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HW #2: Questions

1. What features of contemporary e-commerce does Groupon utilize?

Groupon utilizes several features of contemporary e-commerce to provide its customers with a personalized and seamless shopping experience. Some of these features include:

- a. **Personalization:** Groupon uses customer data and browsing history to tailor its offerings and recommendations, providing a personalized shopping experience. This is a new feature that they added just recently. This redesign fits into the company's overall growth strategy, which aims to expand and improve its inventory. Customers are now more likely to purchase a deal thanks to the personalization feature they have added to their platform.
- b. **Mobile optimization:** In today's digital age, a significant portion of internet traffic and e-commerce transactions are done through mobile devices, making it essential for companies like Groupon to provide a seamless and optimized mobile experience for their customers. With a mobile-optimized website and app, Groupon can provide a convenient and efficient way for users to access their services, browse and purchase deals, and manage their accounts on the go. This not only improves the user experience but also helps Groupon stay competitive and relevant in the market.
- c. **Social media integration:** Groupon allows customers to share deals and promotions with their friends and followers on social media. Integrating social media with

- Groupon's services is done to reach a wider audience, improve brand visibility, and create more opportunities for customer engagement. Social media platforms like Facebook, Twitter, and Instagram have millions of active users, making them valuable channels for businesses to connect with potential customers and promote their products and services.
- d. Online payments: Groupon supports online payments as a convenient and secure way for customers to purchase deals and services from their platform. Groupon accepts various payment methods, including credit and debit cards, PayPal, and local payment options. Groupon uses secure payment processing systems to protect customer information and transactions. Customers can quickly pay for their purchases through Groupon's website or mobile app, and they can view their purchase history and manage their payments in their accounts. This makes it easy and convenient for customers to purchase and keep track of their Groupon deals and services.
 - e. Customer reviews and ratings: Groupon features customer reviews and ratings for its deals, providing valuable insight and helping other customers make informed purchasing decisions. As a user of this platform, seeing other customers' feedback help me in making my decision whether to purchase the service or not.
 - f. Real-time notifications: Groupon sends customers real-time notifications about deals, promotions, and expiring offers, keeping them up-to-date and engaged.
 - g. Location-based services: Groupon uses a customer's location to provide them with deals and promotions that are relevant to their area.
 - h. Multi-language support: Groupon supports multiple languages, making it accessible to a broader audience.

- i. Online customer support: Groupon provides online customer support through its website and mobile app, helping customers resolve any issues they may face while using the platform.

2. What value does this service provide to subscribing merchants? What value does it provide customers?

Groupon provides the following value to subscribing merchants:

- a. Increased visibility and exposure: Groupon offers subscribing merchants the opportunity to reach a large number of potential customers through its platform, email campaigns, and other marketing channels.
- b. Increased sales and revenue: Groupon helps subscribing merchants increase sales and revenue by offering discounts and promotions to customers.
- c. Customer acquisition: Groupon provides subscribing merchants access to a new customer base, which can help expand their business and increase customer loyalty.
- d. Customer insights: Groupon provides subscribing merchants with data and analytics about customer behavior, allowing them to make informed business decisions and improve their products, services, and overall strategy.
- e. Payment processing and management: Groupon offers subscribing merchants secure payment processing and management services, simplifying transactions and improving customer experience.
- f. Customer support: Groupon provides customer service support to subscribing merchants, helping them resolve issues and improve customer experiences.

Overall, Groupon provides subscribing merchants with a comprehensive solution for growing their business by giving them access to a large customer base, marketing and promotion services, and business insights and support.

Groupon provides the following value to customers:

- a. Convenient shopping experience: Groupon offers a centralized platform for customers to find and buy goods and services from nearby establishments, making for an easy and seamless shopping experience.
- b. Discounts and deals: Groupon provides customers with access to discounts and deals on various products and services, helping them save money while still enjoying a high-quality experience. You really just have to find the best deal out there.
- c. Wide selection: Groupon offers a diverse selection of products and services, allowing customers to find what they need, whether it is a new restaurant to try, a fun activity, a spa to relieve their stress or a product they have been wanting.
- d. Personalized recommendations: Groupon's recommendation engine provides customers with personalized recommendations based on their purchase history and other factors, helping them discover new products and services they may be interested in. Having personalized recommendations really helps customers since they are able to see what they really need or want.
- e. Reliable customer service: Groupon provides customer service support to customers, helping them to resolve any issues and improve their overall experience.

Overall, Groupon provides customers with a comprehensive solution for discovering and purchasing products and services, offering them discounts, a wide selection, personalized recommendations, and reliable customer service.

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