

Argumentative essay on online shopping

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Introduction

Purchasing goods and services from internet shops is known as online shopping. Since the advent of the World Wide Web, marketers have been eager to sell their products to Internet users. Buyers can visit web stores in the comfort of their own homes and shop while sitting in front of a computer.

Buyers buy a variety of items in online stores. People can buy almost anything from companies that offer their products online. Books, clothing, household items, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can purchase online.

Many people choose to shop online because of their fitness. For example, when a person buys a brick-and-mortar store, he has to drive to the store, find a parking space, and walk to the store until he has located the products he needs. After seeing the items he wants to buy, he may have to wait in line at the store for a fee.

In contrast, online shopping helps consumers avoid these adverse situations. One goes online, visits a store website, and selects personal items with online shopping. Items are stored in a visible shopping cart until it is ready to purchase. The consumer can always wear pyjamas as he goes shopping, and the process can be continued very early or late into the night. Online stores are not closed - they are open 24 hours a day.

Except for easy online shopping, not everyone buys goods and services online. Some people like the idea of going to a physical store and experiencing the shopping process. They love the commercial touch, try on costumes, and be, among others. Online shopping does not allow consumers to touch products or have social media. And it does not let them take the goods home on the same day they buy them.

Some people may worry about shopping online because they fear that their credit card information details will be compromised. With the need to provide credit card information when purchasing products online, people worry that they may be victims of identity theft. Some customers are put off from shopping online as a result of this.

Another reason why some consumers avoid buying online is because they worry that the products they are buying are not displayed correctly in the website image. They fear that the idea of the object may look the same way, but the real thing may look completely different - perhaps of lower quality. It is also not possible to try on clothes when shopping online.

The buyer should rely on body measurements to ensure that the clothes fit properly. If the goods arrive by mail and are too small, the buyer must return the item. This is an issue that some consumers may not want to deal with.

Benefits of Online Shopping

Outstanding Fitness: Compared to a brick-and-mortar store with fixed hours, online shoppers can choose any time of the day or night to go online and shop. This is especially helpful for mothers with young children, people at home, or during periods of inclement weather.

Price comparison: When you visit a store, you probably have to pay whatever the seller puts in the item. Not so with online shopping - you can compare prices from hundreds of different retailers (see Comparison Buying Sites on the Top Nine).

Endless option: Shelf space in a brick and mortar store is limited, which means your variety of materials is limited. Not so with the online store. Also, if you do not see what you are looking for in one online store, you can move on to the next one - you have the power to do just that.

Easy access to consumer reviews: Easy to access consumer reviews for any product you can think of online, making shopping more informative.

No pressure sales: We are all poorly targeted by aggressive marketers. You do not have to endure that online.

These are some of the advantages of shopping online. Is something wrong? Let's look at a few things that might prevent some customers from buying goods online:

You can't try things. When you buy an item of clothing, you cannot feel it, try it, and see how it is made. Unless you know your standards and are familiar with the type of clothing offered, this could end up being a bad idea.

You can't talk to someone right away. If you have a question about something you're seeing, you'll most likely have to wait at least 24 hours for an answer (however, many sites have "instant chat" allowed to take care of this issue).

Privacy and security: Privacy and security are a legitimate concern for any online consumer, but there are safety measures you can take to ensure that your activity is secure. For example, paying attention to HTTPS protocols, installing free spyware tools, being able to detect scams and online tricks, anonymously filtering, and keeping your web usage private are all innovative ways to deal with any privacy and security issues.

Bad experiences for online shopping

1. YOU CAN NOT SEE THINGS IN YOUR BODY:

Usually, when we shop at a regular store, we can see the item and check it to see if it looks right. You can choose the colour size and talk to the seller to clarify doubts about the item. I feel so bad about

online shopping that we do not see the thing until it arrives. You may have seen it in a nearby shopping mall, but some part of your order may have a defect. Misrepresentation or misunderstanding of online purchases is a common problem. Usually, the picture of things you see online is much better than when you already have items in front of you.

2. EXPECT THINGS TO COME:

Once you have ordered, the waiting game starts. You have to wait a few days for something to arrive, which can be very frustrating. Many experts believe that we are delighted with your "purchase" for the first few days, so when your item arrives, you will probably not be pleased and get the item on the day you made the payment.

3. OPPORTUNITIES OF ABUSE DURING SENDING / DANGER OF DELIVERY:

What if something you did not expect will happen, you will lose out on a series of calls to the seller and the courier company. What if you were not at home during the delivery and the courier company left the parcel at your door, and the passerby decided to steal it? What if the shipping company breaks your belongings and be careful after opening them when the courier man is already gone. The seller may tell you that you broke it.

4. Shipping Fees:

Only a few sites offer free shipping; some will be shipped for free only if your total purchase price exceeds a certain amount. Shipping costs often discourage online shoppers.

5. RETURNS For Sale:

Even if the seller agrees to return the damaged item, you will usually have to pay for the return. Additionally, you should call and reassure people about the reason for your return. Some good sites have an excellent return policy, but not everyone.

Comparing Online Shopping with Offline Shopping

Offline shopping is becoming easier. Customers want the service, or actually * do not * want * the service. It is not that consumers are unclear about what they want to buy. It is just that they are clear about why they are buying. They may have a purchase in their mind, or they may be buying more as a treatment, and they may wish to communicate with goods. Customers have reached a point where if the purchase tends to be completely self-sufficient and not subject to the terms, they find * inexpensive * sales assistants to enter the store. As they grow professionally, customer respect and patience with sales assistants diminishes.

So the changes I see are a marked distinction between goal-oriented and experienced consumers. Buyers with a specific purchase in mind recognize the time and demand the service as quickly as possible and at the lowest possible price. Professional shoppers find marketing assistants annoying and inappropriate. And I think the internet and online shopping contribute to this polarisation process.

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