

Online shopping enables consumers to buy goods or services from a seller over the internet. Consumers visit the website of the retailer and look at the products being displayed.

Payment for online purchases are usually made through credit card or PayPal account. Some retailers allow payment by other means such as cash on delivery (C.O.D), cheque or debit card.

The vast majority of online stores offer prices that are much lower than what consumers will find in a physical store. There are a few reasons for this. The first is because many people use the internet to find cheaper items. Online business owners understand this. They will usually reduce their profit margin to get more customers. Another reason is because customers can easily browse many different websites to find the best price within a few minutes.

Shopping online is convenient. Consumers don't need to get dressed and drive to their favourite store. They can easily visit their website, find the product they want and buy it without getting out of their pyjamas. It's also convenient because they don't need to wait for the store to open.

Most physical stores have a limited array of products. They can only hold so many items, and there are often many policies affecting the availability of products. Shopping online allows consumers to find many products that they won't be able to find in a physical store.

Physical stores are made to lure consumers into buying more things. They use posters, sales messages, colours and product placement to make them buy additional items. The most popular products are typically at the back of the store because the owner wants consumers to view all of his or her other products. Many people will find a few additional items by the time they reach the product they actually came to buy. However, in online stores, consumers are not pressured to buy other things.

Adapted from: <http://quartsoft.com/blog/201303/top-online-shopping-benefits>

Questions 17 to 24

Complete the following table.

Choose **no more than three words and/or number** from the text for each answer.

For each question, write your answer in the space provided.

Online Shopping

Definition	Consumers buy goods or services from a seller 17 _____
Payment	18 _____ • Paypal account 19 _____ 20 _____ • Debit card
Benefits	• Lower prices at online stores People use the internet to the 21 _____ • Convenience Do not need to wait for the 22 _____ • Variety of products at online stores Physical stores have a 23 _____ products • Fewer traps Consumers who shop online are 24 _____ to buy other things

[8 marks]