
STUDY SHOWS THAT THE INTERNET IS TRUSTED MORE THAN THE TV BY SHOPPERS



A new study conducted by Yahoo and Universal McCann on people who buy products online has found a great shift in how online shopping is viewed. Three factors have attributed to the shift. First has been an increased trust in online purchasing with greater faith in the security systems set up for shoppers. Also online shopping has become more trendy and with the help of social media, sellers have been brought closer to the consumers. Finally, due to the increased availability of product reviews the internet has reduced the number of self proclaimed impulse buyers and has brought products under more scrutiny. Read the full article here:

[More Shoppers Trust the Internet Than TV](#)

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