

RESEARCHING AND ANALYSING DATA

Title: Online Shopping and The High Street

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Executive summary

In the United Kingdom, the opportunities for high street businesses are reduced due to enhancement of online businesses. A lot of people are preferring the online business for its different advantages over high street businesses. The customers need to consider different disadvantages of the online shopping before purchasing the products. In this report, the enhancement of online business over high street business has been elaborated through primary and secondary research.

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Introduction

In current scenario, the online businesses are experiencing higher growth compared to the high street business in the United Kingdom. The online businesses are providing different opportunities to the customers and for this reason; the customers are attracted to those businesses. However, both online and high street businesses have its own pros and cons. The report focuses on the pros and cons of both types of business through conducting primary and secondary research. The researcher is going to elaborate the aims and objectives of the research along with developing research questions in this process.

Research aims and objectives

The aim of the research is to find out the fastest growing business within online and high street business in the United Kingdom. Apart from this, the advantages and disadvantages of both type of businesses will be elaborated in this research process.

Following are the objectives of this research:

- To find out fastest growing business within high street and online business in the United Kingdom
- To find out advantages of both online and high street business
- To find out disadvantages of both online and high street business

Research questions

Following are the research questions for this research:

- What is the fastest growing business within the high street and online business in the United Kingdom?
- What are the advantages of both online and high street businesses?
- What are the disadvantages of both online and high street businesses?

Secondary research

Introduction

The online businesses have been gaining profitability in the United Kingdom from past few years due to its several facilities for the customers. This is the threat for the high street businesses and for this reason, a number of high street businesses closing nowadays. However, both types of businesses have its own advantages and disadvantages, which shape their business environment.

Online businesses over high street businesses

In present scenario, the high street businesses are experiencing reduction of profitability due to customer's preferability for the online businesses. Apart from this, the business rate for the high street businesses are not reformed and for this reason, those businesses need to provide higher tax to the government that reduce their profitability. According to Wrigley and Lambiri (2014), approximately 85 percent of the UK customers are engaged with online shopping for its different facilities. Almost 34 percent of the retail sales of the United Kingdom have been captured by the online businesses and it is increasing eventually. Till 2013, the online businesses contributed 8 percent of the GDP of the United Kingdom. The books, CD, music and some others business are highly captured by the online businesses in the present scenario.

John Lewis, which is one of the popular online businesses in the UK has collaborated with "Collect+" in order to provide facilities to the customers to collect and return products from over 5000 retailers throughout the UK. The customers do not have to wait for their products after ordering in this process and they can return it easily if any disputed products delivered. In addition, many online retailers lesser price of the products compared to high street businesses. These are the reason that customers prefer the online shopping more compared to shopping at high street shops.

Advantages of online and high street businesses

As opined by Kumar and Kumar (2014), the payment procedure of the online businesses easier that includes different types of payment procedure such as debit or credit card payment, direct money transfer, cash on delivery and more. The customers can choose whatever is easier for them to purchase the products. Apart from this, a number of customers provide product review on the online shopping website and that helps other customers to make purchase decisions. The customers can compare products from different brands and purchase according to their requirement and affordability.

As argued by Niranjnamurthy *et al.* (2013), during shopping at high street business, the customers can check the products properly before purchasing to find out any dispute. The number of choices is lesser in a single shop and for this reason, customers cannot be confused while purchasing. The customers change the products easily by visiting the shop if there is any problem regarding the product.

Disadvantages of online and high street businesses

The chances of hacking are high in online shopping if it is not protected efficiently. The online businesses need to implement latest technologies to enhance the security of the website and the payment process. Sometimes, online businesses provide disputed products that reduce the customer satisfaction. According to Carmona (2015), the customer service of many online businesses does not respond properly and for this reason, customer's hardship in order to return or change the products they purchased.

In high street business, the choice for the customer factor comparatively less in a single shop. The customers need to purchase products mostly based on the suggestions of the shopkeepers and own experience.

Conclusion

A number of customers prefer online shopping nowadays for its different facilities. However, customers need to consider its different drawbacks to shop safely. The government needs to focus on the reformation business rate to increase the opportunities for high street businesses.

Research methodology

Method: In order to conduct the primary research, the researcher has developed a questionnaire with 5 questions that are helpful to elaborate the viewpoint of the respondents. The data collected from the primary research will be analysed to make the conclusion of the research.

Sampling: The researcher is going to use simple random sampling in order to conduct the primary research. The researcher is going to choose 10 respondents randomly who have experience in shopping online and high street shops.

Primary research

1. The online shopping is safe

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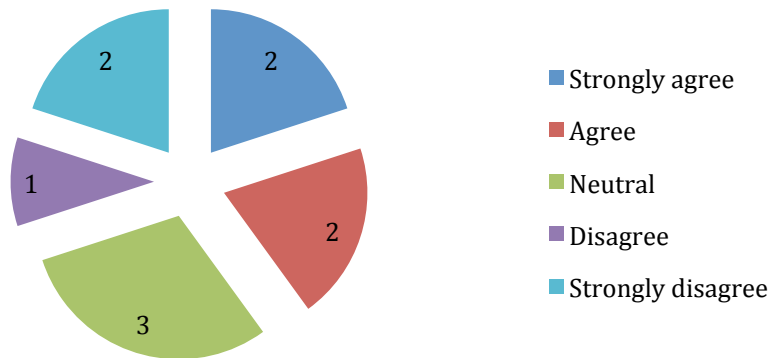


Figure 1: Safety of online shopping

(Source: Self-create)

According to the survey (refer to appendix), 2 respondents strongly agree with that the online shopping is safe while 2 respondents agree with it and 3 respondents remain neutral. However, 1 respondent disagrees with it and 2 respondents strongly disagree with it. Therefore, not many customers experience any threat during shopping online and many of them consider it safe.

2. The price of the products are lower in online shopping compared to high street

2. The price of the products are lower in online shopping compared to high street



Figure 2: Lower price

(Source: Self-create)

According to the survey (refer to appendix), 3 respondents strongly agree with that the price of

the products are lower in online shopping compared to high street while 1 respondent agrees with it and 4 respondents remain neutral. Therefore, the products prices are set by the online businesses are lesser compared to high street businesses, which is helpful for them to attract more customers.

3. Online businesses provide better customer service

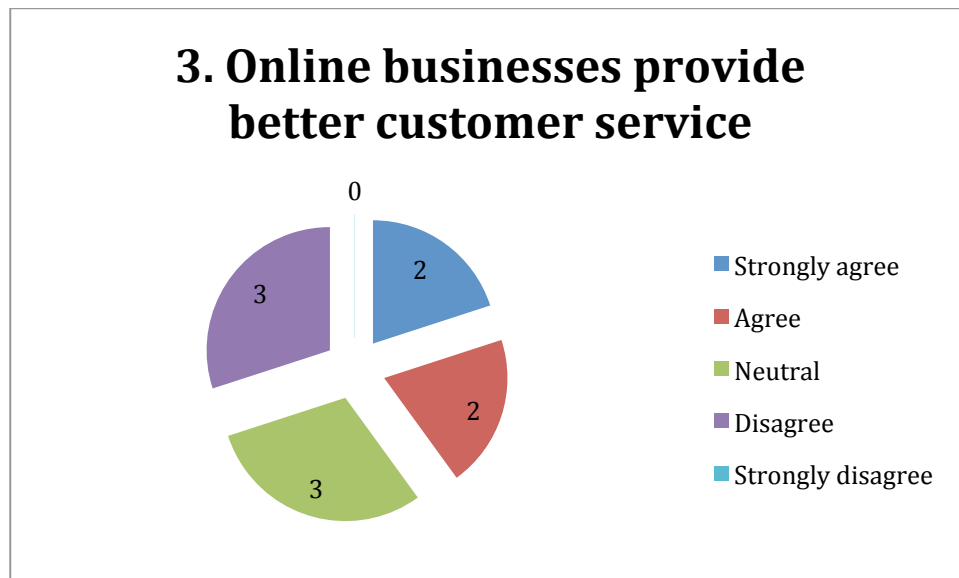


Figure 3: Customer service

(Source: Self-create)

According to the survey (refer to appendix), 2 respondents strongly agree with that the online businesses provide better customer service while respondents agree with it and 3 respondents remain neutral. However, 3 respondents disagree with it. Therefore, many of the people have experienced better customer service while shopping online compared to shopping at high street businesses.

4. Transaction of money is easier in online shopping compared to high street

4. Transaction of money is easier in online shopping compared to high street



Figure 4: Money transaction

(Source: Self-create)

According to the survey (refer to appendix), 4 respondents strongly agree with that the transaction of money is easier in online shopping compared to the high street while 3 respondents agree with it and 1 respondent remain neutral. However, only 1 respondent disagree with it and 1 respondent strongly disagrees with it. Therefore, the money transaction is easier in online shopping due to association of different procedures of money transaction.

5. The review of the products on the online shopping website is helpful to make purchase decisions

5. The review of the products in the online shopping website is helpful to make purchase decisions

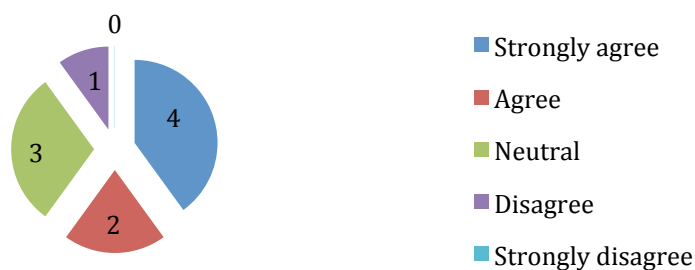


Figure 5: Product review

(Source: Self-create)

According to the survey (refer to appendix), 4 respondents strongly agree with that the review of the products on the online shopping website is helpful to make purchase decisions while 2 respondents agree with it and 3 respondents remain neutral. However, only 1 respondent disagree with it. Therefore, customers make purchasing decisions easily based on the review of the products.

Research limitation

The research can be more accurate if the number of respondents and questions are more. If the researcher includes online and high street business owners in the primary research, then finding can be more elaborated. The researcher has lesser time and for this reason, a small scale research has been conducted.

Ethical consideration

The researcher needs to consider different ethical factors in order to complete this research. The researcher needs to make the identity of the respondents confidential. The data collected from the primary research will not be used for any commercial purpose by the researcher.

Conclusion

In the present scenario, the online businesses are growing more compared to high street business in the United Kingdom. The online businesses are providing higher opportunities to the customers that are helpful to enhance sales volume. However, the personal data can be theft if the customers are not aware of online shopping which is the main threat to this business. The online businesses need to use advanced technology to protect the website from hackers to provide an enhanced shopping experience to the customers. On the other hand, the unreformed business rate is preventing the high street businesses to grow. The price of the products is higher in high street shopping compared to online businesses, which is also reducing the sales rate.

Reference list

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Appendix

1. The online shopping is safe

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1		✓			
2			✓		
3	✓				
4			✓		
5				✓	
6	✓				
7					✓
8		✓			
9					✓
10			✓		

2. The price of the products are lower in online shopping compared to high street

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	✓				
2			✓		
3		✓			

4	✓				
5			✓		
6				✓	
7					✓
8	✓				
9			✓		
10			✓		

3. Online businesses provide better customer service

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1			✓		
2			✓		
3	✓				
4				✓	
5				✓	
6	✓				
7		✓			
8			✓		
9				✓	
10		✓			

4. Transaction of money is easier in online shopping compared to high street

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	✓				
2		✓			
3	✓				
4		✓			
5		✓			
6				✓	
7	✓				
8			✓		
9					✓
10	✓				

5. The review of the products in the shopping website is helpful to make purchase decisions

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1		✓			
2	✓				
3			✓		
4	✓				

5		✓			
6			✓		
7				✓	
8	✓				
9			✓		
10	✓				

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. The online shopping is safe	2	2	3	1	2

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
2. The price of the products are lower in online shopping compared to high	3	1	4	1	1

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
3. Online businesses provide better customer service	2	2	3	3	0

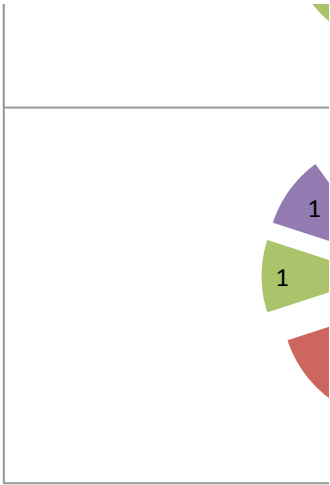
2. The price of the products are lower in online shopping compared to high



3. Online businesses provide better customer service



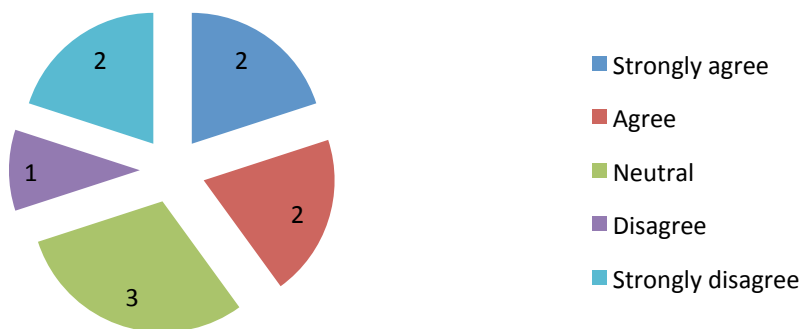
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
4. Transaction of money is easier in online shopping compared to high	4	3	1	1	1



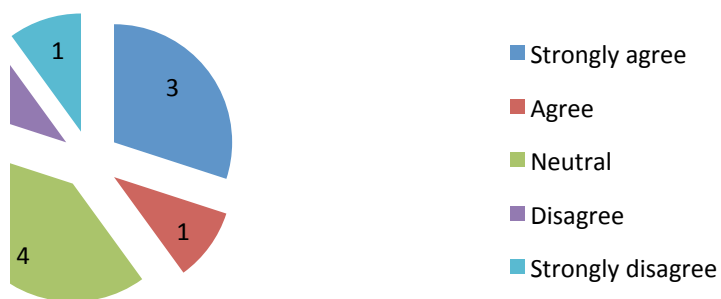
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5. The review of the products in the online shopping website is helpful to make purchase	4	2	3	1	0



1. The online shopping is safe

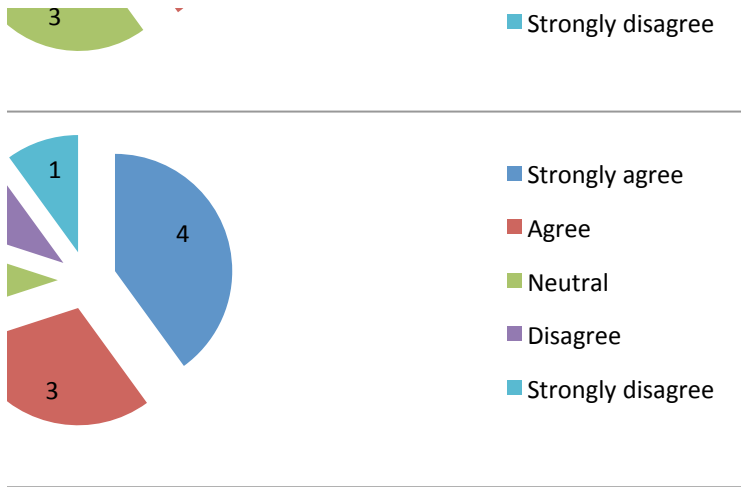


Price of the products are lower in online shopping compared to high street



Online businesses provide better customer service





the review of the products in the shopping website is helpful to make purchase decisions

