



ADVERTISING STRATEGIES IMPLEMENTED BY AMAZON IN INDIA

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INTRODUCTION OF AMAZON:

Amazon is an e-commerce company with total sales of us \$4.106 billion in 2017. The company of Amazon.com was started in July of 1994 and it was originally called as CADABRA. Firstly, it was an online book store, which at that time was a brand concept.

The company was located in Washington State. Its founder, current CEO and chairman of the board as well as president is Jeff Bezos.

In 2013, Amazon was entered in India. In July 2016 Amazon launched its services such as Amazon Kindle, Amazon prime video, Amazon mp3 ETC; It is considered one of the big four technology companies along with Google, Apple, and Facebook.

Amazon is known for its disruption of well- established industries through technological innovation and mass scale. It is the world largest e-commerce marketplace, AI assistant provider, and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest internet company by revenue in the world. It is the second largest private employer in the United States and one of the world most valuable companies. Amazon is the second largest technology companies by revenue.

The Amazon sales rank provides an indication of the popularity of a product sold on any Amazon locale. It is a relative indicator of popularity that is updated hourly. Effectively, it is a best sellers list for the millions of the product stocked by Amazon. While ASR has no direct effect on the sales of the product, it is used by Amazon to determine which products to include in its bestseller's lists. Products that appear in these lists enjoy additional exposure on the Amazon website and this may lead to increase in sales. In particular, products that experience large jumps in their sales rank may be include within Amazon's lists of movers and shakers, such a listing provide additional exposure that might lead to increase in sales.

For competitive reason, Amazon does not release actual sales figure to public. However, Amazon has now begun to release point of sales data via the Nielson book scan service to verified authors.



INTRODUCTION OF JEFF BEZOS:

A person who was born on January 12 1964, in New Mexico. His first love is computer and studied computer science and electrical engineering at Princeton University. After graduation he worked on Wall Street.

In 1990, He became the youngest senior vice president at the investment firm D.E. Shaw. After four years, he quit his job to open amazon.com. This person is none other than JEFFERY P. BEZOS.

Bezos started his first business at school. It was called the dream institute and it was an educational summer camp for fourth, fifth, sixth standard students. There were some books that Bezos required his participants to read.

Bezos initially name his new company Cadabra but later changed the name to amazon after the Amazon River in South America, in part because the name begins with the letter A, which is at the beginning of the alphabet. He accepted an estimated \$300000 from his parent and invested in Amazon. He warned many early investors that there was 70% chance that Amazon would fail or go bankrupt. Although Amazon was originally an online bookstore, Bezos had always planned to expand to other products. Three years after Bezos founded Amazon, he took it with an initial public offering (IPO). Bezos maintained that growth of the internet would overtake competition from larger book retailers such as Borders and Barnes & Noble.

In 1998, Bezos diversified into the online sale of music and video; by the end of the year, he had also expanded the company products to include a variety of consumer goods. Bezos used the \$54 million raised during the company's 1997 equity offerings to finance aggressive acquisition of smaller competitors. In 2000, Bezos borrowed \$2 billion from banks, as its cash balances dipped only \$350 million. In 2002 Bezos led amazon to launch Amazon Web Series, which compiled data from weather channels and website traffic. In late 2002, rapid spending from Amazon caused its financial distress when revenue stagnated. After the company nearly went bankrupt, he closed distribution centers and laid off 14% of the amazon workforce. In 2003, Amazon rebounded from financial instability and turned a profit of \$400 million. In November 2007, Bezos launched the Amazon Kindle. According to a 2008-time profile, Bezos wished to create same flow state found in video game stimulation in books; he wished readers would fully engage with books. In 2013, Bezos secured a \$600 million contract with the Central intelligence agency on behalf of Amazon Web Services. In October that year, Amazon was recognized as the largest online shopping retailer in the world.

In 1999 Bezos received his first major award when time named him Person of the Year. In 2008 he was selected by U.S. News & World Report as one the America best leaders.

Bezos was awarded an honorary doctorate in science and technology from Carnegie Mellon University in 2008. In 2011 the economist gave Bezos and Gregg Zehr an innovation award for the Amazon Kindle.

He is also a member of the Bilderberg Group and attended the 2011 Bilderberg conference in Switzerland, and the 2013 conference in England. He was a member of the executive committee of the business council for 2011 & 2012.



COMPANY PROFILE:

Country --	U.S.
Headquarters --	Seattle
Industry --	Internet Services and Retailing
CEO --	Andrew R. Jassy
Website--	https://www.amazon.com
Company Type--	Public
Ticker--	AMZN
Revenues (\$M) --	\$457,965
Profits (\$M) --	\$26,263
Market Value (\$M) --	\$1,446,821
Employees --	1,468,000

As of March 2019, the board of directors is.

Jeff Bezos, president, CEO, and Chairman
Tom Alberg, managing partner, Madrona venture group
Rosalind Brewer, group president, and COO, Starbucks
Jamie Gorelick, partner, Wilmer Cutler Pickering Hale, and Dorr
Daniel P. Huttenlocher, dean and Vice Provost, Cornell university
Judy McGrath, former CEO MTV networks
Indra Nooyi, former CEO, Pepsico
Jon Rubinstein, former chairman, and CEO, Palm, Inc
Thomas O. Ryder, former chairman, and CEO, Reader's digest Association
Patty Stonesifer, President, and CEO, Marthas Table
Wendell P. Weeks, chairman, President, and CEO, Coming Inc.

WHY IT IS CALLED AMAZON:

Amazon.com was very nearly called Cadabra, as in abracadabra. Founder Jeff Bezos rapidly re- conceptualized the name when his lawyer misheard the word as cadaver.

Bezos instead named the business after the river reportedly for two reasons. One, to suggest scale (Amazon.com launched with the tagline with Earth's biggest bookstore") and two, back then website listings were often alphabetical.

The Amazon.com logo began as an abstract river design. After a few design changes, in 2000 the logo was re-imagined as the Turner Duckworth design we see today.

In the words of brand design agency, the smile and arrow say "we're happy to deliver anything, anywhere."

In an Amazon.com press release from the time, the retailer stated "a smile now begins under the a and ends with a dimple under the z, emphasizing that Amazon.com offers anything, from A to Z, that customer may looking to buy online".

When introduced in the early '00s, the logo was sometimes animated with arrow moving under letters, but it was mixed after some suggested the arrow looked a little, phallic.

Amazon River has the largest collection of flora and fauna in the world. Amazon Inc will represent the largest collection of retail items on the internet.

Amazon.com will appear in the first pages of the internet directory, making it easier to attract users and customers.

WHAT WAS THE FIRST PRODUCT?

Amazon sold its first book from Jeff Bezos Seattle area garage in July of 1995. The book was Fluid Concepts & Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought. A Exclusive bookstore that became one of the internet biggest success stories.

Amazon began its selling books online, across America and 45 others countries within 30 days. In two months, sales reached to \$200000 a week, growing faster than Bezos cans imagined.

Amazon grew out of CEO Jeff Bezos' desire to build an" everything store". It was an idea he'd discussed at length with his former boss, David Shaw.

As Brad Stone describes it in his 2013 book, also called "The Everything Store", Bezos' and Shaw' goal was to build "an Internet company that served as the intermediary between customers and manufacturers and sold nearly every type of product, all over the world".

Finally, there were 3 million books in print, which was a lot more than a bookstore like Barnes and Noble could stock.

Amazon began broadening its horizons beyond books in 1998, when it bought the companies Junglee and Corporation and Planet All.

When Amazon opened to the public in 1995 according to The Los Angeles Times, it billed itself as "The Earth Biggest Bookstore".

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THE YEAR-BY-YEAR EVOLUTION OF AMAZON:

1994: -Cadabra.com (yes, as in “abracadabra”) is built by Jeff Bezos in his garage, located in Bellevue, Washington.

1995: - “Cadabra” is quickly dumped in favour of “Amazon” after Bezos’ lawyer reveals he misheard the original moniker as “cadaver.” Bezos decides to go with a more authoritative name — referencing the largest river basin in the world — to suggest the business’ scale. (Its launch tagline was “Earth’s biggest bookstore.”)

1996: -Amazon bumps its employee count to 11 and moves out of the garage and into a small warehouse — its second official headquarter

1997: -Amazon issues its initial public offering (IPO) of stock at \$18 per share.

1998: -Amazon’s appetite grows, resulting in its takeover of multiple companies — including Drugstore.com, Pets.com and Overstock.com.

1999: -Amazon’s online shopping platform secures the national spotlight when Time magazine name Bezos its “Person of the Year”

2000: -Amazon updates its logo, introducing the curved arrow pointing from A to Z that the world recognizes today. Meanwhile, the marketplace begins offering free shipping on orders over \$100 and opens to third-party sellers.



2001: -Amazon turns its first profit — \$5 million (1¢ per share) on revenues of more than \$1 billion.

2002: -Amazon Web Services (AWS), a platform for developers to include features of Amazon.com into their own sites, launches.

2003: -Amazon launches Search Inside the Book — a feature allowing customers to hunt for keywords in the full text of books listed on Amazon.com.

2004: -Amazon's consumer electronic sales surpass book sales for the first time.

2005: -Amazon Prime, the company's now-overwhelmingly popular membership program, is born.

2006: -Amazon launches Amazon Simple Storage, an online storage service.

2007: -Several new services make their debut: Amazon Fresh, a home grocery delivery service; Amazon Music, Amazon's online music store; and Amazon Kindle, the now-famous e-reader.

2008: -Amazon releases a paid search feature called Product Ads to allow advertisers to drive Amazon traffic back to their own websites.

2009: -Amazon Basics, a private-label product line primarily consisting of consumer electronics accessories, launches.

2010: -For the first time, sales of Kindle eBooks outnumber sales of printed books.

2011: -This is the year Amazon launches the Subscribe & Save program to offer discounts on items delivered monthly. It's also when the Kindle Fire comes on the e-commerce scene.

2012: -Amazon eclipses Google as the place more people start when searching for products. Meanwhile, Amazon Supply (now known as Amazon Business), launches as an online marketplace for industrial and scientific goods.

2013: -Amazon Art launches as an online marketplace for original and limited-edition fine art from select galleries.

2014: -Prime Pantry, a delivery service for dry goods and non-perishable groceries for Prime members, gets its start. Prime members in Manhattan are given access to one-hour delivery.

2015: -Amazon turns 20! In celebration of the milestone, the company rolls out the Dash Button and launches Prime Day. On a quieter note, Amazon also starts to roll out Seller- Fulfilled Prime to increase the number of items eligible for Prime two-day shipping.

2016: -Amazon's private label line expands to the consumer-packaged goods (CPG) and fast-moving consumer goods (FMCG) categories.

2017: -Amazon Prime Day sets a new record, with sales growing by more than 60% compared with

2016: -The marketplace makes even more headlines when it announces the acquisition of Whole Foods. Additionally, features including Amazon Stores and coupons are introduced to help third-party sellers connect with more customers.

2018: -Continued rapid-fire growth, which has now reached 100 million Prime members, leads Amazon to buy land for its growing fleet of cargo jets.

AIMS AND OBJECTIVES OF THE STUDY:

This paper is a case study analysis of Amazon.com, Inc. (Amazon). In this paper, we tried to expatiate the business strategy of Amazon Incorporation. Special attention is given to five parts, including a historical overview, organizational structure, business operations, financial performance, and the future outlook of Amazon. The future outlook of Amazon is discussed last, offering a topical overview of where Amazon's business interest is shifting.

Objective of the study:

To study about marketing strategies of Amazon

To check the effectiveness of marketing strategies of Amazon To study history about Amazon

To know-how Amazon plans for India To know success story of amazon.



WHAT IS MARKETING?

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

The purpose of marketing is to research and analyse your consumers all the time, conduct focus groups, send out surveys, study online shopping habits, and ask one underlying question: "Where, when, and how does our consumer want to communicate with our business?"

Here, let's explore the purposes of marketing, along with types of marketing, the 4 P's of marketing, and the difference between marketing and advertising.

Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.



WHAT IS ADVERTISING?

If marketing is a wheel, advertising is one spoke of that wheel.

Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support. Marketing is necessary in all stages of a business's selling journey, and it can use numerous platforms, social media channels, and teams within their organization to identify their audience, communicate to it, amplify its voice, and build brand loyalty over time.

On the other hand, advertising is just one component of marketing. It's a strategic effort, usually paid for, to spread awareness of a product or service as a part of the more holistic goals outlined above. Put simply, it's not the only method used by marketers to sell a product.

Advertising is a paid form of communication, a non-personal message through different media platforms to influence the buying behavior of the customers or clients. We all are living in a world of consumerism, where the market always has an answer for the public's growing needs/demands. The term advertising belongs to the subtle influence's that primarily focus on a message to buy a product, use a service, or follow an idea as suggested by the advertiser.



TYPES OF ADVERTISING:

Print Media Advertising:

Despite being one of the oldest forms of advertising, print media is widely used even today by the small and big advertisers for their advertising needs. Not only because of its credibility, which comes with time, but also because of its reach to the targeted audience and

the flexibility of advertisement forms are few things that make the print media a part of most of the advertisement campaigns. Print media includes different types of Newspaper advertisements, Magazine's advertisements, Periodicals and Trade journals, Brochures, Flyers etc.

Radio Advertising

Radio advertising has its own long journey. With the gaining popularity across the rural and urban settings, Radio has become the choice of many advertisers. With the emergence of FM Radio, it has increased manifold. There are several FM radio stations offering their services for advertising. Radio advertising is primarily of two types: Sponsored Ads: Ads sponsoring some program or part of the program.

Regular Ads: These ads appear before, after or during the program.

These ads are voice-based with the mix of script, sound effects, and music; offering a wide range of advertising forms like Jingle Ads, Testimonial ads, Sponsorship ads, and Live on-air ads. Even though Radio has a limited market share in advertising, still it is a popular and integral part of any media campaign.

Television Advertising (Cable/Satellite/Advance television)

Television is undoubtedly one of the most popular among the traditional advertising media, and an expensive one too. Television ads are audio-visual ads with more impact and better reach. Television ads have grown significantly in the year 2019 in India. Television ads or TV commercials are broadly of two types -

Sponsored Ads: When a television program or part of the program is sponsored by the advertisers.

Normal TV Commercials: Most of the advertisements fall in this category. The advertisement appears during the breaks while the programs aired (before /after/ during the program). The charge of the advertisements depends upon the time slot of the broadcast and the duration of the advertisement.

Direct Mail

Direct mailing is another type of advertisement that allows you to communicate at a one-to-one level with the consumer. Direct mail is a physical correspondence sent by the advertisers to the prospects with some information, and benefits that promote CTA (call to action). CTA leads to some kind of benefit for the advertisers. Though it seems that this type of advertising is a thing of the past but it is just a misconception. Direct mailing is quite effective and has more control over the entire advertising process. You know to whom you are posting (you already have your mailing list with you).

Digital Media Advertising

Advertising through digital media is the latest and most promising form of advertising that is gaining popularity with the growth in the number of people using digital mediums. Digital Advertising is a broader term used for advertisement through different online channels:

Social Media Advertising: As the name suggests, social media advertising uses social media platforms for Regular Ads: These ads appear before, after or during the program. There is a myriad of advertisement opportunities offered in different types of social media platforms.

1. Social Networking Sites (Facebook, LinkedIn etc.)
2. Video Sites (YouTube etc.)
3. Microblogging sites (Twitter etc.)
4. Picture sharing sites (Instagram, Pinterest etc.)

Websites:

Websites are also used for advertising and brand promotion. The objective of the advertisement is brand promotion and converting the user (leads) into a customer. Website advertisements appear in different forms like Still ads, Web banners, Pop-up ads, Floating ads Expanding ads etc.

BUSINESS MODELS OF AMAZON:

Amazon has three distinct businesses, plus a slew of nascent enterprises and developing opportunities:

1. Amazon Retail: Starting in books and then expanding into electrical and other goods, Amazon built an online retail business around three aims:

- I. Best prices: Amazon products are generally offered at a discount, a steep discount in the case of books.
- II. Unrivalled selection: Amazon often has the largest selection of goods in a particular category, especially books (outside S/H marketplaces like Abe books.)
- III. Convenience: Amazon focus on the customer and try make purchasing an enjoyable experience, offering:

An attractive, easy-to-use customer interface (which evolved through many trials):

- Fast and reliable delivery from vast, fully automated warehouses, first located in strategic spots in the US but increasingly worldwide.
- A no-nonsense returns policy.
- Reviews by customers of the product.
- Purchase suggestions based on previous purchases and webpage viewing

2. Amazon Marketplace:

- Amazon also offers a third-party selling platform, Amazon marketplace, that allows merchants to offer goods and services through an online shopping mall. Amazon charges a commission based on a formula involving the sale price of the item, a shipping credit, a referral fee of 6-25% of the sale price, a variable closing fee and a \$0.99 fixed closing fee. This has now been augmented or replaced by four comparable services:
- Sell on Amazon. Merchants pay \$39.99 per month, plus a commission varying as above, generally between 15% and \$1.35 per item.
- Amazon Webstore. More complete service. Merchants pay \$24 per month plus 2% of sales.
- Checkout by Amazon. Similar to PayPal and Google Checkouts, but needs to be integrated into shopping cart.

- Fulfilment by Amazon. Allows merchants to use Amazon's advanced fulfilment technology.
- The services are being expanded from USA, Canada, UK and Germany to other
- countries. Amazon does not release information on these businesses, either revenue or usage levels.

3. Amazon Web Services:

Amazon leveraged the technology it developed in retail to offer an increasing number of web services.



MARKETING STRATEGY OF AMAZON:

Type of Amazon marketing strategy:

All of us know that Amazon is an online shopping forum and they bring the sellers and buyers together through this forum. The main aim that was behind this online portal of shopping was to make shopping easy. Through this the customers can help the consumers choose and go for the product that they see online. This activity saves the hassle of traveling costs and saves time; because if you go to the shop, choose and then get it, then the price of the commodity is increased due to the additional travel cost. Amazon is a real-world experience for the consumers and the sellers both. The question here remains unanswered that what is the reason behind the successful business run by Amazon. All the business experts have a fair idea that it is the business strategy of the Amazon. The Amazon business strategy is stunning. The marketers know that Amazon has personalized its business strategy in a way that it attracts the majority of the consumers and makes it one of the top web sites being visited in the entire world.

1. Cost leadership strategy: A cost leadership strategy is where the price may be similar or usually lower than the competition, but costs are certainly lower. In Amazon's case, the core strategy is clearly more a cost leadership one when compared with bricks and mortar retailers. Amazon has massive warehousing facilities and processing capability, which give it physical economies of scale. That in turn gives it cost advantages. But in its service, it is differentiated - so it is something of a hybrid.

2. Market segmentation: E-commerce giants like Amazon uses demographic & psychographics segmentation to segment the markets. Amazon's segmentation is based on actual purchase behaviour: not what people might have expressed interest in, but what they actually did. Amazon's micro-level segmentation targets each customer individually, allowing the company to convert visitors into long-term, high-value customers. Customer segmentation often involves creating personas who will buy in a certain way & certain products. Similarly, Amazon targets the middle class & upper-class people who have got hands on experience in the basic technology but don't have time or prefer convenience over shopping from the physical outlets. Amazon has successfully positioned itself as a Global (Goglobal Act local) e-commerce giant where one can buy anything & get it delivered at any remote locations.

3. Generic Corporate Strategy: Concentric diversification create value for customers by using their technology expertise. The lowest cost customer centric the market place. Founder of Amazon incorporation "Bezos" goal is to be a cost leader. so, it is committed to leveraging amazon's core competencies in whatever ways they can find to realize the value of the company's assets.

4. Web Marketing & Promotion Strategy: One of the reasons that customers are attracted to the website is the variety of products that are listed at the website; the provision of such a facility extends the limitations of the business. The business strategy of Amazon is simply to make buying easy by giving a user friendly and customer friendly forum for shopping. The websites interface is absolutely amazing and simple for anyone to use. One more business

strategy by Amazon is to build a strong bond between the people who have designed the website and the people who use it. The acceptance of quality of products along with the provision of such a market to the masses makes the life easy for all those who want to shop while staying at home. To help the consumers with a shopping suggestion it would be a good idea to provide them with the views of the product being promoted on the website. Amazon makes sure that it targets the audience and then uses its own personal experience of business catering the needs of the customers that are well known to be beneficial for the business.

5. Global Branding Strategy: The company also manages to engage a number of partners and businesses for the global branding strategy for the web site to flourish as the online web market. This also is based on how the Amazon is affiliated with the industry and the people it works with for the development of their global business

6. Pricing and Business strategy: The Amazon works with a well-developed business plan that includes the business strategies of the company specifically designed for the customers so that they not only make the most of the website themselves but also provide benefit for the company itself. It makes sure that like all the other markets this online market also earns them the maximum profit through not just the advertising strategies or the pricing strategies but also from the business strategies. Amazon not just cater to a specific kind of consumer but it also has to look upon the customers from a global point of view. Amazon's position is strengthened when it is known as a global bookstore that provides the variety throughout the world to all kinds of customers. The pricing and the business strategy redefines the Amazon's business plan comprehensively.

Amazon Marketing strategy communications

- Increase customer traffic to our websites
- Create awareness of our products and services
- Promote repeat purchases
- Develop incremental product and service revenue opportunities
- Strengthen and broaden the Amazon.com brand name.

MARKETING MIX OF AMAZON:

Amazon is one of the world's biggest online retailers, selling a vast array of goods such as books, music, games, clothes and movies. As of 2013, Amazon employs 117,300 members of staff, and has a global net revenue of 74.45 billion US dollars. Since its conception in 1995, Amazon has outgrown several competitors in its field, and has gone on to become a market leader, and has around 240 million customer accounts worldwide. Amazon has used careful investment and acquisition of other smaller companies to enable itself to stay ahead in its field, and continues to expand its product range, whilst offering competitive prices to customers, and faster deliveries to those who choose to sign up for its various account packages.

In July 2013, Amazon launched its services in India, choosing not to employ an advertising campaign. The site is ranked as the 27th most popular in India, with around 4.2% of all Amazon customers coming from this country. The company is doing well here, and this Indian venture is part of a bigger effort to offer its services to a wider range of people in Asia. Amazon is an international ecommerce company, using connections to the internet from various gadgets such as phones and tablets, to allow its customers to browse and purchase products immediately. These products are then delivered to the customer, using delivery service companies. Amazon has built up a huge product base, and sells almost everything, including:

- Kindle
- Books
- DVDs
- Mobile phones/tablets
- Gaming consoles and games
- Clothes for men/women and children
- Jewellery
- Gardening equipment

1. The Product in the marketing mix of Amazon:

Since Amazon is a service provider in the proper meaning, the products Amazon sells are not the offered consumer goods itself. The products or better the services Amazon offers are:

- Portal-usage on amazon.com and other domains (for consumer customer and seller customer)
- Information (transparency) of the goods offered (via the portal)
- Payment terms
- Delivery service of goods
- After sales service

2. Place in the marketing mix of Amazon:

Amazon offers the above-mentioned consumer goods supported by the described services primarily via its portal on amazon.com and further domains. The place in the meaning of “where does the customer get the products and services” is the virtual store in the internet.

The brand image of Amazon enables it to have a far and wide presence and the bottom line of the company is enough to enable massive R&D efforts to secure the website. Amazon has customer service bases in many of the countries where it has an online presence, with most bases being located in the different states of the India . Amazon employees are friendly and relaxed.

3. Promotion in the marketing mix of Amazon:

While Amazon has broadcast television commercials, these are mostly in the Indian market. Amazon uses mainly web based advertising, and they make some use of billboard and smaller methods of advertising. Amazon also uses advertising networks online so that whenever you check something on amazon, you will see an ad for the same thing somewhere else on some other website. Search engine marketing and getting the company's name high up the search engines results is also a smart promotional strategy by Amazon.

In India, Amazon can be seen to rely on the best source of promotion there is – word of mouth. People telling others about the site, or mentioning it in a positive way is a sure way to have a new future customer. However, there are several print media ads to make their

presence felt to the people. However, much more is needed in the promotions department from Amazon in India because the traffic of Amazon is being taken over fast by Flipkart.

Internet marketing by Amazon mainly bets on the fact that the internet is a medium to transfer information per definition. Word-by-mouth recommendation via mail, banner- advertising, e-mail campaigns and further common internet marketing methods are used.

4. Price in the marketing mix of Amazon:

Amazon is competitive with its prices, and has little ways of staying ahead of its market contemporaries. For example, if you are looking to buy a book, Amazon offers you a new copy, or a used copy as well, complete with pricing and condition. Another initiative is to pay to have a premium account, ensuring faster deliveries. Amazon can also keep their prices competitive due to their use of staff.

Implementation of Amazons Marketing Strategy:

Amazon as one of the mid-90's internet pioneers was involved in the definition of internet and also driven and modelled through the new possibilities of electronic (IP-based) communication coming up that time.

In the early beginning of the internet and in the first years after the launch of amazon.com new interesting and amazing websites were spread by famous websites like Yahoo and Netscape. Recommendations by those established websites led to enormous traffic on the recommended websites. Amazon profited by those recommendations and had a lot to do to fulfil its aspiration to be consumer centric. But even though the expected demand was multiply exceeded, Amazon took the chance to adapt its competencies synchrony to the evolution of the Web until the present day.

Hence after more than 13 years of successful internet business Amazon has all possibilities and experiences to take advantage of all conceivable internet-marketing possibilities to capitalize the Amazon-brand and Bezos' Vision of being earth's most customer centric company.

SWOT ANALYSIS OF AMAZON:

Strengths in the SWOT analysis of Amazon:

- 1. Strong background and deep pockets** – Built on its early successes with books, Amazon now has product categories that include electronics, toys, games, home and kitchen, white goods, brown goods and much more. Amazon has evolved as a global Ecommerce giant in the last 2 decades.
- 2. Customer centric:** Company's robust CRM has created customer centric processes in order to carefully record data on customer's buying behaviour. This enables them to offer individual items, related items or bundle them as an offer, based upon preferences demonstrated through purchases or items visited. Also, the company claims that 55% of their customers are repeat buyers resulting in low cost of acquisition of new buyers.
- 3. Cost leadership:** In order to differentiate itself, company has created several strategic alliances with other companies to offer superior customer service. The most important strategic tie ups are with logistics providers who control costs. Because of playing on economies of scale, Amazon is able to lower the inventory replenishment time.
- 4. Efficient delivery network:** With its strategic partners & due to its Amazon fulfilment centres, Amazon has created a deep & structured network in order to make the product available even at remote locations. It also has free of cost delivery charges in certain geographies.
- 5. GLOCAL strategy:** By using the strategy of "Go global & act local", Amazon is able to fight with domestic E-commerce companies through absorbing & by forming / partnering with supply chain companies. The branding too is done as per local taste. For example- In India, Amazon is currently using the "Aur Dikhaao" campaign to encourage users to browse more of their products.
- 6. Acquisitions:** Acquiring companies like Zappos.com, Junglee.com, IMBD.com, woot.com etc. has proven to be a successful and revenue generating step for the E commerce giant.

Weaknesses in the SWOT analysis of Amazon:

- 1. Shrinking margins:** Due to extensive delivery network & price wars Amazons margins are shrinking which is resulting in even losses. In India, Amazon had a loss of \$359 CRS in the year 2013-
- 2. Tax Avoidance issue:** Amazon has attracted negative publicity on account of Tax Avoidance in countries like U.S & UK. Most of its revenue is generated from these well- established markets.
- 3. High Debt:** In many developing nations Amazon is still struggling to make the business profitable thereby affecting the overall profitability of the group resulting into High debt.
- 4. Product flops:** Amazon launched the fire phone in the US which was a big flop. At the same time, Kindle fire did not pick up as strongly as Kindle did. Thus, there were several product flops which caused a dent in Amazon's deep pockets.

Opportunities in the SWOT analysis of Amazon:

- 1. Backward Integration:** Amazon can come up with its In-house brands in different product categories. They can also differentiate their offering. This will help them make profits in highly competitive E-commerce market.
- 2. Global Expansion:** Expansion mainly in Asian & developing economies will help Amazon because those are the markets with low competition in E-commerce industries & are not saturated like developed economies.
- 3. Acquisitions:** By acquiring E-commerce companies it can decrease the competition level & also can use the specialized capacity of the other company.
- 4. Opening physical stores outside U.S:** By doing this Amazon can help the customers to engage with the brand, resulting in increase in repeat purchases & increase in loyal customer base.

Threats in the SWOT analysis of Amazon:

- 1. Low entry barriers of the industry:** Low entry barriers affect the current players business as more & more company means tough competition, price wars, shrinking margins & losses resulting into questioning the sustainability of the players.
- 2. Government regulations:** Not having clarity on the issues related to FDI in multi brand retail, has been a big hurdle in the success of the E-commerce players in many developing nations.
- 3. Local competition** – India has Snapdeal and Flipkart who are local E commerce retailers and are taking away majority of the market. Similarly, there are many local players who take bites from the market share thereby making it hard for a big player like Amazon to make profits.



ONLINE SURVEY

On the MARKETING AND ADVERTISING STRATEGIES IMPLEMENTED BY AMAZON IN INDIA



SURVEY - AMAZON

Sample Survey on Amazon Marketing and Advertising Strategy

Name: *

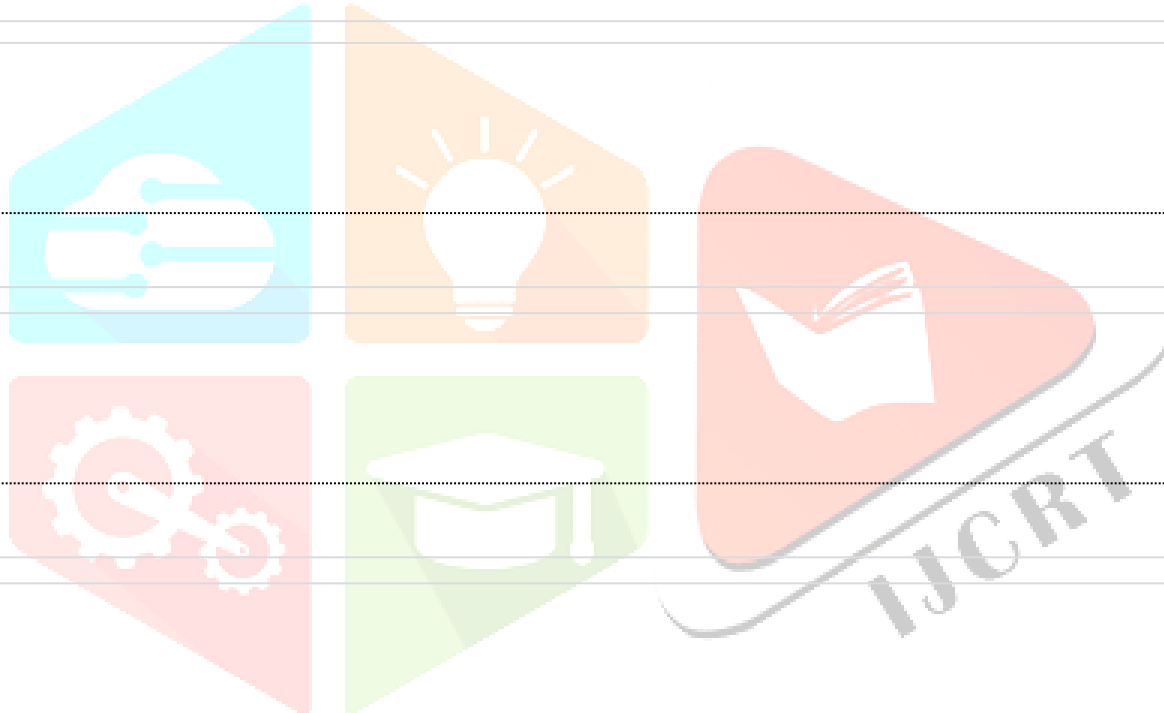
Itikaa

Email-ID *

vasudevitika@gmail.com

Age: *

20



1. Have you ever shopped through amazon? *

Yes

No

2. Did you feel comfortable shopping with amazon? *

Yes

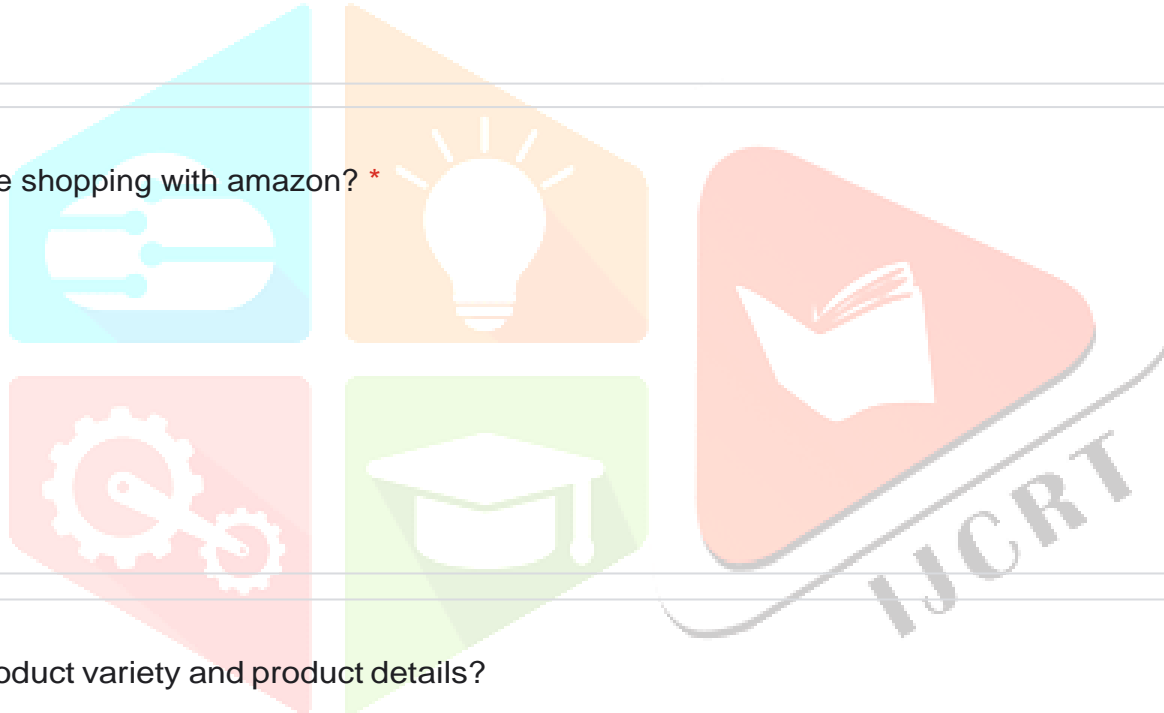
No

Maybe

3. Did you find enough product variety and product details?

Yes

No



4. How satisfied are you with the quality of products of amazon? *

- Very satisfied
- Satisfied Neutral
- Unsatisfied
- Very unsatisfied
-

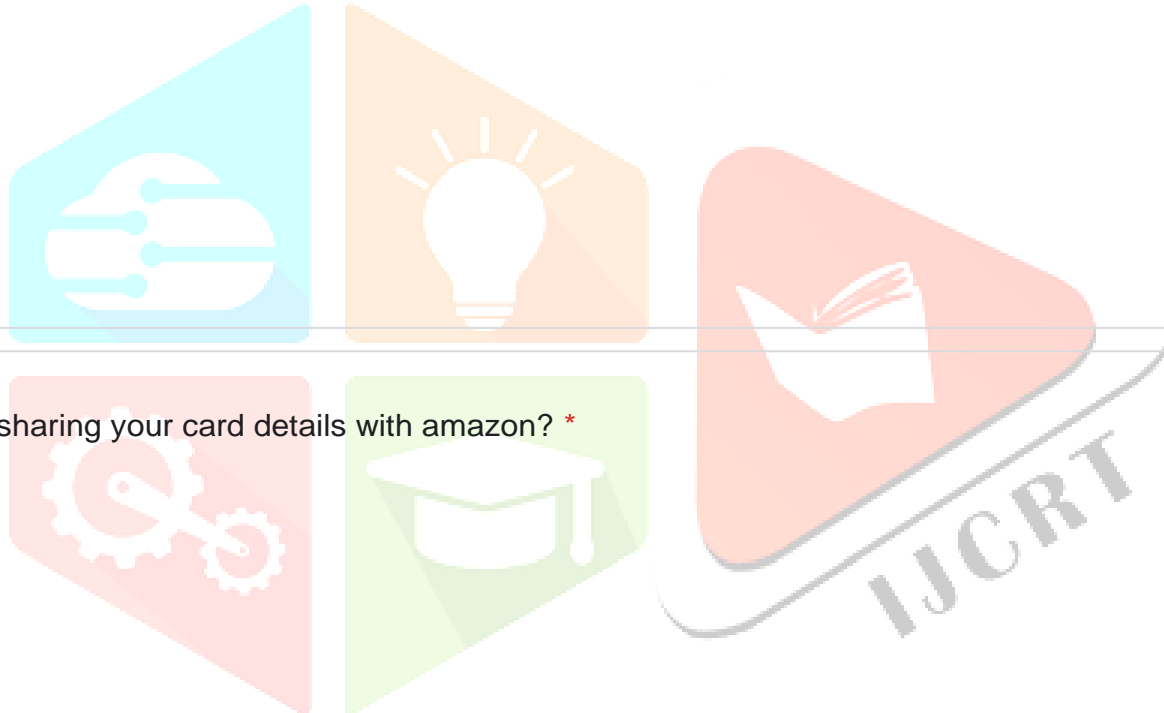


5. Did you receive your product within the expected timeline?

- Yes
- No

6. How satisfied are you with the amazon marketing and advertising policy? *

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied



7. Did you feel safe while sharing your card details with amazon? *

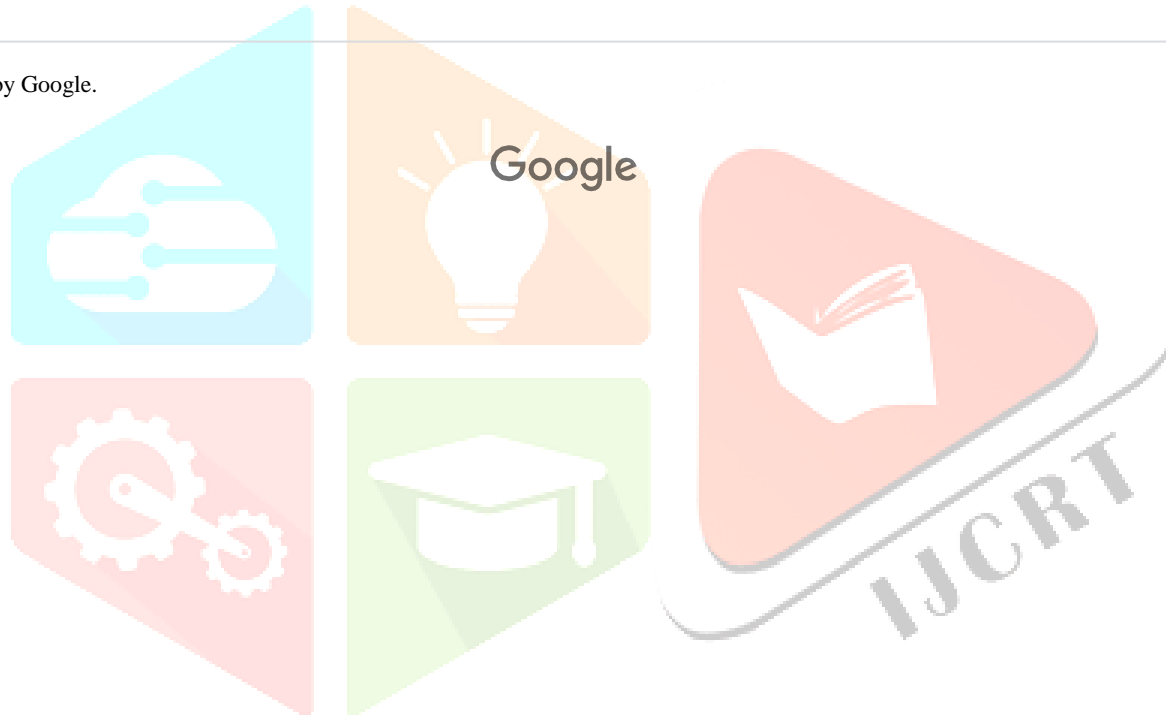
- Yes
- No

8. On a scale of 1-5, how was your experience with the amazon? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

This content is neither created nor endorsed by Google.

Forms



SURVEY - AMAZON

Sample Survey on Amazon Marketing and Advertising Strategy

Name: *

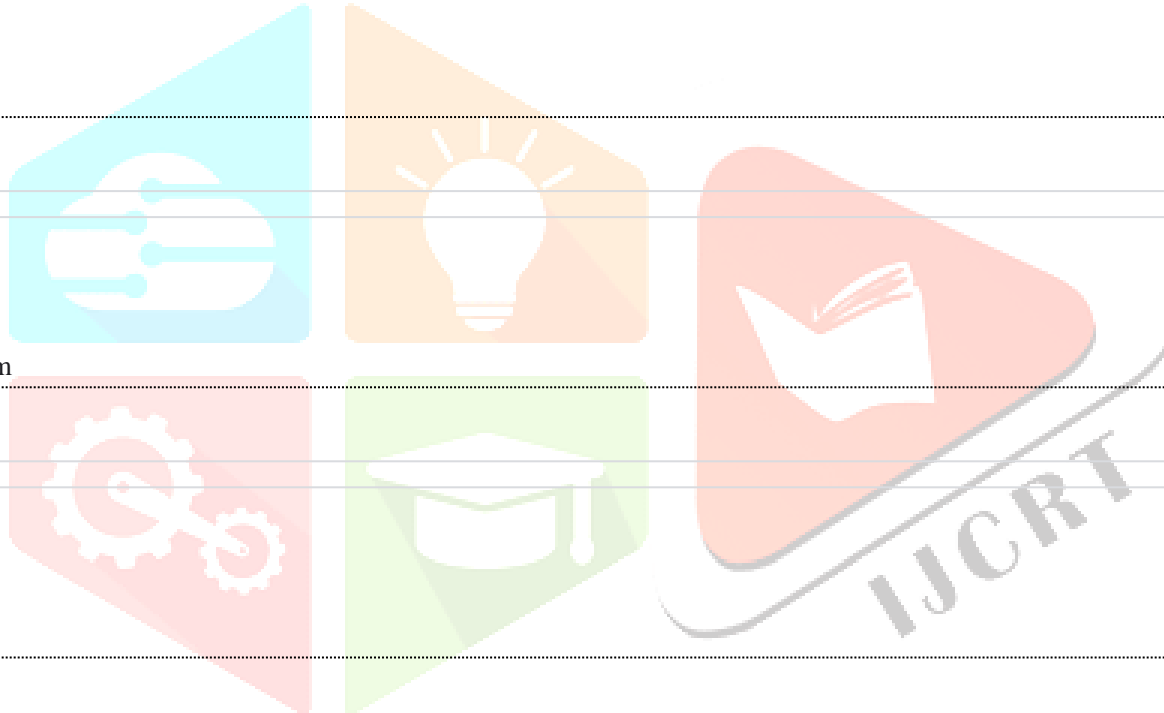
Aman

Email-ID *

Amanthakur411200@gmail. Com

Age: *

21



1. Have you ever shopped through amazon? *

Yes

No

2. Did you feel comfortable shopping with amazon? *

Yes

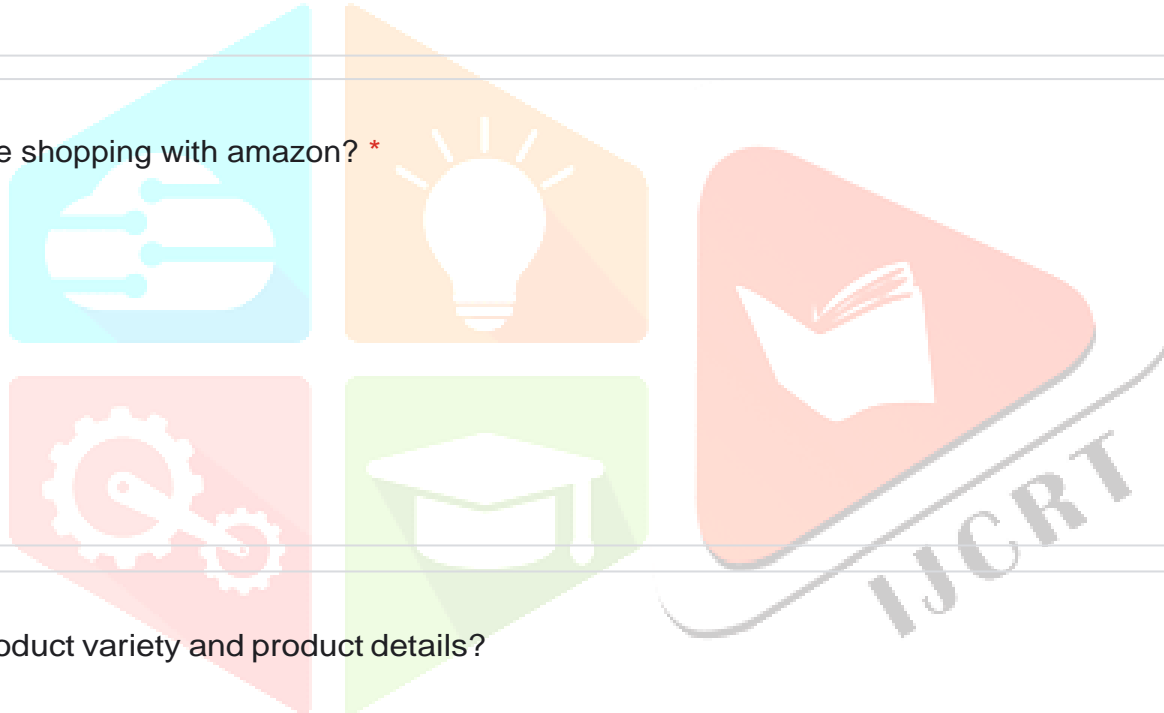
No

Maybe

3. Did you find enough product variety and product details?

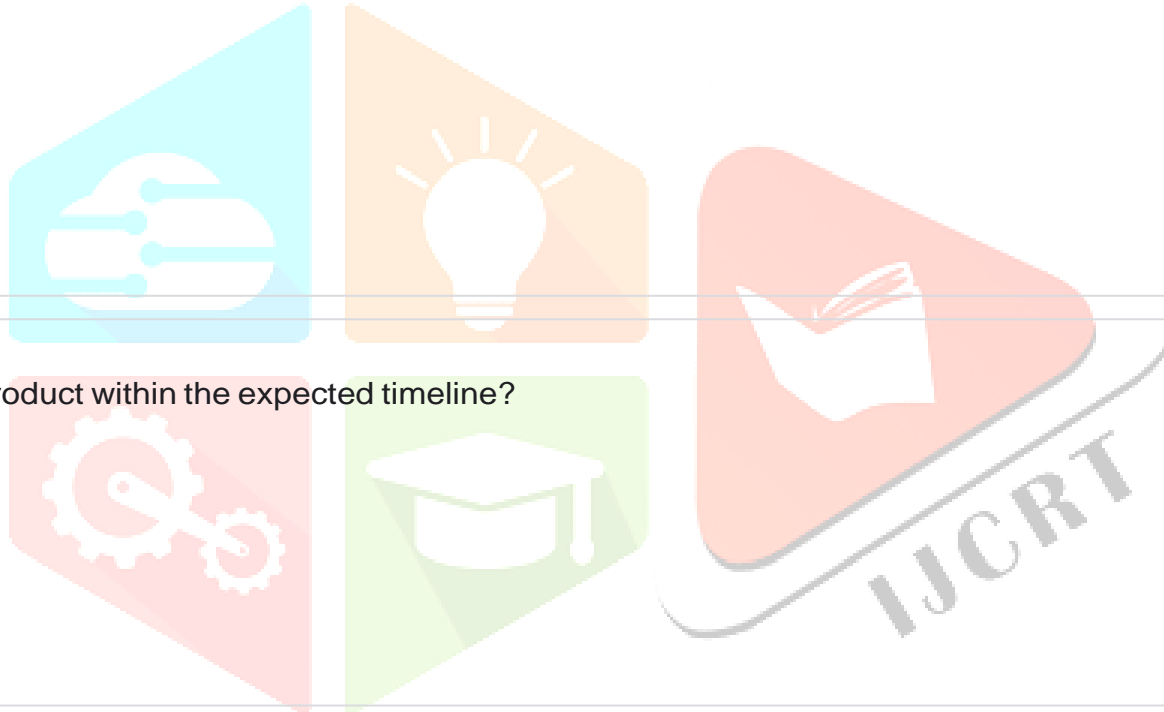
Yes

No



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- Satisfied Neutral
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- Very unsatisfied
-

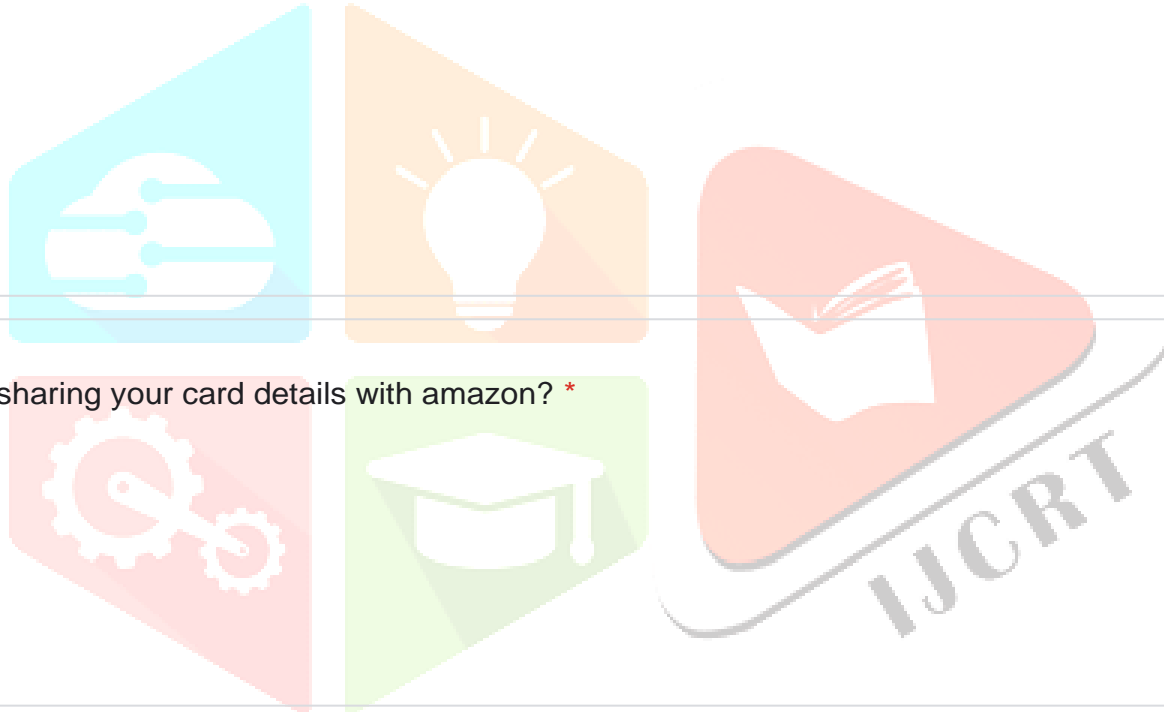


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- Satisfied Neutral
- Unsatisfied
- Very unsatisfied
-



7. Did you feel safe while sharing your card details with amazon? *

- Yes
- No

8. On a scale of 1-5, how was your experience with the amazon? *

1

2

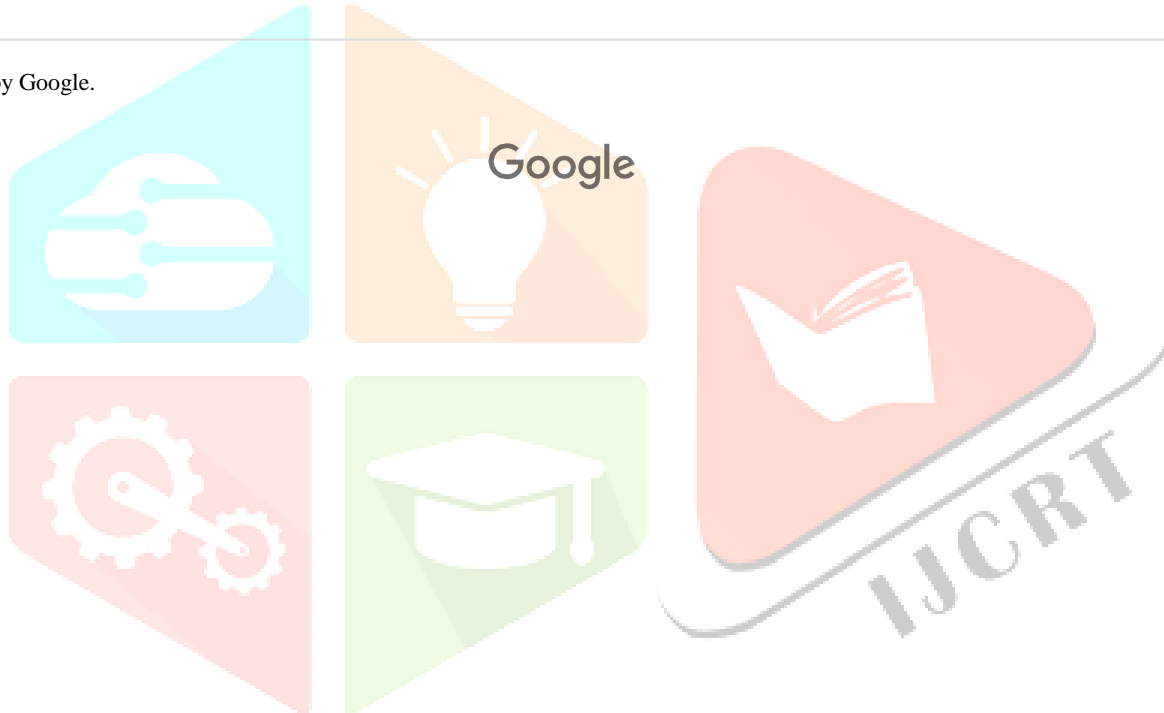
3

4

5

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Forms



SURVEY - AMAZON

Sample Survey on Amazon Marketing and Advertising Strategy

Name: *

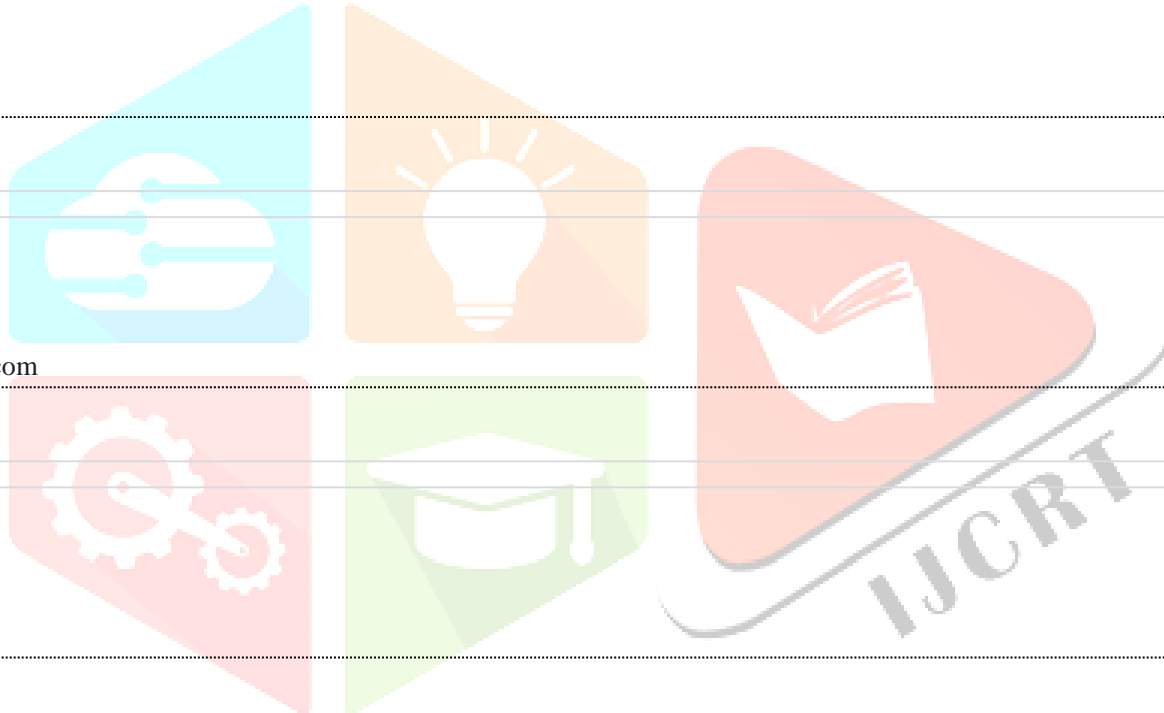
Priya vishnoi

Email-ID *

www.priyavishnoi0001@gmail.com

Age: *

22



1. Have you ever shopped through amazon? *

Yes

No

2. Did you feel comfortable shopping with amazon? *

Yes

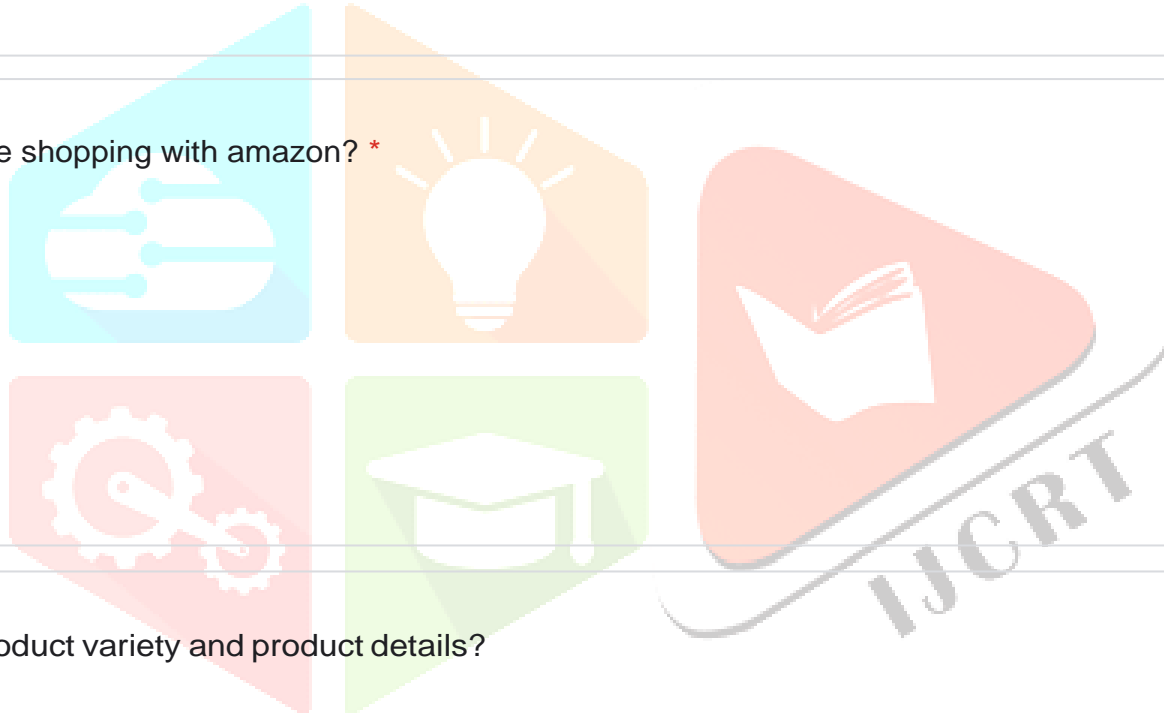
No

Maybe

3. Did you find enough product variety and product details?

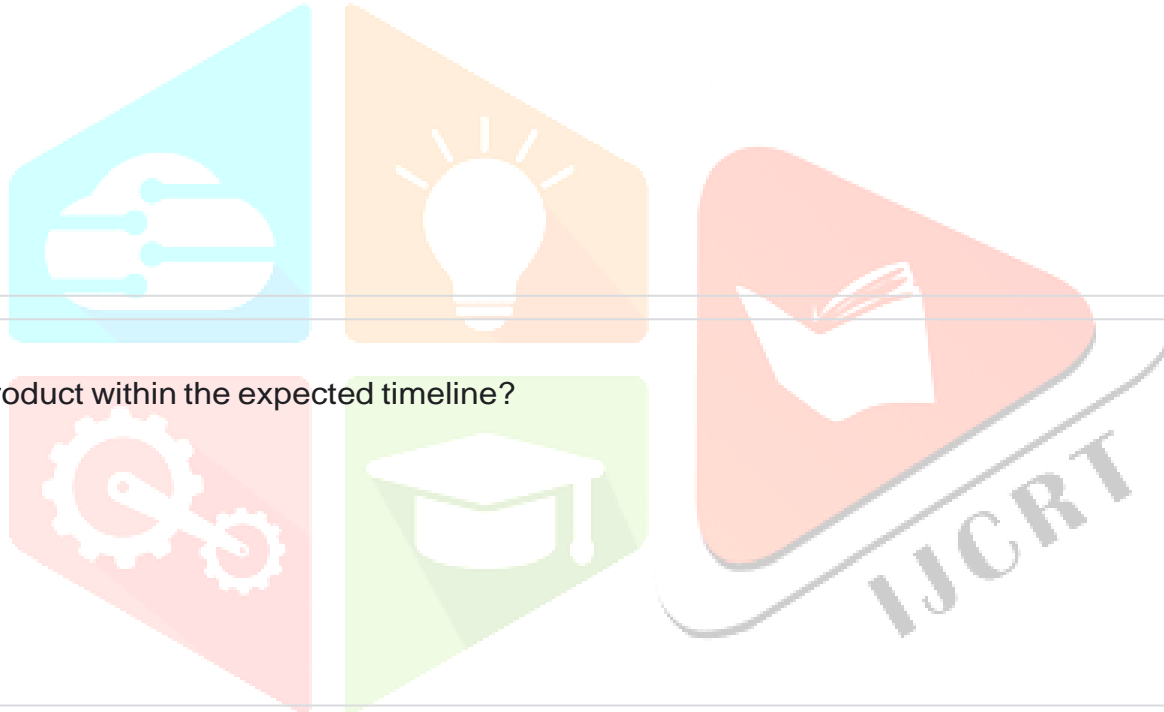
Yes

No



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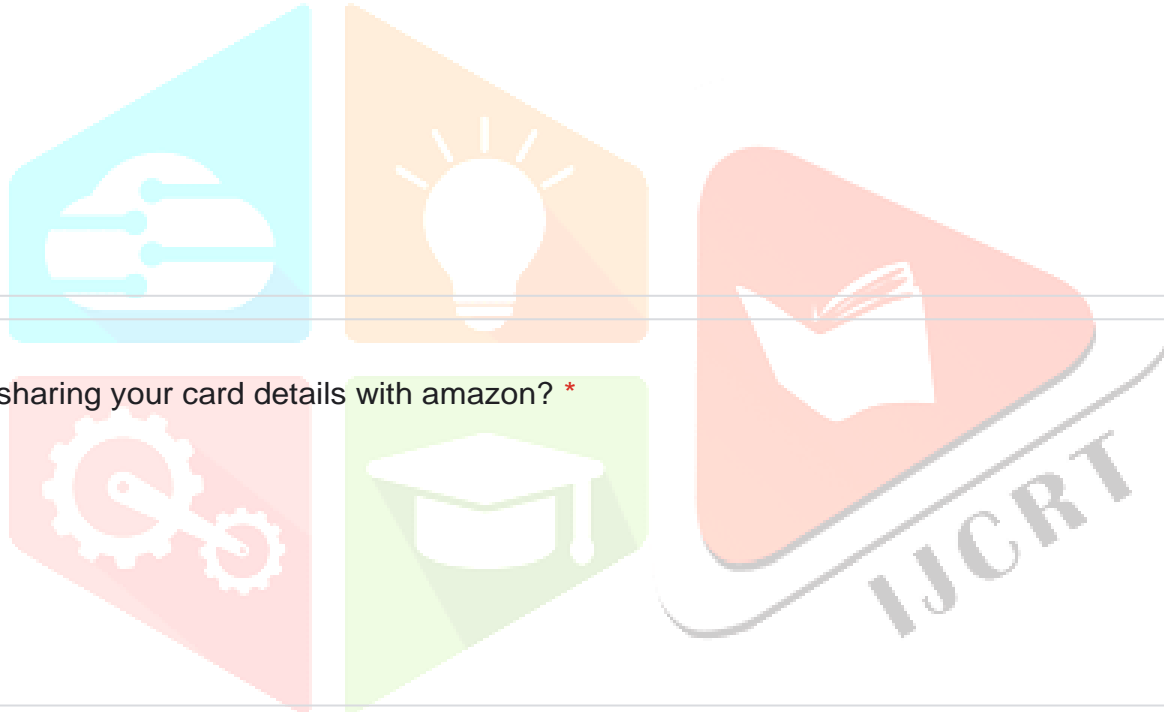


5. Did you receive your product within the expected timeline?

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- Satisfied Neutral
- Unsatisfied
- Very unsatisfied
-



7. Did you feel safe while sharing your card details with amazon? *

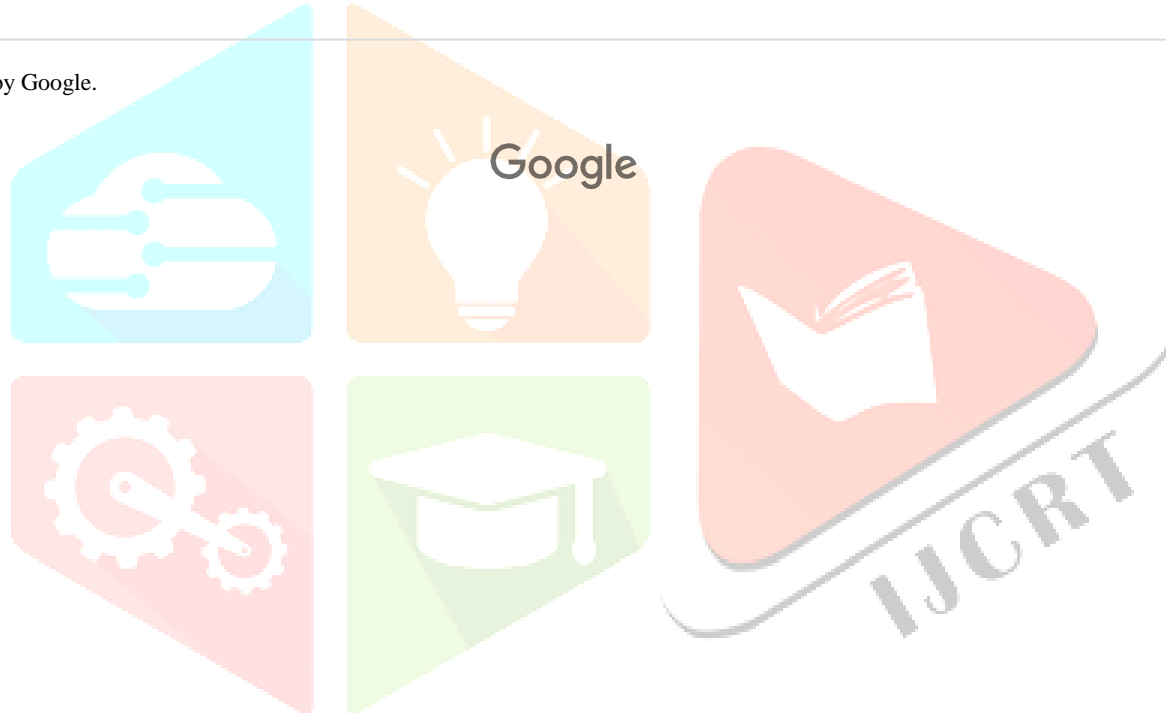
- Yes
- No

8. On a scale of 1-5, how was your experience with the amazon? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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Forms



SURVEY - AMAZON

Sample Survey on Amazon Marketing and Advertising Strategy

Name: *

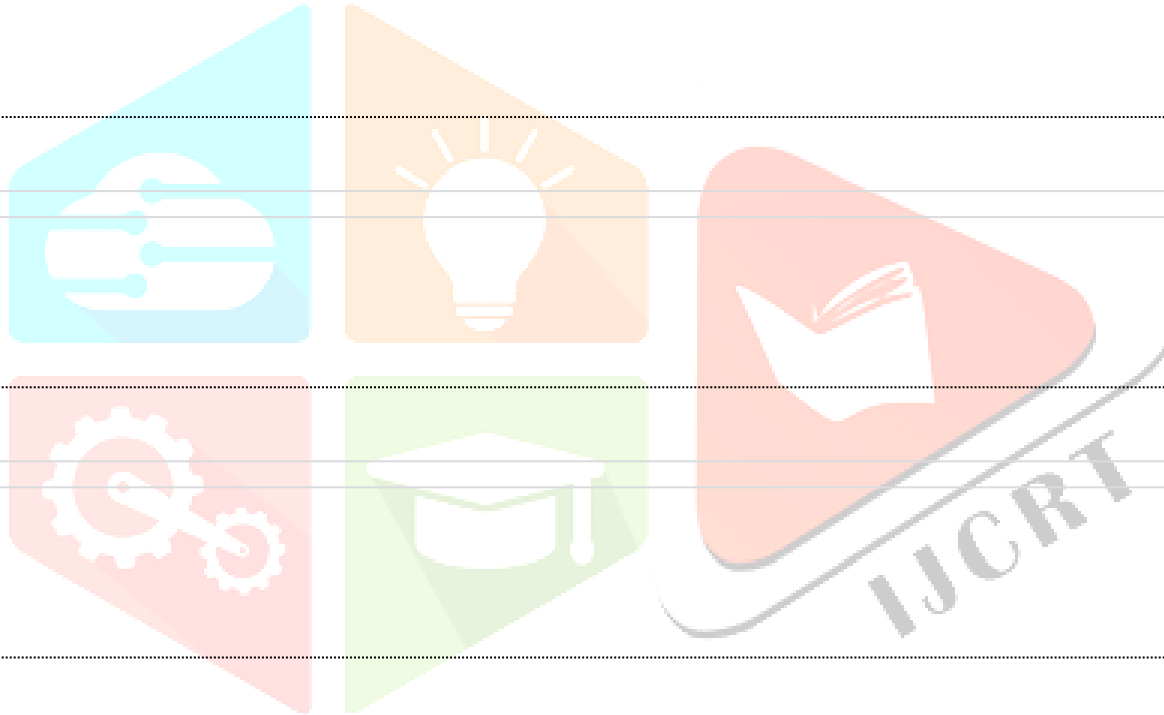
Chirag

Email-ID *

chiragupta1122@gmail.com

Age: *

20



1. Have you ever shopped through amazon? *

Yes

No

2. Did you feel comfortable shopping with amazon? *

Yes

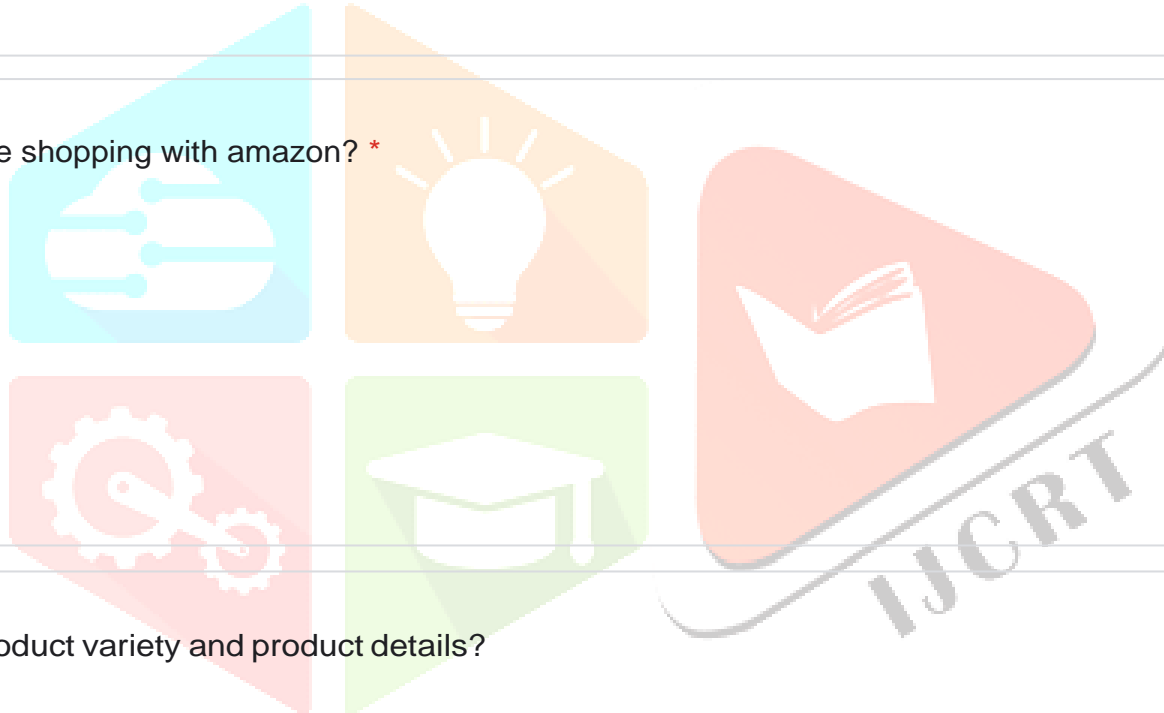
No

Maybe

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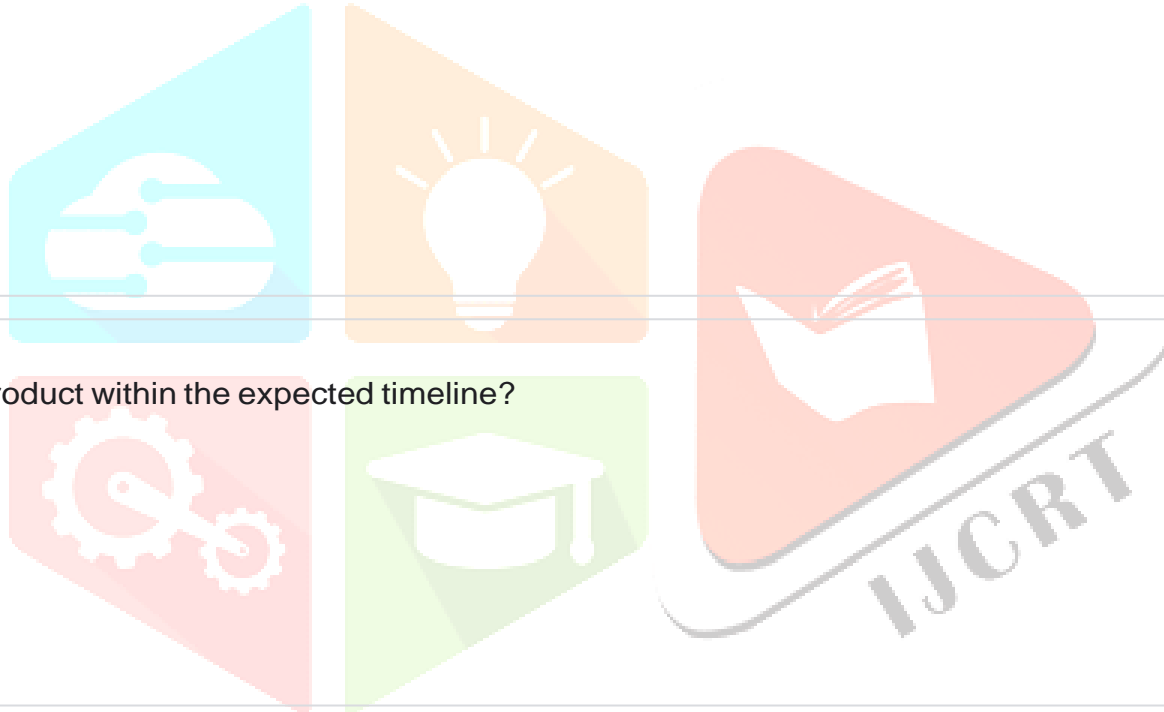
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No



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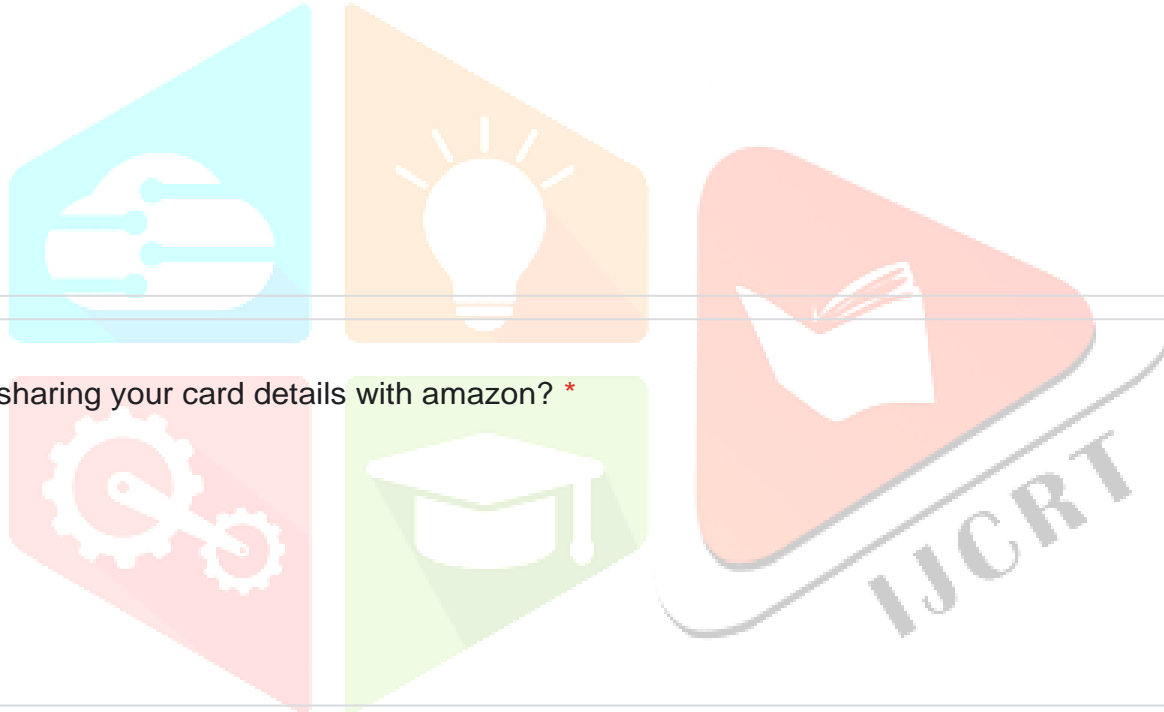


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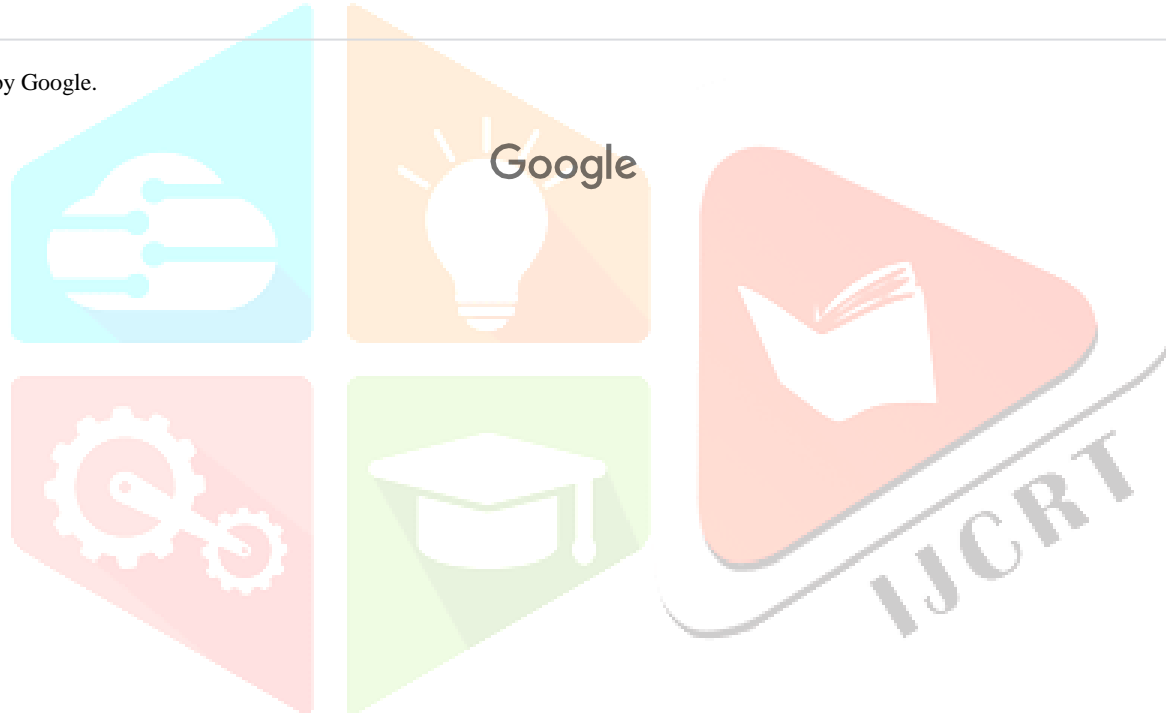
- Yes
- No

8. On a scale of 1-5, how was your experience with the amazon? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

This content is neither created nor endorsed by Google.

Forms



Analysis of survey

Google form on Amazon Marketing and Advertising Strategy

To understand the amazon Amazon Marketing and Advertising Strategy we conducted a survey in the form of google form where google form link is shared through different online source like WhatsApp, Gmail email id, Telegram:

Where we find statistical feedback about the Amazon Marketing and Advertising Strategy:

Forms contains 8 question which provide the satisfaction level and rating of customer who ever use amazon platform for different uses

Q1. Have you ever shopped through amazon? *

- Every Respondent who fills the form have use the amazon service in any way.

Q2. Did you feel comfortable shopping with amazon?

- Every respondent is feeling comfortable while using amazon website.

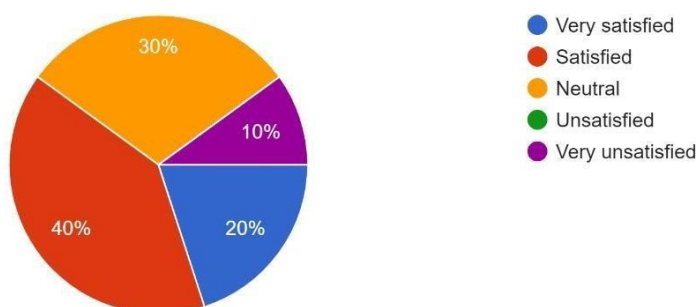
Q3. Did you find enough product variety and product details?

- Every respondent find that amazon provide variety of product on their website and provide all the req. details about the product.

Q4. How satisfied are you with the quality of products of amazon?

4. How satisfied are you with the quality of products of amazon?

10 responses



- It seems 40% of the respondent is satisfied with amazon product quality
- And 20% of the respondent is very satisfied with the amazon product quality.
- Only 10% of the respondent is very unsatisfied with the amazon product quality.

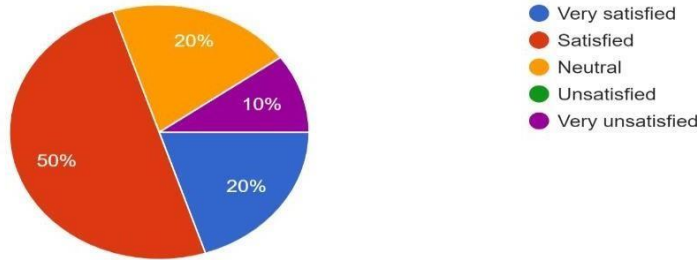
Q5. Did you receive your product within the expected timeline?

- Every respondent receives their product on time which effect the marketing policy of the amazon.

Q6. How satisfied are you with the amazon marketing and advertising policy?

6. How satisfied are you with the amazon marketing and advertising policy?

10 responses



- It seems 50% of the respondent is satisfied with Amazon Marketing and Advertising Strategy
- And 20% of the respondent is very satisfied with the Amazon Marketing and Advertising Strategy.
- Only 20% of the respondent is very unsatisfied with the Amazon Marketing and Advertising Strategy.

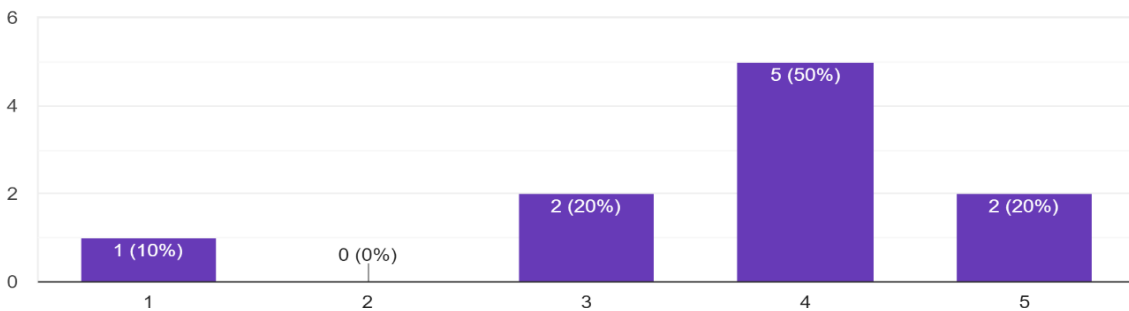
Q7. Did you feel safe while sharing your card details with amazon?

- 90% of the respondent feel safe to share their card details with amazon at the time of shopping and amazon services which show the trust on the amazon.
 - 10% of the respondent don't feel safe to share their card details with amazon.

Q8. On a scale of 1-5, how was your experience with the amazon?

8. On a scale of 1-5, how was your experience with the amazon?

10 responses



- On the scale 1-5 maximum number of respondent have given 4 rating to the experience to the amazon

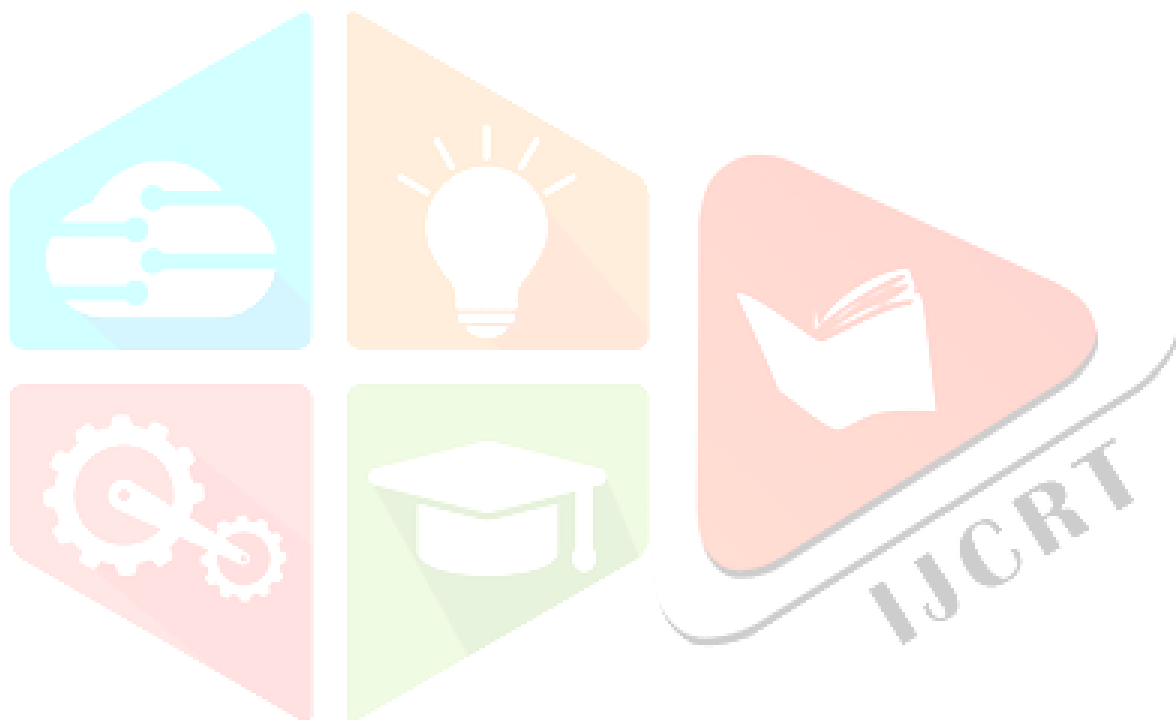
Conclusion:

We have covered what the Amazon Marketplace is, how customers shop on the platform, competition for the Buy Box and the different business models for selling on Amazon.com.

We hope that you have a better understanding of:

- The opportunity of selling on Amazon.com
- How Amazon.com customers shop on the platform
- The different business models for selling on Amazon

Thank you for taking the time to learn more about the Amazon sales channel



AN OVERVIEW OF AMAZON:

Amazon incorporation is an American international e-commerce company. It was started by Jeffrey P. Bezos in the year 1994. When many .com companies were not able to survive during the 90's, Amazon managed to survive and is successful now. It is the 11th most searched site around the world. it began as one of the first major companies to sell goods over the Internet Started as solely as an Online Bookstore Due to success diversified into many other product lines and services Multinational e-commerce company. By 1995, Amazon quickly became the world stop online book selling website. Two popular web portals (Yahoo! and Netscape) placed it in their featured website lists. Two business practices correlated with Amazons immediate scalable success; it was capable of adjusting to rapid demand of products while maintaining satisfied customers. Amazon created a supply chain based on wholesale relationships for inventory it did not have, acting as the middleman in the shipping process because it still only had its Seattle warehouse. With this logistical design, Bezos was able to ship to over 50 states and 45 countries in July of 1995. In July of 1996, Amazon released a new service; it's directed at innovating within their current customer base or exploiting the market for new ones. it launched their "Associates" program, allowing independent websites to receive commission revenue at 3-8% per sale. Specifically, this was performed by inline linking to Amazon titles and was one of their first vertically integrated moves. Amazon became a public company in May of 1997 with an initial public offering (IPO) of three million shares of common stock. By 1998, Amazon was fast becoming one of the world's leading Internet start-ups. Outstanding success as an e-commerce bookseller influenced the development of new services, products and additional markets to enter.

Amazon posted a \$3 million first quarter net profit in 2002, signifying the end of its internal recession. Operating as a lean cost cutting corporate culture led to their first annual profit in 2003 at \$35.3 million. Stable financial growth soon followed and maintaining profitability these years rebooted Amazon's business strategy of acquisitions and innovations. In 2005, the debut of the still popularized service "Amazon Prime", a "shipping club" arrived. Shipping time was a decision criterion customers used when evaluating online ordering, and Amazon Prime wanted to close this gap, experiencing profitability with the service soon after.

Amazon had now expanded their product categories far beyond books, offering apparel and electronics since the early 2000's. World's Largest online Retailer Amazon is the largest online retailer, according to the Wall Street Journal, selling \$67.8 billion worth of products in 2013. The second largest, Apple, sold only \$18.3 billion online in 2013.

References

Internet source: [\(PDF\) Outside-In Marketing Strategy: The Case of Amazon \(researchgate.net\)](#)

- [Amazon \(company\) - Wikipedia](#)
- [AMZN - Amazon.com Inc Company Profile - CNNMoney.com](#)

Book:

[Advertising Strategy in Marketing – Definition and Types | Marketing91](#)



Terms