



Internet shoppers in a rage

By **Sarah Seymour**

WEB rage is sweeping the internet, with infuriated shoppers abandoning transactions in droves. More than three-quarters have hurled down their mouse in disgust, according to a survey – and the biggest gripe is the lack of phone contacts on websites.

Deri Jones, chief executive of SciVisum, which commissioned the research, said: “As people use the web more, they come to expect more, and we are seeing an increase in levels of frustration.

“Inconsistency is the big problem. Shoppers will use one site that’s great and then one that just isn’t, and it drives people mad.”

Nearly three-quarters of UK shoppers go online, spending an average of £89 a month. SciVisum warns that online retailers need to buck their ideas up or they will lose customers.

Deri Jones said: “With complicated purchases, users scroll through 15 to 20 pages before completing the transaction. Every page has to work.”

Dr Stephen Castell, from internet analyst Castell Consulting, says the complexity of products has outpaced technology. “If you look at high-spec electronic goods which need warranties, or mobile phones with contracts – not to mention things like cars – buyers almost need three-dimensional slide shows to assess these goods.

“This kind of industrial-strength technology isn’t cheap. But retailers need to realise that half-hearted solutions will crash and annoy consumers. They will return to the high street.”