

Shipping charges, security and lengthy processes are top ecommerce turn-offs

Submitted by: PCA Predict (Formerly Postcode Anywhere)

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Shipping charges, concerns about security and the purchasing process taking too long are the three things most likely to make consumers abandon online purchases, according to a new study by ecommerce software and services specialist Postcode Anywhere (www.postcodeanywhere.com).

The study asked 2,000 North American consumers a range of questions about their online shopping habits and experiences, including top reasons for cart abandonment. Shipping charges topped the poll, with over three quarters (76 per cent) of consumers rating the factor among their top turn-offs.

Security concerns ran a close second with 57 per cent of votes. Lengthy purchasing processes was the third highest consumer gripe, with 39 per cent of consumers placing it in their top three reasons for cart abandonment, and one in four consumers stating lengthy forms as a specific annoyance.

Key findings

- Speedy checkout

Almost a quarter (23 per cent) of consumers would abandon their cart if a form took too long to fill in

- Mobile

Two thirds (67 per cent) of shoppers find it difficult to purchase from a mobile device

- Click-and-collect

Just under half (49 per cent) rated the option to collect items directly from a store as important

- User experience

One in four (39 per cent) consumers have recently faced a poor online experience and over half (55 per cent) of these relate to accurate address capture.

Commenting on the research, Guy Mucklow, Postcode Anywhere's CEO said: "The study highlights a number of areas where ill-judged processes and poor user experience are damaging the potential of ecommerce sites and driving business away. Given the unlimited range of options available to internet consumers, we are becoming far more discernible about the sites we use. It's imperative to remember that a competitor site is just a click away.

"These results highlight that it doesn't matter if your prices are very low or even if you have the best products in the market, if your shipping prices are too high or the checkout process is too long, you will lose customers.

"Based on feedback from our own customers, we've felt for some time that lengthy check-out processes are a huge irritation to consumers. Named by almost 40 per cent of consumers as a major reason to prematurely abandon checkout, it's actually really simple to fix. Only ask for essential information. Don't enforce your customers to register with you. And I would recommend using an address auto-fill

technology such as Capture+.

“The study also highlights some of the issues that ‘mcommerce’ customers are facing, by revealing that over two thirds (67 per cent) of shoppers find it difficult to purchase from a mobile device, highlighting a missed opportunity in what is the fastest growing retail channel,” he said.

Mucklow added: “The run up to the holidays is a critical time for retailers trading online, and so any failings in service during this period can have a major knock-on effect for the coming year. Giving customers what they want, along the simplest route possible, is a proven way to improve customer satisfaction and boost your sales. The message from the research is clear – ensure that the online experience you are providing is user friendly and secure or risk losing your business.”

For a full copy of the report, please visit the Postcode Anywhere website (<http://www.postcodeanywhere.com/north-american-survey-12/?src=hmbanner>).

ENDS

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