



Item Navigation



Which seasons do you shop online the most?

Marketers have to ride the tide of seasonality, or the regular highs and lows of e-commerce traffic based on special holidays, events, or the weather.

Think about your online shopping habits and consider the following questions:

- Which season or part of the year do you tend to shop online most frequently, and why?
- When you shop online during this time, are you buying items for yourself or for others?

Please write 3-4 sentences (60–80 words) as a response to this prompt. Then, go to the discussion forum and, applying what you’ve learned about seasonality and seasonal marketing, comment on at least two posts from other learners.

Participation is optional

Your Reply

Type your response here...

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Reply

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83 learners have submitted a response.

