



## E-Marketing with Reference to Amazon

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### Abstract

On July 5, 1995 the founder of Amazon Jeff Bezos initially incorporated a company with the name Cadabra. Bezos changed the name to Amazon.com after a few minutes later. The company began as an online bookstore. Amazon was incorporated in Washington State in 1994. In July 1995, the company began service and sold its first book on Amazon.com Amazon issued its initial public offering of stock on May 15 1997, trading under the NASDAQ stock exchange symbol AMZN. In 1999, Time Magazine named Bezos the person of the year when it recognized the company's success in popularising online shopping. Amazon sales rank (ASR) provides an indication of the popularity of a product sold on any Amazon locale. Amazon is the world's largest net company by revenue.

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## 1. INTRODUCTION

Amazon.com doing business as Amazon, is an American electronic commerce and cloud computing company based in Seattle, Washington that was founded by Jeff Bezos on July 5 1994. Its head quarter is in Seattle, Washington United States.

E-marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing or online Marketing. E-marketing is the process of Marketing a product or service using the internet. E-marketing not only includes marketing on the internet but also includes marketing done through email and invites media. It uses a series of technologies to help connect business to their customers.



## 2. LITERATURE SURVEY

Amazon is not a new concept. It has past history. For it, a secondary type of literature is surveyed from various magazines, newspaper and through internet.

## 3. RESEARCH METHODOLOGY

The purpose of the study is to recognize that Amazon is the important online shopping in E-marketing. Both retailers and individual sells utilizes the amazon.com platform to sell goods. Amazon will get touched in people's mind and the first choice for online buying well be Amazon for Indians. India market is a very cost driven market and Amazon is burning cash in India to capture the Indian E-commerce market. Amazon India has the money power with them as Amazon is one of the largest cloud computing player in the world.

## 4. ADVANTAGES OF E-MARKETING

Certain Advantages of E-marketing are

1. Much better return on investment from than that of traditional marketing.
2. E-marketing means reduced marketing tamping costs as the marketing is done through the internet.
3. Fast result of the campaign.
4. Easy monitoring through the web tacking capabilities help make E-marketing highly efficient.
5. Using E-marketing viral content can be made which help in viral marketing.

## 5. TYPES OF E-MARKETING

There are several ways in which companies can use internet for marketing.

Some ways of E-marketing are.

1. Article Marketing
2. Affiliate Marketing
3. Video Marketing
4. E-mail Marketing
5. Blogging

All above and other methods help a company or brand in E-marketing and reaching customer through the internet.

**How Amazon Dominates E-commerce with Email Marketing:** Amazon has 237 million active customers. If it were a country, it would be the fourth-largest in the world. In the United States Amazon owns a 30% market share in E-commerce-not exactly a niche marketing.

#### 6. AMAZON IS BUILT ON A CULTURE OF INNOVATION

Amazon.com crafted a new business model in the 1990's for internet entrepreneurs using the web as a place for transactions. As consumers learned to replace physical distance with mouse clicks. Amazon created E-business and E-commerce models that generated massive profits for the online clearing house.

#### 7. CHOOSING ON LINE PRODUCTS

Amazon began its rise as an online marketing giant of multiple products by selling books online. Amazon realized the lack of leadership in the industry and the potential to create a bookstore that included out of print titles.

By converting his garage into a warehouse Amazon founder Jeff Bezos was able to establish Amazon as an online bookseller while focusing on six core values. He identified as customer obsession ownership, bias for action, frugality, high hitting bar and notation, when books started selling Amazon expanded to selling other products.

#### 8. AMAZON MAY EVENTUALLY CAPTURE E-COMMERCE MARKET IN INDIA

Going by the present trend, Amazon India may eventually capture the India E-commerce market. As the company was not successful in the Chinese market, all of its focus would be on the Indian market and it is going all out on the same by pumping in a lot of cash. On the other hand, Flipkart will require additional round of funding to stay ahead in the Indian E-commerce market. Amazon is aiming to hire around 1000 people in India. Amazon is spending heavily on advertisements. This will be crucial as by spending heavily on brand building and advertising.

Amazon will get etched in people's mind and the first choice for online buying will be Amazon for Indians. India is a very cost driven market and Amazon is burning cash in India to capture the Indian E-commerce market. Amazon India has the money power with them as Amazon is one of the largest cloud computing players in the world.

After analysis it is observed that after having a 190 percent growth in 2015, the industry had a belief slowdown in 2016 (12-13 percent) growth but the industry picked up the momentum again with 20 percent in April-May-June 2017.

E-commerce market is hugely under penetrated with a 2 percent online penetration as the online market currently stands at \$ 14-15 billion out of a \$ 690-700 billion overall retail market.

Amazon.com has always sold goods out of its own warehouses. It started as a bookseller, pure and simple, and over the last decade has branched out into additional product areas and the third party sales that now represent a good chunk of its revenue about 25%.

Both retailers and individual sells utilizes the amazon.com platform to sell goods. Large retailers like Nordstrom, Lands' End and target use amazon.com to sell their products in additions to selling turn through their own websites. The sales go though amazon.com and end at Nordstrom.com for processing and order fulfillment. Amazon essentially leases space to these retailers, who use amazon.com as a supplemental outlet for their own line sales.

#### 9. AMAZON TOOLS, MARKETING AND COMMUNITY

The goal is pretty straight forward; To be earth's most customer-centre company where people can find and discover anything they want to buy online. The implementation is complex, massive and dynamic. Amazon's marketing structure is a lesson in cost efficiency and brilliant self promotion. The level of customers tracking at amazon.com is another best of breed system. Using the data it collects in every registered user during every visit to website. Amazon points users to products they might actually be glad to discover and buy.

#### 10. HISTORY & GROWTH

Year	Month and date	Event type	Details
1994	July 5	Company	Amazon founded.
1997	May 15	Company	Amazon IPOs at \$18.00/share, raising \$54 million.
1998	April 27	Acquisitions	Amazon acquires the Internet Movie Database, a comprehensive repository for movie information on the Internet.
1998	August 5	Company Direction	Amazon announces that it will move beyond books.
1998	December	Competition	Jack Ma launches Alibaba in China, which would later grow to dominate the Chinese online retail market, and provide an obstacle to Amazon's attempts to expand in China.
2002	January	Product	Amazon launches Free Super Saver Shipping, which allows customers to get free shipping for orders above \$9
2002	March	Legal, Competition	Amazon settles its October 1999 patent infringement suit against Barnes & Noble (over its 1-Click checkout system, which it received a patent for in September 1999). It originally charged that Barnes&Noble.com had essentially copied Amazon's 1-Click technology.

Year	Month and date	Event type	Details
2003	October	Product	Amazon launches A9.com, a subsidiary of Amazon.com based in Palo Alto, California that develops search and advertising technology.
2004	August 19	International	Amazon acquires Joyo, an online bookstore in China, for \$75 million, which then becomes the 7th regional website of Amazon.com. joyo later becomes Amazon China.
2005	February	Product	Amazon launches Amazon Prime, a membership offering free two-day shipping within the continuous United States on all eligible purchases for a flat annual fee of \$79.
2005	November	Product	Amazon launches Amazon Mechanical Turk, an application programming interface (API) allowing any internet user to perform "human-intelligence" tasks such as transcribing podcasts, often at very low wages.
2006	August 25	Product	Amazon launches Amazon Elastic Compute Cloud (Amazon EC2), a virtual site farm allowing users to use the Amazon infrastructure to run applications ranging from running simulations to web hosting
2006	September 19	Product	Amazon launches Fulfillment by Amazon, giving small businesses to use Amazon.com's own order fulfillment and customer service infrastructure - and customers of Amazon.com shipping offers when buying from 3rd-party sellers.
2006	October	Legal	Amazon agrees to settle a legal dispute with Toys R Us (over a partnership that gave Toys R Us exclusive rights to supply some toy products on Amazon's website) and pays \$51 million.
2006	March	Product	Amazon launches Amazon Simple Storage Service (Amazon S3), which allows other websites/developers to store computer files on Amazon's servers.
2007	August	Product	Create Space announces launch of Books on demand service, which makes it easy for authors

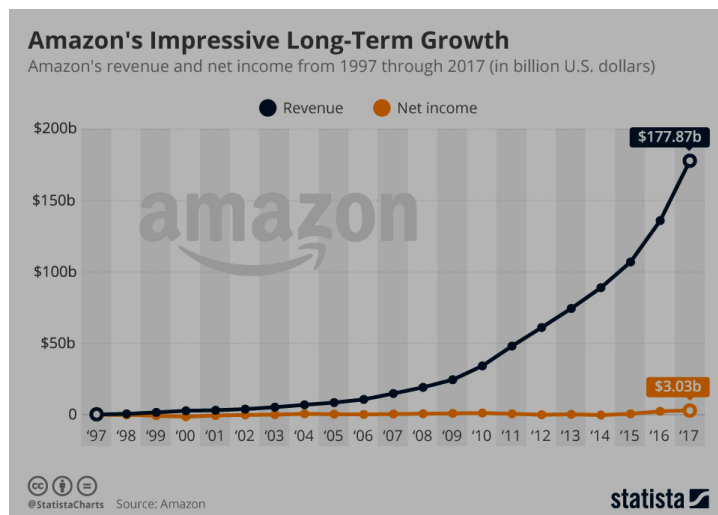
Year	Month and date	Event type	Details
2007	August	Product	who want to self-publish their books to distribute them on Amazon.com. Amazon launches Amazon Fresh, a grocery service offering perishable and nonperishable foods.
2007	September 25	Product	Amazon launches Amazon Music, an online music store and music locker.
2007	November 19	Product	Amazon launches the Amazon Kindle.
2009	July 22	Acquisitions, Competition	Amazon acquires Zappos for \$850 million.
2009	October 20	Competition	Barnes & Noble announces the Nook, an eReader
2010	January	Competition	Apple introduces its own virtual bookstore, called iBooks, and then partners with five major book publishers. It later convinces them to raise the price of ebooks (using the agency pricing model that gives publishers full control over ebook prices).
2010	February 1	Competition	Microsoft launches Microsoft Azure, a cloud computing platform that will compete with Amazon AWS over cloud services.
2010	July	Product	Amazon announced that e-book sales for its Kindle reader outnumbered sales of hardcover books for the first time ever.
2011	January	Acquisitions, International	Amazon acquires Lovefilm, a DVD rental service known as the Netflix of Europe.
2011	February 16	Competition	Borders Group, outcompeted by Amazon, applies for Chapter 11 bankruptcy.
2011	February 22	Product	Amazon rebrands its Amazon Video service as Amazon Instant Video and adds access to 5,000 movies and TV shows for Amazon Prime members.
2011	March 22	Product	Amazon launches the Amazon Appstore for Android devices and the service was made available in over 200 countries.
2011	July 1	Legal	California starts collecting sales taxes on

Year	Month and date	Event type	Details
2011	September	Product	Amazon.com purchases. Amazon launches Amazon Locker, a delivery locker system that allows users to get items delivered at specially-designed lockers.
2011	September 28	Product	Amazon announces the Kindle Fire, a tablet computer that takes aim at Apple's iPad with a smaller device that sells at \$199, compared with the \$499 value of Apple's cheapest iPad.
2012	April	Legal	The Department of Justice files suit against Apple Inc and five major publishing houses (the "Big Five"), alleging that they colluded in 2010 to raise the price of ebooks (using the agency pricing model that gives publishers full control over ebook prices). Amazon had originally set the price of ebooks at \$9.99 (using the wholesale pricing model giving Amazon full control over ebook prices).
2012	March 19	Acquisitions	Amazon acquires Kiva Systems for \$775 million, a robotics company that creates robots that can move items around warehouses.
2012	April	Legal	Amazon agrees to allow collection of sales taxes in both Nevada and Texas (starting on July 1), and agrees to create 2,500 jobs and invest \$200 million in new distribution centers in Texas.
2012	September 6	Products	Amazon announces the Kindle Fire HD series of touch screen tablet computers.
2013	March	Acquisitions	Amazon acquires social reading and book-review site Good Reads.
2013	June	International	Amazon launches in India.
2014	July 25	Products	Amazon launches the Amazon Fire.
2014	August 25	Acquisitions	Amazon announced its intent to acquire the video game streaming website Twitch for \$970 million.
2014	October	Legal	Amazon reaches agreement with Simon & Schuster, allowing the publisher to adopt the agency pricing model and set prices on its books

Year	Month and date	Event type	Details
2014	November 6 (announcement), actual rollout occurs through 2015	Products	<p>sold on Amazon.</p> <p>Amazon unveils Amazon Echo, a wireless speaker and voice command device that can take commands and queries, and be used to add items to the Amazon.com shopping cart, among other things. The Alexa Voice Service that is built into Amazon Echo can also be added to other Amazon devices.</p>
2014	November	Legal	Amazon resolves dispute with Hachette, allowing Hachette to adopt the agency-pricing model and set prices on Hachette books sold on Amazon.
2015	July	Competition, International	Alibaba announces that it will invest \$1 billion into its Aliyun cloud computing arm, some of which would go into new Aliyun international data centers. This would allow Aliyun to compete with Amazon Web Services outside of China.
2015	August 26	Products	Amazon launches Amazon Underground, an Android app through which users can get gaming and other apps for free that they would otherwise have to pay for, and also get in-app purchases for free. App creator participation is voluntary. App creators are paid \$0.002 for every minute a user spends in the app.
2015	September 8	Products	Amazon launches its Amazon Restaurants service that delivers food from nearby restaurants, for Amazon Prime customers in Seattle. The service would subsequently be rolled out to many other cities.
2015	November 2	Products	Amazon opened its first physical retail store, a bookstore in the University Village shopping center in Seattle. The store, known as Amazon Books, has prices matched to those found on the Amazon website and integrate online reviews into the store's shelves.
2015	December 14	Company	Amazon begins moving into their new headquarters campus in the Denny



Year	Month and date	Event type	Details
2016	December 7	Delivery	Triangle neighborhood of Seattle, beginning with the 38-story Amazon Tower I (nicknamed "Doppler" after the codename for Amazon Echo). The three towers are scheduled to be completed by 2020.  Amazon Prime Air (Amazon's drone-based delivery system) makes its first delivery in Cambridge in the United Kingdom. The successful delivery is announced a week later, on December 14, along with video.
2017	June 15	Acquisitions	Amazon acquires Whole Foods for \$13.7 billion, a high end grocery store located throughout the United States, United Kingdom, and Canada.
2017	September 7	Company	Amazon began search for Amazon HQ2, a second company headquarters to house up to 50,000 employees.
2018	January 18	Company	Amazon narrows down the choices of its second headquarters location to 20 cities.
2018	January 22	Company	Amazon opens a cashier-less grocery store to the public.



## **11. CONCLUSION**

Amazon's product display page aims to achieve the remarkable: helping people understand the attributes of any type of product for sale. If you go to a commerce website that only sells a single type of product—clothing, or shoes, or automotive parts—it has the luxury of tailoring its experience to the particular attributes of the products it sells.

In contrast, Amazon is designed to sell nearly every product imaginable. This means product display pages and result listings are not as streamlined, elegant, nor necessarily as fit for purpose as a category-specific or brand site. Amazon turns this seeming disadvantage into an asset: Every product display page uses the same modules and underlying structure. This creates a consistency of experience that makes it easy for users to quickly understand the attributes of any product.

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