

RESEARCHING AND ANALYSING DATA

NAME: MOHAMMED RIKTAR KHAN

STUDENT ID: 1605372

TUTOR: DR MUSHFIQUR RAHMAN

DATE: 31/08/2018

Executive summary

In the current age of digitalisation and friend towards adopting information technology, the increasing online shopping has increased. The study aims to provide a comparative analysis of facilities offered by online shopping and factors that attract consumers towards High Street shopping. The research and analysis of gathered data will help in providing deep insight into understanding the factors influencing the purchasing behaviour of the consumer. The analysis of primary and secondary data provides a brief explanation of factors that deviate from the loyalty of consumer towards online shopping and high street shopping.

Table of Contents

Introduction	4
Aims	4
Objectives	4
Research question	5
Literature review	5
Impact of online shopping over the high street market	5
Effects of digital technology	6
Data collection	6
Secondary data	7
Primary data	8
Analysis	10
Conclusion	11
References	14

Introduction

With the influx of Information Technology and digitalisation, there has been an incremental increase in the online shopping platforms. The accessibility to internet and globalisation has propelled instances of online shopping as a preferred medium of shopping. The present study aims to analyse the effectiveness of online shopping and analyse the benefits of online shopping over market shopping. The study also evaluates the effectiveness of the online shopping sector through collected data and reaches an analytical discussion to justify and displaying the importance of research and analysis method.

Aims

The study aims to understand and justify effectively of online shopping among common people in comparison to high street shopping in the UK.

Objectives

- To analyse the effectiveness of online shopping on customer and influence of information technology.
- To understand consumer presents in regards to High Street shopping versus online shopping.

Research question

- What is the impact of Information Technology on the spread of online shopping?
- How has effectively of online shopping been affected over High Street market?

Literature review

Impact of online shopping over the high street market

The online shopping hotels provide for easy accessibility which opens up the wide range of products that can be purchased with the convenience of shopping anytime and from any location with the help of internet (Constantinides, 2014, p.40). The impact of the growing popularity of online shopping can be seen in high street market shopping. Online shopping has been further impacted by the widespread reach of the Internet and accessibility of the Internet and a wide range of area. Moreover, the feasibility provided by online shopping sites and a variety of offers and doorstep delivery has further attracted consumers towards online shopping as compared to offline shopping Ryan, 2016, p.55). One of the primary factors that attracted a huge consumer base for online shopping concerning high street market was the availability of shopping hours 24/7 and convenience of delivery at the doorsteps. The justification of the arguments regarding online market has been elaborately demonstrated in the study.

The study aims to justify the argument of the growing influence of online shopping UK market with the help of collected data. The data collection for the research has been meticulously planned to keep the variation of customers in mind. Research includes statistical data that helps in deriving justifiable and reliable data which will, in turn, make the research progress towards

reaching a valid conclusion. Application of collected data can assist in achieving conclusive research about preferences of consumers towards online shopping as opposed to high street shopping.

Effects of digital technology

The rise in information technology and growth and digitalisation has provided an effective opportunity for the online sector to expand shopping experiences that offers immense benefit to consumers. The research focuses on understanding the impact of Information Technology and digitalisation on enhancing the usage of online shopping. The technical and communication help is fostered by advertisements that help in providing knowledge to consumers about online shopping and the availability of products (Guardian.co.uk, 2018). The study is intense to evaluate the effectiveness and established the significance of online platforms that provide for a wide range of shopping options for consumers which are easily accessible and provide convenience and feasibility of shopping at the will of the consumers (Guardian.co.uk, 2018). The justification of the research study is offered through statistical data and diagrammatic representation through graphs that reflect upon reaching a proper judgement and inclusive evidence. As evidenced by Miller (2014, p.55), the online shopping sources spread huge market share regarding shopping which can be justified through intervention through analysis of data. It is evident that there is importance in implementing digital technology

Data collection

Data Collection method involves two sets of data in which includes primary data and secondary data. The primary data is collected through surveys and questionnaires. The present study incorporated the collection of primary data with the help of a survey conducted on customers to procure data for the research in a justified way. The study ensures that confidentiality is maintained throughout the study to abide by the ethical considerations and authenticity of research methods. The data collection method is the first that determines the validity and importance of a research work done by a researcher. The secondary data comprises of data collected through online articles journals published records Archives research materials and so

on through which information regarding research already done in the required field can be obtained. The secondary data can be considered to be the second hand method of acquiring data for a research project. In the viewpoint of a researcher, it is important to apply secondary data to get relevant regarding a particular topic. Information Social networking is also a viable option through which opinions can be gathered regarding the importance of shopping through online portals. The data collection method is also responsible in meeting the demand of the objectives of the research work after analysis of the researched and collected data.

Secondary data

The Collection of data from journals and online articles will provide requirements that are to justify research objectives and questions that the study aims to seek. The online shopping offers for products and services that provide an ample opportunity for consumers to shop according to the convenience and derive the benefit of huge discounts available online. The offline High Street shopping, however, provides for product and services that arise as per the demands of the consumers and their choices. As opened by Scrapl *et al.* (2014, p.260), online shopping successfully satisfied demand of consumers with the availability of a wide range of sizes and collective choices of true shopping categories. The consumer can get access to a wide range of goods and products just at a tap. The high street shopping is however just limited to the stock availability at the shops which can be displayed by the owner (Guardian.co.uk, 2018). The limitations of stock availability and the service provided by the in-house staff are the only means through which consumers get attracted towards offline shopping. The demands and choices of consumers are diversified which one of the weaknesses of high street is shopping.

As stated by Dai *et al.* (2014, p.13), the flexibility of pricing that is unavailable in online shopping portals. It has also been mentioned that online shopping procedure fails to provide the essence of judgemental value for analysing the quality of goods that displayed which is available in offline shopping. The quality analysis and judgemental opinions also have a huge impact on consumers purchasing behaviour. This provides an edge to offline shopping as compared to online shopping since the only virtual image of the product is available in online shopping and judgements made through physical touch and observations cannot be meet in online purchases.

The present study focuses on primary data that can help the researcher in getting in detail data of the research topic directly to the respondents for the validity and genuine of the research work.

Primary data

As referred by Neuteleers and Engelen (2015, p. 360), the proper execution of research can be facilitated by through the collection of primary data to conduct a research study. The primary research involves the method of Survey in the present study which has been conducted on common people who avail services from the market as well as the online portal. Service conducted on Shoppers at High Street Markets and also through social networking sites which provided data for customers engaging in online shopping.

Q1. How much of determination of product quality is facilitated by online shopping sites?

Options	Number of respondents	Total number of respondents	percentage
Very effective	15	37	40%
Satisfactory	6	37	16%
Time-saving	10	37	27%
Not good	6	37	16%
Mean: 15	Median: 15	Mode: 15	Standard deviation: 0

Table 1: Determination of quality of the product through online shopping

Determination of quality of product through online shopping

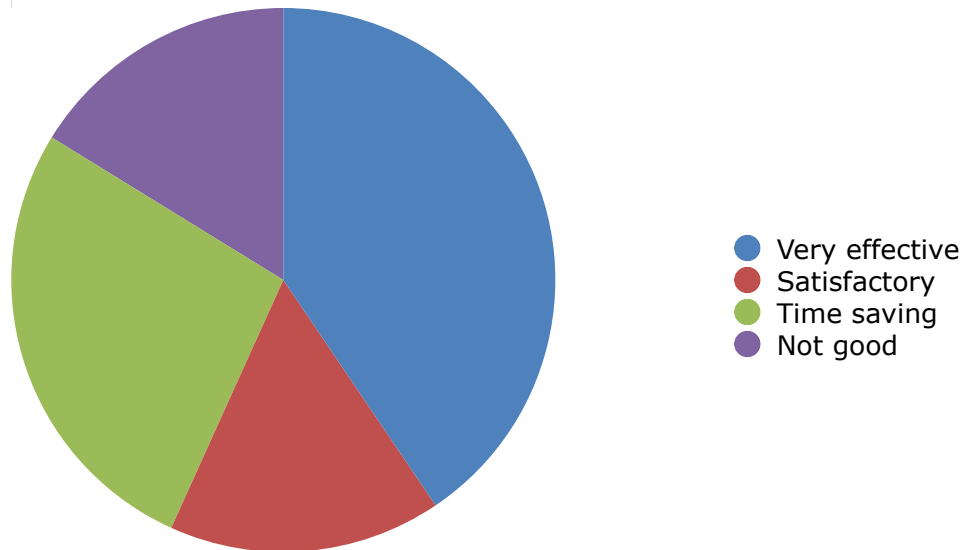


Figure 1: Determination of quality of the product through online shopping

Q2. How sufficient is price flexibility in high street shopping?

Options	Number of respondents	Total number of respondents	percentage
Very effective	12	37	32%
Satisfactory	5	37	13%
Time-saving	10	37	27%
Not good	10	37	27%
Mean:12	Median:12	Mode:12	Standard deviation: 0

Table 2: Flexibility offered in high street market shopping

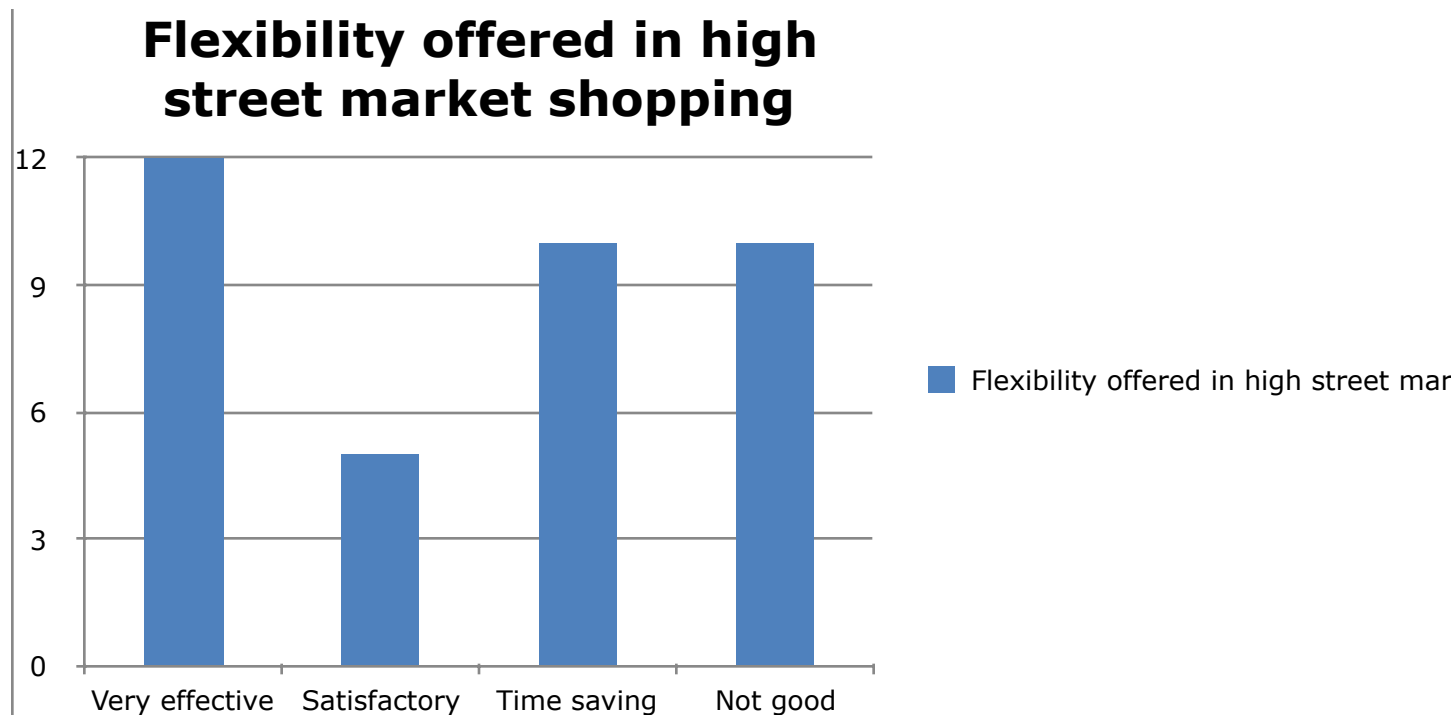


Figure 2: Flexibility offered in high street market shopping

Analysis

The views regarding the effectiveness of price flexibility in high street market indicated by the above analysis points that price flexibility is one of the important criteria that draws consumers towards High Street markets. From the above table, it can be analysed that High Street market failed to provide huge satisfactory experience to consumers.

It can be easily analysed from the above table that one of the prime reasons that Shoppers indulgent High Street shopping is the price flexibility offered by the market. The Other variables like time-saving and satisfaction provided by shopping experiences a few of the limitations of High Street shopping.

The determination of facilities provided by online shopping experiences effectively helps in the determination of product quality which a maximum number of respondents agreed on. The effectively of product quality was satisfactory and not good for an equal number of respondents. The survey highlights upon consumers availing shopping services in the High Street market and those indulging in online shopping provided there unbiased personal views. The diversified

views of participants for participating in the survey of the sources of primary data assists in justifying the effectiveness of digital and information technology in successfully providing access to consumer and satisfactory experiences of online shopping. The research provides for justification of the significance recording policies that run the high street market to meet the demand of consumers and cater to the consumer sentiment regarding price flexibility. The risk factor of flexible pricing that is associated with High Street market shopping and determining of product quality is comparatively low as evident from the level of standard deviation which is less than one.

Conclusion

The studying conclusively proved that through the incorporation of primary and secondary data the prospects could be enhanced to understand the basic characteristics of consumers and realise their demands and needs. The flexibility of shopping and facilities provided by online shopping and High Street market facilities provides for motivation for availing services through the service provider. The research helps in procuring views of consumers regarding service offered by shopkeepers in the High Street market and offers provided through online shopping portals. This will help in making further Research and recommendations which will help in achieving customer satisfaction. Do the research it is analysed that the information technology and digitalisation have provided the much-needed impetus for popularising online shopping through services and feasibility provided to customers. The interpretation of data and analysis focuses on reaching an answer to the Research question and attaining of research objective. Devaluation helps in making a justification for the data which has been collected and provides for a just and a viable conclusion. The statistical data is Diamond diagrammatically represent rated through charts and graphs representing participation of respondents who participated in the research and provided their valuable opinion which helps in providing a deep insight into understanding factors influencing online shopping and High Street shopping. The research study could be made interesting through diagram representation and was simplified with the help of tabular representation which helps in putting forward the number of respondent and their views regarding online and High Street shopping. The secondary data analysis also proves to be a

valuable source through which insightful conclusions could be derived concerning facilities provided through online shopping portals and high street markets. The literature review provides for a comprehensive study regarding the impact of online shopping I supposed to High Street market and the impact of digital and information technology on propelling demand for online shopping.

References

- Constantinides, E., (2014). Foundations of social media shopping. *Procedia-Social and behavioral sciences*, 148(1), pp.40-57.
- Dai, B., Forsythe, S. and Kwon, W.S., (2014). The impact of online shopping experience on risk perceptions and online purchase intentions: does product category matter?. *Journal of Electronic Commerce Research*, 15(1), pp.13-20.
- Guardian.co.uk (2018), city-wake-up-digital-investor, viewed on 15 July 2018, at <<http://www.guardian.co.uk/business/2013/mar/01/city-wake-up-digital-investor>
- Guardian.co.uk (2018), [john-lewis-online-shopping-collect](http://www.guardian.co.uk/business/2013/feb/21/john-lewis-online-shopping-collect?INTCMP=ILCNETTXT3487), viewed on 15 July 2018, at <<http://www.guardian.co.uk/business/2013/feb/21/john-lewis-online-shopping-collect?INTCMP=ILCNETTXT3487>
- Guardian.co.uk (2018), kingfisher warns of store closures, viewed on 15 July 2018, at <<http://www.guardian.co.uk/business/2013/mar/04/kingfisher-warns-of-store-closures>>
- Guardian.co.uk (2018), [UK-total-retail-survey-findings](http://www.pwc.co.uk/retail-consumer/total-retail/uk-total-retail-survey-findings-2013-overview.jhtml) , viewed on 15 July 2018, at <<http://www.pwc.co.uk/retail-consumer/total-retail/uk-total-retail-survey-findings-2013-overview.jhtml>
- Miller, D., (2014). *A theory of shopping*. Ed. 3 New Jersey: John Wiley & Sons.
- Neuteleers, S. and Engelen, B., (2015). Talking money: How market-based valuation can undermine environmental protection. *Ecological Economics*, 117(2), pp.253-260.
- Ryan, D., (2016). *Understanding digital shopping: shopping strategies for engaging the digital generation*. Ed 4, USA: Kogan Page Publishers.
- Scarpi, D., Pizzi, G. and Visentin, M., (2014). Shopping for fun or shopping to buy: Is it different online and offline?. *Journal of Retailing and Consumer Services*, 21(3), pp.258-267