**Step 1: Understand Asymptotic Notations**

**Big O Notation**

Big O describes the upper bound of an algorithm's running time as input size grows.

**Linear Search**

**Best: O(1), Avg: O(n), Worst: O(n)**

**Binary Search**

**Best: O(1), Avg: O(log n), Worst: O(n)**

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**Step 4: Analysis**

**Linear:** Time Complexity is O(n) and used for small and unsorted array.

**Binary:** Time Complexity is O(log n) and used for large and sorted arrays.

Binary Search is more suitable as E-commerce platforms often have thousands of products and binary search scales much better than linear search. It is optimized for speed and works well with sorted product lists. Binary Search provide faster results that helps in smoother search and makes users happy.