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| 1a | * She can buy them at any time of day or night. * There are more choices of shoes and of price. |
| 1b | * Catherine cannot try the jacket on so the jacket may not fit her. * The photo and description of the jacket may not represent it accurately. * Catherine will have to wait for the jacket to be delivered. * Catherine may have to return the jacket. |
| 1c | * They enable buyers to pay using a third-party payment processor such as PayPal. * They allow buyers to rate a seller which helps indicate if they are trustworthy. |
| 1d | * No need to have a physical shop to sell items. * Can sell as many or few items as they wish. * No need to develop a website of their own. * Potential market is much larger than might be – auction websites are popular across the world. * They can receive safe payment from a third-party payment processor, without having to give away their bank details. * They can receive positive ratings from bidders so that other people know they are trustworthy. |