**Pros and cons of online shopping**

In any epoch shopping is one of entertainment activities if you have some money, sure. Some other activities could give positive emotions for a human, for example reading books or sport activities, but acquiring new things accompanied by communication with new people and visiting new places (shops, malls etc.) could be considered as enjoyable too. For women in particular.

It was about offline shopping. What about online shopping - you shouldn’t visit new shops or malls during it, but you see prices of all sellers and have **~~much~~ MANY** more options to make your choice from. Your choice could be based on multiple factors, such as: quality, size, price, color, some hidden options that could not be compared during offline shopping, but in case of online shopping they could be compared using online comparison tools. Online shops usually provide search form with extended set of options to make complex search with multiple conditions. So, because of that nowadays online shopping is extremely popular.

From the other side, to provide many cases of choice, goods producer should create many “different” types of things, which almost the same but differ by some non-important properties like color or buttons amount or other minor options. It makes the impact on the environment because of spending nature resources for extra goods manufacturing.

Additionally, in case of online shopping seller just ~~need~~ **NEEDS** the storage and his own online shop or could just become participant of selling platform which is aggregator of many small sellers for some percentage of their income. Because of that shop owner doesn’t need to hire people for some position and will save some money, so these people lost their job or don’t get it in **THE** future.

So, we described about pros and cons of online shopping, but definitely it’s reality and we should live with it.