## May 2011

### Use of the Internet in Car Buying - UK

Buying a motor vehicle through the internet or even over the telephone is a relatively new concept for the consumer. This report investigates the purchasing of cars other than through the traditional visit to a dealer or private seller. It includes the use of the internet to complete a sales ...

### Social Media and Networking - UK

This report considers the world of social media, giving an overview of the various online services that facilitate social experiences. In particular, this report investigates how members, as well as companies and advertisers, are using and responding to social networks.

## April 2011

### Digital Trends Spring - UK

The report goes on to looks at the commercial impact that the extreme weather conditions throughout December had on the all important Christmas trading period, and also suggests ways in which sites can become more competitive.

### Buying for the Home Online - UK

Online browsing for information or prices has become an integral part of most shopping trips for major purchases including domestic appliances and furniture. And price comparison is not just something for the few, but is a process which many consumers have integrated into their shopping process. Retailers are using more ...