

A Study On Brand Visibility And Customer Engagement At Amazon Pvt Ltd

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ABSTRACT

This study examines the relationship between brand visibility and customer engagement on Amazon, a leading e-commerce platform. It aims to explore how various strategies implemented by Amazon influence the visibility of brands and how these strategies, in turn, drive customer engagement. The research identifies key factors such as product listings, advertisements, personalized recommendations, and customer reviews that contribute to enhancing brand visibility on the platform. Furthermore, it investigates how these factors influence customer behavior, including purchasing decisions, interactions with brands, and overall loyalty. Through both qualitative and quantitative analysis, this study assesses the effectiveness of Amazon's platform features in boosting brand awareness and fostering deeper customer engagement. The findings provide valuable insights for brands looking to optimize their presence on Amazon and improve their marketing strategies in a competitive e-commerce environment. The study also contributes to the broader understanding of digital marketing and consumer behavior in the context of online marketplaces.

INTRODUCTION

The rapid growth of e-commerce has transformed the retail landscape, with platforms like Amazon emerging as dominant players in the global market. As a result, brands are increasingly focused on maximizing their visibility to effectively reach and engage consumers. In a highly competitive environment, Amazon offers a unique opportunity for brands to interact with a vast customer base through a variety of tools and strategies designed to enhance their online presence. Brand visibility and customer engagement are key elements that contribute to the success of brands on Amazon, influencing purchasing decisions, brand loyalty, and long-term profitability.

NEED FOR THE STUDY

The exponential growth of e-commerce, especially on platforms like Amazon, has significantly altered the dynamics of consumer behavior and business strategy. As of recent years, Amazon has become a key player not only in retail but also in shaping the way brands engage with customers online. However, the marketplace's sheer size and complexity present unique challenges for brands in terms of visibility, customer engagement, and overall success. Despite the massive potential for growth, many brands struggle to effectively utilize the tools and opportunities available to them on Amazon to enhance their market presence and build strong customer relationships.

OBJECTIVES OF THE STUDY

1. Identify Key Factors Influencing Brand Visibility on Amazon

2. Examine the Impact of Brand Visibility on Customer Engagement
3. Analyze the Role of Amazon's Advertising and Promotional Tools

SCOPE OF THE STUDY

This study focuses on examining the relationship between brand visibility and customer engagement on Amazon, specifically within the context of the platform's e-commerce ecosystem. The scope of the research is defined by several key parameters, including the geographical region, the type of products analyzed, and the factors influencing brand visibility and customer engagement on Amazon. The study aims to explore the different elements within Amazon's platform that affect brand presence and customer interaction, as well as assess their combined impact on business outcomes.

METHODOLOGY

C. Secondary Data Analysis: In addition to primary data collection, secondary data will be gathered from existing studies, Amazon's publicly available reports, and case studies of successful brands on the platform. This will provide a broader context and support the findings from primary research.

4. Data Analysis:

A. Quantitative Data Analysis: The data collected from surveys will be analyzed using statistical techniques, including:

- Descriptive statistics (mean, median, mode) to summarize demographic data and respondent characteristics.
- Correlation analysis to assess the relationship between brand visibility factors and customer engagement behaviors.
- Regression analysis to determine the extent to which brand visibility influences customer engagement and purchasing behavior.

LIMITATIONS OF THE STUDY

- Reliance on Secondary Data:** The study primarily uses secondary sources, which may not reflect the most recent or specific data related to Amazon's customer engagement strategies.
- Lack of Primary Insights:** Due to the absence of direct customer surveys or interviews, the study may not fully capture consumer sentiments or personal engagement experiences.
- Limited Scope to Amazon Pvt Ltd:** The study focuses exclusively on Amazon Pvt Ltd and does not compare its strategies with those of other e-commerce competitors, which could have provided broader insights.
- Dynamic Market Trends:** As branding and digital marketing trends evolve rapidly, the findings may become outdated quickly, limiting their long-term applicability.
- Geographical Constraints:** The study does not analyze regional variations in brand visibility and engagement, which may differ significantly across different markets or countries.

REVIEW OF LITERATURE

1) **"Investigating the Factors Influencing Consumer Engagement with Amazon’s Digital Marketing Channels"** (2025)

Authors: Rajesh K and Cathelina

Summary: This study examines key factors such as trust, security, rewards, accessibility, and relevance that impact consumer engagement with Amazon's digital marketing initiatives. [Dialnet](#)

2) **"The Mediating Role of Social Media Marketing Effectiveness in the Relationship Between Customer Engagement and Brand Loyalty: A Study of Amazon as a Retail Brand Store"** (2024)

Authors: Ph.D. student, University Sains Malaysia

Summary: This research explores how social media marketing effectiveness mediates the relationship between customer engagement and brand loyalty in the context of Amazon. [ResearchGate](#)

3) **"Analysis for Ethical Marketing and Customer Engagement in Amazon Web Services"** (2024)

Authors: Not specified

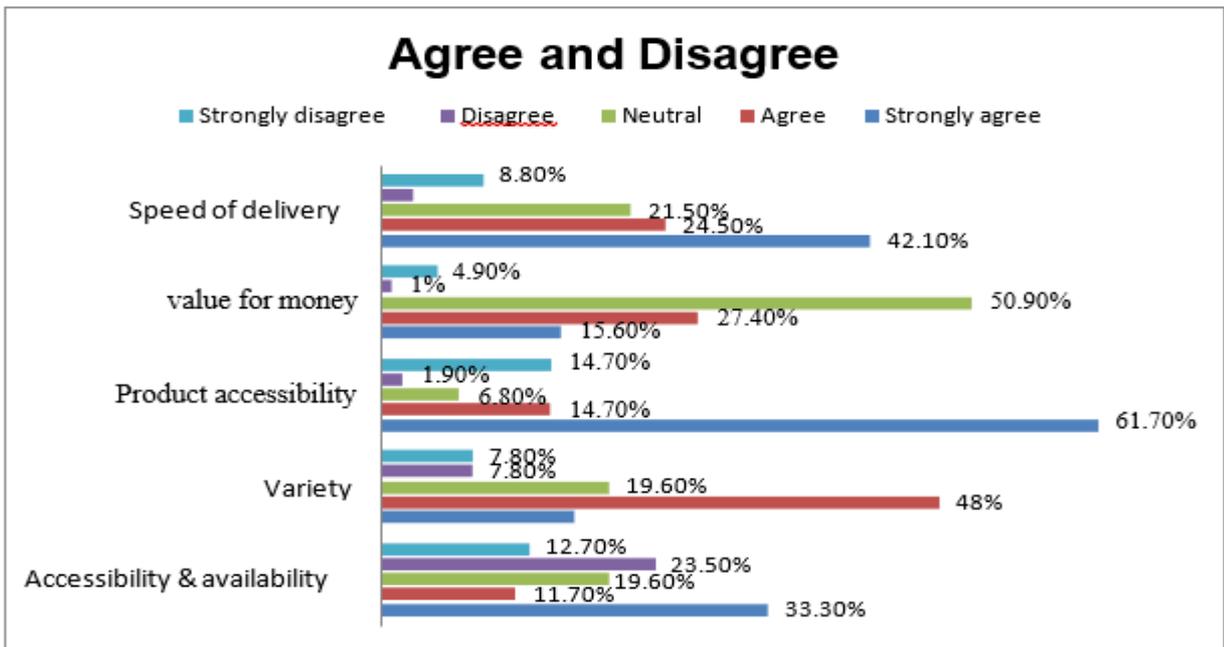
Summary: This paper provides a critical analysis of Amazon Web Services' marketing strategies with a focus on ethics and social responsibility. [ResearchGate](#)

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1.20 MOST IMPORTANT PARAMETERS THAT YOU CONSIDER BEFORE CHOOSING TO ORDER ONLINE

S.NO	PARTICULARS	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
1	Accessibility & availability	33	32.3%	12	11.7%	20	19.6%	24	23.5%	13	12.7%
2	Variety	17	16.6%	49	48%	20	19.6%	8	7.8%	8	7.8%
3	Product accessibility	63	61.7%	15	14.7%	7	6.8%	2	1.9%	15	14.7%
4	Value for money	16	15.6%	28	27.4%	52	50.9%	1	0.9%	5	4.9%
5	Speed of delivery	43	42.1%	25	24.5%	22	21.5%	3	2.9%	9	8.8%

SOURCE:-Primary Data



(FIG 4.1.20)

INFERENCE:-

Majority (32.3%) of the respondents strongly agreed with the parameters accessibility and availability.

Majority (48%) of the respondents agreed with the parameters variety.

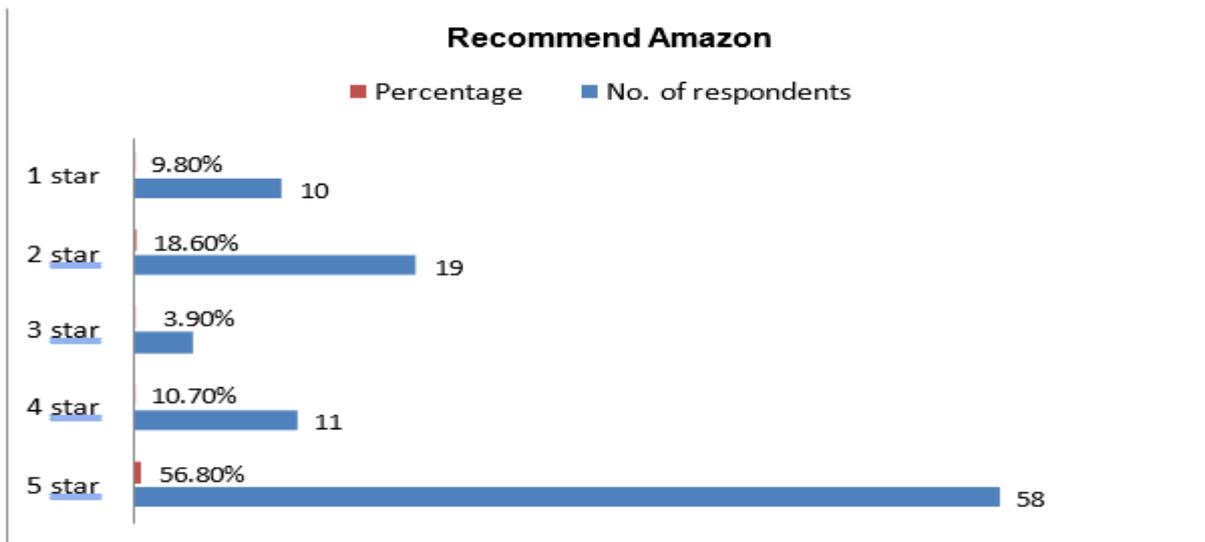
Majority (61.7%) of the respondents strongly agreed with the parameters product accessibility.

Majority (51.9%) of the respondents neutral with the parameters speed of delivery.

TABLE 4.1.21 RECOMMEND AMAZON TO OTHERS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5 star	58	56.8%
2	4 star	11	10.7%
3	3star	4	3.9%
4	2 star	19	18.6%
5	1 star	10	9.8%
	TOTAL	102	100%

SOURCE:-Primary Data



(FIG 4.1.21)

INTERPRETATION:-From the above analysis (56.8%) of respondents gave 5 star ratings , (10.7%) of respondents gave 4 star ratings, (3.9%) of respondents gave 3 star ratings, (18.6%) of respondents gave 2 star ratings and (9.8%) of the respondents gave 1 star ratings to recommend Amazon to others.

INFERENCE:-Majority (56.8%) of respondents gave 5 star ratings to recommend Amazon to others.

4.1 HYPOTHESIS

- The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and (the chi-square statistic for each cell).
- The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you are dealing with dependent variables; red, independent.
- The chi – square statistic is 177.8755. The p-value is <0.00001. The result is significant at p<.05.

FINDINGS

- Majority (59%) respondents are age between 20-38.
- Majority (76%) of gender of respondents are male.
- Majority (77.4%) of the respondents are unmarried
- Majority (50.9%) respondents monthly income is below 25,000.
- Majority (42%) of respondents are shopping with Amazon.
- Majority (27.4%) of people are spending time on Amazon once a week.
- Majority (31.3%) of respondents are preferred Amazon for shopping because of

good quality.

- Majority (33.3%) of respondents shopping based on product quality in Amazon.
- Majority (56%) of respondents made their by COD.
- Majority (23.5%) of respondents are spending 1500 to 2000 rupees in shopping online.
- Majority (35.2%) of respondents chosen online shopping instead of direct shopping.
- Majority (38.2%) of the customers purchased a product through Amazon in the source of family and friends.
- Majority (27.4%) of respondents are using clothing and electronics

product features often in a day.

SUGGESTIONS

- Amazon E- commerce sites should take the primary issues really serious as well as the delivery of the product with better return policies to make themselves credible before the eyes of the customer.
- Amazon should make very delivery to all priced product.
- The Amazon should add some offers with the products is very quarters so as to gain more and more number of customers.
- Amazon focused on the review given by customer for changes begin the product.
- If Amazon would provide different designs to variety of products, they can gain more number of customers and can easily satisfy them.
- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers Should take necessary steps to overcome this problem.

CONCLUSION

Online shopping (AMAZON) is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's satisfaction towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the

possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. This study concluded online shopping is a highly best one, when compared to other shopping. The study about the various aspects of customer satisfaction on Amazon online shopping is satisfied with price, speed of delivery, loyalty or this online, variety of product, customer support, quality of delivery products, recurring purchase in same store, offers & discounts and advertisements. If the suggestion given by the customers implemented successfully, the growth of the company and the level of satisfaction of the customer will be improved.

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