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Amazon vs eBay

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Amazon vs eBay

Amazon

Amazon.com was founded by Jeff Bezos who worked as an executive in a Wall Street hedge fund in July 1995 (Furgang, 2018). Currently, it is the largest online retailer globally. The online retail store back then only used to sell books. Therefore, it operated as an online bookstore. This was groundbreaking since most companies were not offering similar services to what Amazon was offering. Also, its convenience was unmatched. Amazon later expanded to different regions such as Germany and the UK where it bought other online book stores in these regions. Besides, their product range too expanded from selling books to selling video games, software, toys, consumer electronics among others.

Amazon has begun making its way into the brick-and-mortar world. Its first physical book store was launched in Seattle in 2015 and has been expanding across the United States of America ever since. Later, in a move into the organic world, Amazon purchased Whole Food, therefore, totaling their store to 460 in Britain, US and Canada overnight (Brites, 2018). Additionally, Amazon carries out their operations globally. The online store is directly accessible to over 17 countries but is indirectly accessible to many second and third world countries. The Amazon homepage is available in four major languages, namely, Japanese, Chinese, German and English. This makes the website accessible to a wider range of consumers. Notably, the website is easy to navigate and every product available in the online store can easily be found (Kristensen et al., 2017).

The major way in which Amazon meets its consumers' needs is through anticipation. They anticipate the kind of product the customers would need in the future and starts distributing them

to their warehouses. Therefore, making it easier to deliver on time. Amazon currently sells almost all kinds of products available in the market. These include products from even brands that are not well known. **Some of the brands that Amazon deal with include MEDIMOPS, Cloudtail India, musicMagpie and Appario Retail Pri among others.** On the other hand, the number of days taken to deliver a product depends on the location of the buyer. Therefore, Amazon only takes a few working days to make its deliveries. Payment methods used are convenient to all consumers especially online consumers. Amazon has a very effective online presence. Normally, it is the first stop whenever an individual wants to purchase any product. Additionally, the Cyber-Monday deals are fair because it offers customers a wide range of prices on different relevant products (Kristensen et al., 2017).

eBay

eBay was founded on a Labor Day weekend in San Jose by Omidyar when he put up his laser printer for a dollar in 1995. It was originally known as Auction web but later changed to its current name. The online store struggled to pick up in the first week but later most bidders drove the printer's price to over 14 dollars (Yoffie et al., 2017). This was when Omidyar realized he had something big in store. At first, to him, it was a hobby that later turned out to become a full-time online retail business. Notably, eBay uses a catalog that is an organized database accommodating information of products in the product entry form. In the Catalog, the qualities of a developed product offered and sold on eBay are described under the product entry. eBay, similar to Amazon does operate globally. The store operates in a total of 32 countries (Brilz, 2020). However, different regions can access the website and do the necessary purchases only that there is a third party involved in ensuring that products are delivered.

eBay is a consumer-to-consumer kind of website where businesses and individuals can purchase or sell any product in 'buy-it-now' or auction format. However, it is popularly known for auction. It is easy to navigate the website homepage and there is also a search bar that enables customers to quickly search and find products they are looking for across the world. The payment method is simple since only the credit card details are required once. The only time a customer is allowed to return a product is when the item is not what was described in the catalog. However, this can only be done within 30 days from when the item was delivered. eBay has a variety of merchandise sold, however, most of them are second-hand products. **Some of the brands of ebay include Microsoft, Acer, Dyson, KitchenAid together with Quiksilver among others.** On the other hand, eBay is second to Amazon in terms of online presence. Its presence is unique in that most of its products are cheap. Its Cyber-Monday advertising assists greatly in improving its market space since products offered are relevant and are sold at a cheaper price (Brilz, 2020).

Comparing and Contrasting Amazon and eBay

The main difference between these two on-line retail stores is that Amazon is a complete retail website while eBay is mostly an auction site. Most people look into Amazon to purchase products directly from the website or third-party vendors. The shopping experience on Amazon is unique to that of eBay. This is mostly related to vendors on Amazon who essentially compete with other traders. In contrast, eBay is an online business that drives product sales-both used and new-between buyers and third-party vendors (Schiborr, 2016). Another popular difference between the two is the differing fee structure. While eBay charges an individual every month for listing, Amazon does not, however, they take a cut when a sale is made. Consequently, both Amazon and eBay offer a wide range of products from different countries. They are both reliable

when it comes to finding products that are not within the reach of a customer in a physical store. Also, they offer different but flexible return policies where products can be returned in case of defects or wrong descriptions. These online retailers have very reliable online support that assists people through purchasing a product through to delivery.

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