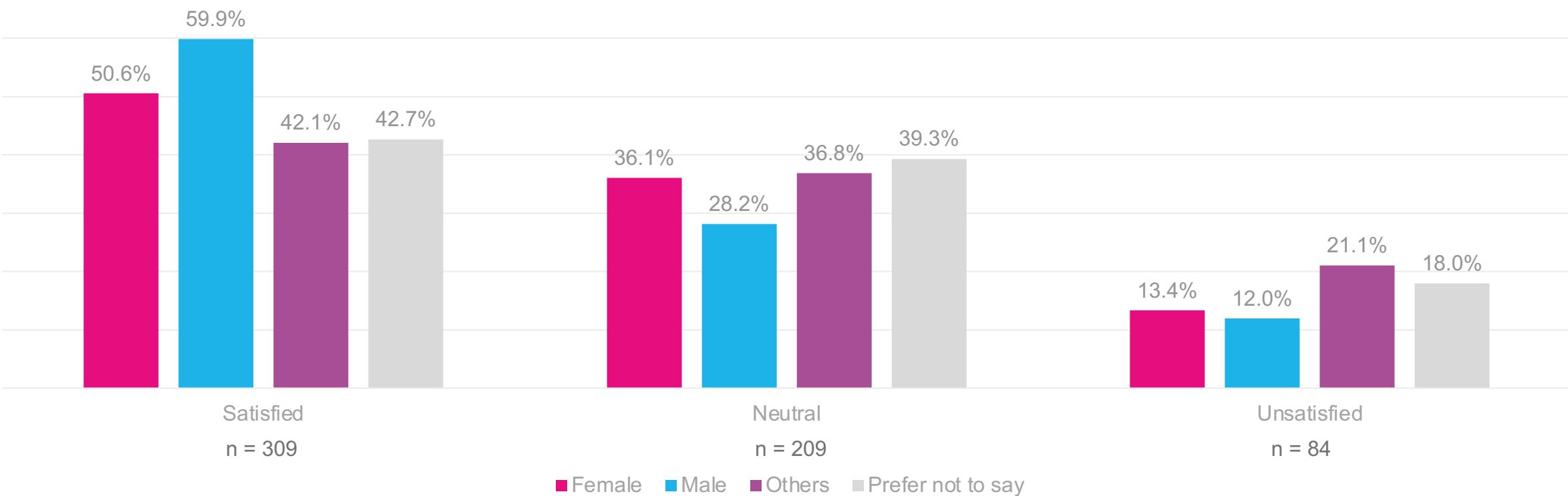
SPSS LogiRegression Output

Model Summary							
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square				
1	828.789 ^a	.009	.012				
a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.							
Variables in the Equation							
Step 1 ^a	B	S.E.	Wald	df	Sig.	Exp(B)	
Satisfied	-.273	.180	2.293	1	.130	.761	
Unsatisfied	-.567	.261	4.719	1	.080	.567	
Constant	.279	.140	3.998	1	.046	1.322	

a. Variable(s) entered on step 1: Satisfied, Unsatisfied.

Male shoppers are easier to please than other genders.

Shoppers' satisfaction vs. Gender

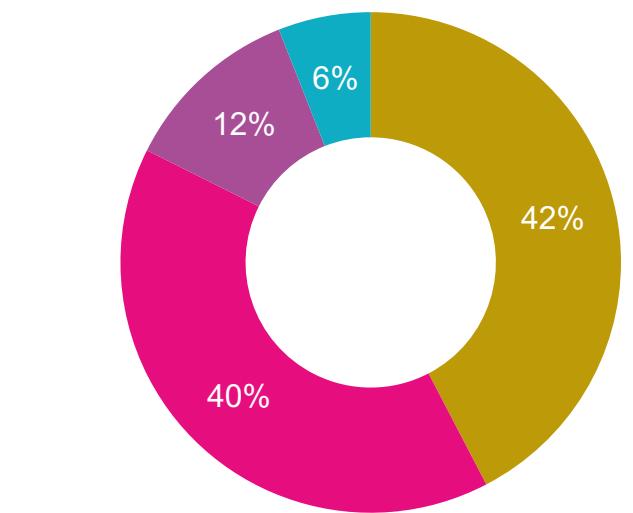


5. Shoppers' Behaviour and Attitude



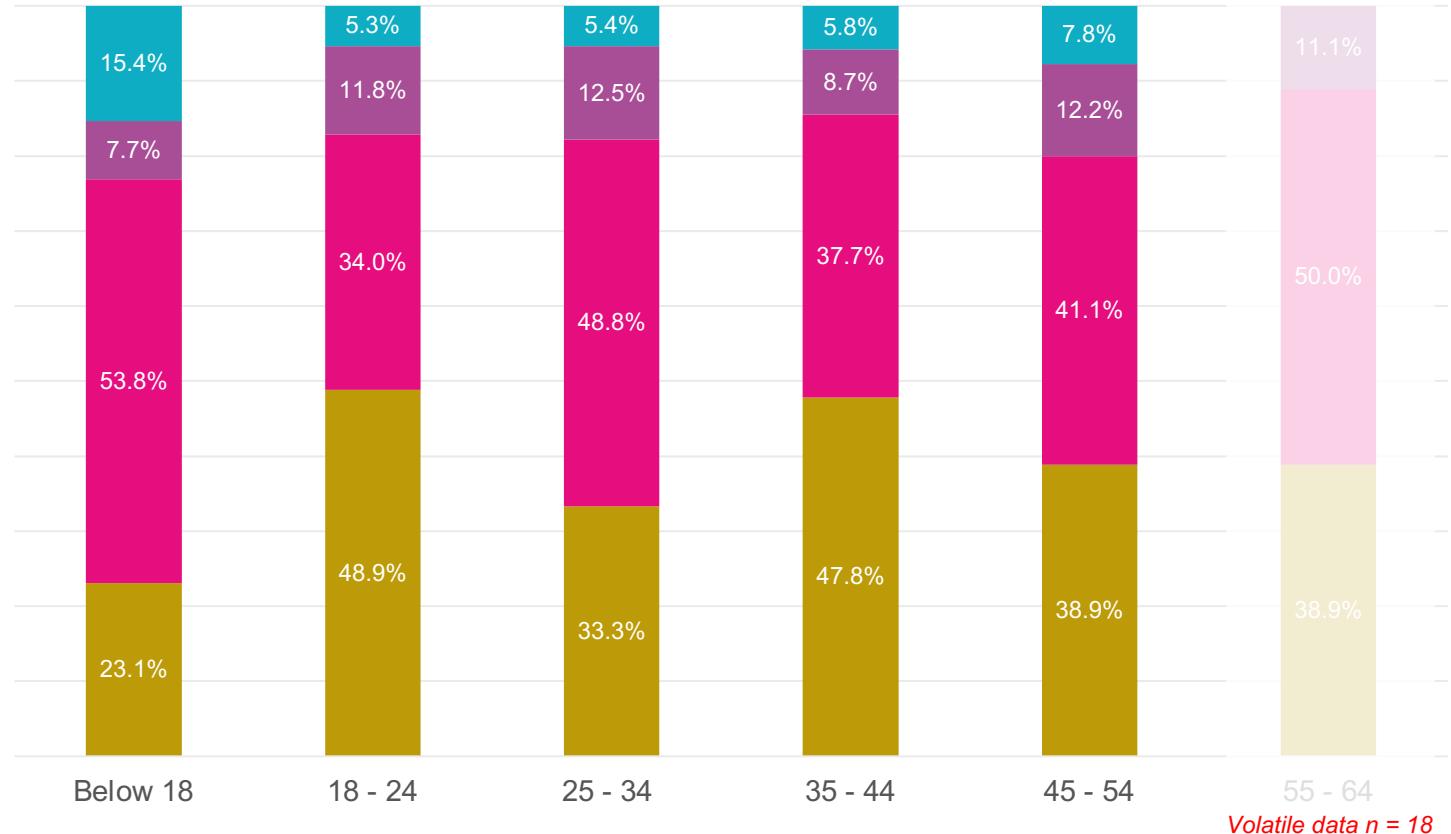
Below 18 age segments has the highest last minute change in decision. They also have more reasons for cart abandonment which should be explored further. 18-24 and 35-44 age groups concern more about the price.

Cart Abandonment Reasons

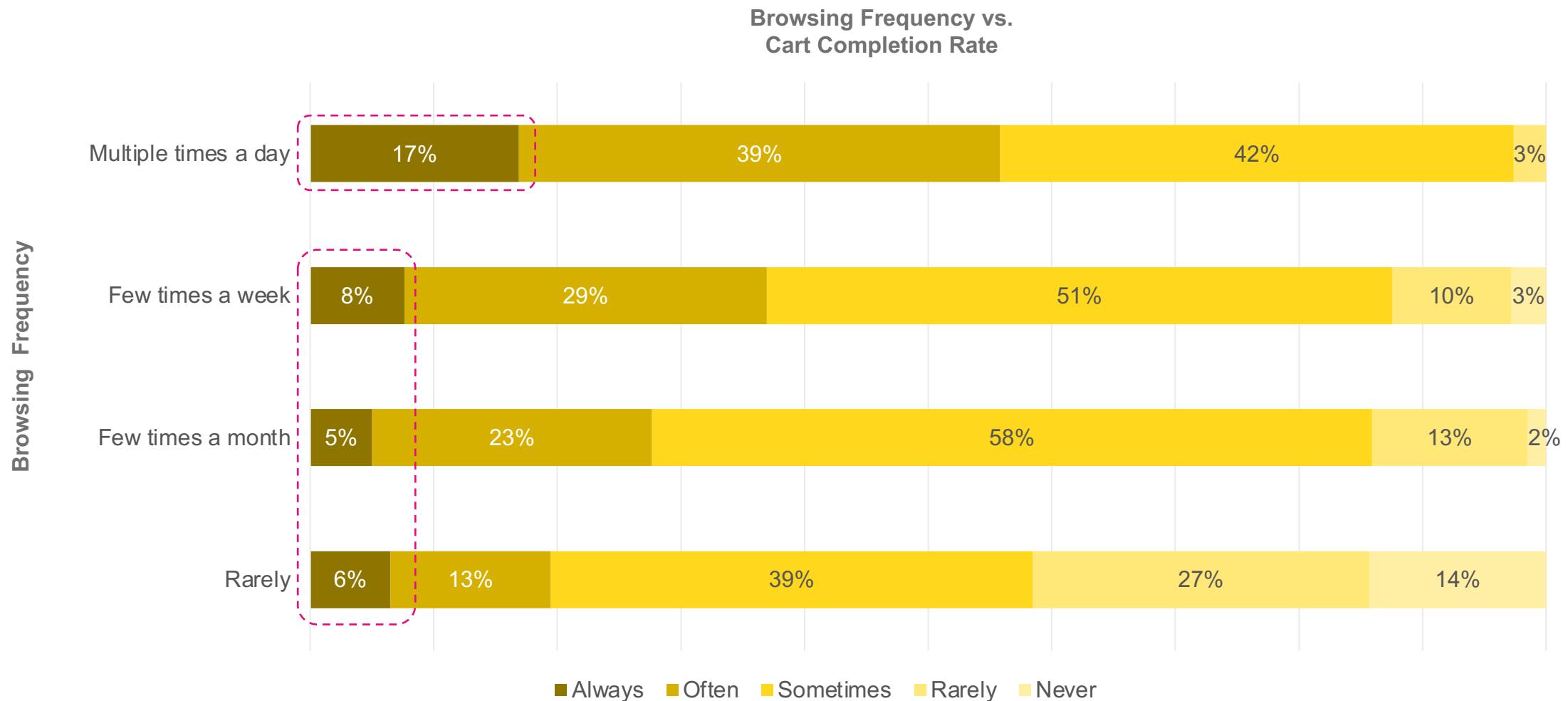


- Found a better price elsewhere
- Changed my mind or no longer need the item
- High shipping costs
- others

Cart Abandonment Reasons Across Age Groups



Those who browse multiple times a day tend to have (at least) twice cart completion scores compare to the others.



6. Recap & Moving Forward...



Linear Regression Analysis

First Series of Regression Analyses

Indep. Var.	Dep. Var.	R-Squared
Customer's Age	Customer Review Importance	0.006
Customers' Age	Personalized Recommendation Frequency	0.0004
Customers' Age	Rating Accuracy	0.0001
Customers' Age	Shopping Satisfaction	0.00002

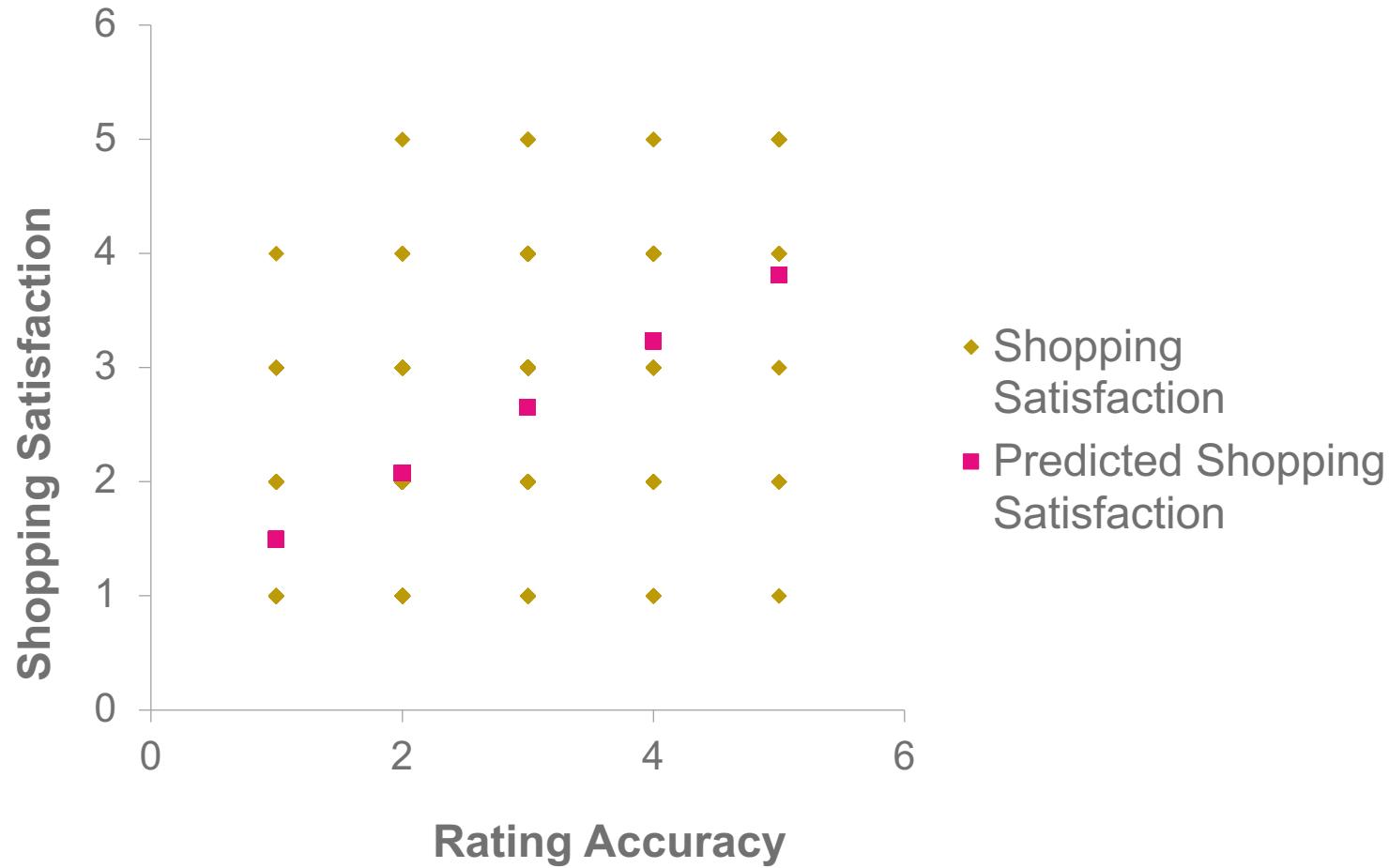
Second Series of Regression Analyses

Indep. Var.	Dep. Var.	R-Squared
Customer Review Importance	Personalized Recommendation Frequency	0.098
Customer Review Importance	Rating Accuracy	0.099
Customer Review Importance	Shopping Satisfaction	0.162
Personalized Recommendation Frequency	Rating Accuracy	0.192
Rating Accuracy	Shopping Satisfaction	0.192
Shopping Satisfaction	Shopping Satisfaction	0.264

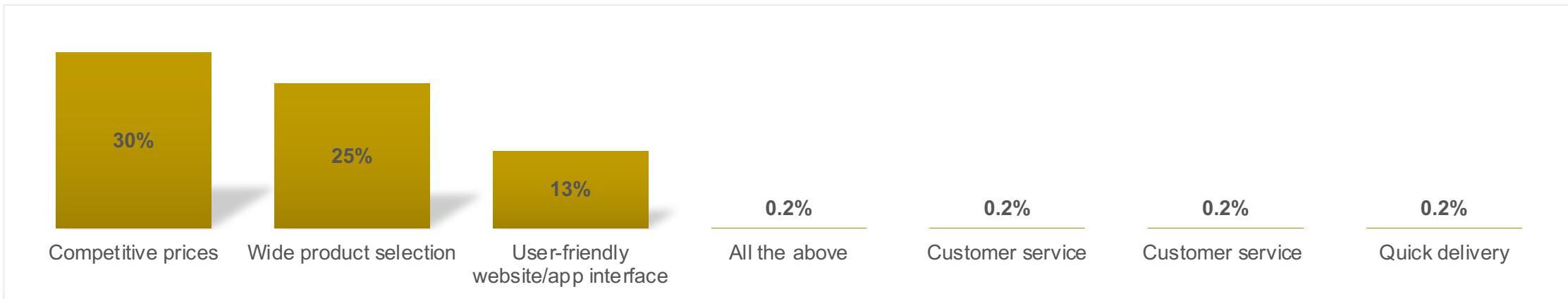
Shopping Satisfaction VS. Rating Accuracy

$$Y = 0.918 + 0.578 X$$

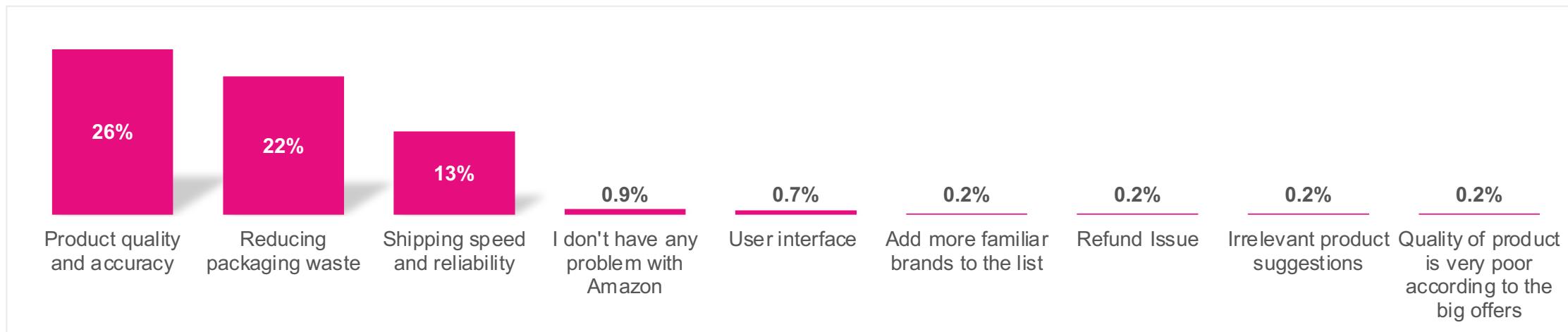
Rating Accuracy Line Fit Plot



Service Appreciation from Customers



Improvement Areas for Amazon



Summary

- Shopping Dynamic Insights(Gender)
- Product Preference Insights
- Shopping Consistency
- Review Importance and Age group
- Cart Abandonment Insights

Recommendation

- Enhancing Customer Engagement through Incentives
- Price Reviews with Competitors
- Notification Campaigns
- Optimizing Shipping Costs
- Vagueness of the Word “other”



Questions?



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