



# A Comparative Study of the Communication Strategy of Amazon.Inc: USA-India perspective

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## Abstract:

Today's corporate world has seen a massive change in its day-to-day affairs which does influence its communication pattern. The way of communication directly attributes to the creation of the brand image and treats it with the level of strategy. Communication does play a pivotal role in keeping up the 'horizons of the brand image' for the organisation. It encompasses every aspect of the business, from face-to-face chats to the counter attack on the marketing emails. Communication does reinforce brand messaging, building customer relations, boosts creativity and information, encourages feedback and even generates employee morale. Amazon, the US-based 'Big Four' tech company including Apple, Google and Facebook is one of the best platforms which focuses on E-commerce, cloud computing, digital streaming and artificial intelligence for its global outreach. The MNC has had its presence in India since a long time which is deeply embedded in the minds and hearts of people. In the USA, the company has its highest range of customers surpassing Walmart in 2015. With its unique characteristics, Amazon has been referred to as "one of the most influential economic and cultural forces in the world" as well as world's most valuable brand. Indians have commented Amazon as a brand to be very reliable and much satisfactory. The four principles which bind Amazon to a better future are customer obsession, passion for invention, commitment to operational excellence and long-term thinking. Some of the effective pioneered tools of Amazon includes 1-Click shopping, personalized recommendations, Prime, Kindle Direct Publishing, Kindle Career Choice, Fire TV, Alexa and many more. This is how Amazon has upgraded its technology to embark a smooth journey with the people, both of India and USA with respect to the customer segmentation of the e-commerce sector. The current paper attempts to have an in-depth understanding and analysis of the communication pattern followed by Amazon in India and USA and draw a comparison in its similarities and differences. The attempt is to conceptualize the various communication tools used by Amazon in both the nations and even generalize the impact they do make over the people with their unique features. The paper includes content analysis as well as expert interview methods to deeply observe and draw inputs towards the opted communication pattern of Amazon to reach out to its millions of customers, both in India and USA.

## Review of Literature:

### Concept and Strategy of Communication

Strategic Communication is defined as the aspect of either communicating through a concept, a process or data which does satisfy a long-term strategic goal of an organization by allowing a facilitation of the advanced planning. *Persuasion and Power: The Art of Strategic Communications* by James P. Farewell speaks about the art of communications strategy, how it is used with the usage of vivid examples. These illustrations have made it presentable in having made a critical difference throughout the history, in the outcomes of crisis, conflicts, politics and diplomacy among various cultures and societies. It even emphasizes on the various aspects which leads the aspect of communication to grow in corporate set-up along with instances of some of the great leader's achievements and how various leaders have tested the zenith of success through the usage of various kinds of communication aspects in their tenure of the reign.

Communicating a strategy is a concept of process, or data that satisfies a long-term strategic goal of an organization by allowing the facilitation of advanced planning over international telecommunications or dedicated global network to coordinate activities of operationally significant commercial and non-commercial units. It includes the broadened areas like Integrated Marketing Communications, Organized Communications and Institutional Communications. *Brand Media Strategy: Integrated Communication Planning in the Digital Era* is a book by Young A. which speaks about the dynamics about the various communication approaches, which helps the marketers to promote and sell their brand through specific case studies and able Barack Obama's to follow the principles in winning the elections. The book even paves ways to find and ensure various communication policies to be implemented and used in the various digital platforms. It has helped to evolve the analytical factors which do pertain

## 2.2 Promotion and Promotional Strategies:

Promotion strategy is defined as the attempt of the marketers to inform, persuade or remind customers and B2B users to influence their opinion on companies to strive for action from the people or the organizations of a target market. It facilitates an effective promotional strategy which often makes efforts to contain a clear message that is targeted to a certain audience and is done through appropriate channels. *Strategic Internal Communication: How to Build Employee Engagement and Performance (2019)* by David Cowman is a book which does deploy and emphasize on attending to the feelings and experiences of all the individuals in order to achieve effective internal communications as a welcome contribution and hold the stakeholders as a responsibility of the internal communication. It applies the concepts of understanding the needs of the stakeholders and shaping the strategies to be adopted to reach the goal being set up in reaching the target audience and hence expand their business in their respective projects.

## 2.3 Communication and Promotion

The Strategy used by the company or individual to reach their target market through various kinds of communication tools. The usage of PR tools that helps us to build the awareness for the organizations to deal with the ideal customers for the product and its branded leads to the formation of both promotion and strategy. *Marketing Communication Strategy: What it is and How to Do It Right* by Duinty Dragon speaks about the various dimensions of marketing and Public Relations strategies which ensures the stability of any organization in terms of the experience, industry and other related arenas responsible for the functioning of the organization.

The concept of Integrated Marketing Communications does involve the various coordinating promotional elements and other marketing activities which does communicate with the firm's customers. It has the usage of channels like sales promotions, PR, personal selling events etc. *Entertainment Promotion and Communication: The Industry and Integrated Campaigns* by Shay Sayre (Sayre, 2010) offers a systematic look at the advertising and strategic planning framework. It has included the integrated promotional campaigns for the concept of Integrated Marketing Communications. The text introduces the entertainment audiences, the methods of primary and secondary research which is being used to understand the mind-set of the audience in an industry set-up.

## 2.4 Communication by MNCs

Communication at any business set-up being verbal or non-verbal needs the accuracy of the message to be shared as important just like the business decisions of the organization. Asha Kaul, in her book *Effective Business Communication* (Kaul, 2018) has deeply delved the oral communication and the next items about the different forms of written communication. The book contains well-supported examples and illustrations exhibited in terms of necessity with respect to ultimate forms of communication.

The host communities of MNCs form the support system of some organizations which share the pride of production and making these organizations an economically stable industry, with high expectations of development. The book *Multinational Corporations and Host Communities: Prosper the Zero Conflict* by Christian S. Yorgue (Dorp, 2014) has depicted the role of communication in order to achieve the favorable relationship within the organization. The study even recommends that the MNCs should elevate their host communities from the different publics to the functional structure of the organization.

## 2.5 Internal and External Communication by MNCs

A discipline of social science that studies communication across different cultures and social groups and describes the wide range of communication processes and problems that appears naturally within an organization or social context made up for individuals from different religious, social and ethnic backgrounds is being termed as Intercultural Communications. *Intercultural Communication: A Literature Review* by Swen Beyer (Beyer, 2016) has defined the working of the world in which ordinary people from all across the world and different cultural backgrounds come in contact with each other on a day-to-day basis. This is where the essence of communication along with technological and globalization platforms do need to have an understanding amongst themselves. The four frameworks mentioned in the book do theorize the relationship between the communication and culture while using different approaches and assumptions.

Effective Communication in MNCs do help the customers in running a successful business. Keeping the customers happy is the priority in the time of longevity and scalability enables various problem-solving technologies for various organizations. *The Case of Amazon.com: towards a conceptual framework of Online Customer Service Experience(OCSE) using the Emerging Consensus Technique(ECT)* by Phil Klans, International University of Monaco has proposed an empirical finding table, which identifies the functionality and the psychological factors as the two main dimensions of online customer service communication, social presence and the interactively. The research has found (Phil Klaus, July 2013) the individual importance of the online customer service experience dimensions differing based on which stage of experience is being offered.

Corporate organizations to capture the market with various communication strategies.

### Chapter 3

#### Research Methodology:

##### *Case Study Method and Interviews*

3.1 Data for Research: Data for research refers to the data which is being collected, observed, generated and created in order to create and validate the original research findings. According to the University of Edinburgh, Research Data is unlikely, the other types of information are being created for the purpose of analysis to produce the original research units. It generally includes non-digital formats like laboratory notebooks and diaries. Raw or Initially processed data produced at a research facility is being fully calibrated, combined, cleaned and annotated. It has the feature of having many forms like Documents, Spreadsheets, Laboratory Notebooks and Diaries. The data for research are mainly two broadened categories of data for Research-Primary Data and Secondary Data. In the present research, the findings of the previously done researches about the communication pattern of Amazon in India and America would attribute to the primary data whereas the secondary data would contribute for the information gathered by the various expert interviews with the given questions in understanding a comparative analysis of the conducted and gaining information about the same.

3.2 Case Study Method: A research strategy and an empirical inquiry which investigates a phenomenon within its real-life context. It is based on an in-depth investigation of a phenomenon within a real-life context. The major factor which pushes forward for this kind of research is that it is narrowly focused, provides a high level of detail, and is able to combine both the objective and subjective and to achieve an in-depth understanding.

3.3 Primary Data: Data collected by the researcher in terms of the interviews, surveys or questionnaires' in respect to providing various kinds of insights for the research is being termed as Primary Data. It includes the inclusion of the material in research which is not ready and hence needs to be materialized by adopting certain measures for the same. These are being collected from primary sources like a source of origin where the data is generated. These are collected at first by the investigator or an agency for any kind of statistical analysis. For the research of studying the communication strategy of Amazon in India and America and even putting forth a comparative study between the two, the primary data forms the various case studies being used to understand the research about the communication strategies being adopted by the organization both in India and USA both from the organization and even the consumer's point of view.

3.4 Secondary Data: Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. In terms of opting for quantitative data, Secondary data becomes much time saving, which provides large-scale data for the accountability for the authentic research.

In the research to study the communication strategy of Amazon in India and USA, the secondary data for the purpose of the research mostly focuses on the previous researches and even the various author's inputs and interpretations for the same. Interviews through a focused or random questionnaire have been opted as one of the important components of the secondary form of data for the research.

3.5 Research Methods: Research method is being described as a plan being undertaken to be executed during the course for research. It demonstrates the instances and processes involved in curbing out the data and the findings needed for the research. Case Study method is the kind of research method, which includes the aspect of in-depth information about a particular individual, group or even the causes of the underlying principles. The cases are being produced by the formal research methods which generally appeared in formal research venues and formats like journals and professional conferences, rather than the popular works.

3.6 Qualitative Data: Qualitative data is defined as the data that approximates and characterizes and can be observed and recorded. This data type is non-numerical in nature. This type of data is collected through methods of observations, one-to-one interview, conducting focus groups and similar methods. Qualitative data in statistics is also known as categorical data which can be arranged based on the attributes and properties of a thing or a phenomenon.

3.7 Theory: Content analysis is a widely used qualitative research technique which rather being a single method, generally uses three current distinct approaches: conventional, directed, or summative. All three approaches are used to interpret meaning from the content of text data and, hence, with respect to a naturalistic paradigm. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness. In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes.

3.8 Drawbacks/Limitations: Time Consuming Process is one of the biggest challenges of this kind of research. Hence no result in verification in qualitative research is being observed in the research process. Labor Intensive Approach and Difficult to Investigate Casualty are some of the most drawbacks related to content analysis method.

## Chapter-4

### Expert Interview and Analysis

#### 4.1 Interview Questions:

1. How important is a communication strategy for any company's brand building or growth?
2. Which company does good work in India and USA as per communication?
3. What are the practices adopted by Amazon in terms of Communication in India and USA?
4. What are the major differences and similarities being observed in the communication process in Amazon for both the nations?
5. How does the management of communication take place with relation to the collaboration with client partners?

#### Responses from Experts

##### \*Expert 1: Debashish Chakraborty

**Profile: Assistant General Manager, Cyber Risk, Deloitte Digital India, Bangalore**

##### \*\*Expert 2: Dibyojyoti Saha

**Profile: Manager -Planning and strategy for National Enterprise Business at Idea Cellular Ltd, Pune Area, India**

##### \*\*\*Expert 3: Dr. Pooja Basnett

**Profile: Assistant Professor, Department of Mass Communication, Sikkim Univeristy**

1. For the first question, which attempts to figure out the need of communication strategy for the growth of any company-

\*The first expert opined that an effective communication strategy forges and maintains connections, allowing your business to work efficiently toward its goals. The most basic dynamic in communication exists between the message and the audience. For example, a manager's orders are her message to her employees, who are her audience. The reverse is also true. The employees' status reports are messages to their audience, the manager. If connections are clear, each party receives and understands the messages of the other, which fosters synchronized, efficient performance.

\*\*The second expert also gave the concept that an effective communication strategy does allow the organization's growth while allowing its flow of business in a much more effective manner. From the top-level to the bottom section employees, the flow of communication does pertain the way for flexibility of work and even yield better results for the organization

\*\*\*The third expert responded that communication is the most important aspect which determines the people's existence in any organization. The product/services does allow the masses and the target groups much enhanced with the planning and strategy adopted for communication which contributes extensively in Brand Building. Nowadays, a small chocolate company is being extensively marketed with the usage of effective forms of communication.

2. For the second question, which was asked to mention the name of the organization which does good work in communication both in India and in USA-

\*The first expert responded that it varies from organization to organization since there is no such bar to measure the organization's communication level at any circumstance. The only point is that situations does evolve various communication settings which needs to be adapted for the purpose of flow of communication in and out of the organization

\*\*The second expert has a similar kind of response that there is no such organization mentioned at any genre which does allow the best communication practice by itself. It's only the necessity for the organization to have the best practice of communication so that all means of exchange of work and activities does take place in full motion throughout the entire process of work.

\*\*\*The third expert has laid much emphasis on the aspect of repetitive communication to make a presence in the markets. For instance, Amul has a communication strategy which helps it to upgrade its reach to the people in much enhanced way in India and Mercedes-Benz in USA

3. For the third question, which attempts to analyze the communication strategy adopted by Amazon in India and USA

\*The first expert gave the inputs about the question by giving an example. Taking the example of a program adopted by Amazon India to help to increase their market for the product, it came out with a campaign called *Amazon Chai Cart* which reportedly traveled more than 9400 miles across 31 cities and engaged with more than 100,000 sellers. Last year, Amazon created *Amazon Tatkal*, a self-described 'studio on wheels' to provide a suite of various services, such as registration, imaging, cataloging and sales training.

\*\*The second expert has mentioned certain features of Amazon which has critically helped it to carry out effective communication both in India and in the USA. For instance, in the USA, Amazon has adopted the points like- Unlearning of the established models and adoption of various innovative ways to communicate with the customer; Acceptance of payments methods in the local system which has made the organization to have the reach to a much larger target audience. Moreover, Having Patience in Amazon USA which offers to photo-shoot their products, pickup and delivery services, and even help with tax filings, has allowed Amazon to carry its communication with much fluency.

\*\*\*The third expert has laid emphasis on the tie-ups done by Amazon both in India and in USA with various private banks which has employed the direct involvement of people and its various offers and discounts which has indeed catered the involvement of people in huge numbers to be a regular customer of Amazon for a prolonged period of time.

4. For the question which attempts to analyze the similarity and differences of Amazon India and USA as per their respective communication strategies

\*The first expert did mention that Amazon in the USA does have the usage of Partner Relationship Management (PRM) which is a combination of software, processes and strategies which allows Amazon to have the usage of streamline business processes with partners who do sell the product. This is one of the important aspects of communication strategies of Amazon which does allow the free flow of business strategies to be carried out in the organization. In USA, the communication adopted by Amazon is much content centric where each element of communication is being designed in various ways which does evolve out in terms of communication strategy execution as per the content

\*\*The second expert did mention that Having strong partnership and communication can make a tremendous impact on the business which is much prevalent in MNCs like Amazon. If it's a good partnership, it can scale your company to new levels. If the partnership is bad, it can cost you valuable time and money. How to effectively achieve partner management is a topic that is not discussed enough. The main reason for this is that each company has different types of partners and different requirements for each partner. Yet, there are many things that are common to successful partner relationships such as communication, relationship building, trust, transparency & mutual interest.

\*\*\*The third expert mentioned the fact that the communication strategy differences pertaining in India and in the USA has made Amazon in the USA has much volume of Christmas sales as compared to India being a Christian majority country. Similarly, in India, the various forms of major festivals have made Amazon come up with exciting offers to set the mood of the particular festival and have glory all throughout the country. Similar is the Christmas celebration in US which has all forms of exciting offers for a long time in USA

5. For the question which attempts to explore the communication of any MNC along with its client partners,

\*The first expert commented that having a strong partnership allows the organization to have a tremendous impact on the business. If it's a good partnership, then it can scale the company to new levels. But if its worse, it can cost valuable time and money. The main reason for that is each organization has different types of partners and different requirements for each partner. There are many things that are common to successful partner relationships such as communication, brand building, trust, transparency and mutual interest

\*\*The second expert had the view that it is extremely necessary to have good communication skills for any MNC like Amazon to have good flow of communication with its client partners which would eventually have a good flow of trade and help to create brand recognition in the corporate world with much smooth and excellence.

\*\*\*The third expert spoke about the topic with certain instances. She said that in nations like India, MNCs like Amazon do mail their customers individually and have direct contacts with them through various networking platforms which helps them to have an authority over them. They also tie up with various banks and gift discounts and have their marketing representative to be much active in their works. Amazon INC has been targeting the culture of India as well as USA which pertains to be a part of their cultural and social life to a high extent. The Corporate Communication team of Amazon is highly responsible for the plans with their clients in both the nations along with the business

development team which gets the maximum output of communication during their various kinds of campaigns and yield better results from the same.

## Analysis of Interviews:

The two interviews taken have critically attempted to analyze the concept of communication strategies adopted by Amazon in both the nations of India and USA. It has given the clear picture of various kinds of strategies and other innovative methods which has enhanced the communication of Amazon in both the nations. Starting from the aspect of the necessity of communication for the healthy functioning of the corporate world to the new technical aspects of communication adopted by Amazon and having their implication in their various campaigns, the interview sessions have curbed out to be effective enough to draw the picture of the aspect of communication and its necessity in the corporate world along with the instance of Amazon, both in India and in USA. The interviews have paved the way for the researcher to have a better understanding of the communication pattern adopted by Amazon in India and in the USA. It has given the scope for understanding the similarities as well as the differences existing in Amazon India and in the USA as per the various strategies being evolved out in the organization. It has been found that Amazon researches deeply along with the social and cultural aspect of the citizens of both the nations which eventually brings about the essence of the brand in the 'heart and soul' of the millions of its day-to-day customers.

## 4.2 Analysis and Findings:

### 4.2.1 Public Relations for Amazon in India and USA

#### Public Relations(PR) campaign for Amazon in India and USA for family and house-hold sale

##### Campaign for India:

The ongoing Apno Ka Saath campaign of Amazon India crafted by Ogilvy- rolled across the TV, Digital and other media in seven different languages- Tamil, Telugu, Kannada, Malayalam, Hindi, Maratha and Bengali has highlighted the products across all categories, convenience of shopping and reliability in the delivery of the same. According to N. Ramamoorthy, President, Ogilvy Group Companies, South, the campaign attempted to have the emotional insight of "Apno Ka Saath to Sab Kuch Hain Aasan" as a reflection of the role that amazon played in its 'apni dukan' positioning itself to the customers. The heart-warming campaign does revolve around two brothers, who are aiming to set-up a home tuition center in a small town. Their interpretation of the campaign lasting for six months does evolve out the various day-to-day stories of every family and the essential utensils like cooking utensils, fashion, beauty, devices, electronics, large appliances and more. It has brought together the trusted elements to all the beloved customers of about 17 crores. Amazon.in is able the meet the needs, from the daily essential to large appliances and more.

##### Campaign for USA:

The A-Z Campaign for Amazon in USA launched on March 19, 2019 in the USA for a span of four months consists of 30 seconds of two advertisements, supported by five seconds videos for the social media including the support of the film. Along with the collaboration of US, UK, German, the examples have the various scenarios and the products which are ample in the bucket of Amazon. The campaign makes the usage of the Amazon logo and the arrow which points from A to Z. This kind of campaign has been launched for the brand of 'Amazon boxes at Christmas' to a product ad (like there for Echo or its Prime Service). According to Fionna Gregor, the senior producer at D1, the concept is of huge value of having an in-house Amazon because the merging of the both with creative and the marketing teams does allow the pool of people who knew the brand, who does have the brand and who are focused on delivery relevant to the customers.

## Critical Analysis:

The Public Relation(PR) campaign of Amazon in India and USA relating to the promotion of family and household items have given a much similarity as well as some of the differences pertaining in the campaigns being carried out in both the nations. The parameters being used in both the campaigns are-family, gifts, bonding and love or affection. In India, it has been found that the campaign has projected to the wholesome need of a particular family which includes goods for all the members of a traditional Indian family. It brings about the cultural aspect of buying and gifting clothes or other household items mostly in the time of festivals or special occasions. In the USA, it has been found that the same campaign is being projected through the bucket of all possible items to cater the needs of the family and allowing the customer to select the needs from a wide variety of products being available. In the campaign, it has seen much of the usual and simple blend

of highlighting the available goods in Indian scenario. In India, the cultural diversity is being mentioned throughout the campaign and similarity the aspect of Christmas or Christianity has been deeply carried out in the American scenario. In the case of the USA campaign, it has deployed much creativity and fascination in terms of marketing the same to the customers of the country.

#### 4.2.2 PR campaign of India and USA of Amazon Prime

##### **Campaign for India:**

Biggest offline engagement campaign was held on July 15 and July 16, 2019 which has engaged the experience of the world of Prime through vibrant on-ground installations along with the mascot that brings the Prime Day to life. Using the characteristics to depict a family of Prime members, the offline campaign is aimed at preparing the customers for the big day celebrations. The line being made for the company #DiscoverTheJoyofMore campaign has communicated the beneficiary of the Prime of the members. According to Ravi Desai, Director, Mass and Brand Marketing, India commented that the world of Prime does evolve around the members getting the best of Amazon with over 1,000 new products being launched from top brands across the categories fantastic deals all around.

##### **Campaign for USA:**

A 30-day PRO trial of Amazon Prime in the USA has considered a variety of outdoor categories: campaign, cooking, biking, gardening, boating, apparel, and more like sleeping bags, grills, swimwear, sunglasses and more. The marketing client writes about the various products and services, which helps the navigator to shop online. Insider Picks, has received the commission from the partners of Amazon. In the same, the concept does pertain to the objectives of Amazon Prime and the various steps being opted by Amazon Prime in the USA to serve the various brands of commodities to cater the needs of its millions of customers on a day-to-day basis.

##### **Critical Analysis:**

The PR campaign of Amazon Prime in India and USA has varied concepts in which the both has been carried out. The parameters being used in the Amazon Prime campaigns are the various products and the various methods of promotion in the Prime series which has carried out the comparison in both the nations. In terms of Indian campaign, it has been found that the campaign has projected the concept of 'prime members' of Amazon or the most used crowd of Amazon Prime in the nation. It has projected the aspect of bringing the people together for the purpose of highlighting its 'upcoming big events' in the nation which would even understand the needs and demands of the people and enable them to get the most benefit out of the campaign. But a different approach to the PR strategy of Amazon Prime has been found for the USA campaign. In the same, it has deeply involved the aspect of a thirty-day trial episode of a wide range of necessities to all the customers and not the 'selected popular customers' as like in India and provide them with a lot of options being made available for its millions of customers to choose and satisfy their demand through Amazon.

#### 4.2.3 Sellics PPC PR campaign of Amazon in India and USA

##### **Sellics Campaign of Amazon:**

The Seller PPC Manager for Sellics and AMS manager for vendors do dramatically simplify the management of the advertising revenue and optimization of ACCs

- PPC automation: Same time and automation of the keywords bids. Focusing on the campaign profitability and getting the most out of the Amazon advertising spent.
- Day Parting/Ad Scheduling: Getting full control over what the ads are being switched on/off on Amazon
- Net Profiting Display: Calculation of the net profit of all the Amazon products and the deduction of Amazon fees, taxes, cost of goods, shipping and PPC costs
- Historical Data Tracking: Tracking of the campaign for the given period, and the usage of Trend Chart to analyze the performance of the ads



## PPC Campaign in India

The Amazon PPC campaign for clients, which occurred for one month in December 2018 where the focus is to create and optimize the brand campaigns based on the brand growths and ROI targets. It has offered the perfect combination of skills and affordability of the PPC management needs. The features given by the PPC campaign:

- Detailed Planning and Analysis of PPC campaigns
- Performance-Based PPC optimization
- Monitoring, Reporting and Analytics for PPC
- Accurate Geo-tracking
- Global/Local campaigns
- Accurate Audience Tracking
- Timely Reporting

Several reports of the client's response to the same campaign is of Amazon being very professional and has helped to increase the number of inquiries on the site manifold.

## PPC Campaign in USA

The PPC campaign of December 2018 in the USA, is where Amazon bids on the keywords that can win them the premium position of their products, which makes them win Amazon money. The second is where the shoppers buy the displayed products because of the appearance in that key spot and get their impression, click or converse to a large mass. The following has been provided by the campaign:

- The buyer finds the product which is theoretically the best match
- The seller with the best-matching product sells, more and moves up in rankings
- Amazon captures the advertisement fees and a part of the sale

### Critical Analysis

The Sellics PPC campaign of India and USA which spread for one-month during December 2018 in both the nations has the most enhanced technical element of promoting Amazon products. In India, the concept has enhanced brand campaigns based on brand's growth and ROI targets which analyses and maintains the combination of skills and affordability of the PPC management skills, In USA, the premium product positioning of their products is accomplished by winning Amazon money based on lucky winners. The concept is very tech-oriented which has a direct influence on the customers to buy their product from a wide-range of available Amazon sales and services. The target audience is mostly the youth and techie employees who are in much beneficiary in regard to the implication of Amazon Sellics PPC to be employed in order to increase their sale and enhance their business with their client partners.

## 4.3 Advertisement campaign for Amazon in India and USA

### 4.3.1 Advertisement campaign for Amazon India and Amazon USA on Mother's Day 2019

#### Campaign for India

Advertising campaign being conceptualized for Amazon by the partnership between D1 Creative and Ogilvy India is a framed Ad film for Mother's Day 2019, which lasted for five weeks has shaped into the beautiful epitome of love which the people are being shaped into and the entire credit goes to the mothers and the tireless hands. The music of the film is a tribute to the many worlds of a 'mother' starting from the mid-night lullaby to the young and adult children. According to Ravi Desai, the Director of Mass Media and Brand Marketing, Amazon India, the particular advertisement campaign has benefited the consumers with the insight of the role of the mothers world-wide who are an incredible power of the pair of the hands to enlighten the entire next generation after the universal motherhood.

## Campaign of USA

The 'Product Display' campaign by Amazon USA on the special occasion of Mother's Day 2019 which lasted for seven weeks has led various brands across USA to sell their goods as a cost-per-check product or the interested-targeted display ads that the drive shoppers do display for their purpose of promotion. For instance, the 'Product Display Ads' has displayed based on the relevant products or audience interests. In the same, the 'Product Display ads' does appear on related product detail pages, on search results, at the top of the offer listing page, Amazon customer review pages or in Amazon-generated merchandising emails. In the particular campaign, the aspect of Amazon's communication with respect to the attribution to Universal Mother's Day has been deeply delved with.

### Critical Analysis

For the auspicious occasion of Mother's Day, Amazon India and USA had varied aspects of advertising the portrayal of love and posing a gratitude episode of online advertisements for the world-wide mothers, thus trying to justify the aspect of 'universal motherhood'. The various parameters used for comparison in both the nations are the emotion of motherhood, gifting patterns in mother's day and the various emotional attachments attached to motherhood. In India, the advertisement had brought about the rejuvenating sentiments of motherhood and the affection and the selfless sacrifices made by her for her children. The emotion of the advertisement has been much enhanced by the 'lullaby' tune which is being played in the advertisement just to bring momentum to the bonding of love and the powerful emotions being carried by the mother and children relationship. On the other hand, the advertisement portrayed by Amazon in USA has delved the concept of 'Product Display Ads' which has employed the concept of gifting the 'wonderful and loving mothers' from a wide range of women products being showcased for sale by the platform of Amazon by listing the popular bought products by analyzing the wants of the customers on product related pages or in Amazon-generated merchandising emails.

### 4.3.2 Advertising campaign of Amazon Sponsored Product Campaign in India and USA

#### Campaign in India

Being named as Auto-targeted Ad Campaign by Amazon India in optimizing the product listing campaign and opt for FBA program to target the Amazon India prime customers. The FBA program allows stores to store the products in Amazon's fulfillment centers which is being helped by amazon in picking, packing, shipping and providing the customer service for the products. It does allow to scale the product in various ways and help to scale the business and reach out to more customers. The campaign being promoted for a stretch of five months from August 2018 to January 2019 has made it possible to reach the potential buyers who are in search for similar products. It has let the products appear to more potential customers when they are being searched instantly. The ads do appear quickly on Amazon search results page which do provide the launch of sponsored ads in minutes. The particular campaign has evolved the aspect of how the consumer is being selected and perceived by various means of Amazon campaigns in India

#### Campaign in USA

The Increased Visibility and Sales on Advertising by Amazon USA during December-January of 2018-19 has led to the aspect of engaging all the shoppers at every stage to spread the awareness of the Advertising to happen in the first possible way. This is where the ads do appear right where the customers do see them directly just like the first page containing the product details list. When the particular bid wins, it does get displayed to the shoppers list and hence become much available for the customers to easily grab the product. The Sponsored Product and the Sponsored Brand concept does allow for the Amazon advertisements to appear in the product portfolio of showcased one, featuring a brand logo, a custom headline, and up to three of the products to be advertised in the search results. For the purpose of the stores, it is found that the aspect of brand story and the product offerings does gain excellent website experience as per the valid terms.

### Critical Analysis:

The advertisement campaign of Amazon in India and USA has employed two different techniques in both the nations. The parameters being used in the campaign for Amazon displayed techniques used by Amazon in both the nations in the platforms in the varied customer display platforms. In India, there has been the concept of FBA (Fulfillment by Amazon) being deployed to store the products in Amazon in picking, packing, shipping and providing various kinds of customer service for the products. FBA does help to scale the business

and reach more customers. It has been found in India that the analyzing of potential customers by Amazon by keeping an eye on them has made it easier to advertise those advertisements which are being much popular among the potential customers in buying those products. The appearance of these advertisements in the customer interface of Amazon has made it to be instantly available with all available range of products to all the customers. In the case of Amazon in the USA, it has been the usage of the concept of Increased Visibility and Sales of Advertisement which has directly employed the concept of buying the products being showcased in the advertisements of Amazon by the usage of a sponsored product and its brand. This is what allows the website to have a basic aspect of branding directly to the customers in the means of advertising.

### 4.3.3 PPC Advertising Campaign of Amazon in India and USA

#### PPC campaign of Amazon

Pay-Per-Click(PPC) advertising is a method where an advertiser pays only for an advertisement that has the potential buyer clicks and views the product. Only when an Amazon PPC campaign is being created, managed and executed properly, it helps to amplify the sales and thereby improving the organic rankings. It has the following salient features:

- It helps the sellers and the vendors to advertise their product on Amazon which occurs with the benefits of Amazon ads, eligibility for Products to be a part of Amazon PPC, the effect of Organic Ranking of a Product
- It helps to boost the sale of Products in order to get a good response which enhances the performances metrics, which leads to the positive impact of the account and reach out the buyers rather than the viewers
- It enables users to run campaigns to find profitable keywords that provide them with profitable keywords that convert them to sales and increase the bids for high-performing keywords.

#### Campaign in India:

Amazon PPC(Pay-Per-Click) campaign of Amazon in India in December 2018 did provide the PPC campaign for its clients, where the focus is to create and optimize the PPC based campaign in respect to the brand growth and ROI targets. It has offered the perfect combination of skills and affordability of the PPC management needs. The features given by the PPC campaign are:

- Detailed Planning and Analysis of PPC campaigns
- Performance based PPC Optimization
- Monitoring, Reporting and Analytics for PPC
- Accurate Geo-tracking
- Global/Local Campaign
- Accurate Audience Targeting
- Ad Creative Testing
- Timely Reporting

The several client responses to the same is of Amazon being very professional and has helped the number of inquiries on the site manifold the aspect of selling goods in Amazon in a much beneficiary way

#### Campaign in USA

The campaign of Amazon PPC in USA on December 2018 has provided –

- The sale of the PPC elements which the Amazon merchants bid the keywords that can win the premium position of their products which helps Amazon to make money
- The second phase does apply for the shoppers to buy the displayed products because what the appearance is that key spot and get their impression, click or conversation into the sales

For the upgradation of the campaign, the following can be provided to the customers:

- The buyer finds the product which is theoretically the bit-match
- The seller with the best-matching product sells more and moves up in the ranking
- Amazon captures the ad fees and a part of the sale

### **Critical Analysis**

The Pay-Per-Click(PPC) campaign carried out by Amazon both in India and USA has brought about various aspects of how the online and upgraded form of campaign have been beneficial in having much more people to reach the products and consume them. In India, it has been found that the campaign of Amazon PPC has provided the direct approach for the clients to have the ideas for having the entire knowledge about the planning, analysis and even the aspect of finding the Target Audience(TA) for Amazon sales and services. In the USA campaign of Amazon in relation to its PPC concept, it has been found the concept of displayed advertisements have been elaborately mentioned which has mentioned the aspect of profit to be highlighted in direct respect to the respective clients and assess the same for the profit being included directly to Amazon.

## **Chapter 5**

### **Conclusion:**

The study approaching to analyze the communication strategy adopted by Amazon both in India and in the USA has given a clear concept about how the organization articulates the aspect of communication and influences its prosperity in terms of communication. It even lays emphasis on the necessity of new intervention of various aspects of communication and business strategies to be adopted for the better functioning of the organizations. The critical analysis of the various PR and Advertising campaigns of Amazon in India and in the USA has evolved various similarities and differences existing in which Amazon portrays itself in both the nations. The interview sessions of the corporates and one professor has delved deeply to understand the in-depth value and the core necessity of communication to be enhanced and implemented for the future progress of any MNC where Amazon has a way for others to follow, setting bench-marks in its various customer related initiatives. Drawing the similar kinds of PR and Advertising campaigns of Amazon in India and in the USA, the research has found various critical observations relating to the highlighting of the brand 'Amazon' in India and in the USA. In India, the campaigns have much enhanced emotional touch with an attempt to connect itself with the core cognitive taste of the citizens and hence bring much glory to the aspect of India's cultural values and traditions. The aspect of people's choices has been very deeply mentioned in the campaigns of Amazon carried in India. In the USA, it has been found that the technical advancement has much to be offered by Amazon than the cultural or homely aspect of the citizens of India. It has been found that Amazon India has an enormous opportunity of being with the citizens and understanding their choices to design their campaigns. On the other hand, in the USA, Amazon has created its own campaign designs which have deliberately attempted to influence its potential customers in its own way. In India, it has been found that the aspect of the campaigns has a repetitive narrative whereas the campaigns have been different from one another in most of the cases. Thus the entire study has been able to deeply analyze the concrete ideation of various communication strategies adopted by Amazon in India and USA and deeply analyze the similarities as well the differences existing in the same. The study even brings about the notions of the communication strategy and how deeply it is rooted towards the future prosperity of the organization. The communication module of big corporations like Amazon does eventually change when there is a need or an intervention of new technical enlistment of its communication strategies just with a motive to cater the needs of its millions of its customers.

## Chapter 6

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