

“Customer Persona Profile”

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Company Overview

The aim of this report is to examine consumer behavior for an online product and service by selecting several research methods, analyzing customer lifecycle and developing a customer persona. Been an employee of Amazon for several years, I have worked across different sites of Amazon and gained a huge amount of customer service experience. Amazon is an E-commerce giant based in the US. The company provides a variety of products with shipping services worldwide. Alongside this, Amazon also offers many online products and services such as web services, cloud computing, eBooks, Video streaming etc. (Amazon, 2025)

Product Overview

The online product I am going to examine from the customer's point of view is Amazon prime. It is a subscription-based service offered by Amazon that provides a variety of benefits to its customers, such as free shipping and return, streaming video and music, and exclusive discounts on ranges of items. Amazon Prime was first introduced in 2005 as a free 2-way shipping service for Prime members. Currently, Amazon Prime holds over 200 million members across the world. The standard membership cost is \$12.99 monthly or \$119 annually. It also has a lower price solely for college students. Students get the first 6-month free membership, followed by \$6.49 monthly. (Amazon, 2025)

Mission

Amazon strives to offer its customers the lowest possible prices, the best available selection and the utmost convenience.

Vision

To be the earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

Insights

The Amazon mission statement reflects three elements that have made them loved by millions of customers, such as low prices, huge selection and incredible convenience. Amazon vision brings them together into a unified goal.

Customer Behavior Research

The study of customer behavior determines how a customer behaves while deciding to buy a product that satisfies his or her needs. It also helps determining the motive behind buying and using a product. Moreover, it helps marketers to understand the preferences of customers. (Ducere, 2024) Consumer behavior research focuses on studying consumer actions and identifying their motives. There are two types of research methods commonly used such as quantitative and qualitative. Qualitative methods include, Focus groups, In-Depth interviews, Observation, Ethnography, Projective techniques. Quantitative Methods includes Survey research, Experiments, Physiological measures, Panel and scanner data. The source of information can be Primary and Secondary. The B2C research deals with a large sample which makes research work less skewed and more reliable. B2C research is solely consumer oriented to understand the perspective of individuals purchase decision making process. B2C research also focuses on building the relationship with customers and making them loyal to the brand. (Ashman, 2015) I would use Interview and Secondary sources such as search engine to understand customer behavior of Amazon prime subscription service. There are numerous factors affecting E-commerce consumer purchase behavior. These include psychological, social and personal. According to the Amazon marketing manager consumer behaviors varies depending on the factors like consumer social class and subculture. Therefore, Amazon designs products and services bearing in mind the differences among the groups. More importantly, Amazon is a well-established company with plenty of data available on search engines. Moreover, there is a plethora of research already have been conducted on the Amazon. An Interview process would help me to decide on individual purchase behavior towards Amazon prime. Social factors comprise family, status, and reference group. Here, the decisions of the consumer are influenced strongly by the opinion of others, changing lifestyles, and role. These factors reflect the changing shape of the market. Amazon is trying to match up with emerging lifestyle and is now offering products based on the social status of people (Lysonski, 2013) . Apart from this, consumer's attitude, perception, age, personality, etc., shape the brand image. Amazon has successfully matched its marketing strategy in accordance with the aforementioned factors.

Customer Lifecycle Analysis

Customer lifecycle starts from becoming aware of a product to settle as a long-term customer. The whole process goes through five stages such as reach, acquisition, conversion, retention and loyalty. (Amaresan, 2024) When I worked as a customer service representative, I realized it is not just a one-time transaction but building up a long-term relationship. Amazon started to use Customer Journey Analytics which helps sellers spot trends and pain points at each stage of the customer journey so they can create strategies to optimize the shopping experience and improve conversions. (Amazon, 2024) This tool maps an end-to-end view of the customer journey, from awareness to purchase and becoming a loyal member. This also helps sellers to understand and more significantly engage with the high-intent consumers. Customer Journey Analytics provides sellers with a centralized view of customer behavior metrics which includes detail page views, review engagement, add-to-carts, search and conversion to purchase. Amazon also launched Brand Tailored Promotions and Customer Loyalty Analytics last year to examine purchase patterns of the customers and offer tailored products and services to enhance overall customer lifetime value. Let's work through different stages of customer lifecycle with Amazon subscription services.

Reach

In this stage customer become aware of a product and start looking for different options. Customers tend to compare the products, carrying out necessary searches and more often read reviews. Amazon uses online promotions through ads, investing a huge amount of money to boost products at the top of the search engine.

Acquisition

Once the customers find out the product on your site, they officially entered the acquisition stage. But the company needs to create some interest with the aim of gaining trust and building relationships with potential customers. Amazon listed all the options and information, through its website, to attract the customer. At this point webpage promotes some benefits of prime membership.

Conversion

In this stage, customers get all the necessary information and make their mind to go for a purchase. When it comes to checkout stage, Amazon Prime offers additional value such as Free two-way shipping, Free next day delivery, Free streaming services, Free music, Free

access to Online reading, Free photos and wordbook. This ultimately convinces customers to subscribe for a long-term service. Alongside other Prime subscribers, students can get access to the benefits, such as free shipping, textbooks, movies and TV shows, at a discounted price. (Policella, 2023)

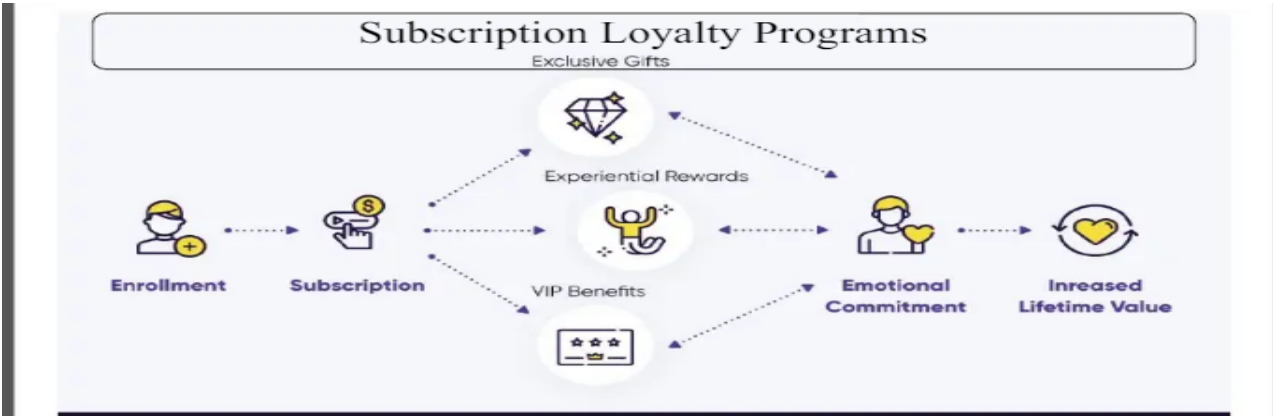


Retention

At this stage Amazon entices customers to promote its products and services. Amazon offers multiple users access to streaming services, so more customers start watching and eventually subscribing to Amazon Prime. Amazon also offers referral programs and exclusive discounts for promoting its products and services. (Policella, 2023) They also conduct a customer service survey, after every sale and shipping, to measure customer satisfaction.

Loyalty

In this stage, customers become loyal to the brand and become a long-term asset for the company. Amazon conduct different loyalty programs to retain its customers for a long time. Amazon Prime raised the bar to meet customer expectations. It gives priority to shipping speed and convenience as it committed. Amazon Prime members likely to be loyal to non-members. The Prime members get plenty of benefits, such as exclusive discounts and deals. (Policella, 2023)



Pain Points

Amazon Prime customers experienced several pain points in relation to the user interface, delivery, and content discovery. Users find it difficult to navigate while searching for a content. (Hashmi, 2023) Many users get confused due to how it presented on the Apps. The searching option also slow and cumbersome. Amazon often failed to fill its commitment its delivery to rural areas, leaving customers with frustrations. Some Amazon contents offer pre-rolled adds which get customers to frustrations. Many contents featured with rental and buying option, doesn't allow subscribers to watch directly. (Communications, 2022)

What can be done?

Overall Amazon Prime doing it best and number of subscribers tell the story. However, they can improve the Prime services by delivering its promise to members, adding some gamification elements, and clearer distinction between multiple rewards structures. They can remove ads rolling features from the system.

Customer Persona

Available at

<https://www.semrush.com/persona/share/Cy8GKoZSe137m9uMYWBGFL3Y8zC84e6yuL047YJDkyo/>

Muhaiminul Haque



Job Title

Sales Rep

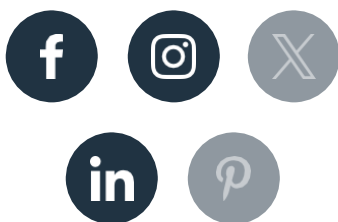
Age

25 to 34 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Sales

Preferred Method of Communication

Email. Phone, WhatsApp

Tools They Need to Do Their Job

Accounting and Bookkeeping Systems

Job Responsibilities

Sales generation, customer service, account management, debt collection

Their Job Is Measured By

Revenue generated

Reports to

Director

Goals or Objectives

Revenue

Organization Size
51-200 employees

They Gain Information By

Board meeting

Biggest Challenges

Navigating Client Relationships & Communications

Factors influencing Amazon Prime Subscription

Free Two-way shipping Free same day shipping Free unlimited streaming
Exclusive discounts and benefits Early access to lightening deals Free prime readings
Prime photos Prime gaming

Jobs to be Done

SIGNUP CREATE PASSWORD, PLAN SELECTION, SELECT PAYMENT METHOD, MAKE
PAYMENT, CHOOSE SHOWS WATCH FIRST CONTENT

Gains from my product

Hassle free quick point of delivery and return, multiple access to online streaming

Motivations (goals)

Being updated, regarding various trending content, Keep the mind relax, Come out of boredom or
loneliness
Enjoy and learn something new

Frustrations (pain points)

I want to watch content with the highest resolution, but it seems like not many included in
this plan, Monthly Subscription fees, some products expensive than market, adds
features, some contents needs additional payment

(PERSONA, 2024)

Note: Persona also uploaded in PDF format.

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