Compare shopping online with traditional shopping

TRADITIONAL SHOPPING AND ONLINE SHOPPING The world today has witnessed increased cases of on-line shopping as opposed to earlier years when people had little access to the internet. Many people are increasingly opting for this form of shopping in comparison to the traditions shopping methods that involved physical visitation of the sale stores. To start with, the traditional form of shopping requires one to go to the streets and other markets to enable them purchase an item (Pooler, 2003). One can then make a decision on what to buy by actually considering all the items and varieties available in the market. Each of the items to be purchased are made physically visible to the buyers who are then able to make rational decisions based on their spending patterns.

On the other hand, on-line shopping allows individuals to buy their favorite products without having to go the sellers to get the purchased items. Decisions are based on the images that can be seen on the internet which may not portray the actual nature of the products. This tends to limit the buyers as they are unable to accurately choose their actually taste and preferences. However, on-line shopping saves time since people do not have to visit the stores but can have the products delivered at the comfort of their homes (Belew & Elad, 2012)

It has been established that online shopping provides a sense of ease and comfort as opposed to walking all through the streets and shops as they hunt for the things that they want. One is saved from the struggles such as going through crowds, waiting in long queues in order to make their purchases as in the case of traditional shopping (Wan, 2009). As a result, on-line shopping offers a sense of relief and peace of mind which many people are lacking in the current world. On-line shopping is marked by increased level of dishonest

which is not a case in the traditional shopping trends. On-line shoppers experience a lot of disappointment during shipping and delivery of the goods ordered for. This is witnessed in the delay in the delivery of goods and services that have already been paid for. Fraudsters are likely to take advantage of on-line shoppers and steal from them. Many people have lost their money through on-line shopping by not carrying out all the safety measures that are recommended during on-line shopping.

Traditional shopping is regarded to be very convenient for most people especially those who are rarely at home and lacks time to compare different prices of commodities. This is more appropriate for the people who work outside of their homes and students in colleges. This offers a quick method of shopping as people do not have to worry about shipping costs and other obligations that are connected to on-line shopping (Kurtz & Young, 2009). One just walks into a store and grab each and every item that they wish to buy as opposed to spending a lot of time browsing and searching for the best products and prices available in the on-line market. The prices encountered in on-line shopping are usually high as compared to those witnessed in the traditional shopping methods. This is mainly because they do not offer room for bargaining and price negotiations.

References

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