Q2. Advantages Of Online Shopping.

Ans. **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.

Advantages Of Online Shopping

Lower Prices :-

The main advantage of online shopping is that it enables reduce your monthly expenses. Most online stores offer lower prices, as opposed to offline stores, as well as offer various bargains that help save even more money. The easiest way to pay less is to compare prices.

o   Online shopping makes price comparison simpler and quicker. The Internet is crammed with websites which offer automated price comparison.

More Saving Options :-

People buying goods via the Internet have an opportunity to pay less with online coupons. Online merchants offer various.

Opportunities which help save money. Savvy shoppers know where to look for discounts and pay less. If you want to economize with online shopping, simply do a little online research and look for special offers and coupons.

Research Capabilities :-

The Internet enables finding and buying virtually anything you may need. Just type in your favourite search engine the name of the product, and you will get numerous options to choose from. All the details you require on the product, you will find on the merchant's website. By visiting web-based stores, you will find more detailed information about the product you are interested in.

Increased Variety :-

Online shopping provides a greater diversity of products. This means you can choose goods that suit your requirements and budget the most. Besides, you check all available options with the comfort of your room. Detailed research and decent price comparison will help you find the suitable product at the right price. If you do not want to become disappointed with your purchase, never be in a hurry.

Convenience :-

Web-based stores are open 24/7; this means you can make purchases when you have the desire and spare time. Thus you can make purchases at any time of day and night. This is quite helpful to busy people, who have no time to visit stores during regular working hours, as well as for older adults, who are not always able to go to brick-and-mortar stores. In other words, you can make purchases by switching on your computer.

No Pressure Shopping :-

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

Online Shopping Saves Time :-

Customers do not have to stand in queues in cash counters to pay

for the products that have been purchased by them. They can shop from their

home or work place and do not have to spend time traveling. The customers

can also look for the products that are required by them by entering the key

words or using search engines.

SAVE TIME

Comparisons :-

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display, Sometimes, price comparisons are also available online.

Online Tracking :-

Online consumers can track the order status and delivery status tracking of shipping is also available.

Online Shopping Saves Money :-

To attract customers to shop online, E-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

More Variety:-

The choices online are amazing. You can find almost any brand or item you're looking for.

You can get in on the latest international trends without spending money on airfare. You can shop from retailers in other parts of the state, country, or even world instead of being limited to your own geography. A far greater selection of colors and sizes than you will find locally are at your disposal. Plus, the stock is much more plentiful, so you'll always be able to find your size and color. Some online shops even accept orders for out-of-stock items and ship when they come in.
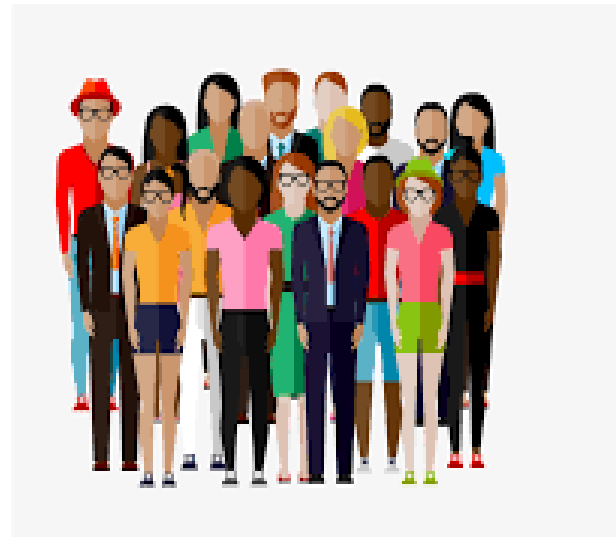
More Control :-

Many times, when we opt for conventional shopping, we tend to spend a lot more than planned and end up buying items that aren't exactly what we wanted (but we can't find anything better in the store). Online, you don't have to let the store's inventory dictate what you buy, and you can get exactly what you want and need.

No Crowds :-

If you are like me, you hate crowds when you're shopping. Especially during holidays, festivals, or on weekends, they can be such a huge headache. Also, being crushed in the crowds of shoppers sometimes makes us feel rushed or hurried. You don't have to battle for a parking place. All of these problems can be avoided when you shop online.

Reasons given by shoppers in buying through internet

1. Saves time and efforts.

2. Convenience of Shopping at home.

3. Wide variety / range of products are available.

4. Good discounts / lower prices.

5. Get detailed information of the product.

6. We can compare various models / brands.

Additional Benefits of Shopping Online

- You get an electronic record of the receipt of your purchase, which makes record-keeping much easier.

- You get to try things on in the comfort of your own home.

- Sometimes, returns are easy.

- It saves time!