

Online Shopping Is **NOT** Better Than Offline Shopping

See & Feel What You Get Before Purchasing

Immediacy

Supports Your Local Community

Online Shopping Takes More Time

Offline Shopping Is Safer

When you purchase a new product, whether for yourself or for another person, it is always nice to have that product in your possession immediately. This can allow you to be in control of the product, or to wrap it quickly if necessary. This is one area in which ordinary shopping still has an edge, because you do not have to wait for shipping.

When you buy online, although you don't have to drive to the stores, you still need to wait awhile for your package to arrive in the mail. You usually have the option to get your package the next day but it's going to cost you a pretty penny. If you don't mind waiting for your package to arrive or you're willing to spend a lot more for expedited shipping, then online shopping might be better for you.

Instead of your dollar floating across the country to someone 2000 miles away, often when you spend locally, that dollar stays in your community, multiplying itself and serving other local businesses. Since many small businesses will serve each other and the community with events or other services, it will also enrich the lives of you and your neighbors. That means improved services, employee salaries,

charities, leisurely activities, parks, food, and events all provided in your own community. Most likely those small businesses hire local workers and provide services to other people in the community before that money goes out. Even if you make purchases at chain stores that are local, around 14% of the profits will recirculate first.

When you buy something offline, you are usually able to see the exact design and quality of the item before you buy it where as an online purchase will not always show the best-detailed presentation of an item. Because of the way items are sold online, there may be additional terms to the purchase or fees that they do not show you until you check out. Some items may turn out to be refurbished, cheap remakes of a brand name, an older model or incorrect size of clothing. Since you are able to try the item on or see if it's authentic before purchasing at an offline store, you don't run into the problem of returning the item at your expense or taking up a lot of your time.

There is more risk of your information being stolen online than offline. When you shop online, you usually always have to provide your personal information as well as your payment details when you check out. According to Identity Hawk, that information usually goes into an online database which thieves can more easily gain access to if they hack into it. In addition to the database, some scam artists or retailers use other tactics to steal information and money online such as fake emails, unauthorized purchases and compromise unsecured computers. As long as you are vigilant and monitor your payments when you are shopping online, you should be safer.