

## **The Concept And Growth Of Amazon Marketing Company - A Study**

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### **ABSTRACT**

Amazon consumers are broad at the present a day's along with it have developed to millions of customers, seller, content creator, developers, and enterprise. Every one of these group has altered needs, and for all time work to meet those wants by innovating recent solution to make things easier, quicker, improved, and more cost- successful. The key features of the website are editorials and customer review, manufactured goods information, secure payment system, picture uploads etc. The purchaser can visit network stores from the calm of their home and shop as they sit in front of the computer. Now a day's digital marketing has turn out to be accepted between people and they feel very comfort in using internet. Amazon customers also take pleasure in great savings every day on deal of the day, lightning deal, and Amazon prime day sale and as well as through cash back. Amazon brings all new Amazon pay balance which where can store money and use that for Amazon shopping. Cash back and token deal are also related on Amazon pay sense of steadiness. Cash back is the utmost cash back and voucher signs site which assist to save extra money and receive money back every time for buying the favourite product from Amazon. And also will get faster refunds on pay balance. This paper focuses on concept and growth of Amazon Company.

**Keywords:** Digital marketing, Amazon key features, Amazon customers offer.

### **INTRODUCTION**

Amazon is what it refers to as three buyers set customer, seller customer, and developer customer. The company provides digital marketing military, together with website expansion, marketing, performance, client services, and recompense processing. The Amazon allows clients to surrender review to the website sheet of each manufactured goods. Reviewers have to charge the manufactured goods on a ranking scale from one to five stars. If a review is given adequate useful hits, it appears on the front page of the manufactured goods. Investigate within the book is a characteristic which allow clients to search for keywords in the full passage of my book. The Amazon announces that it has particular New Delhi; Indian Based Daksh.com to provide Web based client service from India. The company believed that the travel will allow leveraging "India high quality and cost helpful purchaser care professional. When a customer first entered into Amazon page they provide featured

manufactured goods by the website, except when the clients stay for the next time the recommender method regularly offer commodities by study purchaser security and qualities. Customer acquirement and preservation has been the most rights of way to Amazon Company's preparation. Throughout web site Amazon maintain complicated announcement that automate the procedure of create cost for the customers. Amazon Company has a number of product and services available such as: Amazon Fresh, Amazon Prime, Amazon Fire TV, and Kindle.

## **REVIEW OF LITERATURE**

- 1. Julita Vassileva (2017)** this swot is based on supposed efficiency, trustworthiness and maintenance intent in E- commerce; A study on Amazon. From this study it's clear that the supposed efficiency of an e- commerce business like Amazon is a great forward planner of maintenance target. This cram suggested that the promising plan guiding principle in the development of winning e- commerce site.
- 2. Abdullah Al Imran (2014)** topic on Amazon information system, company strategy and e-CRM. The main purpose of this study is known how Amazon implements CRM. This study is based on secondary data. The study finds that the main success of Amazon is the innovation and the competition in the markets.
- 3. Reid M. Berryman (2014)** this paper is about the analysis of Amazon.com. In this study special attention given to historical overview, organisational structure, business operation, financial performance. The future outlook of Amazon business interest is shifting.
- 4. Dr. Vinay Pandit, Dr. Arun Poojari (2014)** the learning is based on Amazon most important air for possibility and effectiveness- a graphical data examination. The main objective of the study is the feasibility of Amazon primary air business form. The main idea of this study is to study the possible and money-making aspect of business. These researchers conclude that the future company idea may not be in present big business environment.
- 5. Sandeep Krishnamurthy (2002)** focused study on Amazon.Com- a Business History to come into view in E- commerce Management. The main purpose of this paper is to present a balance and up to date business history of the company.

## **REASONS FOR THE GROWTH OF AMAZON MARKETING COMPANY**

- 1. Innovation:** The main growth of Amazon Company has come its ability to continuously innovate. They are looking for new ways to reach customers to use their site for purchases. They focused on building a business that included bigger and more expansive networks of products to sell. Innovation is possible because the company is not afraid to spend money to try out new ideas and methods.
- 2. Customer Service:** Amazon have residential a scope of useful gear users can occupy to path correspondence and fast return or replace ordered items. Social media is one more controlling tool that Amazon employs to employ with shopper and improve the excellence of its purchaser services.

3. **Execution:** Amazon gets the whole thing right execution purchaser orders. They choose goods and services that service that customer's wants and needs. Amazon also has outstanding seller relations that permit them to offer customers low-cost pricing.
4. **Use Data and Learn:** The Company recognizes what commodities and services clients wish for and then innovates or changes up their game plan to reach those customers more effectively. The company learn from their customer needs and concerns will always stand above those who just keep pushing the same business model.
5. **A Dedication to Standing out:** If you are building an e-commerce business, one of the most important steps for you to take is to get the product to your customers fast and safely. When you consider the value of this within your own business, it means having a no nonsense attitude. The company creates a plan and executes it. It works hard at connecting all the dots to ensure it doing just what it promises its customers it would do.
6. **Simple Clear User Experience:** Amazon site is very easy to use. It is designed to be effortless in selling a product. It drives customer sale because it's such a straightforward, effective process. Making it easy the customer to make a purchase is a core component of the company's success because no other website is that efficient, clear, and easy to use.
7. **"Why Question":** Another reason why Amazon is working so effectively at growing its sales is that it gives consumers key information in a simple, clear manner. If find any product listings on the site to be very thorough and detailed. They are not hiding the products they selling or using sale language on these pages. They contain the content the consumer needs including reviews, photos, description, price in a clear manner, purchase and delivery timelines, return information, warranties and guarantees.

## CONCEPT OF AMAZON COMPANY

1. **Obsess over customers:** The Amazon company especially obsess over competitors, the Amazon built its Amazon web server business, which was planned to resolve the trouble with too- expensive in- house function hosting and open resource products that weren't full-bodied enough to easily support fast- growing or previously large company.
2. **Take risk for market leadership:** The Amazon three try to get its big business as a exchange and performance platform off the ground. First it tried Amazon auction, a more or less through aping of the mock-up that put eBay wrote in his very first yearly letter.
3. **Positive word of mouth:** The main motivation for the achievement of Amazon is the constructive word of mouth. The Amazon build a great knowledge, regulars are bounce to tell their relatives and contacts about it.
4. **Keep innovating:** Amazon is additional than just an online vendor. It gets to everywhere it is at present for the reason that it's believe in frequent improvement. Amazon has developed mental shops; buzz freedom system a very big cloud compute business, and so a great deal more. Amazon Company are fulfilled when they come up with single or two good information.

**RESRARCH METHODOLOGY**

This research learning is based on fully secondary data. The secondary data is mainly consists of published report of Amazon com.

**OBJECTIVES OF THE STUDY**

- To find out the growth of Amazon company .
- To analyse how Amazon makes money .
- To understand the concepts of Amazon.

**LIMITATIONS OF THE STUDY**

- The data is collected based on secondary data.
- The data used in this analysis are purely based on published report of Amazon Company .
- This study has been conducted within a short period of time.

**ANALYSIS AND INTERPRETATION**

**TABLE 1**

**AMAZON QUARTERLY INCOME STATEMENT**

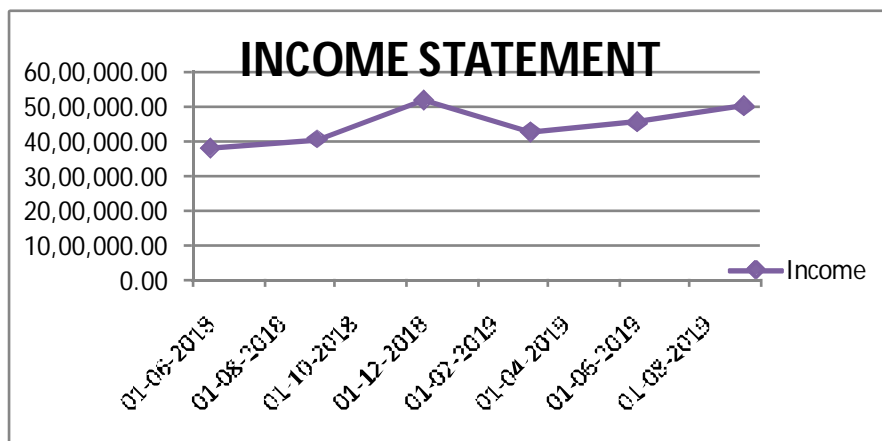
<b>Date</b>	30-09-2019	30-06-2019	31-03-2019	31-12-2018	30-09-2018	30-06-2018
<b>Amount</b>	50,26,875.19	45,54,436.13	42,88,370.40	51,99,343.82	40,63,967.23	37,98,907.15

**Source: Secondary Data**

**Inference:**

From the above data its shows the quarterly income statement of Amazon company from 30 – September -2019 to 30 – June – 2018 (**Fig.1**)

**QUARTERLY INCOME STATEMENT**



**Fig. 1**

From the above quarterly income statement chart it is clear that, the income of the Amazon Company is varying from quarterly. From June 2018 to December 2018 the income level is increased, then December 2018 to march 2019 the income level is decreased and from 2019 June to September 2019 the Amazon income in increasing. From this chart it's clear that the income of the Amazon Company is fluctuating day by day.

**TABLE 2**  
**ANNUAL NET SALES**

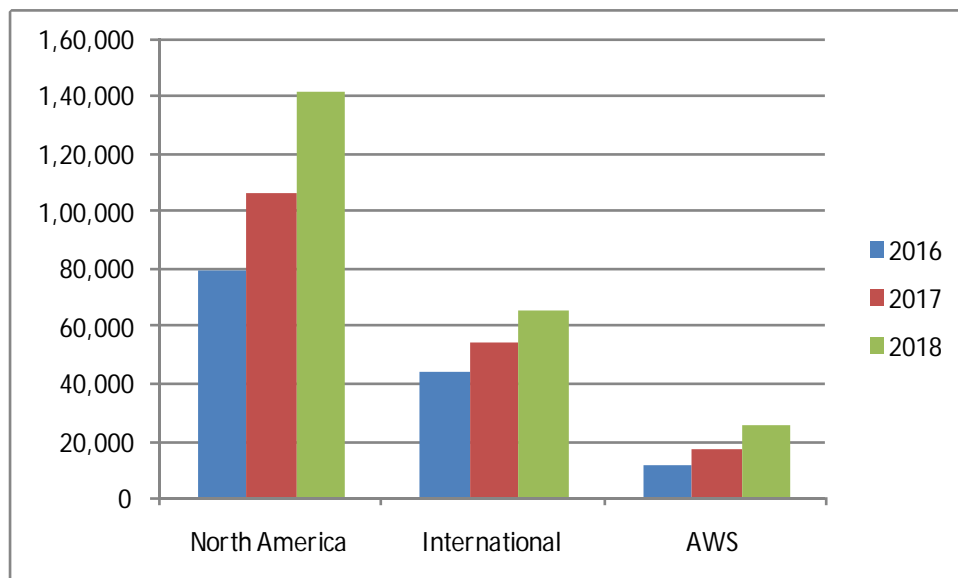
	2016	2017	2018
North America	\$ 79,785	\$ 1,06,110	\$ 1,41,366
Global	\$ 43,983	\$ 54,297	\$ 65,866
AWS	\$ 12,219	\$ 17,459	\$ 25,655
Total	\$ 1,35,987	\$ 1,77,866	\$ 2,32,887

**Source: Secondary Data**

**Inference:**

The above table reveals the annual net sale of the Amazon company year from 2016 to 2018. (Fig.2)

**ANNUAL NET SALES**



**Fig. 2**

From the above table it is clear that the net sales are increasing yearly from 2016 to 2018. Net sales consist of item for consumption and service sales. Manufactured goods sale characterize profits from the deal of product and connected transport cost and digital media satisfied where we trace revenue gross. Service sales mainly characterize third- party vendor rate, which include commission and any interconnected completion and transport cost, AWS sales, Amazon prime sponsorship amount, promotion services, and certain digital satisfied subscription.

### **FINDINGS AND SUGGESTIONS**

- Amazon company development based on in depth move towards to SEO and Ad words target key words.
- Simple and creating experience all the way through testing and learning is the main highlight of the Amazon Company.
- The suggestion is that Amazon Company should focus on customer observation rather than competitor focus.

### **CONCLUSION**

Online business saves clients currency and valuable time. The function of any big business is to offer inventive solution to people's trouble. Paying awareness to how distinguish on value and excellence will permit becoming a more free-thinking member of staff, business owner, and shareholder. Amazon has all necessary conditions to become the world most successful e- commerce company. It plays an important role in making online business become popular than ever. With the quick development of the world, especially in e- commerce, the influence of Amazon will be more important in the future.

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