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Chapter Two Questions

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

- Groupon utilizes a range of features of contemporary e-commerce to provide customers with the best experience. These features include the ability to search for deals on their website and compare different products and services offered by other businesses. Notify their subscribers about the deals through electronic mail and connect consumers to consumption or service. Allow customers to make a payment using an electronic payment method, track purchases, and delivery updates. Groupon also has loyalty programs, allowing customers to accumulate points and discounts from certain purchases. Moreover, Groupon provides an online marketplace for small businesses to showcase their products and services, creating an opportunity for small businesses to have more customers and grow big.

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

- Groupon provides a variety of value for both subscribing merchants and customers. For merchants, Groupon offers an efficient way to increase customer engagement and purchases so they can make more profit outside of their area. Their loyalty program allows merchants to reward their loyal customers for repeat purchases and attract even more new customers, sometimes with more discounts and promotional offers. Additionally, the marketplace provided by Groupon allows merchants to showcase their products and services and gain extended visibility to more audiences. For customers, Groupon offers access to a wide range of products and services at a discounted rate instead of paying full price for a product or service. It allows them to compare different offers and customize their selections, allowing customers to find the best deals of what they are most interested in. All in all, I think everyone wants a good discount, and for businesses, they want to make as much profit as they did than yesterday, never lesser, and better if it can be even more. So, if showing consumers that something is discounted it will attract them to their store, and it will significantly benefit them than their products being unsold.