

Online Shopping

By: Amanda Schmid

IM260 Section 3

December 6th, 201



Introduction

- “Whoever said money can’t buy happiness simply didn’t know where to go shopping.”
-Bo Derek
- “Thank God we're living in a country where the sky's the limit, the stores are open late and you can shop in bed thanks to the internet.”
-Joan Rivers



Fast Facts About Online Shopping

- Over the past two years, 22% of people have increased their online shopping habits.
- More people are shopping online due to the recent recession.
 - Better deals
 - No need for travel
 - Easy to comparison shop
- The biggest time of the year that people shop online is the holiday season (The day after Thanksgiving through Christmas Eve).
- Cyber Monday: Over \$1 Billion in sales this year alone!

Benefits to Online Shopping

- Usability and easy access
- Better deals and savings rewards
- Many retail stores offer promotions
- Saves gas
- Convenience
- Larger stock to choose from
- Product reviews
- Comparison shopping

Stores Benefit Too!

- Repeat business
- Promotions
- 24 hours of profiting
- Improvements to webpages



Downsides to Shopping Online

- There are dangers!
- Hacking
- Credit card fraud
- Once it's out there, you can't get it back



Tips for Staying Safe Online

- Using strong/encrypted passwords
- Making sure your site is secured
- Shop only on websites you know and trust
- Avoid a deal that's "too good to be true"
- Be wary of scam sites
- Monitor your credit card activity after every online purchase
- Block emails from unsafe/unknown senders

Summary & Conclusion

- Widespread effects on the economy and e-commerce
- With new technology comes better ways of doing things
- Protecting yourself can make shopping online easy and beneficial to all involved

References



- Bartlett, Michael. ""Web Retail Sales Will Continue Soaring"" InfoTrac. Newsbytes, 25 Sept. 2000. Web. 31 Oct. 2011.
- Baumgarten, Wayne, and Jon Donley. "80% Research Products on Web, Most Use Social Media Tools for Peer Opinions before Buying." Press Release Distribution - Submit Press Releases Online - PRWeb. 30 Oct. 2011. Web. 03 Nov. 2011. <<http://www.prweb.com/releases/seo/social-media/prweb8919780.htm>>.
- Better Business Bureau. Web. 3 Nov. 2011. <<http://www.javelinstrategy.com/reports/2005IdentityFraudSurveyReport.html>>.
- Florenthal, Bela. "Matching E-tailing Strategies to Customers' Behavior: Three Levels of Interaction." Scientific Journal, 2007. Web. 3 Nov. 2011. <<http://www.scientificjournals.org/journals2007/articles/1200.pdf>>.
- "How Many People Use Credit Cards." Credit Cards - Compare Credit Card Offers at CreditCards.com. Web. 01 Nov. 2011. <<http://www.creditcards.com>>.
- Knittle, Andrew. "Online Retail Sales Costing Oklahoma Millions Each Year." NewsOK: Oklahoma News, Sports, Weather, Business, Entertainment & Oklahoma City Photos & Video OKC. 05 Oct. 2011. Web. 03 Nov. 2011. <<http://newsok.com/online-retail-sales-costing-oklahoma-millions-each-year/article/3610360>>.
- Migliano, Simon. "Infographic: How Online Retailers Make You Spend More." Voucher Codes - Exclusive Discount Codes and Discount Vouchers. 15 Aug. 2011. Web. 03 Nov. 2011. <<http://www.vouchercodes.co.uk/most-wanted/infographic-how-online-retailers-make-you-spend-more-8786.html>>.
- "Online Shopping." Wikipedia, the Free Encyclopedia. Web. 03 Nov. 2011. <http://en.wikipedia.org/wiki/Online_shopping>.