

Happiness Is Finalizing that Online Purchase

Going through the checkout process is another story

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For digital shoppers, happiness is that feeling when an online order is complete, confirmed and being processed.

In fact, a May 2018 survey of US digital buyers by ecommerce marketing tech company **Rokt** found it's the point in the purchase journey where 43% of respondents said they're happiest. While that's an understandable sentiment, that feeling of happiness isn't as likely in the steps prior to purchase completion.

For example, 24% said they're happiest when researching products, while 21% said their happiness stems from selecting what to buy from a site.

And just how happy are they during the checkout process? Not very, according to Rokt. Just 9% said that going through this process brought them happiness.

Stage of the Digital Purchase Process that Makes US Digital Buyers Feel Happiest, May 2018

% of respondents

Researching your options (e.g., comparing the item on different sites)

24%

Selecting your product on the website of your choice

21%

Going through the checkout process

9%

Seeing your purchase is complete and confirmed

43%

Sharing your purchase with friends

4%

*Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Rokr, "The Happiest Place in Digital Marketing," June 12, 2018*

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This survey echoes similar findings from past studies that show that the checkout is a source of frustration for many. In a January 2018 [Instart Logic](#) report, roughly 34% of US internet users said they've been disappointed by an error during checkout. Similarly, an [Episerver](#) survey conducted last year found that about two in 10 internet users in Western Europe and the US will leave a brand's site or app without making a purchase if checkout takes too long.

Still, there's opportunity for retailers that work to refine the checkout process. According to a survey of US merchants by [American Express](#) in 2017, 54% of respondents said improved checkout was a factor that influenced their sales growth.