

Digital Marketing

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### **Digital Marketing**

Online shopping is a trending way of buying and selling products through the internet. In other words, it is a form of electronic commerce that permits customers to acquire goods or services without physical interaction from the seller. They both meet over the internet to carry out the business. However, these online stores enable shoppers to use features like search to find specific items, models, and brands. Many online stores offer various services and products and compete against each other to create a large clientele base. Therefore, about this study, the paper is going to narrow down the online stores to only two of them for comparison.

The two stores I choose for comparison are Lacoste and Polo. Lacoste happens to be a French company established in the year 1933 by Rene Lacoste who happened to be a tennis player and Andre Gillier. This online store sells a variety of products such as sportswear, clothing, towels, leather goods, perfumes, towels, and many more. Its green crocodile logo well knows Lacoste. Polo being an online company was established in 2000 as polo.com. RL media launched it, which is a corporation between NBC and Ralph Lauren (Cusumano & Goeldi, 2013). Polo deals with various kinds of stuff such as sportswear, leather products, and clothing.

My experience based on e-commerce business as compared to local stores, I find a big difference between the two. A sample product offered by the online stores as well as the local stores are electronics, specifically Sony Tv. Despite the local stores not having personalized features of the products, I find them to be very suitable since I can inspect the items physically and pick one that suits me (BusinessZeal, 2018). At the local stores, one can access the damage on an item while online stores this is not possible.

At the website, the local stores can personalize the features hence luring potential buyers. However, there are various pros and cons of engaging in online business. Some of the

advantages online stores have over local stores include 24-hour open (BusinessZeal, 2018). Anytime you go online, you will find someone to attend to you, and if not, one can choose the items and pick what they need. At this site, one can shop while on the bed or anywhere you might be even while on transit (Cusumano & Goeldi, 2013). While shopping online one does not need to worry about parking fees since you need not be at the stores physically but via the internet. Another advantage is that online shoppers have no time to deal with aggressive salespersons thus saving a lot of time. One does not need to worry about the crowds at the local stores, and lastly, online shoppers do not wait for long to be checked out.

Some of the significant disadvantages associated with online shopping include; delayed deliveries, which have been reported by more than 85 percent of the shoppers, have confirmed that they received their items late than the scheduled dates. Clients have experienced low discounts as compared to local stores. Online clients lack the physical touch and feel of the merchandise. There is also a lack of interaction; at this point, the interaction is minimal since it is only the shopper and the client attendants. There is also a lack of shopping experience (BusinessZeal, 2018). One also fails to have a close examination of the products. Lastly, one of the worst challenges experienced by online shoppers is getting conned. There are so many fraudsters working online as some pose as online stores only to con people.

As per BusinessZeal (2018), the online products are perceived to be of quality while in real sense local stores have the best quality items since one can access the products and pick of his choice. Pertaining pricing, online items are somehow expensive as they cover delivery costs. Suggestive selling is also rampant as they are featured on the screen as items on discount. The design and features of the websites are easy to navigate through thus enabling one to go through as many products as possible.

According to Cusumano & Goeldi (2013), in the checkout procedures, Lacoste and Polo share the same processes of checking out, and for this case, both the companies undergo the same treatment as much as abandoned shopping carts are concerned. Once an item has been placed in the shopping cart, there is a need to have features where one can remove or drop an item from the shopping cart. These will aid lessen the number of discarded shopping carts. Between the two sites, I have no specific website of my presence. I shop from both of them depending on the item I need. Another factor I take into consideration while navigating the sites is pricing as well as products on offer.

## Lacoste

Homepage

Men

Women

Kids

Sort by ▾

≡ Filters

4,197 results

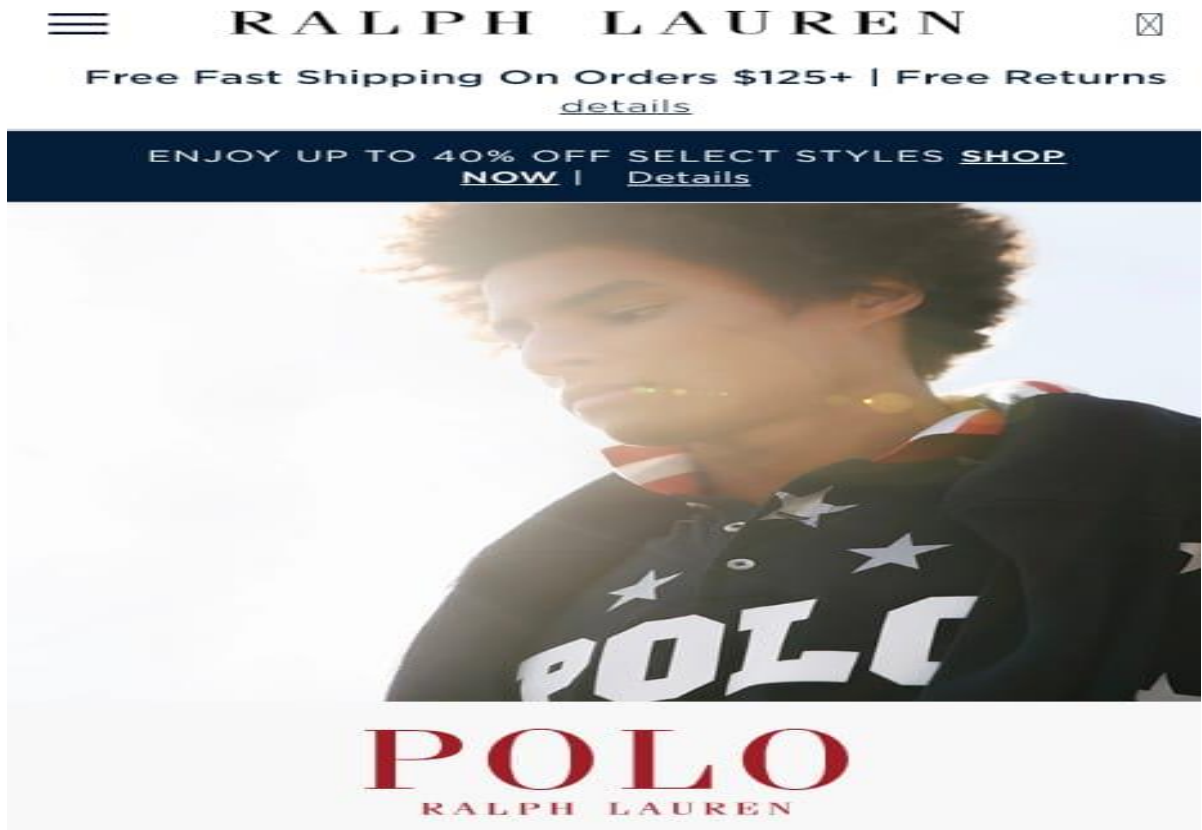


Eau de Lacoste L.12.12  
Pour Elle Sparkling  
Eau de Toilette 50ml



Men's Regular Fit Mini  
Check Cotton Poplin  
Shirt

Source: [www.lacoste.com](http://www.lacoste.com)



Source: [www.polo.com](http://www.polo.com)

In conclusion, online shoppers undergo the same experience in different sites. People shopping in Lacoste and Polo suffer more or less the same challenges. It is therefore essential to note that that challenges experienced cuts across the online stores.

### References

- BusinessZeal. (2018, March 26). *The Advantages and Disadvantages of E-business That You Should Know*. Retrieved December 1, 2018, from <https://businesszeal.com/advantages-disadvantages-of-e-business>
- Cusumano, M. A., & Goeldi, A. (2013). New Businesses and New Business Models. *Oxford Handbooks Online*, 1(4), 34-67. doi:10.1093/oxfordhb/9780199589074.013.0012