



China

Optimizing the online payment journey for shoppers



Chinese shoppers

Retailers ask us what makes Chinese shoppers different and unique. Using our findings¹, we have been able to build up a profile of shopper preferences. These key features are identified as being unique to China and significantly different to our global average.

Because of its speed and convenience, Chinese consumers love to shop online. But they take security seriously - 49% of shoppers say it's their primary concern when making purchases. In order to compete in this rapidly growing market, retailers must understand how to effectively address these security concerns to retain Chinese customers and increase their market.



Offer quality and **interactive support** for shoppers. 42% of shoppers have asked payment-related questions in the last 12 months, compared to the global average of 29%. Concerned with online risk, shoppers are hungry for information that they can access quickly and easily. 62% of shoppers choose live chat as it's interactive and they can access a good level of relevant information.



Due to concerns with data protection and security, 40% of shoppers do not have user profiles. But Chinese shoppers have no qualms about dropping out of the purchase if the process takes too long or if issues arise before completion. Speed and efficiency are so important that 52% of shoppers would consider creating an online account to make shopping quicker the next time. A further 71% of shoppers would create an online profile if they were offered clear explanation of the **security measures** to prevent details from being misused or stolen.

"I want to see more information on payment authentication"

"I would like to see concise security instructions"



58% of shoppers want to see prices in the **currency of the local retailer** and in Chinese yuan. Chinese shoppers are particularly tolerant compared to other markets. Additionally, having both currencies available reassures shoppers that the branded product in their basket is not counterfeit. 78% of shoppers wouldn't even mind seeing the price in an international currency only, as long as there is an option to convert at the checkout stage.

Retailers can start to build trust and convey security from the homepage. Here we share our findings from the online payment journey.



Homepage



Shopping basket



User profile



Payment page



Error handling



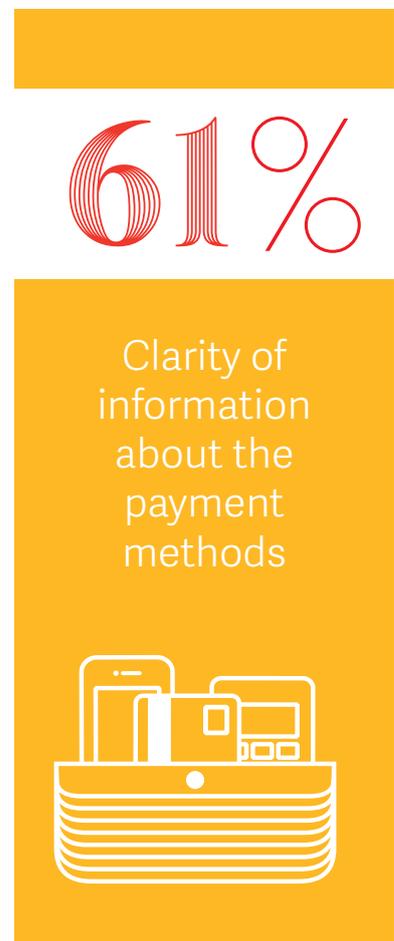
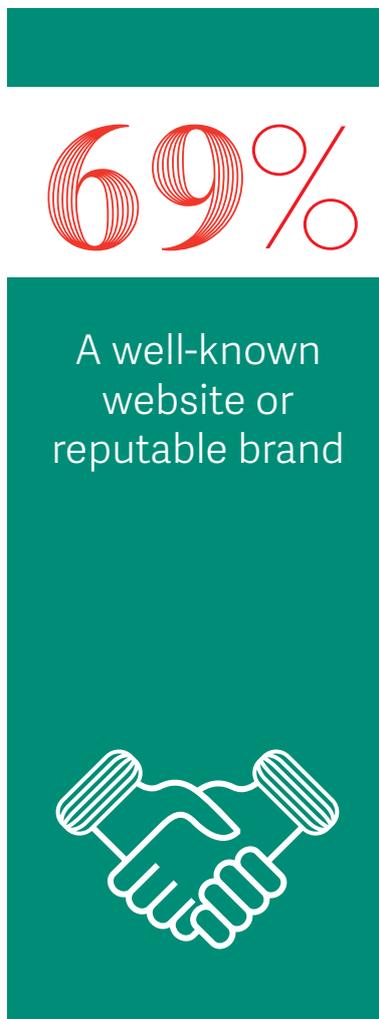
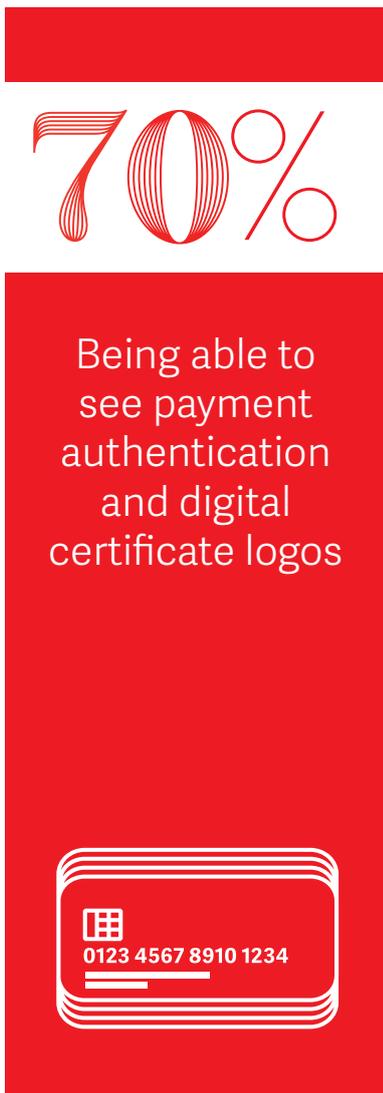
Confirmation



Support

Shoppers in China want to feel secure from the homepage

“Which factors make you feel secure about paying?”



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage one - Homepage

Shoppers in China want to see payment logos on the homepage

Shoppers want to see payment information early on in the process and they are more likely to purchase from a website which displays payment method logos on the homepage. **A quarter** of shoppers would be more likely to purchase from a site which displays payment method logos on the homepage. And, when confident that the website accepts local payment methods, shoppers feel more secure.

61%

of shoppers said they would feel more secure if they could easily find clear information on the payment methods accepted.

Of the retailers that we surveyed, **over a quarter** failed to provide payment method information on the homepage. So, although shoppers in China are used to seeing large amounts of product information, ads and images, they still place a lot of value in seeing payment logos.

27% of shoppers said they would be encouraged to buy from a website if the logo of their preferred payment method was shown on the homepage.

While this statistic is lower than most countries we surveyed, logo placement can still help to influence buying decisions. **1 in 10 shoppers** wouldn't buy from a website if they couldn't see their payment method of choice.



Retailers can put shoppers' minds at ease by showing which payment methods are accepted and start to build trust and loyalty from the early stages of the buying process.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage two - Shopping basket



Shoppers want to see prices in yuan and the currency of the retailer

58%

of shoppers in China would prefer to see product prices displayed both in yuan and in the local currency of the retailer at the shopping basket.

And, in instances where prices are displayed in foreign currencies only, shoppers in China are happier to continue with the purchase than those in other countries.



Over 75% of Chinese shoppers would be happy to continue with their purchase, providing they were able to convert the local currency into yuan.

But if currency conversion options are not available, we found out that **93%** of our surveyed shoppers would potentially abandon their basket.



So, although currency conversion tools at the shopping basket are not common, retailers should consider them to help increase buyer confidence.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage three - User profile

Help shoppers in China feel more secure when asking them to create a user profile



Fewer shoppers in China than in any country we surveyed have opted to create a user profile or have actively used an online account in the last 12 months.

44%

of shoppers in China have not created or used an online account in the last 12 months.

But in China, shoppers value a simple and fast shopping experience. **A quarter** of shoppers said they are happy to store their personal details online to make the payment process quicker next time. And retailers can benefit from this shopper mentality to help drive brand loyalty.

But, due to security concerns, **nearly half** of our survey group had reservations about storing their payment details.

As shoppers are highly concerned with security, retailers can offer reassurance by providing information on the website security measures preventing shopper payment details from being misused or stolen.

Clear data policies would encourage **70%** of shoppers to consider storing their details online. With this, shoppers benefit from a more convenient shopping experience and retailers can improve brand loyalty.



Homepage



Shopping basket



User profile



Payment page



Error handling



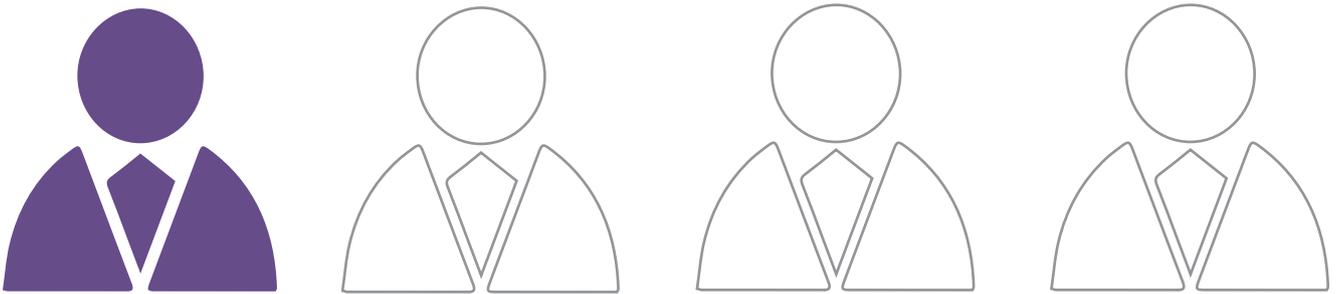
Confirmation



Support

Shoppers in China want to see payment method information clearly

Shoppers in China expect continuity, wanting to see consistent and visible payment logos from the homepage through to the checkout page.



1 in 4 shoppers said they would not buy from a website if the payment methods displayed visually were not consistent with those displayed on the homepage. And **34%** of shoppers would likely not use the site again if payment information was hard to find at the checkout, whether the layout appears either cluttered or inconsistent.



Ultimately, shoppers don't want to have to search for information. Retailers need to ensure they provide easily accessible and consistent payment information throughout the payment journey.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Chinese shoppers want to see clear and informative messages when paying

At the checkout, there are instances when shoppers are re-directed to a third-party page to make the payment. Some retailers inform shoppers throughout this process.

16%

of shoppers would be so concerned by security that they would not complete their payment.

To help overcome their concerns, **65%** of shoppers read messages about what will happen next in the payment journey, especially when being re-directed to an external site.

82%

of shoppers in China said that this information is very important to them.



This shows that shoppers want to be informed so in the event of a redirect, the majority of shoppers would continue with their purchase, providing they were given clear information about the site they were about to be re-directed to.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage five - Error handling

Let the shoppers in China know when they enter incorrect payment details



When payment errors occur, shoppers will try to re-enter details to complete their purchase. But, shoppers want to know more about payment errors and why they have occurred, especially if they have entered details incorrectly.

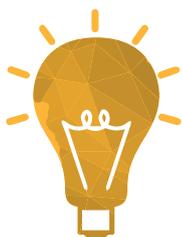
67%

of shoppers want to see a clear explanation of the payment error, such as incorrect card details entered or a lack of funds.

86%

of the retailers we surveyed in China didn't indicate incorrect details when the customer entered them at the checkout.

And after being clearly informed of the payment error, shoppers would prefer not to re-enter their full details again to complete the payment. **29%** of shoppers would abandon the payment altogether if they had to re-enter their details following an error.



Retailers can help shoppers by showing detailed error messages as they are entered, and minimize the amount of data entry required by pre-filling information where possible.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage six - Confirmation

Shoppers want to receive email confirmation post-purchase

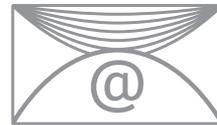
“ How important is it for you to receive email confirmation post-purchase? ”

49%



Very
Important

38%



Quite
Important

86% of shoppers in China want to receive confirmation of their purchase so that they have a record of their transaction.

With shoppers keen to know payment-specific details, retailers can include masked card numbers, transaction references and payment amounts to reassure shoppers that their purchase was successful.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



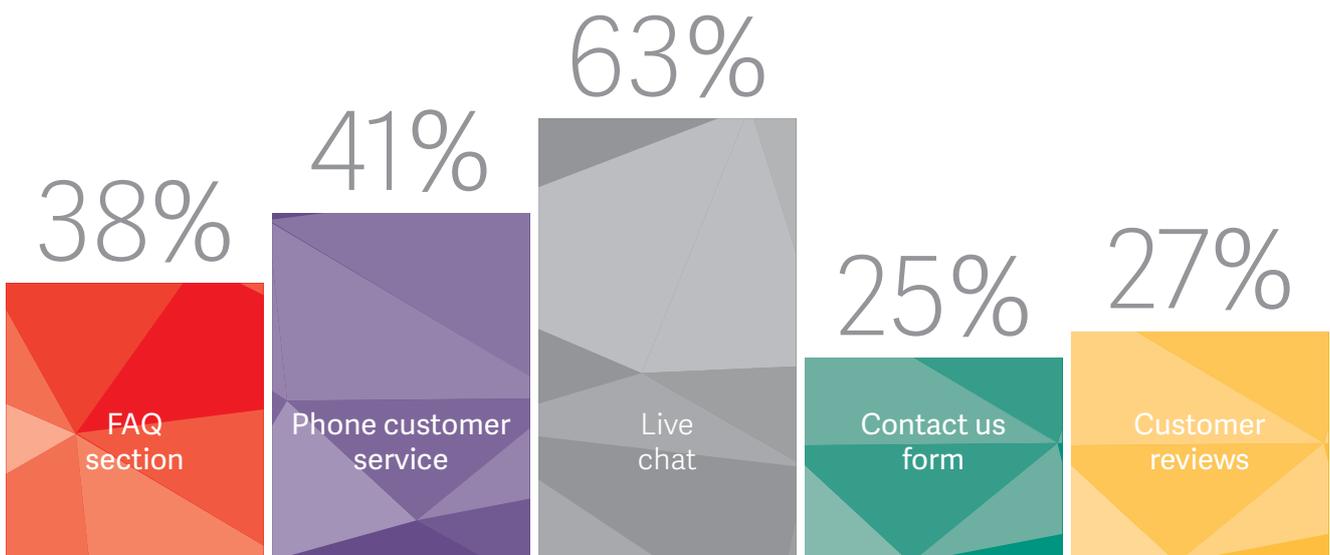
Support

Stage seven - Support

Chinese shoppers prefer direct interaction when looking for payment support

The most popular method of contacting customer support in China is by live chat. Chinese shoppers prefer live chat because they can access quality support immediately. If this option is not available, Chinese shoppers would prefer a phone number to contact customer services directly.

“Where would you go for help with a payment-related question?”



Retailers looking to target the China market should therefore consider offering live chat as a priority. And make sure that all customer support options are equipped to handle payment-related questions.

To find out more please visit

worldpay.com/retail



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support



¹This research was carried out by KAE Marketing Intelligence Limited (KAE) and consists of desk top analysis of 25 top retailers in China and a survey questionnaire with 250 shoppers in China. Any reference to shoppers, customers and websites in this report is a reference to shoppers, customers and websites surveyed by us. This research was carried out from June to August 2014. This report is a marketing communication and no warranty, express or implied, as to the accuracy, completeness or fitness for any particular purpose of any information provided in this report is given or made in any form or manner whatsoever. This report is not intended to provide exhaustive treatment of any subject dealt with. The information in this report does not constitute professional advice. The Worldpay group shall not be responsible for any loss, liability, damage of any nature whatsoever which may be suffered as a result of or which may be attributable, directly or indirectly, to the use of any information contained in this report.

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