



### **“The Advantage of Shopping Online”**

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A drawback to shopping from distant Internet vendors is that if you need to return a product, you may encounter extra shipping charges or possibly they will not allow you to return it at all (most will allow you to do so or they do not last long on the Internet). One way to get around this is to shop only from those stores that have a local branch in your town. If it turns out that you need to return an item you ordered online, you can just drive down and return it locally.

Why didn't you just buy it locally in the first place?

Primarily because most chain stores offer many more products online than they do in their local store. For example, Wal-Mart offers fifty or sixty different computer mice online, while the local store only carries five or six. Your selection is much bigger online and therefore the prices are better. The cheapest mouse offered in the local franchise may be \$15, while you can get one for \$5 online. In summary, tremendous savings—with very little risk—can be achieved by shopping online.

If you were shopping for real estate in another geographic location for example, in the old days you would have to travel physically to that location; now you can hop online, go to the real estate website, and take an interactive tour of all the available properties. The tour allows you to spin the viewpoint around and see each room from every direction. You can roll your mouse forward or backward to move the viewpoint up and down—just as if you were standing in the room (or out on the deck in the backyard). Talk about saving money on travel!