

Paul Neville

ITS 444

02/12/2023

Questions Chapter 2

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

There are various ways that make Groupon an e-commerce company. This company has important features which make it be considered as such. In the first place, it has online payment, which I believe is the most important and one of the primary characteristics. Secondly, it has its own users and allows them to make their reviews on the website, which is a good thing for them to share their opinion and experiences with the company. Also, an important feature nowadays is that the company has a website and mobile app access. This makes it much easier for customers to shop or purchase their products. Another feature that I find very interesting is the algorithm they have to show users things related to their interests and likes.

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

Groupon, as an e-commerce company, provides value to its subscribing merchants and customers. Of course, for a client to use its service they need to find something of their interest in the company or have their benefit by using it. Merchants are allowed to record data and analytics on their customers' information. Discounts are a very good way of attracting new customers and Groupon does a perfect job with it, which makes merchants get visibility in the market to acquire more clients. This aspect also helps the company grow their revenues and increase their sales. Groupon gives a greater exposure to merchants and much more visibility for the companies in the market. Like this, they get to be known by everyone and sound like a good investment for a company that is looking to grow.