

14.27
ECONOMICS OF E-COMMERCE
PROBLEM SET 2

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1. PROBLEM 4

Problem: Spend a few minutes on Google Trends exploring anything your heart contents to get warmed up. Then think of a few online companies that compete with one another and compare them using both the searches and the website features. What can you infer from the data? Can you find any interesting or surprising results?

Solution: I examined the trends of Amazon.com and eBay.com. Both of these companies are similar, in that they can be categorized in the online marketing and retail industry, but they differ by the types of products they sell. For instance, eBay is more of a second hand auction site, although it is moving towards an online retail business, while Amazon has much more retail business, especially in brand name products. This distinction can provide some insight into their different Google trends.

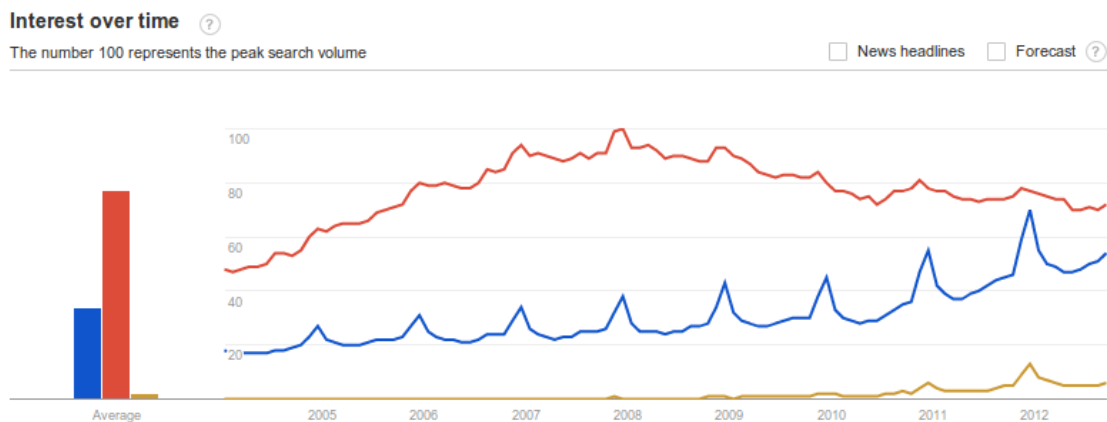


FIGURE 1. eBay (Red Line) vs Amazon (Blue Line) on Google Trends

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