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EMPL 4012

Researching and Analysing data

Online shopping Vs the high street

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Introduction

Online shopping is growing fast in market today, the market is even expected to improve in near future. Kitonyi (2017)

It does not mean that high street or traditional shopping is all-over. There are lots of factors that persuade consumers to shop online or in store. The business owners are trying to make a balance in selling goods both online and in store in order to remain in the market. Gramigna (2017)

American and Chinese online sellers are leading the world's retail market and other companies are trying to catch them up. O'Carroll (2013)

There are some advantages and disadvantages for both online and traditional shopping. I am going to have a research and compare the methods of shopping that is popular in our society.

Online shopping and the high street

- Consumers prefer to buy online the goods that they are familiar with. The familiar or famous brands have usually more rate of online sell because people almost know what they are paying for. The other products that are not made by famous brands, usually have more sell rate in store. That is because consumers like to be sure about the quality of what they are buying.
- When the consumers buy in store, they need to spend time and money to get to the shop. In exchange, they expect to have more assist in buying from sales assistants. They also believe that there might be some unique reduction in store. Although consumers do not effort that much when shop online, their expectations are still buying good quality with paying less money.
- Shopping is not only buying new things for consumers (especially women). They have the opportunity to spend a day with their friends or families and have lots of fun together. This

is one of the most motivations for people who prefer to shop in store. Gramigna (2017)

- There is other advantage for high street shopping that is the easiest way to shop for those who do not have access the internet or they do not know how to use it. Online shopping also needs bank account, credit or debit card or other financing methods of paying. That is why most of the elderlies prefer to shop in store.
- When buying online, the consumers can jump from website to website to find almost all the models of what they intend to buy. There are also variety of prices online and the consumers can compare and decide about the best model with the best price.
- There is also an opportunity to know the other's opinion about the product. Almost all of the goods that are selling online, have a line for comments and reviews for those who already have the product. Reading the reviews can be a huge help to make decision about the product.
- As far as security is concerned, there is a belief in consumers mind that online shopping can put the bank account in danger because the consumers have to release their bank account information online to buy a product. The numbers of hackers are increasing day by day and they are always looking for low secured website to hack and grab the information. Torres (2018)
- There is also advantages for online sellers to have less cost. The costs of renting store, decorating it and paying for electricity and staff are really high today. Also less rate of tax comparing to store selling helps them earn more income. Harvey (2013)

Articulate a question

I have tried to articulate a question and ask a group of ten people to answer some related questions to have a survey about online and traditional shopping. Appendix (A) shows questionnaire related to online shopping and traditional shopping .The question is as follows:

“Are there differences in customer satisfaction in relation to high street shopping vs online shopping?”

And the followings are the results:

There were 10 people contributing in my survey. Seven women and three men answered my questions. Figure 1 shows the gender distribution:

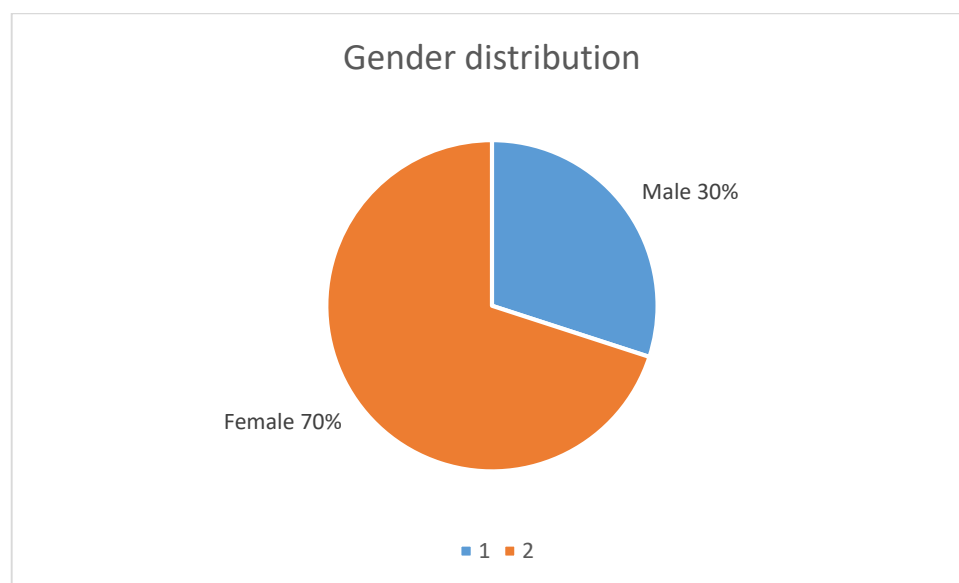


Fig.1 (gender distribution)

I also divided the group into four age categories. Four of them were between 20-30, three of answerers were between 30-40, two people were between 40-50 and we had one more than 50 years old. Figure 2 indicates the Age distribution.

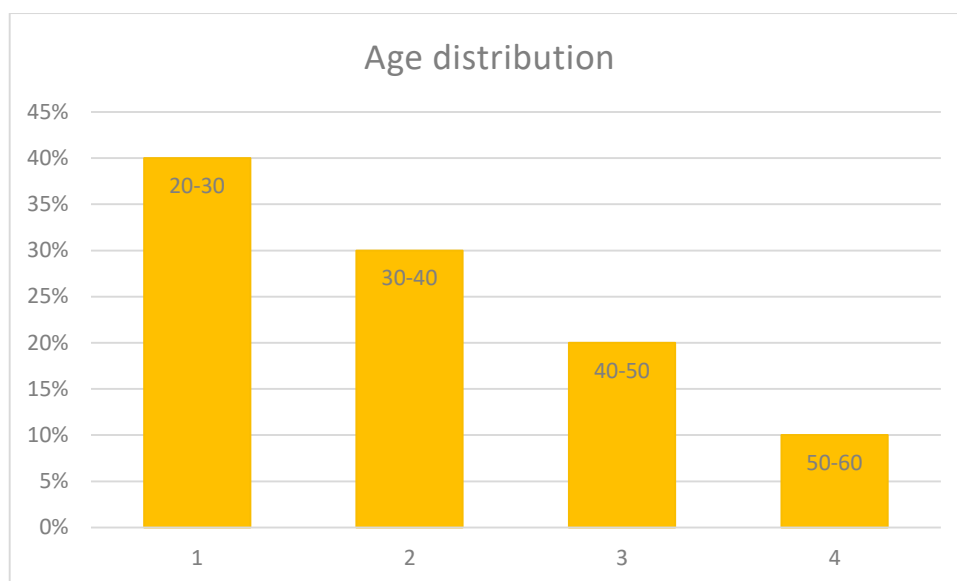


Fig.2 (Age distribution)

I also divided all members of the group based on their ethnic background. Three of them were white, two of them were from Iran and we had South American, African, Arabic, Asian and Kurdish one each. Figure 3 shows the ethnic background distribution of the group.

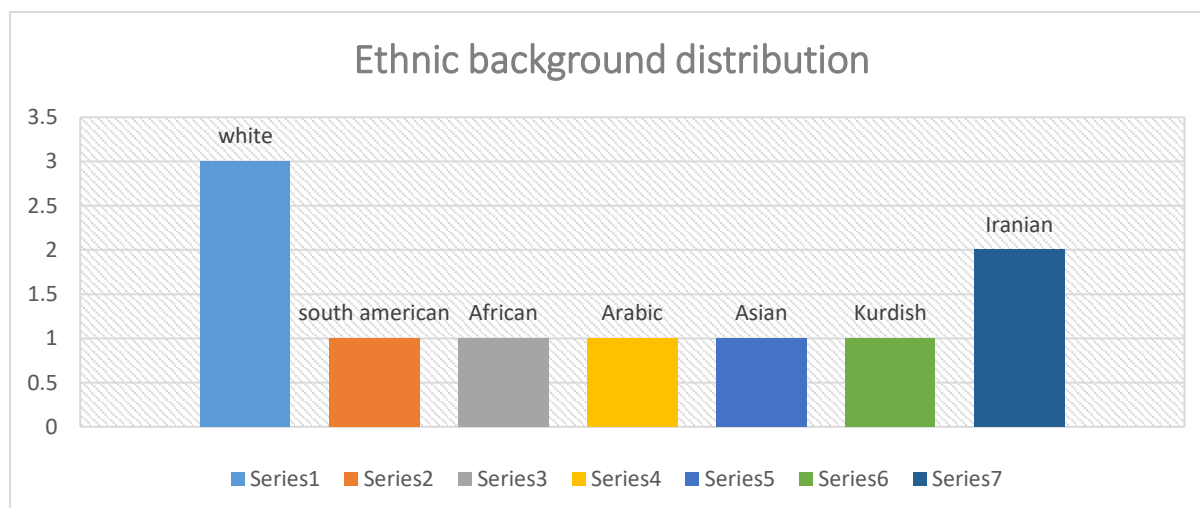


Fig.3 (Ethnic background distribution)

Education level was the other aspect I considered in the group. There were two post graduated people, six of them were under graduated, and one primary school and the other one did not like to share education level. Figure 4 shows the education level of the group.

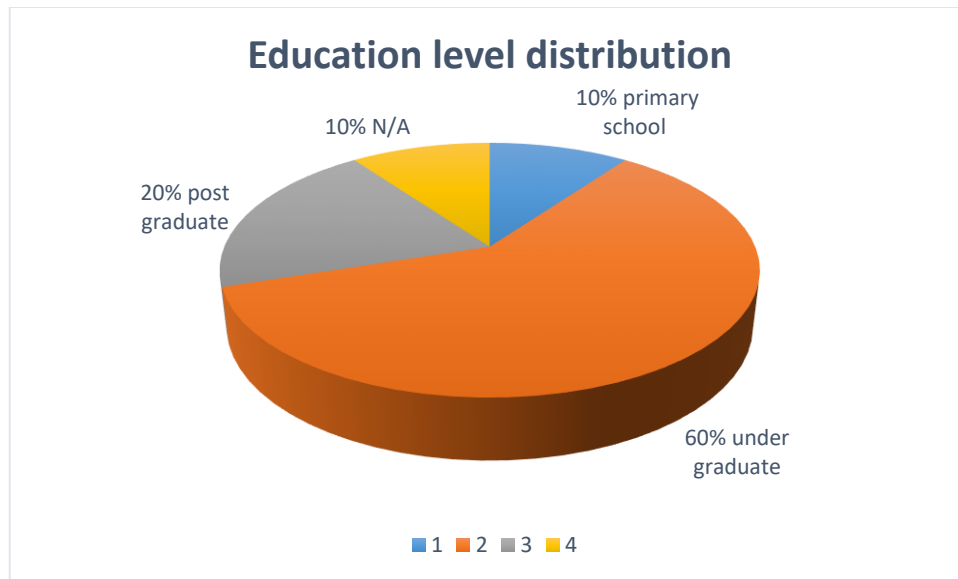


Fig.4 (Education level)

My first question in the survey was about the answerers prefer to shop online or in store. Eight out of ten of the answerers liked to shop traditionally rather than shopping online. There were only two people who preferred to shop online. Figure 5 shows the online and high street shopping chart.



Fig.5 (Online Vs High street shopping)

Apart from my survey, according to data from national statistics, online shopping in general was about 21.3% in 2016 and was expected to increase to 30% in the second half of 2017. Kitonyi (2017)

I asked the respondents to express their Ideas about the phrase “online shopping saves my time compared to street shopping”.

There were nine out of ten respondents who agreed with the sentence and for one person it made no difference. It means that 90% percent agreed that online shopping saves the time. Figure 6 shows the answerers response to this question.

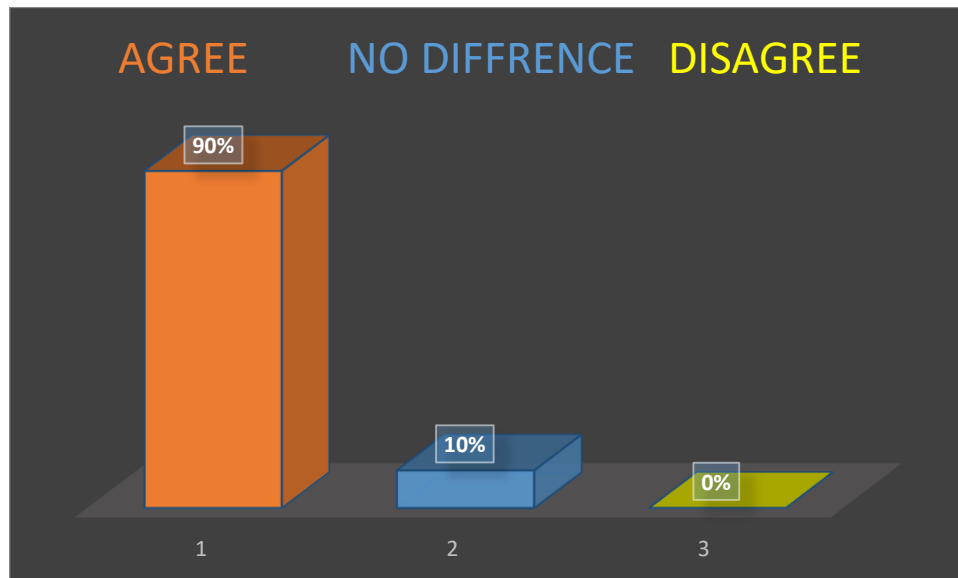


Fig.6 (online shopping saves the time)

Many people hate going to stores, fight for parking space, stick in traffic jam, be in crowded areas and wait in a long queue for long time to check out. Fortunately we live in technology age and have the opportunity to shop online when sited at home. Henry (2011)

The sample group expressed their Ideas about the phrase “online shopping has risk of not getting what I paid for”. Eight out of ten people agreed with the sentence and two others did not care about that. It means that 80% of a sample group consider the risk of not getting the right thing. Figure 7 shows the answers to this question.

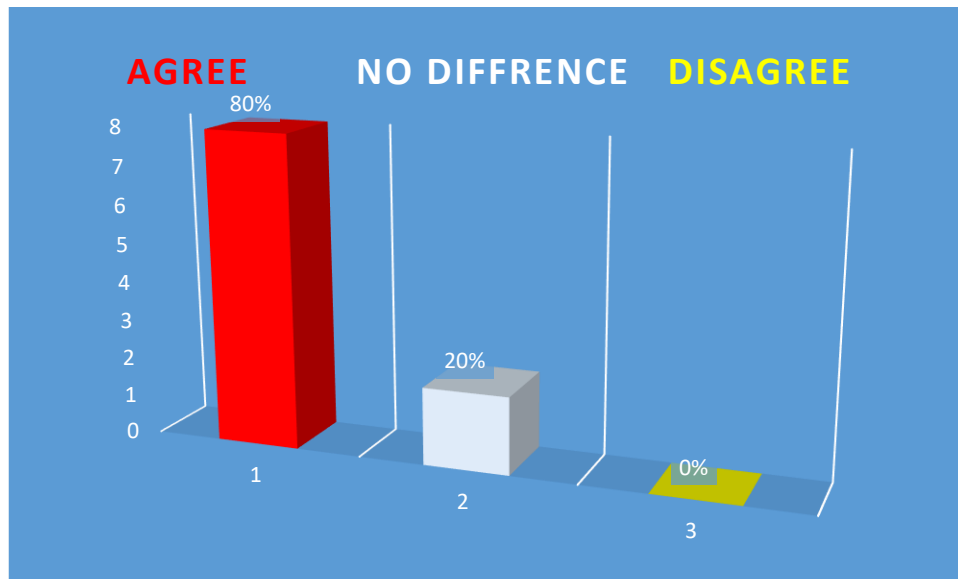


Fig .7 (online shopping has risk of not getting the right thing)

Online retailers always do their best to keep out fake products of their website however, there is still risk of advertising counterfeit goods. In order to avoid facing with this problem, it is a good idea to buy from well-known retailers. Pickup (2017)

About 60% of the sample group agreed with the sentence “selection of goods is very broad in the websites”. Other 40% told that there were no difference between online shopping and traditional shopping for them. Figure 8 indicates the sample group answer to this question.

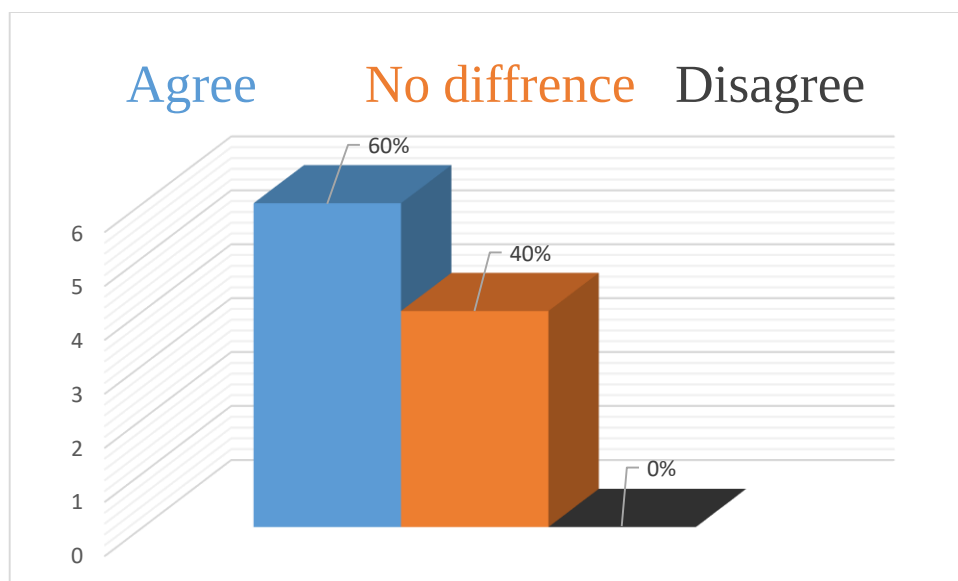


Fig.8 (There are more choices to select in the websites)

A consumer can check several brands online. The latest newly produced goods can be found online rather than in a local store. Different models, colours and sizes give the consumers opportunity to choose their ideal goods among thousands of different selections. Miller (2012)

The respondents expressed their ideas about the cost of online and traditional shopping. They were asked to share their agreement, disagreement or indifference to the phrase “online shopping has less cost compared to traditional shopping”. Eight out of ten people agreed, one disagreed and one was indifferent. Figure 9 shows the group idea about cost of online and traditional shopping.

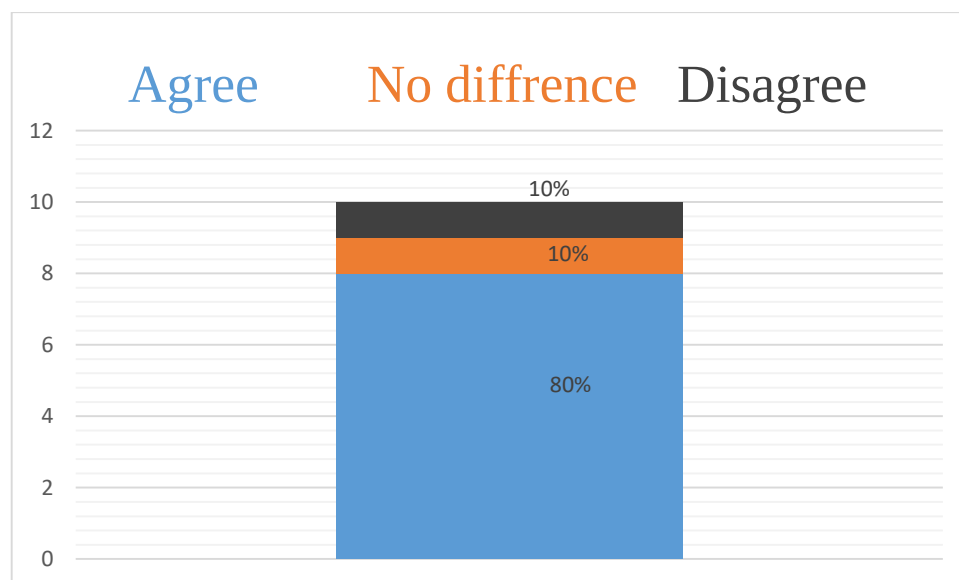


Fig.9 (The cost of shopping)

Many times when we decide to shop in store, we have to be ready for extra cost like travelling and eating out. Miller (2012)

There are also some other costs that called non-monetary costs which are Time cost, search cost, inconvenience cost and psychological cost.

- Time cost is the time that consumers spend to buy their required products. It exist both in street shopping or online shopping.
- Search cost is the cost of searching and looking for the ideal goods. This kind of cost is not avoidable in both types of shopping.

- The consumers have to match their time schedule to the retailers for example when the service hours does not coincide with the consumer time. This is called inconvenience cost that may be more in store shopping.
- Psychological cost is the stress of buying suitable thing with the best price. Fear of unsecure shopping, fear of not receiving ideal product, fear of uncertainty etc. Chetty (2010)

Table 1 shows how many people in the group prefer to shop in store rather than online based on their gender and age distribution.

	Women	Men	20-30	30-40	40-50	+50
In store	6	2	3	3	1	1
Online	1	1	1	0	1	0
Total	10		10			

Table.1 (online Vs traditional based on gender and age distribution)

Table 2 indicates the number of members who prefer traditional or online shopping based on their education level

	Primary school	Undergraduate	Post graduate	N/A
In store	0	5	2	1
Online	1	1	0	0
Total	10			

Table 2. (Online Vs traditional based on education level)

My survey surprisingly showed me that despite of all advantages of online shopping, the majority of the sample group prefer to shop traditionally in store. It seems that people do not trust completely on internet yet and they prefer to final check the goods before buying them.

Appendix A

Questionnaire

Online shopping vs Traditional shopping

Age

Gender Male ☐ Female ☐

Ethnic background

Education level Primary education ☐ GCSE ☐
 Undergraduate ☐ Postgraduate ☐

1- Where do you prefer to buy a product if it has the same price online and in the store?

2- Online shopping saves my time compared to street shopping
Agree ☐ No difference ☐ Disagree ☐

3- Online shopping has risk of not getting what I paid for
Agree ☐ No difference ☐ Disagree ☐

4- Selection of goods is very broad in the websites compared to the stores
Agree ☐ No difference ☐ Disagree ☐

5- Online shopping has less monetary cost (like parking fee, public transportation etc.) compared to traditional shopping

Agree ☐

No difference ☐

Disagree ☐

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