

# Technology for Seniors – Online Shopping



Term	It means...	Some extra comments
Portal	A website where purchases can be made from many different sellers.	eBay and Amazon are examples of Portals
Account	This mostly refers to a personal account with a merchant where you have provided your name, address and phone number.	Don't give your details unless you expect to return to this shop often. Be careful too not to allow email promotions to be sent to you.
Guest Account	This mostly refers to a temporary account where your personal details are not as likely permanently recorded by the merchant.	There are some merchants that will use your guest account details to advise you of progress in your order but also to send promotions. Reputable merchants allow you to unsubscribe (to opt out)
Merchant	Merchant is a general name for the seller or supplier of items for purchase. It is often used by banks and other financial services.	
Importer	An importer that operates in a similar way to a conventional importer except that products are purchased online.	Importers may have no warehousing in Australia and may have minimal staff here. All products may be sourced and delivered from overseas locations to keep costs down.
Grey Imports	An importer that may deal in products that are not intended for the Australian market. Items may be at a lower price but have international warranties or international electrical fittings.	For many quality items this may not matter (for example camera parts). Many small electronic items may also operate here but mains power items are risky unless you understand the requirements.
Pick up only	Where the seller will not provide delivery and the purchaser must arrange pick up and transport from the seller's address.	

Buy now price	Some portals that provide auctions also allow a price for immediate purchase rather than bidding in the auction.	
Delivery	A delivery fee is usually charged for packing, postage/courier services. In some cases it can be substantial if the item is bulky, heavy or is sourced internationally.	Delivery can be shown as cheap but there may be add on options offered for faster delivery, insurance, extended warranties. Take care that these extras don't take you beyond the price point of an alternative supplier.
Click and collect	This is often a free delivery option where the purchased item is sent to a shop like Woolworths for you to pick up at your convenience.	You can select the most convenient pick up shop from the range of alternatives supplied by the merchant. Pick up may also be from the merchant's own stores.
Reviews	Reviews may be provided on the merchant's site. It is valuable to seek other reviews, especially if the item is expensive.	Reviews may be supplied by real people or may be 'padded out' by the supplier. Look for other reviews like specialist magazines or blogs that provide a more balanced view.
Product Search	Using the internet, a product search will find alternative products that may fit your needs. You may know of a specific product but it helps to search beyond this for better alternatives.	Search for 'mower' not XYZ brand petrol mower. The more broad search opens up possibilities to see all brands of mowers and including petrol, electric, battery and push types.
Comparison Shopping	When a product(s) is identified as the likely preferred alternative, it is then used as the search item to find merchants that offer competitive pricing (including delivery)	The internet gives the purchaser much more power to compare options from different sources. It should not be surprising to find variations of as much as 100% in pricing.