

Amazon's pH Rating



Public Statements Risk



Jeff Bezos rarely offers his opinion on non-economic matters; however, he's a constant topic in the news, overshadowing Andy Jassy, the new CEO. Amazon has a convoluted website that, like Google, is mostly used for practical rather than informational purposes. But in the 'About' section, they mention DEI, climate change, the inequitable treatment of black people, LGBTQ+ rights, and immigrant rights specifically. It's a laundry list of liberal causes, and if the media highlights it, there could be a media firestorm on the right. Additionally, their union-busting and the number of stories about employees not having time for bathroom breaks push people on the left to find alternatives.

Political Contributions Risk



Amazon was the second highest contributor in the retail sector and leans moderately towards Democrats, which is not abnormal in the retail sector.

Political Dichotomy Risk



Amazon leans moderately more towards Democrats, but has a mixed consumer base. Fortunately, the company does not have many substitutes. 60% of Amazon's sales are in North America, which makes it more susceptible to U.S. political boycotts. AWS, however, was responsible for all of Amazon's profit in 2022 and most of it in 2021.

Associational Risk



The CEO and founder do not have any notable associational risks. The company and its senior executives seem to avoid taking associational positions at all, for example, by refusing to take antisemitic film by Kyrie Irving off of the platform.

Brand Visibility Risk



The company has high search volumes and is a household name. Nonetheless, even incredibly large scandals such as poor working conditions being exposed were largely ignored by the public, and the company seems too big and too convenient for any major consumer boycott. The lack of lifestyle and values-based branding insulates them from consumers' personal value discrepancies with the company.



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