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BMMB7012
MARKETING MANAGEMENT OF AMAZON

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Executive Summary

The proposed study evaluates the current marketing activities of Amazon and provides potential solutions to the company's problems regarding marketing. Evaluate the resources of the company, it is found that the company has a vast virtual presence with a variety of products and services available as competitive resources. Amazon facing issues with successfully implement its marketing strategy for facing issues with GDPR. Company has also involved with controversial practice like not to provide tax and sharing data with third party. The present study consists of the analysis of the marketing matrix of Amazon. The marketing strategies implemented by the organisation to enhance the customer reach are mentioned in this study.

Introduction

Marketing is the process of promoting and selling products through the process of marketing research and advertising. The proposed report evaluates the current marketing strategies of Amazon based on several contemporary marketing issues and challenges evaluated earlier. The proposed study primarily concerns Amazon's current marketing activities through the evaluation of the company's marketing concerts, its current resources, the supporting internal and external environment, the consideration of target markets, choice of media and the concern of measuring success in the process. The proposed evaluation further concludes upon the current practices of Amazon in marketing and draws relevant recommendations for further improvement of the organisation's operations.

Task 1: Amazon's marketing activity

1.1 Concept, resources and Importance of Marketing in Amazon

Marketing can be defined as a philosophy that guides a company towards promoting and selling efforts for their products and services accounting for customer satisfaction and profit generation. The concept of marketing of any organisation rests on four main pillars including *target market, integrated marketing, customer needs and company profitability* (Goldmann, 2019). The importance of marketing for any business can be concerned with effective customer engagement, building and maintaining reputation, building relationships between customers and business, boosting sales, staying competitive and relevant and making informed decisions. In the case of Amazon, the company images their customers with online shopping, streaming and social media interactions (Vithayathil, 2020). Thus, the company can maintain multichannel marketing communication with the customers while building and maintaining a reputation.

Apart from the end of the customers, marketing also has importance regarding boosting company operations, maintaining relevance, and competence. In this case, Amazon uses their resources to invent new processes and areas of service to ensure *productivity*, the company *insist on the highest standards* and create an *internal bias for actions* to ensure company competency and relevance in the market (Aboutamazon.com, 2023). Amazon operates completely online to create promotional strategies and tactics to help market and sell more products to ensure competency in the market.

Products and services are the most important resources of a company, selling which is the company's main goal for profitability. Amazon ventures into providing five main categories of products and services ³ including *Amazon stores, devices and services, web services, delivery and logistics, and entertainment*. The resources of Amazon stores are vast and consist of general retail store products including *electronics, groceries and all manner of regular shopping materials*. Amazon's device services include company-developed devices such as *Echo, Fire TV, Fire Tablets, and more*. Their web services include *200+ cloud-featured operations*. Their entertainment services include *Prime Video, Amazon Originals, Audible, Amazon Music, Twitch, and more* (Aboutamazon.com, 2023). All these available resources are based on the company's dynamic pricing strategy.

Other than that Amazon's promotional resources include both social and conventional media presence and implementation of resources such as *cost-per-click* (CPC) products. Amazon mostly uses their Facebook resources to market products, highlight deals and share community content (Advertising.amazon.com, 2023). Its most important resource is its *online store* through which the company operates most of their global sales.

1.2 Macro and micro marketing environment

⁶ PESTLE Analysis

Political	• Political stability and absence of violence were reported as 77.36% in 2021 (Tradingeconomics, 2023) • Corruption rate in recorded as 81.30 points as an average ion between 1995-2022 (Tradingeconomics, 2023) • The new corporate Tax rate in the UK is 25% from 2023
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Economic	• The GDP of the UK is 7.5% and it is estimated that an unrevised increase of 0.1% in the first quarter of 2023 (ons.gov, 2023) • The unemployment rate was recorded as 4.0% where 1.37 million aged 16+ are unemployed (parliament, 2023). This portrays an increase of 0.1%. • “Consumer price inflation rate” kept steady at 8.7% in may 2023 (tradingeconomics, 2023)
Socio-Culture	• 17.66% of people are between 0-14 years, and 63.42% lie between 16-64 years and 18.92% are over 65-year (Statista, 2023). • The annual earning of full-time employees in the UK is 33,000 British pounds (Statista, 2023). • Alzheimer's and Dementia remain the major cause of death in women and the third highest for men (gov.uk, 2023).
Technology	• According to data from 2021, 82% of the total population buys at least one online product (trade, 2022). • Almost a quarter of the UK population uses AI whereas 4 million people used it for work (theguardian, 2023).The • The UK has recorded an investment of 89.5 billion in tech in 2021 (great.gov, 2023, Technology).

Ecological	• Almost 97% of UK homes are affected by air pollution with regard to WHO guidelines (theguardian, 2022). • A Statista report portrays almost 34.4% of UK respondents buying eco-friendly products regularly (Statista, 2021). • Every company needs to comply with rules like an accurate description of the product, truthful, decent, honest, and socially responsible (gov, 2023).
Legal	• Every organisation needs to maintain the “Health and safety act 1974” for prioritising workers' occupational safety (hse.gov, 2023) • In “Data protection act 2018”, the company needs to comply “General data protection regulation” (gov, 2023) • “Consumer rights act 2015,” allows benefits to customers to protect their rights like the right to reject (legislation, 2023).

Table 1: PESTLE Analysis

Analysis

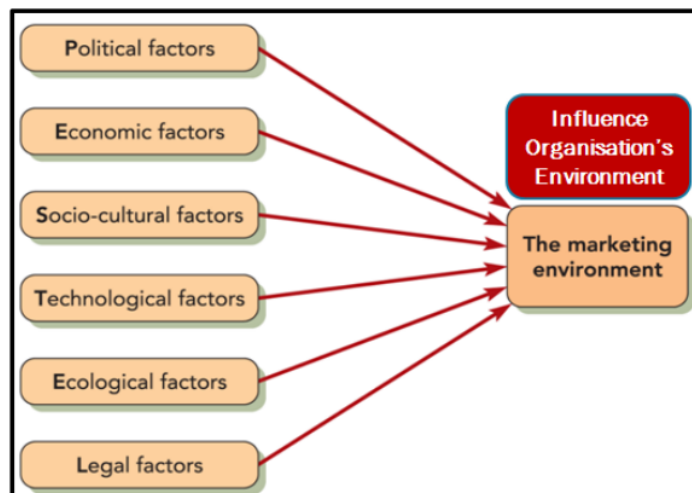


Figure 1: Six Aspects of PESTLE

(Source: Week-3 Marketing environment, Slide-7)

Pestle analysis assists in understanding external factors from different aspects and the way it is going to influence a company's decision-making and shaping strategy. Political stability plays a big part in determining whether a particular place is suitable for business or not. High political stability like the UK denotes a lack of violence and business operations can be done smoothly. Instability in political factors can raise concern for investors, which creates challenges for raising capital. In such a position, a high corporate tax could cut a huge amount of profit margin for a company in the UK (Economietimes, 2020). In addition, a high inflation rate is also a concern for Amazon as it affects every aspect of business where the company has to think twice before expanding (Forbes, 2023). An employment rate will assist Amazon in not going low on labour. The majority of the UK population fall under the age of 16-64, which denotes a positive environment for manifest online business.

A positive point for Amazon doing business in the UK is as the government invests a huge amount in technology that facilitates marketing procedures. However, GDPR is the main issue for Amazon in marketing the UK as it protects personal data. Amazon is no longer available to access personal data and marketers of Amazon are not able to display personalised products based on preferences. In addition, "The customer rights act 2015" bestows rights to the customer on their personal data, which makes the marketing strategy of Amazon challenging.

SWOT Analysis

Strengths	Weaknesses
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• Amazon has a strong brand image being an e-commerce giant • According to data from 2022, Amazon ranked in 3rd position with a brand value of 274 million dollars (Interbrand, 2023) • Amazon uses pseudonymized information to display interest-based ads and AWS is used to protect data accompanied with 500+ data protection features (Amazon, 2023). • Amazon has increased its minimum pay by 15 dollars hourly	• Online retail business has become extremely common hence it can be imitable • Amazon falls into a controversy regarding not paying for two consecutive years, a tax credit of 7.7 million pounds (Theguardian, 2023) • Amazon involves in the unfair trade of data that increases legal risk • Amazon share customer's personal information with third-party
Opportunities	Threats
• Amazon can reach a wide range of customers by expanding to new markets like Cuba, Iran • Amazon plan to enter into a crypto market where client get crypto as a payment option (Amazon, 2023) • Amazon plan to invest 150 million dollars in underrepresented entrepreneurs as a venture capital fund (Aboutamazon, 2022).	• UK's government regulation (GDPR) of the data privacy act is a big threat (gov, 2023) • Cybercrime is a big threat to Amazon • Walmart and eBay are two major aggressive competitors

Table 2: SWOT Analysis

Analysis

Amazon possesses a strong brand impact, which helps to increase its reach in a new market in less amount of time. However, its online business structure is easily inimitable and its controversial situation makes a detrimental impression on consumers. In order to tackle unforeseen challenges Amazon invests in new ventures. Additionally, it expands to business

in the Brazil market, which might create 1,500 direct jobs (Economic times, 2020). However, GDPR creates a hard situation for Amazon where it cannot collect the personal data of customers, which hampers its marketing strategy. In addition, due to its involvement in unfair trade, a change in customer behaviour can be seen. Customers might be reluctant to share their personal information, and Amazon faces trouble displaying products of personal preferences. However, Amazon tries to tackle this situation using AWS where 500+ data protection features are present to comply with GDPR while working with customer data.

1.3 Target markets

The target market refers to the group of consumers who purchase the products or services provided by the company. The target market of the company consists of the audience who are sharing a common requirement that is identified by the company (MBA Marketing management BMMB7012- lecture note Week 6, Slide 15). The target market of Amazon is huge and global as the company is spread over various locations worldwide. The total customer base of Amazon consists of 10 billion users and in B2B business the company accounts for about 1 million customers (Amazon, 2022). The target customers of Amazon consist of millennial and young adults, millennial, and housewives.

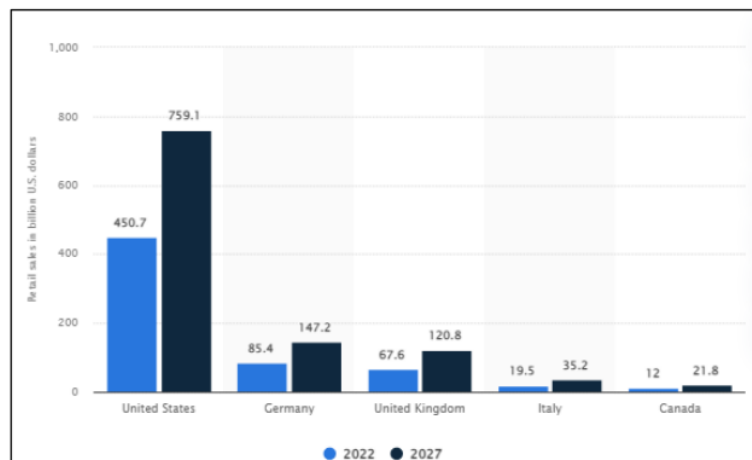


Figure 2: Retail sales of Amazon in leading markets

(Source: Statista, 2023)

The market share of Amazon is expected to explode by the year 2027. As per the above graph, the market share of Amazon is in the United Kingdom which will reach 120.8 billion dollars by the year 2027. On the other hand, the present revenue collection from the target market in the UK is 67.6 billion dollars.

Market segmentation

The company targets the consumer as per the age group. They have split the age group into 35 to 44 and the age group 55 to 64. The marketing of household items and kitchen appliances, as well as fashion products, targets married women in the selected market.



Figure 3: STP Map of Amazon

Targeting

The company targets the millennial by marketing trendy products and technological gadgets. As per the opinion of Paul (2019), the distribution channel is dependent on the target market that provides accessibility to the consumers. Most of the target audience of the company is millennial however a large portion of the older population is using the platform. The target market of Amazon is present worldwide and consists of customers with an average age of 37 (BBC, 2023). The business operation of the company targets a wide range of customers in the target market.

Differentiation

The product differentiation of Amazon helps the company to achieve a huge customer network by using pricing strategies. Amazon has more than 310 million consumers in the target market across the globe (Amazon, 2023). The difference in the product helps the company to reach more customers. As per the report of Zhu and Gao (2019), the information about their view of the customers on the purchasing of the product, requirement and value of the products within the target market help the company.

Positioning

The huge consumer base of the company is targeted by the company as per their requirement. The marketing of the product of the company by using social media has less impact on the older population in the target market; on the other hand, it attracts new customers. The customer-centric approach of the company helps it to hold a good position in the competitive market (Amazon, 2023). The identification of the requirement of the products as per the age group of the target customers helps the company to develop in the competitive global market.

Marketing mix

Product	Retail goods, Amazon Web Services (AWS)
Price	Market-oriented pricing strategy
Place	UK
People	61,910 employees of different roles and responsibilities (Statista, 2023)

Table 3: Marketing mix

(Source: Self-Created)

The product developed by the company is mainly based on the demand of ⁹ the target customers of the company. The product developed by the company included different retail goods and Amazon Web Services (AWS). Market-oriented pricing includes the identification of the pricing of similar products in the target market (Amazon, 2023). The overall employee count within the UK market is approximately 61,910 employees. Each employee is assigned different job roles and responsibilities to enhance the performance of the company.

1.4 Selection of Media

⁸ The implication of social media marketing plays a vital role in the development of the business in the global market. The implication of digital marketing, like Google advertisements, and Face book ads as well as direct marketing like print media is responsible for the long-term relationship with potential customers (MBA Marketing Management Bmmb 7012- lecture note page 21). The marketing of the product is executed through the use of social media to help the company to reach a large population. As per the report of Rahe *et al.* (2021), this helps them to promote their product among a huge range of customers. The key

channel of marketing the product of Amazon is through the use of different social media platforms including Facebook, Instagram and Twitter.

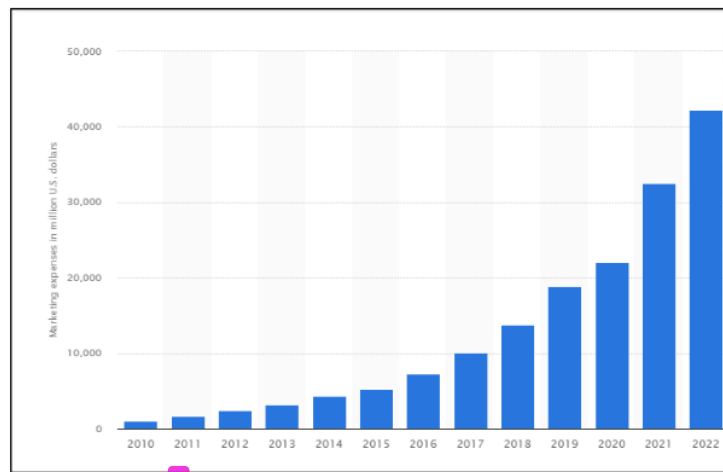


Figure 4: Marketing costs of Amazon from 2010 to 2022

(Source: Statista, 2023)

The media advertisement increased the growth of the company as it is mentioned in the above graph. The spending on media advertisements in the year 2020 was 10.9 million dollars. Detailed information about the product on the social media platform such as the company profile on Facebook and Instagram has an impact on the brand image. The cost per leading measures of the company is highly dependent on the monitoring of the performance of the social media platforms in the marketing of the products (MBA MARKETING MANAGEMENT BMMB7012- lecture note week 9- page 33). Product promotion on the digital platform helps the company to reach new audiences. An increase in the number of followers on the social media platform Amazon indicates an increase in the engagement of the customer (Forbes, 2022). The increase in customer engagement is due to the implication of the influencer program and increase in the brand advertisement post.

1.5 Measuring Success

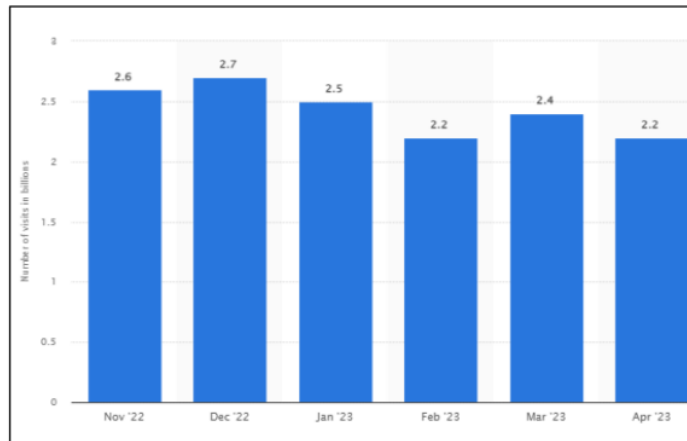


Figure 5: Visits to Amazon's website from November 2022 to April 2023

(Source: Statista, 2023)

The product campaign developed by Amazon is mainly based on the demand of the customers. The conversion rate of Amazon in the year 2022 was higher in the UK which is 13.3 % higher. The company invested in an online advertisement campaign to promote the product to the target market. Attractive offers like free gift cards help Amazon to increase its website reach (Wood, 2023). The rate of organic web trafficking by Amazon is down as of April 2023 nearly 2.2 billion web visits on the other hand in 2022 it was approx 2.6 billion web visits. The company tries to implement digital marketing strategies based on the needs of the market. The marketing strategies of the company were effective as it has a positive impact on the conversion rate of the company. The marketing of the product of Amazon by identifying the demands of the target consumer will help the company to control marketing by increasing the web visit.

Task 2: Conclusion on addressing shortcomings

The report concludes the shortcomings that are faced by Amazon in its marketing strategy. Amazon has targeted its customers based on age group where it split targeted customers into two different age categories such as 35-44 and 55-64. The average group age of Amazon's customers is considered 37, which means this group of people is well aware of data privacy. The introduction of GDPR restricts the marketing strategy of Amazon to a certain extent where Amazon cannot use the personal data of customers without prior reason. Additionally, most of the target customers of Amazon have detailed knowledge of technology and the detrimental way their data can be used. Henceforth, Customers take advantage of "The consumer rights act 2015" to protect their personal data

Amazon makes changes in its data protection and privacy plan that adhere to GDPR and customers can rest assured regarding their personal data. Amazon makes improvements in its existing AWS for better protection of data and it introduces new features to a robust data protection system. However, the marketing strategy faces huge obstacles where it is unable to portray interest-based suggestions due to changes in customer behaviour and strict regulation. Different online platforms use to run advertisements and campaigns where the conversion rate increased by 13.3% in 2022. Market-oriented pricing strategy is used by Amazon, which assists in dominating the local market. Additionally, give discounts and rewards during shopping works better as a marketing strategy and increases sales.

Task 3: Recommendation for improvement of marketing strategy

Exclude data sharing with customers: Most of the customers of Amazon are tech-savvy people, which is why they are well aware of privacy. Many people are safety concerned about the way their data is going to be used. However, the decision of Amazon might greatly affect customer retention. Amazon has depicted, they can share the personal information of customers with third parties (Amazon, 2023). Such decisions bring vulnerability to customer data and influence breaches of sensitive information. Henceforth, Amazon might be considered the policy taken by eBay not to share personal information with third parties without proper consent (Ebayinc, 2023). It creates a positive sense and greater trust in the mind of customers for Amazon, which leads to greater productivity.

Contextual advertising: The main issue that is faced by Amazon during implementing a marketing strategy is the interest-based display of products. Amazon is doing great to hook customers by adopting such a strategy; however, GDPR becomes a huge obstacle. In order to tackle such issues Amazon can consider Contextual advertising as an alternative way that does not need the personal information of customers. Contextual advertising mainly denotes the practice of showing advertisements based on the content of the page. Machine learning techniques are used machine learning technology to deliver targeted ads without being heavily dependent on personal data. For instance, Walmart used “Micro-contextual targeting” to select relevant categories for the adviser. Advertisements are displayed in the product and sub-product category in terms of Data-driven contextual recommendation (Walmartconnect, 2023). In that way, Amazon is able to display interest-based products and stay connected to customers by complying with GDPR.

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Appendix-1: Minimum pay increase by Amazon



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