

Научно-исследовательская работа

Английский язык

## **INTERNET SHOPPING**

*Выполнила:*

***Четырчинская Анастасия Олеговна***

*учащаяся 7А класса*

*МБОУ «Гимназия №1», Россия, г.Чистополь*

*Руководитель:*

***Арнюскина Наталья Владимировна***

*учитель английского языка, I квалификационной категории,*

*МБОУ «Гимназия №1», Россия, г.Чистополь*

## Introduction

We live in a modern XXI century, the ever carried modernize and technological progress. Life makes its own rules, it is impossible now to do without new technologies in all spheres of life. One of these breakthroughs in technology is universal access to the Internet. The end of the XX century – beginning of the XXI century is the time of scientific revolution. A lot of inventions are made nowadays. These necessary things exists nowadays, moreover they continue to improve. One is constantly communicating in different ways on the Internet. The Internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of Internet, which rapidly increased web users and highly speed Internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behaviour from the traditional mode to more rely on the Internet shopping. On the other hand, more companies have realized that the consumer behaviour transformation is unavoidable trend, and thus change their marketing strategy. As the recent researches have indicated that, the Internet shopping particularly in business to consumer has risen and online shopping become more popular to many people.

Internet shopping is one of today's most popular activities for shopper people. Shopping on the Internet can make people relax and take their time to think about the product that they want to buy. Internet shopping is getting used to be more familiar to people in this society today's. Therefore, I think Internet is the better way for people to shop.

The theme of our work is: «Internet shopping». This theme is actual because Internet shopping service is a new phenomenon in our life. Moreover it is little-studied, but it's popular enough among people, especially among young people. The **purpose** of our work is to study the level of popularity Internet shopping among people.

The **tasks** are:

1. to find out what online shopping is
2. to explore the level of online shopping popularity among people
3. to investigate advantages and disadvantages of online shopping

The **hypothesis**: suppose that online shopping is important and popular in modern life and in the life of every person.

**Methods of researching**: a questionnaire.

The task of doing shopping has become extremely easier in the past few years for the peoples all over the world and this had become possible only because of the facility of online shopping as because of which the shopping has become extremely easier for every person as now with the assistance of online shopping one could buy any sort of item of his or her need or which he or she is in want of at any time and from any place just by being online only and along with it there is one more specialty of online shopping as because of which it is distinctive and special from other forms of shopping which is its global presence. As online shopping is global thus a person could buy any item from other nations also of own need without visiting there, apart from this particular benefit of not visiting to the market for purchasing there are various other sorts of benefits associated with online shopping such as availability of innumerable items associated with various needs at a single place, free shipping of the products purchased from the online stores to your doorstep, doing payment for the purchased items after getting delivering of the products at home. The few benefits of online shopping which are depicted above are those basic ones with whom every online shopper is very well familiar, the online shopping is very popular all over the world as because of various reasons among which the easiness, less time consumption, instant payment are some of them but along with all these there are few more reasons as because of which the online shopping is extremely popular in between the peoples and these are the offers, freebies, gift coupons, discounts provided to the customers on doing shopping through specific online stores are almost one of the main reasons behind the extreme popularity of online shopping.

## **I. What is online shopping**

Online shopping is to buy things online. Online shopping is done from the online stores which are called e-shop or e-store. You can buy products from here without going out and without wasting any time. You need not to roam about in the markets or shopping malls. Online shopping is convenient, economical and also safe just as you shop from a store. Not only products but you can also buy services with the help of online shopping. Online shopping is used for various transactions which can be done through the application of e-commerce or electronic commerce. You can browse through the website and can choose the item of your choice. You can buy anything from e-stores and at anytime as internet is available 24\*7. You just need to have a debit and credit card for online shopping. The payment will be done through these cards. But you should be very careful while giving the critical information over the web as it may also be stolen by hackers. You should keep some things in your mind while shopping online and these are: you must know that with whom you are dealing if you are going to buy any service. Confirm the physical presence of the person you are going to deal with. Ask his/her phone number so that you can contact him/her in case of any problems. You should check the price of the item before buying it as there can be some additional costs too like tax or courier charges. Check for the rules and regulations. Always read their privacy policy and do get to know about the refund policy too. While you are doing the transaction, you should always save the records for further enquiry or a proof. Always shop from a reputed and a popular e-store as these will be more trustworthy.

Online shopping is convenient and easy but you should always be careful as it will include transfer of critical information over the web. You will also be able to compare the prices of various products. But you will definitely lose the enjoyment of retail shopping. There will be privacy and security issues too. You will go confuse as you will have so many options in front of you. But besides all these pros and cons, consumers are moving towards online stores as the life is getting busier day by day and they do not have time to shop from the physical stores.

## **II. Why is online shopping so popular?**

Online shopping has become so popular for a number of reasons, online shopping isn't just popular in just one market area but in all markets of the business world; from food shopping to clothes shopping. You will pretty much be able to find an internet shopping site for nearly every one of your favourite stores. This is great for consumers because it means that when our lives are busy and we can't get to the shops we can sit from the comfort of our own houses and order whatever it is we need. As well as consumers being able to buy online is it also becoming increasingly popular for businesses to buy from one another online now too, so suppliers can now be found online, rather than over the phone orders.

Another reason as to why online shopping is popular is that a number of them offer more special offers when you buy online. This therefore means that not only is it more convenient for customers to shop from their own home, but they are able to get what they want at a cheaper price and delivered to their own homes. This is something that has become even more popular in the recent economic troubles as not only are they getting their shopping at a discounted price but they are also saving money of petrol as they don't have to leave their homes. Broadband is also becoming increasingly cheaper to purchase with the internet provider market becoming more and more competitive the prices are offered at a much more competitive price making it cheaper for the consumer.

Online shopping always sees a rise during the festive seasons; this is due to a number of reasons. We all know how busy local towns and bigger cities become during Christmas and so it makes festive shopping even more difficult as you have to get there early before the crowds become too big slowing down your shopping. Therefore online Christmas shopping is ideal for people as they don't have to worry about fighting through the crowds. Another time when it is useful is for the Boxing Day and January sales, stores will put their discounted goods online as well, so you won't have to get up at 5 am to get to the front of the queue!

With the new generations being born into such a technology strong society the online shopping market is set to continue to increase. Researchers believe that new generations will rely heavily on the internet to fulfil their shopping needs. This is down to society being much more work based than in the past, with both men and women going out to work now, neither can tend to find the time to take out to for things like food shopping, therefore the fact they can do their weekly shop online is extremely popular. A new feature that supermarkets now offer is to log your weekly shop; this means that all you need to do is select send when you need to stock back up on food.

### **III. Advantages and Disadvantages of Online Shopping**

There is nothing that could ever put an end to Internet shopping, and there is just one reason that people will continue shopping via the Internet, irrespective of the drawbacks. The human need to satisfy a want is stronger than we think. Just like those Gucci pumps made you buy them, there are many others too. When you want something and know you can have it through the Internet, if nothing else, so be it!

#### **Advantages:**

Yes, it is an absolute relief to shop sans those irritating vendors. I have nothing against vendors, but they need to understand that they can't disturb women when they are shopping. You somehow just lose the focus! However, apart from the riddance from vendors, there are more advantages of Internet shopping; as follows the best part about Internet shopping is the convenience it provides to the person shopping. Usually, you need to visit a few malls before you find what you have been looking for. On the Internet, you just have to sit in one place and search for what you want until you find it. You get what you want, delivered right to your doorstep. You save money of fuel, the problem of parking your car somewhere, and various other issues. When you shop on the Internet, you don't have to actually plan your shopping trip as such. If it's something urgent, you can order it when you're in office itself! When you visit a particular store during your shopping trip, you see the amount of clothes that are possibly going to fit in that store. Any store, selling any number of brands, can sell so only for a limited number. On the Internet, you have unlimited variety and unlimited number of those items too. There is no such thing as 'out of stock' on the Internet. If it is shown on the website, it's available. There is no limited shelf space as such and thus, there is no disappointment.

When we talk about the advantages and disadvantages of Internet shopping, we have to talk about this one particular advantage. If you have to buy a pair of pants, you will go to the mall and check out a few stores. When you visit the first store, you like what they have to offer but you think you can get better. So you travel some more and visit a few more stores. In the end, you realize that you have to buy from the first shop itself as those were indeed the best out of the lot. This advantage of

easy comparison is possible only when you're shopping online. Agreed that you can exchange and return your clothes if you shop from a mall and even if you shop online, if obviously the policies allow so. However, there is no way you can exchange or return what you buy on the days when the stores are closed. This again, you don't have to worry about with Internet shopping. The exchanging and returning can be done almost anytime you wish to.

### **Disadvantages:**

While talking about these advantages and disadvantages from a customer's perspective, it's very important for you to know that there isn't any grave drawback of Internet shopping. Yes, it does get boring when you shop alone, and have no opinions when you just need them. Or the fact that you will always need a computer to shop online. The first thing we need to talk about here is the disclosure of private information. It is very difficult to convince people when it comes to this. You have to shop with your debit or credit card, and have to provide your card details when you shop online. This information is available to the company from whom you buy. Though hardly any companies are frauds, it's still some valuable information.

The next drawback of Internet shopping (only in respect to clothes) is that of the fitting. There is no way you can be absolutely sure about how a particular dress or shirt will look on you in reality. There are virtual models on almost each website, but you just can't ever be sure. This problem doesn't come in the picture when you talk about shopping other stuff on the Internet, such as airline tickets (which also happen to be one of the hottest selling items on the Internet as of today.) It is said that Internet shopping has just started affecting the employment of people at malls and individual stores as well. The problem here is that the forecast says this effect will increase in impact in a few more years. There will be high unemployment in this sector due to Internet shopping. You don't need people to show you around or to help you select a particular item you need to buy. Another drawback here is that people have to pay extra costs for ordering items from another state of country. These include shipping costs too. In most eastern countries,

not all the luxury brands are available. People have to pay extra to order them from abroad. Sometimes, there are taxes applicable on these transactions as well.

These were some of the advantages and disadvantages of Internet shopping that tell you how it isn't very unsafe to shop on the web. Problems prevail everywhere, even when you shop personally at a store. The convenience and the variety are the two biggest advantages you need to focus on. After all, if you don't get your stuff anywhere but from the Internet, you surely can't let go of it, can you?

#### **IV. Tips for shopping online**

If you've never shopped online before then it might seem a bit scary, after all we know how huge the internet is, but this really shouldn't be the case. Shopping online really isn't completed, in fact you'll probably find that once you start shopping online you won't stop, and here are a few tips on shopping online;

- One important piece of advice to take when shopping online is to keep a copy of everything you order online, and print it out; this is in case you have any issues with your computer. Keeping a file for all online shopping purchases will be easy and simple as you will know exactly where to find them. It's also useful to have any initial documents involved in your purchase, such as descriptions of your product, in case it turns up different to what you thought you were getting.
- If you really get into online shopping then you might find it useful to just use one card for all your online purchases. This can be helpful for a number of reasons; you are able to keep track of what you have brought just from one statement, also you could chose to only put money onto that card for when you buy something, meaning that if your account details should ever be find by someone who shouldn't be seeing them, they won't be able to get you into a big mess.
- Use a different password, not the same one you use for everything. I know this can be a pain but it's the best way to stay safe, if one account gets hacked at least you don't have to worry about another account getting hacked too. A way to make a strong password is to; 1. Keep it a secret, 2. Don't make is too personal, like your partners name etc., they are the most popular used terms for passwords and therefore the easiest to guess, 3. Use numbers as well as letters; it makes it a lot stronger and harder for someone to guess.
- Shop around just like you would if you went out shopping, just because one site is offering you a bargain don't think that's the cheapest you'll get it. Keep

the link and just look at similar sites, if one of them has a sale on it is more than likely that a competitor will have a sale on too.

- Check the sites address, do not assume that because it ends in ".co.uk" as oppose to ".com" that the business is based in the UK. Buying products from overseas online is easy and useful to do, but you need to be aware when you know you are and that you know your rights.
- Always read up on the product you are buying, read about it on other internet pages as well as the one you are buying it from. Compare what you read elsewhere with what you are getting and always read the small print even though it can be dull, it is important!

## V. Gathering data

While writing this work we have made public opinion polling among schoolmates and their parents. The result of it you can see in this table.

### 1. How many years' experience of using Internet? (Select one only)

	schoolmates	parents
1 – 2 years	1%	5%
3 – 4 years	3%	20%
More than 5 years	96%	75%

### 2. You use the Internet for the following purposes:

	schoolmates	parents
Surfing (e.g. read news/articles)	10%	30%
Chatting	40%	20%
Research a topic	5%	0%
Looking for a job	5%	20%
Internet shopping	40%	30%

### 3. Online shopping is necessary in the society.

	schoolmates	parents
Yes	80%	60%
No	20%	40%

### 4. What kind of goods do you purchase from the Internet? (You may select more than one option)

	schoolmates	parents
Books	20%	10%
CD/Video	30%	10%
Toys, gifts	30%	15%
Tickets	10%	20%
Flowers	0%	5%
Hotel/Travel bookings	0%	30%
Computer (Components)	10%	10%

### 5. Reasons for Internet shopping.

	schoolmates	parents
Saves time	40	30
Saves money	10	10
More relaxing shopping	20	40
Much easier shopping	15	10
More efficient	15	10

### 6. How do you make payments when shopping on the Internet? (You may select more than one option)

	schoolmates	parents
Credit card	0%	30%
Bank transfer	50%	50%
Personal cheque	0%	10%
Terminals	50%	10%

### 7. Do you feel secure when shopping on the Internet?

	schoolmates	parents
Yes	70%	60%
No	30%	40%

Thus, the attitude of the people to Internet shopping is positive. As a rule they trust it. 80 per cent of people agree that Internet shopping is necessary and they use it in their life. That's why we've chosen a very actual problem to investigate nowadays, the problem which worries and interests a lot of people and many people are involved in the process of Internet shopping.

## **Conclusion**

Internet shopping is one of today's most popular activities for shopper people. Shopping on the Internet can make people relax and take their time to think about the product that they want to buy. Internet shopping is getting used to be more familiar to people in this society today's. I think Internet is the better way for people to shop.

Another reason for the people choosing the Internet for shopping is the time. Time is very important for most of the people. Most of the people want to save much time as they can. Especially, during the holiday season most of the people really want to save much time for the house decoration. Internet shopping would also save a time for traffic congestion or crowded traffic. In addition, long waiting lines in cash register and mislays where the merchandise locates. For all of these reasons, Internet shopping is save our time and less traffic problem for many people.

In addition, shopping on the Internet can make people relax and less stress. Most of the people feel stress when they come home from work or school. Most of the people don't want to go the mall and fighting with the crowded traffic and people in the mall to shop for the gifts. Therefore, most people want to avoid these kinds of problem most people want to sat at home and crank they computer on and sat on the recliner for relax to shop. Also, to avoid the bad attitudes from some people at the waiting line to check out at the cash register. Therefore, I think shopping on the Internet is release the stress for people and avoid so many problems as we shop as the mall.

For all these reason, shopping on the Internet is a great experience for many people. People rely on the Internet shopping during the holiday such as so many reasons: save time, convenience, no traffic problem, and less stress, after we get out from work or school. Therefore, I think Internet shopping is the best choice for all of the people to shop for the holiday gifts.

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