



---

## A STUDY ON THE IMPACT OF PROMOTIONAL STRATEGIES OF AMAZON ON THE WORKING MALES

---

Dr. Vishnu H. Fulzele<sup>1</sup> Sambhaji Shivaji Shinde<sup>2</sup>

<sup>1</sup>Principal, Arts and Commerce College Phondaghat, Dist – Sindhudurg

<sup>2</sup>Research Scholar, K.P.B.Hinduja College of Commerce, Charni Road, Mumbai

**Corresponding Author- Dr. Vishnu H. Fulzele**

Email id: [ssambhaji30@gmail.com](mailto:ssambhaji30@gmail.com)

DOI- 10.5281/zenodo.7266817

---

### **Abstract:**

“Amazon” the American based company providing goods and services on the online basis. Amazon conducted many sales promotional strategies such as Big Billion Day sale, special launch of electronic gadget sale, Indian Republic and Independence Day sale and Great Indian Festival; Present study conducted with help of structured questionnaire with 150 working males as respondents, who purchase online products from Amazon. Consumers have been satisfied with services provided by amazon. Present study highlights on the impact of promotional strategies of amazon on the level of satisfaction of working males.

**Key Words:** Amazon, Promotion, Online Shopping, Working Male, E-Commerce

---

### **Introduction:**

Every successful entrepreneur in world has an interesting history of its inception; amazon is not an exception; like others it also gone through the life cycle of a brand development. Vision of amazon is “Relentlessly focus on customer experience by offering customers low prices, convenience, and a wide selection of merchandise.” Life of amazon started from a garage. In the year 1994 Jeff Bezos started amazon as books seller. As years go on other products made their place on platform of this e-commerce business. It has been going on since its inception like an amazon river- eternal flow of services to more than 200 countries. As of now net worth of amazon has reached \$1398.55B<sup>6</sup>. The year of foundation of amazon was a period, when drastic changes were made in Indian market due to implementation policy of liberation, privatisation and globalisation. In the same year birth of internet services took place. Lots of changes taken place with an advent of the internet services; such as inception of new technology, computers and mobile handsets. Though reach of the same were with limited people, but it is the starting point to acquire new technology. In routine life we purchase uncounted goods and services. Shopping is an activity of buying

and selling of goods which involves more than two individuals. There are two modes of shopping, online method and offline method. Due to lack of time and availability of different offers such as, 50% sale, buy one get one free, 10 days return policy, cash on delivery, free home delivery and easy comparison; thus, online method attract many working professionals.

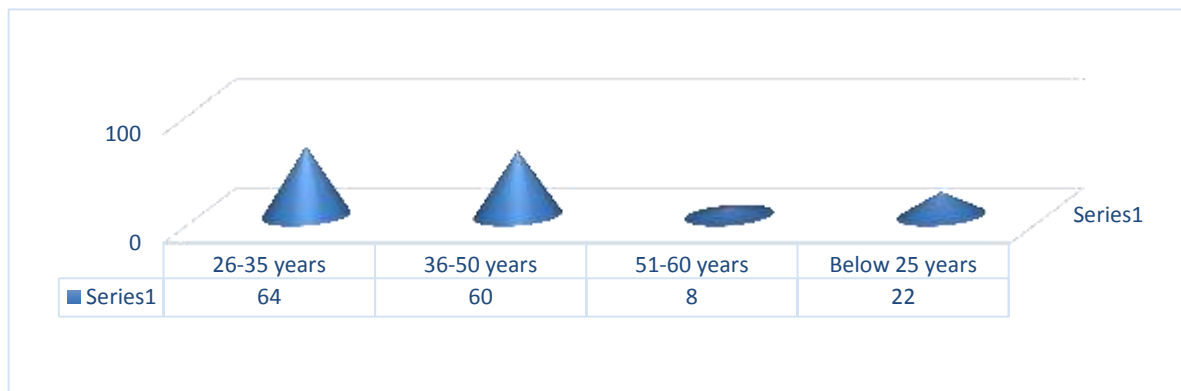
### **Review Of Literature:**

Kothari (2016)<sup>1</sup> conducted study with the aims to study the factors affecting online shopping and motivation for online shopping. The findings of the study states that most of the respondents shopped online because of reasonable prices, varieties of goods and services, quality of products, hassel free goods return policy of the online seller and most important saving of their time. The study concludes occupation of consumers is independent of Purchase habits of consumers in online shopping. Svatosova’s (2020)<sup>2</sup> study focuses on consumer behaviours from the perspective of companies and strategic management process of the e - commerce companies to achieve a desired result. Researchers have come to the conclusion that the determinants of the consumer behaviour such as time, value for money, substitutes etc., while shopping online from the e-commerce platform they played a key role in

the process of development of competitive and attractive strategies for an enduring survival of the company. Deshmukh (2016)<sup>3</sup> conducted study with the purpose to know behaviour of consumers while shopping online, researchers have proceeded with the different dimensions of the research. Researchers have come to know that certain determinants such as characteristics of products, features of websites, demography of the prospective consumers etc. have played a major role and affects shopping behaviour of the consumers. They have suggested measures to pull different online shoppers and also help the consumers to understand in a simple way the pros and cons of the different products sold via online websites. Angamuthu (2020)<sup>4</sup> has studied the merits, demerits and the future of online shopping with reference to the Indian market. The aim of the research study was to know the pros and cons of online shopping and to know the future of online shopping. Researchers have found that the market base of e-commerce business India will reach 2.5 percent of the Indian GDP by 2030 and in terms of USD dollar it will touch 300 billion. Researcher has concluded that e-commerce has opened new avenues for the sunrise entrepreneurs. It's a way forward to achieve desired goals but with due diligence. News18 network<sup>5</sup> website conducted study regarding the consumer buying preferences after the covid 19 and their behaviour have revealed much more about the new challenges that may have to face by the marketers. Safe distance, masks and washing hands; This mantra of safety plays a crucial role in the process of consumer buying decisions. The mindset to go physically for shopping is not yet

**Fig. 1.1 Age Factor Of The Respondents**

*Source: Primary Data*



fully realised. Marketers have invested much resources in the new technologies which may help consumers to get contactless delivery of goods; for that artificial intelligence, machine learning and solutions tied with RFID played an important role.

**Objectives Of The Present Study Are As Under:**

- 1) To study the impact of promotional strategies of Amazon.
- 2) To study the level of satisfaction of working males towards the services provided by Amazon.

**Research Methodology:**

**Type of Research:**

To achieve the research objectives, the researchers have used descriptive research design. A survey has been conducted with the help of structured questionnaires to know the facts.

**Type and Sources of Data:**

Primary and secondary data has been collected. The structured questionnaire has been used to collect the primary data. Secondary data is collected from various journals, articles and websites

**Target Population and Sample Size:**

Only working male have been targeted. For conducting the present study 150 working males are taken as sample.

**Sampling Method:**

For the purpose of present study, convenience sampling method has been used.

**Area of study:**

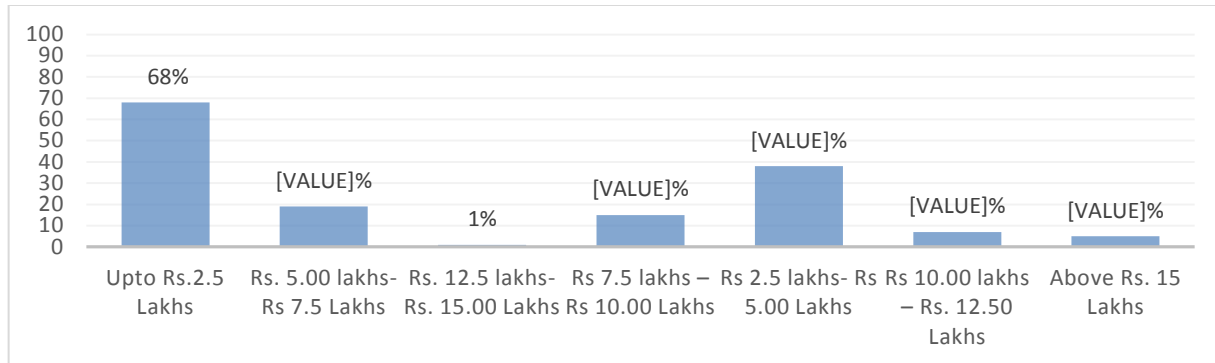
For the purpose of conducting current study, Mumbai suburban area i.e. from Borivali to Bandra is taken for the research.

**Data Analysis And Findings Of The Study**

Fig. 1.1, indicate that 42.6% respondents from the age group of 26-35 years, 40% respondents from the age group of 36-50 years, 5.33% respondents from the age group of 51-60 years and 14.66 % respondents from the age group below 22

years have been preferred amazon for online shopping. The age group of 26-35 is highest in number and age group of 51-60 lowest in number which used amazon for online shopping.

**Fig. 1.2 INCOME FACTOR OF THE RESPONDENTS**

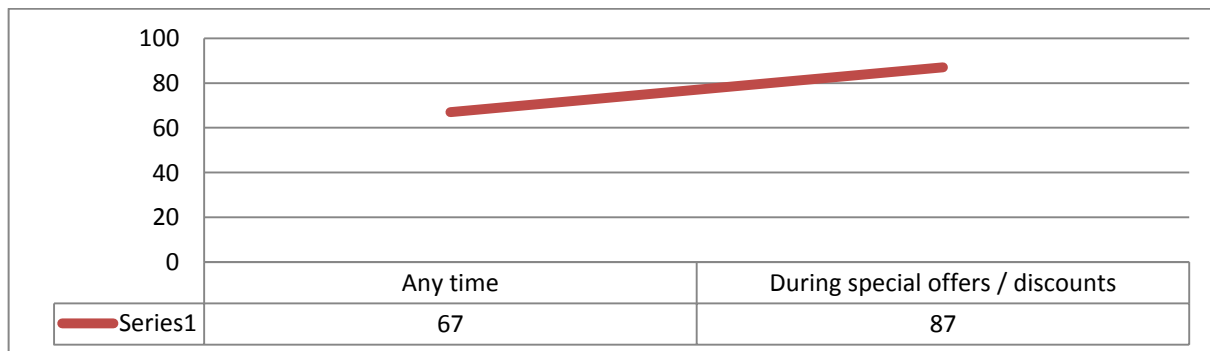


*Source: Primary Data*

Fig. 1.2, represents that 68% respondents from the income group of upto Rs. 2.5 Lakhs; 38% from the income group of 2.5 Lakhs - Rs. 5.00 Lakhs; 19% from the income group of Rs. 5.00 Lakhs – Rs. 7.5 Lakhs; 15% from the income group of Rs. 7.5 Lakhs – Rs. 10.00 Lakhs; 7 % from the income group of Rs. 10.00 Lakhs – Rs. 12.50 Lakhs; 5% from the

income group of above Rs. 15 Lakhs and 1% from the income group of Rs. 12.50 Lakhs – Rs. 15.00 Lakhs have been preferred amazon for online shopping. Working males from the income group of upto 2.5 lakhs are mostly spent their income for online purchase via amazon.

**Fig. 1.3 RESPONDENTS PREFERRED TIME OF SHOPPING**

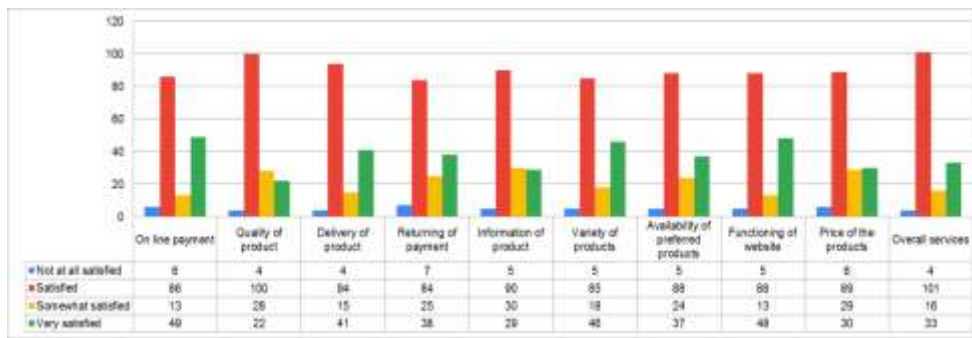


*Source: Primary Data*

Fig.1.3, shows that when consumers mostly preferred amazon for online shopping. Amazon has undertaken many promotional offers such as Great Indian Festival, Indian Republic and Independence Day sale, Special

Launch or Pre-Booking of Mobile handsets this are actually pay fruits. 58% respondents are preferred shopping on special offers. But 44.66% respondents are not impacted by the special offers.

Fig. 1.4 RESPONDENTS LEVEL OF SATISFACTION



Source: Primary Data

Fig.1.4, depicted that 58% respondents are satisfied with online payment system; 66.66% respondents are satisfied with quality of products; 56% respondents are satisfied with payment reversal system; 60% respondents are satisfied with information regarding the products and 56.66% respondents are satisfied with different varieties of products offered by amazon. We can conclude that overall, working males are satisfied with services and happy to shop online via amazon.

**Limitations:**

- 1) 150 sample sizes have been selected, with the larger sample findings may differ.
- 2) Respondents may give biased or random responses.
- 3) Frequency and aim may differ as a sample unit or area has changed.

**Findings:**

It has been seen from the graphs that, there is a positive relation between promotional strategies of amazon and preferred time of online shopping of working males. The income group upto Rs. 2.5 Lakhs is regularly preferred amazon for online shopping. Except a few, other respondents are satisfied with services provided by Amazon.

1. 42.6% respondents from the age group of 26-35 years preferred amazon for their need of online purchase.
2. 68% respondents from the income group of upto Rs. 2.5 Lakhs mostly preferred online shopping on amazon.
3. 58% respondents preferred amazon to shopped online on the special occasions.
4. working males mostly satisfied with the services provided by amazon.

**Conclusion:**

Amazon has catered every need of consumers by taking care of each and every aspect of the consumer buying process. Irrespective of age and level of income, consumers preferred an amazon for online shopping of goods and services and they are satisfied with services provided by amazon. Amazon has designed strategic promotional activities such as Great Indian Festival, Big Billion Day sale, Indian Independence Day sale and Pre launch of luxury electronic gadgets. These special promotional offers implemented by amazon in Indian online market proved to be successful. Working males mostly take advantage of these offers for online shopping; however, irrespective of these special offers, working males also shopped from amazon as per their convenience.

**webiography:**

1. Kothari, P. (2016). A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. *International Journal of Advance Research, Vol.2., Issue 6*, pp. 1-10.
2. Svatosova,V.(2020).The Importance of Online Shopping Behavior in the Strategic Management of E-Commerce Competitiveness.*Journal of Competitiveness, Vol.12., Issue. 4*, pp. 143–160.
3. Dr. G.K. Deshmukh, D. S. (2016). Online Shopping In India An Enquiry of Consumers World. *IOSR Journal of Business and Management (IOSR-JBM), Vol.2., Issue. 1*, pp. 28-33.
4. ANGAMUTHU, D. R. (2020). A study on online shopping in India an overview. *IJRAR, Vol.7, Issue. 1*, pp. 676-682.

5.<https://www.news18.com/news/india/covid-consumer-behavior-what-is-artificial-intelligence-flipkart-meesho-amazon-myntra-zomato-online-shopping-5355919.html>

6.  
<https://www.britannica.com/topic/Amazoncom>