

Wu Peifang

School of Business of BSU, Minsk, Belarus, 2645169728@qq.com

AMAZON MARKETING STRATEGY RESEARCH

As a leader in global e-commerce, Amazon's successful marketing strategies have always been the focus of the industry. This article aims to provide an in-depth analysis of Amazon's marketing strategy, including market positioning, product strategy, price strategy, promotion strategy, and big data marketing, in order to provide valuable reference and inspiration for other companies.

Keywords: Amazon, marketing strategy, market positioning, big data marketing

У. Пейфан

Институт бизнеса БГУ, Минск, Беларусь, 2645169728@qq.com

ИССЛЕДОВАНИЕ МАРКЕТИНГОВОЙ СТРАТЕГИИ AMAZON

Успешные маркетинговые стратегии Amazon, лидера глобальной электронной коммерции, всегда были в центре внимания отрасли. Целью этой статьи является предоставление углубленного анализа маркетинговой стратегии Amazon, включая позиционирование на рынке, продуктовую стратегию, ценовую стратегию, стратегию продвижения и маркетинг больших данных, чтобы предоставить ценную информацию и вдохновение для других компаний.

Ключевые слова: Amazon, маркетинговая стратегия, позиционирование на рынке, маркетинг больших данных

Since its founding, Amazon has rapidly emerged as a global e-commerce giant with its unique business model and innovative marketing strategies. Its successful marketing strategy not only helped Amazon gain market share, but also brought it sustained business growth and competitive advantage. Therefore, an in-depth study of Amazon's marketing strategies has important reference significance for other company.

Amazon's market positioning strategy. Amazon's market positioning strategy always focuses on customer needs and is committed to providing consumers with an excellent shopping experience. Amazon knows very well that only by deeply understanding consumer needs and expectations can it develop marketing strategies that are in line with market trends and win consumers' trust and loyalty. Therefore, Amazon continues to invest a lot of resources to accurately grasp consumers' shopping habits and preferences through market research, data analysis and other means, so as to formulate more accurate market positioning strategies.

Amazon's market positioning strategy is characterized by comprehensive coverage. It is not only a book sales platform, but also a comprehensive e-commerce platform. Amazon's product library covers books, electronic products, household items, clothing, shoes and hats, and other fields, meeting almost all consumers' shopping needs. This comprehensive market positioning allows Amazon to attract more types of consumers and expand market share.

In addition to comprehensive coverage, Amazon also focuses on market positioning of personalized recommendations. It uses advanced big data technology and algorithms to recommend products to users that match their interests and needs based on their browsing history, purchase history and other information [1]. This personalized market positioning not only improves shopping parti-

nence and satisfaction, but also increases user stickiness and loyalty. For example, after a user browses a book about programming, Amazon will recommend related programming courses, tools or communities to help users learn and practice more deeply.

The Kindle reader is a typical example of Amazon's successful market positioning. Amazon saw the huge potential of the e-book market, launched the Kindle reader, and successfully positioned it as a convenient and efficient reading tool. Kindle readers have the advantages of lightweight, long battery life, and good reading experience, and meet the needs of modern consumers for reading methods. At the same time, Amazon has further consolidated the position of the Kindle reader in the market through its rich e-book resources and preferential price strategies. This successful market positioning has made the Kindle reader a leading brand in the e-book market, bringing considerable revenue to Amazon.

Amazon product strategy. Products are the core of marketing. Amazon focuses on diversification and personalization in its product strategy. Amazon focuses on diversity and difference in product selection and positioning. It covers multiple categories from books and electronic products to household items, clothing, shoes and hats to meet the needs of different consumers. At the same time, Amazon also focuses on discovering and introducing innovative and unique products to enhance its market competitiveness. The successful launch of the Kindle e-book reader is a typical example of Amazon's product strategy.

Amazon focuses on improving operational efficiency and service quality to reduce operating costs and improve customer satisfaction. It ensures that products can be delivered to consumers quickly and accurately by establishing an efficient logistics system, optimizing warehousing management, and improving customer service quality. For example, Amazon's FBA (Fulfillment by Amazon) service is a manifestation of an optimized operation strategy. Through the FBA service, sellers can store products in Amazon's warehouses, and Amazon is responsible for picking, packaging and delivery. This not only reduces sellers' operating costs and risks, but also improves consumers' shopping experience.

Amazon uses big data analysis and artificial intelligence technology to deeply explore consumers' shopping habits, preferences and needs to formulate more precise product strategies and marketing strategies. At the same time, Amazon also actively collects and processes user feedback and evaluations to continuously optimize products and services. For example, Amazon's personalized recommendation system is a successful case based on consumer insights. The system recommends products that may be of interest to the user by analyzing information such as the user's shopping history, browsing behavior, and search records. This not only improves users' shopping satisfaction and loyalty, but also brings more sales opportunities to Amazon.

Amazon's pricing strategy. Market-oriented pricing is the core of Amazon's price strategy, which sets product prices based on market demand and consumer behavior. Amazon will conduct a large amount of market research and data analysis to understand the needs, preferences and purchase intentions of target customers, and also analyze competitors' price strategies to determine a price that can both attract consumers and ensure profits. For example, if Amazon is selling a popular electronic product, it will first study the price range of similar products on the market, as well as consumers' willingness to buy and ability to pay. Amazon then sets a competitive price based on its own costs and expected profits. If a lower-priced similar product appears on the market, Amazon may quickly adjust its prices to maintain a competitive advantage.

Amazon uses a dynamic pricing strategy to adjust product prices in real time based on factors such as market changes, competitor price adjustments, and product sales. This strategy helps Amazon stay competitive in the market while maximizing profits. For example, during holidays or promotions, Amazon may lower product prices to attract more consumers. When competitors cut prices,

es, Amazon quickly adjusts prices to stay competitive. Additionally, if a product is not selling well, Amazon may offer price cuts to stimulate sales.

Amazon also uses a differential pricing strategy to set different prices based on factors such as different consumer groups, purchasing channels, or product versions. This strategy helps Amazon better meet consumer demand while maximizing profits. For example, Amazon may offer lower prices or better discounts to Prime members to attract more consumers to join the Prime membership program. In addition, Amazon may also set different prices for consumers in different regions or countries to adapt to the needs and competitive environments of different markets.

Promotional pricing strategy is a price strategy adopted by Amazon during a specific period to stimulate consumer purchases by lowering prices or providing other preferential conditions. This strategy helps increase sales and market share while strengthening brand influence. For example, during major promotions such as Black Friday or Double Eleven, Amazon will launch a large number of discounted products and limited-time offers to attract consumers to buy. In addition, Amazon regularly holds promotions such as flash sales and flash sales to sell popular products at lower prices and increase sales speed and customer satisfaction.

Amazon's Promotional Strategy. Amazon often uses limited-time promotion strategies to stimulate consumers to make quick purchasing decisions by providing discounts or preferential conditions within a specific period of time [2]. For example, Lightning Deals are limited-time promotions that usually last from a few hours to a day, during which consumers can enjoy discounted prices on products. This strategy can create a sense of urgency and rush-buying atmosphere, attracting a large number of consumers to pay attention and purchase.

Full discount promotion is another common promotion method on Amazon. By setting full discount conditions, consumers are encouraged to increase their purchase quantity or purchase higher value products. For example, Amazon may launch a "buy 100 and get 20 off" full discount activity. When consumers meet a certain amount in a single purchase, they can enjoy the corresponding discounts. This strategy can stimulate consumers to increase the amount of their shopping baskets and increase sales.

A buy-and-give promotion means that consumers can receive gifts or additional services when they purchase specified products. Amazon often uses this strategy to make its products more attractive and cost-effective. For example, if you buy a certain brand of milk powder, you can get a baby bottle or toys as a gift. This kind of promotion method can not only increase the sales of the main product, but also drive the sales and popularity of the gifts.

For some new products or products that require consumers to experience in person, Amazon will provide free trials or trial opportunities. In this way, consumers can personally experience the product before purchasing, increasing their confidence and satisfaction in purchasing. At the same time, this also helps to increase the product's visibility and word-of-mouth effect.

Combination offers refer to combining multiple products or services together to sell them at a more favorable price. Amazon often packages related products for sale and provides combined discounts. For example, when purchasing a TV, you can choose to purchase audio, HDMI cables and other related products together to enjoy the combined discount price. This strategy can help drive sales of multiple products and increase the amount consumers spend on a single purchase.

The Amazon Prime membership program provides a series of member-exclusive benefits, including free and fast shipping, exclusive discounts, video streaming and other benefits. By providing additional benefits and services to members, Amazon enhances member loyalty and stickiness. While members enjoy the discounts, they will also be more inclined to shop on the Amazon platform, thus increasing the sales of the platform.

During specific holidays or seasonal events, Amazon will launch corresponding promotions. For example, during holidays such as Christmas and Valentine's Day, Amazon will launch discounts and promotions related to holiday themes. In addition, Amazon will also formulate corresponding promotion strategies in response to shopping needs in different seasons, such as promotions of cooling products in summer and warm products in winter.

Amazon's big data marketing strategy. Amazon will first collect a large amount of user data, including browsing history, purchase history, search keywords, click-through rates, evaluation feedback. Then, use advanced big data technology and algorithms to analyze and mine this data to gain an in-depth understanding of consumers' shopping habits, preferences, needs and market trends.

Based on the results of big data analysis, Amazon can provide consumers with personalized product recommendations [3]. For example, when a user browses a product, the system will recommend other related products or purchase suggestions based on the user's historical purchase records and browsing behavior. This personalized recommendation greatly increases the likelihood of purchase and user satisfaction.

By using big data and artificial intelligence technology, Amazon achieves intelligent inventory management. Based on historical sales data and market demand forecasts, Amazon can automatically adjust inventory quantities and storage locations to reduce inventory costs and improve logistics efficiency. This helps ensure items are always available for sale and reduces losses due to out-of-stocks or excess inventory.

Based on the results of big data analysis, Amazon can accurately place ads. By analyzing information such as consumer interests, purchase intentions, and search keywords, Amazon can accurately display ads to the target audience. This precise advertising strategy helps increase ad click-through rates and conversion rates, and brings better marketing effects to enterprises.

Using big data technology, Amazon can segment customers and provide customized services for different customer groups. For example, Amazon can segment customers into different segments based on their purchase history and browsing behavior and provide each group with unique product recommendations, promotions and customer service. This customer segmentation and customized service strategy helps improve customer satisfaction and loyalty.

Through in-depth research on Amazon's marketing strategy, we can see that it has unique advantages and innovations in market positioning, product strategy, price strategy, promotion strategy, and big data marketing. These successful marketing strategies not only helped Amazon gain market share and competitive advantage, but also brought it sustained business growth and improved customer satisfaction.

However, as the market continues to change and consumer needs become increasingly diverse, Amazon still needs to continue to optimize and innovate its marketing strategies. In the future, Amazon can further strengthen the development and application of personalized recommendation systems to improve the accuracy and personalization of recommendations; at the same time, it can also explore more new promotion methods and channels to attract more consumers' attention and participation.

For other businesses, Amazon's marketing strategy provides valuable experience and inspiration. Enterprises should combine their own actual conditions and learn from Amazon's successful experience to formulate marketing strategies that suit their own characteristics. At the same time, we should also pay attention to changes in market dynamics and consumer demands, and constantly innovate and optimize marketing strategies to cope with increasingly fierce market competition.

References

1. *Yu Sheyan*. Research on Amazon's Localized Marketing Strategy in China – Based on Consumer Online Shopping Behavior / Yu Sheyan // Business economics research. – 2017. – № 24. – P. 61–64.
2. *He Hui*. Research on the game of advertising promotion power between the Internet and traditional mass media / He Hui // Modern Communication (Journal of Communication University of China). – 2018. – № 40 (9). – P. 123–132.
3. *Constantinides, E.* Influencing the online consumer's behavior / Constantinides, E. // The web experience. – 2004. – № 14 (2). – P. 111–126.