
Online Shopping: Advantages And Disadvantages

Technology advances definitely make our life easier and more convenient. With the help of the Internet, people can do a lot of things without going out, like paying bills, watching movies, study online and so on. Among those, the most attractive one for people is doing shopping online. While online shopping does have many advantages, does it really mean that the traditional shopping will stop its existence?

Perhaps the greatest benefit of online shopping is its convenience and saving time: no standing in long lines at the cash register any more. With online shopping, a person logs onto the Internet, visits the store's website, and chooses the items she desires. The items are held in a virtual shopping cart until she is ready to make her purchase. The shopper can remain in her pajamas as she does her shopping, and the process can be conducted in the wee hours of the morning or late into the night. Online stores never close – they're open 24 hours a day. Many people choose shopping online also because they can't stand that crowded and noisy environment. Moreover, online shopping gives you a possibility to conduct price comparisons from one website to another. This gives you freedom to determine which online store offers the most affordable item you are going to buy, so it saves your money.

However, doing shopping online is not always a perfect thing, it also has disadvantages. It seems easy and quick, but there's always a trap online. If you are careless, it will bring you some troubles. For example, if you order something, at the moment you get the item, you may find that the color is different from what you saw online, or the size is either too small or too big because it is not available to try on before ordering, or the material is not what you want. Online stores are only showing product description and photos of the merchandise, which can be a disadvantage for many online shoppers. Second is diminished instant satisfaction. Unlike buying at retail stores, you are able to use the product instantly after you buy it, which can be satisfying. However, online shopping requires patience to wait for the item to arrive at your doorstep about 2 to 3 days or even longer depending on the location you've ordered it from.

In conclusion, online shopping is offering convenience as well as disadvantages, but all things considered, I believe that their influence is beneficial, if we are careful when choosing and trading online.