

Consumer Buzz

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Return, Return, Return

Ann-Marie Vazzano

Nearly half of Millennials say online returns are a hassle, according to a report from post-purchase experience platform Narvar. In addition, 60% of Millennials say they've kept items they disliked because they didn't want the hassle of returning them, compared to just 42% of consumers over age 30. Four in 10 consumers purchase multiple items online with intentions of returning what they don't like. More than 50% of Millennials prefer returning products to physical stores so they can browse for other items or get their money back right away. **GP**