

MBA- GENERAL MANAGEMENT

DISSERTATION RESEARCH PROPOSAL

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PROGRAM LEADER- VASILIOS TAVLARIDIS

SUPERVISOR- HASTI CHITSAZAN

NAME- POOJA DEVI

STUDENT ID- 2227853

**TITLE- BLACK FRIDAY SALE STRATEGY OF AMAZON IN
UK**

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Introduction

Background

Basically, it is known that analysing Amazon's strategy in this marketplace is of utmost importance because Black Friday has emerged as a defining moment for the retail sector. Along with that, Amazon also uses its vast consumer database and market research to its advantage to compile a wide range of discounted goods, from clothing to gadgets (Gielens and Steenkamp 2019). Additionally, they use early advertising to entice clients with exclusive offers before to **Black Friday**. Additionally, "Amazon" uses cutting-edge marketing strategies like timers with countdowns and lightning bargains to generate interest and an impression of immediacy. The business offers an effortless internet store and speedy shipping solutions to further improve the buying experience, ensuring client happiness and loyalty.

Research aims and Objective

Aim

The research main aim for "Black Friday Sale Strategy of Amazon in the UK" entails examining the company's response to this yearly event, assessing its efficacy, and finding important elements contributing to its performance.

Objective

- To examine Amazon's pricing and advertising tactics for Black Friday throughout the UK and evaluate their effects on consumer behaviour.
- To determine the marketing strategies and advertising techniques used by Amazon to advertise Black Friday deals in the UK including their impact on consumer involvement.
- To identify the different opportunities used by Amazon for improving their business performance and consumer satisfaction.

Research Question

- What are the different factors, impact the consumer behaviour of Amazon during the Black Friday sales?
- What are the challenges faced by Amazon in the Black Friday sales in the UK?

- What are the different strategies used by Amazon to address the issues and increase their customer satisfaction?

Research Hypothesis

H0: Amazon Black Friday strategies do not fully impact the constant sales outcome of Amazon in the UK.

H1: Amazon Black Friday strategies significantly influenced the consumer behaviour and sales outcome in the UK marketplace.

Problem statement

The Problem statement of the study on Amazon's "***Black Friday Sale Strategy in the UK***" is to better understand the effects of its approach on consumer behavior during this important retail event. Along with that, it particularly seeks to look at “Amazon's Black Friday” price, marketing, and logistical difficulties. The purpose of the research is to ascertain the efficacy of these tactics and their consequences for consumer preferences, purchasing patterns, and general satisfaction. The optimisation of Black Friday plans and improvement of the purchasing experience with UK customers will both be aided by the identification of these characteristics for Amazon along with the larger e-commerce sector.

Structure of the Dissertation



Figure 1: Research structure

(Source: Self-created)

Literature Review

Analyse Amazon pricing and advertising tactics for Black Friday throughout the UK and evaluate their effects on consumer behaviour

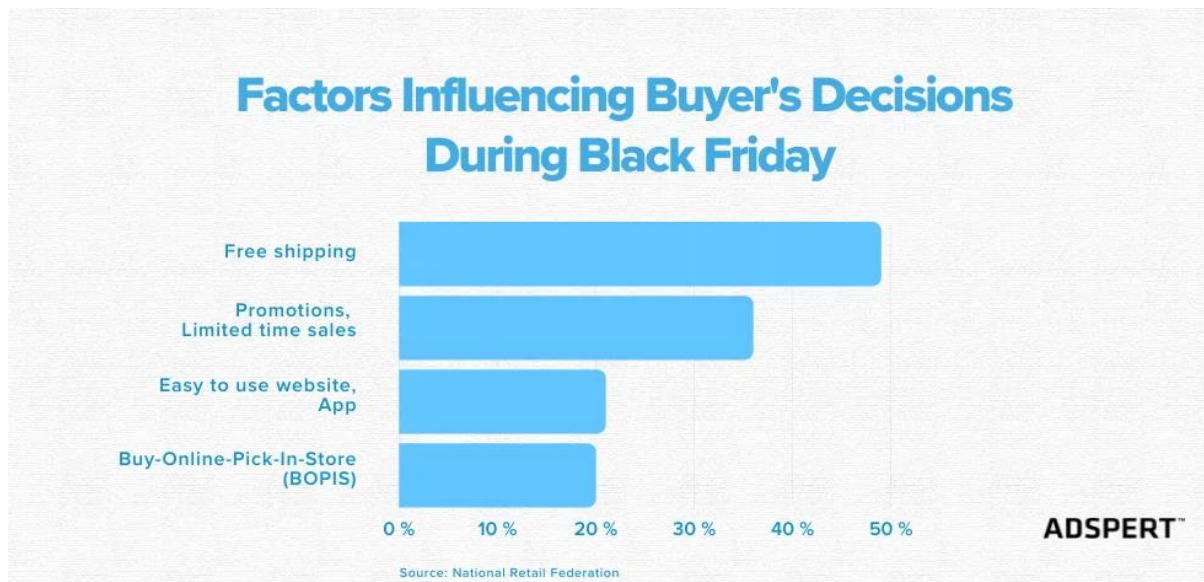


Figure 2: Factors Affecting Buyer Decision

(Sources: adspert.net, 2023)

The price and marketing efforts used by Amazon for “Black Friday in the UK” are diverse and have a significant impact on how consumers behave. It is also seen that, throughout Black Friday, “*Amazon*” uses dynamic pricing, offering one-day discounts and sales on a variety of goods (Cui *et al.* 2019). Utilising "lightning deals" that expire quickly induces a sense of immediacy in customers, encouraging them to make orders. These strategies are intended to promote impulsive purchases since customers are worried about losing out on such exclusive deals. Apart from that, another pillar of “Amazon's Black Friday approach” is marketing. The business uses a variety of marketing strategies, such as “email campaigns, social media promotions”, along with Alexa gadget integration to offer special discounts. These initiatives play a crucial role in raising attention and increasing visitors to Amazon's site around Black Friday.

Amazon mainly used Free Shipping strategy for improving their business sales during the “Black Friday sale” in the UK. The pricing and marketing strategies used by Amazon have a significant impact on consumer behaviour (Anshari *et al.* 2019). According to study, these

tactics boost the likelihood that customers will make impulsive purchases, due to the appeal of reduced goods. Although, the ease of online buying, together with Amazon's extensive marketing initiatives, motivates more customers to shop during Black Friday.

Challenges faced by Amazon during Black Friday sales

Amazon has a number of difficulties during the “Black Friday sales”, despite its enormous success.



Figure 4: Challenges faced by Amazon

(Sources: Self-created)

Demand Surge: The massive increase in client demand may put an impact on Amazon's network and operations (Reinartz *et al.* 2019). The number of orders may overwhelm the supplier network, making it logistically challenging to guarantee prompt delivery and sufficient stock levels.

Competition: Black Friday turns into a very competitive holiday, with lots of merchants providing tempting discounts. Amazon is under intense pressure to deliver the finest deals and reductions in order to preserve its competitive edge (Madhani 2020).

Pricing Pressure: Deep discounts might cause profit margins to shrink. Given that consumers have grown accustomed to receiving substantial discounts on “Black Friday”, Amazon confronts the difficulty of striking a balance between alluring deals and profitability.

Tech Glitches: Black Friday's heavy online traffic can cause the online store of Amazon to experience technical difficulties and unavailability (Flyverbom *et al.* 2019). A fluid online buying experience is crucial, and any technological difficulties may lead to lost sales and unhappy customers.

Consumer Expectations: It is a significant challenge to meet the higher client demands for quick shipment, a wide selection of products, and first-rate client service. Any alterations could lead to unfavourable comments and reputational harm.

Discussed about the strategies of Amazon to mitigate the issues and improved the Consumer satisfaction

In order to reduce problems and improve customer happiness during “the Black Friday sales event”, Amazon has devised a number of tactics.

Supply Chain Optimization:

To guarantee prompt shipment of products, Amazon makes significant investments in “supply chain management” (Lingyu *et al.* 2019). In order to satisfy the spike in buyer demand, they make use of an extensive system of fulfilment centres, apply statistical analysis, and even hire temporary workers, which decreases shipment delays and boosts client happiness.

Customer Feedback Integration:

Throughout “Black Friday”, Amazon carefully checks feedback from consumers (Li *et al.* 2020). They take care of problems very away, making sure that any unpleasant encounters are remedied. This dedication to attending to client issues raises trust and general satisfaction.

Transparency:

Regarding product availability, shipment estimates, and return procedures, Amazon offers clear and straightforward information. By managing customer demands, this openness lowers dissatisfaction and raises satisfaction.

Personalization:

Customer information is used by Amazon to provide tailored deals and suggestions for certain products (Lindecrantz *et al.* 2020). Clients are more inclined to identify pertinent deals and make pleasant buys as a result, improving their shopping experience.

Methodology

Research Philosophy

The proposed research paper will select **positivism research philosophy** in the process of conducting the study. Positivism is a research philosophy entrenched in the idea that knowledge can be accomplished through the scientific method and empirical observation. It focuses on emphasising measurability, objectivity, and the search for common laws governing social and natural phenomena (Newman and Gough, 2020). In the context of positivist research philosophy, the scholars focus on striving to remain neutral and detached, which is effective in minimising personal emotions and biases, with the aim of producing replicable and reliable results.

Positivist research generally implemented a deductive approach, where hypotheses are generally formulated based on the existing theories and then tested through methodical data collection and analysis. Quantitative methods, including experiments, surveys, and statistical techniques, are often focused on favouring positivist research due to their focus on generalizability and numerical data. This chosen philosophy is particularly fruitful in different fields, where the focus is to establish causal relationships, uncover patterns, and predict outcomes (Budianto, 2020). The idea of selecting positivist research philosophy can have different beneficial aspects that directly contribute to the succession of the researches but it may not fully capture the complexity of social interactions and human behaviour.

Research Approach

A **deductive research approach** is categorised by its logical and structured methodology that starts with a precise and well-defined theory or hypothesis, and then tests this specific

hypothesis through experiential data collection and observation. This particular approach is generally utilised in order to refute or confirm existing theories, which is effective in making it extremely suitable for quantitative research. The primary step in a deductive research approach is to successfully establish a clear research hypothesis or question based on existing concepts and theories (Snyder, 2019). Next, scholars focus on designing a data collection process and research method in order to gather relevant data. This data is then evaluated using statistical techniques in order to draw conclusions and test the hypothesis.

Moreover, the deductive approach is beneficial because it plays a huge role in delivering an organised and systematic way of advancing scientific knowledge by thoroughly testing existing theories. It focuses on offering better objectivity in research, and the results are often generalizable to extensive contexts or populations (Wohlin and Runeson, 2021). However, it can be considered very important to make sure that the research design focuses on aligning with the theory being tested and that the data collection process is cautiously planned to reduce bias.

Research Strategy

There are two kinds of research strategies that have a huge role in helping the research scholars to conduct the research in a step-by-step manner. Two kinds of research strategies are qualitative and quantitative research strategies. The proposed study will select the usefulness of **quantitative research strategy**. In the context of choosing quantitative research strategy, the research papers focus on gathering statistical information associated with the chosen topic, which plays a huge role in improving the effectiveness and reliability of the study (Wohlin and Runeson, 2021).

Quantitative strategies can be reliably applied across different situations, which is effective in making sure that similar criteria are utilised for decision-making in similar circumstances. Quantitative methods play a huge role in delivering a high level of accuracy and precision, which is effective in making it easier to estimate probabilities, quantify returns and risk, and evaluate the influence of several factors. Quantitative strategies are generally used in risk management, which can be considered effective in the process of allowing for the assessment of potential risks and the growth of strategies in order to mitigate them. Quantitative approaches also have a significant role in leveraging historical performance and data in order to inform decisions, which can directly lead to better-informed predictions and choices. Automation can be considered one of the key features of quantitative strategies (Patel and Patel, 2019). This

can directly result in improved efficiency in trading, data analysis, and other processes, as well as decreased human error. Quantitative strategies can be back tested on historical data in order to assess how they would have performed in the past. This can deliver insights into potential pitfalls and strategy effectiveness.

Data collection method

It is very important for the research papers to select the ideal data collection method in order to maintain the quality and authenticity of the study. The proposed study will consider the fruitfulness of selecting both **primary and secondary data collection methods** (Snyder, 2019). In the context of the primary data collection method, the proposed study will gather relevant information associated with the research topic by conducting an online survey among the customers of Amazon in order to identify the effectiveness of Amazon's black Friday sales in an efficient way. In this survey, 10 close-ended questionnaires will be asked to the participants in order to gather their diverse perspectives and thoughts on the chosen topic. The customers will be selected for the survey with the help of different social media platforms.

In the case of a secondary data collection system, the study will leverage the usefulness of different secondary data sources relevant to the topic. The secondary data sources that will be used in the process of executing the study are website articles, journals, reports, newspapers, books and more. It is also important to make sure that existing theories that will be selected in the proposed study are published within the last five years.

Ethical consideration

Ethics is one of the major factors that require to be maintained and followed in the period of executing the study. Maintaining ethics helps the research studies to complete the whole research within a specific time by limiting the chances of facing different uncertainties. The scholar should take permission from the authors before using their articles in the period of developing the study (Budianto, 2020). It is also crucial not to disclose the whole process of gathering data for maintaining the authenticity of the study. On the other hand, the scholar should also assure the survey's participants that their responses will only be used for developing that particular study.

Timetable

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Activity	1 st week	2 nd week	3 rd week	4 th week	5 th week	6 th week	7 th week	8 th week	9 th week	10 th week	11 th week	12 th week	13 th week	14 th week	15 th week
2																
3	Selection of research topic															
4	Aim and objective formation															
5	Literature review preparation															
6	Selection of research methods															
7	Data collection															
8	Data analysis															
9	Writing total project															
10	Submission															
11																
12																

Table 1: Gantt chart

(Source: By author)

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