

Factors that Lead Amazon.com to A Successful Online Shopping Platform

Uma Warriar¹, Padmalini Singh², Chuah Wei Jien³, Daisy Mui Hung Kee⁴, Goi Zi Yi⁵, Tan Woei Jiann⁶, Tan Yong Liang⁷, Gopika SB⁸, Suji Nair⁹, Rajesh Kumar Nair¹⁰, Swapnil Digambar Lokhande¹¹, Varsha Ganatra¹²

School of Management, Universiti Sains Malaysia^{3,4,5,6,7}

11800 USM, Pulau Pinang, Malaysia

Jain (Deemed-to-be University)^{1,8}

#44/4, District Fund Road, Behind Big Bazaar, Jayanagara 9th Block, Bengaluru, Karnataka 560069, India

SIES College of Management Studies^{9,10}

Navi Mumbai, Maharashtra 400071, India

Vivekanand Education Society's College of Arts, Science & Commerce^{11,12}

Sindhi Society, Chembur, Mumbai, Maharashtra 400071, India

RV Institute of Management, Bangalore, India²

CA 17, 36th Cross Rd, 4th T Block East, Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India

Correspondence Email: umawarrier@cms.ac.in

ORCID ID: 0000-0002-1476-8040

ABSTRACT

The online shopping method has replaced the traditional shopping method. Amazon.com as one of the largest online shopping platforms has adopted a number of strategies which has contributed to its success. It includes innovation, outstanding customer service, execution, and diversification. The purpose of this study is to investigate the factors that lead Amazon.com to be a successful online shopping platform. This study explored what made Amazon today by gauging some factors such as the level of customer awareness, sources of awareness, customer perception, customer satisfaction, competitor analysis, competitive advantage, etc. It also investigates the opportunity Amazon gained in the market. This study proves there is a positive relationship between the factors and the success of Amazon.com.

Keywords: Amazon.com, Customer Perception, E-commerce, Online Shopping Platform, Success

INTRODUCTION

Amazon.com is a world-leading online shopping platform popular in United States. Around 150.6 million mobile users in the world access this e-commerce online retail website to buy goods and services. Amazon.com has set up its branch offices in many countries – Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, Japan, and others. Amazon.com, headquartered in Seattle, Washington, is an internet-based enterprise selling A to Z of consumer needs. The company's logo suggests that the website provides a wide variety of products from A to Z, such as web service, data storage lease, and cloud computing.

The company was initially started by selling books online in 1994. Jeff Bezos, former Wall Street stock fund executive, chose the name Amazon.com basically because the name was initiated with the letter A and the relationship with the tremendous South American waterway (Companies History, 2020). He always had the strategy of expanding to increase the growth. After the field-tested strategy, the organization ventured into selling PC games and music in 1998. At about a similar time, Amazon extended its administrations globally by buying other online book shops in the UK and Germany. By the turn of the Millennium, it had additionally ventured into selling buyer hardware, computer games, programming, home-improved products, toys, games, and more.

By the mid-2000s, Amazon had dispatched its amazon web services. This advancement fitted well with Jeff's underlying aspiration to make amazon a tech organization as opposed to an online retailer only. By 2006, Amazon extended its Amazon Web Service portfolio with its Elastic compute cloud. At the hour of establishing, a large number of Bezos' friends and different critics pointed their suspicion about his plan or strategy. Budgetary columnist was probably the nastiest and frequently stigmatized the organization by alluding to it as Amazon.bomb. Most of them confirmed that the Amazon.com would eventually miss out of the more refined book platforms. Particularly those that were at the point of taking action accordingly and beginning their own personal online business locales. Amazon's underlying marketable strategy was abnormal; it did not anticipate making a benefit for four to five years. This moderate development made investors grumble about the organization not arriving at productivity sufficiently fast to legitimize putting resources into, or to try and get in the long haul, at the point when the website bubble burst toward the beginning of the year 21 century, decimating numerous e-organizations all the while, Amazon endured, and developed on past the air pocket burst to turn into a gigantic part in online deals. It at long last turned its first benefit in the final quarter of 2001: \$5 million on income of more than \$1 billion. This net revenue, however, amazingly humble, demonstrated to doubters that Bezos unpredictable business module could succeed.

In 1999, TIME magazine named Bezos the person of the year, after perceiving the organization's accomplishment in promoting web based shopping. This was followed by their simple storage service shortly afterward. Now the company makes market leading eBook reader known as kindle. The segment of eBook has witnessed a dramatic growth post the publishing of amazon kindle. Amazon was always highly efficient in finding market opportunity and digging in that spot. Today the organization offers everything from books to tablets to transportation holder houses. It has become an all-in-one resource with numerous desires for its future. The very reality that Amazon.com did not get beneficial until the last quarter of 2001 as it did not support things.

Bezos left the critic comments and excuses of his cynics as individuals who could not comprehend the potential of the business. Amazon Revenue has stretched around \$148 million out of 1997, a huge bounce from around \$15 million in 1996. At the beginning, Amazon.com sold books to all 50 states and over 45 countries. Within two months, its sales reached \$20,000 per week. Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization in 2015. In 1997, Amazon.com opened up to the world and figured out how to raise an eye-watering \$54 million on the NASDAQ trade. Notwithstanding the money, the organization had the option to utilize its high-flying stock to subsidize its forceful development and procurement procedure. The

stock price over past 10 years has raised from 20\$ per share to \$170 per share. A total of \$600 million revenue was made in 1998.

Another development of Amazon.com was the accomplishment of its “partner” program. Set up in July 1996, the program allowed people with their sites to pick books of interest and spot advertisements for them on their destinations, permitting guests to buy those books. The client was connected to Amazon.com, which dealt with all the requests. Partners were sent reports on their deals and made a 3 to 8 percent commission from books sold on their destinations. The associate program truly started to take off in mid-1997, when Amazon.com framed organizations consented to give Amazon.com wide special capacities on their locales, two of the most visited destinations on the web. As the achievement proceeded, Amazon hit managers of numerous other well-known destinations, including Netscape, GeoCities, Excite, and AltaVista.

Amazon.com additionally extended its business through a triplet of acquisition in mid-1998. Two of the organizations were gained to additionally extend Amazon.com’s business into Europe. Bookpages, one of the biggest online book shops in the United Kingdom, gave Amazon.com admittance to the UK market. Tele book, the biggest online book retailer in Germany, added its German titles to the blend. The two organizations not just gave Amazon.com admittance to new clients in Europe. However, it additionally gave existing Amazon.com clients admittance to more books from around the globe. The Internet Movie Database, the third procurement, was utilized to help plans for its move into online video deals, as the gigantic assets and data of the IMD filled in as an important resource in the development of a client agreeable and useful site for video deals.

Another enormous change in 1998 was the declaration of the organization’s choice to go into the online music business. Bezos again needed to make the site as valuable as workable of his clients, who he engaged them for help. A while before authoritatively opening its music web page, Amazon.com solicited its book shop clients and individuals from the music calling to help plan the new site.

Amazon.com offers the best prices, good products, and a completely hassle-free shopping experience for its customers (Marathe & Gawade, 2020). It provides a huge variety of products and services such as retail goods, Amazon Prime, consumer electronics, digital content, and delivery. Products usually bought by Amazon consumers are books, dresses, footwear, and mobiles (Marathe & Gawade, 2020). Research found out several factors influence the success of an online platform, including service quality, delivery speed, simple on-line ordering, and confidence towards sellers (Marathe & Gawade, 2020). Based on the research of perception towards online shopping, product quality is the main factor most consumers care about (Marathe & Gawade, 2020) as it is a key aspect in influencing product purchasing decisions (Okadiani, Mitariani, & Imbayani, 2019).

Amazon.com could be accessed in many countries. There must be a main office and inventory located in other countries as the branch. As different countries have different government policies, a political factor is one of the determinants of the locus of global e-commerce (Kshetri, 2001). Thus, the operating system of Amazon.com must adapt to the local policy. Countries like India and Malaysia are enjoying political stability since their independence enabling a smooth presence of Amazon (Jehangir, Dominic, Naseebullah, & Khan, 2011). Prime memberships are currently available in 17 countries: Austria, Australia, Belgium, Canada, China, France, Germany, India, Italy, Japan,

Luxembourg, Mexico, the Netherlands, Singapore, Spain, the UK, and the US. Along with its branches located in politically stable countries, Amazon.com should know how far the local government supports e-commerce, and be assured that the cyber-security in the country are well guarded.

Addedly, Amazon.com owns separate retail websites for different countries. Amazon.com is also one of the first companies to establish an affiliate marketing program (Moagar-Poladian, Dumitrescu, & Tanase, 2017). Economic level of the country would affect the business activities of Amazon.com. The facilities in the country should be affordable to the online business, such as logistics, inventory and geographic. Amazon was brought to countries with stable economic conditions, since people's income would affect the e-commerce business. In addition, sufficient economic facilities are necessary to support the online business.

In many countries, there are various forms of social culture. It is a key point to be seriously considered as it affects the online shopping platform. Customer behaviour and perceptions must be explored to understand consumer mind-set. Recognizing what they are thinking about and what factors influence them in buying variety of products or services is of utmost importance (Arora, 2017). A research by Marathe & Gawade (2020) on consumers' perception of online shopping, stated that the first step a marketer should take to change consumers' perceptions is influencing consumer attitudes and acknowledging the attitude. The study contended that marketers should emphasize consumer attitude as one of the crucial factors.

Since there is a lot of socio-cultural disparity as we move from country to country, cultural issues must be considered seriously in online business. Thus, Amazon.com discovered the specific country to enter by research on their culture, habits, and languages.

It is essential to recognize consumer's habit of a country and used it intelligently in the e-commerce. In addition to the people's mindset, Amazon.com also gauged the level of wealth disparity in the country to make sure that not only luxury goods are sold on the e-commerce, but also necessities.

E-commerce is closely related to technology, thus the number of internet users is growing drastically every day. Around 445 million users in 2020 has created great opportunities for regional and global e-commerce (Marathe & Gawade, 2020). Amazon.com's information technology system is what makes the difference between them and other competitors, since it is one of the first to have an IT-system operation, which fulfils an important part of all customer relationship management tasks (Donici, Maha, Ignat, & Maha, 2012).

Issues of network security is considered to be a matter of great focus by marketers. Based on a research of perception towards online shopping, consumers worry about their credit card details being shared by unknown people (Marathe & Gawade, 2020). Therefore, the level of network security should be always maintained in high performance to ensure cybercrime will not occur along with certain level of technology is needed to access online shopping website in the country.

The country which continuously researches on technology is best suit to the e-commerce, and the obsolescent technology should be avoided. Good network security

is outmost importance to prevent cybercrime. Thus, sufficient information technology (IT) specialists and resources are highly needed to operate the online business system.

RESEARCH METHOD

This research included literature study from several sources like Wikipedia, and other websites. The research design that was qualitative and quantitative. The data were collected from a survey questionnaire designed based on secondary research. The questionnaire was structured in nature and random sampling method was used for sampling purpose.

The tenure of the project coincided with Covid 19 lockdown made it difficult to have a personal interaction with the respondents because of which the questionnaire, created with Google form, was distributed by WhatsApp. The survey received a total of 130 responses which then were collected and recorded. Subsequently, the responses were analysed and interpreted. Later, conclusions were drawn and recommendations were generated.

RESULTS & DISCUSSION

Questionnaires for the topic research was prepared with qualitative and quantitative questions. The questions were inside the survey form created by using Google Form. This survey was to understand how people think about Amazon.com, their awareness, its overall performance, customer satisfactions and to collect feedback from respondents.

Table 1. Demographics of Respondents (N=130)

Responses	Frequency	Percentage (%)
Gender		
Male	55	42.31
Female	75	57.69
Age		
Below 21 years old	20	15.38
21-30 years old	70	53.85
31-40 years old	23	17.69
Above 40 years old	17	13.08
Nationality		
Malaysian	75	57.69
Indian	43	33.08
Indonesian	12	9.23
Occupation		
Student	72	55.39
Employed	49	37.69
Unemployed	9	6.92

Table 1 shows the demographics of 130 respondents including their gender, age, nationality, and occupation. From the table above, majority of the respondents were females which is 75 respondents (57.69%) out of 130 respondents. Among 130 respondents, 70 respondents (53.85%) were aged between 21 to 30 years old occupying the majority respondents in this survey. Most of the respondents from this survey are

Malaysian (57.69%), followed by Indians and Indonesians. By occupation, the majority (55.39%) respondents are students.

Table 2. Awareness about Amazon.com (N=130)

Responses	Frequency	Percentage (%)
Do you know Amazon.com?		
Yes	118	90.77
No	12	9.23
How do you know about Amazon?		
Social media	62	47.69
Newspaper / Magazine	7	5.39
Friends or family	25	19.23
Advertisements (Mobile apps)	26	20.00
Websites / Article	1	0.77
I have no idea	9	6.92
What is Amazon.com?		
Online video watching website	24	18.46
Social website	3	2.31
Games & entertainment website	13	10.00
Online shopping website	115	88.46
Online pharmacy	18	13.84
I have no idea	15	11.54

Table 2 shows the awareness of 130 respondents about Amazon.com. From the survey, 118 respondents (90.77%) knew what Amazon.com is. A total of 62 respondents (47.69%) know Amazon from social media, mobile app advertisements (20.00%) and friends or family (19.23%). Among 130 respondents, 115 respondents (88.46%) knew Amazon.com as an online shopping website. This implies that Amazon.com is quite popular and famous and that social media platforms and other mobile applications contribute hugely to its popularity. Word of mouth promotion has also helped amazon engrain itself in the minds of the customers to some extent.

Table 3. Customer Satisfaction on Amazon.com (N=118)

Responses	Frequency	Percentage (%)
How often do you use Amazon for shopping?		
More than thrice in a month	6	5.08
Once a month	37	31.36
Never	34	28.81
Only during sale	37	31.36
Other	4	3.39
How would you rate following features of Amazon.com? (Lowest 1-5 Highest)		
Diverse range of Products		
Rate of 1	4	3.39
Rate of 2	8	6.78
Rate of 3	41	34.75
Rate of 4	52	44.07
Rate of 5	13	11.01
Outstanding customer services		

Rate of 1	4	3.39
Rate of 2	9	7.63
Rate of 3	48	40.68
Rate of 4	46	38.98
Rate of 5	11	9.32
Innovation		
Rate of 1	3	2.54
Rate of 2	12	10.17
Rate of 3	62	52.54
Rate of 4	30	25.43
Rate of 5	11	9.32
What do you prefer buying from Amazon?		
Electronic Items	75	63.56
Clothes and accessories	64	54.23
Sports, fitness, bags and related items	53	44.91
Books, movies, music and video games	41	34.75
Home and kitchen appliances	37	31.36
Do you use Amazon for buying daily essentials?		
Yes	19	16.10
No	70	59.32
Maybe	29	24.58
Are you satisfied with the Amazon.com? (Very Unsatisfied 1-5 Very Satisfied)		
Rate of 1	0	0.00
Rate of 2	2	1.69
Rate of 3	32	27.12
Rate of 4	62	52.54
Rate of 5	22	18.65
Why do you choose Amazon.com over other competitors?		
Price	20	16.95
Variety	26	22.03
Quality	31	26.27
Customer service	19	16.10
Fast delivery	22	18.65
Which other E-commerce website would you choose if not Amazon? Why?		
Taobao	31	26.27
Shopee	36	30.51
Flipkart	30	25.42
Ajio	1	0.85
Myntra	6	5.08
Shopify	1	0.85
JioMart	1	0.85
Lazada	7	5.93

Table 3 shows customer satisfaction of 118 respondents on Amazon.com. A number of 37 respondents (37.36%) stated that they shop in Amazon.com either once a month or only during some sale. The 118 respondents have also rated the features of Amazon.com from 1 to 5. Half of the respondents rated more than 4 marks for the diverse range of products, 57 of respondents rated more than 4 marks for outstanding customer services, 55 of respondents rated more than 4 marks for overall business execution and 62 of respondents rated only 3 marks for innovation.

By the preferred items sold in Amazon, 75 out of 118 respondents (63.56%) preferred electronic items, 64 respondents (54.24%) preferred clothes and accessories, and 70 respondents stated that they did not use Amazon for buying daily essentials.

Respondents have also rated for the satisfaction of using Amazon.com. A number of 84 respondents (71.19%) rated more than 4 marks for the satisfaction of using Amazon. Most of the respondents chose Amazon over other competitors due to its quality (26.27%) and variety (22.03%). Additionally, the respondents have been asked which other E-commerce websites they choose other than Amazon and the reason. A total 36 respondents (30.51%) chose Shopee as it provides more promotion, free shipping, more familiar, easy and convenient. Taobao has been chosen by 31 respondents (26.27%) since it provides cheaper prices and more item selection. Furthermore, 30 respondents (26.27%) chose Flipkart for its huge range of product variety.

Table 4. Customer Suggestion on Amazon.com (N=118)

Response	Frequency	Percentage (%)
Would you still choose to buy from Amazon even if no discounts are provided?		
Yes	66	55.93
No	52	44.07
What should Amazon.com do to retain or improve their market position?		
Organize more sales event	30	25.42
Constantly check the product quality and credibility	35	29.66
Provide more benefits for Amazon Prime Members	22	18.64
Widen its product categories	13	11.02
Improve price ranges	18	15.26

Table 4 shows customer suggestion for Amazon.com. A total of 66 (55.93%) respondents stated that they will choose to buy Amazon even if no discounts are provided. The survey suggested Amazon.com to retain or improve its position by organizing more event sales, constantly monitoring the product quality and credibility, providing more benefits for loyal users (Amazon Prime Member), widening its product categories, and improving price ranges.

As 91% of respondents on our survey results know about Amazon.com, it concludes that Amazon.com is a well-known online shopping platform. This could be one of the main reasons that makes Amazon.com a successful online shopping platform. Its high brand awareness can be attributed to the campaigns across mediums including TVs, print media, radios, outdoor, and digital advertisements. Events like prime day sale have also done its chunk in creating better awareness among prime members. In addition, as mentioned above, mobile app advertisements (20.00%) and friends or family (19.23%) have been also great contributors. Friends and family contributing 19% to the awareness cannot be neglected, as word of mouth is a highly powerful tool. Word of mouth or recommendation is considered as a separate and vital component of the consumer-brand relationship embodying the customer's belief, grounded in recent experience that the brand continues to perform consistently and fulfils its promise.

It is quite evident from the survey that social media is also catching huge eyeballs for Amazon.com, and all thanks to the marketing efforts effectively directed by Amazon towards social media platforms like Facebook and Instagram. Amazon.com has an official page on Facebook which is a quite famous social website with over a hundred billion users over the world. Thus, it is clear that Amazon has a strong market presence, which brings Amazon.com the resultant sales.

Though 115 respondents know Amazon.com is an online shopping website, however, a few of them found it as an online video watching website and games & entertainment website. Amazon.com has Amazon Studios, a digital video streaming website, and Amazon Games Studios, a gaming website. Hence, it should be noted that social media platforms can be used further to promote Amazon all products and services.

Among 118 respondents that know about Amazon.com have rated Amazon.com from the aspects of a diverse range of products, outstanding customer services, overall business execution, and innovation. Their ratings mostly are 3 (good) or 4 (very good) stars. This indicates that the customers are quite satisfied with the above-mentioned features yet there is still space for further improvement. This can be justified well with the ranking on the user's satisfaction, the data showed that it tends to neutral and above. Respondents rated their satisfaction on 3 marks and above.

Respondents also have been inquired about their reason to choose Amazon.com over other competitors. Among the reasons of price, variety, quality, customer service, and fast delivery, quality got the highest vote from the respondents as 26% of respondents choose Amazon.com for its quality. This was followed by variety and fast delivery. Almost all the reasons have garnered nearly close percentage of votes, indicating that amazon has stood up well on all these fronts, and thus all these factors together play role in attracting customers.

If there are no sales promotions or discounts, the users are still willing to purchase from Amazon.com. This signifies Amazon ability to retain its customers well. This can be expressed in terms of the trust that Amazon.com has built for itself. This trust remains essential as it represents the customer's belief, to maintain over time its brand efficacy and reliability.

The survey also suggests that home and kitchen appliances have not caught much of customer's attention. Amazon can dive deep into this segment to understand customer perception and what influences their buying decisions regarding such products. Understanding this would help amazon to drive this segment further to the right direction. Targeting the segment of kitchen and other home appliances, such as for mostly Indian house wives, would help gain their interest into online shopping of such items. What would distinguish it from an offline shopping experience would be provision of better deals and some extra facilities and services like guarantee, free servicing, gift vouchers, or some contests designed to generate housewife interest.

Furthermore, some other strategies that can be adopted are more event sales, such as winter sales, summer sales and New Year sales, on a regular basis which will be instilled in customer minds and they would look forward to it before purchasing randomly. During the sales period, more offers must be provided to the customers. They would appreciate such offers since they can save their money and have a nice deal.

Amazon.com must also ensure the product quality and credibility. This is to allow customers to purchase the products they want without worrying of fake or bad quality products. Amazon.com could provide their loyal users – Amazon Prime Member with more benefits. Currently, Amazon Prime Member benefits are many, including free fast shipping for eligible purchases, movie streaming, TV shows and music, exclusive shopping deals and selection, unlimited reading, and more. Amazon.com may provide an annual mystery gift or access to some exclusive products at the best prices for their prime members to recognize their supports. Freebies can be offered during selected occasions to selected loyal customers. Since there is no system to count customer loyalty, a system that appreciates and acknowledges loyal customers can be built and rewarded.

Besides, Amazon has not greatly catered to the villages of India. The locals are not fully aware of the usage of this platform for shopping and selling their products. Thus, efforts must be directed to increase their brand awareness by marketing campaigns at the local village level. The fear in the minds of the people regarding Amazon taking over the mom and-pop-stores must be dispelled by encouraging local manufacturers to partner with Amazon and expand their business further beyond the geographical boundaries of the village setup. The advantages of such a partnership must be channeled to the masses. Also, the locals must recognize the convenience that Amazon offers, in terms of ordering products by just clicking a button at the comfort of their homes. In case of non-availability of mobile phones or internet connection, Amazon may strive to set up centers in the locale where customers could freely get access to internet services and place their order easily.

Offline promotions are the key to target the rural population as in countries like India. Hence, campaigns should be well organized to allow customers to purchase particular products of their choice (within a list of products that the company decides upon) free of cost. This will give them an experience for the first time, and encourage them to carry out further purchases based on their previous experience. They should also be able to know the after-sales services to further motivate them.

Besides, the Amazon e-book feature has not been well accepted by the audience yet. This requires efforts to identify the need in the market. Although a large number of books are available on Amazon, a limited number of them are freely available. Occasionally events, when these books would be available for reading free of cost, must be organized. This will help the customers to be exposed to a rich collection of books available on Amazon. This will build a further curiosity in the customer's mind to explore the books. Also, books for study purposes, such as encyclopedias, dictionaries, and textbooks, must be made available at cheap costs, and easily accessed. Amazon may also optimize its webpage further for quicker loading and navigation.

Apart from the above-mentioned factors, a system of tracking sellers selling substandard quality products must be built. Customer reviews must be taken into consideration and such sellers must be immediately rejected from using the system. Quality must be maintained as the most crucial feature Amazon must offer and only then can it sustain in the long run.

Amazon.com should keep enlarging its product categories. This allows customers to have diverse choices of goods to purchase. The price ranges should also be improved.

Products within all price range should be available, along with expanding the inventory and improving its algorithm in suggesting related products.

CONCLUSIONS

Amazon.com is a famous online shopping platform. Based on the various evidence in this research, we could establish several factors that play a pivotal role in the success of Amazon. We could identify its strengths and weaknesses. Amazon must retain its strengths and overcome its weaknesses to ensure that it provides top-level service and performance to consumers. Quality of the product, overall shopping experience, product presentation, seller credibility, timely delivery, post-sales services, and pricing are the key factors on which the entire business of Amazon is based. Hence, to further succeed and deliver beyond customer expectations, Amazon must consider optimizing these factors. Catering to the unmet needs must be considered and implemented. The untargeted audience must be identified and benefits offered must be addressed. Since customers are the king, Amazon.com should be all ears to any reviews, comments, or responses customers make. When they are satisfied with the process of consumption, the rate of second glance will increase and the revenue will rapidly grow. Thus, we encourage Amazon.com to seriously look at customer's feedback to improve its performance. Feedbacks are always the best solution to recognize the issues customers deal with. Keeping positive comments as encouragement is essential for good business performance while working relentlessly to satisfy customer's needs and improve their buying experience.

REFERENCES

- Arora, R. (2017). The influence of trust and brand image on purchase intention in online shopping: A comparative study between Amazon and Flipkart. *Adarsh Journal of Management Research*, 10(2), 1-13.
- Companies History. (2020). Amazon.com, Inc. history, profile and history video. Retrieved from <https://www.companieshistory.com/amazon-com/>
- Donici, A. N., Maha, A., Ignat, I., & Maha, L. (2012). E-Commerce across United States of America: Amazon.com. *Economy Transdisciplinarity Cognition*, 15(1), 252-258.
- Jehangir, M., Dominic, P., Naseebullah, N., & Khan, A. (2011). Towards digital economy: The development of ICT and e-Commerce in Malaysia. *Modern Applied Science*, 5(2), 171-178.
- Kshetri, N. B. (2001) Determinants of the locus of global e-commerce, electronic markets, *Journal of Electronic Markets*, 11(4), 250-257.
- Marathe, D. A., & Gawade, G. (2020). Literature review on customer perception about online shopping with reference to Amazon in India. *Juni Khyat Journal*, 10(7), 372-384.
- Moagar-Poladian, S., Dumitrescu, G., & Tanase, I. A. (2017). Retail e-Commerce (E-tail) - evolution, characteristics and perspectives in China, the USA and Europe. *Global Economic Observer*, 5(1), 167-178.
- Okadiani, N. L. B., Mitariani, N. W. E., & Imbayani, I. G. A. (2019). Green product, social media marketing and its influence on purchasing decisions. *International Journal of Applied Business & International Management*, 4(3), 69-74.