

Shopping online : convenience , bargains and a few scams



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Abstract

- Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.



Key words : shopping, online , product, purchase , price...

- Finding a Product

When you shop online, you have to start by searching for a product. This can be done by visiting a store's website, or if you are not aware of any store that has the particular item you are looking for, or you'd like to compare prices between stores, you can always search for the items with a search engine and compare the results

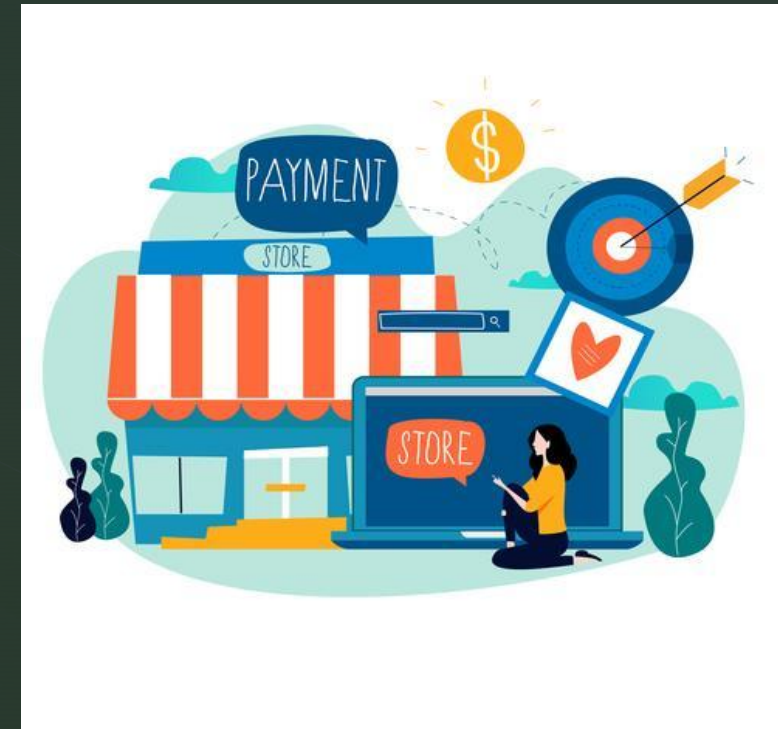


- Buying and Receiving the Product

After selecting a product, the webpage usually has a "checkout" option. When you check out, you are often given a list of shipping and payment options. Shipping options include standard, expedited, and/or overnight shipping. Depending on the shipping company and your location, standard shipping usually takes seven to 21 business days, and expedited shipping can take anywhere from two to six business days.

Why it is preferred

- Convenience
- More product options
- Search for certain brand
- Free shipping
- Safety
- Lower price
- Fast shipping
- Discounts



Advantages of online shopping

- The internet has revolutionized the way we shop. Because of the numerous advantages and benefits, more and more people these days prefer buying things online over the conventional method of going into stores.
- 1. Convenience. Online shops give us the opportunity to shop non-stop, there are no lines to wait in or shop assistants to wait on the help you with your purchase, so you can get what ever you need when ever you want while you are sitting on your couch.



- 2. Better prices. Cheap deals and better prices are available online, because products come to you direct from the manufacturer



- 3. More variety. The choices online are amazing. One can get several brands and products from different sellers all in one place.

4. Price comparisons. Comparing and researching products and the prices is so much easier online.



- 5. Less compulsive shopping. Often times when we're out shopping, we end up buying things compulsively that we don't really need.




Disadvantages of online shopping

- 1. You may receive an inferior product. Sometimes the description or photograph of the product might be of something slightly different.



- 2. There can be delivery problems. Sometime you may face delivery risks. This means that the seller might fail to deliver the specified product.



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- 3. It's more difficult to return items. Returning an item is more difficult when you buy online. If your seller accepts returns, they will usually want the item within a short period of time, and you will likely also have to pay for the shipping charges.
 - 4. Warranty issues. Many electronic items are sold without international warranty. So, if a warranty is important, make sure you contact the seller to verify whether the item has international warranty or not.
 - 5. Security and fraud. There are some other rare problems that can occur, such as credit card fraud, spyware, etc.

Conclusions

- In the end, it's up to you to decide if shopping online is in your best interests. It's likely that – for some types of purchases – shopping online makes more sense than purchasing locally , but that the opposite is true for others. The fact that online shopping is widely available simply means that consumers today have more choices available to them than in decades past. Consider your options carefully so you can be sure that you're making wise ,informed purchasing decisions that meet your needs and that you feel comfortable with.