

Is a website a product or service? Discuss.

Generally, there are two kinds of software that are considered as a product or service, if the software is sold on shelves as a mass marketing product, it is a product, and if the software is tailor-made, it is considered a service. Also, tailored software is considered a product if it is sold to a large number of customers. In case of negligence, the developer is responsible for believing that the website is a product. Web customers can reasonably see the warranty protection in case of damage from the use of the product purchased through the Company's website.

A website is "a set of HTML and subdomains on the World Wide Web that are generally admittance through the similar URL and are on the similar server, and are generally merged and integrated." One theory is that it is a product created by a web designer and sold to the end-user. Various programming and graphic design tools are used to create this new product.

Others argue that a website is a feature that consumers can offer as marketers. It is not a seller's product; it provides services to the company and website. A website is an online demonstration of an individual or thing.

Websites are not treated as tangible objects but contain programming code and physical files on the hosting server. But the website is produced as a fuzzy service tailored to customer needs. It is not feasible to make a website with no close contact with consumers.

So it all depends on the perception of whether a website is a product or service. From a web developer's perspective, you sell your services and create a finished product (website). From the end-user and consumer perception, a website can be a product (web application) or a common product (online presence).