

Proposed Software Vs Amazon: A Comparison

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Abstract- The future of electronic shopping is also a business option that will enhance future needs. In this growing swift pace in our country. Electronic shopping has registered impressive growth in the past few years. There are many great opportunities for growth in electronic shopping. It is also increasing internet usage. This article discusses the comparison between Amazon and a proposed software based on various factors. The factors consist of product selection, competitive pricing, fast and reliable shipping, a customer-centric approach, and strong brand awareness, which give it a distinct advantage over other websites and software. The proposed software may have limitations in product selection, pricing, shipping and delivery, customer experience, and brand recognition. While there may be similarities between Amazon and other e-commerce sites, Amazon's size, resources, and customer-centric approach set it apart in the e-commerce industry.

Keywords: E-Shopping, Trend, Future, Shopping Experiences, Strategies

Objectives:

- Understanding the range and depth of products offered by Amazon compared to a proposed software.
- Evaluating the ease of use and user experience of both platforms for customers.
- By achieving these objectives, businesses can gain valuable insights into how Amazon has disrupted the e-commerce industry and what they can learn from its success. They can also identify areas for improvement in their own e-commerce strategies and how to better serve their customers.

INTRODUCTION:

E-Shopping mainly focuses on marketing, selling, purchasing, and goods or services over electronic systems like the Internet or other networks. E-Shopping Business application involves corporate purchasing, value chain integration, and supply chain management. This website creates new opportunities and earns profits. E-commerce relates to the website of the vendor on the Internet. The more understandable definition of E-commerce is using electronic communication and digital information.

This research aims to compare Amazon to the proposed software. Many e-commerce in this market offer similar products and services, and it is important to compare them to understand how Amazon stands out in the market. Amazon is one of the major players in this field. Amazon has discarded traditional retail models. It has changed the way people shop online. The research will provide insights into how Amazon compares to other e-commerce websites and what factors contribute to its success in the industry. This information can be valuable for e-commerce companies seeking to improve their performance and for consumers seeking the best online shopping experience.

LITERATURE REVIEW :

In this research paper we took reference from **Benady, D. (2019) [1], Goetz, M., & Meijer, A. (2020). [2], Homburg, C., Jozić, D., & Kuehnl, C. (2017).[3], et.al.** The literature review highlighted the important benefits of the success of e-commerce websites. Proposed competitive pricing, Easy use, efficient logistics infrastructure, user friendly, and strong brand presence have contributed to its dominance in the e-commerce industry. E-commerce is the fastest-growing industry nowadays. This research provides an overview of the literature on these factors and how they relate to Amazon and e-commerce websites. However, this study also highlights that smaller e-commerce websites may still have a competitive edge by offering unique products or services that Amazon does not provide.

E-commerce companies can improve their performance by focusing on these drawbacks.

1. Technical issues: E-commerce websites often face technical issues such as slow loading speed, server downtime, and website crashes, which can lead to a poor user experience.
2. Security concerns: As e-commerce websites deal with sensitive customer data, they are vulnerable to cyber attacks and data breaches.
3. Competition: With the increasing number of e-commerce websites, competition is fierce, and businesses must constantly innovate and differentiate themselves to stand out from the crowd.
4. Fulfillment and logistics issues: Ensuring timely delivery of orders can be a challenge for e-commerce websites, especially during peak seasons, and poor handling of customer returns and complaints can lead to negative reviews and reduced customer loyalty.
5. Mobile optimization: With the increasing use of mobile devices for online shopping, e-commerce websites need to ensure that their platform is optimized for mobile devices, otherwise, it can result in lost sales and customers.
6. Poor user experience: If an e-commerce website is difficult to navigate, has confusing checkout processes, or a complicated search function, it can lead to a poor user experience, resulting in lost sales and customer dissatisfaction.
7. Lack of personalization: E-commerce websites that fail to provide personalized recommendations or tailored content can lose customers to competitors who offer a more customized experience.

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RESEARCH METHODOLOGY:

To conduct research on the comparison between Amazon and a normal e-commerce website, a mixed-method approach could be used. The following methodology could be employed:

Secondary Data Collection: A literature review of academic articles, industry reports, and news articles would be conducted to gain an understanding of the e-commerce industry, the factors that contribute to success in the industry, and how Amazon compares to other e-commerce sites.

Online Survey: An online survey could be conducted to gather information from consumers on their perceptions of Amazon and other e-commerce websites. The survey would include questions related to factors such as product selection, pricing, shipping and delivery, customer experience, and brand awareness. The survey could be distributed through social media platforms, email, and other online channels.

Case Study Analysis: Case studies of Amazon and other e-commerce websites could be analyzed to gain a deeper understanding of the factors that contribute to their success or challenges. The case studies could include an analysis of their business models, marketing strategies, and customer engagement efforts.

Interviews: Interviews could be conducted by industry experts, analysts, and executives of e-commerce companies to gain insights into the factors that contribute to success in the e-commerce industry and how Amazon compares to other e-commerce sites. The interviews could be conducted in person, via phone, or via video call.

Data Analysis: The data collected from the survey and interviews would be analyzed using statistical software and qualitative data analysis tools. The findings would be presented in the form of tables, graphs, and narrative descriptions.

The mixed-method approach would provide a comprehensive understanding of how Amazon compares to other e-commerce sites, and the factors that contribute to success in the e-commerce industry. It would also provide insights into the perceptions of consumers and industry experts, which could be valuable for e-commerce companies seeking to improve their performance.

PROBLEM STATEMENT:

The problem statement for comparing Amazon with proposed e-commerce platforms could be framed as follows:

"Despite the increasing popularity of e-commerce platforms, there is a lack of understanding of the differences between Amazon and traditional e-commerce platforms. The problem is to identify and analyze the key factors that differentiate Amazon from normal e-commerce platforms in terms of user experience, product variety, pricing, delivery, and customer service, and determine which factors influence consumers' preferences and behavior in choosing between these platforms."

Comparison between Amazon and proposed Software:

Parameters	Amazon	Proposed Software
Founding Year	1994	2023
Type of Company	Public Listed	Private
Languages used	Java, Javascript, C++, Perl	Reactjs, Javascript
OS Type	Fire OS	Windows OS
Server used	AWS	Chrome, Microsoft edge

CONCLUSION:

In conclusion, e-commerce provides user-friendly platform, vast product variety, competitive pricing, fast delivery, and exceptional customer service. Its dominance in the market has made it challenging for traditional e-commerce platforms to compete. However, traditional e-commerce platforms still have their unique advantages, such as serving niche markets and offering personalized services.

By comparing Amazon with e-commerce platforms, we can identify the factors that differentiate them and understand which factors are most important to consumers. This comparison can provide useful insights for businesses, consumers, and researchers to make informed decisions when choosing between e-commerce platforms.

Overall, both Amazon and proposed e-commerce platforms have their strengths and weaknesses, and the choice between them depends on the specific needs and preferences of the consumers. As the e-commerce industry continues to grow and evolve, it will be interesting to see how Amazon and proposed e-commerce platforms adapt and compete to provide the best possible online shopping experience.

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