**Big O Notation:**

Linear Search: O(n) where n is the number of products.

Binary Search: O(log n) where n is the number of products.

**Scenarios:**

Best Case: Linear Search O(1), Binary Search O(1) if the target is at the middle.

Average Case: Linear Search O(n), Binary Search O(log n).

Worst Case: Linear Search O(n), Binary Search O(log n).

**Algorithm Suitability**:

Binary Search is more efficient for large datasets, assuming the array is sorted. Linear Search is simpler but less efficient for large datasets.