**Advantages of Online Shopping**

In today's market, many consumers are choosing to skip physical stores in favour of online. Why are people increasingly choosing to shop online instead of shopping at their local stores? Here are three key advantages of online shopping over traditional stores.

**1. Convenience**

For many customers, one of the benefits of online shopping is convenience. Although some people would consider stopping by a local store easier than ordering something online and getting it shipped, there are a few advantages of online shopping that are simply more convenient.

*Shop from the Comfort of Your Home*

For one, it doesn't require you to actually go to the store. Just to physically go to a store, you need a way to get there, and for most people, this is driving. Not only do you waste gas driving to the store, but it takes precious time out of your day. Compare that to the convenience of online shopping, which on many major sites has become a one-click affair. Payment details, such as credit card information, can be securely stored for an easy shopping experience.

*Speed*

There's no need to drive to the store to pick up some shampoo or dog food. Just choose the product online, click once, and voila, it's on its way. This brings us to another convenient aspect of buying online: speed.

A few years ago, it wasn't unusual to wait for a week to get your product delivered, which was too long for many consumers. Today, however, an online retailer with a high-quality and streamlined order fulfillment process can usually get your product to you within 1-2 business days. Sometimes, you can even get same-day delivery, which is a huge benefit of online shopping.

Fast and affordable online shipping options have influenced many people to online shopping. In fact, fast shipping (sometimes even free same-day shipping) is one of the main reasons why more and more people are choosing to shop online.

**2. Price**

Is buying something online cheaper than buying it in the store? In many cases, it is! Some online shopping carts and platforms will offer yearly subscription services that offer discounts and free shipping for every item bought. Even when this is not the case, online buyers can save money because they have the ability to easily compare prices for the best possible deal.

When your competition is only a click away, there is a huge incentive to offer the lowest possible prices. Price has always been a critical component of ensuring sales, and the ease of price comparisons on the web is an important benefit to online shopping. In addition, many stores will offer free shipping if you purchase a certain amount.

**3. Variety**

Can't find that specific electronic part or special edition toy in your local shops? No problem, because it's very possible you'll find it online. One of the benefits of online shopping is that specialty items, hard-to-find products, and almost everything under the sun are sold on the internet. The internet also makes it easier for specialty sellers because they don't have to maintain a physical storefront to sell their products.

Lastly, international e-Commerce is a big factor online. People selling on the internet are not competing with neighborhood stores, they are competing with everyone else selling similar products, whatever country they may be from. The ability to get your order shipped overseas is incredibly common these days and gives you more choice when shopping online.

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