

## Future of E-commerce

E-commerce has seemed to be growing and improving steadily as proven by the recent past. E-commerce has proven itself as a major tool of sale and is predicted to continue on in the near future. At the same time, rivalry of e-commerce services will intensify their developments which will popularise future trends on e-commerce - growth of Internet sales and evolution.

Number of e-commerce deals will rise extremely every passing year. Sales of online stores will be more than comparable with those traditional stores and this will go on as a lot of people are now really busy at work and household duties. Purchasing online will save them a lot of time and gives them the opportunity to choose goods at the best prices. Online sales in the present days become the foundation for a prosperous e-commerce future.

Merchants will need to adapt to the fast changing conditions such as rivalries, and new technologies and techniques being used to improve sales if they want to stay in business. E-commerce merchants will not only have to increase their products and services but should also pay attention to simple details such as eye-catching layouts and user friendliness of their websites in able to attract more customers. They will also have to be updated about and make use of modern technologies for their businesses to still be involved in the future of e-commerce.

An e-commerce site itself will not guarantee anything thus e-store owners should make sure to use appropriate solutions including thorough knowledge about e-marketing and advertising to secure their business online.

As more and more products and services becomes available online, customers will have more options on where to purchase from, and what to purchase including items that are not available in traditional stores. And as long as people likes purchasing good online, participating in auctions, and looking at advertisements, people who host this websites and offers services is sure that they are going to make money through e-commerce business.

As for customers, aside from the convenience e-commerce brings such as being able to shop online any where at any time, finding the best deals on products and finding items that cannot be found elsewhere in traditional stores, there are also disadvantages of the increase of e-commerce businesses and users.

Lack of human contact and being anti-social can also be associated with the increasing popularity of e-commerce. This is because more and more people will prefer shopping online at home or in offices, therefore people will not go out anymore to shop in traditional stores as well as socialise with others as much as they used to in the past.

Shopping online often than intended to can also become a health hazard as it can turn out to be an addiction. People will not be able to get the exercise they need such as going for a walk or cycling in the park as they would not want to get away from the computer. This can also cause people's eye to blur and become hazy as they spend so much time at the computer screens, which in long time can cause illness such as head aches and migraines.

Browsing around the Internet, socialising and shopping online are not bad thing, although people should balance their time in the real world and the virtual world. They need to be stay in touch with people around them personally as well as care for their health, and be aware of what online addiction could cause such as breakdown of friendships, etc.