

1. Do you enjoy shopping online? What sort of goods or services do you buy?
2. What are the main reasons why people choose to shop online?
3. What are the main disadvantages of online shopping? Will technology solve these problems in future?
4. Would you like to live in a world where all shopping was done online?
5. Do you enjoy seeing pop-up adverts online? Are they effective?
6. Do you respond to adverts on social media sites like Facebook? Is this a good way to market a product?
7. Can you think of an interesting way of using YouTube to market a product?
8. Can you think of a creative way of using a social networking site like Twitter to promote a product?
9. Does your company have an online marketing strategy? Does it need one?
10. Do you have a profile on the business networking site LinkedIn? Could this be useful for you?
11. How has online business changed the typical consumer over the last 20 years?
12. Are you comfortable that some businesses collect data about users' online activity?