

## E-commerce

I am going to shop for a Lyle and Scott Jumper.

I typed in the designer of the jumper into a search engine and I looked at the results it gave.

I knew straight away that there was going to be some that were unreliable, so I went for the ones that were better known. So I went onto a website that was local to Wolverhampton, [www.diffusiononline.co.uk](http://www.diffusiononline.co.uk), the shop is quite known around Wolverhampton so it gave me the confidence to trust them, they had a wide range of the product I wanted in a varied amount of colours, with the pages containing 12 items on each and their being around 6 pages of jumpers I had a wide range to choose from which is always good.

The payment was secure with me having to select whether I wanted to pay with a credit card or if I had a PayPal account, use that.

I chose to pay with a credit card and it went over a secure network and took me to a different website to enter my details, this of course isn't too secure because it could be a pop-up and could phish all of my details and clone them.

The padlock was located next to the web address to show that it is secure.

The site gave you contact details on the main page as a link along the top bar, so it isn't afraid of its identity because this was largely shown. It gave an email, phone, and location of the shop address. I also went to some other websites I wasn't too familiar with to see if I trusted these as much as I trusted the sites that I knew of, a lot of them looked like they were suitable with their layout actually looked professional and had been done by a website designer, although this was only on the first page of the search so I went to the fifth page and saw on the websites on this page that a lot of them looked a lot less trusting with them looked like they had been done by someone that hasn't taken a lot of time over it at all.

<u>ITEM</u>	<u>STORE</u>	<u>PRICE</u>	<u>LOCATION</u>
Lyle and Scott jumper	Diffusion	£65.99	Wolverhampton
Lyle and Scott jumper	ClickGolf.com	£49.99	Kent
Lyle and Scott jumper	Xileclothing.com	£80.00	Edinburgh
Lyle and Scott jumper	Zuccionline.com	£79.99	Wrexham
Lyle and Scott jumper	aphrodite1994.com	£69.99	Sunderland

I would choose the one highlighted because I know it is reliable because I know the shop is true to you and not faulty. Although it is more expensive than the jumper from [clickgolf.com](http://clickgolf.com), I think this one looks more reliable by its design and it is local. This maybe a quick conclusion to jump to I am still going to go for this option because of the reliability.

When I was paying, I was ensured that it secure by the little padlock that came by the address bar indicating that no one could hack on look at this webpage and what is going on, on it.

The only concern that I did have when buying this item is that when I was paying it took me to a new page that wasn't from the website I was buying from, although it was secure and it was obviously their company that they pay through I was at first a bit weary of whether to trust it or not.

I ensured the security of my payment by checking my account after to see the transaction happening and to make sure that it is the right amount of money that is being taken.

It did make my experience of buying this good easier in some ways as I didn't have to go out to buy it and go to the shop and I could pay online, so I hadn't wasted time. But I hadn't tried the item on so I wasn't sure whether or not it was going to fit perfectly or not but I took that risk because I did check sizes and It has been a benefit as I didn't have to leave my house.

I think that if I mentioned it to some of my friends they would start doing exactly the same because they would understand if doing it a few times how much easier it is as you don't have to go out and you can do other things while doing it. I do think that doing it this way makes you spend less money because I went on the internet looking for that one specific thing so I wasn't looking for or at other

things while I did it so it enabled me to look at this one thing and not spend any more money on things I had seen whilst looking for what I wanted.

One downfall is the delivery because you don't take it away with you today as you have to wait for it to be delivered, although you can get the option of next day first class delivery to go with which would enable you to buy it and have it the next day or night if that's what it was for. But it also means if you are a working person and you aren't in your house all day then when they do come to deliver it then if you are not in it means that it goes back to the mailing headquarters and you will have to pick it up or get them to deliver it again, but this could be the next day which isn't when you wanted it.

It could affect shops in the high street terribly because people don't need to go to the high street anymore and they don't need to go out to do their shopping in anyway whether it is clothing or food shopping. More and more people will start to do this because it's easy and more and more people are now starting to use the internet so they will want to take full advantage of what they just spent their money on.

I think that this appeals to people that telework or a person that don't work as their partner does and they don't so they could do it in the day when they are at home.

Also, one of the main customers I think that this appeals to is the Aged, as they are now struggling to get to places with them slowly not driving and they have retired so they are at home most of the time now, although this gives them more time to do things.

They aren't as strong as they used to be so they don't have to carry all of the heavy shopping as it is delivered to their front door, food shopping can be done for them this way, as now it is so simple.

### **Discuss the benefits and limitations of e-commerce to retailers and their customers.**

I think that there are many benefits and limits of e-commerce;

- people don't need to leave their home now as they can have items delivered straight to their front door, this is ideal for Aged pensioners as they can struggle to move around as much as they get older. Many don't drive nowadays.
- A limitation of home delivery and online shopping is that they could send you anything. If it was food with a date on it, it could be something that expires too soon.
- Delivery of the item could result in damage whereas if you do it by yourself, it is up to you to look after it.
- It's particularly useful for customers who are housebound and live very busy lives.
- For food, you can now select a suitable delivery time for them to come so you are in to collect the food when they bring it and you don't have to bother to go out to get it.
- With clothing, people will not have tried on the item, so it might not be the right fit - it could be too big or too small.
- Another limitation is that people are hesitant to pay online as they are unsure if their payment will be secure and are unwilling to give their credit card and debit card details over the internet because they are afraid that they might become a victim of fraud or cloning.
- For the retailers it is good, from an advertising point of view, because it is not only cheaper than conventional advertising, it also appeals to a broader audience as many people use the internet. Animations and videos can be added to a site to make it more attractive, not just a graphic on a billboard.
- For retailers who sell specialist items, it is perfect, as they don't have to locate special premises, they can sell items wherever they wish and it is cheaper to do for them. A specialist item might not be bought as often as standard items.
- It also opens up a worldwide market to people, as a website from one country can easily be accessed in another one.

- To get customers to buy from their website they must first get them to come on to their site. They would do this by advertising, registering on a search engine, placing an advert in a pop-up or a meta tag.
- A customer can also pass on the website by adding a service where they can give their friends email addresses and the website will send the link to their email address.

So the internet is a benefit for retailers mainly because of advertising as it can attract more customers to the company, making more money. It is a disadvantage to the retailers as people now will not go into the shop and look around as much, because usually when they do this they will buy something they like as well as the item they went in for, making the company more money. When online you tend to look only for the item you want, and are not distracted by small images of other items.

Jacob Heaton