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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Diffusion of Responsibility**

**By Wynn Wilder**

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Why don't more people purchase online?

A common question asked among online business owners. In today's economy it is not uncommon to find businesses based solely online. It has become part of our culture, and readily acceptable by society. These same business websites receive more hits than visits, and more visits than purchases.

What prevents people from buying? You could argue the fear of identity theft, but would the argument be sound enough? The answer could be a phenomenon Bibb Latane and John Darley called diffusion of responsibility.

While we know purchase is necessary for the survival of the owner and his/her business, we also know there are millions of other people. These millions will purchase, or have purchased in our stead. So, we do not feel guilty about not purchasing or moving on to another site where we ultimately do purchase.

Sites that are questionably designed, lacking credibility, etc. still sell their products. Artistically designed sites, with all the bells and whistles, also generate income. They do so because people are specifically looking for that item, at that price, at that time. Generally, it is an impulse purchase that will be associated with a pleasure. Whether it is making someone happy or enjoyment for oneself. In the purchasers mind, at the time of purchase, it is a need and they will justify it.

So why don't more sites make money? Often it is the design, the layout, and the colors, even the personality of the site. But more than that, it is the fact that people believe someone else is doing the purchasing for them. If each Internet user believed they were the only one purchasing/online the more likely it becomes that they will purchase.

The customer is no longer responsible for the success or failure of a business. In a community the responsibility to purchase at local stores is stronger. It is, after all, the company you may work for or may need to work for in the future. The success or failure of your community is important and thus, you feel responsible for it.

## Diffusion of Responsibility

Online there are Millions of "stores" and even more shoppers. They are not all within your community. So the responsibility of keeping them alive is shared with millions or billions of other shoppers. The more shoppers, the smaller the chance for action, and the more important it becomes to be the BEST.

Creating your own website can save you money, in the beginning, but then you look like millions of other websites created by amateurs. It takes more to succeed online than just a website. A second rate website makes it even harder. Potential customers already imagine that millions of others are purchasing from you, don't add a bad web design to the equation.

Doing it yourself is great for building a deck on the back of your house, but it is an exercise in futility when it comes to a business website. Remember people already think everyone else is buying from

you, give them a good reason to stick around and become one of the buyers.

### **Star Sapphire Diffused, Information And Facts**

**By [www.kaisilver.com](http://www.kaisilver.com)**

Diffused Star Sapphire, Is This A Real Sapphire?

This is a most commonly asked question relating to the diffused star sapphire. We will answer this question right away, before going into details of the diffusion process. The gemstone used to make a diffused star sapphire is a sapphire. The diffusion process is done on the surface of the sapphire gemstone and could extend to around a millimeter into the gemstone. The process is done to create the star effect on the gemstone and the gemstone is then called a diffused star sapphire.

The sapphire gemstone is extremely hard and measures 9 on the Moh's scale of hardness. The hardness of the gemstone is not affected by the diffusion process and the gemstone therefore retains it's originally physically properties.

A sapphire that has been made into a diffused star sapphire cannot be polished or recut for the second time. The reason is quite simple, the diffusion treatment is done only on the surface and extends into the gemstone for a very small depth. Polishing or recutting would take off this surface treatment and cannot therefore be done. There is good news though, most buyers never repolish or recut the gemstones that are set in jewelry. This is specially true of sapphires which are extremely hard and scratch resistant gemstones. Given this fact, the diffused star sapphire gemstone is a good and reasonably priced gemstone.

Diffused star sapphires can be had in fairly large sizes of 10x8mm oval, 12x10mm oval and even 14x12mm oval. They are always smooth cabachon cut gemstones without facets. Given the large sizes in which diffused star sapphires are available, these gemstones are used to make spectacular male rings in gold and sterling silver.

You can read a complete report on the diffused star sapphire gemstone and also see a very sturdy and

## Diffusion of Responsibility

big diffused star sapphire men's ring at this link:

<http://www.kaisilver.com/star-sapphire-man-ring-01.htm>

We will be back with more interesting and useful information on jewelry and gemstones.

Thanks and God Bless.

Ms.Tuk

<http://www.kaisilver.com>

Ms.Tuk is senior executive at

<http://www.kaisilver.com>

the world's leading online provider of high end

custom jewelry. All jewelry can be ordered in white or yellow gold and with gemstones of your choice. You can even send us images of your favourite designs for us to custom make.



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