



(Gang, 2010)

8-2 Final Project: Marketing Presentation Amazon

Crystal Meser

Marketing 345: Consumer Behavior

Southern New Hampshire University

Dr. Dionne L. Boyd

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(Gang, 2010)



(Gang, 2010)

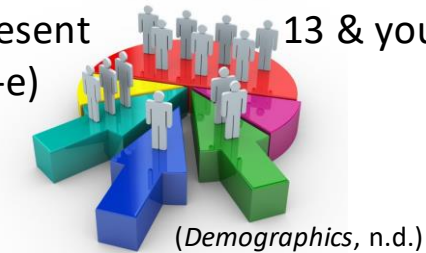
Market Research

What consumer segment does Amazon serve in?

Demographics

Type	Birth Year.	Age
Baby Boomers.	1946-1964.	59-77
Generation X.	1965-1976	47-58
Millennials (Gen Y)	1977-1994	29-46
Generation Z.	1995-2009.	14-28
Generation Alpha.	2010-present	13 & younger

(Sign in to Your Account, n.d.-e)



Why this segment is worth perusing?

- ☐ How much of this segment buys pet supplies
- ☐ What are they searching for?
- ☐ What sells, what doesn't?
- ☐ Top brands sold
- ☐ Returning customers
- ☐ Growing market?
- ☐ Satisfaction
- ☐ Improving sales

(PlusPNG, n.d.)



Amazon's Target market

- 18-60
 - Average age 37
 - 50% Male / 50% Female
 - 45 % 35-39 years old
 - Focus on Middle -aged families
 - Average household income \$85,000
 - Young, Single, Married with kids, Married, and retired
 - Segment located worldwide
 - Consumers located in rural and urban locations
- (Carmely, 2023)

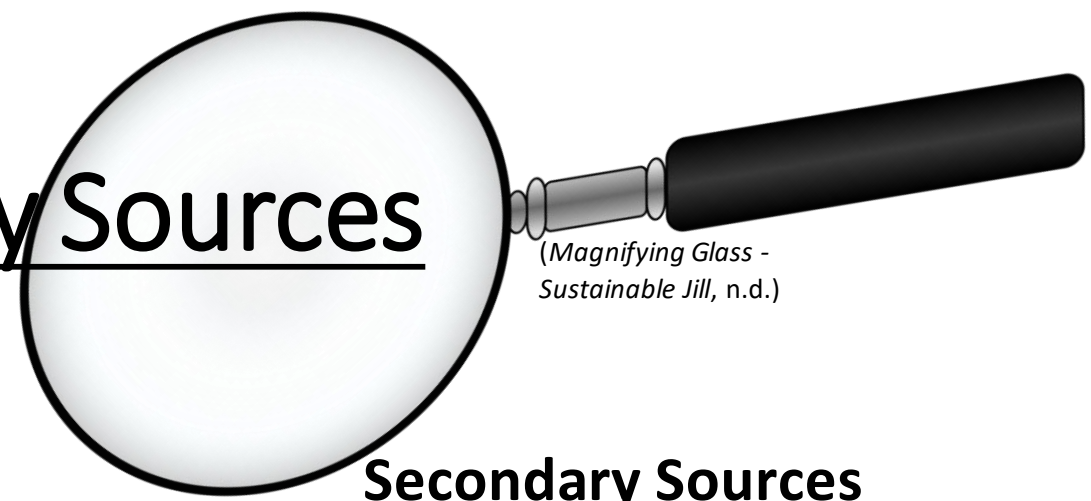


(Geralt, 2014)



(Gang, 2010)

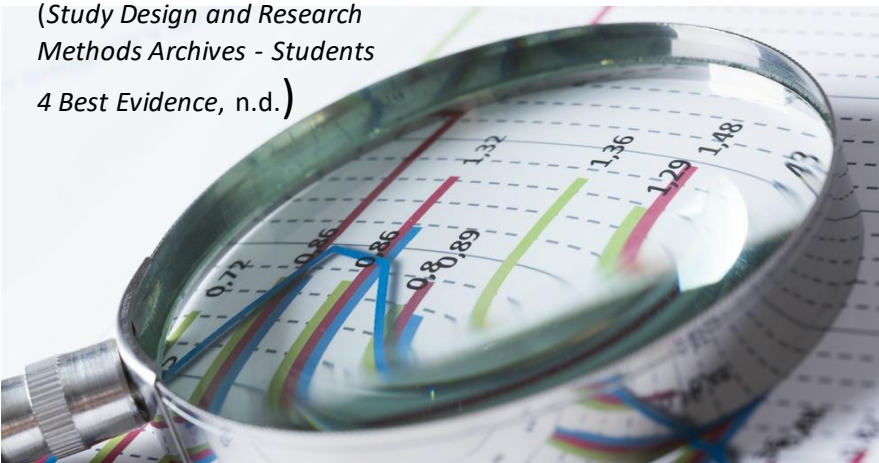
Identify Sources



Primary Sources

- Amazon's Investor Relations Website
- Official Press Releases
- News Archives

(Study Design and Research
Methods Archives - Students
4 Best Evidence, n.d.)



Secondary Sources

- Market Line
- IBISWorld
- RKMA Market Research Handbooks – Consumer Behavior 2024
- Mintel
- Customer Reviews

(Bi_Sales_Order_Report /
Odoo Apps Store, n.d.)





(Gang, 2010)

Secondary Research

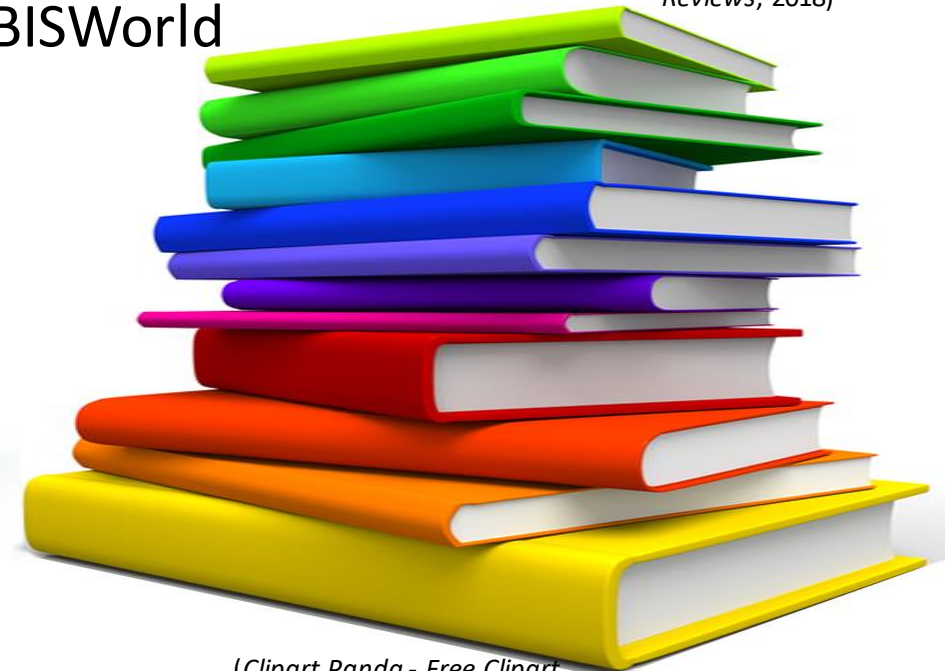
- ❑ Books – Consumer Behavior
- ❑ Blogs: Start.io
- ❑ Websites- Marcarta, DogFood Advisor, Common Thread
- ❑ Consumer Review Forums – Amazon’s Wag forum
- ❑ Market Research Reports – Market Line , Mintel, IBISWorld



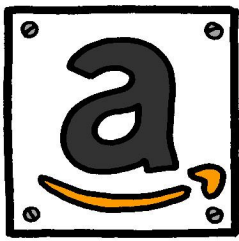
(Get More Five Star Patient Reviews, 2018)



Team (2016)



(Clipart Panda - Free Clipart Images, n.d.)



Identify Segmentations Strategies by Amazon



(Freepik, n.d.)

- Prime Membership Consumers
 - Fashion Consumers
 - Technology Consumers
 - Whole Food Consumers
 - Online shopping consumers
 - Fast shipping consumers
 - Students
 - Pet Lover/Pet Owners
- (Radić, 2023)



(Freepik, n.d.)

- Business professionals
- Single and Married consumers
- Low and High waged income consumers
- Book enthusiasts & Kindle user consumers
- Digital Streaming consumers
- Amazon Alexa Users
- Non prime membership consumers
- Demographics
- Psychographics
- Geographics
- Behavioral



(Valuavitaly, 2009)



(Bing, n.d.)



(Freepik, n.d.)



Bing, n.d.)



(Gang, 2010)

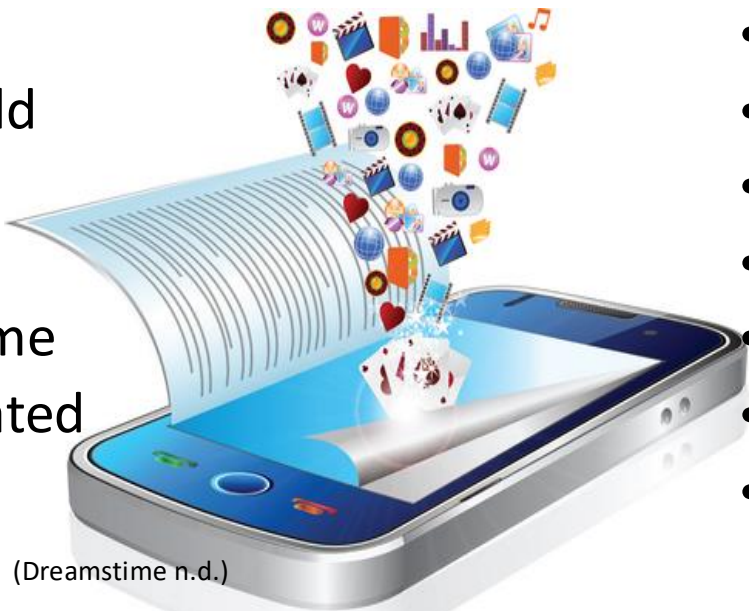
Consumer Segment Selected



(Clipart-library, n.d.)

Segment Selected

- Married
- 35-39 years old
- Kids
- Female
- \$80,000 income
- College educated
- Employed
- Tech Savvy
- Prime Membership Subscriber
- (Radić, 2023)



(Dreamstime n.d.)

Why?

- Typical customer on Amazon
- Understand purchases made
- Average family household
- Understand wants / needs
- Trends
- Pricing
- Reviews/ feedback



(Freepik, n.d.)



(Freepik, n.d.)



(Amazon, n.d.)



(Gang, 2010)

Research needed for this segment



What time is this segment online?

What are they searching for?

- How much do they spend?
- Do they make a purchase every time?
- Brand information needed
- Analytics needed
- What products are being purchased the most?



(Clipart, n.d.)



(Freepik, n.d.)



(Freepik, n.d.)



(Gang, 2010)

Define The 6 Stages of the Consumer Buying Process



(Joe et al., 2021)



(Dreamstime ,n.d.)

- Problem Recognition
- Search for Information
- Evaluating alternatives
- The Purchase Decision
- The Actual Purchase
- Post-Purchase Evaluation



(Admin, 2018)

ANALYZE MARKETING STRATEGIES THAT CAN BE USED FOR EACH STAGE OF THE CONSUMER BUYING PROCESS IN REGARD TO YOUR CHOSEN MARKET SEGMENT

Problem Recognition

Marketing Strategy:

- Search Engine – Keywords
- Target Marketing Advertisement

The search for information

Marketing Strategy:

Creating Content – blog posts, videos, using pet influences, gain customer reviews on pet health, food, toys and products we can offer to solve them

Evaluating Alternatives

Marketing Strategy:

Using competitive pricing
Offering coupons rebates rewards
Quick visual aids comparing products between competitors
Consumer Reviews

The Purchase Decision

Marketing Strategy:

Offer free shipping
Offer returns
Create a Mobile application
Highlight benefits in products.
Limited time discounts



(Ltd, n.d.)

6 Stages to the Consumer Buying Process

1. Problem Recognition (Becoming aware of a need, want, or desire)
2. The search for information
3. Evaluating Alternatives
4. The Purchase Decision
5. The Actual Purchase
6. Post-Purchase Evaluation



(Istockphoto.com, n.d)

The Actual Purchase

Marketing Strategy:

Consumer feedback
Follow up surveys



(Customer Service - Free of Charge Creative Commons Highway Sign Image, n.d.)

Post-Purchase Evaluation

Marketing Strategy:

24 hour customer support
Appreciation emails
Educational Area on website
Offer coupons

DISCOUNTS!



Dhudasia (2020)



(Gang, 2010)

Determine the specific stages of the consumer buying process for which your marketing strategy can be most effective for your consumer segment

1

Searching for information

- Creating content



image by flickr user
Lorraine Santana
(Hub, 2015)

2

Problem Recognition

- Targeted advertising is ready
- Key words are tagged for search engine

3

Evaluating Alternatives

- Offering coupons
- Loyalty programs
- Competitive pricing
- Consumer reviews

4

Post- Purchase Evaluation

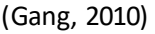
- Offering customer coupons for future purchases
- Thanking them for their purchase and asking for a review of the product
- Highlighting Customer Support 24 hour service
- Offering them sources on our website for educational purposes, how to videos, pet concerns and products we have to help them.



(Gang, 2010)

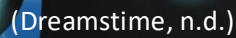


GPTadmin (2018)



Goals For My Marketing Segment:

1. Generate Leads
2. Expand Brand Awareness
3. Increase Sales
4. Customer Engagement
5. Increase my social media followers



Define Channels through which
you will market your segment
explain

Channels I will market to reach my segment

(YouTube - Bing, n.d.)



- ☐ Facebook
- ☐ Instagram
- ☐ YouTube



(Pixabay/Facebook - Bing, n.d.)



(Gang, 2010)



Instagram

(Instagram Image - Bing, n.d.)

Develop a messaging strategy include sample messages for each you have identified



(Gang, 2010)

My personalized content I created for my messaging strategy

Facebook Content Message



Instagram Content Message



YouTube Content Message



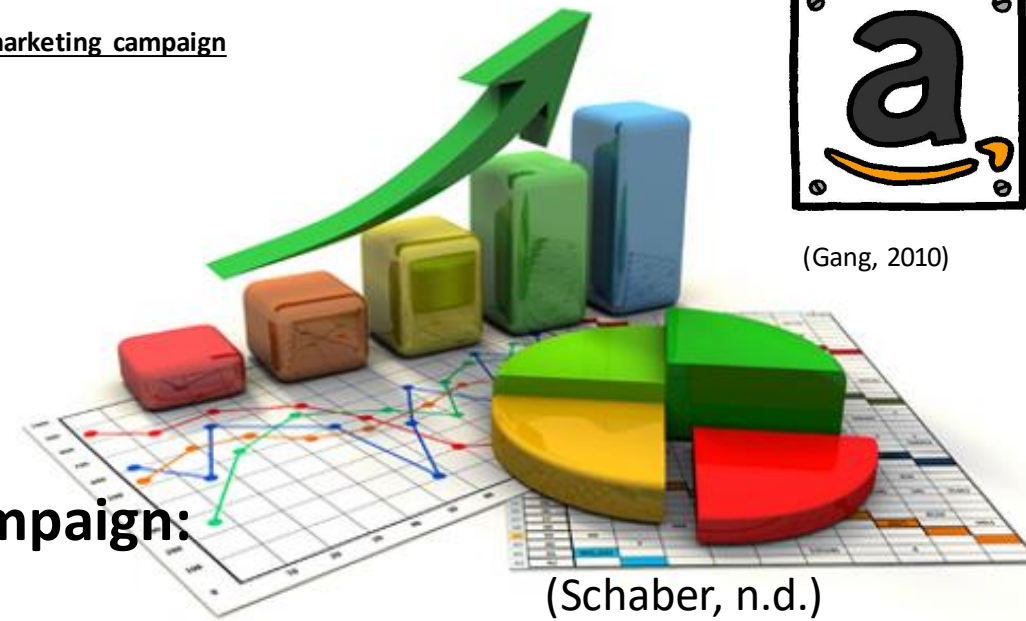
B. One-To-One Marketing Campaign

Define one-to-one marketing, and describe how you will incorporate it into your overall marketing campaign



(Gang, 2010)

What is One-to-One Marketing?



(Schaber, n.d.)

How I will incorporate one-to-one marketing in my campaign:

1. Analyze metrics / design advertisement to make recommendations
2. Create personalized content for consumers
3. Loyalty program
4. Algorithms
5. Personalized marketing emails



(Basic of Email Marketing (Dasar Pemasaran Email), n.d.)



(Metrics Circle Word Cloud Business Concept Stock Illustration 1093255880 | Shutterstock, n.d.)

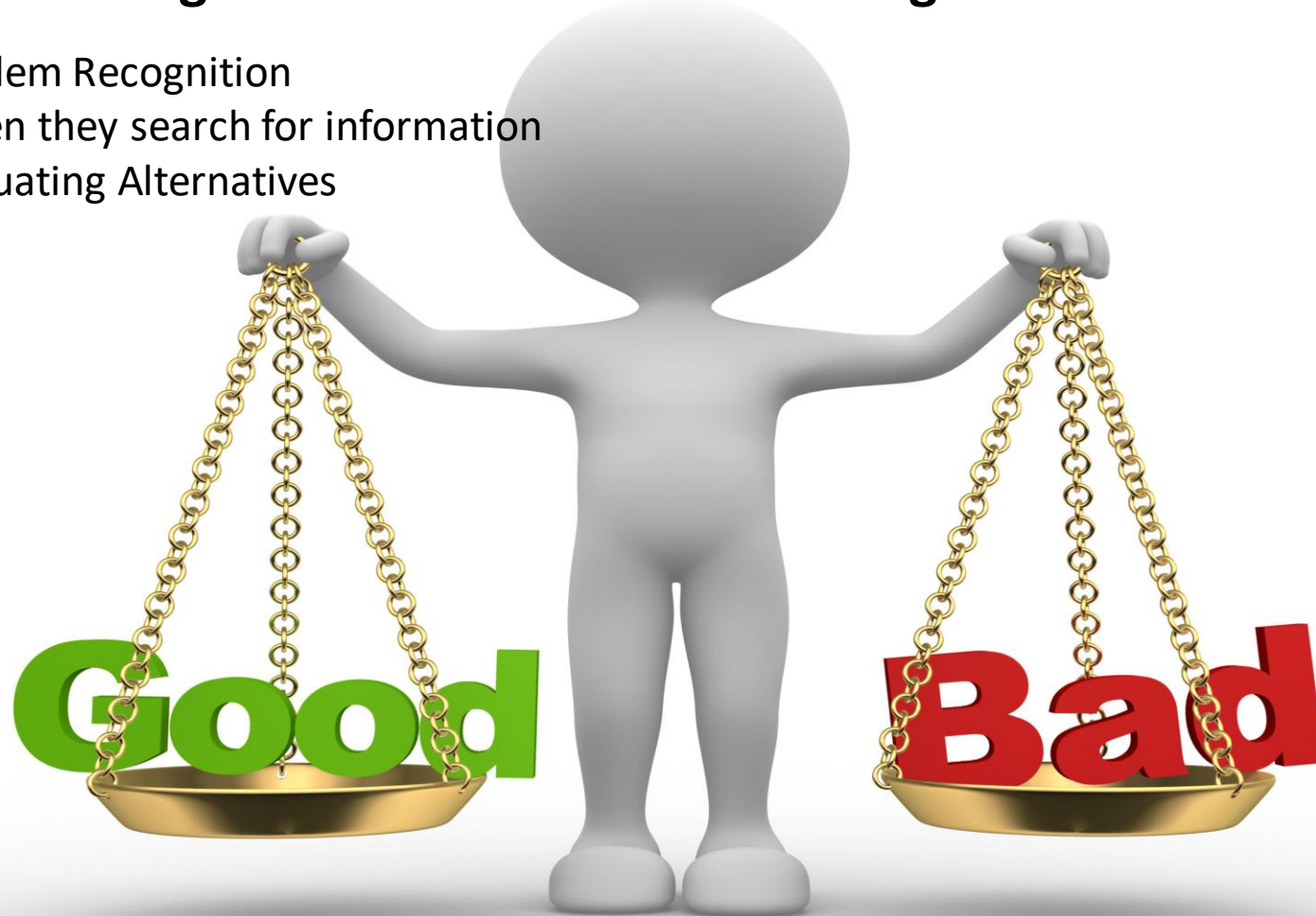
Describe which stage(s) in the consumer buying process would best lend itself to one-to-one marketing



(Gang, 2010)

The Best Stages for One-To-One Marketing

1. Problem Recognition
2. When they search for information
3. Evaluating Alternatives



(How to Deal With Criticism Online PPT | Resorcio, n.d.)



(People Evaluation - Bing, n.d.)



(Problem Analysis Solution - Bing, n.d.)

Determine a one-one marketing strategy that would work for the stage(s) you identified and explain why it aligns with your segment

How these stages align with my consumer segment:

1. Problem Recognition
2. When they search for information
3. Evaluating Alternatives



(Administrator, 2023)



(Gang, 2010)



(BestStore, n.d.)



(Blog Flicker-Don't Miss Our Articles to Keeping a Killer Knowledge Base, 2018)



Customer by [Nick Youngson](#) CC BY-SA 3.0 Alpha
Stock Images

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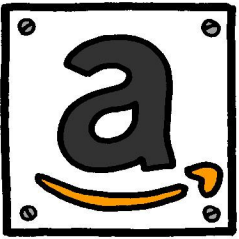
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