

**New technology and ways of buying and selling are transforming the lives of consumers.**

**Agree?**

The advent of new technological gadgets and widespread usage of the internet has facilitated the way of consumption in comparison with last decades and altered the shopping habits of consumers inevitably; and I will express some relevant reasons in this essay.

The availability of the internet has provided people with numerous convenient opportunities that had never been available in recent years. What could be the most important factor contributing to purchasing is the price of the products. Comparing with the habits that people used to have, consumers nowadays do not need to walk long distances seeking for bargains. All they need to do is to surf the retailer's website, which has not only become a status quo especially in developed societies, it has deducted the amount of time and energy that used to be consumed in shopping and affected our lifestyle.

Another contributing factor to this trend is the flexibility of online shopping. ~~W~~without considering where and when people need a product; if they have access to the internet and their smart phone, they could easily order it, so the time is no longer hinder~~ing~~ this process. Furthermore, the long distance between consumer and retailer is no longer a barrier in shopping since people from all over the globe could purchase their desired product in a fraction of time and have it delivered. This characteristic of online shopping has altered the effort that we used to put to reach the goods that we are in need of.

In conclusion, the significant role of technology can be seen in every aspect of our modern lifestyle, which has not only facilitated our everyday life, it has also made us ~~to~~ develop new habits.