



## Online just another outlet for shoppers

The Internet is creating a nation of shopaholics, claims research from site testing specialist SciVisum.

UK consumers are taking full advantage of e-commerce, the study reveals, but not just for convenience – they're shopping online as well as using the high street.

SciVisum found online shops were busiest during weekdays between noon and 5.30pm – indicating that Internet transactions are not restricted to worker's lunch hours – and late in the evening when

traditional stores were closed.

E-commerce activity was slow during high street weekend opening hours, but business peaked between 7pm and 9pm on Sundays.

Despite Internet shopping being an all-week activity, SciVisum says UK consumers are unimpressed with the 24/7 benefits touted by Web retailers. It found the average online shopping day occurred between 10am and 11pm.

SciVisum monitored online buying habits at the top 51 e-com-

merce Web sites during May.

Meanwhile, further research from Visa has found that users are wary of paying over the Web.

As many as one in five British Web users has never made a purchase online, and almost two-thirds of the 1,005 Web users who had shopped online questioned by Visa believed e-tailers should do more to make consumers feel secure when entering their credit card details.

**visaeurope.com**  
**scivisum.co.uk**