



ONLINE SHOPPING IS HITTING IMPULSE BUYS

Online shopping is getting to be a bit of a problem for companies that stock up the stands in the lines waiting to check out. These aisles are conveniently located where shoppers can grab items when they're waiting on the next person in line and have nothing better to do. People simply tend to buy less stuff on impulse when they do their shopping online rather than in a store. In a store, you have to walk through several aisles, and it's tempting to pick up items that you have no real need for. Having to sit at the checkout guarantees that at least some people are going to buy a refreshing drink, a stay-awake drink, or a piece of chocolate. It's also common to sit and read a magazine off the shelf while waiting, and many people get interested in a story and can't finish it all by the time it's their turn to check out. Online stores don't have this issue, and people can skip the lines and click "Next" until they've committed their order. In fact, many shoppers simply do that to avoid temptation of "related items" that are intended to draw more profits. Nevertheless, confectionery manufacturers have plans, such as pick-up points for online grocery purchases, that will ensure their wares are noticed. For more details on the article [Click Here](#)

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