

1 Amazons Customer Journey

This customer journey focuses on the Electrodomestic sector, amazons leading product category.

By: Penelope Piraino

Sources:

www.consumerreports.org, www.amazon.com, www.waretop10.com
www.similarweb.com, www.scrapphero.com, www.amazon.de
www.amazon.com, www.moneyfinc.com, www.georgiarjournal.ge
www.statista.com

This is John.
He likes to shop at amazon.

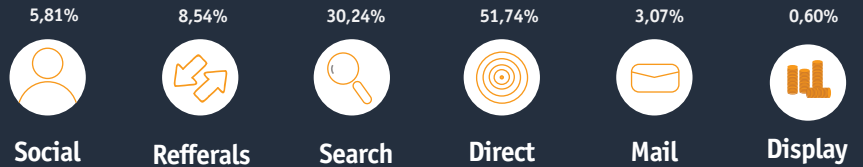


I need a new phone!

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You begin your customer journey on amazon by searching for the company in your browser. John like most amazons customers accesses amazon directly through the browser. However, many other amazon shoppers access the companies homepage through referrals, social interaction, media or display.

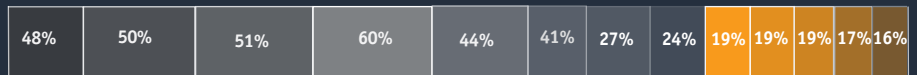
Traffic sources on Desktop



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On the amazon homepage, type the key word of the item you are looking for in the search bar. Most people purchase electrodomestic devices on amazon, just like John.

Leading Product Categories purchased by Amazon shoppers in the United States



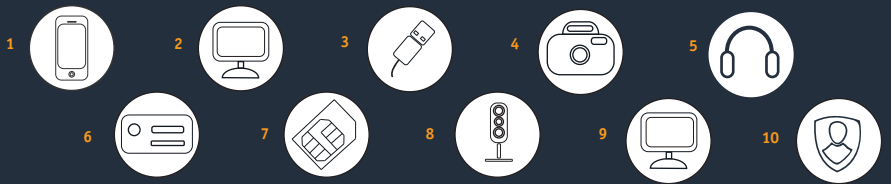
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- 1: Cell phones & Assesories
- 2: Computers & Asseories
- 3: Assesories & Supplies
- 4: Camera & Photo
- 5: Portable Audio & Video
- 6: Car & Vehicle Electronics
- 7: Office Electronics & Products
- 8: Home Audio
- 9: Television & Video
- 10: Security & Surveillance

Amazon has thousands of differnt catergories. When you search an item different products appear and are at your disposal. All you have to do is pick what item you wish to purchase from the category.

John is purchasing a phone, thats amongst the most sold electrodomestic products.

Top Ten Sub- Categories of Electronics

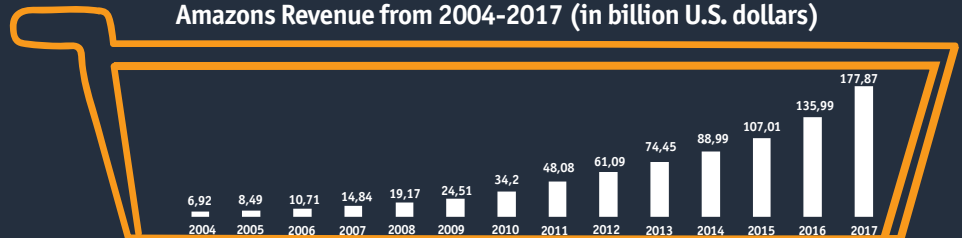


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Adding items to your cart...

Once you have decided on the product you are going to purchase click on the shopping cart in the upper right hand corner to add your electrodomestic item (Johns new phone) as well as other products into the cart. As online shopping is becoming more popular amazon has an increasing amount of shoppers every year, ultimately increasing their revenue. In 2017 alone amazon made 177,87 billion USD.

Amazons Revenue from 2004-2017 (in billion U.S. dollars)



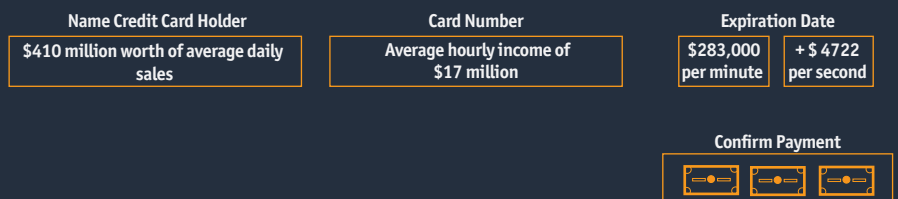
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The 24 hour Amazon sales breakdown

Your nearly done with your order!

The second to last step is adding your credit card details for the purchase. The amount of sales amazon makes within 24 hours is incredible. Often as consumers when purchasing a product we don't realize how many other people are also involved in the same process.

Amazons Payment method in Numbers



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Wait for a happy package!

The last step in the process for John as well as all the other amazon shoppers is waiting for your amazon package to arrive. If you're an amazon prime customer you could recieve a free same day delivery, or if you're just a regular happy shopper your package could take between three and four days to arrive.

The most notable diffences between Amazon Prime and Regular Amazon

Amazon Prime Benefits

Regular Amazon

Costs:
Monthly: €10
Shipping:
Free Two-Day Shipping
Free Same Day Shipping
Streaming:
Prime Videos: Unlimited movies
Amazon Music: Access hundreds of Playlists and Songs

Costs:
No additional costs
Shipping:
Free shipping for orders over €29
Delivery can take between 3-4 days
Streaming:
No access to movie or music streaming

