

# SEARCHING SHOP

**University Of Furtwangen, E-Business Technology**

Prof. Dr. Eduard Heindl

By: Nigora Sapayeva

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## **Declaration**

This is to certify that this term paper has been written by me. The articles and literature read for the preparation of this paper has been acknowledged and at the end of document.

Nigora Sapayeva  
July 01, 2009

## Table Of Contents:

Introduction .....	4
1. Advantages of Online- Shopping.....	4
2. Online- Shopping with Google's Froogle.....	4
3. eBay.com.....	6
3.1 Sellers' Ratings.....	7
3.2 Earning Money.....	7
3.3 Why this business Model is Effective?.....	7
4. Amazon.com.....	7
5. Fraud and security concerns.....	8
Conclusion.....	9
References.....	9

## INTRODUCTION

Many people buy goods and services over the internet, by phone or by mail order. These are all examples of distance selling or online shopping. An increasing range of goods and services are available to consumers shopping in these ways.

In the late 1990s, as more people gained access to the internet, a range of shopping portals were built that listed retailers for specific product genres. For example, in 2006, from November 1st to December 26th online shopping soared to \$23.1 billion dollars, increasing sales on 26%. In 2008, online consumer spending was \$180,5 billion.

**Creating a competitive battle with retail stores, online shopping presents a more convenient method of shopping without the lines and the crowds;** Perhaps the best thing about shopping online is that you can do it barefoot in the comfort of your home.

### 1. ADVANTAGES OF ONLINE-SHOPPING

- **Convenience.**

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Searching or browsing an online catalog can be faster than browsing a physical store.

- **Information and review.**

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection. Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications.

- **Price and selection.**

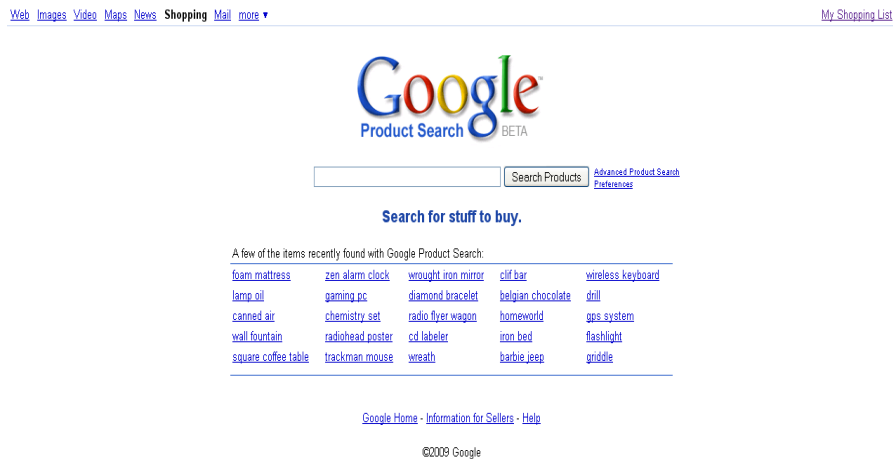
Shopping online is being able to quickly seek out deals for items or services with many different vendors. Search engines and online price comparison

services such as Become.com and Google Product Search can be used to look up sellers of a particular product or service.

## 2. ONLINE SHOPPING WITH GOOGLE'S FROOGLE

In the year 2002 Google has launched a beta version of a new shopping search tool called "Froogle" that the company claims is the most comprehensive product search engine available on the web. On April, 2007 the product was renamed to Google Product Search. It is a product price comparison service and discovery shopping search engine with a mission to help shoppers make ideal buying decisions.

The Google Product Search has 15 different product categories. These categories include Apparel & Accessories, Arts & Entertainment, Auto & Vehicles, Baby, Books, Music & Video, Computers, Electronics, Flowers, Food & Gourmet, Health & Personal Care, Home & Garden, Office, Sports & Outdoors and Toys & Games.



Searching system is organized similar to Google Directory. You can look for products either by using a keyword search or by drilling down through a particular category and its subcategories. You can also limit your search to a specific category.

Clicking on the **Shopping** link at the top left corner of Google's window, you can enter into the Google Product Search. There you can find an information about price, brand, description, and, if available, a photograph of a product. But in comparison with other online shopping services, Product Search doesn't actually sell things. It just collects the information about pages which sells something.

Vendors don't pay to have their products included in Froogle's search results. However, they can purchase sponsored links, which appear along the right side of the Product Search results pages.

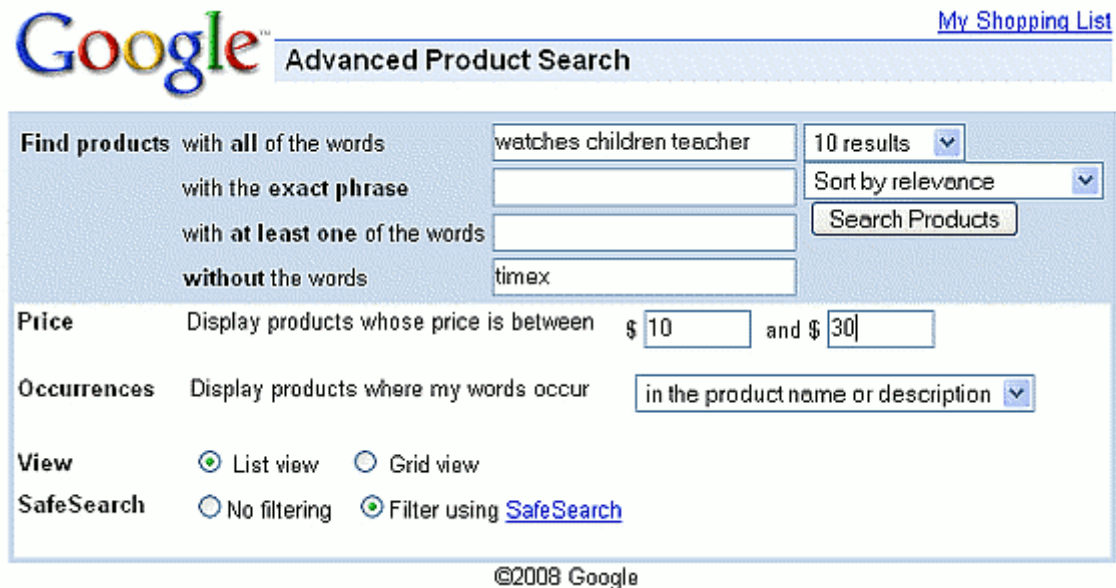
You can browse products by clicking on a category or you can search by entering your query in the Product Search search box.

Product Search also shows a link with the seller's name and, if available, the average seller's rating that other Google Product Search users gave the seller on

the right side of the window. Clicking on the rating you can find detailed reviews and ratings of this seller.

Clicking on the **Sort by** bottom you can sort the products by relevance, price, product rating, and seller rating.

If you are looking for a product with specified range of price or if you want to make your search more controlled you have to fill the Advanced Product Search form.



The image shows the Google Advanced Product Search interface. At the top left is the Google logo, and at the top right is a link for "My Shopping List". The main heading is "Advanced Product Search". Below this, there are several sections for refining the search:

- Find products**: This section has four radio buttons for search criteria: "with all of the words" (selected), "with the exact phrase", "with at least one of the words", and "without the words". There are input fields for each criterion. The "all of the words" field contains "watches children teacher", and the "without the words" field contains "timex".
- Price**: A section with the label "Price" and the text "Display products whose price is between". It has two input fields for price, one containing "10" and the other "30", with "and \$" between them.
- Occurrences**: A section with the label "Occurrences" and the text "Display products where my words occur". It has a dropdown menu currently set to "in the product name or description".
- View**: A section with the label "View" and two radio buttons: "List view" (selected) and "Grid view".
- SafeSearch**: A section with the label "SafeSearch" and two radio buttons: "No filtering" and "Filter using SafeSearch" (selected).

At the bottom of the form, there is a "Search Products" button and a "Sort by relevance" dropdown menu. The text "10 results" is also visible. At the very bottom, it says "©2008 Google".

Nowadays, there is a high-volume websites, such as Yahoo!, Amazon.com, Yatego.com, eBay offer hosting services for online stores to small retailers. These stores are presented within an integrated navigation framework. Collections of online stores are sometimes known as virtual shopping malls or online marketplaces.

### 3. E-BAY.COM

E-Bay.com is managed by an American Internet company eBay Inc. It is a shopping website in which people and businesses buy and sell a broad variety goods and services worldwide in the "Buy It Now" category. Also eBay is the number-one name in online auctions. eBay allows users to compete to buy and sell new and used items. Some people have made a full-time job out of this practice and count the auction site as a never-ending source of revenue.

eBay offers several types of auctions.

- **Auction-style listings** allow the seller to offer one or more items for sale for a specified number of days. The seller can establish a reserve price.
- **Fixed Price format** allows the seller to offer one or more items for sale at a *Buy It Now* price. Buyers who agree to pay that price win the auction immediately without submitting a bid.
- **Dutch Auctions** allow the seller to offer two or more identical items in the same auction. Bidders can bid for any number from one item up to the total number offered.

### 3.1 Seller Ratings

In 2007, eBay began using detailed seller ratings with four different categories. Buyers are asked to rate the seller in each of these categories with a score of one to five stars, with five being the highest rating and one the lowest. Unlike the overall feedback rating, these ratings are anonymous. It helps future buyers to make a right decision, while choosing goods.

### 3.2 Earning money

eBay's main idea is to provide sellers with internet-platform for selling of any products. The company itself plays the role of an intermediary in a purchase contract between seller and buyer. The process of payment and delivery happen without collaboration. Sellers pay due for listing of their products in this site(Insertion Fee) and the rate from sales price(Final Value Fee). The purchasers use eBay free. Thereby, profit of eBay related directly to sales volume.

### 3.3 Why this business-model is effective?

- Lack of geographical barriers – sellers and buyers can participate in bidding from any location of the world. This increase the whole amount of sellers and buyers.
- Lack of language barriers – you can participate on auctions on different languages. Some countries such as UK, Germany, Holland, Spain, Australia have local affiliates.
- Lack of time-frame – it is possible to use eBay 24 hour per day.
- The huge amount of purchasers – users is attracted by large range of different products, for relatively low prices. Also it is possible to find there different rarities, which are not available to buy offline.
- The huge amount of sellers – due to low expenses on placing a product, large range of purchasers, the usability of a server. Any user can become a seller.

- The growth of purchasers' number leads to growth of sellers. This ensures the development of eBay.com all over the world.

#### 4. AMAZON.COM

Amazon.com, Inc. is an American-based multinational electronic commerce company. It was created in the July 1995 by American entrepreneur Jeff Bezos, and at the beginning of a business he sold just books. In 1998 it started as an on-line bookstore but soon diversified to product lines of VHS, DVD, music CDs and MP3s, computer software, video games, electronics, apparel, furniture, food, toys, etc.

Nowadays, Amazon.com includes 34 categories of goods. According to a Compete survey the domain amazon.com attracted at least 615 million visitors annually by 2008.com. This was twice the numbers of walmart.com. As part of their review, users must rate the product on a rating scale from one to five stars. In 2004 a software error accidentally showed the names behind reviews that were submitted anonymously, and some authors were shown to have written glowing reviews of their own books. Amazon created a feature in recent years that allowed users to comment on reviews. Amazon allows indicate the real name of the reviewer (based on confirmation of a credit card account) or to indicate that the reviewer is one of the top reviewers by popularity. The U.S. site generally has the most reviews.

According to information in Amazon.com discussion forums, Amazon derives about 40 percent of its sales from affiliates whom they call Associates, and third party sellers who list and sell products on the Amazon websites.

Amazon reported over 1.3 million sellers sold products through Amazon's World Wide Web sites in 2007. Selling on Amazon has become more popular as Amazon expanded into a variety of categories beyond media and built a variety of features to support volume selling. Unlike eBay, Amazon sellers do not have to maintain separate payment accounts; all payments and payment security are handled by Amazon itself.

#### 5. FROUD AND SECURITY CONCERNS

As soon as it is quite difficult to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store.

A number of resources offer advice on how consumers can protect themselves when using online retailer services. These include:

- Sticking with known stores, or attempting to find independent consumer reviews of their experiences; also ensuring that there is comprehensive contact information on the website before using the service, and noting if the retailer has enrolled in industry oversight programs such as trust mark or trust seal.
- Ensuring that the retailer has an acceptable privacy policy posted. For example note if the retailer does not explicitly state that it will not share private information with others without consent.
- Ensuring that the vendor address is protected with SSL (see above) when entering credit card information. If it does the address on the credit card information entry screen will start with "HTTPS".
- Using strong passwords, without personal information. Another option is a "pass phrase," which might be something along the lines: "I shop 4 good a buy!!" These are difficult to hack, and provides a variety of upper, lower, and special characters and could be site specific and easy to remember.

## CONCLUSION

Today more people use online shopping as faster, more comfortable and not restricted by assortment system of shopping. There is a lot of websites and tools to help consumer with online purchasing decision. Moreover, different product price comparison services help customers to compare the prices of identical goods offered by different sellers. Importantly, the consumers are asked to rate the sellers on a rating scale from one to five stars. The next buyers can rely on these rates choosing a certain product on the future. Shopping portals, shopping robot, business rating sites, thrust verification sites, and other shopping aids also are available.

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