

Small i would have
had to wait a



Small shops are easier to get at the supermarket compared to ordering online. For example, a customer may only need to get a few ingredients for dinner or they forgot the loo rolls. For these shops, online shopping would be inconvenient as there is a waiting time for delivery. Another limitation for online shopping is that a purchase under \$200 will cost \$12 for delivery. The perceived benefits of convenience would not outweigh the perceived expenses if the shop was less than \$50 and for me would decrease the value of the purchase.

On the other hand, there would be more value when making a large grocery shop over \$100 as the benefits of saving time would outweigh the perceived cost of delivery. A limitation with delivery is that online shoppers have the disadvantage of having to wait for their goods. When I was ordering groceries there were only a few time slots available and I would have had to wait a day for my groceries to be sent to my house. This resulted in having to go to the supermarket where I could get my groceries instantly. The level of service you get by physically shopping is limited service. It is limited service because staff are available to help customers find items, scan and check out the groceries. As a customer, you are responsible for picking out your own groceries.

Online shopping is self-service, as a customer picks out groceries and then completes the payment without any interaction with staff. This can be both a pro and a con for online shopping as many customers enjoy the face to face interactions with staff as they get asked about their day and they can make quick enquiries. Other customers may be the complete opposite and prefer online shopping as there is no face-to-face exchange between staff and

customers. A benefit of online shopping is that finding products is easy using the search bar feature.

This saves time asking staff or searching around yourself. When I compare these to my experience of physically shopping at Countdown I noticed a lot more limitations than benefits. The most prominent limitation of shopping in-store is that it gets very busy around peak time which is around 5 pm. At this time most people have finished work and/or need to pick up food for dinner.

It used to be that women would do the shopping during the day while the husband was at work. As the nuclear household is no longer the norm, there is a bigger need for more convenient shopping. This is because there is increasingly more women in the workplace and more single person households.

Another limitation is having to take children into the shop can be like a ticking time bomb. A benefit of virtual shopping is you can keep your children at home busy while you shop online. The benefits of physically shopping includes being able to pick the quality of the product. Customers often have their own preferences when it comes to picking out produce or deli products. In-store customers can compare products easily by visually inspecting and feeling if a banana was bruised.

When you order online you have to hope that the produce you get is how you like. This limitation means that a customer may choose to get their produce from a local market or butchery instead of ordering online. Another limitation is that sometimes online there may not be a picture of a product or the picture may not give a true indication of the product.

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