

# E-commerce

Business



E-Commerce This paper presents a critical review of eBay Inc., an international consumer-to-consumer e-commerce corporation. It provides a platform where people who do not necessarily work together interact for business (www. ebay. com). For their role in facilitating trade, the corporation earns commissions.

I like eBay because of its various features that motivates me to keep visiting the site. Payments are secured by its money guarantee services where the buyer either gets the ordered item or money back. Additionally, they ensure the confidentiality of their customers' details. They display photos of a wide variety of products on their homepage which helps in making purchases decisions. Moreover, eBay makes me as their customer feel valued through their feedback platforms. This supports the argument by Botha, Bothma and Geldenhuys (2008) that effective e-commerce organizations should learn from their websites. The corporation advertises itself on the web, particularly through social media, thus constantly leads me to checking out their day's offers. Finally, eBay offers a unique feature not found in most of their rivals, daily deals. These deals on items make me visit eBay almost daily to make sure I do not lose out on any opportunities. Nonetheless, the overcrowding of the homepage with products could be confusing hence interfering with purchases decisions. Furthermore, eBay serves best those customers who run accounts with them. Non-members access limited information which could deter them from making purchases.

Therefore, I would recommend that eBay keeps all necessary information on their stock public to both its members and non-members. One does not have to operate an account with them for such a person to access full details on products. This way, the pool of customers would be expanded and

subsequently increase the purchases from this e-commerce platform.

#### Reference

Botha, J., Bothma, C., & Geldnhuys, P. (2008). *Managing e-commerce in business* (2nd ed.). Cape Town: Juta & Company.