

The background features a light cream color with yellow abstract shapes in the corners. The top-left corner has thin yellow outlines of organic shapes. The top-right corner has a solid yellow shape with a white outline. The bottom-left corner has a solid yellow shape. The bottom-right corner has a solid yellow shape with a white outline.

PLANNING FOR MARKETING DRIVERS OF CHANGE



INTRODUCTION

Key Drivers of Change in Marketing -
ARTIFICIAL INTELLIGENCE + SUSTAINABILITY

This presentation will outline -
How both drivers change the industry

The importance of adapting

What needs to be considered

Factors that can effect their operations

Competition between Amazon and others



CORPORATE SOCIAL RESPONSIBILITY (CSR)

- ONE OF THE LARGEST E-COMMERCE ORGANISATIONS WORLDWIDE (FAIRLIE. M, 2025)
 - GREAT BENEFIT TO THE SOCIETY AT LARGE DUE TO ITS POPULARITY
 - CUSTOMERS WOULD FEEL OBLIGATED TO BUY FROM A COMPANY THAT IS DOING SOMETHING GOOD WITH BUSINESS AND PROFITS
-
- AMAZONS ROLE IN CORPORATE SOCIAL RESPONSIBILITY (CSR) -
 1. COMMUNICATE THEIR POLICIES AND PROCEDURES
 2. SHOW HOW THEY UNDERSTAND THEIR RESPONSIBILITIES
 3. IMPLEMENT THEM ON FACTORS E.E. LESS DAMAGING ENVIRONMENTAL DEEDS AND GIVE SOMETHING EFFECTIVE BACK TO THE PEOPLE (BRIGITA KRISTA ANGELICA AND ROSDIANA SIJABAT, 2022).



CORPORATE
SOCIAL RESPONSIBILITY

SOSTAC MODEL BY P.R SMITH

NOW TO ANALYSE WHAT EXACTLY AMAZON USES TO REMAIN AT THE TOP OF THE INDUSTRY, I WILL BE USING THE SOSTAC MODEL (SMITH, 2011) TO DISCUSS THE DIFFERENTIATION THEIR PERFORMANCES IN THE CSR HAVE DONE TO BETTER THEIR PLATFORM AND TO HAVE THE UPPER HAND FROM COMPETITORS. I WILL ALSO RECOMMEND WHAT THEY CAN DO FURTHER TO KEEP UP THE BRILLIANT WORK THAT WE BELIEVE THAT THEY ARE ALREADY DOING.



ituation Analysis

THE SITUATION :

ARTIFICIAL INTELLIGENCE (AI) -

RAPID CHANGES FROM RECENT DEVELOPMENTS HAS AFFECTED EVERYDAY LIFE (ONLINE SHOPPING SECTOR)

AMAZON NEED TO :

ADAPT SKILLS IN THE NEW TECH

THINK ABOUT FUTURE OF E-COMMERCE SHOPPING

IF THEY DON'T...

DOWNFALL OF THE COMPANY =

FAILING TO KEEP INNOVATING IN IN MARKETING AREA =

LOSS OF COMPETITIVE ADVANTAGES AND POSITION =

DECREASED CUSTOMER ENGAGEMENT + LOYALTY =



GARTNER'S PREDICTION

Prediction No. 2

CMOs will invest in talent and content to adapt for GenAI-powered search

By 2026, more than one-third of web content will be developed exclusively for AI and search engine consumption.





The evidence

In 2024, the average brand saw just over a 1% lift in mobile-driven paid search and almost flat traffic from organic search in the first three quarters of 2024 compared to 2023. Yet 45% of CMOs increased their paid search budget this year, and 40% increased their SEO investment.



The impact

To adapt for the future of search, CMOs will need to adjust their content strategy to keep up with evolving search algorithms by investing in or upskilling talent in SEO fundamentals and GenAI utilization to drive growth and impact.



The opportunities

- ✓ Remain competitive by hiring or investing in talent to create insight-driven content.
- ✓ Protect your website's commercial impact by advocating for continued paid search investment to ensure future traffic growth and stability.
- ✓ Do not abandon longstanding search fundamentals; foundational work will ensure continued performance and adaptation.

[Gartner for Marketing](#) [Follow Us on LinkedIn](#) [Become a Client](#) Gartner Marketing Predictions 5

Gartner's Prediction in the Marketing sector is that by 2026, companies will invest in developing their website to contain AI search engines and data functions that can analyse the behaviour of a consumer by gaining in-sight to understand their ways of browsing and purchasing (Gartner, 2025).

On The Website / In The Warehouse

WEBSITE -

AMAZON KNEW :

IMPORTANCE AI INFLUENCE HAS ON A BROWSING
CONSUMER

FINDS THE BEST MATCH

DESCRIPTIVE INFO E.E. SPECIFICS, COLOUR, SHAPE,
ETC.

MATCHING RELEVANT ITEMS -
'WHY NOT BUY THIS TOGETHER?'

THIS EQUALS SMOOTH AND STRESS FREE
EXPERIENCE FOR CUSTOMER

WAREHOUSE -

AMAZON WEB SERVICES (AWS)

ABILITY TO SORT + INSPECT ITEMS

RECOGNISES PACKAGING, LOADING + SHIPPING
CONNECTIONS

THIS AUTOMATED DATA ANALYSIS SAVES TIME AND
MONEY (NOVET, J. 2021)

COMBINES HUMAN EXPERIENCE WITH AI
INNOVATION TO IMPROVE CUSTOMER SATISFACTION,
PRODUCT SELECTION + LOGISTICS

PREVIOUS INVENTIONS:
ECOSYSTEM TO HELP (ALEXA & AMAZON GO STORE)
(HAMILTON, R. Et al, 2024)

GAINS REAL-TIME INFO LIKE CONSUMER NEEDS,
SEARCHES AND OPERATIONAL FUNCTIONS +
SUSTAINABLE METHODS

= LESS WASTE, HUMAN ERROR + CANCELLATIONS

AMAZON OBJECTIVES

AIMS :

MAKE PEOPLE MORE AWARE AND GET THEM ON SIDE

ENSURE THAT THEY HAVE MASTERED THE KNOWLEDGE OF THE TOOL

SHARE TO THE PUBLIC

MAKE SURE THAT THE DATA COMING IN IS CREDIBLE AS THAT IS WHAT AI USES

MORE ENVIRONMENTALLY FRIENDLY WAYS OF DELIVERING

How to Meet **S**TRATEGY + **T**ACTICS

That's why their recent tactics was bringing out a new scheme where they can provide accessible and free of charge services and courses on the use of AI Technology such as 'AI Skills Training' and 'Skills to Jobs Tech Alliance' (Amazon Web Services, 2025).

It is based around the newly updated version that Amazon uses
People with AI skills notice higher wages, job satisfaction and improved safety (OECD, 2023)

HOW AND WHY DOES IT BENEFIT THE PEOPLE -

Better AI Talent

Will encourage and give them the help to adapt with the future world

HOW AND WHY DOES IT BENEFIT AMAZON -

More people understand

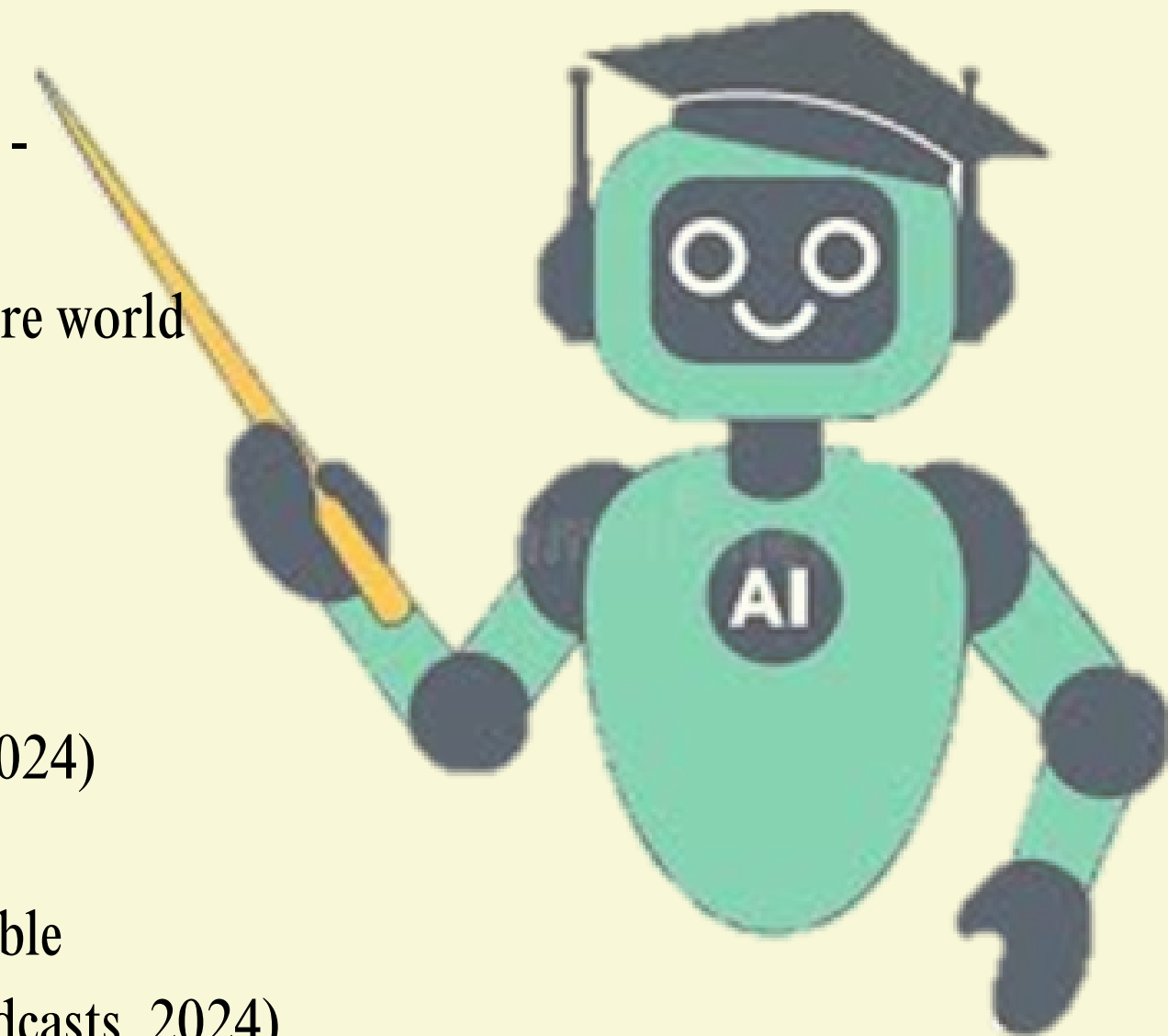
Compete with competitors for talent, Microsoft

Promote & Present Amazon AI Systems (Open Culture, 2024)

Good Recruitment Tool

More respect from helping, rely and feel more comfortable

Trained potential employees without more paid training (WSJ Podcasts, 2024).



ACTIONS



Once this is in place, Amazon should begin to see some value realisation, loyalty and advocacy

CONTROL

RESULTS -

MORE SUSTAINABLE

SETTING GOALS FOR THE FUTURE

BOOST CSR

GROW WITHOUT MORE DAMAGE OR DISRUPTION

MORE OPPORTUNITIES FOR PEOPLE AS THEY ARE MORE KNOWLEDGEABLE
ON AI ADVANCEMENTS

PRODUCE SPECIALISTS & NEW SKILL-FUELLED GENERATIONS IN NEW
SOCIETY



MOLLY

Amazon & Sustainability

- Sustainability is now a core branding and trust factor, not just an operational goal.
- Content marketing, social media & storytelling shape perceptions of Amazon's environmental efforts.
- Transparency + measurable action build credibility (O'Rourke, 2025; Braga et al., 2024).
- Risk of greenwashing if marketing overpromises (Brock, 2024; De Freitas Netto et al., 2020).
- Example: Amazon's dropped "Shipment Zero" pledge hurt credibility (Thomas, 2021).

What Amazon Is Doing

- Net-zero carbon by 2040 — co-founder of The Climate Pledge (The Climate Pledge Fund, 2025)
- \$2B Climate Pledge Fund supporting clean tech (The Climate Pledge Fund, 2025)
- 100% renewable energy matched for two consecutive years (Amazon.com, Inc., 2025)
- AWS data centres exceed industry efficiency (Amazon.com, Inc., 2025)
- 30,000+ electric vans in operation; target 100,000 (Garrido, 2020)
- Waste reduction initiatives:
 - “Ships in Product Packaging” cuts excess boxes (Caraway, 2020)
- Ending single-use plastic packaging in N. America by 2025 (About Amazon, 2024)
- Recyclable packaging across Europe (Cameron & Green, 2015)

Challenges & Trade-offs

Despite progress, several challenges remain.

1. First is credibility — NGOs like Greenpeace and Planet Tracker watch closely, and if Amazon can't back up its claims, it gets accused of greenwashing.
2. Second is the speed versus carbon trade-off. Amazon's brand is built on fast delivery, but faster shipping typically means higher emissions.
3. Third, Scope 3 emissions — from suppliers and partners — represent the largest share of Amazon's carbon footprint and are difficult to control (Hertwich & Wood, 2018).
4. Finally, operational constraints such as high-energy data centres and EV supply chain delays continue to slow progress.

Managing Change

- They've created urgency with the net-zero pledge.
- They've built coalitions through The Climate Pledge and the investment fund.
- And they're taking action with renewables and electric vans.

However, Amazon's decision to drop "Shipment Zero" removed short-term milestones. Kotter (2009) emphasises the importance of short-term wins to sustain momentum, and without them, progress can lose focus (Aktas, 2024; Pollack & Pollack, 2015).

Recommendations

To strengthen both credibility and marketing impact, Amazon should:

- Be more transparent – for example, quarterly shipping emissions.
- Offer customer choice — a low-carbon delivery option with loyalty rewards could align behaviour with sustainability goals.
- Improve product labelling – Add a sustainability filter and eco-badge for products so people can shop by their values.
- Tell stronger stories — share local renewable projects and community initiatives to make progress relatable.
- Integrate technology messaging — highlight how AI and logistics innovation reduce emissions (Vishwakarma, Patro & Acquaye, 2025).

PESTEL ANALYSIS

EXTERNAL IMPACTS TO CHANGE

- P-** carbon emissions and Packaging waste regulation
- E-** Cost of fuel, raw materials and potential carbos taxes
- S-** Customers sustainable preferences
- T-** Rapid advancements of AI and machine learning
- L-** AI Safety and privacy concerns
- E-** Climate change and pollution demands



AMAZON REACTION TO THE EXTERNAL FACTORS

- optimised logistic and route planning using AI to reduce carbon emission
- Implementing the package decision Engine to reduce waste and for more profitability
- Using robotics and AI in sorting and picking improve efficiency and lower energy usage
- Machine learning models predict customer demands to minimise using higher carbon footprint
- Amazon invest in electric vehicles with a goal to have 100,000 by 2030.



TEKLE ATOBRHAN

THREATS

HEAVLIY INVESTMENT

REGULATORY PRESSURE

TECHNOLOGY COMPLEXCITY

AORTUINITIES

- **NEW MARKET**
- **COST REDUCTION**
- **AI OPTIMISATION EFFICIENCY**
- **CONSUMER DEMAND FOR GREEN LOGISTICS**

competitive disruption

Five Forces of Porter analysis shows that how Amazon in the market stay in the top among competitors.

- **Threat of substitute products or services**

Amazon focused on substitutes that can threaten e-commerce. So Amazon try to challenge prices and keep customers loyal. (Mohammad, S 15/01/2025) Expand the (small and light) plan to against the other company prices like Temu.

- **Threat of established rivals**

(Amazon web, 2025) Amazon is one of the large advertising company that link companies with customers. This external force shows that how Amazon should be aware of other competitors like Walmart, Ebay, Temu, and Aliexpress.

- **Threat of new entrants to your market**

(Charles Edward Andrew Lincoln IV, 18/12/2018) In this factor of five forces which is external factor, in one side bring limitation to the market from competitors and customers can easily switch from one company like Amazon to another. But in the other those who new to the market needs to have strong economy scale to compete with Amazon brand. However, new advertising company is not big issue for Amazon strategy performance.

- **Bargaining power of your suppliers(force of Moderation)**

In amazon we see how is trying to moderate suppliers to control company availability, in the other hand though suppliers completion meet the needs of Amazon customers. Infect Amazon control and moderate behaviour of supplies in the company like population, size and forward integration. So customers have more choice to switch form one suppler to another to find their needs.

Hani Rosteenmehr

- **Bargaining power of buyers**

(CFI Web, 2025) power of the buyers can impact suppliers in Amazon and other advertise company like Temu and eBay and customers can expect better quality, service and good price. (ELMA, 20/02/2025) According to consumer behavior in e-commerce, statistic shows that now a days 49% of buyers who concentrate on price using Temu. However still 70% of buyers using Amazon base on fast delivery service, trust and customer service.

(Kucuk, 2023) Amazon also use a marketing mix(4P) among competitors, amazon target market shows that how use marketing mix which is combination of different strategy (Product, Place, Promotion, Price) to implement its marketing plan. Product mix helps Amazon to play vital role with new produces relate to be more effective in market segmentation and successful in bigger make share.

(Purnawati, 2024) Places mix shows that company use both online and physical locations.

For this strategy which is to encompass: website, apps and official e-commerce platform and the other factor is stores of mortar stores and brick. (Ferguson, 21/08/2024) However, online is core of Amazon activities among competitors and has most depot in different countries between competitors.

Hani Rosteenmehr

Amazon also use promotional mix tactics to deal with customers and encourage them to buy goods and services by four factors:

- Advertising**
- Promotion of sale**
- Relation with public**
- Direct marketing to offer directly services to the individual and business**

In fact in Amazon marketing mix advertising, sales promotions and relation with public play significant role in future target market of company among competitors. In prices mix amazon use market oriented, differential, freemium and pay as you go strategy. Therefore, based on what has been said, Amazon adjust prices according to customer demand and would be reflect of flexibility of activities based on market prices day by day and in the future on its marketing mix strategy and analysis.

Hani Rosteenmehr

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