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Audit of Amazon

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ABSTRACT: The research dissects the many internal and external marketing strategies that businesses utilise for strategic marketing. The study's main hypothesis is that by focusing on consumers' needs and wants and implementing it into Amazon's organisation, both parties will benefit and the company will see greater profit margins. The mission and goals of Amazon show that Jeff Bezos uses an innovative co-petition strategy that prioritises customer satisfaction to advance and expand the business. The study finds that a complete picture of the company's strengths and weaknesses is revealed by utilising the SWOT Analysis to examine Amazon's marketing strategy. Due to the implementation of a customer-centric positioning approach for the development of their business, Amazon is in a stable and lucrative position overall. Additionally, the 3Ps demonstrate that Amazon employs both internal and external marketing strategies.

KEYWORDS : Cash on delivery, consumer, purchasing decisions, E-commerce

I. INTRODUCTION

Online shopping is the practise of browsing and making purchases of goods and services over the Internet using a web browser. Customer convenience is one of the most tempting aspects of internet shopping because it allows them to seek for and buy everything they require without ever leaving their homes. Annual online sales are estimated to be in the billions.

On July 5, 1994, Jeff Bezos started this American electronic commerce and cloud computing company, which has its main office in Seattle, Washington. In terms of revenue and market value, it is the second-largest online retailer in the world, behind Alibaba Group. Originally an online bookshop, Amazon.com has expanded to include MP3 downloads, video downloads, and other kinds of digital content. The company is the largest global provider of cloud infrastructure services and also makes Kindle e-readers, Fire tablets, Fire TVs, and Echos. Amazon Basics is the company's internal name for products that are inexpensive.

STATEMENT OF THE PROBLEM

CONSUMER BEHAVIOR TOWARDS DIGITAL MARKETING IN AMAZON.

OBJECTIVES OF THE RESEARCH

- To investigate Amazon.com users' shopping patterns.
- Using Amazon.com as a case study to examine how sociodemographic factors (age, income, and occupation) influence consumer perceptions of online shopping.
- To learn how e-marketing influences consumers' purchasing choices.
- To learn what motivates customers to buy something on a certain website.
- To evaluate how satisfied Amazon's customers are.

THE METHODOLOGY OF RESEARCH

To address specific research questions, test hypotheses, and assess findings, researchers use a data collection strategy that involves meticulously assembling and evaluating pertinent data on pertinent elements.

RESTRICTIONS OF STUDY

The results are only partially accurate due to the study's hesitant participants. One specific internet resource is the subject of the investigation.



II. REVIEW OF LITERATURE

- Kotler and Armstrong (2007) stated that it is essential for marketers to understand their customers and the elements that affect their purchasing decisions because they have little control over advertising and product quality.
- According to Janson and Catharine (2010), consumer psychology is the study of how and why people make purchases as well as the factors that influence their decision to stick with a specific brand or media.
- The study's goal was to discover how low-income consumers' purchasing decisions are influenced by packaging. The goals of the study were met when the survey was finished.

ANALYSIS AND INTERPRETATION

- Between the ages of 17 and 25, 77 percent of Amazon.com users are.
- 52% of Amazon customers earn less than \$20,000 per year.
- Of those surveyed, 51% indicated they bought things when sales and discounts were being offered.
- The majority of respondents (80%) thought cash on delivery (COD) was the safest payment option.
- 67 percent of respondents expressed satisfaction with the quality of the products offered by Amazon.com.

FINDINGS

- A 69 percent gender difference means that more women utilize Amazon.com for online purchasing than men.
- 77 percent of users of Amazon.com are between the ages of 17 and 25.
- The majority of Amazon users—52%—have annual incomes under 20,000.
- The majority of Amazon users were from the private sector, meaning they were more likely to be familiar with current market trends.
- According to the survey data gathered for frequency of shopping, the majority of respondents come within the category of infrequently.
- 42 percent of respondents in the majority made an Amazon buy to satisfy the necessary brand at the necessary moment.
- According to the report, 43 percent of the respondents knew about Amazon from their website.
- The majority of respondents—38%—felt that the return of merchandise was difficult.

SUGGESTIONS

- Amazon.com can streamline the online payment process because most respondents thought that was the main drawback of doing so.
- Given that India is a developing nation with a sizable population, it is possible to draw clients on a wide scale by creating awareness through techniques like television and social media advertising.
- The more internet users there are in rural areas, the more potential clients there are for e-commerce companies.
- Quick service, a large assortment, and simple access make it possible to serve even consumers in outlying places.
- A free expedited delivery service and the ability to place and cancel orders over the phone could help Amazon surpass its competitors even more. Many regular consumers will be inspired to shop by the cash-on-delivery (COD) service. Customers' worries about online purchasing must also be allayed in order for current online merchants to use growth tactics to increase their market share.

III. CONCLUSION

Online shopping is becoming more popular in India as a result of the nation's fast-paced way of life. The expansion of the internet, the rising use of gadgets like smartphones, tablets, and laptops, as well as the change in consumer purchasing habits, have all contributed to the online customer base's explosive rise. An increasingly common way for customers to shop online is through increased online activity. According to research, factors like cash on delivery, discounts, promotional offers, and the high quality of the products provided are increasing the popularity of online shopping. A growth in the level of life, an increase in employment, the influence of friends, and alluring online deals have all influenced consumers' purchase habits. The youth of India make up a higher proportion of the world's internet users than the youth of any other nation. The 'Y' generation, who are between the ages of 18 and 35, were most interested in purchasing electrical goods online using their smartphones. With Snap deal and Flipkart coming in second



and third place, respectively, Amazon has revolutionized online shopping like never before as India's top e-tailor. Amazon needs to offer greater prices and offers with higher-quality goods and services if it wants to maintain its position as the leader. Future e-commerce growth is anticipated to be driven by rising spending from existing consumers rather than by new online buyers. The majority of online customers, who claim reduced pricing as their key driving force for making such purchases, chose Cash on Delivery as their preferred way of payment. Price, TV, newspaper, and magazine commercials, free samples, the quality of the products, and brand image all have a significant impact on e-consumers' propensity to make online purchases. Overall, the majority of online shoppers said that the quality and customer care provided by e-retailers was satisfactory. The report advises e-retailers to concentrate on five crucial factors in order to encourage more clients to engage in online purchasing.

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