

Welcome

Alan Orr

Founder of Websites4Christians

What we'll do today

Find shopping sites on the internet

Buy goods using shopping sites

Recognise the safety of sites

Understand how they get you to buy more

Internet shopping

- E-commerce is the fastest growing retail market in Europe.
 - In 2014 online sales were £44 billion
 - In 2015 online sales were £52 billion
 - 16% growth between 2015 and 2014!
 - Retail on line is a fast growing market and the UK (and other European countries) are leading the way.
 - You can buy everything online (well almost)
 - Food (ASDA), Books (Amazon), Tech (John Lewis)
 - Many companies sell multiple types of items
-

Why is shopping on internet good?

- You can shop from your armchair
- No queues
- More choice
- Quick
- Easy and delivery is to your door

Lets look at some sites

- Amazon
 - Amazon.com, Inc. is an American electronic commerce company with headquarters in Seattle, Washington. It is the largest Internet-based retailer in the United States
 - **\$157.52 Billion**
 - **117,300 employees world wide**
 - **www.amazon.co.uk (or .com)**

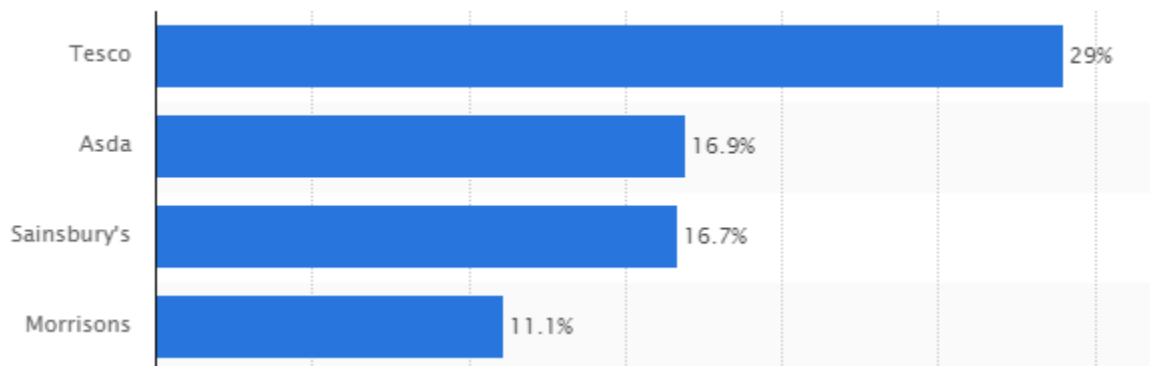


Lets look at some sites

- Asda

- Asda Stores Ltd. is a British-based, Walmart owned supermarket chain which retails food, clothing, general merchandise, toys and financial services **\$157.52 Billion**

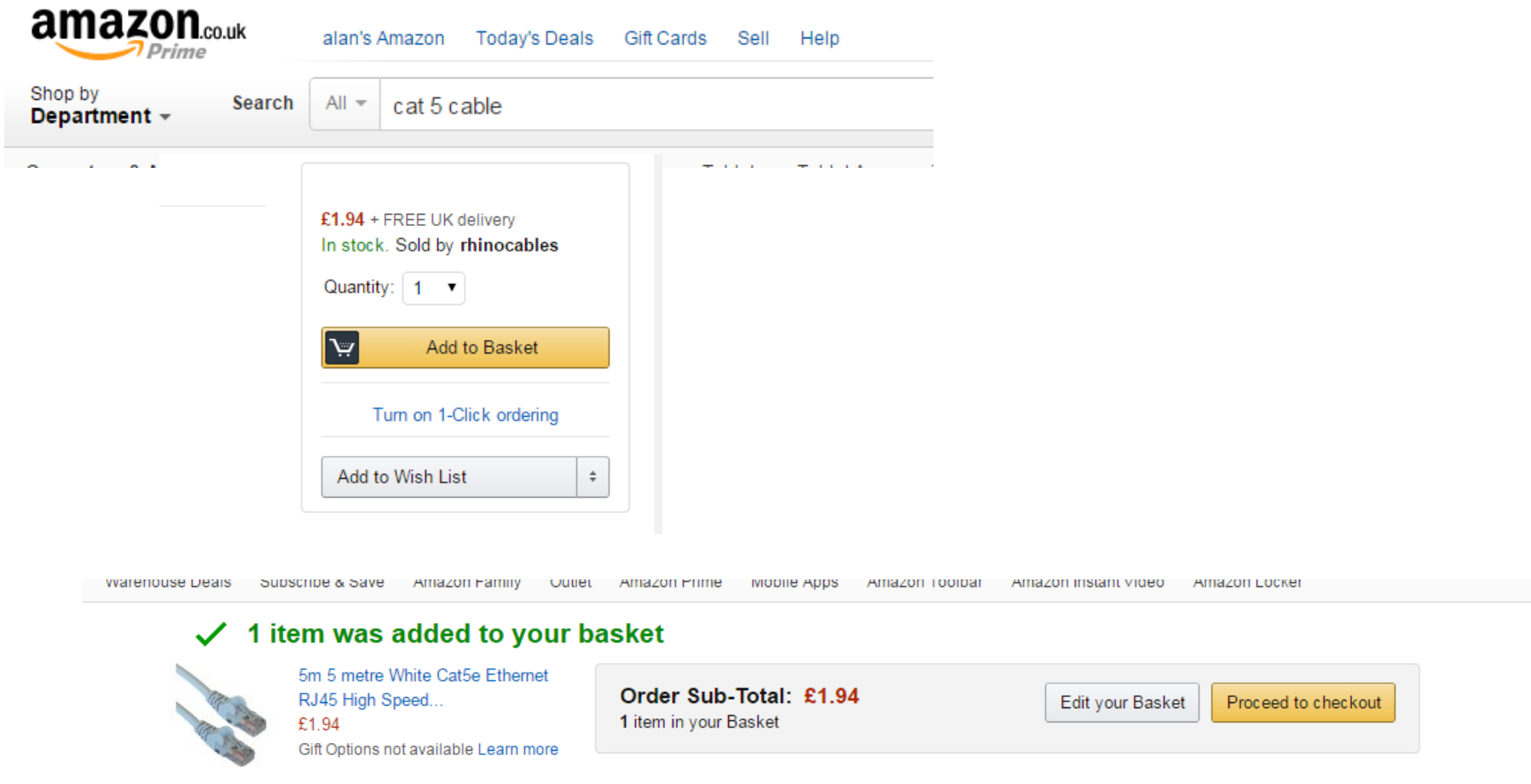
- **www.asda.com**



Other sites

- Apple
- Argos
- Next
- John Lewis
- LoveFilm
- Thomson
- B&Q
- The train line
- Currys
- easyJet
- See the list
 - Just type name into google and click

Buying



amazon.co.uk Prime

alan's Amazon Today's Deals Gift Cards Sell Help

Shop by Department Search All cat 5 cable

£1.94 + FREE UK delivery
In stock. Sold by rhinocables

Quantity: 1


Add to Basket

Turn on 1-Click ordering

Add to Wish List


warehouse Deals Subscribe & Save Amazon Family Outlet Amazon Prime mobile Apps Amazon Toolbar Amazon Instant Video Amazon Locker

✓ 1 item was added to your basket

 5m 5 metre White Cat5e Ethernet RJ45 High Speed...
£1.94
Gift Options not available [Learn more](#)

Order Sub-Total: **£1.94**
1 item in your Basket

Edit your Basket Proceed to checkout

 Nationwide Credit Card Balance Transfer Offer. 0% on balance transfer for 26 months plus 0% on purchases for 3

Secure site

https://www.amazon.co.uk/ap/signin?_encoding=UTF8&openid.assoc_handle=amazon_checkout_gb&openid.claimed_id=http%3A%...

amazon.co.uk WELCOME ADDRESS ITEMS WRAP DISPATCH PAY CONFIRM

Sign In

Enter your e-mail address

I am a new customer.
(You'll create a password later)

I am a returning customer,
and my password is:

Keep me signed in. [Details](#)

[Sign in using our secure server](#)

By signing in you agree to Amazon.co.uk's [Conditions of Use & Sale](#), [Privacy Notice](#) and [Cookies & Internet Advertising](#).

[Forgotten your password? Click here](#)

[Has your e-mail address changed since your last order?](#)

Buy now

Order Summary

Items:	£1.94
Postage & Packing:	£0.00

Order Total: £1.94

- [How are delivery costs calculated?](#)
- [Why didn't I qualify for Prime Delivery?](#)

Same with Asda

The screenshot shows the Asda Groceries website interface. At the top is a green header with the 'ASDA Groceries' logo. Below this is a navigation bar with categories: Fresh Food, Food Cupboard, Frozen Food, Drinks, Health & Beauty, Laundry, Household & Pet, and Baby, Toddler & Kids. A 'BACK' button is visible below the navigation bar. The main content area displays three ice cream products in a grid:

- Product 1:** Ben & Jerry's What-a-Lotta Chocolate Core Ice Cream. Price: £2.47 (49.4p/100ml). A 'New!' badge is present.
- Product 2:** Ben & Jerry's Utter Peanut Butter Clutter Ice Cream. Price: £2.47 (49.4p/100ml). A 'New!' badge is present.
- Product 3:** Ben & Jerry's Cookie Dough Ice Cream. Price: £2.24 (44.8p/100ml).

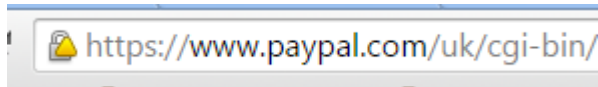
Each product card includes an image of the ice cream tub, a 'New!' badge (where applicable), the product name, the price, the unit price, and an 'ADD' button.

Safety

- If you've not heard of the store be very wary
- It should show the https:// in the browser bar
- You can pay by credit card
 - If possible never leave your card details with the retailer
 - Paypal allows you to buy too




PayPal Page



Your order summary

Descriptions	Amount
.....	£10.00
Item number: NC13	
Item price: £10.00	
Quantity: <input type="text" value="1"/>	
Update	
Item total	£10.00
Total £10.00 GBP	

PayPal 

▶ **Pay with my PayPal account**
Log in to your account to complete the purchase

▼ **Pay with a debit or credit card**
(Optional) Sign up to PayPal to make your next checkout faster

Country

Card type

Billing information

First name

Last name

Address line 1

Address line 2 (optional)

Town/City

County (optional)

Postcode

Contact information

Telephone

Email