

CONVERTING BROWSERS TO BUYERS

Full Survey Results

It drives an online business crazy: time after time their own website data tells them that a significant number of their online shoppers select items to buy, put them in their online shopping cart, but then don't complete the purchase.

What gives? Why do so many online consumers abandon their shopping carts? Why do so many people start the checkout process, but never finish the transaction? And, most importantly, how do you turn those browsers into buyers?

In order to better understand this, we went right to the source: the people who push their virtual carts right up to the checkout lane, and then walk away. We surveyed 753 frequent online shoppers from both Canada and the US, each of whom had, in the previous two or three weeks, added at least one item to a website's online shopping cart, began the checkout process, but did not complete the purchase at that time.

Here are the results from the survey's 10 most critical questions.

On average, how many online purchases do you make each month?

	US	Canada	Total
Less than one per month	30.7 %	49.0 %	35.6 %
1 or 2	41.4 %	34.5 %	39.6 %
3 to 5	20.6 %	12.5 %	18.5 %
6 to 10	5.6 %	3.5 %	5.0 %
11 or more	1.6 %	0.5 %	1.3 %
Total	100.0 %	100.0 %	100.0 %

How familiar were you with the most recent website where you clicked on the "checkout" button, but did not complete the purchase at that time?

	US	Canada	Total
Not at all Familiar- first time visiting website	13.0 %	22.0 %	15.4 %
Familiar - I have visited this website in the past, but have not completed a purchase on it	21.7 %	40.0 %	26.6 %
Very Familiar - I have made a purchase on this website before	65.3 %	38.0 %	58.0 %
Total	100.0 %	100.0 %	100.0 %

About how many items had you placed in the shopping cart when you clicked on the "checkout" button, but did not complete the purchase?

	US	Canada	Total
One	37.4 %	41.0 %	38.4 %
Two	25.3 %	24.0 %	25.0 %
Three	16.3 %	16.5 %	16.3 %
Four	7.6 %	4.5 %	6.8 %
Five or more	7.2 %	7.5 %	7.3 %
Not sure	6.1 %	6.5 %	6.2 %
Total	100.0 %	100.0 %	100.0 %

Still thinking about this last experience, what was the approximate price of this item/items that you placed in the shopping cart?

	US	Canada	Total
Less than \$10	4.2 %	2.7 %	3.8 %
\$11 to \$25	16.8 %	18.7 %	17.3 %
\$26 to \$50	28.1 %	25.1 %	27.3 %
\$51 to \$99	26.2 %	20.3 %	24.6 %
\$100 to \$250	16.6 %	19.3 %	17.3 %
\$251 to \$500	4.4 %	8.0 %	5.4 %
\$501 to \$1,000	1.5 %	2.7 %	1.8 %
More than \$1,000	1.2 %	2.1 %	1.4 %
Not sure	1.0 %	1.1 %	1.0 %
Total	100.0 %	100.0 %	100.0 %

Which of the following best represents your primary intention when you clicked on the "checkout" button, but did not complete the purchase at that time?

	US	Canada	Total
I initially intended to complete the purchase at that time, but changed my mind	32.5 %	32.0 %	32.4 %
To gather information that was not provided previously such as total cost of the order, shipping costs, estimated delivery date, etc.	44.3 %	50.5 %	45.9 %
To reserve or hold the item(s) for a later date or time	15.2 %	8.5 %	13.4 %
I never had any intention of purchasing this item or item(s) online	2.7 %	2.5 %	2.7 %
Other	5.2 %	6.5 %	5.6 %
Total	100.0 %	100.0 %	100.0 %

Which of the following best represents your primary intention when you clicked on the "checkout" button, but did not complete the purchase at that time?

	US	Canada	Total
The shipping charges were more than I wanted to pay			
Very Important	35.4 %	34.0 %	35.1 %
Important	24.1 %	21.5 %	23.4 %
Not Very Important	7.8 %	12.5 %	9.0 %
Not at all Important	10.5 %	11.5 %	10.8 %
Not Applicable	22.2 %	20.5 %	21.8 %
Total	100.0 %	100.0 %	100.0 %

	US	Canada	Total
I didn't have the money to complete the transaction			
Very Important	24.2 %	17.5 %	22.4 %
Important	18.4 %	16.5 %	17.9 %
Not Very Important	9.2 %	15.5 %	10.9 %
Not at all Important	15.9 %	17.0 %	16.2 %
Not Applicable	32.2 %	33.5 %	32.5 %
Total	100.0 %	100.0 %	100.0 %

	US	Canada	Total
I was required to register or create an account on the website, and I did not want to do that			
Very Important	11.2 %	17.5 %	12.9 %
Important	14.3 %	15.0 %	14.5 %
Not Very Important	13.6 %	17.5 %	14.6 %
Not at all Important	23.1 %	20.0 %	22.3 %
Not Applicable	37.8 %	30.0 %	35.7 %
Total	100.0 %	100.0 %	100.0 %

I forgot my username and password for my account on that website			
Very Important	7.8 %	6.5 %	7.4 %
Important	11.4 %	11.0 %	11.3 %
Not Very Important	10.5 %	17.5 %	12.4 %
Not at all Important	23.1 %	24.0 %	23.4 %
Not Applicable	47.2 %	41.0 %	45.6 %
Total	100.0 %	100.0 %	100.0 %

I did not feel confident that the website would be able to secure my credit card, debit card, or bank account information			
Very Important	13.0 %	16.5 %	13.9 %
Important	14.3 %	18.0 %	15.3 %
Not Very Important	11.2 %	16.0 %	12.5 %
Not at all Important	25.0 %	22.5 %	24.3 %
Not Applicable	36.5 %	27.0 %	34.0 %
Total	100.0 %	100.0 %	100.0 %

The payment option I wanted to use was not available			
Very Important	14.5 %	24.5 %	17.1 %
Important	14.3 %	14.0 %	14.2 %
Not Very Important	9.9 %	14.5 %	11.2 %
Not at all Important	21.2 %	21.5 %	21.2 %
Not Applicable	40.1 %	25.5 %	36.3 %
Total	100.0 %	100.0 %	100.0 %

The checkout process was too long			
Very Important	9.4 %	7.0 %	8.8 %
Important	13.4 %	16.5 %	14.2 %
Not Very Important	12.1 %	21.0 %	14.5 %
Not at all Important	27.3 %	26.0 %	27.0 %
Not Applicable	37.8 %	29.5 %	35.6 %
Total	100.0 %	100.0 %	100.0 %

I could not contact customer support			
Very Important	11.9 %	11.0 %	11.7 %
Important	9.8 %	17.5 %	11.8 %
Not Very Important	10.8 %	14.0 %	11.7 %
Not at all Important	20.8 %	22.5 %	21.2 %
Not Applicable	46.7 %	35.0 %	43.6 %
Total	100.0 %	100.0 %	100.0 %

I wanted to look at other websites before I made a purchase			
Very Important	27.7 %	27.5 %	27.6 %
Important	23.1 %	20.0 %	22.3 %
Not Very Important	8.5 %	14.5 %	10.1 %
Not at all Important	16.1 %	16.5 %	16.2 %
Not Applicable	24.6 %	21.5 %	23.8 %
Total	100.0 %	100.0 %	100.0 %

I wanted to look at offline stores before I made a purchase			
Very Important	18.1 %	15.0 %	17.3 %
Important	21.3 %	25.0 %	22.3 %
Not Very Important	12.3 %	16.5 %	13.4 %
Not at all Important	19.2 %	14.5 %	17.9 %
Not Applicable	29.1 %	29.0 %	29.1 %
Total	100.0 %	100.0 %	100.0 %

The item was no longer available by the time I tried to checkout

Very Important	12.3 %	10.0 %	11.7 %
Important	12.8 %	11.5 %	12.5 %
Not Very Important	8.5 %	16.0 %	10.5 %
Not at all Important	20.1 %	24.5 %	21.2 %
Not Applicable	46.3 %	38.0 %	44.1 %
Total	100.0 %	100.0 %	100.0 %

My wallet or payment option was not easily accessible

Very Important	10.7 %	13.5 %	11.4 %
Important	16.8 %	19.0 %	17.4 %
Not Very Important	11.6 %	14.0 %	12.2 %
Not at all Important	22.8 %	21.0 %	22.3 %
Not Applicable	38.2 %	32.5 %	36.7 %
Total	100.0 %	100.0 %	100.0 %

The checkout process was too confusing

Very Important	10.1 %	11.0 %	10.4 %
Important	11.4 %	17.5 %	13.0 %
Not Very Important	12.5 %	17.5 %	13.8 %
Not at all Important	28.6 %	27.0 %	28.2 %
Not Applicable	37.4 %	27.0 %	34.7 %
Total	100.0 %	100.0 %	100.0 %

I wanted to go look for a coupon

Very Important	16.6 %	8.0 %	14.3 %
Important	18.4 %	10.5 %	16.3 %
Not Very Important	9.9 %	17.5 %	12.0 %
Not at all Important	17.5 %	25.5 %	19.7 %
Not Applicable	37.4 %	38.5 %	37.7 %
Total	100.0 %	100.0 %	100.0 %

Which of the following is the primary reason for not completing your purchase?

	US	Canada	Total
The shipping charges were more than I wanted to pay	25.1 %	22.6 %	24.4 %
I didn't have the money to complete the transaction	19.1 %	12.9 %	17.4 %
I was required to register or create an account on the website, and I did not want to do that	2.3 %	4.8 %	3.0 %
I forgot my username and password for my account on that website	1.4 %	2.2 %	1.6 %
I did not feel confident that the website would be able to secure my credit card, debit card, or bank account information	2.3 %	2.2 %	2.3 %
The payment option I wanted to use was not available	4.7 %	15.6 %	7.6 %
The checkout process was too long	1.6 %	2.2 %	1.7 %
I could not contact customer support	2.5 %	1.6 %	2.3 %
I wanted to look at other websites before I made a purchase	14.0 %	17.2 %	14.9 %
I wanted to look at offline stores before I made a purchase	8.4 %	7.5 %	8.1 %
The item was no longer available by the time I tried to checkout	3.5 %	1.1 %	2.9 %
My wallet or payment option was not easily accessible	2.3 %	2.2 %	2.3 %
The checkout process was too confusing	1.4 %	0.5 %	1.1 %
I wanted to go look for a coupon	5.4 %	1.6 %	4.4 %
Other	6.0 %	5.9 %	6.0 %
Total	100.0 %	100.0 %	100.0 %

What, if anything, could the online retailer have done differently that would have caused you to complete the purchase at that time?

	US	Canada	Total
Offered payment options other than credit cards	13.9 %	28.0 %	17.7 %
Provided shipping information including cost estimates before the checkout process began	41.2 %	48.0 %	43.0 %
Clearly shown how many steps there are in the checkout process and which one I was on	9.2 %	9.5 %	9.3 %
Allowed me to checkout as a guest without creating an account or logging in to the merchant's website	10.5 %	15.5 %	11.8 %
Clearly shown where to click next to complete the checkout process	7.4 %	4.5 %	6.6 %
Other	8.9 %	12.0 %	9.7 %
Nothing	32.0 %	22.0 %	29.3 %
Total	100.0 %	100.0 %	100.0 %

Thinking about the most recent time when you clicked on the "checkout" button but did NOT complete the purchase online, which of the following BEST represents what you did?

	US	Canada	Total
At the same retailer's online store at a later time	32.4 %	22.0 %	29.6 %
At the same retailer's offline store	8.1 %	6.5 %	7.7 %
At another retailer's offline store	7.1 %	7.0 %	7.0 %
At another retailer's online store	7.8 %	13.0 %	9.2 %
I did not purchase any of the items	36.0 %	43.5 %	38.0 %
I can't remember	8.7 %	8.0 %	8.5 %
Total	100.0 %	100.0 %	100.0 %

Thinking about the same website where you clicked on the "checkout" button but did NOT complete the purchase online, did you have to register or create an account?

	US	Canada	Total
Yes, had to register or create an account	32.4 %	48.5 %	36.7 %
No, I did not need to register or create an account	13.9 %	16.0 %	14.5 %
I had previously registered or created an account on this website	48.6 %	27.0 %	42.9 %
Not sure	5.1 %	8.5 %	6.0 %
Total	100.0 %	100.0 %	100.0 %