



The Impact Of Amazon Prime Membership And Email Marketing On Consumer Purchase Intentions

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Abstract

This study aims to evaluate the effectiveness of Amazon email marketing in the form of promotional and personalised emails and the company's Prime membership, mainly its convenient delivery services and exclusive promotional offers and evaluate its impact on customers' purchase intentions. The study uses a quantitative research method, where data allowed the author to test the research hypothesis based on 111 Amazon Prime members. Empirical data from the collected questionnaires and the correlation and regression analysis indicate a significant positive effect between the company's promotional and personalised email and customer purchases on the Amazon platform.

Keywords: *Digital marketing strategies, Prime membership, Email marketing, Purchase intention, Amazon company.*

Introduction

Amazon is the world's largest e-commerce marketplace. According to Statista, Amazon has experienced staggering sales growth in the UK over the past decade, increasing net sales from approximately 4 billion to almost \$33.6 billion in 2023 (Statista, 2024). The platform uses various digital marketing techniques to increase visibility, interact with the target audience, and drive conversion. Amazon's marketing strategy has systematically made the company the most successful and popular e-commerce platform globally (Chaffey, 2021). According to Forbes, Amazon is the most valuable brand among famous social networks, making it the most interactive online business platform (Swan, 2019). Amazon's success can be attributed, in part, to its effective use of customer data and information. By analyzing customer purchasing behaviour, search patterns, and target demographics, Amazon has been able to tailor its offerings to meet customers' needs better (Sharma et al., 2018).

Research aims and objectives.

This study aims to evaluate the effectiveness of Amazon email marketing in the form of promotional and personalised emails and the company's Prime membership, mainly its convenient delivery services and exclusive promotional offers, in driving customers' purchase intentions.

Literature review

The rise of e-commerce has changed the traditional way of doing business. It allowed users to quickly and conveniently access high-quality products, saving time and money by browsing more products and comparing prices across different websites. According to Helm, e-commerce has significantly improved the consumer shopping experience (Helm et al., 2020) by removing limitations associated with time, location, and travel (Demay & Manjani, 2020).

Online sales, especially on e-commerce platforms worldwide, continue to grow steadily every year and are estimated to grow. Consumer purchase intention is a widely studied topic in marketing. Several factors have been identified that influence consumers' purchase intention. These factors include indirect experience, quality and price, marketing efforts to connect with the customer, brand trust, environmental awareness, product knowledge and reviews of the product or service (Naim, 2019).

For this study, "purchase intention" refers to a consumer's desire to purchase a product from a particular brand. Multiple research papers have demonstrated a direct connection between customers' perceptions of a brand or product and their likelihood of purchasing (Gill et al., 2020). Previous literature has extensively examined the impact of brand image on consumer purchase intention, consistently finding a substantial association between the two factors (Arslan & Altoona, 2010; Tariq et al., 2013; Hernandez & Küster, 2012; Kawa et al., 2013).

Personalised Emails

One of the capabilities of e-marketing is that it can facilitate the personalisation of online shopping while providing broad reach (Nobile & Cantoni, 2021). *Personalised email* is a strategy to provide more relevant offers and ensure a positive communication experience. It is a dynamic process in which an object is changing for a person to provide added value for the person himself

(Nobile & Cantoni, 2022). Personalising online shopping has become necessary for businesses as consumers expect personalised interactions to be a company priority (McKinsey & Company, 2022).

Promotional Emails

Promotional email, in turn, is a marketing campaign designed to promote special offers, limited-time deals, or exclusive content. They encourage recipients to make a purchase (Omar & Atteya, 2020). Every e-commerce outlet is looking for better ways to promote its products and services, and email marketing continues to be the most effective method of interacting with potential and existing customers.

Email marketing uses promotion in a marketing strategy to achieve specific business goals. Recent research supports this, showing how sending promotional emails can increase a company's sales. In this regard, authors Wu, Li, and Liu propose a statistical methodology to quantify the effectiveness of an email marketing campaign while accounting for all relevant covariates (Wu, Li, and Liu, 2018). Moreover, the effectiveness of promotional email marketing is confirmed by Somsirivathana in his study based on R-squared value and linear regression analysis (Somsirivathana, 2021).

Amazon Email Marketing and Purchase Intention

As a brand with more than 310 million active users worldwide, Amazon greatly influences customers' purchase intention (Statista, 2023). To attract and retain customers, Amazon uses various automated email campaigns to increase sales for its business. The types of emails sent help reach the right customer at the right time (Posadas et al., 2022). For example, if someone adds an item to their cart, they may receive a personalised reminder to complete the purchase. Alternatively, the buyer may receive additional product recommendations (Steinhoff et al., 2018).

H1: Amazon promotional emails have a positive effect on customer buying behaviour.

H2: Personalized Amazon emails positively influence customers' purchase intention.

Prime Membership as a loyalty program

Customer loyalty and retention are at the core of the marketing goals that marketers must achieve as the number of savvy customers grows, and today, they are increasingly aware of product options, bonuses and additional services (Potgieter & Mandlasi, 2018). Consumer purchasing decisions are constantly changing, mainly when several brands in an industry sell the same products or services but at different prices, packaging, marketing, advertising, and using a customer approach.

One marketing tool is loyalty programs, aiming to manage the relationship between seller and buyer (Kuratman et al., 2021; Kim et al., 2021) and attract customers (Corbishley, 2017), retain them (Chen et al., 2021) and thereby increase profits (Agarwal & Mahrotra, 2018; Hendler et al., 2021). Customer loyalty to products or services is the key to a company's prosperity and long-term competitiveness. Therefore, the organisation's motive should be to convert a satisfied customer into a loyal one (Liu & Mattila, 2016).

Amazon Prime Convenient services

Convenient services such as free and fast shipping based on membership are increasingly used by online merchants and are a growing trend in the e-commerce industry (McCall & Mattila, 2018; Chaudhuri et al., 2019). Free shipping promotions have become a popular incentive for many online businesses (CBS News, 2016). As of 2020, free shipping remains the most popular benefit (Statista, 2022). Free shipping as a marketing promotion can improve customer relationships, promote business growth, and provide a competitive advantage (Kowiatek & Thanasi-Boçe, 2019). In particular, the free delivery service significantly influences Shopee's consumer satisfaction (Wulandari & Suwandi, 2021) and increases purchasing frequency (Maghfiroh, 2021; Walga, 2022).

Amazon Prime Membership and Purchase Intention

According to Wilson, Amazon Prime members in the US spend more than twice as much as non-Prime shoppers (Wilson, 2018). In support, Saiprasad and Meenakshi conducted a quantitative study and used multiple regression, which determined the positive impact of Amazon paid subscriptions (Saiprasad & Meenakshi, 2022). Additionally, in his study, Akram reported that the convenience of paid membership significantly influenced consumers' intention to purchase clothing online (Akram, 2018). Also, the convenience of shopping from anywhere, anytime,

avoiding crowds, and eliminating cash transactions have allowed consumers to save time and effort (Duarte et al., 2018).

Prime members are motivated to shop on Amazon because of convenience services like fast shipping and the company's ongoing promotions. However, consumer behaviour and attitudes toward such programs and the opportunities that such subscriptions provide remain to be studied. Accordingly, the author wants to examine the impact of additional Prime membership benefits on purchase intention in this study. In this regard, the author set the following hypotheses:

H3: Amazon Prime features such as fast and free shipping positively affect customers' purchase intentions.

H4: Amazon Prime promotional opportunities positively influence customers' purchase intention

Research Methodology

This work adheres to the theory of Positivism as one such paradigm. Positivism states that something cannot be known with certainty if something is not measurable. Philosophy relies on empirical evidence, such as that obtained through experiments and statistics (Ryan, 2018). Since this study aims to explore the relationship between Prime membership, Email marketing and Purchase intentions, accurate data is needed to help make predictions about the impact of these strategies and customer attitudes towards the company's services in general. (Park, 2020).

This research follows a deductive approach to empirically test the above hypotheses using theoretical approaches from the literature review. It involves an empirical study of a selected population sample using a quantitative survey method to provide a reliable answer to the research questions. In the opinion of Bryman and Bell, the deduction approach works well in collecting quantitative data (Bryman & Bell, 2017).

The data collection is through a structured questionnaire that asks Amazon customers to answer a series of questions that will allow the author to evaluate the effectiveness of the company's strategies and their impact on purchase intent.

Results and analysis

Descriptive analysis

A total of 136 people responded to the survey from targeted people from Facebook and Instagram accounts. The minimum number of responses expected was 100. The first group of questions (Part A) was demographic, and the author also wanted to know if the respondents had made purchases on Amazon and whether they were subscribed to the paid Amazon Prime program.

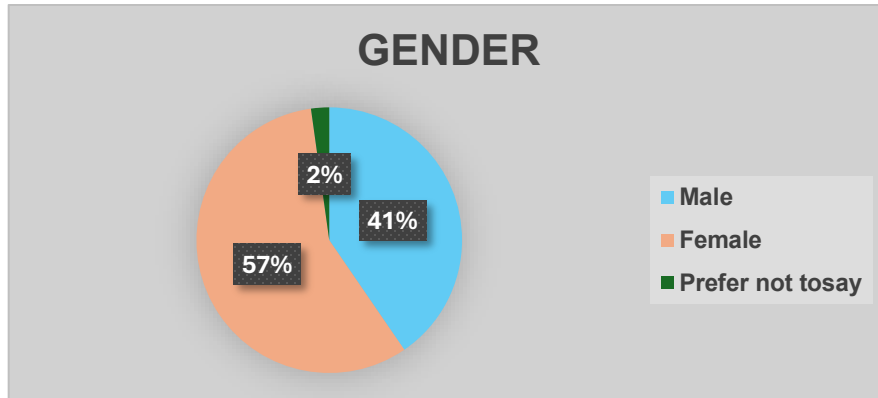


Figure Participants gender

Figure shows that of the 136 respondents, 78 were women (57.3%), 55 were men (40.4%), and three chose not to say their gender.

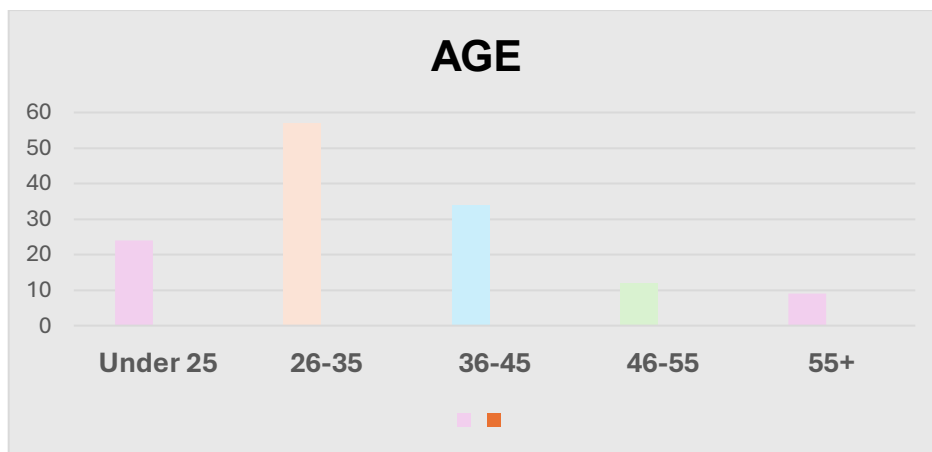


Figure Participants age

The Figure above provides insight into the age range of survey participants. The largest group, comprising 57 individuals (41.9%), falls within the 26-35 age range. The next largest group, 34 individuals (25%), falls between ages 36 and 45. Younger participants under the age of 25

accounted for 24 individuals (17.6%). Meanwhile, 12 individuals (8.8%) were aged between 46 and 55, and the remaining 9 participants (6.6%) were over 55 years old.

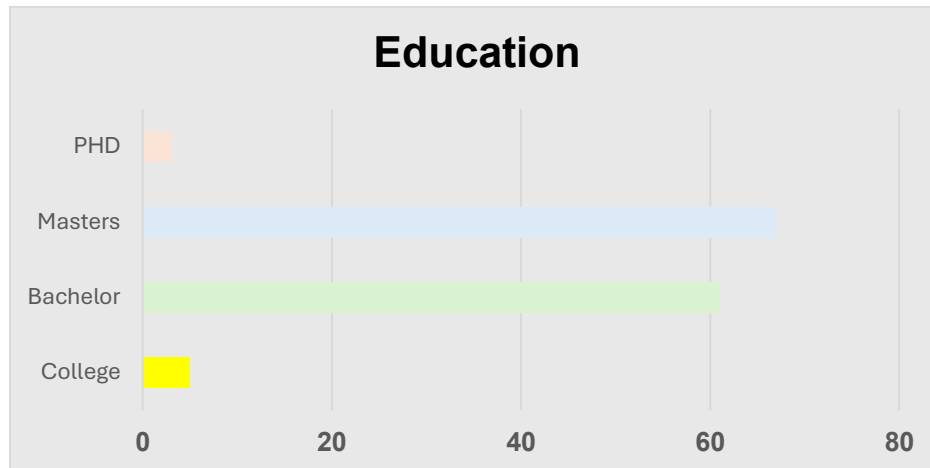


Figure : Participants education

Next, there was a question about education, and Figure above shows that the majority (49.2%) of the respondents completed a master's degree. Sixty-one participants (44.8%) are bachelors. 3.7% have a college degree, and only 3 participants have a doctorate.



Participants employment status

Regarding employment status, the survey showed that 46 (34 %) out of 136 work part-time, 52 participants (38%) have a full-time job, and 38 (28 %) are currently students.



Figure: Amazon purchasing

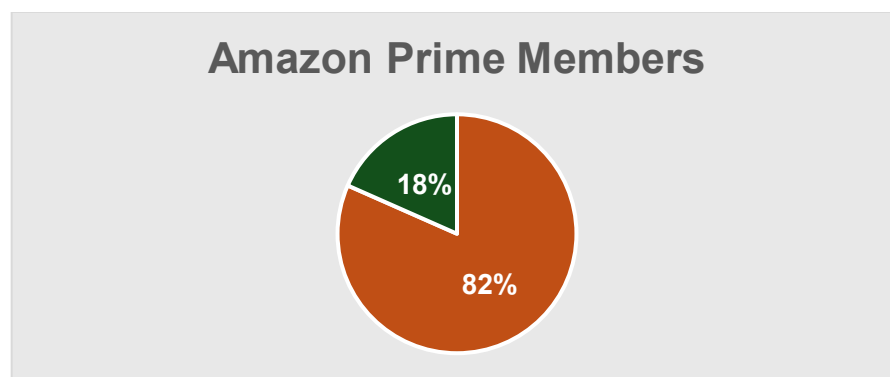


Figure: Prime and non-Prime Members

Every one of the 136 participants, has purchased on Amazon's platform at least once. Of these, 111 (82%) are members of Amazon Prime, while the remaining 25 (18%) are non-Prime members.

As a result, the author will exclusively examine the questionnaires of the 111 participants who enjoy the perks of the loyalty program and are, therefore, capable of providing answers concerning the company's additional services.

Regression analysis

To evaluate the participant's responses, the author uses first the correlation analysis to see if there is a positive relationship between two variables and, after a regression analysis, to estimate the effect of independent variables (**Promotional and Personalized emails, Convenient delivery services, and Exclusive offers of the Prime** loyalty program) on the dependent (**Purchase intention**). The result of this analysis can provide insight into the significance of the chosen Amazon strategies on the customer purchase intention. In general, both analyses allow the author to understand the relationship between chosen variables, make predictions and, most importantly, confirm or refute the research hypotheses.

Analysis of promotional emails and purchase intention

First, the author analysis the relationship between Promotional emails and Purchase intention. To do this, the author collects all the responses received from Part B (promotional emails) and Part E (purchase intention) and carries out a correlation’.

	<i>Promotional emails</i>	<i>Purchase intention</i>
Promotional emails	1	
Purchase intention	0.883644353	1

Table: Correlation between Promotional emails and purchase intention

Correlation is a statistical method for measuring the strength of the linear relationship between two variables. In the table above, the correlation between the two indicators is 0.883644353, which means that the variables exhibit a strong relationship as the value is closer to +1. Therefore, the author can conduct a regression analysis.

SUMMARY OUTPUT

	<i>Regression statistics</i>
multiple R	0.937434676

R-square	0.878783772
Adjusted R-square	0.628783772
Standard error	63.52892737
Observation	5

ANOVA

	df	SS	F	Significance F		
Regression	1	117037.3015	28.99888198	0.012544403		
Residual	4	16143.69845				
Total	5	133181				

	<i>Coefficient s</i>	<i>Standard error</i>	<i>t-stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Y - Purchase intention						
X 1 - Promotion al emails	0.9385735 15	0.1742920 86	5.3850610 01	0.0057491 76	0.4546611 06	1.4224859 23

Residual output

Observation	Predicted Y with promotional email	Residuals
1	73.20873414	112.7912659
2	312.5449804	-4.544980355
3	117.3216893	-56.32168932
4	15.01717623	-15.01717623
5	1.877147029	-1.877147029

Table : Regression analysis of promotional emails and purchase intention

First, we interpret the results by paying attention to the R-square. Evaluating the data obtained, it is clear that the coefficient of determination is 0.88. This model is 88% accurate, and only 12%

of other factors must be considered. It tells the author that the relationship between these variables is insignificant.

The coefficients are the following essential indicators: Promotional emails (X) = 0.938573515. Coefficients show how much the dependent variable is expected to increase when the independent variable increases by one. These indicators mean that promotion has a negligible impact on the intention of the company's customers to make purchases.

A t-stat of 5.38 indicates that the estimated coefficient in the regression model is significantly different from zero. In other words, strong evidence suggests a statistically significant relationship between these variables.

Next, we look at the F-significance - 0.012544403 and P-value - 0.005749176, which generally show the significance of the created model. Thus, for the promotion emails/purchase intention model, the F significance and P-value are <0.05 , which indicates a low probability of observing data under the null hypothesis. Thus, the author can refute the null hypothesis. In other words, there is enough evidence to support the hypothesis and conclude that there is a significant relationship between the variables being tested.

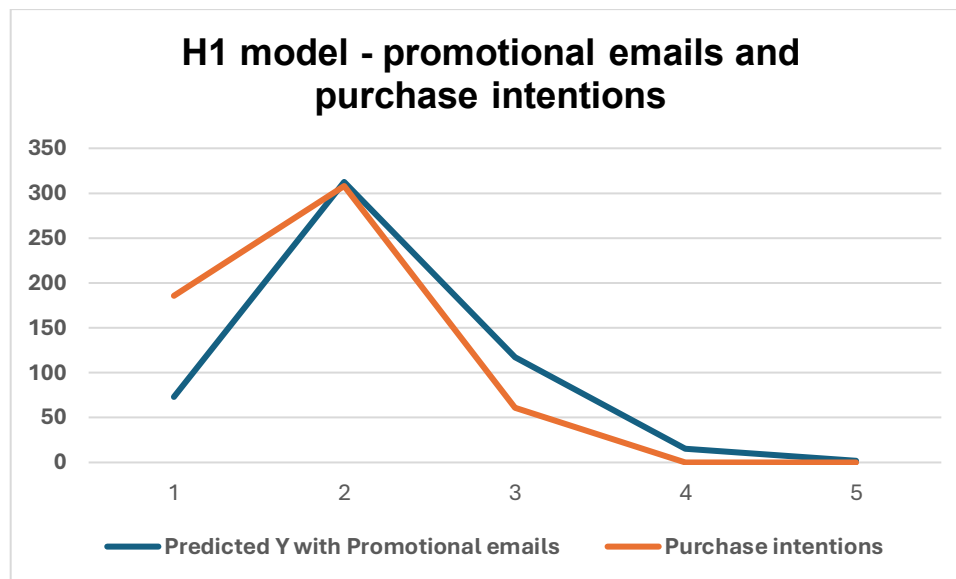


Figure : Predicted model for Hypothesis 1

To conclude, based on the data obtained, the author can confirm the first hypothesis of his research - **H1: Amazon promotional emails have a positive effect on customer buying behaviour.**

Analysis of personalised emails and purchase intention

Next, to analyse the influence of personalised emails on purchase intention, the author collected data from respondents from Part C (personalised emails) and Part E (purchase intention).

	Personalised emails	Purchase intention
Personalised emails	1	
Purchase intention	0.881199482	1

Table : Correlation between Personalised emails and purchase intention

In the table above, the correlation between the two indicators is 0.881199482, which means that the variables exhibit a strong relationship as the value is closer to +1.

SUMMARY OUTPUT

	Regression statistics
multiple R	0.937890913
R-square	0.879639365
Adjusted R-square	0.629639365
Standard error	63.30432391
Observation	5

ANOVA

	df	SS	MS	F	Significance F
Regression	1	117151.2503	117151.25	29.2334572	0.012404979
Residual	4	16029.7497	4007.43743		
Total	5	133181			

	Coefficients	Standard error	t-stat	P-value	Lower 95%	Upper 95%
Y - Purchase intention						
X 2 - Personalised emails	0.983678998	0.181933766	5.40679731	0.00566651	0.478549883	1.488808113

Table : Regression analysis of personalised emails and purchase intention.

So, the R-square or coefficient of determination is 0.88, the same as in the case of promotional emails. It indicates that the model is 88% accurate, meaning that personalised emails influence purchasing.

The coefficient, Personalised emails (X) = 0.983678998, provides a clear picture. These coefficients demonstrate how much the dependent variable is expected to increase when the independent variable increases by one. In practical terms, this means that purchase intent is projected to increase by 0.98 each time with the help of personalised emails.

T-stat can also statistically prove this model as it shows 5.40679731, far from 0.

Next, we look at the F-significance, which is 0.012404979 < 0,05, which indicates that the created model has value. Also, the P-value for Personalised emails is 0.00566651 < 0,05, which means the null hypothesis can be rejected in the model "personalised emails/purchase intent".

In other words, the author can confidently say his second hypothesis—**H2: Personalised Amazon emails positively influence customers' purchase intention**—has been confirmed.

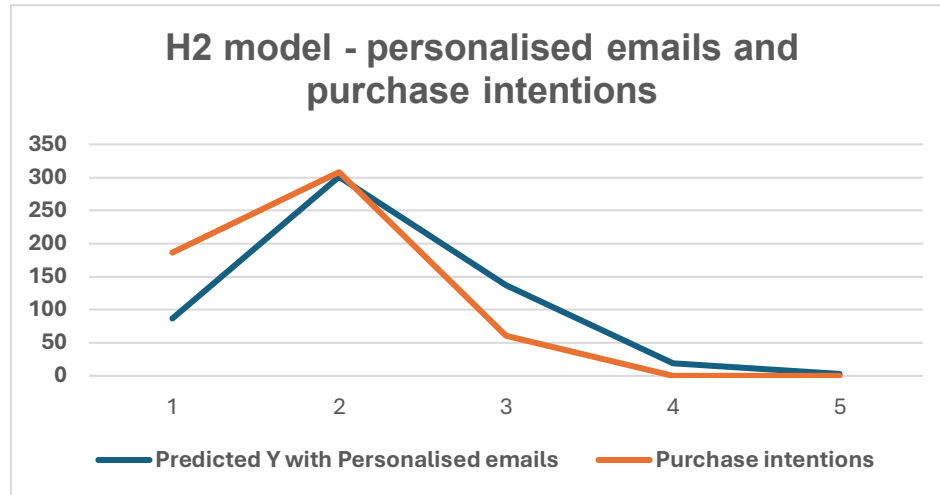


Figure : Predicted model for Hypothesis 2

Analysis of Prime Convenient Services and Purchase Intention

In this part of the chapter, the author analyzes the responses of Amazon customers from Part D (Prime loyalty program), concentrating only on the responses regarding delivery services and Part E (Purchase intention).

	Prime convenient services	Purchase intention
Prime convenient services	1	
Purchase intention	0.999839751	1

Table : Correlation between Prime Convenient Services and Purchase intention

This model correlation coefficient is 0.999839751, indicating a powerful positive linear relationship between variables. Below is a regression analysis of this model.

SUMMARY OUTPUT

	Regression statistics
multiple R	0.999908524
R-square	0.999817056
Adjusted R-square	0.749817056

Standard error	2.468031565
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ANOVA

	df	SS	MS	F	Significance F
Regression	1	133156.6353	133156.6353	21860.56552	6.8219E-07 (0.00000068)
Residual	4	24.36471923	6.091179807		
Total	5	133181			

	Coefficients	Standard error	t-stat	P-value	Lower 95%	Upper 95%
Y - Purchase intention						
X – Prime Convenient services	1.003516733	0.006787251	147.8531891	1.25515E-08 (0.000000012)	0.9846723	1.0223612

Table : Regression analysis of Prime convenient services and purchase intention

As can be seen from the regression analysis indicators, the selected variables have a good relationship. In this model, the coefficient of determination is 0.999817056. It indicates that the model is 100% accurate.

Next, the author examines the coefficient from the regression analysis, which shows that Prime services (X) = 1.003516733. This number indicates the relationship and dependence between these two variables. Therefore, if the numbers are interpreted, it can be seen that purchase intention highly depends on Prime delivery services.

The T-stat in this model is 147.85, which proves vital significance and rejects the null hypothesis.

Following, we look at the F-Significance, which is very small—0.00000068—and the P-Value, 0.000000012. This number is significantly less than 0.05, which indicates that the created model has an excellent value.

To summarise all the above, the model Purchase intention/Prime services, show the best result, confirming the author's third hypothesis - **H3: Amazon Prime features, such as fast and free shipping, positively affect customers' purchase intentions.**

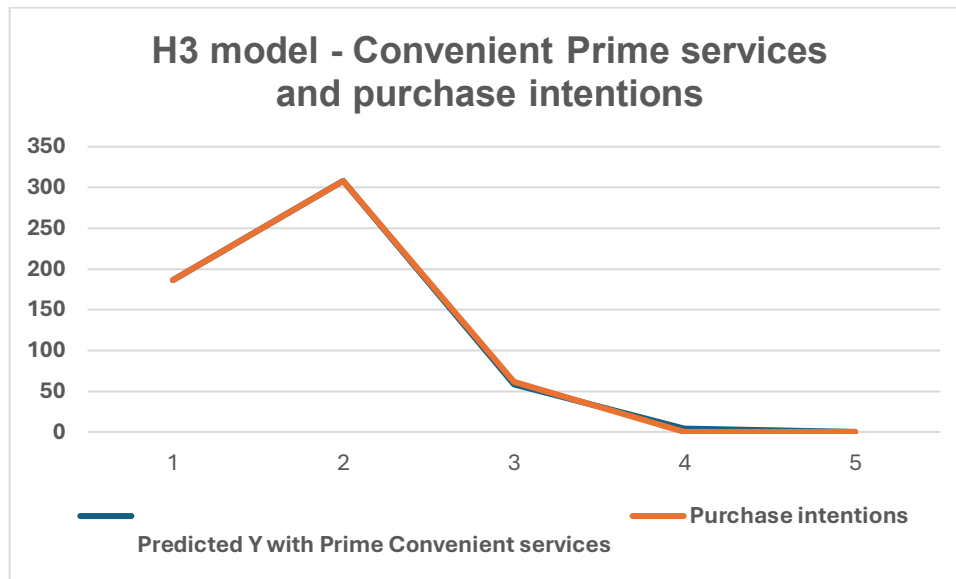


Figure : Predicted model for Hypothesis 3

Analysis of Prime Exclusive Offers and Purchase Intention

In this last part of the chapter, the author delves into the responses received from Amazon customers who are part of the Prime loyalty program. The regression analysis takes the data from Part D (Exclusive offers of Prime membership), such as sales, promotions, discounts, and Part E (purchase intention).

	Prime exclusive offers	Purchase intention
Prime exclusive offers	1	
Purchase intention	0.993032962	1

Table : Correlation between Prime Exclusive offers and Purchase intention

The correlation coefficient is 0.993032962, providing all evidence of the strong relationship between the variables. Next, the author conducts a regression analysis of the selected indicators, Prime Exclusive offers, and Purchase intention,

**SUMMARY
OUTPUT**

	Regression statistics
multiple R	0.996145976
R-square	0.992306806
Adjusted R-square	0.742306806
Standard error	16.00458692

ANOVA

	df	SS	MS	F	Significance F
Regression	1	132156.413	132156.413	515.9401229	0.000186874
Residual	4	1024.58721	256.146803		
Total	5	133181			

	Coefficients	Standard error	t-stat	P-value	Lower 95%	Upper 95%
Y - Purchase intention						
X – Prime Exclusive offers	0.98345299	0.04329662	22.7143154	2.22516E-05 (0.000022)	0.863242312	1.103663667

Table: Regression analysis of Prime exclusive offers and purchase intention

The analysis's results are promising; for example, the model's R-square (coefficient of determination) is 0.99, indicating that it is 99% accurate, with only one factor going unconsidered. It points towards a strong relationship between the independent variable (purchase intention) and the dependent variable (Prime Exclusive offers).

Furthermore, this model's T-stat is 22.71, large enough to support the provided hypothesis.

The coefficient of Prime Exclusive offers" (X) = 0.98345299 shows that, on average, an increase in the Y variable by one unit is associated with an increase in X by 0.97. It indicates a positive correlation between purchase intention and Prime Exclusive offers.

Moreover, the model's F-significance—0.000186874 and P-value—0.000022—are significant, both less than 0.05. This means that we can confidently reject the null hypothesis and consider the results valuable. It also indicates that the correlation between the chosen variables is not random and has a strong relationship.

Overall, the regression analysis indicates a significant and robust relationship between variables X and Y. It is clear that Exclusive Offers of membership programs significantly impact purchase intention, confirming the author's hypothesis — **H4: Amazon Prime Exclusive offers positively influence customers' purchase intention.**



Figure : Predicted model for Hypothesis 4

Multiple regression

The author also conducted multiple regression to consider the relationship between all independent variables simultaneously. This analysis, see Table below allows assessing the influence of each independent variable on the dependent variable, considering the impact of other factors.

SUMMARY OUTPUT

	Regression statistics
multiple R	0.999997358
R-square	0.999994716
Adjusted R-square	-2.11343E-05
Standard error	0.838851337
Observation	5

ANOVA

	df	SS	MS	F	Significance F
Regression	4	133180.2963	33295.07408	47316.21359	
Residual	1	0.703671565	0.703671565		
Total	5	133181			

	Coefficients	Standard error	t-stat	P-value	Lower 95%	Upper 95%
Y - Purchase intention						
Promotional emails	- 3.9866550 72	0.7588213 15	- 5.2537468 23	0.1197420 78	- 13.628394 06	5.655083 91

Personalised emails	2.9330440 98	0.5538017 32	5.2961988 53	0.1188044 93	- 4.1036740 92	9.969762 29
Prime Membership convenient services	- 3.4170424 62	0.8458820 74	- 4.0396203 78	0.1544882 55	- 14.164993 27	7.330908 35
Prime Membership exclusive offers	5.4651041 92	1.0488198 33	5.2107178 21	0.1207074 46	- 7.8614153 31	18.79162 37

Table : Multiple regression analysis between Amazon strategies and purchase intention

Summary of the analysis chapter

The author uses a descriptive approach to analyse the data, which provides an overview of the participants' responses. Also, regression and correlation were used to analyse and identify the relationships between selected company strategies and customer purchase intention. The analysis results confirm the author's proposed research hypotheses.

Hypothesis	Correlation coefficients	Linear regression coefficients	Multiple regression coefficients	Results
H1: Amazon promotional emails have a positive effect on customer buying behaviour.	0.884	0.938	-3.986655072	accepted
H2: Personalised Amazon emails positively influence customers' purchase intention	0.881	0.984	2.933044098	accepted
H3: Amazon Prime features, such as fast and free shipping, positively affect customers' purchase intentions.	0.999	1.004	-3.417042462	accepted
H4: Amazon Prime Exclusive offers positively influence customers' purchase intention	0.993	0.983	5.465104192	accepted

Table : The obtained results

Overall, the analysis provides a more in-depth understanding of the topic under study.

Discussion of the findings

Email marketing and Purchase intention – literature analysis

Personalised emails significantly contribute to customer retention by creating a sense of individual attention and relevance (Patel, 2023). Personalisation is also associated with positive consumer brand attitudes, increased purchases, and willingness to pay (de Groot, 2022; Tomczyk et al., 2022). These personal messages from the company influence every stage of purchasing decisions (Namira & Vandebori, 2016) and customers' behaviour (Verma, 2023). Personalised emails can increase consumers' trust and confidence in a brand (Reimers et al., 2016). They also create an emotional bond between client and customer, increasing loyalty (Dixon, 2022).

Promotional emails increase sales and improve brand reputation (Omar & Atteya, 2020). 90% of consumers love and appreciate promotional email content from the company. It makes customers feel that the information matches their interests (Dixon, 2022). Additionally, promotional emails with special offers, limited-time promotions, or exclusive content can entice recipients to purchase (Omar & Atteya, 2020; Goldfarb, 2019). Customers prefer receiving promotional messages via email (Optinmonster, 2018). There have also been studies that have highlighted that emails may be perceived negatively as an attempt to manipulate customer choices (Vafainia et al., 2019).

Promotional Emails and Purchase intention – statistical data

The correlation-regression analysis of the model "**Promotional emails and Purchase intention**" showed a positive relationship between these variables. The correlation coefficient - 0.884 and regression coefficient - 0.938, shown below in Figure 5.2.1., are consistent with the author's previously proposed conceptual model (Figure 2.3, Chapter 2) since the model emphasizes this influence. To summarise, this study's results confirmed the author's hypothesis and those of previous studies, highlighting promotional emails' positive impact.

Personalised Emails and Purchase intention – statistical data

The questionnaire analysis indicates that email marketing in the form of personalised emails influences consumer purchases by increasing trust between the customer and the brand. It is the

opinion of the majority of respondents, 84%, who also like that these personalised messages from the company make them feel more valued as a customer, which is also consistent with previous statements of the authors (Namira & Vandebori, 2016; Reimers et al., 2016; de Groot, 2022). 68% of customers generally enjoy receiving personalised communications from Amazon (Patel, 2023; Verma, 2023; Reimers et al., 2016). Another 70% indicated that such emails aligned with their interests; the same was supported by Namira and Vandebori (2016). 67% agreed that personalised emails increase purchase frequency, according to a similar study by de Groot and Tomczyk et al.

Prime membership and Purchase intention – literature analysis

In his research, the author identifies two areas of loyalty programs: Convenient services and Exclusive offers, which, according to a McKinsey report, 2022, are the most attractive benefits for Amazon customers.

Convenient services, such as free and fast shipping, are benefits of this membership. Previous researchers have highlighted its positive impact on strengthening the relationship between the customer and the brand (Kowiatek & Thanasi-Boçe, 2019), influencing customer satisfaction (Wulandari & Suwandi, 2021), which in turn increases purchase frequency (Maghfiroh, 2021; Walga, 2022). Thus, agreeing with the above, the author hypothesizes that the Amazon Prime Loyalty Program positively impacts customers' purchase intentions.

Prime Convenient services and Purchase intention – statistical data

The correlation between the two indicators, "Convenient services and Purchase intention", is 0.999; and the regression coefficient is 1.004, indicating the strong dependence of these two variables on each other. Compared to other proposed variables, this model has the best result, thereby supporting the author's hypothesis and saying that Amazon's convenient services have an enormous influence on customer purchase intention, agreeing with the previous authors (Kowiatek & Thanasi-Boçe, 2019; Wulandari & Suwandi, 2021; Maghfiroh, 2021; Walga, 2022).

Prime Exclusive offers and Purchase intention – statistical data

This part of the study shows a correlation coefficient of - 0.993 between the variables "Prime Exclusive offers and Purchase intention" and a regression coefficient of 0,983. This result supports the author's hypothesis about the positive effect of this Exclusive offers strategy on customers'

purchasing behaviour. These results are consistent with previous research highlighting loyalty programs' benefits, where customers are ready to pay for the membership to receive exclusive benefits available only to Prime members (Loretta et al., 2013; Rao & Kotian, 2018; Berezan et al., 2015; Lo et al., 2017; McCall & McMahon, 2019; Chen et al., 2021).

Thus, the last proposed hypothesis has also been accepted.

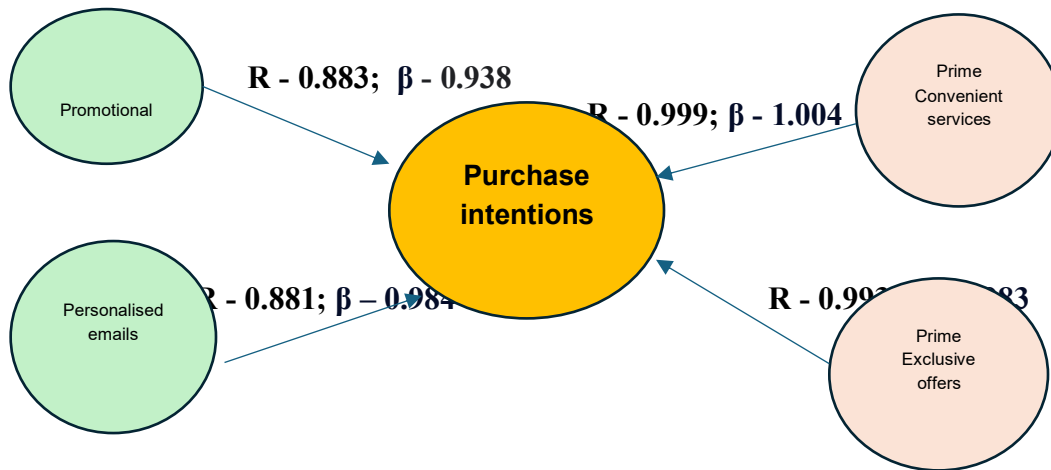


Figure : Conceptual model of correlation-regression analysis

To summarize, this chapter highlights the connection between the statistical findings and the previous literature review that showed the importance of Amazon's digital marketing strategies and their specific impact on consumers' purchase intention.

Conclusions, limitations and recommendations

Conclusion

According to the research aim, this dissertation examined the effectiveness of Amazon's email marketing (promotional and personalized emails) and the company's Prime membership (convenient delivery services and exclusive promotional offers) and how they influence customers' purchase intentions.

The value of using personalized emails with product recommendations in e-commerce cannot be underestimated (Bathla, 2017; Ostergaard, 2018; Iyengar et al., 2022). Personalized product recommendations are when an e-commerce platform shows a selection of products that are unique to an individual client. These recommendations are primarily based on the visitor's behaviour and profile during purchasing (Wu, 2021; Hui et al., 2022). More than 70% of the research respondents confirmed that such messages match their interests. Promotional emails, in turn, inform customers about new or existing products or services and special sales or discounts the company has at the moment. This type of email aims to distribute information about limited-time offers or exclusive content. Respondents participating in the survey (83%) said they like receiving information about company discounts and sales from promotional emails. The Exclusive offers increase customer loyalty (Furaida et al., 2018; Hamilton et al., 2017). After analysing the respondents' answers, it was found that 88.4% of the company's customers like the special offers, making them feel more satisfied with the company. 92.7% subscribed and paid for these offers because they wanted to take advantage of these additional benefits.

Thus, this strategy impacts both the buyer, because by creating these benefits, the seller expresses gratitude to the loyal customers and shows that their loyalty is valued, and the brand because these positive customer relationships lead to repeat purchases and increased sales.

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