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CIS 121

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9/27/18

Technology has been around since the beginning of time and the technology invented throughout the years have impacted the way people today have lived. Oxforddictionaries.com defines technology as “the application of scientific knowledge for practical purposes. The technology humans have developed helps accomplish certain tasks that need to get done and relying on technology has shaped our culture. Society constantly advances technology to help satisfy the needs of the culture. An example of this is the idea of flying cars. The automobile over time has gotten faster and faster and people all around the world have them. However, people want something new and faster than the automobile so now there are companies that are developing flying cars which can help people get to long destinations faster. The present culture wants everything to be fast and easy to use. Culture impacts technology and technology has an impact of the culture.

Today in present society the culture of the 21st century is that everything needs to be fast, easy, and new. One company is using technology to help satisfy the cultures demand of a fast and easy lifestyle. Amazon has been a growing industry ever since 1994 and since then they have been making e-commerce a trending industry. Amazon recently added Whole Foods to their company and now groceries can be delivered to people’s houses instead of going to the store and physically shopping for food. According to *Amazon Changing the Way People Shop* by Christy Phillips and Dennis Greenway II it states “Similar to Amazon’s retail businesses, AWS has sustainable cost advantages, a very sticky and deep customer base, significant scale, and industry leading technology, making Amazon the preferred name for corporations worldwide.” As Amazons web service keeps growing and changes the market, they’re web service is changing the culture. People are used to going to the store and picking up the essentials to what they need but, since Amazon came along they changed the market. Now people are depending on computers to buy and ship products to them instead of going out to buy the item they need.

Consumers of Amazon are now used to buying products online and using the internet to get what they need which is making our culture depend on technology for their necessities. Amazon has changed the shopping culture with their online shopping that its making other companies scramble to stay in business. The article *The Amazon Effect: Impacts on Shipping and Retail* states “E-commerce shows no signs of slowing down, and it will continue to evolve. For example, e-commerce is expected to shift to marketplace selling rather than ordering directly from a retailer.” This means that Amazon has changed the way people shop which means their lifestyle is going to change. The e-commerce world is going to become a cultural value and will have people depending on the marketing technology to get the products they desire. Since Amazon is controlling the e-commerce industry by using computers for their online stores other businesses can’t keep up. Adam Hartung states in the article *How the ‘Amazon Effect’ will change your life and investments* “Due to the Amazon Effect, the entire [brick-and-mortar retail industry is slowly shutting down](http://www.usatoday.com/story/money/2017/02/24/jc-penney-store-closures/98344540/).  JCPenney is closing 140 stores (14%,) Macy's is closing 100 stores (15%,) Sears is closing 150 stores (15%,) HHGregg is closing 88 (40%) [as it prepares for bankruptcy](http://www.reuters.com/article/us-hhgregg-bankruptcy-idUSKBN1631J0) and CVS is closing 70 stores. [Kohl's is planning to shrink the size of almost all its stores](http://fortune.com/2017/02/23/kohl-stores-results/) to reflect lower sales.  Every year the list of store closings, and bankruptcies, lengthens.  It is already evident that our ability, as consumers, to "run to the store" for something is being impacted by fewer stores and shrinking merchandise availability.” Since stores are going to be closing due to Amazons superior online shopping, physical stores will be shut down because they don’t have the technology systems Amazon has when it comes to e-commerce. This is going to impact culture because people have always gone to stores to pick out products but, now with the Amazon effect they don’t have to go to the store they can stay at home and easily order what they need through their computer or smart device. In future years Amazon will change the way people shop and will make physical stores a thing of the past.

The e-commerce market isn’t only impacting people in the United States; it’s impacting countries around the world. One country that is being impacted by e-commerce is India. India has a large population and their country is used for a labor force to help with companies technological branches. The article *India’s E-Commerce Market is on the Rise* talks about how India is growing technologically because of companies like Amazon using technology to produce e-commerce. The article states “India has been growing drastically lately in terms of their internet use. From 2010 to 2016 the percentage of internet users has gone up from 7.5% to 34%.” This means that because technology is growing and becoming a part of everyday life, countries are realizing that they need to advance and keep up with the times. Countries like India are investing in more technology to help develop their country more and be united with the world technologically. Technology is becoming a part of the world’s culture which means that more people will have access to it and can adopt it into everyday life. India isn’t the only culture to benefit from the e-commerce world. The article *E-commerce in Developing Countries and How to Develop them during the Introduction of Modern System* states “Latin America, of which Brazil comprises 59%, also exhibited monumental growth in e-commerce, as revenues increased from 1.6 billion USD to 43 billion USD in the last ten years (Hussain 2013).” (Alyoubi 480). Since developing countries like Brazil, are adopting technology to participate in e-commerce it shows how the world is becoming more technological and how it is becoming a lifestyle to use technology. Technology is becoming more and more globally present and it is becoming more integrated into people’s lives which makes people more dependent on technology to perform tasks like shopping online.

The internet and the impact of technology has really changed the culture and the culture of today has really reflected the technology developed. Everyday humans are interacting with technology and using it to make their lives easier. The internet has connected people from all around the world and it changing the way people live. Amazon is just one of the companies that is using e-commerce to change the market place. The culture of having a fast and simple lifestyle is impacting the way the technology used for e-commerce because the technology for it is always advancing. A part of modern culture is called the “Shiny Object Syndrome”, which is people demanding for the new piece of technology like the new iPhone. People are always interested in new things because when people here new they think better. New technology means faster, easier to use, and efficient which can be applied to the e-commerce market.

Technology has really changed the way people live and interact every day. As people demand simple, fast, and reliable technology it changes the way people treat life. With companies using technology to promote business and to create new ideas to connect the world it proves how much technology is becoming a key component to life. The influence of technology on the world is making humanity more connected than it ever was before and we use that influence of technology to point us in a new futuristic direction.

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