

Click and collect: Buy Online, Collect in Store

Businesses provide goods and services in different ways. Three common ways that businesses connect with their customers include, online, in-store and with click and collect.

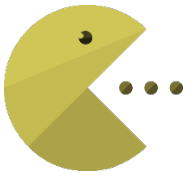
More Aussies are shopping online, with four out of five households buying something online at some point during the year. Aussie shoppers spent \$62.3 billion on online physical goods in 2021. This is a 19.3% share of total retail sales, with the number growing steadily each year.

Brick-and-mortar stores (a physical store) have the ability to provide online shopping and real life in-store transactions. Click and collect is a new delivery method that allows customers to purchase products online from the comfort of their home, and once they've made the purchase, they can choose to pick up their goodies from the store.

There are many benefits to click and collect for both consumers and businesses. Firstly, the click and collect option makes the shopping experience more convenient and flexible for your customers. With click and collect, customers can view a product in real life before making buying. Secondly, click and collect can be a good alternative for people who want to save on shipping costs. Thirdly, click and collect allows for in-store pick up where the customer can collect their item at a time that best suits them, without having to worry about missing deliveries. Lastly, with the option of click and collect, businesses can help their customers avoid long waiting times and the disappointment of a product not being available. This saves the consumer valuable time and effort.

There are many benefits for businesses as well. Firstly, click and collect provides customers the chance to have a look at their product or try on an item in store, so they can decide if it is the right fit for them. The customer can also return or exchange the product on the spot which reduces the amount of returns and exchanges for the business. Secondly, businesses don't have to worry about delivering damaged goods when transporting products from the warehouse or





store to the customer's door. Thirdly, click and collect makes the consumer visit the store, increasing foot traffic to the store which can result in increased sales. Finally, adding an option for click and collect gives business an edge over their competition allowing them to reach more customers who prefer the flexibility of both the online and in-store experience.



Image provided courtesy of Flickr

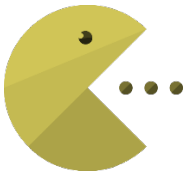
Finding out

1. According to the article, what proportion of Australian households have bought something online in the past year?
2. How has peoples' growing access to the internet changing the operation of physical retail (brick-and-mortar) stores?
3. What are the advantages and disadvantages of online shopping?
4. Construct a concept map titled, the '*Benefits of click and collect*'. In you concept map, please include both the benefits of click and collect for both the consumer and the business.

Follow-up

- Ask a family member about a recent online purchase. Write down their experiences. Was it a positive/negative experience? Explain reasons why this was the case.
- As a class, discuss whether they think online purchases will overtake purchases from the shops within the next ten years.
- Have students write a paragraph justifying their opinion about the future of online shopping.





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Teacher notes

Purpose

This 'bite' aims to show students that businesses provide goods and services in different ways (e.g. shopping centres, local markets, and online stores, remote community stores) to earn revenue.

Prior knowledge

Students need to have been exposed to the following syllabus content before undertaking this 'bite':

- revise the idea of a business (Year 5)
- revise the difference between goods and services (Year 5)
- the idea that making and selling often occur at different locations (use examples)

Sources

"2022 Inside Australian Online Shopping eCommerce Industry report", Australia Post and published on 5 April 2022, from https://auspost.com.au/content/dam/auspost_corp/media/documents/e-commerce-industry-report-2022.pdf

"Online Shopping, In-Store Pickup: How Click and Collect Can Improve Customer Satisfaction and Create More Sales" by Anna Buchmann, and published on 3 January 2018, from <https://elkfox.com/blogs/articles/online-shopping-in-store-pickup-how-click-and-collect-can-improve-customer-satisfaction-and-create-more-sales>

