

## Cart Abandonment Behavior of Online Shoppers: Exploring the Drivers of Cart Abandonment

**Ms Dipti Atreja**

*Department of Commerce & Management, Baba Mastnath University, Asthal Bohar, Rohtak, India*

*Department of Commerce, D.B.G Government College, Panipat*

**Dr. Ram Kirti Arora**

*Department of Commerce & Management, Baba Mastnath University, Asthal Bohar, Rohtak, India*

**Abstract:** In the era of digitalization, Online markets have surged like anything. It has become crucial to study online buyers' behavior. Despite the much growth of online market, there are many challenges and hurdles on the path of online sellers. One of the most important challenges is shopping cart abandonment which may also be described as non-buying behavior. It is the phenomenon which shows that many products are added to the online shopping cart by the online shoppers, but they are not "emptied" or in other words, not bought by the online shoppers. Various studies have been conducted by different survey organizations or institutes that tell us that the Global cart abandonment rate is about 65% to 75%. According to data published by Statista, In December 2020, 69.8 percent of digital shopping carts and baskets were abandoned without completing the purchase. This study is done to find the various causes that lead consumers to non-buying behavior. It is an attempt to find the causes and offer solutions which may be fruitful to the online sellers for reducing the online cart abandonment rate.

**Keywords:** online shopping, e-cart, cart abandonment, buyers' behavior.

### Introduction

Consumer buying behavior has always been an important area of interest for the marketers. Marketer must have deeper understanding about their customers, who they are, why do they buy, what do they like to buy and from where & when do they prefer to buy and many more. This remains true in both cases whether consumer buys goods from physical stores or online stores. In the beginning, the marketer used the same traditional theories to study consumer behavior in case of online shopping by customers. However, later many researchers developed separate buying behavior models for online shopping as consumer exerted different behavior while buying goods online like many consumers tend to buy late night, they tend to engage in more comparison, expecting higher discounts, they try to seek more information about product and seller, more concerned about sharing personal information, engaging in adding goods to cart but not buying them in that very session etc. Thus, Different theory is required to study online shopping behavior of consumers. When consumers shop online on e-commerce platforms, they compare and choose from a large number of products and generate series of sequence data, such as click, favourites, adding products to shopping carts and purchases. This process is called the buying cycle by the discipline of computer science (Zheng,X.Y,2016).

In this process, it is observed that many times a consumer places goods in the cart but does not complete his purchases and logs off before or during the checkout stage. This act of consumer is called online cart abandonment. Thus, online cart abandonment is defined as when a potential customer adds products to the shopping cart but not all the added products are purchased. This phenomenon is also described as “non-buying behavior” by the marketers. This non-buying behavior places an important role for the marketers. Researchers must dive into this area as it is not yet fully discovered or studied part of online consumer behavior. According to Statista, in Dec 2020, 69.8% of digital shopping carts and baskets were abandoned without completing the purchase. 75% of the added products are discarded after being added to the shopping cart (Cho,C.H, Kang,J., Cheon, H.J 2006) (Loechner, J. 2001) . The typical shopping cart abandonment rate for online retailers varies between 60% and 80%, with an average of 71.4% (Yield, D). In terms of device type, 74.09% of shopping cart abandonment rate is due to mobile shopping while desktop and tablet have been responsible for 65.17% and 64.85% respectively. This is due to fact that shopping seems to be easy when it is done through mobiles and customers feel convenient to log off anytime through mobile.

As some e-commerce platforms do not set any product limit for shopping cart, it gives consumers a chance to add as many products as they want and wait and think before deciding. No limit on cart creates choice overloading situation and sometime consumer give up buying the added good and enterprises are forced to incur potential losses, such as advertisement expenses, platform recommendation fees etc. (Mourali, M. Yang,Z; Pons,F ; Hassay, D 2019). Research from Baymard Institute shows that E-commerce stores lose \$18 billion in sales revenue annually because of cart abandonment. The loss from cart abandonment is a big concern for the online sellers. Online sellers are very concerned to know the reasons that stops the customer to make purchases after they have selected and placed the goods in the cart. This paper aims to focus on the drivers of cart abandonment behavior. It will give the reader an insight into e-cart abandonment. It will also provide the opportunity to find the gaps in the research and give the way to future research.

## Literature Review

Siqi Wang, Ye Ye, Binyas Ning, Jun-Hwa Cheah & Xin- Jean Lim (2022), “Why do Some Consumers still prefer In-store shopping? An exploration of Online Shopping Cart Abandonment Behavior”: The study was carried out with aim (i) to identify the drivers of online shopping Cart abandonment and how it affects the consumers’ decision to buy from in land stores (ii) to explore the conditions that influence relationship between consumers wait for lower prices and hesitation at checkout. Price, being a major factor influencing the buying decision of consumer, works as inhibitor of purchase behavior. The study supported the hypothesis that wait for lower prices creates hesitation at checkout thereby resulting in OSCA (Online Shopping Cart Abandonment) & DBLR (decision to buy from inland stores). The study also confirmed that there are more chances of OSCA if consumers feel hesitation at checkout stage. Positive Direct relation of hesitation and DBLR was also observed. Finally, the study also advocated the mediating effect of PTI on wait for lower price and Hesitation at checkout stage.

Salina Mad, Nor Alwani Omar, Ezzah Suraya Sarudin (2021), “Shopping Cart Abandonment among Young Adult in Malaysia: Exploring the Drivers of Cart Abandonment and Consumer Behavior”: The study was conducted on young adult Malaysian online shoppers. The study investigated the effect of various predictors ie organizational tool, entertainment value, perceived risk, perceived cost and transactional inconvenience on cart abandonment. The study found that apart from perceived risk and transaction inconvenience other factors are significant in impacting the online cart abandonment.

174	ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>

Dr. Krithika.M, Dr. Rajini. G, (2020), “Persuading Attributes of Online Shopping Cart Abandonment”: This study concentrates on three attributes i.e., perceived risk, perceived waiting time, perceived online behavioral tracking as the main variables of online shopping cart abandonment. The study developed a conceptual model of OSCA. The model is tested through SEM model and confirmed the factors influencing online cart abandonment. Confirmatory factor analysis, GFI, AGFI, RMSEA gave the result that confirms the model is acceptable and valuable.

S. Arul Kumar, Krithika. M (2019), “Influence of Online Shopping Cart Abandonment: The Moderating effect of Perceived Waiting Time”: The research was conducted to demonstrate the moderating effect of perceived waiting time with regard to the hedonic motivation and utilitarian motivation on online shopping cart abandonment. The study explored the positive relation between hedonic motivation and cart abandonment. The study further supports the positive impact of utilitarian motives on cart abandonment frequency. Thus, people who shop for fulfilling a task are less likely to abandon their cart.

Kok Wai THAM, Omkar DASTANE, Zain Udin Johari, Nurlida Binti ISMAIL, (2019), “Perceived Risk Factors Affecting Consumers Online Shopping Behavior”: The study found the impact of perceived risk namely financial risk, Product Risk, Convenience Risk, Non-delivery Risk, Return Policy Risk on Malaysian online consumer behavior. The study found that except financial risk, other risk variables have significant impact on online shopping behavior. However, the study confirms negative relation between financial risk & Online Shopping Behavior, but the relation is not significant in context of Malaysian online consumer.

Melek Erdil (2018) “Factor Affecting Shopping Cart Abandonment: Pre-Decisional conflict as a Mediator”: The study takes key variable like research purpose, entertainment purpose, perceived cost, perceived risk, transactional inconvenience and pre decisional conflict to study relationship with virtual shopping cart abandonment behavior. The study found positive significant relation between research purpose, entertainment purpose, perceived cost, perceived risk, transactional inconvenience and shopping cart abandonment. Study revealed that all these five factors lead to Pre decisional conflict state of customer and then customer choose not to buy and leave the website without buying.

G.Arasuraja, Dr. V.Kubendran & Dr. Ashvini Ravi (2016), “ A Study of Online Shopping and Cart Abandonment”: The research was conducted with the objective of studying the reasons that why do online shoppers abandon shopping carts? The study discovered the following reasons of cart abandonment high shipping cost, not ready to purchase, high product price, wanted to save products for later consideration, did not clearly mention shipping costs, no guest check out option, need too much information, complex checkout process, website too slow, pay extra for taxes, do not have enough payment option, slow shipping.

Daan Wildeboer, (2014) “The Consumers behind Online Shopping Cart Abandonment- a Research of the Motivations, Behavior and Consumers Behind Online Shopping Cart Abandonment”: The study found the following results that hedonic shoppers tend to exhibit non-focused search behavior but does not support the hypothesis that non-focussed search behaviour is more likely to lead the consumer to use the cart for entertainment purpose. Further, the study confirmed the hypothesis that use of e-cart for entertainment leads to less chances that the shoppers will end up in buying decision. The results also confirmed positive relation between entertainment e-cart use and e-cart abandonment.

Monika Kukar –Kinney, Angeline G. Close (2012), “Mission Aborted: Why do Consumers Abandon their Online Shopping Carts?”: The study presents a theoretical model of determinants of consumer online shopping cart abandonment and their inter-relationships. We can put this in other words like “non buying behavior of consumer in context of online shopping. The study explains four stages model of buyer

175	ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>

behavior i.e E-Search stage, E-consideration stage, E-evaluation stage, E-purchase stage and position the variables in different stages that impact cart abandonment behavior. The study identifies the inhibitors of internet shopping and calculates the effect of these inhibitors on cart abandonment behavior. The study comes up with the result that people use e-cart mostly for entertainment purposes and as an organizational tool. As opposed with the conventional thinking that perceives cart abandonment as bad thing and indicator of dissatisfaction of consumers rather it may serve as positive factor for consumers and retailers. As when consumer use e-cart as an organizational tool, it may serve as a measure of consumer interest in the product, desire or future purchase intent of buyers. The research also contradicts with the previous studies that take cart abandonment as an event of loss of sale. The research showed that cart abandonment does not necessarily mean that consumer will never make the purchase rather he may plan his purchases in future or just has delayed or postponed his purchases. The study showed a strong positive correlation between consumer placing the item in the cart and his future purchase intention. The research also revealed that customers importantly use e-cart in e-consideration and e-evaluation stage for creating their wish list, a place to store items and to wait for sale to purchase the product at a cheaper price. One more result that the study found is positive correlation between using the e-cart as organizational tool and consumers' intent to buy the product from e-tailers land-based store. This finding has implication that cart abandonment may not be viewed as lost sale as consumer may want to browse the product and collect relevant information about it and like to buy the product from e-tailers brick and mortar store. One important aspect that should be considered that e-cart provides important and various psychographic information about consumer that may be much fruitful for the online seller in understanding preference of consumers. The research also found that some online shoppers place items in their e-cart as a form of entertainment and it also led to less regret on the part of customers as they may avoid impulse buying.

One more important driver of e-cart abandonment was consumer's tendency to wait for a lower price. Thus E-tailer may grab this opportunity by offering those consumers some discounts or coupons or sending them reminder mail at the time of sale under their promotional strategy. Lengthy purchase process, requirement of making username and password when shopping for first time, security and privacy issues led to an increased frequency of cart abandonment by the consumers.

Karjalusto J., (2007), "A conceptual Model of Trust in the Online Environment": the study examined the factors that impact trust in e-commerce and developed an integrative trust model. The model exhibits internal factors and external factors that build trust. Among external factors consumer characteristics, product characteristics, market culture, perception of risk, past experience were included. On the other hand, web vendor, information system, third party, privacy protection were the internal factors building trust of consumer. The study further explained positive relation of trust and future purchase intention and actual purchases.

Srinivasan S., (2004), "Role of Trust in E-business Success": the study examined the importance of trust from transaction perspective in e-commerce. Easy access to description of products and services, ease of placing orders, order confirmation, order tracking and post sales service were the key factors that build consumer trust for a particular e-tailer. The study also developed a "trust Model" based on key variables trusted seals, security and financial institutions.

**Research Objectives:** The study is conducted with the main objective of exploring the drivers of cart abandonment of online shoppers.

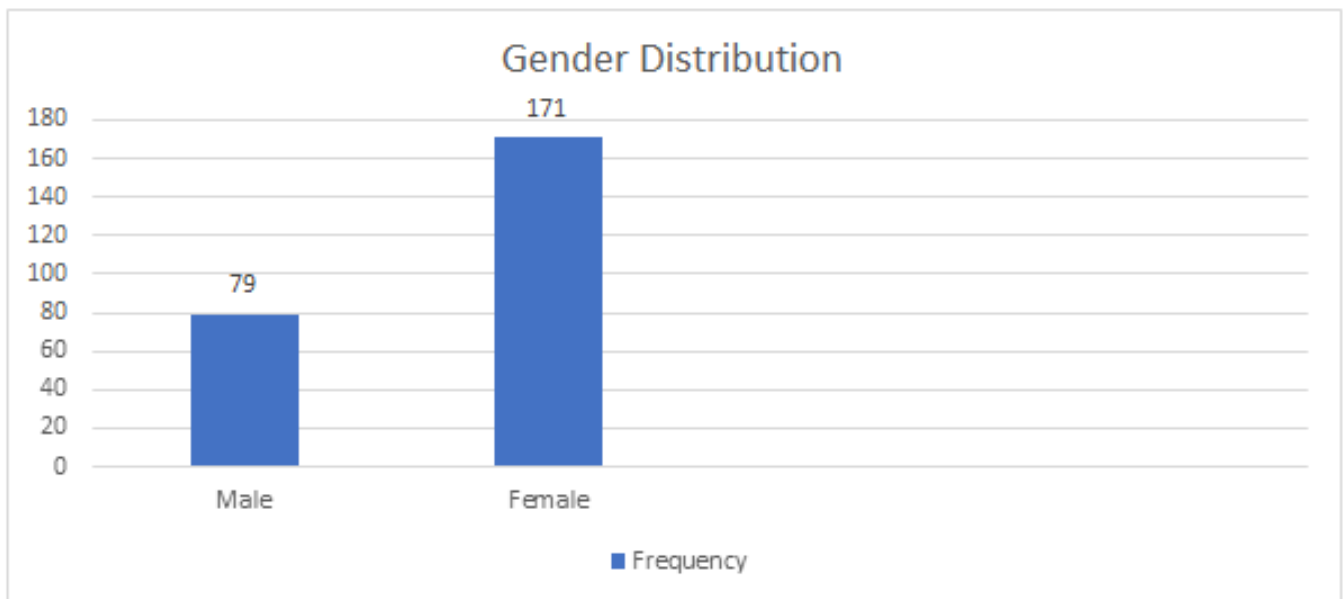
**Research Methodology:** The study is descriptive in nature as it attempts to discover the reasons for abandoning the online cart by shoppers.

176	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>

**Sample Method and Size:** Convenience sampling method is used to take sample for the present study. Data is collected from 250 respondents who have abandoned the online cart at least once while buying online.

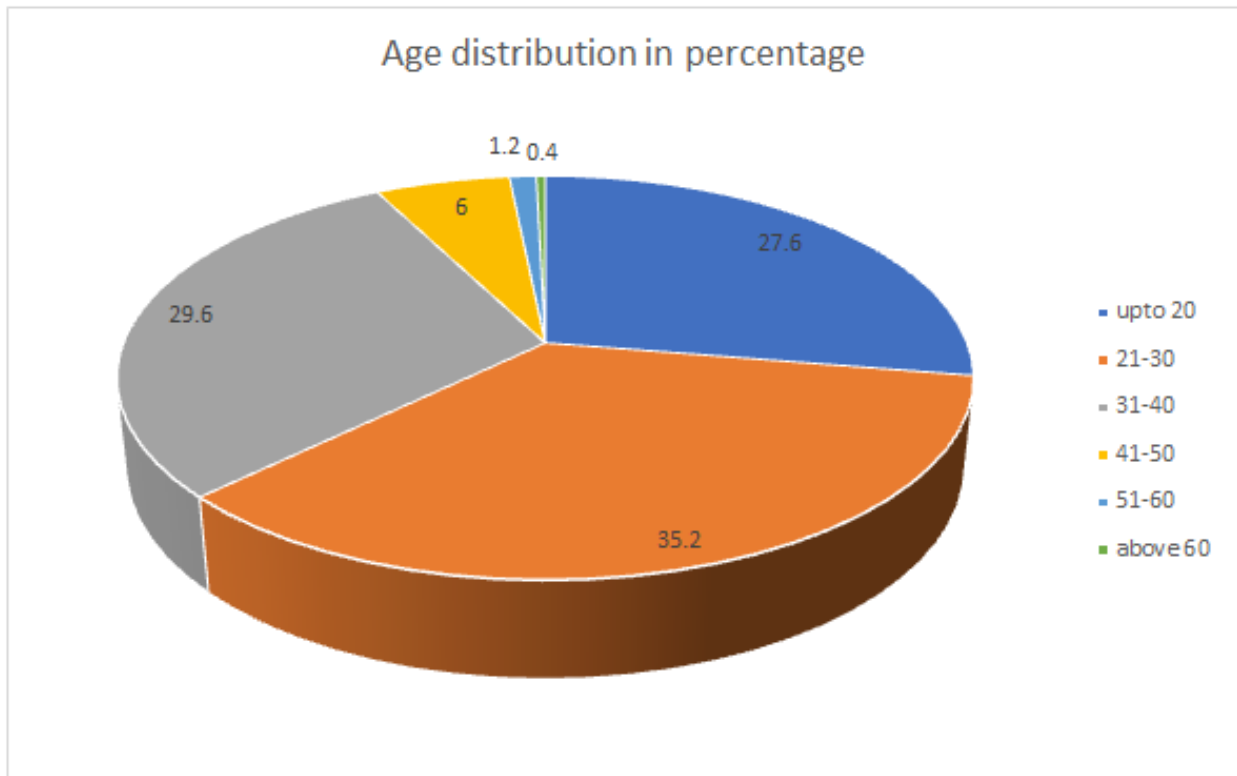
**Data collection Instrument:** Data is collected from respondents through a structured questionnaire. The data was collected through internet using google forms. The questionnaire consisted of two sections. Demographic data is collected in the first section and second section consists of questions regarding frequency of cart abandonment and 15 statements are used to explore the major drivers of cart abandonment behavior. Responses are elicited on 5-point Likert Scale.

**Data Analysis and Findings:** The first section of the questionnaire produced the following results of demographic variables. The sample consists of 31.6% of male and 68.4% of females (fig. 1). Highlighting the fact that women have higher shopping preferences and shopping frequency than men. Age distribution of the respondents were 27.6% from Upto 20 age group, 35.2% from 21-30 age group, 29.6% from 31-40 age group, 6% from 41-50 age group, 1.2% from 51-60 age group, .4% from above 60 age group (fig. 2). With respect to education, 48.4% and 25.6% respondents belong to Postgraduate and Graduate level of education implying the fact that educated people are more adaptive to new technologies (fig.3). The income distribution of respondents shows that 48% of respondents belong to income category of up to 15000 Rs. Per month. 25.2% of respondents belong to the above 50,000 Rs. per month income group (fig. 4). It may be viewed in the light that low-income category seeks best deals in online shopping whereas higher income group are more prone to shopping.

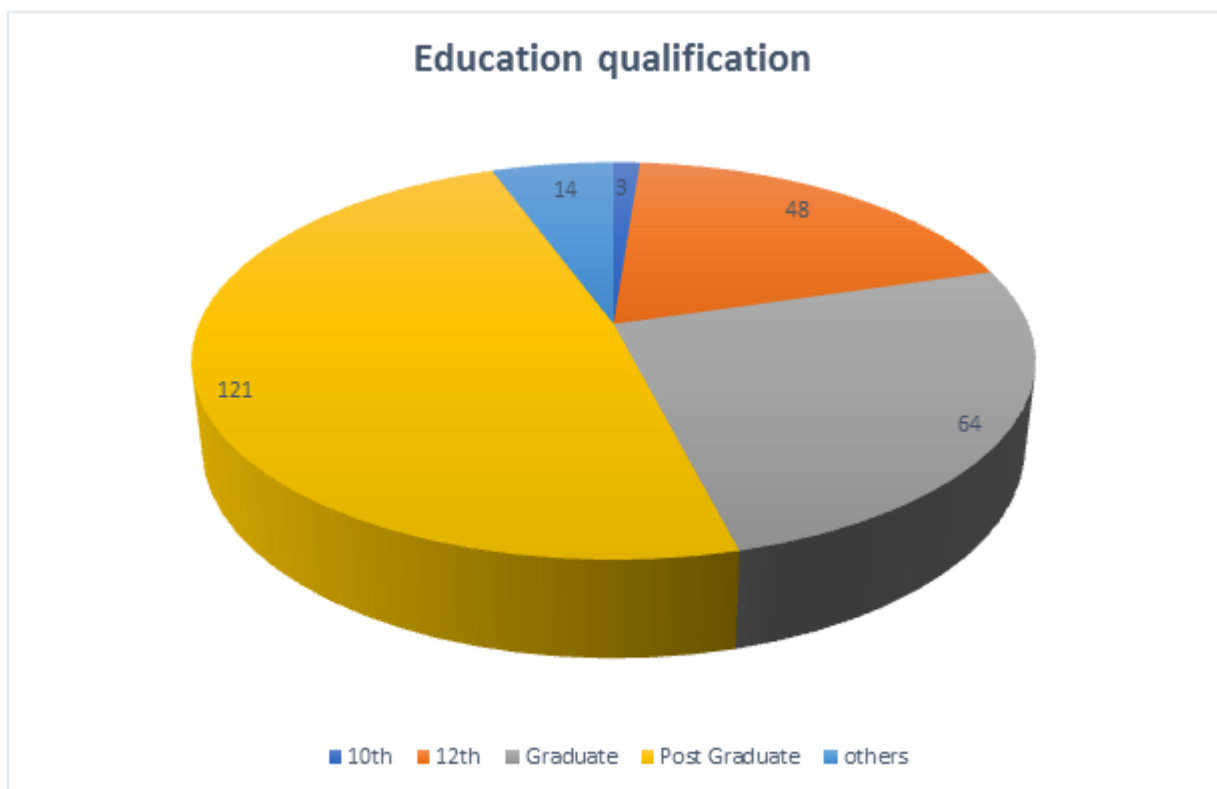


**Fig.1**

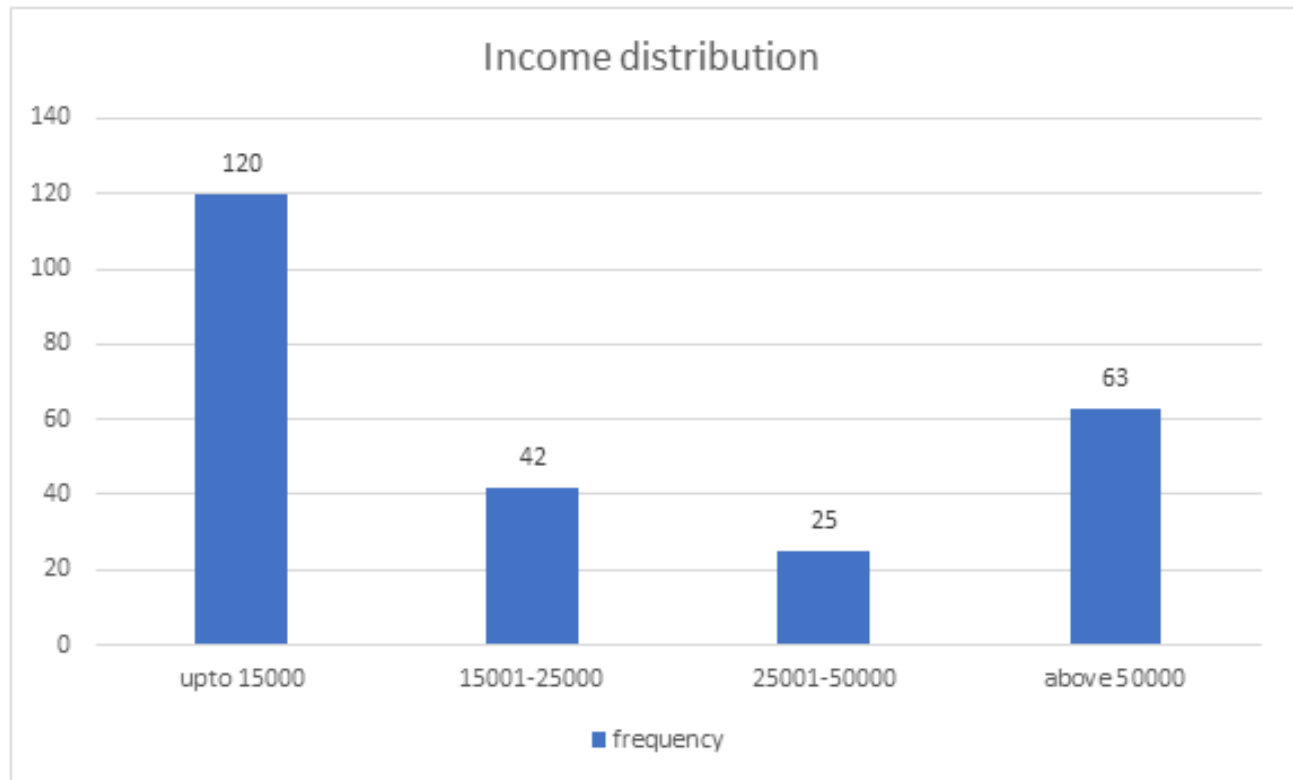




**Fig. 2**



**Fig. 3**

**Fig. 4**

**Cart Abandonment Frequency of Online Shoppers:** Respondents were asked about the frequency with which they abandoned their online shopping cart. The data showed that 51.6% have abandoned their cart so metimes and 23.6% of respondents have usually abandoned their e-cart. 8.8% respondent revealed that they always abandon their online cart. However, 12% respondents were in the category of “rarely” and 4% respondent never discard their online cart.

**Frequency of Cart Abandonment:**

	Frequency	Percent	Valid Percent	umulative Percent
<b>Always</b>	22	8.8	8.8	8.8
<b>Usually</b>	59	23.6	23.6	32.4
<b>Sometime</b>	129	51.6	51.6	84.0
<b>Rarely</b>	30	12.0	12.0	96.0
<b>Never</b>	10	4.0	4.0	100.0
<b>Total</b>	250	100.0	100.0	

**Table 1**

**Reasons of Online Cart Abandonment:** 15 statements measured on five-point Likert scale were used in the questionnaire to determine the reasons for online cart abandonment. The following table 2 shows the mean score of each statement. The statements are arranged according to the ascending mean scores. The topmost reason for abandoning the cart was found to be “I decide not to buy when I see high shipping charges on my order” followed by other reasons “I decide not to buy if I see some hidden cost on my order at the time of checkout”, “I prefer to wait for better offers on my order”. The last ranked reason for such behavior being “I use online cart for fun”.

<b>179</b>	ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>

**Reasons of Online Cart Abandonment**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I decide to quit if I have to wait for a long time to get my order delivered.	250	1	5	3.16	1.066
I use online cart for fun.	250	1	5	3.16	1.133
I place items in online cart when I am bored.	250	1	5	3.21	1.182
I decide not to buy due to complex checkout procedure.	250	1	5	3.47	1.026
I decide to leave the items if website take too much time to process the order.	250	1	5	3.66	1.056
I decide not to buy as I am concerned about giving my credit card information while buying online	250	1	5	3.74	.920
I decide to leave the items in cart when I am not able to apply coupon code on my order.	250	1	5	3.78	.926
I am concerned about using my personal information by third party.	250	1	5	3.82	1.127
I use online cart as a “wishlist” for myself	250	1	5	3.89	.907
I use cart to place items so that I can more easily evaluate a narrowed-down set of options.	250	1	5	3.90	.893
I decide to withdraw when I do not find my preferred mode of payment in the list.	250	2	5	3.94	.728
I decide to log off if I find any security issues.	250	1	5	4.02	.859
I prefer to wait for better offers on my order.	250	1	5	4.02	.836
I decide not to buy if I see some hidden cost on my order at the time of checkout.	250	1	5	4.08	.782
I decide not to buy when I see high shipping charges on my order.	250	1	5	4.09	.841
Valid N (listwise)	250				

**Table 2**

**Major Drivers of Online Cart Abandonment:** To identify the major drivers of online cart abandonment factor analysis was conducted. Factor analysis is particularly suitable to extract a few factors from the

<b>180</b>	ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>



large number of related variables to a more manageable number, prior to using them in other analysis such as multiple regression or multivariate analysis of variance.

**Reliability Analysis:** The Cronbach alpha method was used to test the reliability of the instrument. Table 3 shows the value of Cronbach alpha is .824 that reveals that 82% of total variance is present for the statement in Likert five-point scale. Hence, the reliability of the questionnaire is assured. Content validity of instrument was confirmed by discussing with the experts.

**KMO & Bartlett's Test:** Before conducting Factor Analysis, KMO & Bartlett's Test was conducted to see whether our sample size is enough to conduct factor analysis. Table- 4 shows the output of KMO & Bartlett's test which is quite satisfactory to run factor analysis. As a rule of thumb, KMO value should be greater than 0.5, which in our case is .858. Therefore, sample size is good enough to run factor analysis. Bartlett's test value is also significant.

#### Reliability Analysis

Cronbach's Alpha	N of Items
.824	15

Table 3

#### KMO & Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.816
Bartlett's Test of Sphericity	Approx. Chi-Square	1208.799
	df	105
	Sig.	<.001

Table. 4

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.71	31.44	31.44	4.71	31.4	31.44	2.44	16.29	16.29
2	1.76	11.76	43.20	1.76	11.7	43.20	1.96	13.07	29.37
3	1.24	8.31	51.52	1.24	8.31	51.52	1.93	12.88	42.25
4	1.03	6.92	58.44	1.03	6.92	58.44	1.86	12.42	54.67
5	1.01	6.77	65.21	1.01	6.77	65.21	1.58	10.54	65.21
6	.924	6.15	71.37						
7	.755	5.03	76.40						
8	.636	4.23	80.64						
9	.606	4.04	84.68						
10	.511	3.40	88.09						
11	.446	2.97	91.06						
12	.434	2.89	93.95						
13	.389	2.59	96.54						
14	.335	2.23	98.77						
15	.184	1.22	100.0						
Extraction Method: Principal Component Analysis Table 5									
Source: SPSS Output									

The result of Total Variance Explained under Factor analysis is shown in Table. 5. The result shows that five factors have been extracted which have Eigen value greater than 1. Principal Component Analysis

181	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 6 in Jun-2023 <a href="https://globalresearchnetwork.us/index.php/ajebm">https://globalresearchnetwork.us/index.php/ajebm</a>
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>

method is used for extraction of factors. These five factors together account for 65.215% of total variance which is quite satisfactory.

Rotated Component Matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
I am concerned about using my personal information by third party.				.766	
I decide to log off if I find any security issues.				.810	
I decide not to buy as I am concerned about giving my credit card information while buying online				.573	
I decide to leave the items in cart when I am not able to apply coupon code on my order.	.467				
I decide not to buy when I see high shipping charges on my order.	.644				
I decide not to buy if I see some hidden cost on my order at the time of checkout.	.616				
I prefer to wait for better offers on my order.	.749				
I decide to withdraw when I do not find my preferred mode of payment in the list.	.775				
I decide not to buy due to complex checkout procedure					.773
I decide to leave the items if website take too much time to process the order					.581
I decide to quit if I have to wait for a long time to get my order delivered.					.654
I use online cart for fun.		.916			
I place items in online cart when I am bored.		.908			
I use online cart as a “wish list” for myself.			.768		
I use cart to place items so that I can more easily evaluate a narrowed down set of options.			.813		
Source : SPSS Output Table 6					

Table 6 shows the output of Rotated component Matrix. Results show which statements load onto which of the extracted five factors. Statements “I decide to leave the items in cart when I am not able to apply coupon code on my order”, “I decide to leave the items in cart when I am not able to apply coupon code on my order”, “I decide not to buy if I see some hidden cost on my order at the time of checkout”, “I prefer to wait for better offers on my order” and “I decide to withdraw when I do not find my preferred mode of payment in the list” load onto first factor. First component has been labelled as “Price Factor”. These statements reflect respondents’ concern for the overall cost of orders. The second factor has loading from “I use online cart for fun” and “I place items in online cart when I am bored”. The second factor is labeled as “Enjoyment Factor”. Statements “I use online cart as a “wish list” for myself” and “I use cart to place items so that I can more easily evaluate a narrowed down set of options” load onto third factor. The third factor has been labelled as “Research tool Factor”. Statements “I am concerned about using my personal information by third party”, “I decide to log off if I find any security issues” and “I decide not to buy as I am concerned about giving my credit card information while buying online” load onto the fourth

factor. The fourth factor has been named as “Privacy & Security Factor”. Statements “I decide not to buy due to complex checkout procedure”, “I decide to leave the items if website take too much time to process the order” and “I decide to quit if I have to wait for a long time to get my order delivered” load onto fifth factor which is labelled as “Inconvenience Factor”.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Enjoyment Factor	250	1	5	3.19	1.096
Inconvenience Factor	250	1	5	3.43	.738
Privacy & Security Factor	250	1	5	3.86	.762
Research tool Factor	250	1	5	3.89	.795
Price Factor	250	2	5	3.98	.602
Valid N (listwise)	250				

Table 7

Source: SPSS Output

The study by conducting factor analysis grouped the reasons into five factors that are 1. Price Factor 2. Research tool Factor 3. Privacy & Security Factor 4. Inconvenience Factor and 5. Enjoyment Factor. Among these factors Price factor is of prime concern as the mean score is highest. Pricing has a significant effect on the buying behavior of consumers because the higher a product is priced; the fewer units are sold. By contrast, products selling at prices lower than the market rate are assumed to sell at a higher volume (Sadiq M. W. et al., 2020). Several studies have shown that pricing is more critical and relevant to consumer buying behavior (Huo et al., 2021). Among the product categorization variables, Price has a direct effect on Cart abandonment (Jae-Do Song, 2019). The study also showed that consumers use online cart as their multi-function tool rather than actual buying tool. Many consumers use e-cart as their research tool where they can add the products, they are interested in to facilitate the comparison later. Thus, consumers sometimes create a long wish list of their own, that may not end up in actual buying. Consumers always feel hesitated when they have to share their personal and credit card information with third party on the internet. This hesitation creates privacy and security concern in consumers and leading them to abandon the cart. Online shoppers value their privacy, and many don't like retailers tracking their purchase history and many also not wanting retailers to know anything about them (Arasuraja, Kubendran & Ashvini, 2016). Transactional inconvenience play an important role in increasing the frustration level of consumers. In advanced technology era, consumers like websites with less technical glitch, and want operational convenience in processing the order. Thus, inconvenience experienced by the consumers may land them in abandoning their cart. Enjoyment factor is also an important factor of cart abandonment. Consumers not always visit online stores to make actual purchases. Sometimes they just add the products into the cart as it gives them a sense of psychological ownership without actual buying, or they may just do it for fun sake or to look around for new products. People spending more time with their mobile phones have also increased their tendency to abandon the carts as it is easier with mobile phones.

**Suggestion:** The study threw light on the different reasons for the cart abandonment behaviour of online shoppers. High shipping charges being the topmost reason for abandoning the online cart followed by Hidden cost on the order highlight the fact that consumers are concerned about the overall cost of their order. Price always remains a significant factor for consumers while deciding buy or not to buy. Fully disclosure of the cost of order with all the hidden cost and free shipping charges could be the solution for online sellers to reduce the cart abandonment rate in future. Offering more discounts, reducing the

transactional inconvenience, facilitating comparisons, reminder messages, could be other solutions to reduce the cart abandonment rate.

**Limitation and Recommendation for Future Research:** The Present study focuses on the various reasons and five drivers of cart abandonment. Factors like overloading of choice, consumer anxiety, website design could be probed in future. The future research could be taken analyzing the mediating effect of different factors like transactional inconvenience, perceived risk, product classification, consumer anxiety on the cart abandonment behavior. This study was conducted in Haryana, so in future studies can be conducted across various geographical areas.

#### References:

1. Siqi Wang, Ye Ye, Binyas Ning, Jun-Hwa Cheah & Xin- Jean Lim (2022), “Why do Some Consumers still prefer In-store shopping? An exploration of Online Shopping Cart Abandonment Behaviour” *Frontiers in Psychology- Article*
2. Salina Mad, Nor Alwani Omar, Ezzah Suraya Sarudin (2021), “Shopping Cart Abandonment among Young Adult in Malaysia: Exploring the Drivers of Cart Abandonment and Consumer Behaviour” *International Journal of Academic Research in Business and Social Sciences*, Vol. 11, No. 10, 2021, Pg. 949 – 961:
3. Dr. Krithika.M, Dr. Rajini. G, (2020), “Persuading Attributes of Online Shopping Cart Abandonment” *International Journal of Engineering & Technology* 7 (3), p739-742:
4. Sadiq, M. W., Hameed, J., Abdullah, M. I., and Noman, S. M. (2020). Service innovations in social media & blogging websites: enhancing customer’s psychological engagement towards online environment friendly products. *Rev. Argent. Clín. Psicoló.* 29:677.
5. S. Arul Kumar, Krithika. M (2019), “Influence of Online Shopping Cart Abandonment: The Moderating effect of Perceived Waiting Time” *International Journal of Innovative Technology and exploring Engineering*, Nov. 2019, vol-9, Issue-1, pp 3279-3284
6. Kok Wai THAM, Omkar DASTANE, Zain Udin Johari, Nurlida Binti ISMAIL, (2019), “Perceived Risk Factors Affecting Consumers Online shopping Behaviour” *Journal of Asian Finance, Economics and Business*, Vol 6 No 4 (2019), pp 245-256
7. Song, Jae-Do (2019), “A study on Online Shopping Cart Abandonment: A Product Category Perspective” *Journal of Internet Commerce* vol. 18(2), 1-32
8. Melek Erdil (2018) “Factor Affecting Shopping Cart Abandonment: Pre-Decisional conflict as a Mediator” *Journal of Management Marketing and logistics*, volume 5, Issue 2, pp 140-152
9. G.Arasuraja, Dr. V.Kubendran & Dr. Ashvini Ravi (2016), “ A Study of Online Shopping and Cart Abandonment” *International Journal of Multidisciplinary Research and Modern Education*, Volume 11, Issue 1 pp 502-512