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MODULE NAME - MANAGING MARKETING CHANGE

**ASSIGNMENT TITLE – The Impact of AI & Data Analytics on
Marketing Change at Amazon**

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Executive Summary

This report has critically assessed the marketing approach of Amazon in terms of a fast digital transformation, a surge of competition, and an enlargement of consumer demands in areas of sustainability and ethical behaviour. The analysis highlights the attributes of Amazon, like customer-centric, good application of data analytics and artificial intelligence, and an integrated marketing mix, as essentials that help it to lead the market and connect with customers. However, the analysis reveals that the company has serious flaws in the form of an excessive dependency on price-based competition, the lack of emotional connection with the brand, customer burnout due to constant promotions, and difficulties in conveying sustainability. According to these results, the report formulates realistic and achievable suggestions to strengthen the marketing strategy of Amazon, which entail a transition to value-based positioning, better brand narratives, better segmentation tools to reduce the overload of messages, and consistent integrated channel communication. Finally, the report confirms that, despite the high effectiveness of the marketing strategy used by Amazon, specific areas of improvement are needed to maintain competitiveness in the market and marketing performance in the long term.

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1. Introduction

The current report is a critique of the Amazon marketing strategy in a dynamic business environment. It researches the function and the importance of marketing, the effect and impact of the macro and micro environment, STP strategy, marketing mix, and communication instruments. The analysis evaluates the level at which Amazon gains a competitive edge and develops customer loyalty.

2. Task 1

2.1 Concept and importance of marketing

The concept of marketing is the planned knowledge of the customer's needs and then proceeds to satisfy the needs in a better way than others. It is inclusive of advertising, pricing, promotion, customer communication, and brand development (Liu *et al.*, 2021). The core activity of marketing is to win customers, ensure their retention, and business expansion.



Figure 1: Marketing Strategy at Amazon

(Source: Vollero *et al.*, 2023)

Marketing is a key to success at Amazon. The company invests heavily in marketing, especially online marketing, data analytics, recommendations, and management of customer relations. An example would be the use of customer information by Amazon to offer recommendations on products by previous searches and purchases (Vollero *et al.*, 2023). As a result, this would simplify and speed up the shopping experience, which subsequently increases sales and loyalty.

One of the strengths that can be noted about the marketing strategy formulated by Amazon is its strong differentiation. Amazon is not only an online store; it focuses on ease of doing business,

expedited delivery, affordability, and a massive range of goods (Jindal *et al.*, 2021). Additional services that customers can enjoy through Amazon, like Amazon Prime, free delivery, and stress-free return services, give Amazon competitive advantages and help with customer retention. Additionally, Amazon pioneered many other areas, such as massive e-commerce and suggesting systems accessible in the clouds.

However, there are some areas of weakness. The expenses incurred by Amazon are high due to its intensive investment in marketing and technology (Rikap, 2022). Also, it could be difficult to compete with larger sellers on the Amazon platform because of intensive price competition. Overall, marketing is of paramount importance to the success of Amazon. The skilful use of information, technology, and customer-based marketing has helped Amazon to become a leader in the world market (Tien, 2022). Even with such high spending, the marketing approach used by Amazon is incredibly powerful as it leads to the growth of the company and allows it to build customer loyalty.

2.2 Macro and Micro market

Macro Environment

Among macro environments (PESTLE), there is great pressure imposed by political and legal factors. Amazon is under strict control of governments due to the antitrust factor, the use of data, and healthy competition (Larsson, 2021). The laws like GDPR, CCPA, and others force Amazon to be mindful of gathering and using consumer data. Although this limits some marketing of stores, this also develops customer confidence, which is beneficial in the long-term loyalty.

Economic influences that put pressure on the marketing of Amazon are inflation and high delivery prices. In turn, Amazon is focusing its promotional efforts on the value-based sales, bargains, and the advantages of becoming a Prime member (Ologunebi *et al.*, 2024). This is a good strategy that helps in retaining customers, but it also lowers the margins of profit, which is a weakness.

Amazon is highly driven by social factors, including the issue of privacy and the demand to gain more convenience. Customers would want to use fast and fluid shopping, and at the same time, they would also want their information to stay safe (Miao *et al.*, 2023). Amazon partners this with its efforts to ensure that customers create easy shopping, fast delivery, and safe systems, which boost customer satisfaction and loyalty.

Technology, especially AI and machine learning, will be the essential change agent for Amazon. Amazon is using AI-based shopping (Alexa), personalised advertisements, and product

recommendations (Habil *et al.*, 2023). This offers Amazon a strong competitive strength and makes it easier to differentiate itself against its competitors. But the high dependence on technology is expensive and dangerous, especially when the systems experience failure.

The marketing of Amazon is also influenced by environmental factors. Eco-friendly practices are expected by the customers, so Amazon has to promote environmentally friendly packaging and climate ambitions (Kannan *et al.*, 2024). Although this improves the image of the brand, critics believe that there are activities that are used to promote rather than make changes to the environment.

Micro Environment



Figure 2: Amazon SWOT analysis

(Source: Munawar *et al.*, 2021)

The SWOT factors of Amazon have a serious impact on its strategy. Assured of the low price, convenient delivery services, and trust of their customers by their effectiveness, this company aims to focus on its strong brand, a large number of customers, and quality service delivery (Munawar *et al.*, 2021). Weaknesses, on the other hand, such as dependency on third-party sellers and data security, decide Amazon to invest more in the technological sphere, improve the regulations provided to sellers, and achieve better data protection. The opportunities, including the entry into the new market and offering new services promote the organisation to grow internationally and launch new products. Intense competition and regulatory forces are some of the threats that keep Amazon innovative, customer-oriented, and cost-effective.

2.3 STP strategy and marketing mix



Figure 3: Amazon's STP strategy

(Source: Amazon, 2025)

Amazon has a well-defined STP (Segmentation, Targeting, and Positioning) model that forms the basis of its marketing success quite strongly. The company divides the market mainly based on the needs of the customers, their income level and the purchasing behaviour (Kumar and Pande, 2021). As an example, it differentiates ordinary online buyers, Prime clients, E-commerce enterprise, and online content consumers. This segmentation is efficient as it will help Amazon to understand the different needs of various customers and offer to meet those (Ur Rahaman *et al.*, 2022). The segmentation is however very wide which adds more complexity and costs as serving many segments at a go requires massive investment in technology and logistics.

Amazon is aimed at a highly wide market, which includes not only low-income customers but also high-income ones; people and corporations. This is a successful mass targeting approach in gaining a high number of customers and increasing market share (Nesterenko *et al.*, 2023). At the same time, the company is engaged in focused targeting in the form of Amazon Prime, Amazon Business. This kind of a two-way strategy enables Amazon to focus on resources effectively and find the means of maintaining loyal customers (Mathew and Athishu, 2021). This has been a risk, but the danger is that with the broad targeting, the company will be exposed to increased competition and reduced profit to the company.

Regarding positioning, Amazon does so as the most convenient, reliable, and customer centered online platform. This is an effective and easy to understand positioning. This image is reinforced by fast delivery and competitive prices and a wide range of products creating competitive advantage to Amazon (Lai *et al.*, 2022). The positioning has managed to create trust, but increasing delivery services and complaints about services are likely to undermine the trust.

The marketing mix (the 7Ps) of Amazon is aligned with the overall strategy of the company. Its product portfolio is also incredibly broad to appeal to an extremely large variety of customers. The prices are competitive but this will decrease the profit orientations. Place is the most robust asset of the company, due to its worldwide online system and a well-developed logistic system (Shcherbakov and Silkina, 2021). Advertisement is highly virtual and information-based and is cost-effective and customized. The people, processes and physical evidence are concerned with speed, automation and reliability thus improving the customer experience. In general, the STP and marketing mix used by Amazon are very effective, but high expenses and competition remain the major challenges.

2.4 Communications media mix

The communications media mix at Amazon is generally suitable and efficient due to a high and diverse customer base. The digital platforms the company uses to reach the majority of people are its site, mobile application, email, push messages, search adverts, social media, and in-app marketing (Shcherbakov and Silkina, 2021). The suitability of these channels is that most of the customers of Amazon are online shoppers and smartphone users. The major pluses of this strategy are that the customer data is used to personalise messages, which enhances a better possibility of purchase and customer loyalty (Rane, 2023). This strategy also helps Amazon to control expenditure compared to the use of traditional methods of advertising.

However, there are some weaknesses. The overdependence of Amazon on online communication can exclude the less active online customers. Additionally, the number of emails and notifications may sometimes be annoying to the customers and reduce their involvement (Thomas *et al.*, 2022). In spite of these disadvantages, the strategy of communication as a whole strengthens the positioning of Amazon as a customer-centric and convenient enterprise.

2.5 Marketing metrics

Amazon measures its marketing performance with the use of specific metrics including web traffic, click rate, conversion rate, lifetime value of a customer, frequencies of buying and growth of Prime

membership. The reason why these metrics are suitable is that they directly indicate the customer behaviour and the business performance. Also, Amazon checks delivery time, client feedback and satisfaction ratings that help to correlate the marketing with service quality.

Amazon instils perfection and fine-tuning of its marketing strategy by employing both intensive data review and testing. It utilizes A/B testing, real time dashboards, and machine learning to take advantage of the most effective tactics and make changes as quickly as possible (Ridwan, 2025). This kind of strategy makes the marketing of Amazon highly effective. All in all, communication media mix and the use of metrics are very effective, but the excessiveness of digital messages form a slight threat.

3. Task 2

This section aims to present clear and rational conclusions that can be drawn from the critical analysis of Amazon's marketing strategy, as discussed in Task 1. It is not a section where new theories, data, and examples are presented. Rather, it recapitulates the effectiveness of the marketing efforts that Amazon has executed over the last several years, providing the company with a clear understanding of its prominent strengths, weaknesses, and strategic gaps, as identified during the previous analysis (Acuti *et al.*, 2022). The reason is that conclusions are founded on the application of customer-centric marketing, artificial intelligence, data analytics, and integrated marketing practices by Amazon in a diverse digital world. The task in question is rather an assessment of the effectiveness of the marketing strategy of Amazon in terms of contributing to the competitive edge, customer retention, and concentration on long-term sustainability, instead of merely outlining the current operations. The given conclusions give a clear connection to the strategic guidance, which is implied in Task 3.

3.1 Key Strengths of Amazon's Marketing Strategy

Among the most impactful inferences of the analysis, it can be concluded that the Amazon marketing process is very customer-oriented. Amazon has been keen to make customer needs the core of its marketing, which data and technology have helped to enhance convenience, relevance, and speed. Customised suggestions, personalised offers, and smooth shopping experiences are only a few of the examples of how Amazon uses customer data to help users improve satisfaction and save efforts (Agoro *et al.*, 2021). This approach to customers is further reinforced by the Prime ecosystem, which provides offers of additional benefits with respect to repeated use and loyalty. The segmentation, targeting, and positioning strategy used by Amazon is also very good. Amazon

uses mass customisation as opposed to a limited number of customers in a segment; it has been able to serve a broad and varied range of customers and still provide them with personalised experiences. Such a strategy helps Amazon cater to the demands of various consumer segments at the same time, such as customers who are budget-conscious, shoppers who subscribe online regularly, and premium subscribers.

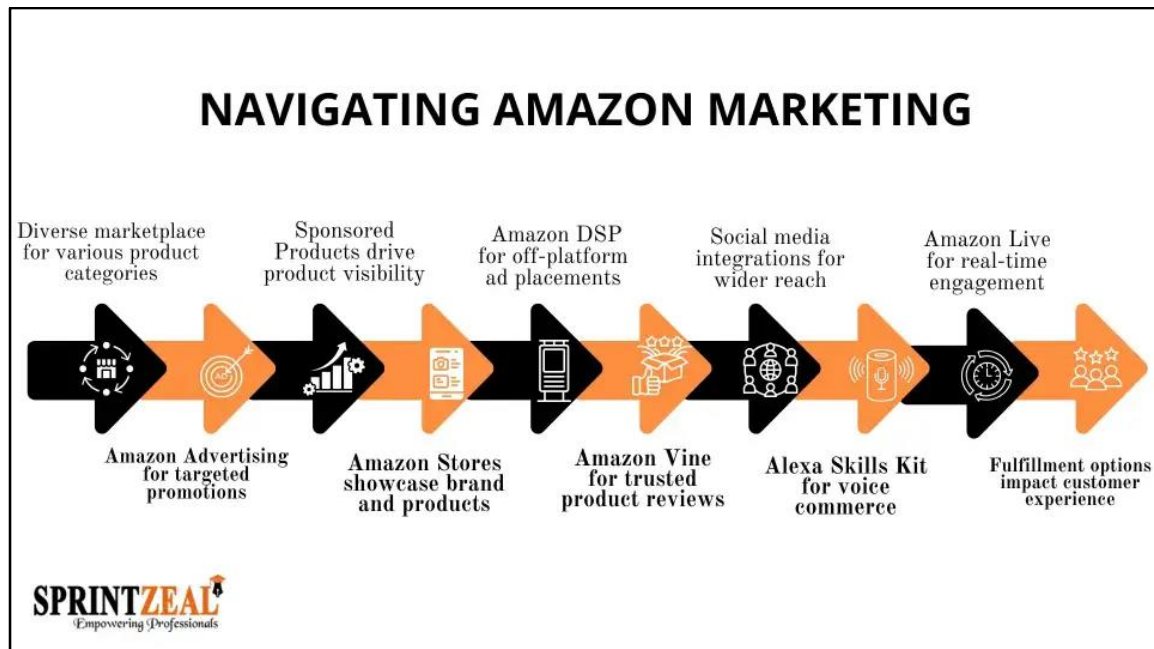


Figure 4: Amazon Marketing Strategy

(Source: Onggowidjojo and Ellitan, 2023)

The use of advanced data-based marketing and artificial intelligence is also another significant strength of Amazon. AI enhances decision-making in various marketing departments, such as product recommendation, pricing, time of promotion, and content provision. This will enable Amazon to constantly streamline its market strategy according to the customer behaviour and current market situation. The scale of operations of Amazon gives it a high operational advantage over many other competitors since it can easily test, measure, and adjust its marketing undertakings (Onggowidjojo and Ellitan, 2023). Brand-wise, Amazon has been able to develop a strong and steady brand image based on convenient delivery, at a competitive price, and fast delivery. This positioning is supported in all channels, such as its website, mobile applications, logistics, and channels of communication. The merging of the marketing mix, both online and offline touch

points, guarantees customer uniformity. All these strengths play a major role in the competitive advantage of Amazon.

3.2 Key Shortcomings and Strategic Limitations

Although it has a robust marketing strength, the analysis also reflects a number of critical weaknesses in the marketing policy of Amazon. The over-dependence of the company on price-based competition is one of the key limitations. Although low prices will appeal to the customers and boost sales volume, this will lower profitability and expose the brand to other competitors with similar prices and delivery conditions (Kurdhi *et al.*, 2023). In the long-term, intense price competition can undermine brand differentiation and diminish value perceived other than in the form of cost savings. Emotional storytelling of the brand is another weakness since Amazon does not use it extensively. The marketing communication by Amazon is much more about functional benefits, which include points like efficiency, speed and selection. Though it works well in motivating the transactions, this method is not always perceived to bring about strong emotional bonds with the customers.

Another problem that is developing is customer fatigue. The constant message of promoting, notifications, and targeting may bombard the customers, diminishing the effectiveness of marketing messages. Even though such tactics might have short-term outcome achievement, there is a possibility that long-term participation will be decreased when such marketing is seen as intrusive or limiting by the customers. Sustainability issues and perception of ethics are also challenges that constrain the effectiveness of marketing performed by Amazon (Sakala, 2024). Although the company has made such efforts towards sustainability and responsible practices, its marketing messages in the given sphere are not always clear and convincing. Due to the growing regulatory pressure, publicity, and consumer knowledge on the issue of ethics, suspect or vague communication may harm trust.

3.3 Overall Effectiveness of Amazon's Marketing Strategy

In general, the changes in the marketing strategy of the company can be discussed as effective in the modern market conditions. The plan is in line with the market situation of the need to be convenient, fast, and digitally accessible. The organisation of Amazon has vast organisational resources such as technological infrastructure and data capabilities, as well as a proficient workforce, which contribute to the effective implementation of its marketing efforts (Kuandykov, 2021). The marketing strategy of Amazon is well formulated in relation to scalability. The

analytics and machine processes enable the company to grow its markets and customer groups, and by doing so, do not create insurmountable complexity. This renders the strategy appropriate in terms of further expansion in international and extremely competitive settings.

Nevertheless, even though the strategy is effective and can be scaled, its differentiation is becoming more pressured. Numerous other competitors are following suit and implementing the same technologies and delivery standards, which diminishes the functional benefits that Amazon has (Lai *et al.*, 2022). This leaves questions as to the defensibility of the strategy in the long term, in case the emotional branding, trust, and sustainability become more relevant decision factors to consumers. The strategy of Amazon has strengths and threats, as far as long-term sustainability is concerned. Lastly, the marketing strategy of Amazon is characterised by a high level of customer orientation, the progressive utilisation of data and AI, and an appropriate combination of the marketing mix, which helps to achieve competitive advantage and market leadership on the market. Nevertheless, excessive use of price, lack of emotional involvement, and difficulty in communicating sustainability determine valuable gaps in strategy presence. These findings define it as the evident necessity of specific improvements, the enhancements which are discussed in Task3.

4. Task 3

Task 3 is aimed at suggesting effective and justifiable suggestions that can improve the marketing approach of Amazon. All of these recommendations are based on the conclusions made in Task 2, or more precisely, the established weaknesses that can be linked to the over-dependence on the price war, the lack of emotional involvement, difficulties in communicating sustainability, and growing customer fatigue. It is not aimed at transforming the overall marketing strategy at Amazon but making it more consistent and stronger, thus guaranteeing its competitiveness and sustainability in the long term (Onggowidjojo and Ellitan, 2023). The logic is systematic, just like the SOSTAC model, which assumes the prevailing situation, comes up with precise goals, designs appropriate strategies, states implementation strategies, and control mechanisms. The recommendations are all feasible and can be met within the boundaries of the resources and capabilities that Amazon presently has.

4.1 Situation Analysis

In the conclusions of task 2, it is mentioned that Amazon functions in an immensely competitive and digitally clogged context. Price and delivery speed, as well as technological ability, are slowly

equalling the strengths of Amazon, therefore reducing the distinctiveness of its functional advantage. At the same time, the increasing social interest in the aspects of sustainability, ethical business approaches, and data privacy also places further stress on Amazon's marketing strategy. Amazon is highly data-driven, and automation has made its operations more efficient, but has led to losing emotional appeal with the customers, creating an impression of excessive artificial communication (Owusu-Berko, 2025). Frequent messaging and customer engagement are also problematic because, commonly, the degree of customer engagement becomes tired, and efforts to diminish the impact of overly frequent promotions and communications decrease customer loyalty. Such external and internal circumstances prove the need to make the marketing strategy more balanced, which would remain efficient but enhance emotional bond, confidence, and brand sense.

4.2 Strategic Marketing Objectives

According to the identified situation, the marketing strategy of Amazon needs to engage in several clear objectives. One of the key goals is to make the feelings of customers more engaged by a more humanised and purpose-oriented brand image, thus making the relationships with customers go beyond a transactional, price-sensitive interaction (Kerschbaum, 2025). The other goal is to enhance societal perception of the sustainability and ethical conduct of Amazon through better and consistent communication. It is also necessary to enhance customer loyalty in the long run, especially due to the decrease in the use of discounts and incentives based on prices.

4.3 Recommended Marketing Strategies

To mitigate the aforementioned weaknesses observed in Task 2, Amazon would need to steadily change its marketing focus from a price-based marketing to a value-based position. Although price competitiveness will continue to be a factor of importance, there is a need to put more emphasis on the total value that Amazon provides, which includes convenience, reliability, innovation, and customer care. This change will decrease the threats of price-based competition and brand differentiation. The second important strategy is to fortify the brand storytelling that will focus on purpose and sustainability (Campbell, 2020). Amazon will need to articulate its idea of environmental and social efforts in a clearer, more consistent manner that uses clear and easily relatable languages showcasing a tangible change and not a technical one. Such a strategy will contribute to developing trust and strengthening emotional engagement, especially in the group of consumers who appreciate ethical and responsible brands.

The third key approach is to improve the segmentation by engaging more behavioural and psychographic information as opposed to the use of transactional information. Knowing what customers are motivated, valued, and how they want to see things, Amazon will be able to send more intentional and less frequent marketing messages, customer fatigue will be lower, and, hopefully, engagement will be better without any increase in the level of promotional efforts (Wardana *et al.*, 2023). Lastly, the corporate brand of Amazon needs to be better synchronized with its Omni channel; despite the company's presence on several platforms in general, communication can be haphazard or even excessively business-like at times.



Figure 5: 4Ps of Amazon's marketing strategy

(Source: Akbari and Bigdeli, 2022)

4.4 Tactical Implementation

The strategies are applicable with the help of a number of operative measures. Amazon needs to reconsider the content of the provided messages to make sure that there are more brand-building messages and fewer promotional ones. Online platforms, including the Amazon site, application, and communications with Prime, can be used in order to promote the stories about customer experiences, sustainability, and innovation (Akbari and Bigdeli, 2022). Data and analytics are supposed to be on top of targeting, although restrictions are imposed on frequent correspondence to prevent over-communication. It is possible to test various message styles and formats using AI tools, which are relevant without intrusion.

4.5 Control and Measurement

Amazon ought to use both performance-based and perception-based measures in order to assess the effectiveness of these recommendations. Customer lifetime value has the option to show increases in long-term loyalty, other than the price incentives. The improvement in content and fatigue might be evaluated by the level of engagement in the digital channels. Changes in emotional connection and credibility of sustainability can be tested using brand perception and clues of trust.

4.6 Feasibility and Risk Considerations

Amazon can easily implement the proposed recommendations as it is well-established in terms of its financial position, sophisticated technological infrastructure, and data capabilities. The majority of activities are also refinements of the existing systems, but not significant investments. Efforts to automate marketing teams with creativity and resistance to change are some of the potential risks. It is possible to cope with these risks by means of communication, training, and implementation. Finally, these recommendations will consider the major weaknesses that are identified in Amazon's marketing strategy, and they will build on its strengths (Amiri and Vida, 2023). Ensuring greater emotional connectivity and sustainable communication, as well as less dependence on price-based competition, can also help Amazon to be more competitive and effective in marketing in a fast-evolving environment.

5. Conclusion

In conclusion, it can be stated that the marketing process of Amazon is very efficient in creating differentiation, competitive relationships, and strong customer loyalty. It is founded on its customer-focused strategy, the implementation of high-level technologies, and statistics-based decision-making, which are the reasons for its success. However, high prices, legal demands, and stiff competition are also critical factors that Amazon should deal with wisely.

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