

What Online Gifts Have Come To Mean To The Shopper

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By Gina Stathopoulos

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Shoppers buying online gifts last year generated \$301 billion revenue. Now that shopping on the internet isn't such a new thing as it once was, consumers feel very comfortable trusting both their credit card details and also that their recipient will receive their gift.

Shopping for online gifts rather than going to a store is very enticing...

We save money

In many cases by preferring to buy my gifts online, I've seen great savings. Many factors combine so that we shoppers win. The competition, the fact that merchants don't have the same overheads as offline, and of course, from which country you are shopping from and how strong your country's currency is.

We save time

These days we work longer hours. The time that we do have to ourselves is very precious. Buying online gifts saves me a lot of time. With all the birthdays I have to shop for and for special occasions it makes my life so much easier.

We have such a large variety of gifts

Where the shops in your area may store some items, online gifts you can find quantity, quality and variety. A good example is nautical jewelry. If you are a big fan like I am, you can find pieces created in such different designs that you won't run out of choices.

Looking for flowers? or Gift baskets? Same thing. Shop online and choose. The choice is there.

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Designers unleash their creativity to give us more

The internet has made it possible for the little guy and girl to unleash their creativity and give us shoppers more of a choice in niche gift products. Many mum and dad business are popping on the internet because the internet gives them the opportunity to do so.

I, along with a heap of my friends, are animal lovers. What better than to give your cat lover friend for her birthday a set of gold cat earrings that look like they are just hanging on to her ear lobes... what cuter!

Truth is, I haven't seen much of a variety in cat and dog jewelry until I started shopping online. Sure, you will get a few, but animal jewelry is a niche kind of gift so your variety offline will be limited. And another truth... I haven't seen such pieces as sold online that are so eye catching.

Easier to shop for friends and family overseas

Do you remember the days when you used to send cards overseas on special occasions? Those days are gone for me. A card is nice, a gift much nicer. If you want to buy something from your country and send it overseas, it's the postage that burns a hole in your pocket. Now with so many businesses getting online, choose a local site to the country you want to send you and your gift as well as your thoughts are on their way.

As you see, it's not difficult for the consumer to see the wide benefits of shopping online and these are my reasons for doing so. I have been sending online gifts for over five years now.

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Looking for a gift? Let Gina and Nick show you what we buy for friends/family and each other. At our site you will find popular gifts, gift information and stories from our readers. Come have a look

Be a smarter shopper as you shop on the internet at your favorite shopping stores

By Christy Hollis

The internet can help you become a smarter shopper by introducing you to some of the best online shopping deals you'll find anywhere. And there's certainly nothing more convenient than online shopping from your bedroom, living room, rv, boat, hotel or office. With a few mouse clicks, you will find the best merchandise at the best prices and be able to make sure that you're buying from a reputable store.

A good tip for smart shopping on online shopping stores is to include several items on the same order instead of buying them separately. This will help you save on shipping costs. If you buy more than one item at an online shopping store, there's a chance that one item will be ready for immediate delivery, whereas another might not be in stock. Online stores generally give you the option of deciding whether

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to ship the items individually or to wait and ship them together. This is the advantage the internet has versus offline shopping.

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