

# [Virtue e-business store essay](https://assignbuster.com/virtue-e-business-store-essay/)

Amazon. com Inc. is a multinational E-business company which is based in the United States and is the largest online retailer of the USA. The company was launched in 1995 as an online book selling store.

However later it diversified widely into becoming a complete store offering clothes, furniture, toys, video games, electronics, jewelry, health care material DVDs, Mp3, CDs, computer software, downloads even food and other related material online. The company has developed website separately for United Kingdom, Japan, France, Chin, Germany and Canada. The company has been a successful online business. This can be seen from its net income figures which have been reported to be of US $ 902 million in 2009. Describes the type of E-business model the company uses The type of E-business model used by Amazon is E-Shops (Spector, 2000).

Customers in this can directly make purchase or sell off goods and services over the internet. This is done without any intermediary involved in the transaction. This is the process which sets up a virtual shopping mall for the visitor on the website. This online shopping process is called Business to Consumer (B2C). However if the buyer is another business only then it is called business to business online shopping (B2B) (P Davies, 2004). Describes how the E-business model of the company aligns with the theories learned in this class.

For this E-shop model to work for Amazon there have been some carefully designed measure have been taken (Marcus, 2004). Working in the virtual shopping environment is of course different than in conventional retail shopping. There is what is called the information rate (load) which is put into application by Amazon to function in the E-Shop business model (Spector, 2000). This concept revolves around availability of a lot of information for the consumer. Complexity of information provides the different features of the sites which help increase the diversity of information for the consumer. This aids in impulse buying for the consumers.

However the other dimension is the novelty of information which brings the unfamiliar and suppressing to new features of the site. Feature of novelty leads to further exploration of by the users surfing the website.