**ESSAY**

**The growth of online shopping has greatly improved for the consumer**

Online shopping is even more common around the world: everyday millions of people buy something surfing on the Internet and reading advertising. This growth has improved consumers’ life, but it is really so?

It is a very fast service because the customer can look for what he/she needs and buy it in few seconds. This means that it is a very easy service because some “clicks” and the customer, adding articles in his/her cart, buys what he/she desires. One point in favour of online shopping is that it offers a secure service: every customer has his/her own username and password to log in to the website chosen (Amazon, Zalando, etc.).

However, there are some drawbacks which worry people about the consequences of online shopping in our lives. Firstly, it is a threat for all the shop-owners in our towns. Consumers spend a lot of money on the Internet, ignoring the local trade. Another disadvantage is that buying online means the impossibility of touching them or of understanding whether they are suitable for us or not. In other words, wrong items can lead to customer’s disappointment. This latter makes customers write few lines for a review about what they have bought or their experience. Providing that they describe a negative experience, it will be a harmful consequence for next purchases.

All things considered, online shopping has pros and cons. It is up to us to decide if we want that online shopping would be a part of our life or not.