



“Methods You Can Use To Reduce Your Consumer Electronics Expenses”

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The main thing to understand about saving money when you buy consumer electronics is this: buying online is cheaper (on average). The reason for this is simple. Selling products in a local store requires that a company stock the items physically. Each item that arrives at the store must be entered into inventory and then managed. Periodic inventory counts must be performed to reconcile what is on the books with what is on the shelf. This identifies any shoplifting losses (or other), so this requirement alone adds to the expense of stocking a product. Insurance expenses also increase stocking costs because once a product is on the shelf and customers are handling it, it starts to degrade and could be damaged or stolen. So the expense is higher for offering physical products to the public. Similar expenses exist for products in the warehouse, but the risks are lower so the expenses are lower. These warehouse products sit on the shelf, usually untouched, until the order comes in and they are boxed and shipped. This means minimal handling.

Also, when you order online, it is possible that the vendor is drop-shiping the product directly from the manufacturer and it has never been stocked at the warehouse or at another retail outlet. For these reasons, you will usually be getting a better deal online. Sometimes a local store can beat online competition, usually because they are running a special.

For these reasons, you should always compare product prices online before purchasing anything locally. And remember, you can reduce your risk as a purchaser if you buy online from a store that has a local presence because you can always return the item locally.

Remember, when you are shopping for a particular item, visit online sites that rate items and compare prices. You can read reviews, but some of



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them may be fictitious, so it is best to read editorial reviews from well-known online publications where staff members review and rate products. Even some of those reviews are skewed because these professional reviewers often receive kickbacks, so you have to take it all with a grain of salt. Usually, if there is something that is very wrong with a product, these editorial reviews will point it out because the editor will lose credibility if they do not.