

People are increasingly using online platforms to buy products instead of visiting physical stores. Is this a positive or negative development?

Sample Answer

Online shopping has become increasingly popular, with consumers purchasing a wide range of products without visiting physical stores. Although this trend may negatively affect some traditional retailers, I believe it is largely positive because it provides consumers with greater convenience and choice.

The main advantage of online shopping is convenience. Consumers can purchase products at any time without travelling to a store. This is particularly useful for people with demanding schedules or those living far from major shopping centres. Online platforms also allow customers to compare prices, read reviews and examine products from multiple sellers before making a decision. As a result, consumers can often make more informed purchases.

However, the growth of online shopping can create difficulties for traditional businesses. Small retailers may struggle to compete with large online companies that have lower operating costs and wider distribution networks. Physical stores also provide employment and contribute to the economic activity of local communities. In addition, online shopping can increase packaging waste and emissions associated with delivery.

Despite these disadvantages, traditional retailers can adapt by developing online sales channels and offering services that cannot easily be provided online, such as personalised assistance or in-store experiences. Consumers can also combine online research with purchases from local businesses.

In conclusion, the growth of online shopping presents challenges for traditional retailers and may have environmental costs. Nevertheless, its convenience, wider choice and ability to help consumers compare products make it a largely positive development.