AMDEA calls for cooler research

Top Tips for buying appliances safely online

Nearly two thirds (64%) of Brits would spend more time researching a new pair of trainers, or a meal out, or a holiday compared to choosing a fridge freezer, according to YouGov research published today.

Over a quarter of adults (29%) would be likely to purchase a fridge, freezer, cooker or washing machine from an online seller š Z Ç] ov[, if they were the cheapest. While a similar percentage (29%) } v [š } (look at the instructions before switching on a new large domestic appliance for the first time.