

1.1 INTRODUCTION

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to having a web site is that a web site is informational and transactional in nature, as the web site can be used for advertising and direct marketing; sales; customer support and public relations. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.

Advertising is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an

important social and economic topic in Indian society. Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are:-

- Advertising
 - Personal Selling
 - Sales Promotion, and
 - Publicity
1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
 2. Personal selling is the dissemination of information by personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.
 3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.
 4. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

1.2 SIGNIFICANCE OF THE STUDY

Studying Amazon's sales promotion strategies is significant because it provides valuable insights into how targeted marketing techniques influence consumer purchasing behavior, brand perception, and overall market dynamics. Amazon employs a variety of promotional tactics, such as discounts, cashback offers, loyalty programs, and limited-time deals, which have been shown to effectively attract and retain

customers. Understanding these strategies can help businesses optimize their own promotional efforts, enhance customer engagement, and improve sales performance. Additionally, analyzing Amazon's approach offers a broader understanding of e-commerce trends and consumer preferences in the digital marketplace

1.3 STATEMENT OF THE PROBLEM

In current scenario the advertisement and promotional offers are the major problems to all the retail industry. So, it is very difficult to identify the customer needs and wants, and serving to customers. It is also very difficult for the marketers to retain current customers and attract the future customers. In a retail store, advertisement and promotional offers are required to attract current customers.

1.4 OBJECTIVES OF THE STUDY

Primary objectives

- To study the effectiveness of Sales Promotion and Advertising Strategy at Amazon.

Secondary objectives

- To know the media effectiveness and efficiency.
- To know how consumers are evaluating e-commerce sites for their purchases.
- To understand schemes and offers provided by Amazon
- To study the role of brand image in the purchasing decision of Amazon.

1.5 SCOPE OF THE STUDY

This research study cover all products of sales promotion and advertising strategy of Amazon to examine what the impact of sales promotion and advertising strategy.

1.7 LIMITATIONS OF THE STUDY

- The sample size is restricted to 50 only
- The respondents may not give proper information
- The study is purely for academic purpose.

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