**ESSAY**

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

Online shopping is **more and more popular** all over the world: **every day** millions of people buy something after surfing on the Internet and reading advertising**. Many say that this growth has improved consumers’ lives, but is this true?**

It is a very fast service because the customer can look for what he/she needs and buy it in a few seconds. This means that it is a very easy service because after some “clicks”, the customer, adding articles into 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 chosen website (Amazon, Zalando, etc.).

However, there are some drawbacks which worry people regarding 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, **subsequently ignoring local businesses.** Another disadvantage is that buying online **means it is impossible to touch the products and understand** whether they are suitable for us or not. In other words, **customers can often be left disappointed**. This latter **point** **can make customers write a bad review** about what they have bought. When they describe a negative experience, this may then have harmful consequences for next purchases. ***(??of the customer who had the bad experience? Or of future customers who may then be discouraged?? It’s unclear what you mean)***

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