

# GoodFirms Research: On Average 73% of Shoppers Abandon Cart Due to Lengthy Check-Out Process

*GoodFirms survey of shoppers unveiled the major causes for cart abandonment so that the entrepreneur design an ecommerce site based on customer expectations*

WASHINGTON DC, WASHINGTON, UNITED STATES, November 12, 2018 /EINPresswire.com/ -- According to a recent [Detailed Survey of Shoppers](#) performed by GoodFirms, revealed several reasons that impose the consumers to abandon the cart during check-out. The major reason the shopper supported was the lengthy check-out process with 72.7%. There are many other reasons customers leave the cart at the last minute such as slow load times, useless

information, limited payment options, concerns about payment security and many more. Thus, it is necessary for the entrepreneurs to keep the checkout process short and implement all other changes to help the customers have a great shopping experience. This can ensure to decrease the rate of cart abandon and increase your sales.



GoodFirms study revealed that designing an effective checkout process can increase sales conversion rate"

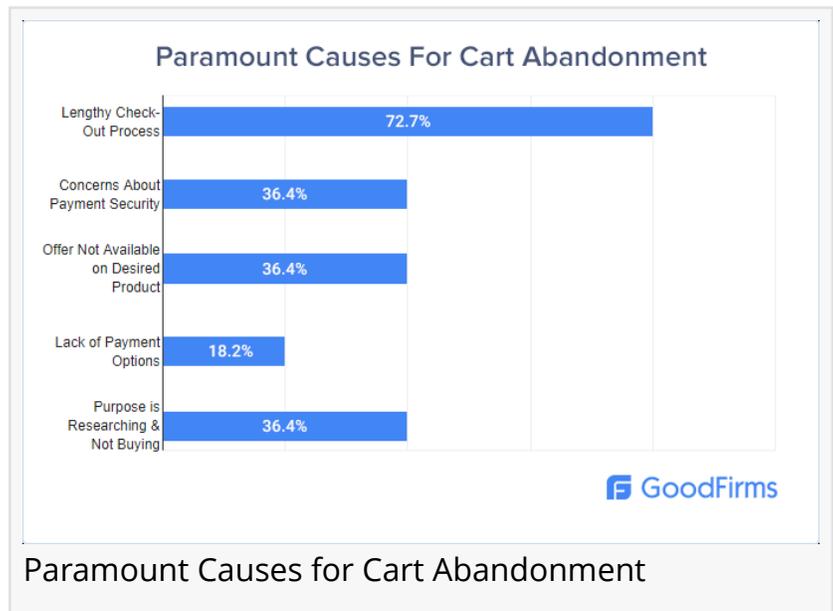
*GoodFirms Research*

Around 250+ shoppers from all across the world had participated in a detailed survey of shoppers. This profound research has facilitated the app makers with en-number of incredible points and the expectations of the consumers to keep in mind. Therefore, the app developers can implement in creating and launching the apps to offer an amazing customer experience to the visitors.

GoodFirms also gathered highly informative information

for the e-commerce entrepreneurs with the help of iPhone app development and android app development companies. There were many participants from different countries: California, Canada, India, Russia, Ukraine and United States.

The companies that shared valuable insights for developing apps are Addon Solutions Pvt. Ltd, Webnexs, OpenXcell Technolabs, DarinX, AppSquadz Technologies, MLSDev Inc. BrainMobi, Matellio, CDN Software Solutions, Parangat Technologies, Consagous Technologies, SemiDot Infotech, Cyber Infrastructure Inc, Simpalm, Debut Infotech Pvt. Ltd, Sphinx Solutions Pvt. Ltd. Dev Technosys Pvt. Ltd, Umbrella, IndiaNIC Infotech Limited, Y Media Labs, Intellectsoft, Zealous System, Konstant Infosolutions, iQlanceSolutions.



GoodFirms is a globally well renowned B2B research and reviews platform. It helps the businesses to choose the top development companies, best software and other firms for their project needs by evaluating and listing the most excellent companies from every corner of the world.

The research team of GoodFirms conducts a deep assessment following mainly three factors Quality, Reliability and Ability. This also includes several metrics such as determining the complete portfolio to understand the background of each company, identifying years of experience in their expertise area, market penetration as well as going through the client feedback.

GoodFirms analyst squad considers all the above statistics and compares each firm. Then list the [Top Big Commerce Development Companies](#) and other agencies according to their proficiency. Additionally, GoodFirms encourages the service providers to take part in the research process and obtain an opportunity to get listed in top firms in the various segments as per their domain areas.

Here you can also check out the latest released list by GoodFirms of [Best B2B Ecommerce Software](#). You can find brilliant software to manage your business in a systematic way.

#### About GoodFirms

GoodFirms is a Washington, D.C. based research firm that aligns its efforts in identifying the most prominent and efficient ecommerce development companies that deliver results to their clients. GoodFirms research is a confluence of new age consumer reference processes and conventional industry-wide review & rankings that help service seekers leap further and multiply their industry-wide value and credibility.

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