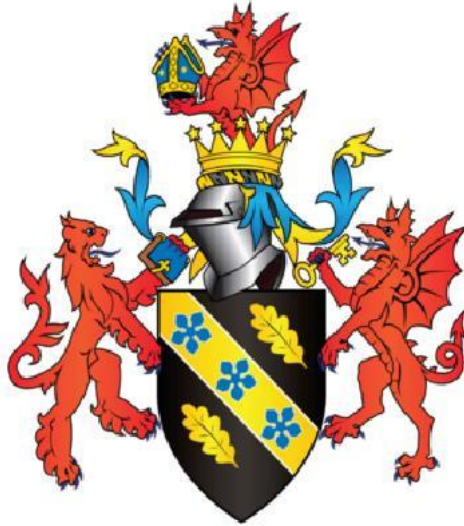


The role and activities and future development of Amazon's

Marketplace division



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Marketing Management

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Executive Summary

With the rapid development of the global economy, e-commerce platforms continue to emerge, and cross-border e-commerce platforms have also developed rapidly. Taking cross-border e-commerce Amazon as an example, this assignment analyzes the development advantages and disadvantages of cross-border e-commerce platform Amazon by means of literature research, Strategic analysis , SWOT analysis , points out the problems and deficiencies in Amazon's online marketing model, Warehousing and circulation, as well as expansion, are more critical issues for Amazon.and puts forward corresponding recommendation strategies and improvement measures.

1. Introduction

“Advances in information, communications and transportation technologies, coupled with the intensified use of the internet and social media on a world wide scale,have been responsible for increasingly breaking the barriers faced by many firms in operating beyond national boundaries” (Javalgi et al., 2012). Because of the pandemic and other reasons, more and more people choose to shop on Internet platforms. Amazon can use this strong background, combined with marketing activities, to the advantage of future growth. “As consumers’ comfortability and reliance on e-marketplaces accelerates amid the pandemic, Amazon has emerged as the biggest beneficiary from the growing trend towards online shopping”(Dani,N., 2021).

1.1 What is Amazon?

Amazon.com is the most popular online marketplace, Amazon is primarily known for its rich assortment and impeccable service. “The reps of Amazon Customer service were authorized to waive shipping charges and placate customers with gift certificates”(Javad, K., 2023).

1.2 What is marketing?

At present, there are many definitions of marketing. For example, the American Marketing Association(AMA) and well-known economists and professors etc. have different definitions of marketing. Marketing concepts and definitions do not have a standard form like mathematical formulas, but are usually based on people's own understanding and experience. Digital marketing “offers a unique opportunity to

tailor marketing campaigns to target specific customers”(Dionne,S.&Tania,K.& Michelle. W., 2022).

Among them, One of the more representative definitions is “Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others”(Kotler & Armstrong, 2010). If marketing is just a concept or theory, it has no effect if it cannot be used in the market. Or to put it this way, marketing depends on the existence of markets, and if there were no markets, there would be no marketing. Marketing is also based on the market for its services.

1.3 The purpose

The purpose of this report is to describe the effectiveness of Amazon's marketing(include activities and strategies).in the process of description, support opinions through various tools and methods, and analyze some of Amazon's current marketing activities and strategies.

1.4 Amazon's marketing activities

Prime Day

Amazon Prime Day is Amazon's biggest global promotional shopping event. Buyers get a lot of discounts, and sellers get a lot of traffic. “Amazon has also kept up with its consistency between the United States and Europe by offering Amazon Prime and other member benefits likes Prime Music, Amazon Drive, Amazon Video, and Kindle Library” (Amazon in Europe, 2018). Customers can get discounts on prices through Prime Day.

Black Friday

“Now in its eighth year, Amazon Prime Day has become a "Christmas in July" bonanza for retailers and brands as marketers discount items and drive awareness”(Pasquarelli A, 2022). Amazon, as an e-commerce company, actually has a lot of advantages over its peers in this regard, such as saving a lot of money on advertising. “Amazon is different from other Black Friday retailers because it doesn't have a traditional Black Friday ad. Amazon's 2022 Black Friday sale starts on Thanksgiving Day (Nov. 24) and runs through Black Friday” (Blackfriday.com, 2022).

Cyber Monday

“Cyber Monday was the single biggest shopping day in the company's history, with more products ordered than any other day”(Xin Hua, 2018).

Advertising

Even with some name recognition, spending on advertising has been growing. “Amazon in recent years has put more emphasis on advertising and promotion, boosting spending to 2.9 percent of sales in 2011, a range of 3.5 percent to 3.7 percent for the period of 2014 through 2018, and then 3.9 percent in 2019”(Johnson B, 2020).

SEO

“E-commerce SEO (or Shop SEO) is a term used to describe the search engine optimization process for online shops. In simple words, it's a set of rules to apply to an e-commerce website so that it's search engine friendly”(Alex Chris, 2021). Amazon's search engine is more relevant to customers' needs. Amazon SEO includes optimizing for both the search engine and the users. “These two aspects, in particular, take a good weight in its ranking algorithm”(Arishekar N., 2023).

PPC

A few years ago, before Amazon had the clout it has today, it needed Google for marketing. Amazon.com Inc. “has reportedly stopped buying a Google ads, in a move that hints at Amazon's own ad ambitions”(Enterprise & IT, 2018). “Amazon Sponsored Products Ads is the most popular variant of Amazon PPC and will form the backbone of your overall Amazon advertising strategy”(Steve Chou, 2023).

E-mail

In addition to these new marketing strategies, Amazon continues to use the traditional way of E-mail marketing. “At a time when most companies are still sending out email blasts, Amazon has developed an extremely refined email strategy”(Grace Miller, 2021).

It can be seen that as an E-commerce enterprise, many of Amazon's marketing activities rely on the Internet. It also created many special sales festivals to increase sales and orders. It also has the ability to lead the market in terms of SEO and PPC.

2. Strategic analysis

As mentioned above, as a famous multinational e-commerce brand, continuous advertising investment is a must. “Amazon's advertising business bucked industry trends, growing by 19 per cent year-on-year in Q4 2022 and generating more than AU\$16 billion in sales”(Fogden T., 2023). “Amazon's marketing strategy was

designed to strengthen and broaden the Amazon brand name, increase customer traffic to its Web sites, build customer loyalty, encourage repeat purchases, and develop incremental product and service revenue opportunities” (Javad K, 2023). Maintain a reputation and presence that customers will think of when they want to shop online. “87% of consumers are more likely to buy products from Amazon than other e-commerce sites with 52% visiting Amazon daily or at least a few times a week”(Dani N., 2022). It can also be said that Amazon has changed the shopping habits of customers. “While Amazon Marketplace will enable retailers to find new customers, the retail behemoth will transform shopping habits increase the expectations of consumers”(Unkown, 2017).

2.1 4Ps Analysis Model



Product strategy

When Amazon was founded, it focused on books, and gradually moved into digital electronics, audio and video, and clothing. This multi-type sales model made Amazon's product marketing have unique advantages at the beginning. In addition, Amazon also provides photo and video services for its large number of book and digital customers, as well as offers refurbished and used goods services, a unique marketing strategy that greatly improves Amazon's operating income. “Consumer satisfaction is hence met when the experience with the product meets or even surpasses his/her expectations” (Wu et al., 2014)

Price strategy

Amazon has adopted a variety of pricing strategies to lure customers and get them to pay more without even knowing it. “In the past decades, firms have become

customer-centric, relying heavily on marketing to provide an unmatched brand experience to lessen consumer price sensitivity” (Wu et al., 2014).

Place strategy

“Amazon also directed customers to its Web site through its Associate Program, which enabled associated Web sites to make products available to their audiences with fulfillment performed by the company”(Javad, K., 2023). In addition to working with websites to attract customers, Amazon has companies and customer services around the world. “Amazon offers its services all over the world. It operates its own websites in the UK, Germany, China, Australia, as well as many South American and Asian countries”(Unkown, 2023).

Promotion strategy

Amazon sorted customers according to their needs, handed out gifts and vouchers, and gave away free goods when the bill exceeded a fixed amount. This would enable Amazon to build a strong relationship with its customers and enhance their loyalty.

Summary of Strategy

As you can see, Amazon started as a single book business and gradually filled and improved more product lines. From the perspective of today's development, this decision is undoubtedly correct. Amazon's pricing strategy has also changed consumers' shopping habits and gained the initiative. A variety of sales channels and promotional means bind loyal users.

2.2 SWOT Analysis

Strengths

Comprehensive global seller network, perfect brand image, good customer service, product variety. Amazon has a stable and loyal management team. “Due to Amazon’s global scope and reach, it is also considered one of the most valuable brands worldwide” (Coppola D, 2021) . With the expansion of influence, more groups choose online shopping. “Since many business analysts foresee that internet shopping will experience exponential growth in the future, expand to a wider range of buyers (e.g. older age groups), and take new forms and modes of conduct(e.g.mobile marketing)”(Constantine K. & Leonidas, L. & Athina Z, 2019).

Weakness

Marketing is increasingly confined to its own website, and the impact of social media is significant. Although Amazon Live was launched, the effect was not obvious. Amazon marketing could become increasingly difficult as new e-commerce companies get bigger. "With the abundance of online retailers, there are virtually no significant switching costs that impede customers from churning" (Agrawal, 2017).

Opportunities

Online shopping market potential is still there. There is a need for innovation in Asian marketing and greater engagement with social media. "Consumers express affection and attachment for retailers with which they feel at ease, making it difficult for them to shift to other competing retailers" (Thorbjørnsen, et al., 2002). "Consumers experience great affection towards online retailers and have their own particular way of showing their brand devotion" (Roy, et al., 2014).

Threats

Propaganda is slowly becoming more assimilated, and is also being hit by social media. More competitors. Retail companies pop up every once in a while, big or small, could be Amazon competitors, it's them that matter many of them are imitating Amazon's business model, which could lead to Amazon's competitive advantage gradually disappears.

Summary of Strategy

Advantages and disadvantages are not fixed, and in today's high-speed economic environment, they will be replaced by the slightest mistake. While Amazon has an edge in online shopping for now, success brings imitators. The high degree of physical similarity of sales means will eventually be affected by interests. More and more segmented E-commerce sites will also take away a lot of customers and market share.

2.2 PESTEL Analysis

Political

Abide by the laws and policies of the local country or region when promoting, and there is no need to do marketing investment in some places where there are restrictions on marketing. "It brought with it a lot of new restrictions and strong regulations, and the consequences of these have had to be managed with each country, because it affecting our daily lives" (Vida and Popovics, 2020). For Amazon's

strong revenue, local governments will not give up on tax and regulation. They allowing Amazon to operate in their countries, but each country will have its own laws restricting it.

Economic

Now global economic markets are tightening because of the pandemic and the economic downturn. But the number of consumers opting to shop online has increased since the pandemic. "Despite inflation and concerns that have followed, many consumers are still heading online to shop, with 48% citing they now shop more online than before"(Dani N, 2022).

Sociocultural

With the convenience of online shopping deeply into human nature, many middle-aged and elderly groups have gradually begun to accept this new thing of online shopping. Based on the trend of world population distribution and the convenience of online shopping, the future development trend of this industry is to advance to the developing countries. "The impacts of electronic commerce in a developing country can be helpful rather than detrimental"(Lubbe Sam, 2002).

Technological

The development of artificial intelligence technology can greatly reduce costs. "Technological innovations launched by retailers, such as the Amazon Dash button, are further facilitating this process"(Butler, 2016).

Environmental

The process of online shopping is hardly affected by the environment, only when the delivery is effected.

Legal

Amazon's business could be affected by legal regulations in the long run. For example, "FTC, states sue Amazon for anti-competitive practices"(Chinadaily.com.cn, 2023).

Summary of Strategy

To sum up, from the macro point of view, for the development of Amazon or more favorable places. When online shopping has affected People's Daily life, more people will change their views on this behavior in the past. Amazon does a good job

in policy and legal management, timely public relations to eliminate the impact of adverse factors, the future development is still considerable.

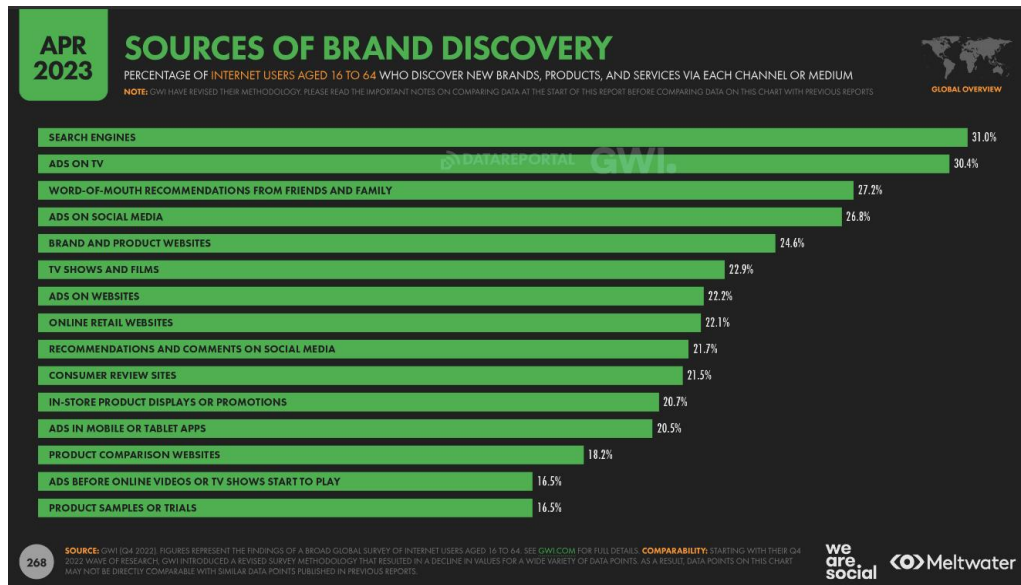
3. Main Findings

Amazon's marketing campaigns are effective, such as Black Friday and Cyber Monday. "Amazon's position as the second most popular video streaming service after Netflix with 150 million subscribers might be surprising"(Aisaaoui. F,& Elhazzam. M,2021). "However, Prime Video subscriptions are included with membership to Amazon Prime, which saw massive growth in usage during the pandemic" (Wallach, 2021). But it was actually the unexpected COVID-19 pandemic that solidified the foothold of digital streaming, with subscription services seeing massive growth over the last year.

"Consumers still view the holidays as the best time to score deals with 47% saying they wait specifically for Black Friday and Cyber Monday to make a big purchase"(Dani N, 2022). When interviewed among some Amazon shoppers, some of the answers from consumers can prove the validity."Typically, physical stores have always had an advantage over online retailers given the physical experience that the shopper can enjoy and which is usually difficult to imitate on the online platform "(Sunil, 2015). But Amazon seems to have overcome this natural weakness.

Digital channel marketing is becoming increasingly important. "A research shows that if you don't compete by maintaining quality online content to gain visibility within search engines and social networks, then you're missing out on opportunities to reach new customers.The importance of digital channels in influencing brand discovery is highlighted by this research from Global Web Insight published in the Datareportal April 2023 Global Snapshot report"(Dave Chaffey,2023). If sellers want to sell their goods on Amazon, they will have to pay more to buy a bid ranking and have to be "bundled" by Amazon.

Brands can influence consumer purchasing behavior. A successful brand can improve the consumer's decision to purchase a product or service and increase the company's sales. It can also increase the value of sales. A successful brand usually implies consumer recognition of the value and quality of the product or service; therefore, the company can dictate higher sales value and improve profits. "Brands have been considered as the second most important assets for a firm after customers"(Doyle, 2001).



Social media platforms have gained momentum recently and now allow consumers to buy directly from links on products seen in ads and videos. Consumers are also showing a growing interest in social shopping, and some social-media giants are poised to challenge Amazon's dominance in E-commerce. "Social media can also be a useful platform to reach foreign customers, facilitating the achievement of broader networking, image transfer ability and personal extensibility across international markets"(Okazaki and Taylor, 2013). Many Internet companies are constantly exploring profit models to maximize profits.

However, the more developed the regions are, the more diversified and convenient the forms will be, and the more backward the regions will need to improve the foundation. "There are marked differences between countries regarding their telecommunications"(Guillén, 2002). After all, no matter how diversified marketing methods are based on the Internet to carry out.

But Amazon still needs to sell physical things, so warehouse storage is a big problem. "Maintaining a warehouse full of products incurs high overhead costs, including rent, utilities, and insurance. In addition, holding the inventory can become outdated or damaged"(Unknown,2023).

4. Conclusion

Amazon splits the cost of its own advertising with sellers, but sellers sometimes have to accept it because Amazon has too much influence. Customers want a variety of products, and Amazon can meet their needs. They just need to input the demand, click and view the review, pay and wait for the goods to come to the door.

As an e-commerce, there are many disadvantages of E-commerce. But Amazon can solve these problems well. But be wary of emerging social media. Young people are more willing to try new things, so it is difficult to directly pay for advertising, and they must be more interested in things to stimulate their desire to buy.

5. Recommendations

Innovate platform marketing strategy

Innovation in brand strategy. Amazon should attach importance to the cooperative relationship with well-known brands in all walks of life, meet the brand needs of consumers, and establish a good Amazon brand image.

Innovation in goods and services. Amazon can strengthen the connection between Amazon and customers and gain the attention of new customers through online reading, raffles, and wish fulfillment.

Innovation of differentiation strategy. Amazon should comprehensively analyze the marketing strategies of other e-commerce platforms, formulate market expansion strategies with the control of high-quality and cheap goods as the primary task, improve Amazon's market share, and realize Amazon's expansion.

Innovate platform profit models

From the development of cross-border e-commerce market in the last three years, it can be seen that with the continuous improvement of people's income level, more consumers choose to buy imported goods on cross-border e-commerce platforms. China's free trade zone duty-free incentive policy has also promoted the transnational consumption of Chinese consumers. Amazon's e-commerce operation mode should organically integrate various marketing channels, combine brand products with newly promoted products, provide support for users to search for preferred products, and focus on smart products to improve Amazon's profitability.

Innovate the platform operation model

The innovation of Amazon's platform operation mode mainly includes the following two aspects:

- Build a high-quality database of the book industry. Amazon will maintain a different database of books sold in the book industry, while keeping the cost unchanged, and invest the profits in maintaining customers.

- Amazon should have a complete set of business operation mode and operation system, a complete data query method, and a flexible platform payment mechanism.

Improve core competitiveness

With the continuous expansion of Amazon, there are more and more consumers, and the lack of Amazon sales staff brings some problems to Amazon's commodity marketing. According to the survey, the number of people who visited Amazon's website from February 2018 to February 2019.

Up to 2.6 billion, with only 3 million or so consumers. If Amazon can expand the third-party sales team to a certain extent, it will play a good role in promoting Amazon's later development and operation.

Amazon should strictly control the quality of goods, ensure the good quality of goods, and ensure the high cost performance of goods, and implement all-round supervision on the sales of goods, so as to effectively improve Amazon's product marketing revenue and enhance its core competitiveness.

The rapid expansion of Amazon has cost the enterprise a lot of money, but the newly expanded business does not necessarily bring considerable profits to Amazon. On the contrary, it may reduce the operating income of Amazon and cause the backlog of goods, which is not conducive to the development of Amazon.

To sum up, through the analysis of Amazon's marketing strategy, it is concluded that the success of Amazon's marketing mainly depends on four factors: product quality, sales channels, reasonable prices and promotional activities. Therefore, Amazon should strictly select products, innovate product sales channels, set reasonable product prices, give full play to the role of product discounts and promotions, increase product sales, enhance customers' loyalty to Amazon, and strengthen the connection between customers and Amazon. Amazon has a large consumer base and a dominant position in international E-commerce development.

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