**P5 – Examine the social implications of e-commerce on society**

**Introduction**

In this report, I will explain the impact of introducing an e-commerce system to an organisation. I will explain the advantages and disadvantages of shopping online.

**Advantages**

* Remote shopping

This is when you shop globally. This means that any customer can purchase goods from another country. For example, in USA, a t-shirt was to cost £10.00. And, I saw it in a France shop that costs £6.75. I would choose the France shop. The conversion of pounds makes it cheaper to shop.

* Access to good and services for the housebound

We have already established that anyone can establish goods. However, anyone can establish any goods from the housebound. This means that if a person wants to get a treadmill, he can order it from the website. Any services could be contacting plumbers, or electricians. This results in the customer fixing the problem they have by using the electrician, or plumber’s service.

* Anytime access

This is a benefit for the businesses. Users can access the website any time they want. This means that they can order goods and services any time they want.

* Internet discounts

Only some websites include specific internet discounts. This means that only online, not store, have the discount. This benefits users that shop online.

**Disadvantages**

* Payment security

Payment security can be one factor to put off customers of shopping online. Some websites can scam and you have to trust the website for your bank details. Customers have to be very cautious. For example, if the user has paid £35 and the website took off £40. The user would not realise until he or she checks how much they have on the card.

* Accessing quality

You cannot access the quality once the product has been purchased. Whether you like it or not, you have to accept the way it is. For example, if I were to order a treadmill, without thinking how big it is going to be, and the product arrives; it would be massive.

* Reliance on delivery services

Some services can be really bad. Considering how long it takes and how it arrives, the customer would not be happy either way. This can impact the company and customer.

* Enquiries and complaints

Enquiries and complaints can be serious. If the item is damaged when arrived, complaints could be sent to the company.

**Social implications from e-commerce**

**Customer Perspective**

The perspective from customers is that some items take very long to be delivered. It depends how big the product really is and how far it is coming from. Back in those days, it use to take 28 days for the delivery to be complete. However, nowadays, 2-3 days is normal. You can even compare the prices between the websites. For example, say a DVD costs £10.00 and another website is £20.00 – the difference is quite huge. Customers could be satisfied by the shops having varied prices. Customers could face time choosing which product they would like to have. On top, the organisations can be contact via Email. If any problem the customers face, they can email them and check the update.

**Social & Economic factors**

Some of the social and economic factors that affect us customers is that we cannot stay updated with the latest technologies. This can have a huge impact on e-commerce businesses. Especially for small businesses, some of them may not have the expertise to manage, or create, a website. This could have an economical factor on the business. For a business perspective, each business must be ahead of their competitors. By putting up a website, it requires extra work but the results of it is always positive both ways – economical and competitors wise. One of the factors is when e-commerce was introduced. Customers became quickly unsatisfied with the service.

**Conclusion**

In this report, I have learnt the pros and cons with the social implications. Customers need to think that shopping online is easier and sometimes cheaper. Amazon is a classic website that shows it is cheap. Some books in Waterstones costs above £10 and at Amazon, it costs below £10.