

Study shows 83 percent online shoppers find it difficult to choose the right product

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KOLKATA, WEST BENGAL, INDIA, January 14, 2020 /EINPresswire.com/ -- In today's modern world, online shopping is the most common and preferred choice for any consumer. It is also the most convenient way of shopping. And the trend is increasing rapidly year after year.

A recent study conducted on consumer behavior has shown that a large number of customers still find it challenging to choose the right product while shopping online. Many factors influence the purchase decision of a consumer. Different brands are competing with each other to provide their top-notch product line to the buyers. Therefore, it becomes very confusing from a buyer's perspective to choose the right product for them.

A product review start-up [reviewcircles](#) has made life a lot easier for internet shoppers. It provides honest & unbiased reviews and buyer's guide on electronics, consumer durables, gadgets, cosmetics, fashion accessories, travel recommendations, digital products and services. It is the most accessible platform for users to check, compare, and decide before making any purchase. Their reviews and recommendations are for both layman and experts.

They have some excellent reviews & buyers guide on [Best Washing Machine](#), Best Refrigerator, Best Air Conditioner, [Best Laptop](#), Best DSLR Camera, Best Water Purifier, Best Microwave Oven etc.

Therefore, when it comes to choosing the best product, there should always be a helping guide to ensure perfect buying decision. So, the next time a buyer finds it difficult to make the right decision, they should take notes from an expert.

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