

Electronic store preference in businesses

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Introduction

The store¹ is the merchant's tool for commencing business. In most cases, commercial exploitation requires that the merchant has a center in which he conducts his activities, and meets the recipient of goods and services, that is, customers². The store is viewed as an independent unit from its components, as morally movable money³.

Considering the growth and development of Internet technology and telecommunications, the concept of people's trade has changed from a traditional trade based on a physical place to electronic commerce that takes the Internet as its place.

Products are numerous, including numerical, and tangible that puzzled the buyer. As for commercial companies and merchants, this difference and diversity

of products made them try to keep pace with development.

The number of electronic stores increased, spread, attracted attention, and became available to everyone at all times without much trouble, so purchases are made in a few minutes without the buyer even changing place. This made a lot of people tend to shop through electronic stores that are spread on the Internet, which are characterized by qualities and elements that enable them to compete and prove their place in a strong way, such as their noticeable ratings. Many jurists and linguists have defined the store, all definitions indicated that the online store is an entity or site through which commercial exchanges take place over the Internet and that it is a group of components through which services, goods, and money have exchanged via a website on the Internet.

We find that a store is a diverse number and not just individual components. It is noticeable that the legislator did not highlight the importance of one of the material or non-material elements over the other, knowing that in practice the non-material elements are more important than the material ones. It is recognized that the purpose of

¹ In Egypt it is called the commercial shop, and in Lebanon it is called the commercial establishment.

² Dr. Jamal El-Din Meknes, The Store, a research published on the following Arabic encyclopedia website: <http://arab-ency.com.sy/law/detail/164132>

³ Dr. Othman Al-Takruri, store, research published on the following website: <http://www.othman.ps>

combining these elements is to do business.¹

First: the research problem

The problem of the study is reflected in the following: What is the advantage of the online store in commercial activity?

Several questions arise from this problem, including:

1. What is the concept of an online store?
2. How to distinguish an online store from a traditional store?
3. What is the benefit and necessity of the online store in commercial activity?
4. What are the advantages and disadvantages of an online store?

Second: the research importance

The research's importance is reflected in demonstrating the preference of this e-store in commercial activities by comparing it with the traditional store and demonstrating its preference in commercial activity and its importance, advantages, and disadvantages.

Third: Research Objectives:

We will set out the objectives of the present study as follows:

¹ Dr. Muhammad Farouk Abu Al-Shamat, Dr. Jamal Al-Din Miknas, Dr. Muhammad Samer Ashour, Commercial Law (Business, Merchant and Store), First Edition, Virtual University Publications, Damascus, Syria, without a year of publication, p. 88.

1. Introducing the concept of a traditional store.
2. Introducing the moral and material components of the online store.
3. Distinguishing between traditional and electronic stores to not confuse them.
4. Explaining the importance of the online store in the commercial activity, its advantages, and disadvantages.

Fourth: Research Methodology:

In the present study, we will rely on the descriptive approach to describing the opinions of the jurisprudence in the definition of an electronic store, distinguishing between a traditional store and an electronic store, and indicating the importance of the electronic store in the business as well as its advantages and disadvantages.

Fifth: Research plan

We will divide the research according to the following research plan:

Introduction

The first requirement: the concept of an online store

First: definition

Second: distinguishing it from the traditional store

The second requirement: the importance of the online store in commercial activity, its advantages, and disadvantages

First: The importance of the online store in the business

Second: the advantages and disadvantages of the online store

Conclusion

The first requirement: the concept of an online store

In the beginning, before the development of legislation, the merchant used to perform his commercial activity by making use of several physical components whose role does not go beyond being a means of this activity. The core of this activity was the performance in the component of the activities practiced by the merchants, as it was the work that bestows value on those elements that the merchant uses. Therefore, the store did not have a self-contained existence, independent of its elements. Rather, the value of the store was derived from the work of its owner and depended on the merchant himself.

The store's notion of being money separate and independent from its owner, so that it has value without its owners, and it is permissible sale and mortgage it like any other financial value, become clear at the end of the 19th century, because of the emergence of the idea to the merchants when they called to use their stores as a means of credit.

To learn more about the concept of the online store, the requirement will be divided into the following:

First: definition

Second: distinguishing it from the traditional store

Let's start with the first one

First: definition

A store is defined as: "a group of tangible and immaterial items aimed at exercising a commercial profession."

The store is considered a material movable, despite the presence of material elements in it, but its intangible elements give it economic and legal value, especially the element of communication with customers.

We wonder here, does the traditional definition of the store apply to the online store, or is there a difference between them?

There is no doubt that the online store differs slightly in its elements, reality, and method from the traditional store, as it is: "a virtual store that consists of owning a website on the Internet to perform a business such as (purchasing and selling goods and services and transferring and exchanging information and money) ".

So the online store is an advanced form of the store and is included in the E-market and deals with customers electronically. There is no need in the digital virtual store for furniture, devices, and decoration unless we consider that the advertising design of the site is a form of decoration for this store (wallpaper, animation, accompanying music).

The most important thing that distinguishes the online store from the

traditional store is its universality, because the Internet pioneers are from all over the world, while most of the traditional stores are local within the country or the city.¹

The (e-store or e-shop) is a website that is located on the web pages, stored on a computer, connected to the Internet, and displays data, images, and information in various forms on electronic pages, through which commercial benefits and services are exchanged.²

The online store is also known as electronic capabilities available to everyone to complete commercial or service activities, starting from displaying products and services on the electronic pages of the store until the service or product reaches the customer's hand, within specific transactions that take place over the Internet.³

Rahmani and Dilmi also define it as a website on the Internet that displays on its pages services and goods, products are requested, and purchases are completed by the customer browsing the site.

¹ Dr. Abdul Razzaq Omar Jajan Al-Zayed, Electronic Commerce Law, King Abdulaziz University, College of Economics and Administration, pp. 12-13.

² Strader, T. J., & Shaw, M. J. (1997). Characteristics of electronic markets. *Decision Support Systems*, 21(3), 185-198.

³ Moussa, Siham (2010), ((Analysis of the Competitiveness of Electronic Stores)), *Al-Baht Journal* 1(7), p. 267-273.

Through the website, customers can make price comparisons for products in different locations, take an idea of other people's experiences, follow their comments, like them, even their recommendations, and make payments.⁴

Al-Samarrai defined them as virtual markets through which the buyer can learn information related to product prices and availability, and make purchases and payments electronically, quickly, and at a relatively low cost.⁵

Andreasson, Lewenhaupt, Odlinder, Wahlström, Saller, Cederblad, Erkén, defined them as websites located in cyberspace, found to display services and products, allowing entry through their electronic portals, browsing the exhibits and products on the site, ordering electronically, paying and obtaining the product directly if the nature of the product is electronic, such as games, movies or songs, for example, or specifying the method of delivery.⁶

⁴ Sanaa Rahmani and Fatiha Delmy, The Role of Virtual Small Enterprises in Creating Job Opportunities, International Forum, University of M'sila, November 15-16, 2011, Algeria.

⁵ Zahid Abdul Hamid Al-Samarrai, Leadership in electronic selling and increasing the effectiveness of marketing performance for business organizations, *Journal of Baghdad College of Economic Sciences*, 1 (37), pp. 165-188.

⁶ Erkén, A., Cederblad, C., Saller, C., Wahlström, D., Odlinder Haubo, E., Lewenhaupt,

Second: distinguishing it from the traditional store

E-stores have many characteristics that traditional stores do not enjoy, including:

- The customer can do the shopping process at any time he wants and without having to go to the actual store.
- The customer can obtain a specific commodity or service by receiving it anywhere he wants.
- E-stores provide their customers with the service of knowing all the information related to the commodity before adding it to their shopping cart.
- Online stores are given the service of adding what the customer wants from the goods or removing what he does not want before completing the purchase process.
- E-stores use high-security encryption techniques to protect their customers' information and financial data, so the purchase process happens securely.¹

E-stores are also distinguished by providing many services to their

customers. The most important services include:²

Diversity in goods and services

The customer can find anything he wants, including; Furniture, clothing, electronic gadgets, and other merchandise.

Special prices and promotional discounts

The customer can buy the goods and services he wants at a price that is often cheaper than non-electronic stores, which means the opportunity to save a small part of the customer's money.

Ease of Payments

Online stores provide several methods of payment for the customer, including payment through credit cards or cash on delivery.

The basic and main difference between shopping from the online store and the traditional store is that the electronic one is more convenient and can be done at any time. This, significantly saves time and effort, while traditional shopping often requires a certain time during daylight hours, and obtaining the commodity requires a long time.

One of the obvious differences between these two types of shopping operations is that buying from the online store does not allow the customer to see the

H. & Andreasson, O. (2017). The Design and Implementation of a Subscription-Based E-shop That Is Easily Navigated and Visually Appealing To Its Users.

¹ Eshop", computerbusinessresearch.

² Maha Daham, Wissam Darwish, The concept of electronic stores, a site posted on the following website: <https://mawdoo3.com>

commodity closely and know its suitability for the person. The reliance here is on the nature of the images accompanying the product, which allows a lot of fraud, while this cannot happen during the traditional sales process.¹

Physical components within both the traditional store and the electronic store:

First: goods

Goods are a constantly changing element, as their number changes from day to day. Therefore, its price is determined individually when evaluating the store in the context of selling or renting. Sometimes the merchant disposes of the goods in isolation from the store. In practical life, when the merchant relinquishes his store, he mentions that the goods are among the items relinquished in line with the jurisprudence that considers the sale of the entire store to be valid if it includes the goods. This jurisprudence included a disregard for reality, considering that the goods are a secondary element and are constantly subject to transformation, so it is not permissible to adopt it as a criterion for the sale of the store.²

¹ Maha Daham, Wissam Darwish, The concept of electronic stores, for more see the website: <https://pediaa.com>

² Dr. Jamal El-Din Meknes, The Store, a research published on the following Arabic encyclopedia

Second: Industrial Equipment and Tools

It is everything movable and used in preparing the store for the desired goal of benefiting from it, such as the mechanisms used in making or repairing products, transport vehicles, machines and tools used by the merchant in commercial exploitation, such as weighing or measuring tools, or boxes in which goods are kept.

It is noted that such an element is not found in the online store represented by the website. The merchant in the traditional store is interested in preparing his store to attract customers, but in the online store, designs and specialized software replace that, thus, images, sounds, shapes, and visual and audio effects are used instead of designs and decorations in the traditional store.

Third: Furniture

Furniture used in commerce consists of furnishings such as offices, seats, cabinets, computers, communication devices, and other funds in the field of furniture necessary for the store's investment as prepared.³

website: <http://arab-ency.com.sy/law/detail/164132>

³ Dr. Muhammad Farouk Abu Al-Shamat, Dr. Jamal Al-Din Meknes, Dr. Muhammad Samer Ashour, previous reference, pp. 95-96.

Physical items not included in the traditional store and online store:

First: Real estate: Some jurisprudence confirms that real estate is one of the components of the store, and it may be included in the sale of the store, because the investment may become difficult if the property is removed from the store and separated. Besides, if the property is allocated for the investment of a store, nothing prevents it from being considered movable by allotment, compared to real estate.

Some criticize the separation of the property from the store, saying: The good exploitation of both the store and the property designated for joint exploitation requires the unification of their legal status. Separating them leads to economic disadvantages, which should be avoided. The property should not be separated from the store in the actions involved. If the joint owner of the store and the property wants to sell his store; the sale must include the real estate and the store together, or the sale of the store must be combined with the rent of the property to the buyer so that their investment is not impeded, otherwise the store buyer will lose the right to occupy the property that is the store's headquarters; because it was not originally leased to the store owner, and it was not possible to consider the sale as coming to the store as a whole. If the funds of this joint owner are sold by public auction to meet his indebtedness, both his shop and estate could be

transferred to different buyers; which leads to a waste of their value.¹

Second: personal rights

a. **Principle**

Article (59) of the Commercial Code stipulates the following:

"The sale or assignment does not include personal rights arising from the investment of the store unless the contract expressly provides for this."

Accordingly, the personal rights acquired by the owner of the store and the obligations that he owed in his investment do not pass to his successor, unless there is an express agreement between the two parties that the rights arising from the investment of the store shall be transferred to the buyer or assignee. This agreement is considered a delegation of rights and a transfer of obligations. In the assignment of the commercial address, Article No. (49) of the Commercial Law stipulates that the individual who owns an address based on a store is responsible for the obligations in accordance with what is mentioned in the title, and becomes the owner of his entitlements that arise from his work in trade unless the two parties reach an agreement to the contrary. This compatibility does not apply to third parties unless it is registered in the trade register and officially notified to the concerned parties, and this will be

¹ Dr. Samiha Al-Qalyubi, *The Commercial Shop*, fourth edition, Dar Al-Nahda Al-Arabiya, Cairo, Egypt, 200 AD, p. 39.

discussed in detail in studying the commercial address¹.

b. The exception

There are some personal rights and obligations related to the store that are not indivisible. Therefore, it includes selling or giving up the store, the most prominent of which are:

- Administrative licenses are granted for the investment of the store unless they are limited to the person of the investor. If the owner of the store leaves his store, he may keep this license if the person can continue the investment of the store with another license.
- Insurance contracts from the risks that may befall the store.
- Work contracts with store workers.
- Subscription contracts for water, electricity, and telephone.

This exception is considered an implementation of the provisions of the subrogation in kind, which was stated in the text of Article No. 147 of the Private and Civil Law, which states that: (If the contract establishes personal obligations and rights related to something that is transferred to a special successor, then these obligations and rights pass to this

¹ Dr. Jamal El-Din Meknes, The Store, a research published on the following Arabic encyclopedia website: <http://arab-ency.com.sy/law/detail/164132>

successor at the time when the thing is transferred if it is one of its requirements, and the successor knew about them at the time the thing was transferred to him.).

For the applicability of this provision, the personal right or obligations must be a requirement of the store, and the successor must be aware of this, this knowledge is a material fact that can be proven by all available means, including testimony and evidence.

Third: commercial books

As with the personal rights of the merchant, the commercial books are not included in the components of the store, therefore, it is not considered one of its components. Accordingly, it was stated in the text of Article No. (59) of the same law on commerce that selling or relinquishing the store does not include commercial books unless the contract expressly states so.

The justification for this is that the merchant who disposes of his store may need his books to collect his rights from his creditors, or that some of the secrets of his commercial transactions he does not wish to disclose to the disposer.²

However, the disposer may require that the sale or assignment of the store include the books of the merchant to which the store is related, especially if

² Dr. Jamal El-Din Meknes, The Store, a research published on the following Arabic encyclopedia website: <http://arab-ency.com.sy/law/detail/164132>.

he has taken into account when estimating the value of the store the importance of the assignor's business number fixed in his commercial books and the extent of the success of his trade, or the agreement may stipulate the store owner's obligation to grant the disposer the right to view his books, or to rely on their content under certain conditions. However, the buyer is obligated to return it within a certain period because it is considered evidence.¹

However, there is an opinion that the selling person may hand over the buyer's accounting books relating to the store as well as invoices relating to transactions not delivered to the store or delivered on back-to-back payment after the contract.²

Thus, we will summarize the similarities and differences between the physical components of the traditional store and the online store:

The similarities between the physical components of a traditional store and an online store

It is not possible to sell or shop without the presence of a store, which includes the goods or the service, that is, whether

¹ Dr. Muhammad Farouk Abu Al-Shamat, d.

Gamal El Din Meknes, d. Muhammad Samer Ashour, the previous reference, pp. 97-98-99-100.

² Dr. Samiha Al-Qalyubi, The Commercial Shop, fourth edition, Dar Al-Nahda Al-Arabiya, Cairo, Egypt, 200AD, pg.49.

the method is traditional or electronic to present the goods to the customer, it must be present with a means of displaying it, and the customer must try the goods or merchandise. Here, the traditional store competes with the online store because it allows direct communication between the customer and the goods, which makes the sale credible and reassures the customer that the goods meet the required specifications, the goods he buys through the online store may arrive inconsistent with the required specifications, defective, damaged, or may be in conformity with the specifications, but upon testing it turned out to be inappropriate. At the same time, the online store competes with the traditional store in that it may provide goods that do not exist locally and ship them to the customer. It also saves the trouble of transportation, also, shopping provides a wide choice of goods on demand according to highly developed software. For example, it is sufficient for him to name the commodity, its color, and its size then wide options appear.

The differences between the physical components of a traditional store and an online store

While we found that the goods are a common element between the traditional and online stores, we find that there are elements that fall within the scope of the traditional store and are outside the scope of the electronic store, such as industrial tools and furniture. Some may

think that the computer and the devices attached to it and the printer are among the equipment and furniture, but the researcher believes that the store is a website hosted on the Internet and is far from the assets we mentioned. The store, as we mentioned, has software, sound, and audio effects that may resemble decorations in fact, but we can consider them as physical, as the online store may appear to everyone without the owner using the devices and the tools we mentioned, and therefore we cannot consider them as physical components.

The second requirement: the importance of the online store in commercial activity, its advantages, and disadvantages

In this requirement, the importance of the online store in commercial activity will be discussed, as well as we will address its advantages and disadvantages, and therefore the requirement will be divided into two sections:

First: The importance of the online store in the business

Second: the advantages and disadvantages of the online store

Thus, we will start with the following:

First: The importance of the online store in the business

The importance of e-stores has emerged for the merchant and customers, through their respective needs, and adopts solutions to minor problems for the merchant.

Importance of the online store for customers

The necessity of the online store and its importance for customers, as presented by the McKechnie & Nath study, is manifested through a set of concepts, including saving effort and time, as these stores are characterized by being quick to pass information through, and be accurate in the least possible period. In addition to the foregoing, making comparisons between products with each other, certain websites, and some software have undertaken the hardship of studying and researching them.¹

The necessity and importance of fast delivery for some products, such as e-books, software, and electronic games, is a feature of typical stores. Freedom of choice and assisting in making a decision is one of the most prominent characteristics of these stores, as it gives ample scope for thinking, the selection process, and then the decision-making process, as well as the comparison between the prices of a commodity that is present in several stores, whether they are electronic or traditional stores, that exist in our reality.²

¹ McKechnie, S., & Nath, P. (2016). Effects of new-to-market e-store features on first time browsers. *International Journal of Human-Computer Studies*, 90, 14-26

² Liu, X., Li, E., & Li, Q. (2014). The Impact of Online Store Characteristics on Service Recovery Satisfaction in C2C Online Markets. In *WHICEB* (35-42).

The procedures for reducing the price and the disputes that are presented play an important and major role for these sites. The differences in the price have become one of the things that attract customers to gain goods and products from these electronic stores. These sites reduce the costs of the traditional regular inventory and fixed expenses, which cast a shadow on the reduction operations on the selling price offered to the customer. These electronic stores seek to reduce the price of their products and the services they provide, and this is done through targeted electronic marketing, and reducing unnecessary costs such as employee salaries, places where products are stored, presentation offices, and many of the costs through which electronic stores with their current meaning and characteristics have been able to overcome, in addition to the cheap Internet price, which is the essence of electronic commerce.¹

The management of the online store did not neglect its customer, rather taking care of the customer, following him up, and striving to gain his approval, because he became one of the partners in several matters, such as designing and changing some of the goods, besides, he was allowed to express his views, and

¹ Rowley, C, Yang, H, Kang, S & Kwon, S (2009). "Electronic-Marketplaces and their evolving benefits over time" Part 1: Market Types and Research Questions©. City University, UK.

this leads to an exchange of various experiences between customers and managers responsible for management.²

Importance of an online store for companies

The necessity and importance of these stores are reflected in the fact that they respond promptly according to the needs of the labor market and what customers think, the procedures for moving from one commodity to another, or even adjusting prices according to market needs.

Marketing and targeted methods that exist in e-stores have focused on sending their offers to interested customers, which has had a great impact on the minds of many people who work within this range.³

Many institutions and companies have invested in the availability of the Internet since its emergence, as an appropriate environment for modernizing procedures in regular and traditional trade, and the beginning of the transition to electronic institutions and companies, even if partially.

² Singh, M. (2002). E-services and their role in B2C e-commerce. *Managing Service Quality: An International Journal*, 12(6), 434-446.

³ Youssef Ahmed Abu Fara, *E-Marketing, Elements of the Internet Marketing Mix*, Dar Wael for Printing and Publishing, 4th Edition, Amman, Jordan.

These companies intended to modernize and improve commercial procedures, which include the sale and purchase of goods, services, payment procedures, financial matters, tax, improving production procedures, developing inventory management and monitoring it, and sharing available information with other companies.¹

There are some institutions or companies that intend to purchase spare parts or provide services from other institutions, which led to the provision of assistance in rooting the meaning of cooperation between institutions and companies and carrying out joint research. This technology, which is presently present in electronic stores, has helped many institutions and companies to break into new markets because they have become renewable and innovative. These stores restructured and built businesses in companies in general, and for jobs in particular. The work done by humans is now done electronically.²

The wide world is sometimes called a village with a small size, and with the help of advanced means of

communication, and through a small screen or mobile phone, it is possible to see the majority of areas in this world, besides, exploring the factories, stores, as well as products, as everyone presents their products and seeks to market them. The meaning of protecting local products differed for each country, and this helped reduce restrictions to establishing an online store and obtaining a license for it.³

Online commerce can be summarized in simplified words, reflected in high profit, cost reduction, and haste in the process of delivering to the customer. The presence of electronic stores in their current appearance has helped some small and medium companies to compete in the local and international markets, due to the low operating cost of relatively small companies.⁴

Electronic services provided to companies and organizations through the development of new communications and technologies have contributed to their urging to plan and operate in a new and non-traditional way. This requires each company's knowledge of the

¹ Jun,G, Jaafar,N(2011)," A Study on Consumers' Attitude towards Online Shopping in China" International Journal of Business and Social Science , 2 (22),122-132.

² Albania, T, (2015)," Impact of Information Technology and Internet in Businesses",Academic Journal of Business, Administration, Law and Social Sciences, 1(1)pp ne.

³ Youssef Ahmed Abu Fara, E-Marketing, Elements of the Internet Marketing Mix, Dar Wael for Printing and Publishing, 4th Edition, Amman, Jordan

⁴ Singh, M. (2002). E-services and their role in B2C e-commerce. *Managing Service Quality: An International Journal*, 12(6), 434-446.

characteristics and potential of its products, and a comprehensive evaluation of the advantages provided for goods and services. Its services have been modified and its systems have been restructured to comply with the requirements of the electronic environment.¹

Second: the advantages and disadvantages of the online store

There are many advantages provided by online stores, most notably:

Get a large number of customers

The e-store targets large numbers of customers, and its customers are not limited to a particular geographical area but can include different regions of the world and many countries.

Services are available all the time

Online store services are available for purchase 24 hours a day, seven days a week.

Low cost

Setting up an online store does not require as much money and capital as with traditional stores, it is rather low in construction costs.

Easy and fast transactions

Buying and selling operations are carried out within electronic stores easily, as the customer can browse all goods and

¹ Taherdoost, H., Sahibuddin, S., & Jalaliyoon, N. (2014). Features' Evaluation of Goods, Services and E-Services; Electronic Service Characteristics Exploration. *Procedia Technology*, 12, 204-211.

services at any time and in the way he wishes.

Access to marketing and advertising

Various types of marketing and advertising for the store can be obtained easily and affordably, and at the same time, it is economically inexpensive. It also ensures that many people are familiar with it, especially since the vast majority of people use the Internet in their various activities.²

Negatives

Each method of the business transaction has benefits, negatives, or impediments to the advancement of this type of business transaction, especially electronic transactions, we mention, as example, but not limited to, electronic cards, or the so-called credit cards, where the theft of credit card data is one of the negatives in dealing with electronic stores.³

The exposure of bank account data to hacking is the most important problem facing electronic stores, despite a large number of scattered stores, the concept of trust and data security in these sites is few. The lack of guarantees for the customer to deal with stores and

² <https://mawdoo3.com>

³ Rouibah, K. (2015). " Electronic Payment Systems Use And Satisfaction In An Arabic Country: Evidence From Kuwait". *Issues In Information Systems*, 16 (2). 149-160

electronic payments denies that there is any importance to reducing prices or even dealing with the store for browsing if someone is tracking a security gap to break into privacy.¹

The online purchase process is easy, fun, and sometimes fast from the point of view of some. However, the increase in the time required for the delivery of some products may make the customer stop completing the purchase, and change his mind when he knows that the delivery of the product may need a month or more to deliver the product, especially in some Arab countries, or that the price of the product is much lower than the cost of delivery to some places.²

The absence of uniform international laws that regulate Internet transactions and govern electronic commerce, regulate the sector, and control financial relations with it, and the absence of a particular Internet official who protects those who deal with them, is one of the most important impediments to commerce through electronic stores. To avoid the former, follow-up and development of the online store tools and methods of protecting it must be

constantly monitored to keep pace with everything new.³

There are other negatives, including:⁴

Lack of discipline in the orders delivery times

Although the online purchase process takes only 15 minutes, the delivery process takes a maximum of 1-3 weeks.

Lack of a continuous system of promotion discounts

Normal stores often offer a lot of discounts that encourage people to buy, while online stores cannot offer such discounts and competitive prices.

Inability to see the product, its flaws, or positives

The buying and selling process often takes place electronically, thus preventing the customer from having the opportunity to know the type of product closely or try it, especially for clothes.

Lack of real interaction between the company and the customer

There is not much interaction between the seller and the buyer, and the latter can get a lot of help and advice from

¹ Strader, T. J., & Shaw, M. J. (1997).

Characteristics of electronic markets. *Decision Support Systems*, 21(3), 185-198.

² Lidén, S & P Skålén, P (2003), "The effect of service guarantees on service recovery", *International Journal of Service Industry Management*, 14 (1) 36 – 58.

³ Choshin, M., & Ghaffari, A. (2017). An

investigation of the impact of effective factors on the success of e-commerce in small-and medium-sized companies. *Computers in Human Behavior*, 66, 67-74.

⁴ <https://accountlearning.com/advantages-disadvantages-online-shopping/>

traditional sales representatives, and this is not available in the electronic selling process.

The experience doesn't have much fun

Online sales do not provide the entertainment and fun of moving between store merchandise as in normal shopping.

Frequent scams in online sales

The buyer cannot inspect the goods closely or try them, and often the images displayed for the product are not for the same product but are only for promotion and advertising, which opened the door to electronic crimes such as scams.

Conclusion

First: the results

1. With the growth and development of the Internet and telecommunications technology, the concept of people's trade has changed from a traditional trade based on a physical place to electronic commerce, where the Internet is located.
2. The products were many and varied, including the digital and the tangible. A large number of differences and diversity in some products, made the buyer confused, about how to choose the product, and what are the bases that help him to do so. As for commercial companies, this difference and diversity of products called them to evolve

and keep pace with the times and diversify the ways of business, from traditional businesses to digital businesses.¹

3. The increase in the number of products and their similarities made it difficult to distinguish between one product and another, one brand and another, besides, when the buyer has little experience in determining the required quality, the concept of choosing the brand of products emerges to help in this matter and facilitate the product selection processes. The brand and the companies' interest in it are no less important than any of the various marketing operations. The process of drawing a fixed image in the mind of the customer represented by a brand will make him a defender of the company and its brand even if there are some failures in certain products.²
4. The electronic stores spread on the Internet were distinguished

¹ Kotler, P., & Keller, K. L. (2016). *Marketing Management, Global Edition* (Vol. 15). Boston: Kendallville.

² Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial marketing management*, 36(2), 230-240.

by many characteristics and qualities that enabled them to compete and prove their position in a strong manner, represented by the frequent purchase from the site or their noticeable appearance in the evaluations. The study of Al-Nawaja (2009) showed that both the information security and ease of use of the commercial site had a significant impact on the purchases from the site. Also, the design of websites, services, and electronic payment methods, all of this affected the choice of the brand.¹

Second: Suggestions

1. We find that the computer and its attached devices, the printer, and the computer desk are not physical elements in the online store, because the reality of the online store is the website hosted on the Internet that is far from the materialities we mentioned.
2. We consider that the online store is software and sound and audio effects that may resemble decorations in reality, but we cannot consider them as physical, as the online store may appear to everyone without using the devices we mentioned, and

therefore we cannot consider it a material element.

3. The law or jurisprudence has not given a specific definition of moral elements, but we can say that they are elements that do not enjoy a physical entity.
4. Despite keeping pace with the development and spread of electronic stores, the lesson in any of the two stores has outweighed the other due to the number of customers, which indicates that in practical life, traditional trade has more customers than electronic commerce, due to the global population census compared to the number of Internet users. Through the statistics, sales of electronic stores in the last two years amounted to nearly 4 billion dollars, while the volume of sales on the traditional side reached nearly 9 trillion dollars. In comparison, the percentage of sales through the Internet represents 10% of retail sales around the world. This is what made the major international famous stores plan to open many branches in all countries of the world, and an example of this is what Amazon International has done by establishing one of the largest marketing stores in the United States of America, and it was known as “Amazon Go”, as it does not represent electronic

¹ Rouibah, K. (2015). " Electronic Payment Systems Use And Satisfaction In An Arabic Country: Evidence From Kuwait". *Issues In Information Systems*, 16 (2). 149-160.

stores, rather one of the real, tangible branches, and this reflects the future policy of the Amazon Corporation of the importance of the availability of realistic sales branches next to electronic stores and their ability to raise profit and sales rates. This confirms the success of traditional electronic commerce.

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