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Click And Buy reveal alarming e-commerce trends.

Posted by Hayden Allen-Vercoe,

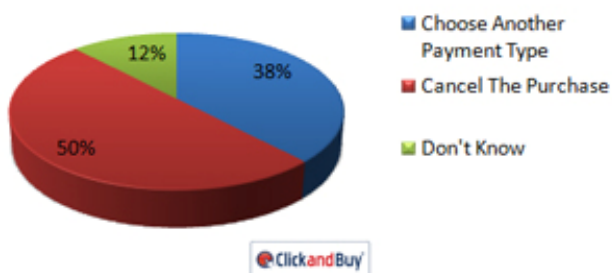
Whilst online shopping is growing at a faster rate in 2009 compared with 2008, ClickanBuy have revealed some very interesting facts about consumer behaviour when it comes to actually completing the purchase online.

Here's a summary of their findings:

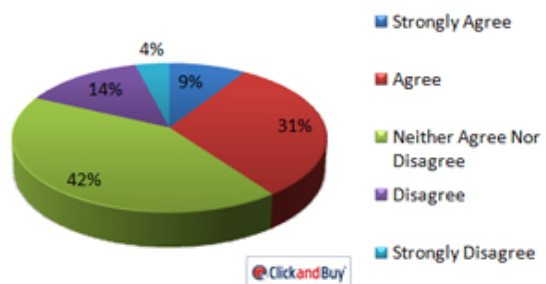
- **50% of regular online shoppers don't complete the transaction if preferred method of payment is not available**
- **40% of adults surveyed would feel more comfortable with a retailer who offers a range of payment methods**
- **36% of those surveyed will shop more online than on the High Street in 2009 than 2008**

This means thousands of merchants are actually losing the opportunity to make more money online of course. The survey involved 2000 online British adults and was carried out by independent survey firm YouGov.

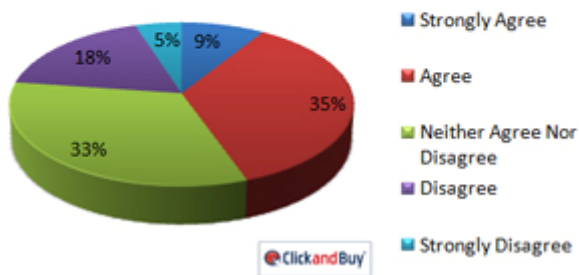
"When making purchases online, if my preferred method of payment (eg. credit card, invoicing, payment account, debit card etc.) is not available, I will most likely..."



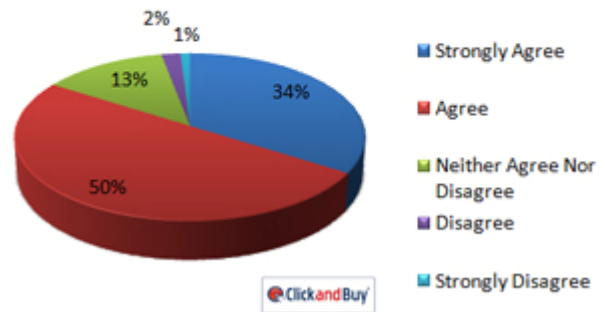
"I would feel more comfortable purchasing from an online retailer who offers a wide range of payment methods than a retailer who only offers one payment option"



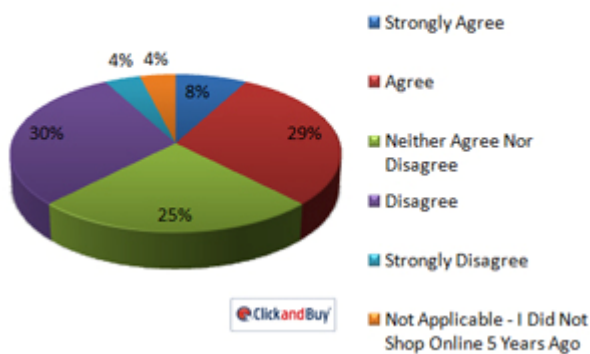
"During the recession I won't stop buying, I will just spend more time online looking for cheaper versions of things I used to buy on the high street"



"I believe the number of people trying to commit fraud on the internet is increasing as more people around the world use the internet"



"I feel no safer when buying online now than I did 5 years ago"



Commenting on the findings, Nick Drew, director, e-commerce operations, ClickandBuy, said, "The message to merchants is clear – consumers are prepared to shop more online, but they need to feel completely comfortable and secure in doing so. Competition is rife in the online space and if shoppers aren't being offered the right service and payment systems to meet their needs, they will take their purchase elsewhere, leaving merchants to potentially miss out on millions of pounds of business. Yes, e-commerce is set to grow, but only for those merchants who appreciate

that different consumers have different preferences when it comes to making online transactions. The logic is simple - by offering a wider range of payment systems, the more customers a site is likely to appeal to."