Subject: Amazon Prime
Posted by Pioneer on Thu, 06 Feb 2014 16:33:04 GMT
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I just read an article on Clark Howard's website about Amazon's intention of padding their profits by increasing the price of Prime memberships from $79 to $119 a year. If they actually do this, will you pay it?

Subject: Re: Amazon Prime
Posted by iLoveiPod on Thu, 06 Feb 2014 20:22:43 GMT
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I would probably still pay it. Even at $119 a year, it still works out to less than $10 a month. I don't think that's bad for everything you get. I love the two-day shipping and the online streaming.

Subject: Re: Amazon Prime
Posted by Iceage on Fri, 07 Feb 2014 10:11:21 GMT
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I strongly disagree with the suggestion that it's just to pad their profits. The price hasn't increased in years, and yet they have added so many features to the Prime program in that time-and haven't charged more for it. I think that the price increase is LONG overdue. Don't even get me started on the price increases in postage that they have eaten over the years.

I would like to see several tiers though-Prime for shipping without all of the other features, and one that includes the TV streaming for instance.

Subject: Re: Amazon Prime
Posted by gofar99 on Fri, 07 Feb 2014 18:53:57 GMT
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I'm with you on the tiers. I use the shipping and really have no use for the other stuff.

Subject: Re: Amazon Prime
Posted by Pioneer on Fri, 07 Feb 2014 19:49:47 GMT
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Iceage wrote on Fri, 07 February 2014 04:11I strongly disagree with the suggestion that it's just to pad their profits. The price hasn't increased in years, and yet they have added so many features to the Prime program in that time-and haven't charged more for it. I think that the price increase is LONG overdue. Don't even get me started on the price increases in postage that they have eaten over the years.

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Well, according to Clark Howard's article on it, Amazon's profits have been declining recently, so their plan is to up the price of the Prime memberships to make up the difference. Is it justified? I guess that boils down to a matter of personal opinion. I doubt most people will want to pay $120 a year for the same services that they're only paying $80/year for right now, though. Of course, if you read the article, Clark also says he thinks they'll suggest $120, wait for people to fuss about it, and then compromise with a rate hike of only $20/year instead of $40, for a final price of $100/year.

Subject: Re: Amazon Prime
Posted by love2play on Fri, 07 Feb 2014 22:27:48 GMT
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I wouldn't pay $120 a year for it, but I don't pay $80 a year for it now. My husband is a college student so we get it for $20 a year.

Subject: Re: Amazon Prime
Posted by Iceage on Mon, 10 Feb 2014 09:34:27 GMT
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And why are their profits declining? Would it possibly have anything to do with them paying out licensing fees for the streaming services? Or for them eating the increases in shipping costs? These are all valid concerns for the business and since these increased costs must be eating into their profits, I cannot knock them for needing to recoup some of the costs.
