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Online shopping- an inseparable part of business by Rrdnetin

Article published on April 28th 2012 | Shopping

Electronic commerce, better known as e-commerce, refers to buying and selling of goods and services using electronic mediums such as Internet. The concept of e-commerce was initially limited to b2b (business to business). Under this system, business houses conducted transactions with other businesses for sale and purchase of raw materials and finished products using electronic mediums. This gave boost to businesses across the world.

Gradually, the horizon of e-commerce expanded from b2b to b2c (business to consumer) and businesses started dealing with consumers through electronic mediums. This concept is popularly known as e-shopping or online shopping. Globalisation and modernisation also led to the popularisation of this concept.

These days, people do not have time to go to market for shopping; such people prefer shopping online. Right from hairpin to houses, everything is available online and people can buy these things using plastic money in the form of credit cards, debit cards, mastercard, visa or paypal. With virtual

shops, people can surf a large variety of goods and services, and compare prices. This helps them get the best deal possible without wasting time and effort in hopping from one shop to another in person. Thus, most of the business houses now provide the facility of making purchases online on

their websites for the expansion of their business. It has turned out to be a win-win situation for business houses as well as consumers.

It is important to shop judiciously by following certain safety measures while shopping online for a wonderful online shopping experience. Shop online and enjoy.

Cheers!

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Rrdnetin - About Author:
RRD a Nehru Place, New Delhi Based Company provides quality development of websites, SMS solutions, Search engine optimisation, Domain booking, Intractive websites , database websites, content management dynamic websites & personalised email solutions.

Article Keywords:
online shoping, importance of online shoping, buying and selling of goods

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