Ch. 8: Assignment

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[Institutional Affiliation(s)]

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In my opinion, the SCOTUS ruling has created equality for physical shoppers and online shoppers. This decision is very constructive and can prove to be an effective decision for the economy. I believe it will also balance the level of sales in online stores and traditional physical stores to some extent. Though, the results of this decision will be witnessed in the coming year. Every member of the national retail federation will take benefit from this decision. I believe that if there will be no taxes on the online shoppers and on internet purchased goods and services, it will create discrimination on part of buyers. Some of the buyers will have to pay sales tax while some will be at an advantage. For many years, online shoppers have been evading other buyers by purchasing from different online retailers. All the consumers owe sales tax and this is the best way for the government to collect taxes.

It depends on the consumer, if they were seeking leverage of taxes in online shopping, there is a likelihood that they will prefer brick-and-mortar stores. However, if the consumers are seeking the advantage of convenience, they will continue shopping online. To some extent, it may benefit the brick-and-mortar stores but in order to compete with the online retailers, traditional stores must focus on keeping the quality of their service up to the mark. Consumers who visit stores for shopping want a great shopping experience and want to enjoy the shopping process. Enhancing consumer’s experience can enable these stores to compete with online retailers. I believe my shopping habits will not be affected greatly. I enjoy shopping at the brick-and-mortar stores and online as well, my decision is mostly based on the time and convenience factor. Online shopping saves the physical cost and time cost that incurs in going shopping so I will prefer shopping from home.