

05/27/09 - How to buy online with confidence

E-retailing has comprehensively changed the landscape for the consumer. Shipping time and costs can still be disadvantages, but if you're a price conscious consumer, online deals can be extraordinarily good?especially when you're not under time pressure.

Some of you have probably had bad experiences buying online from disreputable companies. Others of you might be wary going for that "great deal" unless you've bought from the seller before. As the internet develops, more resources are being built to equip the consumer with accurate information so that they can buy with confidence. I've found the website, [Reseller Ratings](#), to be incredibly helpful for scoping out E-retailers.

Once I know what I'm wanting to buy, I check [Price Grabber](#), [Froogle](#), and [Google](#) to find deals. If I find a low price from a website I've never heard of before, that's where [Reseller Ratings](#) comes in. On the Reseller Ratings website, I can enter the store's website address, and it returns helpful info about the company. The store is given a rating on a scale of 1 to 10, and usually there are also reviews from previous customers.

Another option for "hard to find" items is [Ebay](#). However, I usually try to stick with Power Sellers, unless I'm willing to take some additional risk.