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Lec 8

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Classification of online shopping :

An online shop evokes the physical analogy of buying products or services at a shopping center.

There way of online shopping :

- 1) The process is called business -to- consumer(B2C) online shopping
- 2) The process is called business -to- business (B2B) online shopping
- 3) The process is called consumer -to-consumer (C2C) online shopping

How did online shopping start ?

on line shopping became popular during the internet boom in 1999 - 2000 . Amazon.com , the online bookstore founded by jeff Benzos , created history by becoming the first bookstore with a presence only on internet. Following the success of Amazon , many bookstores with a an physical presence also created an online presence on the internet .Later , portals such as Yahoo.com and MSN.com .

International e-commerce statistics

- **Customers**
online customers must have access to the Internet and a valid method of payment in order to complete a transaction.
- **Logistics**
Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine.
- **Payment**
online shoppers commonly use a **credit card** or **PayPal** account in order to make payments.
- **Product delivery**
Once a payment has been accepted , the goods or services can be delivered in the following ways:

Digital distribution

Drop shipping

Advantages of online shopping :

- 1) Easy to find
- 2) Products can be cheaper
- 3) Save time and energy
- 4) Freedom of choice
- 5) Freedom of price flexibility
- 6) High satisfaction percentage
- 7) Buyer protection
- 8) Rare product
- 9) Privacy

Disadvantages of online shopping :

1. Delay
2. Inferior product
3. Shipping charge
4. Delivery problem
5. Scam
6. Some items are better to buy from the real store
7. Return problem
8. Warranty issues
9. Miscellaneous trouble

Benefits of online shopping :

- Four benefits of online shopping

1. Convenience

there is no doubt that shopping online can be very cost .

2. Ease of comparison shopping

when you shop online , you can compare offerings and pricing at different stores with the simple click of a button rather than having to get in your car and spend your precious .

3. Extensive product mix availability

when you shop online , you may find that there are more options available to you than if you focused your product search only on items available in your local areas.

4. Identify unique solutions

when you start shopping for a product to address a s a specific need , it's possible that there's a solution you don't even know about , or that isn't available locally.

Some shopping website addresses:

www.amazon.co.uk
www.play.com
www.currys.co.uk
www.argos.co.uk

@ Department Stores
www.harrods.co.uk
www.johnlewis.co.uk
www.jenners.com

@ Shopping malls
www.shopsinthenet.com
www.thevirtualmall.co.uk

@ Hobbies
www.whatcar.co.uk
www.autotrader.co.uk

@ Compare prices
www.kelkoo.com
www.google.co.uk

@ Travel and holidays
www.directholidays.co.uk
www.cheapflights.co.uk

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How does the payment method of online shopping ?

When selecting a payment method , you should give some thought to security . Most online sellers accept a variety of payment methods to make purchases , such as credit cards , debit cards , checks , prepaid cards , and gift cards , some sellers accept payment through third-party payment processors such as PayPal , Google Wallet , and Amazon payment.

How does I create a strong password

- You can create a strong password by following these guidelines :-
- Create a password that has at least 10 characters composed of alphabetic , and special characters , an example is “9@jeg2H54!w”.
- One way to create a memorable password is to take the first letter of each word in a meaningful (but not overly common) phrase . For example , “3+RiffMs!” is derived from “rhythm is food for my soul “.

Online shopping cart :-

A shopping cart is a piece of software that acts as an online store's catalog and ordering process . Typically , a shopping cart is the interface between a company's web site and its deeper infrastructure , allowing consumers to select merchandise ; review what they have selected ; make necessary modifications or additions ; and purchase the merchandise .

How online shopping carts work :-

The heart of any successful online storefront is shopping cart software . If you are new to E-commerce , understanding how an online shopping cart works is crucial , and can mean the difference between a profitable and struggling E-commerce business .

How do you shop online :-

Very much the same as you would shop normally , you have a shopping basket . You select items to put in the basket, then you go to the checkout and pay !

**** generally shopping online follows this procedure :-**

1. Sign in or register
2. Make your selection .
3. Add it to your shopping basket.
4. View the shopping basket.
5. Proceed to checkout and make payment .

Conclusion

Online shopping is a different experience and you can make the shopping creative over the internet as you get used to it .

There can be lot of apprehensions about online shopping when you get in to it for the first time.

As you experience more and more of it those apprehensions get disappeared slowly .

Remember that if you stick to the basics , online shopping become more enjoyable and easier than real - world shopping .

Questions :

- Q1: give the steps for online shopping .
- Q2: Discuss the payment method .
- Q3: explain the password concept in online shopping with example.
- Q4: give the conclusion for online shopping .
- Q5: what the advantages & disadvantages for online shopping

THANKS