

Shop till you drop

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It's the store that never sleeps...

Online shopping has become more and more popular over the past few years as greater numbers of South Africans get access to the internet.

According to the Internet Access in South Africa 2010 study, the number of South African Internet users has passed the five million mark for the first time, finally breaking through the 10% mark in internet usage for the country.

It is easy to see why online shopping has become so popular among the South African public. Online stores are open 24 hours a day, so there is no longer any need to fight peak-hour traffic in order to make it to a shop before it closes.

"Time is precious in the lives of today's consumers, and there just seems to be less of it available to walk around huge malls in order to buy day-to-day items and financial service products," said Bradley Du Chenne, spokesman for Dial Direct Insurance.

"Also, online shopping lets people compare prices without needing to drive from shop to shop," he said.

According to a consumer shopping trends survey by PriceCheck, the shopping comparison website, the Internet is now being used by ordinary South Africans.

Their survey showed that 30% of South African internet users' average household income is R10 000 or less. The internet has made shopping hassle-free. Trusted sites such as PriceCheck that compares millions of products from hundreds of different trusted online stores, help cash-tight and time-strapped consumers with the best buy by doing easier research.