

## Informed Consent

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You are being asked to participate in a research study. Please read the information below carefully and ask any questions about anything you do not understand before deciding on whether or not to take part. Your participation is entirely voluntary, and you can refuse to participate without penalty or loss of any benefits to which you are otherwise entitled.

Protocol Title: Amazon Customer Satisfaction and Loyalty: an ECSI Approach

Purpose of the Research Study: The purpose of this study is to investigate the relationship between customer satisfaction and loyalty and how one variable may impact the other.

What you will be asked to do in the study: you will be asked to complete a survey consisting of four sections. In the first section, you will be asked several questions regarding your personal background information (age, gender, etc.). In the second section, you will be asked questions to assess your opinion regarding perceived value of Amazon products/services. The third section will ask questions related to customer satisfaction. The fourth section asks you about your intentions to repurchase Amazon products and likelihood to recommend Amazon to friends and family. This process is expected to take no longer than 5 minutes, and for most participants will be much faster.

Risks and Benefits: There are no more than minimal risks associated with participating in this study. Risks are no greater than those encountered in day-to-day life. However,

there are possible immediate benefits; many people find sharing their opinions enjoyable. You may choose not to answer any or all the questions that we ask you.

**Compensation:** You will not receive any financial compensation for your participation in this study. However, you can receive a summary of the findings if you wish.

**Confidentiality:** Your identity will be kept confidential to the extent provided by law. Your information will be assigned a code number, and your name will NOT be associated with this number. No personnel involved in this project or those who review the data will know that you participated in this study. Your name will not be used in any report.

**Voluntary Participation:** Your participation in this study is completely voluntary. There is no penalty for not participating. You have the right to withdraw from the study at any time without consequence.

**Whom to contact if you have questions about the study:** Andrea Garcia Fernandez & Louis Delcour, University of North Florida, Coggin College of Business, (850) 300-3440, or email [andreagafer98@yahoo.es](mailto:andreagafer98@yahoo.es)/[louisdel2001@gmail.com](mailto:louisdel2001@gmail.com)

**Agreement:** I have read the procedure described above. I voluntarily agree to participate in the procedure and I have received a copy of this description. NOTE: if you are under the age of 18 years old you may NOT participate and you will be directed to the very end of the survey.

- ☐ I agree
- ☐ I disagree

## Demographics

Please reply to the following demographic questions:

## Gender

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

## Age

- ☐ 18 - 23
- ☐ 24 - 29
- ☐ 30 - 35
- ☐ 35 and over
- ☐ Prefer not to say

How much, on average, do you spend on Amazon each month

- ☐ \$0 - \$50
- ☐ \$51 - \$100
- ☐ \$101 - \$200
- ☐ \$500 or more

Amazon Prime Member

- ☐ Yes
- ☐ No

## Perceived Value

Please rate your level of agreement: from (1) being very poor, and (5) being excellent:

Very Poor (1)

Poor (2)

Fair (3)

Good (4)

Excellent (5)

Rate the quality of products/services given the prices you pay

☐☐☐☐☐

## Perceived Value Q2

Please rate your level of agreement: from (1) being much worse, and (5) being much better:

Much worse (1)

Somewhat worse (2)

About the same (3)

Somewhat better (4)

Much better (5)

When compared to competitors, Amazon's products/services are:

☐☐☐☐☐

## Customer Satisfaction

Rate your level of satisfaction for the following statements about Amazon: from (1) being very unsatisfied, and (5) being very satisfied:

Very Unsatisfied (1)

Unsatisfied (2)

Neutral (3)

Satisfied (4)

Very Satisfied (5)

When comparing your shopping experience with Amazon to an ideal online shopping experience, how satisfied are you?

☐☐☐☐☐

How satisfied are you with your overall experience shopping with Amazon?

☐☐☐☐☐

## Customer Satisfaction Q2

Please indicate your level of agreement with each statement: from (1) being strongly disagree, and (5) being strongly agree:

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Amazon fulfilled my expectations in my most recent shopping experience, including product quality and delivery time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My orders are typically delivered within the estimated timeframe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon offers a wide range of products that meet my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon customer support is responsive and helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prices at Amazon are competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to pay higher prices for Amazon than other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer Satisfaction Factor

Please rank factors by dragging them from 1 to 5 based on their contribution to your customer satisfaction, with 1 being the most significant and 5 being the least:

- Price
- Convenience
- Shipping fees
- Product Availability

## Good Customer Service

## Customer Loyalty

Please indicate the level of likelihood: from (1) being very unlikely, and (5) being very likely:

	Very unlikely (1)	Unlikely (2)	Neutral (3)	Likely (4)	Very Likely (5)
How likely are you to repurchase products or services from Amazon in the future?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to recommend Amazon to friends and family?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to recommend Amazon based on your shopping and service experiences?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Amazon Prime Members

Please indicate your level of agreement: from (1) being strongly disagree, and (5) being strongly agree:

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Amazon Prime contributes to my overall level of customer satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>