

# 30.7% OF ONLINE SHOPPERS IN JAPAN CANCELLED THE PURCHASE WHEN THEIR PREFERRED PAYMENT METHOD WAS NOT OFFERED, AS OF MARCH 2016.

JAPAN: SHARE OF ONLINE SHOPPERS WHO CANCELLED THE PURCHASE WHEN PREFERRED PAYMENT METHOD WAS NOT OFFERED, IN %, AND SHARE OF ONLINE SHOPPERS WHO DID NOT HAVE CASES WHEN PREFERRED PAYMENT METHOD WAS NOT OFFERED, BUT THINK THEY WOULD CANCEL THE PURCHASE, IN %, MARCH 2016

30.7%

ONLINE SHOPPERS WHO CANCELLED THE PURCHASE WHEN PREFERRED PAYMENT METHOD WAS NOT OFFERED



ONLINE SHOPPERS WHO DID NOT HAVE CASES WHEN PREFERRED PAYMENT METHOD WAS NOT OFFERED, BUT THINK THEY WOULD CANCEL THE PURCHASE

25.2%

**Note:** two out of five possible answers are shown; the total for five answers added up to 100%  
**Survey:** based on a survey of 760 Internet users, aged 20-59; the base of respondents for this question were 508 digital buyers  
**Source:** JustSystems cited by Ekonomikata, May 2016; cited in the report "Global Alternative Online Payment Methods: First Half 2016" by yStats.com