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ITSE 1450

Module 10 Discussion 2

The growth of e-commerce is driven by its global reach, allowing businesses to access a wider market than traditional brick-and-mortar stores. Additionally, changing consumer behaviors, influenced by a fast-paced lifestyle and the preference for a wide variety of choices and competitive prices, have fueled this trend. This growth trajectory is expected to persist, fueled by increasing internet penetration and the growing comfort of consumers with digital transactions, alongside continuous improvements in e-commerce infrastructure and logistics.