



# Unterschiede zwischen Online- und Offlineshopping (German Edition)

*Robert Recknagel*

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Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM,  
Marktforschung, Social Media, Note: 2, Universität Trier, Sprache: Deutsch, Abstract: Online-Shopping  
bezeichnet das Auswählen und Bestellen einer Ware über das Internet.

Immer mehr Hersteller und Vertriebe bieten ihre Produkte und Dienstleistungen auf eigenen  
Websites im Internet an. Nicht selten sind diese Seiten komplette Hyper-  
Versandhauskataloge.

Manchmal wird Online-Shopping mit Electronic Commerce (E-Commerce) verwechselt, das  
neben Angebot und Kaufabschluss z.B. auch Werbung, Kundenbetreuung, Internet Banking,  
Geschäftsverkehr zwischen Unternehmen usw. umfasst. Online-Shopping ist ein interaktiver  
4

Vorgang. Zuerst sucht der Kunde am Computer aus, was er haben möchte. Das Angebot  
reicht von Lebensmitteln über Bücher und Sportartikel bis zum Karibik-Urlaub und zur  
Lebensversicherung 1.

Unter Offline-Shopping dagegen versteht man den herkömmlichen Vertrieb von Waren und  
Dienstleistungen. Einkäufe, das Buchen von Reisen, etc. werden in den jeweiligen  
Geschäften, d.h., „vor Ort“ erledigt.

Was bewegt die Konsumenten dazu, im Internet zu kaufen, beziehungsweise, wieso nutzt  
noch nicht jeder Anwender das Online-Shopping, obwohl er die Möglichkeit dazu hätte?

1 Vgl. www.wissen.de (2003).

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