

Over the past ten years, the Internet, together with other interactive technologies, has changed the way people communicate, share information, and engage in virtual communities. Millions of Internet users make use of chats, group chat, news forums, and blogs to connect with others. With the advent of electronic commerce, online shopping has become a common activity for many people. Currently, market research suggests that most online shoppers spend four to six times as much online as they do in stores. Further, a 2004 survey conducted by the American Society of Retailing showed that 77% of all consumers spent over \$10,000 online, in addition to a 34% increase in online spending in the first half of 2004. Analysts expect the Internet to continue to grow as a significant retail channel. Google also ranks so, as the world's most successful search engine has fueled business growth for many companies over the years. Today, many people use Google, among other search engines, to search for information and to do research. In addition, many companies use search engines to target consumers and to increase online visibility. Online shopping is an increasingly popular method of shopping for consumers. Consumers can access and shop online using many different electronic devices, such as personal computers, smartphones, tablets, and so on. Many people now shop online for a variety of reasons, including a lack of access to nearby brick-and-mortar stores, online price comparisons, quick access to information and products, and convenience (Gleick, 2001). Online shopping is popular in retailing, as it can allow consumers to shop more conveniently and browse through the products of interest. For example, online shopping for online stores allows consumers to search through a variety of items on different sites without having to go through the hassle of physically searching for the items of interest, and then finding out whether the items are sold at the store. For shoppers, the benefits of shopping online are obvious. For one, consumers can browse through hundreds of products in minutes, compare prices easily, and checkout at any time of the day. Also, because online stores lack large spaces that sell products and the inventory can be checked online, online customers can purchase goods with greater ease. For online retailers, the benefits of online shopping are also clear. First, they do not need as many employees to stock items, as online can determine the best price and the right quantity for an item automatically. By offering goods at different prices, online retailers can maintain their revenues and reduce stock and shelf space, which are important in

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