**ONLINE SHOPPING**

Throughout history, shopping has always been an essential need for people, and with the help of technology it has taken on an entirely new meaning. E-commerce has given people worldwide the chance to shop whenever and wherever. In the time of the global pandemic online shopping is the only resource that people can have easy access to. Has online shopping made life easier?

Firstly, online shopping as opposed to offline shopping has given many the chance to save their time and energy by avoiding in-store traffic jams and long car trips. Not only is it useful for busy working people but also for those who have disabilities and cannot go to the store.

Online stores offer a wide variety of items and are always opened for business, whereas most physical location stores have limited time hours. Consequently, online stores enable their customers to shop at their own time and pace. Many point out how this new way of shopping has given them the golden opportunity to compare product prices, finding the most affordable ones.

On the other hand, others believe that online shopping is not the perfect medium when it comes to purchasing items such as (clothes, electronics, household), due to the lack of hand-on experience. Not being able to physically examine their merchandise causes consumers to be reluctant when shopping online. One of the major drawbacks is the rising threat of cybertheft, when it comes to making a virtual payment, thieves’ slyly steal credentials and personal information without anyone noticing. For this reason, it is essential for users to always be careful, for some e-tailers are not always reliable. Most importantly, the Internet’s quickness has given many the chance to immediately purchase items without even noticing the quantity they are buying, thus making it more likely for customers to become unconsciously addicted to shopping.

All things considered, it can be concluded that online shopping is a rising trend and, on its way to fully dominating and replacing in-store shopping**,** thereon many stores are shutting down. During this global pandemic, online shopping is showing its true colors and necessity to the world, facilitating many companies to continue their businesses. The only one thing users can do is cease this new way of purchasing, while being consciously aware of all its drawbacks.