

# For Some Consumers, Amazon 'Always' Meets Their Delivery Expectations

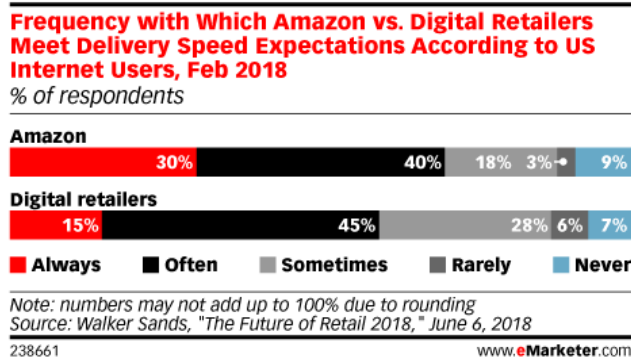
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**C**onsumers expect online orders to be shipped and delivered to their doors **as quickly as possible**, but are retailers meeting their demands?

For the most part, yes. In a recent **Walker Sands** survey, roughly 45% of US internet users said digital retailers often met their "delivery speed expectations," while another 40% felt the same way about Amazon specifically.

Not surprisingly, though, more respondents (30%) noted that the ecommerce giant "always" met these expectations. In contrast, fewer (15%) said the same about digital retailers.



Walker Sands' study illustrates just how much Amazon has continued to **innovate and invest** in fulfillment, and how this emphasis on delivery service has **impressed consumers**.

The survey echoes similar sentiments from past studies. For example, a **MetaPack** survey of digital buyers in the US and Western Europe last year found that 54% of respondents rated Amazon's delivery service as "excellent," putting its fulfillment skills above other brands and manufacturers, as well as retailers and competing marketplaces.

And for many consumers, fulfillment matters. A **Murphy Research** report from March 2018 found that nearly six in 10 US internet users said they choose a retailer primarily on its shipping speeds.