



# Not so happy shoppers

## LATEST STUDY SUGGESTS ONLINE RAGE COULD SERIOUSLY ENDANGER THE UK'S WEB ECONOMY

**WE MIGHT LOVE** nothing more than a spot of online retail therapy here in the UK, with around three-quarters of us now enjoying web shopping, but we're also seemingly prone to losing our cool.

Brand new research from site-testing specialist SciVisum has alarmingly revealed that as much as 78 per cent of dot com spenders have complained that frustration with web shopping services has led them to not only switch off their computers in disgust, but a third have also shown a reluctance to give their favourite sites a second or third chance. Interestingly, the survey also suggested a regional bias so much so that Northerners demonstrated a less forgiving attitude than those located in the South, despite their apparent willingness to splash out on more expensive items.

One in five North-Westeners admitted that they would happily splash out £5,000 or more on a single purchase, closely followed by the Scots, whereas their more Southerly counterparts vehemently dismissed such a lavish outlay. However, in general the results did more broadly suggest that the love affair with the speed of Internet purchasing could suffer a backlash

if vendors ignore service satisfaction levels. "Web rage is a burgeoning online phenomenon" explained SciVisum's CEO Derri Jones. "With less than half of online shoppers prepared to give their favourite website more than two chances to get it right, the message to etailers is very clear. Online shoppers are showing zero tolerance to poor performance – and e-tailers must follow this lead if they're to avoid losing their customers to competitors or the high street."

The full report for anyone interested to know more can be found by visiting SciVisum's website home page at [www.scivisum.co.uk](http://www.scivisum.co.uk).

