

Market Survey
On
**“Decoding Factors Leading To Online
Shopping Cart Abandonment”**

A project report submitted in partial fulfilment
Of
the requirement for the degree
of
Masters of Business Administration (MBA)

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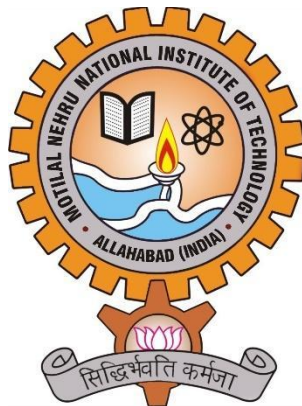
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UNDERTAKING

We, hereby declare that the work presented in this report entitled **“Decoding Factors Leading to Online Shopping Cart Abandonment”** was carried out under the supervision of Dr. Rakesh Kumar of School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, Prayagraj for the purpose of Market Survey research and it is an original research work carried by us in between 03 Jan- 04 May 2022 as a part of second semester in School of Management Studies.

We declare to the best of our knowledge, that no part of this paper was earlier submitted for the award of research degree of any University or Institute.

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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 phenomenon's 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.

CHAPTER 1- INTRODUCTION

1.1 Background

Today the internet has changed everyone's life exceptionally. Accessing to any kind of information is just a single click away. This revolutionary technological change makes it easier to connect one computer with another computer and open doors to multiple opportunities.

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. Several businesses brought there business from traditional way to this internet arena and various businesses started there own venture online. Thus, it started a new kind of business and termed as electronic commerce. E-commerce is the buying and selling of goods and services online with the help of internet.

From the past few years the tremendous growth of online shopping is clearly visible, even the recent COVID pandemic all over the world does not impact the revenues and still exhibits the progressive growth rate across the world. The average payment on online shopping is also increasing rapidly which means that people are spending more money on online purchasing of goods and services.

Mobile shopping has become very popular among online shoppers. It currently accounts for one third of the US e-commerce market, and it is estimated to grow up to 300%, faster than traditional e-commerce (Kumar, 2016).

Online shopping carts are an essential tool for assisting the online shoppers in order to save the desired product. One vital aspect of mobile shopping that interests both marketers and academics is mobile shopping cart abandonment behavior. We define mobile shopping cart abandonment as the behavioral outcome of leaving items in a mobile shopping cart without completing a purchase session.

According to Graham (2019), 79.17% of online shoppers abandon their virtual shopping carts prior to payment. This occurs for various reasons, such as the concern about

costs, the use of shopping cart as a research and organizational tool, or waiting for a sale or lower prices. E-commerce companies and other online companies have adopted different strategies to remind consumers to purchase items in their shopping carts. For example, Amazon often sends reminder emails to consumers. Most of the retailers assumes that online shopping carts were used in the same way as the customers use physical carts but this assumption is not sustainable. The online shopping cart abandonment topic is quite unexplored in the online buying behavior context. Our research focuses only on the various categorical reasons for the “Online shopping cart abandonment”.

1.2 Problem Statement

- Why an online customer who may be satisfied otherwise with all the features of the online shopping environment would quit shopping without completing the transaction?
- 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 aims to provide a conceptual framework explaining why customers did not buy? Where do they buy after abandoning the products in online shopping cart?
- Even when they do not have purchasing power, why do customer's put the products in the cart?
- Why a customer after getting lots of choices and information they hesitate at checkout which results in cart abandonment?
- What are the problems faced by buyers due to navigation design of the platform during checkout?

1.3 Relevance of the Study

This study is relevant as it studies the various categorical reasons for the shopping cart abandonment before checkout by the customers. What adds to the relevance of the study is that it is conducted on the primary data collected from various customers who use to purchase goods and services with the help of online medium very frequently, specially the youth. The result of this study would provide some workable solution to the challenges faced by various E-commerce websites and online retailers in order to make customers to

pay before abandonment of shopping carts and also helps in understanding the customers mindset which will help in developing strategies accordingly.

1.4 Objective of the study

- To explore the factors influencing online consumer's behavior to abandon the online shopping cart without completing the buying process.
- To study about the effects of perceived risk and perceived waiting time on online shopping cart abandonment.
- To understand and analyze the post cat abandonment behavior of the customers.
- To find out the reasons involved in online shopping cart abandonment.

1.4 Organization of the report

The study report has been organized into six chapters, namely Introduction, Literature review, Research methodology, Data Analysis and Findings, Conclusion and Recommendations. At the end of the report, References are quoted of the literature we had reviewed for our research, and an Appendix of the Questionnaire, used to collect data. Each chapter serves as a structured part towards the whole report and has been dealt with merit it calls for.

For the data analysis and Findings, MS Excel and IBM SPSS Statistics 23 software is used. We use following scales to note the respondent's answers in some questions:

1. Strongly Disagree,
2. Disagree,
3. Neutral,
4. Agree,
5. Strongly Agree

With the help of software, we have created frequencies table, charts and applied various tests as and when required.

CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction

Despite placing items in virtual shopping carts, online shoppers frequently abandon their online carts. During the literature review only few remarkable studies are found on online shopping cart abandonment. There has been intuitive input on online shopping cart abandonment inducing in the current literature. The extensive written works appears as it were modest bunch of inquire about papers found on online shopping cart abandonment over the world.

The retail situation is one of the quickest developing businesses in India over the final couple of time. Indian Retail Division is the fifth biggest worldwide retail goal. With more than 52 million dynamic web client's e-commerce has at last taken roots in India. Keen on tapping the potential of the current situation, and with special market procedures, alongside the monsters like e-bay, Pantaloons, Rediff a number of little entrances with new and exciting trade models have changed the confront of Indian e-commerce industry. But there are obstructions and challenges like perceived transaction inconvenience, perceived risk involved and perceived waiting time involved and other variables like self-efficacy, cross channel price disparity, free shipping etc which acts as obstacles in this. So numerous researches are based in finding out the cause of the issue.

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.	E-Commerce cart abandonment: exploring consumer behavior's and	Mrs. Manjula N; Mr. Mahesh Kumar V (2019)	Frequent change in price , Pay on delivery, zero delivery charge, reviews with verified

	reasons for cart abandonment		buyers will help in reducing cart abandonment.
2.	To study the reasons for customer abandoning their on-line shopping cart before purchase completion stage	Ojaswita Shrivastava (2021)	1.Perception of checkout process specific risk will be positively related with the propensity to abandon the shopping cart. 2.Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart. 3.Perceived inconvenience associated with transaction completion process will be positively related with the propensity to abandon the shopping cart.
3.	To purchase or to remove? Online shopping cart warning pop-up messages can polarize liking and purchase intention	Lan Jiang ; Haichuan Zhao; Xuehua Wang (2021)	Reminding consumers to clean first can polarize liking and purchase intention between the most- and the least-favorite items. Asking consumers to clean first is against their will; therefore, a state of dissonance is produced. To rationalize their counter-attitudinal behavior, consumers must persuade themselves that they either really like or really hate the items that they buy or remove, leading to polarization in terms of liking and purchase intention between the most- and the least-favorite items.
4.	Why do shoppers abandon shopping cart? Perceived waiting time, risk, and transaction inconvenience	Rajasree K. Rajamma; Audhesh K. Paswan; Muhammad M. Hossain	The results indicate that perceived transaction inconvenience is the major predictor of shopping cart abandonment. The other predictors are perceived risk and perceived waiting time. Positive relationship was found between perceived transaction inconvenience, perceived risk and propensity to abandon the shopping cart. It was also found that propensity to abandon the shopping cart is negatively

			associated with the perception of waiting time.
5.	Online shopping cart abandonment: a consumer mindset perspective	Daniel Rubin; Chrissy Martins; Veronika Ilyuk; Diogo Hildebrand (2020)	Results indicate that consumers who have an abstract (as opposed to concrete) mindset when shopping online rate the products they include in their shopping carts to be more important, and consequently are more likely to purchase them, reducing shopping cart abandonment.
6.	Moderating effect of cognitive conflict on the relationship between value consciousness and online shopping cart abandonment	Dr. Gunjan Malhotra; Dr. Sita Mishra; Dr. Shalini Rahul Tiwari (2021)	The study showed that the higher the conflict experienced by consumers, the greater is the possibility of abandonment of their shopping carts. Extensive online search and comparisons tend to result in the possibility of confusing themselves, which is perceived as a risk, forcing them to abandon the cart . So, while online shopping provides the convenience of search and shopping, it also tends to confuse due to cognitive conflicts and emotional ambivalence, resulting in anxiety and dissonance, translating to SCA .
7.	Mobile shopping cart abandonment: The roles of conflicts, ambivalence, and hesitation	Guei-Hua Huang; Nikolaos Korfiatis; Chun-Tuan Chang (2018)	Results from two studies show that mobile shopping cart abandonment is positively influenced by emotional ambivalence, a result of consumers' conflicting thoughts. More specifically, emotional ambivalence amplifies consumers' hesitation at the checkout stage, leading to cart abandonment. However, if hesitant consumers are satisfied with the choice process during shopping, they are less likely to give up their mobile shopping carts.

8.	Thanks COVID-19, I'll reconsider my purchase: Can fear appeal reduce online shopping cart abandonment?	Siqi Wang ; Xin-Jean Lim; Yee Choy Leong; Wei Chong Choo; Jun-Hwa Cheah (2022)	The findings reveal that hesitation at checkout increases OSCA, while consumers' decision to buy from a land-based retailer is influenced by their emotional ambivalence and OSCA. Furthermore, fear appeals appear to weaken the relationship between OSCA and the decision to buy from a land-based retailer. This study has implications for researchers and practitioners who seek to effectively reduce the rate of OSCA.
9.	Factors affecting shopping cart abandonment: Pre-decisional conflict as a mediator	Melek Erdil (2018)	The findings offer scholars a recognition of consumer motivations for shopping cart abandonment. For retailers, they provide an understanding to prevent shopping cart abandonment which means the loss of potential gain. In consumer behavior research field, this paper fills the gap by testing pre-decisional conflict which is served as a counterpart of post-purchase cognitive dissonance.
10.	Influence of online shopping cart abandonment: The moderating effect of Perceived waiting Time	S. Arul Kumar; Krithika M (2019)	This study proposes a significant connection between the rate of cart abandonment and hedonic motives. Their results show that between hedonic intent and the rate of abandonment of the vehicle, a moderating effect is perceived. Even if the hedonic clients search online shopping portals for the purpose of entertainment, they are not willing to wait for long time to complete the registration process and upload in the site for a long time.
11.	Segmenting And profiling the deflecting customer: understanding shopping cart abandonment	Neena sondhi (2017)	It is important to understand shopping cart abandonment as a proactive coping mechanism used by the consumers to

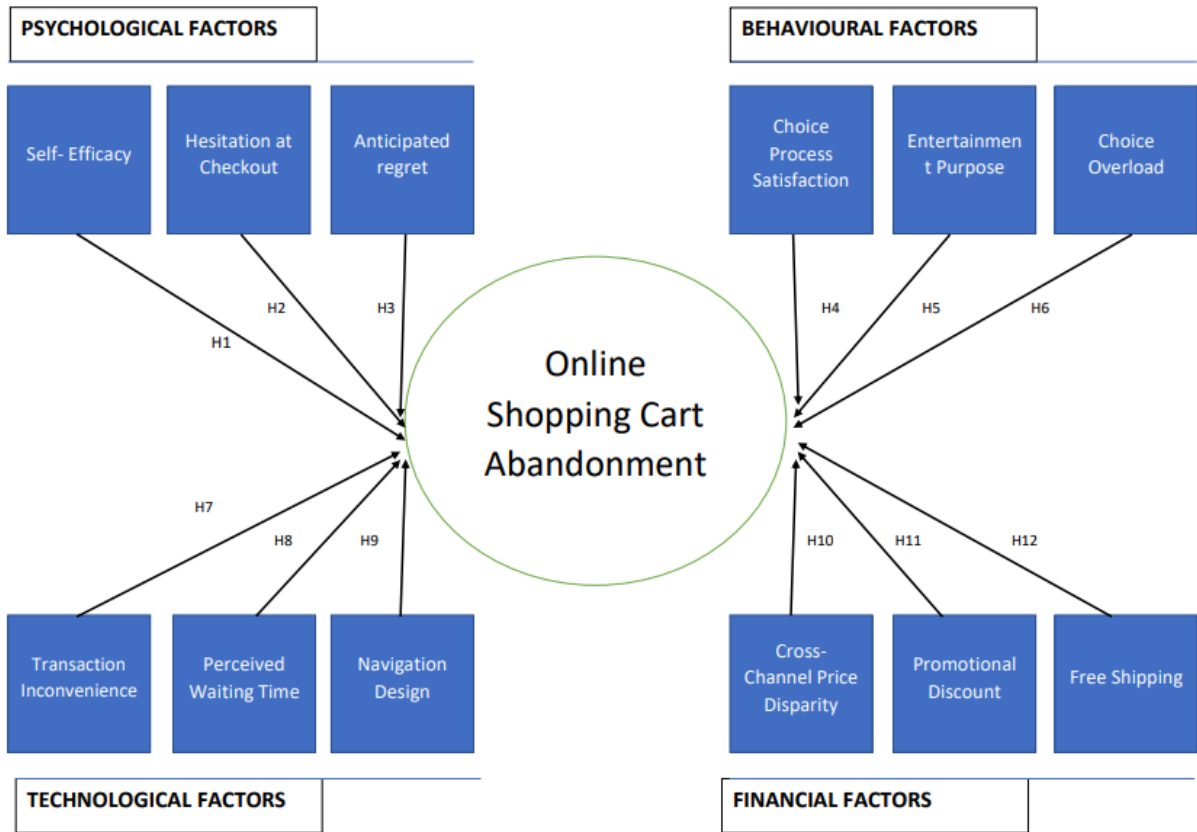
			alleviate cognitive dissonance that they encounter when faced with a purchase decision.
12.	Following you Wherever you go: Mobile shopping "cart-checkout" abandonment	Anuj Pal Kapoor; Madhu Vij (2021)	The result of this research shows that cross channel price disparity had a significant positive influence on cart abandonment as well as check-out abandonment indicating that consumers check for price difference across platforms, before and after check-out. The study's result show that return policy and refund length has a significant negative effect on cart abandonment but no significant influence on check-out abandonment. The study findings show that rating valence review volume and seller ratings has a significant negative effect on cart abandonment but no significant influence on check-out abandonment.
13.	The Determinants for shopping cart Abandonment	Leonardi Levino Ysuf; Dewi Tamara; Nugroho J. Setiadi (2021)	Perceived Cost (PC) has a positive and insignificant effect on shopping cart abandonment, Complicated Checkout (CC) has a positive and insignificant effect on shopping cart abandonment, Entertainment Motivation (EM) has a positive and significant effect on shopping cart abandonment, Emotional ambivalence (EA) has a positive and insignificant effect on shopping cart abandonment, meanwhile Information Overload (IO) has a positive and insignificant effect on shopping cart abandonment It can be concluded that the variable that has the most significant influence on shopping cart abandonment

			comes from Entertainment Motivation (EM).
14.	Shopping Cart Abandonment in online shopping	Laura S. Egel; Julie A. Joseph (2012)	1.Perceived risk in intended purchase behavior will positively influence risk in actual purchase behavior. 2.Perceived ownership in intended purchase behavior will positively influence perceived ownership in actual purchase behavior.
15.	Evidence of effect of perceived risk on online shopping cart abandonment	Krithika M. Rajini .G.	Hedonic motivation is the major predictor for online shopping cart abandonment. Utilitarian motive seems to be lack of significant towards online shopping cart abandonment. It was also found that Perceived risk had a complete moderating effect on cart abandonment.
16.	Predictors of Online Shopping Cart Abandonment	Krithika M,Rajini.G (2017)	The finding of this study emphasizes that the perceived waiting time is the prominent factor of online shopping cart abandonment. The other factors explored are perceived risk and perceived online behavioral tracking. It was also found that all these three factors such as Perceived waiting time, Perceived risk and Perceived online behavioral tracking had direct effect on online shopping cart abandonment
17.	E-cart Abandonment Behaviour: The Moderating Effect of Trust	G H B A De Silva , W M J I Wijayanayake (2015)	This study, while supporting the moderating effect of trust in the payment mechanism on the relationship between buying intentions and buying behavior, suggests the need for taking into consideration trust in explaining buying behavior. Furthermore, the study emphasizes that the marketers should create not only buying intention but also trust in the online payment mechanism in online marketing.

2.2 Conceptual Framework

Based on the previous literature review a conceptual framework has been outlined and twelve hypotheses have been framed, which are shown in Figure below.

The aim of this research is to empirically evaluate the relationship between the important categorical factors of cart abandonment namely Psychological, Behavioral, Technological & Financial factors and how these factors influence cart abandonment. In the projected conceptual framework, all the categorical factors have been studied as independent variables whereas cart abandonment frequency is considered as dependent variable. Current study intended to study about the moderation effect of these categorical factors on cart abandonment frequency.



2.3 Online Shopping Cart Abandonment

There are numerous reasons why customers engage in online shopping. Comfort and availability are the most important determinants of online shopping fulfillment (Holmes, Byrne, & Rowley, 2014), and portability. However, mobile shopping is also associated with some negative attributes that deter the completion of the transaction.

An individual may be pulled in to the benefits of mobile shopping, but not set out to engage in it because of low self-efficacy, giving rise to undecided sentiments.

Thus, we have developed following hypothesis:

H1. Customers with a lower level of self-efficacy with respect to mobile shopping will encounter the next level of enthusiastic inner conflict.

Self-efficacy is defined as a judgment of the belief in one's ability to accomplish a certain task (Bandura, 1997). We characterize self-efficacy as mobile users' discernment with

respect to their capacity to function a mobile gadget. Self-efficacy moreover impacts one's emotions.

Fullagar, Knight and Sovern (2013) found that though performing in a music concert brings a sense of achievement, a lack of self-efficacy can elicit both positive and negative feelings regarding the performance. An individual may be pulled in to the benefits of mobile shopping, but not set out to lock in in it since of low self-efficacy, giving rise to undecided sentiments.

H2. Customers who are more reluctant at checkout will be more likely to abandon their online shopping carts.

Hesitant individuals tend not to make decisions in order to protect against their image, for example, damage to their self-esteem by being judged by others (Fee & Tangney, 2000). The effect of hesitation caused by too many choices leads consumers to leave the store without purchase. Within the versatile setting, indeed in case items have been chosen and are ready for checkout, hesitant buyers will be more likely to conclude their shopping process, leaving items within the cart.

H3. Consumer's anticipated regret mediates the interaction effect of shopping cart warning message type and preference ranking on liking and purchase intention.

Online shopping cart caution messages would trigger anticipated regret. For the most-favorite products, compared to inquiring consumers to buy first, inquiring them to expel would cause the next level of expected regret from abandonment, which leads to a higher buy intention. In differentiate, as to the least-favorite thing, compared to inquiring buyers to buy first, inquiring them to evacuate would produce a lower level of expected regret from abandonment. However, the cognitive cacophony caused by paying would be high since item preference is low. In this manner, to diminish the cacophony, consumers are likely to select not to pay, coming about in a low buy intention.

H4. Choice-process fulfillment moderates the hesitation at checkout abandonment relationship, such that the relationship is weaker at higher levels of choice-process satisfaction.

Choice-process satisfaction, namely the degree of satisfaction with the choice process, pertains to the characteristics of a choice set, such as the availability of choices, assortment alienability, and decision quality (Fitzsimons, 2000; Zhang & Fitzsimons, 1999). When shoppers can effectively screen data and recognize choices, choice process fulfillment increases. In any case, when customers have little knowledge of the item category or are confronted with a huge number of alternatives, they discover it difficult to recognize a fulfilling choice technique. In this way, since item information, choice set measure, and item introduction formats are important channel components, particularly for mobile channels, choice-process satisfaction ought to play an vital part in our system.

H5. There is a significant relationship between entertainment purpose and shopping cart abandonment.

Kukar-Kinney and Close (2010) assert that some shoppers, called experiential-driven, put items in their shopping cart just for entertainment purposes, boredom or enjoyment seeking. These customers generally cannot manage to purchase their desired items or they don't have a genuine deliberate to purchase the item at that time, in this manner, when they put things in their shopping cart, they feel themselves as in case they bought the products. In the event, browsing on an online site empowers an internet customer to relieve boredom experience sentiments of delight and excitement, the shopper will discover this online experience as more satisfactory.

H6. Choice overloading is the explanation mechanism of shopping cart item sorting to online shopping cart abandonment behavior.

Beneath the affect of enormous data and choices, customers endure from negative emotional encounters, such as disappointment, uneasiness, and delay of their purchase decision. This circumstance is called the choice over-burden impact. The increment within the number of product portfolio alternatives has caused the determination over-burden impact. As the item portfolio options or properties increment essentially, customers feel overpowered by the options before them, creating the choice over-burden impact. With the increment within the capacity of online shopping carts, customers can put hundreds of items within the shopping cart. Thus, they confront a expansive number of product sets, which leads to expanded decision-making difficulties, which leads to wavering behavior within the post-decision-making organize, and which ultimately leads to abandoning the

shopping cart. When the number of special items is little (compared to the by and large shopping cart items), people spend less efforts in making.

H7. There is a significant relationship between transaction inconvenience and pre-decisional conflict

From logging onto an online site to setting products into virtual cart, there are numerous components that can impact online shopping process and might cause electronic customers to exit virtual store without buying any product. One of the reasons of such behavior is transaction inconvenience. Transaction inconvenience is depicted as “complex shopping methods, long registration forms to be filled up, shipping and taking care of charges that are not uncovered until late within the buy handle, out of stock item data uncovered at the checkout, technical glitches that bounce back orders and non-availability of alternative methods of installment (other than credit cards)” (Harrison-Walker, 2002; Seiders, Berry and Gresham, 2000). Consumers who encounter these challenges tend to abandon their shopping cart, as their desires are not met.

H8. Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart.

Existing literature has found out that consumers perceived that quick and easy check out, shorter or no queue, more control over the process and convenience are the factors that are associated with online retailing (Photo trade news, 2006; Schelmetic, 2006). Hence in the event that customers need to hold up longer within the checkout line, the transaction abruptly begins to look risky, or the ultimate transaction process appears badly arranged, which may lead to shopping cart abandonment, indeed if, the buyer was satisfied with his/her encounter with the e-commerce website until then.

H9. The navigation design of an online shopping website is negatively associated with the likelihood of shopping cart abandonment.

The navigation design of a mobile app or website refers to the organization and structural layout of the pages and content (Kapoor et al., 2018). The navigation design is a

quintessential element for human-computer interaction that aims at guiding users in the right direction and not getting lost. An effective navigation design allows users to quickly achieve their goals and form smooth user experience (Sharma and Sharma, 2019). Within the absence of a useful navigation design, buyers may suspect the capacity of the service providers, which in turn may lead to a possible diminish within the users intention and inevitably non purchase. Hence, it can be included that effective navigation design contains a positive impact on buying decision and a negative influence on non-purchase decision, in this way it results in shopping cart abandonment.

H10. The higher the price disparities across online retailer platforms, the more likely are the chances of online shopping cart abandonment

We found within the study that abandonment is impacted by cross channel cost difference such that, abandonment will take place for all online retailers, where the price of an item being searched is higher as compared to its competitors. The abandonment may take place before the checkout page or even post the checkout page. Basically, the more extensive is the price difference across online shopping platforms; shoppers are more likely to abandon the transaction, on the platform where the price is higher.

H11. The higher the promotional discount offered by an online platform, the less likely are the chances of online shopping cart abandonment

Developing competition among online retailers have motivated numerous players to request planned shoppers by coming up with special strategies. Since a price discount results in expanded consumers seen value, it would eventually enhance the probability that a consumer will ultimately buy a specific item on a particular website identified a clear connect between promotions and purchase purposeful and pointed out that shoppers inclinations for rewards and rebates, whereas assessing among distinctive alternatives plays a really pivotal part in choosing, what to purchase and from where to purchase.

H12. Free shipping is negatively associated with the likelihood of online shopping cart abandonment.

Offering free shipping is an effective way to have a positive impact on internet shopper (Huang and Cheng, 2015). As per a survey published in Walker Sands' Future of Retail Study (2014), 80% of respondents are more likely to purchase products online, if they

were offered free shipping. In addition, Barry (2010) identified a positive relationship between free shipping and subsequent purchases, within the setting of online shopping. The current research, hence, considered this conventional pre-purchase data to have a solid influence over purchase abandonment process.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 Introduction

In this chapter of research methodology, the researcher explains the methodology applied for solving a specific research problem. This chapter explains the research design, data collection methods for the study. Apart from that, this chapter includes the independent and dependent variables and their statements as well and also on what scale it is measured. Eventually, this chapter includes the tools used and different tests conducted for finding the reliability and validity of the collected data.

3.2 Research Design

A research design is a plan a researcher formulates for data collection, measurement and analysis. It is all about how a researcher is going to execute the research which includes selecting variables, formation of hypothesis, method of survey, collection of data, analysis and conclusion etc.

The purpose of this study is to explore the factors of online shopping cart abandonment. This study highlights the effects of several factors categorized in psychological, behavioral, technological and financial. The factors highlighted in this study are 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, free shipping. The above given variables are independent variables and shopping cart abandonment is dependent variable.

3.3 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

3.4 Unit of Analysis

The respondents of this study are individual online consumers who's aged has been above 18 years and have the experience of online shopping cart abandonment during the last 6 months will be unit of analysis. The researcher targets the online shoppers who had the experience of online shopping cart abandonment in the last 6 months.

In this study, the respondents are 18 and above that is considered as adult under the Indian government regulation which reflects respondents' sufficient level of maturity to respond the survey.

3.5 Scale Development

The data for the study is collected by a well-formed structured questionnaire. The questionnaire consists of total 55 questions, out of which 45 questions are of independent and dependent variables and rest are related to demographics factors. The summary of sources of variables and number of items are presented below:

Shopping cart abandonment (Dependent Variable: 1)

Item description	Item Code	Author	Scale used
You place an item in the shopping cart, but do not buy it during the same session.	SCA 1	(Guei-Hua Huang 2018)	Likert Scale Always to Never
You close the webpage, or log off the mobile shopping application before you buy the item(s) in your shopping cart.	SCA 2	(Guei-Hua Huang 2018)	Likert Scale Always to Never
You leave items in your mobile shopping cart without buying them	SCA 3	(Guei-Hua Huang 2018)	Likert Scale Always to Never

Psychological factors

1. Self-efficacy (Independent Variable: 1)

Item description	Item Code	Author	Scale used
I am (expect to become) proficient in using mobile devices for shopping.	SE 1	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I feel confident that i can use mobile devices for shopping.	SE 2	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I could shop using mobile devices if I had enough time to complete the task.	SE 3	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I can shop using mobile devices if someone shows me how to do it first.	SE 4	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I could shop using mobile devices if i had only the built-in help facility for assistance.	SE 5	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree

2. Hesitation at Checkout (Independent Variable: 2)

Item description	Item Code	Author	Scale used
I have hesitated to complete the checkout stage for selected items while shopping using my mobile device.	HAC 1	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
It has taken some time for me to click the final payment button to purchase products via a mobile device.	HAC 2	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I have thought twice at the checkout stage for a purchase via a mobile device.	HAC 3	(Guei-Hua Huang 2018)	Likert Scale

			Strongly Disagree to Strongly Agree
I have spent some time deciding whether to press the payment button in a mobile shopping task.	HAC 4	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I have waited a while thinking about whether to finish the checkout process for items in the final payment stage.	HAC 5	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree

3. Anticipated regret (Independent Variable: 3)

Item description	Item Code	Author	Scale used
I anticipate feelings of regret if I abandon this item.	AR 1	(Haichuan Zhao 2021)	Likert Scale Strongly Disagree to Strongly Agree
I think i will be disappointed with my decision if I abandon this item.	AR 2	(Haichuan Zhao 2021)	Likert Scale Strongly Disagree to Strongly Agree
I think I will be unhappy if I abandon this item.	AR 3	(Haichuan Zhao 2021)	Likert Scale Strongly Disagree to Strongly Agree

Behavioral factors

1. Choice process satisfaction (Independent variable: 4)

Item description	Item Code	Author	Scale used
I am extremely satisfied with my experience of deciding which products option to choose?	CPS 1	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I am extremely satisfied with the process of choosing items i intended to buy.	CPS 2	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree

I would be extremely satisfied to choose from the same set of product options on my next purchase.	CPS 3	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I found the process of deciding which products to put in the shopping cart interesting.	CPS 4	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I thought the choice was good.	CPS 5	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
Several good options were available for me to choose between.	CPS 6	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree
I found the process of deciding which product(s) to put in the mobile shopping cart frustrating.	CPS 7	(Guei-Hua Huang 2018)	Likert Scale Strongly Disagree to Strongly Agree

2. Entertainment Purpose (Independent Variable: 5)

Item description	Item Code	Author	Scale used
I select and place items in the shopping cart when I am bored.	EP 1	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
I select and place items in the shopping cart to entertain myself.	EP 2	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
I find placing items in the shopping cart enjoyable.	EP 3	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
I select and place items in the	EP 4	(Erdil 2018)	Likert Scale

shopping cart for fun.			Strongly Disagree to Strongly Agree
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3. Choice Overload (Independent Variable: 6)

Item description	Item Code	Author	Scale used
I want to compare more products before making a decision.	CO 1	(Dan Jiang 2021)	Likert Scale Strongly Disagree to Strongly Agree
I tend to decide which products to buy later.	CO 2	(Dan Jiang 2021)	Likert Scale Strongly Disagree to Strongly Agree
When I add items to the shopping cart, I feel that these items are mine.	CO 3	(Dan Jiang 2021)	Likert Scale Strongly Disagree to Strongly Agree

Technological factors

1. Transaction inconvenience (Independent Variable: 7)

Item description	Item Code	Author	Scale used
The online shop required me to register before making a purchase.	TI 1	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
The order forms were very lengthy.	TI 2	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
I got logged off in the middle (for some reason) and had to go through the entire process of completing information again.	TI 3	(Erdil 2018)	Likert Scale Strongly Disagree to Strongly Agree
Technical glitches in the site made	TI 4	(Erdil 2018)	Likert Scale

the transaction difficult.			Strongly Disagree to Strongly Agree
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2. Perceived waiting time (Independent variable: 8)

Item description	Item Code	Author	Scale used
I had to wait for some time.	PWT 1	(Shrivastava 2014)	Likert Scale Strongly Disagree to Strongly Agree
It took a while to get online confirmation for my purchases.	PWT 2	(Shrivastava 2014)	Likert Scale Strongly Disagree to Strongly Agree
The order forms were very lengthy	PWT 3	(Shrivastava 2014)	Likert Scale Strongly Disagree to Strongly Agree

3. Navigation Design (Independent Variable: 9)

Item description	Item Code	Author	Scale used
You are most likely to abandon your online shopping process before or after the checkout stage, if the mobile app doesn't have a dynamic navigation bar, which enables you to track the progress of your order.	ND 1	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree
You are most likely to abandon your online shopping process before or after the checkout stage, if	ND 2	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

the mobile app does not provide dynamic filter options for informed choices.			
I am most unlikely to abandon my shopping process, if the mobile app provides the progress of my shopping at any point of time, till checkout.	ND 3	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

Financial Factors

1. Cross-channel disparity (Independent Variable: 10)

Item description	Item Code	Author	Scale used
I am most likely to abandon my shopping process, if the price offered on a different platform is lower.	CCD 1	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree
I am most likely to abandon my shopping process, if there is a huge price disparity across platforms.	CCD 2	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

2. Promotional Discount (Independent Variable: 11)

Item description	Item Code	Author	Scale used
You are most likely to abandon your online shopping process before or after the	PD 1	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

checkout stage if the retailer does not provide a promotional discount.			
You are most likely to abandon the shopping process before or after the checkout stage if there are no promotional offers running on thee-commerce platform.	PD 2	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

3. Free Shipping (Independent Variable: 12)

Item description	Item Code	Author	Scale used
I am most likely to abandon my shopping process, if the online retailers do provide free shipping service.	FS 1	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree
I am most likely to abandon my shopping process, if there are no shipping charges included in my order.	FS 2	(Anuj Pal Kapoor 2021)	Likert Scale Strongly Disagree to Strongly Agree

CHAPTER 4 – DATA ANALYSIS AND RESULTS

4.1 Introduction

This chapter explains how data analysis is utilized to come up with substantial findings to back up the conceptual framework. To evaluate the hypothesis, extensive data analyses were performed utilizing the statistical method of Linear regression. The needed statistical analysis was carried out using the SPSS 26 software package.

The chapter contains following items:-

- a. Demographic profile of the Respondents.
- b. Item wise Descriptive Statistics
- c. Multiple Regressions
- d. Cronbach's alpha

4.2 Demographic profile of the respondents

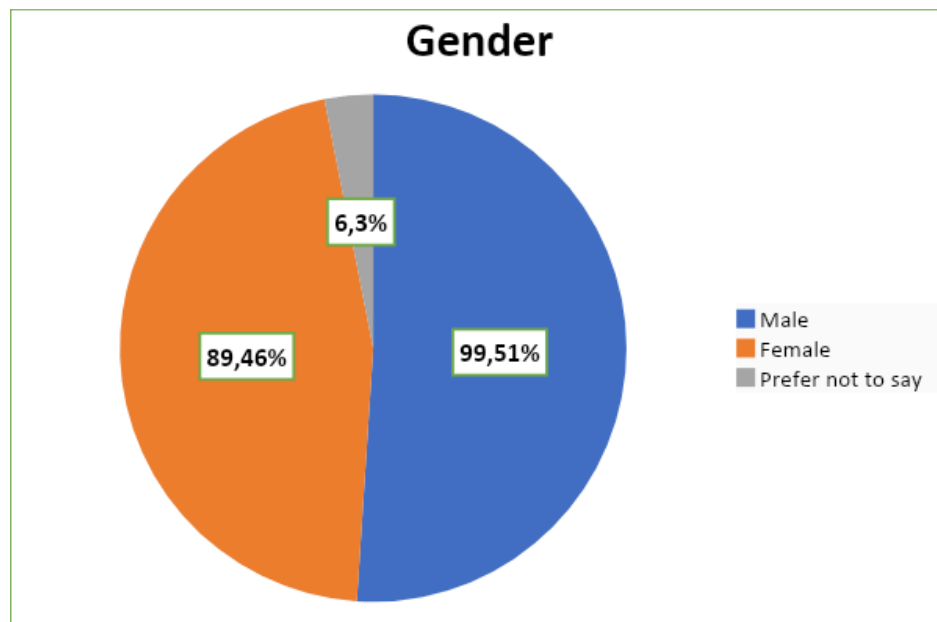
Respondents were asked about their demographic profile, which included gender, age, educational qualification, occupation, marital status and income. While one of the goals of this question was to learn about the sample characteristics of internet users, the analysis was also done in a demographic context to learn about the differences in how persons with different demographic backgrounds display their behavior. In the section that follows, Table 4.1, the responses are provided in the form of a table. To better comprehend the traits, the respondents' profiles are shown as pie charts and briefly explored.

4.2.1 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.



One of the most widely recognized demographic factors is the respondents' gender. Gender, according to (Sharma,1998; Krithika.M and G. Rajini,2019), is an important socio-demographic characteristic that involves duties and responsibilities, and it plays a significant role in the purchasing of items in a particular e-commerce site. Because the study's sample comprises both male and female online shoppers, an attempt was made to determine the disparities in their online shopping cart abandonment experiences.

Table-4.1 shows that out of 194 online shoppers, 99 (51.03%) are males and 89 (45.87%) are females. As a result, it's been deduced that males make up a sizable

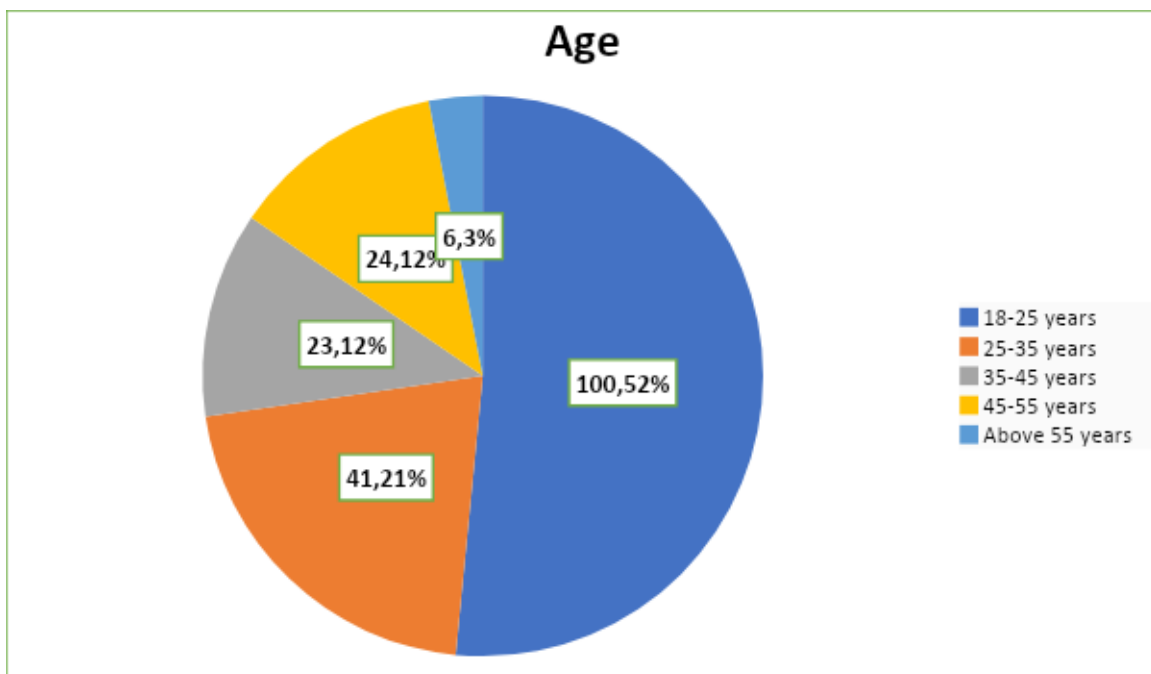
portion of the whole sample.

4.2.2 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 of a person is an important demographic factor. The age of the respondents reflects whether the individual is economically independent or depending on others, according to (Ravichandran,2008; Krithika.M and G. Rajini,2019). It also determines the respondent's role in the decision-making process.

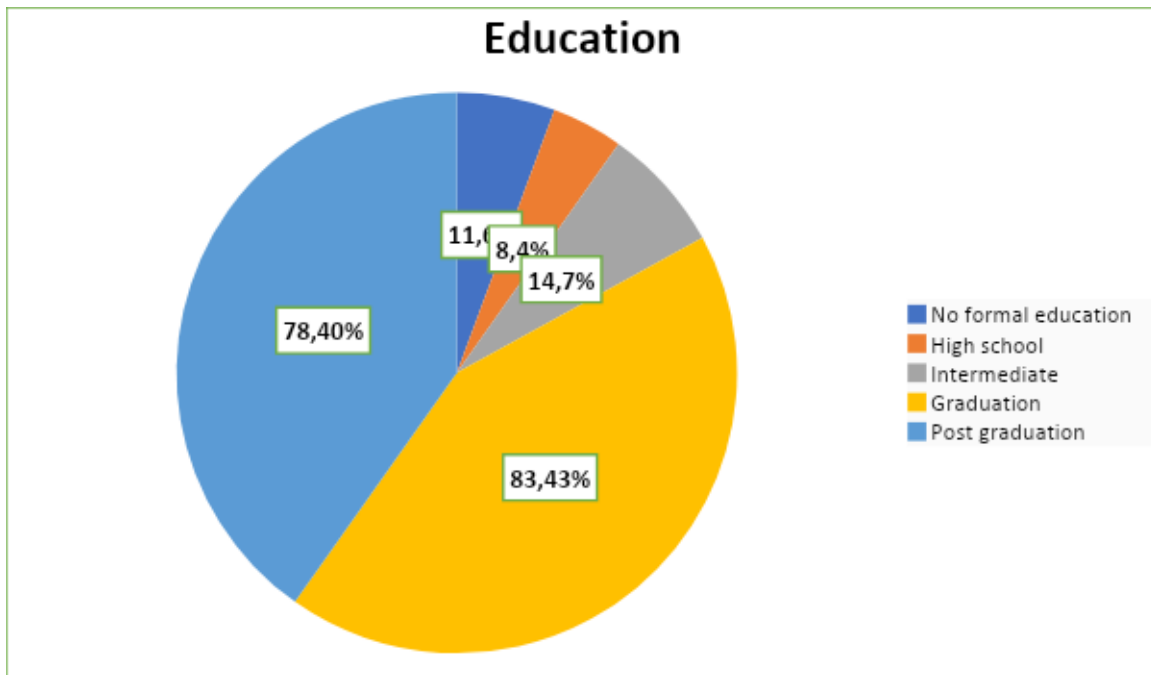
In this study the online shoppers are categorized into four groups shown in the above Table 4.2. Age wise grouping of the online shoppers reveals that more than half of the respondents (51.54%) of the online shoppers are in the age group of 18 – 25 years, followed by (21.13%) the shoppers on the age group of 25 – 35 years, 23 respondents (11.85%) are in the age group of 35 - 45 years, 24 respondents (12.37%) are in the age group of 45 – 55 years and only 6 (3.09%) of the respondents lie in the age group of above 55 years. Hence, it could be inferred that majority of the online shoppers are young and matured enough and they will make purchase decisions wisely.

4.2.3 Educational Qualification of the Respondents

Table 4.3 Educational Qualification of the Respondents

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.



According to (Smith,1996; Krithika.M and G. Rajini,2019), respondents' educational qualifications influence their purchasing behaviour through influencing how they spend their money. While Li Guo (2011) discovered that respondents' gender and educational level have an impact on their online purchasing habits.

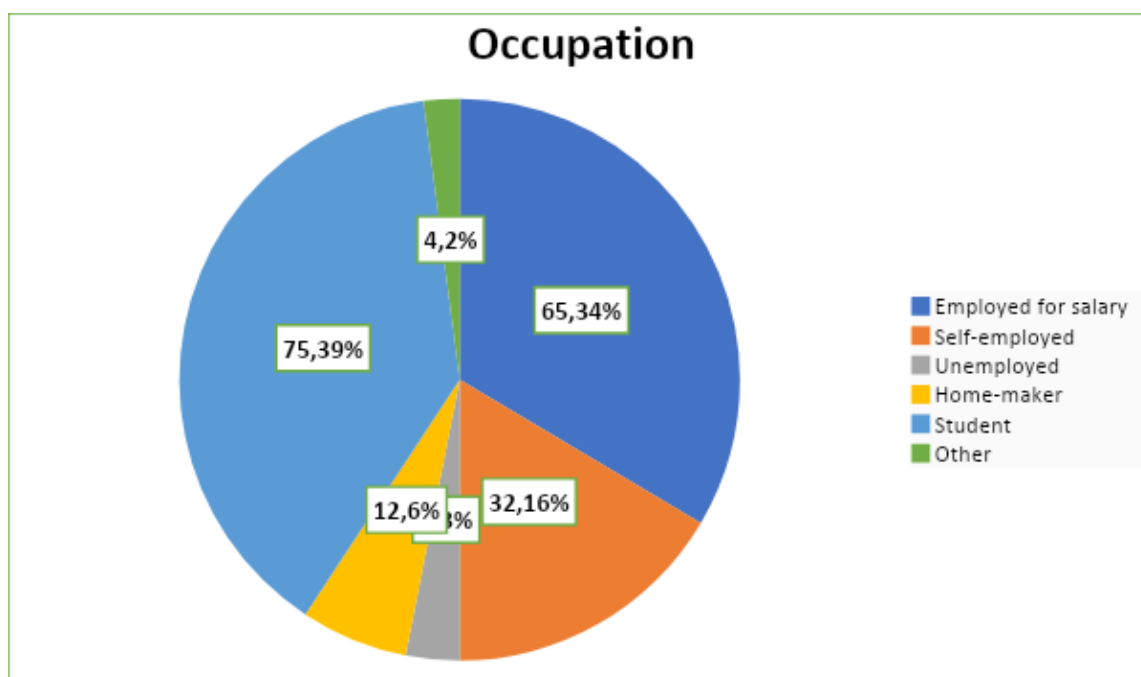
In this study, Educational qualification of the respondents is grouped into five categories. The above Table 4.3 shows the educational qualification of the respondent's exhibits that 83 online shoppers (42.78%) are under graduates, 78 (40.20%) respondents are postgraduates, 14(7.21%) shoppers are studied upto higher secondary school level(Intermediate), 8 (4.12%) respondents are studied up to secondary level and 11 (5.67%) respondent have no formal education. It has been inferred that the sizeable online shoppers are under graduates and substantial number of shoppers are post graduates.

4.2.4 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.



Occupation of the respondents plays a crucial role in defining the position of

the individuals in the society. (Amit Mookerjee and Kenneth,2007; Krithika.M and G. Rajini,2019) studied that occupation of the respondents influences the income and the consumption pattern of the respondents. The purchase decision of the respondents is highly affected by the nature of the respondent's occupation.

In this study occupation of the respondents shown in the above Table – 4.4 are categorized in to six groups based on their occupations. Occupation wise classification of the respondents exhibits that, out of 194 respondents, 75(38.65%) online shoppers are students, 65(33.50%) online shoppers are employed for salary, 32(16.49%) shoppers are self-employed, 12(6.18%) online shoppers are home-maker, 6(3.09%) online shoppers are unemployed, and 4(2.06%) online shoppers are in others category.

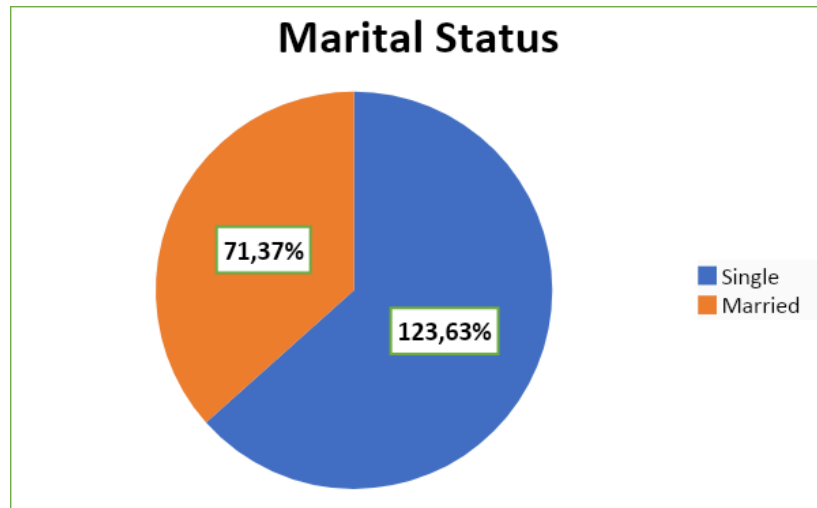
Hence it is inferred that the majority of the respondents are students, employed for salary and self-employed.

4.2.5 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.



According to (Fetch and Kenning ton,1997; Krithika.M and G. Rajini,2019), marital status impacts the standard of living, the attitude and purchase behavior.

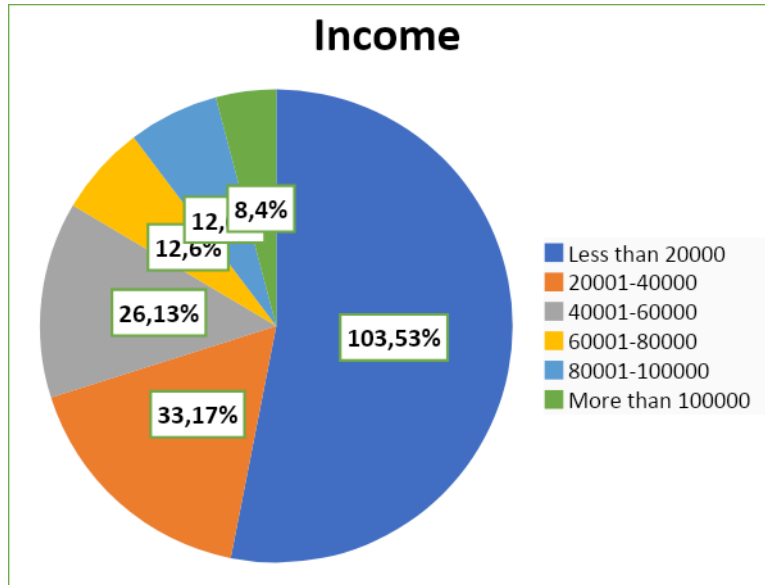
In Table 4.5, the marital status of the respondents shows that 71 (36.59%) of the 194 online buyers are married, while 123 (63.40%) are unmarried or single. The bulk of the respondents are single, according to the results.

4.2.6 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.



From the above Table 4.6 it is inferred that 103(53.09%) shoppers are earning less

than 20,000 rupees per month, 33(17.01%) shoppers are earning 20,001 rupees to 40,000 rupees per month, 26(13.40%) shoppers are earning 40,001 rupees to 60,000 rupees per month, 12(6.18%) shoppers are earning 60,001 rupees to 80,000 rupees per month, 12(6.18%) shoppers are earning 80,001 rupees to 1,00,000 rupees per month and 08(4.12%) shoppers are earning above 1,00,000 rupees per month.

4.3 Online pattern of the shoppers

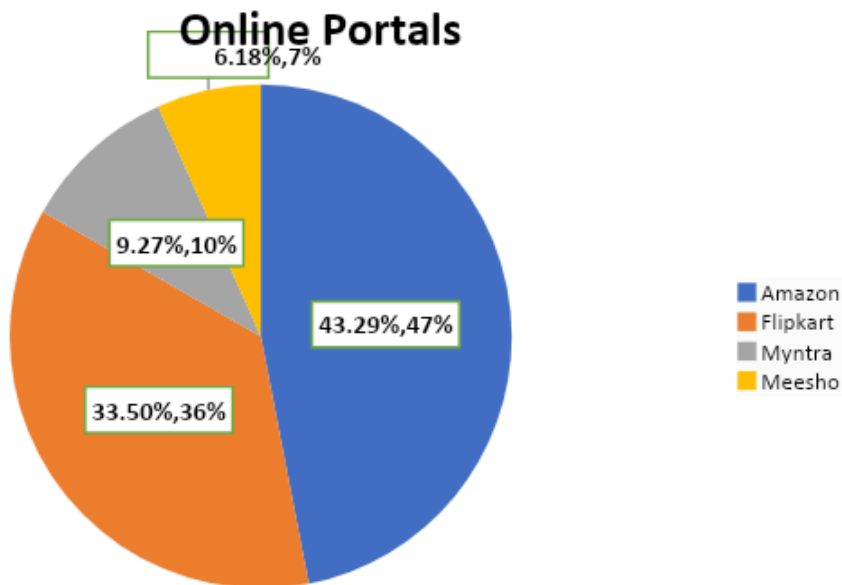
In this segment, online shoppers shopping pattern is discussed with regards to their frequency of online shopping and online portal preference of the respondents.

4.3.1 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%



Online portals which the study respondents used to purchase products are shown in the above Table 4.7. 43.29% of the respondents

purchase products through Amazon, followed by 33.50% of the respondents shop through Flipkart, 9.27% of the shoppers through Myntra, 6.18% of the shoppers through Meesho, 4.12% of the online shoppers shop through Nykaa and 3.09% of the shoppers shop through other platforms.

4.4 Descriptive Statistics (Item Wise)

As shown in Table 4.8, the means of thirteen variables are above the average level

(3 out of 5). The highest mean (3.69 out of 5) is related to choice process satisfaction, the lowest mean (2.52 out of 5) and lowest standard deviation (0.89) are related to the variable of shopping cart abandonment; and the highest standard deviation (1.21) are related to the variable of free shipping.

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

4.5 Multiple regression

The purpose of the multiple regression analysis is to check the relationship between one dependent variable and two or more independent variables. Here, 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 independent variables and shopping cart abandonment is the dependent variable.

Table 4.9 Model Summary for independent variable on shopping Cart abandonment

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

(Yue, 2004; Krithika.M and G. Rajini,2019)suggested that R^2 value is used to determine, what extent the independent constructs help to predict or explain the dependent construct. The R^2 value ranges from 0 to 1 with higher levels indicating higher levels of predictive accuracy. It is difficult to provide rules of thumb for acceptable R^2 value as this depends on the model complexity and the research discipline (Hair et al., 2013).

(Faye Anderson, 2016; Krithika.M and G. Rajini,2019) suggested that whereas p-value explains about the F statistic hypothesis testing of the "fit of the intercept-only model and your model is equal". So if the p-value is less than the significance level (usually 0.05) then your model fits the data well.

The above model summary table shows that the independent variables correlate 0.441 with the dependent variable shopping cart abandonment. The R square value gives goodness – of- fit measure and reflects the observed data clusters around the estimated regression line. In this study r square value is 0.194, which

shows that 1.94% of the variance is explained in this model. Even though the R square is high, significant coefficients will have used to draw conclusions.

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.

Table-4.10

ANOVA Table-4.10 shows that the significant value is less than 0.01, which means dependent variable shopping cart abandonment is significantly predicted by independent variables at 99% of confidence level.

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

Table-4.11

The above table shows the coefficient values of the model. The p- value is significant (p,0.05), At 1% level of significance. This shows that the independent

variables has a strong influence with online shopping cart abandonment. Hence, reject the null hypothesis .

From the results, while comparing the independent variables, it is observed that transaction inconvenience, cross channel price disparity and free shipping found to be the most significant related factor affecting the online shopping cart abandonment. It proves that consumers abandon online shopping cart are functional or goal oriented consumers.

4.6 CRONBACH'S ALPHA : Reliability Analysis

(Sekaran, 2000; Melek Erdil, 2018), Cronbach's Alpha value; less than 0.60 is poor, between 0.60 and 0.80 is acceptable, and above 0.80 is good for reliability. Chronbach's Alpha values calculated for research variables in Table 4.12 are above 0.8 and this indicate that the survey instrument is highly reliable to measure thirteen variables.

Table 4.12 Cronbach's Alpha :Reliability Analysis

SI. NO	VARIABLE	NO OF STATEMENT	CRONBACH'S ALPHA
1	Shopping Cart Abandonment	3	0.716
2	Self Efficacy	5	0.81
3	Hesitation At checkout	5	0.896
4	Anticipated Regret	3	0.888
5	Choice Process Satisfaction	7	0.907
6	Entertainment Purpose	4	0.899
7	Choice Overload	3	0.716
8	Transaction Inconvenience	4	0.84
9	Perceived Waiting Time	2	0.79
10	Navigation Design	3	0.877
11	Cross Channel Price Disparity	2	0.829
12	Promotional Discount	2	0.817
13	Free shipping	2	0.782

CHAPTER 5 – FINDINGS AND DISCUSSION

5.1 Introduction

This section tries to conclude the research project by offering a final analysis of the thesis chapters as a whole, followed by a look at the research contributions. As far as we know, there has been relatively little research and reporting on online shopping cart abandonment in the Indian setting. As a result, it is expected that the findings of this study will add to the current hazy literature as well as marketing practitioners in the e-commerce business. This is followed by a discussion of the elements that influence online shopping cart abandonment before drawing the study's general conclusion.

5.2 Findings of the study

The respondents constituted 51.03% contributed male and 45.87% female and majority of them fall under 18 – 25 years (51.54%). The marital status of the respondents shows that 36.59% buyers are married, while 63.40% are unmarried or single.

There is no significant association between gender, family Income, marital status, occupation and educational qualification and online shopping cart abandonment. Whereas there is significant association between all independent variables and shopping cart abandonment.

Among top ten online portals in India, consumers 'prefer Amazon, Flipkart and Myntra as favorite online portal which they shop frequently.

Multiple Regression Analysis was conducted to explore the factor which is the most significant among various proposed independent variables. From the coefficient value of the model it was found that transaction inconvenience, cross channel price disparity and free shipping were the most prominent reason.

5.3 Recapitulations and summary of findings

The purpose of this study was to decoding the factors leading to online shopping cart abandonment.

In order to build the conceptual framework, several steps were followed. The first step is to identify the critical variables from the online shopping cart abandonment literature review. Then, in order to examine the proper constructs connected to this study, the survey was done with a sample size of 194 online customers. The variables and relationships among the variables were identified by combining the test results with literature reviews. With twelve independent factors, shopping cart abandonment was chosen as a dependent variable. A conceptual framework was used to highlight the relationships between variables.

The major inferences drawn from the study relating to the testing of the hypotheses formulated is displayed as a snapshot in the following table. Summary of hypotheses tested are shown in Table 5.1

Table 5.1 Summary of Findings

Hypothesis	Statistical Tools Used	Conclusion
H₁: Customers with a lower level of self-efficacy with respect to mobile shopping will encounter the next level of enthusiastic inner conflict.	Multiple Regression Analysis	Rejected
H₂: Customers who are more reluctant at checkout will be more likely to abandon their online shopping carts.	Multiple Regression Analysis	Rejected
H₃: Consumer's anticipated regret mediates the interaction effect of shopping cart warning message type and preference ranking on liking and purchase intention.	Multiple Regression Analysis	Rejected
H₄: Choice-process satisfaction moderates the hesitation at checkout abandonment relationship, such that the relationship is weaker at higher levels of choice-process satisfaction.	Multiple Regression Analysis	Rejected
H₅: There is a significant relationship between entertainment purpose and shopping cart abandonment.	Multiple Regression Analysis	Rejected

H₆: Choice overloading is the explanation mechanism of shopping cart item sorting to online shopping cart abandonment behavior.	Multiple Regression Analysis	Rejected
H₇: There is a significant relationship between transaction inconvenience.	Multiple Regression Analysis	Accepted
H₈: Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart.	Multiple Regression Analysis	Rejected
H₉: The navigation design of an online shopping website is negatively associated with the likelihood of shopping cart abandonment.	Multiple Regression Analysis	Rejected
H₁₀: The higher the price disparities across online retailer platforms, the more likely are the chances of online shopping cart abandonment.	Multiple Regression Analysis	Accepted
H₁₁: The higher the promotional discount offered by an online platform, the less likely are the chances of online shopping cart abandonment.	Multiple Regression Analysis	Rejected
H₁₂: Free shipping is negatively associated with the likelihood of online shopping cart abandonment.	Multiple Regression Analysis	Accepted

It can be inferred from the above table that all formulated hypotheses have been statistically tested and their inferences can be understood. As per the hypotheses testing factors like **self-efficacy, hesitation at checkout, anticipated regret, choice-process satisfaction, entertainment purpose, choice overload, perceived waiting time, navigation design, promotional discount** doesn't have any significant role to play as a factor of online shopping cart abandonment as they might not be contributing at a higher scale directly as a factor responsible for online shopping cart abandonment as they have Sig. value more than 0.05 . The factors like **transaction inconvenience, cross-channel price disparity, free shipping** plays a significant role in online shopping cart abandonment and all three are considered as significant factors which can cause of their shopping cart abandonment, as their Sig. value less than 0.05 reflects the same.

5.4 Limitations of the study

- The sample collection is done through convenient sampling method which consists of limited respondents; future studies can explore other populations across countries and contexts.
- Because a convenience sample literally grabs willing participants from nearby, it is impossible to replicate the circumstances of each question. That's why there can be dramatic differences in the results of different efforts, even when the same questions get asked by researchers.
- Researchers that perform convenience sampling soon find out that the average person doesn't want to speak with them or fill out an online survey. They begin to look for commonalities that let them approach someone comfortably with a high likelihood of success.
- This research has some limitations, while contributing some important insights into the online shopping cart abandonment.
- The future study should be carried out about the cart abandonment among different product categories.
- Other contributing factors were not considered and only limited factors were considered for this study.
- The predictive accuracy value (R^2) value of this study is high (0.194).

5.5 Conclusion

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 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.

5.6 Suggestions for future research

- o Throughout the present study the we witnessed new directions for future research potential as identified in the online shopping buying behavior. The topic for future research could be done based on the different product categories with regard to online shopping cart abandonment.
- o Since the aim of this research is to analyse the factors causing the shopping cart abandonment, future research may investigate the shopping cart abandonment by using more factors.
- o Another possible avenue for future research could be to explore some more psychological, behavioral, technological and financial factors in the cart abandonment context.
- o We hope that this research outcome will provide an impetus in order to extend the knowledge for which it is still an underexplored area in online consumer behavior context.
- o The results of this study clearly indicate that marketers should try to make the transaction process as convenient as possible in order to reduce shopping cart abandonment incidents.

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ANNEXURE-1 : QUESTIONNAIRE

Dear Respondents,

We request you to fill this questionnaire regarding 'A Study on online shopping cart abandonment'. Shopping cart abandonment is when a potential customer starts a check out process for an online order but drops out of the process before completing the purchase. Any item that enters the shopping cart but never makes it through the transaction is considered to be “abandoned” by the shopper.

This research study is part of our Market Survey (MS42601) coursework at School of Management Studies, MNNIT Allahabad, Prayagraj. The survey will take only 3-5 minutes of your time.

Please note, there are no right or wrong answers in the survey.

Participation in the survey is purely on volunteer basis. All the data will be used for academic purposes only and kept confidential. The anonymity of the respondents will be maintained.

Thank you for your support and participation!

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
1. How often do you place an item in the shopping cart, but do not buy it during the same session?					
2. How often do you close the webpage, or log off the mobile shopping application before you buy the item(s) in your shopping cart?					
3. How often do you leave items in your mobile shopping cart without buying them?					

12. Self Efficacy

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1. I am expected to become proficient in using mobile devices for shopping.					
2. I feel confident that I can use mobile devices for shopping.					
3. I could shop using mobile devices if I had enough time to complete the task.					
4. I can shop using mobile devices if someone shows me how to do it first.					
5. I could shop using mobile devices if I had only the built-in help facility for assistance.					

6. Hesitation At Checkout

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I have hesitated to complete the checkout stage for selected items while shopping using my mobile device.					
2. It has taken some time for me to click the final payment button to purchase products via a mobile device.					
3. I have thought twice at the checkout stage for a purchase via a mobile device.					
4. I have spent some time deciding whether					

to press the payment button in a mobile shopping task.					
5. I have waited a while thinking about whether to finish the checkout process for items in the final payment stage.					

7. Anticipated Regret

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I anticipate feelings of regret if I abandon this item.					
2. I think i will be disappointed with my decision if i abandon this item.					
3. I think I will be unhappy if I abandon this item.					

8. Choice Process Satisfaction

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am extremely satisfied with my experience of deciding which products option to choose.					
2. I am extremely satisfied with the process of choosing items I intended to buy.					
3. I would be extremely satisfied to choose from the same set of product options on my next purchase.					
4. I found the process of deciding which products to put in the shopping cart interesting.					
5. I thought the choice was good.					

6. Several good options were available for me to choose between.					
7. I found the process of deciding which product(s) to put in the mobile shopping cart frustrating.					

9. Entertainment Purpose

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I select and place items in the shopping cart when i am bored.					
2. I select and place items in the shopping cart to entertain myself.					
3. I find placing items in the shopping cart enjoyable.					
4. I select and place items in the					

shopping cart for fun.					
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10. Choice Overload

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I want to compare more products before making a decision.					
2. I tend to decide which products to buy later.					
3. When I add items to the shopping cart, I feel that these items are mine.					

11. Transaction Inconvenience

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The online shop required me to register before making a purchase.					
2. The order forms were very lengthy.					

3. I got logged off in the middle and had to go through the entire process of completing information again.					
4. Technical glitches in the site made the transaction difficult.					

12. Perceived Waiting Time

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I had to wait for some time for a page to upload.					
2. It took a while to get online confirmation for my purchases.					

13. Navigation Design

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am most unlikely to abandon my shopping process, if the mobile					

app has a navigation bar, which enables me to track the progress of my order.					
2. I am most unlikely to abandon my shopping process, if the mobile app provides dynamic filter options for informed choices.					
3. I am most unlikely to abandon my shopping process, if the mobile app provides the progress of my shopping at any point of time, till checkout.					

14. Cross Channel Price Disparity

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am most likely to abandon my shopping process, if the price offered on a different					

platform is lower.					
2. I am most likely to abandon my shopping process, if there is a huge price disparity across platforms.					

15. Promotional Discount

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am most likely to abandon my shopping process, if the retailer does not provide a promotional discount.					
2. I am most likely to abandon my shopping process, if there is no promotional offers running.					

16. Free Shipping

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1. I am most likely to abandon my shopping process, if the online retailers do provide free shipping service.					
2. I am most likely to abandon my shopping process, if there are no shipping charges included in my order.					

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
Valid N (listwise)	194							