

All

Fresh ▾

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# Help and Customer Service


◀ All Help Topics


## Placing Orders


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- Proceed to Checkout
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## Quick solutions


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**Your Orders**  
Track or cancel orders
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**Returns and Refunds**  
Return or exchange items
- 

**Manage Prime**  
Cancel or view benefits
- 

**Payment Settings**  
Add a new debit or credit card
- 

**Amazon Gift Cards**  
Check your gift card balance
- 

**Account Settings**  
Update email, password or phone

## Find more solutions

Ordering

>

Placing Orders

>

# Searching and Browsing for Items

Are you looking for a specific item? Enter a few words into the search box and select the magnifying glass icon. We'll show you the matching results. To view the below information in your preferred regional language, click the link: [English](#), [हिन्दी \(Hindi\)](#), [தமிழ் \(Tamil\)](#), [తెలుగు \(Telugu\)](#), [ಕನ್ನಡ \(Kannada\)](#), [മലയാളം \(Malayalam\)](#), [मराठी \(Marathi\)](#) and [বাংলা \(Bengali\)](#).

## How products are given visibility in the Amazon marketplace

### Search and Browse for a product

You can discover, and shop for products in the Amazon.in marketplace in multiple ways. You can enter a specific query into the search box; browse selection by category from the navigation bar on the home page; discover products grouped by common attributes, discover products through the advertisement placements of products, referred as 'sponsored product' or 'sponsored brand', in the search results.

If you're choosing the search option to shop for a product then enter your key words into the search box on Amazon.in. By default we will show you "Featured" results, which take into account a variety of factors including particularly, customer actions (such as how frequently an item was searched for, clicked on, added to cart or purchased) and information about the item (such as title, price, and description). We also consider factors such as availability, delivery speed, costs (such as shipping costs), and whether we think the item will be of interest (such as new items).



In addition to the default Featured sort, you can use these Sort Options to list your search results:

- **Avg. Customer Review:** Sorts items based on customers' reviews, including the average number of stars out of 5 stars given by customers and the number of customers' reviews for each result.
- **Newest Arrivals:** Sorts items based on their first date of availability on Amazon.
- **Price Low to High:** Sorts items based on their price with the lowest price item at the top and the highest price item at the bottom.

- **Price High to Low:** Sorts items based on their price with the highest price item at the top and the lowest price item at the bottom.

## Product recommendations

### Badges

Badges highlight certain product information to help customers find items they might like. We consider a variety of factors when choosing the products eligible for badges. For example, for the "Best Seller" badge, the most important factor is the number of recent and historical sales of an item sold on Amazon. Others consider a combination of factors, like "Amazon's Choice", which indicates highly rated and well-priced products, which are available to ship immediately. We also use badges such as "Lightning Deal" and "Deal of the Day" to help customers find promotions in which a limited number of discounts are offered on an item for a short period of time, or which are only offered during a special event, like "Amazon Great Indian Festival". Badges can also indicate participation in a program, such as "Prime" or provide information about an action a customer has taken on an item, such as whether the customer has already added the item to their shopping basket. The details for eligibility of seller for lightning deal is available at:

[https://sellercentral.amazon.in/gp/help/help.html?itemID=G202111490&ref=xx\\_G202111490\\_a\\_r35\\_cont\\_sgsearch](https://sellercentral.amazon.in/gp/help/help.html?itemID=G202111490&ref=xx_G202111490_a_r35_cont_sgsearch).

### Other product recommendations

Product recommendations feature products we think customers will want to purchase, based on a customer's search, browsing or purchase history or other offers on the page. For example, in "Frequently bought together" recommendations we may present the product the customer is currently viewing or most recently placed in their shopping basket together with relevant complementary products (for instance, a printer and ink cartridge). In "Customers who viewed this item also viewed" (or "Customers who bought this item also bought") recommendations we may show customers what products other Amazon customers viewed (or bought) after viewing (or buying) the product the customer is looking at. Similarly, in "Related to items you have viewed" we may feature a product which a customer viewed but did not purchase and display related products that other Amazon customers viewed.



## Sort Options

When you search for products on Amazon, we want to help you easily find what you're looking for. You can use these options to list search results in a specific order:

- **Featured** shows featured items. We consider many factors when choosing featured results, such as:
  - Customer actions, e.g., how often an item was bought.
  - Information about the item, e.g., title, price, and description.
  - Availability.
  - Delivery speed.
  - Costs, e.g., shipping costs.
  - Whether we think the item will be of interest, e.g., new items.
- **Avg. Customer Review** sorts items based on Customer Reviews. This includes the average number of stars out of five and the number of reviews for each result.
- **Newest Arrivals** sorts items based on the day they were first available on Amazon.
- **Price High to Low** sorts items based on price. The highest price item is at the top and the lowest price item is at the bottom.
- **Price Low to High** sorts items based on price. The lowest price item is at the top and the highest price item is at the bottom.

- **Best Sellers** sorts relevant results based on their recent sales history. Items with higher sales will generally feature at the top, and items with lower sales at the bottom.

To browse a category:

1. Select **Shop by category** at the top left of our homepage.
2. Select a product category. Each category will offer its own customized options to search and browse. These are located in the top navigation bar.

Was this information helpful?

Yes

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Press Releases  
Amazon Science

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Twitter  
Instagram

Make Money with Us

Sell on Amazon  
Sell under Amazon Accelerator  
Protect and Build Your Brand  
Amazon Global Selling  
Supply to Amazon  
Become an Affiliate  
Fulfilment by Amazon  
Advertise Your Products  
Amazon Pay on Merchants

Let Us Help You

Your Account  
Returns Centre  
Recalls and Product Safety Alerts  
100% Purchase Protection  
Amazon App Download  
Help

English

India

AbeBooks  
Books, art  
& collectibles

Shopbop  
Designer  
Fashion Brands

Amazon Web Services  
Scalable Cloud  
Computing Services

Amazon Business  
Everything For  
Your Business

Audible  
Download  
Audio Books

Prime Now  
2-Hour Delivery  
on Everyday Items

IMDb  
Movies, TV  
& Celebrities

Amazon Prime Music  
100 million songs, ad-free  
Over 15 million podcast  
episodes