Online shopping has some advantages like below • Save the Time of the consumers. • They can purchase any time anywhere • They can compare the price with the others retailers very easily. • Compare the advertising price and actual price • They can easily track their product • They can use cash back policy • They can purchase the product from the foreign marketers. 14 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_COM/O42/16\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2.4 PROBLEMS OF ONLINE SHOPPING Online shopping problems are great barrier to the online purchase aim of customers. General problems include prospect of having credit card. The obscurity to confirm the reliability of the provide goods and the risk to buy a product that it would not value as much as customer pay for it. Aftersales problems, involved difficulty to change not working product with a new one and products warranty are not assured. Online shopping has various disadvantages: • The customers can not touch and fell of the products when they want to Purchase. • Some time delivery time is so much late • Some time they will pay the shipping charges so why the cost of the product may increase. • Lack of personal attention by the sellers. More chance to fraud. • Security of internet banking password and credit card password • Lack of quality