# Essay

# The growth of online shopping has greatly improved life for the consumer.

Online shopping is radically changing the way of buying and selling things and it seems that it is affecting more and more people. The web market is well-spread in the world, but does online shopping improve life for the consumer?

The greatest benefit of online shopping is that it allows consumers to buy what they need without going out. It just requires a click on the basket, which is displayed on the phone or on the computer, and the item will be delivered at home. In addition, if we want to make a gift to someone, who live far from us, now it is possible thanks to online shopping, since it offers a huge variety of articles, from cloths to technological devices, furniture and much else besides. Another point in favour of this global and digital market is that prices can be compared, so it means choosing the cheapest offer and it is extremely important for saving money.

However, amongst the numerous advantages that online shopping suggests, there are also lots of drawbacks. Firstly, online shopping means buying something that we can’t see or touch concretely, for instance we could receive an item which is different from what we expected or even worse we might be cheated. What is more, online shopping is negatively influencing the local commerce. The shopkeepers are suffering from financial losses due to the web market, because modern consumers think that going to shops is a waste of time.

To sum up, online shopping is a synonym for ‘’purchasing effortlessly’’ and it is really useful in many occasions. Nevertheless, we should not always trust the web, because it hides many unpleasant surprises. Online shopping has both pros and cons and its usage must be balanced with other types of commercial activities.

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