

Ques 5. E-Shopping :-

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

• Advantages of E-Shopping are :-

- 1) Convenience of Online Shopping
- 2) No pressure shopping
- 3) Online Shopping saves time
- 4) Comparisons
- 5) Availability of Online Shop
- 6) Online tracking
- 7) Online Shopping saves money

• Disadvantages of E-Shopping are :-

- 1) Delay in delivery
- 2) Lack of significant discounts in online shops
- 3) Lack of touch and feel of merchandise in online shops
- 4) Lack of interactivity in online shopping
- 5) Lack of shopping experience
- 6) Lack of close examination in online shopping
- 7) Frauds in Online Shopping

• World Wide Web (WWW) :-

World Wide Web (WWW) is one of the latest and most popular hypertext based internet tools. It allows users to access and display documents and graphics stored on any server on the internet. World Wide Web, also called Web, is the part of the internet that supports multimedia and consists of a collection of linked documents. It is an application that uses the internet for Communication, with TCP/IP as the underlying transport mechanism. Many companies set-up internet websites. A website, like a brochure, is a collection of web pages. These pages on a website are stored digitally on the Web-server.

Web utilises browsers, such as Internet Explorer or Netscape, to access web pages. It is a text file coded in HTML, which may also contain Java Script Code or other Commands. Each page can be a combination of text, pictures, audio clips, animations and other electronically presentable material. On web, each web page navigates using hyperlinks.