

ROLE OF INTERNET SHOPS IN MODERN LIFE

Buliga I.A.

Scientific supervisor - Filonchik O.A.

Siberian Federal University

Why does electronic shopping exist? Most of people asked themselves this question. For customers it is not only because of the high level of convenience, but also because of the broader selection; competitive pricing and greater access to information. For organizations it increases their customer value and the building of sustainable abilities, next to increased profits.

People, employed in business simply haven't got time to shopping! Well, suppose that they can solve this problem.. But what must do people with disabilities? They haven't got no more opportunity freely to visit shops. And we certainly cannot ignore millions of such people.

Benefits of the internet shop application

Since the development of the Internet many things that were pretty hard to obtain or to do, like information on a large variety of topics or communication with distant friends have become so simple that anyone can have access to them just by using a computer.

Among the many advantages that the Internet gives us, one of the main ones is online shopping, an activity that many have become addicted to. Shopping is a necessity for all of us, some of us really enjoy it, and others try to keep it as simple and short as possible. Well, on-line shopping is the best solution for both those who consider it a chore that they try to avoid and for those who do it on a daily basis.

Many consumer stores offer online purchases about almost anything you can imagine (shoes, clothes, accessories and so on). Online shopping can save you time and money since it offers a wide range of specials in much cheaper prices than what you will find in the actual stores. And it's quite right, it's confirmed fact by users of Internet.

The main advantage of online shopping is that it allows people to browse through many items and categories without leaving their house, to compare the prices of as many shops as they want, and also to order as many items as they can afford without having to worry about how they will transport them, because the online shopping websites also deliver the things to the buyer's home. Furthermore, the Internet is open 24 hours a day, 365 days a year, so you don't have to hurry or worry about finding a parking spot.

Interface of online shop very simple even for beginning users. It includes:

- user registration settings
- detailed information about users
- activation/deactivation of features - discount coupons, product comments)
- country and currency configuration
- selection of language
- modules for newest, best selling, TOP, sales and favorite products
- product attributes, such as color, size, dimensions
- text, photos, and multimedia files about products
- detailed shop statistics (number of customers, sold products, sales)
- online payment and installment sale support (additional fee)
- discount coupons, discounts for customer groups
- E-mail notifications to customers after each order
- assigning different access rights to users
- delivery of your order to your address

This opportunities helps to find all what you want, in any time, without leaving home. Besides, in online shops adopted any variants of payments. Online shoppers commonly use credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

- Debit card
- Various types of electronic money
- Cash on delivery (C.O.D., offered by very few online stores)
- Cheque
- Wire transfer/delivery on payment
- Postal money order
- Reverse SMS billing to mobile phones
- Gift cards
- WebMoney and PayPal

Of course, searching or browsing an online catalog can be faster than browsing the aisles of a physical store. One can avoid crowded malls resulting in long lines, and no parking.

But, some consumers prefer interacting with people rather than computers because they find computers hard to use. Not all online retailers have succeeded in making their sites easy to use or reliable. On the other hand, a majority of stores have made it easy to find the style one is looking for, as well as the price range that is acceptable making the shopping experience quick and efficient.

It shows that each method of implemented purchases has not only benefit, and also disadvantages.

The main problem of online shops – it's fraud and security measures.

Given the lack of ability to inspect items before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store. Merchants also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase, but they are less at risk.

Phishing is another danger, where consumers are fooled into thinking they are dealing with a reputable retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party. Denial of attacked service are a minor risk for merchants, as are server and network outages.

Also weakness of online shopping is that, even if a purchase can be made 24 hours a day, the customer must often be at home during normal business hours to accept the delivery. For many professionals this can be difficult, and absence at the time of delivery can result in delays, or in some cases, return of the item to the retailer. When shopping in a retail store, customers can handle and inspect the actual product before they purchase it.

In the event of a problem with the item - it is not what the consumer ordered, or it is not what they expected - consumers are concerned with the ease with which they can return an item for the correct one or for a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund.

The lack of full disclosure with regards to the total cost of purchase is one of the concerns of online shopping. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost up front as additional fees such as shipping are often not be visible until the final step in the checkout process. The problem is especially evident with cross-border purchases, where the cost indicated at the final checkout screen may not include additional fees that must be paid upon delivery.

That's major negative features of online shopping. Certainly, it's convenient not for all people. Many of them think that it's unacceptable way to buy anything. But online shops still exist and moreover they have success among population of industrialized countries.

After you've done some online shopping you'll see how easy it is and you'll quickly get used to it. Soon you will know what the best shopping websites are and you will be able to buy the things you need very easy and fast, saving a lot of time and trouble. Online shopping is the most practical, economical and fun method of shopping, that is perfect for everyone.

Be modern!