The Revolution of Online Shopping in Our Life by Mark Bennett

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Do you know that online shopping is a great way to shop for items over the internet? You can shop for almost anything such as clothes, gift items, food, home improvement materials, medicines, and many more. Online shopping allows you to shop conveniently without hassle on hours of finding the items that you are looking for. You wouldn't even need to stand in long lines at the cashier to pay your bills.

Through online shopping buyers and sellers interact and negotiate through email messages, chat, or video call. There are several names that you can find pertaining to online shopping itself such as e-shop, e-store, web shop, web store, online store and virtual store. Merchants would sell their products to people who surf the Internet.

Advantages

The basic advantage of online shopping is that buyers and sellers interact and negotiate with each other. Just like how you would negotiate for the best and perfect security system like ADT Security Systems. Merchants would sell their products to people who surf the Internet. The use of online selling is both beneficial to both the seller and the buyer. Sellers have a great opportunity to expose their goods to a wider target market, moreover on the international market. Since there is a large percentage of the worldâ€™s population who use the internet, sellers could take advantage in using the World Wide Web to market their products.

Shopping centers can only display their products on a limited space that is in the confined space of malls and markets, but with online stores, displaying products is of no bounds. Sellers can create their own website laden with all the products or services they offer. This will become their online stores. Just like businessmen who are running rick-and-mortar stores, they would formulate strategies on how to attract their target market on their products. They would advertise using different forms of advertising media such as newspapers, flyers, posters, T.V. and Radio advertisements, etc. Online providers have the exact stratagem using the internet to market their items. They would use internet advertising campaigns and would take advantage to the SEO experts and have their store on of the top rankings on search engines.

Similar to providers, online shopping is equally beneficial to buyers. They can shop online for almost anything, from toys to clothes to food to restaurants and a whole lot more. You search it, online providers have it. Nowadays, a lot of people would choose to buy online because it is more convenient than shopping at malls and department stores. Online shopping allows the buyers not to be stuck up on heavy traffic just to get to shopping stores, plus buyers will be saved from standing in long lines at the cash register.

Buyers also have the access to freely compare prices at different online stores with just a few clicks of the mouse. Once they enter the name of the product on search engines, they will be delivered to thousands of online markets that provide what they need. They can compare and choose what online store provides the best item that they are looking for, likewise check the different prices of a single item to different e-stores. Consumers can also read reviews of the product and the online store from consumers who have already bought the product and have been on the online store before.

Disadvantages

Despite the fact that online shopping can be very convenient to the buyer, it also has its drawbacks. You are not allowed to check the item personally to see if it is described perfectly by the seller. Online shopping doesnâ€™t permit you to touch the product, try it on yourself, and take the item the same day youâ€™ve purchased it. You will still wait until it gets delivered by local couriers. There is also a great possibility that you get scammed by fraud sellers who makes online stores for the purpose of stealing money from online consumers. These frauds would promise you things about the item, give you testimonials of how reliable they are, and by time you purchase the item, you will not hear from them anymore and you donâ€™t get to have the â€œso-calledâ€• item you bought.

Another reason why some consumer refused to buy online is the risk the uncertain payment method online and the fear of being a victim of identity theft. The usual method to pay for your items online is by using credit or debit card. You are required to provide your credit card information to process the payment. Fraudulent sellers would put you at risk by stealing your account and personal information together with your credit card details and then making their own account using your contact information. Sometimes, sellers would let you pay for an overpriced shipping costs that far exceeded the original shipping rate. These scrooge sellers would offer freebies enclosed with the item you purchase, but would hike up the cost of shipping even though they already gained profit from the sale.

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Mark is a freelance writer. He writes articles on various topics like online shopping, internet, communication devices, etc. Most of his free time is spent on surfing the web to collect information on current affairs, latest technology, and security systems such as a ADT Security Systemsavailable in the market.

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