



SHOPPING ON THE INTERNET

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PROS OF SHOPPING ONLINE

- **Advantages of shopping online**
- Convenience
- Better Prices
- More Variety
- Easy to Send Gift
- More Control
- Easy Price Comparisons
- No Crowds
- No Sales Pressure
- Access to Used or Damaged Inventory

CONS OF SHOPPING ONLINE

- **Disadvantages of Shopping Online**
- Negative Environmental Impact of Packaging and Gas
- Shipping Problems and Delays
- Risk of Fraud
- Less Contact With Your Community
- Spending Too Much Time Online
- Returns Can Be Complicated
- You Don't Know Exactly What You're Getting
- Unfriendly, Scammy, or Complicated Websites
- No Sales Assistance

BEST THINGS TO BUY ONLINE

- **Things You Should Buy Online**

- Electronics (new or refurbished)
- Medicine (cheaper and easier, especially when you're sick)
- Clothing (if you know exactly what color, style, and size you want)
- Baby supplies (diapers, formula, food)
- Pet food (cheaper and easier, especially in bulk)
- Books (if you know exactly what you want)
- A used car (cheaper and easier without a dealer, unless you need financing)
- Groceries (if you don't have time)
- Holiday Gifts (the gift wrapping, shipping, and convenience can't be beat)
- Art (sites like Etsy list original, beautiful art direct from the artist)
- Prescription or reading glasses (always cheaper and cuter online)

WORST THINGS TO BUY ONLINE

- **Things You Should Buy in a Store**
- Anything you can haggle for to get a better price
- Medicine (watch out for online scams and expired or fake meds)
- Clothing (when you want to touch, try on, and inspect)
- Anything that should be experienced first (mattresses, furniture, blankets, etc.)
- Really heavy items (with pricey shipping costs)
- Books (if you want to browse, talk to the bookseller, and support your local bookstore so they don't go out of business)
- Anything you might need to return
- Groceries (if you like to choose what you eat and support your local growers and grocers)
- Any product you haven't tried before (perfume, food items, cosmetics, etc.)
- A pet (of course!)
- Real estate (of course!)

BEWARE OF SCAM ARTISTS

Smarter web searching can help you avoid scams such as "retail arbitrage," in which dealers buy hot products at low prices and resell them higher on Amazon or Ebay. Googling the product name along with the phrase "best price" can remedy this, and maybe even put these retailers out of business. Then there's "dynamic pricing," by which online prices can fluctuate based on your search history, competitors' pricing or other data. Prices can change in nanoseconds, by a few cents or over \$100.

Avoid it by opening a private browser window, you can shop incognito to bypass cookies which are digital bread crumbs our searches leave online. To open a private browser window, press Control + Shift + N (in Windows, Linux and Chrome OS) or Command + Shift + N (Mac).

Never shop on unfamiliar sites. Do not shop online using public Wi-Fi or an unsecured connection. Don't shop on any site if the URL doesn't start with "https."

The 's' means the site is secured, and your financial information is less likely to be compromised by sites set up fraudulently to grab your money.

QUESTIONS TO ASK WHEN SHOPPING ONLINE

When you are buying from online stores, make sure that you do the following:

- 1. Does the site value your privacy and confidentiality? Is their privacy policy available to read if you want to see it?**
- 2. How long have they been in business? Do they have negative or positive reviews from customers?**
- 3. If you're unhappy with your purchase, do they have a refund policy ?**

LET'S DO SOME SHOPPING

<https://www.kadaza.com/shopping>

This overview features the largest online shopping sites in the US. These online stores were selected based on number of visitors, reputation and number of sales.



NAVIGATE AMAZON

- The shopping site's prices change daily (sometimes hourly), so scan camelcamelcamel.com for the cost history of any item on Amazon.
- [Amazon Outlet](#) is perhaps the web's biggest warehouse sale, where watches, toys and other items are typically 40 to 80 percent off. Many people don't realize that Amazon offers daily rollbacks on household and grocery items. Under the Today's Deals tab, click Coupons on the left sidebar under the section Deal.
- AmazonSmile is a simple way for you to support your favorite charitable organization every time you shop, at no cost to you. AmazonSmile is available at smile.amazon.com on your web browser and can be activated in the Amazon Shopping app for iOS and Android phones. When you shop with AmazonSmile, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that AmazonSmile will donate 0.5% of your eligible purchases to the charitable organization of your choice. You can choose from over one million organizations to support.
- Prime try before you buy
- Prime day is July 12 and 13

FACEBOOK MARKETPLACE

