

Project Dissertation Report on

**DECODING FACTORS LEADING TO ONLINE
SHOPPING CART ABANDONMENT**

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CERTIFICATE

This is to certify that **Mr. Aman Jaiswal** has completed the project titled “**DECODING FACTORS LEADING TO ONLINE SHOPPING CART ABANDONMENT**” under the guidance of **Dr. Abhinav Chaudhary, Associate Professor**, as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. To the best of my knowledge, this is an original piece of work & has not been submitted elsewhere.

Dr. Abhinav Chaudhary
Associate Professor
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DECLARATION

I, Aman Jaiswal student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Report on **“DECODING FACTORS LEADING TO ONLINE SHOPPING CART ABANDONMENT”** submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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Place: Delhi, India

Date:

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ABSTRACT

Cart abandonment is a phenomenon which has influenced online retailers since the introduction of online shopping. Over time, the current phenomenon has become even more complicated, giving rise to a online shopping cart abandonment. Cart abandonment is a known term in online retailing, and in this study the researcher had decoded the factors influencing online shopping cart abandonment. Analyzing the responses of 194 users shopping among the largest online e-commerce retailers in India. The study used multiple regression analysis to reveal the various types of abandonment factors. The study further investigates the various types of abandonment phenomenons and identify related drivers leading to cart abandonment. Empirical results reveal that cart abandonment is a result of multiple variables starting from cross channel price disparity, free shipping, and transaction inconvenience. In addition, ‘males’ were identified to abandon their shopping cart more often than ‘females’. The study discusses contribution to theory and provides future research directions for marketers, especially online retailers.

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CHAPTER 1- INTRODUCTION

Today the internet has changed everyone's life exceptionally. It only takes one click to access any type of information. This revolutionary technological change makes it easier to connect one computer with another computer and open doors to multiple opportunities. Shopping and business practices have been completely transformed by e-commerce. Online shoppers benefit from the ease of browsing and buying merchandise while using their mobile devices to shop on the move or in the comfort of their homes. Still, a large portion of online customers abandon their shopping carts before they reach the checkout page, even with the obvious benefits of online buying. Online shopping cart abandonment is a phenomena that happens to e-commerce organizations and is a significant loss of potential revenue. It is becoming a serious problem that has to be addressed.

For e-commerce companies, shopping cart abandonment has a significant financial impact. Recent data show that the average cart abandonment rate across all industries is over 70%, meaning that this problem costs a large percentage of potential revenue (Source: Baymard Institute, 2022). As a result, it is now crucial for scholars and practitioners to look into the fundamental causes of this behaviour. Rapidly growing internet connectivity opens various doors to not only for individuals but also for the various business enterprises as well. It opens a new platform of doing business with the help of internet in the online mode. Numerous companies expanded their operations from traditional methods to the online space, and other companies launched their own websites. As a result, Internet commerce emerged as a completely new industry. The buying and selling of products and services online is referred to as e-commerce.

Over the last several years, there has been a noticeable surge in the popularity of online shopping; the global COVID-19 pandemic has not affected sales and the industry is still growing at a steady pace. The average amount paid when shopping online is also rising quickly, indicating that consumers are spending more money when they buy goods and services online. An indispensable tool for helping online consumers save the chosen item is an online shopping cart. It is important to note that one aspect of mobile shopping that both academics and marketers find fascinating is mobile shopping cart abandonment behaviour, which is the behavioural outcome of leaving items in a mobile shopping cart without completing a purchase transaction.

Examining the many aspects that lead to online shopping cart abandonment is the goal of this research. In order to help e-commerce companies properly handle this important issue, the research

looks at the fundamental causes of this behavior in an effort to offer insightful analysis and suggestions. A number of topics will be examined in the study, such as user experience and website design, payment and checkout procedures, pricing and promotional tactics, and external and psychological elements that affect customer decision-making.

This dissertation aims to add to the body of knowledge in the area of e-commerce and consumer behavior by a thorough examination of the body of current literature, the collecting of empirical data, and rigorous statistical analysis. The results of this study will provide e-commerce companies a better grasp of the elements that contribute to cart abandonment, allowing them to create focused plans to boost conversion rates, improve customer satisfaction, and ultimately increase their overall profitability and competitiveness in the ever-changing e-commerce market.

PROBLEM STATEMENT

- What might cause an online shopper to give up without finishing the purchase, even if they may be happy with every aspect of the online buying experience?
- It is also anticipated that it could be a global problem for all online retailers that needs to be addressed by professionals as well as academicians.
- This study seeks to offer a conceptual framework that explains why consumers chose not to make a purchase. When people give up on the items in their online shopping basket, where do they go to make purchases?
- Why do consumers add items to their carts even if they lack the means to do so?
- Why a customer after getting lots of choices and information they Reluctance to check out causes cart abandonment?
- What are the problems faced by buyers due to navigation design of the platform during checkout?

OBJECTIVE OF THE STUDY

- Investigating the elements that lead online shoppers to give up on their carts before finishing their purchases.
- To research how online shopping cart abandonment is impacted by perceived danger and perceived waiting time.
- To comprehend and examine the clients' post-cat abandoning behaviour.
- To ascertain the causes of online shopping cart abandonment.

CHAPTER 2 – LITERATURE REVIEW

The reference of the current study has been taken from the literature summarized in the table given below:

S. No.	Title	Author (Year)	Findings
1.	Investigating customer behavior and causes behind e-commerce cart abandonment	Mrs. Manjula N; Mr. Mahesh Kumar V (2019)	Frequent change in price , Pay on delivery, zero delivery charge, reviews with verified buyers will help in reducing cart abandonment.
2.	To investigate why customers leave their online purchasing carts before reaching the point of completion	Ojaswita Shrivastava (2021)	1. The tendency to leave the shopping cart unfilled is positively correlated with perception of the danger unique to the checkout procedure. 2. The perception of the wait time to finish a transaction is positively correlated with the probability of leaving the shopping cart behind. 3. Proximal displeasure with the transaction completion process is positively correlated with the probability of leaving the shopping cart behind.
3.	To acquire or to eliminate? Warning pop-ups on online shopping carts have the power to divide people's opinions and intentions to buy.	Lan Jiang ; Haichuan Zhao; Xuehua Wang (2021)	Customers' inclinations to buy and like different things could differ when they are reminded to clean first. Customers experience dissonance when they are asked to clean first since it goes against their will. In order to justify their counter-attitude behavior, buyers need to convince themselves that the things they purchase or discard are either truly liked or hated, which causes polarization between the most and least preferred products in terms of liking and purchase intention.
4.	Why do consumers put their shopping carts down? Perceived risk, transaction annoyance, and waiting period	Rajasree K. Rajamma; Audhesh K. Paswan; Muhammad M. Hossain	The research indicates that perceived transaction hassle is the primary predictor of shopping cart abandonment. Other indicators are perceived risk and perceived waiting time. Perceived transaction discomfort, perceived danger, and the tendency to give up on the shopping cart were found to be positively correlated. The tendency to give up on a shopping cart was also discovered to

			have a negative correlation with how long people think they will wait.
5.	Shopping cart abandonment on the internet: an examination of the attitude of the customer	Daniel Rubin; Chrissy Martins; Veronika Ilyuk; Diogo Hildebrand (2020)	According to research, consumers who have an abstract attitude toward online shopping place a higher value on the things in their carts than those who have a concrete attitude. This raises the possibility that the products will be purchased, which reduces the rate at which shopping carts are abandoned.
6.	A mitigating role for cognitive conflict in the relationship between value consciousness and online shopping cart abandonment	Dr. Gunjan Malhotra; Dr. Sita Mishra; Dr. Shalini Rahul Tiwari (2021)	The study indicates that customers who are under more stress are more likely to give up on their shopping carts. Many times, doing comparisons and in-depth web searches leaves people feeling as though they could become confused, which is a risk that makes them ditch the idea.
7.	Disagreements, hesitancy, and uncertainty in relation to mobile shopping cart abandonment	Guei-Hua Huang; Nikolaos Korfiatis; Chun-Tuan Chang (2018)	Findings from two studies indicate that emotional ambivalence—a product of customers' contradicting ideas—has a beneficial impact on mobile shopping cart abandonment. Emotional ambivalence, in particular, increases customers' reluctance during the checkout process, which results in cart abandonment. Still, confident consumers who are happy with the choosing process are less likely to remove their mobile shopping carts

ONLINE SHOPPING CART ABANDONMENT

There are several explanations for why consumers purchase online. The two most crucial factors influencing the satisfaction of online purchases are mobility and comfort (Holmes, Byrne, & Rowley, 2014). But there are certain drawbacks to mobile purchasing as well, which discourage people from completing the transaction.

Low self-efficacy might allow someone to be drawn in by the advantages of mobile shopping yet not intend to participate in it, leading to conflicting feelings.

Thus, we have developed following hypothesis:

H1. Consumers that have a lesser degree of self-efficacy when it comes to mobile purchasing will have an even more intense internal struggle.

H2. Consumers who exhibit greater hesitancy throughout the checkout process are more likely to give up on their virtual shopping carts.

H3. The customer's predicted regret acts as a mediating factor in the interplay between the shopping cart warning message type and preference ranking and its impact on liking and buy intention.

H4. Choice-process contentment moderates the hesitating at checkout abandonment relationship, meaning that it decreases with higher degrees of choice-process satisfaction.

H5. The goal of entertainment and shopping cart abandonment are significantly correlated.

H6. The technique that explains how online shoppers abandon their carts after sorting their items is called choice overloading.

H7. The inconvenience of transactions is significantly correlated.

H8. The tendency to leave the shopping cart unfilled is positively correlated with the perceived wait time for a transaction to be completed.

H9. The probability of shopping cart abandonment is inversely correlated with the navigation design of an e-commerce website.

H10. An increased likelihood of online shopping cart abandonment is associated with greater pricing differences amongst online retailer platforms.

H11. An online platform's odds of an online shopping cart being abandoned are lower the larger the promotional discount it offers.

H12. The chance of an online shopper abandoning their basket is inversely correlated with free delivery.

CHAPTER 3 – RESEARCH METHODOLOGY

RESEARCH DESIGN

A strategy that a researcher creates for gathering, measuring, and analyzing data is called a study design. It all boils down to the researcher's methodology, which comprises variable selection, hypothesis development, survey design, data collecting, analysis, and conclusion, among other things.

This study aims to investigate the causes of online shopping cart abandonment. This study emphasizes the impacts of a number of behavioral, technological, psychological, and economical issues. Self-efficacy, hesitancy during the checkout process, expected regret, satisfaction with the choice process, entertainment value, choice overload, transaction inconvenience, perceived waiting time, navigation design, cross-channel price disparity, promotional discount, and free shipping are the factors that this study highlights. Shopping cart abandonment is the dependent variable, whereas the variables listed above are the independent variables.

SAMPLING FRAME

The sampling method is the method used for conducting the survey out of several methods. This is widely used and most convenient method for conducting a survey. In this method of survey, a sample has been considered from the whole population of the respondents. The sampling frame includes the overall population where the study has been conducted in relation with the scope of the study. The sampling method used in the study is convenience sampling, in convenience sampling the data is collected from the conveniently available pool of individuals. This method of sampling is easy, convenient and economical as well.

The sampling report of the study:

- Total number of respondents- 194
- Gender-

Male	Female	Prefer not to say
99	89	6

Age-

Age	Number of respondents
18-24	100
25-34	41
35-44	23
45-54	24
55 & above	6

UNIT OF ANALYSIS

The study's participants will be individual online shoppers who are at least eighteen years old and who have abandoned an online basket during the last six months. The study focuses on online buyers who have abandoned their carts within the last six months.

The participants in this study are 18 years of age or older, which is deemed adult in accordance with Indian government regulations. This indicates that the participants have reached a suitable degree of maturity to participate in the survey.

SCALE DEVELOPMENT

The data for the study is collected by a well-formed structured questionnaire.

CHAPTER 4 – DATA ANALYSIS AND RESULTS

This chapter explains how data analysis is utilized to come up with substantial findings to back up the conceptual framework.

The chapter contains following items:-

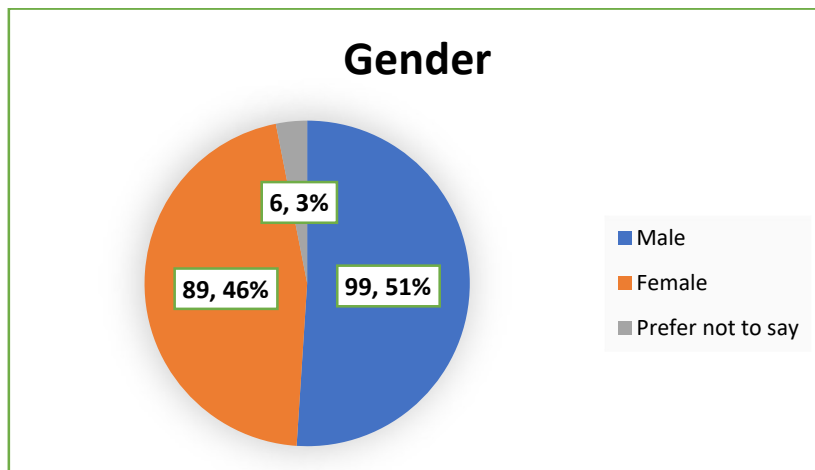
- Demographic profile of the Respondents.
Item wise Descriptive Statistics
- Multiple Regressions

Gender of the Respondents

Table 4.1 Gender of the Respondents

Gender of the Respondents	Frequency	Percent (%)
Male	99	51.03%
Female	89	45.87%
Prefer not to say	6	3.09%
Total	194	100%

Source: Primary data.



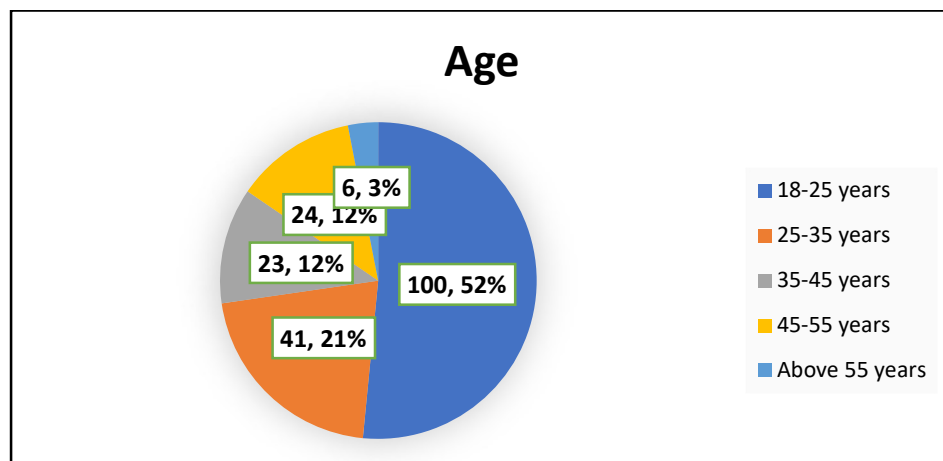
Of the 194 online shoppers, 99 (51.03%) are men and 89 (45.87%) are women, according to Table-4.1. Consequently, a significant fraction of the entire sample is assumed to consist of men.

Age of the Respondents

Table 4.2 Age of the Respondents

Age of the Respondents	Frequency	Percent(%)
18-25 years	100	51.54%
25-35 years	41	21.13%
35-45 years	23	11.85%
45-55 years	24	12.37%
Above 55 years	6	3.09%
Total	194	100%

Source: Primary data.

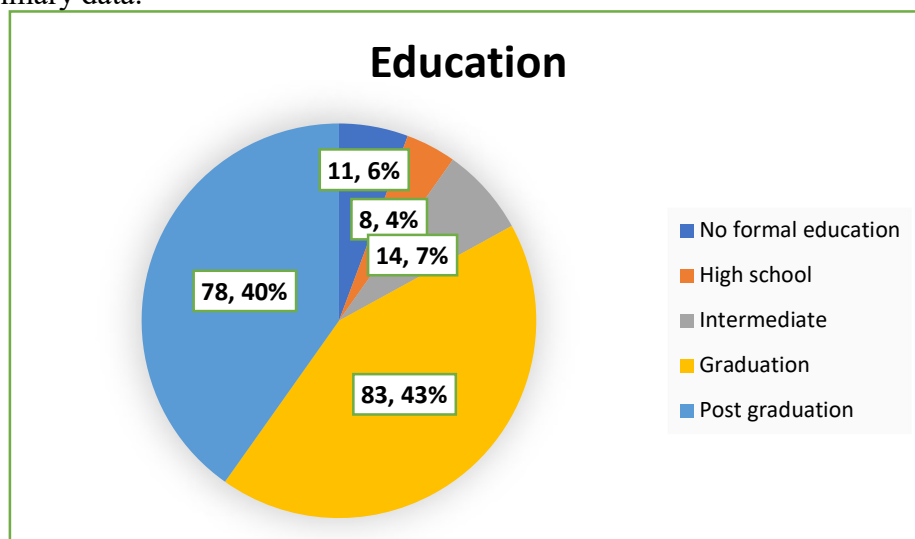


The age distribution of the respondents to this study's online shoppers is presented in Table 4.2 above. Specifically, the age distribution of the respondents shows that 51.54% of the respondents are in the 18–25 year age group, followed by 21.13% in the 25–35 year age group, 23 respondents (11.85%) in the 35–45 year age group, 24 respondents (12.37%) in the 45–55 year age group, and only 6 (3.09%) in the above 55 year age group.

Therefore, it can be concluded that most internet buyers are sufficiently youthful and mature to make informed selections about what to buy

Educational Qualification of the respondents	Frequency	Percent (%)
No formal education	11	5.67%
High school	8	4.12%
Intermediate	14	7.21%
Graduation	83	42.78%
Post graduation	78	40.20%
Total	194	100%

Source: Primary data.



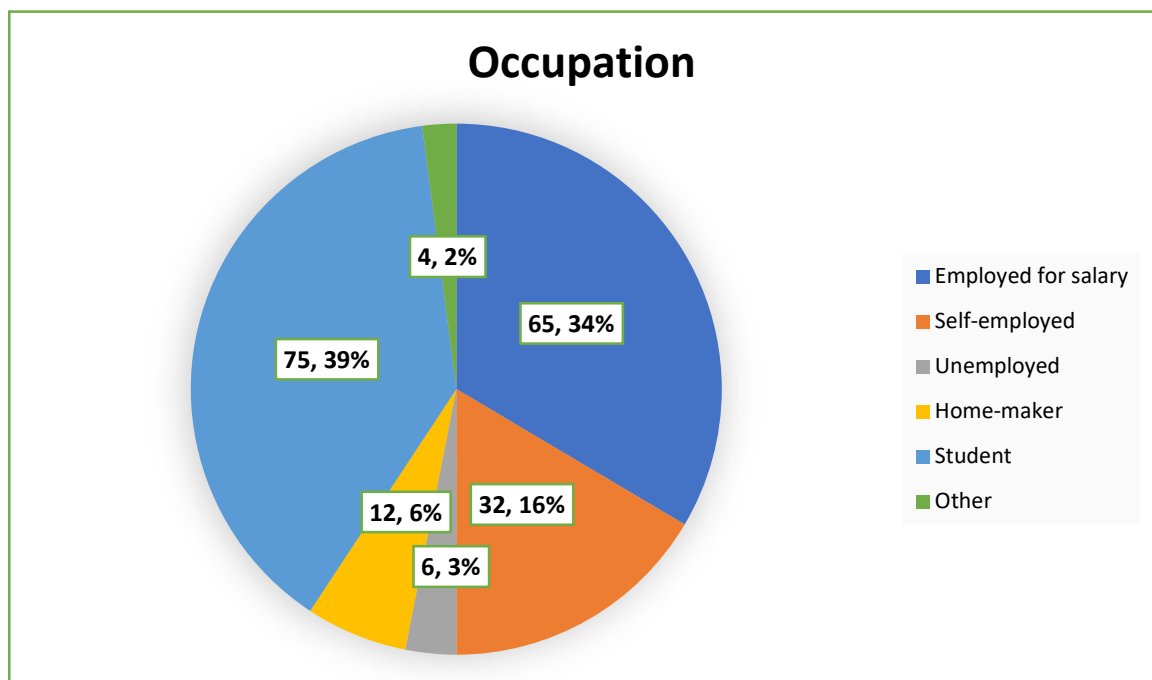
There are five groups based on the respondents' educational qualifications in this study. Table 4.3 above demonstrates the respondents' educational backgrounds. It reveals that 83 (42.78%) of the online shoppers are undergrads, 78 (40.20%) are postgraduates, 14 (7.21%) have completed up to the intermediate level of higher secondary education, 8 (4.12%) have completed their secondary education, and 11 (5.67%) have never attended formal school. A significant portion of online shoppers are likely undergrads, and a significant portion are likely postgrads, according to the inference.

Occupation of the Respondents

Table 4.4 Occupation of the Respondents

Occupation of the Respondents	Frequency	Percent (%)
Employed for salary	65	33.50%
Self-employed	32	16.49%
Unemployed	06	3.09%
Home-maker	12	6.18%
Student	75	38.65%
Other	04	2.06%
Total	194	100%

Source: Primary data.



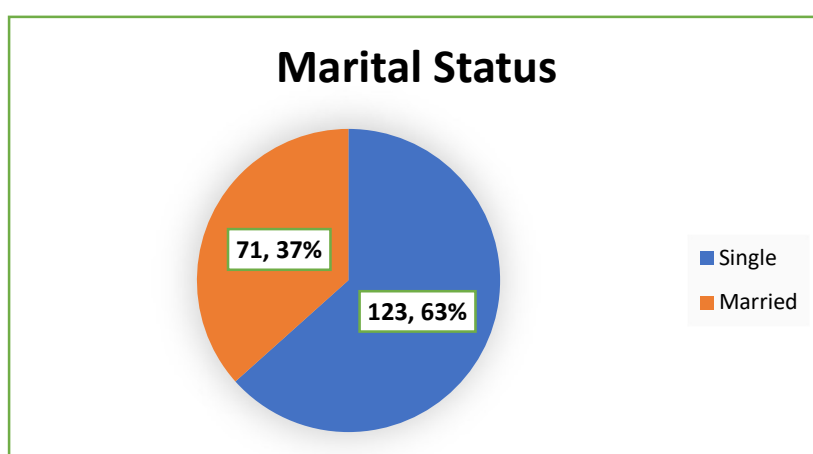
Based on their occupations, the respondents in this study are divided into six groups, as indicated in Table 4.4 above. Classifying the respondents according to their occupation reveals that, of the 194 total, 75 (38.65%) are students, 65 (33.50%) are employed for pay, 32 (16.49%) are self-employed, 12 (6.18%) are homemakers, 6 (3.09%) are unemployed, and 4 (2.06%) are in other categories.

Marital Status of the Respondents

Table 4.5 Marital Status of the Respondents

Marital Status of the Respondents	Frequency	Per cent %
Single	123	63.40%
Married	71	36.59%
Total	194	100%

Source: Primary data.



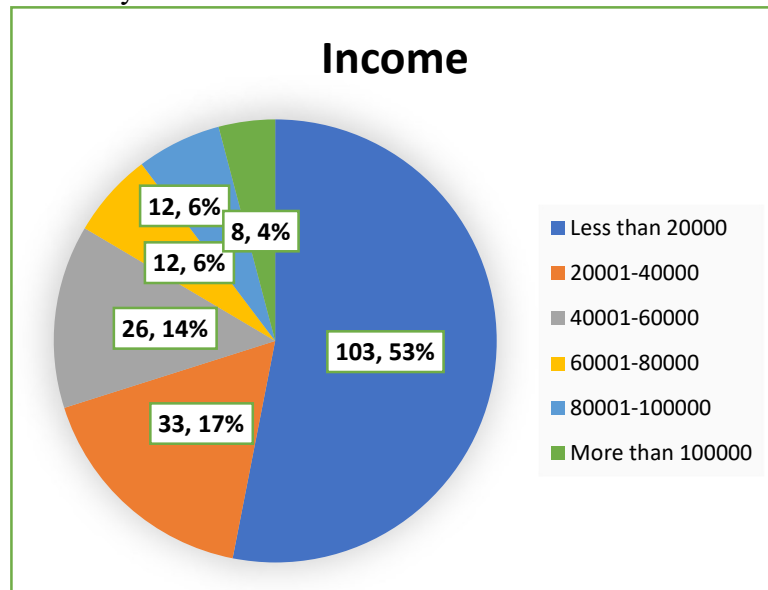
In Table 4.5, the marital status of the respondents shows that 71 (36.59%) of the 194 online buyers are married, while 123 (63.40%) are unmarried or single. The bulk of the respondents are single, according to the results.

Monthly Income of the Respondents

Table 4.6 Monthly Income of the Respondents

Monthly Income of the Respondents (INR)	Frequency	Per cent(%)
Less than 20000	103	53.09%
20001-40000	33	17.01%
40001-60000	26	13.40%
60001-80000	12	6.18%
80001-100000	12	6.18%
More than 100000	08	4.12%
Total	194	100%

Source: Primary data.



Based on Table 4.6 above, it can be deduced that 53.09 percent of shoppers earn less than 20,000 rupees per month, 17.01 percent of shoppers earn between 20,001 and 40,000 rupees per month, 13.40 percent of shoppers earn between 40,001 and 60,000 rupees per month, 6.18% of shoppers earn between 60,001 and 80,000 rupees per month, 6.18% of shoppers earn between 80,001 and 1,00,000 rupees per month, and 4.12% of shoppers earn more than 1,00,000 rupees per month.

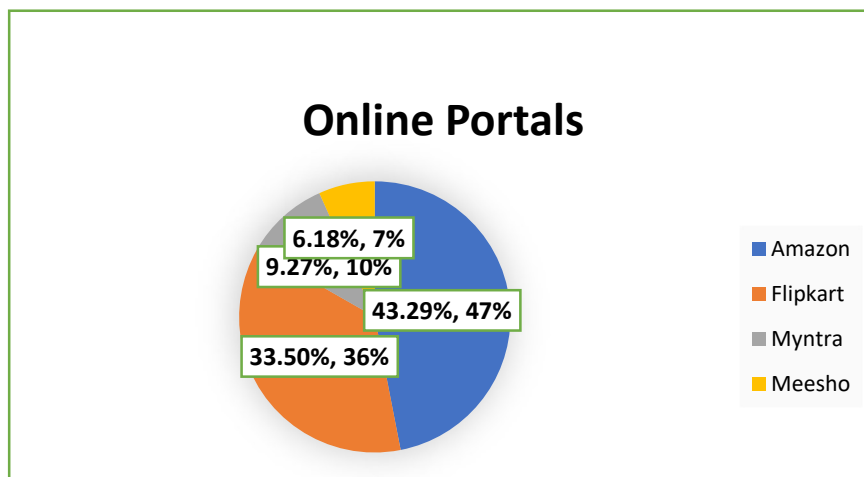
Online pattern of the shoppers

The frequency of online shoppers and the preferred online portals of the respondents are explored in relation to their shopping patterns in this section.

Online Portals Choice

Table 4.7 Online portal choice

Online Portals	Percent (%)
Amazon	43.29%
Flipkart	33.50%
Myntra	9.27%
Meesho	6.18%
Nykaa	4.12%
Other	3.09%
Total	100%



The online shopping platforms utilized by the study participants to make purchases are displayed in Table 4 above.7. Of those who shop online, 43.29% use Amazon, followed by 33.50% use Flipkart, 9.27% use Myntra, 6.18% use Meesho, 4.12% use Nykaa, and 3.09% use other services.

Descriptive Statistics (Item Wise)

Thirteen out of the five variables have means that are higher than the average, as indicated in Table 4.8. Shopping cart abandonment has the lowest mean (2.52 out of 5) and lowest

standard deviation (0.89), whereas choosing process satisfaction has the greatest mean (3.69 out of 5), and free shipping has the largest standard deviation (1.21).

Table 4.8 Descriptive Statistics

SI. No	Variable	No of item	Mean	Std.Deviation
1	Shopping Cart Abandonment	3	2.5241	0.89052
2	Self Efficacy	5	3.3464	1.05556
3	Hesitation At checkout	5	3.4918	1.05714
4	Anticipated Regret	3	3.0979	1.15924
5	Choice Process Satisfaction	7	3.6929	0.9354
6	Entertainment Purpose	4	3.3247	1.12879
7	Choice Overload	3	3.6495	0.93098
8	Transaction Inconvenience	4	3.4317	0.99293
9	Perceived Waiting Time	2	3.5103	1.08804
10	Navigation Design	3	3.3419	1.09976
11	Cross Channel Price Disparity	2	3.4356	1.15943
12	Promotional Discount	2	3.2603	1.17972
13	Free shipping	2	3.1418	1.21594

Multiple regression

To determine the link between one dependent variable and two or more independent variables, multiple regression analysis is used. Here, shopping cart abandonment is the dependent variable, and self-efficacy, hesitation at checkout, anticipated regret, choice

process satisfaction, entertainment purpose, choice overload, transaction inconvenience, perceived waiting time, navigation design, cross-channel price disparity, promotional discount, and free shipping are the independent variables.

Table 4.9 Model Summary for independent variable on shopping Cartabandonment

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.194	.141	.82539

a. Predictors: (Constant), freeshipping, selfefficacy, entertainmentpurpose, anticipatedregret, crosschannelpricedisparity, perceivedwaitingtime, hesitationatcheckout, choiceprocesssatisfaction, navigationdesign, choiceoverload, promotionaldiscount, transactioninconvenience

The independent factors have a 0.441 correlation with the dependent variable, shopping cart abandonment, according to the model summary table above. Based on the observed data clusters around the projected regression line, the R square value provides a goodness-of-fit metric. 1.94% of the variation in this study is explained by the model, according to the r square value of 0.194. There will have been significant coefficients utilized to make inferences even when the R square is high.

Table-4.10

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.745	12	2.479	3.638	.000 ^b
	Residual	123.310	181	.681		
	Total	153.054	193			

a. Dependent Variable: shoppingcartabandonment

b. Predictors: (Constant), freeshipping, selfefficacy, entertainmentpurpose, anticipatedregret, crosschannelpricedisparity, perceivedwaitingtime, hesitationatcheckout, choiceprocesssatisfaction, navigationdesign, choiceoverload, promotionaldiscount, transactioninconvenience.

Shopping cart abandonment is the dependent variable that is substantially predicted by independent factors at 99% confidence level, according to ANOVA Table-4.10, where the significant value is less than 0.01.

Table-4.11
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.504	.263		5.707	.000
	Self Efficacy	.093	.078	.110	1.183	.238
	Hesitation At Checkout	-.136	.089	-.161	-1.520	.130
	Anticipated Regret	.055	.075	.072	.734	.464
	Choice Process Satisfaction	.021	.123	.022	.170	.866
	Entertainment Purpose	-.026	.081	-.033	-.322	.748
	Choice Overload	.203	.127	.212	1.593	.113
	Transaction Inconvenience	-.310	.134	-.346	-2.323	.021
	Perceived Waiting Time	.089	.104	.109	.855	.394
	Navigation Design	.046	.107	.057	.435	.664
	Cross Channel Price Disparity	.245	.107	.319	2.287	.023
	Promotional Discount	-.138	.106	-.183	-1.298	.196
	Free Shipping	.156	.077	.212	2.028	.044

a. Dependent Variable: Shopping Cart Abandonment

The model's coefficient values may be seen in the above table. Significant at the 1% level of significance is the p-value ($p,0.05$). This indicates that online shopping cart abandonment is significantly influenced by the independent factors. Thus, the null hypothesis should be rejected.

Looking at the independent variables side by side, the results show that the most important linked factors influencing online shopping cart abandonment were transaction hassle, cross-channel pricing discrepancy, and free delivery. This indicates that those who give up on their online shopping carts are practical, goal-oriented customers.

CHAPTER 5 – FINDINGS AND DISCUSSION

Findings of the study

Of the respondents, 51.03% were men and 45.87% were women. Of them, 51.54% are under the age of 25. According to the respondents' marital status, 36.59% of purchasers are married, whilst 63.40% are single or not married.

Gender, family income, marital status, employment, level of education, and online shopping cart abandonment do not significantly correlate with each other. On the other hand, there is a strong correlation between shopping cart abandonment and every independent variable.

Customers' preferred online portals for regular shopping include Amazon, Flipkart, and Myntra, ranking among the top 10 in India.

To determine which of the several suggested independent variables is the most significant, multiple regression analysis was performed. The most common reasons were determined to be transaction hassle, cross-channel pricing difference, and free delivery based on the model's coefficient value.

Recapitulations and summary of findings

Deciphering the elements that contribute to online shopping cart abandonment was the aim of this study.

To develop the conceptual framework, many steps were conducted. First, the important variables from the literature review on online shopping cart abandonment must be identified. Secondly, a sample size of 194 online consumers was used for the survey in order to investigate the appropriate constructions related to this investigation. By integrating the test findings with evaluations of the literature, the factors and their correlations were found. The dependent variable of interest was shopping cart abandonment, which had twelve independent variables. To draw attention to the connections between the variables, a conceptual framework was employed.

A summary of the main conclusions from the investigation about the testing of the proposed hypotheses is given in the following table. A summary of the tested hypotheses is displayed in Table 5.1

Table 5.1 Summary of Findings

Hypothesis	Statistical Tools Used	Conclusion
H₁: Consumers that have a lesser degree of self-efficacy when it comes to mobile purchasing will have an even more intense internal struggle.	Multiple Regression Analysis	Rejected
H₂: Consumers who exhibit greater hesitancy throughout the checkout process are more likely to give up on their virtual shopping carts.	Multiple Regression Analysis	Rejected
H₃: The customer's predicted regret acts as a mediating factor in the interplay between the shopping cart warning message type and preference ranking and its impact on liking and buy intention.	Multiple Regression Analysis	Rejected
H₄: Choice-process contentment diminishes with increasing levels of choice-process satisfaction by moderating the hesitating at checkout abandonment connection.	Multiple Regression Analysis	Rejected
H₅: The goal of entertainment and shopping cart abandonment are significantly correlated.	Multiple Regression Analysis	Rejected
H₆: The technique that explains how online shoppers abandon their carts after sorting their items is called choice overloading.	Multiple Regression Analysis	Rejected
H₇: The inconvenience of transactions is significantly correlated.	Multiple Regression Analysis	Accepted

H₈: The tendency to leave the shopping cart unfilled is positively correlated with the perceived wait time for a transaction to be completed.	Multiple Regression Analysis	Rejected
H₉: The probability of shopping cart abandonment is inversely correlated with the navigation design of an e-commerce website.	Multiple Regression Analysis	Rejected
H₁₀: An increased likelihood of online shopping cart abandonment is associated with greater pricing differences amongst online retailer platforms.	Multiple Regression Analysis	Accepted
H₁₁: An online platform's odds of an online shopping cart being abandoned are lower the larger the promotional discount it offers.	Multiple Regression Analysis	Rejected
H₁₂: The chance of an online shopper abandoning their basket is inversely correlated with free delivery.	Multiple Regression Analysis	Accepted

The above table indicates that all hypotheses have undergone statistical testing and that it is possible to understand the conclusions drawn from them. The elements that are tested include **self-efficacy, hesitancy throughout the checkout process, remorse expected, satisfaction with the decision process, entertainment value, option overload, perceived waiting time, navigation design, and promotional discounts** lacks the ability to play a substantial impact in online shopping cart abandonment because their Sig. value is more than 0.05, which suggests that they may not be directly contributing at a bigger scale. A Sig. value of less than 0.05 indicates that the factors **transaction inconvenience, cross-channel price disparity, and free shipping** are all important enough to be considered as potential causes of online shopping cart abandonment.

RECOMMENDATION

- **Reduce the amount of steps and pages** needed to complete the transaction process, establish autofill functionality for shipping and payment information, offer a guest checkout option to ease the onboarding process for new customers, and accommodate a variety of payment methods to meet needs of your customers.
- **Establish uniform pricing practices across channels** by keeping an eye on prices, monitoring them frequently, and making adjustments to keep them equal across online and offline channels. You should also explain any price discrepancies and the rationale behind them, and you should think about introducing price matching programs to foster customer loyalty and trust.
- **Provide complimentary delivery choices** by granting free shipping on orders surpassing a specific threshold, extending free shipping offers during special events or for particular product categories, collaborating with logistics providers to bargain for lower prices and transferring the savings to clients, and prominently exhibiting shipping charges and estimated delivery times throughout the payment process.
- **Improve user experience and website navigation** by making investments in user-friendly website design and intuitive navigation, adding features like product recommendations, search suggestion, and wishlist functionality, and making the website mobile-friendly to accommodate the increasing number of mobile shoppers.
- **Use data and analytics to your advantage** by putting tracking and analytical tools in place to pinpoint pain points in the customer journey, examining trends in customer behavior and cart abandonment rates across various market segments, and leveraging customer feedback and insights to make ongoing improvements to the online shopping experience.
- **Provide clear and honest information** about product specifications, price, and policies. Clearly show security badges and data privacy policies. Offer money-back or satisfaction guarantees to boost client confidence.

CONCLUSION

The purpose of this study was to pinpoint the main causes of customers abandoning their online shopping carts. Twelve possible factors were found by a thorough search of the literature, and multiple regression analysis was used to assess the correlations between these factors and the dependent variable of shopping cart abandonment on a sample of 194 online customers

The study reveals that several factors are significantly responsible for online shopping cart abandonment. The factors evaluated in this study under the four categorizations of psychological, behavioral, technological and financial are **self-efficacy, hesitation at checkout, anticipated regret, choice-process satisfaction, entertainment purpose, choice overload, perceived waiting time, navigation design, promotional discount, cross-channel price disparity, transaction inconvenience, free shipping.**

The results showed that, in contrast to predictions, several factors, including self-efficacy, hesitation during the checkout process, regret expected, choice satisfaction, entertainment value, choice overload, perceived waiting time, website navigation design, and promotional discounts, had no discernible effect on the abandonment of online shopping carts.

The consequences of these findings for online merchants and e-commerce companies are significant. Companies should offer free delivery choices to customers, guarantee uniform pricing across channels, and optimize their transaction procedures in order to lower shopping cart abandonment rates. Online merchants may improve customer happiness, raise conversion rates, and eventually increase total sales and profitability by taking care of five important variables.

It is critical to recognize the study's limitations, namely the sample size and geographic restrictions. Future studies might examine more variables, use bigger and more varied sample sizes, and look into the possible moderating or mediating impacts of other variables on the abandoning of shopping carts.

This study offers insightful information on the main causes of online shopping cart abandonment. It emphasizes the significance of resolving issues with transactions, pricing disparities across channels, and free delivery choices in order to increase sales and client retention in the e-commerce environment.

The research's conclusions and suggestions may enable e-commerce companies to create customer conversion rates that are higher and cart abandonment rates that are less severe. Businesses may guarantee a flawless and reliable online purchasing experience for their consumers by putting the suggested strategies into practice, which include improving website design, optimizing checkout procedures, providing flexible payment alternatives, and addressing psychological hurdles.

In addition, this research has explored the psychological and environmental elements—such as perceived dangers, time restrictions, and social influences—that affect consumer behavior. Through comprehension of these variables, e-commerce enterprises may formulate focused approaches to tackle consumer grievances and establish a more captivating virtual retail encounter.

The result showed in the data analysis techniques i.e. multiple regression analysis showed that only three factors that is **transaction inconvenience, cross-channel price disparity and free shipping** have a significant relationship with the dependent variable of online shopping cart abandonment (having Sig. value less than 0.05) and rest are not came as significant in the study as an significant factor for online shopping cart abandonment.

In the end, this dissertation has added to the body of knowledge on consumer behavior and e-commerce by offering a thorough comprehension of the elements causing online shopping cart abandonment. E-commerce companies may increase their competitiveness in the dynamic and always changing e-commerce market, cultivate client loyalty, and unleash substantial income potential by resolving this important issue.

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ANNEXURE-1: QUESTIONNAIRE

1. Gender: (i) Male (ii) Female
2. Age: (i) 18 - 25 (ii) 25 – 35 (iii) 35 – 45 (iv) 45 – 55 (v) Above 55
3. Educational qualification: (i) No formal education (ii) High school (iii) Intermediate (iv) Graduation (v) Post graduation
4. Occupation: (i) Employed for salary (ii) Self-employed (iii) Unemployed (iv) Home-maker (v) Student (vi) Others
5. Marital status: (i) Single (ii) Married
6. Income (per month in Rs.): (i) Less than 20000 (ii) 20001-40000 (iii) 40001-60000 (iv) 60001-80000 (v) 80001-100000 (vi) More than 100000
7. Do you shop on online shopping platform or not? (i) Yes (ii) No
8. Have you done any online shopping in last 6 months ? (i) Yes (ii) No
9. While purchasing from online shopping platform you save the product on cart or not? (i) Yes (ii) No
10. Which online shopping platform you mostly prefer for shopping? (i) Amazon (ii) Flipkart (iii) Myntra (iv) Meesho (v) Nykaa (vi) Others

11. Shopping Cart Abandonment

Items	Always	Often	Sometimes	Rarely	Never
How frequently do you add something to your basket and then decide not to buy it that same session?					
When shopping on a mobile device, how frequently do you log off or close the website before purchasing the item or items in your cart?					
How frequently do you put things in your mobile shopping basket but then decide not to purchase them?					

12. Self Efficacy

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is anticipated that I will gain proficiency in using mobile devices for shopping.					
I think I can shop using mobile devices with confidence.					
If I had sufficient time, I could shop with my mobile device.					
If someone can first demonstrate how to use a mobile device for shopping, I can too.					
If I just had access to the built-in help feature, I could shop utilizing my mobile devices.					

13. Hesitation At Checkout

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I've been hesitant to finish the checkout process when using my mobile device to purchase for certain things.					
When making purchases using a mobile device, it has took me some time to hit the final payment button.					

When it came to making a purchase using a mobile device, I gave it some thought.					
During a mobile buying assignment, I have taken some time to consider whether or not to click the payment button.					
For products that are at the final payment stage, I have been delaying the checkout process for a while.					

14. Anticipated Regret

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I expect to feel guilty if I give up on this.					
If I give up on this thing, I believe I will regret my choice.					
If I give up on this, I suppose I'll be sad.					

15. Choice Process Satisfaction

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My decision-making process for selecting which things to pick has left me really happy.					
The process of selecting the products I wanted					

to purchase has left me quite happy.					
When I make my next purchase, I would be overjoyed to have the same selection of products to chose from.					
The procedure of selecting which items to add to the shopping basket caught my attention.					
I felt it was a wise decision.					
I had a number of excellent alternatives to select from.					
The decision-making process of selecting which item or products to add to the mobile shopping basket frustrated me.					

16. Entertainment Purpose

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
When I'm bored, I pick things and put them in the shopping basket.					
To amuse myself, I choose products and put them in the shopping basket.					
I adore putting things in the shopping basket.					
For amusement, I choose what to put in the shopping basket.					

17. Choice Overload

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Before choosing, I would want to compare additional items.					
I usually determine which goods to purchase later.					
I feel as though the things I put to the shopping basket belong to me.					

18. Transaction Inconvenience

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Prior to completing a purchase, I had to register with the internet store.					
The order forms had a lot of information.					
I had to redo the entire information entry procedure since I was logged out in the midst.					
The transaction was challenging due to website problems.					

19. Perceived Waiting Time

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I had to wait a while for the website to load.					
The online confirmation of my					

transactions took a long time to arrive.					
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20. Navigation Design

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If the smartphone app features a navigation bar that lets me monitor the status of my order, I'm less inclined to give up on my shopping.					
If there are dynamic filter options on the mobile app, I'm not inclined to give up on my buying process and make educated decisions.					
If the smartphone app lets me know how my purchases are going from any point in time until checkout, I'm not inclined to give up on them.					

21. Cross Channel Price Disparity

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
When a price is lower on another site, I am more inclined to give up on my buying process.					
The likelihood of my giving up on my purchasing process increases with a significant					

pricing difference across platforms.					
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22. Promotional Discount

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If the business does not provide a promotional discount, I will probably give up on my buying procedure.					
In the event that there are no ongoing promotions, I am inclined to give up on my purchasing procedure.					

23. Free Shipping

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If the online stores provide free delivery, I'm probably going to give up on my buying.					
If delivery is not included in the price I am going to most likely give up on my purchase.					

ANNEXURE-2 : Descriptive Statistics Item Wise

	Descriptive Statistics							
	N	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SCA1	194	2.4175	1.07052	1.146	.460	.175	-.143	.347
SCA2	194	2.5722	1.21196	1.469	.412	.175	-.607	.347
SCA3	194	2.5825	1.05590	1.115	.368	.175	-.106	.347
SE1	194	3.4897	1.47602	2.179	-.576	.175	-1.030	.347
SE2	194	3.7835	1.38629	1.922	-.914	.175	-.505	.347
SE3	194	2.8505	1.34022	1.796	.263	.175	-1.091	.347
SE4	194	3.2887	1.45366	2.113	-.341	.175	-1.231	.347
SE5	194	3.3196	1.34316	1.804	-.381	.175	-1.028	.347
HAC1	194	3.2577	1.26964	1.612	-.250	.175	-.998	.347
HAC2	194	3.5464	1.22174	1.493	-.557	.175	-.638	.347
HAC3	194	3.5825	1.30201	1.695	-.667	.175	-.638	.347
HAC4	194	3.5361	1.24727	1.556	-.666	.175	-.549	.347
HAC5	194	3.5361	1.25142	1.566	-.716	.175	-.407	.347
AR1	194	3.1340	1.28466	1.650	-.253	.175	-.962	.347
AR2	194	3.0722	1.30561	1.705	-.121	.175	-1.085	.347
AR3	194	3.0876	1.25816	1.583	-.104	.175	-1.011	.347
CPS1	194	3.7062	1.16123	1.348	-.731	.175	-.355	.347
CPS2	194	3.8041	1.16191	1.350	-.873	.175	-.047	.347
CPS3	194	3.5876	1.18061	1.394	-.680	.175	-.259	.347
CPS4	194	3.7320	1.15184	1.327	-.755	.175	-.186	.347
CPS5	194	3.8196	1.14423	1.309	-.898	.175	.096	.347
CPS6	194	3.8196	1.14423	1.309	-.919	.175	.194	.347
CPS7	194	3.3814	1.22954	1.512	-.357	.175	-.824	.347
EP1	194	3.4021	1.26048	1.589	-.451	.175	-.759	.347
EP2	194	3.2835	1.33391	1.779	-.361	.175	-1.052	.347
EP3	194	3.3711	1.30221	1.696	-.503	.175	-.818	.347
EP4	194	3.2423	1.25837	1.583	-.247	.175	-.976	.347
CO1	194	3.8814	1.10175	1.214	-.820	.175	-.051	.347
CO2	194	3.6804	1.15661	1.338	-.772	.175	-.054	.347
CO3	194	3.3866	1.23424	1.523	-.354	.175	-.892	.347
TI1	194	3.6134	1.17400	1.378	-.664	.175	-.316	.347
TI2	194	3.3093	1.22039	1.489	-.370	.175	-.767	.347

TI3	194	3.3196	1.23041	1.514	-.462	.175	-.684	.347
TI4	194	3.4845	1.20546	1.453	-.501	.175	-.604	.347
PWT1	194	3.5309	1.23068	1.515	-.561	.175	-.593	.347
PWT2	194	3.4897	1.16174	1.350	-.536	.175	-.490	.347
ND1	194	3.4227	1.19875	1.437	-.372	.175	-.719	.347
ND2	194	3.2938	1.24728	1.556	-.282	.175	-.938	.347
ND3	194	3.3093	1.23725	1.531	-.359	.175	-.795	.347
CCPD1	194	3.4433	1.24650	1.554	-.324	.175	-.955	.347
CCPD2	194	3.4278	1.26222	1.593	-.398	.175	-.806	.347
PD1	194	3.3144	1.30328	1.699	-.275	.175	-1.008	.347
PD2	194	3.2062	1.26276	1.595	-.255	.175	-.941	.347
FS1	194	3.1443	1.31936	1.741	-.132	.175	-1.066	.347
FS2	194	3.1392	1.36432	1.861	-.193	.175	-1.157	.347
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