

Online Shopping

***Online shopping** is the process of buying goods and services from merchants over the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.*

Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Advantages of online shopping:

- **Easy to find the products** – Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.
- **Cheaper products** – Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money.
- **Save time** – You don't have to waste your time in going to store and standing in front of the crowd. Who likes to search a product in the every corner of a shop and stand in the long line for paying the bill.
- **Freedom of choice** – Freedom of a choice is very helpful for online shopping users to look a nearby store. In online you can choose the product you are looking, in your range.
- **Freedom of price** – You will enjoy the freedom of price. If you don't like the price of a product from an online shop, you can switch to another online store to look for cheaper price.
- **Privacy** – There are some products which you don't want to buy publicly. You can buy any kind of product from online shopping will maintain your desired privacy.
- **Rare product** – Shopping online is very useful in buying rare products.
- **Buyer protection** – Dependable websites like ebay provides buyer protection to motivate people to buy from their site. The website will give your money back if seller do not deliver the item or deliver an item which does not match with the description.

Disadvantages of online shopping:

- **Delay** – The main disadvantage of online shopping is, you cannot receive the product immediately. you have to wait until the product arrives.
- **Delivery problem** – Sometimes you may face delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged product.

- **Return problem** – Returning the item is difficult in case of online shopping. They usually want the item within a short period of time and also you have to pay for the shipping charges again which is hard for customer to pay money from his pocket.
- **Warranty issues** – Most of the electronic items are sold without international warranty. So be sure that you have contact with the seller to verify whether the item has the international warranty or not.
- **Shipping charge** - Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store, but the addition of shipping charge makes the price equal or much more expensive than local store.
- **Scam** – As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only.
- **Shopaholic** – Since it's very easy to search & purchase different items very easily and quickly from online, many people end up being online shopaholic. This means that they buy too many things that they actually don't want.