



Will E-commerce dominate physical stores?

## Description

### In Favor :-

- Growth of E-commerce is much faster than growth of sales in physical stores in retail sector.
- Online shopping is very convenient and time saving for consumers, because products will be delivered at our homes.
- E-commerce platforms are bringing more and more features like delivering daily usage items for the month, same day shipping etc.
- At present, 60% of the world's population is not connected to internet. Once they connect to online, E-commerce's growth will be more.
- Less capital investment and operation costs make online shopping sites more profitable. Hence they can provide more services to customers.
- Online stores are providing more flexible payment options like wallets, coupons & EMI etc.
- Some physical retail stores are shutting down as they find it difficult to compete with online stores.
- Finding things in online stores is much easier compared to physical shops.
- The need to stand in queue to pay the cash will be eliminated. This will be an advantage in user experience.
- We can buy any product from any corner of the world through online stores, even if we live in a remote area.

### Against :-

- Though the growth of online stores is faster, 90% the sales of retail items is being done by physical stores.
- The biggest advantage of physical stores is the facility to touch and try the products, which is pretty difficult in E-commerce.
- Physical stores enables the owner to have stronger customer relations, when compared to online shopping sites.
- At present, online stores are offering many discount deals to attract customers. Once they

stop discounts, people may not choose to buy the same things online.

- Returning and exchanging things in online stores is a difficult process compared to physical shops.
- In online stores, many will just check products and few people buy. So the conversion rates will be low. But in physical stores, conversion rates will be high.
- With the constant innovation in the technology sector, online shopping will become safer than the present.
- E-commerce is very innovative, when compared to physical stores.
- While buying things from online stores, we have to put up with sponsored products ads, popups etc.

### **Facts :-**

- More and more physical stores are integrating with E-commerce sector.
- Physical stores are called as 'Brick and mortar system'.
- Consumers are preferring online shopping for some goods like furniture & office supplies, and preferring physical stores for some goods like groceries & food items.
- As anyone can sell in online store, Low quality products are also being sold there.
- Photos in online stores can be deceptive.
- As cyber attacks and malware are increasing day by day, people are fearing about the safety of using online shopping.

### **Room for improvement :-**

- **E-commerce** :- Online stores need to take steps to eliminate substandard products.
- **Physical stores** :- Brick and mortar stores need to change with the changing societal needs. It should adapt innovative changes.

### **Conclusion :-**

Physical stores will not go away for sure. Instead the present trend indicates that physical stores and E-commerce sector will work together in a win-win situation.

**Afterwords** :- Do you prefer online shopping over shopping in physical stores? What do you think about the future of e-commerce. Express your thoughts in the comment section below.

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