# Changing Customer Perspective

# Perspectives on the Great Depression

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## Benefits For Customers



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### **Changing Customer Perspective**

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# Benefits For Customers

#### Remote Shopping

People like to shop online because it is easer than gaing into the rearnal state because they can duit in the comfort of their common than their consistence is benefit for customers as they will not have be get up and go to the state and their place with they want because they can order it online and hove it delivered to their down. Also, crinine, of the learns are one manifestates that in normal states, customers have to go to multiple deposit for the products.

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#### Anytime access

Online stores are 24/7 and do not close for any holidays. This makes customers attracted to online shopping as they don't have to abide by any store times as they are open all the time and you can order anything att any time, for example if someone wanted to order a shed at ZAM, they can have the order placed and have it delivered a couple days after to their door.

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#### Access to Goods and Services to Housebound

People who find it difficult to leave their home in order to get shopping for themselves use online shopping because it is much easier and they do not have to struggle to get outside and do their shopping. This means they can have a stress-free shopping experience as they don't need to worry about ho much they buy since they don't have to carry it since it gets delivered to their door.

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#### Internet Discounts

Discounts which are decirated to the online stores make customers want to go critine for the offers, which are exclusive to online shappers. This increases the amount of people who come on the sites too which is benefit for the business as well as the customer as the customer gets onke discount on their (powrite products when shapping critine.

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## Remote Shopping

People like to shop online because it is easier than going into the normal store because they can do it in the comfort of their own home. The online stores are also never shit due to them being open 24/7 which make them desirable to people. This is a benefit for customers as they will not have to get up and go to the store and bring back what they want because they can order it online and have it delivered to their door. Also, online, all the items are on one marketplace but in normal stores, customers have to go to multiple shops for the products.

# Access to Goods and Services to Housebound

People who find it difficult to leave their home in order to get shopping for themselves use online shopping because it is much easier and they do not have to struggle to get outside and do their shopping. This means they can have a stress-free shopping experience as they don't need to worry about ho much they buy since they don't have to carry it since it gets delivered to their door.

# Anytime access

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## **Internet Discounts**

Discounts which are dedicated to the online stores make customers want to go online for the offers, which are exclusive to online shoppers. This increases the amount of people who come on the sites too which is benefit for the business as well as the customer as the customer gets a nice discount on their favorite products when shopping online.



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#### Payment Security

Customers like it when the payment systems are really secure as they feel like their personal information and their credit details are safe, but payment systems aren't always completely secure and can be hacked into cousing customers to have their credit stalen cousing credit froud. This causes customers to go away from online shopping as there is many accounts of soled credit details on the internet which may make the customers weary of using their card to pay for products.

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#### Assessing Quality/Fit Without Product

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When shopping online, you never know what the products actually looks like, unless it is a brick as well as a click and you have been in the store, which is rare these days. Photos can be misleading as they might be a folse photo which means customers are buying products blindly and don't have a clue what they are actually buying. This causes customers to not want to shop online as they don't like that a shop could be selling them product which aren't as they look in the photo shown.

#### Reliance on Delivery Services

When ordering online, customers have to rely on delivery services to deliver their products to them. This causes problems as obstacles like traffic can delay the delivery or cause the delivery to be set back to another day which causes problems with the customers as they might want it for a specific day if they have a busy schedule. This makes people not want to shop online as they would rather do it in person in a normal store as then they would be oble to get their product right then.

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