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**E-Commerce and M-Commerce**

There are many ways to buy your favorite products. You could visit a store and look for it there. You could also go online to their website and look for the product there. You could go to online retailers like Amazon and order it from there too.

The act of ordering your products online is called E-Commerce, or electronic commerce. This is a sort of encompassing term that happens when someone logs onto their computer and orders something digitally. This is an incredibly popular form of purchasing and made 669 Billion USD in 2018 (Z., 2018). Another closely related version of this is called simply M-Commerce. This stands for Mobile Commerce, and as you may be able to guess, it is specifically describing when the user buys products using mobile devices such as tablets or smartphones.

Though the distinction may be rather small to the untrained eye, it can make a huge difference. E-Commerce allows the storefront to utilize the resources of the device like cookies to try and tailor product recommendations to better suit the consumer and increase the chances of a purchase. With M-Commerce, you can take this to a whole other level. Mobile devices have many trinkets to facilitate their functions. Specifically, tapping into your device’s GPS can help stores pinpoint where you are and look for stores near you. Then they can cross-reference that with the stock in those particular stores to tailor suggestions. They can use your device's search queries to gather your interests and show you recommendations you may be interested in. You can also produce an App that customers can download to serve as a storefront that allows the users to buy from your store directly. This way you can also push notifications to a user’s device to notify consumers of sales and promotions.

E-Commerce and M-Commerce are two closely related subjects that can offer two very different experiences for both the consumer and the seller. Both of these deal in computers, but M-Commerce is a bit more specific with a great deal of power available and the opportunity to get your product out.

# **References**

Z., A. (2018, April 30). *What is the Difference Between E-Commerce and M-Commerce?* Retrieved from Ruby Garage: https://rubygarage.org/blog/mcommerce-vs-ecommerce#:~:text=Ecommerce%20and%20mcommerce%20have%20different,on%20purchasing%20via%20mobile%20devices.