## NO. 10

## DISADVANTAGES OF ONLINE AUCTIONS

The disadvantages of online auctions for sellers are;

1. **LACKING COMPETITIVE ATMOSPHERE**:

* Online auctions lack the competitive atmosphere that we see in offline auctions. The competitive atmosphere in offline auctions often result in higher bids.
* Some bidders use a tactic, known as “snipping’. Bidders using such a strategy place their bids only at the last moment, i.e. when it becomes impossible for other bidders to come up with competitive bids. Such a practice could result in sellers getting bellow the market value for their offering.

1. **LESSER CONTROL OVER NUMBER OF PARTICIPANTS :**

* The auction company has no control over who is participating in the bid. This could lead to anonymity in identifying the bidders.
* Since online auctions attract a lot more people, it means each bidder needs to outbid a lot more people to win the bid.

1. Lack of customers
2. **TECHNICAL ISSUES:**

* Technical issues such as website crashes, slow loading times, and connectivity problems can disrupt the auction process, causing frustration for both buyers and sellers.

**Conclusion**

Despite the drawbacks, online auctions are growing very popular around the globe. Auctioneers are using state-of-art software to ensure auctions don’t encounter any technical glitches and are safe for the bidders as well. Still, it is crucial for both buyers and sellers to investigate all aspects of the online auction before deciding to take it up.

**References:**

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