Discussion 1

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The growth in the communication system has brought great opportunities to the world of business. Back in the day, it took days to deliver one message to the other party. Today, with a single touch a message can be transferred to the desired party with a blink of an eye. This has created great ease for businesses and suppliers. Everything from the communication of the important dates, stock amount and payments can be made online. However, with advancement comes the risk of onscreen miscommunication. So, both the business and suppliers need to be extra careful with their communications. Further, as far as the relationship between businesses and consumers is concerned, it is thriving from both sides. Consumers get to compare the products that they purchase easily without the need of moving from store to store. The payment method is also made easy and overall the experience is more fluid. However, customers do fear that their data can get leaked when they make online payments (Fitzgerald, Dennis, & Durcikova, 2017). Additionally, some consumers also believe that the quality and quantity of the product can vary online and in stores. So, they have to be careful with their purchase as well. However, overall the experience of purchase as a whole has become easier and approachable.

**References**

Fitzgerald, Dennis, & Durcikova. (2017). Business Data Communications and Networking. New York: Wiley.