

Key Factors in Amazon Listing Optimization That Drive Higher Sales

By

Jia-Rong Yu

余佳蓉

Jia-Xuan Chen

陳佳宣

You-Jun Wang

王宥鈞

Guan-Zhe Qiu

邱冠喆

Submitted to the Faculty of
Department of International Affairs in partial fulfillment of
the requirements for the degree of
Bachelor of Arts in International Affairs

Wenzao Ursuline University of Languages

2026

WENZAO URSULINE UNIVERSITY OF LANGAUGES
DEPARTMENT OF INTERNATIONAL AFFAIRS

This senior paper was presented

by

Jia-Rong Yu

余佳蓉

Jia-Xuan Chen

陳佳宣

You-Jun Wang

王宥鈞

Guan-Zhe Qiu

邱冠喆

It was defended on

November 15, 2025

and approved by

Reviewer 1: Margarita Sheu, Associate Professor, Department of International Affairs

Signature: _____ Date: _____

Reviewer 2: Daniel Lin, Assistant Professor, Department of International Affairs

Signature: _____ Date: _____

Advisor: Shao-Tzu Wu, Assistant Professor, Department of International Affairs

Signature: _____ Date: _____

Copyright © by
Jia-Rong Yu余佳蓉
Jia-Xuan Chen陳佳宣
You-Jun Wang王宥鈞
Guan-Zhe Qiu邱冠喆
2026

Key Factors in Amazon Listing Optimization That Drive Higher Sales

Jia-Rong Yu

Jia-Xuan Chen

You-Jun Wang

Guan-Zhe Qiu

Wenzao Ursuline University of Languages, 2026

Abstract

This study examined how Amazon listing elements may be associated with revenue to identify factors potentially related to sales performance. A quantitative research approach was employed, with data on sales, image types, and reviews collected from Amazon and Seller Sprite across five major product categories between August 2024 and July 2025, resulting in 400 observations. The results indicate that the proportion of positive reviews and image diversity did not have a statistically significant effect on revenue. Similarly, most image types (e.g., comparison images, functional images, exploded images) did not significantly affect sales in most categories; only in the baby products category were exploded and comparison images significantly associated with revenue growth. Overall, the findings suggest that the influence of Amazon listing elements on sales may be more complex than expected. Future research could include additional control variables, such as brand size, advertising intensity, and category competitiveness, to provide a more comprehensive understanding of the factors driving sales performance on Amazon.

Keywords: Amazon, Amazon listing, revenue, e-commerce

亞馬遜商品頁面優化對營收成效之影響

余佳蓉

陳佳宣

王宥鈞

邱冠喆

文藻外語大學國際事務系

摘要

亞馬遜商品列表是產品與消費者之間的第一道也是最重要的介面，影響產品能否在搜尋中被發現、吸引點擊，並最終促成購買。因此，本研究檢視了 Amazon 商品頁面要素可能對營收的影響，以辨識與銷售表現相關的因素。採用量化研究方法，從 Amazon 與 Seller Sprite 收集了五大商品類別的銷售、圖片類型及評論資料，樣本期間為 2024 年 8 月至 2025 年 7 月，共 400 筆觀察資料。研究結果顯示，正向評論比例與圖片多樣性對營收未呈現統計上顯著影響。同樣地，多數圖片類型（如比較圖、功能圖、爆炸圖）在大部分類別中亦未對銷售產生顯著影響；唯有嬰兒用品類別中，使用爆炸圖與比較圖與營收成長呈現顯著關聯。整體而言，本研究表明 Amazon 商品頁面要素對銷售的影響可能比預期更為複雜。未來研究可考慮納入品牌規模、廣告強度及類目競爭力等控制變數，以更全面理解 Amazon 上銷售表現的驅動因素。

關鍵字：亞馬遜、商品頁面優化、營業額、電子商務