Name

Name of Professor

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Day Month Year

The Effect of Technology in Society for Online Shopping

In this modern era of technology, one can't imagine their lives without the internet. Modern man tries to do each and everything via the internet. As many business organizations are also trying to expand their operations globally in order to increase their sales, the internet has been used as a pivotal mean to advertise and promote products and services in the global market. Most of the businesses just start as an online store and most of the existing retail businesses are moving towards making their web pages as well. Online shopping has been made widespread by the famous online shopping giants, Amazon, and eBay which commenced their operations in 1995 and 1996 (Morabito). Among all the online shopping sites, these two remain at the top of the list. Their systems are built in a manner which allows their users to sell, purchase and advertise products on their respective websites. Though online shopping has its own merits and demerits, it depends on the way people consume it. If it is used in the right way, negative consequences will be less.

Studies indicate that most of the American households prefer online shopping, however, online sales make up only 7% of the retail sales (Henry). Online shopping allows consumers to buy everything on the web which saves their important resources, time and money. One of the most advantageous aspects of online shopping is convenience. A consumer can shop anywhere, anytime using any personal device such as computer, laptop, mobile, tablet, having internet access. In addition, it saves the physical and monetary cost of traveling. Convenience covers all the aspects of ease in looking for a product, post-purchase services, detailed information of products on websites, time spent and reduction of overall shopping effort (Jiang, Yang, and Jun). In the 1980s and 90s, shopping malls defined an entire generation however, rush at malls started to dwindle by 2000s. Dozens of malls have shuttered since 2010 and as a result of increased interest towards online shopping, fewer malls have been made in the previous decade with fewer options for shopping and more for large dining and entertainment options and most of them in open air areas (Peterson). Brick and mortar retailers are trying to build experience for their customers in order to compete with online shopping.

The negative aspects of online-shopping can be very dangerous for society as well. The credit cards information is very sensitive and consumers have to make use of it while shopping online. There is a risk of credit card or identity fraud. Hackers can steal information from these websites and in this way, online shopping gives room to frauds. The weak security of online shopping also damages its image and discourage consumers to enjoy the ease of online shopping. The payment methods used in online shopping give room to criminals for their fraudulent activities and 20% victims of these frauds used their information to make an online purchase (Thomas, Clergue, and Schaad). Other than these issues, quick and easy ways of shopping also bring harms to the environment such as it increases curbside trash. Online shopping involves delivery via courier which gives rise to the environment destructions making use of plastic bags, cardboard, and papers which is later put into city waste stream. Such events show that e-commerce is also destructive to the environment. It also reveals that the negative aspects of online shopping is far greater than its merits. The pervasive use of non-recyclable materials such as bubble wrap, used in packing online delivery products has also negative impacts on the environment. These non-recyclable products also involve foam rubber and expanded polystyrene (Argyridou). Therefore, both sides of technology must be examined before making any judgment of its benefits. Looking at the brighter side of e-commerce must not deny the bad side of it.

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