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BRIEFING

50 per cent of online shoppers will cancel a purchase if their preferred method of payment is not available, according to research by YouGov for internet payment system **ClickandBuy**. The research, which polled 2,000 consumers, found 40 per cent feel more comfortable shopping online with retailers that offer a wide choice of payment options. Of the 32 per cent who do not regularly shop online, just over half said they are concerned about the security risks from entering card details online.