

Answers essay examples

[Business](#), [Marketing](#)



- Cyworld has taken the concept of rivalry among the already existing business rivals or competitors to relate to a fresh and new market that had not been penetrated. From the face value and the look of things, it was apparent that the technological and e-players were trying for ways and means to solidify their customer base and foundations. This is the reason as to why Cyworld saw the opening and the need to combine some of the services and programs that the opponents and the rivals were using to their advantage (Ackerman, Cranor & Reagle, 1999, p. 5). It is in no doubt that Myspace offered similar services, but Cyworld looked for a competitive edge and an opening that Myspace was not using to fill the market gap. It is positive because it has managed to get its loyal customer base and foundation in the Asian market.

- The aspect and the prospects of allowing buyers and seller to interact in a virtual market is a convenience for both the parties involved in the deal. The amount of time, logistical services and costs that the buyers and the sellers would be saved is commendable (Eastin, M. S. (2002, p. 251). Instead of the buyer to go to a physical market to wait for the seller of a commodity to come to the same market, is dependent on chance, and it would take a considerable amount of time. Thus, it is convenient that the buyers and the sellers have high chances of the transaction without either of them having to spend on logistics such as transport.

- eBay provides the option of web-money through PayPal services that is an avenue of wireless money transfer from phone source to another. Thus, if Taobao was to enter the United States of America it would have to conform its money and payment services to a similar scale and platform. There is

room for innovation because Taobao could decide to upscale and move its operations to a mobile money wireless transfer system and platform. It is to say that it would only require the services and platform of a mobile phone to wire and transfer money from one person to another. Buyer to seller.

- I do not think it the role of the social media or networks to protect the security and interests of the user. I believe that it is enough that the social networks have offered a platform where people can meet and interact. Thus, it is the sole duty of the user to use conscience and free will responsibly. If a person wants to disclose personal information then, it is their responsibility to decide whether to divulge or not.

- Sticky in my understanding would be something that attracts and retains the attention of the user or the person who visits the website. It could be the type of bold writings, the colour of the background or the web page that could be interesting. It is a common denominator that there is some resemblance on the websites of Cyworld and Myspace (Hawk, 2004, p. 181). Firstly, the background color is friendly in that it is not too bright which may disturb neither is it too dim for the liking of the eye. It is also very easy for a visitor to spot and locate information that he or she may need to use and search. On a comparative scale, I believe that Myspace is more attractive and sticky to the visitors or the users since one can easily spot contents and links which might be of interest faster.

References

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