

A simple number, explaining why Amazon dares to sell cheap Kindle

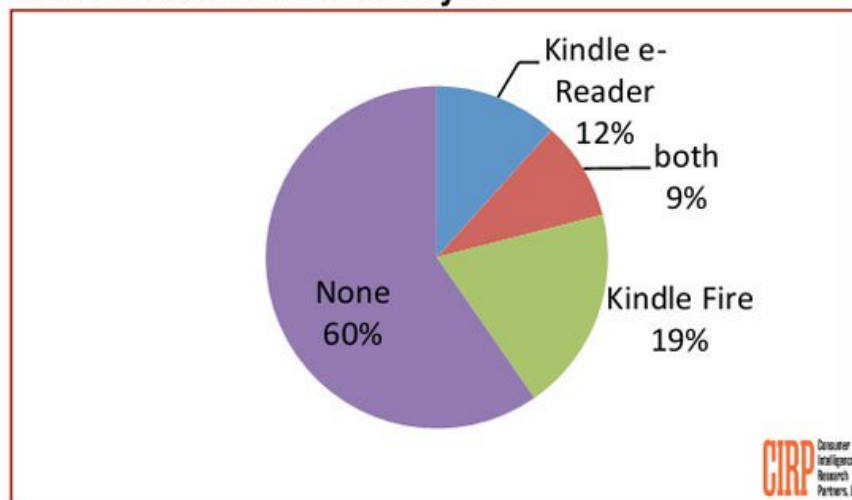
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At the end of the year, you can buy a *Kindle e-reader* from Amazon for \$ 49.

Not only that, a *Kindle Fire HDX* with 8.9 inches screen is only priced at 379 USD, much cheaper if compared to the figure of 499 USD for an Apple iPad.

Kindle Models of Amazon Buyers



Owners of Kindle devices account for 40% of Amazon's total customers

How and why does **Amazon** giant sell its technology devices so cheaply? Both questions are answered with a simple statistic.

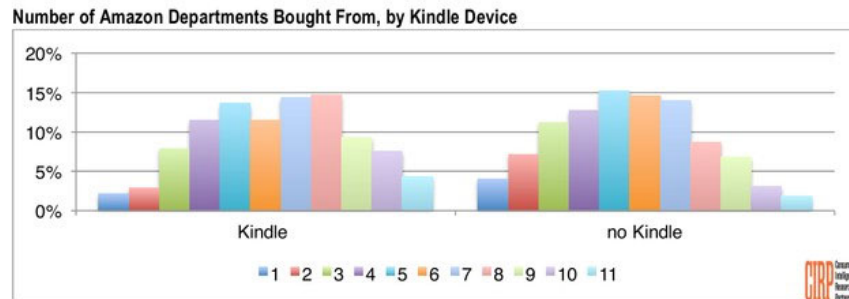
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This statistic was pointed out by consumer behavior research firm *Consumer Intelligence Research Partners (CIRP)* from a survey of over 300 customers shopping at Amazon.com that lasted for 3 months, ending on

November 15. / 2013 last.

CIRP estimates that customers who own Amazon Kindle withdraw almost \$ 1,233 per year for purchases from Amazon while others spend \$ 790.

Analyst *Mike Levin* of *CIRP* said: ' *Another approach for Kindle Fire and Kindle e-Reader is a portal to Amazon.com* '. Kindle Fire allows access to all goods on Amazon's shelves, while *Kindle e-Reader* makes it easy for customers to buy books - a long-standing product line of this retailer.



Amazon sells Kindle devices at low prices, maybe even losses because the technology firm knows when customers own in the Kindle means they will spend more than \$ 4,500 at Amazon in the next 10 years.

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