
**Department of Management Science and Research
G.S. College of Commerce & Economics, Nagpur
(An Autonomous Institution)
NAAC Accredited “A” Grade Institution**



Academic year 2020-2021

PROJECT REPORT ON

**“ASSESSING IMPACT OF MARKETING AND PROMOTIONAL
STRATEGIES OF AMAZON WITH SPECIAL REFERENCE TO
NAGPUR CITY”**

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In the partial fulfillment for the award of the degree of
Master of Business Administration

Submitted by
Mr. Rahul Kotpalliwar

Under the Guidance of
Dr. Archana Dadhe

**Department of Management Science and Research
G.S. College of Commerce & Economics, Nagpur
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NAAC Accredited “A” Grade Institution**



Academic year 2020-2021

CERTIFICATE

This is to certify that “Mr. Rahul Kotpalliwar” has submitted the project titled “**Assessing impact of Marketing and Promotional Strategies of Amazon with special reference to Nagpur city.**” towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he ingeniously completed her project as prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)
Place: Nagpur
Date: 15 Jul, 2021

Dr. Geeta Naidu
(Coordinator)

**Department of Management Science and Research
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Academic year 2020-2021

DECLARATION

I hereby declare that the project with the title **“Assessing impact of Marketing and Promotional Strategies of Amazon with special reference to Nagpur city.”** has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur
Date: 15 Jul, 2021

Mr. Rahul Kotpalliwar
MBA SEM IV

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Academic year 2020-2021

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Date: 15 Jul, 2021
Place: Nagpur

Mr. Rahul Kotpalliwar
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EXECUTIVE SUMMARY

(Synopsis of the project)

The Internet is dramatically expanding opportunities for business-to-business (B2B), Business-to-consumer (B2C) e-commerce transactions across borders. For B2C transactions especially, the Internet sets up a potential revolution in global commerce: the individualization of trade. It gives consumers the ability to conduct a transaction directly with a foreign seller without traveling to the seller's country. While this could be done in the past by post, telegram, phone, or fax, such sales were relatively rare because the consumer had to know in advance where to make contact and what to buy. The Internet allows sellers to put their storefronts, in the form of Web pages, in front of consumers all over the world. The study is examined the perception and awareness of consumers towards business websites and also find out the satisfaction level of respondents regarding services offered by these websites. The survey conducted in Nagpur and the sample size is 160. From the survey it can be concluded that millions of consumer use business sites. The use of business sites has truly exceeded its original purpose of buying and selling of product to consumer end. This study reveals that how the consumers feel about using business sites and how it affects. The study used perception survey questionnaire which were administered to respondents who were enrolled in the course. The consumer rated the statements using a ranking Scale and the data collected were analyzed using descriptive statistics.

In the growing global competition, the productivity of any business concern depends upon the Marketing Strategies adopted by the Companies. This topic deals with the “Marketing Strategies adopted by the Amazon.com”. This project report contains 5 different chapters. The report begins with the introduction part which gives a brief idea regarding the

Fast delivery, easy returns, Attractive offers, Additional service, Pricing. This chapter also provides some idea regarding the factors which makes this platform so famous. In addition to the above points it also contains the objectives, limitations of preparing this management thesis, importance of the study and the scope. The second chapter

Organizational study:

Adopted in preparing this report is mentioned. It is the entire profile of industry, company and about the organization. The third chapter is the

Research Methodology:

Adopted in preparing this report is mentioned. It covers the sample procedure, types of data used and the data collection method. The fourth chapter provides a comprehensive coverage of forecasting concepts and techniques which shows the

Analysis of data:

Through tabulation and graphical representation of data collected from survey. The fifth chapter deals with the

Finding, suggestion and conclusion:

Part which is very much important after analysis is made. In each of the five chapters as described above, every chapter has been scheduled in a manner so as to enable the reader to appreciate the contents easily. The report is supported by figures and data wherever necessary with a view to assist the reader in developing a clear cut understanding of the topic.

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INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and mortar" retailer or shopping center, the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market oriented strategies and therefore contribute to the goals of the company and its marketing objectives.

A marketing strategy will help you focus. It will identify the different ways you can talk to your customers, and concentrate on the ones that will create most sales. It tells you what to say, how to say it and who to say it to in order to make more sales. Because timing is critical, it will tell you when to say it too.

The process usually begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints. It is generally necessary to try to grasp many aspects of the external environment, including technological, economic, cultural, political and legal aspects. Goals are chosen. Then, a marketing strategy or marketing plan is an explanation of what specific actions will be taken over time to achieve the objectives.

This project takes a look at the impact of marketing and promotional strategies, consumer satisfaction and complacency with references to Amazon online shopping. Online shopping is nowadays used everywhere or in every corner of the world, and it's happening only because of Internet, customers directly make an order of something they need through online.

Meaning of online shopping is the process of buying goods and services from merchants over the Internet. Amazon is one of the sites that customers use for purchasing many products. Online shopping makes it easier for customers to choose different varieties of products which they want, that is the reason online shopping is popularly used nowadays.

TOPIC OVERVIEW:

Marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer and other high-level elements.

The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities. A company's marketing strategy should have a longer lifespan than any individual marketing plan as the strategy is where the value proposition and the key elements of a company's brand reside. These things ideally do not shift very much over time.



According to Philip Kotler

‘The science and art of exploring, creating, and delivering value to satisfy the needs of a target **market** at a profit. **Marketing** identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified **market** and the profit potential’.



1.1.1 Importance of marketing Strategies:-

- Marketing strategy provides an organization an edge over its competitors.
- Strategy helps in developing goods and services with best profit making potential.
- Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.
- It helps in fixing the right price for organization's goods and services based on information collected by market research.
- Strategy ensures effective departmental co-ordination.
- It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market.
- A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

1.1.2 Steps to be considered while choosing a marketing strategy.

1. Define the target population

Defining target population is main and necessary step in choosing your marketing strategy. It gives the proper demographics which help in selecting the most appropriate marketing plan for your business.

2. Test your audience

Create a hypothetical process of buying to test the audience. Once the company know the buying behavior of your target audience, it can select more appropriate marketing strategy.

3. Consider marketing strategies

Once the company knows the demographics, its knowledge, attitudes and behaviors. It can select more appropriate marketing strategy.

4. Evaluate those strategies

Once a company has considered the marketing strategies and found the applicable ones. Asses them, apply them and evaluate them. This process must be for testing purposes and the most suitable and productive strategy must be applied.

1.1.3 Types of marketing strategies

There are different types of marketing strategies available. A company picks up a marketing strategy includes analyzing the needs of customers, target audience and specifications of its products.

The two main types of marketing strategy are:

- 1. Business to business (B2B) marketing
- 2. Business to consumer (B2C) marketing

Following are the different types of marketing strategies used in business to customer (B#C) marketing

1. Paid advertising

This includes multiple approaches for marketing. It includes traditional approaches like TVCs and print media advertising. Also, one of the most well-known marketing approach is internet marketing. It includes various methods like PPC (Pay per click) and paid advertising.

2. Cause marketing

Cause marketing links the services and products of a company to a social cause or issue. It is also well known as cause related marketing.

3. Relationship marketing

This type of marketing is basically focused on customer building. Enhancing existing relationships with customers and improving customer loyalty.

4. Undercover marketing

This type of marketing strategy focuses on marketing the product while customers remain unaware of the marketing strategy. It is also known as stealth marketing.

5. Word of mouth

It totally relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in business world. When you give quality services to customers, it is likely that they'd promote you.

6. Internet marketing

It is also known as cloud marketing. It usually happens over the internet. All the marketing items are shared on the internet and promoted on various platforms via multiple approaches.

7. Transactional marketing

Sales is particularly the most challenging work. Even for the largest retailers, selling is always tough especially when there are high volume targets. However with the new marketing strategies, selling isn't as difficult as it was. In transactional marketing the retailers encourage customers to buy with shopping coupons, discounts and huge events. It enhances the chances of sales and motivates the target audience to buy the promoted products.

8. Diversity marketing

It caters diverse audience by customizing and integrating different marketing strategies. It covers different aspects like cultural, beliefs, attitudes, views and other specific needs.

Following are the steps in adopting the Marketing strategies:-

Identify the business goals

To develop the marketing strategy, identify the overarching business goals, so that one can then define a set of marketing goals to support them. The business goals might include:

- increasing awareness of your products and services
- selling more products from a certain supplier
- Reaching a new customer segment.

When setting goals it's critical to be as targeted as possible so you can effectively measure the outcomes against what you set out to achieve. A simple criteria for goal-setting is the SMART method:

- **Specific** - state clearly what you want to achieve
- **Measurable** - set tangible measures so you can measure your results
- **Achievable** - set objectives that are within your capacity and budget
- **Relevant** - set objectives that will help you improve particular aspects of your business
- **Time-bound** - set objectives you can achieve within the time you need them

State the marketing goals

Define a set of specific marketing goals based on the business goals that are listed. These goals will motivate and help for benchmark the success.

Examples of marketing goals include increased market penetration (selling more existing products to existing customers) or market development (selling existing products to new target markets). These marketing goals could be long-term and might take a few years to successfully achieve. However, it should be clear and measurable and have time frames for achievement. Make sure the overall strategies are also practical and measurable. A good marketing strategy should not be changed every year, but revised when the strategies have been achieved or marketing goals have been met. Also, the organization may need to amend the strategy if the external market changes due to a new competitor or new technology, or if the products substantially change.

Research of the market

Research is an essential part of the marketing strategy. One needs to gather information about the market, such as its size, growth, social trends and demographics (population statistics such as age, gender and family type). It is important to keep an eye on the market so that one can be aware of any changes over time, so the strategy remains relevant and targeted.

Profile the potential customers

Use market research to develop a profile of the customers which has to be targeted and identify the needs.

The profile will reveal the buying patterns, including how they buy, where they buy and what they buy. Again, regularly review trends so that one doesn't miss out on new opportunities or become irrelevant with the marketing message.

While one tries to find new customers, the organization has to make sure the marketing strategy allows to maintain relationships with all existing customers.

Profile the competitors

Similarly, as part of the adopted marketing strategy one should develop a profile of competitors by identifying their products, supply chains, pricing and marketing tactics.

This can be used to identify the competitive advantage - what sets business apart from the competitors. Organization may also want to identify the strengths and weaknesses of the own internal processes to help improve the performance compared with competition.

Develop strategies to support marketing goals

List the target markets and devise a set of strategies to attract and retain them. The corresponding strategies could be to increase the online social media presence by posting regular updates about product on Twitter and Facebook; advertising in local magazines targeted to young people; and offering discounts for students.

Use the '7 Ps of marketing'

Identify tactical marketing mix using the 7 Ps of marketing. If the right combination of marketing across is chosen i.e., product, price, promotion, place, people, process and physical evidence, the marketing strategy is more likely to be a success.

Test of ideas

In deciding the tactics, some online research should be done, test some ideas and approaches on customers and staff, and review what works. The organization will need to choose a number of tactics in order to meet the customers' needs, reach the customers within the target market and improve sales results



Conclusion

As a conclusion, the marketing concept is the philosophy where each and every firms should analyze the needs of their customers and makes good decisions in order to satisfy their needs. This also can enhance a good relationship between the customers. Besides, the marketing concept developed as an alternative to the selling concept as the way business firms fundamentally approach the market. The guiding theme for marketing practice under the selling concept insists that given enough selling and advertising, customers can be convinced to buy the product. Marketing is not just flogging product and putting a spin on everything but it's about serious organization and business planning.

Example of Marketing Plan (Starbucks)

Marketing Plan  STARBUCKS [®]		<i>Get2Growth</i> 	
Audience		Strategies	Activities
Target Persona Urbanites on-the-go Men & women aged 25 – 40 Affluent professionals; high-income (\$90K) Aware of social status Technology early-adopters Heavy mobile users Environmentally & socially conscious Read a lot and stay up on news and trends Laid back but driven; flexible to change 		Marketing Goals 1. Increase global active (use monthly) Rewards members by +10% year-on-year 2. Grow same store footfall by +3% year-on-year 3. Increase food sales mix to 22.5% (from 21% in 2017) 4. Increase Mobile-Order-&-Pay to 15% of US transactions by Q4 2018 (from 12% Q2 2018)	Marketing Channels <ul style="list-style-type: none"> In-store environment Mobile app Mobile platforms & advertising Social: Facebook, Twitter, Instagram Music streaming services: Spotify, SoundCloud Outdoor advertising
Customer Journey 1. Anticipate – Office, Car → Online/Mobile/Radio 2. Enter – Walk-In → Outdoor/Mobile 3. Engage – Line, Order, Pay, Sit, Drink, Work → In-store/Mobile/Music Streaming 4. Exit – Pack-Up, Walk Out → In-store/Outdoor 5. Reflect – Car → Outdoor/Radio		Key Strategies 1. Move focus from short-term promotions to sustained personal relationships with customers 2. Expand Mobile-Order-&-Pay capabilities (including non-Rewards members) & usage 3. Expand Starbucks Reserve Roasteries to create quality halo for the master brand 4. Promote lunchtime / grab & go occasions to purchase 5. Push sugar / gluten-free ranges	Tactics & Activities <ul style="list-style-type: none"> Inside & outside store campaigns to build personalized digital relationships with customers Reduce time-limited offers by 30% & replace with targeted offers personalized to individuals Lifestyle advertising promoting Reserve stores Local outdoor to drive lunchtime/grab-&-go traffic Educational program targeting gluten-free/ceeliac community Mobile-Order-&-Pay offers on streaming services
Value Proposition The 'Third Place' where urbanites can go between home and work to enjoy great quality coffee in a unique, relaxing and friendly atmosphere.		Pricing & Positioning Premium pricing (+25% versus value brands) Highest quality coffee (own sourcing, roasting, & delivery) Un-touchable service Superior convenience Shared community – social responsibility & environmentally sustainable	Measures of Success Daily/Weekly/Monthly/Quarterly/Annual: <ul style="list-style-type: none"> Average revenue / store Average footfall / store Same store average transaction value Number of global Rewards members % transactions Mobile-Order-&-Pay Food sales % revenue Social followers Website visitors
For (Company):	Prepared By:	Date:	Iteration:
Starbucks	John Webb	/ /	Version 1.1
© Get2Growth 2018			get2growth.com

COMPANY PROFILE

INTRODUCTION TO INDUSTRY

About E-COMMERCE

The cutting edge for business today is e-commerce. E-Commerce stands for electronic commerce. It means dealing in goods and services through the electronic media and internet. On the internet, it relates to a website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFF (Electronic fund transfer) payments. E-commerce or E-business involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). More simply put, E-Commerce is the movement of business onto the World Wide Web. E-Commerce has almost overnight become the dominant online activity. There is no single definition of E-Commerce, it means only commercial activity which is performed or linked to or supported by Electronic Communication. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design.



Definition of E-COMMERCE

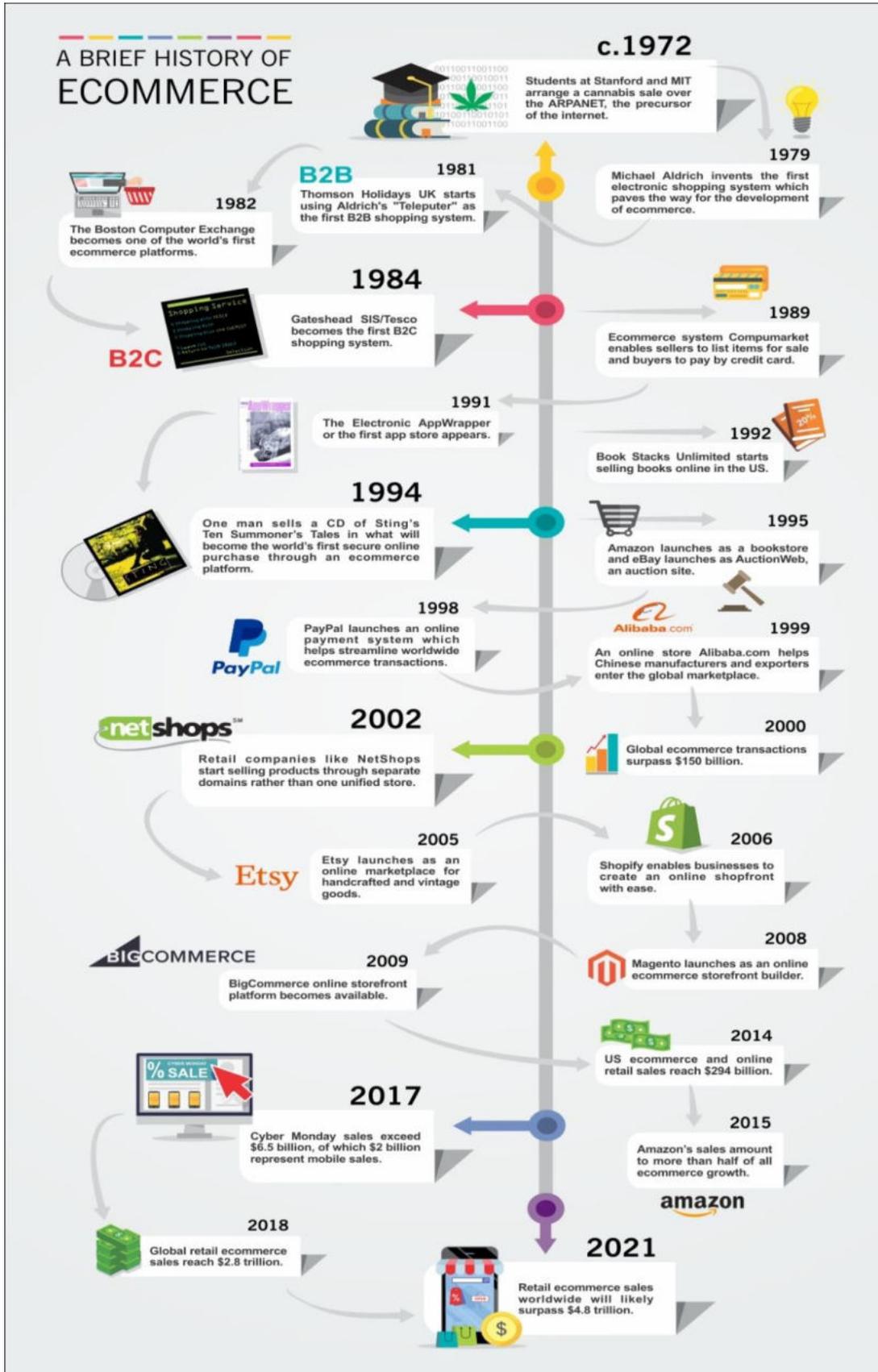
Many of the implicit and explicit definitions of e-commerce rely on past experience rather than on possible futures. There are various ways to define e-commerce by different people, different books or different parties. E-commerce is a general term for any type of business, or commercial electronic transaction that involves the transfer of information across the Internet. Or we can say that e-commerce is defined as the use of computers and electronic networks to conduct business with other businesses or with customers over the Internet or another electronic network. Since there are various definitions of e-commerce, the United Nations Conference on Trade and Development (UNCTAD, 2000) has summarized the descriptive definitions of electronic commerce as stated below:

Evolution of Commerce

Commerce has evolved over the centuries. Prior to the evolution of money it was the simple "barter process" where things could be exchanged, say milk for grains. The evolution of money brought with it, the concept of a "marketplace". In a marketplace, Commerce is function of 4 P's - Product, Price, Place and Promotions. All these four components play a vital role in a transaction to take place. Different combinations of 4P's determine different

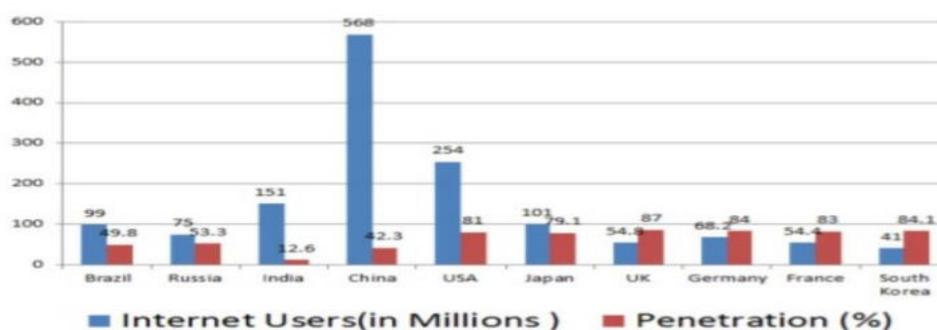
forms of Commerce. Once the marketplace came into existence, a few pioneers realized that people would be ready to pay extra if they could deliver products at the customer's doorstep. A slight modification on Price and Place led to the convenience of getting products at their homes. This concept delighted the customers and thus, the concept of "Street Vendors" was born.

When the Postal System came into being the sellers decided to cash in on the new opportunity and started using mailers giving description of their products. It led to the concept of "Mail Order Cataloguing". From here, the evolution of the "Tele shopping" networks was thus inevitable with the development of media vehicles. The latest generation of commerce is one that can be done over the internet. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. They can be thousands of miles apart, may belong to different parts of the world, might speak different languages, "E-Commerce" emerged as the boundary less trade medium in the era of globalization.



Present trends of e-commerce in India

India is developing rapidly and if development is to be measured, how can we ignore the role of e-commerce in it. The internet user base in India might still be a mere 151 million which is much less when compared to its penetration in the US or UK but it's surely expanding at an alarming rate. At 151 million total Internet users, the Internet penetration in India remains at 12.6% India now has the 3rd largest Internet population with 151 million in the world after China at 568 million and USA at 254 million (in 2013). Considering the annual rate of growth 41-43 % India is expected to cross 375 million unique internet users by end of 2015. The number of new entrants in this sphere is escalating daily and with growth rate reaching its zenith; it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers.



Figure; Internet penetration in various countries

(Source: digitalinsights.com)

Barriers of e-commerce in India

Some of the infrastructural barriers responsible for slow growth of ecommerce in India are as follows. Some of these even present new business opportunities.

- Lack of IT policies and effective cyber laws
- Lack of trust among customers: You have to deliver the product, safe and secure, in the hands of the right guy in right time frame. Regular post doesn't offer an acceptable service level. Couriers have high charges and limited reach. Initially, you might have to take insurance for high value shipped articles increasing the cost.
- Indian people (especially females) have tendency to bargain the products, which is not feasible in Ecommerce.
- Different local languages and cultural factors
- Lack of awareness and understanding of the value of e-commerce
- Continuous change in technologies, emerging new technologies
- Not sure of product quality
- Need to wait for delivery once product is ordered since widely spread regions
- No significant discounts on the products to purchase
- Shipping costs are high due to big geographical area.
- Ensuring security of payments and privacy of online transactions is key to the widespread acceptance and adoption of e-commerce.

- Internet costs: To depend on speed, bandwidth of internet (Approximately around 1.6 million households connected to the Internet)
- Financial costs - for storing information, continuous change of technologies, processing orders
- Taxations: Octroi, entry tax, VAT and lots of state specific forms which accompany them. This can be confusing at times.

Payment

Online shoppers commonly use a credit card or a PayPal account in order to make payments.

However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D.)
- Cheque/Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment
- Invoice, especially popular in some markets/countries, such as Switzerland
- Bit coin or other cryptocurrencies

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfillment process.

Product Delivery

Once a payment has been accepted, the goods or services can be delivered in the following ways. For physical items:

- **Shipping:** The product is shipped to a customer-designated address. Retail package delivery is typically done by the public postal system or a retail courier such as FedEx, UPS, DHL, or TNT.
- **Drop shipping:** The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.
- **In-store pick-up:** The customer selects a local store using a locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model.

Types of ecommerce business model

1. Online Subscriptions
2. Exclusive Brand Stores
3. Deals Websites
4. Marketplace

We will look into these models one by one.

Online Subscriptions

These websites work like an offline subscription. Here the users can choose from subscriptions available on the website and subscribe according to their needs. The payment for subscription can be made online and also the recurring payments can be made in the same manner and the consumer can get the services.

Hence, online payment for the service is the pressure point here. This makes the services more accessible and easier payment options make it more attractive to the users.

In India magazines like Frontline can be subscribed online and so can the newspapers like The Hindu. Amazon.com has also started the monthly subscription service where it provides the consumers the option of monthly subscription with discounts from normal rates and the consumers can pay the subscription fees on their website.

Online Exclusive Brand Stores

Here the brands create their own online brand stores. The brand's catalog is uploaded on the website where the consumers see it which is also available in their physical stores. Here the consumers get the advantage of shopping from their trusted brands online without having to visit the physical stores.

Examples of online exclusive brand stores are HP, Samsung, Peter England, Monte Carlo etc.

Deals Websites

There are various ecommerce websites which provide the best deals to the consumers. Such websites give the consumers various deals available on other websites or stores. For example couponDunia.in etc.

Marketplace

Here the consumers and sellers are provided with a platform to interact with each other. Based on this there are various websites with different models that they follow. These models are:

Business to Consumer (B2C)

This is the most common business model that usually people know about. Here the sellers of products or services, as well as the buyers of such products or services, are present on an online platform. Virtual stores give the consumers access to wide variety of products at cheaper rates. The best example for this is Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com etc. where the consumers can find almost anything be it books, electronic products like washing machines, USB storage devices. clothes, shoes or personal care etc.

In India the B2C model is growing at a fast pace, however, there are still various challenges. The major challenge is poor internet connectivity. Also most consumers do not possess credit cards. Most consumers still depend on cash on delivery mode of payment. In addition to this the ecommerce websites do not have very good customer services leaving the consumers doubtful about using these websites and apps.

Business to Business (B2B)

Here both the parties are involved in business activities. Here commercial transactions take place between both the parties. The parties involved can be a manufacturer and wholesaler or a wholesaler and retailer. In India the B2B model has 100% Foreign Direct Investment allowed through automatic route, unlike the B2C model. However, this model is still in its nascent stage in India. Online business transactions in India are limited and the market is less receptive. However, the experts do believe that this situation shall change in coming times and the B2B ecommerce space is expected to grow almost 2.5 times by 2020.

Consumer to Consumer (C2C)

Here both the parties are individuals undertaking a business activity on a platform. Here the individual can sell something they no longer need or can sell products made by them as they engage in a small home based business activity like bags or some handicraft items. The best example of this model in India is Ebay.in, OLX.com, Quikr.com etc.

OLX and Quikr are almost alike and provide a platform to the consumers to connect and buy and sell anything be it land, flats, paying guest facilities, mobiles, laptops, bikes, bicycles etc. The companies have become very successful and work as electronic classifieds.

Consumer to Business (C2B)

In this model the consumer sell their products and services to businesses. The best examples for this model are the job portals. In India websites like Monster.com, TimesJobs.com etc. can be put in this category. Here the consumer, the job seeker, puts her resume on the website in order to get a job offer from employers.

The ecommerce business models are selected by the companies as per their objectives, desired results and target consumers. There can be modifications done in these business models as per the requirement of the companies

Conclusion

We have seen various types of ecommerce models that are prevalent and the examples of such models in Indian context. Indian economy is growing at a very fast pace and as such the new avenues like ecommerce is here to stay and grow in India. However, there are various challenges that must be overcome in order to make ecommerce efficient in India.

The major problem is poor e-infrastructure. The internet in India is still not very easily accessible. The penetration of internet is very low at 34.8% of the total population. [5] as

compared to other countries. Also the ecommerce companies face logistic issues. As a start up this issue is more pressing. In addition to this the long held habit of Indian consumers to see and inspect what they are buying makes them doubtful of the ecommerce. Also the major part of ecommerce business is limited to the urban areas and excludes the rural areas and the major portion of the population is still rural hence, there is a need to make ecommerce inclusive of rural areas and population. Hence, there is a need to frame a strategy to make the Indian economy more conducive to the new and upcoming ecommerce market and accommodate in the economy.



INTRODUCTION TO COMPANY

AMAZON.COM

Amazon.com, Inc., doing business as Amazon is an American electronic commerce and cloud computing company based in Seattle, Washington, that was founded by Jeff Bezos on July 5, 1994. The tech giant is the largest Internet retailer in the world as measured by revenue and market capitalization, and second largest after Alibaba Group in terms of total sales. The amazon.com website started as an online bookstore and later diversified to sell video downloads/streaming, MP3 downloads/streaming, audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also produces consumer electronics Kindle e-readers, Fire tablets, Fire TV, and Echo-and is the world's largest provider of cloud infrastructure services (IaaS and PaaS) Amazon also sells certain low-end products under its in-house brand Amazon Basics.

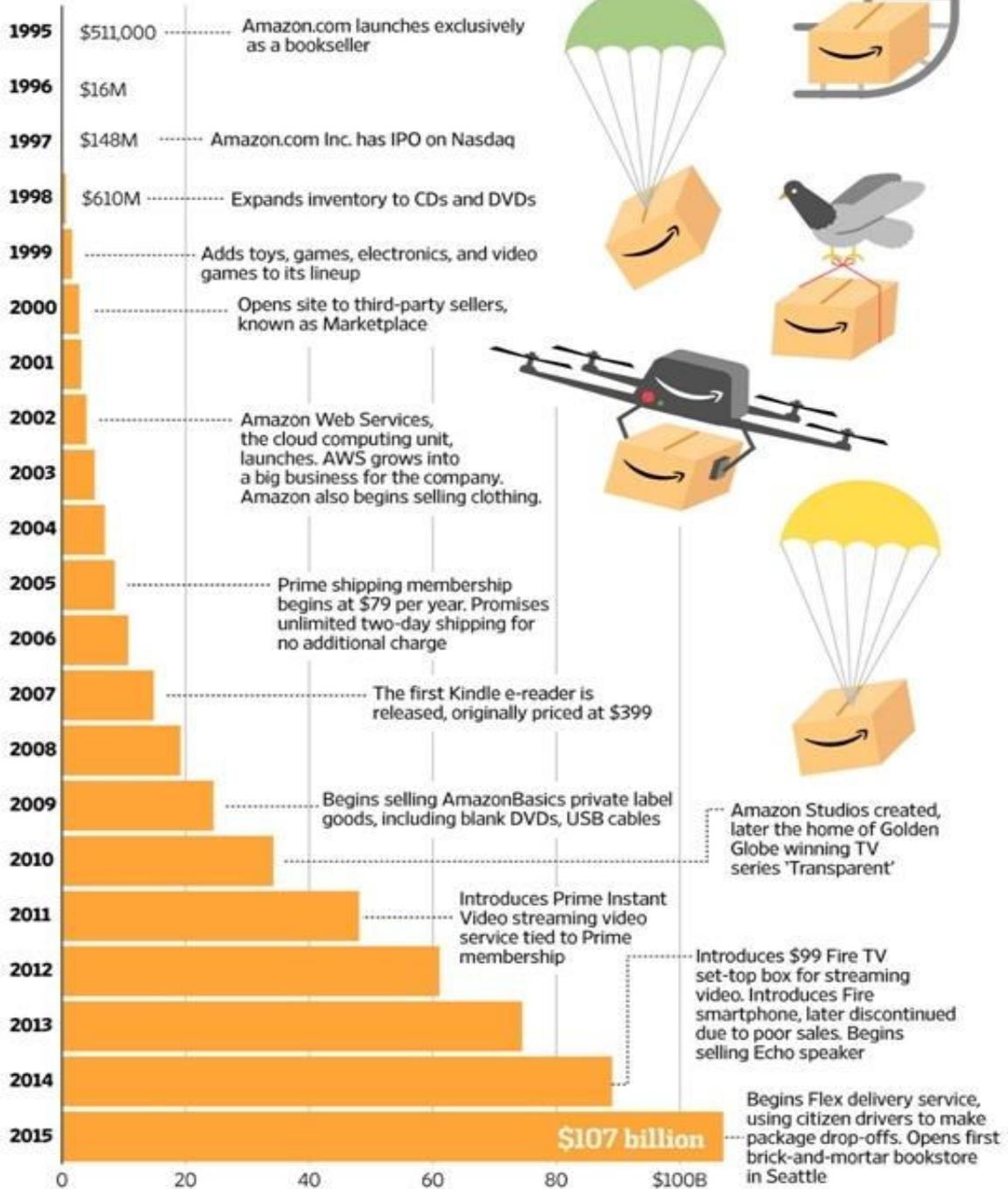
Amazon has separate retail websites for the United States, the United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India, and Mexico, in 2016, Dutch, Polish, and Turkish language versions of the German Amazon website were also launched. In 2015, Amazon surpassed Wal-Mart as the most valuable retailer in the United States by market capitalization. Amazon is the fourth most valuable public company in the world (behind only Apple, Alphabet, and Microsoft), the largest Internet company by revenue in the world, and after Walmart, the second largest employer in the United States. In 2017, Amazon acquired Whole Foods Market for \$13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer. The acquisition was interpreted by some as a direct attempt to challenge Walmart's traditional retail stores.



Type of business	Public	Operating income	▲US\$2.233 billion (2015)
Type of site	E-commerce	Net income	▲US\$596 million (2015)
Available in	English, French, German, Spanish, Italian, Chinese, Japanese, Brazilian Portuguese, Dutch, Polish	Total assets	▲US\$65.444 billion (2015)
Traded as	NASDAQ: AMZN NASDAQ-100 Component S&P 5000 Component	Total equity	▲US\$13.384 billion (2015)
Founded	July 5, 1994; 22 years ago (as Cadabra) Seattle, Washington, U.S.	Employees	268,900 (July 2016)
Headquarters	Seattle, Washington, U.S	Subsidiaries	A9.com, Amazon Web Services, Alexa Internet, Audible.com, comiXology, Digital Photography Review, Goodreads, Internet Movie Database, Jungle.com, Twitch, Zappos
Area served	Worldwide	Slogan(s)	Work hard, have fun, make history
Owner	Jeff Bezos (17.1%)	Website	amazon.com (original U.S. site) Various national sites
Founder(s)	Jeff Bezos	Alexa rank	7 (October 2016)
Key people	Jeff Bezos (Chairman, President and CEO), Werner Vogels (CTO)	Advertising	Web banners, videos
Industry	Internet	Launched	July 5, 1994
Products	Appstore, AWS, The Book Depository, comiXology, Game Studios, Video, Instant Video.UK, Instant Video, German, Audible, Kindle, Fire, Lab126, Studios, Twitch.tv, Woot, Echo, MyHabit.com(closed), Shopbop, Askville	Written in	C++ and Java
Services	Online shopping, web hosting, content distribution		
Revenue	▲US\$107 billion (2015)		



Revenue and company timeline



Source: The company

THE WALL STREET JOURNAL.



Amazon.com's Corporate Vision Statement

Amazon's corporate vision is "to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online." This vision statement underscores the business organization's main aim of becoming the best e-commerce company in the world. In this regard, the following characteristics are identifiable in Amazon's corporate vision statement

1. Global reach
2. Customer-centric approach
3. Widest selection of products

Amazon.com's Corporate Mission Statement

Amazon's mission statement is "We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience. This corporate mission promises attractive e-commerce services to satisfy target customers' needs. The company focuses on the variables of price, selection, and convenience. In this regard, the following characteristics are identifiable in Amazon's corporate mission statement:

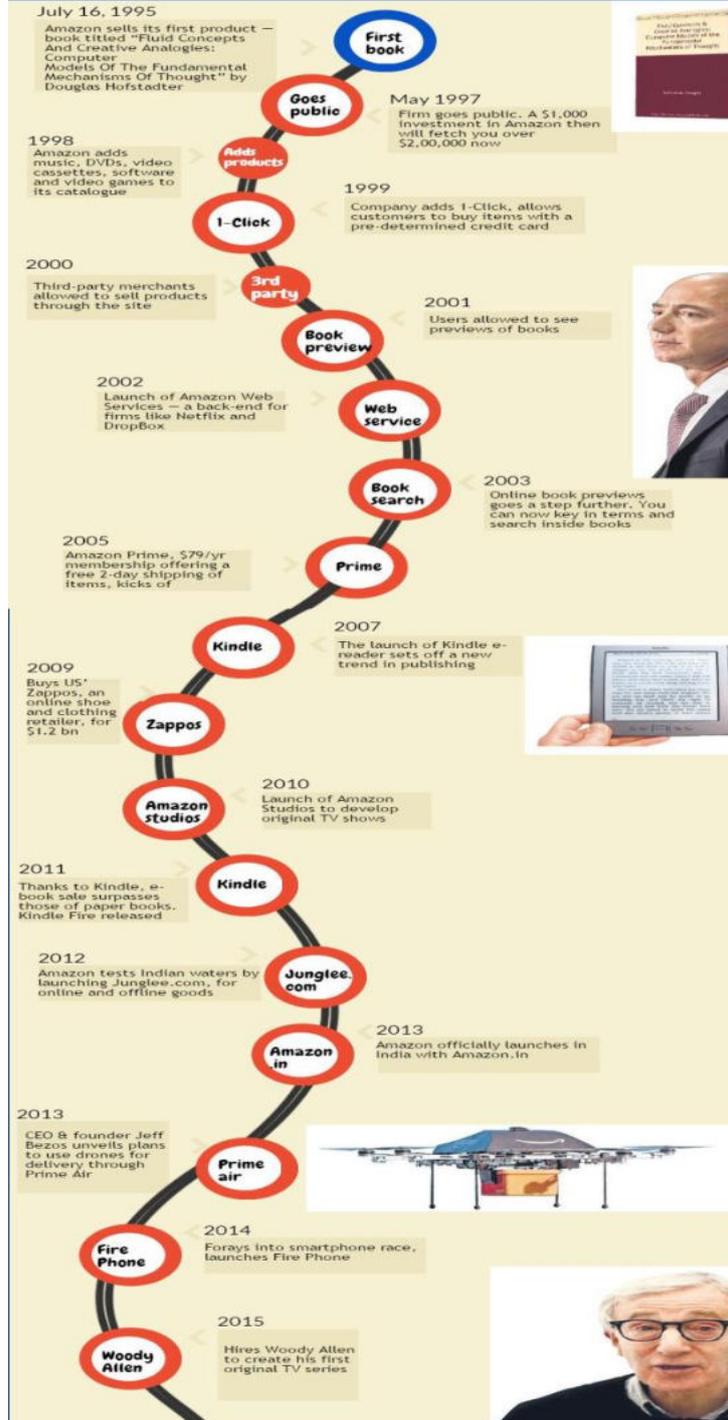
1. Lowest prices
2. Best selection
3. Utmost convenience

History

The company was founded as a result of what Jeff Bezos called his "regret minimization framework," which described his efforts to fend off any regrets for not participating sooner in the Internet business boom during that time. In 1994, Bezos left his employment as vice-president of D. E. Shaw & Co., a Wall Street firm, and moved to Seattle, Washington, where he began to work on a business plan for what would become Amazon.com.

THE PIONEER TURNS 20

Milestones in Amazon's life as it set the path for the e-commerce industry and became the world's biggest trading portal



On July 5, 1994, Bezos initially incorporated the company in Washington State with the name Cadabra, Inc. He later changed the name to Amazon.com, Inc. a few months later, after a lawyer misheard its original name as "cadaver" In September 1994, Bezos purchased the URL. Relentless.com and briefly considered naming his online store Relentless, but friends told him the name sounded a bit sinister. The domain is still owned by Bezos and still redirects to the retailer.

Online bookstore and IPO

After reading a report about the future of the Internet that projected annual web commerce growth at 2.300%, Bezos created a list of 20 products that could be marketed online. He narrowed the list to what he felt were the five most promising products, which included: compact discs, computer hardware, computer software, videos, and books. Bezos finally decided that his new business would sell books online, due to the large worldwide demand for literature, the low price points for books, along with the huge number of titles available in print. Amazon was founded in the garage of Bezos' rented home in Bellevue, Washington. Bezos parents invested almost \$250,000 in the start-up.

In July 1995, the company began service as an online bookstore. The first book sold on Amazon. com was Douglas Hofstadter's Fluid Concepts and Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought. In the first two months of business. Amazon sold to all 50 states and over 45 countries. Within two months, Amazon's sales were up to \$20,000/week. In October 1995, the company announced itself to the public. In 1996, it was reincorporated in Delaware. Amazon issued its initial public offering of stock on May 15, 1997, at \$18 per share, trading under the NASDAQ stock exchange symbol AMAZON.

Barnes & Noble sued Amazon on May 12, 1997, alleging that Amazon's claim to be the world's largest bookstore" was false because it isn't a bookstore at all. It's a book broker." The suit was later settled out of court and Amazon continued to make the same claim. Walmart sued Amazon on October 16, 1998, alleging that Amazon had stolen Walmart's trade secrets by hiring former Walmart executives. Although this suit was also settled out of court, it caused Amazon to implement internal restrictions and the reassignment of the former Walmart executives.

In 1999, Amazon first attempted to enter the publishing business by buying a defunct imprint, "Weathervane", and publishing some books "selected with no apparent thought", according to The New Yorker the imprint quickly vanished again, and as of 2014 Amazon representatives said that they had never heard of it. Also in 1999, Time magazine named Bezos the Person of the Year when it recognized the company's success in popularizing online shopping

Product and services

Amazon.com's product lines available at its website include several media (books, DVDs, music food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.

Amazon is now gearing up in India to play a role in the grocery retail sector aimed at delivering customer needs.

Amazon.com has a number of products and services available, including:

- Amazon Fresh
- Amazon Prime
- Amazon Web Services

- Alexa
- Amazon Drive
- Fire tablets, Fire TV
- Video
- Music
- Notes
- Amazon Digital Game Store Studios

Website

The domain amazon.com attracted at least 615 million visitors annually by 2008. Amazon attracts over 130 million customers to its US website per month by the start of 2016. The company has also invested heavily on a massive amount of server capacity for its website, especially to handle the excessive traffic during the December Christmas holiday season. Results generated by Amazon's search engine are partly determined by promotional fees.

Amazon site global availability

Amazon's localized storefronts, which differ in selection and prices, are differentiated domain and country code:

Region	Sovereignty	Domain name	Since
Asia	 China	amazon.cn	September 2004
	 India	amazon.in	June 2013

Europe	 Germany	amazon.de	October 1998
	 Italy	amazon.it	November 2010
	 Netherlands	amazon.nl	November 2014
	 Spain	amazon.es	September 2011
	 United Kingdom	amazon.co.uk	October 1998
North America	 Canada	amazon.ca	June 2002
	 Mexico	amazon.com.mx	August 2013
	 United States	amazon.com	July 1995
Oceania	 Australia	amazon.com.au	November 2013
South America	 Brazil	amazon.com.br	December 2012

Indicate the real name of the reviewer (based on confirmation of a credit card account) or which indicate that the reviewer is one of the top reviewers by popularity. Customers may comment or vote on the reviews, indicating whether they found a review helpful to them. If a review is given enough "helpful" hits, it appears on the front page of the product. In 2010, Amazon was reported as being the largest single source of Internet consumer reviews.

Amazon Sales Rank

The Amazon sales rank (ASR) provides an indication of the popularity of a product sold on any Amazon locale. It is a relative indicator of popularity that is updated hourly. Effectively, it is a "best sellers list for the millions of products stocked by Amazon. While the ASR has no direct effect on the sales of a product, it is used by Amazon to determine which products to include in its bestsellers lists. Products that appear in these lists enjoy additional exposure on the Amazon website and this may lead to an increase in sales. In particular, products that experience large jumps (up or down) in their sales ranks may be included within Amazon's lists of "movers and shakers"; such a listing provides additional exposure that might lead to an increase in sales. For competitive reasons, Amazon does not release actual sales figures to the public. However, Amazon has now begun to release point of sale data via the Nielsen Book Scan service to verified authors. While the ASR has been the source of much speculation by publishers, manufacturers, and marketers, Amazon itself does not release the details of its sales rank calculation algorithm. Some companies have analyzed Amazon sales data to generate sales estimates based on the ASR, though Amazon states:

Please keep in mind that our sales rank figures are simply meant to be a guide of general interest for the customer and not definitive sales information for publishers-we assume you have this information regularly from your distribution sources.

“MAJOR GLOBAL AND INDIAN COMPETITORS OF AMAZON”

1. Alibaba:



Alibaba Group Holding Limited:

Is a Chinese e-commerce company that provides consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals. It also provides electronic payment services, a shopping search engine and data-centric cloud computing services. The group began in 1999 when Jack Ma founded the website Alibaba.com, a business-to-business portal to connect Chinese manufacturers with overseas buyers. In 2012, two of Alibaba's portals handled 1.1 trillion yuan (\$170 billion) in sales. Suppliers from other countries are supported (with more stringent checks than for Chinese companies), but the company primarily operates in the People's Republic of China (PRC).

2. EBay:



EBay Inc. is an American multinational corporation and e-commerce company, providing consumer-to-consumer and business-to-consumer sales services via the Internet. It is headquartered in San Jose, California. EBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble. Today it is a multibillion-dollar business with operations localized in over 30 countries.

The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide.

3. Flipkart:



Flipkart is an e-commerce marketplace unicorn company founded in 2007 by Sachem Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangalore, Karnataka, India. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags. Flipkart's last fundraising round in May 2015 had pegged its valuation at \$15 billion. In May 2016, Morgan Stanley lowered Flipkart's valuation to \$9.39 billion.

4. Snapdeal:



Snapdeal is a B2C marketplace, based in New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn, and Rohit Bansal, an alumnus of IIT Delhi in February 2010. Snapdeal currently has 275,000 sellers, over 30 million products and a reach of 6,000 towns and cities across the country. Investors in the company include SoftBank Corp, Ru-Net Holdings, Tybourne Capital, PremjiInvest, Alibaba Group, Temasek Holdings, Bessemer Venture Partners, IndoUS Ventures, Kalaari Capital, Saama Capital, Foxconn Technology Group, Blackrock, eBay, Nexus Ventures, Intel Capital, Ontario Teachers' Pension Plan, Singapore-based investment entity Brother Fortune Apparel and Ratan Tata. When Snapdeal acquired FreeCharge in an equity deal, investors Sequoia Capital India, Valiant Capital, Sofina, Ru-Net Holdings, and Tybourne Capital also became shareholders in Snapdeal.

RESEARCH STUDY

PROBLEM DEFINITION

In India e-commerce evaluated like a giant with huge opportunity and success rate. There are so many big and small players in market. Are they really going to sustain in market for a long time and is there success rate for them. What are customers expecting from them and are they ready to fulfill their requirements. The study is to understand the impact of marketing and promotional strategies and both parties' requirements and procedures.

We face many millions of problems when we entered into the world of online shopping Amazon also one of the online shopping applications site that nowadays reached to millions of people everywhere. There are some problems that customer are deals with like:

- Defected in product that leads to the customer peace of mind decreases.
- Delay in delivery of Goods and Products is also one of the problems that affect the serenity of the customer.
- The product which customers are choosing might be delivered wrong like, different in color or the customer. design etc.
- Some goods or product, which customer needs may not be available sometimes.
- Or occasionally the product will not be currently available to the address of the customer.

NEED OF STUDY

1. This study helps assessing impact of marketing and promotional strategies of Amazon on customers.
2. This study helps to understand the customer level of satisfaction with regards to online shopping.
3. To study the online shopping behavior and discover the key factors that influence online buying behavior of consumers in India
4. To identify who are the online shoppers in terms of demography
5. It provides information about the major challenges faced by Indian consumer while shopping online
6. To evaluate and find out the factor that influences the customer complacency.

OBJECTIVES OF THE STUDY

This project research helps in assessing impact of Marketing and Promotional strategies of Amazon & find out what are the main factors affect online consumer when considering and making a purchase over “Amazon”.

1. To study the online shopping behavior of customer.
2. To study the customer level of satisfaction with regards to online shopping.
3. To know the Marketing and advertising strategies used by Amazon.
4. To examine whether customers prefer online shopping to physical stores and understand the customer awareness on Amazon.com
5. To know the customer complacency and analyze the factors and their effect on the consumers by Amazon online shopping.
6. To examine major challenges faced by Indian consumer while shopping online.
7. Study the future of Indian e-commerce industry.

SCOPE OF THE STUDY.

The scope of this study is limited to the customer satisfaction, products of others in comparison to Amazon.com and customer expectation as well as the impact of marketing and promotional strategies adopted by Amazon to strengthen the customer relationship. Since it is one of the leading players of E-commerce industry, the future researchers can focus their studies on different angles of Amazon.com and its product such as marketing share, pricing strategies, market segmentation and so on.

This research work will covered Amazon and also deals with the customers which are regulars used to shopping from Amazon.

The study also covered the quality of the service and how they impact on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.

IMPORTANCE OF THE STUDY

1. The main importance to this study is to avoid some uncertainty fact that customer face in online shopping.
2. When the research will be completed it will give an insight into a practical situation.
3. It will also indicate, how to conquered and overcome the problem while dealing with the customer.
4. Alternately, it will serve as good sources of references to similar research in future.
5. Finally, it is also intend to facilitate the efforts of Amazon to come out with good quality service customer satisfaction strategies.

LIMITATION OF THE STUDY

No research is complete without admitting the limitations that was faced while conducting a study which will contribute to present learning. This study too like the others have certain constrains which has been discussed below.

1. The study was restricted to Nagpur city only.
2. The sample size will be limited to time and resources.
3. This study conducted relating to the Amazon online shopping application, so the result which we gather is only applicable for the amazon customers.
4. The response from the sample may be biased, or may contain cooked up from the respondent another limitation was the relatively short period and within which this research was carried out.
5. Questionnaires method is used only for data collection and the limitation of the questionnaire method is applicable to the study.
6. The result is assuming that respondents have given accurate information.

REVIEW OF LITERATURE

In this research we are considering some literature review based on some articles which is related to the title of the study.

Vikas Bondar has published his article on “Sales and Marketing Strategies”

Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also, if we would like to make our own Web page, we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement.

Neelika Arora 32has published research article entitled “Trends in Online Advertising” in advertising Express, Dec2018.

The global online advertising revenues are expected to touch US \$100bn by 2020. In India, the revenues at present are estimated to be Rs.120 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by

brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc. are attracting major onlinespender.

This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

Nandhini Bala Subramaniam (2017) "A comparative study on customer satisfaction between Amazon and flipkart customers in an education institutions. The objective of this study was to identify the respondents perception towards amazon and flipkart shopping and also to compare the customer satisfaction level and the post graduate student of the educational institution have been taking for the study and in the finding they found that Amazon has highly quality and product variety when compared to flipkart and the evident that they convey was both provide equal service in terms of payment facility.

Sumanjeet has published article on “On Line Banner Advertising” in Indian Journal of Marketing.

Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

1) Taweerat Jiradilok and other (2014) "The impact of customer satisfaction on online shopping purchasing: A case study analysis in Thailand". This research was used conceptual framework and aims to investigate the relationship of the antecedent factor in Online shopping and they used the statistical tools like multi regression to compared the occurrences of the hypothesis. And the study reveals that people mostly value assurance and empathy as the most influential dimension and also shows that variety website system quality and tangibility have no influence on purchasing intention in customer's decision even though the respondents were quite satisfied with the dimensions.

2) Dr. A.B Santhi (2017) "A study on the customer satisfaction towards Online Shopping in Tirupati Town". This research was been undertaken to know the factors influencing customer satisfaction. The objective of this study is to understand the demographic factor affecting customer satisfaction with respect to online shopping in India and also descriptive research used in this research, in findings they come out with result that the respondents are becoming more internet savvy every day and also they are ready to purchase the high quality product as well.

3) Vikash and Vinod Kumar (2017) "A study on customer Perception towards Online Shopping", In this research they found out that customer perceived online shopping with positive frame of mind and another fact they find out that customers pertain to convenience, satisfaction and product availability all these factors shows that online shopping provides convenience to the customer and online shopper prefer because these revealed from the effort of going to the market and purchase the product and finally concluded that there is a positive perception toward online shopping.

4) Orbit-biz-dictum (2016) "A Study of behavior of consumer towards online shopping" the author found out that the most motivating factor which influenced the online shopping was convenience followed by time saving and price, and according to the study Flipkart is the most favorite shopping site of the respondent and the majority of the respondent are willing to spend Rs.1000-3000 on a single online purchase. The suggestion orbit made in this research is for the customer awareness that one of the safety aspect of using credits cards online is quit not safe in case of disputed credit card payment for online transactions,

5) Sharon Rudansky-kloppers (2014) "Investigating factors influencing customer online buying satisfaction in south Africa" the primary objective of this study was to investigate factors that influence customer online buying satisfaction, and the secondary objective is to determine whether technology factors, such as security, websites ease of use, and privacy etc. in this research developed a model which encompasses the factor namely, technology shopping. product and logistic factor. The result found out that product variety has an influence on referring someone to an online shopping website. The finding in this study give more valuable insight for online retailer in order to design effective market which can convert potential customer into real or to retain them.

6) Ashish Bhart (2014) "Castorner attitude towards Online shopping" this research purely adopted on descriptive research and exploratory and the objective they set is to study the attitude of consumers toward E-shopping based on consumer behavior, belief preferences and opinions. Flipkart has highly significance which means customer merely preferred to flipkart application and the result of this study shows that mode of payment is dependent upon income of the respondents.

7) Durgesh Agnithotri (2015) "A study on customer preference and attitude toward major E-floor with special reference to Kanpur". In this previous research they developed an objective to find out parameter through which a customer prefer on online shopping website and also to identify the problem faced by customer in online shopping and for interpretation he used One way Anova to check the homogeneity of variance between the assumption made and they found out that E-floors are preferred because of authenticity or variety, after sales service, better delivery service and reachability and give suggestion that, if they need to make online shopping more convenient, so they can increase their customer base.

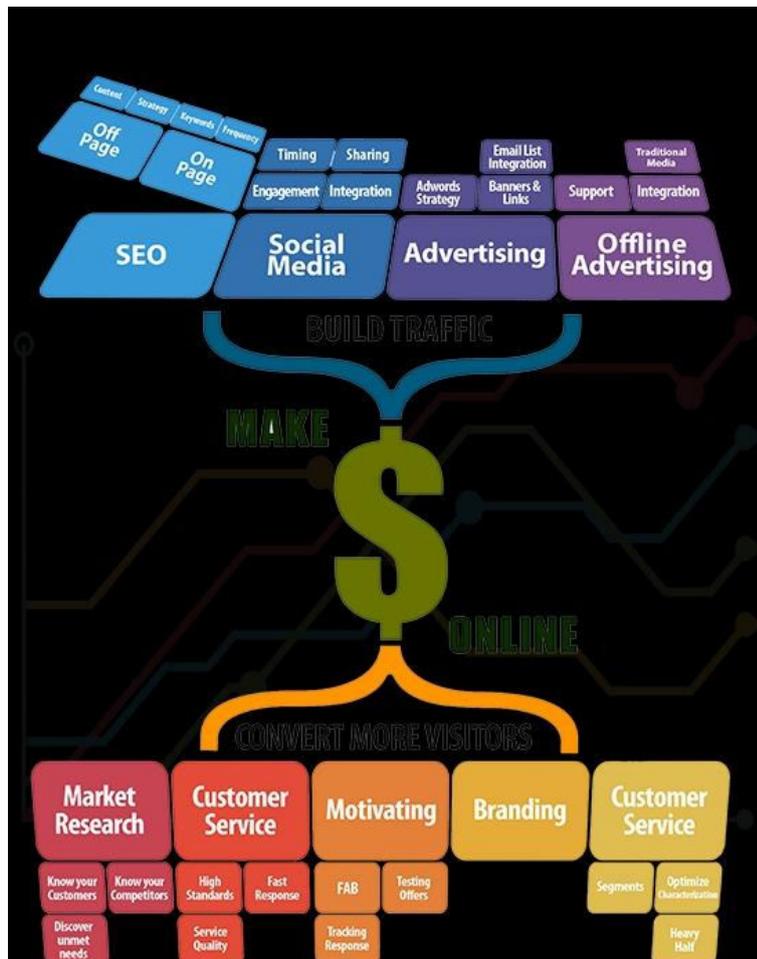
8) Dr.M.Rafiya Meera and other (2017) "Preference of customers towards online shopping application in the market and the objective of this research study is to study the factors influence the users to buy through shopping application and they used primary as well as secondary method for collecting data and they found out that customer are satisfied by the Flipkart shopping application and most of the respondent prefer online shopping for the wide choice of goods.

9) Mohammad Jamal uddin (2015) "Consumer preferences on online purchasing" he developed to measure the attitude of the Bangladeshi people toward online shopping, he found out from extensive survey that there is overall positive reaction towards online shopping and this positive reaction mainly arises due to convenience in terms of less time consuming and hassle free shopping, and also Age, gender, professional, occupation, family structure and ICT familiarity are found as the critical factor for preferring Online shopping,

Theoretical Review

What is an Amazon marketing strategy?

While every brand has different marketing initiatives to push on Amazon’s platform, the ways for reaching those goals have multiplied over the years. When building your marketing strategy, you want to account for the growing number of capabilities at your disposal to build your brand on Amazon — from paid ad campaigns to rich content on your product and store pages.



Why brands fail on Amazon

Amazon is a complex platform and there are a lot of moving parts to understand. There are a number of common mistakes brands make when executing their Amazon strategy.

➤ Not diversifying Amazon products

A popular mistake when selling on Amazon is not diversifying your products. While it's good to know your market, a tight niche can limit you to a very small audience of Amazon customers.

Instead, as an Amazon seller, you can explore offering different complementary products or even expanding the variations of a popular product that you offer. By examining your existing products, you can identify what's currently working and figure out what other products your customers might be interested in, and decide if you should add them to your Amazon product pages.

➤ Getting undercut by competitors

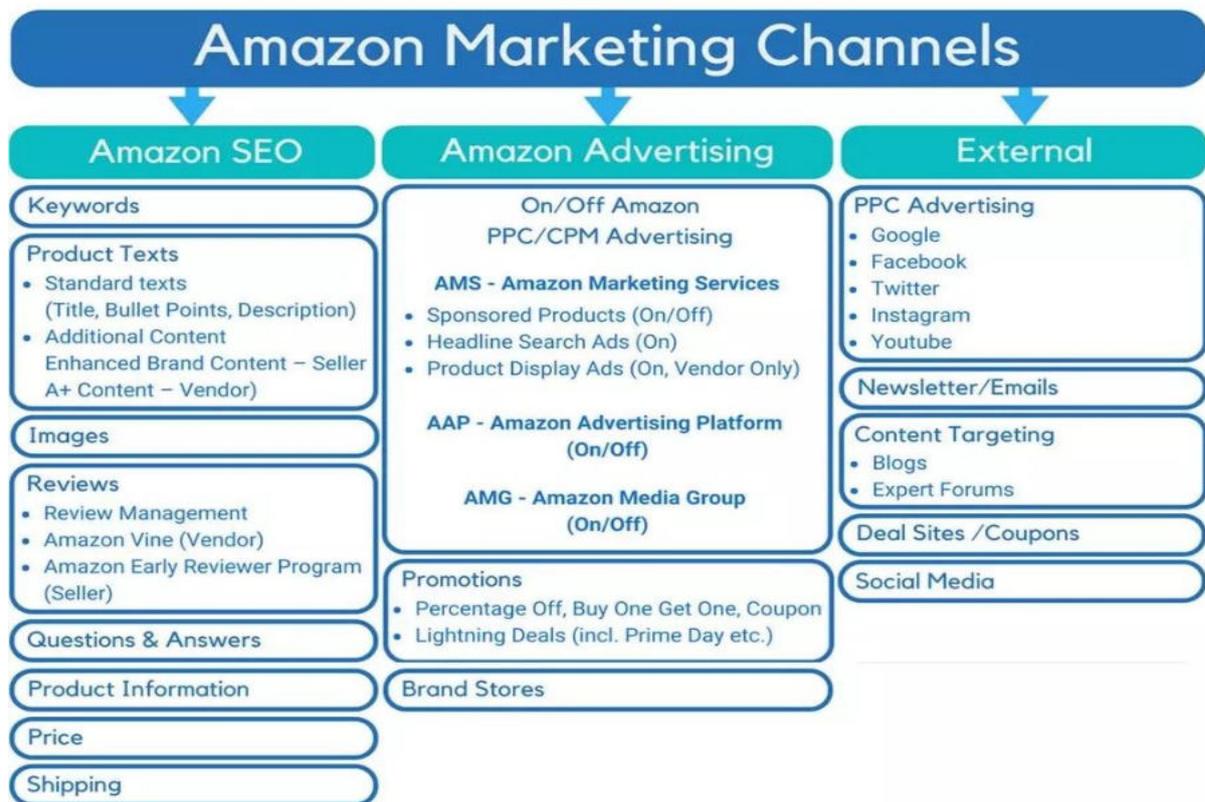
Nobody likes to get undercut by their competitors. If it seems like your prices are constantly being undercut, consider your buying strategy. Buying in large batches from suppliers can lead to better deals on products, allow you to price competitively.

➤ Having too many competitors

If the market you're in is oversaturated, it can be difficult to carve out your own customer base. In this case, you'll need to focus on ways to rise above the crowd. Offering unique or superior products can help.

➤ Not optimizing product listings

You can have the best product on the market, but that doesn't mean anything if people can't find it. Failing to optimize your listings using Amazon SEO means your products will fail on both Google and Amazon searches.



The 5 Amazon marketing strategies for 2021

To help you be successful on Amazon, let's take a look at some of the top Amazon marketing strategies for 2021.

1. Optimized Amazon SEO

Optimizing your products for Amazon SEO will help your customers find them when they search for relevant search terms. Amazon's search engine gives priority to well-described product searches and pins them to the top of the recommended searches. Here's what you should be paying attention to.

Keywords: When it comes to keywords, Amazon allows you to add 250 characters on the backend to influence product discoverability. These are invisible to the customer and allow you to associate your product with certain keywords and phrases. Make sure you do your keyword research to be able to compete within this ecommerce giant!

Titles: Put yourself in the customer's shoes when creating a title. By including relevant keywords, you can increase your click through rate and boost sales.

Descriptions: Your descriptions set you apart from the competition. Use bullet points to outline your product's important features and increase conversions.

Images: When it comes to images, Amazon has very clear guidelines. Product images should be clear, easy to understand, information-rich, and attractive.

Q&A: Your customers want information. By adding a Q&A section, you can answer commonly asked questions and keep your customers informed.

2. Affiliate marketing

Amazon offers an Amazon affiliate program that allows website owners to advertise products from Amazon on their websites. When people click on these links and buy a product, they earn a commission.

This is a useful Amazon marketing strategy because it directs new traffic to your Amazon page. Featuring your products on different websites can get you a completely new set of customers you wouldn't get otherwise.

3. Amazon advertising

Amazon advertising puts your product in front of users who might not have found it on their own. There are three kinds of Amazon advertisements.

Product display ads

Product display ads are Amazon PPC (pay-per-click) ads and they're insanely popular. They appear virtually everywhere and have a relatively high conversion rate of roughly 10%.

Sponsored brand ads

Sponsored brand ads feature a headline, logo, and up to three of your products. They can be

found on the search page and help drive brand awareness.

Display ads

Amazon display ads are CPC (cost-per-click) ads that can be displayed not only on the Amazon website and app but also on websites and apps that aren't owned by Amazon. You can customize these ads to take users to your Amazon store, product page, or even a custom optimized landing page.

4. Third-party advertising

You may be selling on Amazon, but this doesn't mean your advertising is limited to the platform. Third-party advertising can help increase click through and conversion rates. Make sure to always optimize your ads by utilizing data. Automated data reporting helps with that tremendously.

Google Ads

Google receives over 63,000 searches per second, making it a valuable marketing channel. Google ads for ecommerce are a significant part of overall ads run on Google. With Google Ads, you can take advantage of features like retargeting and email marketing.

Facebook ads

Facebook is a major player in social media. Utilizing their paid ads platform, you can push a completely new audience of customers to your Amazon store and products.

5. Customer reviews

One of the most popular features of Amazon is its review system. Once a potential buyer reads the product description, the next thing they will do is verify if the product is of high-quality according to the top product reviews. Focusing on getting positive reviews can help boost your product's popularity organically.

5 tips for your Amazon listings

Improving your Amazon listings should be a top priority of your online marketing strategy.

Here are some tips to boost your ranking.

1. Provide free shipping

Everyone loves free shipping. Sometimes, that's all it takes to encourage customers to pull the trigger on a purchase.

2. Provide fast shipping

People want products and they want them now. Amazon has set a high standard with their 2-day shipping, so anything slower than that isn't meeting their standards.

3. Do a giveaway with a content creator

Teaming up with a content creator to do a giveaway contest brings a completely new group of customers to your brand. Coupled with the added trust that followers have in content creators they follow, doing a giveaway can be an effective way to boost your listings.

4. Review your seller analytics

Information is key to growing your business. Amazon offers a Seller Analytics feature that gives you access to data such as which products are performing well.

Using Seller Analytics, you can leverage this information to make informed decisions about your business, such as choosing which customer segments to focus on.

5. Test different advertising methods

Growth can't happen without experimentation. By testing different Google, Facebook, and Amazon ads you can begin to collect data to optimize your advertising strategy.

Using this information, you can find out which ads work better than others.

“AMAZON MARKETING STRATEGY”

Segmentation, Targeting, Positioning:

E-commerce giants like Amazon uses demographic & psychographics segmentation to segment the markets. Amazon's segmentation is based on actual purchase behavior: not what people might have expressed interest in, but what they actually did. Amazon's micro-level segmentation targets each customer individually, allowing the company to convert visitors into long-term, high-value customers.

Customer segmentation often involves creating personas who will buy in a certain way & certain products. Similarly, Amazon targets the middle class & upper class people who have got hands on experience in the basic technology but don't have time or prefer convenience over shopping from the physical outlets. Amazon has successfully positioned itself as a Glocal (Go global Act local) e-commerce giant where one can buy anything & get it delivered at any remote locations. Using the catchphrase #AurDikhao in its most recent campaign in India, it has further helped them carve a distinct space in the consumer's mind.

MARKETING MIX OF AMAZON

Amazon is one of the world's biggest online retailers, selling a vast array of goods such as books, music, games, clothes and movies. As of 2013, Amazon employs 117, 300 members of staff, and has a global net revenue of 74.45 billion US dollars. Since its conception in 1995, Amazon has outgrown several competitors in its field, and has gone on to become a market leader, and has around 240 million customer accounts worldwide. Amazon has used careful investment and acquisition of other smaller companies to enable itself to stay ahead in its field, and continues to expand its product range, whilst offering competitive prices to customers, and faster deliveries to those who choose to sign up for its various account

packages.

In July 2013, Amazon launched its services in India, choosing not to employ an advertising campaign. The site is ranked as the 27th most popular in India, with around 4.2% of all Amazon customers coming from this country. The company is doing well here, and this Indian venture is part of a bigger effort to offer its services to a wider range of people in Asia.

Product in marketing mix of amazon:

Amazon is an international ecommerce company, using connections to the internet from various gadgets such as phones and tablets, to allow its customers to browse and purchase products immediately. These products are then delivered to the customer, using delivery service companies. Amazon has built up a huge product base, and sells almost everything, including: Kindle

- Books
- DVD's
- Mobile phones/tablets
- Gaming consoles and games
- Clothes for men/women and children
- Gardening equipment

Amazon initially started only with books and it is till date known as the highest book seller in the world. This is why, Amazon also introduced Kindle. Kindle is an EBook reader azon and the reason that publishing is having such a big revolution of converting hard paper to digital ebooks because of the ease of reading by Kindle. Due to success of Kindle, Amazon also introduced Kindly fire- its own tablet pc.

Type in a search entry into a search engine for a specific product, and the chances are that Amazon will stock what you need, and will be on the search list. As they continue to grow, more and more products are added to their inventory. Once established into books, Amazon quickly expanded to other products to maintain its presence in the market. Where Ebay is known for techie products, Amazon is known for knowledgeable products.

Amazon continues to expand its product base, and in July 2014 it entered the smart phone market, releasing its very own Fire Phone. The phone followed the release a month earlier of Amazon's very own set top box system - Amazon Fire TV- which allows streaming from various channels, as well as supporting speech commands when searching.

Place in the marketing mix of Amazon:

In the recent past, sites such as indiaplaza and allshcoolstuff were forced to close due to the lack of trust when buying goods online. However, the brand image of Amazon enables it to have a far and wide presence and the bottom line of the company is enough to enable massive R&D efforts to secure the website. Amazon has customer service bases in many of the countries where it has an online presence, with most bases being located in the different states of the USA. Amazon employees are friendly and relaxed.

Promotion in the marketing mix of Amazon:

While Amazon has broadcast television commercials, these are mostly in the American market. Amazon uses mainly web based advertising, and they make some use of billboard and smaller methods of advertising. Amazon also uses advertising networks online so that whenever you check something on amazon, you will see an ad for the same thing somewhere else on some other website. Search engine marketing and getting the company's name high up the search engine's results is also a smart promotional strategy by Amazon. The founder of

Amazon had this in mind when creating the company, deciding that it should start with an 'a'. In India, Amazon can be seen to rely on the best source of promotion there is – word of mouth. People telling others about the site, or mentioning it in a positive way is a sure way to have a new future customer. However, there are several print media ads to make their presence felt to the people. However, much more is needed in the promotions department from Amazon in India because the traffic of Amazon is being taken over fast by Flipkart.

Price in the marketing mix of Amazon:

Amazon is competitive with its prices, and has little ways of staying ahead of its market contemporaries. For example, if you are looking to buy a book, Amazon offers you a new copy, or a used copy as well, complete with pricing and condition. Another initiative is to pay to have a premium account, ensuring faster deliveries. Amazon can also keep their prices competitive due to their use of staff. Minimum numbers - but well trained - ensure that consumers benefit from the lack of overheads, and the result is shown in the prices online. As more and more people can access broadband connections in India and get online, the competition for the likes of Amazon.com will toughen. Amazon's quiet entry into India has seen some growth so far due to its brand image, and it will be looking to keep its prices as low as possible to capture a slice of the growing market place. It faces tough competition from the likes of eBay, flipkart and snapdeal.

Conclusion

Amazon's here to stay and it's only getting bigger. Using an Amazon marketing strategy can help you take advantage of Amazon's huge user market to scale your own business and promote rapid growth.

RESEARCH METHODOLOGY:-

Research Methodology is way to systematically solve the research problem. In it, step-by-step methods are followed to solve a particular problem. It refers to a search for knowledge. It can also be defined as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

The methodology adopted for the present study was focus discussion, interview and close observation through in-house study. Since the project is based on action research it was necessary to build rapport to collect maximum information from the customers. Hence the research spent considerable time with the people who resides in city. The main focus was to do with the assessing the satisfaction level of customer and explore the possibility of more sound arrangement of disseminating outlook information system.

Market Research

Market research is the function which likes the customers, consumers & public the marketer through information which is used to identify & define market opportunities & problems, generate, refine & evaluate market action; monitor market performances & improve understanding of marketing as a process.

There are a two types of Market Research

Exploratory Research:

It seeks to discover new relationship. All marketing research projects start with it. This is a preliminary phase & is absolutely essential in order to obtain a proper definition of problem at hand. The major emphasis is on the discovery of ideas & insight.

Conclusive Research

Conclusive research provides information that help the executive so that he can make a rational decision. This study has done well while attempting to arrive at a more clear description of an apparent problem.

A) HYPOTHESIS

Hypothesis is an idea or theory that is not proven but that leads to further study or discussion. A hypothesis is a tentative statement about the relationship between two or more variables. A hypothesis does not have to be correct. While it predicts what the researchers expect to see, the goal of research is to determine whether this guess is right or wrong.

Therefore, an effort will be made with this study to understand customer perception and their satisfaction towards the services provided by the “Amazon.com” to its customer.

H0:- The Marketing Strategies adopted by Amazon.com in is not much effective & systematic for the customers, and hence customers are not very much satisfied.

H1:- The Marketing Strategies adopted by Amazon.com in is very much effective & systematic for the customer and resulting in satisfaction.

B) RESEARCH DESIGN

Research Design refers to the overall strategy that you choose integrate the different components of the study in a coherent and logical way. Thereby, ensuring you will effectively address the research problem, it constitutes the blueprint for the collection, measurement and analysis of data. In this project the activities that go by the name of research mainly a survey research method that is activities undertaken to refer to the critical & executive investigation of the company.

The type of research here is Descriptive Research Design. This kind of design is used for more precise investigation or of developing the working hypotheses from an operational point of view. The study is purely descriptive research as it sought to assess the impact of marketing and promotional strategies of Amazon on customers, and identify the complacency level of customers based on the respondent responses. Descriptive research is involves collecting data in order to answer research questions concerning the current status of the study.

Method of Collecting Data: Descriptive Research Design

Data Collection:-

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Sources of Data:-

Sampling Procedure: - The sample will be collect by random people from Nagpur. It will be collect through personal feedback by filling Google forms by formal and informal talks and through filling up the questionnaire prepared.

Sample Size: -The sample size of my survey is limited to 160 customers only.

C) DATA COLLECTION: -

The task of data collection begins after a research problem has been defined and research design plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz.

- Primary Data
- Secondary Data

PRIMARY DATA:-

Primary data are those which are collected afresh and for the first time, and thus happen to be original in character. It is that data which is not published but very useful. So the information was collected by discussion held with the executives of accounts & finance department.

- Observation Method
- Interview Method
- Questionnaires

SECONDARY DATA:-

Secondary Data are those which have already been collected by someone else and which have already been passed through the statistical process. It consist of the information that already exists or someone has collected it for specific purpose. Secondary data collection work is merely that of compilation.

- Books
- Internet
- Magazines
- Case Study Method

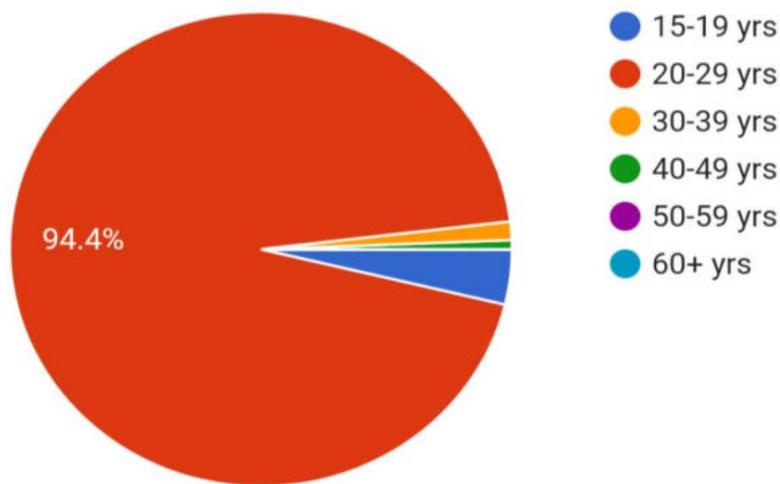
DATA ANALYSIS AND INTERPRETATION

This chapters show the presentation and analysis of data collect from questionnaires administered to get sample opinions the customers and members who patronize the service of Amazon. They include the profile of respondents, and level of consumer expectation towards the service quality and customer satisfaction in Amazon.

The analysis and presentation of data collected is a true reflection of the customers. The analysis is been presented in the form of chart tables and graphs.

Age of the respondents

Options	No. of respondents	Percentage %
15 – 19 Yrs.	6	3.8
20 – 29 Yrs.	151	94.4
30 – 39 Yrs.	2	1.2
40 – 49 Yrs.	1	0.6
50 – 59 Yrs.	0	0
60 + Yrs.	0	0



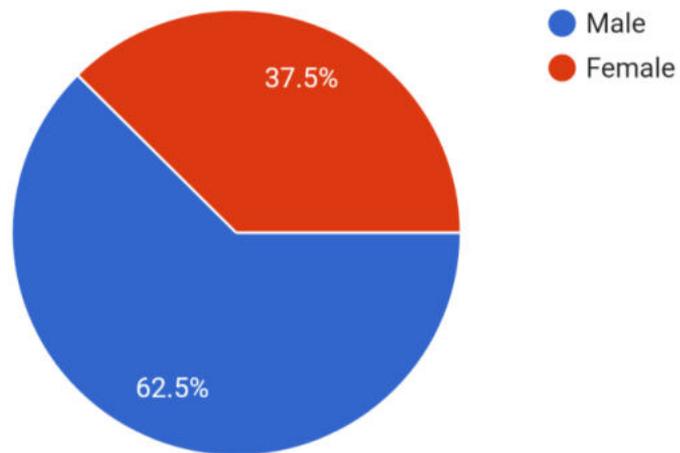
INTERPRETATION:

The above result show that 3.8 % of respondents age group is 15-19 years, that 94.4 % of respondents age group is 20-29 years, that 1.2 % of respondents age group is 30-39 years, that 0.6 % of respondents age group is 40-49 years,

It is clear from the above that majority of the respondent are came from the age range of 20-29.

Gender of the respondents

Options	No. of respondents	Percentage
Male	100	62.5
Female	60	37.5



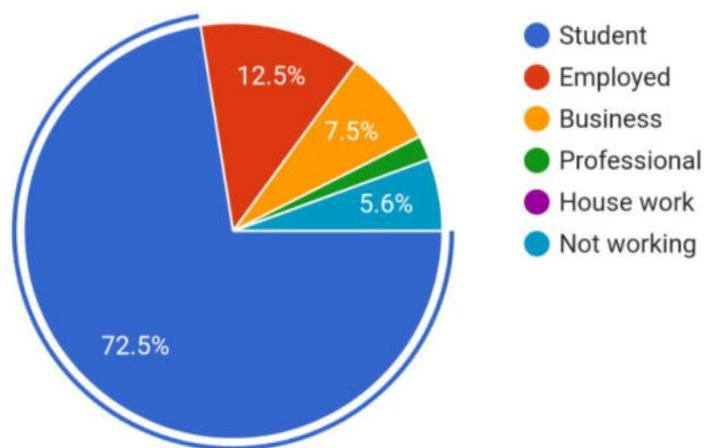
INTERPRETATION:

This table shows the numbers of males and females respondents, 62.5% of the respondents were found to be males, with the females constituting 37.5% from the various area or places.

This means majority of the respondents were male.

Profession of the respondents

Options	No. of respondents	Percentage%
Student	116	72.5
Employed	20	12.5
Business	12	7.5
Professional	3	1.9
House work	0	0
Not working	9	5.6

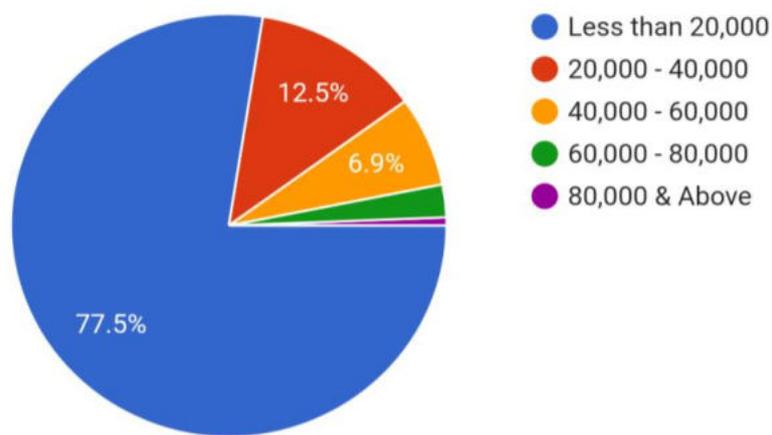


INTERPRETATION:

From the above table the majority of the respondent was collected from the students with a percentage of 72.5%, and the lowest response was collect from professional and not working with a percentage of 7%

Income of the respondents

Options	No. of respondents	Percentage
Less than 20,000	124	77.5
20,000-40,000	20	12.5
40,000-60,000	11	6.9
60,000-80,000	4	2.5
80,000 above	1	0.6

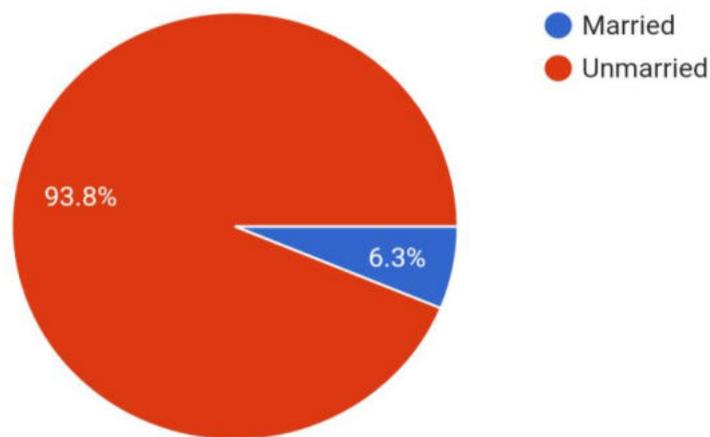


INTERPRETATION:

From the above table 77.5% of respondent from the income range less than 20,000, 12% from 20,000-40,000, 12.5% from 40,000-60,000, 2.5% from 60,000-80,000.

Marital status of the respondents

Options	No. of respondents	Percentage
Married	10	6.3
Unmarried	150	93.8

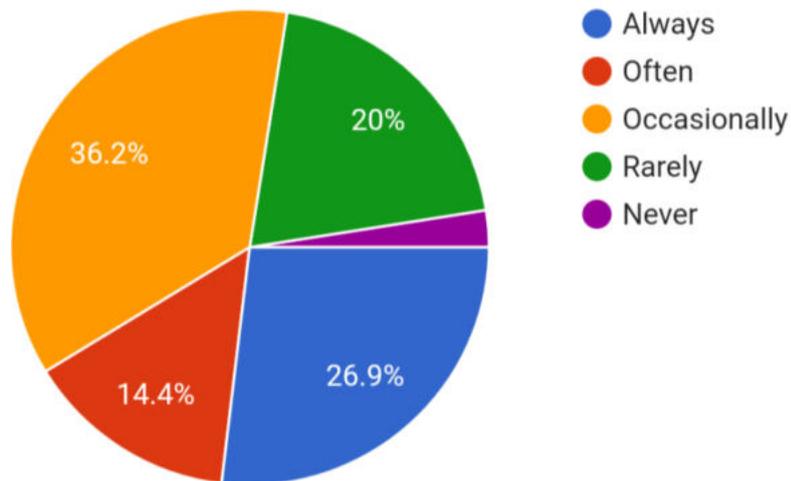


INTERPRETATION:

From the above information given 93.8% of response collected from married customers, and 6.3% from the married.

Que.1 How often do you purchase from Amazon?

Options	No. of respondents	Percentage%
Always	43	26.9
Often	23	14.4
Occasionally	58	36.2
Rarely	32	20
Never	4	2.5

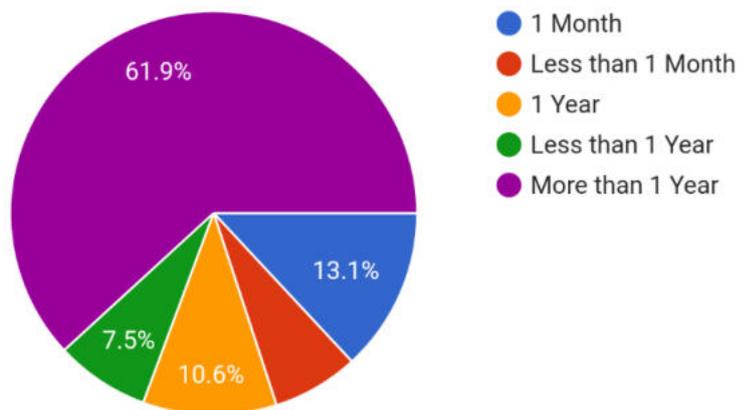


INTERPRETATION:

Frequency of purchase done by male is higher than female. Most of the male students purchase occasionally, while most of the female students purchase rarely from Amazon.

Que.2 Since how long have you been shopping with Amazon?

Options	No. of respondents	Percentage
1 Month	21	13.1
Less than 1 Month	11	6.9
1 Year	17	10.6
Less than 1 Year	12	7.5
More than 1 Year	99	61.9

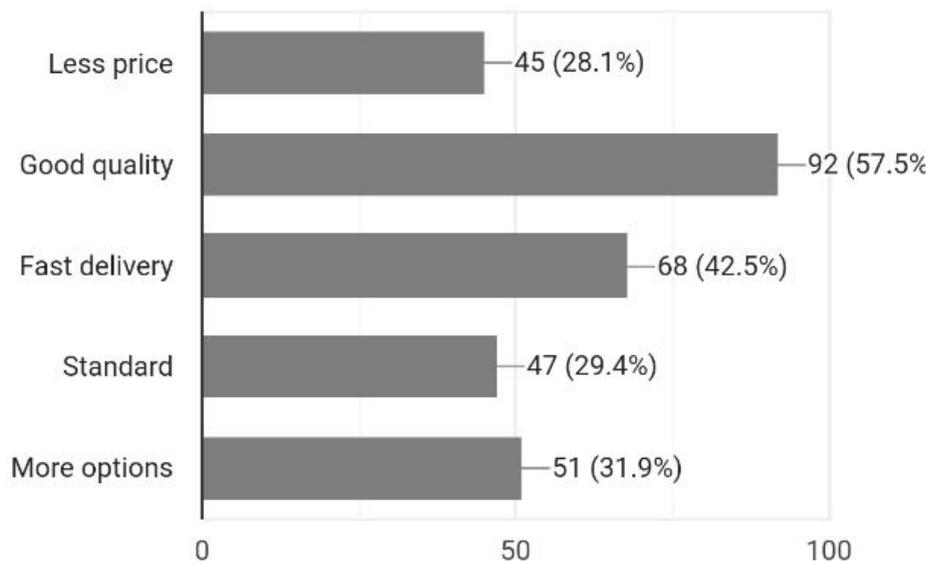


INTERPRETATION:

From the above table, the majority of the respondents say that they are using the product of amazon for more than one year.

Que.3 What are the main reason for you choosing Amazon for Shopping?

Options	No. of respondents	Percentage%
Less price	45	28.1
Good quality	92	57.5
Fast delivery	68	42.5
Standard	47	29.4
More options	51	31.9

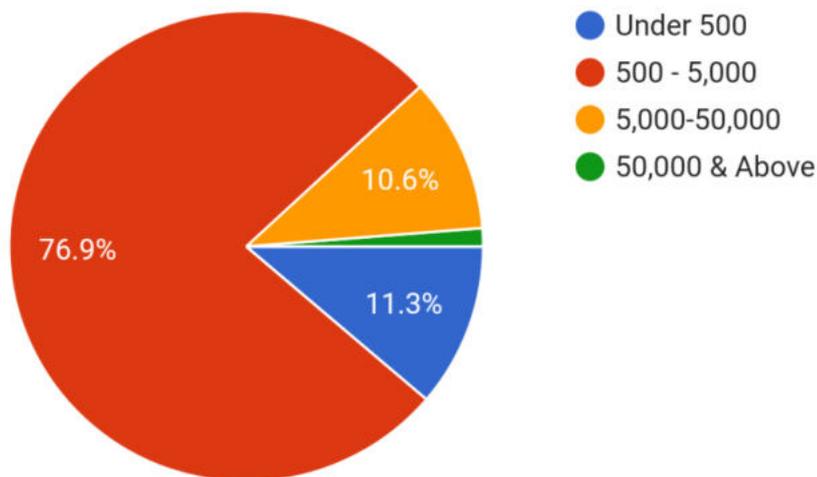


INTERPRETATION:

The majority of the respondent is that, the reason for preferred amazon shopping is based on the Good quality of the product to the customers.

Que.4 How much do you prefer to spend while shopping on Amazon?

Options	No. of respondents	Percentage
Under 500	18	11.3
500-5,000	123	76.9
5,000-50,000	17	10.6
50,000 above	2	1.2

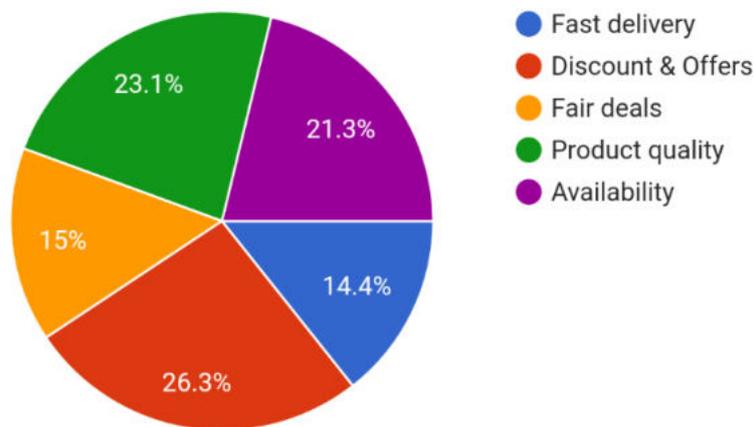


INTERPRETATION:

From the above table 76.9% of the respondent are spend around 500-5,000, 10.6% of the respondents are spend around 5,000-50,000 for shopping on amazon. And 11.3% respondents are spending around 500 rupees.

Que.5 What do you like most about Amazon?

Options	No. of respondents	Percentage
Fast delivery	23	14.4
Discount offers	42	26.3
Fair deals	24	15
Product quantity	37	23.1
Availability	34	21.3

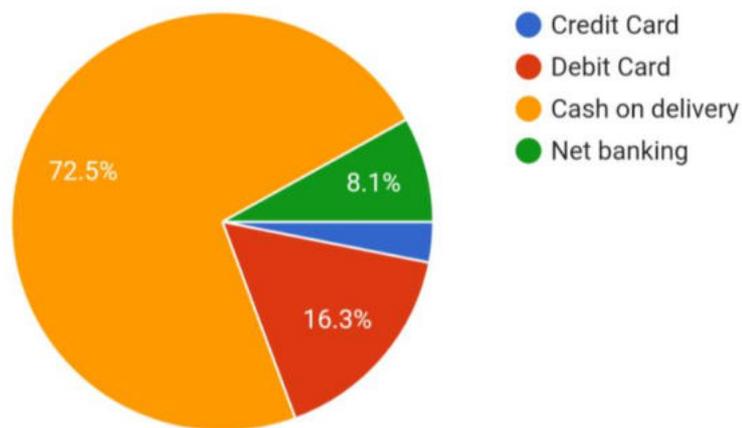


INTERPRETATION:

From the above table customers are purchased product from amazon based on the discount offers, product quality and the fair deal of the service.

Que.6 What mode of payment is mostly preferred by you?

Options	No. of respondents	Percentage
Credit Card	5	3.1
Debit Card	26	16.3
Cash on delivery	116	72.5
Net banking	13	8.1

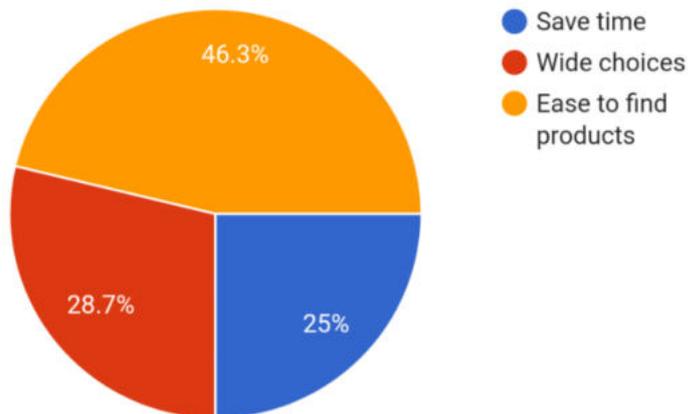


INTERPRETATION:

From the above data usually customer are preferred cash on delivery, which is more preferable mode of payment

Que.7 Why did opt for online shopping instead of offline shopping?

Options	No. of respondents	Percentage
Save time	40	26
Wide choice	46	28.7
Ease to find products	74	46.3

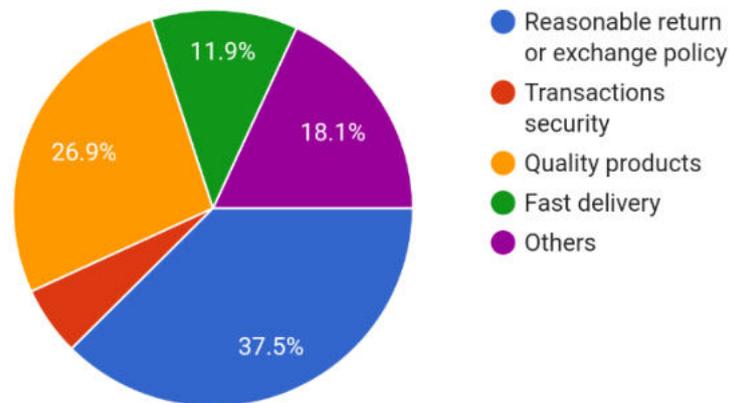


INTERPRETATION:

From the above data 46.3% of the respondent response that online shopping is saving time and 28.7% says that they choose based on wide choices and 25% response that ease to find product

Que.8 What unique service did you find in Amazon that you didn't find in other shopping apps?

Options	No. of respondents	Percentage
Reasonable return	60	37.5
Transaction security	9	5.6
Quality products	43	26.9
Fast delivery	19	11.9
Others	29	18.1

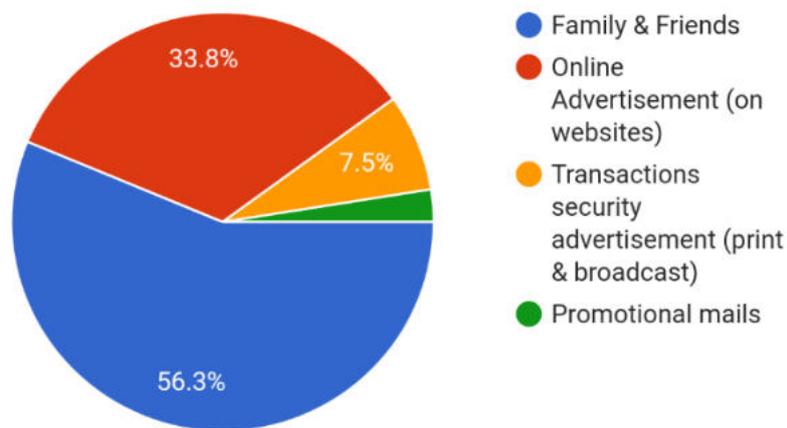


INTERPRETATION:

From the above information, majority of the respondent have says that due to the reasonable return or exchange policy of amazon service is the uniqueness as compared with other online shopping application.

Que. 9 What/who encouraged you to shop from Amazon?

Options	No. of respondents	Percentage
Family & friends	90	56.3
Online advertisement	54	33.8
Transaction security ads	12	7.5
Promotional mails	4	2.5

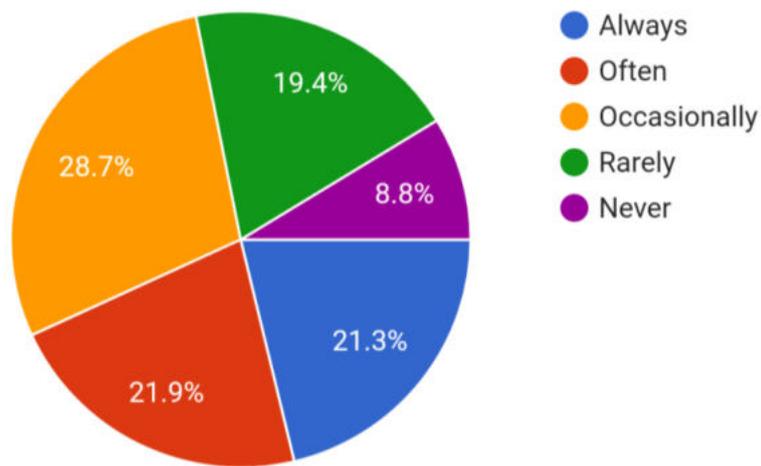


INTERPRETATION:

From the above information the sources which makes the customers purchased a product through amazon is Family and friend source.

Que.10 How often do you use Amazon after seeing its Adson other websites?

Options	No. of respondents	Percentage
Always	34	21.3
Often	35	21.9
Occasionally	46	28.7
Rarely	31	19.4
Never	14	8.8

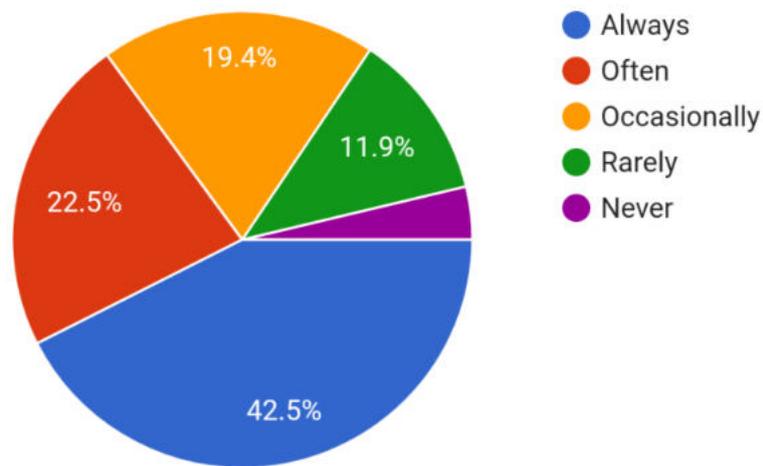


INTERPRETATION:

Promotional ads influence more male students than female students to visit the website of Amazon. The frequency of visit is still very as most of the male students occasionally visit Amazon while incase of female students it is less.

Que.11 How often does the product review influence your decision?

Options	No. of respondents	Percentage
Always	68	42.5
Often	36	22.5
Occasionally	31	19.4
Rarely	19	11.9
Never	6	3.7

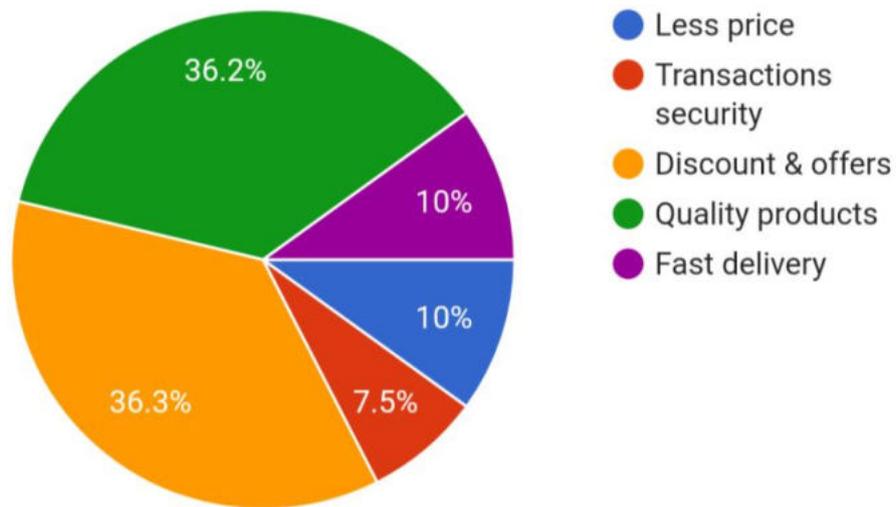


INTERPRETATION:

Male students more often go through the product review before making their decision to purchase than female students who occasionally read the product review before taking their purchase decision. Product review is a kind of word of mouth strategy where product users leave their review on their experiences with Flipkart.

Que. 12 What factors influence your satisfaction while shopping with Amazon?

Options	No. of respondents	Percentage
Less price	16	10
Transaction security	12	7.5
Discount offers	58	36.3
Quality products	58	36.2
Fast delivery	16	10

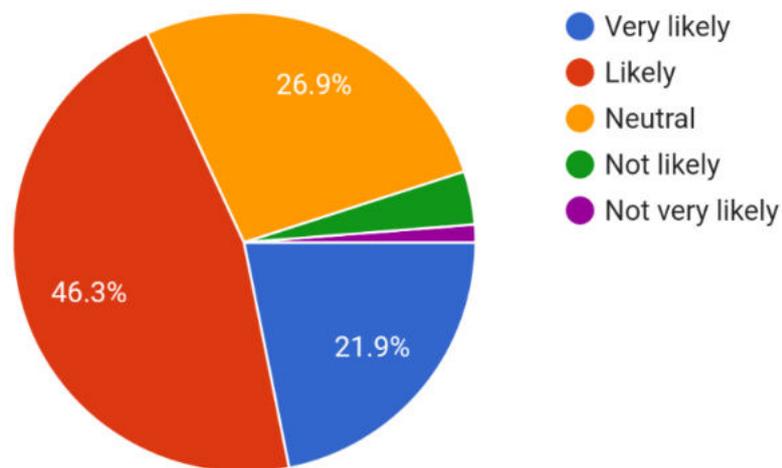


INTERPRETATION:

From the above information, respondent are fully satisfied with the Discount offers of amazon, and quality of the product as well.

Que.13 In the presence of various shopping apps, how likely are you to continue shopping with Amazon?

Options	No. of respondents	Percentage
Very likely	35	21.0
Likely	74	46.3
Neutral	43	26.9
Not likely	6	3.7
Not very likely	2	1.2

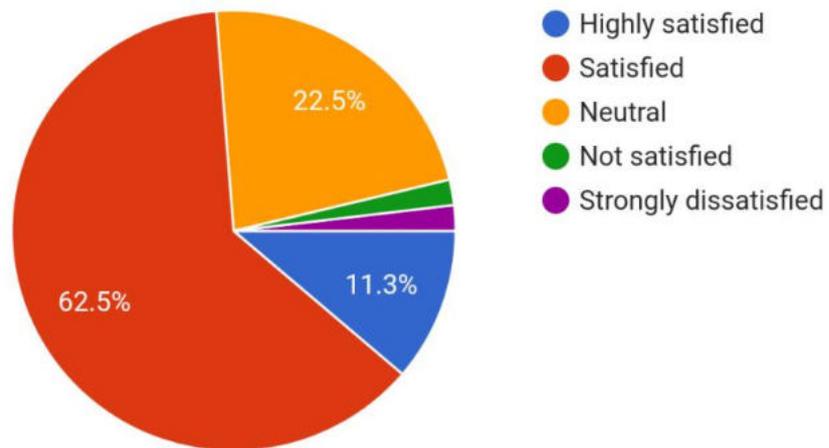


INTERPRETATION:

From the above interpretation, majority of the respondent have likely agree to continue shopping with Amazon.

Que.14 Are you satisfied with Amazon?

Options	No. of respondents	Percentage
Highly satisfied	18	11.3
Satisfied	100	62.5
Neutral	36	22.5
Not satisfied	3	1.9
Strongly dissatisfied	3	1.9



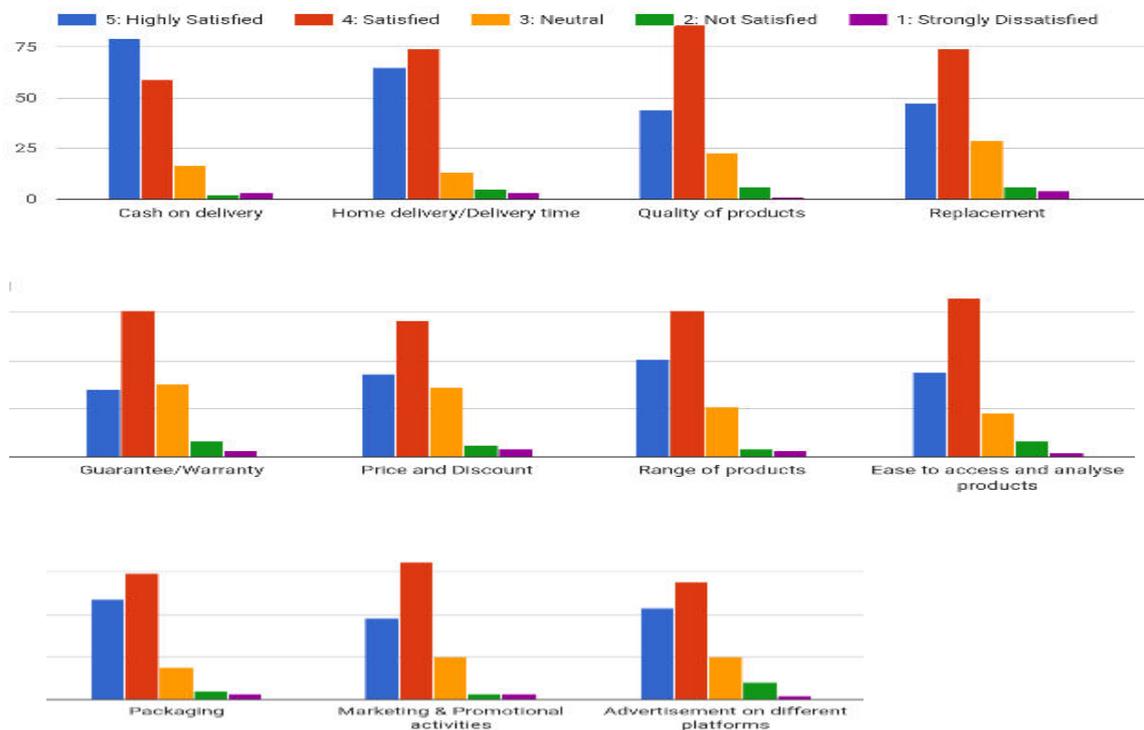
INTERPRETATION:

From the above interpretation majority of the respondent are satisfied with the service of amazon.

Que.15.Rate the factors based on your experience with Amazon?

Options
Highly satisfied
Satisfied
Neutral
Not satisfied
Strongly dissatisfied

15. Rate the factors based on your experience with Amazon ?



INTERPRETATION:

Almost all the factors that Amazon is focusing onto are of high importance to the consumers, and Amazon has been successful at imparting them and creating satisfied customers. The only area of concern for Amazon is the delivery time where both male and female students seem dissatisfied.

FINDINGS

- With the study of E-commerce, I came to its emergence and extreme growth in today's scenario.
- Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.
- Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.
- More males are given respondent to the questionnaires as compare to female with 62.5%
- The majority of the respondent are came from the age range of 20 to 29 years.
- The data was collected from students with 72.5% and the lowest response was collected from professional, not working and house wife with the 7%.
- Majority of the data collected from the customer income range of les than 20,000.
- The data collected from married customer with 6.3% and 93.7% from single.
- The majority of respondent response that they are using the product of amazon more than 1 year.
- The main reason for prefer amazon is due to good quality of products & first delivery.
- Most of the respondent spend around 500 to 5,000 for shopping with amazon.
- The customers are shopping amazon based on discount offers and fast delivery.
- Refine out that most of the customers are prefer cash on delivery while purchase on amazon.
- Customer are use online shopping because wide choice and ease to find products by customer.
- The uniqueness of the amazon application as a compare to other online application because of its reasonable return or exchange policy.

- The sources which make the customer purchase product from amazon is due to family and friend source.
- The overall satisfaction of customer based on the discount offers and quality of the product.
- While Purchase on amazon according to customer price is fully matter.
- Customer are strongly agree with the reasonable return and exchange policy of amazon.
- Customer are fully satisfied with the delivery services because they received product on time.
- Most of the respondent are agree to be regularly and loyal customer on amazon.
- Based on the overall experience with amazon customer are fully satisfied with the product, services and other commodities.
- From the first part of this research itself, we know that customers are highly information seeker. It may be the reason for high trust in online and offline ads. They can search for more information after seeing an advertisement or online is the only two-way communication channel for customers.

HYPOTHESIS TESTING

H0:- The Marketing Strategies adopted by Amazon.com in is not much effective & systematic for the customers, and hence customers are not very much satisfied. (Null)

H1:- The Marketing Strategies adopted by Amazon.com in is very much effective & systematic for the customer and resulting in satisfaction. (Alternative)

The study was started so as to know whether the customers are satisfied with products and services of Amazon.

The project has been done on the customer's satisfaction towards the products and services. The analysis was done based on the information collected in the form of questionnaire from the customers of Amazon.

The major part of the analysis is based upon the percentage analysis.

After a brief analysis few findings were derived. Based on findings the suggestions and the conclusion were made.

Hence the Null Hypothesis is rejected and the Alternative Hypothesis is accepted.

Thus the analysis says that the product and services by the Amazon was very useful and it was satisfying the majority of the customers using it. Moreover many people are interested in doing shopping with Amazon in the future. The report was very helpful for the Amazon to know how and the suggestions of the customer in the services of Amazon.

SUGGESTIONS

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers

These suggestions are as follows:

- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents so the website developers and service providers should take necessary steps to overcome this problem.
- Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest to such new technologies.
- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents
- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to consumers as how to order the product online.

CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities.

Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

- In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts, unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

- From the survey it can be concluded that millions of consumer use Amazon. The use of Amazon has timely exceeded its original purpose of buying and selling of product to consumer end. This study reveals that how the consumers feel about using Amazon and how it affects. The study used satisfaction survey questionnaire which were administered to respondents. The consumer rated the statements using a ranking Scale and the data collected were analyzed using descriptive statistics.
- To understand consumer satisfaction level we have to understand what the general satisfaction to people is when they want to purchase something online. Since satisfaction is a subjective matter, we need to reduce what are the risk factors, what people look for when classifying products what are the uncertainties and how uncertainties can influence decisions when it comes to trust. The bigger challenge is that when people cannot view or feel the products they want to purchase they are in a bigger dilemma when they want to transact.
- We can say that Amazon is one of the biggest and most trusted online retailing brand globally, Amazon is a multinational company conquering the global market.
- Amazon is doing well and having strong marketing strategies and image. It grown at a very fast pace successfully since its establishment.

Although, Amazon faced a tough and parallel competition while spreading its market in India because of already well established Flipkart and Snapdeal but in spite of this Amazon grown successfully in India, in India, improving day by day and giving hard competition to others like a market player.

- The smart phone application of Amazon need to improvement because it takes a lots of memory space in the smart phone which creates problems while using the phone .

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ANNEXURE

QUESTIONNAIRES

Age:

1) 15-19 yrs. 2) 20-29 yrs. 3) 30-39 yrs. 4) 40-49 yrs. 5) 50-59 yrs. 6) 60+ yrs.

Gender:

1) Male 2) Female

Profession/Occupation:

1) Student 2) Employed 3) Business 4) Professional 5) House work 6) Not working

Income (monthly):

1) Less than 20,000 2) 20,000-40,000 3) 40,000-60,000 4) 60,000-80,000 5) 80,000 Above

Marital Status:

1) Married 2) Unmarried

1. How often do you purchase from Amazon?

1) Always 2) Often 3) Occasionally 4) Rarely 5) Never

2. Since how long have you been shopping with Amazon?

1) 1 Month 2) Less than 1 Month 3) 1 Year 4) Less than 1 Year 5) More than 1 Year

3. What are the main reasons for you choosing Amazon for shopping? (Multiple options)

1) Less price 2) Good quality 3) Fast delivery 4) Standard 5) More options

4. How much do you prefer to spend while shopping on Amazon?

1) Under 500 2) 500 - 5,000 3) 5,000-50,000 4) 50,000 & Above

5. What do you like most about Amazon?

1) Fast delivery 2) Discount & Offers 3) Fair deals 4) Product quality 5) Availability

6. What mode of payment is mostly preferred by you?

- 1) Credit Card 2) Debit Card 3) Cash on delivery 4) Net banking

7. Why did you opt for online shopping instead of offline shopping?

- 1) Save time 2) Wide choices 3) Ease to find products

8. What unique service did you find in Amazon that you didn't find in other shopping apps?

- 1) Reasonable return or exchange policy 2) Transactions security 3) Quality products
4) Fast delivery 5) others

9. What/who encouraged you to shop from Amazon?

- 1) Family & Friends 2) Online Advertisement (on websites)
3) Transactions security advertisement (print & broadcast) 4) Promotional mails

10. How often do you use Amazon after seeing its Ads on other websites?

- 1) Always 2) Often 3) Occasionally 4) Rarely 5) Never

11. How often does the product review influence your decision?

- 1) Always 2) Often 3) Occasionally 4) Rarely 5) Never

12. What factor influences your satisfaction while shopping with Amazon?

- 1) Less price 2) Transactions security 3) Discount & offers
4) Quality products 5) Fast delivery

13. In the presence of various shopping apps, how likely are you to continue shopping with Amazon?

- 1) Very likely 2) Likely 3) Neutral 4) Not likely 5) Not very likely

14. Are you satisfied with Amazon?

- 1) Highly satisfied 2) Satisfied 3) Neutral 4) Not satisfied 5) Strongly dissatisfied

15. Rate the factors based on your experience with Amazon?

5: Highly Satisfied 4: Satisfied 3: Neutral 2: Not Satisfied 1: Strongly Dissatisfied

Factors:

- 1) Cash on delivery
- 2) Home delivery/Delivery time
- 3) Quality of products
- 4) Replacement
- 5) Guarantee/Warranty
- 6) Price and Discount
- 7) Range of products
- 8) Ease to access and analyses products
- 9) Packaging
- 10) Marketing & Promotional activities
- 11) Advertisement on different platforms
- 12) Cash on delivery
- 13) Home delivery/Delivery time
- 14) Quality of products
- 15) Replacement
- 16) Guarantee/Warranty
- 17) Price and Discount
- 18) Range of products
- 19) Ease to access and analyses products
- 20) Packaging
- 21) Marketing & Promotional activities
- 22) Advertisement on different platforms