

A Comparative Study Of The E-Commerce Platforms Of Amazon And Ebay

Omar (Mohammed Ali) Abdullah Al-Qudah¹, Yazeed Al Moaiad², Rajina R. Mohamed³, Yousef A. Baker El-Ebiary^{4*}, Syarilla Iryani Ahmad Saany⁵, Pushpanjali Pandey⁶

¹Asst. Prof. Dr., Head of E-Marketing Department, Faculty of Financial and Business Science, Irbid National University, Irbid, Jordan

²Asst. Prof. Dr., Faculty of Computer and Information Technology, MEDIU, Malaysia

³College of Computing dan Informatics, Universiti Tenaga Nasional, Malaysia,

⁴Assoc. Prof. Ts. Dr., Faculty of Informatics and Computing, UniSZA University, Malaysia,
<https://orcid.org/0000-0002-4392-8015>

⁵Assoc. Prof. Dr. Faculty of Informatics and Computing, UniSZA, Malaysia

⁶Suresh Gyanvihar University, Jaipur, India.

Email: ¹dr_omar@inu.edu.jo, ²yazeed.alsayed@mediu.edu.my, ³rajina@uniten.edu.my, ⁴yousefebiary@unisza.edu.my, ⁵syarilla@unisza.edu.my, ⁶pushpanjali.pandey@gyancity.com

*Corresponding Author: Yousef A. Baker El-Ebiary

Assoc. Prof. Ts. Dr., Faculty of Informatics and Computing, UniSZA University, Malaysia,

<https://orcid.org/0000-0002-4392-8015>

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Abstract

Within the final few decades, the web has created a wide worldwide advertisement put for exchange in products and administrations. Doing trade online has gotten to be simpler and quicker due to the advancement of the web. Online shopping is as of now well known, particularly since individuals feel comfortable and simple to shop anytime and anyplace. Unused innovation moreover changes the way we communicate. Within the world of showcasing, particularly through internet media or commonly alluded to as e-commerce, don't disregard the part of online stores as a medium of communication, where promoting through e-commerce is as of now exceptionally beneficial. This research aims to study and compare e-commerce platforms between e-Bay and Amazon. While Amazon.com gained more promotions and underlying exposure to web-based businesses, eBay has secretly built inventories that are truly Internet-friendly. The research used an analytical method to find the difference between these two platforms. Initially, Amazon was only trying to reproduce a list of action plans on the web. The innovation may be inventive, but the design of the action is certainly not. Once again, eBay has a great idea of the Internet network and has empowered supply and demand on the web with incredible outcome. The sales position is the winner. In addition, eBay clearly shows that the benefits do not need to be in the idea of development - a dispute that Bezos never made. Amazon initially centered around BN.com as a competitor. After a while, Amazon saw eBay as a competitor. The underlying attack was a tremendous disappointment. Currently, Amazon is endeavoring to contend with eBay by driving sales and consolidation its partner programs.

Keywords: Service Quality, Customer Service, Electronic Commerce, eBay, Amazon, Comparative Study, E-Commerce Platforms.

INTRODUCTION

In the last decade, the e-commerce industry is known as the online shopping industry, has seen significant growth. Thanks to the rising popularity of personal computers and the exponential growth of mobile devices, e-commerce companies are now able to attract more customers than ever before [1].

E-commerce (electronic commerce) is the buying and offering of merchandise and administrations, or the transmitting of reserves or information, over an electronic arrange, fundamentally the web. These commerce exchanges happen either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer, or consumer-to-business [2]. The terms e-commerce and e-business are regularly utilized traded. The term e-tail is additionally now and then utilized the value-based forms that makeup online retail shopping [3].

E-Commerce organization is Online offer sales based on items where customers try to outdo each other by placing the highest amount. Convert expenses for postings (whether the item is for sale) and additional charges for Premium Auction highlights (e.g., additional images, BuyItNow, Feature It!) Or Premium Seller sign-ups [4].

E-commerce is a type of technology business that lets users to buy merchandise then administration directly from merchants through the web via a website browser. Online stores inspire the physical relationship of buying or administering a block or mortar retailer; the procedure is called business-to-buyer (B2C) online shopping [5]. For situations where a business buys from another business, this procedure is called business-to-business (B2B) online business [6].

Marketing achievements are not at this level about physical stores. This is clear given the growing number of retailers now offering web-shop interface for customers. With the expansion of internet shopping, there are many new market opportunities including openings for stores that can accurately reflect overseas market demand and administrative needs [7]. The largest web-based retail companies are Amazon.com and E-inlets. Retail achievements are not at this level about physical stores [8]. This is seen as a result of the development of retailers that now offer web-shop interface for shoppers. With the advent of online shopping, many new market opportunities have emerged including openings for shops that meet the demands of offshore markets [9].

LITERATURE REVIEW

Within the present-day period, the improvement of the web and progressively sophisticated technology are utilized within the handle of promoting items or administrations. Numerous schools have required their understudies to know and utilize the web [10]. In expansion, the wants of social organizing and online shop truly require the web in carrying out their everyday exercises. Numerous things have been created rapidly with the existence of the web, one of which is that individuals don't have to be taken off the house to do shopping exercises, individuals can shop from domestic with the web, individuals shop visas online. Online shopping has gotten to be a propensity of society nowadays, online is an elective way of acquiring merchandise or administrations and offering which we have created exceptionally well in terms of benefit, adequacy, security, and ubiquity [11].

E-service quality could be a procedure that points to attain the level of fulfilments given through benefit. Customer satisfaction is an imperative figure for understanding how client needs and wants can be met. Besides, disappointment may happen when seen benefit execution does not meet desires [12]. States of mind and recognitions from past benefit involvement can reflect levels of fulfilments or disappointment and can impact repurchase eagerly. Client fulfilments is utilized to get it and fulfil client wants which can increment showcase share coming about from rehashed buys and references [13]. E-Service Quality can be utilized as an assessment that directs almost all clients concerning the execution of e-commerce administrations.

E-satisfaction may be a client fulfillment that's characterized as a requirement and objective to attain a level of fulfillment and emotional reaction by a benefit. Client fulfillment is a critical figure for understanding how client needs and wants are met. Moreover, disappointment may happen when seen benefit execution does not meet desires. Demeanors and recognitions from past benefit involvement can reflect levels of fulfillment or disappointment and can impact repurchase eagerly [14]. Client fulfillment is a critical component to get it and fulfill client needs and wants. Repurchase exercises can increment showcase share coming about from rehash buys.

An Online Repurchase is an act of repurchase carried out by a client, both in terms of buying or utilizing the product again. Clients who purchase certain things will have the potential to rehash buys [15]. Clients do devour comparable administrations or items from the same vendor. While repurchase is an act of repurchase, demonstrating the customer's choice to devour the item more than once. The deliberate to repurchase a client is partitioned based on two angles, specifically the purposeful to repurchase and spread data through word of mouth within the frame of positive data and suggestions to others. In this ponder, repurchase deliberate centers on the purposeful of clients to utilize their smartphones to repurchase administrations given by e-commerce [16].

BACKGROUND OF STUDY

Within the present-day period, the improvement of the web and progressively sophisticated technology are utilized within the handle of promoting items or administrations. Numerous schools have required their understudies to know and utilize the web. In expansion, the wants of social organizing and online shop truly require the web in carrying out their everyday exercises [17]. Numerous things have been created rapidly with the existence of the web, one of which is that individuals don't have to be taken off the house to do shopping exercises, individuals can shop from domestic with the web, individuals shop visas online. Online shopping has gotten to be a propensity of society nowadays, online is an elective way of acquiring merchandise or

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Electronic commerce is widely used for a way to integrate customers and suppliers into the global market economy. It is seen as an important innovation that promotes good governance, social and the economic development and poverty alleviation in certain developing country [23]. Moreover, e-commerce mediums give (SMEs) to surpass their deficiency by giving them opportunities to grow up around the world, gain new market opportunity and attract new customers [24]. The benefits when adopt e-commerce are the strong reasons that make e-commerce became the best medium for businesses and it is reflected in the significant growth of e-commerce users every year.

English tycoon Michael Aldrich went shopping online in 1979. His framework linked local TVs to PCs using mobile phones. He believes that videotext, a home-TV technology adapted to the direct-to-human PC-based interface, is 'new', participatory media correspondence - the first to appear on phones [25]. "This 'closed' corporate data framework will be open to 'outside' journalists for additional processing and e-messaging and dissemination of data and distribution, later identified as e-business, meaning a new mass communication media by way of 'participatory' [collective, many to one] unique in its connection with the meaning of mass communication and broad communication and the introduction to long-distance informal communication on the web for twenty-five years in March of 1980, it delivered the Redifon Office Revolution shipment, specialists, merchants, providers, and administrative organizations to connect directly to the corporate framework and progressively use the electronic business [26].

PROBLEM STATEMENT

As a fellow Shopee loyal buyer, we also having a big problem with their customer service. And based on a website that rated their customer service at TrustPilot.com, they write a review about how their customer services are so worst and low rated, and as I also do experience it, the start of the Amazon store was limited to a group of books and some magazines, but the fame that distinguished the store in a short time was based on the development of three basic elements:

Brand building: If the store displays a new mark on its website, a good name is important and attracts attention, as the brand must reflect the product and distinguish it from its competitors in the local and international market, and to be able to legally protect the Internet, it must be easier for example. Dell, for example, is a short, short noun that is not easy to forget [27]. In a short period of time, he was able to announce his position among his family and friends, although the beginning of the project was 300 thousand dollars, but the signs of success were quick, and he got 20000 dollars in the first week and on this basis the brand played an important role in raising the cost-effectiveness of the project at an amazing speed.

Growth and expansion strategy: Displaying a large assortment of products on the site contributes effectively and makes it more acceptable to visitors. Therefore, the Amazon store followed the strategy of diversification in the products presented on its

website, which it offers as an effective way to gain customers, thus the store has turned into the largest retail distributor on World level [28]. We also find the expansion strategy in terms of establishing global branches of the company in some other countries, and by using websites, it has directly and effectively contributed to creating added value for the store at the international level.

The strategy of maintaining customer loyalty: Working to satisfy the customer and gaining his trust was a key factor for the spread of the Amazon store and its electronic platform, because, based on studies, one of the most important obstacles facing electronic stores working in the field of electronic commerce is the customer's confidence and preservation of it, and this is due to competition and other Factors affecting direct and indirect [29]. Especially with stores that offer the same goods at competitive prices and some services such as multiple payment options, comparison between products and after-sales service.

Therefore, the study provides a comparison between the two platforms that are considered one of the giants of the e-commerce market, namely, Amazon and eBay.

METHODOLOGY

Methodology is a systematic approach implemented in a field of study. In our research, we applied both quantitative analysis and qualitative analysis.

5.1 Primary data (by observation)

The primary data is data collected by researchers first-hand. To observe Shopee's share and goodwill, we use the observation method. Quantitative analysis is a method that uses statistical measurement to investigate and explain human behavior.

We perform surveys to directly get input from consumers and analyze the data obtained to generate numerical results. We collect data on Shopee's weakness. The method of surveying is a low-cost and versatile method that is very appropriate for us.

Qualitative Analysis used to search for no-numeric data is qualitative analysis. We use primary data and secondary information (by observation) (by internet, by book and by paper media) [30].

5.2 Secondary data

Secondary data is a data collected from existing research that has been publish. There are 3 methods be used to gather data which are through internet, through book and through paper media.

This is a strategy that is effective and costless. We're looking for Shopee news, annual report, business history, to learn more about Shopee. In addition, the Internet is very helpful as we can not only know about the update of Shopee, we can also check when it started. We also use the textbook on Organizational Behavior to learn more about organizational culture and how important it is to make successful organizational decisions [31].

To collect data from Shopee, we also use paper media such as newspapers and magazines. We can get to know the latest news about Shopee through the use of paper media. In addition, the quality of data obtained from paper media is greater than from the internet since the truth of the news has to be verified before it is released to the public.

Within the world of promoting, the guideline of quality is conceptualized as "quality recognition", which depends on the judgment of customers. The presence of administrations in great and terrible viewpoints can be utilized as a person develop for indicators of repurchase eagerly. Concluded that the presence of e-service quality, e- satisfaction, and repurchase deliberate may be an interface that coordinates a positive relationship. Based on the description, the taking after speculations can be organized, E-service quality includes a positive impact on online repurchase.

States that benefit quality incorporates a solid effect on client fulfilment and company performance. Consumer fulfilments is depicted as a positive assessment of a company's execution based on its earlier encounter, counting benefit quality in this survey moreover expressed that within the scope of online stores, client fulfilment is one of the critical keys related to expanding productivity, shopper maintenance rates, and long-term development of online stores. Based on the portrayal of the linkages, the following speculations within the consider can be orchestrated as e-service quality contains a positive impact on e-satisfaction [32].

Unsatisfied customers will discover arrangements to move to other stores to urge satisfaction. This implies that there's a positive influence between e-satisfaction on online repurchase. So, if e-satisfaction with online repurchase has expanded, it'll increment the level of craving for repurchase. Shoppers who feel a greater level of fulfillment are likely to purchase back more within the

future than disappointed buyers. In the meantime, there's an investigation that comes about passed on that e-satisfaction encompasses a coordinated and backhanded impact on online repurchase. From the portrayal over, speculation can be orchestrated which E-satisfaction features a positive impact on online repurchase.

DATA ANALYSIS

eBay Inc. is a US-predicated e-commerce and ecumenical company that delivers customer to consumer and business to consumer online sales platforms. Founded in 1995, eBay hires proximately 12,000 employees ecumenical, with 6200 workers at the Cumulated States. Over 160 million customers buy via eBay every year and company gain more than USD 8.6 billion only in 2015 [33].

The verbalization on eBay's purport is 'to be the world's leading destination for value and innovation'. eBay's business strategy is fixated on leveraging the benefits of the first mover by introducing innovative accommodations and periodically integrating incipient features and capabilities to subsisting accommodations with the aim of ameliorating the utilizer experience. Senior management led by CEO and President Devin Wenig has made a strategic decision to move the business from the online auction to the most sizably voluminous online retailer, an area now dominated by Amazon [34].

Ecommerce companies have certain impotencies that include business reliance on the scope of products and accommodations performed by contestants, for example, Google, and the involution of the entire business model and the absence of a self-addressed distribution system for eBay competitors.

6.1. Product and Services

Started retailing collectibles and entertainment, Table 1 shows the full-fledged to contain various types of items [35].

Table 1. Table captions should be placed above the tables.

Collectibles	Entertainment
- Boats	- Accessories
- Cameras	- Books
- Cars	- CD
- Cell phones & PDAs	- Clothing
- Coins	- Crafts
- Computers	- Décor
- Electronics	- DVD
- Memorabilia	- Event Tickets
- Parts	- Gardening
- Toys & Dolls	- Home Improvement
- Vehicles	- Jewelry
	- Movies, Music & Games
	- Shoes
	- VHS

6.2. e-Bay Target Segments

Online auctions and targeted shopping communities, e-Bay has a business plan for their specific segment. The main segment is "Antiques & Entertainment". (It is the absence of an item collection organization that encouraged Pierre Omidyar to create eBay. The collection is tranquil one of the most popular in terms of clean product offerings, the delight of long-time veteran sellers.)

Motorcycle lovers: Via the standing of Kruse Inc.'s top car collector, eBay has made a significant contribution to eBay Motors. It got one of its best parts with a \$ 2,500 million Global Goods Sales at 2002. Art lovers: this platform also has several specific bomber organizations that focus on Art Collectors directly, that could be clear by understanding the business processes (see Fig. 1 and 2) [36].

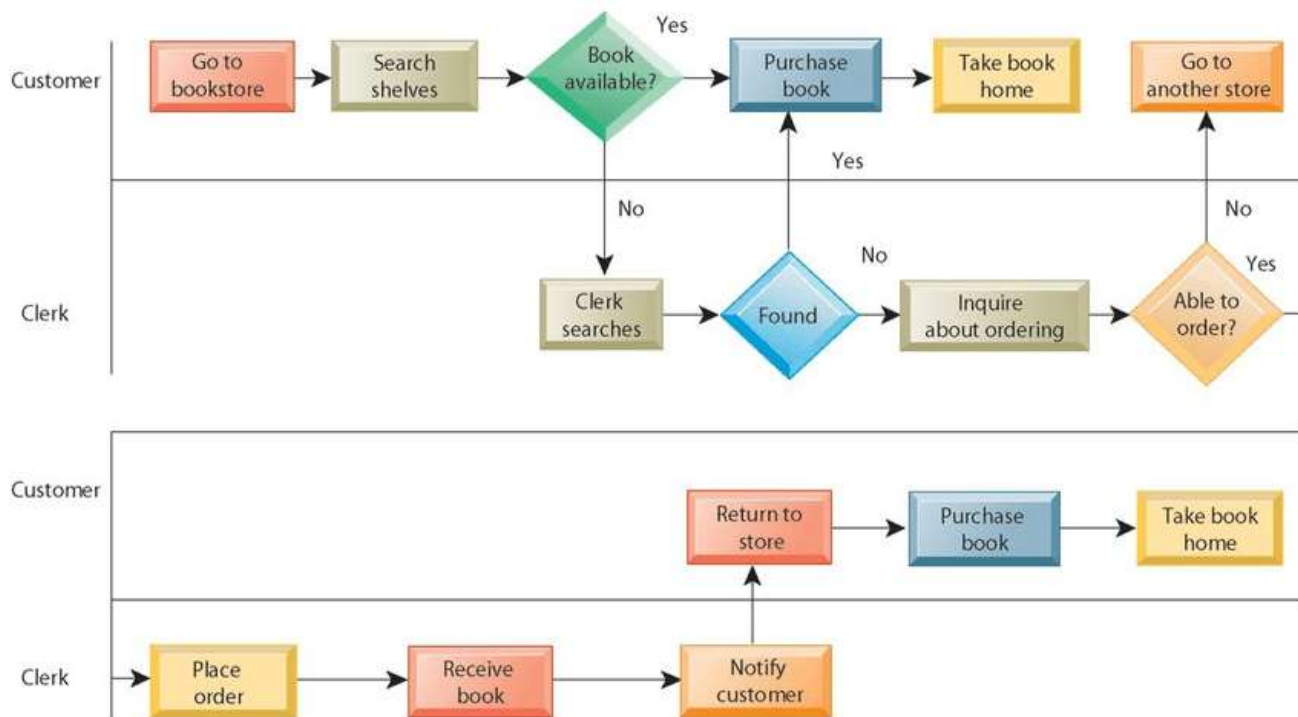


Fig.1: Business Process.

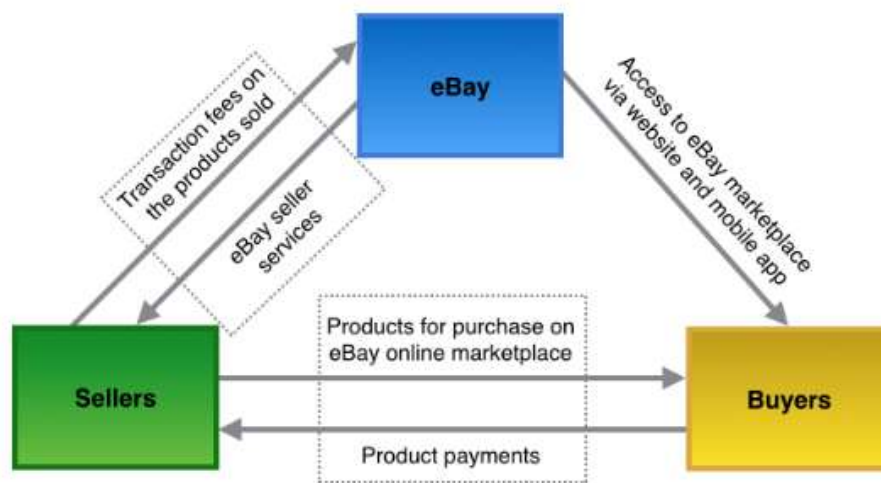


Fig.2: e-Bay Business Model.

6.3. e-Bay Seller Consumer Interaction

Buyers: Get eBay listings, View product information itemized on eBay, Demonstration eBay citations on other websites, and allow comments around other customers at the end of trading transactions [37].

Retailers: Send a product used aimed toward sale on eBay, become maximum bidding data for products that sell, get an inventory of specific consumer products that are on sale, and get an inventory of products offered by specific users.

6.4. Amazon Vision

An online retailer of many great products (books, toys, cooking utensils and more) Originated by Jeff Bezos, computer science and electrical engineering graduated. As the vision of Amazon to work the world's greatest client driven firm, to make a platform where clients could purchase anything, fraction of deals answerable larger a part of income. That could be achievable by using the Amazon selling format (see Fig 3) [38].



Fig. 3: Amazon Selling Format

Amazon Web Services (AWS)

- **Amazon E-Commerce Service:** Exploration for inventory, recover item information, photos, and review from customer. Get a prefer detail, wedding safe. And find sellers and offers
- **Alexa Web Information Service:** Get information like page rankings, relevant websites that are targeted by URLs
- **Amazon Simple Queue Service:** Distributed supply manager to store web accommodation results
- **Advantages of AWS:** Purchase every use model, Moment viability, Very Consistent and safe, Most facilities access through basic SOAP API, and Ongoing technical backing.

The competitive tool of Amazon is the business and process model, that helps a lot the procedures between Amazon and its customers and suppliers as well, (see Fig, 4) [39].

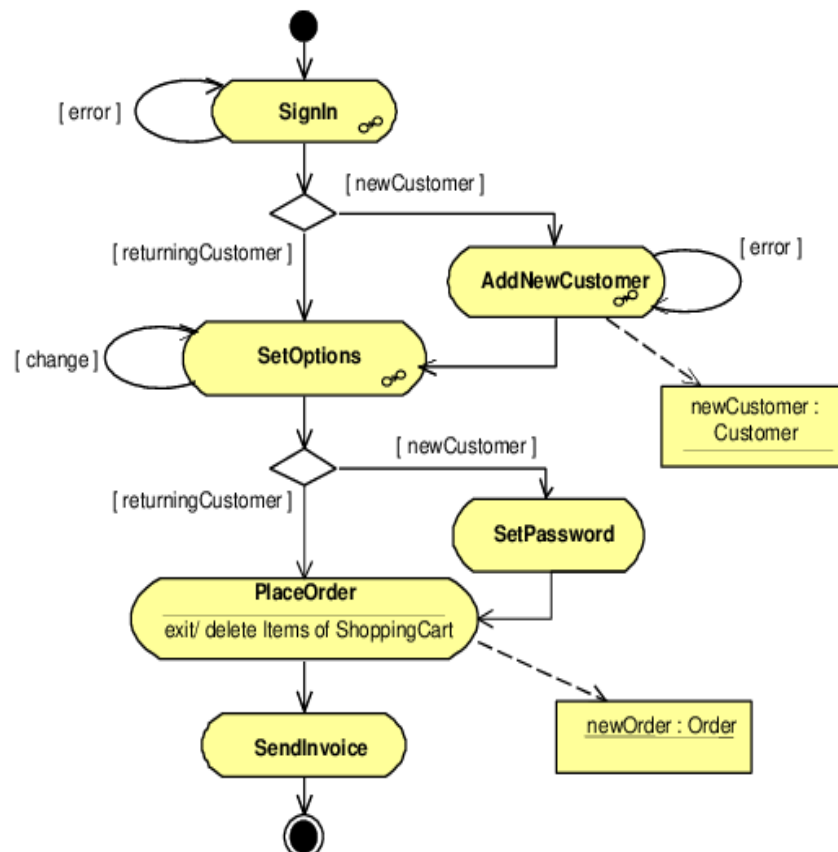


Fig. 4: Amazon Process Model

DISCUSSION

7.1. Individual Characteristics Reasons

The key resolve of this to study a differences and similarities between e-commerce platforms namely eBay and Amazon in terms of opportunities and threats as well as strengths and weaknesses. The table below shows the differences between eBay and Amazon. Table 2 shows these two online shopping platforms has shown various advantages and disadvantages also the threats that these two platforms faced.

Table 2. Comparative in term of Advantage and Disadvantage - Summary.

eBay	Amazon
Technology Outstanding income sharing strategy with Affiliate program	Technology Higher technology over AWS, list and others.
Strategy Empowers of all shapes and sizes traders/members to acquire at generally a same rate	Strategy Prefer famous brand and agent via solid distribution network
Business B2C lose C2C win	Business B2C win C2C lose
Payment cost format	Rate of sales format
Auction sites More interaction between buyers and sellers Only use PayPal for payments methods Middleman	Fixed price Less interaction between buyers and sellers Use various kind payments method Middleman and also a retailer

CONCLUSION AND RECOMMENDATIONS

eBay: According on my study, eBay couldn't use extra supplies for the B2C retail because markets and competitors were close to hit market cut. eBay must surprise opponents for instance Amazon with robust B2B activities or campaigns like providing a comparison-shopping service for wholesalers. additionally, eBay should strengthen its C2C presence through continuous appreciation for loyal customers to take care of its strengths and methods, in any case at C2C it's imperative because it can connect one another via offline.

Amazon: Must contribute supplies to still dominate the B2C market by staying competitive with the worth, comfort and consistency of its vendors and continuing to deliver in fresh retailers. What's more, Amazon should reward smaller customers because it works for network memberships too. within the end of the day, Amazon is during a better spot for its continuing B2B plan with AWS.

In summary, the marketing strategies followed by the Amazon store depend on a number of pillars, namely:

Expanding the offered products to suit all markets. Using the latest technologies in designing the electronic platform interface. Use all available resources to serve the spread and ease of use of the platform.

In light of the results learned from this study, a presentation can be made of some recommendations such as: Keeping pace with development and technology and what is new in the field of communications in a way that serves innovation and development. The user interface has to be changed from time to time. Consider safe and consistent payment methods for each country. Branding projects increases his success factor.

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