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BSIT 4-1

Case Study No. 2 - Comparative Analysis Between Shopping Online Versus Traditional Shopping Environment

Case Study:

Imagine that you have decided to purchase an item. First, shop in a traditional manner. Describe how would you do so (for example, how would you gather the necessary information you would need to choose a particular item, what stores would you visit, how long it would take, prices, etc. Next, shop for the item on the Web or via mobile app. Compare and contrast your experiences. What were the advantages and disadvantages of each?

Case Study Answer:

In my principle that every solution or approach is dependent on the context or the premise surrounding the case, this case in particular is dependent on different factors to be considered. The traditional or digital way of purchasing an item or service both promises a set of benefits and disadvantages.

For example, if in my imagination I would purchase consumables, it would be better to do it the traditional way especially for perishable and fresh goods, unlike canned or processed goods which does not need be considered with the time factor. For items where the buyer is recommended to test or fit the product or item such as wearables and devices, the traditional approach is recommended. And last but not the least, expensive and fragile items are in my opinion, should be bought the traditional way, that is, if money is a factor. For the online/digital way, it is inclusive of the given and mentioned cases above but with more of a contextual determination and consideration. Of course, there are other cases which are, perhaps more suited to be used as examples, but I digress.

If one is to purchase an item the traditional way, the process would be is to assure that the desired item is available. Then one must go to the actual store. If needed, test and make sure that the item is as true to the expectations, such as its features, stability, necessity, and more.

The comparison between the factors that I have seen such as availability, buying/shopping time, test, and assurance, is as follows:

1. Availability

- Traditional - there can be uncertainty whether the desired item is available or is in stock.
- Online - it is guaranteed that the item is available, as the item will not be displayed online if it is not available.

2. Buying/Shopping Time

- Traditional - the time is longer because one must physically travel to the store (going to and going back), take time to see/find the item. The queue to checkout is considered as well.
- Online - the noticeable time is during browsing the catalog. It is as if as instantaneous in buying. But the drawback is the delivery and receiving time.

3. Test

- Traditional - one can physically test the item before actually purchasing it.
- Online - one can only virtually test the item either via watching a video about its demo, reading the description, or reviewing ratings and other buyer's feedbacks.

4. Assurance

- Traditional - as one can physically test it before purchasing it, one can be assured of the item as expected.
- Online - there is a little to none assurance regarding the desired item.