



## The Benefits of Online Shopping

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty getting to traditional stores and the hassles often associated with shopping in malls and other traditional stores may contribute to the increased interest in online shopping. However, there are also many benefits which make online shopping an excellent option for many busy shoppers. Some of these benefits include convenience, comparison shopping capabilities and express shipping options and this article will discuss each of these benefits in further detail.

### The Convenience of Online Shopping

One of the most obvious benefits of online shopping which cannot be overlooked is convenience. One of the most enjoyable conveniences of online shopping which is enjoyed by many is the ability to shop for products or services at a time which is convenient for the consumer. Online retailers accept orders twenty four hours a day while consumers who wish to shop at traditional stores have to be available to visit the store during normal business hours. This can be a major inconvenience especially for shoppers who work long hours or shoppers who work odd hours. Online shopping eliminates this concern because shoppers can simply access online stores from their computer whenever they have free time available.

Another convenience of online shopping is the ability to order products from around the world. Shoppers are no longer limited to products offered by local retailers because the vast majority of online retailers offer shipping to many different locations. This can make it easy for online shoppers to acquire hard to find items or items which are a regional specialty of a particular area.

## **Comparison Shopping when Online Shopping**

Another great benefit of online shopping is the ability to comparison shop easily. Instead of running around to several different traditional stores and trying to remember or write down details such as prices and features, the shopper can simply open two or more browsers to easily compare more than one item. Additionally, there are several websites and online retailers which make comparison shopping even easier. These websites may even provide charts which compare features for similar products to enable the online shopper to make an accurate comparison of two or more items before making a purchase.

Another advantage to comparison shopping online is it gives the consumer the ability to compare items which may not be available in his location. This is important because some items may only be available in certain parts of the country. This can make comparing items difficult for traditional shoppers. However, online shoppers are easily able to make these comparisons and learn more about similar products which helps them to make the best possible decision.

## **Using Express Shipping Options when Shopping Online**

One of the distinct advantages of online shopping is the shipping methods which are available. These options are especially beneficial to online shoppers who are guilty of often waiting until the last minute to purchase items as gifts or items that are necessary for other reasons. For these online shoppers express shipping is one of the most beneficial features. Although the shopper will pay significantly more for express shipping options the shopper will have the advantage of being able to purchase an item the day before it is necessary and have the item delivered directly to the necessary party.

Other beneficial shipping options often include the inclusion of gift receipts as well as gift wrapping options. This is especially important for online shoppers who are interested in sending gifts to friends and family members. This can save the online shopper a great deal of time because they can have the gift shipped directly to the friend or family member as opposed to having the gift shipped to themselves first and then having to wrap the gift and re-ship it to the recipient. The ability to send gift receipts are also important because it enables the recipient of the gift to return or exchange the item but does not divulge the price paid for the gift.

(ORIGINAL INTERNET SOURCE: <http://shoppingtrends.net/> )