

## **Google's Newly Launched Video-Shopping has Created a "Product-Trust" Feeling Among Buyers.**

For the few people out there surprised by the headline, yes! Google—the Big G—has been in the E-commerce industry for years now and they are not slowing down anytime soon.

It's not your fault if you had no clue; currently, as I write, only 20 countries have full access to the Google shopping platform. The main aim of Google shopping is to allow users to search for products through online shopping websites, and compare features and prices between different sellers, then go for the best offers. For most online shoppers, the best way they can feel and trust the product is to see all 360 degrees of the product. No platform out there, so far, had provided this feature.

Recently, Google launched an app creating this "product-trust" feeling. It is exciting and more interactive than buying on other e-commerce sites where you have been only shown images, titles, and descriptions.

Google Shoploop is a social media platform like TikTok. Only this time, you are not going there to have fun, but to enjoy a one-stop shopping experience. That's right, no more jumping from product sites to review websites and then to YouTube before placing your order. The Big G has decided to combine discovering new products, researching how they work, giving feedback, and placing an order—all in one app.

For starters, the video-shopping app is mainly focusing on categories like makeup, skincare, haircare, and nails.

Google is working closely with content creators, publishers, and online retail sites to create awareness and a better feel in the e-commerce world (hopefully they will blossom out into other products beyond merely beauty products, lol).

The videos published for products are short and snappy. They provide answers to the buyer's questions—tackling queries like "what does the product do?", or "How does it work?" or "How to use it?" or "Does it solve my problem or fulfill my desire?"

Offering answers to such buyer's questions creates a "product-trust" feeling—assuring them the product does what they need. It allows shoppers to follow the brand, save the product later, or go straight to e-commerce to complete the order with a single click.

Fingers crossed—let's see how this app changes the industry.