

Top Online Problems for those Who Conducted Online Shopping Transactions



Key Problems Encountered

40% Received error messages.

32% The website was difficult to navigate.

28% Difficulty checking in/ logging on to the website.

24% Insufficient, incorrect, or confusing information on the website.

23% Search function on the website was not functioning properly.

23% Unable to complete an action or transaction due to an endless loop.

17% Were automatically kicked off the page

Source: 2009 UK Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive