



Student name: Krishna Samirkumar Shah

Student ID: 2107627

Module name: Dissertation

Module code: LCMB7020_LON

Supervisor name: Gladius Kulothungan



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Master's Degrees by Examination and Dissertation

Declaration Form.

1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed.....

Date

2. This dissertation is being submitted in partial fulfilment of the requirements for the degree of Master in Business Administration.

Signed

Date

3. This dissertation is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

A bibliography is appended.

Signed candidate:**Krishna Shah**.....

Date:**31st August,2023**.....

4. I hereby give consent for my dissertation, if accepted, to be available for photocopying, inter- library loan, and for deposit in the University's digital repository

Signed (candidate).....**Krishna Shah**.....

Date.....**31st August,2023**.....

Supervisor's Declaration.

I am satisfied that this work is the result of the student's own efforts.

Signed:**Gladius Kulothungan**.....

Date:**31st August,2023**.....

University of Wales: Trinity Saint David

E-Thesis Deposit Agreement

Details of the Work

I would like to deposit the following item in the digital repository maintained by the University, and/or in any other repository authorized for use by the University:

Title: Studying the attitude of the consumers towards digital marketing of Amazon

This item is a product of my own research endeavours and is covered by the agreement below in which the item is referred to as “the Work”. It is identical in content to that deposited in the Learning Resources Centre, subject to point 4 below.

I agree that the University of Wales: Trinity Saint David may electronically store, copy or translate the Work to any approved medium or format for the purpose of future preservation and accessibility. The University is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

UW: TSD Digital Repository

I understand that work deposited in the digital repository will be accessible to a wide variety of people and institutions, including automated agents and search engines via the World Wide Web.

I understand that once the Work is deposited, the item and its metadata may be incorporated into public access catalogues or services, such as national databases of electronic theses.

I agree as follows:

1. That I am the author or have the authority of the author/s to make this agreement and do hereby give the University of Wales: Trinity Saint David the right to make available the Work in the way described above.
2. That the electronic copy of the Work deposited in the digital repository and covered by this agreement, is identical in content to the paper copy of the Work.
3. That I have exercised reasonable care to ensure that the Work is original, and to the best of my knowledge, does not breach any laws including those relating to defamation, libel and copyright.
4. That I have, in instances where the intellectual property of other authors or copyright holders is included in the Work, gained explicit permission for the inclusion of that material in the Work, and in the electronic form of the Work as accessed through the open access digital repository, *or* that I have identified and removed that material for

which adequate permission has not been obtained and which will be inaccessible via the digital repository

5. That University of Wales: Trinity Saint David does not hold any obligation to take legal action on behalf of the Depositor, or other rights holders, in the event of a breach of intellectual property rights, or any other right, in the material deposited.
6. That I undertake to indemnify the University of Wales: Trinity Saint David against all actions, suits, proceedings, claims, demands and costs occasioned by the University in consequence of any breach of this agreement

Signature Krishna Shah.....

Date ...31st August,2023.....

Dissertation

Studying the attitude of the consumers
towards digital marketing of Amazon

Acknowledgement:

To everyone who helped bring this research project to a successful conclusion, I would like to extend my sincere gratitude. Sincere gratitude to my adviser for their essential advice, perceptive criticism, and constant support throughout the research process. I am appreciative of the participants who voluntarily gave their time and opinions, allowing the gathering of useful data. I was inspired to endure by the help and inspiration I received from my co-workers, friends, and family.

Executive Summary:

In this 21st century it can be said that the traditional marketing has become quite obsolete, and organizations are now trying to improve their digital marketing initiatives. In the simplest of the terms digital marketing can be described as the marketing techniques that involve the use of digital tools like social media platforms, websites, search engines etc., in order to generate brand or product awareness, e-WOM etc. It has been suggested that compared to traditional marketing tools like print media, digital marketing tools are much more effective in this current business dynamics because of its relevancy and its ability to reach out to larger consumer groups irrespective geographical boundaries. However, recent reports state that the interaction between the consumers and the digital marketing initiative adopted by the organizations are characterized by certain factors. These factors influence the way through which individuals perceive the digital marketing initiative adopted by an organization. For example, this includes consumer acceptance, satisfaction etc. There are other factors associated with this perception as well such as the data privacy, security issues etc. Value delivery, transparency, and ethical business practises are the secrets to winning over consumer attitudes. Brands that respect privacy, provide real value, and forge deep connections are likely to receive more favourable feedback. Customers want brands to be honest and real, and they reward companies who put these values first in their digital marketing plans. This particular study has been conducted on the attitude of the consumers towards the digital marketing initiatives adopted by the e-commerce retailer Amazon.

In the **Introduction** section a detailed description has been provided regarding research background and rationale of the study where the importance of the research has been discussed. Along with this the aims and objectives of the research has been set in this section as well. Lastly, a brief outline has been presented of the research structure.

In the **Literature Review** section, a brief analysis past conducted literature related to the topic has been discussed in accordance with the research objective. Digital marketing and its significance have been discussed in this section along with a differentiating study on how traditional marketing is different from digital marketing and how it adds value. The result indicates that in today's business dynamics, traditional

marketing has become obsolete and digital marketing is now providing organizations with an array of benefits like improved customer reach and engagement.

In the research methodology section, a brief account has been provided regarding how the research has been conducted. The researcher has used interpretivism research philosophy and a deductive research approach. Along with this an exploratory research approach has been adopted. Along with this primary data collection approach has been adopted.

In the **recommendation** section, proper strategies have been discussed that can be used by Amazon in order to positively influence the consumer perception regarding the digital marketing initiatives that they adopt. Followed by this a proper **conclusion** for the study has been provided as well.

Table of Contents

Acknowledgement:	6
Executive Summary:	7
Chapter 1: Introduction:	11
1.1 Research Background:	11
1.2 Rationale of the study:	12
1.3 Aims and Objectives:	13
1.3.1 Research Aim:	13
1.3.2 Research Objectives:	13
1.4 Research Questions:	13
1.5 Problem statement of the research:	13
1.6 Structure of the research project:	14
Chapter 2: Literature Review:	15
2.1 Introduction:	15
2.2 Digital Marketing and its significance:	16
2.3 Consumer attitude and brand awareness:	17
2.4 How digital marketing initiatives can help the brands:	18
2.5 Evolution of marketing:	19
2.6 Differences between traditional and digital way of marketing:	20
2.7 7P's of Internet Marketing and Marketing Communication mix model:	22
2.8 Attitude of customers towards digital marketing:	23
Chapter 3: Research Methodology:	26
3.1 Research Onion:	26
3.2 Research Philosophy:	26
3.3 Research Approach:	26
3.4 Research Design:	27
3.5 Research Strategy:	27
3.6 Data Collection Method:	28
3.7 Data Analysis	28
3.8 Ethical Considerations:	29
Chapter 4: Data Analysis:	30
4.1: Introduction:	30

4.2: Analysis of Questionnaire:	30
4.3: Findings:	47
4.4: Summary:.....	49
Chapter 5: Conclusion, Recommendations and research Future Scope:.....	50
5.1 Conclusion:.....	50
5.2 Linking with Objectives:	52
5.3 Recommendations:	54
5.4 Research limitation and future scope of the research:.....	56
References:.....	59

Chapter 1: Introduction:

1.1 Research Background:

According to Wang, and Bu, (2022), the use of the digital marketing in the retail sector is now becoming a very common practice around the world. The digital marketing of a brand is the most convenient ways of promoting brilliant goods from different companies and international brands through various social media sites, emails, websites, different search engines, and also other online platforms to promote services and goods and engage more numbers of customers. Many firms are using this digital marketing tools to get hold of the modern markets and also get a huge boost and reach in the social media. With this they will be able to reach to their target audiences and make them aware of their existence. Also, the business companies like to engage to their customers through different online platforms, which are important for digital marketing. The digital marketing enhances the branding of the company, make more recognition and is also very cost effective for the companies. The digital marketing is much more flexible than the traditional marketing and provide more conversion rates have more measurable results.

According to Chen, *et al*, (2022), the use of the digital marketing is especially very important for the retail industry. Different retailing companies nowadays have directly switched to the digital ways of marketing especially after the corona virus pandemic, which had forced the entire world to go for isolation and seclusion and in this time, the use of online websites, different social media platforms become active for attracting customers. Most of the giant retailing brands like Amazon, eBay, tried to get ideas about what their customers are thinking and what they like to shop. Based on these they made quality products which attracted thousands of customers and kept them relevant in market. The digital marketing tactics is more influencing than the traditional way of marketing as this is more cost effective and through these the customers can directly engaged with the support assistance. Again, the ROIs are minimal in case of traditional marketing.

The global e retailing brand Amazon is using the digital marketing tool quite efficiently and 99 percent of their customers are happy with their services. Through the years, Amazon has crafted their digital marketing tactics with lot of care. They have spent a lot of money for the sake of advertising for their brands across the world which has helped to get more brand awareness and recognition. Their customer care service is

also equally good and they promptly try to solve customers' problems (Ponzoa, and Erdmann, 2021). The global ecommerce site Amazon takes valuable action for the making their online marketing strategy to go sky high through the use of off -site advertisements which is useful to drive more profits, ROIs and traffic in their system. The company has always provided mor focus on whatever their customers are thinking about their brand value and recognition on the social media apps. For this they have spent a lot of money for just on their customer care support to boost the sales and to get touch with them. After the purchase of any good, the company always sends a quick form, and asks the customers to fill it up which will be crucial for them to understand the market relevance of them and get to know if the customers are having any issue with the company (Denga, *et al*, 2022). If there is such issues quick action is being taken on the company's behalf. All these qualities have satisfied the customers and enabled them for a better shopping experience.

1.2 Rationale of the study:

The rationale is considered to be a set of logic for a particular course of the action and the belief of the person who is conducting the project. Through the rationale of the research, the researchers provide justification for the action they are taken for the topic or why they have chosen this specific topic for research purpose at the first place. The rationale of a research states the following reasons for the give a focus on the topic what is being taken. According to Rakshit, *et al*, (2021), the research rationale also gives the importance of the study and what type of research gaps are there. For instance, here, the researcher has provided an elaborate idea about the importance of the digital marketing in the modern society, their importance for engaging more customers to a company, their difference with the traditional marketing system, the use of the retailing companies like the giant e retail companies like Amazon or eBay, etc.

The study particularly focuses on the attitudes of the customers on the digital marketing initiatives being taken by the e retiling company Amazon and how they are going to improve their sales through this in the future. The importance of this type of dissertation is immense as with this study, the researchers will be able to understand the ongoing trends on digital marketing in the globe, what type of action can be taken for this in the future, and even how the government bodies may help to revive their country's economy through this (Madjid, 2021).

1.3 Aims and Objectives:

1.3.1 Research Aim:

The major aim of the study is to make proper analysis of the digital marketing technology for the e retailing brands, taking the example of the online retailing giant Amazon. The study will focus on the significance of digital marketing, its difference from the traditional tools of marketing and how tactfully, Amazon is handling digital marketing initiatives.

1.3.2 Research Objectives:

The key objectives of the study are –

- To assess the significance of digital marketing activities for a brand
- To study the differences between the traditional and the digital marketing initiatives
- To find out the attitude of the consumers towards digital marketing initiatives of Amazon

1.4 Research Questions:

The research questions provide idea on the different points that are to be discussed in a dissertation. Here, the research questions are mentioned below –

- What is the significance of digital marketing activities for a brand?
- What are the differences between the traditional and the digital marketing initiatives in companies?
- What is the attitude of the consumers towards digital marketing initiatives of Amazon?

1.5 Problem statement of the research:

The problem statement of a research is a primary description of the issues that is to be addressed within the dissertation. The researchers are there to address the problem statements within the research and then try to improve the quality of the project by working to improve the conditions. The problem statement provides solution after identifying the research gap and the aims and objectives mentioned in the dissertation.

According to Akhrorova, (2021), the problem statement tries to solve the problem by trying to get more data for why the problem has arisen on the first place and provides

proposal for removing it. Here, the researcher is doing the research on the use and significance of the digital marketing especially in case of retails. The digital type of marketing is very different than the traditional way of marketing and have both positive and negative sides of it.

This study is primarily for the investigation on the benefits of the digital marketing tools for a company, how the digital marketing can improve the sales and profits than traditional marketing, what would be its relevance for the retail companies, especially for Amazons and how the customers are reacting for the modern digital marketing initiatives taken up by Amazon (Lammenett, 2021). The researchers will try to find out more on the future initiatives being taken by Amazon through digital advertisements.

1.6 Structure of the research project:

The researchers here have to execute the project with the help of following chapters those are mentioned below, one after another –

Chapter 1: Introduction

The introduction is the chapter that provides a suitable background on the study, the research problem statements, aims and objectives of the study, and the rationale of the project.

Chapter 2: Literature review

The second chapter is the literature review of the project that provides the major goals that can analyse the three themes of the research. This brings out the point of view of the researcher.

Chapter 3: Methodology

This chapter discusses the different research devices and tools that can accumulate all the accurate data safely and then finally help to execute those data in the project work (Mahuika, and Mahuika, 2020).

Chapter 4: Data analysis

This chapter analyses and carefully evaluates all the data that is collected through the methodology. The data are analysed with the random sampling method and connect them with the aims and objectives of the project.

Chapter 5: Result and discussion

This chapter discusses all the findings of the data analysis by noting them down and finally do a proper discussion of the data.

Chapter 6: Conclusion and recommendation

The last chapter discusses all the major points to conclude the project and later tries to add some recommendation if it is required.

Chapter 2: Literature Review:

2.1 Introduction:

With the increase in the introduction of digital tools and technologies, digital marketing has become one of the most effective and efficient ways to advertise and market the products of a brand (Chaffey and Ellis-Chadwick, 2019). In terms of definition, digital marketing means the strategic use of digital channels such as social media applications, websites, emails and other forms of digital tools in order to promote goods and services. Researchers have stated that it includes a number of online tactics such as engaging with the target market, improving brand or product visibility, sales conversion etc. This can be done by implementing a number of practices like digital content creation, search engine optimization, social media management, data analytics etc., which help brands to improve their online presence and generate measurable results (Barbosa *et al.*, 2022). Modern researchers are stating that compared to traditional approach, digital marketing helps brands to use the digital tools in order to imply real time marketing strategies which helps in achieving the marketing goals. The following literature review tends to put forward an in-depth and accurate discussion and analysis of what digital marketing actually is. The report discusses about the significance of digital marketing and how it can be used to influence the customer behaviour and brand awareness. It also includes research on how digital marketing strategies can be used by the brands to support their brand performance.

Along with this a minute comparison between the traditional and digital way of marketing has been done which can help the readers to capture a clear picture of the present and previous ways of marketing and their personal advantages and

disadvantages. The report also explains the latest marketing models associated with the present digital marketing strategies, e.g., the 7P's of Internet Marketing and the Marketing Communication mix model. Lastly, how the present customer bases views these digital marketing strategies are also discussed in the report.

2.2 Digital Marketing and its significance:

In the opinion of Desai, *et al.* (2019), digital marketing can be defined as the marketing strategy in which any digital tools or electronic devices are being used by the marketing individuals in order to convey offers, discounts, promotional texts and evaluates the outcomes by analysing the customer journey. In a brief, digital marketing specifically refers to the promotional campaigns which can be seen on a computer, mobile phone, tablet, laptop, or any other electronic device. A digital marketing can be in various forms such short or long videos, short ads, search engine marketing, paid advertisements on social media platforms and even posts on social media. According to reports, over 3/4th of the total American population goes online on a regular basis. Among them, more than 40% people go online more than once and around 26% of them remains 'online' always (Bala and Verma, 2018). These figures can go up more in case of mobile phone users. Therefore, it can be seen that digital marketing can be proven to be very much effective if done properly. A digital marketing strategy can help a brand to leverage on various digital mediums, for instance, social media platforms, pay per click, search engine optimization and even email marketing. Therefore, it is a great strategy to provide excellent customer experience, attract more customers and improve the brand image.

Digital marketing is significant because of many reasons. Although any marketing strategy or method can be used to bring positive results for the brand. But digital marketing has turned into a very essential marketing strategies because of its easy accessibility digital mediums. As opined by Saura (2021), in April of the year 2022 more than 5 billion individuals were using internet throughout the world. Therefore, it can be said that digital marketing has increased the ability of the business organizations to reach out to global audience. In a sense it has helped businesses to break barriers like geographical borders and has made it possible for them to expand and operate in foreign markets. Another importance of digital marketing is that it can be used easily. From social media platforms to mobile text messages, there are various ways through which one will be able to communicate with their target customer

base. Moreover, a brand will also be able to handle their customer complaints through digital channels. Thus, maximum customer satisfaction can also be achieved. Digital marketing also has a lower setup cost and has the highest return on investment (ROI) (Veleva, *et al.*, 2020). Some researchers have pointed out the fact that compared to traditional marketing tactics, digital marketing initiatives are much more cost-effective. In a study produced by Netscape India in 2023 it has been seen that digital marketing initiatives like content marketing is 62% less costly than traditional marketing tactics but is able to generate 3 times more lead (Tabuena et al., 2022). Similarly, email marketing has also become one of the most popular digital marketing tools because of the ROI it provides. Almost 69% of the marketing executives around the world are using e-mail marketing. Thus, it can also be seen as one of the most cost-effective marketing strategies which can be used by the small business owners. Thus, it can be seen that digital marketing is one of the most advantageous and effective marketing strategies which can be currently used.

2.3 Consumer attitude and brand awareness:

Studies indicate that through influencing perceptions and actions, consumer attitudes affect brand awareness. Brand recall and recognition are improved by positive attitudes towards a brand that are created through experiences and emotions. Favourable attitudes frequently result in increased involvement, sharing, and advocacy, boosting brand visibility on social media and through word-of-mouth (Pratama et al., 2023). Negative attitudes, on the other hand, might hurt brand memory and turn off potential buyers. Effective marketing tactics foster favourable associations and increase brand awareness by aligning with desirable attitudes. The degree to which a brand stays top-of-mind and resonates with its target audience is therefore influenced by consumer attitudes, which act as a vital link between brand awareness and consumer behaviour. With the increase in the use of mobile phones and social media platforms, people are becoming more adhered to their phones. As a result, they are spending more time on their mobile phones. Digital marketing takes the advantage of this. Eventually after the COvid-19 pandemic, people have become more inclined towards online shopping platforms (Kingsnorth, 2022). Therefore nowadays, people always search the products they need on the internet. Thus, digital marketing can be said to be relevant to the customer preferences as they are being able to become aware of the new offers, discounts, and promotional campaigns of different brands

through the internet. Customers also tend to become more inclined towards the ads which provide value such as educate them on a particular topic or deals. Brands must also make sure that no false information is being shared and promoted through the digital ads. Or else it may result in negative outcomes for the brand (Olson, *et al.*, 2021). Lastly, the digital ads must be interactive which means that it can be enjoyed by the consumers. As a result of this, the customers will feel more engaged, and the conversion rates can be increased.

Brand awareness can also be boosted through digital marketing methods. A brand should be consistent with their digital marketing strategies. They must post ads on a daily or weekly basis, otherwise their ads will not be able to generate much engagement with the customers. The brands must also make themselves at more than one social media channels which will enable them to establish communication with the customers at more than one point. In the opinion of Akmaljon, *et al.* (2022), the quality of the content is also a highly important factor which helps to determine the effectiveness of the digital marketing. Through these methods, brand awareness can be increased with the help of digital marketing strategies.

2.4 How digital marketing initiatives can help the brands:

As opined by Chaffey, *et al.* (2022), digital marketing is one of the most effective marketing strategies for a brand at the present time. Through digital marketing, a brand will be able to reach millions of people over a very short period of time. As a result, their brand awareness will increase at a higher rate. Through digital marketing strategies brands will also be able to advertise at a global scale. Moreover, digital marketing is a less costly marketing strategy when compared to other marketing strategies. With just a small amount of investment, brands will be able to scale their ads globally and reach out to the global customers (Minculete and Olar, 2018).

Through this, the brands will be able to communicate more effectively with the customers and make the advertisements more engaging for the customers. Thus, the customers will become more inclined towards the brand and its products. Thus, more and more customers will be attracted, and the customer base will increase at a constant speed. Digital marketing also allows room for the brands to personalise and customise their ads for specific customer bases. Thus, the brands can make different ads for different people according to their wants and preferences. As a result, people

feel more engaged and valued. This also increases the conversion rates of the ads and makes them more effective. Another huge benefit of the digital marketing is that the data and information gathered through it can be used in the future marketing campaigns and strategies (Ayesha, *et al.*, 2022).

By analysing the effectiveness or performance of an online advertisement, a brand will be able to detect whether any similar campaigns will be beneficial for the brand in the future and what changes can be done to improve the performance of theory digital marketing strategy furthermore. According to Peter, *et al.* (2021), digital marketing ads can also be tweaked at any given time by looking at their effectiveness and performance. This makes them a more flexible option than compared to the other marketing campaigns and strategies present out there within the market. Thus, it can be said that digital marketing has proved to be one of the most effective and beneficial marketing practice that can be used by present business organizations to promote their products and services. By broadening their reach, enticing target audiences with tailored content, improving exposure across many online platforms, boosting website traffic, encouraging customer loyalty, and enabling real-time performance monitoring, digital marketing strategies can strengthen companies. These initiatives promote brand awareness, consumer engagements, and eventually boost conversions and business expansion.

2.5 Evolution of marketing:

Evolution is evident from the start of mankind, and it is an inevitable thing. Same goes the case for marketing. Marketing has undergone a lot of evaluation and processing before currently becoming what it is at present. As opined by Fuciu, *et al.* (2018), Marketing has been the evidence dramatic transformation for hundreds of years. Although marketing might currently seem to be all about social media and digital tools, it initially began as a specific subject which went through various periods of development. The Product Orientation Era (1800s – 1920s), involved a tunnelled focus on mass production. In this stage, companies observed that customers tend to be more inclined towards easily available and cheap products. Therefore, they focused on increasing their output (Perevozova, *et al.*, 2020).

At that time marketing meant to provide low priced products. The Sales Orientation Era (920s – 1940s) came next. Here, companies focused on marketing as all

companies have started mass production. Thus, companies started to advertise their products through radio, television and newspapers to showcase them differently from their competitors. Then came the Marketing Orientation Era (1940s – 1970s), in which companies understood that it is equally important to focus on the demands of their customers. This was the era in which the true idea of marketing emerged. Companies in this era tried to understand the customer needs and then classify their products as per the needs of their customers (Morewedge, *et al.*, 2021). The next era was known as Societal Orientation (1970s – Present). In this stage societal orientation came into being. Now companies focused on customer needs as well as they also focused on the welfare of the environment. Thus, companies just didn't produce top quality products, they also made sure that the nature is kept safe and secured.

And eventually came Digital marketing (1990s – Present), where the whole world saw a change in the marketing dynamics. At that time, brands were not able to build their promotional campaigns by using traditional methods as they reached their limits and were not able to generate any leads furthermore. Thus, digital marketing came into being. As more than half of the people across the globe goes online on a daily basis, there is no better place to other than social media platforms and other digital channels (Ferrell, *et al.*, 2021).

2.6 Differences between traditional and digital way of marketing:

The traditional technique of marketing is being utilized by the firms to create a demand for their items and it is being broadcasted through different channels like through billboards, radio, TV, newspaper ads, etc. In case of Traditional marketing there are 4 stages which are awareness, desire, and decisions. On the other hand, a much more fresh and modern way is digital marketing. Through online medium items are being sold. Through different social platforms like YouTube, Facebook, Google, Instagram, etc the items are being advertised and promotion takes place (Katsikeas, *et al.*, 2020). In case of Digital marketing there are 4 stages which are conversation, sequels, content and planning. Through various ways traditional marketing can take place and those are mentioned here. Firstly, through printing marketing where via pamphlets, magazines, newspaper, journals and insertions promotion is being done locally. Secondly, outdoor marketing is also performed by assistance of various billboards etc because it has good impact over the consumer bases. Various SMS services are also being provided for marketing purposes. According to Babrak, *et al.*, (2019) Under

traditional marketing as well referral is included. For digital marketing there are various ways as well like SEO, where the websites are optimized in such a way. There are also other examples such as content marketing, Inbound marketing, social media marketing, pay per click, affiliate marketing, email marketing, and online PR etc.

For traditional marketing promotion is being carried through various mediums like Telephone, TV, banner, door to door, broadcast, sponsorship etc. Through various other mediums the firms perform digital marketing, and it is being carried through by PPC, Sem, SEO etc. Costing in case of traditional marketing is a huge which is required for this kind of marketing to reach to the target audience (Childers, 2021). On the other hand, when the case of digital marketing comes the costing is very much lower in that case. For formation of a brand this style of marketing is a bit old fashioned that would not be that much effective in nature. According to Munsch, (2021) In order to promote and construct a brand successfully the firms require high level of efficiency that can be provided by digital marketing. Traditional marketing is not that easy to analyse properly and their effect. But in the case of digital marketing the scenarios are completely different as they can be analysed properly by assistance of various analytical tools. According to Kotler, *et al* (2021) In the case of traditional marketing the return on investment cannot be predicated and if the predictions are made achieving them is a difficult measure. But digital marketing makes it easy to analyse the effects and the return on investment as well. Once an advertisement is being posted any kind of changes or alterations cannot be performed. But for digital marketing this case is not true because changes can be made accordingly, and editing can be performed. Printing ads, sponsorship, broadcast, banner ads, radio, TV advertisements are an example of traditional marketing (Rangaswamy, *et al.*, 2020). On the other hand, under digital marketing there is PPC, SEO, web design, email marketing, social media marketing, content marketing, etc. For the consumer bases there is no way in which it can be avoided but in the case of digital marketing things are completely different because it is up to the consumers whether they would watch the ad or not according to their requirements. The reach in the case of traditional marketing is lower and it is extent to local areas but for digital marketing the scope is wider in nature. According to Melović, *et al.*, (2020) the consumer's bases are targeted in a standardized manner and in the case of digital marketing the targeting of the consumer is dependent upon the consumer's type. For traditional marketing results

can get delayed and analysing them properly requires time but digital marketing provides faster results and so in this case analysis if the results can be done in a better way. For getting results various strategies are needed to be formed as the results cannot be analysed instantly (López García, *et al.*, 2019). The strategies can be altered in a fast way as they are flexible and based in the results it can be operated. Here one way communication makes the procedure more complex and for the digital marketing it is two-way communications which satisfies the consumer bases more.

2.7 7P's of Internet Marketing and Marketing Communication mix model:

For marketing mix there are 7Ps those are price, place, product, process, physical evidence, product and people and there are explained here as follows. The first element is the products or service where design, packaging, features, quality and for effective marketing is the main aspect. In order to understand regarding the requirements and manufacture products accordingly. The costing of the goods comes under price. For better profit margins the pricing the goods must be suitable (Kwan, 2023). The buying patterns can be influenced the firm if the organization properly gives price to some products and also their various strategies like discounts can be proved to be effective in improving the firm's overall profitability. The distribution channels come under place. By this the products must be sold through different channels and can make their product easily assessable to the buyer's bases. In order to gather more buyers towards the brand promotion is an important element and for that reason various strategies are being formed. According to Ho, (2022) sales promotion, advertising and different other strategies are used by the firm for getting effective results. Under people there are all stakeholders of the organization which consists of buyers, workers etc. The stakeholders must have a good overall experience as it is very much important for the organizations. Over it the satisfaction level of the consumers is dependent. Under this P the items that is manufacture is delivered to the consumers by following a convenient procedure is explained here. For getting better result streamlining this procedure is very much crucial. Under physical evidence the aspects like branding, packaging etc are present. In order to get competitive advantage, the firm must properly ensure regarding the firm's tangible asset, and it should be according to preference of consumer (Altay, *et al.*, 2022).

In promotion of products marketing communication mix is being utilized were there are set of tools that is being utilized for promotion. Here are the elements of marketing

communication mix. The advertising is done through different mediums like radio, TV etc the buyers are getting the information regarding the products. Public relation is such a procedure which assists the firm in communicating the items to the target audience. Broadcasting is a common type of advertising which is very effective in nature. Advertising is a crucial aspect for the leaders as it makes the firm competitive and the consumer bases gets attracted by advertising. Under sales promotion there are various aspects included that are discounts, rebates, coupons etc. Discounts and other aspects increase the probability of the buyers to buy the item. The distributors are provided with other benefits for promoting the items more. For increasing the overall sales this marketing tool is being utilized. Personal selling is a traditional methodology which the buyers are being told about the various benefits. As stated by Barusman, (2019) through this technique the consumer can be easily converted and increase the sales. Various people can perform personal selling by salesman plays a major role in this. By public relation the brands are promoted in a better way, and it assists to boost the sales. Public relation is a crucial aspect of communication mix. To create a good image of the overall firm various social activities are performed. By assistance of technology the firms promote their items to the consumers through different mediums like faxes, phones, and emails. Digital advertising is so impactful that even small business can get benefits because of it. Digital marketing assists the firm in improving the bond with the consumers.

2.8 Attitude of customers towards digital marketing:

Because of internet different kinds of knowledge can be easily collected. As people have begun to socialize in online mediums and it would lead to digital marketing and its rise. Different social media platforms are becoming more famous because of this. According to Thomas, (2022) in order to reach larger audience, group the firms can use various platforms to reach their goods to the ultimate consumer. As people communicate with each other through social media it has become easier to reach to them through this route. Information can be distributed easily through internet. As different information is available to the consumers the decision making related to purchasing can easily be conducted.

Through the marketing campaigns the consumers are provided with the required bit of information which the consumers require for buying any item. Consumers are provided information through viral marketing programs.

The marketing messages are taken positively only when the knowledge is important to the consumers. Regarding the current items different information are being provided to the buyers. The word 'attitude' consists of various aspects that can be emotional, behavioural etc. Regarding one aspect the level of knowledge and sentiments together constitute as attitude (Graham, 2020). The consumer can take decision regarding an item based on its features. And to get proper information regarding this digital marketing plays a huge role. The preferences are important while performing marketing. The buyers perform decisions based on their requirements. The preferences are sometimes not properly understood by the marketers. The attitudes towards the items are based on the features. The buyers are provided with this information easily through the online mediums that helps to improve the sales as it creates better understanding. The attitude of the buyers must be understood properly and then actions must be taken. According to Al-Azzam, (2021) through digital marketing the buyers are shown the advertisement which is they require. The engagement of consumers is enhanced under digital marketing but as some buyers doesn't prefer online purchasing through these modes because of privacy related problem; digital marketing doesn't get the required result. The advertisement done digitally is not entirely believed by the consumers as it does not show proper information related to quality and quantity (Low, *et al.*, 2020). The online medium is more advance and various kinds of similar goods can be easily compared and can be ordered conveniently compared to traditional marketing. It also consists to larger number of varieties. Majority of the consumers are now more convenient with digital marketing compared to traditional marketing. The sources are limited for traditional marketing but in case of digital marketing it is large, and it can be easily done (Alghizzawi, 2019). The consumer bases are satisfied because digital marketing has two way communications which is helpful. On the type of user, the digital marketing is dependent. So, it is quite convenient for the consumers and generally the opinions regarding digital marketing are positive because of their effectiveness.

2.9 Literature Gap

In this 21st century it has been seen that the overall consumer perception regarding digital marketing initiatives is positive. This is mainly because of the factors associated with digital marketing like convenience, personalized content along with accessibility. A large number of studies have been conducted that shows how each of these factors

contribute towards this rising preference for digital marketing activities. Many studies have been conducted that has identified the potential issues with the digital marketing activities as well. For example, many researchers have voiced their concern regarding privacy and data security of the customers. Along with this some have also highlighted the issue regarding information overload. However, a limited number of studies have been conducted regarding the consumer perception towards digital marketing initiatives adopted by large-scale e-commerce retailers like Amazon Inc. This study tries to bridge this existing gap in the literature.

2.10 Conceptual framework

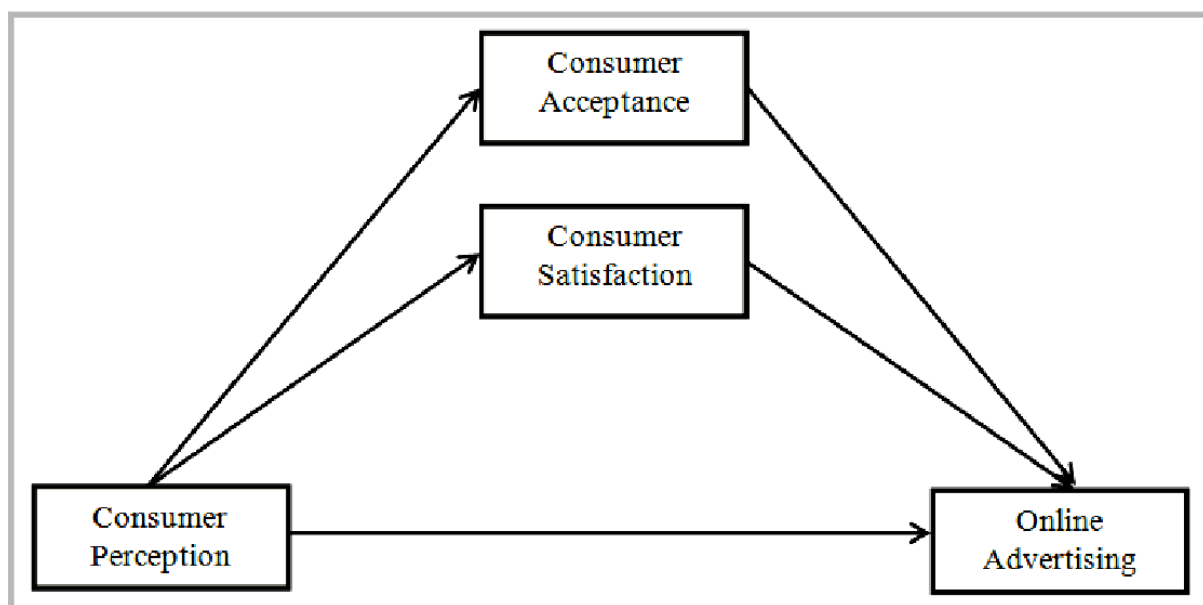


Figure 1: Research Framework

From the above conceptual framework, it can be seen that there are a number of factors associated with consumer perception which influences their views regarding digital marketing initiatives. It can be seen that the consumer perception regarding digital marketing or online advertising is greatly dependent on two different factors like consumer acceptance and consumer satisfaction. This heavily influences the outlook of the consumers regarding the digital marketing initiatives adopted by organizations irrespective the sector they operate in.

Chapter 3: Research Methodology:

3.1 Research Onion:

According to Pandey, and Pandey, (2021), the research onion model is the basic outline of any project work and after going through the entire onion research model, the researchers try to improve their basic tactics of how they will execute the project. The research onion model is the first part of the methodology and the researchers have to obey all of its rules to conduct an authentic and scientifically inclined study. It is the researches , if they try to fulfil all of the steps of the research onion model, their project will be complete within the given deadline, without any human errors and even with a very limited research materials. The research onion model was first introduced by the scientist trio, Saunders, Lewis and Thornhill and all of them tried to build a comprehensive model or tool for research which will help the scholars and students, all alike, to improve their understanding of the project, correct their suitable approaches, check their mistakes and execute a better work. This model here has helped to get ideas about the attitudes of the consumers on Amazon digital marketing.

3.2 Research Philosophy:

The research philosophy is based on the assumptions of the researchers, their knowledge and also on the nature of the study. The philosophy of research based on the particular methods on developing knowledge and provides an idea about the thought and perspectives of the researchers and how exactly new knowledge on the particular topic can be derived. This is the base on the research that particularly involves the formulation of the issue, the suitable choice of research strategy, data collection, analysis, processing, and finally implementation of those data. Here, the researcher has used the positivism type of research philosophy which is important for getting valuable knowledge on the primary type of data that has been used here (Mishra, and Alok, 2022). The major benefit of the positivism type of data is that the researchers will be able to get huge amount of data even in a small number of times plus, this has helped the researchers to get more authentic data than the interpretivism method. The positivism type of philosophy has helped to unearth the importance of amazon digital marketing from the perspectives of the customers.

3.3 Research Approach:

The approach is the method that is selected by the researcher to readily, collect, the data those are important, do a proper data analysis, and finally interpret the data

based on the particular approach headed by the researcher. The approach shows the nature of the research problem that is being addressed., The approach of the research provides more authenticity and legitimacy to the findings for a project and see if these data re more scientifically legitimate to be used in the given topic. The researcher here has used the deductive type of research approach which is important for decoding the primary type of data (Snyder, 2019). The deductive type of research approach tries to find the most authentic primary data by getting the opportunities to see the relations between the different variables and concepts these are related to the cause and effects of the research. The deductive research approach here has tried to get new theories from the specific data on how the customers think on the digital marketing tactics taken by Amazon and the deductive study important because as the data here are true for 100%, the conclusion is also true.

3.4 Research Design:

The design of a project work is the basic outline or the plan how the researcher is going to make a compact and error less study by using all the related and relevant ideas on how to achieve al the objectives of the research and what exactly can be done to reach to this. The research design helps the researchers to proceed to the correct direction that has very less deviations from the main task yet if required the researchers may introduce some new technique to achieve their overall goals. Here, the researcher has used the exploratory type of research design which is important for bringing out more intense information on the same topic by the surveys and questionnaire conducted by the researcher on the amazon customers (Säfssten, and Gustavsson, 2020). The exploratory type of research design has helped to reduce the overall cost of the project by finding out all the previous mistakes they had done before and facilitate the smooth scaling of report that will provide a more relevant outcome in an easiest way. This has also helped to get more expert reviews on how they can improve the research.

3.5 Research Strategy:

The research strategy is the basic plan how the researcher is going to conduct the project with minimal errors and can complete the research within the given project deadline. With the proper project plan coming on the way, the researchers can improvise the entire research work and pick up and then correct all the correction they can do (Patel, and Patel, 2019). The researcher here has used the quantitative type

of research strategy that is suitable for using in the fast, reliable, they are much more focused and very scientific. Also, the qualitative type of research has provided a lot of information within a very limited period of time and all of those facts are scientifically verified. Through this research strategy, the research did not require to take the names of the participants and have taken the surveys anonymously which has provided a personal safety to the respondents. This method has been faster than the qualitative method as a result this study has reduced the total time being taken for the research and reduces the cost. This research is verified and all the process is used for duplicating the results.

3.6 Data Collection Method:

According to Dodds, and Hess, (2020), the data collection process is more or less important for the sake of the getting the idea about how to collect the correct research data for the study. There are basically two types of data collection methods, the primary and the secondary and both of them have their own characteristics and advantages. The data collection process has enabled a more dignified and compact project work and help to reduce the overall tasks of the researchers and their energy, efforts and money and time. The researcher here has used the primary type of research and hence has to use the primary type of data collection method. The primary data are always considered to be more authentic and time relevant as the data are not very old and have not been used anywhere else before. This improves the uniqueness of the data and also the uniqueness of the project undertaken by the researcher (Gupta, and Gupta, 2022). The researcher tries to find out the different attitudes of the customers what they think through the data being accumulated. The research has become more relevant, up to date and the researcher has got better interpretation of the data through the primary type of research collection method. The researcher has taken total 80 respondents, all of them are customers of Amazon and have asked them 10 questions for survey.

3.7 Data Analysis

The sampling of data is an important process of how to collect all the appropriate data from a large volume of data samples. It is considered to be a statistical analytical tool that is being used for the procession, analysis, and selection of a larger subset of a population. The sampling of the data is crucial to get more ideas and understandings of how to identify the trends and patterns in the large subset of

population. The data sampling method within a primary type of research methods is important for doing the correct statistical analysis for getting the best of the results in the following overall trends of the methods of data collection (Greening, 2019). In the data sampling method, the researchers try to cut down the whole of the chunks of data and try to make each of them more useful and accessible. The sampling of data is more user friendly and can reduce the overall costs of the study. Here, the researcher has used the random sampling method that has reduced mistakes in the study. The random sampling method is also without any biasedness.

3.8 Ethical Considerations:

The researcher here has tried to follow some basic ethics so that there are no questions can be asked on the moral values of the researcher and ethical legitimacy of the study. The researcher has taken the permission of the professors in the university before starting the work (Thomas, 2021). They have not tried to ask any type of personal questions to the participants and even never tried to disclose their identities. They have taken all type of precautions so that there are less chances of threat and robbery and all the information that is being collected is only used for the current project work.

Chapter 4: Data Analysis:

4.1: Introduction:

The particular chapter has looked in interpreting and elaborating the method of data collection chosen for this research. This will help in the conduction of an analysis successfully and also look at the findings made in this section in an accurate and precise manner. For this particular dissertation, after studying the topic it was deemed that the conduction of a primary method of research would be set. And accordingly, a questionnaire was chosen. This is because in order to study the varying attitudes of the customers of Amazon towards digital marketing there is the need of data in numbers (SHAIJU, 2023). The questionnaire which was developed consists of 10 close ended questions which will be asked to the 80 participants. The manner of conducting this survey was done in a very transparent and unbiased manner as per the guidelines set by the University. The responses as exactly answered have been recorded without any discrepancies or different interpretations. There also is the usage of graphs in order to showcase statistical inferences made of the data in the questionnaire analysis section (Ravi and Rajasekaran, 2023).

4.2: Analysis of Questionnaire:

1. Which age group do you belong to?

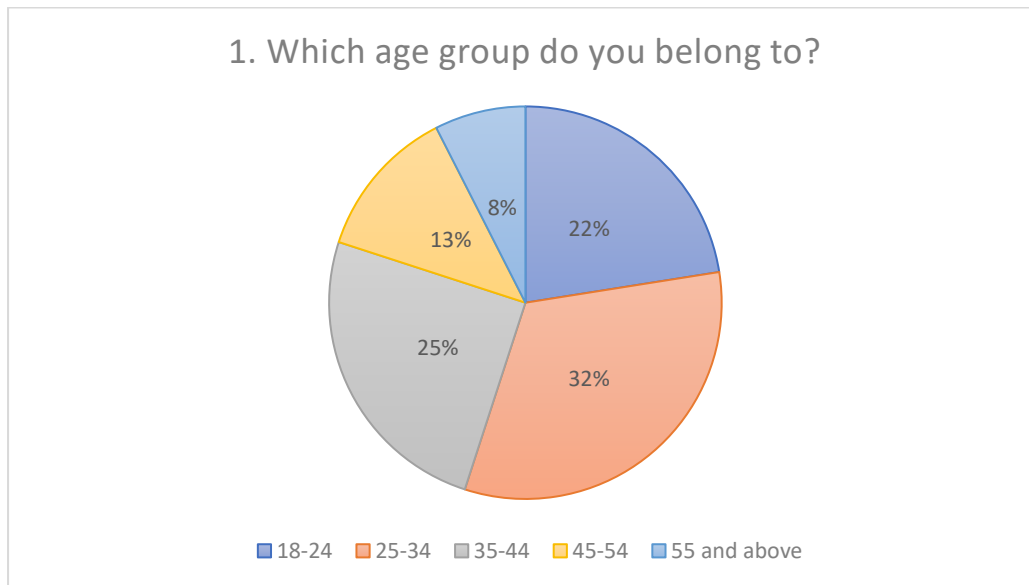
- **18-24**
- **25-34**
- **35-44**

- 45-54
- 55 and above

Particulars	Number of respondents	Percentage Rate
18-24	18	22.5
25-34	26	32.5
35-44	20	25
45-54	10	12.5
55 and above	6	7.5
Total	80	100

According to Ravi and Rajasekaran, (2023), the age groups that have been taken into consideration while conducting the questionnaire is analysed. There were 5 different age groups considered which has taken into consideration. These different generations include the Baby Boomers, Generation X, Generation – Y, and Generation - Z. Generation Alpha was not taken into consideration as they are too young to make sound decisions especially on a topic like digital marketing of which they may have only heard the term or have had very little exposure to. The 1st age group of 18-24 year olds have 18 respondents which is 22.5% of the data or more than 1/5th of the sample size. This is a significant representation of the age group. They are most inclined towards digital medium as they have been born into it. Their opinions and attitudes are also very important as they will shape further developments for Amazon and for digital marketing. According to Ravi and Rajasekaran, (2023), the 2nd age group of 25-34 year olds have 26 respondents which is 32.5% of the data or more than 1/3rd of the sample size. They are millennials or Gen-Z and are in an age where they are mostly earning and have responsibilities of families on them. They are adept at digital medium and it is very important to study their attitudes pertaining to digital marketing aspects of Amazon. The 3rd age group of 35-44 year olds who are mostly millennials have 20 respondents which is 25% of the data or 1/4th of the sample size. They are more responsible shoppers and have been using digital medium for few years. Thus, they will have variances in their attitudes towards digital marketing of Amazon. The 4th age group of 45-54 year olds have 10 respondents which is 12.5% of

the data or more than 1/3rd of the sample size. The last age group is 55 years old or more than that. There are very few respondents from the baby boomer generation as they are less inclined towards digital medium compared to the later generations. This is reflected with the 6 respondents which is only 7.5% of the sample size (Ravi and Rajasekaran,2023).



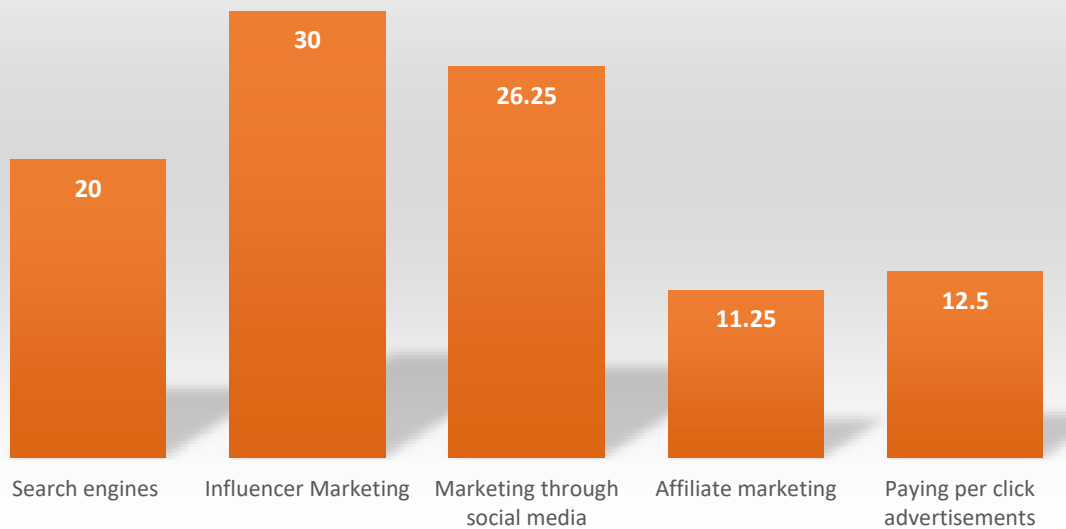
2. Which digital marketing medium do consumers prefer most for Amazon ?

- Search engines
- Influencer Marketing
- Marketing through social media
- Affiliate marketing
- Paying per click advertisements

Particulars	Number of respondents	Percentage Rate
Search engines	16	20
Influencer Marketing	24	30
Marketing through social media	21	26.25
Affiliate marketing	9	11.25
Paying per click advertisements	10	12.5
Total	80	100

In the 2nd posed query, the respondents were asked about which digital marketing medium do consumers prefer most for Amazon. To this, 16 respondents or 20% of the data which is $\frac{1}{5}$ th of the sample size have opined that they most prefer search engines as the digital marketing medium for Amazon. 24 respondents or 30% of the data which is $\frac{1}{3}$ rd of the sample size have opined that they most prefer influencer marketing as the digital marketing medium for Amazon. 21 respondents or 26.25% of the data which is a bit more than $\frac{1}{4}$ th of the sample size have opined that they most prefer marketing through social media as the digital marketing medium for Amazon (Parnell,2022). 9 respondents or 11.25% of the data which is more than $\frac{1}{10}$ th of the sample size have opined that they most prefer affiliate marketing as the digital marketing medium for Amazon. The remaining 10 respondents or 12.5% of the data which is more than $\frac{1}{12}$ th of the sample size have opined that they most prefer paying per click advertisements as the digital marketing medium for Amazon. Amazon has been a pioneer in digital marketing. There is the employing of a number of techniques in the search engine optimisation so that the searches appear at the top of the pages for search results (SERPs). The different platforms of digital marketing has helped Amazon to build and develop a loyal base of consumers for an extended period of time over the years. It has been at the foremost of its success after initial failures in 1st few years when it was struggling to generate profits (Parnell,2022).

2. Which digital marketing medium do consumers prefer most for Amazon ?



3. Which digital marketing medium does Amazon need to improve ?

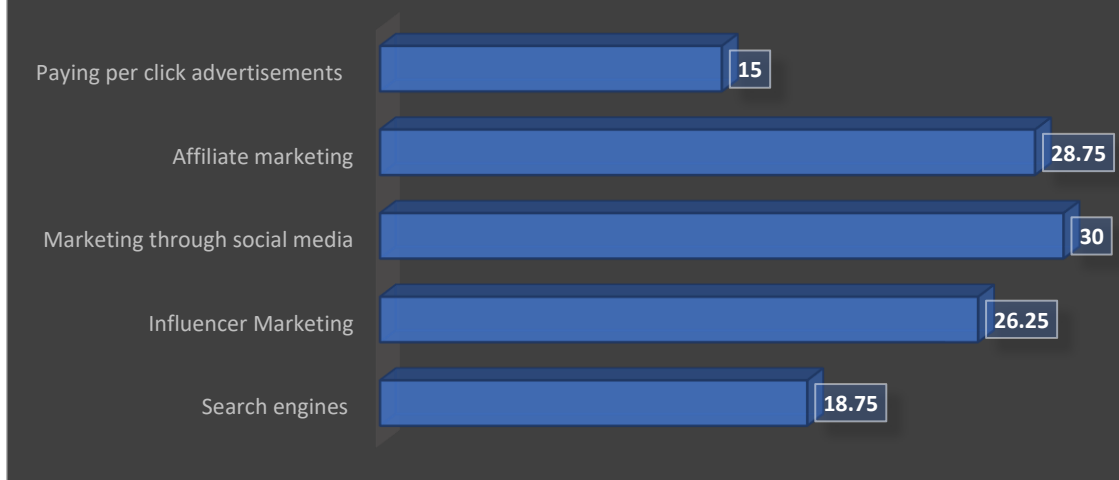
- Search engines
- Influencer Marketing
- Marketing through social media
- Affiliate Marketing
- Paying per click advertisements

Particulars	Number of respondents	Percentage Rate
Search engines	15	18.75
Influencer Marketing	21	26.25
Marketing through social media	24	30
Affiliate Marketing	23	28.75

Paying per click advertisements	12	15
Total	80	100

In the 3rd posed query, the respondents were asked about which digital marketing medium does Amazon need to improve. To this, 15 respondents or 18.75% of the data which is close to 1/5th of the sample size have opined that they would suggest improvements in the search engines in the digital marketing medium for Amazon. 21 respondents or 26.75% of the data which is more than 1/4th of the sample size have opined that they would suggest improvements in influencer marketing as the digital marketing medium for Amazon. 24 respondents or 30% of the data which is close to 1/3rd of the sample size have opined that they would suggest improvements marketing in social media as the digital marketing medium for Amazon. 23 respondents or 28.75% of the data which is more than 1/4th of the sample size have opined that they would suggest improvements in affiliate marketing as the digital marketing medium for Amazon (Saiprasad and Meenakshi,2023). The remaining 12 respondents or 15% of the data have opined that they would suggest improvements in paying per clock advertisements as the digital marketing medium for Amazon. Paid form of advertising by using paying per clicks is one of the main reasons for Amazon's success over the years. It is used for the driving of traffic and the promotion of the products by the consumers. Over the years there has been many affiliate partners with whom Amazon has tied up with and consumers are also inclined to buy after getting influenced by them. Thus, this requires improvements (Saiprasad and Meenakshi,2023).

3. WHICH DIGITAL MARKETING MEDIUM DOES AMAZON NEED TO IMPROVE ?



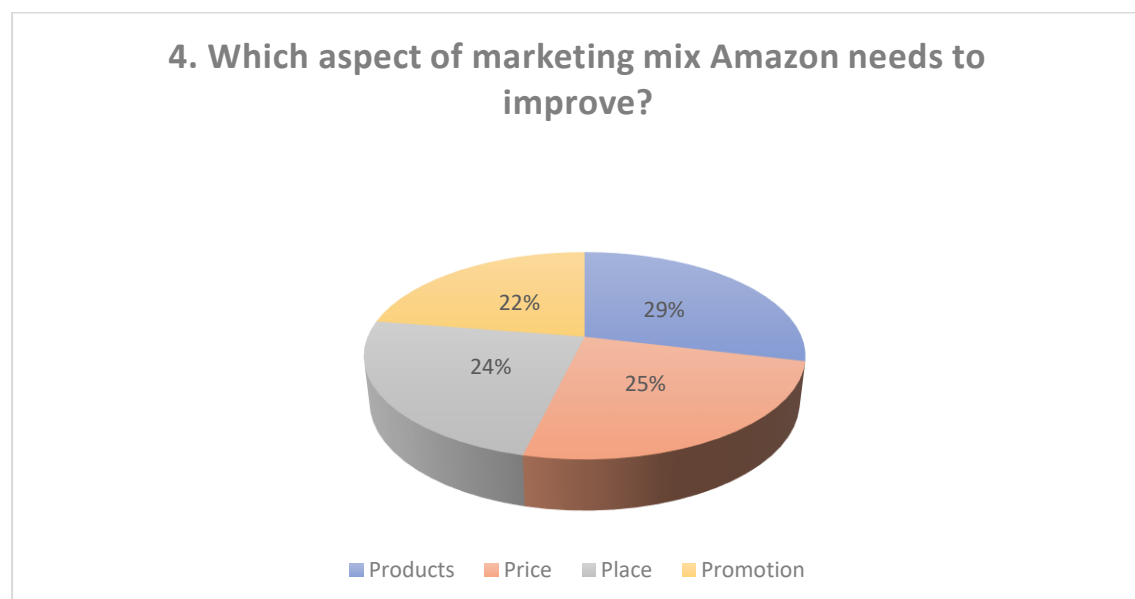
4. Which aspect of marketing mix Amazon needs to improve?

- **Products**
- **Price**
- **Place**
- **Promotion**

Particulars	Number of respondents	Percentage Rate
Products	23	28.75
Price	20	25
Place	19	23.75
Promotion	18	22.5
Total	80	100

The 80 respondents were asked about the 4 aspects of marketing mix and which requires improvement in the parameters of digital marketing for Amazon. To this, 23 respondents which is 28.75% of the data have opined that the products categories needs to improve in digital marketing for Amazon. 20 respondents which is 25% of the data have stated that it is the aspect of price which Amazon need to be improving. 19 respondents which is 23.75% of the data have said that place requires improve. Finally, the balance of 18 respondents which is 22.5% of the sample size have opined

that Amazon needs to work on promotion in its digital marketing. Through this mix Amazon reaches its potential consumers where there are multiple strategies involved and the tactics are formed depending on the type of the products, the segments of the markets and competition prevailing (SHAIJU, 2023). The main aspects of the products category which the consumers have spoken about are the services and retail products, Amazon Prime of which many of the surveyed consumers are members. It also includes electronics, distribution of digital content, AWS or Amazon services in Web, publishing by Amazon and the brick and mortar stores Amazon operates. In the category of place there are physical stores and also official platforms for conducting e-commerce, applications and websites. These include Kindle, Audible and other digital applications. In promotion, the customers believe Amazon could be improving in advertising, promotions in sales, maintaining public relations and marketing directly. In category of price, Amazon mainly caters to strategy of pricing as per market, differential basis. Freemium mode of pricing and pay as per go (SHAIJU, 2023).

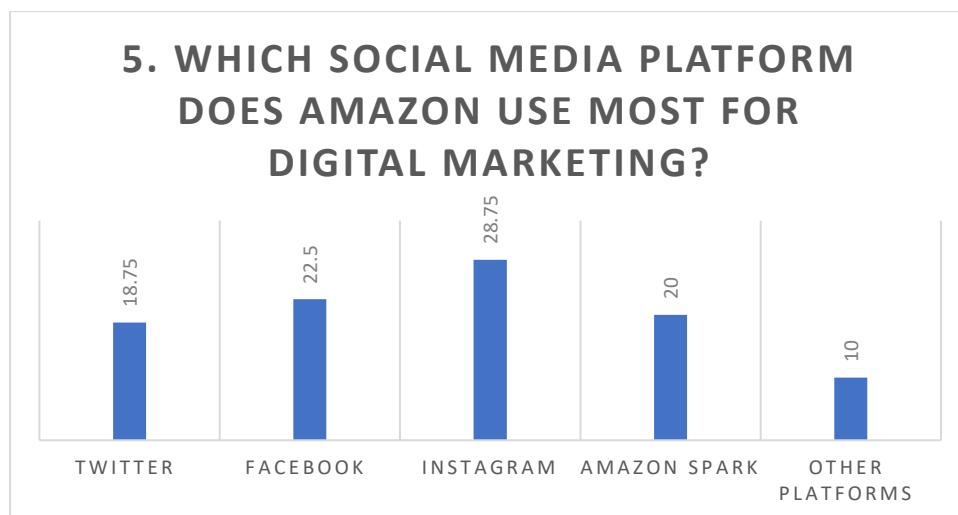


5. Which social media platform does Amazon use most for digital marketing?

- Twitter
- Facebook
- Pinterest
- Amazon Spark
- Other Platforms

Particulars	Number of respondents	Percentage Rate
Twitter	15	18.75
Facebook	18	22.5
Instagram	23	28.75
Amazon Spark	16	20
Other Platforms	8	10
Total	80	100

In the 5th question, the 80 respondents were asked about which social media platform does Amazon use most for digital marketing. To this, 15 respondents or 18.75% of the data which is close to 1/5th of the sample size have opined that Amazon uses Twitter as its preferred social media platform for digital marketing. 18 respondents or 22.5% of the data which is more than 1/4th of the sample size have opined that Amazon uses Facebook as its preferred social media platform for digital marketing.. 23 respondents or 28.75% of the data which is close to 1/3rd of the sample size have opined that Amazon uses Instagram as its preferred social media platform for digital marketing. 16 respondents or 20% of the data which is 1/5th of the sample size have opined that Amazon uses Amazon Spark as its preferred social media platform for digital marketing (DEMİRBAŞ and YURT, 2022). The remaining 8 respondents or 10% of the data have opined that Amazon uses other platforms as its preferred social media platform for digital marketing. These include Pinterest, YouTube among notable media platforms. Amazon answers the questions that the consumers post on the social media platforms without much delays or time intervals. There is most promotion of the marketing on Facebook and Instagram. These 2 platforms are also globally used the most making it more feasible for Amazon to focus on more. There are millions of subscribers, followed by likes which means that these consumers are following the brand on those platforms (DEMİRBAŞ and YURT, 2022).



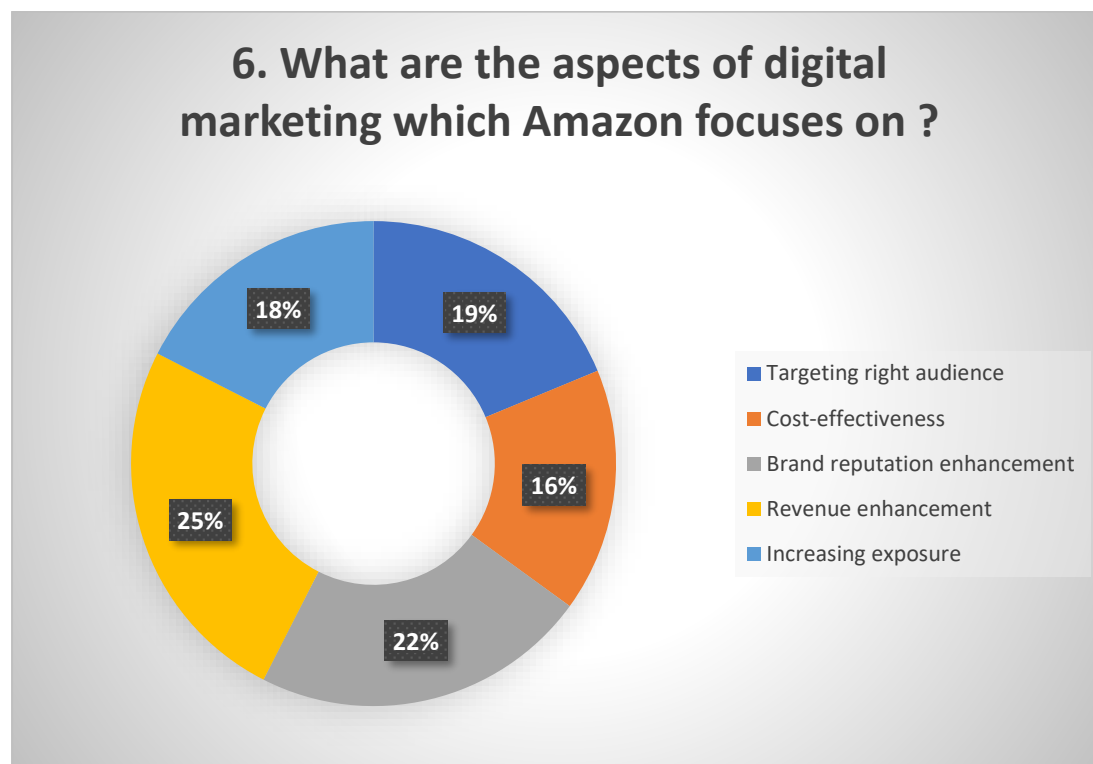
6. What are the aspects of digital marketing which Amazon focuses on ?

- **Targeting right audience**
- **Cost-effectiveness**
- **Brand reputation enhancement**
- **Revenue enhancement**
- **Increasing exposure**

Particulars	Number of respondents	Percentage Rate
Targeting right audience	15	18.75
Cost-effectiveness	13	16.25
Brand reputation enhancement	18	22.5
Revenue enhancement	20	25
Increasing exposure	14	17.5
Total	80	100

In the 6th question, the 80 respondents were asked about what are the aspects of digital marketing which Amazon focuses on. To this, 15 respondents or 18.75% of the data which is close to 1/5th of the sample size have opined that Amazon targets the correct audience through digital marketing. 13 respondents or 16.25% of the data size have opined that Amazon uses cost-effectiveness as the preferred digital marketing strategy. 18 respondents or 22.75% of the data which is more than 1/5th of the sample size have opined that Amazon focuses most on enhancement of reputation of its

brand. 20 respondents or 25% of the data which is 1/4th of the sample size have opined that Amazon uses revenue enhancement as the area for focusing the most on in its digital marketing (Sharma, *et al.*,2022). The remaining 14 respondents or 17.5% of the data have opined that Amazon uses the enhancement of exposure as the domain for focusing the most on in its digital marketing. The usage of data analytics and artificial intelligence tools have helped the e-commerce giant to make successful optimisations in the strategies of marketing and in the improvement of the experiences of the customer base overall. There is also usage of the said options by sending mails that are targeted and aids in the satisfaction enhancement of the consumers and drives sales. There is continued growth in the landscape of e-commerce and Amazon would likely be making investments in newer platforms and technologies to take care of the varying attitudes of the consumers. There already is a certain of degree of experimentation with modifications in augmented reality and Alexa by studying attitudes to revolutionise the ways that online purchases are made (Sharma, *et al.*,2022).



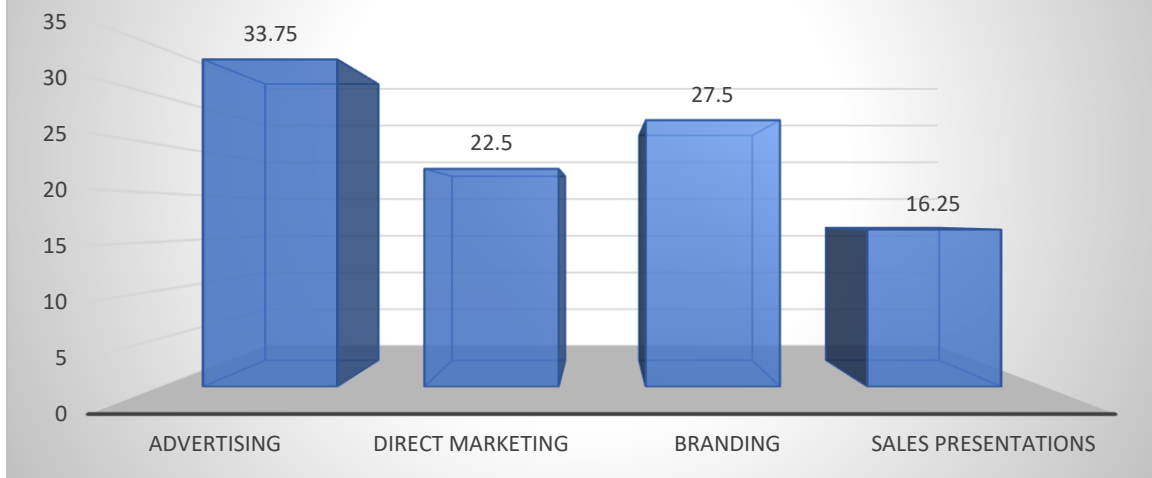
7. Which feature in digital marketing of Amazon attracts consumers most?

- Advertising
- Direct Marketing
- Branding
- Sales presentations

Particulars	Number of respondents	Percentage Rate
Advertising	27	33.75
Direct Marketing	18	22.5
Branding	22	27.5
Sales presentations	13	16.25
Total	80	100

The participants were asked about the feature of Amazon in its digital marketing that the consumers are most attracted by. To this, 27 respondents which is 33.75% or around 1/3rd of the data have opined that they are most attracted by advertising done by Amazon. 18 respondents which is 22.5% or closer to 1/4th of the data have opined that they are most attracted by direct marketing done by Amazon. 22 respondents which is 27.5% or more than 1/4th of the data have opined that they are most attracted by branding done by Amazon (Sebastian and MC,2022). The remaining 13 respondents which is 16.25% of the sample size have opined that they are most attracted by sales presentations done by Amazon. The products and services of Amazon are in millions in terms of categories, For this there are numerous advertisements that get highlighted by the brand. These are updated and appear on screens in smartphones, messages, e-mails and other medium which keeps the audiences engaged. There is direct marketing and branding of the products making them more accessible to the consumers globally. Even when consumers reside in remote parts of the world, they receive their products on time. There are great hubs of fulfilment that the company has (Sebastian and MC,2022).

7. Which feature in digital marketing of Amazon attracts consumers most?



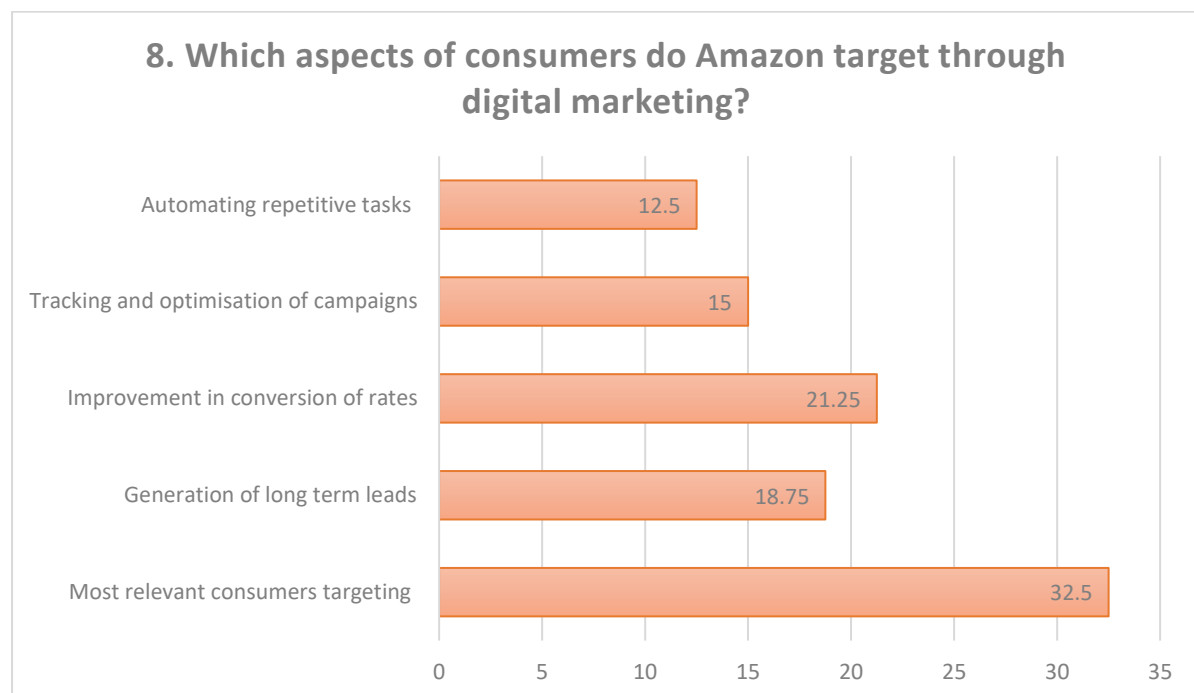
8. Which aspects of consumers do Amazon target through digital marketing?

- Most relevant consumers targeting
- Generation of long term leads
- Improvement in conversion of rates
- Tracking and optimisation of campaigns
- Automating repetitive tasks

Particulars	Number of respondents	Percentage Rate
Most relevant consumers targeting	26	32.5
Generation of long term leads	15	18.75
Improvement in conversion of rates	17	21.25
Tracking and optimisation of campaigns	12	15
Automating repetitive tasks	10	12.5
Total	80	100

In the 8th question, the 80 respondents were asked about which aspects of the consumers do Amazon target through digital marketing. To this, 26 respondents or 32.5% of the data which is close to 1/3rd of the sample size have opined that Amazon looks into the most relevant customers targeting as the aspect in its digital marketing

the most. 15 respondents or 18.75% of the data size have opined that Amazon looks into the generation of long term leads as the aspect in its digital marketing the most. 17 respondents or 21.25% of the data which is more than 1/5th of the sample size have opined that Amazon looks into the improvement in rates of conversion as the aspect in its digital marketing the most. 12 respondents or 15% of the data have opined that Amazon looks into the tracking and optimisation of campaigns as the aspect in its digital marketing the most (Addo, *et al.*, 2022). The remaining 10 respondents or 12.5% of the data have opined that Amazon looks into the automation of tasks that are repetitive as the aspect in its digital marketing the most as the domain for focusing the most on in its digital marketing. The stated features depends on the variations in attitudes of the consumers on a number of factors. These include their lifestyles, context, marketing again, behavioural patterns, appearances and the advertisement audiences. Amazon has been making expansions in its brand presence and utilising the data towards the conversion of the traffic into actual leads and then into customers (Addo, *et al.*, 2022).



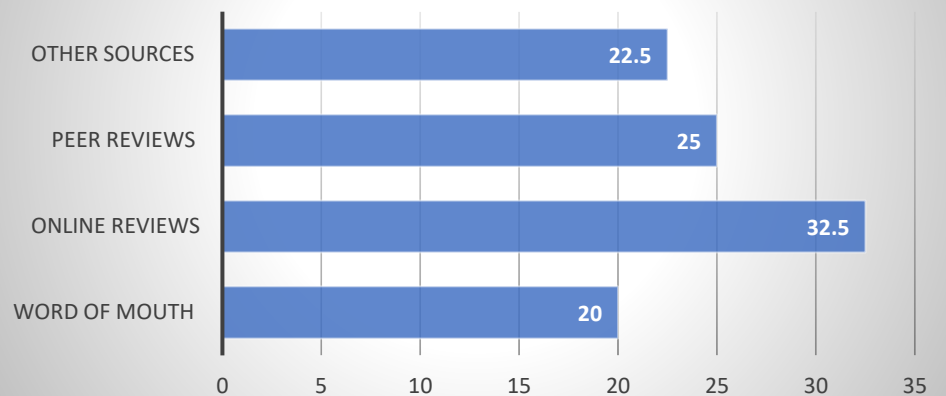
9. How are the consumers of Amazon influenced by digital marketing?

- Word of mouth
- Online reviews
- Peer reviews
- Other sources

Particulars	Number of respondents	Percentage Rate
Word of mouth	16	20
Online reviews	26	32.5
Peer reviews	20	25
Other sources	18	22.5
Total	80	100

In the 9th question, the 80 respondents were asked how they are influenced by digital marketing of Amazon. To this, 16 respondents or 20% of the data which 1/5th of the sample size have opined that they are influenced by word of mouth opinions that they hear about digital marketing aspects of Amazon. 26 respondents or 32.5% of the data size have opined that they are influenced by online review opinions that they read about digital marketing aspects of Amazon on various platforms (Çadırc,et al.,2022). 20 respondents or 25% of the data which is 1/4th of the sample size have opined that they are influenced by peer reviews that they listen to or read about digital marketing aspects of Amazon. The remaining 18 respondents or 22.5% of the data have opined that they are influenced by other sources that they hear about digital marketing aspects of Amazon. Those could be from traditional modes of advertising like on billboards, television channels, newspapers, messaging applications (Çadırc,et al.,2022). Most of the features of Amazon are showcased in different languages which makes it easy for the global audiences to understand depending on their preferences. Customers can be easily swayed and hence, Amazon always asks for personal opinions and encourages honest reviews and opinions to improve upon.

9. How are the consumers of Amazon influenced by digital marketing?



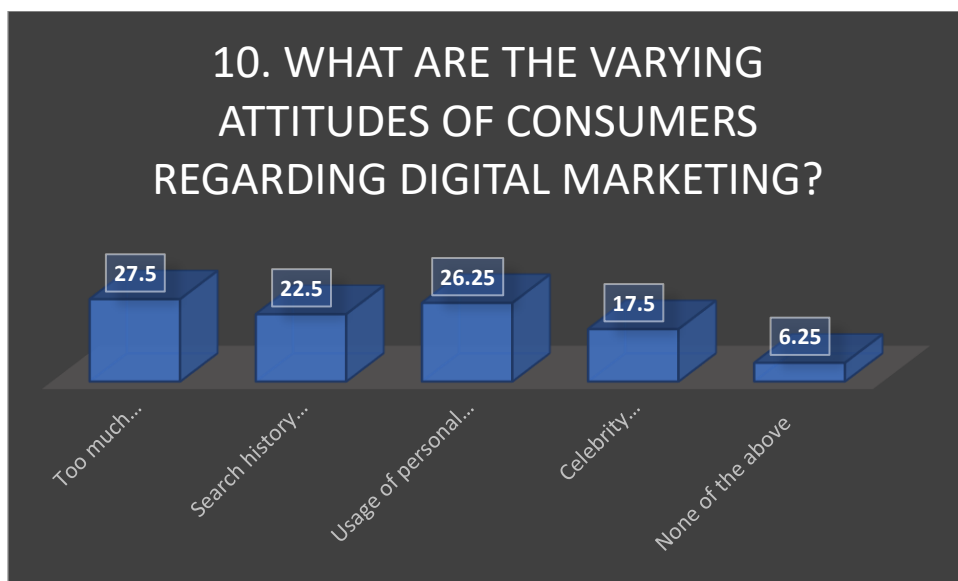
10. What are the varying attitudes of consumers regarding digital marketing?

- Too much internet advertising
- Search history related online advertisements
- Usage of personal data to communicate
- Celebrity endorsement
- None of the above

Particulars	Number of respondents	Percentage Rate
Too much internet advertising	22	27.5
Search history related online advertisements	18	22.5
Usage of personal data to communicate	21	26.25
Celebrity endorsement	14	17.5
None of the above	5	6.25
Total	80	100

In the last question, the 80 respondents were asked about what are the varying attitudes of consumers regarding digital marketing. To this, 22 respondents or 27.5% of the data which is more than 1/4th of the sample size have opined that there is too much online advertising over internet which irritates them at times. 18 respondents or 22.5% of the data size have opined that the search history oriented advertisements online have caused frustrations. Some of the consumers are fine with a certain degree

of advertising being portrayed but often too many are posted. These block key content when browsing important content online. 21 respondents or 26.25% of the data which is more than 1/4th of the sample size have opined that the usage of personal data to make communications bothers them (Malta, 2022). Many firms use this data and repeatedly communicate through various mediums and this irritates most consumers. 14 respondents or 17.5% of the data which is close to 1/5th of the sample size have opined that celebrity endorsements influences them positively. They are influenced by seeing celebrities and influencers that they follow buying or suggesting Amazon products and availing services and they feel like doing so too. The remaining 14 respondents or 17.5% of the data have opined that Amazon uses the enhancement of exposure as the domain for focusing the most on in its digital marketing. In this particular question, the 1st 3 options have highlighted negative attitudes mainly. The 4th opinion has shown positive attitude mainly (Malta, 2022).



4.3: Findings:

According to Ravi and Rajasekaran, (2023), the consumption of content online varies with different groups of ages. This also holds true for the varying attitudes towards the usage of digital medium in Amazon. It also is applicable towards the aspects of online advertising in Amazon. The market of e-commerce retail in which Amazon is a leader in is very competitive and the digital landscape is everchanging (Saiprasad and Meenakshi,2023). It is very important for Amazon to be understanding not only the different attitudes and buying behavioural preferences of consumers but also understand which of its rival brands are after the customers. Thus, it is very important for Amazon to be very compatible with the bases and different age groups of consumers and making their rival marketing strategies accordingly (Parnell,2022). As opined by Parnell, (2022), it is also derived that the advertisements of the baby boomer age group needed to be more oriented towards desktop and laptop facilities compared to mobile devices. This is because most of them are not very technology oriented as they have spent most of their lives without much application of it in their daily lives (Saiprasad and Meenakshi,2023). Some of them are new learners and it takes a lot of time and patience to learn something at an advanced age. Thus, they would be more comfortable with larger keypads and typing facilities which is present on laptops or desktops.

As per Saiprasad and Meenakshi, (2023), most of the consumers in the Generation-X group would be preferring healthy items and entertainment items on Amazon to shop from. They would also be looking into the digital marketing aspects by browsing online when they are free from work or other responsibilities. They are accustomed to using both laptops and mobile devices and need to be advertised accordingly (SHAIJU, 2023). As opined by SHAIJU, (2023), the Generation Y or millennials is the largest group of consumers, and they are more favourable with mobile devices and laptops also. They make consumption of 23% of the content online on an average between 5 and 10 hours every week. The purchasing power of the Generation Z is depicted by their parents who are mostly millennials or an older generation (DEMİRBAŞ and YURT,2022). They are influenced by social media sites and have been using smartphones from a very young age and are more comfortable using it. The number of users who were using the Amazon shopping application in 2019 was 150.6 million. There are 6.3 million sellers in the market globally in Amazon. Around 85% of the

consumers who are young make some purchases through Amazon at least 1 time a week (DEMİRBAŞ and YURT,2022).

The Amazon Prime membership has generated more than 200 million users globally. As of 2023, the average spendings which the member of Amazon Prime makes amounts to \$1,400. As per Sharma, *et al.*, (2022), the age average of the consumer of Amazon is 37 years. There is clicking on the advertisements of Amazon when they are browsing the internet by around 43% of the consumers. 79.8% of the consumers of Amazon have stated that the fast and free shopping facilities of Amazon is the main reason why they avail shopping through the medium. As stated by Sharma, *et al.*, (2022), Amazon has been one of the world's foremost leaders and pioneers in digital marketing. There is constant investments made in the firm towards new and innovative technologies and in its mediums so that it can stay ahead of competition. There has been the employment of many processes digitally in its marketing towards the growth of sales and driving traffic constantly (Sharma, *et al.*,2022). In February,2022 there were more than 2.2 billion mobile and desktop visits combined which was a slight decline from the previous month's figures of 2.7 billion visits.

As per Sebastian and MC (2022), there are a number of experts at Amazon that look deeply and make necessary improvements in the optimisation of the pages of commodities and searches based on the keywords specified. This is done with the creation of descriptions of information-oriented products and necessary titles. There also is the application of images of higher quality and videos which attracts the consumers (Sebastian and MC,2022). There also is the prioritisation of the reviews of the users and their ratings provided. These are some of the main indicators in its relevance and quality of products maintenance. Apart from the optimisation of the individual pages of products, Amazon makes significant investments in the improvement of structure of its digital marketing and website overall. There is the usage of an algorithm in the website which organises the commodities into subcategories and categories. Thus, the customers are easily able to find as per their preferences and requirements (Addo, *et al.*,2022). There also is the provision of a lot of information related to the reviews of the customers, comparisons of products and associated services. From the viewpoints of the 80 participants surveyed it was also

found that social media mode of marketing is the most preferred medium for digital marketing by Amazon.

There is a significant presence that Amazon maintains in all the major platforms like Instagram, Twitter, Facebook, Amazon's own platform Amazon Spark and others like YouTube, Pinterest (Addo, *et al.*,2022). These platforms get used by Amazon not only for its marketing activities but also for engaging with customers, providing discounts and offers getting highlighted. One of the main ways that Amazon utilises social media well is by using influencer marketers (Çadırcı, *et al.*,2022). There is partnering done with bloggers from YouTube and other social media platforms like Instagram and promotion of the products is one by them. They account for many followers and thus these followers are also inclined towards making purchases from Amazon (Çadırcı, *et al.*,2022). There is also the application of paid form of advertising which Amazon uses. The marketing mix of Amazon in is digital marketing which includes products, place, price and promotion is very powerful which has helped the firm maintain a loyal base of customers (Malta,2022).

4.4: Summary:

The researcher has made due considerations when forming this questionnaire. Initially, the different age groups were selected to showcase their variances in the attitudes towards digital marketing in Amazon. Also, the segregations and distributions of the number of respondents in each age group was made keeping in mind their preferences and usability frequency of digital medium of Amazon to shop or look into other related aspects. This has helped in the representation of a very holistic and concrete evidence pertaining to the topic (Addo, *et al.*,2022). The various digital media platforms of Amazon like social media marketing, search engine optimisations and others have been showcased and their preferences and other attributes related to attitudes of consumers studied. The social media platforms which Amazon use the most for its branding and digital marketing has also been discussed from the viewpoints of the consumers. The 80 respondents who are consumers of Amazon and their perspectives have been duly recorded (Çadırcı, *et al.*,2022).

Chapter 5: Conclusion, Recommendations and research Future Scope:

5.1 Conclusion:

In the twenty-first century, traditional marketing might be considered to be largely ineffective, and businesses are increasingly working to enhance their digital marketing operations. Digital marketing can be defined, in the simplest terms possible, as a marketing strategy that makes use of digital tools, such as websites, search engines, social media platforms, etc., to create e-WOM for a brand or product. It has been claimed that digital marketing tools, as opposed to traditional marketing tools like print media, are considerably more effective in the present business dynamics because of their relevance and capacity to reach out to broader consumer groups regardless of geographical limits (Hartanto et al., 2022). However, according to recent surveys, some characteristics characterise how customers and organisations engage while using digital marketing strategies. These elements have an impact on how people view the digital marketing strategy used by an organisation. In this case, consumer approval, satisfaction, etc. are included. Other elements, such as data privacy concerns and security difficulties, are also linked to this perception. Delivering value, being transparent, and using ethical business practises are the keys to changing consumer perceptions.

Brands that value privacy, deliver substantial value, and establish close relationships are more likely to get favourable reviews. Customers respect brands that are genuine and honest, and they reward businesses that prioritise these qualities in their digital marketing strategies. In context to this study, it has been conducted in order to understand the consumer perception towards the digital marketing strategies adopted by Amazon. The study presents a detailed analysis of digital marketing and its significance for business organizations in this current environment. From the study it

can be said that that digital marketing may be defined as a marketing strategy in which marketing personnel use any digital tools or electronic devices to communicate offers, discounts, and promotional texts and then analyse the customer journey to evaluate the results. Briefly said, digital marketing relates specifically to advertising efforts that may be viewed on a computer, smartphone, tablet, laptop, or other electronic device. The study has also found out that consumer behaviour and brand awareness are mutually beneficial. Consumer attitudes that are developed via experiences and perceptions have a significant impact on how they view a brand. Positive attitudes promote positive opinions, greater trust, and loyalty, which strengthens brand recognition.

Negative attitudes, on the other hand, can reduce engagement and brand recognition. On the other side, brand awareness increases familiarity and recognition, which over time can influence customer opinions (Daud et al., 2022). Effective branding can encourage favourable views, and efficient marketing can raise awareness. These elements work in tandem to form a cycle: brand awareness increases with positive attitudes, and positive attitudes increase with more brand awareness. The study has also discussed how digital marketing initiatives help brands. It has been found out that digital marketing campaigns give brands a flexible toolkit to succeed in the contemporary environment. They make it possible to target audiences precisely, improving the communications' relevance and boosting engagement. Brands may encourage direct connections, fostering relationships and loyalty, using channels like social media.

Actionable insights from data analytics enable optimisation for improved outcomes. SEO and content production increase visibility and strengthen brand identification. Digital marketing is more affordable than traditional approaches, levelling the playing field for companies of all sizes. Real-time tracking evaluates performance to help with well-informed choices. To sum up, digital marketing increases brand reach, engagement, and ROI, all of which are crucial for creating and maintaining a competitive edge. A number of recommendations for Amazon has been provided as well that can be applied by the organization in order to positively influence consumer perception towards their digital marketing initiatives. For example, the company can preserve transparency in their approach to digital marketing. Transparency and consent have a big impact on how customers feel about Amazon's digital marketing

tactics. By being open and honest about the collection, use, and protection of customer data, Amazon can foster trust and respect for users' privacy. Giving customers easy customization options increases their freedom to control their online experience. This transparency not only allays data privacy concerns, but also reveals Amazon's commitment to moral behaviour.

Customers are more likely to have a positive impression of Amazon's digital marketing efforts if they feel informed and in control of their platform experiences, which will boost brand trust and loyalty. Furthermore, Amazon might use a value-driven digital marketing approach. Value-driven digital marketing material can change how consumers see Amazon by offering enlightening, interesting, and engaging content that goes beyond straightforward discounts. The provision of content like how-to guides, product evaluations, and instructional articles demonstrates Amazon's commitment to enhancing consumer experience and understanding. This strategy positions Amazon as a resource rather than merely a place to make purchases. Customers who benefit from the information are more inclined to view Amazon as a trustworthy and knowledgeable business, increasing loyalty and fostering positive word-of-mouth (Oyman et al., 2022). This approach satisfies modern consumers' demands that brands provide genuine value, creating a positive and enduring perception of Amazon's digital marketing operations.

5.2 Linking with Objectives:

As discussed above a total of 3 different objectives have been set for the study and primary data collection method has been adopted by the researcher in order to justify the research objectives. A total of 10 questions have been set for 80 selected candidates that are very much in line with the objectives set by the researcher. It has been seen that in context to Amazon, all the 80 selected candidates for the study have opined that digital marketing initiatives adopted by the organization is extremely important. 16 individuals have stated that they prefer the search engine adopted by Amazon, on the other hand 24 individuals have stated that influencer marketing is preferred by them. Another 10 respondents out of 80 have stated that they prefer the PPC digital marketing tools adopted by Amazon compared to others. The researcher also asked the respondents about the digital marketing tools that Amazon requires to improve in the near future. The results of the survey showed that around 24 of the 80 respondents said that the company needs to improve is social media engagement

process, 23 out of 80 believed that it is important to improve the affiliate marketing techniques adopted by the organization and lastly 21 respondents suggested that the company should work on its influencer marketing tactics. This in a way certainly shows the significance of digital marketing initiatives adopted by brands like Amazon in this current business dynamics.

The second objective of the study was to differentiate between traditional and digital marketing. The study has found out that print, TV, and radio are examples of traditional marketing mediums that are used to reach large audiences but lack exact targeting. Real-time impact assessment and strategy modification are more challenging. Digital marketing has a wider audience and spreads information more quickly than traditional marketing, which is constrained by location and print cycles. The analytics-driven approach used in digital improves strategy optimisation and ROI measurement. For e-commerce sector organizations like Amazon, it has been seen that the traditional marketing techniques have somewhat become obsolete and outdated and doesn't provide much help in this current business environment. This has been very much evident in the survey that has been conducted. The 80 selected candidates were asked what are the main features of digital marketing of Amazon that attracts them the most. It was found that around 27 individuals responded that they like the advertising initiatives adopted by the organization and another 22 individuals opined that Amazon's branding and is what attracts them the most. The respondents were also asked which feature of Amazon's digital marketing influenced them the most. In this segment it was seen that 26 out of 80 have stated that online reviews posted by customers have a deep influence on the way they are influenced by the digital marketing initiatives. It can be said that this indicates how traditional marketing initiatives are being replaced by digital marketing tools in today's business environment and the data collected justifies the second objective of the study.

Due to its personalised recommendations, simplicity, and easy-to-use shopping experience, consumers generally have favourable sentiments about Amazon's digital marketing endeavours. Customer satisfaction is increased by the personalised product suggestions and user-friendly interface. But persistent worries about data privacy and information overload continue to shape opinions. Although Amazon's use of customer data for personalisation might result in appreciation for pertinent goods, it can also raise concerns about privacy. The balance between alleged advantages and

possible disadvantages determines the general attitude. Positive sentiments and trust towards Amazon's digital marketing initiatives can be strengthened by successfully navigating these concerns through ethical practises and value delivery. The questions prepared for the selected candidates show what consumers perceive about the digital marketing strategy adopted by Amazon and hence justifies the third objective.

5.3 Recommendations:

Without a doubt it can be said that the e-commerce segment is quite competitive and proper digital marketing strategies provide competitive advantage to the organizations. In this context, Amazon is not an exception. The way consumers perceive the digital marketing initiatives undertaken by Amazon plays a crucial role in the overall success of the organization. There are a number of strategies that the organization can adopt in order to positively influence consumer perception regarding.

First and foremost, transparency can be maintained by the organization regarding their digital marketing procedure. Consumer opinions of Amazon's digital marketing strategies are significantly influenced by transparency and consent. Amazon can promote trust and respect for users' privacy by being transparent about how customer data is gathered, used, and protected. Giving consumers clear options to customise their settings gives them more freedom to manage their online experience (Novitasari, 2022). This openness not only allays worries about data privacy but also demonstrates Amazon's dedication to moral behaviour. Consumers are more likely to perceive Amazon's digital marketing initiatives favourably if they feel educated and in charge of their experiences with the platform, which will increase brand trust and loyalty.

Secondly, the company also requires to maintain the relevancy of the marketing strategies. Amazon's emphasis on personalisation and relevancy in its digital marketing approach might greatly improve consumer perception. Amazon exhibits a profound awareness of each customer's demands by customising product recommendations and offers based on personal preferences and browsing history (Sharma et al., 2022). With this strategy, clients receive more value from their interactions, which improves the convenience and enjoyment of their buying. Consumers view Amazon as a platform that caters to their specific interests because of the time saved and pertinent options offered. This favourable view boosts customer

loyalty and repeat business, enhancing Amazon's standing as a company that values its customers and pays close attention to their preferences and needs.

Thirdly, value driven digital marketing strategy can be adopted by Amazon as well. By providing educational, entertaining, and engaging content that goes beyond simple promotions, value-driven digital marketing content can influence how consumers view Amazon. Amazon's dedication to boosting consumer knowledge and experience is demonstrated by the creation of material including how-to instructions, product reviews, and educational pieces (Singh et al., 2022). With this tactic, Amazon is presented as a useful tool rather than just a venue for making purchases. Customers who gain from the information are more likely to perceive Amazon as a reliable and informed company, increasing loyalty and spreading good word of mouth. This strategy meets the expectations of contemporary consumers that brands deliver true value, generating a favourable and long-lasting perception of Amazon's digital marketing initiatives.

Moreover, by providing authenticity and relatability, influencer connections can significantly strengthen Amazon's digital marketing strategy. Reputable influencers build credibility and trust among their audience by genuinely endorsing goods (Noor et al., 2022). This favourable relationship also extends to Amazon's brand, which favourably affects customer perception. Amazon can more effectively connect into existing communities and engage new customers by working with influencers that share its values and cater to its target market. By giving the company a human face, this strategy makes it more approachable and encourages a strong emotional bond. Influencer alliances help Amazon's reputation, which ultimately improves how customers see the company's digital marketing initiatives.

Additionally, customer reviews have a big influence on how consumers view Amazon's digital marketing approach. Social proof is produced through positive ratings and reviews, proving the worth of the product and the contentment of the buyer. Potential buyers are more likely to believe Amazon's products and marketing claims when they see favourable reviews from their peers. Ratings also offer perceptions into how well a product performs, assisting with purchasing decisions. In its digital marketing initiatives, Amazon builds trust and promotes a sense of authenticity by exhibiting actual customer experiences and openly displaying ratings. This practise

increases customer confidence, promotes interaction, and eventually creates a favourable impression of Amazon's dedication to providing worthwhile goods and experiences (Hien and Nhu, 2022).

Lastly, by incorporating users in brand storytelling, user-generated content initiatives have the potential to have a significant impact on Amazon's digital marketing strategy. By encouraging people to add their personal stories, opinions, and images, Amazon's products take on a more real and relatable narrative. By encouraging a sense of community and belonging, this involvement increases customer loyalty and trust. First-hand accounts from users demonstrate how a product is actually used and benefits from it, positively influencing new customers. User-generated content gives a brand a human face, improving its reliability and personability (Kurdi et al., 2022). Customers develop a favourable opinion of the brand's dedication to customer happiness and meaningful connections when they observe the good interactions of their peers, which helps Amazon's digital marketing initiatives gain credibility. Lastly, Amazon may improve consumer impression by supporting sustainable activities through digital marketing. The brand's dedication to environmental responsibility is demonstrated through openly showing eco-friendly practises, a smaller carbon footprint, and ethical sourcing. This fits with the principles of ethical consumers and enhances their opinion of Amazon as a socially concerned firm. Amazon promotes itself as a forward-thinking company that works to improve the world by promoting these initiatives across digital channels, cultivating a favourable brand image and boosting customer loyalty.

5.4 Research limitation and future scope of the research:

Research limitations are obstacles or restrictions that limit the applicability, reliability, or generalizability of a study's conclusions. Sample size, research design, data collection techniques, time restrictions, resource availability, and external influences are a few examples of these limits (Kohler et al., 2022). The study's capacity to reach comprehensive conclusions or extrapolate its findings to a larger context may be constrained. In order to be transparent and to encourage readers to interpret the study's findings in light of its limitations, researchers frequently disclose these restraints. Resolving issues with limitations promotes additional investigation in areas where the study's results may have been hampered by issues with validity. There are certain limitations associated with this research process as well. First and foremost, time was one of the major constraints that has certainly influenced the overall quality

and the outcome of the research. If more time was provided to the researchers, then the outcome of the research could have been improved with more statistical analysis. This would have also helped in the data collection process as well. Another limitation of the research was it has only used primary data collection method. Though primary data collection method provides relevancy and authenticity, secondary data collection method could have been adopted by the researcher as well. Secondary data collecting is useful in research because it provides information that already exists from a variety of sources, including databases, reports, and prior studies. It offers background information, earlier statistics, and benchmarks for comparisons. It can supplement primary data, saving time and resources while boosting the depth and scope of study discoveries.

In the constantly changing world of e-commerce and online interactions, the future breadth of study on how customers view the digital marketing strategies adopted by Amazon is encouraging and pertinent. Several fields offer fascinating research opportunities as technology develops and consumer behaviours change. The current research has been conducted on how customers perceive the digital marketing strategy adopted by Amazon. The research has particularly tried to shed some light on digital marketing tactics used by modern day e-commerce retailers. It can be rightfully said that this research has opened up newer areas of opportunities for researchers in terms of conducting future research. For example, further investigation on the interrelationship between personalization and privacy is possible. Given the growing importance of data protection laws, understanding how consumers balance the trade-off between customised experiences and data security will be essential. Apart from this the study can be used to determine the importance of emotional brand connections for large-scale retailers. Analysing how digital marketing strategies arouse feelings and forge connections between brands and consumers in virtual environments might reveal information about customer brand loyalty. Future studies can be conducted in order to develop understanding how various cultural and demographic groups react to Amazon's digital marketing efforts might help marketers better understand how to adapt their plans for different target markets. Studies can be conducted regarding how brands convey business sustainability through digital marketing. The success of such programmes in influencing consumer attitudes can be

determined by studying how people react to Amazon's attempts to encourage sustainability and ethical behaviour through digital marketing.

References:

- Addo, P.C., Akpatsa, S.K., Nukpe, P., Ohemeng, A.A. and Kulbo, N.B., (2022). Digital analytics approach to understanding short video advertising in digital marketing. *Journal of Marketing Theory and Practice*, 30(3), pp.405-420.
- Akhrorova, S., 2021. THE INFLUENCE OF DIGITAL MARKETING IN COMPETITION LAW: OVERVIEW. *Herald pedagogiki. Nauka i Praktyka*, 1(5).
- Akmaljon, O., Erkin, G. and Nodira, M., 2022. DIGITAL MARKETING. *Uzbek Scholar Journal*, 10, pp.112-116.
- Al-Azzam, A.F. and Al-Mizeed, K., 2021. The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business*, 8(5), pp.455-463.
- Alghizzawi, M., 2019. The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud*, 3(1), pp.24-31.
- Altay, B.C., Okumuş, A. and Adıgüzel Mercangöz, B., 2022. An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. *Complex & Intelligent Systems*, 8(1), pp.129-140.
- Ayesha, I., Pratama, I.W.A., Hasan, S., Effendi, N.I., Yusnanto, T., Diwyarthi, N.D.M.S., Utami, R.D., Firdaus, A., Mulyana, M. and Egim, A.S., 2022. Digital Marketing (Tinjauan Konseptual). Get Press.
- Babarak, L.M., Menetski, J., Rebhan, M., Nisato, G., Zinggeler, M., Brasier, N., Baerenfaller, K., Brenzikofer, T., Baltzer, L., Vogler, C. and Gschwind, L., 2019. Traditional and digital biomarkers: two worlds apart?. *Digital biomarkers*, 3(2), pp.92-102.
- Bala, M. and Verma, D., 2018. A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), pp.321-339.
- Barbosa, B., Saura, J.R. and Bennett, D., 2022. How do entrepreneurs perform digital marketing across the customer journey? A review and discussion of the main uses. *The Journal of Technology Transfer*, pp.1-35.

Barusman, A.R.P. and Rama, P., 2019. The Impact of 7p's (Marketing Mix) on Student Parents' Decision at School for Disable Students with Special Needs. *Journal of Business and Management*, 21(5), pp.22-28.

Çadircı, T.O., Güngör, A.S. and Kılıç, S., (2022). The voice of the Consumer on SVOD systems during Covid-19: a service opportunity mining approach. *International Journal of Marketing, Communication and New Media*, (11).

Chaffey, D. and Ellis-Chadwick, F., 2019. Digital marketing. Pearson uk.

Chaffey, D. and Smith, P.R., 2022. Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.

Chen, H., Lachaud, K. and Zhou, W., 2022. The sales effect of "Free App of the Day" on Amazon Appstore: An empirical study. *Digital Business*, 2(2), p.100020.

Childers, C. and Boatwright, B., 2021. Do digital natives recognize digital influence? Generational differences and understanding of social media influencers. *Journal of Current Issues & Research in Advertising*, 42(4), pp.425-442.

Daud, I., Nurjannahe, D., Mohyi, A., Ambarwati, T., Cahyono, Y., Haryoko, A.E., Handoko, A.L., Putra, R.S., Wijoyo, H., Ariyanto, A. and Jihadi, M., 2022. The effect of digital marketing, digital finance and digital payment on finance performance of indonesian smes. *International Journal of Data and Network Science*, 6, pp.37-44.

DEMİRBAŞ, E. and YURT, C., (2022). DIGITAL TRANSFORMATION AND MARKETING: AN INTEGRATIVE CONCEPTUAL STUDY ON STRATEGIC DIGITAL MARKETING MANAGEMENT AND SOCIAL MEDIA MARKETING. *Research on Economics and Administration and Social Sciences*, p.41.

Denga, E.M., Vajjhala, N.R. and Rakshit, S., 2022. The Role of Digital Marketing in Achieving Sustainable Competitive Advantage. *Digital Transformation and Internationalization Strategies in Organizations*, pp.44-60.

Desai, V. and Vidyapeeth, B., 2019. Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, 5(5), pp.196-200.

Dodds, S. and Hess, A.C., 2020. Adapting research methodology during COVID-19: lessons for transformative service research. *Journal of Service Management*, 32(2), pp.203-217.

Ferrell, O.C., Hartline, M. and Hochstein, B.W., 2021. Marketing strategy. Cengage Learning.

Fuciu, M. and Dumitrescu, L., 2018, June. From marketing 1.0 to marketing 4.0—the evolution of the marketing concept in the context of the 21st century. In International conference knowledge-based organization (Vol. 24, No. 2, pp. 43-48).

Graham, K.W. and Wilder, K.M., 2020. Consumer-brand identity and online advertising message elaboration: effect on attitudes, purchase intent and willingness to share. *Journal of Research in Interactive Marketing*, 14(1), pp.111-132.

Greening, N., 2019. Phenomenological research methodology. *Scientific Research Journal*, 7(5), pp.88-92.

Gupta, A. and Gupta, N., 2022. *Research methodology*. SBPD Publications.

Hartanto, Y., Firmansyah, M.A. and Adhrianti, L., 2022, April. Implementation Digital Marketing Pesona 88 Curup in to Build Image for the Decision of Visit Tourist Attraction. In 4th Social and Humanities Research Symposium (SoRes 2021) (pp. 589-594). Atlantis Press.

Hien, N.N. and Nhu, T.N.H., 2022. The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business & Management*, 9(1), p.2105285.

Ho, C.I., Liu, Y. and Chen, M.C., 2022. Factors influencing watching and purchase intentions on live streaming platforms: From a 7Ps marketing mix perspective. *Information*, 13(5), p.239.

Katsikeas, C., Leonidou, L. and Zeriti, A., 2020. Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International Marketing Review*, 37(3), pp.405-424.

Kingsnorth, S., 2022. Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.

Köhler, T., Smith, A. and Bhakoo, V., 2022. Templates in qualitative research methods: Origins, limitations, and new directions. *Organizational Research Methods*, 25(2), pp.183-210.

Kotler, P., Kartajaya, H. and Setiawan, I., 2021. *Marketing 5.0: Technology for humanity*. John Wiley & Sons.

Kurdi, B., Alshurideh, M., Akour, I., Alzoubi, H., Obeidat, B. and Alhamad, A., 2022. The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets. *International Journal of Data and Network Science*, 6(4), pp.1175-1186.

Kwan, Y.K.C., Chan, M.W. and Chiu, D.K., 2023. Youth marketing development of special libraries in the digital era: viewpoint from the Taste Library with 7Ps marketing mix. *Library Hi Tech*.

Lammenett, E., 2021. *Praxiswissen Online-Marketing: Affiliate-, Influencer-, Content-, Social-Media-, Amazon-, Voice-, B2B-, Sprachassistenten-und E-Mail-Marketing, Google Ads, SEO*. Springer Gabler.

López García, J.J., Lizcano, D., Ramos, C.M. and Matos, N., 2019. Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), p.130.

Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S.M. and Lin Lee, C., 2020. Smart digital marketing capabilities for sustainable property development: A case of Malaysia. *Sustainability*, 12(13), p.5402.

Madjid, H.S., 2021. *Pembuatan website e-commerce sebagai strategi digital marketing pada Amazon Laptop Malang* (Doctoral dissertation, Universitas Negeri Malang).

Mahuika, N. and Mahuika, R., 2020. Wānanga as a research methodology. *ALTERNATIVE: An international journal of indigenous peoples*, 16(4), pp.369-377.

Malta, A.L.F., (2022). *The role of brand image of WOOK and Amazon on purchase intention, and the mediator effect of perceived value* (Doctoral dissertation).

Melović, B., Jocović, M., Dabić, M., Vulić, T.B. and Dudic, B., 2020. The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63, p.101425.

Minculete, G. and Olar, P., 2018, June. Approaches to the modern concept of digital marketing. In International conference Knowledge-based organization (Vol. 24, No. 2, pp. 63-69).

Mishra, S.B. and Alok, S., 2022. Handbook of research methodology.

Morewedge, C.K., Monga, A., Palmatier, R.W., Shu, S.B. and Small, D.A., 2021. Evolution of consumption: A psychological ownership framework. *Journal of Marketing*, 85(1), pp.196-218.

Munsch, A., 2021. Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), pp.10-29.

Nabieva, N.M., 2021. DIGITAL MARKETING: CURRENT TRENDS IN DEVELOPMENT. *Theoretical & Applied Science*, (2), pp.333-340.

Noor, U., Mansoor, M. and Shamim, A., 2022. Customers create customers! – Assessing the role of perceived personalization, online advertising engagement and online users' modes in generating positive e-WOM. *Asia-Pacific Journal of Business Administration*.

Novitasari, D., 2022. SMEs e-commerce buying intention: how the effect of perceived value, service quality, online customer review, digital marketing and influencer marketing. *Journal of Information Systems and Management (JISMA)*, 1(5), pp.61-69.

Olson, E.M., Olson, K.M., Czaplewski, A.J. and Key, T.M., 2021. Business strategy and the management of digital marketing. *Business horizons*, 64(2), pp.285-293.

Oyman, M., Bal, D. and Ozer, S., 2022. Extending the technology acceptance model to explain how perceived augmented reality affects consumers' perceptions. *Computers in Human Behavior*, 128, p.107127.

Pandey, P. and Pandey, M.M., 2021. *Research methodology tools and techniques*. Bridge Center.

Parnell, C., (2022). Designing narrative-based interfaces for collective action: A case study using Amazon, climate change, and consumer behavior.

Patel, M. and Patel, N., 2019. Exploring Research Methodology. *International Journal of Research and Review*, 6(3), pp.48-55.

Perevozova, I., Horal, L., Mokhnenko, A., Hrechanyk, N., Ustenko, A., Malynka, O. and Mykhailysyn, L., 2020. Integration of the supply chain management and development of the marketing system.

Peter, M.K. and Dalla Vecchia, M., 2021. The digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. New trends in business information systems and technology: Digital innovation and digital business transformation, pp.251-265.

Ponzoa, J.M. and Erdmann, A., 2021. E-commerce customer attraction: Digital marketing techniques, evolution and dynamics across firms. *Journal of Promotion Management*, 27(5), pp.697-715.

Pratama, A.A.N., Hamidi, M.L. and Cahyono, E., 2023. The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude. *Cogent Business & Management*, 10(1), p.2168510.

Rakshit, P., Srivastava, P.K., Afjal, M. and Srivastava, S.K., 2021. Sentimental Analytics on Indian Big Billion Day of Flip Kart and Amazon. *SN Computer Science*, 2, pp.1-8.

Rangaswamy, A., Moch, N., Felten, C., Van Bruggen, G., Wieringa, J.E. and Wirtz, J., 2020. The role of marketing in digital business platforms. *Journal of Interactive Marketing*, 51(1), pp.72-90.

Ravi, S. and Rajasekaran, S.R.C., (2023). A perspective of digital marketing in rural areas: A literature review. *International Journal of Professional Business Review*, 8(4), pp.e01388-e01388.

Säfssten, K. and Gustavsson, M., 2020. Research methodology: for engineers and other problem-solvers.

Saiprasad, K. and Meenakshi, A., (2023). ANALYSING THE CUSTOMER PERCEPTION TOWARDS NETWORKED STREAMING SERVICE PROVIDER: A COMPARATIVE STUDY OF AMAZON PRIME AND NETFLIX. *Journal of Higher Education Theory and Practice*, 23(2), p.143.

Saura, J.R., 2021. Using data sciences in digital marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, 6(2), pp.92-102.

Sebastian, F. and MC, M., (2022). Cause-Related Marketing and Attitude Toward Corporate Image: An Experimental Study. *SAGE Open*, 12(4), p.21582440221138813.

SHAIJU, M., (2023). *THE SUBSTANTIAL IMPACT OF ARTIFICIAL INTELLIGENCE OVER E-COMMERCE PROGRESS WITH REFERENCE TO AMAZON ONLINE SHOPPING* (Doctoral dissertation, St Teresa's College (Autonomous), Ernakulam).

Sharma, A., Dwivedi, R., Mariani, M.M. and Islam, T., 2022. Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, p.121731.

Sharma, D.A., Harsora, H. and Sharma, M., (2022). Prospects for the Indian Affiliate Marketing Industry: Growth of Affiliate Programs and Channels. *Indian Journal of Management and Language (IJML) Volume-2 Issue-2*.

Singh, S., Singh, G. and Dhir, S., 2022. Impact of digital marketing on the competitiveness of the restaurant industry. *Journal of Foodservice Business Research*, pp.1-29.

Snyder, H., 2019. Literature review as a research methodology: An overview and guidelines. *Journal of business research*, 104, pp.333-339.

Tabuena, A.C., Necio, S.M.L., Macaspac, K.K., Bernardo, M.P.E., Domingo, D.I. and De Leon, P.D.M., 2022. A Literature Review on Digital Marketing Strategies and Its Impact on Online Business Sellers During the COVID-19 Crisis. *Asian Journal of Management, Entrepreneurship and Social Science*, 2(01), pp.141-153.

Thomas, A.D., 2022. *The Internet of Things and Its Impact on the Strategies Deployed and the Skills Needed for a Traditional Marketer* (Doctoral dissertation, Keiser University).

Thomas, C.G., 2021. *Research methodology and scientific writing*. Thrissur: Springer.

Veleva, S.S. and Tsvetanova, A.I., 2020, September. Characteristics of the digital marketing advantages and disadvantages. In *IOP Conference Series: Materials Science and Engineering* (Vol. 940, No. 1, p. 012065). IOP Publishing.

Wang, M. and Bu, Z., 2022, December. Research on Digital Marketing Strategy of Cross-border Retail Platform Based on STV Model: Taking Amazon as an Example.

In 2022 *International Conference on mathematical statistics and economic analysis (MSEA 2022)* (pp. 1051-1056). Atlantis Press.