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Online shopping has been quite the phenomenon, taking the world by storm when it first started in the 1990s. And it's one of those trends that promises never to go out of style. And why would it?! It's quick, convenient and efficient. You locate what you want and it's just a couple of clicks from there. Most importantly, it makes sure you don't linger on for hours before making a decision. (Let's face it that is the most time consuming process!)

These days, there's rarely an item or offer that's not available online. This is because the internet is the quickest and largest space for buying and selling. A business reaches millions of people at a single instant, a feat traditional mediums could never achieve. So what is online shopping? A virtual marketplace where countless people browse through various items available; then select and pay, and wait for a delivery in a few days. The swiftness of transactions, the variety in offers and mammoth discounts just do the trick!

Let's just run by the advantages of online shopping. First on the list is variety. The sheer categories of a particular item available online will leave you spoilt for choice. Categories notwithstanding, you'll have colours galore to choose from, most of which you haven't seen at the actual store. You also have size options with an elaborate conversion chart (you have sizes you wish to be, and sizes you actually are!).

The second advantage of online shopping comes in the form of discounts. To every action, there is an equal and opposite reaction. So while your options on what to buy skyrocket, your prices basically plummet, thanks to fabulous discounts available, leading to equilibrium. It really is that scientific!

The third advantage, and basically the selling point of online shopping, is the ease with which shopping transactions take place. Just with a click.

Online shopping is as popular as it is because of the comfort factor. You can order the shoes of your dreams by lying in bed. It's almost a case of instant gratification. And the pocket pinch in the long run is not too sharp. And when has that been a problem, right?

There are a number of websites that offer the online shopping facility. While a majority of these take payments before delivery, there are a few that allow a cash-on-delivery option. There's something for everyone while shopping online.

Even for sceptics!

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The author is an avid online shopper, and spends time researching ecommerce websites. He also recommends ecommerce establishments like fashionandyou.com, dealsandyou.com, and FreeCultr, among others, as good websites to engage in a [online shopping](#) with.

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