

Pros and Cons of Online Retail

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Abstract: *The Internet has become an essential part of our daily life, and companies realise that the Internet can be a shopping channel to reach existing and potential consumers. The emergence and rapid growth of the Internet and E-commerce has triggered many changes in our life. This new phenomenon has promised change, challenges and even a bright future, not only to consumers but also to companies, suppliers and middlemen. There are still many “ifs” and “buts” that we find people are whispering relating to its potentiality, impact and implications on business and social lives of all. Therefore, online retail should be encouraged towards all consumers Offline*

Keywords: Online Shopping, Internet, buyer, e-commerce.

REFERENCES

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