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25 Advantages And Disadvantages Of Ecommerce For Businesses In 2018

(<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce>)

October 3, 2018

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<div data-bbox=)



You can never doubt about the ability to sell good and services online which have made businesses more viable and profitable. It is really important to see [the buyers trend \(<https://thebuyerstrend.com/>\)](https://thebuyerstrend.com/) and look over everything before starting an eCommerce store because that is what makes your business to go global by taking strategic decisions.

Advantages:-

1. Speed up the buying process and save time for customers

It literally speeds up the buying process because when someone thinks of buying one specific product from the physical store which is very far and not easily available. Here how the eCommerce helps the customer to avail the specific product easily and speedily.

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For example – Sometimes customer are not able to find a particular product from the store and even by visiting other chained stores, this is where eCommerce come into a scene with a quick response over the requirement by even helping to purchase the particular product without wasting time.

eCommerce helps the one to choose from a wide range of online accessed products easily and get it delivered too; it helps you to access online global market standards.

Such type of buying process can help you to reduce the traveling time and helps you with choosing plenty of options which you might be looking forward to getting your own one.

2. Personalize the store as per the customer expectation.

One of the online business benefit which will enhance your online shopping (<https://magnetoitsolutions.com/blog/shopping-carts-for-small-business>) experience. It is because every purchase which is made online will be referred as per location and recommended as per customers advanced searches.





It is one kind of personalized store where every customer has a different front page because of their location and previous purchases. Even customers are eligible sometime to get extra services because of previous history and loyalty towards the services. Such kind of store helps the customer to fulfill their expectations.

3. Reduce recurring cost while hiring virtual support resources.

One of the factors which can benefit in eCommerce is that by hiring employees is affordable. It is like you can choose to outsource your task and work to your virtual assistants in different countries.



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It will make your presence of the company in a different location at the same time always. In thi...



case, you will not need many employees in an eCommerce business as compared retail locations.
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4. Easily retarget your customers.

There are many ways to retarget the customer and sell the product nicely. Below are some of the techniques which you can use to retarget customers:-



- Share a coupon when customers leave the checkout page.
- Even by sending emails which are pitching upsell and cross-sell.
- Can be done through Google paid and organic search results.
- It can be done through the customer's number of visits to a specific page with a certain period of time.

5. Easier to encourage an impulse buy

Impulse buying is one of the techniques where it works as a common behavior of customer's perception towards a particular product. It is related to the control of human psychological behavior which is like some people possess personality traits that can be said as impulse buying tendencies.

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A CLASSIC ITALIAN DESIGN

Dyin' ain't much of a livin', boy. Man's gotta know his limitations. Are you feeling lucky punk? This is my gun, Clyde!

SHOP NOW

VIEW FEATURES



WEEKLY FEATURED ITEMS

WE SUGGEST YOU

Dyin' ain't much of a livin', boy. Man's gotta know his limitations. Are you feeling lucky punk? This is my gun, Clyde! You want a guarantee, buy a toaster. Ever notice how sometimes you come across somebody you shouldn't have run into?



This is what can be used on an [eCommerce platform](https://magnetoitsolutions.com/blog/which-is-the-fastest-growing-ecommerce-platform-trending-today) (<https://magnetoitsolutions.com/blog/which-is-the-fastest-growing-ecommerce-platform-trending-today>) too by making the product more attractive with images, other color options and even by showing a video of the product. So the customer can get the same aura of buying the product from the store.

6. Reviews Available

It has so many positive recommendations which can give more values to your [eCommerce website](https://www.emiprotechnologies.com/blog/magento-blog-56/post/5-magento-features-that-you-know-but-you-don-t-know-640) (<https://www.emiprotechnologies.com/blog/magento-blog-56/post/5-magento-features-that-you-know-but-you-don-t-know-640>) and help customers to build more trust over a particular product. It can help you to be clear and more visible about the product that helps you with more product selection too.





All of the reviews are valuable to customers, which can really help a lot to built trust over the products and services

7. Able to provide detailed information to the customer.

Every customer looks for more details over the products so that it can help them to take a wise decision over their purchases. It is one kind of description which really helps a lot and expresses about any particular product.

Samsung Galaxy Note 9 Mobile Phone Information

Style: With Offer | Colour: Ocean Blue | Size: 128GB

Technical Details

OS	Android 8.0
RAM	6 GB
Item Weight	200 g
Product Dimensions	0.9 x 7.6 x 16.2 cm
Batteries:	1 Lithium Ion batteries required. (Included)
Item model number	Galaxy Note 9
Wireless communication technologies	Bluetooth, WiFi Hotspot
Connectivity technologies	2G GSM, 3G WCDMA, 4G LTE FDD, 4G LTE TDD
Display technology	Super AMOLED
Other camera features	Primary camera 12MP (F1.5/F2.4) with Dual Aperture and 12MP (F2.4), 8 MP Secondary Camera
Form factor	Touchscreen Phone
Weight	200 Grams
Colour	Ocean Blue
Battery Power Rating	4000
What's in the box	Handset (Non-removable Battery Included), Earphones, Travel Adapter, USB Cable, User Manual, S Pen

Additional Information

ASIN	B07G8C2SG5
Customer Reviews	79 customer reviews
Best Sellers Rank	#1,469 in Electronics (See top 100) #172 in Electronics > Mobiles & Tablets > Smartphones & Basic Mobiles > Smartphones
Date First Available	8 August 2018

Warranty & Support

Warranty Details: 1 year manufacturer warranty for Phone and 6 months warranty for in the box accessories

Feedback

Would you like to tell us about a lower price?
If you are a seller for this product, would you like to suggest updates through seller support?

Activate Windows
Go to Settings to activate Windows.

It is in short one kind of information which is been shared clearly on the description about the [product](https://magnetoitsolutions.com/blog/10-ecommerce-product-optimization-tips)(<https://magnetoitsolutions.com/blog/10-ecommerce-product-optimization-tips>), that helps the user to take a final decision on the requirements.

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The flow which is been shared below the product in detail makes the customer to understand it in more details and that makes them to put them on a cart for their final check out with making them aware of all the features and functions of the product.

8. Best Quality of services in reasonably low operation cost

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It is one of the benefits which plays a very vital role over all e-commerce platform. In most of the case, physical retail stores have to pay a lot to maintain their presence in the market by paying rent or even if it's own. There are several up-front costs which affect the store which is usually owned.



E-commerce store will help you cut off more than 60% of the price which has been run through a physical store. When you talk about operation cost it is very high as compared to the online store. One has to pay their staff, location charges, inventory, store design etc, which affects a lot.

9. Quick and affordable marketing

You will not have to spend many bucks to market your e-commerce biz. There are many ways to pull your eCommerce business into this online world through various ways of online marketing which are quick and affordable.





Here are some of the uniques ways which can just make you understand and help you with improvising marketing techniques.

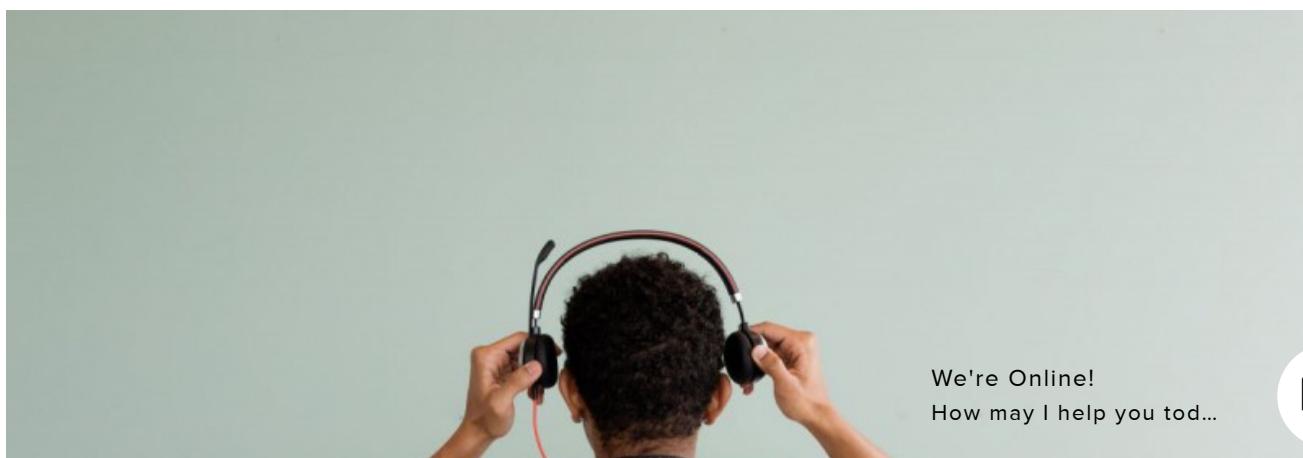
- Always go with great content this is what helps you to be more visible in the market through creative content marketing.
- You can even go for creative marketing video which expresses about the product and services.
- Social networking helps you to make your presence everywhere because there is no one who is currently not into socializing.
- Even there are DIY infographics which helps you to express about presence, you can say contrary that it works as browser.
- It helps you to enlighten the life to old data too.
- Every customer can be reached through digital market just have to focus on the techniques to approach them.

Related Article: [25 Best E-Commerce CMS Platform For Your Online Website In 2018](https://magnetoitsolutions.com/blog/ecommerce-cms-platforms)
[\(https://magnetoitsolutions.com/blog/ecommerce-cms-platforms\)](https://magnetoitsolutions.com/blog/ecommerce-cms-platforms)

This what makes all things affordable because when you try to same on offline marketing it is expensive and time consuming a lot.

10. Provide flexibility to the customer to buy product 24/7.

It has more flexibility over the regular store because the services are available 24/7 and though helps to serve you the services at any time and anyplace.





There is a lot of change in the online markets recently which are providing you services helping you with the recommendation, sales support, chat support and even helps you find similar products. E-commerce is one of the platform which available for consumers 24/7 and globally.

11. Less store setup cost and quick ROI (Return of investments)

When you talk about eCommerce it has less amount of investment as compared to the offline store, it takes a huge amount of investment to set up an offline store which affects your business a lot by lacking on the return of investments.



This happens all because all investment which is been done over maintaining the store, on the contrary, it takes less amount of investment to make an online one.

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Even after investing a lot of money over stock, labor, services, maintenance, electricity bill,..rent

and etc. these will never help you out to gain profits over your investments. **E-commerce stores**

- ~~any eC, these will never help you out to gain profits over your businesses. E-COMMERCE STORES are affordable and though you see nicely than you will find that there is not much of investment as compared to the offline store and has more benefits too.~~
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12. No Geographical limitation, tap the global market form the day one.

It is like the customer will have access to the online store from anywhere in the world, which can globally be accessed. This is what every customer is looking forward to having as their service because sometimes customers are not able to find a particular product which not available at the store location but though online store works like a magic to provide them with multiple options. So, that they can avail the services easily.



That is the main reason why [eCommerce store](https://magnetoitsolutions.com/blog/increase-commerce-store-sales) (<https://magnetoitsolutions.com/blog/increase-commerce-store-sales>) helps you to be visible over the global market, where you will be fully available to everyone across the globe from the day one itself.

13. Reduce Resource hiring and training cost.

In eCommerce you will not have to hire many employees as compared to the store, it is because when you open an online store your half of the work is been done through approaching customers directly by providing detailed information and visibility of the products.

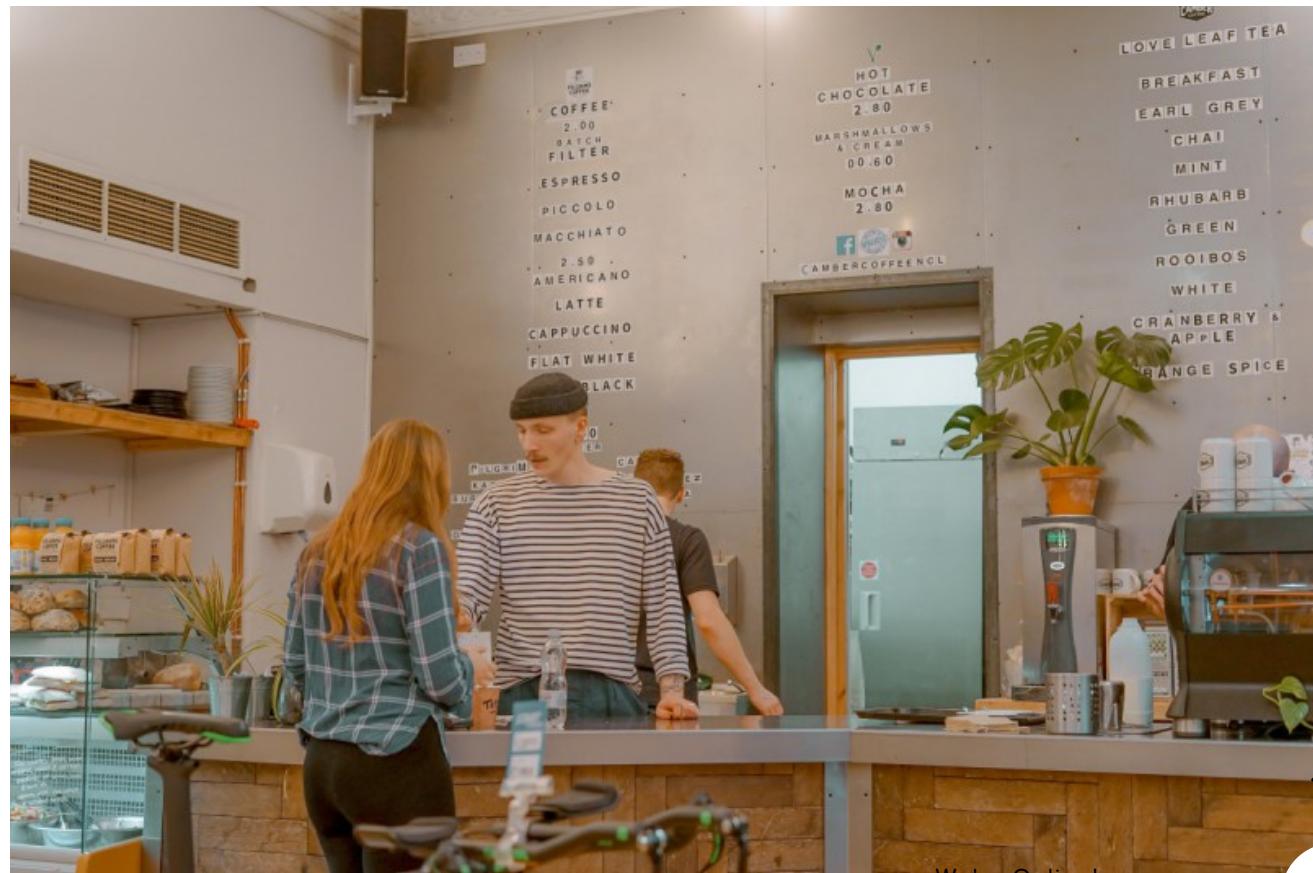




You will not have to hire a seller to express everything about the product or have to train them. This is what makes eCommerce more effective in cost deduction of hiring and training employees.

14. Avoid human error while dealing with customers.

In the path of e-commerce, you will never face the issue of human error because every product is updated with details on the site, so that makes easy for the customer to have more visibility over the products.



This is what makes the customer feel comfortable to buy online as compared to the store. The store

are way more difficult sometimes because due to lack of options, comparison and descriptions.
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When you visit a store you will always find that the solutions too expensive with finding consultation not much convincing but though still, you will have to hear it till the end. This is what makes the customer more confusing to buy or not? It is like getting pitched again and again for the same on what you are not looking for to get checked out.

15. Environment - Friendly

You can say the eCommerce is totally eco-friendly as compared to the store. It is because when we visit a store at a time of purchase, we receive a bill, receipts, coupons etc.

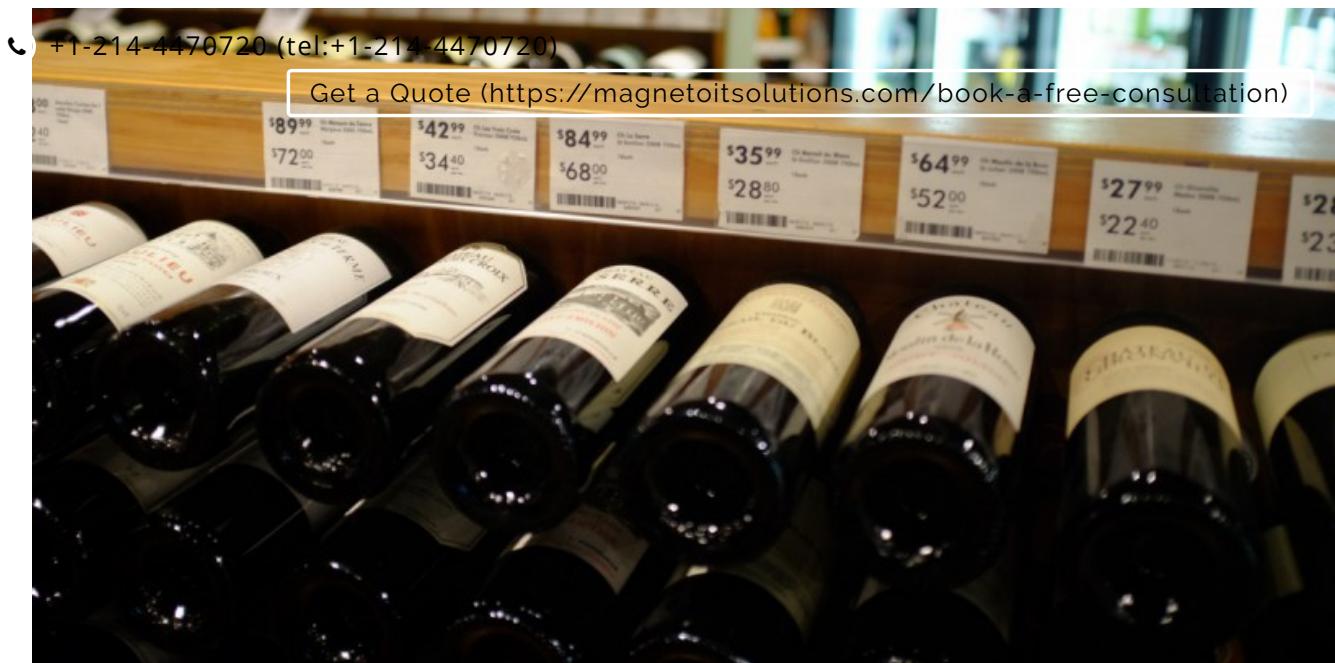


These harms our environment a lot and that is the reason why eCommerce bought such services which are much eco-friendly and easy to maintain.

16. Compare product and price

In the world of eCommerce, you can compare the products easily which shares a detailed description over it. The most beneficial part of eCommerce is that you can avail and understand the product clearly but though this happens totally opposite when you visit a store.





In store you might not be able to find the product and will not be able to compare it, even you might have to visit multiple shops to know the differences.

This is what saves time for the customers when we look into the world of eCommerce. Every service which are been provided through eCommerce are made to serve customers to have easy access with more details and less time-consuming.

Disadvantages:-

1. Lack of personal touch



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It is kind of consumer feeling that consumer can't feel and touch the product. Sometimes no matter how good a product is explained and expressed you will not be able to sense the touch, smell, taste, and sound, through the dimensionality of a screen. This is what makes eCommerce sometime in a situation where customer faces bit trust issues over products.

2. Unsure about the quality

One of the biggest problems with buying things online is that you will have no guarantee of a products' quality. Reviews are not always helpful and though all the researches will never assure you about the quality of a product.



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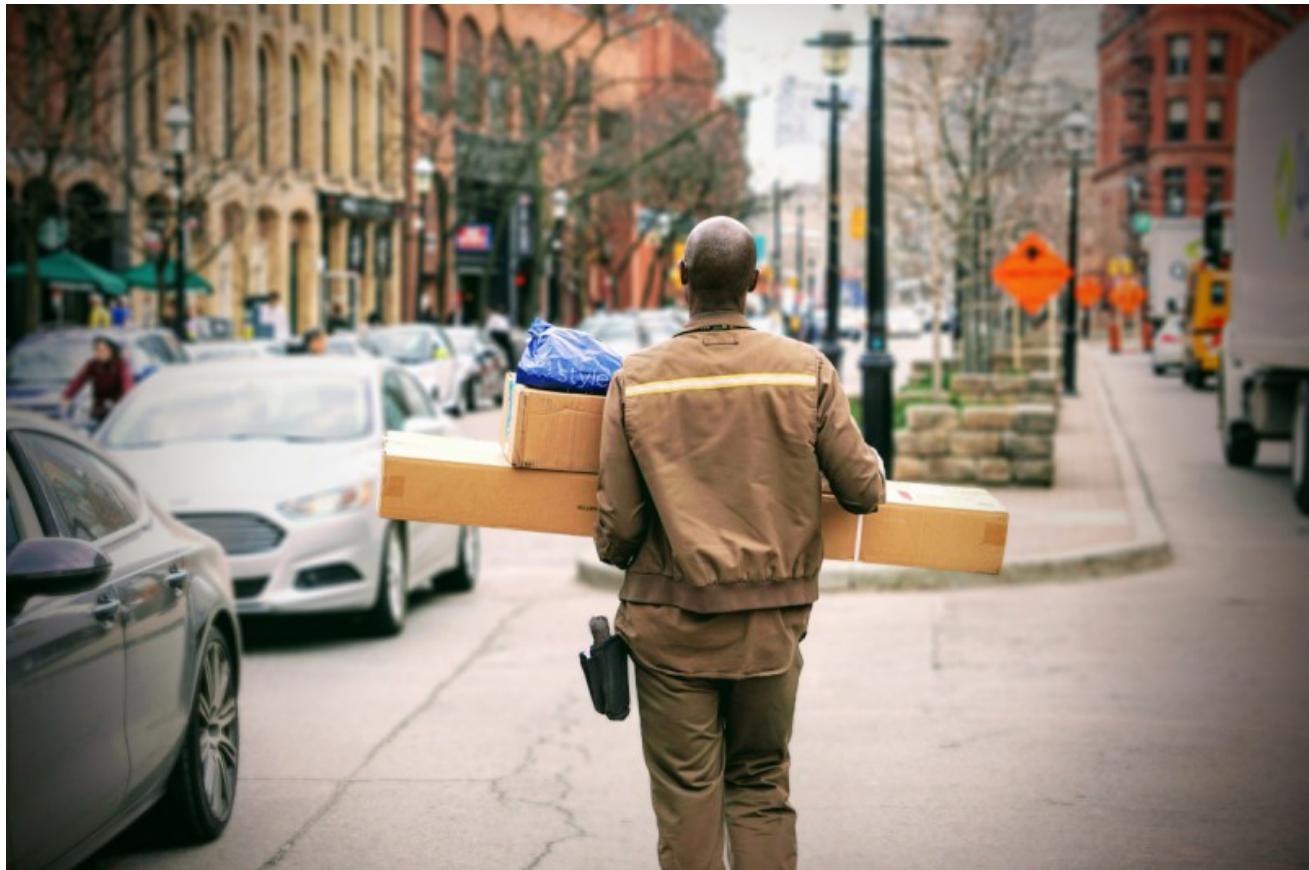


- It may mislead customers to increase sales but though for they will have to make sure and get aware that sometimes faulty products are being sold online too.
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Related Article: [10 Things To Consider When Designing An ECommerce Website](https://magnetoitsolutions.com/blog/design-ecommerce-websites)
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3. Late Delivery

When someone plans to order a product online they are never assured to get delivered as per time and there are plenty of issues which make such situation very delicate for customers.



It is like you are waiting for an entire day leaving your work to just receive your new phone for example and though you are not getting delivered on that day itself.

Such a situation makes consumer wait a lot for the delivery but at end services almost loses the trust of customers on that moment itself.

4. Security issues

E-commerce sites record all the important details about the customers which are to be kept secured because it includes details like name, phone no, address, and bank details. If in these case sites don't implement rigorous cybersecurity quantity.

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Every online store has an issue with security whether they are small, medium or enterprise businesses. In short, you can say that online store has security issues which can never be predicted in this world of eCommerce.

5. Internet bandwidth

E-commerce is the store which totally runs on the internet and though it needs a good connection to run the business online. If you are not the good bandwidth connection than you might face issue with placing the orders, loading pages, and check out issues too.



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The services are online, so there will be always some issues with the internet bandwidth and this issue works contrary from both ends.

6. Some products are difficult to purchase online

Yes, it is true some products are really difficult to purchase online like, gold, spectacles and other which you required very customized one.



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It is not that easy to trust on those which are kept online in an image to express but let's say for example gold is not the product which can be easily purchased online. One has to verify physically and has to look on to the size too, so it is not easy at all to purchase online.

7. E-commerce is highly competitive

Every single step into eCommerce is very competitive because the online market has been growing rapidly. One has to focus on the services and try to learn more about the strategies to make their visibility global market.



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It is a game of content which plays a unique role in the world of internet, why content because everything that matters is the searches at the end. Everyone tries to make searches easy with keywords so that their name pops up easily on the front page of the internet searches.

8. It is difficult to try before buying.

You can say that **online shoppers** will not have much ability to inspect physically, even sometimes they lose the power to negotiate the price and payment terms might exist different as compared to local stores.



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While online shopping you will not have a person to talk and sometimes items are back ordered if they are not in stock though these create a lot of problems.

9. Site Crash issues

This is one of the problems where you have to reckon the service to get online again because when you talk about eCommerce store, they face issue with servers sometimes which causes lots of problem on sales.



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It is because when the site goes down the entire services won't be available and you will have to wait for hours to get the store is online again.
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If you are looking forward to developing your own online store (<https://magnetoitsolutions.com/services/ecommerce-development>) there are some of the platforms which you choose from and those are:-

- **Magento**
- **Shopify**
- Prestashop
- WooCommerce
- BigCommerce

There are many of them from which you can choose from but the above mentioned are the one which is highly in demand of eCommerce web development. [Magento development](https://magnetoitsolutions.com/services/magento-development) (<https://magnetoitsolutions.com/services/magento-development>) is one of the famous eCommerce platforms that everyone prefers for their online web store.



Ronak Meghani

A creative and passionate eCommerce Strategist with over 8 years of experience in providing IT solution across various industries. Ronak Meghani, the Co-Founder of Magneto IT Solutions, a full service of eCommerce Development in the USA, UK, and India. Ronak is closely working with e-Commerce ventures since 2009 and He has helped 200+ brands for building / improving their online ventures in the area of UI/ UX, Development, Launching, Revenue Enhancement, Marketing strategy and much more and 90% stores are generating very good revenue.

 (<https://twitter.com/ronakmgani7>)



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26 Thoughts On “25 Advantages And Disadvantages Of Ecommerce For Businesses In 2018”

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October 4, 2018 at 10:54 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-6468>)

Reading this article was an experience. I enjoyed all the information you provided and appreciated the work you did in getting it written. You really did a lot of research.

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2. Anonymous

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Regards

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Thank you! Nice post. I learn something totally new.
This article has encouraged me a lot.

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Reply (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce?replytocom=6813#respond>)

1. **juned saiyed**

January 11, 2019 at 9:47 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7454>)

Thank you for appreciation

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9. **Anonymous**

November 25, 2018 at 10:20 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-6866>)

My partner and I stumbled over here from a different website and thought I should check things out. I like what you have written in this article, I am just following you. Look forward to checking out your web page again.

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1. **Juned Saiyed**

January 16, 2019 at 12:12 pm (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7595>)

Thank You For Appreciation.

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10. **Free Madden Mobile Coins**

December 18, 2018 at 7:48 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7054>)

This is really interesting. You are a very skilled blogger.

look forward to seeking more of your wonderful post.

Reply (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce?replytocom=7054#respond>)

1. **juned saiyed**

January 9, 2019 at 11:03 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7374>)

Thank you for appreciation

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11. **digital marketing services singapore**

January 8, 2019 at 9:17 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7325>)

I am actually happy to glance at this blog posts. which includes tons of useful facts, thanks for providing these kinds of statistics.

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1. **juned saiyed**

January 11, 2019 at 7:57 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7444>)

Thank you for appreciation

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12. **<https://bumblebeefull.de/>**

January 10, 2019 at 5:22 pm (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7425>)

My brother recommended I might like this web site.

He used to be entirely right. This article truly helped me.

You can not believe simply how a lot of time I had spent for this info!

Thanks!

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13. **Anonymous**

January 13, 2019 at 10:08 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7534>)

Wow, fantastic weblog format! How lengthy have you ever been blogging for? you make running a blog look easy. The whole look of your site is magnificent, as neatly as the content!

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1. **Juned Saied**

January 16, 2019 at 11:27 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7588>)

Thank you for appreciation.

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14. **Anonymous**

January 16, 2019 at 11:30 am (<https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce#comment-7589>)

What's up everyone, it's my first go to see at this website, and piece of writing is actually fruitful in support of me, keep up posting these types of content.

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1. **Juned Saied**

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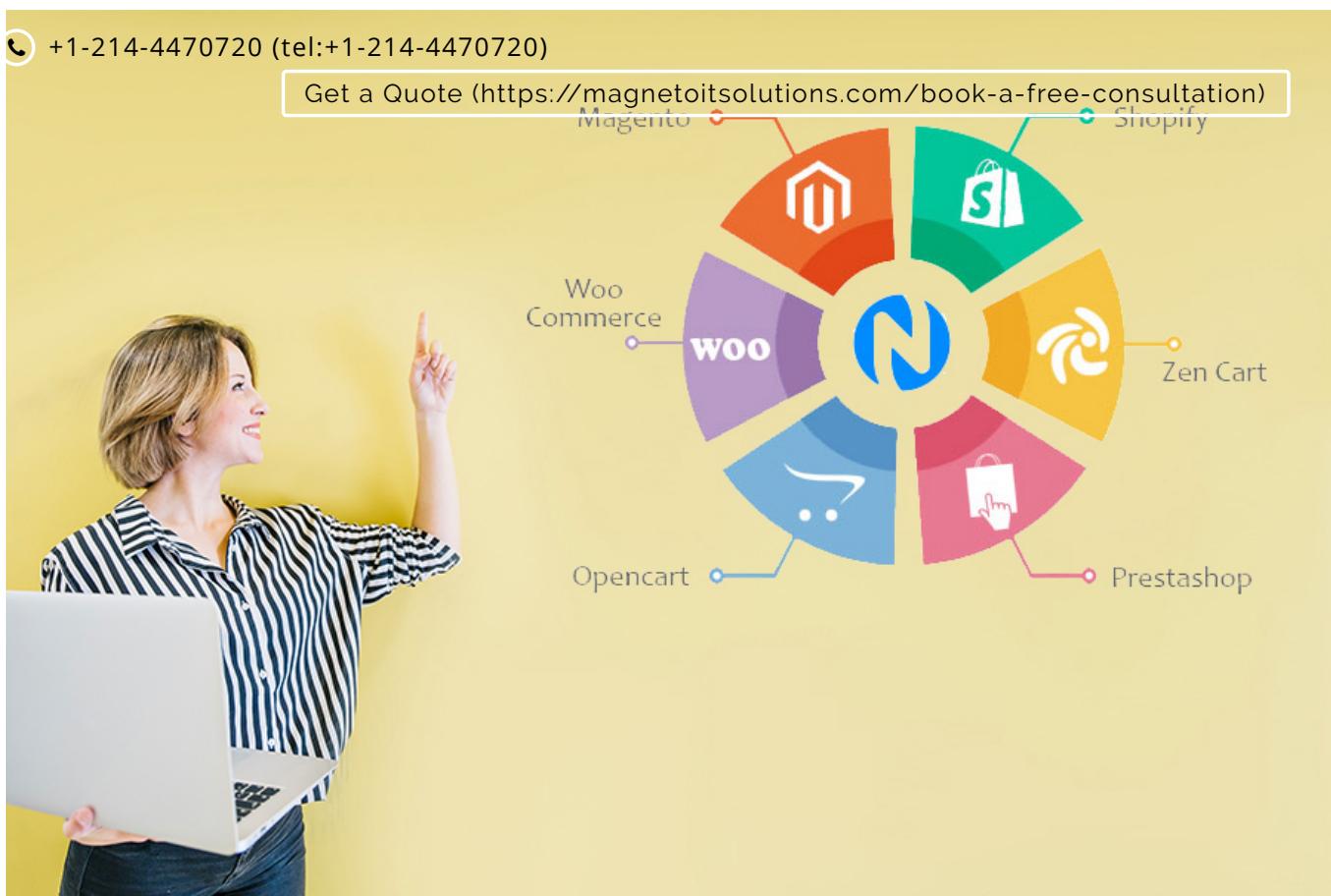
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