**“HOW ONLINE MARKETING IS BETTER THAN OFFLINE MARKETING”**

“Happiness is not in money, but in shopping”. Don't you think so? Also I think shopping is quite good exercise for the inner soul. At Least for me. It tranquilizes me. I love shopping and who doesn't. Everyone likes being in comfort. Everyone wants their closet full of their best-loved clothes and wishes to own smart digital appliances. Where do these things come from? Of Course shopping. It makes you jocular and merriment. It not only fulfills your sought after luxury demands but helps you consummate your daily requirements.

You can buy groceries, home appliances, electrical equipment and many more things that you require. There are departmental stores, shopping malls, street bazaars, and many shopping apps that give you the facility to buy things. Shopping helps you to concentrate on things that you desire, not on stressors in your life. It always boosts your confidence when you wear something alluring. It is said that wanting an item without purchasing it makes you feel good but buying it makes you feel satisfying. How many times did you check your shopping apps and just scroll down and add things in your wishlist? You love doing that. The first notification that pops in my notification bar is mostly of shopping apps. There are many people who are experts in shopping. This is also aptitude. It's very difficult to choose something splendid. But some people manage to do that very easily. Some are very confused during shopping and some are quite expert. Everyone wants to buy good items in their own budget. And online shopping is the best resource for it. It gives you plenty of options with a wide range. Online shopping has been around for years, actually decades. But it has really become mainstream nowadays, especially due to this covid situation. Due to confinement of going out, people have got more engaged in online shopping. The boredom has made them order online novels and music instruments. Online shopping stores give you more variety in limited price. It gives you many websites where you can compare your prices. It is much better than offline shopping. For working people, it's not possible to take out time for shopping and parking hassles is worst. And definitely if you have gone shopping it will take a lot of time. But in online shopping you can buy anything at any time without parking hassles. Salesmen don't hover around and shopkeepers don't pressurize you to buy the item. Online you can visit the site, see many products and if you don't want to buy anything then you don't. Noone will coerce you. You don't have to buy anything reluctantly. Even while working, you can just swap your item from wishlist to your cart and can buy it very easily. You don't have to face aggressive and annoying jam-packed and no need to wait in line. Everything is available online now. And of course, wifi is cheaper than petrol. You don't have to spend your whole pocketmoney in petrol. You can just use your internet to shop. From your black dress to your mother’s kitchen equipment. You can buy vegetables and fruits online. There are many apps that bestow the facility of home delivery of fruits and vegetables like bigbasket, grofers, flipkart supermarket etc. and fresh and best products are available.

Even while buying some digital appliance, it brings forth many options and helps you to compare with other prices. You can buy anything you like under your budget. Also, when you go to a mall, it will only show limited brands but online you just have to use your fingertips on the search bar and can buy anything of any brand. Online stores sell products of less price because of the less money spent overhead but in offline the local stores charge more because of the taxes and bills they have to pay. There are many shopping apps. For clothes, makeup tools, groceries, electrical equipment everything has their own app so that you can do shopping without any distraction. How easy it is to just search your item and buy it rather than going out and struggling to buy it. Suppose your friends suddenly show up at your place and you don't have the time to cook something delicious and that too much quantity. In such a case, you will take your phone and order food online. Online shopping not only refrains you from such situations but also helps you to get the best out of the rest. You don’t have to confine yourself because of the time period. You can buy even at midnight. If you are not feeling sleepy, you can enlist your grocery items and buy them from an online store. Saves time and petrol both. Also, most importantly, these online stores provide you a wide range of sales. Everyone waits for one thing, that is sale. People get triggered when they hear a word sale. Especially me, whenever i get to know that there is a sale on any of the apps at least I visit it to see if something good and budget friendly is available. Especially the festive season sales. They show you the best and trending product at a good price. You can even earn points on it and buy things at a discount. The most appealing of all is the cashback facility/offer that attracts a lot of customers. You can also get reviews about the items you want to purchase and can also return or exchange the items if not up to their expectations. Indian customers are usually attracted to deals where they can save a lot of money or even some. According to a survey, sales has increased from 1.3 million in 2014 to 4.5 billion in 2021. It has become the most popular activity on the internet.

Therefore, shopping has become necessary in your daily activities. The availability of online shopping has brought forth many educated customers. Significant increase in technology has given the customer better online shopping experience. Online shopping has made our life very trouble-free. With the increase in technology and demands of people, online shopping is giving you more benefits and facilities. Happy shopping!!