

## Consumer Buzz

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### Webrooming Woes

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When it comes to researching products online, poor product descriptions are consumers' biggest irritation (43%), followed by lack of photos or videos (20%), according to PowerReviews' "Compete With Amazon and Win" report. Another 18% said no product reviews was their biggest irritation, while 9% cited arrival time, 7% cited not enough reviews and 3% cited no user-submitted content, such as photos or videos, as their biggest complaint. **GP**