

# E-Commerce and Digital Goods Assignment

Brandon Pearson

# 3 Types of E-commerce

Business ----> business

Consumer ----> consumer

Businesses ----> consumer



# OfferUp®



# Costs and Benefits of E-commerce on Individuals:

## Benefits:

**Convenient**- consumers can order items online without having to leave their home.

**Can compare prices**- consumers are able to check the prices of multiple locations and stores. Allowing them to get the best deals.

Allows consumers to have access to stores and business they don't have in their area.

Products can be cheaper online than in stores.

## Cost:

**Data privacy concerns**- Websites often take in more user information and monitor users more than physical stores can.

**Fake websites**- consumers may fall victim to fake websites. This can lead to loss of money as well as personal information.

**Hidden fees**- shipping cost and other fees that are added onto orders.

**Resturing issues**- Can be harder to return items or many not be able to return items.

# Costs and Benefits of E-commerce on Society:

## Benefits:

**Job creation-** E commerce has allow new forms of jobs to come about. New roles were needed to create a better online market.

**Economic growth-** Business are able to market to more consumers. Consumers are able to have access to more products and services.

**Convenience for consumers and businesses-** Companies are effectively able to stay open 24/7; allowing customers to buy items when they want.

**Efficiency-** companies/people are able to get items they need easier and more efficiently. Which could have positive impacts within the community.

## Cost:

**Local businesses taking a hit:** It is harder for local business to compete with online market if they aren't able to get into it. Lack of customers since consumers can get items online.

**Lack of human interaction:** With the increase of Ecommerce; people no longer have to interact with the others. This can negatively impact society by further dividing people.

**Environmental impact:** companies have to ship more items/ produce more. Increasing energy usage as well as emissions.

**Consumerism-** Society starting to fall victim to consumerism. Ecommerce reinforces this by showing ads and making it easier to purchase items.

# Costs and Benefits of E-commerce on the Environment:

## Benefits:

**Efficient supply chains-** Reduces overproduction of products

**Online transactions-** Less reliance on paper money

**Less greenhouse gases:** People no longer have to travel causes less pollution.

**Less land waste:** decrease of in-person stores; reduces land being taken up.

Companies are looking into eco friendly and more sustainable packaging options.

## Cost:

**Requires more packaging:** leading to more waste creation.

**Returning items-** less efficient and can require more transportation- leading to more pollution.

**Products lifespan decreased-** Consumers are exposed to more items therefore demand for items can change day by day.

# Overview

E commerce has brought many benefits to society. It makes purchasing goods easier and overall saves time for consumers. This offers consumers their time back that would have otherwise been spent in a store looking for items.

The downside of Ecommerce is it further divides people by no longer requiring people to go out into society. This can contribute to a rise in depression across the nation. Pushing people away from having interactions in person with others. Impacting social development within younger generation and communities.