

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Master's Thesis**

**Customer Attitude towards Online Marketing -**

**Case study of Amazon in Three Locations**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Eng. PIYUSH PIDHADIYA

Economics Policy and Administration  
Business Administration

Thesis title

**Customer attitude towards online marketing – case study of Amazon in three locations**

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### Objectives of thesis

Aim- To analyse and identify customer behaviour towards Amazon's online marketing in three locations (India, USA and one other)

Objectives –

1. To summarise the philosophy of digital marketing and its current trends in different regions; India, USA and one other location.
2. To determine the benefits that can be attained by business like Amazon via digital marketing in different regions around the globe
3. To identify how digital marketing can affect customer behaviour differently in each of the three locations
4. To justify the use of digital marketing for any business and provide some suitable recommendations

### Methodology

This thesis will comprise two main parts: one theoretical, and the other practical.

The theoretical part will be based on a thorough review of modern literature on the topic of online marketing and differences in customer behaviours in different marketplaces.

The practical part will be based on a detailed comparative analysis of data collected from Amazon customers in three locations. It may be supported by relevant secondary data.

**The proposed extent of the thesis**

approx 60-80 pages

**Keywords**

comparative analysis, customer behaviour, digital marketing, regional differences,

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**Recommended information sources**

Abushawashi M.(2019), The impact of E-commerce on the US Economy : Case study of Amazon, CZU Prague – Bachelors thesis

KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. *Marketing 3.0 : from products to customers to the human spirit*. Hoboken, N.J.: Wiley, 2010. ISBN 978-0-470-59882-5.

KOTLER, P. – KELLER, K.L. *Marketing management*. Harlow: Pearson, 2015. ISBN 9781292092621.

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## **Declaration**

I declare that I have worked on my diploma thesis titled "Customer Attitude towards Online Marketing - A case study of Amazon in Three Locations" by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that it does not break the copyrights of any person.

In Prague on date of submission

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## **Acknowledgment**

I would like to thank Ing. Richard Selby, Ph.D., for his help in preparing the thesis and invaluable recommendations. Ing. Richard Selby, Ph.D. provided invaluable support from the beginning of the topic selection until the completion of the thesis. I want to thank all professors at the Czech University of Life Sciences for gaining knowledge in economics and management.

# **Customer Attitude towards Online Marketing - Case study of Amazon in Three Locations**

## **Abstract**

Digital marketing promotes and sells goods and services using online marketing techniques such as social media marketing, search marketing, and email marketing. The customer's philosophy is to use multi-channel digital marketing platforms to generate such a measure. Rising and emerging brands engage customers, progress in the business, and communicate properly.

With a history of identifying the edges of digital marketing, it works collaboratively to develop strategies. Consumer philosophy examines each customer base, or group of people, to determine which to purchase, use, sell, or dispose of to meet their needs. As a result, it determines the actions of potential customers and the motivations behind those actions. Amazon's most important pillar was influencing decision-making and action-oriented tasks, which led to the customer taking action and purchasing the product.

Amazon mines data to find prospective customers who spend time, buy goods, and target relevant content in today's world. As a result, Amazon targets consumers based on demographic regions and target segments with specific types of content, products, or product recommendations that push them to decide and buy.

**Keywords:** Customer Attitude, Customer Behaviour, Customer Loyalty, Digital Marketing, Customer Decision Making Process

# Postoj zákazníků k online marketingu – Případová studie Amazonu ve třech lokalitách

## Abstrakt

Digitální marketing propaguje a prodává zboží a služby pomocí online marketingových technik, jako je marketing na sociálních sítích, marketing ve vyhledávání a e-mailový marketing. Filozofií zákazníka je použití multikanálových platforem digitálního marketingu k vytvoření takového opatření. Rostoucí a rozvíjející se značky zapojují zákazníky, postupují v podnikání a správně komunikují.

Díky historii identifikace okrajů digitálního marketingu spolupracuje na vývoji strategií. Spotřebitelská filozofie zkoumá každou zákaznickou základnu nebo skupinu lidí, aby určila, které koupit, použít, prodat nebo zlikvidovat, aby vyhovovaly jejich potřebám. V důsledku toho určuje činy potenciálních zákazníků a motivace za těmito činy. Nejdůležitějším pilířem Amazonu bylo ovlivňování rozhodování a akčně orientované úkoly, které vedly k tomu, že zákazník začal jednat a produkt si koupil.

Amazon těží data, aby našel potenciální zákazníky, kteří v dnešním světě tráví čas, nakupují zboží a cílí na relevantní obsah. V důsledku toho se Amazon zaměřuje na spotřebitele na základě demografických regionů a cílí na segmenty s konkrétními typy obsahu, produktů nebo doporučení produktů, které je tlačí k rozhodnutí a nákupu.

**Klíčová slova:** Postoj zákazníka, chování zákazníka, loajalita zákazníka, digitální marketing, proces rozhodování zákazníka

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## List of abbreviations

FMCG - Fast Moving Consumer Goods

MNCs - Multinational Companies

FDI - Foreign Direct Investment

PIB - Press Information Bureau

UPI: Unified Payment Interface

OOH - Out-Of-Home

# 1 Introduction

Digital marketing is a higher-level advertisement platform. The promotional results are delivered through digital mediums like search engines, generating traffic on websites, handling social media, email marketing, and other mobile applications. While using the online new media platforms, digital marketing is how the companies recommend products, services, and brands. Digital marketing targets the specified customers who generate the customer base and interaction through the new media platform (Chaffey & Ellis-Chadwick, 2019). With the rise of the digital platform, it searches the results ads on email, promotes tweets, incorporates the things through the marketing channels to take the customers' feedback, and gives a two-way interaction for the betterment of the company and customer.

The problem statement in the current research is to reflect the customer issues on the digital marketing presence that serves the services on the digital platform across the globe and reflect the customer mindset by targeting the business attraction on the internet. The digital company evaluates the customer orientation on the websites and solves the customer's queries. Satisfying the needs and requirements of the customer is the primary aim of the companies, whether the company is working on a large scale or small scale.

As per Alghizzawi's (2019) words, digital marketing encircles all marketing efforts and utilizes an electronic medium or the web. Organizations influence digital channels, for example, websites, online media, email, and different sites, to interface with current and planned clients. In the consumer philosophy, digital marketing is imperative for business and brand awareness in the current era. It seems like all other brands have a website. And on the off chance that they don't, they, at any rate, have an online media presence or digital advertisement technique. Digital content and marketing are fundamental to such an extent that purchasers currently expect and depend on them as an approach to find out about brands. Just because of the digital presence, the consumer will be able to make and opt the strategies for the businesses linked with the consumer. Thus, by creativity and experimentation, digital marketing offers marketing approaches and new ways to target customers with a limited budget. Continuing the same, digital marketing uses dashboards to monitor and evaluate the activities and run the ROI campaigns that opt for traditional promotional content to reach the customer (East et al., 2016). The best digital marketers have a distinctive image of how digital marketing effort underpins all-encompassing

objectives and relies upon the goals of their marketing methodology. Advertisers can uphold a campaign through free and paid channels.

Amazon is a multinational brand that is an e-commerce platform for cloud computing, AI, digital streaming. In the initial phase, the company sells books but later gives numerous services globally. The Amazon website tracks the seller's activities; however, Amazon uses diverse approaches to track the seller and get the desired product with a higher ranking. Thus, using the frequent keywords in product listing relevance the search queries and ultimately help Amazon to set the higher order on the appropriate pages.

The existing research will illustrate the philosophy of the customer for the digital marketing that was emerging as the digital business on every second door. With this, the study aims to elaborate on the results from the customers and performance on the digital platform. In the research, the data is collected by the identified sources, different customer, and their viewpoint and estimation of the future results that target the customers and expand the business activities (Appel et al. 2020).

Further, digital marketing has a broader philosophy in the customer's mindset that explores the things and develops the other parameters during the projects to set up the items, generate traffic on the websites, keywords suggestions, etc. With this, the future study on the research is reasonably possible and depends upon the usage of technology and creativity of the business or individuals to face the obstacles, explore the other things on the internet, and grow the customer's perspective and philosophy.

The current research will reflect the philosophy of customer for digital marketing by which it delivers the significance of the digital marketing parameters that affect the business practices and show the results to the customers on the digital platforms. Thus, it engages and generates potential customers that create website traffic. The research is based upon the technology and creativity which drive the results (Appel et al. 2020). Digital marketing can quickly adopt by business people in today's time where they track their past and present strategies and monitor the business and campaign.

The research will draw interest towards the factors of digital marketing. It reflects investing time and money into the campaigns to run the business, deliver the results, and how the future work will go through it. Also, the research uses the sources, documents, and customer understanding regarding philosophy to show the results and effects on the business and emerge as the leading leader in the digital enterprise. Lastly, digital marketing

makes it the company easy to trace past positions and expect future results, campaigns that permit businesses and customers to adopt new strategies and drive the results.

To carry out other consumer philosophies on digital marketing, the consumer holds the products and services over there, finds new platforms for the same products and services through quality aspects, and makes promotions efforts when required. By implementing affiliate marketing, native marketing, email, and other marketing channels of digital marketing will be able to target the customers through content and buy the products over there (Ritz et al. 2019). Thus, the consumer philosophy on digital marketing is to hold the customers and needs necessary research through engaging the customers, generating organic likes, pay-per-click, and other marketing automation that stimulate the products and promote (Bala & Verma, 2018). Digital marketing allows consumers to analyze their needs and requirements for a well-defined market and deliver the best possible results for the target audience. The digital marketing tools allow and hold the consumer for the organization to generate traffic and customer base to satisfy the customer for the long run, societal well-being, and consider the critical importance to achieving the desired goals and objectives.

## 2 Objectives and Methodology

### 2.1 Objectives

The current study aims to ascertain the change in the consumer's mindset through digital marketing strategies. Moreover, it will identify the benefits that a leading e-commerce company like Amazon gets from digital marketing and how to use it to maximize the benefits of digital marketing to business (Devi, 2017). The aim developed at the first stage of the research will be achieved by clearly defining objectives that help keep the research stages on track. This research aims to explain the application of digital marketing and compare current digital marketing is changing the consumer response and mindset towards the e-commerce brand, i.e., Amazon. To illustrate the application of digital marketing and compare consumer response towards Amazon's digital marketing in India, the UK, and the USA. The objectives developed are:

- To analyze the philosophy of digital marketing and its current trends in different regions; India, the UK, and the USA
- To identify the benefits that businesses like Amazon can attain via digital marketing in different regions around the globe
- To identify how digital marketing can affect consumer's behavior differently towards Amazon in India, the UK, and the USA
- To justify the use of digital marketing for any business and provide some suitable recommendations



## **2.2 Methodology**

The objectives are formed to fulfilling the purpose of the thesis. The thesis is divided into two parts. The first part contains information about the consumer philosophy concepts and principles and the methods used for changing consumer mindset through Digital marketing and the literature review. The literature review includes information about digital marketing strategies used by Amazon to attract and modify consumer mindset. Here, the data is gathered from secondary resources like publications, journals, books, etc. Amazon's consumer philosophy for purchasing products through its digital platform is also discussed in the thesis.

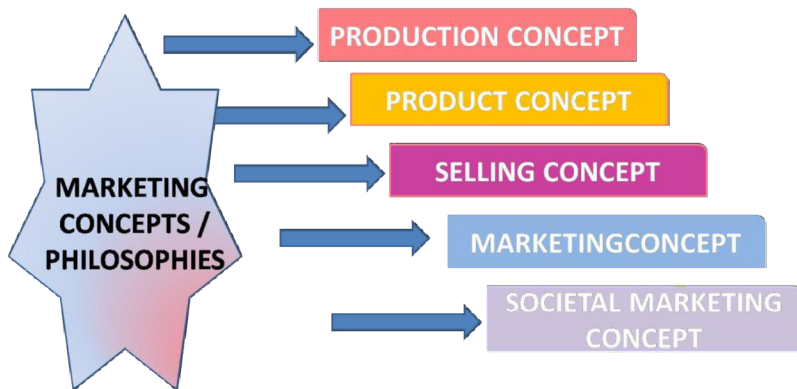
The second part of the thesis includes the analysis of primary data. A structured questionnaire is designed to collect the data from consumers to understand their attitudes. Google form platform is used to prepare the questionnaire, and social media sites such as LinkedIn, Facebook, and WhatsApp are used to get respondents. The analysis of collected data has been done by using SPSS Software. The data is analyzed using statistical tools such as hypothesis testing, one variable analysis, etc. The findings and recommendations are provided in the thesis based on the analysis. India, the USA, and the UK are the targeted countries collecting the primary data. The sample size is 450 respondents, including 150 respondents from each selected country, India, the USA, and the UK. The 450 respondents are chosen randomly.

### 3 Literature Review

#### 3.1 Consumer Philosophy Concepts

In the digital marketing era, the organization is expanding across the globe and developing their minds to study the consumer through digital platforms to enhance business activities. Further, the different researchers have justified that business performance evaluate with the level of working in the organization and understand the actual scenario and consumer thought process towards the business with the strengths of the digital marketing, and grasp the opportunities through the new media. Digital marketing is the component in today's time where it identifies the resources to enhance the business and customer at the same time. With this, it expects future growth in the industry, which directly depends on the development factors and growth practices. The current research enables the understanding the digital marketing to analyze the consumer mind and approaches to change their philosophy. Lastly, it examines the factors of digital marketing in Amazon to investigate consumer mind-changing philosophy.

Figure 1: Marketing Concepts



Source: (Notesmagic, 2015)

Consumer philosophy is the action-oriented process that allows customers to purchase goods and services for their consumption. Well, it comprises the physiological procedure which goes with the consumers to recognize their needs, find new ways to attract the customer, analyze their requirements, and make purchase decisions to interpret the accurate information, make plans, and implement the decisions (Lantos, 2015).

Consumer Philosophy studies every individual customer base, group of individuals, for choosing them to buy, use, sell, and dispose to fulfill their wants (De Mooij, 2019). Thus, it defines the actions of the potential customers and underlying the motives to perform the actions.

### **3.2 Digital Marketing Methods**

Digital marketing has transformed the world by a single click and touched new heights where it is closely connected with the advanced technologies where it promotes the brands. With this, the marketing techniques are changed from traditional approaches to modern approaches, and with the digitalization, the things are pretty lovely and process the consumer decision for the recognition. As per recent reports, nearly 5 million people actively participate on the digital platform, which comprises 58 percent of the global population. Digitalization gives the business access to reach new heights and easily reach potential customers (Niculescu et al., 2019).

Nowadays, Amazon uses customers' strategies before purchasing, researching, and deciding in just a few minutes or hours. The consumer mind is much more streamlined in today's environment than earlier ones. Consumers use different platforms to reach the desired products and make defined research and development. Here are some insights which are necessary for the understanding of digital marketing on consumer mindset.

**Consumers have become researchers** - With quick access to the digital world, consumers are pretty savvy in today's time, enlightened and empowered things over the digital platforms (Niculescu et al., 2019). The consumer is smart and becomes a researcher where they compare the items on the different websites and links before purchasing the products. By this, the consumer on Amazon highly influences the features, has faith in the brands, and influences the other people over there.



Figure 2: Changing Customer Behaviour & Expectations

Source: (Facebook, 2020)

In figure2, consumer behavior and change in consumer expectations are explained. 36% of consumers expect help within 5 minutes during online shopping. 70% of consumers using the application for shopping prefer added functionality over the look and feel of an application. 79% of consumers buy products online based on their reviews. 75% of consumers use applications showing comparisons of outcomes for buying online. 61% of consumers prefer to purchase products from companies that provide customized products.

**Digital use of word of mouth (WoM)** - Nowadays, people are highly influenced by word of mouth where they trust the one customer and believe. In today's digital world, the customer base of Amazon monitors the recommendation section by which they evaluate the customer review, feedback, ratings, other references, etc. to reach the maximum number of people at the same time and make sure to look over the current things, brands before making the purchasing decision for the products and services (Kingsnorth, 2019).

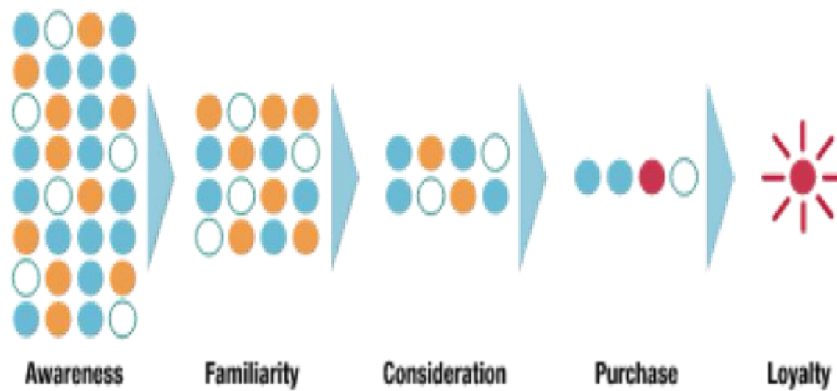


Figure 3: Traditional Funnel

Source: (Court R et al., 2009)

In figure 3, consumers' factors for purchasing decisions are discussed. The consumer obtains information about the product from family, friends, or social media sites. After that, the consumer makes a purchase decision based on the news. Further, the company should maintain a good relationship with the consumer to build loyalty.

**Experimental customer base** - Before digitalization, the consumer went anywhere for products and services, but the consumer's thought process has changed and evolved. Nowadays, the consumer is discovering new products on websites and applications and compares products easily on websites and applications (Pandey et al. 2020). In this way, digital marketing makes it easier for Amazon to reach the actual customer and introduce new techniques and approaches to reach out to the customers.

**Often shift towards brands** - With brand loyalty, the customer stays long with the brand, but now, in the current time, customers are changed with the time and switch to different brands simultaneously (Kingsnorth, 2019). Thus, Amazon uses techniques for the customers and offers them the best and most accessible features to stay them long. The heap load provides options on the digital market to find loyal customers.

**Low tolerance of consumers** - In today's changing world, the consumers are not so comprised of things. Instead, they find new ways or platforms on the digital network to take the instant response and resolve their queries. Amazon bids to share and resolve their questions on the existing media to enhance their brand image in a few seconds. In today's digital era, consumer behavior keeps changing in a few minutes and expands its roots every day. The scenario is changed and syncs with the customers' preferences and enables current trends that stay Amazon on the top in the digital game (Pandey et al. 2020).

## Marketplace Dashboard

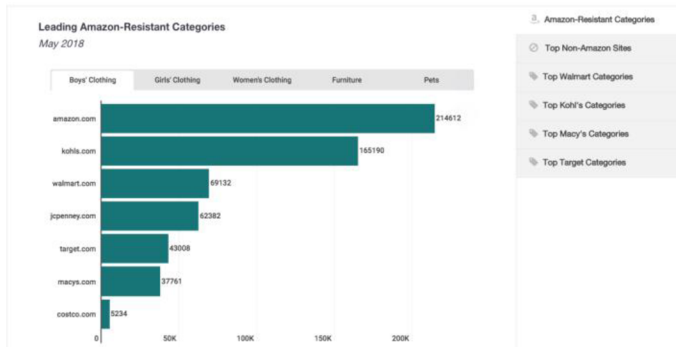


Figure 4: Amazon Customers over Digital Platforms

Source: (Mark, 2020)

Thus, technological advancement in the digital world has changed the market scenario and shifted the customers over the modern approaches rather than traditional practices. Just because of the advent of intelligent digital features, Amazon uses internet-influenced techniques for the customers, holds them, and inspires them with brand loyalty.

### 3.3 Amazon's Digital Marketing Strategies

Now, it is clear that digital is spreading its roots in every business. The consumer can see the things, buy, sell, etc. With the presence of social media platforms, mobile applications, websites, and so on, the customers can reach anywhere and interact with the global brands online. By using digital marketing, Amazon is engaged and connected with the customer and has one-to-one interaction for buying process (Dodson, 2016). With this continuously changing environment, digital marketers are updated with the technology, refining strategies to stale the consumer's mind-changing philosophy. Amazon uses some digital marketing techniques to reach potential customers to enhance the results and impact.

**Focusing on purchasing decisions** - Amazon's foremost essential pillar is influencing the decision-making and action-oriented task, which leads the customer to buy the product. Today, Amazon digs the data from where they get the potential customers, who spend time, buy products, and target them which specific content (Dornberger & Schwaferts, 2021). Thus, Amazon targets the customers by demographic regions and segments with certain contents, products, or product recommendations that further push them towards purchasing.

**Long-Term resource value** - By investing resources on the customers, Amazon applies tools and approaches that navigate the customers' purchasing process and avail their solutions that help the company succeed for the long run and resolve the short-term issues (Dodson, 2016). Amazon can grow and understand the customers' needs with the changing technological factors. By implementing the ideas and thoughts, the digital marketing tools, understanding the customers' needs where they met the best customers trends, and making decisions that generate revenue and long-term growth.

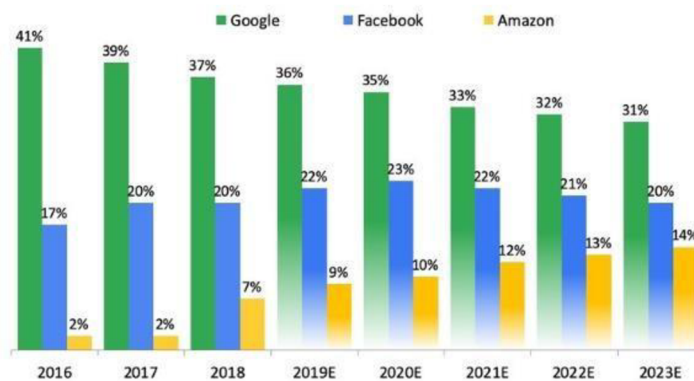


Figure 5: Amazon Digital Advertisements

Source: (Schomer, 2019)

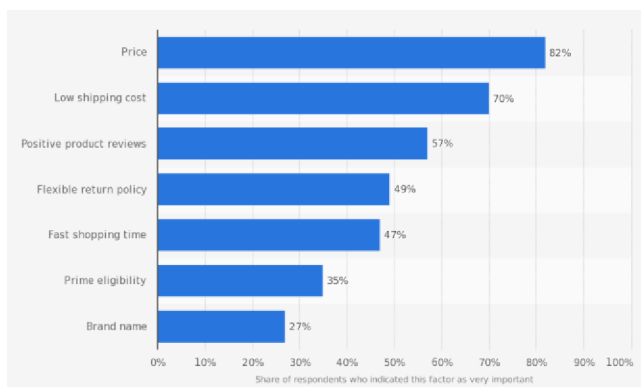
**High Intention towards Customer Service** - Amazon has high interaction for the customer where they met, interacts with their time, and uses tactics for managing the brand identity and customer services with the multiple things, platforms, and websites or sometimes by mobile application. Thus, Amazon considered it the fundamental approach in success where they ensure (satisfy) every customer and participate in buying the products from any medium (Dornberger & Schwaferts, 2021). Using digital marketing techniques establishes the customer-centric image of the company in customers' minds by personalized emails, phone calls, and messaging, measured as the connecting links in the eyes of the customers. Hence, 56% of Amazon's potential customers buy its brand reputation and expect superior service.

**Creating a buying journey** - As it becomes easy for digital marketing, analyze consumers' needs as per their requirements. Digital marketers make the strategies for the consumers on the websites or on the portals to help them from the initial stage to the final step. Thus, Amazon makes moves online and runs the application to make it

straightforward for shoppers to find what they're looking for. After all, it helps the Amazon potential customer buy the products, higher the likelihood of a conversion.

**Re-evaluation** - Talking about refining the processes, it is pretty tricky for digital marketers to re-evaluate things - digital marketing itself is changing the landscape and demographics, which offers dynamic features. Well, digital marketing keeps its eyes on the metrics and information about the working processing and redefines with time (Dornberger & Schwaferts, 2021).

Figure 6: Purchasing Decision Factors



Source: (Sheridan, 2020)

In conclusion, digital marketing has changed the world and worked as per the strategies. Amazon digital marketing is aware of the changing landscapes and demographics and works with the new advancements in the technology that makes the business much more accessible, targets potential customers, and analyses their buying behavior over the new media platforms.

### 3.4 Amazon's Consumer Philosophy

Digital platforms have led customers to purchase the required products easily. The philosophy of customers in buying products of Amazon through their digital media is mainly initiated from the step of researching the effect that it is a requirement of wherein; it analyzes about different pricing that sellers are offering so that they can choose the best pricing that is suitable according to their purchasing power which signifies an important aspect of Amazon that it provides the best pricing of products to its customers so that they attracted towards the same (Bhat and Darzi, 2016)

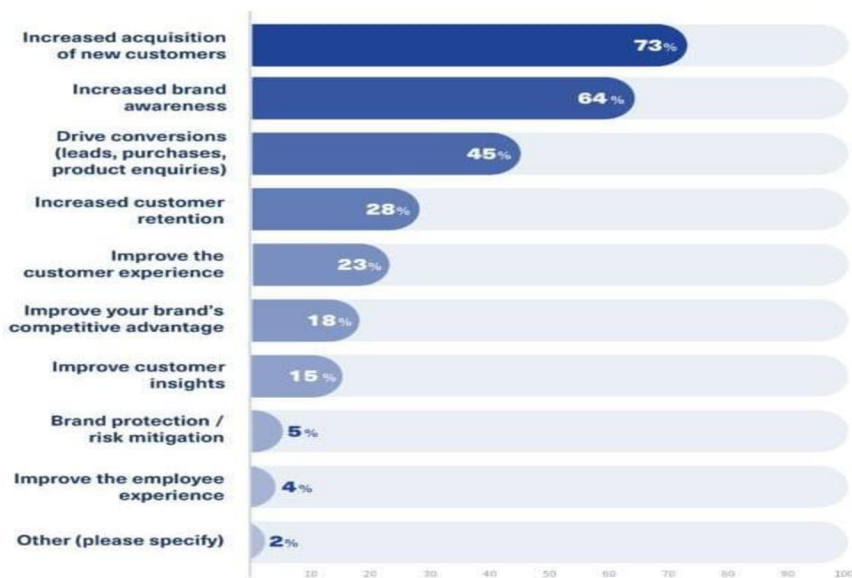
Amazon attracts its customers by offering them various discounts, combo offers, and other offers that entice them the most towards their digital platforms. These offers posted



by Amazon help develop a positive customer philosophy towards its brand so that it can increase its customer base. Furthermore, Amazon builds an optimistic philosophy of its customers by offering a wide range of products to select the desired product category and development that they want to acquire. Amazon also segregates its product offerings through different types, making finding the exact effect it wants and desires easier.

The customer philosophy of Amazon to buy its products on its digital platform is also through the ratings, reviews, and feedbacks that the customers provide who have already purchased products from Amazon before, which helps the newer customers that visit the site in buying that particular product (Grewal et al. 2017). The positive ratings help build an optimistic customer philosophy of Amazon, which in the end, assists it in increasing its recognition in the online market. The feedback and reviews provided by the previous customers help influence the novel customers that visit the website to fulfill its requirements.

Figure 7: Amazon Digital Media Trends



Source: (Salim, 2020)

Amazon builds a practical customer philosophy by introducing Amazon Prime to provide faster shipping for its products than the standard shipping that happens for the products. This is considered the primary reason for signing up for this program and receiving their products faster than usual.

The customer philosophy of Amazon is building positively towards its digital platforms because Amazon has an excellent online presence on different social media that helps the customers in attracting towards the same. The team of Amazon believes in showcasing various advertisements on other online platforms, which help attract online traffic most effectively and efficiently (Idzikowski et al. 2019). Showcasing of advertisements attracts most of the customer base. These advertisements usually show products related to the customers' searches and showcase different discounts and offer that help builds a positive customer philosophy of buying products on their platform.

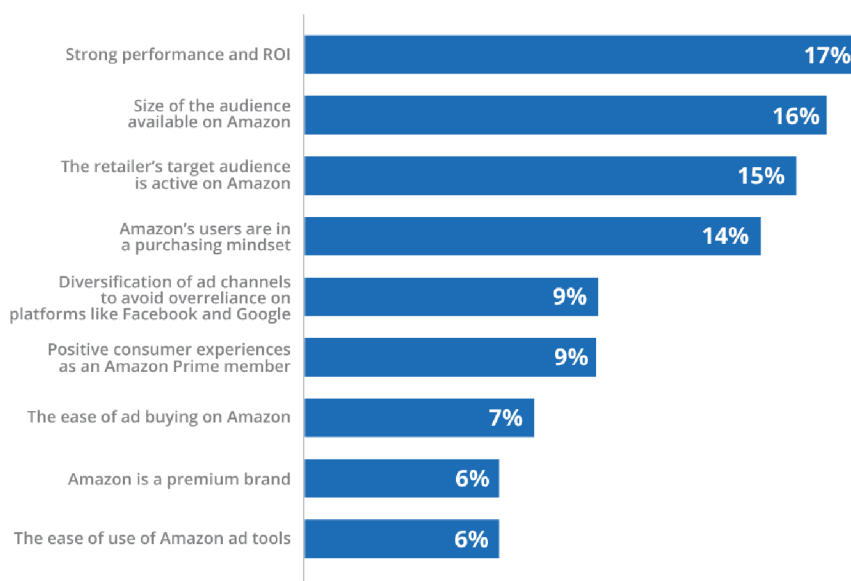


Figure 8: Amazon Digital Media Growth

Source: (Kulach, 2020)

Amazon focuses upon providing a discount on various items, such as grocery items that are purchased by a large number of audiences. This showcasing of discounted prices on the regularly used products help it in building a positive customer philosophy of letting them purchase product on their digital platform. Amazon has recently considered a whole foods supermarket chain that attracts a large audience towards their digital platform. Amazon also believes in providing the best quality product at the best pricing so that it can devise a customer philosophy that is favorable towards them

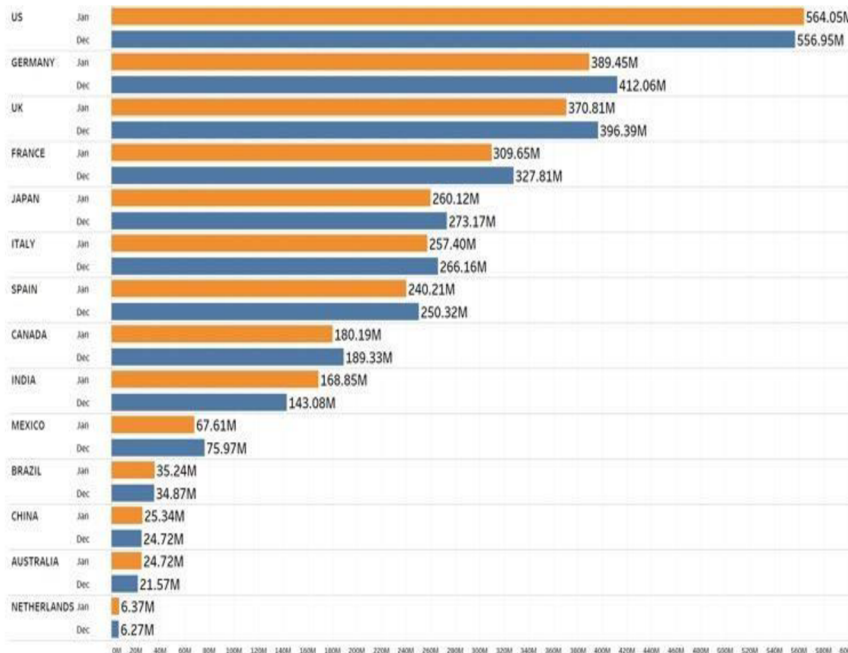
The influence of social media platforms is considered to be the highest in terms of recognizing and buying products through online platforms, which are essentially understood by Amazon most effectively; thus, it undertakes Instagram and Twitter as its most used social media platform for engaging and communicating with its customer to build in a good philosophy for them so that they finally purchase products through their digital platforms (Kim and Aggarwal, 2016).

These social media platforms help provide the best recommendations to its customers to attract them and, thus, buy products through the Amazon digital platform. These platforms tend to have links that redirect the customers towards the Amazon page, which helps it increase its potential customers that can buy products through their digital platform effectively.

### **3.5 Amazon's Digital Marketing Approaches**

Internet, being one of the most revolutionary marketing elements before advertising, was very straightforward; TV Commercials, Radio Ads, Billboards, Print Ads were some marketing techniques used for brand promotions. Customers expected a simple sales pitch explaining the product. New expectations have been raised in customers with the rise of the internet and social media platforms (Van Loo, 2019). Conversations and relationships have more importance now as customer engages more time towards it.

Figure 9: Amazon Product Offerings



Source: (Thieuleux, 2021)

Digital advertising focuses on the target market's engagement, which benefits in converting strangers as leads, leads to customers, and customers into agents of your brand; when digital marketing aims to serve the target audience, the sales get its numbers. Some engagement elements which help in providing value to the target market are:

**Buyer's persona Is to Be Acknowledged** - When it's about engaging the target audience, it is essential to know the people who make that target; understanding the buyer's persona is a tremendous aspect of getting to know your target market. The buyer's persona includes questions such as

- What are the goals, pain points, motivations of the customer?
- What makes them follow the brand on social media?
- On what platform and how much time are they spending on social media?

**Do Not Focus On Talking At Them, Focus On Talking To Them** - When content is produced online, it becomes negligible that a natural person is going to read the content, buyer's understanding has to be kept in mind while writing emails, articles, and posts online which resembles them of having one-to-one communication which further would help in sounding credible (Acar and Puntoni, 2016). Customers should recognize the marketer as knowledgeable and approachable, which wins their trust.

**Show Up For the Target Audience** - Customers purchase products from brands they trust, and those brands have built that trust by constantly showing up to the customers. Showing this is how often the followers expect to observe your posts in their feeds and inboxes. Instead of providing content just for the sake of being watched, it is essential to upload content that is realistic and valuable which must plan the social media posts, blog posts, video content, podcasts, emails, etc. (Gamble, 2016) While posting on the internet, commitment and consistency play a significant role in making the customers following and observing you, engaging customers only at the time of boosting sales plays as a failure in the technique. When customers seek quality content from the brand, they start expecting the availability of the brand towards them for help, support, solutions, services, etc.

**Listen Before Delivering** - Effective engagement requires effective listening, which mentions and comments on social media can observe. The questions and queries the customers post on the brand's social media or emails, not only on the brand's pages but also on the competitor's product posts, help enhance the Quality (Van Loo, 2019). The best way of reading out the customer's insight is by spending time on social listening. The creativity in the answers to customers' queries is the best way towards winning their trust. Responses received by customers on time always create the most significant impact and engagement.

## **4 Practical Part**

### **4.1 Questionnaire Analysis**

The study examines the consumer attitude towards online marketing of Amazon in different regions. The main focus of research is to assess the impact of digital marketing on consumer purchase decisions. Marketers often see customer satisfaction and brand loyalty as top priorities when dealing with any retail product. To suggest improvements to Amazon in social media promotion based on their target group consumer behavior analysis. Therefore, research is carried out to identify the benefits of digital marketing for a company and identify the impact of digital marketing on consumer purchase decisions.

The current study considered both secondary and primary data to assess consumer attitudes towards the online marketing of Amazon. Secondary data is collected from accurate sources to verify recent statistics and information related to research. However, primary data is collected through a survey method using a well-structured questionnaire. Statistics are applied to the collected sample to understand the role of various factors and the magnitude of the impact.

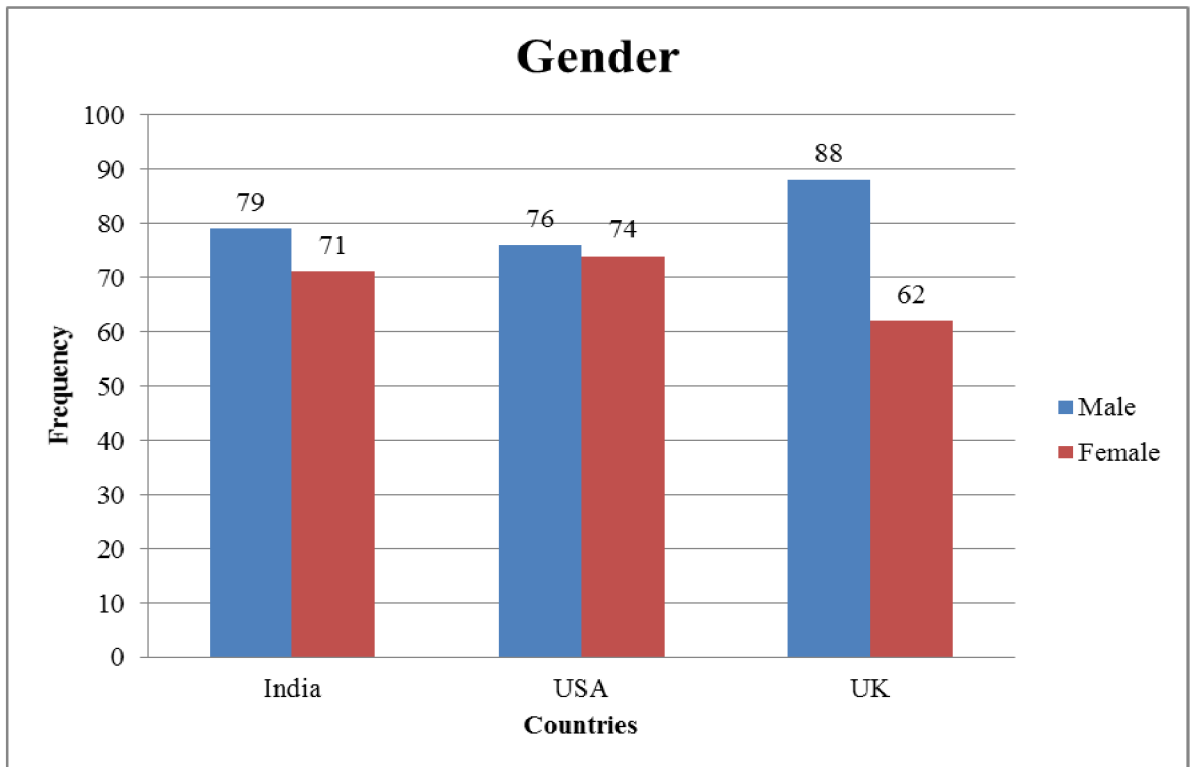
The study's main aim is to identify the consumer attitude towards online marketing of Amazon in different regions such as India, the USA, and the UK. Accordingly, the data will be interpreted to obtain the study results. To conduct this study, the collected data is also described demographically.

The study is conducted based on primary data collected by the survey method using non-likelihood samples. The data is collected using a structured questionnaire created from in-depth research. The information is well categorized based on demographic factors such as gender, age, education, and occupation. The collected sample makes it possible to generalize the analysis to suggest improvements to Amazon in online marketing based on their target group consumer behavior analysis.

## Gender

Table & Graph 1: Gender

Gender			
Particulars	India	USA	UK
Male	79	76	88
Female	71	74	62
Total	150	150	150

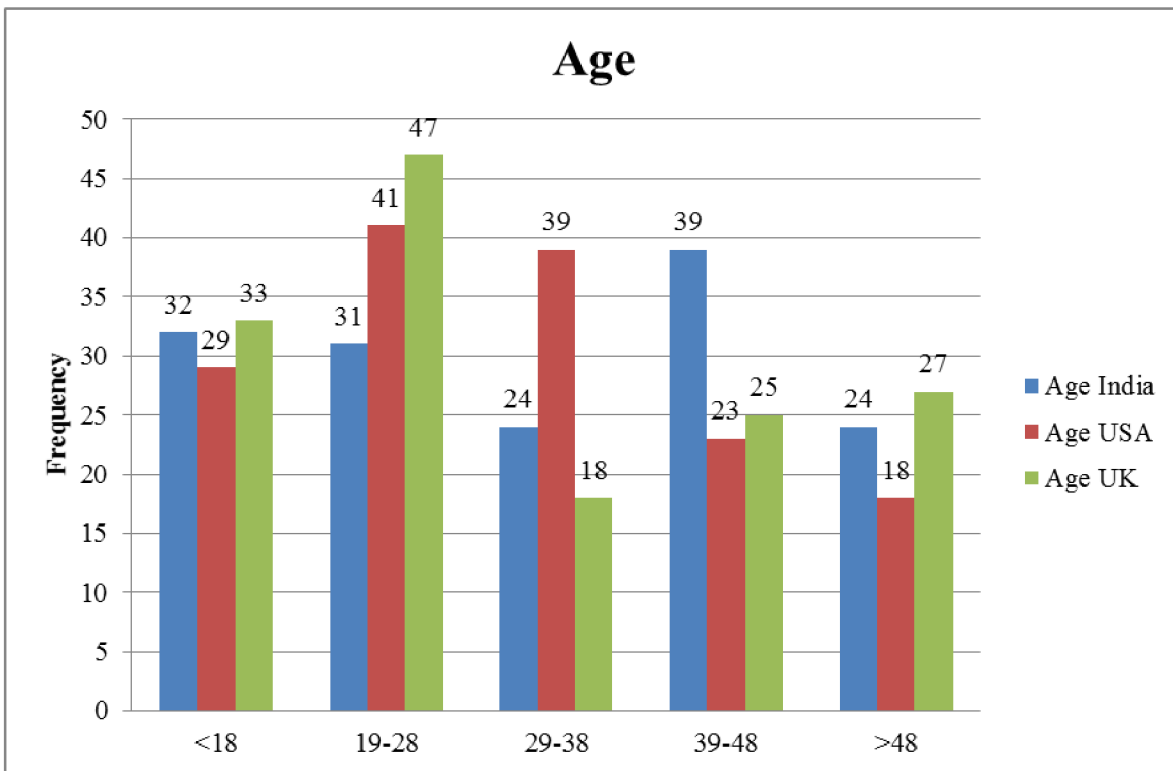


**Interpretation** - As per analysis, 79 male (52.66% respondent) and 71 female respondents (47.33% respondents) belong to India. At the same time, 76 male (50.66% respondents) and 74 female respondents (49.33% respondents) are from the USA. There are more than 80 respondents (58.67% of those surveyed) who are male and 62 respondents (41.33% respondents) who are female from the UK.

## Age

Table & Graph 2: Age

Age			
Particulars	India	USA	UK
<18	32	29	33
19-28	31	41	47
29-38	24	39	18
39-48	39	23	25
>48	24	18	27
Total	150	150	150



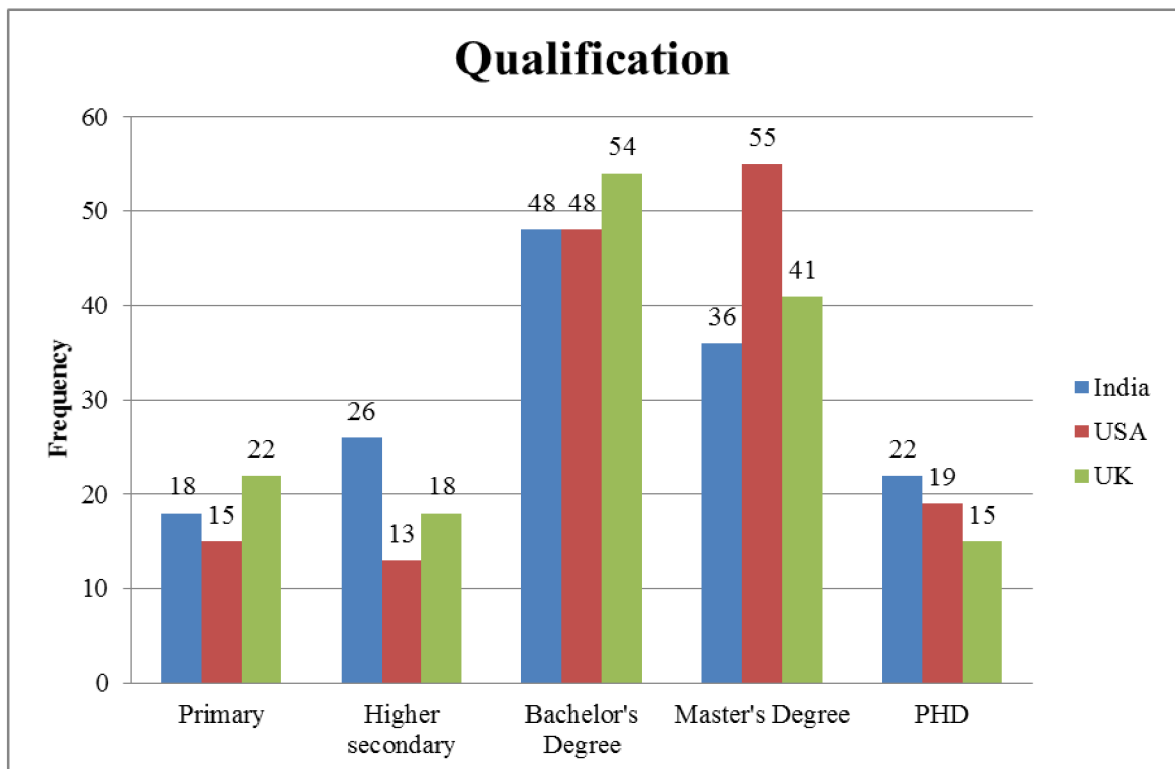
**Interpretation** - In India, 39 respondents (26% respondents) belong to 39-48, whereas 32 respondents (21.33% respondents) are below 18. Out of 150 respondents, 41 respondents (27.33% of those surveyed) from the age group of 19-28 and 39 respondents (26% respondents) are from 29-38 in the USA. Forty-seven respondents (31.33% respondents) fall into 19-28, whereas 33 respondents are below 18.



## Qualification

Table & Graph 3: Qualification

Qualification			
Particulars	India	USA	UK
Primary	18	15	22
Higher secondary	26	13	18
Bachelor's Degree	48	48	54
Master's Degree	36	55	41
PHD	22	19	15
Total	150	150	150

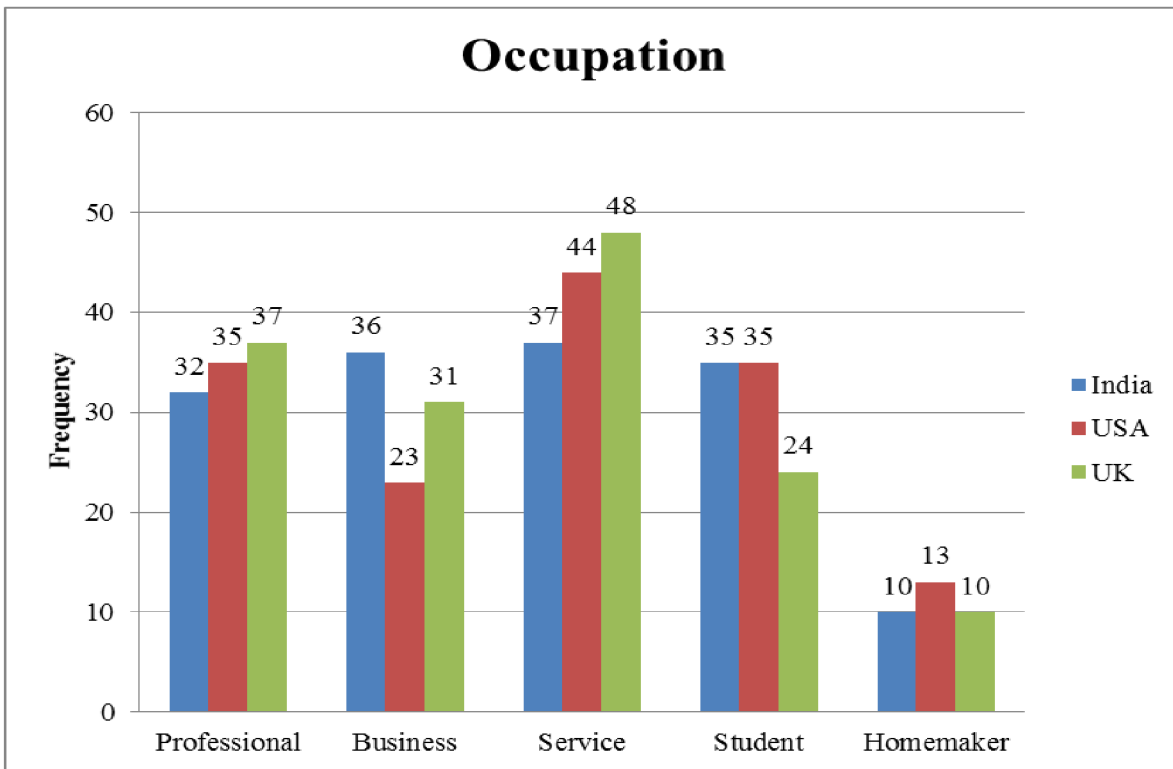


**Interpretation** - From analysis, it has been found that 48 respondents (32% of those surveyed) have completed bachelor's degrees in India and the USA. However, 54 respondents (36% of those surveyed) also have done bachelor's degrees in the UK.

## Occupation

Table & Graph 4: Occupation

Occupation			
Particulars	India	USA	UK
Professional	32	35	37
Business	36	23	31
Service	37	44	48
Student	35	35	24
Homemaker	10	13	10
Total	150	150	150



**Interpretation** - 37 respondents (24.66% respondents) are doing the job in the service sector, whereas 36 (24% of those surveyed) have their business in India. Most respondents work in the USA and the UK as employees in the service sector.

### How often do you buy products online?

Table & Graph 5: How often do you buy products online?

How often do you buy products online?			
Particulars	India	USA	UK
Every month	36	64	59
Once in three months	32	14	19
Once in six months	41	13	7
Whenever needed	41	59	65
Total	150	150	150

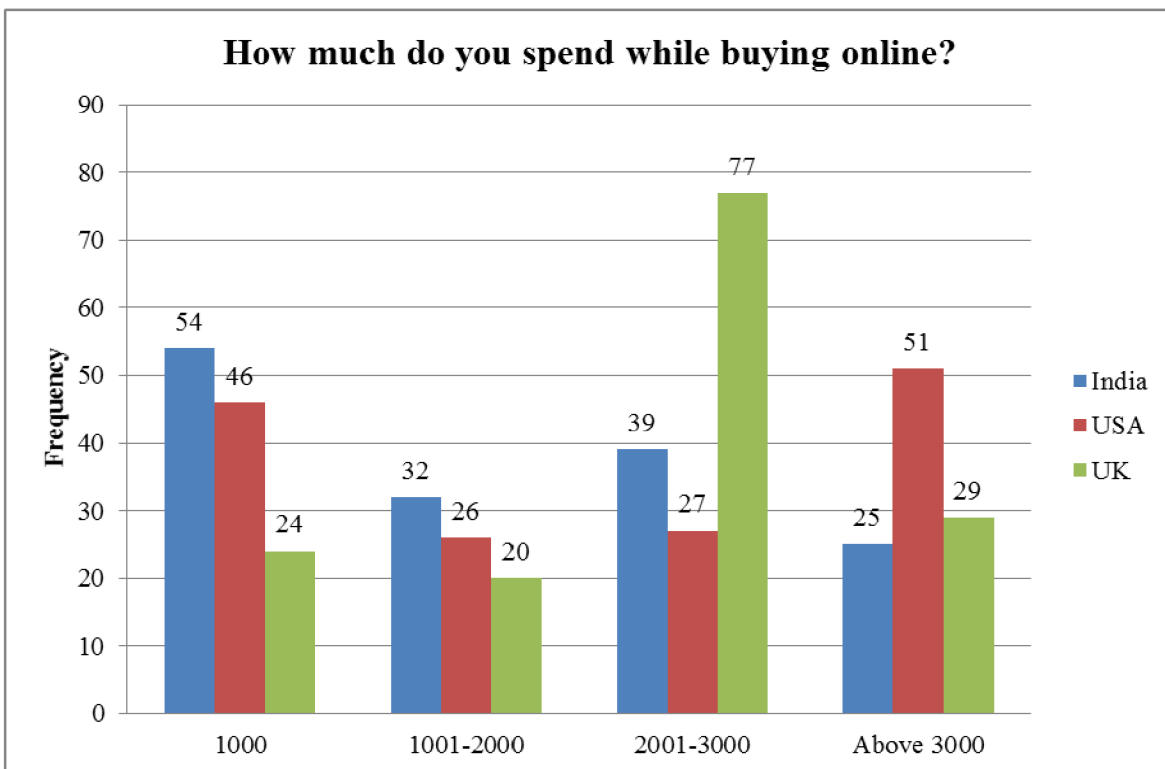


**Interpretation** - Some 41 respondents (27.33% respondents) buy products online in India either once in six months or whenever needed. Fifty-nine respondents (39.33% respondents) prefer to purchase products online whenever they need them in the USA. Moreover, 59 respondents (39.33% of those surveyed) in the UK buy products online every month, and 65 respondents buy products online whenever they need products.

### How much do you spend while buying online?

Table & Graph 6: How much do you spend while buying online?

How much do you spend while buying online?			
Particulars	India	USA	UK
1000	54	46	24
1001-2000	32	26	20
2001-3000	39	27	77
Above 3000	25	51	29
Total	150	150	150

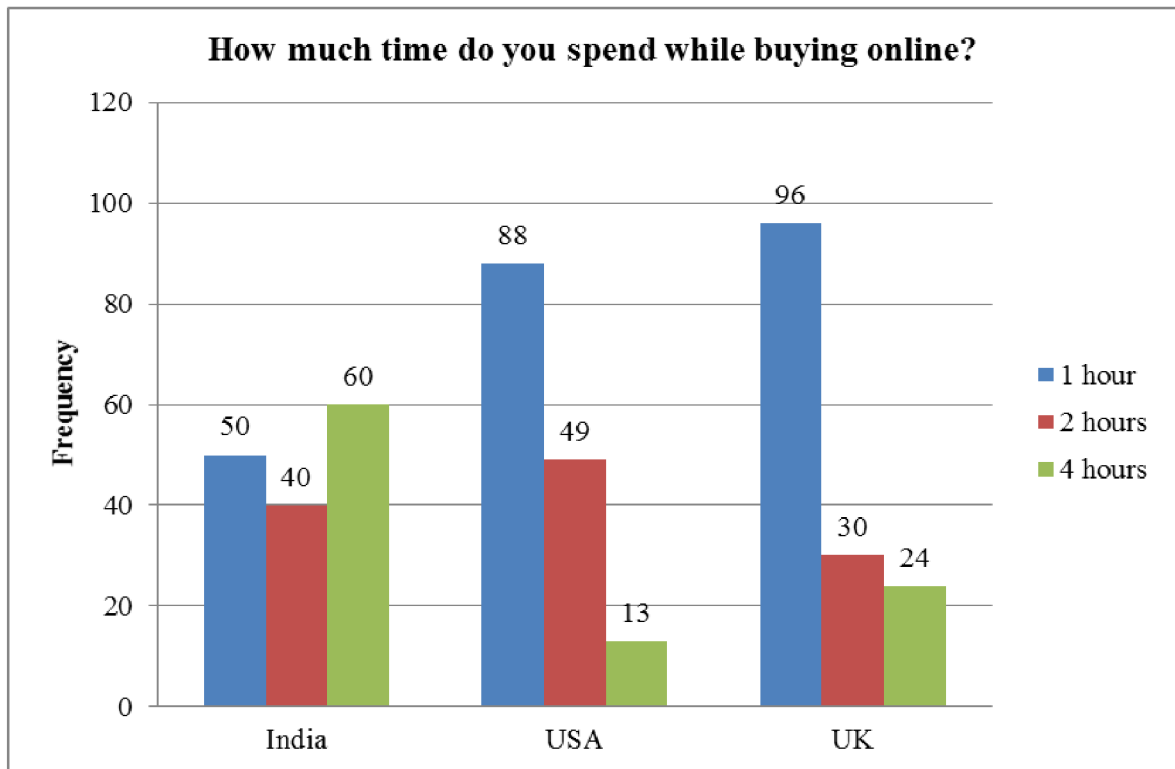


**Interpretation** - As per the survey, 54 respondents (36% respondents) spend 1000 rs. on average during online shopping in India. In the USA, most respondents pay around 1000 rs while buying online. However, 77 respondents (51.33% respondents) spend between 2000 rs. to 3000 rs during online shopping.

### How much time do you spend while buying online?

Table & Graph 7: How much time do you spend while buying online?

How much time do you spend while buying online?			
Particulars	India	USA	UK
1 hour	50	88	96
2 hours	40	49	30
4 hours	60	13	24
Total	150	150	150



**Interpretation** - In India, most respondents spend 4 hours buying online. In the USA, respondents spend less time than Indian people, as 88 respondents (58.67% respondents) spend around an hour online shopping. Similarly, 96 respondents (64% respondents) in the UK also spend an hour buying online.

## How long are you using Amazon for shopping?

Table & Graph 8: How long are you using Amazon for shopping?

How long are you using Amazon for shopping?			
Particulars	India	USA	UK
Less than one month	16	12	5
1 month	38	5	17
Less than one Year	9	25	23
1 year	43	23	23
More than year	44	85	82
Total	150	150	150

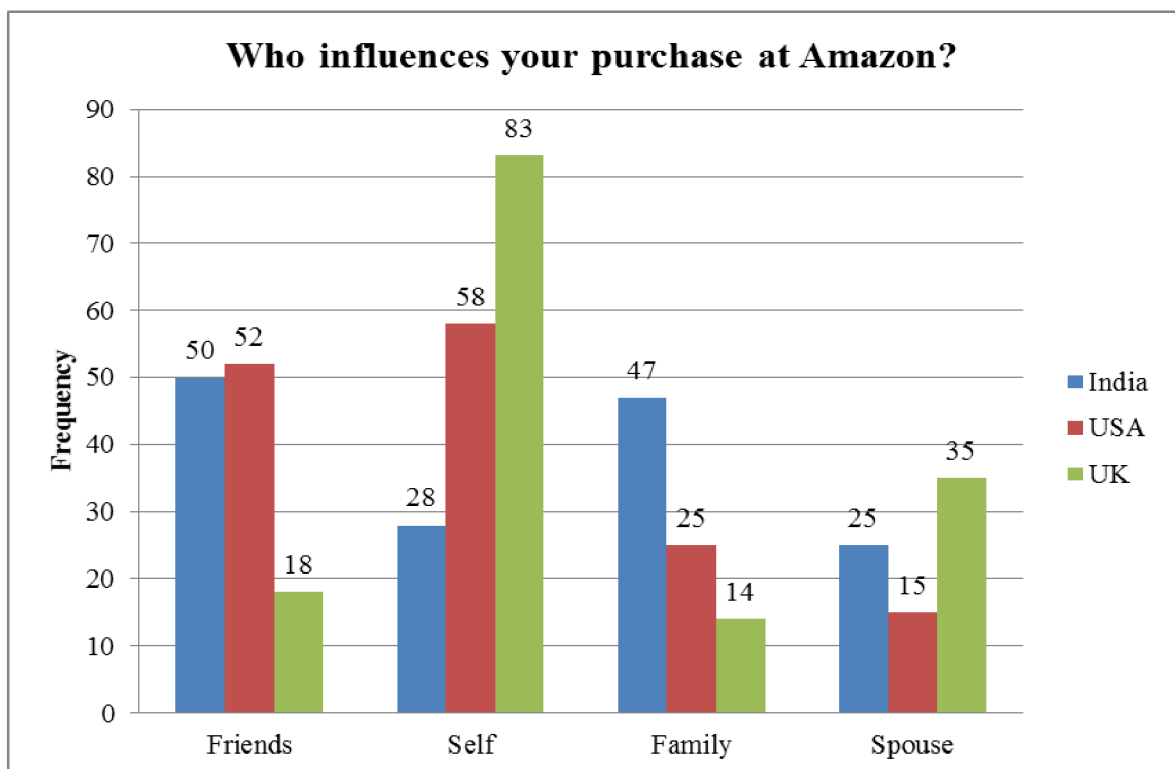


**Interpretation** - From the analysis, it has been found that 44 respondents (29.33% respondents) have been using Amazon for shopping for more than a year in India. Eighty-five respondents (56.67% respondents) of the USA have been shopping on Amazon for more than a year. Eighty-two respondents (54.67% respondents) have been using Amazon for shopping for more than a year.

### Who influences your purchase at Amazon?

Table & Graph 9: Who influences your purchase at Amazon?

Who influences your purchase at Amazon?			
Particulars	India	USA	UK
Friends	50	52	18
Self	28	58	83
Family	47	25	14
Spouse	25	15	35
Total	150	150	150

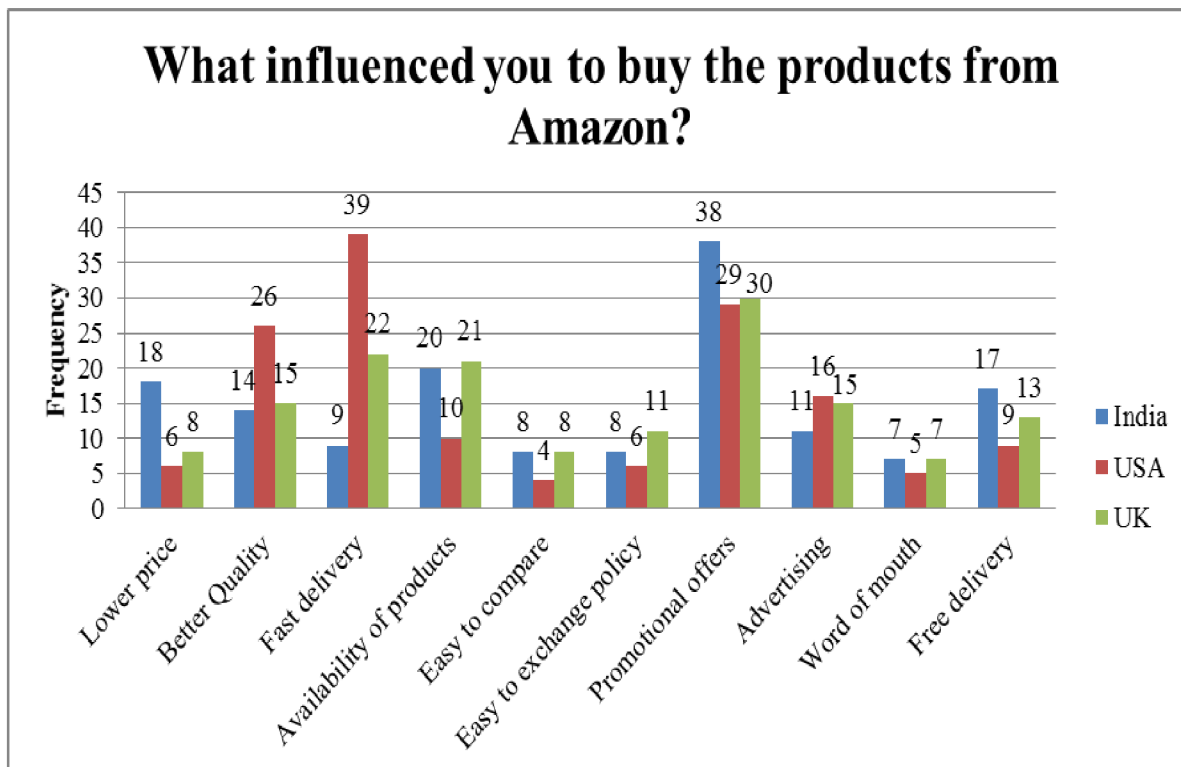


**Interpretation** - In India, 47 respondents (31.33% respondents) said they get influenced by their family to purchase at Amazon. While in the USA, 58 respondents (38.67% respondents) get influenced by themselves. Eighty-three respondents got influenced by themselves in the UK.

## What influenced you to buy the products from Amazon?

Table & Graph 10: What influenced you to buy the products from Amazon?

What influenced you to buy the products from Amazon?			
Particulars	India	USA	UK
Lower price	18	6	8
Better Quality	14	26	15
Fast Delivery	9	39	22
Availability of products	20	10	21
Easy to compare	8	4	8
Easy to exchange policy	8	6	11
Promotional offers	38	29	30
Advertising	11	16	15
Word of mouth	7	5	7
Free delivery	17	9	13
Total	150	150	150



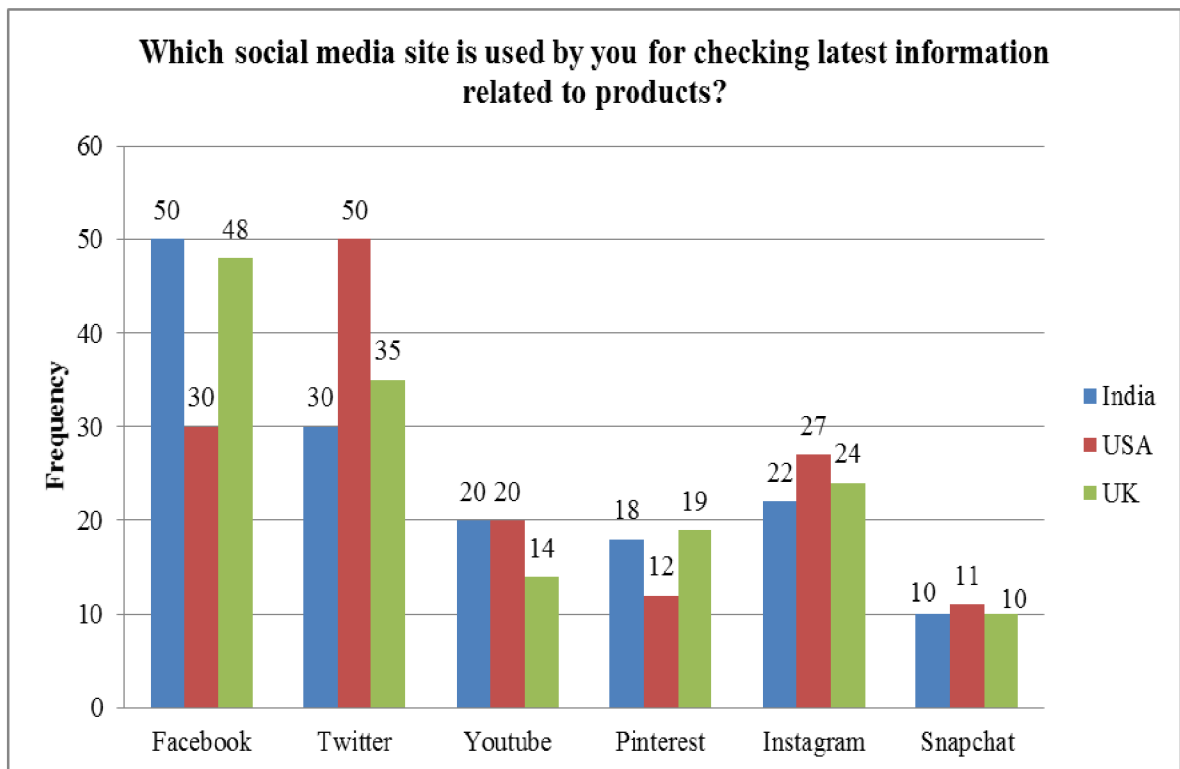
**Interpretation** - Most respondents get influenced by promotional offers for buying products from Amazon in India and the UK. While in the USA, 39 respondents (26% respondents) get influenced by fast delivery compared to other factors.



**Which social media site is used by you for checking the latest information related to products?**

*Table & Graph 11: Which social media site is used by you for checking the latest information related to products?*

<b>Which social media site is used by you for checking the latest information related to products?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Facebook	50	30	48
Twitter	30	50	35
You tube	20	20	14
Pinterest	18	12	19
Instagram	22	27	24
Snapchat	10	11	10
Total	150	150	150



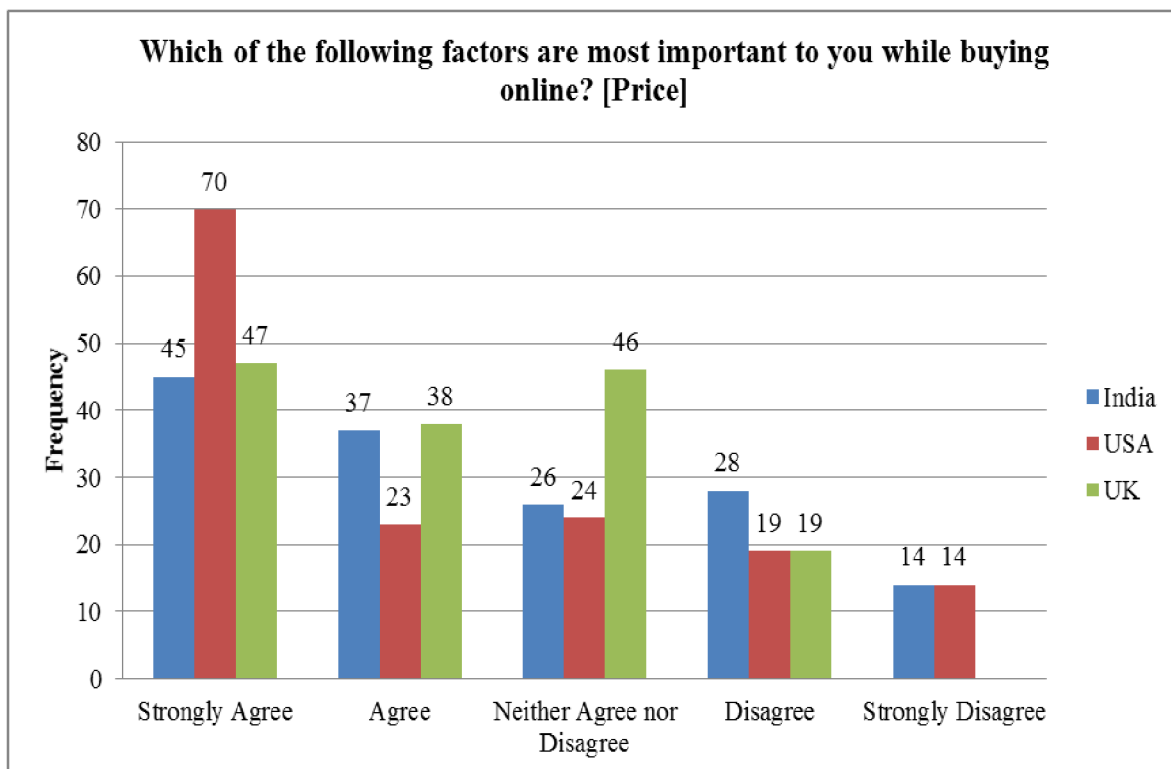
**Interpretation** - Facebook is majorly used by 50 respondents in India and 48 respondents in the UK for checking social media-related information. At the same time, 50 respondents in the USA use Twitter to review information related to products.

**Which of the following factors are most important to you while buying online?**

**Price]**

*Table & Graph 12: Which of the following factors are most important to you while buying online? Price]*

<b>Which of the following factors are most important to you while buying online? Price]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	45	70	47
Agree	37	23	38
Neither Agree nor Disagree	26	24	46
Disagree	28	19	19
Strongly Disagree	14	14	0
Total	150	150	150

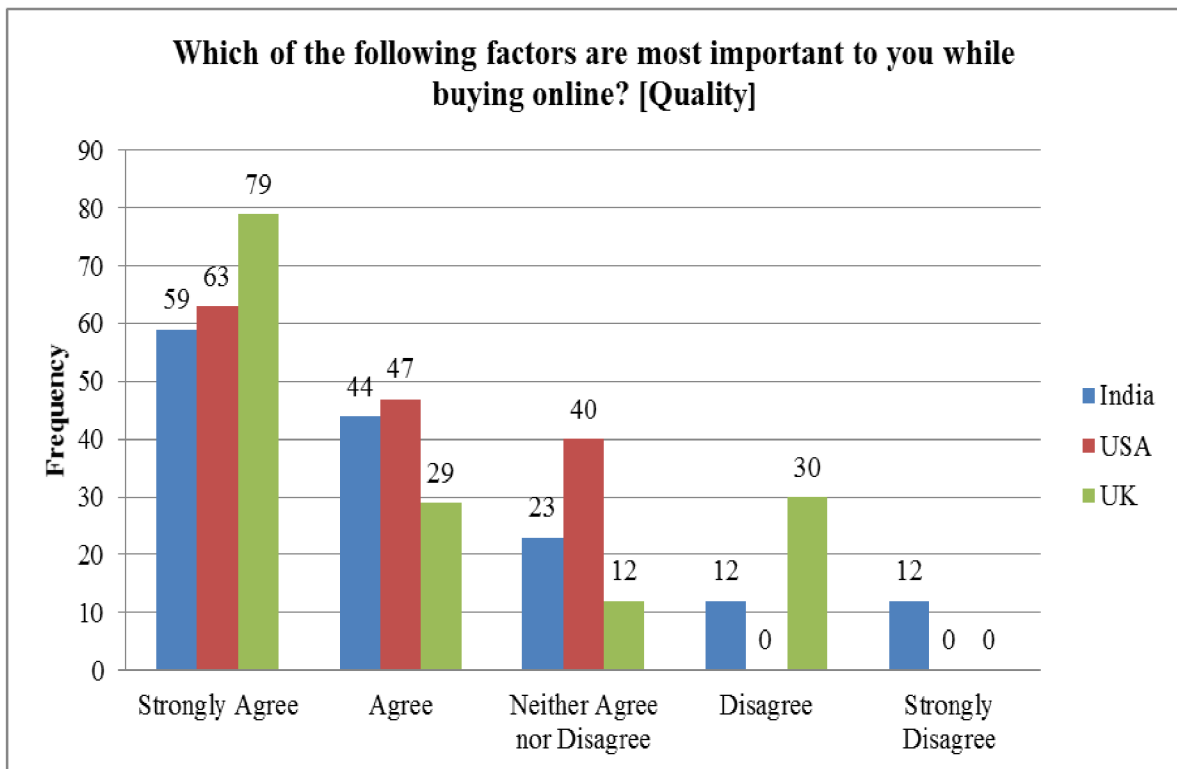


**Interpretation** - As per the survey, it has been observed that respondents in India, the USA, and the UK get influenced by price as they strongly agreed that price is the most critical factor for them while buying online.

**Which of the following factors are most important to you while buying online?  
Quality]**

*Table & Graph 13: Which of the following factors are most important to you while buying online? Quality]*

<b>Which of the following factors are most important to you while buying online? Quality]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	59	63	79
Agree	44	47	29
Neither Agree nor Disagree	23	40	12
Disagree	12	0	30
Strongly Disagree	12	0	0
Total	150	150	150

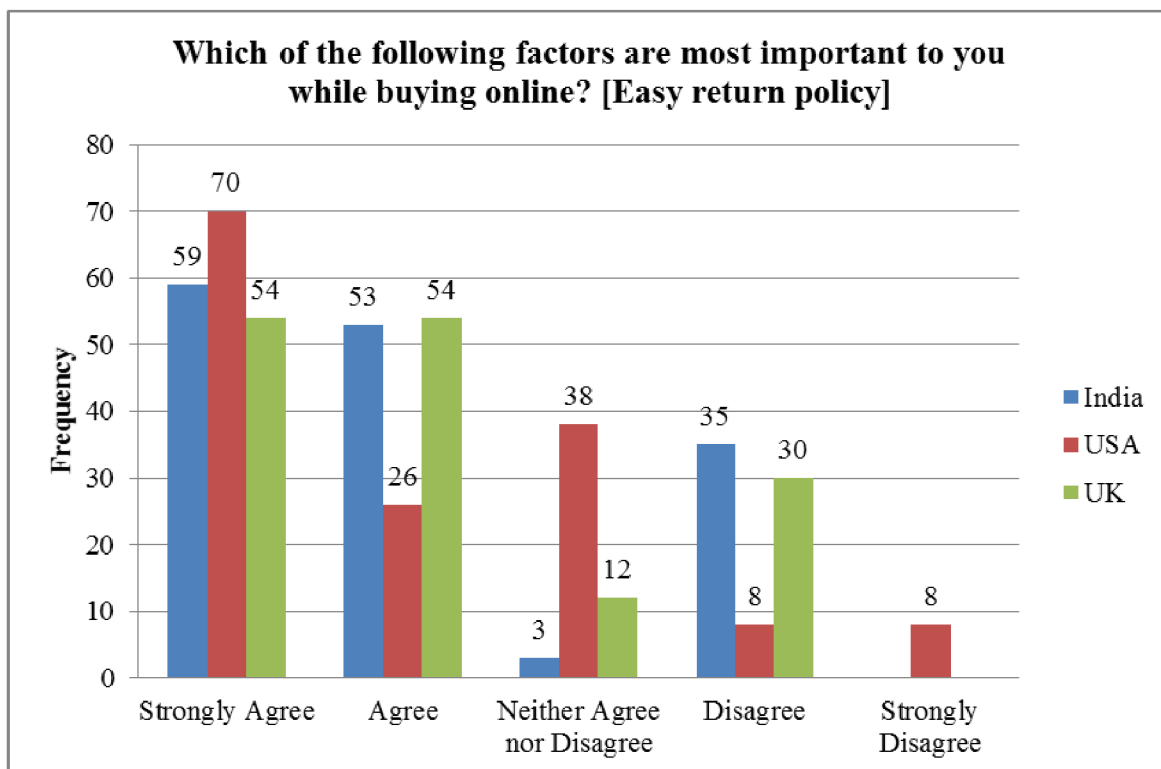


**Interpretation** - 79 respondents (52.67% of those surveyed) in the UK said that quality is the most critical factor for them while buying online, which is highest compared to other countries like India and USA. Fifty-nine respondents (39.33% respondents) in India and 63 respondents (42% respondents) in the USA strongly believe that quality plays an essential role in making decisions.

**Which of the following factors are most important to you while buying online? [Easy return policy]**

*Table & Graph 14: Which of the following factors are most important to you while buying online? [Easy return policy]*

<b>Which of the following factors are most important to you while buying online? [Easy return policy]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	59	70	54
Agree	53	26	54
Neither Agree nor Disagree	3	38	12
Disagree	35	8	30
Strongly Disagree	0	8	0
Total	150	150	150



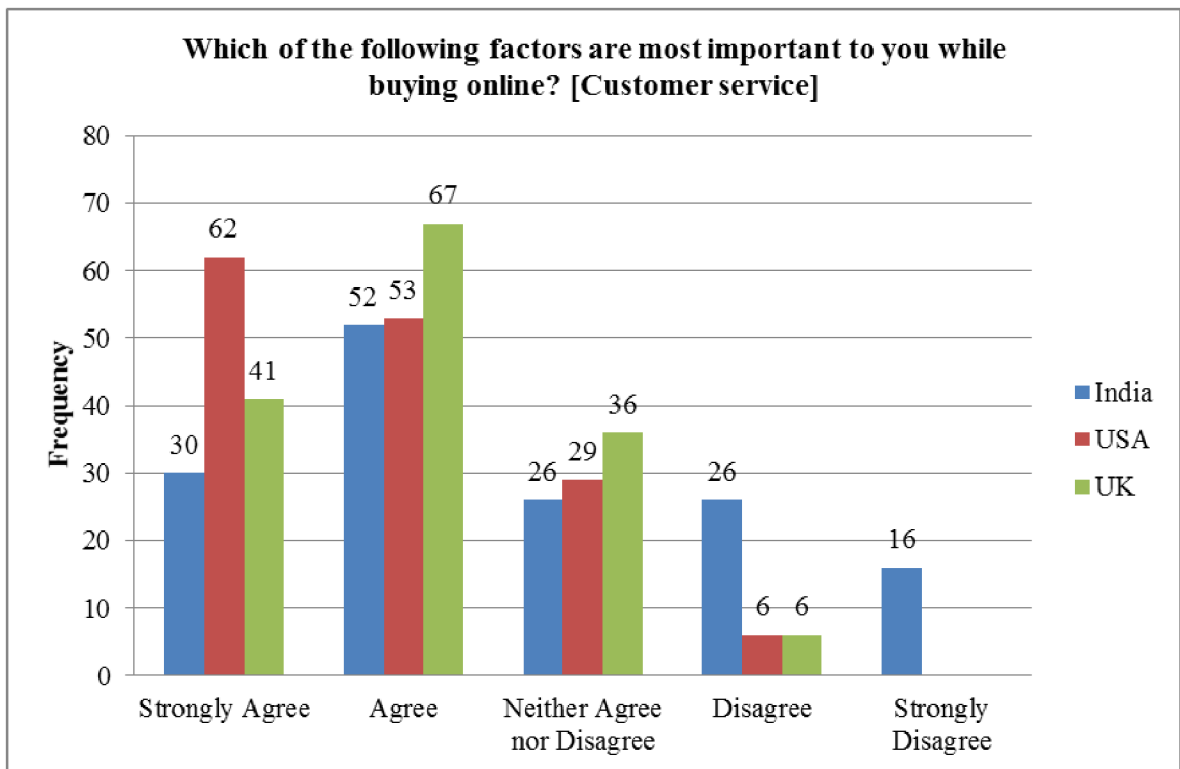
**Interpretation** - Easy to return policy is crucial for 70 respondents (46.67% respondents) while buying online compared to India and UK. Fifty-four respondents (36% respondents) in the UK and 53 respondents (35.33% respondents) in India agreed that an easy return policy is essential while purchasing online.

**Which of the following factors are most important to you while buying online?**

**[Customer service]**

*Table & Graph 15: Which of the following factors are most important to you while buying online? [Customer service]*

<b>Which of the following factors are most important to you while buying online? [Customer service]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	30	62	41
Agree	52	53	67
Neither Agree nor Disagree	26	29	36
Disagree	26	6	6
Strongly Disagree	16	0	0
Total	150	150	150



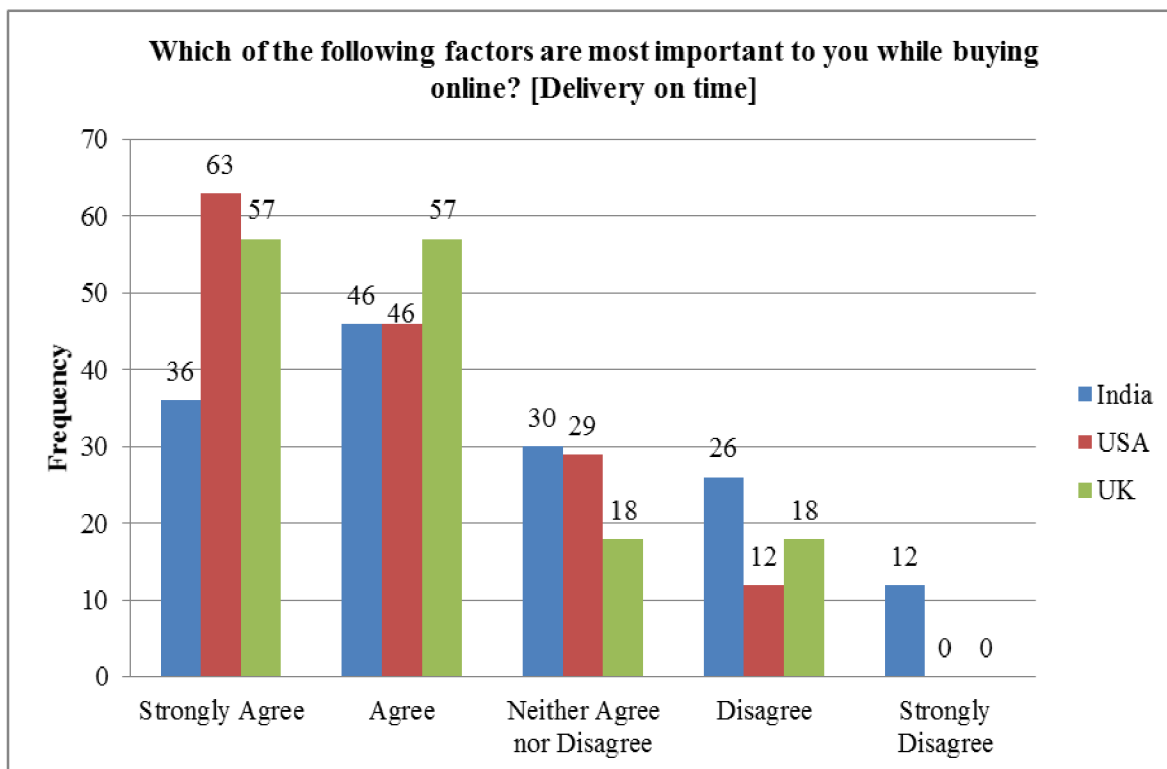
**Interpretation** - Customer service is the critical factor for respondents in the UK compared to India and the USA respondents. Fifty-two respondents (35.33% respondents) in India, 53 (35.33% of those surveyed) in the USA, and 67 respondents (44.67% of those surveyed) in the UK agreed that customer service is essential in buying online.

**Which of the following factors are most important to you while buying online?**

**Delivery on time]**

*Table & Graph 16: Which of the following factors are most important to you while buying online? Delivery on time]*

<b>Which of the following factors are most important to you while buying online? Delivery on time]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	36	63	57
Agree	46	46	57
Neither Agree nor Disagree	30	29	18
Disagree	26	12	18
Strongly Disagree	12	0	0
Total	150	150	150



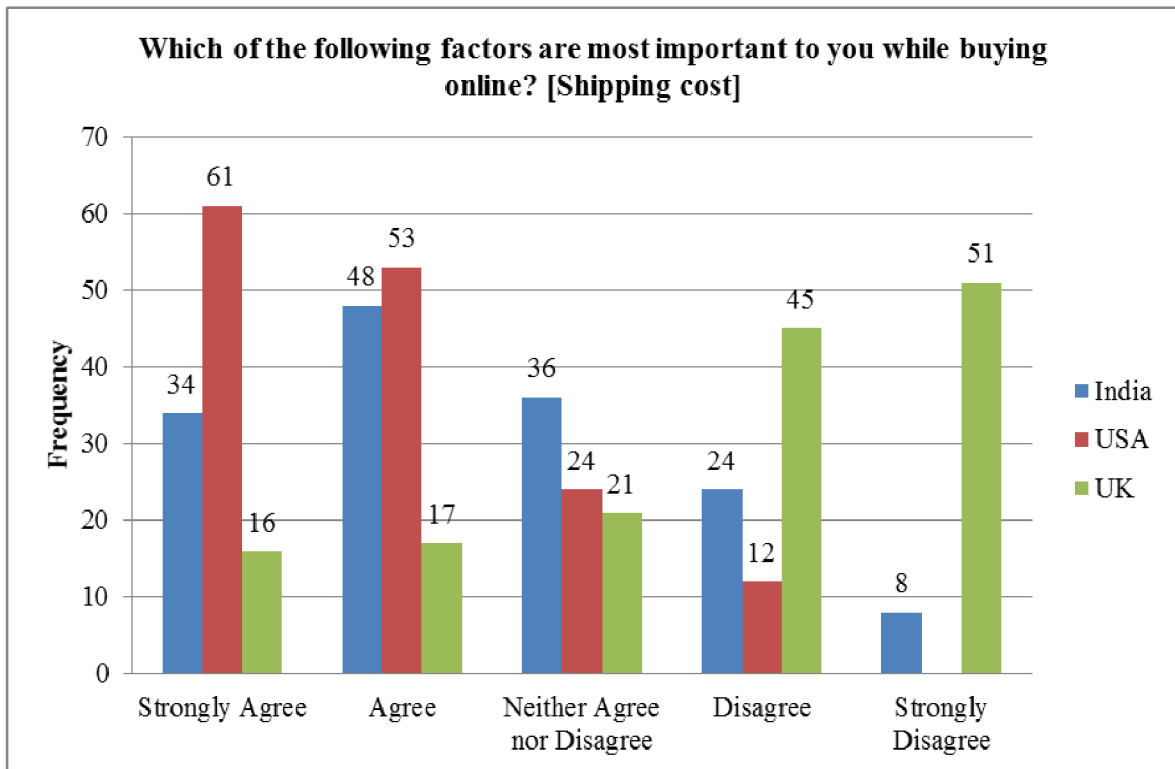
**Interpretation** - Delivery on time is an essential factor for 46 respondents (30.67% of those surveyed) in India and the USA. Fifty-seven respondents (38% respondents) strongly agreed and said that delivery on time is necessary while buying online.

**Which of the following factors are most important to you while buying online?**

**[Shipping cost]**

*Table & Graph 17: Which of the following factors are most important to you while buying online? [Shipping cost]*

<b>Which of the following factors are most important to you while buying online? [Shipping cost]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	34	61	16
Agree	48	53	17
Neither Agree nor Disagree	36	24	21
Disagree	24	12	45
Strongly Disagree	8	0	51
Total	150	150	150



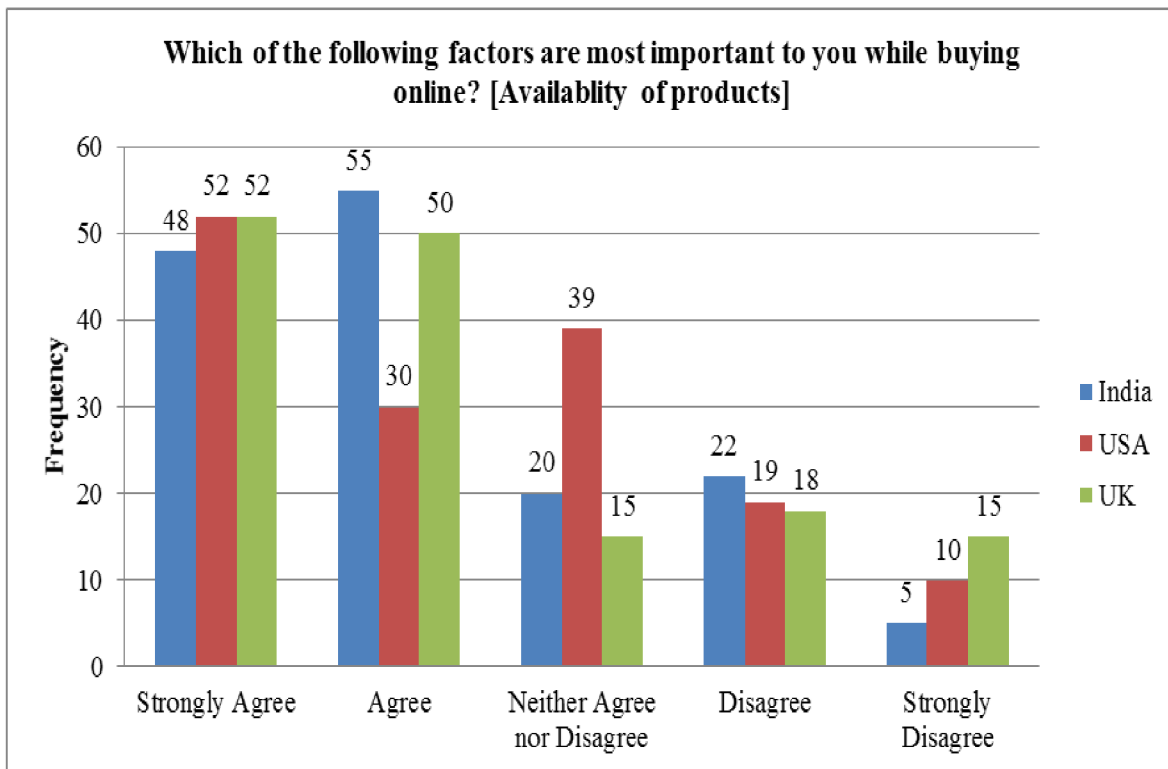
**Interpretation** - 53 respondents (35.33% of those surveyed) of the USA and 48 respondents of India agreed and said that shipping is essential for buying online. However, 45 respondents (30% of those surveyed) of the UK disagreed with the statement, which indicates that shipping costs are unnecessary for them while buying online compared to other factors.

**Which of the following factors are most important to you while buying online?**

**Availability of products]**

*Table & Graph 18: Which of the following factors are most important to you while buying online? Availability of products]*

<b>Which of the following factors are most important to you while buying online? Availability of products]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	48	52	52
Agree	55	30	50
Neither Agree nor Disagree	20	39	15
Disagree	22	19	18
Strongly Disagree	5	10	15
Total	150	150	150



**Interpretation** - 55 respondents (36.67% respondents) from India agreed and believe that the availability of products is essential for them while buying online. Fifty-two respondents (34.67% respondents) from the USA and the UK strongly agreed and said that the availability of products is necessary while purchasing online.

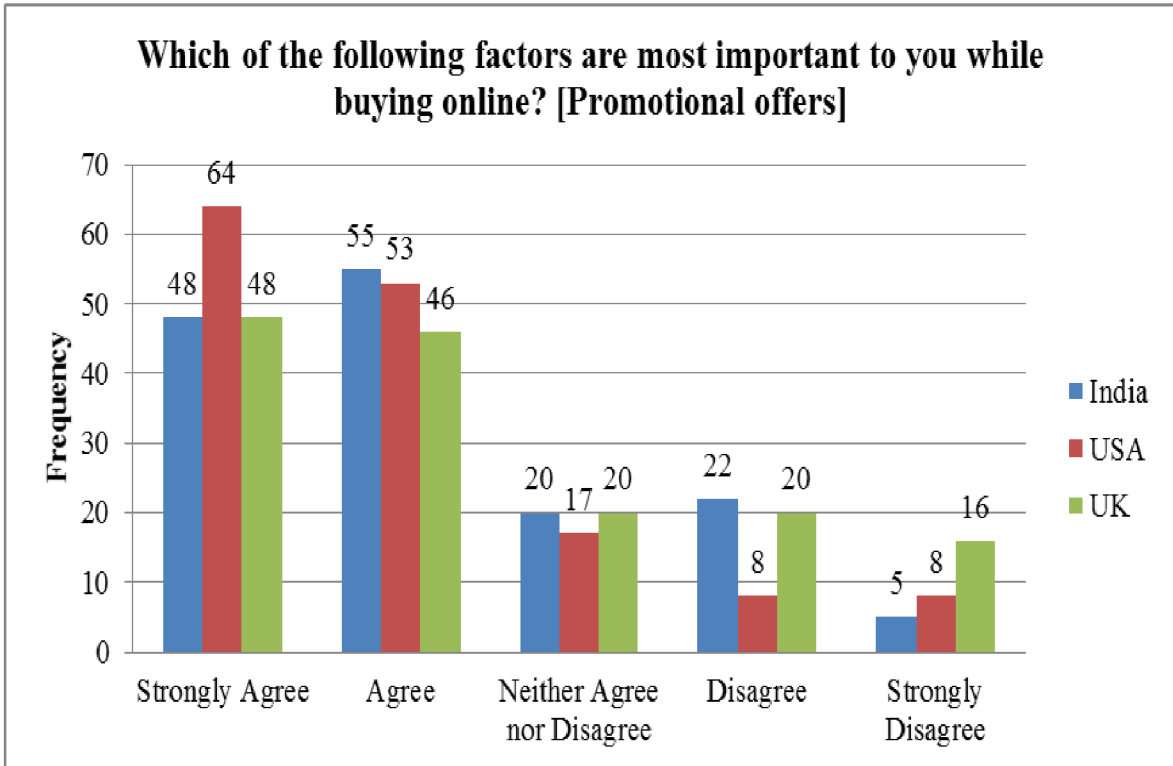


**Which of the following factors are most important to you while buying online?**

**[Promotional offers]**

*Table & Graph 19: Which of the following factors are most important to you while buying online? [Promotional offers]*

<b>Which of the following factors are most important to you while buying online? [Promotional offers]</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	48	64	48
Agree	55	53	46
Neither Agree nor Disagree	20	17	20
Disagree	22	8	20
Strongly Disagree	5	8	16
Total	150	150	150

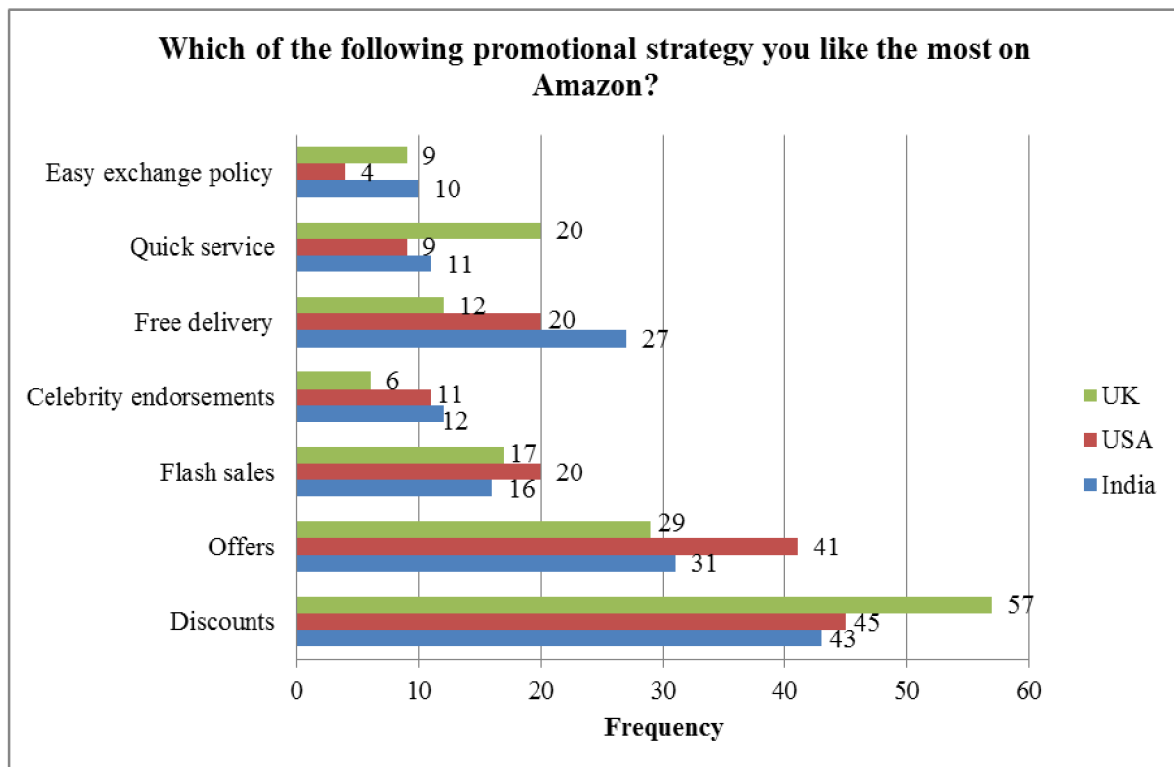


**Interpretation** - 64 respondents (42.67% of those surveyed) from USA and 48 respondents from the UK strongly believe that promotional offers are the most crucial factor for them while buying online as compared to other factors such as Price, Quality, easy return policy, customer service, Delivery on time, shipping cost and Availability of products, etc. At the same time, 55 respondents (36.67% respondents) agreed that promotional offers are essential factors in making buying decisions.

**Which of the following promotional strategy do you like the most on Amazon?**

*Table & Graph 20: Which of the following promotional strategy you like the most on Amazon?*

<b>Which of the following promotional strategy do you like the most on Amazon?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Discounts	43	45	57
Offers	31	41	29
Flash sales	16	20	17
Celebrity endorsements	12	11	6
Free Delivery	27	20	12
Quick service	11	9	20
Easy exchange policy	10	4	9
<b>Total</b>	<b>150</b>	<b>150</b>	<b>150</b>

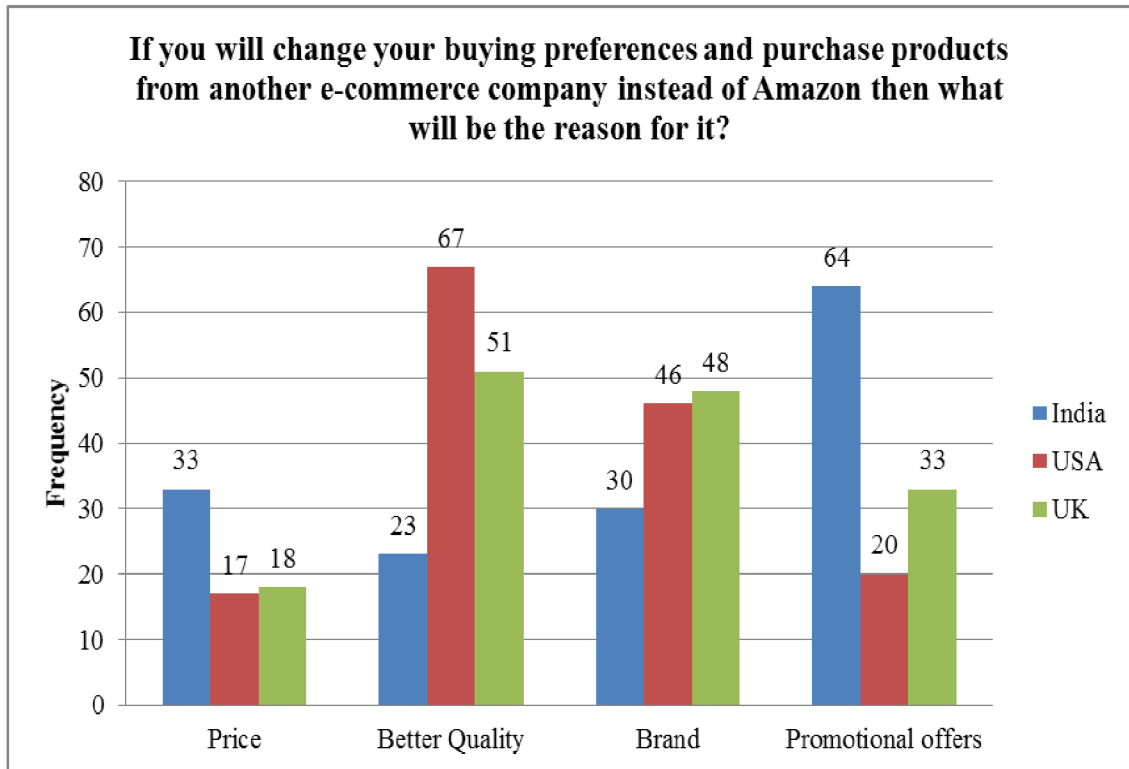


**Interpretation** - Discounts are liked mainly by most respondents from India, the USA, and the UK compared to other promotional strategies. Apart from discounts, respondents wanted offers among the different remaining promotional strategies.

**If you change your buying preferences and purchase products from another e-commerce company instead of Amazon, what will be its reason?**

*Table & Graph 21: If you change your buying preferences and purchase products from another company instead of Amazon, what will be the reason?*

<b>If you change your buying preferences and purchase products from another e-commerce company instead of Amazon, what will be its reason?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Price	33	17	18
Better Quality	23	67	51
Brand	30	46	48
Promotional offers	64	20	33
Total	150	150	150

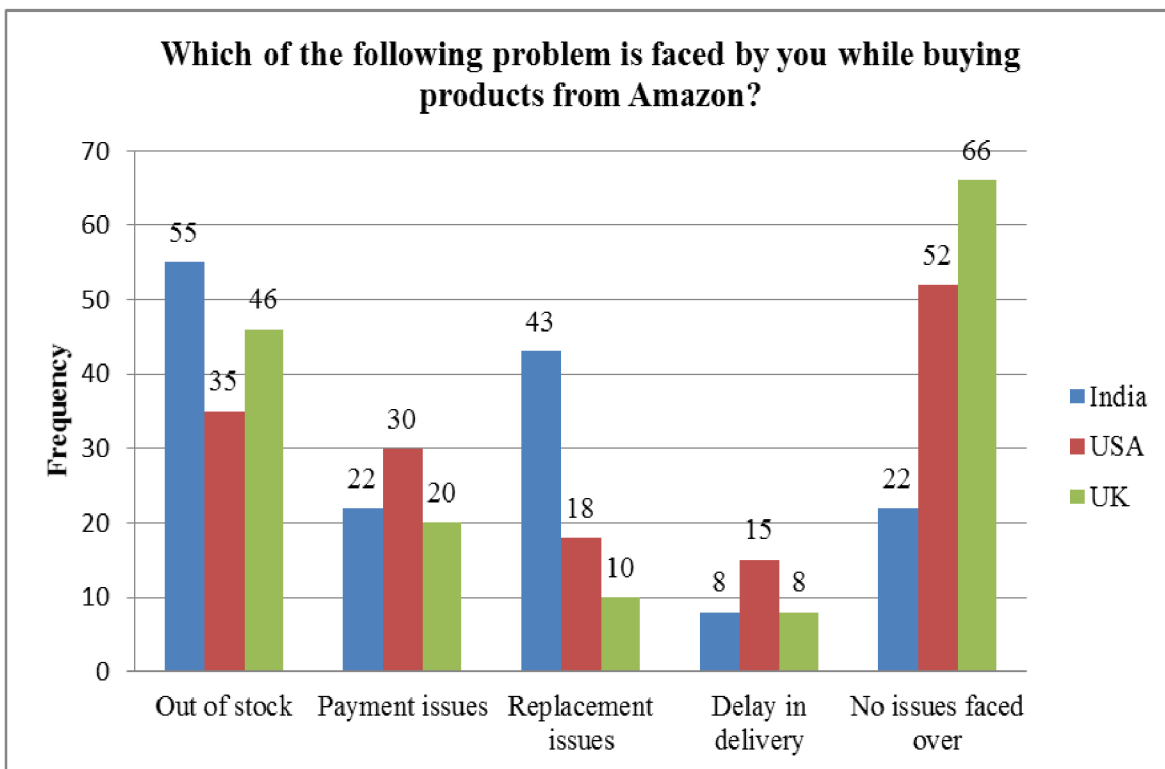


**Interpretation** - 64 respondents (42.67% respondents) in India said they would change their buying preference and purchase products from another e-commerce company instead of Amazon if they got attractive promotional offers from other companies. Sixty-seven respondents in the USA may switch to other companies to buy online due to better quality. At the same time, 48 respondents (32% of those surveyed) in the UK will prefer to switch to another company to make online purchases due to the brand of the products.

**Which of the following problem is faced by you while buying products from Amazon?**

*Table & Graph 22: Which of the following problems do you face while buying products from Amazon?*

<b>Which of the following problem is faced by you while buying products from Amazon?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Out of stock	55	35	46
Payment issues	22	30	20
Replacement issues	43	18	10
Delay in Delivery	8	15	8
No issues faced over	22	52	66
Total	150	150	150

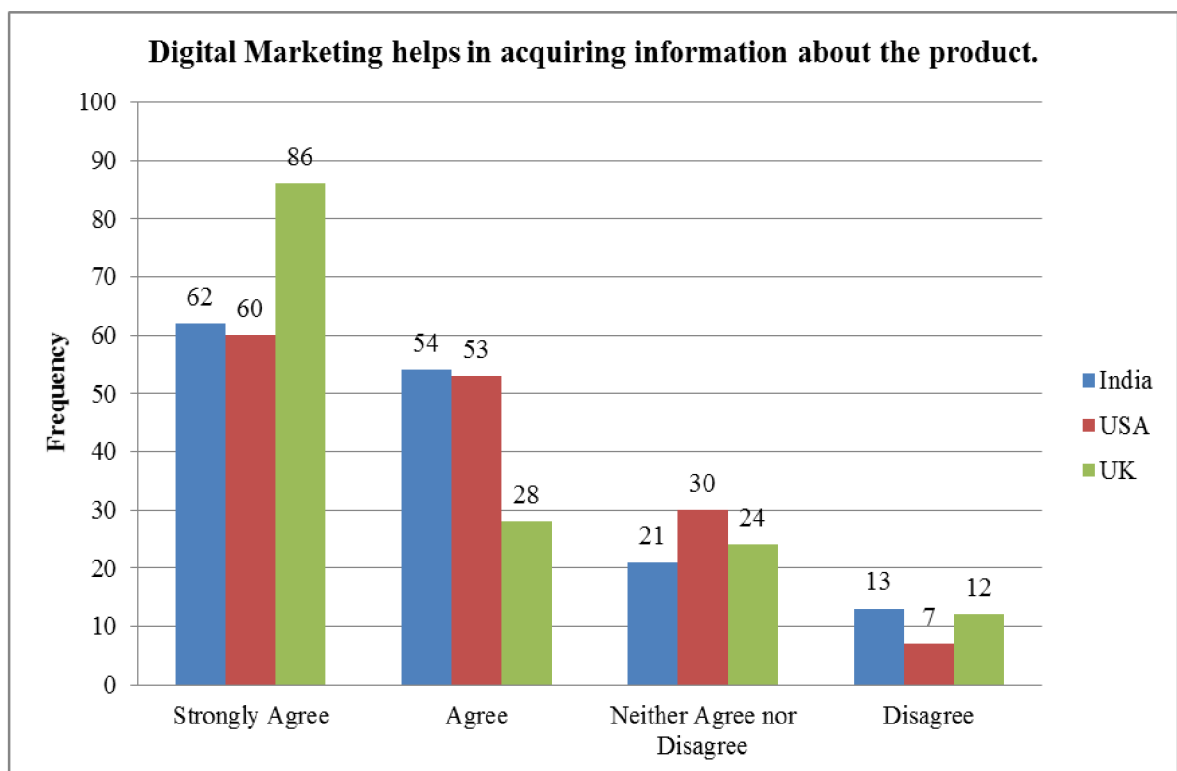


**Interpretation** - Out of stock is one of the major problems faced by Indian respondents while buying products from Amazon as compared to other problems such as payment issues, replacement issues and delay in delivery, etc. 52 respondents (34.67% respondents) from the USA and 66 respondents (44% of those surveyed) from the UK said that they don't face any problems while buying products from Amazon.

**Digital Marketing helps in acquiring information about the product.**

*Table & Graph 23: Digital Marketing helps in acquiring product information.*

<b>Digital Marketing helps in acquiring information about the product.</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	62	60	86
Agree	54	53	28
Neither Agree nor Disagree	21	30	24
Disagree	13	7	12
Total	150	150	150

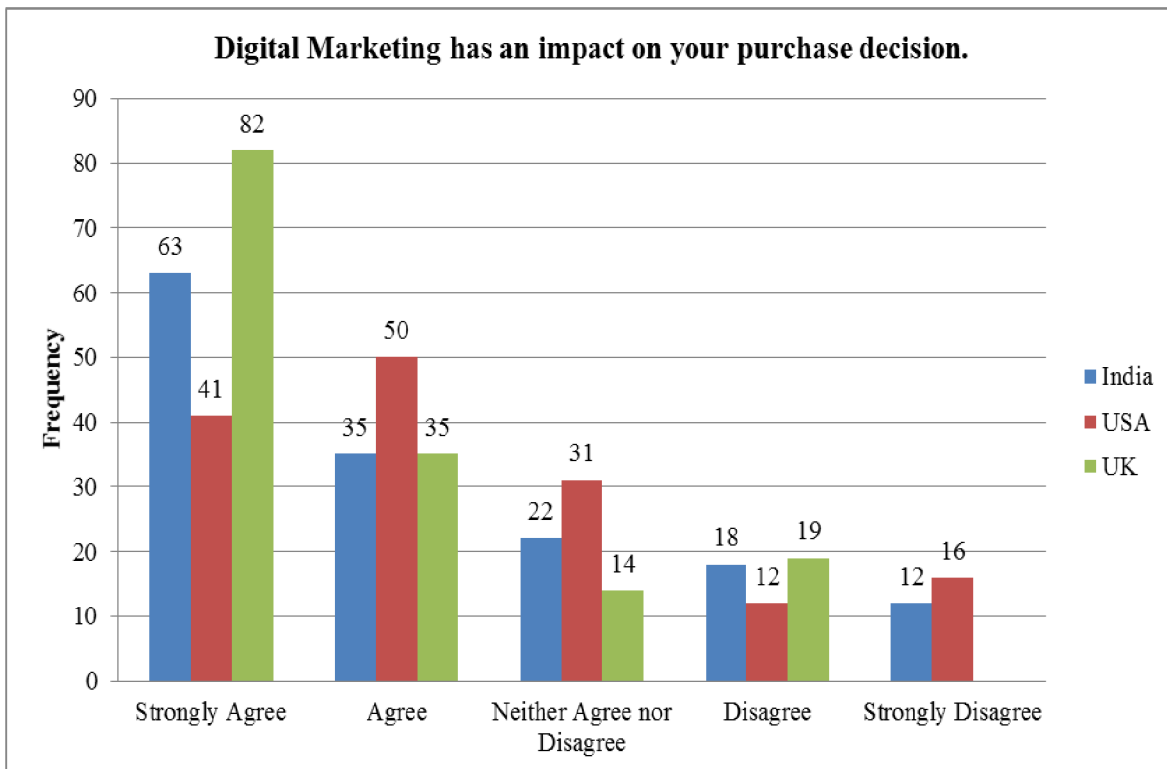


**Interpretation** - 62 respondents (41.33% of those surveyed) from India, 60 respondents (40% of those surveyed) from the USA, and 86 respondents from the UK strongly agreed that digital marketing helps acquire information about the product. However, 13 respondents (86.67% of those surveyed) from India disagreed with the statement as they believe that digital marketing doesn't help obtain information about the product.

**Digital Marketing has an impact on your purchase decision.**

*Table & Graph 24: Digital Marketing impacts your purchase decision.*

<b>Digital Marketing has an impact on your purchase decision.</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	63	41	82
Agree	35	50	35
Neither Agree nor Disagree	22	31	14
Disagree	18	12	19
Strongly Disagree	12	16	0
Total	150	150	150

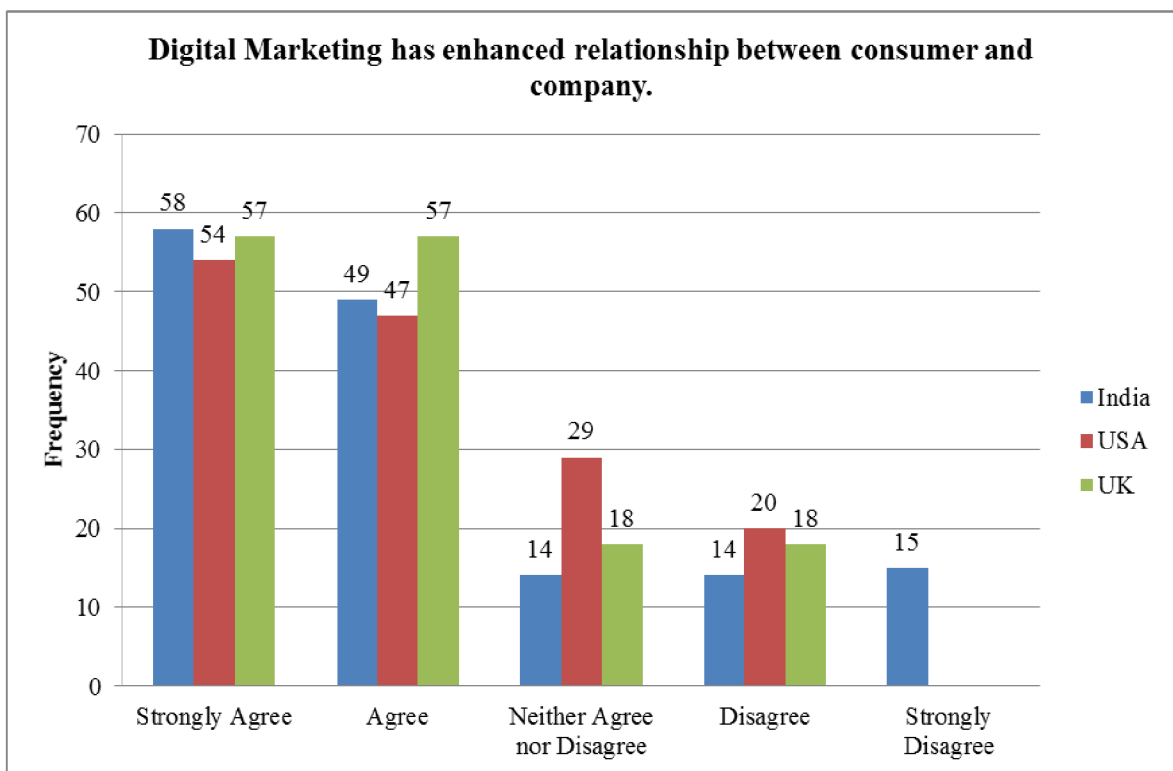


**Interpretation** - 63 respondents (42% respondents) from India and 82 respondents (54.67% of those surveyed) from the UK said that digital marketing impacts purchasing decisions. Most of the respondents from the USA agreed and noted that digital marketing affects their purchase decision.

**Digital Marketing has enhanced the relationship between consumers and companies.**

*Table & Graph 25: Digital Marketing has enhanced the relationship between consumers and the company.*

<b>Digital Marketing has enhanced the relationship between consumers and the company.</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	58	54	57
Agree	49	47	57
Neither Agree nor Disagree	14	29	18
Disagree	14	20	18
Strongly Disagree	15	0	0
Total	150	150	150

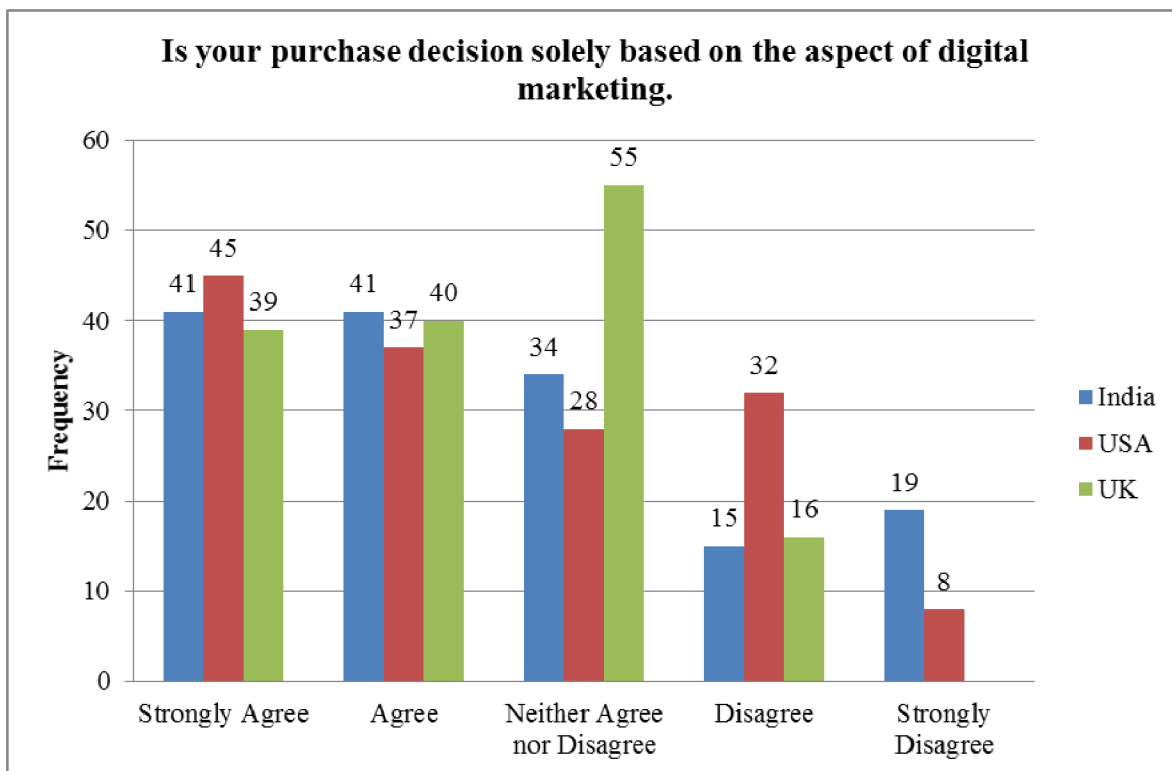


**Interpretation** - 58 respondents (38.67% of those surveyed) from India, 54 (36% respondents) from the USA, and 57 from the UK strongly believe that digital marketing has enhanced the relationship between consumers and companies.

**Is your purchase decision solely based on the aspect of digital marketing?**

*Table & Graph 26: Is your purchase decision solely based on digital marketing?*

<b>Is your purchase decision solely based on the aspect of digital marketing?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Strongly Agree	41	45	39
Agree	41	37	40
Neither Agree nor Disagree	34	28	55
Disagree	15	32	16
Strongly Disagree	19	8	0
Total	150	150	150



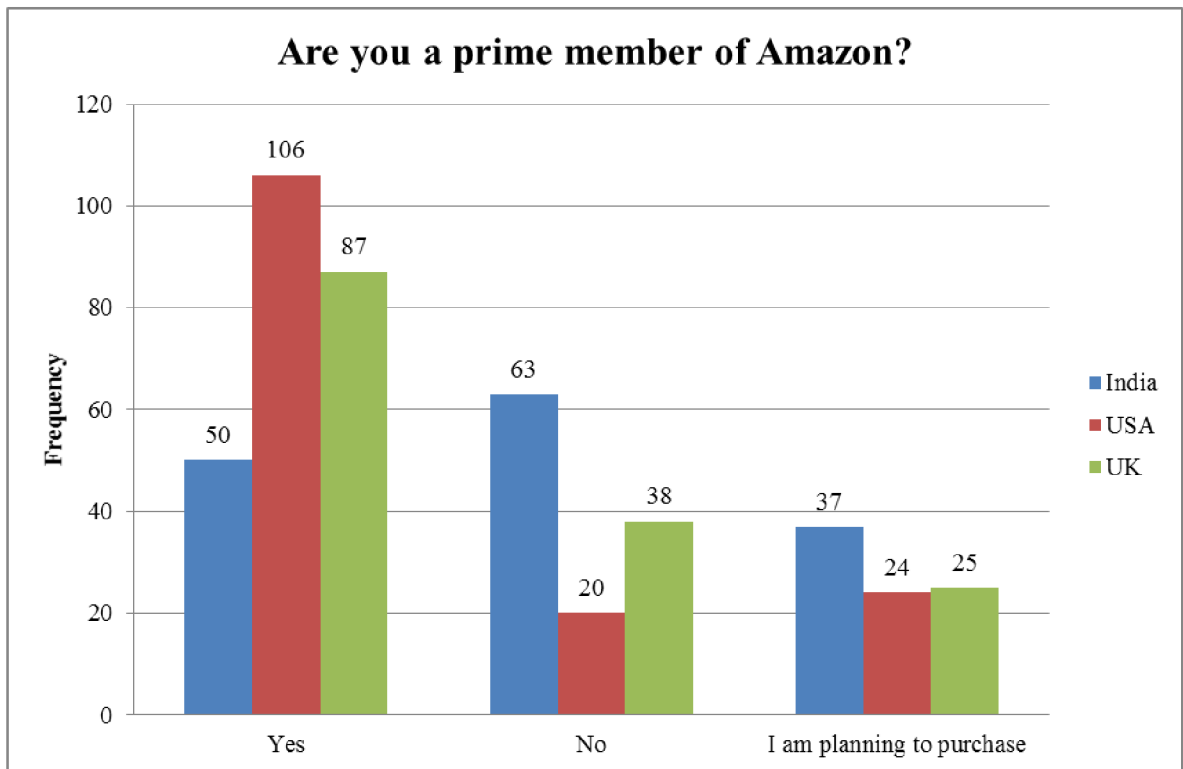
**Interpretation** - 55 respondents (36.67% of those respondents) from the UK believe that their purchase decision is solely based on digital marketing. Forty-five respondents (27.33% of those surveyed) from the USA and 41 respondents (27.33% of those surveyed) from India strongly agreed that their purchase decision is based exclusively on digital marketing.



**Are you a prime member of Amazon?**

*Table & Graph 27: Are you a prime member of Amazon?*

<b>Are you a prime member of Amazon?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Yes	50	106	87
No	63	20	38
I am planning to purchase	37	24	25
<b>Total</b>	<b>150</b>	<b>150</b>	<b>150</b>

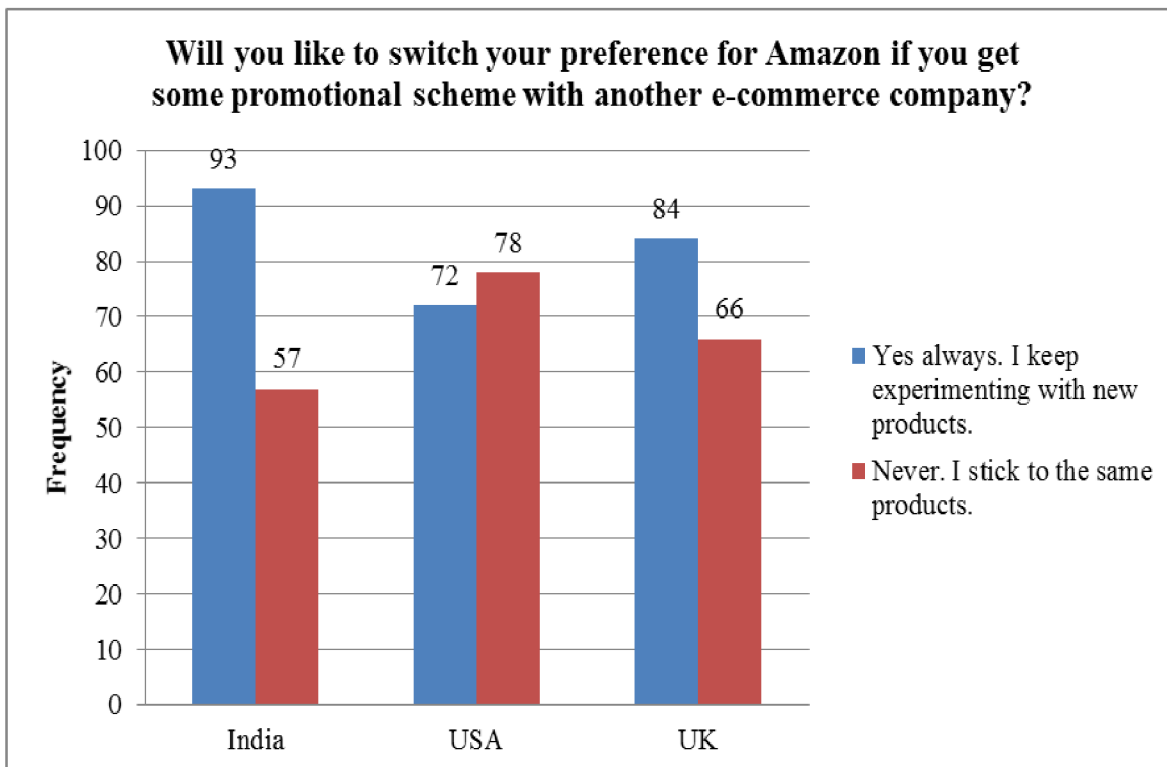


**Interpretation** - 106 respondents (70.67% of those surveyed) from the USA, 87 respondents (58% of those surveyed) from the UK, and 50 respondents (33.33% of those surveyed) from India are Prime members of Amazon. In India, very few respondents are prime members of Amazon compared to the USA and UK.

**Will you like to switch your preference for Amazon if you get some promotional scheme with another e-commerce company?**

*Table & Graph 28: Will you like to switch your preference for Amazon if you get some promotional scheme with another e-commerce company?*

<b>Will you like to switch your preference for Amazon if you get some promotional scheme with another e-commerce company?</b>			
<b>Particulars</b>	<b>India</b>	<b>USA</b>	<b>UK</b>
Yes always. I keep experimenting with new products.	93	72	84
Never. I stick to the same products.	57	78	66
<b>Total</b>	<b>150</b>	<b>150</b>	<b>150</b>



**Interpretation** - 93 respondents (62% of those surveyed) from India and 84 respondents from the UK will like to switch their preference for Amazon if they get some attractive promotional scheme with another e-commerce company. However, 78 respondents (52% of those surveyed) from the USA won't want to exchange their priority for Amazon despite engaging promotional strategies offered by various e-commerce companies.

## 4.2 Hypothesis Analysis

### India

- H0: There is no significant relationship between age, and digital marketing helps acquire information about the product.
- H1: There is a significant relationship between age, and digital marketing helps acquire information about the product.

Table 29: Hypothesis 1 - Chi-Square Tests & Symmetric Measures

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.730 <sup>a</sup>	15	.836
Likelihood Ratio	9.853	15	.829
Linear-by-Linear Association	.093	1	.761
N of Valid Cases	150		
a. 13 cells (54.2%) have an expected count of less than 5. The minimum expected count is .09.			

Symmetric Measures					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.025	.080	.303	.762 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.029	.082	.349	.727 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - From the analysis, it has been found that the P-value of statistics is 0.836, which is more than a 5% level of significance. Therefore, the null hypothesis is accepted, indicating there is no significant relationship between age and digital marketing helping acquire information about the product.

- H0: There is no significant relationship between gender and digital marketing impacting your purchase decision.
- H1: There is a significant relationship between gender and digital marketing impacting your purchase decision.

Table 30: Hypothesis 2 - Chi-Square Tests & Symmetric Measures

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.316 <sup>a</sup>	4	.177
Likelihood Ratio	6.486	4	.166
Linear-by-Linear Association	.617	1	.432
N of Valid Cases	150		
a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 5.68.			

Symmetric Measures					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.064	.081	.784	.434 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.040	.082	.493	.623 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - As per analysis, the P-value of statistics is 0.177, which is more than a 5% level of significance. Thus, the null hypothesis is accepted. This indicates no significant relationship between gender and digital marketing impacting your purchase decision.

**USA**

- H0: There is no significant relationship between age, and digital marketing helps acquire information about the product.
- H1: There is a significant relationship between age, and digital marketing helps acquire information about the product.

*Table 31: Hypothesis 3 - Chi-Square Tests & Symmetric Measures*

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.294 <sup>a</sup>	12	.082
Likelihood Ratio	19.214	12	.084
Linear-by-Linear Association	5.688	1	.017
N of Valid Cases	150		
a. seven cells (35.0%) have an expected count less than 5. The minimum expected count is .84.			

<b>Symmetric Measures</b>					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.195	.085	2.424	.017 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.158	.083	1.947	.053 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - As per analysis, the P-value of statistics is 0.082, which is more than a 5% significance level. Thus, the null hypothesis is accepted. This indicates no significant relationship between age and digital marketing helping acquire information about the product.

- H0: There is no significant relationship between gender and digital marketing impacts your purchase decision.
- H1: There is a significant relationship between gender and digital marketing impacting your purchase decision.

Table 32: Hypothesis 4 - Chi-Square Tests & Symmetric Measures

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.482 <sup>a</sup>	4	.481
Likelihood Ratio	3.522	4	.474
Linear-by-Linear Association	.214	1	.643
N of Valid Cases	150		
a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 5.92.			

Symmetric Measures					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.038	.081	-.462	.645 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.023	.082	-.279	.780 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - From the analysis, it has been found that the P-value of statistics is 0.481, which is more than a 5% level of significance. Therefore, the null hypothesis is accepted, which indicates no significant relationship between gender and digital marketing impacting your purchase decision.

**UK**

- H0: There is no significant relationship between age and digital marketing helping acquire information about the product.
- H1: There is a significant relationship between age, and digital marketing helps acquire information about the product.

*Table 33: Hypothesis 5 - Chi-Square Tests & Symmetric Measures*

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.572 <sup>a</sup>	12	.566
Likelihood Ratio	10.709	12	.554
Linear-by-Linear Association	.019	1	.891
N of Valid Cases	150		
a. ten cells (50.0%) have an expected count less than 5. The minimum expected count is 1.44.			

<b>Symmetric Measures</b>					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.011	.088	.137	.891 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.007	.087	.090	.928 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - As per analysis, the P-value of statistics is 0.566, which is more than a 5% level of significance. Thus, the null hypothesis is accepted. This indicates no significant relationship between age and digital marketing helping acquire information about the product.

- H0: There is no significant relationship between gender and digital marketing impacting your purchase decision.
- H1: There is a significant relationship between gender and digital marketing impacting your purchase decision.

Table 34: Hypothesis 6 - Chi-Square Tests & Symmetric Measures

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.700 <sup>a</sup>	12	.320
Likelihood Ratio	15.103	12	.236
Linear-by-Linear Association	.118	1	.732
N of Valid Cases	150		
a. nine cells (45.0%) have an expected count less than 5. The minimum expected count is 1.40.			

Symmetric Measures					
		Value	Asymp. Std. Error	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.028	.084	-.342	.733 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.021	.084	-.261	.795 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Interpretation** - From the analysis, it has been found that the P-value of statistics is 0.320, which is more than a 5% level of significance. Therefore, the null hypothesis is accepted, indicating no significant relationship between qualification and digital marketing impacting your purchase decision.



## 5 Results and Discussion

Considering the charts and the statistics conducted, the collected primary data were analyzed for the consumer attitude towards the online marketing of Amazon. The results and the company's significant points to understand consumers' attitudes towards online marketing and enhance their marketing strategies are listed below; it explains all the essential factors like consumer behavior towards online shopping and consumer's attitude towards digital marketing Amazon could utilize.

As per the survey, 41 respondents buy products online in India either once in six months, and another 41 buy online whenever needed. Fifty-nine respondents in the USA and 65 respondents in the UK prefer to buy products online whenever they need them. Most respondents spend around 1000 rs. on average during online shopping in India and the USA. However, 77 respondents in the UK pay between 2000 rs. to 3000 rs. During online shopping. Respondents of the USA and UK spend less time than Indian respondents while buying online as most Indian respondents spend around 4 hours online shopping.

Eighty-five respondents from the USA and 82 respondents from the UK have been shopping on Amazon for more than a year, higher than India. Indian respondents get influenced by their family; respondents of USA and UK get influenced by themselves compared to friends, family, and spouses for purchasing at Amazon. Most respondents get influenced by promotional offers for buying products from Amazon in India and the UK. While in the USA, 39 respondents get influenced by fast delivery compared to other factors.

Indian respondents and UK respondents majorly use Facebook to check social media-related information. In the USA, respondents use Twitter compared to Instagram, Facebook, Youtube, Snapchat, and Pinterest. Price, quality, and easy return policy are essential factors for Indian respondents while buying online. Price and easy return policy are crucial for respondents of the USA, and quality is the most important factor for respondents of the UK, including price, easy return policy, customer service, delivery on time, shipping cost, availability of products, and promotional offers, etc.

Sixty-four respondents from USA and 48 respondents from the UK strongly believe that promotional offers are the most crucial factor for them while buying online. Most respondents from India, the USA mostly like discounts, and the UK compared to other

promotional strategies. Apart from deals, respondents wanted offers among another remaining promotional strategy.

Sixty-seven respondents in the USA are likely to switch to other companies instead of Amazon for better quality products. In contrast, Indian respondents prefer to exchange for attractive promotional offers with other companies, and respondents from the UK will switch to brand names. Out of stock is one of the major problems faced by Indian respondents while buying products from Amazon compared to other problems such as payment issues, replacement issues, delay in delivery, etc. The majority of respondents from both countries, the USA and UK, said they didn't face any problems.

Sixty-two respondents from India, 60 respondents from the USA, and 86 respondents from the UK strongly agreed that digital marketing helps acquire information about the product. Sixty-three respondents from India and 82 respondents from the UK strongly believe that digital marketing impacts their purchase decision compared to respondents from the USA.

Most respondents from all three countries, i.e., India, the USA, and the UK, strongly believe that digital marketing has enhanced consumer and company relationships. Fifty-five respondents from the UK believe that their purchase decision is solely based on digital marketing, which is higher than the remaining countries. In India, very few respondents are prime members of Amazon compared to the USA and UK.

Most of the respondents, not only from India but also from the UK, will like to switch their preference for Amazon if they get some attractive promotional scheme with another e-commerce company compared to respondents from the USA.

India.

The hypothesis testing indicates that there is no significant relationship between age and digital marketing helping acquire information about the product and there is no significant relationship between gender and digital marketing impacting your purchase decision for India, USA and UK.

## 6 Recommendations

- ✓ Amazon should offer good & attractive promotional schemes to customers to increase its customer base.
- ✓ The company should provide discounts and offers to consumers of all three countries as they prefer to purchase online.
- ✓ The company should provide discounts & gift coupons and conduct loyalty programs for its regular customers to build a good relationship with their customers and retain the existing customers.
- ✓ Amazon should maintain the quality of its product as most consumers of the UK, USA, and India is willing to buy products online due to better quality.
- ✓ The company should also make its product exchanging procedure easier as a consumer of India and USA consider easy exchange policy while buying online.
- ✓ Price is a crucial factor for Indian consumers and consumers of the USA in making purchase decisions; therefore, Amazon should focus on providing products at affordable prices.
- ✓ The company should effectively advertise its products using digital marketing to reach a mass target group in less time.
- ✓ It should also promote its products more on Facebook in India and the UK and on Twitter in the USA as it is the most used social media site by consumers.
- ✓ The company can also conduct various contests for engaging with the consumer at a significant level.
- ✓ Amazon can also organize campaigns on social media platforms such as Facebook, Twitter, and Instagram for creating awareness among consumers regarding various products
- ✓ Taking feedback from consumers will, in turn, help the company improve not only products but also maintain a good relationship with consumers.
- ✓ The company should also maintain its inventory efficiently as Indian consumers face an out-of-stock problem while buying from Amazon.

## 7 Conclusion

The thesis aims to assess the consumer attitude towards online marketing of Amazon in different countries such as India, the USA, and the UK and to provide significant suggestions to the brand for better marketing of its products. The thesis deals with one of the largest e-commerce companies, Amazon, offering various products online. The primary data is collected by interviewing 450 respondents, including 150 respondents from each selected country, i.e., India, USA, and the UK, through further use for the practical part and the conclusion of the thesis.

The analysis was done by using SPSS software. The hypothesis testing indicates that there is no significant relationship between age and digital marketing helping acquire information about the product and there is no significant relationship between gender and digital marketing impacting your purchase decision for India, USA and UK.

The study's findings indicate that digital marketing has a substantial impact on the consumer decision-making process, and digital marketing has enhanced the relationship between consumer and brand as customers are using social media sites for checking information related to products. Facebook is the most used site for getting information about different brands' developments compared to other social media sites in India and the UK. In contrast, respondents mostly use Twitter in the USA.

Besides this, promotional offers majorly influence the consumers of India and the UK for buying the products of Amazon. Fast delivery influences the consumer of the USA while buying online from Amazon. The consumers of India give more importance to Quality, Price, and easy exchange policy. Consumers of the USA prioritize Price and Quality, and consumers of the UK provide more reputation to quality while making purchase decisions. However, Indian and the UK consumers may change their brand preference due to good promotional schemes offered by other competitive companies.

Therefore, the study suggests that Amazon should offer good & attractive promotional schemes to customers to increase its customer base. The company should provide discounts and offers to consumers of all three countries as they prefer to purchase online. The company should give the deals & gift coupons.

The company should also maintain its inventory efficiently as Indian consumers face an out-of-stock problem while buying from Amazon. Amazon should maintain the quality of its product as most consumers of the UK, USA, and India is willing to purchase

products online due to better quality. The company should also make its exchange of products procedure easier as a consumer of India and USA consider easy exchange policy while buying online. Price is a crucial factor for Indian consumers and consumers of the USA in making purchase decisions; therefore, Amazon should focus on providing products at affordable prices.

Moreover, the company should effectively advertise its products using digital marketing to reach the mass target group in less time. It should also promote its products more on Facebook in India and the UK and on Twitter in the USA as it is the most used social media site by consumers. The company can also conduct various contests for engaging with the consumer at a significant level. Amazon can also organize campaigns on social media platforms such as Facebook, Twitter, and Instagram to create awareness among consumers regarding various products and for taking feedback of consumers, which will, in turn, helps the company not only in better improvement of products but also in maintaining a good relationship with consumers.

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## 9 Appendix

### Questionnaire

#### Consumer buying behavior towards online marketing - A case study of Amazon in three locations

Dear Sir/Madam, I am a student at Czech university. I will be very thankful if you can spare 5 minutes from your valuable time to answer the questionnaire, which will help me to know about the consumer attitude towards online marketing of Amazon. Please answer all the questions honestly and without any forced influence.

Disclaimer: This questionnaire is prepared for the research project. The information will be kept confidential and not be used other than the project.

Name \*

Your answer

Email-ID \*

Your answer

Gender \*

- Male
- Female

Age \*

- < 18
- 19-28
- 29-38
- 39-48
- >48

Qualification \*

- Primary
  - Higher secondary
  - Bachelor's Degree
  - Master's Degree
  - PHD
  - Other:
- 

Occupation \*

- Professional
  - Business
  - Service
  - Student
  - Homemaker
  - Other:
- 

How often do you buy products online? \*

- Every month
  - Once in three months
  - Once in six months
  - Whenever needed
  - Other:
- 

How much do you spend while buying online? \*

- 1000
  - 1001-2000
  - 2001-3000
  - Above 3000
  - Other:
-

How much time do you spend while buying online? \*

- 1 hour
  - 2 hours
  - 4 hours
  - Other:
- 

How long are you using Amazon for shopping? \*

- Less than one month
  - One month
  - Less than one year
  - One year
  - More than Year
  - Other:
- 

Who influences your purchase at Amazon? \*

- Friends
  - Self
  - Family
  - Spouse
  - Other:
- 

What influenced you to buy the products from Amazon? \*

- Lower Price
  - Better Quality
  - Fast Delivery
  - Availability of products
  - Easy to compare
  - Easy to exchange policy
  - Promotional offers
  - Advertising
  - Word of mouth
-

Which social media site is used by you for checking the latest information related to products?

- Facebook
  - Twitter
  - Youtube
  - Pinterest
  - Instagram
  - Snapchat
  - Other:
- 

Which of the following factors are most important to you while buying online? \*

<b>Particulars</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Price					
Easy return policy					
Customer service					
Delivery on time					
Shipping cost					
Availability of products					
Promotional offers					

Which of the following promotional strategy do you like the most on Amazon? \*

- Discounts
  - Offers
  - Flash sales
  - Celebrity endorsements
  - Free Delivery
  - Quick service
  - Easy exchange policy
  - Other:
- 

If you change your buying preferences and purchase products from another e-commerce company instead of Amazon, what will be its reason? \*

- Price
  - Better Quality
  - Brand
  - Promotional offers
  - Other:
- 

Which of the following problem is faced by you while buying products from Amazon? \*

- Out of stock
  - Payment issues
  - Replacement issues
  - Delay in Delivery
  - No difficulties were faced over
  - Other:
-

Given below are some statements regarding Amazon's online marketing, you are requested to state your degree of agreement/disagreement on each statement as mentioned below on a 5-point scale? \*

<b>Particulars</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Digital Marketing helps in acquiring information about the product.					
Digital Marketing has an impact on your purchase decision.					
Digital Marketing has enhanced the relationship between consumers and companies.					
Is your purchase decision solely based on the aspect of digital marketing?					

Are you a prime member of Amazon? \*

- Yes
- No
- I am planning to purchase

Will you like to switch your preference for Amazon if you get some promotional scheme with another e-commerce company? \*

- Yes always. I keep experimenting with new products.
- Never. I stick to the same products.