

# Online vs brick and mortar shopping



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Online vs. Brick-and-Mortar Shopping The Internet has changed the way we do virtually everything, including the way we shop. However, shopping is not the only thing that has changed. In the last decade we have changed the way, we apply for loans, study, and even plan a vacation. Doing any of these things would have been impossible a few decades ago. At present, online banking, paying bills, ordering new services, and shopping online have become part of our daily lives.

Traditional brick-and-mortar stores have been around much longer than online stores, but we cannot deny that online shopping is giving the traditional stores competition. Many consumers still choose to shop at regular brick-and-mortar stores because they like to see and touch the product they are buying, but whether you are buying clothes, electronics, cars, houses, and even rare items shopping online will save you not only time but also money. Traditional brick-and-mortar stores used to be the preferred choice, but a recent study done by Pew Internet & American Life Project, shows that 71% of all U.

S. adults shop online. Online shopping is more beneficial to the consumer, and many people are choosing it instead of conventional shopping for its convenience, versatility, and reliability. Shopping online is convenient because online stores are easy to use, offer a huge selection, and are always open. There is no need to wait until the stores open in the morning to shop since online stores are open seven days a week, 24 hours a day. You can shop from the comfort of your own home while wearing your favorite pajamas.

Typing the name of the item you are looking for in a search engine will produce many matches at different stores making finding items easy and advantageous to the consumer. In fact, shopping online allows you to browse thru several stores at the same time. The virtual shopping experience has evolved to mirror the in-store shopping experience, and browsing thru items online is easier than ever. In recent years sales are on the rise with international online buyers, and according to comScore, (June 2011). Amazon and eBay attracted the most unique visitors each month to their global e-commerce sites.

Forrester Research Inc. estimates that the global online population will be 2.32 billion in 2014. Online shoppers have more options than ever before. Used, hard to find items, and collectables are more accessible thru online shopping. Online shoppers no longer need to drive from one store to the next to find the best deal, and there is no need to stand in long lines making shopping online fast, easy and enjoyable. In addition, a huge benefit of shopping online is that it allows product and specification comparison so you can purchase what you need and pay less.

Online stores have a lower overhead than the traditional stores offering better deals, and the consumer is able to find the product they want at a better price. In traditional brick-and-mortar stores, sales have limited quantities at hand, but online stores are able to keep a bigger inventory giving online shoppers more opportunities to find a bargain. In fact, shopping at several stores at the same time guarantees the consumer the best deal. Shopping online is simple, and finding the right product is easier.

If you are shopping for a digital camera at the store it might be a little overwhelming to see the camera selection with so many specifications. Sales representatives can sometimes be misleading in an effort to make the sale. Online side-by-side product comparison will allow the consumer to find the same product for less or a better product for the same price. Undoubtedly, it is of benefit to all online shoppers to read reviews from other consumers. Reviews are a good resource when you are trying to narrow down your decision.

You might have your heart set on an item, but after reading reviews from others that have purchased and used the same item might change your mind. Today, online shopping allows you to purchase items with confidence making online stores more reliable. A recent survey says that 59% of all consumers at brick-and-mortar store will use their smart phone to compare prices, 45% will read reviews, and 45% will buy the product online (Source: Deloitte's 2011 Annual Holiday Survey). Having access to the Internet on the go help shoppers make wise purchases.

In addition, secure sites are standard on all online stores giving you peace of mind when you shop, and buying items that might have been embarrassing to purchase at a regular store is a thing of the past. You can be ensured that your purchases are confidential, and your identity is protected. If you are in a rush there are many shipping options available with tracking availability. Stores like Amazon offer same day delivery for the customers that need their purchase to arrive immediately, and if you do not get the quality you seek returning the item is never an issue since most online stores have free shipping on returns.

Online shoppers are resourceful and satisfied customers making their online shopping experience trustworthy. In conclusion, brick-and-mortar stores have existed for many decades, but online shopping rapidly has gained strength and popularity because of its convenience. In this busy world we live in time holds great value, and online shopping can save you time and money. Also with the downfall of our economy consumers are using all the tools available to make their dollars stretch. Online stores can guarantee you the best price making online shopping a viable option for all consumers.

Brick-and-mortar stores no longer dominate the marketplace. Online shopping has become part of our lives, and it is here to stay. Its convenience, versatility and reliability make it the better choice for the consumer today. References: [http://www. digby. com/mobile-industry-resources/mobile-industry-statistics/](http://www.digby.com/mobile-industry-resources/mobile-industry-statistics/) [http://www. businessweek. com/debateroom/archives/2010/07/shopping\\_as\\_we\\_know\\_it\\_will\\_disappear. html](http://www.businessweek.com/debateroom/archives/2010/07/shopping_as_we_know_it_will_disappear.html) [http://www. internetretailer. com/trends/consumers/](http://www.internetretailer.com/trends/consumers/) [http://www. infifthgear. com/2010/quick-online-shopping-statistics/](http://www.infifthgear.com/2010/quick-online-shopping-statistics/)