

## 2021-22 Amazon Student Prime Case Study

### Situation Analysis:

#### Introduction:

Amazon operates in many different industries including cloud computing, online retailing, video and music streaming, photo storage, gaming and textbooks. There are formidable competitors in each industry, and Amazon is not the leading provider in several of them. This presents both product and marketing challenges that must be addressed in creating a “bundle of benefits” that provides superior value versus competitors in the minds of the target audience - members of the Gen Z cohort.

#### Amazon’s Position within the Industry:

In its Mission, Amazon claims “to be Earth’s most customer centric company.” To uphold this mission, Amazon’s subscription loyalty program - Amazon Prime - offers a wide array of benefits to its customers that maximizes brand loyalty:

- Expedited shipping on select products
- Access to all Prime Ventures
- Exclusive lightning deals
- Photo storage services
- Account sharing capabilities
- Free delivery on groceries, fashion, and merchandise items

Amazon has worked diligently to provide a bundle of benefits for its customers, and this strategy has become a significant competitive advantage for the company. Amazon also operates on a low cost, convenience strategy. This allows the company to offer competitive prices, extensive product selection, and one click convenience.

#### Amazon Prime Student:

Amazon has created a limited duration offering for higher education students that include the following benefits:

- Prime Delivery
- Prime Video
- Amazon Music Prime
- Prime Reading
- Amazon Photos
- Prime Wardrobe
- Exclusive Offers
- Low Cost Add on Services

**Cost:**

Prime Student is half the cost of a regular Amazon Prime membership, and it is valid for any student enrolled in a graduate program, four-year university, community college, or vocational school for four years or until the student graduates.

**Rationale:**

Many college students already have access to Amazon Prime Family memberships, so why would Amazon want to offer a program targeted to this cohort if they are already customers?

According to a 2021 article by SuperAwesome, a technology company powering the kid's digital media ecosystem around the world, brand awareness and loyalty begins as early as 7-8 years old and solidifies in the late teens. Once brand loyalty is formed, it is difficult to break.

Students on Amazon Prime Family membership plans are users, not customers, and their loyalty may be based more on convenience than preference.

The options in segments where Amazon competes for Gen Z consumers has a dynamic and constantly evolving digital ecosystem with new offerings by formidable competitors on a global scale.

Bundling is a strong response to competition, and Amazon is uniquely positioned to do well in this arena due to its cloud backbone which can serve as the home for various digital offerings.

However, as our primary and secondary research will show, Amazon does not lead in all segments within their bundle, and in some cases, they are significantly lacking.

If the strategic goal is to have every element within the bundle add significant value, Amazon must consider two initiatives in acquiring and keeping Gen Z customers

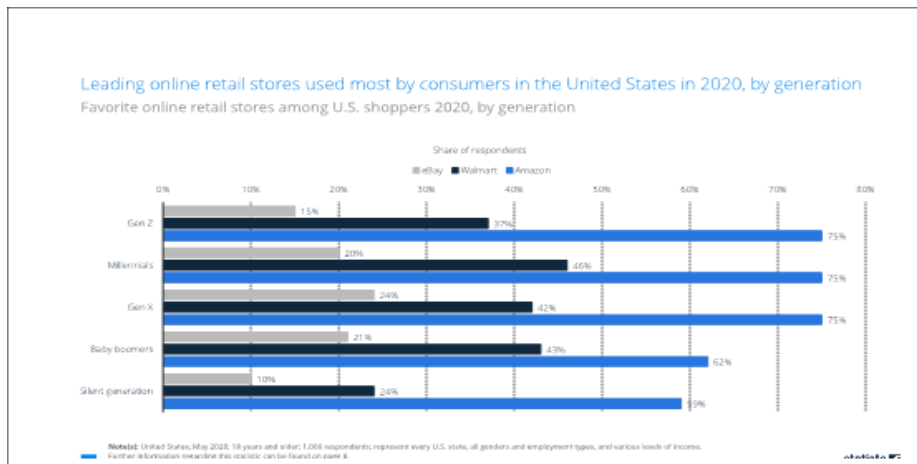
1. Product Innovation and development
2. A 360-marketing campaign to communicate and reinforce the overall bundle value versus competitors

## Segment and Competitor Analysis:

### Online Merchandise and Fashion:

Amazon Performs exceptionally well in the online retail industry. In comparison to market shareholders, 75% of people from the Gen-X, Millennial, and Gen-Z cohorts claim that Amazon is their favorite retailer (Statista).

Amazon Fashion is a SBU under Amazon focusing solely on the fashion industry. Amazon has made partnerships with popular online fashion retailers such as Shein and Zaful.



**Secondary Research:**  
Gen Z considers Amazon their favorite Online Retailer.

**Primary Research:**  
Primary Research confirms that Amazon is the favorite online retailer for Gen Z consumers.

Participants rank their preference of online retailers when making merchandise purchases

#	Field	1	2	3	4	5	6	7	8	Total										
1	Amazon	76.92%	20	15.38%	4	7.69%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	26
2	Ebay	3.85%	1	3.85%	1	15.23%	5	15.38%	4	15.38%	4	30.77%	8	11.54%	3	0.00%	0	0.00%	0	26
3	Elby	0.00%	0	7.69%	2	7.69%	2	34.62%	9	34.62%	9	15.38%	4	0.00%	0	0.00%	0	0.00%	0	26
4	Macy's	0.00%	0	0.00%	0	11.54%	3	30.77%	8	26.92%	7	30.77%	8	0.00%	0	0.00%	0	0.00%	0	26
5	Target	15.38%	4	53.85%	14	11.54%	3	3.85%	1	7.69%	2	3.85%	1	3.85%	1	0.00%	0	0.00%	0	26
6	Walmart	0.00%	0	15.38%	4	42.31%	11	11.54%	3	15.38%	4	3.85%	1	11.54%	3	0.00%	0	0.00%	0	26
7	Wish	0.00%	0	3.85%	1	0.00%	0	3.85%	1	0.00%	0	11.54%	3	73.08%	19	7.69%	2	0.00%	0	26
8	Other	3.85%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.85%	1	0.00%	0	52.31%	24	0.00%	0	26

Showing rows 1 - 8 of 8

Amazon received the most votes (76.92%) for the first place regarding preferred online retailers for merchandise purchases. In second comes Target and in third comes Walmart.

**Insights: Online Retailing**  
Amazon dominates online retailing in:

- Product Breadth
- Competitive Dynamic Pricing
- Maximum convenience with the “try before you buy” feature

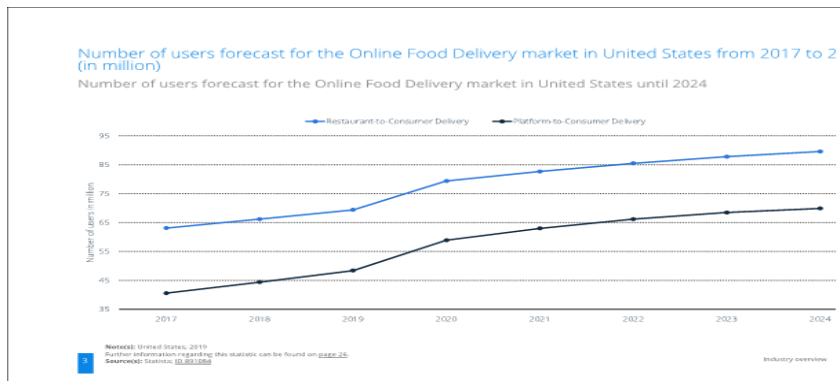
Competitive Advantage Achieved

## Online Grocery and Food Delivery:

The need for online grocery and food delivery is projected to increase steadily until 2024 (Statista).

Amazon is a front runner in this industry due to its decision to acquire Whole Foods in 2017. Amazon also started a new venture - Amazon Fresh, and Prime Student subscribers get access to two-hour grocery delivery in select cities. Many grocery retailers continue(d) to build physical stores and underestimated the increased demand for online grocery/food delivery. Amazon recognized this trend early and has captured 32% of the market share in this area. (IbisWorld).

Prime Student has made a good decision by partnering with GrubHub, the market leaders in the Online Food Delivery Industry (GLC Network). However, Amazon must be aware that third party delivery services struggle to make profits consistently.



**Secondary Research:**  
Online food delivery is trending upward.

### Primary Research:

Primary Research confirms that Amazon is the favorite provider for online food purchase and delivery of Gen Z.

Participants rank which platform they use for food purchases

#	Field	1	2	3	4	5	6	7	8	9	Total									
1	Amazon Fresh	23.08%	6	26.92%	7	26.92%	6	0.00%	0	0.00%	0	26								
2	Instacart	0.00%	0	7.69%	2	11.54%	3	42.31%	11	30.77%	8	7.69%	2	0.00%	0	0.00%	0	0.00%	0	26
3	Kroger	7.69%	2	3.85%	1	11.54%	6	15.38%	4	30.77%	8	18.23%	5	0.00%	0	0.00%	0	0.00%	0	26
4	Prepco	0.00%	0	0.00%	0	0.00%	0	15.38%	4	15.38%	4	53.85%	14	11.54%	3	3.85%	1	0.00%	0	26
5	Shipit	3.85%	1	0.00%	0	0.00%	0	15.38%	4	7.69%	2	53.85%	14	15.38%	4	3.85%	1	0.00%	0	26
6	Thrive Market	0.00%	0	3.85%	1	0.00%	0	3.85%	1	7.69%	2	23.08%	6	17.69%	15	3.85%	1	0.00%	0	26
7	Walmart	15.23%	5	38.46%	10	19.23%	5	3.85%	1	0.00%	0	11.54%	3	7.69%	2	0.00%	0	0.00%	0	26
8	Whole Foods	38.46%	10	19.23%	5	19.23%	5	0.00%	0	3.85%	1	3.85%	1	0.00%	0	15.38%	4	0.00%	0	26
9	Other	7.69%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	26

Showing rows 1 - 9 of 9

Whole Foods was the most voted, ultimately getting the first place, but Amazon Fresh had significant votes. It is important to highlight an opportunity here, Amazon acquired Whole Foods, but students might not know that. In second place comes Walmart. Amazon Fresh got the most votes for third place.

### Insights: Online Grocery

Amazon dominates online grocery in:

- Product breadth
  - Competitive Dynamic pricing
  - Maximum convenience
- Competitive Advantage Achieved

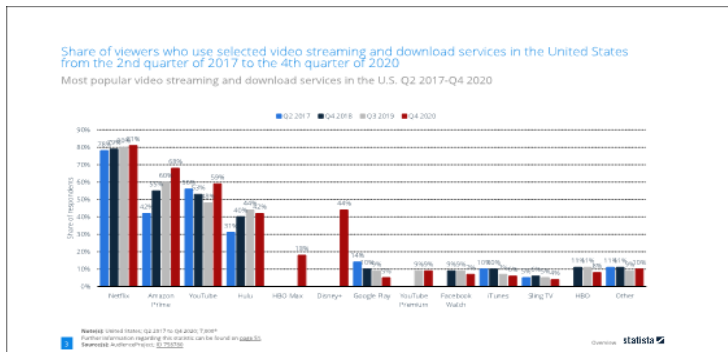
### Insights: Online Food Delivery

Amazon uses a top delivery service:

- GrubHub has recently lost market share to DoorDash (GLC Network) and was unprofitable last year

## Video Streaming:

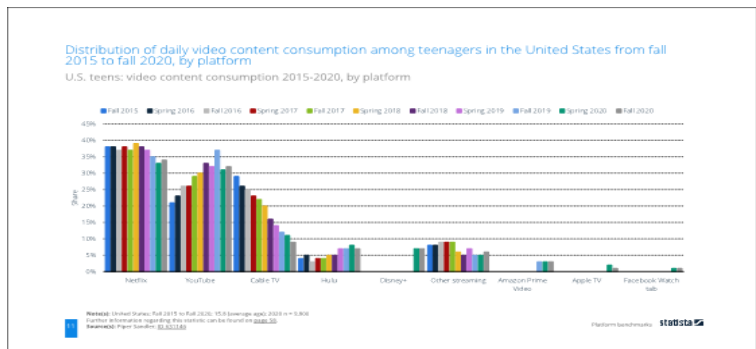
Netflix is the industry leader in video streaming followed by Prime Video and YouTube.



**Secondary Research:**  
Confirms that Amazon Prime has a strong position in Video Streaming overall.

However, when the industry is segmented by generation, we find that Gen Z teenagers prefer to watch Netflix, YouTube, and Cable TV versus Amazon Prime. Many teenagers do not even have Prime Video in their consideration set.

**Secondary Research:**  
However, Amazon does not have a strong position in Video Streaming with Gen Z



Participants rank their use of video streamings

#	Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	Total			
1	Amazon Prime	9.02%	3	2.04%	1	11.70%	4	1.02%	9	20.42%	10	11.02%	6	9.02%	2	34		
2	Discovery	0.02%	0	0.02%	2	2.04%	1	14.70%	5	10.50%	7	23.02%	8	25.42%	6	1.02%	6	34
3	HBO Max	2.04%	1	8.02%	3	8.02%	3	2.04%	1	5.02%	2	20.42%	7	11.70%	4	20.42%	7	34
4	Hulu	2.04%	1	20.42%	10	20.42%	7	14.70%	5	14.70%	5	2.04%	1	0.02%	3	2.04%	7	34
5	Netflix	38.24%	13	26.02%	8	10.50%	7	14.70%	5	0.02%	0	0.02%	0	0.02%	0	0.02%	0	34
6	Pixar	0.02%	0	0.02%	0	0.02%	0	0.02%	0	0.02%	0	17.02%	6	9.02%	3	20.42%	8	34
7	Hulu	0.02%	0	2.04%	1	2.04%	1	5.02%	2	8.02%	3	5.02%	2	14.70%	5	17.02%	6	34
8	TikTok	26.02%	10	14.70%	5	14.70%	5	8.02%	3	0.02%	0	0.02%	0	0.02%	3	11.70%	4	34
9	Twitch	0.02%	0	0.02%	0	0.02%	0	2.04%	1	0.02%	0	0.02%	0	0.02%	3	14.70%	5	34
10	YouTube	17.02%	6	0.02%	3	17.02%	6	14.70%	5	14.70%	5	11.02%	4	0.02%	3	2.04%	1	34

Showing row 1 - 10 of 10

The preferred video streaming is Netflix, with 38% of first place votes. Hulu is in second, YouTube in third, and Amazon Prime in fourth place.

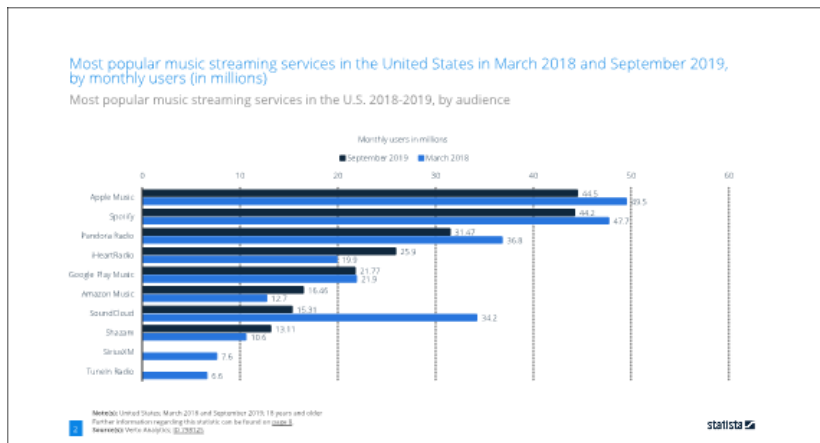
**Primary Research:**  
Confirms that Amazon Prime Video Streaming does not have a strong position with Gen Z.

- Insights: Video Streaming**
- Prime Video has yet to capture the interest of Gen Z streamers
  - Competitors are formidable
  - Competitors offer and stream better content
- Competitive Advantage Not Achieved**

## Music Streaming:

Major competitors: Apple Music, Spotify, Pandora

Music streaming is an industry that Prime Student competes in, but unlike other industries, it is not a major competitor in this segment. Apple Music and Spotify dominate this industry. According to Statista, in 2019 Apple Music held 44.5% of the market with Spotify following closely behind (44.2% of the market). Many people choose to listen to music on these platforms for selection and convenience. To compete, Prime Student needs to create more of both to incentivize students to listen to music through Prime Music.



**Secondary Research:**  
Confirms that Amazon Music does not have a strong position in music streaming overall.

**Primary Research:**  
Confirms that Amazon Music does not have a strong position in music streaming for Gen Z.

Participants rank their use of music streaming platforms

#	Platform	1	2	3	4	5	6	7	8	9	Total
1	Amazon Prime Music	3.23%	6.45%	16.13%	32.26%	22.58%	12.90%	6.45%	0.00%	0.00%	31
2	Apple Music	38.71%	19.35%	12.90%	9.68%	9.68%	3.23%	6.45%	0.00%	0.00%	31
3	Google Play Music	0.00%	3.23%	0.00%	6.45%	22.58%	32.26%	32.26%	3.23%	1.00%	31
4	Pandora	0.00%	0.00%	3.23%	25.81%	25.81%	22.58%	18.35%	3.23%	1.00%	31
5	Spotify	51.61%	25.81%	12.90%	3.23%	0.00%	3.23%	3.23%	1.00%	0.00%	31
6	SoundCloud	3.23%	9.68%	32.26%	16.13%	6.45%	12.90%	18.35%	3.23%	1.00%	31
7	Tidal	0.00%	0.00%	0.00%	0.00%	3.23%	1.00%	9.68%	83.87%	26	31
8	YouTube	3.23%	32.26%	25.81%	6.45%	9.68%	12.90%	3.23%	6.45%	2	31
9	Other	0.00%	3.23%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	96.77%	30

Showing rows 1 - 9 of 9

Participants rank their most used music streaming and in first place is Spotify with 51% of votes, but apple music is also a favorite with 38% of votes. In third place is YouTube, then SoundCloud. Amazon Prime music was most voted for the fourth with 32% of votes.

### Insights: Music Streaming

Prime Music benefits pale in comparison to its competitors.

- Only two million songs are accessible
- Music sharing is not compatible
- Students get 50% off Spotify Premium for up to four years

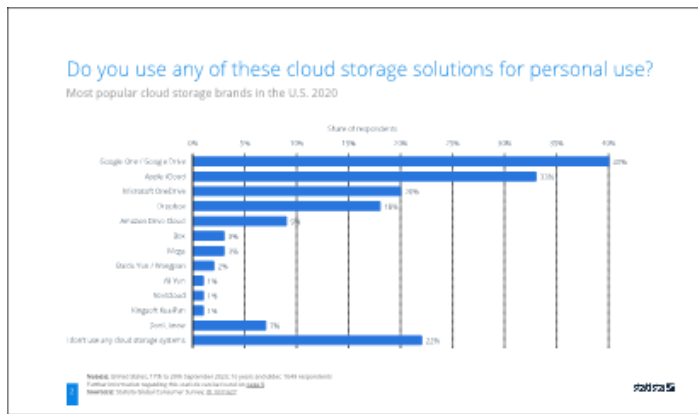
**Competitive Advantage Not Achieved**

## Photo Storage:

Major competitors: iCloud, Dropbox, Google Drive, Sync.com, Media Fire

Amazon Photo Storage does not rank in the top five industry market leaders. According to Statista, 71% of survey respondents prefer to store their photos, videos, documents, passwords, and other important information on iCloud or Dropbox.

This presents a major opportunity for Amazon as a leader in Cloud Service, however, Prime Photo storage platform lacks advanced download capacity, and link sharing is less secure in comparison to the major competitors in this industry.



**Secondary Research:**  
Confirms that Amazon is not the preferred choice in cloud storage.

**Primary Research:**  
Confirms that Amazon is not the preferred choice in cloud storage and photos are the top digital asset stores in the cloud so a missed opportunity

The preferred platform for photo storage is Apple iCloud, Google Drive and Microsoft Drive are in second and third place respectively. Amazon was voted as the fourth preferred photo storage platform.

Participants rank which platform they use for food purchases

#	Field	1	2	3	4	5	6	7	8	9	Total									
1	Amazon Fresh	23.00%	6	26.92%	7	26.02%	7	23.00%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	26
2	FreshDirect	0.00%	0	7.69%	2	11.54%	3	42.31%	11	35.77%	8	7.69%	2	0.00%	0	0.00%	0	0.00%	0	26
3	Kruger	7.69%	2	3.08%	1	23.08%	6	15.38%	4	35.77%	8	15.38%	5	0.00%	0	0.00%	0	0.00%	0	26
4	Prepco	0.00%	0	0.00%	0	0.00%	0	15.38%	4	15.38%	4	53.85%	14	11.54%	3	3.08%	1	0.00%	0	26
5	Shipt	3.08%	1	0.00%	0	0.00%	0	0.00%	0	15.38%	4	7.69%	2	53.85%	14	15.38%	4	3.08%	1	26
6	Thrive Market	0.00%	0	3.08%	1	0.00%	0	0.00%	0	3.08%	1	7.69%	2	23.08%	6	57.69%	15	3.08%	1	26
7	Walmart	15.38%	5	18.46%	10	19.23%	5	3.08%	1	0.00%	0	0.00%	0	11.54%	3	7.69%	2	0.00%	0	26
8	Whole Foods	38.46%	10	19.23%	5	19.23%	5	0.00%	0	3.08%	1	3.08%	1	0.00%	0	15.38%	4	0.00%	0	26
9	Other	7.69%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	26

Showing rows 1 - 9 of 9

Whole Foods was the most voted, ultimately getting the first place, but Amazon Fresh had significant votes. It is important to highlight an opportunity here, Amazon acquired Whole Foods, but students might not know that. In second place comes Walmart. Amazon Fresh got the most votes for third place.

**Insights: Photo Storage**

- Prime Photo lacks the name recognition necessary to take market share away from major competitors
- Competitors in this industry are heavily established with loyal customers

**Competitive Advantage Not Achieved**

## Textbooks:

Top textbook sellers (Statista): AbeBooks, Barnes & Noble, Big Words, Book Finder, Books Run, CampusBooks.com, CheapTextBooks.com, Cheapest Textbooks, Chegg, CollegeBooksDirect.com

The textbook marketplace is divided between publishers and sellers. Publishers develop hard copy and virtual content including textbooks and various teaching and study aids. Sellers offer a way to purchase hard copy and digital textbooks.

Major textbook publishing companies in this industry include Pearson, Scholastic, McGraw Hill, Cengage Learning, and Houghton Mifflin Harcourt (Blankenship). Publishers continue to hold their ground by producing book and support material bundles that are proprietary and marketed directly to students are not available on Amazon.

### Insights: Textbooks

- Amazon is the #1 seller of textbooks through its subsidiary AbeBooks.
  - Barnes & Noble maintains strong relationships with on-campus university bookstores where book sales are on the decline
  - Many students already rent textbooks through Amazon
- Competitive Advantage Partially Achieved

## Online Gaming: *Major competitors and insights*

Major competitors (AllTopEverything): Sony, TenCent, Nintendo, Microsoft, Activision Blizzard

Online gaming is a global industry with the United States running as the second largest country. The US online gaming industry brings in \$36.92 billion annually (Statista). Prime Gaming does not rank in the top 10 online gaming industry leaders. In comparison to its competitors, Prime Gaming does not offer the benefits necessary to steal customers away from established companies like Sony or Nintendo.

### Insights: Prime Gaming

- Prime gaming does not have the product breadth to compete with industry leaders.
- There is a major increase in the interest for online gaming, and Prime Student is not noticing this change in the environment



**SWOT Analysis:**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Ubiquity</li> <li>• Online merchandise domination</li> <li>• Online grocery domination</li> <li>• Streaming services domination</li> <li>• Cloud services provider</li> <li>• Prime bundled service</li> <li>• Plan for Gen Z centric Focus in future</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Prime student trial limitations</li> <li>• Product bundle deficiencies</li> <li>• Application and website deficiencies</li> <li>• Product versus marketing issues from prime student</li> <li>• Differentiation between Prime and Student Prime</li> <li>• Lack of actual Gen Z Centric Focus</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Increase value of bundle via product development</li> <li>• Increase value of bundle via marketing efforts</li> <li>• Custom Prime Student application</li> <li>• Custom Prime Student website</li> <li>• Gen Z Social Campaign fine tuning</li> <li>• Gen Z email marketing campaign</li> <li>• University partnerships</li> <li>• Cause Marketing</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Formidable competitors in all product/service segments</li> <li>• Parental push back</li> <li>• Lack of value perception in prime student bundle</li> <li>• Proliferation of product and service offerings that can fracture use/loyalty that can fracture/use loyalty to any bundled packages</li> </ul>

**Target Market Strategy:**

Prime Student is attempting to build a lifelong customer relationship with Gen-Z as the generation enters adulthood and begins to form long-standing brand affinities. There is a real risk that as students leave Family Plans that they will not choose the Amazon product bundle, as they will have many choices in several segments.

**Targeted Customer**

- Generation Z is the most ethnically and racially diverse generation in the U.S. (Pew Research).
- Generation Z is on track to be the most educated generation in the U.S. (Pew Research).
- Generation Z are digital natives - they have “little to no memory of a world before technology” (Pew Research).
- Members of Generation Z use their smartphones in store to make the most informed purchase possible (ibm)

## What does Gen-Z value?

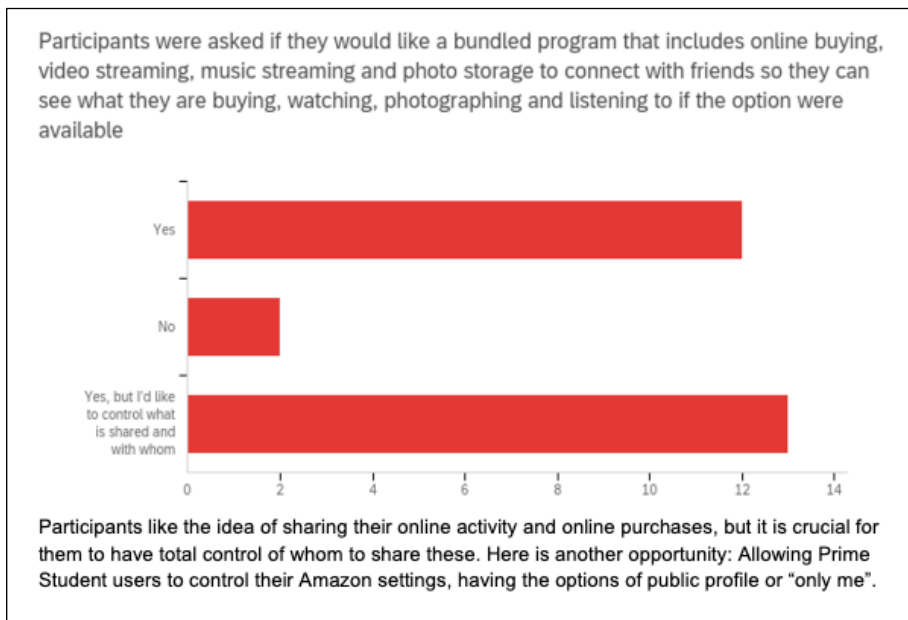
- Technology that provides value and convenience” (Ibm).
- individualized shopping experiences (Ibm).
- Wants reliability and consistence whether they shop in a store, through an app, or on a website” (Ibm).
- Value a shopping experience that is personalized and convenient.
- Values education, activism, individualism, equality, and technology (Pew Research).
- Generation-Z values transparency. Members from this market segment will sever ties with a company if he, she, or they feel as though information is being withheld when making a purchase.

## Goals

### Qualitative

- Increase the number of Prime Student membership signups
- Increase the engagement with Prime Student benefits

Primary Research shows that Gen Z consumers like a bundled product, but it must add value and provide user control.



## **Objectives:**

### **Provide a path to acquire 75% of incoming freshmen through a 6-month trial of Prime Student.**

In the United States the number of first-time freshmen in post-secondary fall enrollment was **2.90 million** in 2019, divided between 4-year colleges (1.29 million attending public institutions and 0.59 million attending private) and 2-year colleges (approx. 0.95 million public; 0.05 million private). This translates into a targeted acquisition target of 2,175,000 for one year and 6,525,000 over three years.

### **Use marketing tactics to encourage the new generation of adults to become loyal Amazon customers.**

Our recommendations will include a dedicated and unique Prime Student Application and Website with products and services that align with Gen Z preferences.

### **Include recommendations that have Prime Student members engage with more than one benefit and shop across multiple categories.**

Marketing cannot fix a product issue. Amazon is the market leader in three of the seven primary product/service segments being offered in the student bundle, leaving four of the seven segments in need of product innovation and development.

### **Communicate the value of students having their own membership instead of account sharing with their family or friends.**

Our recommendations focus on the natural movement toward independence for teens leaving home for college. Prime Student can be a steppingstone to that independence by allowing students freedom of choice and association, while also developing a sense of self and accountability.

### **Make recommendations to encourage members to transition into a core Prime account once he or she graduates from the Prime Student plan.**

The program is self-expiring but gives ample time for students to become brand loyal and dependent on the Amazon Prime Bundle. We would recommend that Amazon offer a conversion package from Prime Student to Prime for the Prime Student rate for six months to one year after graduation. This limited-time reduced cost conversion program incentivizes both conversion and retention after the student is gainfully employed and able to cover the increase in cost.

## Recommendations: Gen Z Cohort

### Product Bundle Value Maximization: Cost \$20,000,000

Great marketing cannot correct product deficiencies.

Amazon has **achieved Competitive Advantage** in:

1. Online merchandise selling
2. Online grocery and food delivery
3. Textbook Selling

Amazon has **not achieved Competitive Advantage** for Gen Z in:

1. Video streaming value and engagement
2. Music streaming
3. Photo storage and sharing
4. Gaming Applications

To acquire and keep 75% of first-year college students, Amazon will need to maximize the bundle value proposition in all segment offers.

We recommend that Amazon:

- Develop targeted content in video and music for a Gen Z audience,
- Create a best-in-class photo storage and sharing service
- Develop short-form gaming options to provide spare time activity for this attention span challenged cohort the same way that TikTok videos do

The goal should be to rank in the top 2-3 products/services in all bundle segments to increase the overall value of the bundle in the mind of the Gen Z consumer while mitigating migration to other products/services.

Once the product development is done, marketing can employ the following strategies and tactics to address the Gen Z consumer in every phase of the Buyer's Journey

1. Awareness
2. Interest
3. Consideration
4. Conversion
5. Post Purchase Behavior

## Application/Website Redesign and Customization: Cost \$5,000,000

Amazon is currently offering a digital footprint that was designed for the Gen Z cohort parents.

Gen Z has lived their entire lives in a digital world and expect personalized, customized, and convenient experiences. Currently they are square pegs that are being forced into their parent's round holes in terms of digital access and convenience. They want to be treated as individuals so access must be changed.

Currently, there is no separate Amazon Prime Student Application or Website. We recommend that a robust, yet simple and personalized interface be created in both Application and Website formats.

### Application Design:

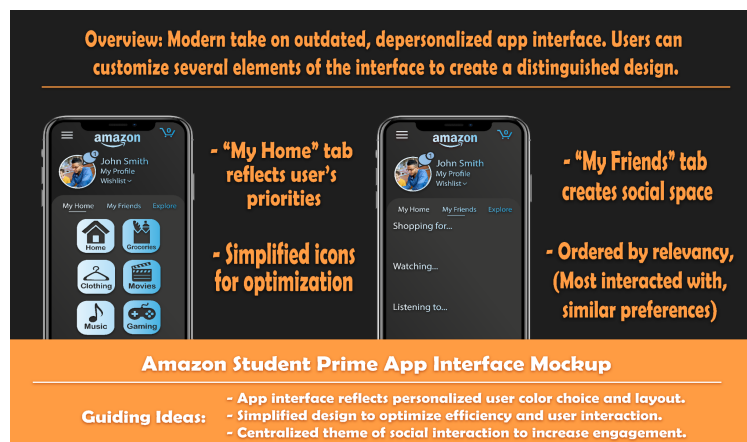
The application has a single screen interface with icons for:

- Home
- Food
- Shopping
- Movies
- Music
- Gaming

Each Icon will have two features:

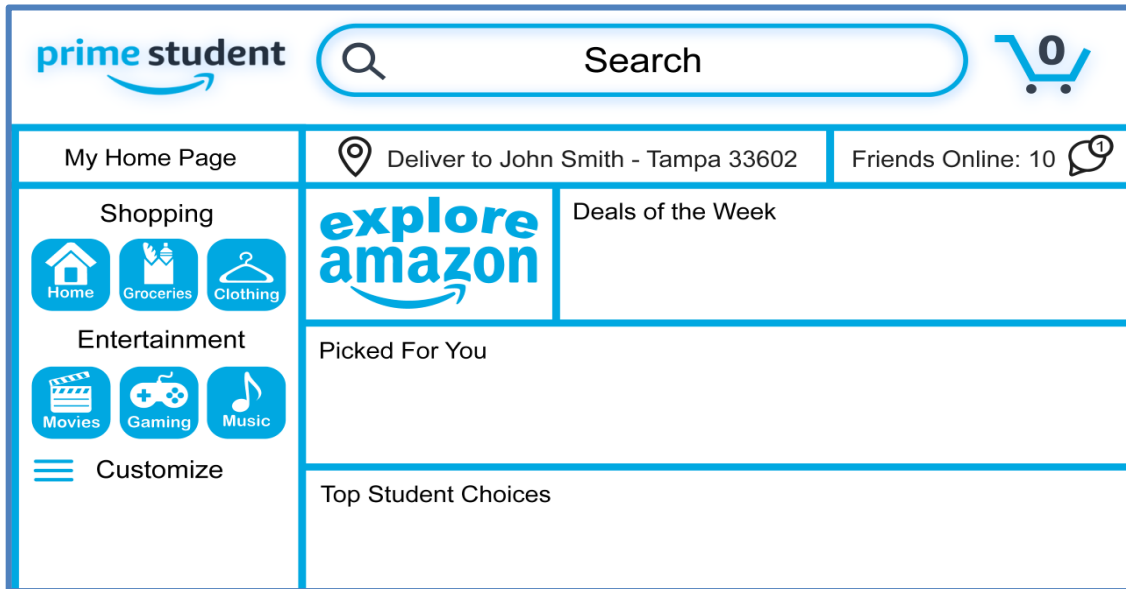
1. Individual usage – I want to watch a movie
2. Shared usage – I want to see what my friends are watching

This creates an individual and/or social space where the user decides if they want to act as an individual or engage with their social network.



## Website Design:

The website should follow the design of the Application for ease of use, convenience and consistency. Product and Service Offering should be customized to the likes (potential and historical) of Gen Z consumers. Adding a social function to the website allows Amazon to collect more data on Gen Z customers and provide more targeted suggestions using Artificial Intelligence and Deep Machine Learning.



## Promotional Tactics:

### Application:

Amazon should offer a one-year free Prime Student Membership for downloading the new Gen Z Application. The current offer of 6 months free makes little sense as students count college in semesters and years, not months. If students have great products/services in the Application Bundle and get to use it for free for one year, they will be hooked.

### Website:

The website should contain a product bundle that is strong in all segments. It should be simple in design and provide an excellent user experience tailored to Gen Z. The site should be fully optimized using SEO best practices. SEM should also be used using paid ads, as well as display and video ads on the Google Display Network.

### Analytics:

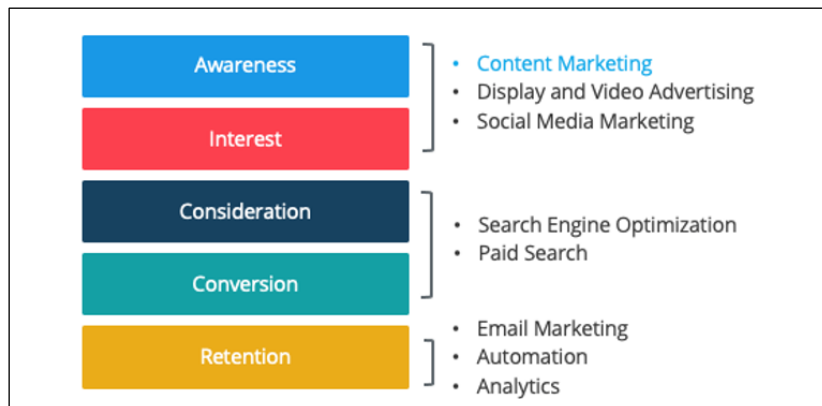
Use native and paid analytics programs to measure targeted reach of 90% of the targeted Gen Z post-secondary education market.

## Marketing Directly to Students: Cost \$10,000,000

Driving students down the marketing funnel and ultimately to conversion and brand loyalty requires a 360-marketing campaign to include:

1. Customized Application
2. Customized Website
3. Social Media Marketing
4. Influencer Marketing
5. Email Marketing

Digital Marketing tools must be used where they are most effective as illustrated in the image below:



We have already covered steps one and two, and will provide our recommendation on steps three through five below:

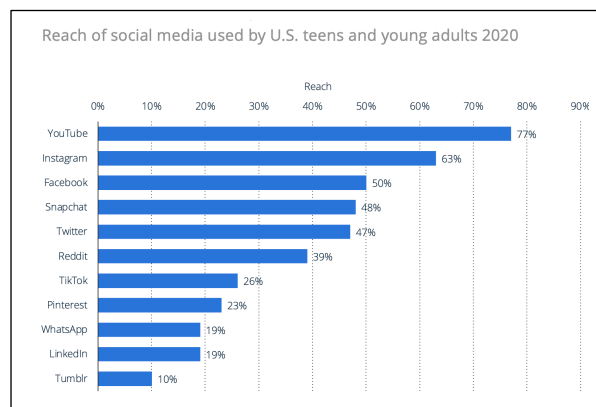
### Social Media:

Social Media provides an opportunity for companies to develop communities of users and advocates for building awareness and interest.

Unmetric Analyze tracks over 100,000 brands.  
Currently it tracks 188 Amazon social media profiles

Facebook Pages	72
Twitter Handles	69
Instagram Accounts	25
YouTube Channels	17
LinkedIn Accounts	5

**\*Amazon should prioritize placement and spending on social media based on reach data for Gen Z (Statista Chart)**



Our Primary Research asked Gen Z members to rank their most used social media platforms:

Participants rank their most used social media

#	Field	1	2	3	4	5	6	7	8	Total
1	Facebook	0.00% 0	7.68% 2	11.54% 3	26.92% 7	30.77% 8	11.54% 3	7.68% 2	3.85% 1	26
2	Instagram	50.00% 13	23.08% 6	23.08% 6	3.85% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26
3	LinkedIn	0.00% 0	3.85% 1	11.54% 3	11.54% 3	26.92% 7	26.92% 7	15.38% 4	3.85% 1	26
4	Pinterest	0.00% 0	0.00% 0	3.85% 1	11.54% 3	23.08% 6	11.54% 3	34.62% 9	15.38% 4	26
5	Reddit	0.00% 0	0.00% 0	7.69% 2	11.54% 3	7.69% 2	3.85% 1	11.54% 3	57.69% 15	26
6	Snapchat	23.08% 6	42.31% 11	11.54% 3	7.69% 2	3.85% 1	7.69% 2	3.85% 1	0.00% 0	26
7	TikTok	26.92% 7	23.08% 6	18.23% 5	3.85% 1	0.00% 0	7.69% 2	11.54% 3	7.69% 2	26
8	Twitter	0.00% 0	0.00% 0	11.54% 3	23.08% 6	7.69% 2	30.77% 8	15.38% 4	11.54% 3	26

Showing rows 1 - 8 of 8

Instagram is participants' favorite social media. Snapchat is second favorite, and TikTok comes in third place. Facebook and Twitter are almost a tie in fourth place, but Facebook's got one vote more.

### Social Promotional Tactics:

1. Prioritize channels based on Gen Z usage rates\*
2. Develop highly engaging and useful content for Gen Z's specifically
3. Consider Cause and Influencer Campaigns as part of content creation
4. Adapt the content to each channel based on the format and limitations
5. Place the content strategically to build awareness, interest and sharing
6. Monitor channel chatter and respond and adapt immediately
7. Promote positive chatter and try to go viral
8. Analyze data and adapt tactics to maximize Social ROI

### Analytics:

1. Use Tools such as Sprout Social or Hootsuite to manage campaign to targeted KPI's

### Influencer Marketing:

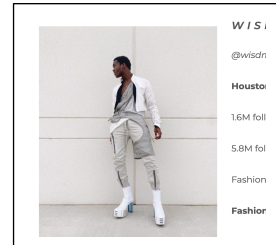
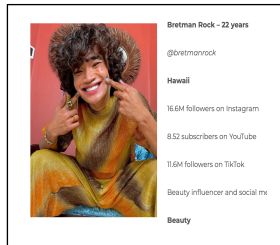
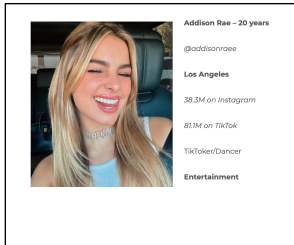
- Almost half (44%) of Generation Z has made a purchase decision based on a recommendation from a social influencer, compared with 26% of the general population, researcher Kantar found in a consumer study shared with Mobile Marketer. Seventy percent of Gen Zers follow at least one influencer on platforms like YouTube or Instagram, the study found.
- Gen Z tends to be open-minded to a broad range of influencers, with 87% of the demographic group saying they follow at least one influencer whose race or ethnicity is different from their own, Kantar found. Gen Zers rely on a wide range



of social media apps, with 39% having four or more social media accounts, compared with 15% of the general population who use that many social platforms.

### Promotional Tactics:

We recommend that Amazon select influencers for each product/service segment in the bundle and use them regularly to influence purchase decision and loyalty. See examples below in entertainment, beauty, and fashion.



### Analytics:

Track engagement analytics using tracking codes and pixels that tie specific campaign results to individual influencers posts.

### Partnerships with Universities/High Schools: **Cost \$5,000,000**

Acquiring 75% of incoming freshmen is an extremely aggressive goal for a perfect product bundle, which does not currently exist. Marketing can build awareness, interest, consideration, conversion, and loyalty in PULL campaigns, but Amazon should also consider PUSH campaigns to influence university administrators and high school guidance counselors.

One way to accomplish this will be to partner with universities to include Prime Student subscriptions as an onboarding benefit at no cost to students in year one. Amazon can donate a percentage of the profits back to the universities to fund student organizations and activities which would provide an incentive to partner. These partnerships will serve as an incentive for both the school and students to utilize Prime Student.

High Schools could offer the program to all students accepted to universities pending registration and attendance. Amazon can funnel funds to high schools based on how many students they enroll – similar to the Amazon Smile program.

### **Promotional Tactics:**

We would recommend that a focus group of administrators from leading universities and high schools to help craft this program so they will early adopt and serve as examples for other universities and high schools to follow.

This could begin with an email campaign to all University Dean of Students Administrators or Guidance Department Heads with a follow up sales call to arrange a remote or in-person meeting. Learning from these meetings can sketch out the most important incentives for educators in adopting and promoting the program.

**Analytics:** Track university/high school acceptance and implementation of program.

### **Partnerships with Textbook Publishers: Cost \$2,500,000**

Textbook publishers are aggressively transitioning from printed textbooks to virtual versions to adapt to digital delivery of content and to save manufacturing costs. To remain relevant, publishers are also creating extensive online teaching and learning tools to help both instructors and students.

Currently publishers employ captive sales forces to promote their textbooks and aids directly to faculty and staff at the university level. They often work with on-campus book sellers as well. Both publishers and on-campus sellers see Amazon as a competitor and need to see the value in partnering with Amazon instead of resisting them.

Amazon should offer to handle the sale/delivery of textbook and aid material so publishers can focus on what they do best – procuring and producing the best content overall for an increasingly dynamic learning marketplace.

As the top seller of textbooks, Amazon has the leverage and capability to be a “preferred” seller of publisher books and materials, and in turn add significant value to the Prime Student bundle in the form of best prices and building a bridge between content (textbooks and materials) and usage (device and cloud service.)

### **Promotional Tactics:**

We would recommend a Personal Selling Campaign directed at all major Textbook and educational material publishers with a focus of partnership versus competition, with the end goal to mutually grow our businesses.



## Addendum

### Primary Research

Participants' age

#	Field	Choice Count
1	18	8.33% 3
2	19	5.56% 2
3	20	8.33% 3
4	21	41.67% 15
5	22	30.56% 11
6	23	2.78% 1
7	24	2.78% 1
8	25	0.00% 0

36

Showing rows 1 - 9 of 9

From 36 participants, most of them are 21 and 22 years old.

Participants' gender

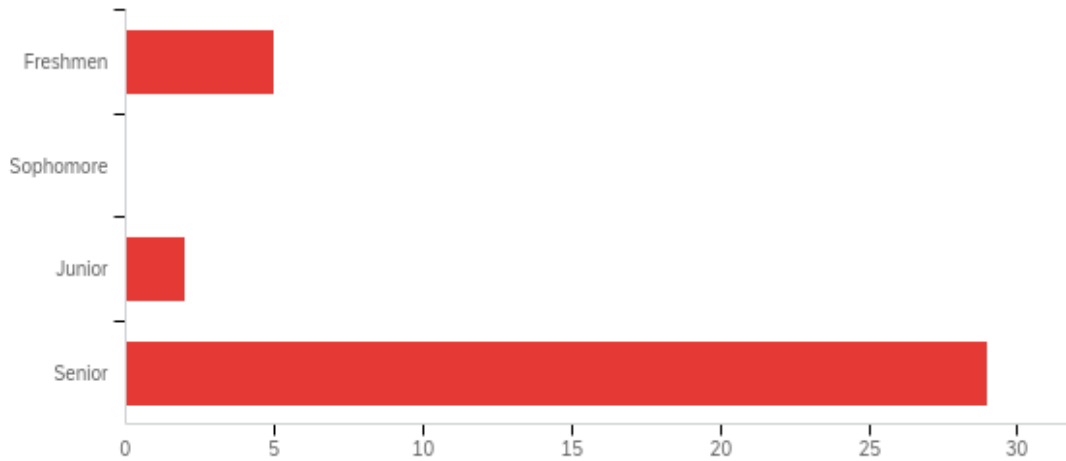
#	Field	Choice Count
1	Male	27.78% 10
2	Female	72.22% 26

36

Showing rows 1 - 3 of 3

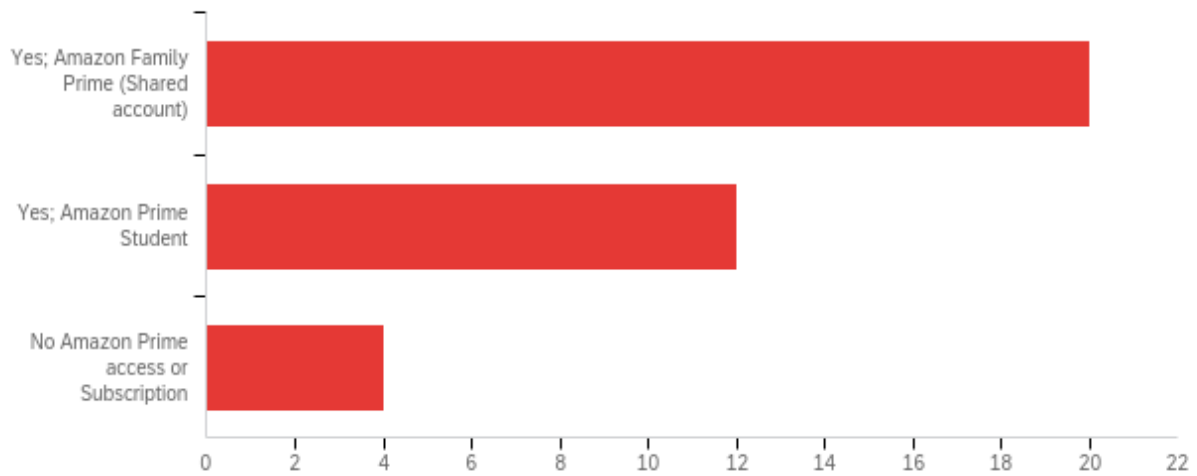
More female students participated in the survey.

### Year of college that participants are in



Most of the participants are Seniors.

### Participants that have either a Family Amazon Prime or Amazon Prime Student account



Most participants have Amazon Prime (Family account), but a considerable number have Prime Student. A small number of people do not have neither Amazon Prime or Student Prime.

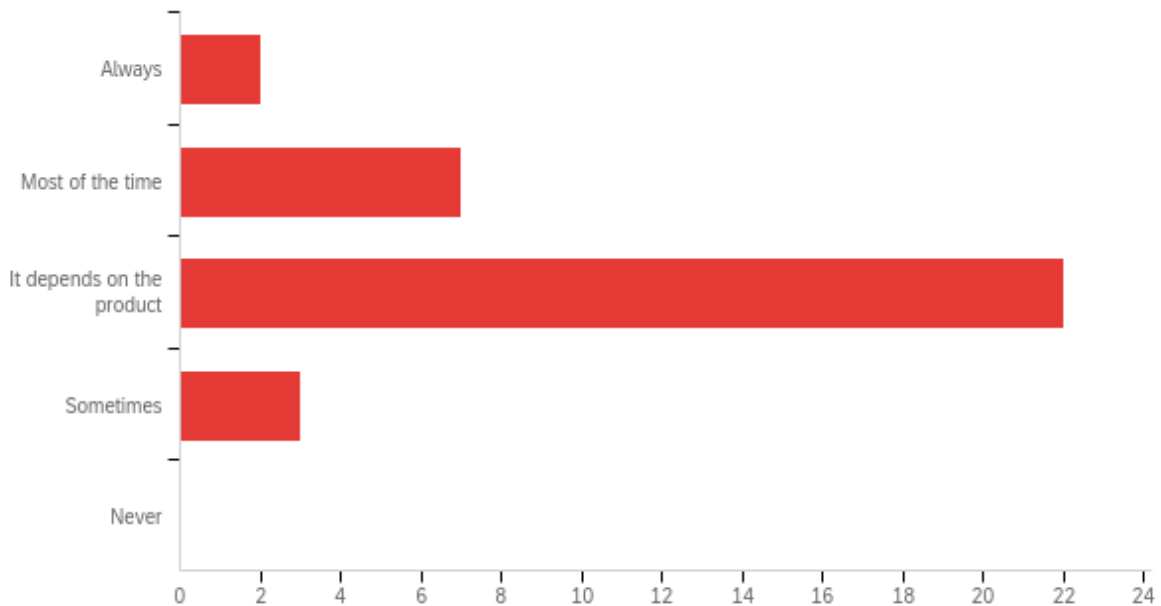
Participants ranked their use of Amazon platform

#	Field	1	2	3	4	5	6	7	Total
1	Food Purchase	3.13% 1	12.50% 4	31.25% 10	21.88% 7	12.50% 4	9.38% 3	9.38% 3	32
2	Merchandise Purchase (Non-food)	75.76% 25	21.21% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.03% 1	33
3	Video streaming	15.63% 5	50.00% 16	15.63% 5	9.38% 3	3.13% 1	3.13% 1	3.13% 1	32
4	Music streaming	0.00% 0	3.13% 1	25.00% 8	28.13% 9	18.75% 6	9.38% 3	15.63% 5	32
5	Photo storage	0.00% 0	0.00% 0	3.13% 1	0.00% 0	28.13% 9	43.75% 14	25.00% 8	32
6	Gaming options	0.00% 0	3.13% 1	3.13% 1	15.63% 5	12.50% 4	25.00% 8	40.63% 13	32
7	Early access to Lightning Deals	6.25% 2	9.38% 3	18.75% 6	21.88% 7	21.88% 7	6.25% 2	15.63% 5	32

Showing rows 1 - 7 of 7

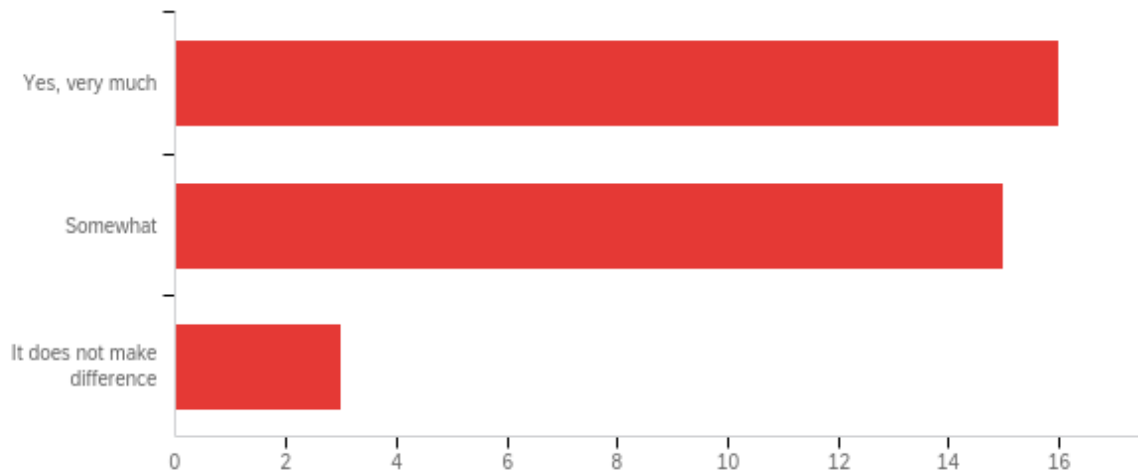
Most people (25 people, or 75%) said they use Amazon primarily for Merchandise purchases. In second place comes Video Streaming (with 50% of the votes). In third place comes Food Purchases (31.25%), slightly higher than Music Streaming with 25% in fourth place. In fifth place comes Early access to Lighting Deals, and the last ones are Photo Storage and Gaming Options.

How often participants share their purchases with other people



The great majority of participants answered that they tend to share their purchases with other people depending on the product bought.

Participants were asked if they feel more motivated to make a purchase if someone recommends the product



More participants said that recommendations from other people highly motivate them to make a purchase. A considerable number of participants said that the recommendations somewhat motivate them to make a purchase. Only a few said that it does not make a difference.

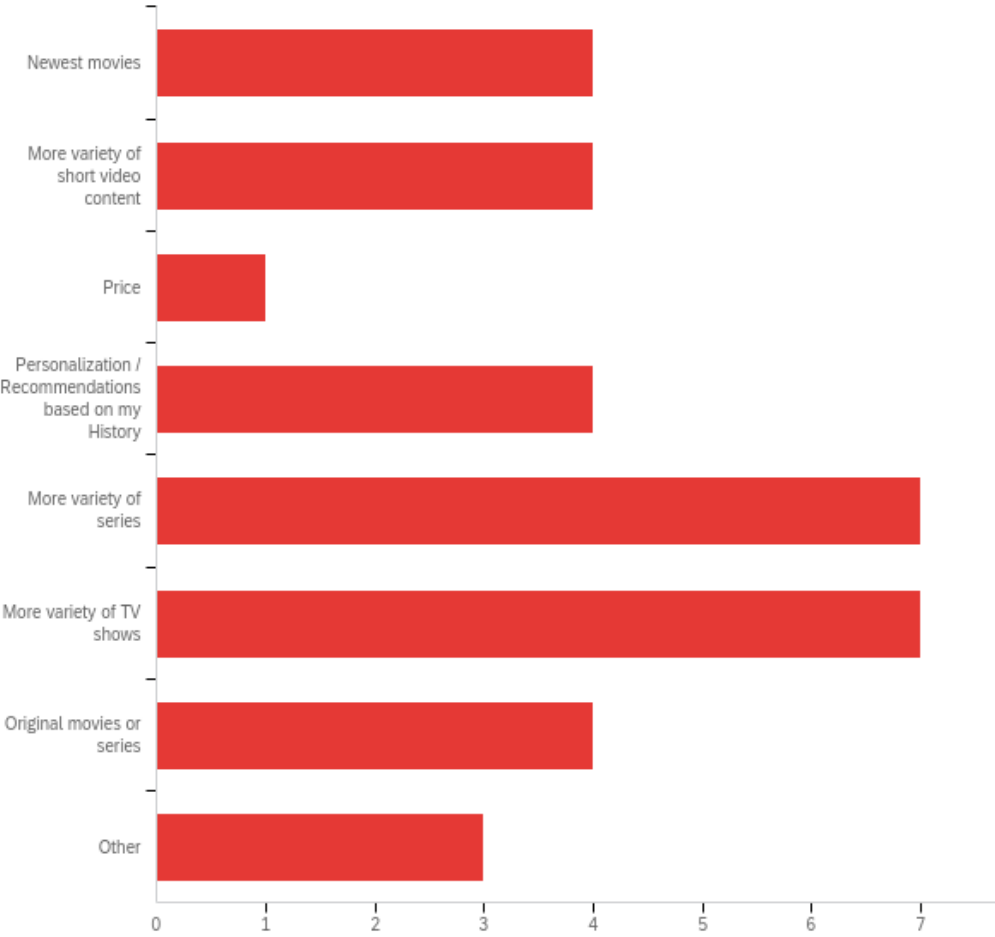
Participants rank their use of video streamings

#	Field	1	2	3	4	5	6	7	8	9	10	Total
1	Amazon Prime	8.82% 3	2.94% 1	11.76% 4	17.65% 6	29.41% 10	17.65% 6	5.88% 2	5.88% 2	0.00% 0	0.00% 0	34
2	Disney+	0.00% 0	5.88% 2	2.94% 1	14.71% 5	20.59% 7	23.53% 8	26.47% 9	2.94% 1	0.00% 0	2.94% 1	34
3	HBO Max	2.94% 1	8.82% 3	8.82% 3	2.94% 1	5.88% 2	20.59% 7	11.76% 4	20.59% 7	17.65% 6	0.00% 0	34
4	Hulu	2.94% 1	29.41% 10	20.59% 7	17.65% 6	14.71% 5	2.94% 1	8.82% 3	2.94% 1	0.00% 0	0.00% 0	34
5	Netflix	38.24% 13	26.47% 9	20.59% 7	14.71% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	34
6	Peacock	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	17.65% 6	8.82% 3	26.47% 9	35.29% 12	11.76% 4	34
7	Roku	0.00% 0	2.94% 1	2.94% 1	5.88% 2	8.82% 3	5.88% 2	14.71% 5	17.65% 6	29.41% 10	11.76% 4	34
8	TikTok	29.41% 10	14.71% 5	14.71% 5	8.82% 3	5.88% 2	0.00% 0	5.88% 2	5.88% 2	11.76% 4	2.94% 1	34
9	Twitch	0.00% 0	0.00% 0	0.00% 0	2.94% 1	0.00% 0	0.00% 0	8.82% 3	14.71% 5	2.94% 1	70.59% 24	34
10	YouTube	17.65% 6	8.82% 3	17.65% 6	14.71% 5	14.71% 5	11.76% 4	8.82% 3	2.94% 1	2.94% 1	0.00% 0	34

Showing rows 1 - 10 of 10

The preferred video streaming is Netflix, with 38% of first place votes. Hulu in second, YouTube in third, and Amazon Prime in fourth place.

Participants' reason why they prefer a particular video streaming



More variety of TV shows and More Variety of series are the main reasons why participants prefer a specific video streaming platform. Interestingly, participants do not seem to be much concerned about the price.



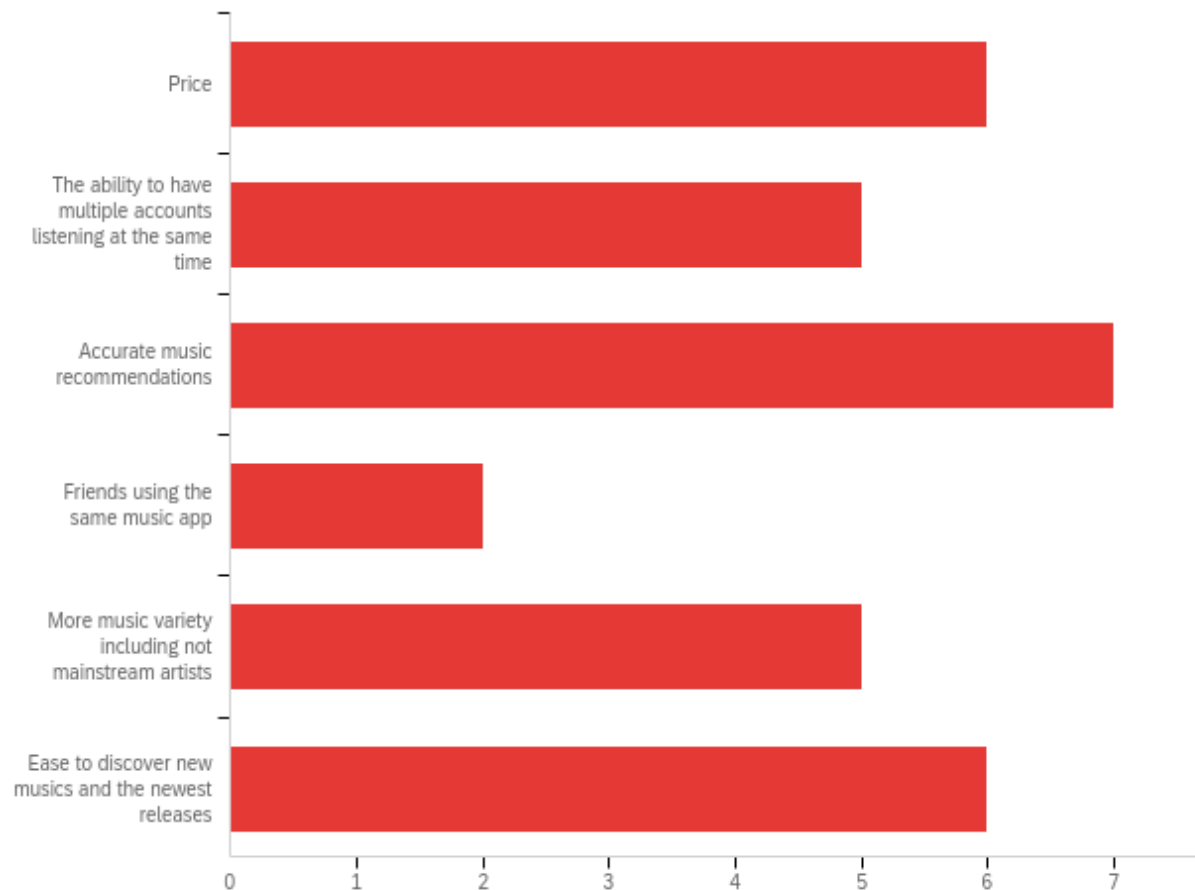
Participants rank their use of music streaming platforms

#	Field	1	2	3	4	5	6	7	8	9	Total
1	Amazon Prime Music	3.23% 1	6.45% 2	16.13% 5	32.26% 10	22.58% 7	12.90% 4	6.45% 2	0.00% 0	0.00% 0	31
2	Apple Music	38.71% 12	19.35% 6	12.90% 4	9.68% 3	9.68% 3	3.23% 1	6.45% 2	0.00% 0	0.00% 0	31
3	Google Play Music	0.00% 0	3.23% 1	0.00% 0	6.45% 2	22.58% 7	32.26% 10	32.26% 10	3.23% 1	0.00% 0	31
4	Pandora	0.00% 0	0.00% 0	3.23% 1	25.81% 8	25.81% 8	22.58% 7	19.35% 6	3.23% 1	0.00% 0	31
5	Spotify	51.61% 16	25.81% 8	12.90% 4	3.23% 1	0.00% 0	3.23% 1	3.23% 1	0.00% 0	0.00% 0	31
6	SoundCloud	3.23% 1	9.68% 3	29.03% 9	16.13% 5	6.45% 2	12.90% 4	19.35% 6	3.23% 1	0.00% 0	31
7	Tidal	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.23% 1	0.00% 0	9.68% 3	83.87% 26	3.23% 1	31
8	YouTube	3.23% 1	32.26% 10	25.81% 8	6.45% 2	9.68% 3	12.90% 4	3.23% 1	6.45% 2	0.00% 0	31
9	Other	0.00% 0	3.23% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	96.77% 30	31

Showing rows 1 - 9 of 9

Participants rank their most used music streaming and in first place is Spotify with 51% of votes, but apple music is also a favorite with 38% of votes. In Third place is YouTube, then SoundCloud. Amazon Prime music was most voted for the fourth with 32% of votes.

Participants' reason why they prefer a particular music streaming



Accurate music recommendations are the main feature that participants value the most in music streaming. Ease to discover new music is also important, as for Price. Curiously, participants care more about price in music streaming compared to video streaming.

Participants rank their use of photo storage platforms

#	Field	1	2	3	4	5	6	7	Total
1	Amazon Drive	0.00% 0	13.33% 4	30.00% 9	50.00% 15	6.67% 2	0.00% 0	0.00% 0	30
2	Apple iCloud	70.00% 21	20.00% 6	6.67% 2	3.33% 1	0.00% 0	0.00% 0	0.00% 0	30
3	Google Drive	30.00% 9	53.33% 16	16.67% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	30
4	Media Fire	0.00% 0	0.00% 0	0.00% 0	36.67% 11	56.67% 17	6.67% 2	0.00% 0	30
5	Microsoft OneDrive	0.00% 0	13.33% 4	46.67% 14	10.00% 3	30.00% 9	0.00% 0	0.00% 0	30
6	pCloud	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.33% 1	90.00% 27	6.67% 2	30
7	Sync.com	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.33% 1	3.33% 1	93.33% 28	30

Showing rows 1 - 7 of 7

The preferred platform for photo storage is Apple iCloud. Google Drive and Microsoft Drive are in second and third place respectively. Amazon was voted as the fourth preferred photo storage platform.

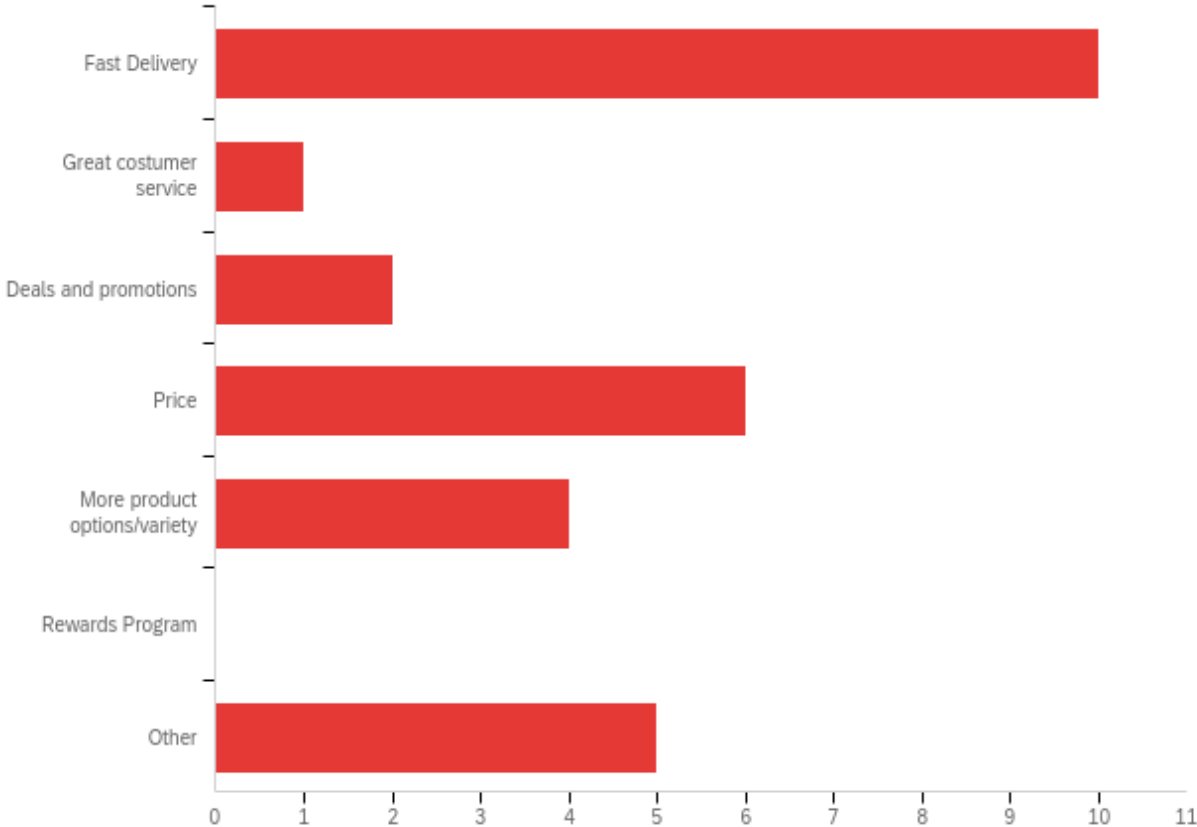
Participants rank which platform they use for food purchases

#	Field	1	2	3	4	5	6	7	8	9	Total
1	Amazon Fresh	23.08% 6	26.92% 7	26.92% 7	23.08% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26
2	FreshDirect	0.00% 0	7.69% 2	11.54% 3	42.31% 11	30.77% 8	7.69% 2	0.00% 0	0.00% 0	0.00% 0	26
3	Kroger	7.69% 2	3.85% 1	23.08% 6	15.38% 4	30.77% 8	19.23% 5	0.00% 0	0.00% 0	0.00% 0	26
4	Peapod	0.00% 0	0.00% 0	0.00% 0	15.38% 4	15.38% 4	53.85% 14	11.54% 3	3.85% 1	0.00% 0	26
5	Shipt	3.85% 1	0.00% 0	0.00% 0	0.00% 0	15.38% 4	7.69% 2	53.85% 14	15.38% 4	3.85% 1	26
6	Thrive Market	0.00% 0	3.85% 1	0.00% 0	0.00% 0	3.85% 1	7.69% 2	23.08% 6	57.69% 15	3.85% 1	26
7	Walmart	19.23% 5	38.46% 10	19.23% 5	3.85% 1	0.00% 0	0.00% 0	11.54% 3	7.69% 2	0.00% 0	26
8	Whole Foods	38.46% 10	19.23% 5	19.23% 5	0.00% 0	3.85% 1	3.85% 1	0.00% 0	15.38% 4	0.00% 0	26
9	Other	7.69% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	92.31% 24	26

Showing rows 1 - 9 of 9

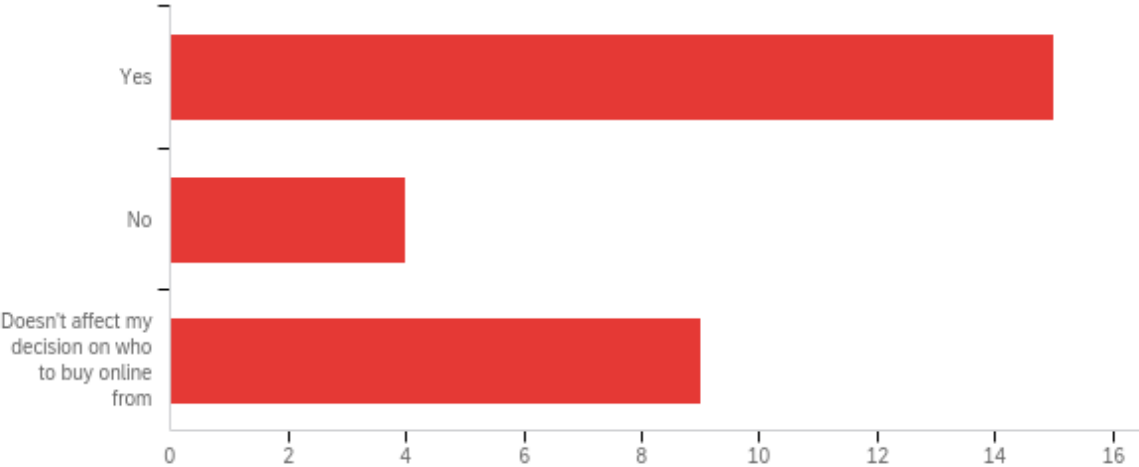
Whole Foods was the most voted, ultimately getting the first place, but Amazon Fresh had significant votes. It is important to highlight an opportunity here, Amazon acquired Whole Foods, but students might not know that. In second place comes Walmart. Amazon Fresh got the most votes for third place.

Reason why participants prefer a specific online food retailer



Participant's value Fast Delivery the most when it comes to Online Food Retailers. Price plays a significant role here as well. Curiously, the rewards program showed to be insignificant.

Participants answer whether loyalty rewards programs are important or not when making an online purchase



Most participants answered that loyalty rewards are important when making an online purchase. A hypothesis is that students might value rewards more when making non-food purchases.

Participants rank their preference of online retailers when making merchandise purchases

#	Field	1	2	3	4	5	6	7	8	Total
1	Amazon	76.92% 20	15.38% 4	7.69% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26
2	Ebay	3.85% 1	3.85% 1	19.23% 5	15.38% 4	15.38% 4	30.77% 8	11.54% 3	0.00% 0	26
3	Etsy	0.00% 0	7.69% 2	7.69% 2	34.62% 9	34.62% 9	15.38% 4	0.00% 0	0.00% 0	26
4	Macy's	0.00% 0	0.00% 0	11.54% 3	30.77% 8	26.92% 7	30.77% 8	0.00% 0	0.00% 0	26
5	Target	15.38% 4	53.85% 14	11.54% 3	3.85% 1	7.69% 2	3.85% 1	3.85% 1	0.00% 0	26
6	Walmart	0.00% 0	15.38% 4	42.31% 11	11.54% 3	15.38% 4	3.85% 1	11.54% 3	0.00% 0	26
7	Wish	0.00% 0	3.85% 1	0.00% 0	3.85% 1	0.00% 0	11.54% 3	73.08% 19	7.69% 2	26
8	Other	3.85% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.85% 1	0.00% 0	92.31% 24	26

Showing rows 1 - 8 of 8

Amazon received the most votes (76.92%) for the first place regarding preferred online retailers for merchandise purchases. In second comes Target and in third comes Walmart.

Participants rank what is most important to them regarding online retailer platforms

#	Field	1	2	3	4	5	6	7	Total
1	Fast Delivery	45.83% 11	37.50% 9	8.33% 2	8.33% 2	0.00% 0	0.00% 0	0.00% 0	24
2	Several options of the same item at different prices	12.50% 3	16.67% 4	12.50% 3	16.67% 4	12.50% 3	8.33% 2	20.83% 5	24
3	Reviews and Rate	20.83% 5	16.67% 4	16.67% 4	12.50% 3	25.00% 6	4.17% 1	4.17% 1	24
4	Deals and promotions	12.50% 3	16.67% 4	29.17% 7	29.17% 7	12.50% 3	0.00% 0	0.00% 0	24
5	Easy checkout process	0.00% 0	0.00% 0	16.67% 4	16.67% 4	33.33% 8	25.00% 6	8.33% 2	24
6	Rewards	0.00% 0	4.17% 1	8.33% 2	16.67% 4	8.33% 2	37.50% 9	25.00% 6	24
7	Great Customer service	8.33% 2	8.33% 2	8.33% 2	0.00% 0	8.33% 2	25.00% 6	41.67% 10	24

Showing rows 1 - 7 of 7

Participant's value Fast Delivery the most when it comes to merchandise purchases through online retailers. Reviews and Rate is the second most valued feature and Deals and Promotions is the third most valued by participants.

Participants most purchased items via online retailers

#	Field	Very likely	Somewhat likely	It depends	Not very likely	Never	Total
1	Clothing	55.56% 15	37.04% 10	3.70% 1	3.70% 1	0.00% 0	27
2	Accessories	40.74% 11	40.74% 11	11.11% 3	3.70% 1	3.70% 1	27
3	Technology	30.77% 8	7.69% 2	38.46% 10	23.08% 6	0.00% 0	26
4	Beauty Products	11.11% 3	37.04% 10	22.22% 6	18.52% 5	11.11% 3	27
5	Decorations	14.81% 4	44.44% 12	29.63% 8	11.11% 3	0.00% 0	27
6	Groceries	15.38% 4	34.62% 9	7.69% 2	23.08% 6	19.23% 5	26

Showing rows 1 - 6 of 6

The most purchased items by participants are Clothing and Accessories. Beauty Products and Decorations are the second most bought items. This data suggests that participants are not very likely to do online grocery shopping.

Participants ranked their use of Amazon platform

#	Field	1	2	3	4	5	6	7	Total
1	Food Purchase	3.13% 1	12.50% 4	31.25% 10	21.88% 7	12.50% 4	9.38% 3	9.38% 3	32
2	Merchandise Purchase (Non-food)	75.76% 25	21.21% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.03% 1	33
3	Video streaming	15.63% 5	50.00% 16	15.63% 5	9.38% 3	3.13% 1	3.13% 1	3.13% 1	32
4	Music streaming	0.00% 0	3.13% 1	25.00% 8	28.13% 9	18.75% 6	9.38% 3	15.63% 5	32
5	Photo storage	0.00% 0	0.00% 0	3.13% 1	0.00% 0	28.13% 9	43.75% 14	25.00% 8	32
6	Gaming options	0.00% 0	3.13% 1	3.13% 1	15.63% 5	12.50% 4	25.00% 8	40.63% 13	32
7	Early access to Lightning Deals	6.25% 2	9.38% 3	18.75% 6	21.88% 7	21.88% 7	6.25% 2	15.63% 5	32

Showing rows 1 - 7 of 7

Most participants answered that they use Amazon primarily for merchandise shopping. In second place comes Video Streaming, and in third place comes Food Purchases. Music streaming falls into fourth place. Least popular features are gaming and photo storage.

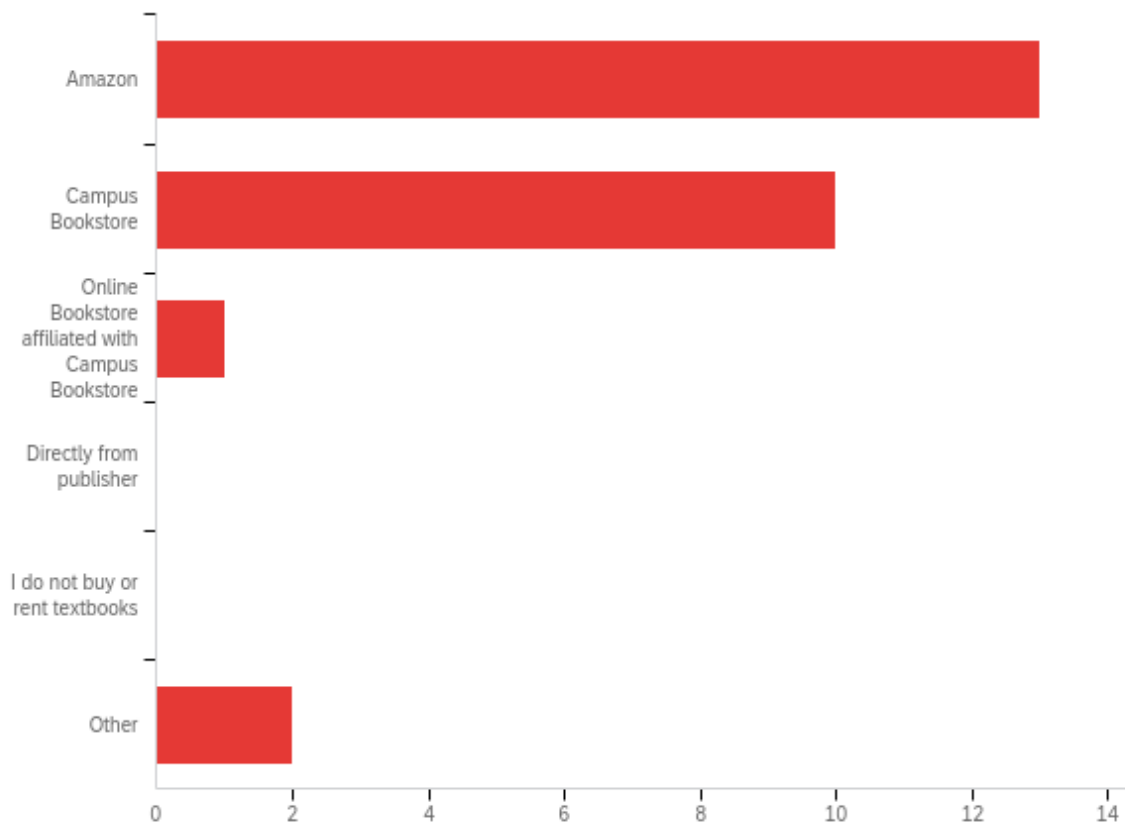
Participants rank their most used social media

#	Field	1	2	3	4	5	6	7	8	Total
1	Facebook	0.00% 0	7.69% 2	11.54% 3	26.92% 7	30.77% 8	11.54% 3	7.69% 2	3.85% 1	26
2	Instagram	50.00% 13	23.08% 6	23.08% 6	3.85% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26
3	LinkedIn	0.00% 0	3.85% 1	11.54% 3	11.54% 3	26.92% 7	26.92% 7	15.38% 4	3.85% 1	26
4	Pinterest	0.00% 0	0.00% 0	3.85% 1	11.54% 3	23.08% 6	11.54% 3	34.62% 9	15.38% 4	26
5	Reddit	0.00% 0	0.00% 0	7.69% 2	11.54% 3	7.69% 2	3.85% 1	11.54% 3	57.69% 15	26
6	Snapchat	23.08% 6	42.31% 11	11.54% 3	7.69% 2	3.85% 1	7.69% 2	3.85% 1	0.00% 0	26
7	TikTok	26.92% 7	23.08% 6	19.23% 5	3.85% 1	0.00% 0	7.69% 2	11.54% 3	7.69% 2	26
8	Twitter	0.00% 0	0.00% 0	11.54% 3	23.08% 6	7.69% 2	30.77% 8	15.38% 4	11.54% 3	26

Showing rows 1 - 8 of 8

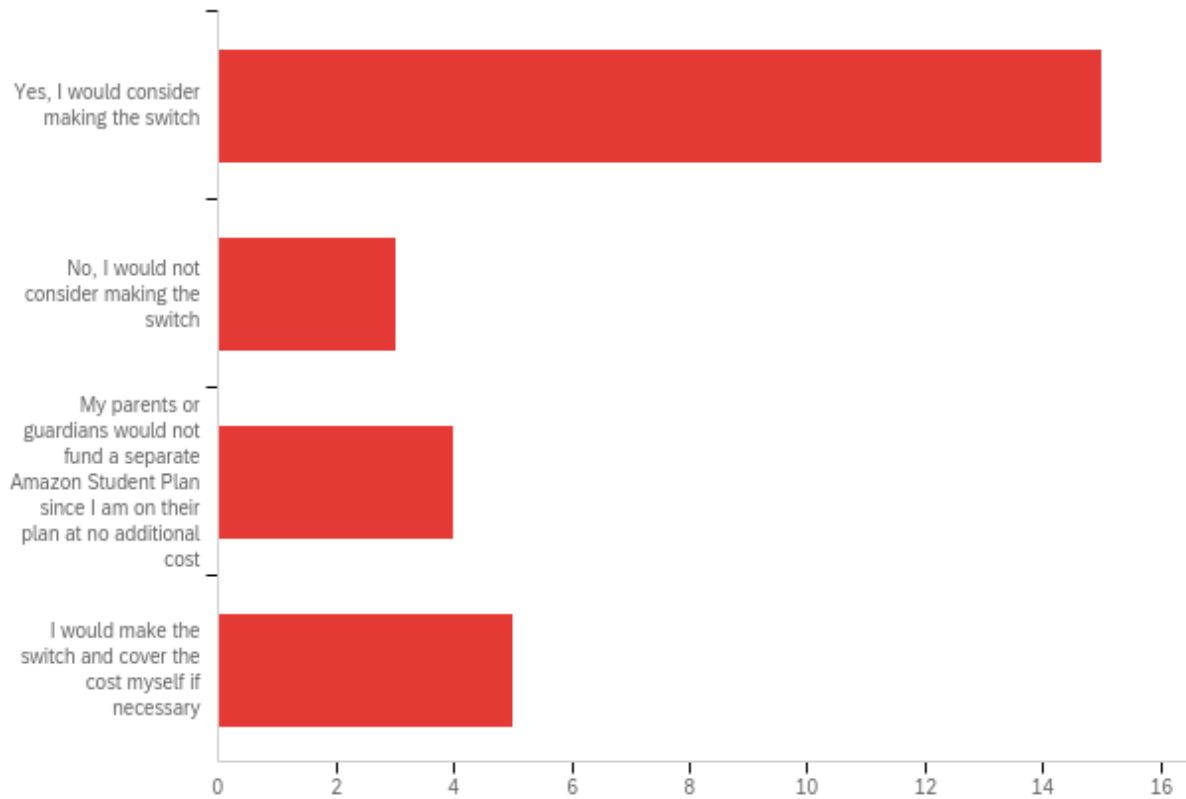
Instagram is participants' favorite social media. Snapchat is second favorite, and TikTok comes in third place. Facebook and Twitter are almost a tie in fourth place, but Facebook's got one vote more.

Where participants get their college textbooks



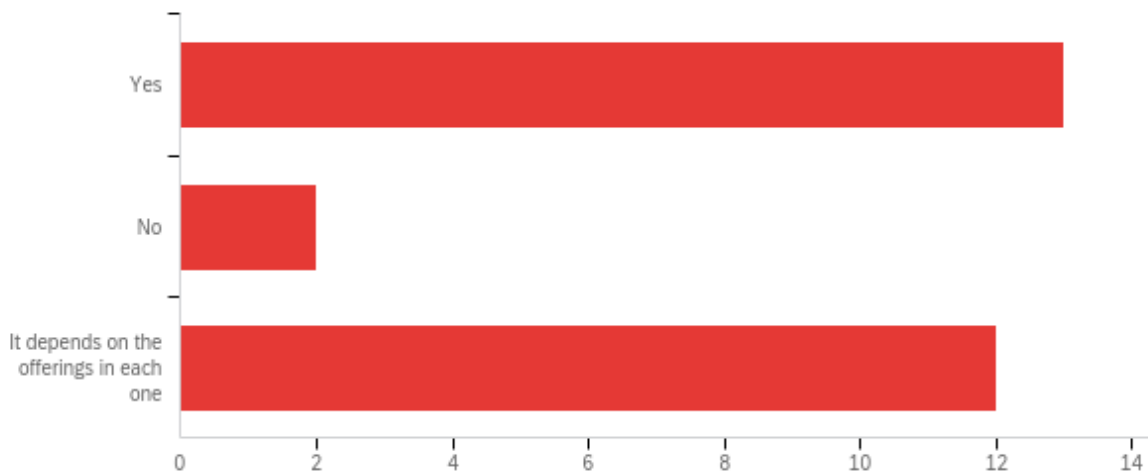
Most of the participants got their textbooks from Amazon, but a considerable number also buys them through their campuses' bookstore.

Participants were asked if they are willing to switch from Amazon Prime to Prime Student



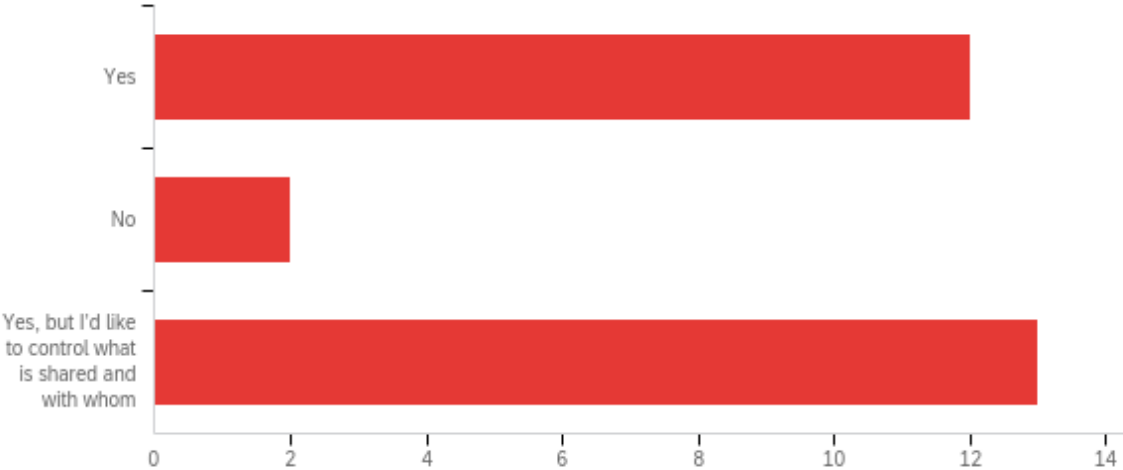
Most of the participants answered that they would switch from Amazon Prime to Student Prime.

Participants were asked if they like the idea of bundling video streaming, music streaming, photo storage and gaming options in one platform



Participants have shown to be interested in the bundle, but they would also like to know more details about it prior making a decision of becoming a member.

Participants were asked if they would like a bundled program that includes online buying, video streaming, music streaming and photo storage to connect with friends so they can see what they are buying, watching, photographing and listening to if the option were available



Participants like the idea of sharing their online activity and online purchases, but it is crucial for them to have total control of whom to share these. Here is another opportunity: Allowing Prime Student users to control their Amazon settings, having the options of public profile or “only me”.



Free response: participants were asked if they would use Amazon Prime or Prime Student more

Do you think that you will use Amazon Prime Family or Student Prime more in...

Already have student bundle

Amazon Prime Family because I am added at no additional cost

Amazon Prime Family will be used more because for one payment all family members are able to access Amazon Prime and its additional services (Video, Twitch Prime, etc).

Amazon family prime

I currently use Amazon Student Prime because I like having my own account. I'm financially independent for the most part, so I enjoy being able to make my purchases on my own private account. I also appreciate having results and recommendations based on only me, and not others in my family.

I didn't know they offered music and photo storage so I will look into that now.

I think I will use it the same amount.

I think I would probably not use it more than I do because I use prime video for shows and regular prime for shopping and that's all I really need it for

I use it depending on my bust schedule / how fast I can get the product

I use prime daily.

I will use more amazon prime student if I know what the membership offers

Maybe when I'm older. I just use other people's right now for free and pay them for my purchases.

No, I do not prefer it.

Student prime

Yes

family just because it is already set up and easy to use for my family

more

not sure

yes, i already use it

Most of the free responses are regarding the preference of Family Accounts because it allows more than one user per membership. Two people mentioned that they were not familiar with the

Student Prime bundle and what the program offers. Another person highlights that he/she prefers Student Prime and having his/her own account because of the recommendations and privacy, and that might be an opportunity to highlight when marketing Student Prime.

## **Secondary Research**

### **Sources**

PR Newswire: <https://www.prnewswire.com/news-releases/online-grocery-market--future-prospects-and-competitive-analysis-report-to-2023-radiant-insights-inc-301065791.html>

Online grocery IbisWorld: <https://my-ibisworld-com.eseach.ut.edu/us/en/industry-specialized/od5085/products-and-markets>

Competitors:

<https://penmypaper.com/knowledge-base/amazon-competitors>

Grubhub article: <https://glginsights.com/articles/ubereats-vs-grubhub-vs-doordash-the-battle-for-online-food-delivery/>

Online gaming competitors: <https://www.alltopeverything.com/top-10-biggest-video-game-companies/>

Gen-Z demographic trends: <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>  
<https://www.ibm.com/downloads/cas/W07A8QGE>