



A STUDY ON IMPACT OF REVERSE LOGISTICS ON CONSUMER EXPERIENCE AT AMAZON

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ABSTRACT :

This paper delves into the customer experience at Amazon's reverse logistics process, investigating challenges and expectations that surround the return of products. Demographic factors, purchasing behaviors, and satisfaction metrics are all covered. Key insights reveal the necessity for an easy return process, better quality check on the replacement product, and more rapid refunds. Of the respondents, 46.9% were not very aware of reverse logistics, and 53.1% focused on refund speed. The fields that Amazon can improve upon its reverse logistics are pointed out through the study. Recommendations are given to enhance customer delight and operational effectiveness.

Key points: Online shopping , market potential, customer satisfaction

Literature Review :

1. Reverse Logistics in E-Commerce

Reverse logistics is part of supply chain management, concerned with the backward flow of goods from consumers to business. Various studies proved that it has to be functionally emphasized toward sustainability and customers' experience.

Reverse logistics management reduces operational costs and increases retention; hence, it enhances customer satisfaction.

Customer Perception and Satisfaction

The efficiency of the return process is crucial for customer satisfaction in e-commerce. According to research, delayed refunds, complicated procedures, and low-quality replacements pose a critical threat to brand loyalty. Simplified return systems and proper communication are critical.

Role of Demographics in Online Purchasing

Differences in demographic factors such as age, income, and education influence purchasing behavior and return preferences. Younger consumers in the 18–30 age group (84.4% in this study) tend to shop more online and require faster, hassle-free services more often.

Challenges in Reverse Logistics

Issues frequently confronted include miscommunication, delay in refund times, and insufficient quality control. Closing these gaps with technology and process enhancements significantly strengthen customer experience.

Amazon Reverse Logistics Strategy

Amazon's commitment to innovation-again, such as one-click returns or pre-paid labels-positioned it as the industry leader. Still, underlying customer concerns speak of further opportunities for improvement.

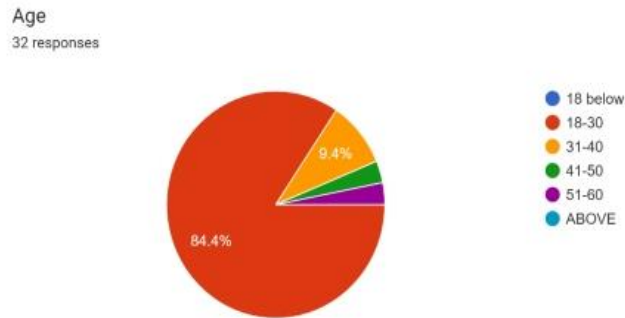
OBJECTIVE :

The general objective of this research is to examine customers' experience and perceptions about Amazon reverse logistics operations to identify several challenges and improvement areas.

1. Examine the demographic trend of customers interacting with Amazon's reverse logistics.
2. Investigate the purchasing behavior and their frequency in relation to online shopping and returns.
3. Identify typical issues occurring in the reverse supply chain with returns and refunds from the customer's point of view.
4. Assess the simplicity, speed, and quality of the reverse logistics on Amazon from the customer perspective.
5. Offer actionable suggestions to improve the efficiency and effectiveness of Amazon's reverse logistics system concerning operational excellence and customer satisfaction.

TABLE NO:1
AGE

Demographic		No. of Respondent	Percentage
Age	18 below	-	-
	18-30	27	84%
	31-40	3	9%
	41-50	1	3%
	51-60	1	3%
	ABOVE	-	-

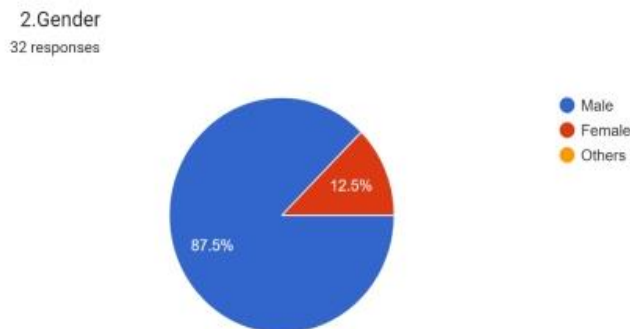


INFERENCE

In the above shows that 84% respondents are between the age of 18-30.

TABLE NO:2
2. Gender

Demographic		No. of Respondent	percentage
Gender	Male	28	87%
	Female	4	12%



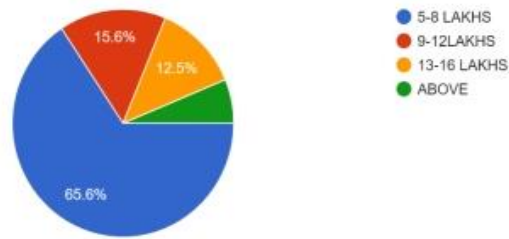
INFERENCE

In the above shows that 87% are male.

TABLE NO:3
INCOME (PER ANNUM)

Demographic		No. of Respondent	Percentage
INCOME PER ANNUM	5-8lakhs	21	65%
	9-12lakhs	5	15%
	13-16lakhs	4	12%
	Above	2	6%

INCOME (PER ANNUM)
32 responses



INFERENCE

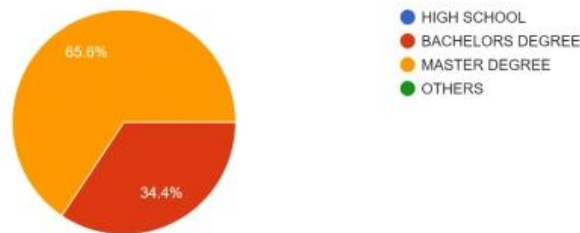
In the above shows that 65% respondents their income level is 5-8 lakhs.

TABLE NO:4

. Education Qualification

Demographic	No. of Respondent	percentage
HSC	5	
UG	16	32%
PG	25	65%
Professional	4	8%

EDUCATION QUALIFICATION
32 responses



INFERENCE

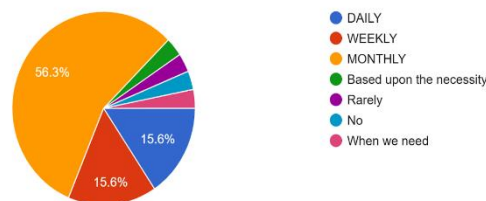
In the above shows that 65% are master degree.

TABLE NO:5

How frequently you purchase in online.

Variable	No. of Respondents	% of Respondents
Daily	5	15%
Weekly	5	15%
Monthly	18	56%
Based upon the necessity	1	3%
Rarely	1	3%
No	1	3%
When we need	1	3%

HOW FREQUENTLY YOU PURCHASE IN ONLINE
32 responses



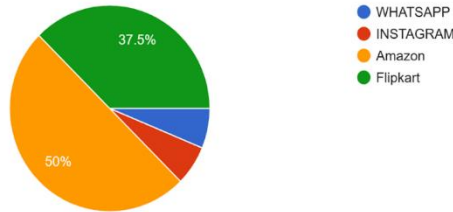
INFERENCE

In the above shows that 56% respondents purchase online monthly.

TABLE NO:6
In what social media platform do you purchase

Variable	No .of Respondents	%of Respondents
Whats app	2	6%
INSTAGRAM	2	6%
Amazon	16	50%
Flipkart	12	37%

IN WHAT SOCIAL MEDIA PLATFORMS DO YOU PURCHASES
32 responses



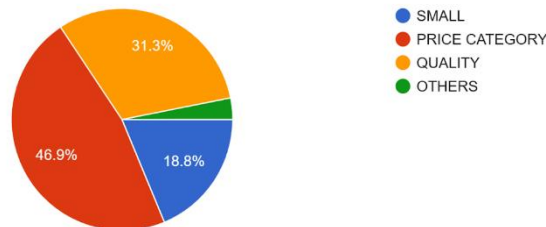
INFERENCE

Majority 50% respondents Amazon.

TABLE NO:7
Quality of purchase

Variable	No. of Respondents	% of Respondents
Small	6	18%
Price category	15	46%
Large quality	10	31%
Other	1	3%

QUALITY OF PURCHASE
32 responses



INFERENCE

Majority 46% for price category to purchase

TABLE NO:8
How familiar are you with amazon’s reverse logistics process?

Variable	No. of Respondents	% of Respondents
Very familiar	9	28%
Some what familiar	15	46%
Not familiar	8	25%

HOW FAMILIAR ARE YOU WITH AMAZON'S REVERSE LOGISTICS PROCESS
32 responses

INFERENCE

Majority 46% respondents as amazon reverse logistics is some what familiar.

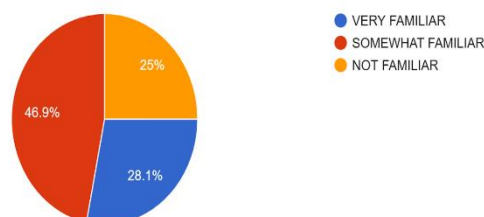
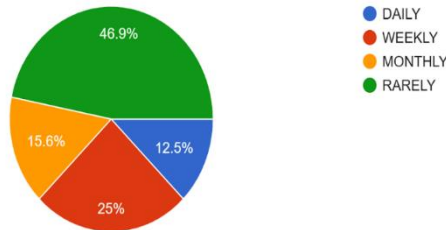


TABLE NO:9

How often do you or your team engage with amazon’s reverse logistics process?

Variable	No. of Respondents	% of Respondents
Daily	4	12%
Weekly	8	25%
Monthly	5	15%
Rarely	15	46%

HOW OFTEN DO YOU OR YOUR TEAM ENGAGE WITH AMAZON'S REVERSE LOGISTICS PROCESS
32 responses



INFERENCE

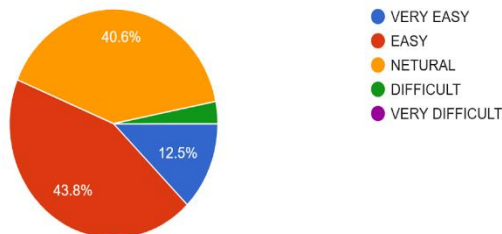
Majority 46% Respondent .

TABLE NO:10

How would you rate the ease of initiating a product return?

Variable	No. of Respondents	% of Respondents
Very easy	4	12%
Easy	14	43%
Neutral	13	40%
Difficult	1	3%
Very difficult		

HOW WOULD YOU RATE THE EASE OF INITIATING A PRODUCT RETURN
32 responses



INFERENCE

Majority 43% Respondent product return is easy.

TABLE NO:11

How long does it usually take for a returned item to be refunded or replaced?

Variable	No. of Respondents	% of Respondents
Within 1-3days	13	40%
4-7days	16	50%
More than a week	3	9%

HOW LONG DOES IT USUALLY TAKE FOR A RETURNED ITEM TO BE REFUNDED OR REPLACED
32 responses

INFERENCE

Majority 50% Responses returned item to be refunded or replaced within 4-7 days.

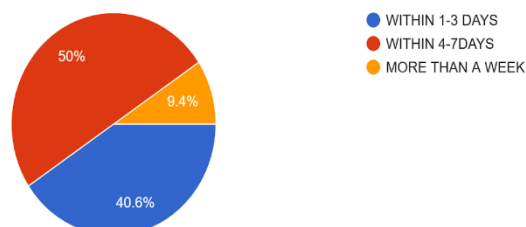


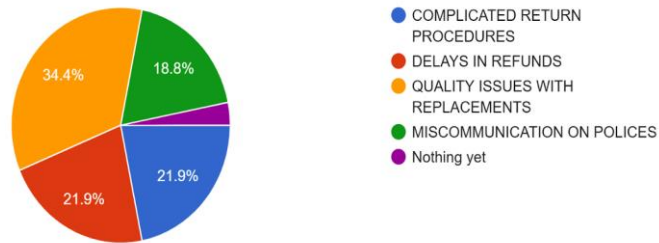
TABLE NO:12

What type of challenges have you encountered during the return process?

Variable	No. of Respondents	% of Respondents
Complicated return procedures	7	21%
Delays in refunds	7	21%
Quality issues with replacements	11	34%
Miscommunication	6	18%
Nothing yet	1	3%

WHAT TYPE OF CHALLENGES HAVE YOU ENCOUNTERED DURING THE RETURN PROCESS

32 responses



INFERENCE

Majority 34% Responses as quality issues with replacement.

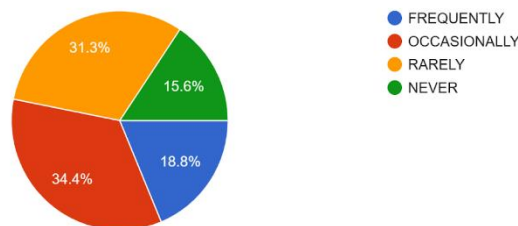
TABLE NO:13

Have you experienced any issues with scheduling return pickups?

Variable	No. of Respondents	% of Respondents
Frequently	6	18%
Occasionally	11	34%
Rarely	10	31%
Never	5	15%

HAVE YOU EXPERIENCED ANY ISSUES WITH SCHEDULING RETURN PICKUPS

32 responses



INFERENCE

Majority 34% Responses as occasionally.

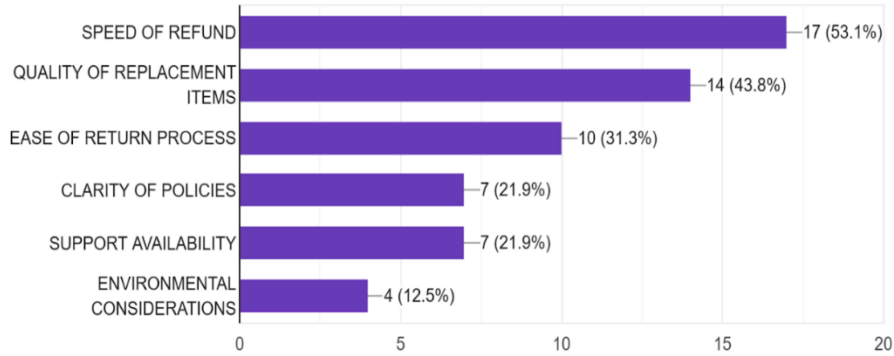
TABLE NO:14

What aspects of amazon's return process are most important to you?

Variable	No. of Respondents	% of Respondents
Speed of refund	17	53%
Quality of replacement items	14	43%
Ease of return process	10	31%
Clarity of policies	7	21%
Support availability	7	21%
Environment consideration	4	12%

WHAT ASPECTS OF AMAZON'S RETURN PROCESS ARE MOST IMPORTANT TO YOU

32 responses



INFERENCE

Majority 53% Responses as speed of refund.

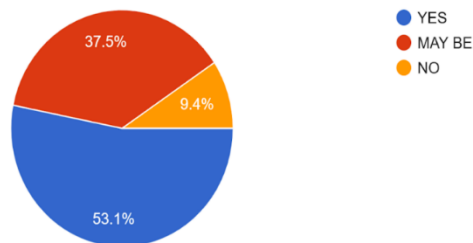
TABLE NO:15

What improvement would you suggest to make amazon's reverse logistics process more effective?

Variable	No. of Respondents	% of Respondents
Yes	17	53%
No	3	9%
Maybe	12	37%

WHAT IMPROVEMENTS WOULD YOU SUGGEST TO MAKE ON AMAZON'S REVERSE LOGISTICS PROCESS MORE EFFECTIVE

32 responses



INFERENCE

Majority 53% Responses as to improve amazon reverse logistics more effective.

FINDINGS FROM THE STUDIES:

- Majority 84.4% of the respondents are in the age group of (18-30)
- Majority 87.5% of the respondents are male.
- Majority 65.6% of the respondents are students in the occupation
- Majority 82.3% of the respondents are annual income level is 5-8 lakhs.
- Majority 65.6% of the respondents are master degree.
- Majority 56.3% of the respondents are frequently purchase in online in monthly.
- Majority 50% of the respondents are social media platform for purchase in Amazon.
- Majority 46.9% of the respondents are quality of purchase in a price category.
- Majority 46.9% of the respondents are some what familiar in amazon reverse logistics.
- Majority 46.9% of the respondents are engage with Amazon's reverse logistics in rarely.
- Majority 43.8% of the respondents for initiating a product returning process easy
- Majority 34.4% of the respondents are engage the return process in quality issues with replacements
- Majority 34.4% of the respondents of return pickups in occasionally.
- Majority 53.1% of the respondents for speed refund.
- Majority 53.1% of the respondents for improve the suggestion are preferred yes.

Suggestion :**1. Awareness of Reverse Logistics among Users :**

Since 46.9% of the respondents were only "somewhat familiar" with Amazon's reverse logistics process, the firm should use educative drives. Such drives would involve in interactive tutorials on their application, well-defined, step-by-step guides, or video demonstrations on how to request a return and handle refunds. That would elevate the overall extent of familiarity and satisfaction with the process.

2. Upgrade Quality Check for Replaced Products

Amazon also needs to improve quality check processes as 34.4% of those consumers who faced problems mentioned it as an issue with replacement items. Dissatisfaction will decrease if replacements have pre-dispatch checks and if consumers are adequately informed about the condition of the items.

3. Refund Speed and Ease

Speed of refunds is also crucial because 53.1% of the respondents have expressed this as an important issue. Amazon needs to ensure that the speed regarding refunds is raised and should enhance its communication during processing delays. The refund timeline in most cases will boost customer's confidence.

4. Optimize Return Pickup Scheduling

Given that 34.4% of respondents experience occasional issues with return pickups, Amazon could introduce flexible pickup slots or a self-scheduling option. Investing in partnerships with reliable courier services can further minimize pickup-related challenges.

5. Streamline the Return Procedure

Since 21.9% respondents said return processes were cumbersome, this is where the company should make easier procedures by redesigning the user interface on their returns. This should include pre-filled return forms, a central dashboard for returns, and one click on access to support

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