

Consumer Behavior Towards Digital Marketing in Amazon

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ABSTRACT: The research dissects the many internal and external marketing strategies that businesses utilise strategic marketing. The study's main hypothesis is that by focusing on consumers' needs and wants and implementing into Amazon's organisation, both parties will benefit and the company will see greater profit margins. The mission goals of Amazon show that Jeff Bezos uses an innovative co-petition strategy that prioritises customer satisfaction to advance and expand the business. The study finds that a complete picture of the company's strengths and weaknesses is revealed by utilising the SWOT Analysis to examine Amazon's marketing strategy. Due to the implementation of a customer-centric positioning approach for the development of their business, Amazon is in a stable and lucrative position overall. Additionally, the 3Ps demonstrate that Amazon employs both internal and external marketing strategies.

KEYWORDS: Cash on delivery , consumer , purchasing decision , E-commerce.

INTRODUCTION

Online shopping is the practise of browsing and making purchases of goods and services over the Internet using a web browser. Customer convenience is one of the most tempting aspects of internet shopping because it allows them to seek for and buy everything they require without ever leaving their homes.

Annual online sales are estimated to be in the billions. On July 5, 1994, Jeff Bezos started this American electronic commerce and cloud computing company, which has its main office in Seattle, Washington. In terms of revenue and market value, it is the second-largest online retailer in the world, behind Alibaba Group. Originally an online bookshop, Amazon.com has expanded to include MP3 downloads, video downloads, and other kinds of digital content. The company is the largest global provider of cloud infrastructure services and also makes Kindle e-readers.

STATEMENT OF THE PROBLEM

CONSUMER BEHAVIOR TOWARDS DIGITAL MARKETING IN AMAZON.

OBJECTIVES OF THE RESEARCH

- . To investigate Amazon.com users' shopping patterns.
- . Using Amazon.com as a case study to examine how sociodemographic factors (age, income, and occupation) influence consumer perceptions of online shopping.
- .To learn how e-marketing influences consumers' purchasing choices.
- .To learn what motivates customers to buy something on a certain website.
- .To evaluate how satisfied Amazon's customers are.

THE METHODOLOGY OF RESEARCH

To address specific research questions, test hypotheses, and assess findings, researchers use a data collection strategy that involves meticulously assembling and evaluating pertinent data on pertinent elements

II.REVIEW OF LITERATURE

- . Kotler and Armstrong (2007) stated that it is essential for marketers to understand their customers and the elements that affect their purchasing decisions because they have little control over advertising and product quality.
- . According to Janson and Catharine (2010), consumer psychology is the study of how and why people make purchases as well as the factors that influence their decision to stick with a specific brand or media.
- . The study's goal was to discover how low-income consumers' purchasing decisions are influenced by packaging. The goals of the study were met when the survey was finished.

ANALYSIS AND INTERPRETATION

- . Between the ages of 17 and 25, 77 percent of Amazon.com users are.

- . 52% of Amazon customers earn less than \$20,000 per year
- . Of those surveyed, 51% indicated they bought things when sales and discounts were being offered.
- . The majority of respondents (80%) thought cash on delivery (COD) was the safest payment option.
- . 67 percent of respondents expressed satisfaction with the quality of the products offered by Amazon.com.

FINDINGS

- . A 69 percent gender difference means that more women utilize Amazon.com for online purchasing than men. 77 percent of users of Amazon.com are between the ages of 17 and 25.
- . The majority of Amazon users-52%-have annual incomes under 20,000.
- . The majority of Amazon users were from the private sector, meaning they were more likely to be familiar with current market trends.
- . According to the survey data gathered for frequency of shopping, the majority of respondents come within the category of infrequently.

III.CONCLUSIONS

Online shopping is becoming more popular in India as a result of the nation's fast-paced way of life. The expansion of the internet, the rising use of gadgets like smartphones, tablets, and laptops, as well as the change in consumer purchasing habits, have all contributed to the online customer base's explosive rise. An increasingly common way for customers to shop online is through increased online activity. According to research, factors like cash on delivery, discounts, promotional offers, and the high quality of the products provided are increasing the popularity of online shopping. A growth in the level of life, an increase in employment, the influence of friends, and alluring online deals have all influenced consumers' purchase habits. The youth of India make up a higher proportion of the world's internet users than the youth of any other nation. The 'Y' generation, who are between the ages of 18 and 35, were most interested in purchasing electrical goods online using their smartphones.

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