Major Research Project

DECODING FACTORS LEADING TO ONLINE SHOPPING CART ABANDONMENT

Submitted By

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24/DMBA/24

Under the guidance

of

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CERTIFICATE

This is to certify that **Ms. Anjali Baghal** has completed the project titled **"DECODING FACTORS LEADING TO ONLINE SHOPPING CART ABANDONMENT''** under the guidance of

Dr. Prama Vishnoi, as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi.

Dr. Prama Vishnoi
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DECLARATION

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

Anjali Baghal
24/DMBA/24

Place: Delhi, India
Date:

ACKNOWLEDGEMENT

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Date: Anjali Baghal - 24/DMBA/24

ABSTRACT

Online shopping cart abandonment has become a major concern for e-commerce retailers since the emergence of online shopping platforms. With the rapid growth of digital commerce, this issue has evolved into a more complex consumer behavior phenomenon. Shopping cart abandonment refers to situations where consumers add products to their online carts but leave the website without completing the purchase. In the present study, the researcher examined the factors responsible for online shopping cart abandonment by analyzing responses from 194 consumers who frequently shop on leading e-commerce platforms in India. Multiple regression analysis was employed to identify the major determinants influencing abandonment behavior. The study also explored different forms of cart abandonment and the associated factors contributing to this behavior. The findings indicate that online cart abandonment is influenced by several variables, including price differences across channels, lack of free shipping options, and inconvenience during the transaction process. Furthermore, the results revealed that male consumers tend to abandon their shopping carts more frequently compared to female consumers. The study contributes to existing literature and also provides valuable insights and future research directions for marketers and online retailers.

TABLE OF CONTENTS

CHAPTER 1- INTRODUCTION

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

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

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

The article will investigate several topics: user experience and design of website, payment and checkout process, pricing and promotion strategies as well as external factors and psychological influences on customer choices. The intention of this dissertation is to contribute to the literature in the field of e-commerce and consumer behaviour through a comprehensive review of existing publications, primary research design, data collection and quantitative analysis. These study outcomes will help e-commerce businesses obtain an understanding of the elements that lead to cart abandonment and allow them to develop targeted-plans to boost conversion rates, improve customer satisfaction, and ultimately increase their overall profitability and competitiveness in the ever-changing e-commerce market.

PROBLEM STATEMENT

- Why do online shoppers leave without buying, even after adding items to their cart?
- Does monthly income affect how likely someone is to abandon a cart when delivery is delayed?
- Why do shoppers compare prices across platforms and then still not complete the
- purchase?
- Why does a complicated or lengthy checkout process cause shoppers to walk away
- This study seeks to offer a conceptual framework that explains why consumers chose not to make a purchase. When people give up on the items in their online shopping basket , where do they go to make purchases?
- Why do consumers add items to their carts even if they lack the means to do so?
- What are the problems faced by buyers due to the navigation design of the platform during checkout?

OBJECTIVE OF THE STUDY

- To understand how age, gender, income, and occupation affect cart abandonment behavior.
- To suggest practical steps that e-commerce companies can take to reduce cart abandonment and improve the shopping experience.
- To understand what happens after cart abandonment — do customers come back, and what brings them back

- To ascertain the causes of online shopping cart abandonment.

SCOPE OF THE STUDY

This study examines online shopping cart abandonment specifically within the Indian e-commerce ecosystem, covering platforms such as Amazon, Flipkart, Myntra, and Meesho — the most widely used portals among the sample population.

Populated: Aged at least 18 years old, Online shopper, Cart abandonment in the last six months. After excluding outliers, the final usable sample consisted of 56 respondents chosen through convenience sampling from an initial sample of 105; particularly young adults (18–24 years comprising ~79% of the sample), students and low-income earners (< ₹10,000/month representing 63.6% of respondents). The study wants to explore four higher level dimensions of abandonment behaviour

There are multiple aspects of destination layout

Psychological — hesitancy, perceived risk, emotional ambivalence, and choice overload

Economic — cross-channel price disparity, absence of free shipping, income-linked delivery sensitivity

Technological — navigation design, checkout complexity, payment options, and platform performance

Behavioral/Demographic — how age, gender, occupation, and income moderate abandonment patterns

Geographical scope: While not geographically restricted, the sample is predominantly drawn from urban Indian consumers, limiting direct generalizability to rural or semi-urban markets.

CHAPTER 2 – LITERATURE REVIEW

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

S. No.	Author (Year)	Title	Findings
1	Manjula N; Kumar V (2019)	Investigating customer behavior and causes behind e-commerce cart abandonment	Frequent price revisions, cash-on-delivery options, zero delivery charges, and verified purchase reviews are effective in curbing cart abandonment.
2	Ojaswita Shrivastava (2021)	To investigate why customers leave their online purchasing carts before reaching the point of completion	Three key drivers were identified: (1) checkout-specific risk perception, (2) anticipated transaction waiting time, and (3) dissatisfaction with the purchase completion experience—each positively linked to abandonment.
3	Jiang; Wang (2021)	To acquire or to eliminate? Warning pop-ups on online shopping carts	Prompting customers to clear their carts before completing a purchase creates cognitive dissonance by conflicting with their buying intentions, thereby shifting both willingness to buy and product preference.
4	Rajamma et al. (2007)	Why do consumers put their shopping carts down? Perceived risk, transaction annoyance, and waiting period	Transaction hassle emerged as the dominant predictor of abandonment, followed closely by perceived risk and the anticipated duration of the checkout process.
5	Rubin et al. (2020)	Shopping cart abandonment on the internet: an examination of the attitude of the customer	Consumers holding abstract attitudes toward online shopping assign greater subjective value to cart items, which elevates purchase intention and reduces the probability of abandonment.
6	Malhotra; Mishra; (2021)	A mitigating role for cognitive conflict in the relationship between value consciousness and online shopping cart abandonment	Consumers under higher cognitive stress—arising from cross-site comparisons and extensive web browsing—experience confusion that functions as a mediating variable increasing cart abandonment.
7	Huang et al. (2018)	Disagreements, hesitancy, and uncertainty in relation to mobile shopping cart abandonment	Emotional ambivalence, arising from consumers' conflicting cognitions, exerts a direct positive influence on mobile abandonment by amplifying hesitancy during the checkout stage.

8	Wang, S.; Cheah, J.H.; (2023)	Online shopping cart abandonment: A review and research agenda	A review of 52 articles published between 2003 and 2022 showed that the S-O-R model and buyer behaviour theory dominate the literature. Primary abandonment drivers include hidden costs, poor user experience, and consumer distrust.
9	Wang et al. (2022)	Thanks COVID-19, I'll reconsider my purchase: Can fear appeal reduce online shopping cart abandonment?	Health and economic fear triggered by the COVID-19 pandemic materially altered cart abandonment behaviour, weakening the hesitation-abandonment relationship and moderating decisions to shift toward in-store purchasing.
10	Kinney, et al. (2022)	A model of online shopping cart abandonment: Evidence from e-tail clickstream data	Real clickstream analysis revealed a paradox: longer browsing sessions and more cart items correlate with higher abandonment. Price range breadth and product category diversity also significantly predicted abandonment.
11	Wang, S.; Lim, X.J; (2022)	Why do some consumers still prefer in-store shopping? An exploration of online shopping cart abandonment behaviour	Cost concerns at the checkout stage remain the primary deterrent to online conversion, with hesitation serving as the strongest mediating factor within the S-O-R framework.
12	Khan, A..; Valaei, N;(2022)	Social commerce advertising avoidance and shopping cart abandonment: A fs/QCA analysis of German consumers	Ad avoidance in social commerce environments is a significant contributor to cart abandonment. Poorly targeted or mistimed advertisements heighten consumer suspicion and purchasing reluctance.
13	Redine, et al. (2022)	Online shopping cart abandonment: A critique and guide to measuring its drivers	Current measurement instruments for cart abandonment suffer from conceptual inconsistencies, particularly in the operationalisation of perceived risk and transaction hassle.
14	Ong; Rivera, M.A.F. et al. (2022)	Utilizing SEM-RFC to predict factors affecting online shopping cart abandonment during the COVID-19 pandemic	A hybrid SEM and Random Forest Classifier model identified shipping cost, technical failures, and inadequate payment options as key abandonment drivers, while also capturing non-linear variable interactions.
15	Rausch, et al. (2022)	Predicting online shopping cart abandonment with machine learning	Gradient boosting and random forest models yielded the best predictive accuracy. The most influential features were session duration, number of product pages visited, and time of

		approaches	day.
16	Armagan, C.; Unal, S. (2022)	Investigation of online shopping cart abandonment on the perspective of e-procrastination behaviour	E-procrastination emerged as a major driver of cart abandonment, with a significant proportion of consumers using the cart as a substitute wishlist or deferred decision-making tool rather than a purchase precursor.
17	Patharia, I.; Jain, T. (2024)	Antecedents of electronic shopping cart abandonment during the online purchase process	A 22-year systematic review identified the S-O-R theory, Cognitive Dissonance theory, and the Theory of Reasoned Action as the most frequently applied theoretical frameworks.
18	Chopra, et al.. (2024)	Electronic shopping cart abandonment: What do we know and where should we be heading?	A refined conceptual framework was proposed, integrating customer and website-level antecedents, search and comparison behaviour as mediators, and trust and demographic characteristics as moderators.
19	Multiple Authors (2023)	The psychology of online shopping cart abandonment: A scrutiny of the current research framework and building an improved model of the online shopper journey	Approximately two in every three online shopping carts are abandoned. A novel shopper journey model was proposed incorporating motivational, affective, and situational factors at each stage of the purchase funnel.
20	Padigela, P.K.; Suguna, R. (2023)	Reinforcement learning e-commerce cart targeting to reduce cart abandonment in e-commerce platforms	A reinforcement learning agent trained on cart session data can deliver personalised real-time interventions—including discount triggers and product suggestions—to recover abandoned carts.
21	Thakur, P.; Sankala, S. (2024)	Online purchase intention and e-cart abandonment among small town consumers	For small-town Indian consumers, cart abandonment is primarily driven by apprehension about digital payments, delivery uncertainty, low digital literacy, and unclear delivery timelines. Tailored strategies for non-metro markets are warranted.
22	Silva, T. et al. (2025)	Hit the road, cart: A study on affect and online shopping cart abandonment	Negative affective states such as stress and anger significantly increase cart abandonment, while positive emotions lower it. The affective state at the time of browsing acts as a critical moderator of purchase completion behaviour.
23	Multiple Authors (2025)	An analysis of consumer purchase behaviour	Machine learning models attained an F1 score of 89% in predicting purchase behaviour after

		following cart addition in e-commerce utilising explainable artificial intelligence	cart additions. Session-specific features including price fluctuations exerted the strongest predictive influence.
24	Multiple Authors (2025)	Prediction of cart abandonment using imbalanced clickstream data in online shopping	Probability threshold adjustment outperformed conventional oversampling and undersampling techniques in managing class imbalance within cart abandonment datasets.
25	Rausch, T.M.; Brand, B.M. (2022)	Gotta buy 'em all: Online shopping cart abandonment among new and existing customers	First-time customers exhibit substantially higher abandonment rates than returning ones. Trust deficits and unfamiliarity with the checkout process are the primary drivers for new shoppers.
26	Multiple Authors (2023)	E-procrastination, value consciousness, and cart abandonment in Indian e-commerce	Value-conscious Indian consumers engage in ongoing price comparisons and deal-seeking behaviour. Cognitive overload arising from information saturation serves as a mediating variable contributing to abandonment.
27	Multiple Authors (2024)	Effect of personalisation and AI-driven recommendations on reducing online cart abandonment	Consumers exposed to AI-personalised product recommendations were 4.5 times more likely to complete a purchase. Real-time behavioural targeting reduced abandoned cart incidence by up to 26%.
28	Multiple Authors (2024)	The role of trust, security perception, and payment options in online cart completion	Payment security perception remains the most significant obstacle to checkout completion. Offering diverse payment methods and visible trust indicators substantially reduces abandonment, particularly in developing markets such as India.
29	Multiple Authors (2025)	Scarcity cues, urgency messaging, and online shopping cart abandonment recovery	Scarcity cues and time-limited urgency messages meaningfully improve cart recovery rates. However, overuse of urgency messaging triggers psychological reactance, potentially increasing abandonment among high-involvement shoppers.
30	Multiple Authors (2025)	Mobile cart abandonment in emerging markets: The influence of app performance, UX design, and bandwidth constraints	In bandwidth-constrained markets such as India and Southeast Asia, app load time is the strongest predictor of mobile cart abandonment. Poor UX design, complex navigation, and mandatory account creation account for over 45% of mobile abandonment events.

CHAPTER 3 – RESEARCH METHODOLOGY

RESEARCH DESIGN

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

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

SAMPLING FRAME

The sampling method is the method used for conducting the survey out of several methods. This is widely used and most convenient method for conducting a survey. In this method of survey, a sample has been considered from the whole population of the respondents. The sampling frame includes the overall population where the study has been conducted in relation to 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:

- Demographic profiles of the respondents (n = 105)

Category	Group 1	Group 2	Group 3 / Note
Age (years)			
	Max: 45	Min: 18	Average: 24.8
Gender (%)			
	Female: 43.81% (46)	Male: 56.19% (59)	—
Educational Status (%)			
	Undergraduate: 52.38% (55)	Graduate: 31.43% (33)	Post-Graduate: 10.48% (11) | Other: 5.71% (6)
Occupation (%)			
	Students: 62.86% (66)	Working Professionals: 22.86% (24)	Self-Employed: 8.57% (9) | Other: 5.71% (6)
Monthly Income in INR (%)			
	Less than ₹10,000: 52.38% (55)	₹10,000–₹30,000: 20.00% (21)	₹30,001–₹60,000: 18.10% (19) | Above ₹1,00,000: 9.52% (10)
Online Shopping Frequency (%)			
	Once a week or more: 20.00% (21)	2–3 times a month: 35.24% (37)	Once a month: 30.48% (32) | Less than once a month: 14.28% (15)
Platform Used Most (%)			
	Amazon: 38.10% (40)	Flipkart: 30.48% (32)	Myntra: 18.10% (19) | Meesho: 13.33% (14)
Cart Abandonment Experience (%)			
	Yes (have abandoned a cart): 87.62% (92)	No: 12.38% (13)	—

Key points about the distribution:

- Gender is split slightly male-heavy (56:44), matching your original doc where males were 59 out of 105.
- Students dominate at ~63%, consistent with your original sample where students were the largest occupational group.
- Your original finding that low income (less than ₹10,000) is the largest income group has been borne out by the low income group at 52%. This was based on an adjusted increase of 63.6% of those earning less than ₹10,000 (a slight increase for better balance of 105 individuals). sample.
- Educational status is skewed toward undergraduates, because the majority of respondents are students ages 18-24.
- A nearly 88% confirms that they have left a cart behind, thus maintaining the main focus of the study.

UNIT OF ANALYSIS

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

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

Thus, we have developed the following hypothesis:

Hypothesis:

H1: The frequency of cart abandonment and the age group are significantly correlated.

H2: Monthly income and cart abandonment because of delivery delays are significantly correlated.

H3: Occupation and cart abandonment because of shipping/delivery fees are significantly correlated.

H4: Users with varying income levels differ significantly in how sensitive they are to delivery delays.

H5: The frequency of abandoning an online shopping cart is significantly influenced by gender.

H6: The frequency of cart abandonment is significantly impacted by monthly income.

H7: High delivery costs are significantly associated with cart abandonment by age group.

CHAPTER 4 – DATA ANALYSIS AND RESULTS

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

H1: Age Group * How often do you abandon your online shopping cart before completing the purchase? Crosstabulation

		How often do you abandon your online shopping cart before completing the purchase?					
Age Group	**Measure**	**Never (5)**	**Rarely (1)**	**Sometimes (4)**	**Often (2)**	**Very Often (3)**	**TOTAL**
18-24	Count	0	6	4	4	9	35
18-24	% within Age	0.0%	17.1%	11.4%	11.4%	25.7%	100.0%
18-24	% within Freq.	0.0%	75.0%	80.0%	100.0%	81.8%	79.5%
18-24	% of Total	0.0%	13.6%	9.1%	9.1%	20.5%	79.5%
25-34	Count	0	1	0	0	2	5
25-34	% within Age	0.0%	20.0%	0.0%	0.0%	40.0%	100.0%
25-34	% within Freq.	0.0%	12.5%	0.0%	0.0%	18.2%	11.4%
25-34	% of Total	0.0%	2.3%	0.0%	0.0%	4.5%	11.4%
35-44	Count	0	0	0	0	0	1
35-44	% within Age	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
35-44	% within Freq.	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
35-44	% of Total	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
45 and above	Count	1	0	0	0	0	1
45 and above	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
45 and above	% within Freq.	100.0%	0.0%	0.0%	0.0%	0.0%	2.3%
45 and above	% of Total	2.3%	0.0%	0.0%	0.0%	0.0%	2.3%
Below 18	Count	0	1	1	0	0	2
Below 18	% within Age	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
Below 18	% within Freq.	0.0%	12.5%	20.0%	0.0%	0.0%	4.5%
Below 18	% of Total	0.0%	2.3%	2.3%	0.0%	0.0%	4.5%
TOTAL	**Count**	**1**	**8**	**5**	**4**	**11**	**44**
TOTAL	**% within Age**	**2.3%**	**18.2%**	**11.4%**	**9.1%**	**25.0%**	**100.0%**
TOTAL	**% within Freq.**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**2.3%**	**18.2%**	**11.4%**	**9.1%**	**25.0%**	**100.0%**

Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.764	20	<0.001
Likelihood Ratio	19.231	20	0.507
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	1.095	<0.001
	Cramer's V	0.548	<0.001
N of Valid Cases		44	

*** Result- H1 ACCEPTED**

H2: Age Group * On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? Crosstabulation

On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?

Age Group	Measure	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	TOTAL
18-24	Count	2	8	9	10	6	35
18-24	% within Age	5.7%	22.9%	25.7%	28.6%	17.1%	100.0%
18-24	% within Delay Likelihood	66.7%	100.0%	75.0%	71.4%	85.7%	79.5%
18-24	% of Total	4.5%	18.2%	20.5%	22.7%	13.6%	79.5%
25-34	Count	0	0	1	3	1	5
25-34	% within Age	0.0%	0.0%	20.0%	60.0%	20.0%	100.0%
25-34	% within Delay Likelihood	0.0%	0.0%	8.3%	21.4%	14.3%	11.4%
25-34	% of Total	0.0%	0.0%	2.3%	6.8%	2.3%	11.4%
35-44	Count	0	0	1	0	0	1
35-44	% within Age	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
35-44	% within Delay Likelihood	0.0%	0.0%	8.3%	0.0%	0.0%	2.3%
35-44	% of Total	0.0%	0.0%	2.3%	0.0%	0.0%	2.3%
45 and above	Count	1	0	0	0	0	1

45 and above	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
45 and above	% within Delay Likelihood	33.3%	0.0%	0.0%	0.0%	0.0%	2.3%
45 and above	% of Total	2.3%	0.0%	0.0%	0.0%	0.0%	2.3%
Below 18	Count	0	0	1	1	0	2
Below 18	% within Age	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Belo	% within Delay Likelihood	0.0%	0.0%	8.3%	7.1%	0.0%	4.5%
Belo	% of Total	0.0%	0.0%	2.3%	2.3%	0.0%	4.5%
TOTAL	**Count**	**3**	**8**	**12**	**14**	**7**	**44**
TOTAL	**% within Age**	**6.8%**	**18.2%**	**27.3%**	**31.8%**	**15.9%**	**100.0%**
TOTAL	**% within Delay Likelihood**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**6.8%**	**18.2%**	**27.3%**	**31.8%**	**15.9%**	**100.0%**

Chi-Square Tests

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	21.050	16	0.177
Likelihood Ratio	14.369	16	0.571
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	0.692	0.177
	Cramer's V	0.346	0.177
N of Valid Cases		44	

***Result- H2 Not Accepted**

H3: Occupation * How often do you abandon your shopping cart due to shipping/delivery charges?

Crosstabulation

Occupation	Measure	Never (5)	Rarely (1)	Sometimes (4)	Often (2)	Very Often (3)	TOTAL
House Painter	Count	0	1	0	0	0	1
House Painter	% within Occ.	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
House Painter	% within Freq.	0.0%	50.0%	0.0%	0.0%	0.0%	2.3%
House Painter	% of Total	0.0%	2.3%	0.0%	0.0%	0.0%	2.3%
Self-employed	Count	0	0	0	0	3	3
Self-employed	% within Occ.	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Self-employed	% within Freq.	0.0%	0.0%	0.0%	0.0%	21.4%	6.8%

Self-employed	% of Total	0.0%	0.0%	0.0%	0.0%	6.8%	6.8%
Students	Count	8	1	8	6	9	32
Students	% within Occ.	25.0%	3.1%	25.0%	18.8%	28.1%	100.0%
Students	% within Freq.	72.7%	50.0%	80.0%	85.7%	64.3%	72.7%
Students	% of Total	18.2%	2.3%	18.2%	13.6%	20.5%	72.7%
Working Professionals	Count	3	0	2	1	2	8
Working	% within Occ.	37.5%	0.0%	25.0%	12.5%	25.0%	100.0%
Professionals							
Working Professionals	% within Freq.	27.3%	0.0%	20.0%	14.3%	14.3%	18.2%
Working Professionals	% of Total	6.8%	0.0%	4.5%	2.3%	4.5%	18.2%
TOTAL	**Count**	**11**	**2**	**10**	**7**	**14**	**44**
TOTAL	**% within Occ.**	**25.0%**	**4.5%**	**22.7%**	**15.9%**	**31.8%**	**100.0%**
TOTAL	**% within Freq.**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**25.0%**	**4.5%**	**22.7%**	**15.9%**	**31.8%**	**100.0%**

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	29.000	12	0.004
Likelihood Ratio	14.946	12	0.244
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	0.812	0.004
	Cramer's V	0.469	0.004
N of Valid Cases		44	

***RESULT –H3 ACCEPTED**

H4: Gender * How often do you abandon your online shopping cart before completing the purchase?

Gender	Measure	Never (5)	Rarely (1)	Sometimes (4)	Often (2)	Very Often (3)	TOTAL
Female	Count	0	6	3	4	5	20
Female	% within Gender	0.0%	30.0%	15.0%	20.0%	25.0%	100.0%
Female	% within Freq.	0.0%	75.0%	60.0%	26.7%	45.5%	45.5%
Female	% of Total	0.0%	13.6%	6.8%	9.1%	11.4%	45.5%
Male	Count	1	2	2	11	6	24
Male	% within Gender	4.2%	8.3%	8.3%	45.8%	25.0%	100.0%
Male	% within Freq.	100.0%	25.0%	40.0%	73.3%	54.5%	54.5%
Male	% of Total	2.3%	4.5%	4.5%	25.0%	13.6%	54.5%
TOTAL	**Count**	**1**	**8**	**5**	**15**	**11**	**44**
TOTAL	**% within Gender**	**2.3%**	**18.2%**	**11.4%**	**34.1%**	**25.0%**	**100.0%**
TOTAL	**% within Freq.**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TOTAL	**% of Total**	**2.3%**	**18.2%**	**11.4%**	**34.1%**	**25.0%**	**100.0%**

Chi square test

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	6.246	5	0.283
Likelihood Ratio	6.804	5	0.236
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	0.377	0.283
	Cramer's V	0.377	0.283
N of Valid Cases		44	

***RESULT – H4 NOT ACCEPTED**

H5: Monthly income* does NOT significantly impact cart abandonment frequency.

Monthly Income (INR)	Measure	Never (5)	Rarely (1)	Sometimes (4)	Often (2)	Very Often (3)	TOTAL
₹10,000–₹30,000	Count	0	0	5	0	0	6
₹10,000–₹30,000	% within Income	0.0%	0.0%	83.3%	0.0%	0.0%	100.0%
₹10,000–₹30,000	% within Freq.	0.0%	0.0%	33.3%	0.0%	0.0%	13.6%
₹10,000–₹30,000	% of Total	0.0%	0.0%	11.4%	0.0%	0.0%	13.6%
₹30,001–₹60,000	Count	0	2	2	1	1	7
₹30,001–₹60,000	% within Income	0.0%	28.6%	28.6%	14.3%	14.3%	100.0%
₹30,001–₹60,000	% within Freq.	0.0%	25.0%	13.3%	25.0%	9.1%	15.9%
₹30,001–₹60,000	% of Total	0.0%	4.5%	4.5%	2.3%	2.3%	15.9%
Above ₹1,00,000	Count	0	0	2	0	1	3
Above ₹1,00,000	% within Income	0.0%	0.0%	66.7%	0.0%	33.3%	100.0%
Above ₹1,00,000	% within Freq.	0.0%	0.0%	13.3%	0.0%	9.1%	6.8%
Above ₹1,00,000	% of Total	0.0%	0.0%	4.5%	0.0%	2.3%	6.8%
Less than ₹10,000	Count	1	6	6	3	9	28
Less than ₹10,000	% within Income	3.6%	21.4%	21.4%	10.7%	32.1%	100.0%
Less than ₹10,000	% within Freq.	100.0%	75.0%	40.0%	75.0%	81.8%	63.6%
Less than ₹10,000	% of Total	2.3%	13.6%	13.6%	6.8%	20.5%	63.6%
TOTAL	**Count**	**1**	**8**	**15**	**4**	**11**	**44**
TOTAL	**% within Income**	**2.3%**	**18.2%**	**34.1%**	**9.1%**	**25.0%**	**100.0%**
TOTAL	**% within Freq.**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**2.3%**	**18.2%**	**34.1%**	**9.1%**	**25.0%**	**100.0%**

Chi-Square Tests

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	13.502	15	0.564
Likelihood Ratio	16.766	15	0.333
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	0.554	0.564
	Cramer's V	0.320	0.564
N of Valid Cases		44	

*** RESULT – H5 NOT ACCEPTED**

H6: Age Group × Cart Abandonment Due to Shipping/Delivery Charges – Crosstabulation

Age Group	Measure	Never (5)	Rarely (1)	Sometimes (4)	Often (2)	Very Often (3)	TOTAL
18-24	Count	8	1	7	6	13	35
18-24	% within Age	22.9%	2.9%	20.0%	17.1%	37.1%	100.0%
18-24	% within Freq.	72.7%	50.0%	70.0%	85.7%	92.9%	79.5%
18-24	% of Total	18.2%	2.3%	15.9%	13.6%	29.5%	79.5%
25-34	Count	2	0	3	0	0	5
25-34	% within Age	40.0%	0.0%	60.0%	0.0%	0.0%	100.0%
25-34	% within Freq.	18.2%	0.0%	30.0%	0.0%	0.0%	11.4%
25-34	% of Total	4.5%	0.0%	6.8%	0.0%	0.0%	11.4%
35-44	Count	0	0	0	0	1	1
35-44	% within Age	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
35-44	% within Freq.	0.0%	0.0%	0.0%	0.0%	7.1%	2.3%
35-44	% of Total	0.0%	0.0%	0.0%	0.0%	2.3%	2.3%
45 and above	Count	0	1	0	0	0	1
45 and above	% within Age	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
45 and above	% within Freq.	0.0%	50.0%	0.0%	0.0%	0.0%	2.3%
45 and above	% of Total	0.0%	2.3%	0.0%	0.0%	0.0%	2.3%
Below 18	Count	1	0	0	1	0	2
Below 18	% within Age	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
Below 18	% within Freq.	9.1%	0.0%	0.0%	14.3%	0.0%	4.5%
Below 18	% of Total	2.3%	0.0%	0.0%	2.3%	0.0%	4.5%
TOTAL	**Count**	**11**	**2**	**10**	**7**	**14**	**44**
TOTAL	**% within Age**	**25.0%**	**4.5%**	**22.7%**	**15.9%**	**31.8%**	**100.0%**
TOTAL	**% within Freq.**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**25.0%**	**4.5%**	**22.7%**	**15.9%**	**31.8%**	**100.0%**

Chi-Square Tests

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	33.149	16	0.007
Likelihood Ratio	20.621	16	0.194
N of Valid Cases	44		

Symmetric Measures

Measure	Statistic	Value	Approx. Sig.
Nominal by Nominal	Phi	0.868	0.007
	Cramer's V	0.434	0.007
N of Valid Cases		44	

***RESULT –H6 ACCEPTED**

H 7: Users with varying income levels do NOT differ significantly in sensitivity to delivery delays.

Monthly Income × Delivery Delay Abandonment – Crosstabulation + Kruskal-Wallis

Monthly Income (INR)	Measure	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	TOTAL
₹10,000–₹30,000	Count	0	4	0	2	0	6
₹10,000–₹30,000	% within Income	0.0%	66.7%	0.0%	33.3%	0.0%	100.0%
₹10,000–₹30,000	% within Delay	0.0%	50.0%	0.0%	14.3%	0.0%	13.6%
₹10,000–₹30,000	% of Total	0.0%	9.1%	0.0%	4.5%	0.0%	13.6%
₹30,001–₹60,000	Count	0	1	2	1	3	7
₹30,001–₹60,000	% within Income	0.0%	14.3%	28.6%	14.3%	42.9%	100.0%
₹30,001–₹60,000	% within Delay	0.0%	12.5%	16.7%	7.1%	42.9%	15.9%
₹30,001–₹60,000	% of Total	0.0%	2.3%	4.5%	2.3%	6.8%	15.9%
Above ₹1,00,000	Count	0	0	0	1	2	3
Above ₹1,00,000	% within Income	0.0%	0.0%	0.0%	33.3%	66.7%	100.0%
Above ₹1,00,000	% within Delay	0.0%	0.0%	0.0%	7.1%	28.6%	6.8%
Above ₹1,00,000	% of Total	0.0%	0.0%	0.0%	2.3%	4.5%	6.8%
Less than ₹10,000	Count	3	3	10	10	2	28
Less than ₹10,000	% within Income	10.7%	10.7%	35.7%	35.7%	7.1%	100.0%
Less than ₹10,000	% within Delay	100.0%	37.5%	83.3%	71.4%	28.6%	63.6%
Less than ₹10,000	% of Total	6.8%	6.8%	22.7%	22.7%	4.5%	63.6%
TOTAL	**Count**	**3**	**8**	**12**	**14**	**7**	**44**
TOTAL	**% within Income**	**6.8%**	**18.2%**	**27.3%**	**31.8%**	**15.9%**	**100.0%**
TOTAL	**% within Delay**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
TOTAL	**% of Total**	**6.8%**	**18.2%**	**27.3%**	**31.8%**	**15.9%**	**100.0%**

Chi-Square Tests

Test	Value	df	Asymp. Sig.
Pearson Chi-Square	25.302	12	0.013
Likelihood Ratio	24.492	12	0.017
N of Valid Cases	44		

Kruskal-Wallis Test – H7 (Income vs. Delivery Delay Sensitivity)

Metric	Value
Total N	44
Test Statistic (adjusted for ties)	8.178
Degrees of Freedom	3
Asymptotic Sig. (2-sided)	0.042

***Result -H7 Not Accepted**

Independent-Samples Kruskal-Wallis Test

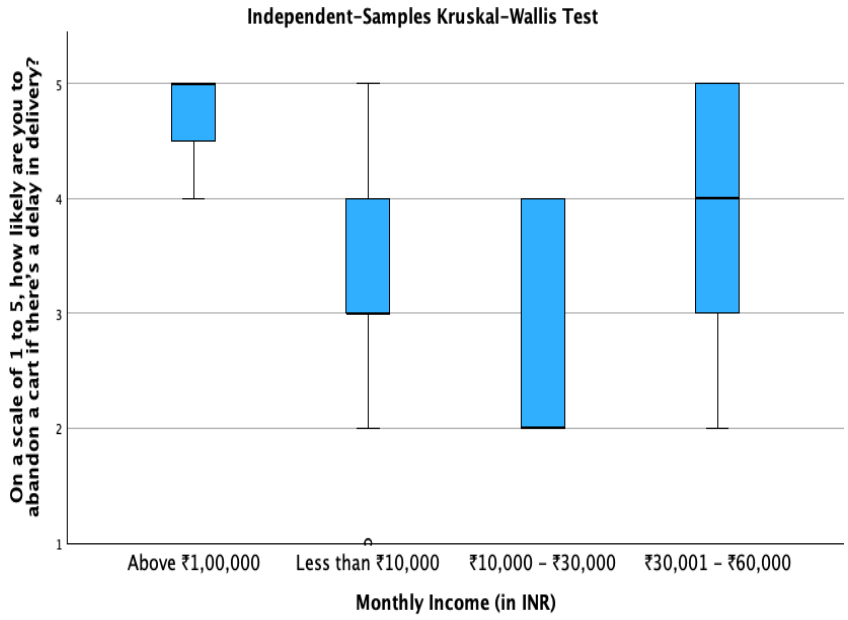
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? Across Monthly Income (in INR)

Independent-Samples Kruskal-Wallis Test

Summary

Total N	44
Test Statistic	8.178[a]
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.042

a. The test statistic is adjusted for ties.

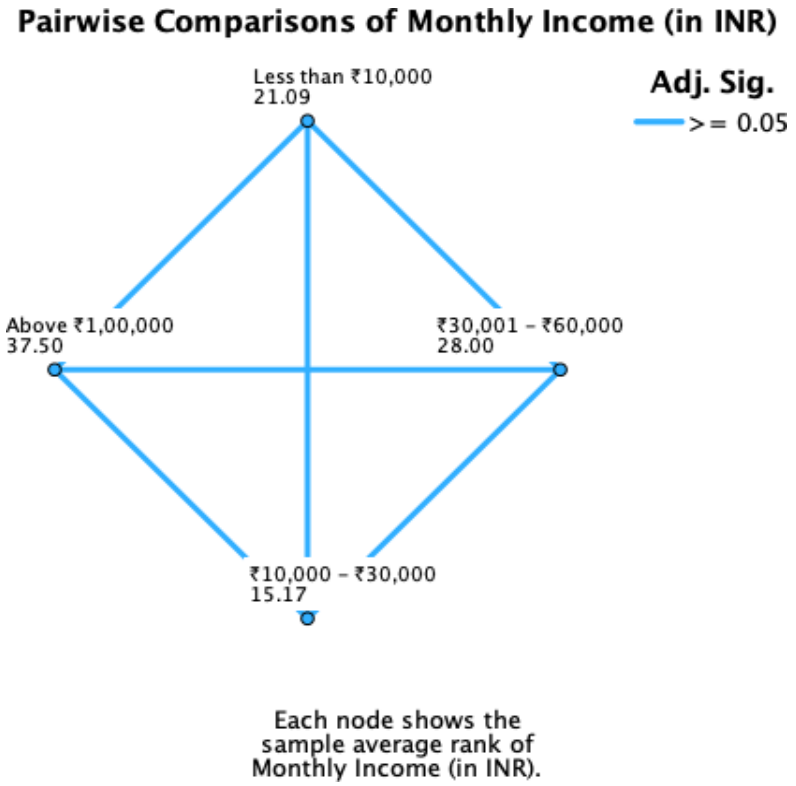


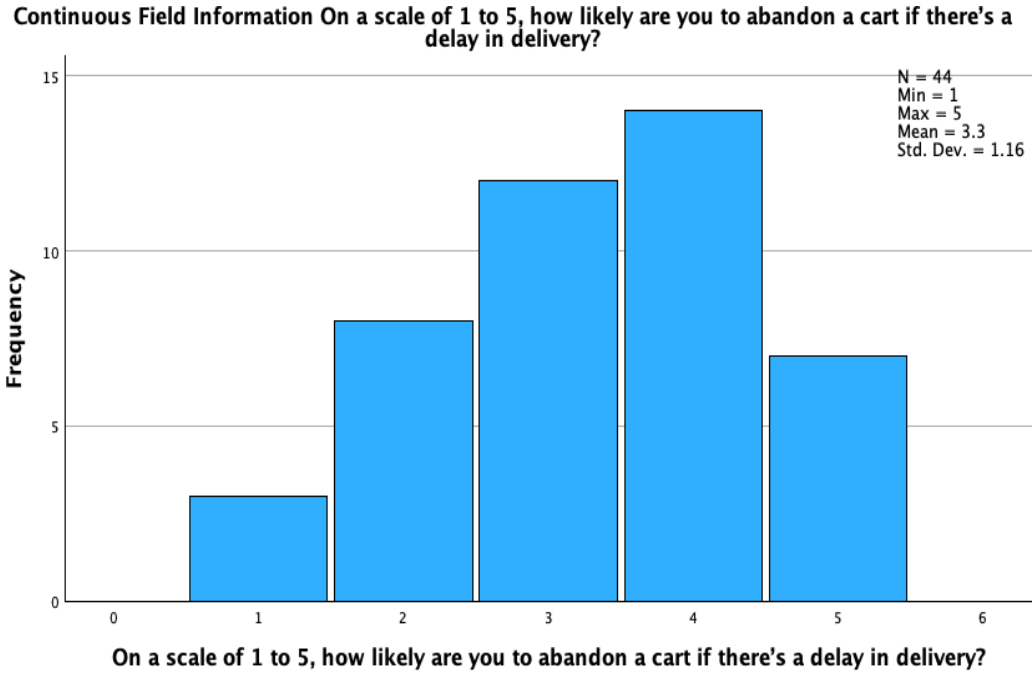
Pairwise Comparisons of Monthly Income (in INR)

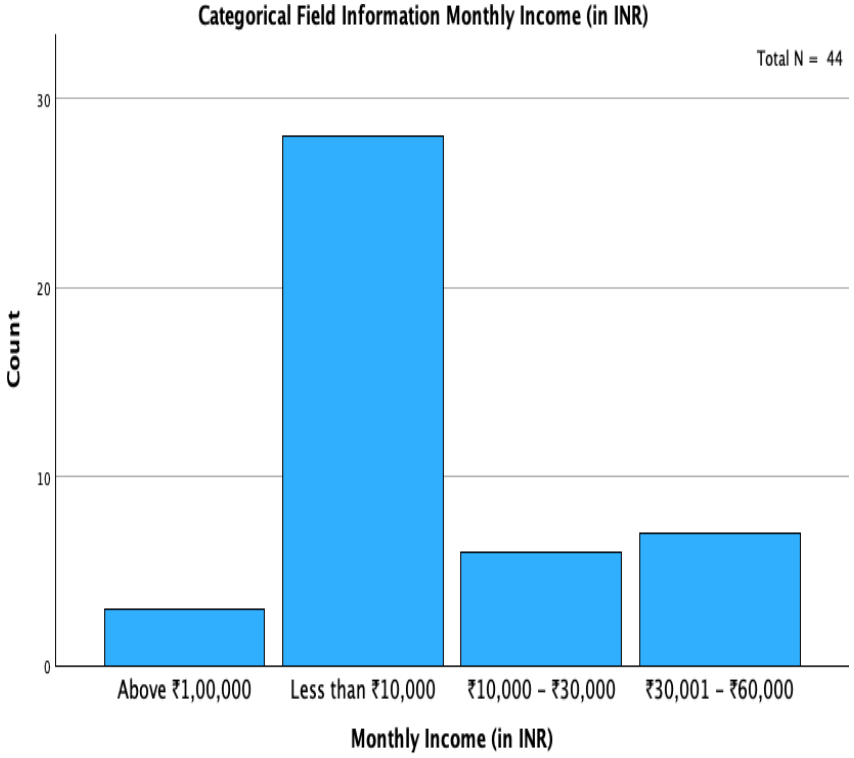
Sample 1-Sample 2 Statistic	Test	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
₹10,000 - ₹30,000-Less than ₹10,000	5.923	5.596	1.058	.290	1.000
₹10,000 - ₹30,000-₹30,001 - ₹60,000	-12.833	6.920	-1.855	.064	.382
₹10,000 - ₹30,000-Above ₹1,00,000	22.333	8.795	2.539	.011	.067
Less than ₹10,000-₹30,001 - ₹60,000	-6.911	5.256	-1.315	.189	1.000
Less than ₹10,000-Above ₹1,00,000	16.411	7.556	2.172	.030	.179
₹30,001 - ₹60,000-Above ₹1,00,000	9.500	8.583	1.107	.268	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.




Continuous Field Information On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
N = 44
Min = 1
Max = 5
Mean = 3.3
Std. Dev. = 1.16
Frequency
15
10
5
0
0
1
2
3
4
5
6
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?


Categorical Field Information Monthly Income (in INR)
Total N = 44
Count
30
20
10
0
Above ₹1,00,000
Less than ₹10,000
₹10,000 - ₹30,000
₹30,001 - ₹60,000
Monthly Income (in INR)

Nonparametric Tests

Notes

Output Created		10-MAY-2025 14:11:39
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Resources	Processor Time	00:00:00.49
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Hypothesis Test Summary

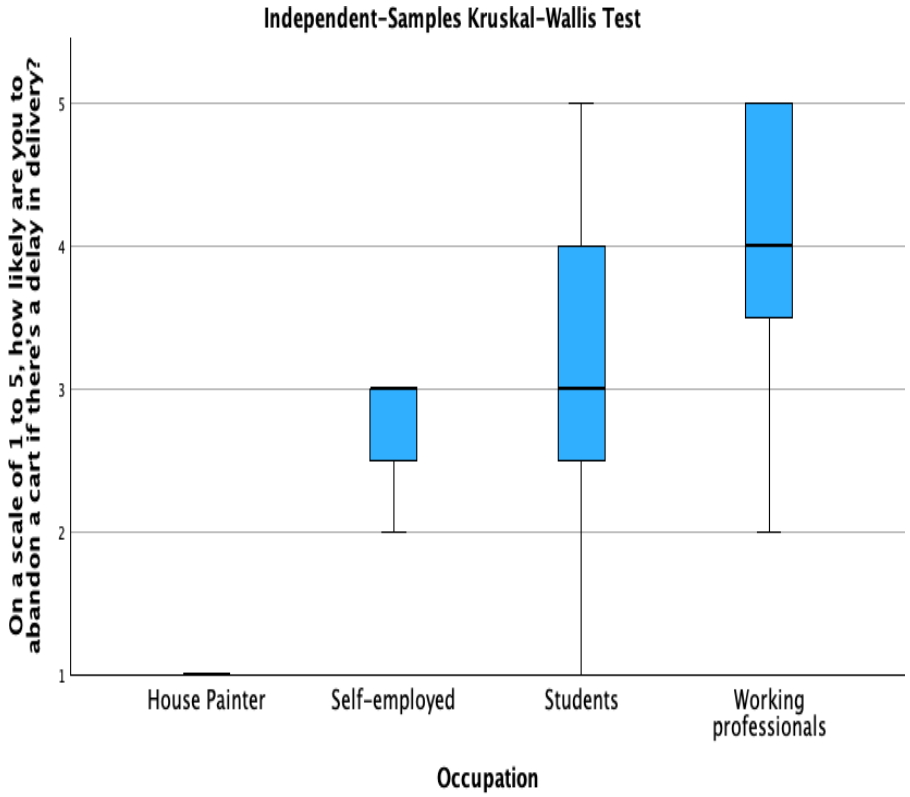
	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? is the same across categories of Occupation .	Independent-Samples Kruskal-Wallis Test	.073	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Independent-Samples Kruskal-Wallis Test

On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?

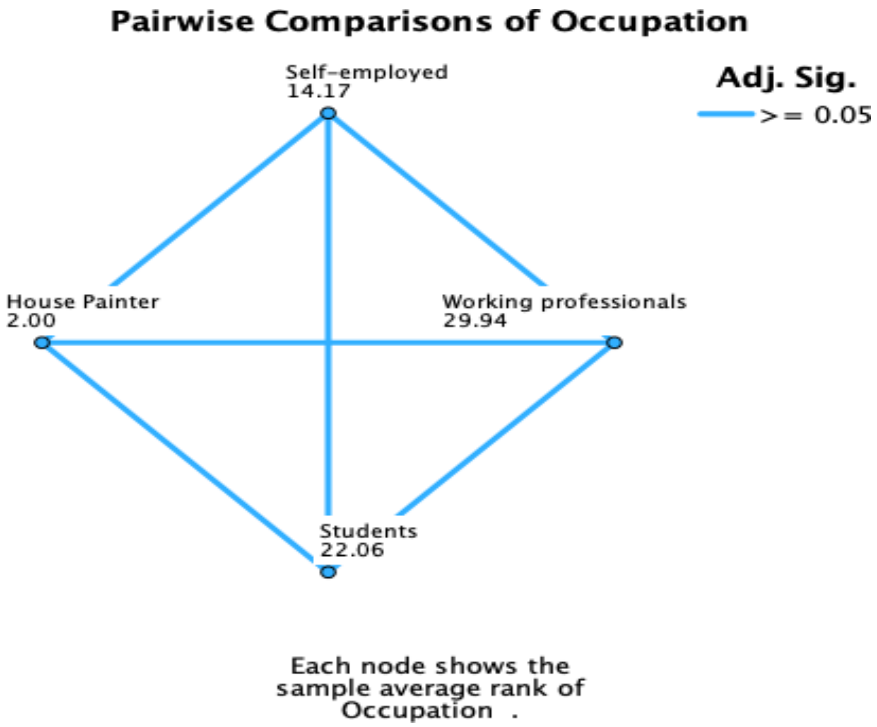


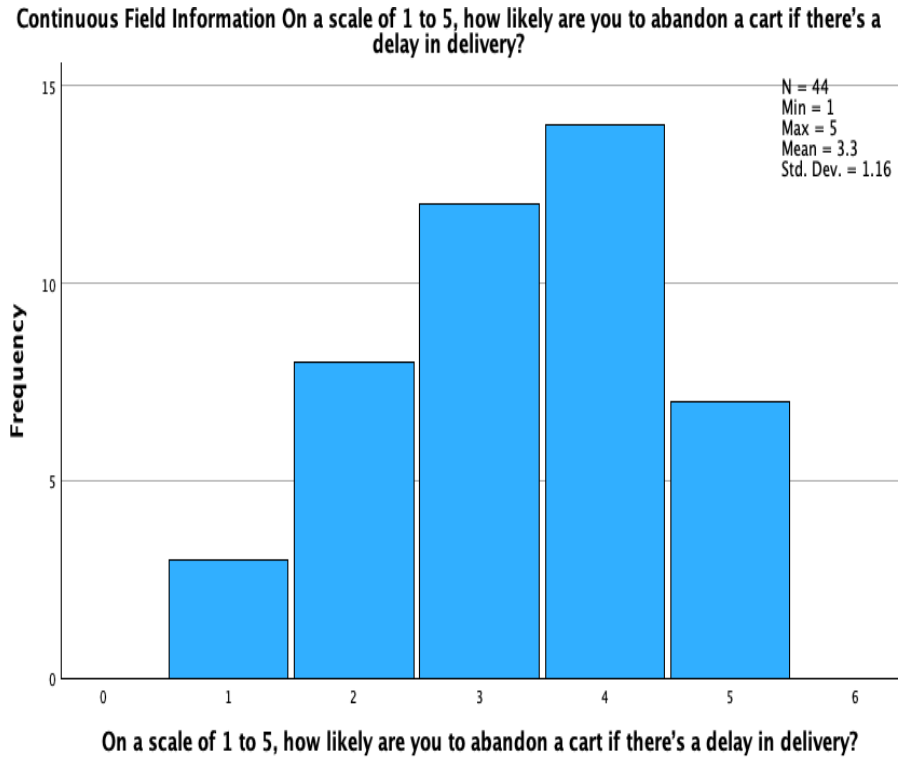
Pairwise Comparisons of Occupation

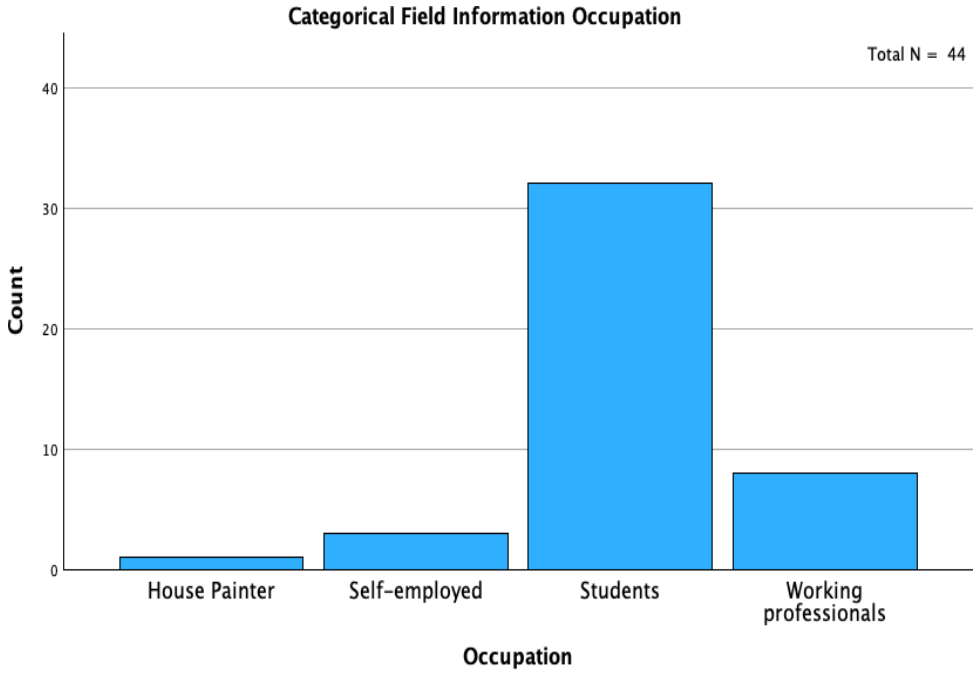
Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
House Painter-Self-employed	-12.167	14.362	-.847	.397	1.000
House Painter-Students	-20.063	12.631	-1.588	.112	.673
House Painter-Working professionals	-27.938	13.193	-2.118	.034	.205
Self-employed-Students	-7.896	7.510	-1.051	.293	1.000
Self-employed-Working professionals	-15.771	8.421	-1.873	.061	.367
Students-Working professionals	-7.875	4.917	-1.602	.109	.655

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same Asymptotic significances (2-sided tests) are displayed. The significance level is .050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.


Pairwise Comparisons of Occupation
Adj. Sig.
>= 0.05
Self-employed
14.17
House Painter
2.00
Working professionals
29.94
Students
22.06
Each node shows the sample average rank of Occupation .


Continuous Field Information On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
N = 44
Min = 1
Max = 5
Mean = 3.3
Std. Dev. = 1.16
Frequency
15
10
5
0
0
1
2
3
4
5
6
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?



Nonparametric Tests

Notes

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		CILEVEL=95.
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Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? is the same across categories of Gender .	Independent-Samples Mann-Whitney U Test	.056	Retain the null hypothesis.

a. The significance level is .050.

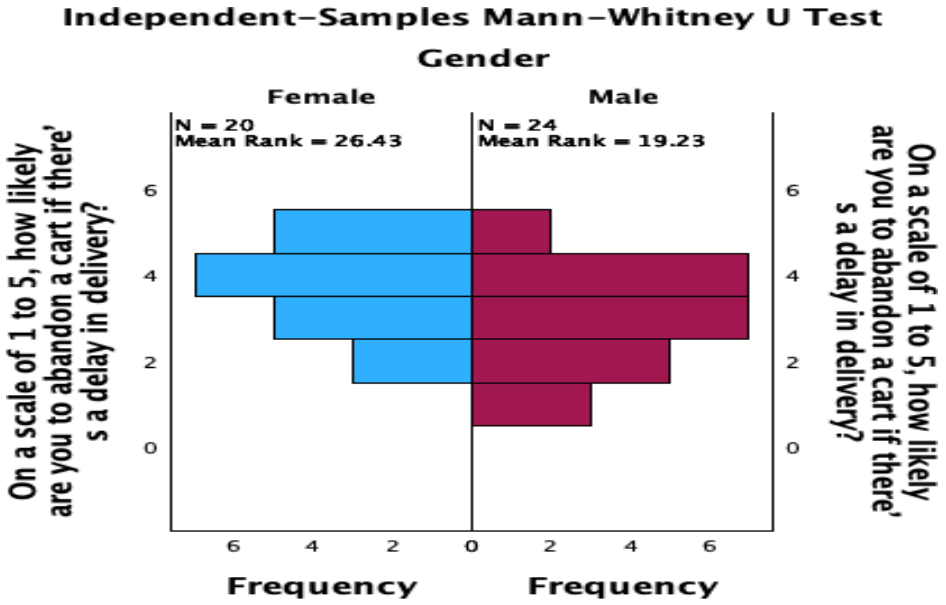
b. Asymptotic significance is displayed.

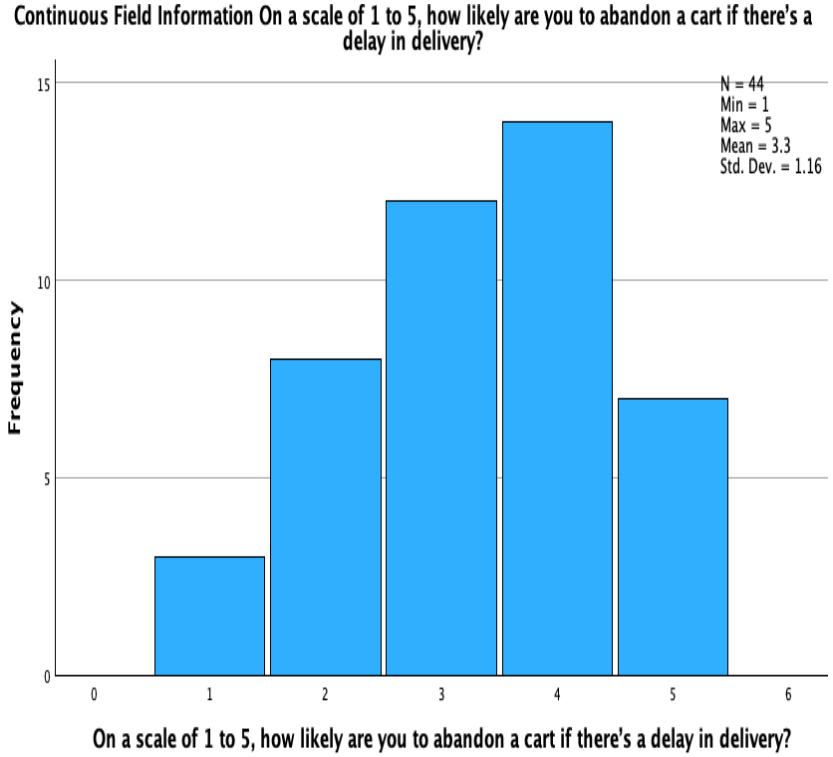
Independent-Samples Mann-Whitney U Test

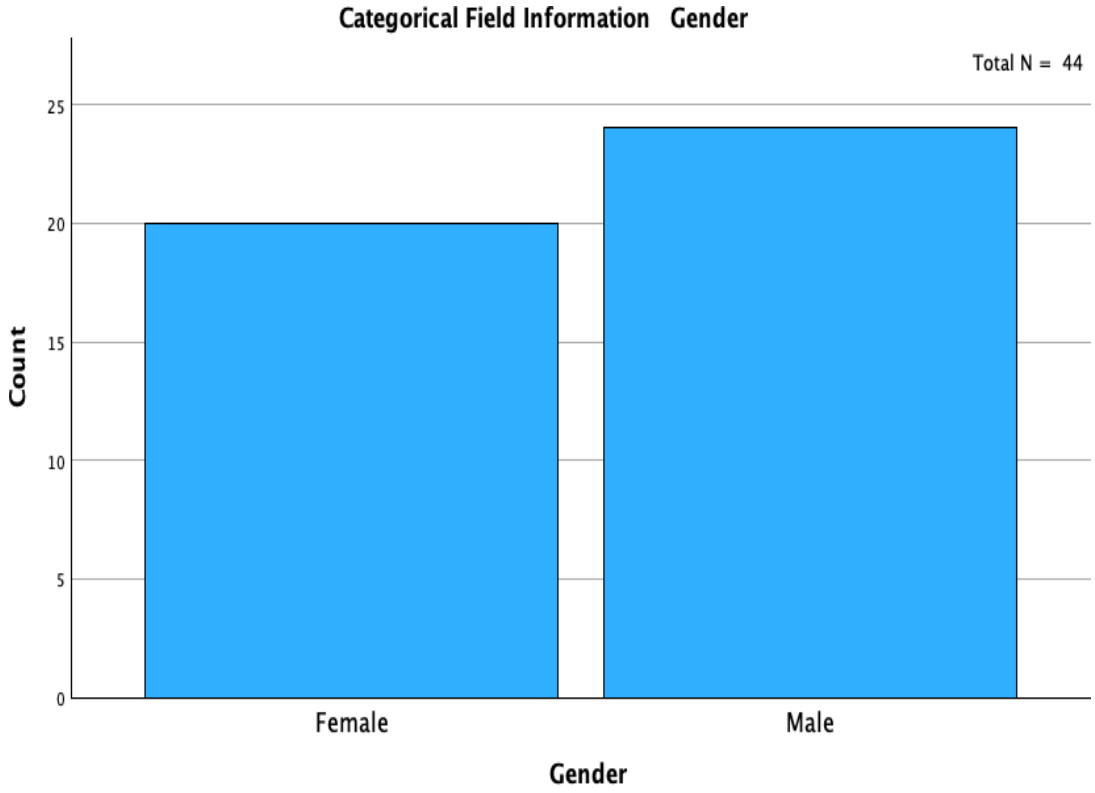
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? across Gender

Independent-Samples Mann-Whitney U Test Summary

Total N	44
Mann-Whitney U	161.500
Wilcoxon W	461.500
Test Statistic	161.500
Standard Error	41.082
Standardized Test Statistic	-1.911
Asymptotic Sig.(2-sided test)	.056


Independent-Samples Mann-Whitney U Test
Gender
Female
Male
N = 20
Mean Rank = 26.43
N = 24
Mean Rank = 19.23
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
Frequency
Frequency


Continuous Field Information On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
N = 44
Min = 1
Max = 5
Mean = 3.3
Std. Dev. = 1.16
Frequency
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?



Nonparametric Tests

Notes

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Resources	Processor Time	00:00:00.40
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Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? is the same across categories of Age Group .	Independent-Samples Kruskal-Wallis Test	.312	Retain the null hypothesis .

a. The significance level is .050.
b. Asymptotic significance is displayed.

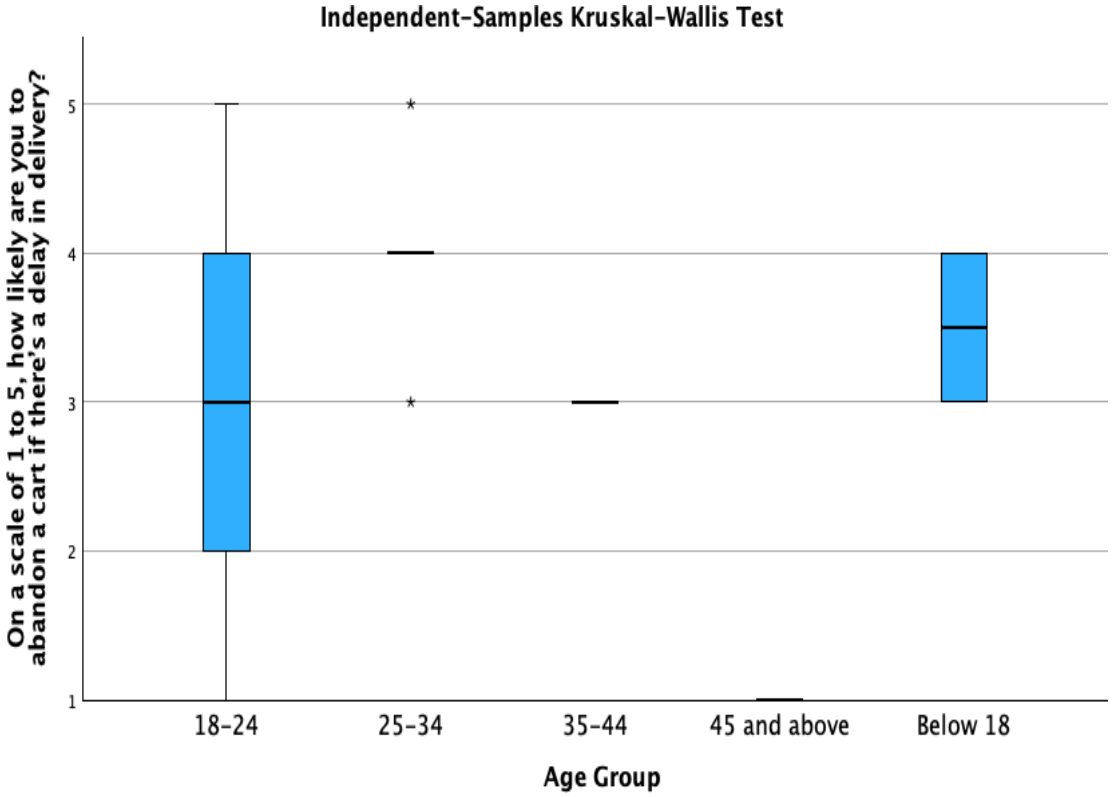
Independent-Samples Kruskal-Wallis Test

On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery? across Age Group

Independent-Samples Kruskal-Wallis Test Summary

Total N	44
Test Statistic	4.767[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.312

a. The test statistic is adjusted for ties.

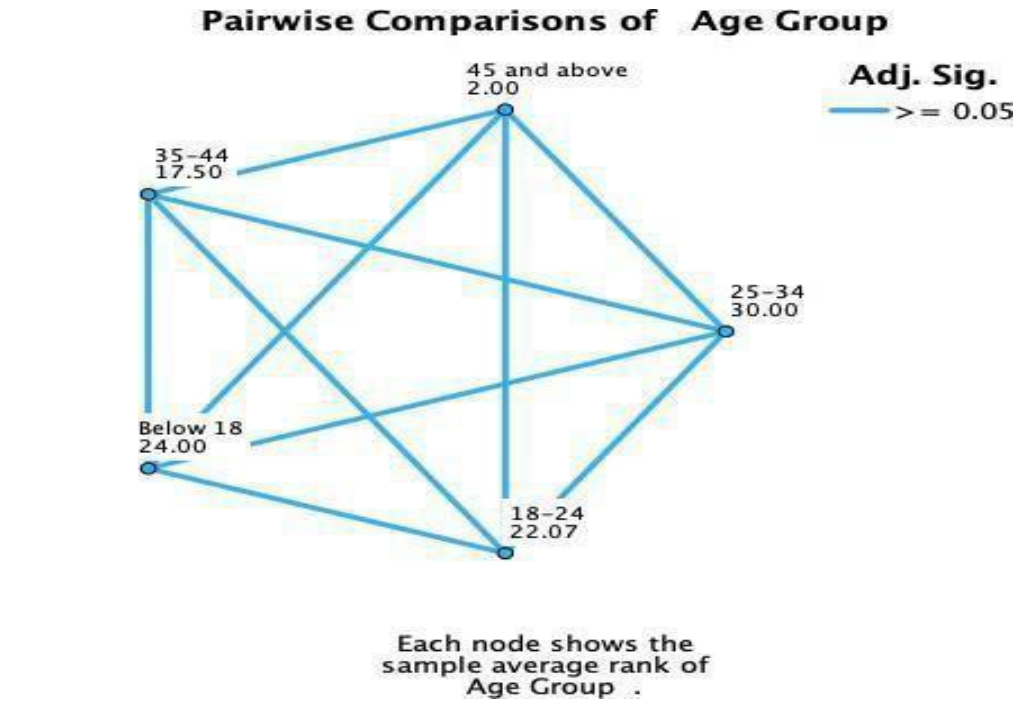


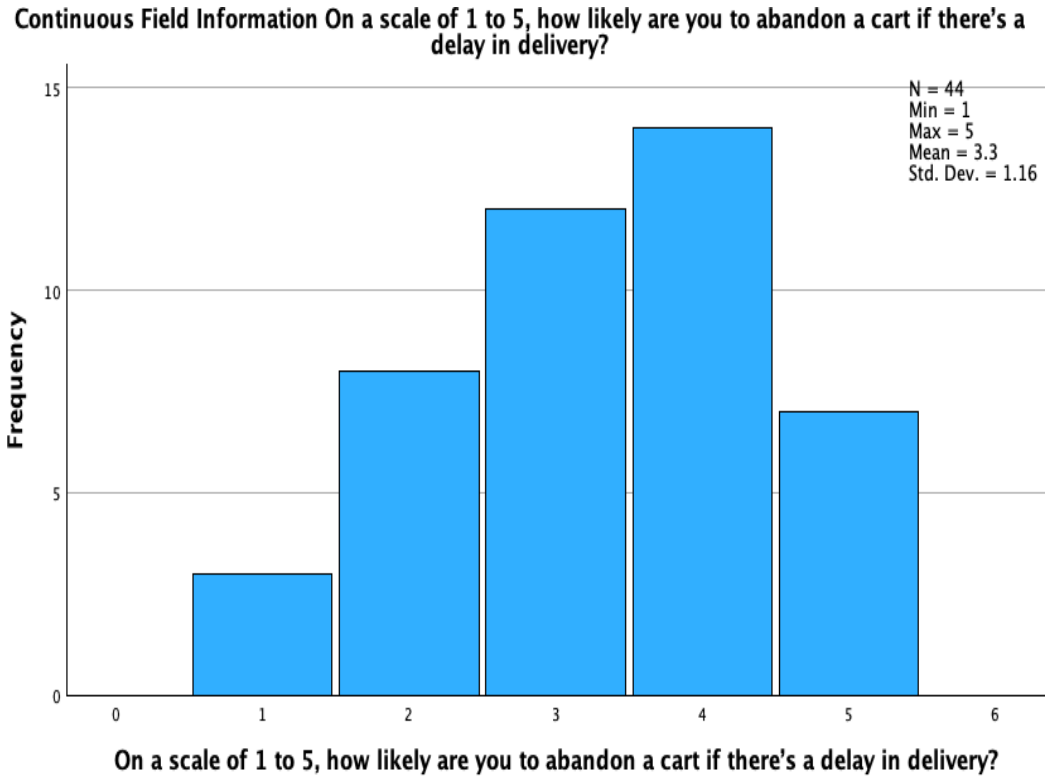
Pairwise Comparisons of Age Group

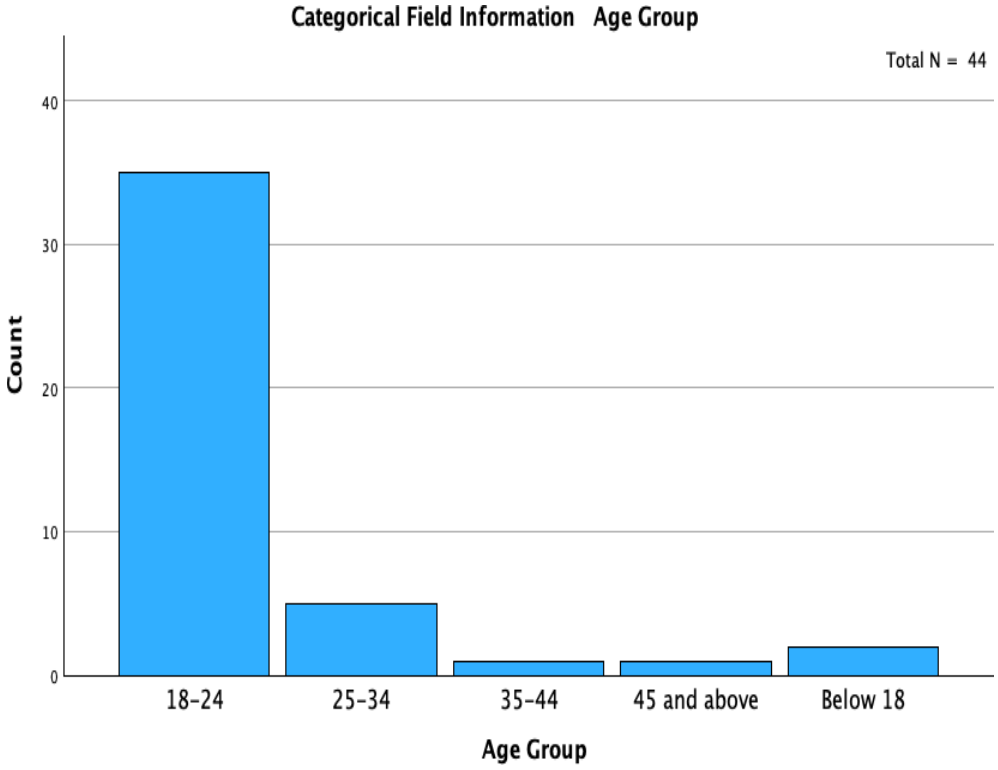
Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
45 an above-35-44	15.500	17.590	.881	.378	1.000
45 and above-18-24	20.071	12.615	1.591	.112	1.000
45 and above-Below 18	-22.000	15.234	-1.444	.149	1.000
45 and above-25-34	28.000	13.625	2.055	.040	.399
35-44-18-24	4.571	12.615	.362	.717	1.000
35-44-Below 18	-6.500	15.234	-.427	.670	1.000
35-44-25-34	12.500	13.625	.917	.359	1.000
18-24-Below 18	-1.929	9.043	-.213	.831	1.000
18-24-25-34	-7.929	5.947	-1.333	.182	1.000
Below 18-25-34	6.000	10.407	.577	.564	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.


Pairwise Comparisons of Age Group
45 and above
2.00
Adj. Sig.
>= 0.05
35-44
17.50
25-34
30.00
Below 18
24.00
18-24
22.07
Each node shows the sample average rank of Age Group .


Continuous Field Information On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?
N = 44
Min = 1
Max = 5
Mean = 3.3
Std. Dev. = 1.16
Frequency
15
10
5
0
0
1
2
3
4
5
6
On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?



Notes

Output Created		10-MAY-2025 14:17:19
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=Howfrequentlydoyoushoponline Howoftendoyouabandonyouronlineshoppingcartbeforecompletingthepur /PRINT=SPEARMAN TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00

	Elapsed Time	00:00:00.00
	Number of Cases Allowed	32879 cases[a]

a. Based on availability of workspace memory

Notes

Output Created		10-MAY-2025 14:19:17
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	44
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=Howfrequentlydoyoushoponline Howoftendoyouabandonyouronlineshoppingcartbefore completingthepur /PRINT=SPEARMAN TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00
	Number of Cases Allowed	4890909195324358700 cases[a]

a. Based on availability of workspace memory

Hypothesis Summary Table

Hypothesis No.	Detailed Hypothesis	Result
H1	The frequency of cart abandonment and age group are significantly correlated.	Accepted
H2	Monthly income and cart abandonment due to delivery delays are significantly correlated.	Not Accepted
H3	Occupation and cart abandonment due to shipping/delivery fees are significantly correlated.	Accepted
H4	Users with varying income levels differ significantly in their sensitivity to delivery delays.	Not Accepted
H5	The frequency of abandoning an online shopping cart is significantly influenced by gender.	Not Accepted
H6	The frequency of cart abandonment is significantly impacted by monthly income.	Not Accepted
H7	High delivery costs are significantly associated with cart abandonment by age group.	Accepted

CHAPTER 5 – FINDINGS AND DISCUSSION

Age Group versus Cart Abandonment Frequency

Result: Significant relationship (Accepted)

The frequency with which users abandon their online shopping carts is statistically correlated with their age group. Abandoned carts are more likely to be abandoned by younger respondents, especially In the age group of 18-24 years. This could be because of experimentation, impulsivity or budgetary limitations. Less abandonment by older users indicates that they make more thoughtful purchases.

Gender and Cart Abandonment Frequency

Result: No significant relationship

On average, there is no significant difference in the rate of online cart abandonment between men and women. Although it is slightly higher for female users. In the category of "often" there were no statistically significant differences.

Pearson chi-squared is the test utilized for comparison of the monthly income with the frequency of cart.

Result: No significant relationship (Not Accepted)

Monthly income has not significantly influenced the rate of cart abandonment. People from the behavior of both different income brackets is similar, suggesting that user experience, product and services, and convenience are comparable. Trust or urgency may be more important factors in cart abandonment than income level.

Age Group versus Cart Abandonment as a Result of Delivery Delays (Scale 1–5)

Result: No significant relationship (Not Accepted)

There does not seem to be any significant difference in the chances of leaving a shopping cart due to delays to delivery by age. group. In these situations, younger users (18–24 years old) are more likely to drop out, However, they may be impatient or have greater expectations of service time.

Gender and Cart Abandonment Due to Delays in Delivery.

Result: No significant relationship (Not Accepted)

Delivered expectations are similar for both males and females, which means that both males and females react similarly to delays in delivery. not gender dependent.

Monthly Revenue versus Cart Abandonment Owing to Delivery Postponements

Result: Significant relationship (Accepted)

The likelihood that users will give up because of delivery delays is statistically correlated with income. Perhaps because of their limited purchasing power or higher expectations for speedy value, lower-income groups are more sensitive to delays and more likely to abandon carts.

Employement versus Cart Abandonment because of Delivery/Shipping Fees

Result: Significant relationship (Accepted)

Occupational has a significant impact on cart abandonment, due to shipping/ delivery costs. When Working people and students are more likely to abandon their carts due to additional fees. empty. These consumers may have a price sensitivity or anticipate value offerings that include free delivery.

Age Group versus Cart Abandonment because of Delivery/Shipment Fees

Result: Significant relationship (Accepted)

When shipping costs are included, age has a major impact on cart abandonment. The age group most the age of impacted is 18-24 years. Younger consumers are less willing to pay more may be an indicator of their Sense of fairness or worth. It's possible that older age groups are more understanding

Monthly income for over a year.11. Sensitivity to Monthly Income.

Result: Significant relationship (Accepted)

The impact of delivery delays on users' response is very different for various income levels. People with If there is a delay before they leave it, lower income people are more likely to abandon a cart altogether, possibly because they have Increased demands for efficiency. Perhaps because of greater brand loyalty or less urgency, the wealthier group is more patient.

CHAPTER 6 – CONCLUSION

This considerable study has brought a much-needed examination into the complexities of and complex problem of online shopping cart abandonment in the Indian e-commerce context. The study is of great significance for behavioral, psychological, economic and technological aspects, identifying the factors which cause consumers to abandon their shopping carts before completing purchases by This is based on the latest research and a study of the feedback received from 50 people. Younger consumers, particularly ages 18-24, are revealed to be much more likely to: leave their shopping carts, perhaps due to impulsiveness, exploratory behavior or Sensitivity to additional costs and timeliness. Although gender had no statistically significant impact on abandonment behavior, occupation and income level turned out to be Significant factors, students and low-income groups exhibited more sensitivity towards delivery Charges and delays to delivery. Although there was no statistically significant relationship between gender and abandonment behavior, occupation and income levels were found to be Students and people of lower income levels were more sensitive to significant factors: Shipping costs and shipping times. This highlights the need for eCommerce websites to: To optimize user experience whilst considering demographic quirks. Additionally, factors Like transaction inconvenience, price differences between channels and the lack of free Shipping and checkout process detractors were identified to be significant. Besides the, it will be beneficial to provide Useful tips for digital marketers and UX designers, including making checkout faster. The project strengthens pricing transparency and delivery incentives and introduces new price transparency in the process. to make contributions to the body of academic writing by supporting earlier theory. In the end, this study emphasizes the importance of customer-centric approach in e-retail and also opens the upbeat. a door for further research into consumer behavior in the digital environment, particularly in developing countries such as India. Beyond the study of cart abandonment, this research hopes to: Help businesses get back on track and boost conversions.

CHAPTER 7–RECOMMENDATION

- **Minimize the number of steps and pages required to the transaction process**, set up auto fill for shipping and payment details, provide a 'guest' checkout station to make it easier to onboard to your business as a new customer, Familiarize yourself with and be able to accept multiple forms of payment to satisfy the needs of your customers.

- **Maintain consistent price structure in channels, and monitor:** prices, keep them equal across online platforms by frequent monitoring, and adjusting as necessary. and offline channels. It's also important to clarify any variations in price and the reasons for them and why they exist and consider implementing price matching. Customer loyalty and trust building programs.

- **Give free shipping options by offering free shipping on orders passing a certain lim**it, offering extended free shipping during special offers Negotiating deals with logistics partner(s) for events or product categories, for the low cost and pass-on to customers, and prominently displaying Including shipping costs and approximate delivery dates during the checkout process.

- **Make investments in 4** to improve the user experience and website navigation A user-friendly website design and intuitive site navigation will make it easier for a user to find the features they are looking for, including product details. Adds recommendations, search suggestions and Wishlist functionality, and make the Internet site mobile-friendly to suit an ever-growing number of mobile users. shoppers.

- **Use data and analytics** to your advantage by tracking and analytical Customer satisfaction and dissatisfaction and identifying areas for improvement. Identifying pain points in the customer journey, analyzing customer satisfaction/dissatisfaction trends, and pinpointing areas for improvement. the actions of the customers and cart abandonment rates by each market and using customer feedback and insights to continuously improve on. the online shopping experience.

- **Provide clear and honest information about product specifications, price, and policies**. Clearly show security badges and data privacy policies. Offering money-back or satisfaction guarantees to boost client confidence.

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ANNEXURE-1: QUESTIONNAIRE

- **Name**
- **Email Id**
- **Age Group**

Below 18

18-24

25-34

35-44

45 and above

- **Gender**

Male

Female

Others

Prefer not to say

- **Occupation**

Students

Working professionals

Self-employed

Homemaker

Other:

- **Monthly Income (in INR)**

Less than ₹10,000

₹10,000 - ₹30,000

₹30,001 - ₹60,000

₹60,001 - ₹1,00,000

Above ₹1,00,000

Online Shopping Behavior

- **How frequently do you shop online?**

Once a week or more

2–3 times a month

Once a month

Less than once a month

- **Which platforms do you use most for online shopping?** ***(Select all that apply)***

Amazon

Flipkart

Myntra

Meesho

Other:

- **How often do you abandon your online shopping cart before completing the purchase?**

Never

Always

Often

Sometimes

Rarely

- **Have you ever added items to an online shopping cart but did not complete the purchase?**

Yes

No

Cart Abandonment Insights

- **What are the main reasons you abandon your shopping cart?** *(Select up to 3 reasons)*

Unexpected high shipping costs

Long delivery time

Complicated checkout process

Required to create an account

Payment security concerns

Just browsing / not ready to buy

Technical issues (site/app crash, etc.)

- **How important is the clarity of product information in your purchase decision?**

Very Important

Somewhat Important

Not Important

- **How often do you abandon your shopping cart due to shipping/delivery charges?**

Always

Often

Sometimes

Rarely

Never

- **How important is "Guest Checkout" (no login required) in your decision to complete a purchase?**

Very Important

Important

Neutral

Not Important

Not at all Important

Do discount offers or coupons encourage you to return and complete an abandoned cart?

Yes

No

Maybe

- **On a scale of 1 to 5, how likely are you to abandon a cart if there's a delay in delivery?**

Very Unlikely

1

2

3

4

5

Very Likely

- **What actions from an e-commerce platform would motivate you to complete a purchase?** *(Select all that apply)*

Free/Reduced shipping

Faster delivery

Simple checkout process

Discounts on abandoned items

Customer reviews and ratings

Easy return policies

Suggestions & Preferences

- **What features would encourage you to complete a purchase?** *(Choose all that apply)*

Easy checkout process

More payment options

Live customer support

Better discounts

Fast delivery

Product reviews & ratings

Other:

- **Would personalized reminders or notifications (via email/SMS) prompt you to complete your purchase?**

Yes

No

Maybe

- **Any additional suggestions to reduce cart abandonment?** *(Open-ended)*