

# The benefits of online shopping and why it shouldn't be banned



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Benefits of Online Shopping Online shopping has emerged as a new and very beneficial form of shopping over the last two decades. Online shopping is expected to increase further because next generation buyers will be almost entirely computer-literate. Online shopping means placing orders and purchasing things over the Internet. The seller ships or posts the product right at the customer's door. The customer may or may not be required to pay the transport charges depending upon the particular case. Online shopping has yielded a range of benefits for the companies and customers alike.

Major benefits offered by online shopping for buyers include convenience and economy; " Why pay money for gasoline and deal with the hassle of parking and crowds if purchases can be made in the comfort of home through the Internet? Pay an annual fee and shipping is free" (Heimowitz, 2014). Shopping in the traditional way can be very tiring at times. Not only does one have to purchase the fuel, one also has to find parking spaces. The experience becomes even costlier when, in the flow, one ends up buying more things than one really needs. Contrary to this, many companies offer deals to online customers availing which, they can have the costs of items substantially reduced.

Online shopping has boosted the sales of companies. " Well-developed internet infrastructure and the availability of secure online payment options means companies can expand their online presence to grow their business and diversify their customer base" (Oliver cited in Aggour, 2014). In traditional shopping, many customers tend to shop less because they have limited cash with them. Not all shops accept cheque payments or credit card payments. Unlike that, in online shopping, companies benefit by providing <https://assignbuster.com/the-benefits-of-online-shopping-and-why-it-shouldnt-be-banned/>

the customers with a range of safe and secure payment options, availing which, customers can even buy things for which they do not have instant cash. Considering the benefits brought about by online shopping, more and more companies are starting to take their business online for increased recognition, growth, popularity, and profitability.

While the benefits of online shopping for the sellers are obvious, critics might suggest otherwise for the buyers. One argument against online shopping that can be raised is, "if you tick the "no substitutes" box, a significant proportion of your shopping might not turn up. But if you do, you can end up paying the price in other ways" (Brignall, 2011). This means that sometimes, companies fall short of certain products, and tend to substitute them with other products for the price customers have paid, which might or might not be of use to the customers. However, chances of such cases can be reduced by only going for deals whose items are generally available.

Concluding, the benefits of online shopping far outnumber its disadvantages. Online shopping benefits customers by providing them with the convenience of shopping from home, and by saving them the money. Online shopping benefits companies by boosting their sales. The trend of online shopping is likely to increase as the young computer-literate generation grows up.

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