

TECH TALKS

# The Wonders of Online Shopping

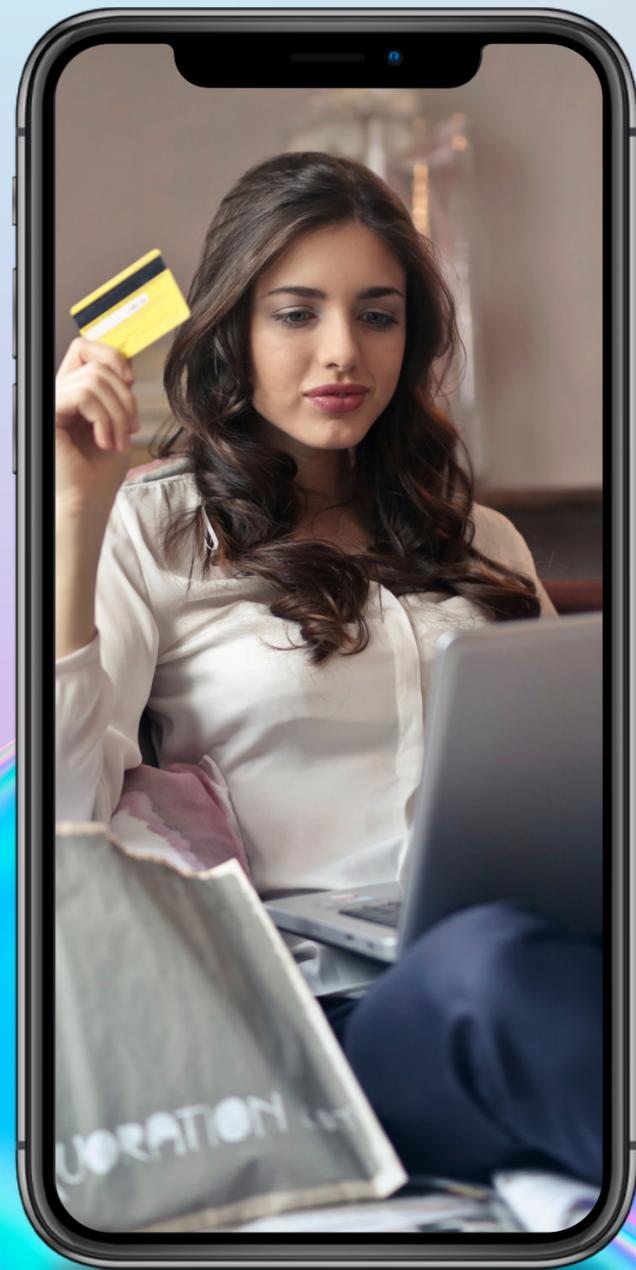
How access to the internet affects  
consumer behavior



# Presentation Highlights

Key points we will be  
discussing:

- How technology has changed the way we shop
- Life with and without online shopping
- The ease of setting up an online shop
- The importance of cybersecurity
- The benefits tech brings to sellers and buyers



# How technology has changed the way we shop

Gone are the days of going to malls, braving crowds, and walking through aisles for hours trying to find what we want. These steps have been replaced by a simple, fast, and convenient process that everyone can accomplish with access to the internet.



## Life Before Online Shopping

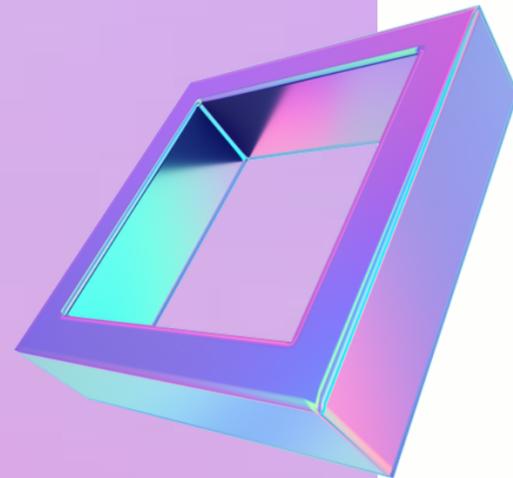
- Having to deal with traffic and parking at grocery stores and malls
- Spending hours picking out the right piece of item
- Weaving through big crowds and lining up to pay for your purchase

## Life With Online Shopping

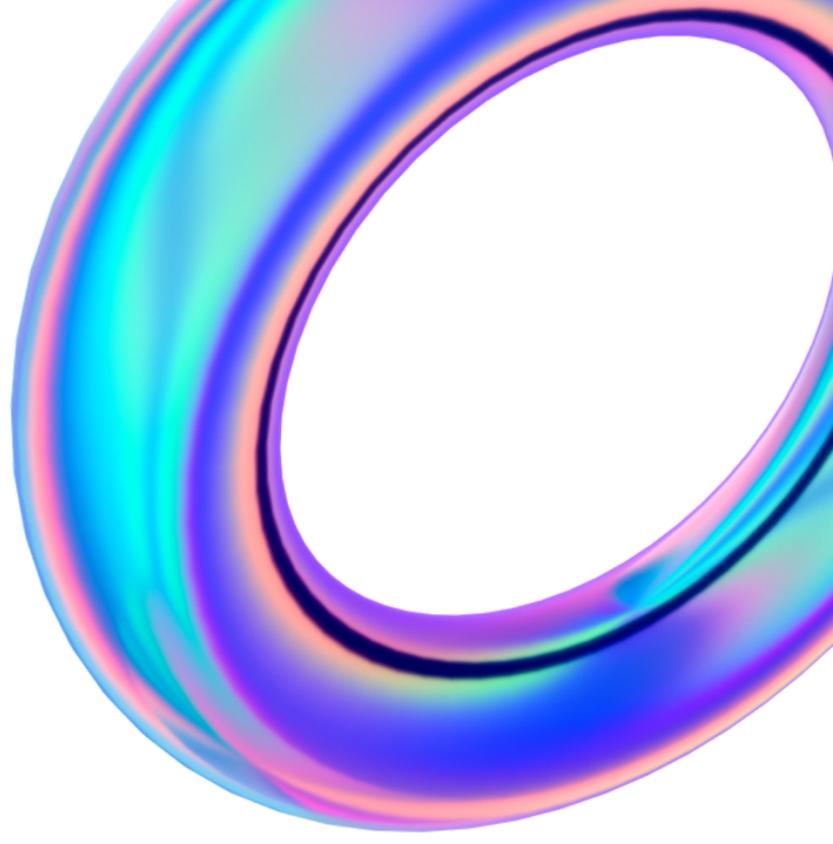
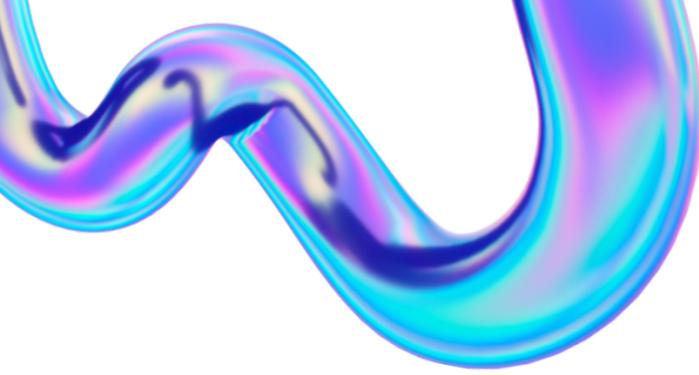
- Being able to save time as it only takes a few clicks to visit online shops
- Looking for items is made more accessible by well-designed online shops
- Paying for purchases using easier and safer means without having to use cash



# The ease of setting up an online shop



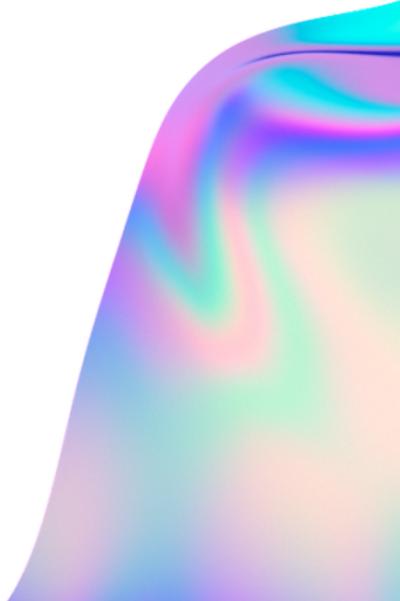
- Step 1** Purchase a domain name  
Use your brand as your domain name.
- Step 2** Choose a secure e-commerce service  
Do your research to see which ones are reliable and trustworthy.
- Step 3** Get a secure SSL certificate  
Gain the trust of your customers.
- Step 4** Find an internet merchant account  
Manage payments wisely.
- Step 5** Select a payment service provider  
Choose what's most convenient and reliable.



# Revenue of Online Purchases by Industry

As of January 2021

Consumer spending continues to rise on  
furniture, sporting equipment, and household  
supplies.



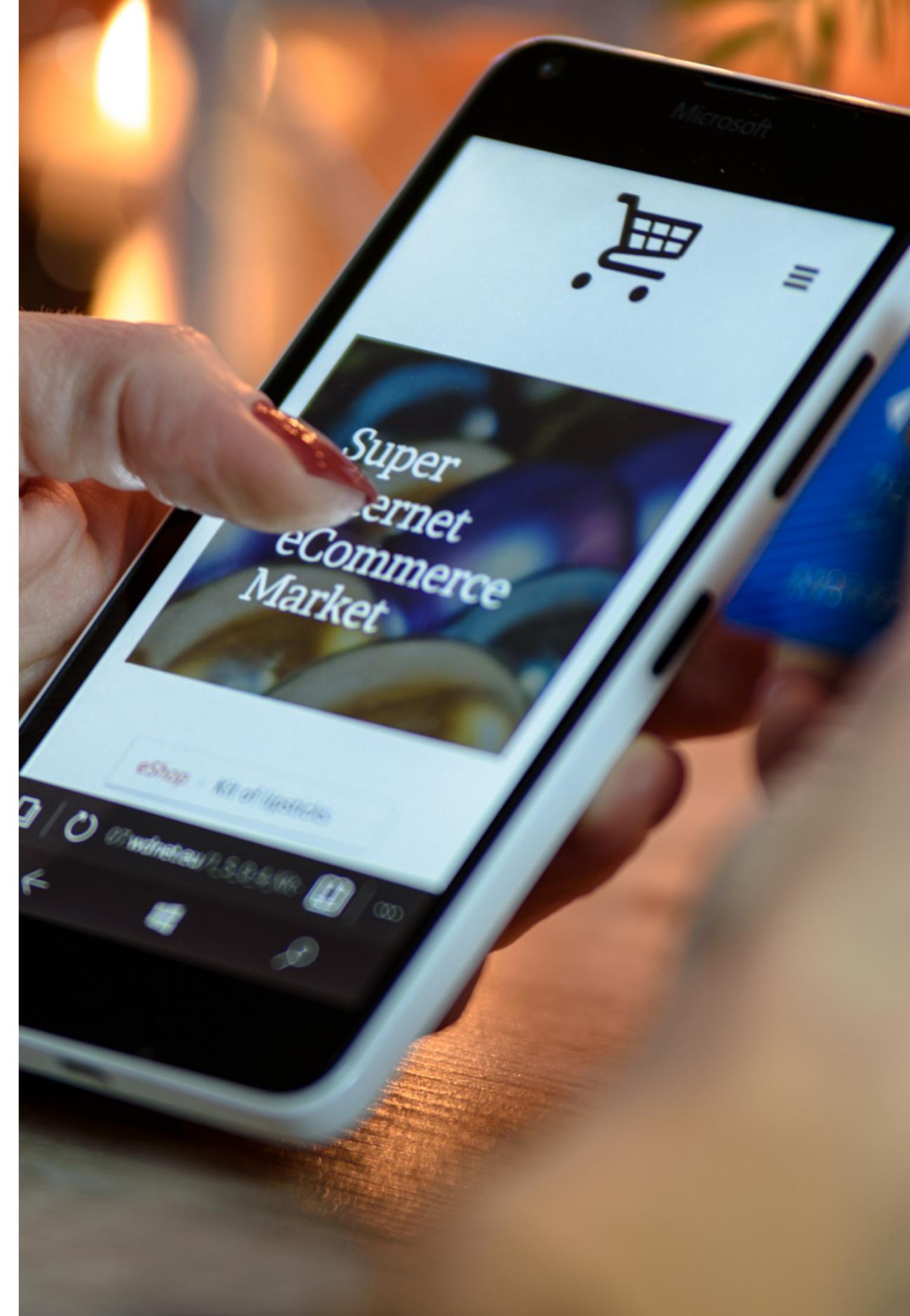


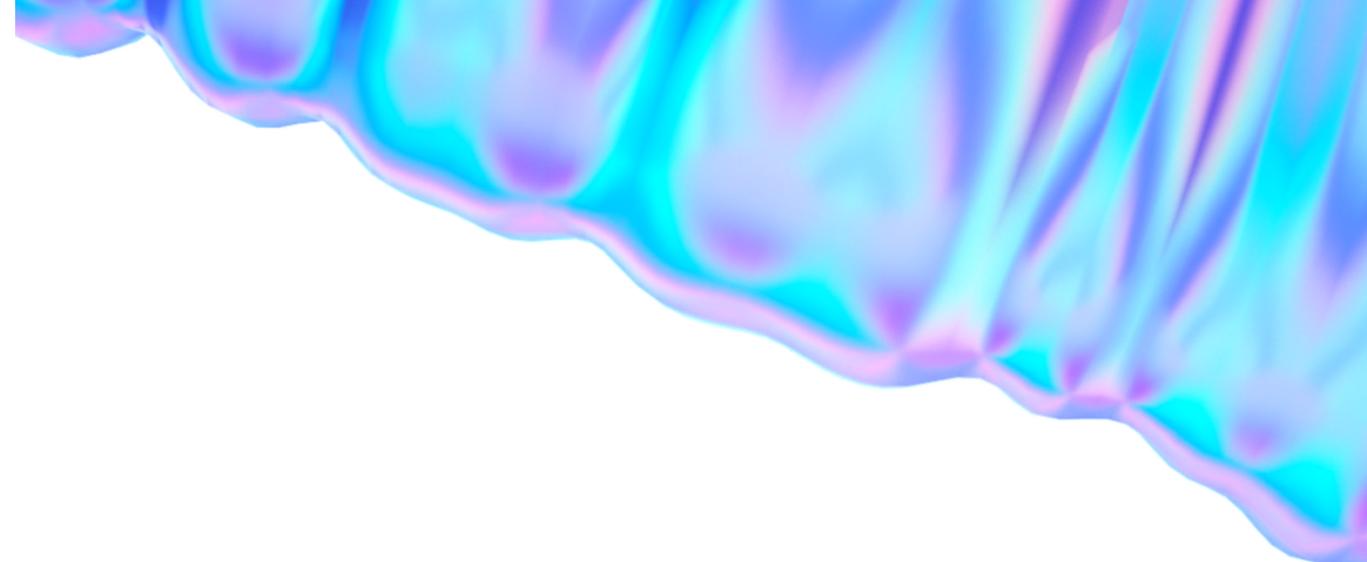
# The Benefits Tech Brings to Sellers and Buyers

# The Importance of Cybersecurity

Without online safety, everything just crumbles down

Do everything necessary to create a safe and secure space for your online business, like investing in cybersecurity and other systems to protect your data. Doing so will help you and your consumers avoid cyber threats and any malicious attacks online.





# On Business Growth

Technology has significantly helped boost businesses

## Marketing and Promotion

Introducing a company to the world has become easier and cheaper via different social media platforms.

## Easier management

## Wider Reach to different buyers

# On Consumer Happiness

Better tech investment means happier, more satisfied customers



## Variety

Consumers now have access to millions of online stores worldwide and are able to see what a bigger selection of brands have to offer.



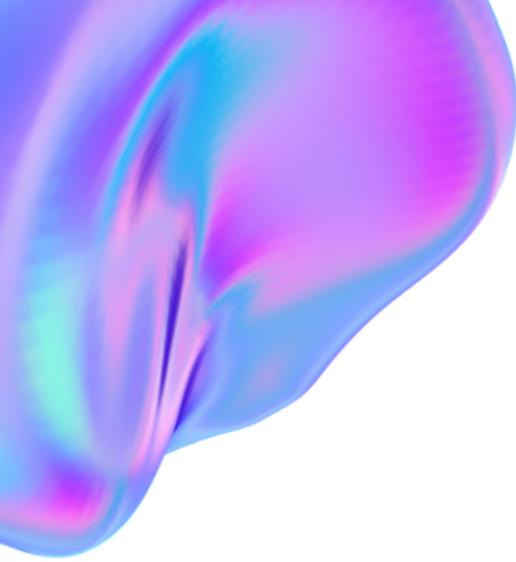
## Ease and Comfort

With just a few clicks, consumers can buy everything they want and need in the comforts of their own home.



## Secure and Fast Payment

Technology has introduced several ways to make sending and receiving payments more accessible and safer online.



# The Deal with Online Ads

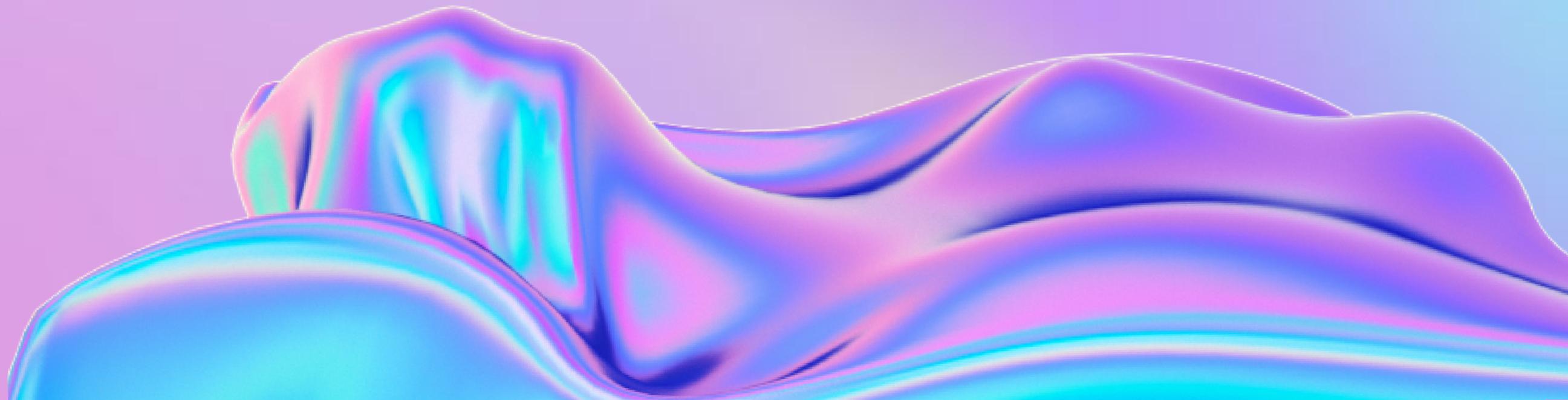


How your browsing habits affect the kind of ads you receive

As easy as it is to shop online, it's even easier for brands to encourage consumers to shop a lot more because of the prevalence of ads online. The algorithm knows what you want, and so it keeps presenting all these different products it believes you might be interested to buy.



Do your research and learn more about the most reliable online tools you can use to avoid unwanted ads.



Technology is best when it brings  
people together.

- Matt Mullenweg

