



**A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE SHOPPING AND SHOPPING CART
ABANDONMENT IN INDORE REGION**

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Abstract:

The use of internet is growing day by day which provides an opportunity and prospect for online shopping. There are many factors which affect the buying behaviour of the customers, if the marketers know these factors then they can develop their marketing strategies as per the requirement of the customer and they may convert the potential customers into actual customers. Many companies use the internet to advertise their product, convey messages to the customers, and reducing the marketing cost etc. Now-a-days customer is rational, and he is not only buying the product through online shopping websites, rather he is also comparing one product with another in terms of price, specification and quality etc. In our previous paper we found some factors which affect the purchasing decision of a customer hence, in This paper we are focusing on the customer attitude towards online shopping with reference to cart abandonment, here we will also try to find out the various demographic variables which are responsible for the actual purchase.

Keywords: Online shopping, E-Commerce, Shopping cart, customer Attitude, E-Marketing.

Introduction

The Internet has drastically changed the way of purchasing products and our means of satisfying our expectations and demand for our comfort. The new era of online shopping and e-marketing is witnessing a lot of changes in the strategies of marketers and through e-marketing and internet marketers are trying to gain people trust day by day.

Online shopping and e-marketing is very common these days in the develop countries than it was about 7 years ago and it is acquiring Indian market also comprising 120 million of Internet population in comparison to the global internet users of 1 billion 30 countries (McKinsey & Company, 2012). Asia Pacific region having maximum Internet users of 41% worldwide followed by Europe (27%), North America (14%), Middle East Africa (9%) and Latin America (9%) (ComScore, 2013).

India is on the edge of an Internet boom by 2015 its projected user base of 330 million will reach 370 million, and become second largest in the world, India will be the largest country or internet usage in terms of incremental growth (McKinsey & Company, 2012). The biggest advantage that India enjoys is the trend of buyers who are shopping online and the population of which 75% is younger and below 35 years of age as compared to any BRIC countries.

There is no specific definition of shopping cart abandonment but Ouellet, 2010 defined as the shopping cart abandonment occurs when a shopper begins the final checkout process in any e-commerce company but doesn't complete it. In our previous paper we found the various factors which are responsible for the cart abandonment and in this paper we are focusing on the various demographic variables which are responsible for making the decision of online purchase. The shopper abandons when he puts items in his shopping cart but could not complete the purchase process (Moore and Mathews). There are basically 2 main consistencies in the above definitions 1) products are chosen and 2. The financial transaction is not completed. This paper will allow retailers to modify and alter their strategies on cart abandonment which will motivate consumers to complete purchase transaction and help retailers to increase sales (Shrivastava. A, Kumar. A, & Anand. G, 2016).

Wolfenbarger and Gilly (2001) show that when compared to traditional shopping, online shopping brings increased senses of freedom and control from here we can draw many reasons like consumer might be seeking online shopping as entertainer or a mood elevator, many a times they might be using cart as a wish list. Many past research suggests that customer avail more recreational activity in comparison to browsers. In order to understand customer abandon behaviour we need to diagnose factors which trigger them to abort the process. Traditionally, these kinds of situations include: social influences, lack of availability, high price, financial status, and time pressure (Howard and Sheth 1969). People who are participating in the buying process are only looking for the information about the product or they are just browsing the internet (Shrivastava. A, Kumar. A, & Anand. G, 2016).

Problem Statement

There are millions of people in this world who are online and they all might be the potential customers for online shopping websites. Now a day's customer is having an opportunity and advantage for choosing/ comparing and identifying products among different shopping websites,

for a customer the options for purchasing any product online is comparatively more easy and advantageous and this is the biggest challenge faced by the shopping websites because customer starts his search for a product in with a website and ends with the comparison between many, at the end he add the product to the cart, compare those products in different websites and abandon. Therefore, here in this study we are trying to identify the different demographic variables which are responsible for the actual purchase as well as for the cart abandonment.

Objective of the Study:

1. The study based on identification and investigation of potential demographic factors responsible for shopping cart abandonment.
2. The study also workout on perceptual difference among male & female for shopping cart abandonment.

Hypothesis:

H₀₁: There is no significant impact of Gender on Shopping Cart Abandonment.

H₀₂: There is no Significant impact of Age Group on Shopping Cart Abandonment.

Research Methodology

Methods of data collection

A combination of Interview method and Questionnaire method were used to collect data from the respondents.

Sample Design

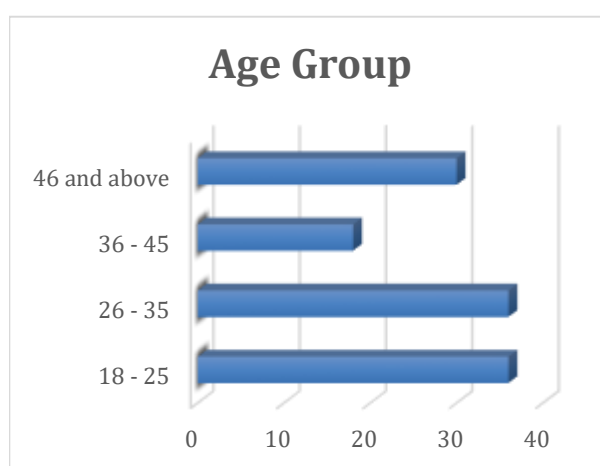
Under sample design the method of Random Sampling has been used to collect data from the respondents.

Sample Size

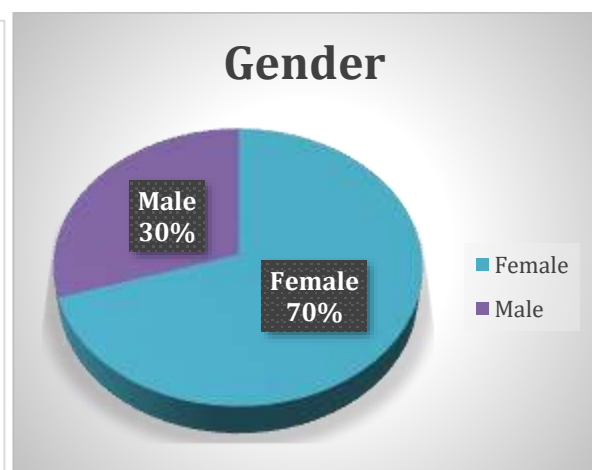
Sizes of 120 respondents are taken for the collection of the data.

Data Analysis and Interpretation

Graph 1 representing the age group of number of respondents took part in the research, there



Graph: 1



Graph: 2

were 36, 36, 18 and 30 from age group of 18–25, 26–35, 36-45 and above 46 respectively whereas graph 2 represents that 70% females and 30% males participated in the research.

H₀₁: There is no significant impact of Gender on Shopping Cart Abandonment.

Table: 01
Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
VAR00026	Female	84	74.7857	10.23939	1.11721
	Male	36	66.6667	10.41976	1.73663

Table: 02
Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00026	Equal variances assumed	.330	.567	3.960	118	.000	8.11905	2.05046	4.05858	12.17951
	Equal variances not assumed			3.932	65.252	.000	8.11905	2.06495	3.99535	12.24274

Interpretation

From the T-Test we can conclude that there is no impact of Gender on Shopping Cart Abandonment in Indore Region as the P value is .567 which is greater than .05 hence the null hypothesis is accepted with a significant difference of 5%

Discussion

On the basis of above table no. 1 and 2 the mean of Female and Male is 74.7857 and 66.6667 respectively, STDEV is 10.23939 and 10.41976 respectively with the F value of .330 which shows that Gender do not play any role in shopping cart abandonment. Individuals abandons from shopping cart due to various reasons which we covered in our previous paper, there are many factors other than gender which affect shopping cart abandonment.

H₀₂: There is no Significant impact of Age Group on Shopping Cart Abandonment.

Table: 03
Group Statistics

	Age_Group	N	Mean	Std. Deviation	Std. Error Mean
VAR00026	Below 35	70	74.3571	7.38592	.88279
	Above 35	50	69.5400	14.08605	1.99207

Table: 04
Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
VAR00026	46.461	.000	2.433	118	.016	4.81714	1.97954	.89711	8.73718	
Equal variances not assumed			2.211	68.266	.030	4.81714	2.17891	.46950	9.16478	

Interpretation

From the T-Test we can conclude that there is an impact of Age Group on Shopping Cart Abandonment in Indore Region as the P value is .000 which is less than .05 hence the null hypothesis is rejected with a significant difference of 5%

Discussion

On the basis of above table no. 3 and 4 the mean of Age Group below 35 and Age group above 35 is 74.3571 and 69.5400 respectively, STDEV is 7.38592 and 14.08605 respectively with the F value of 46.461 which shows the individuals below 35 years of age are more attracted towards various schemes of different websites and finally abandon from the shopping cart where as people above 35 years of age are more focused towards their shopping and completes their shopping process by paying final amount by various options available on the website.

From the above analysis we can also conclude it is obvious that the individuals who are below 35 years of age are more conscious and curious about various offers and took their shopping decision after evaluating all the possible options that is why they abandon from shopping cart, whereas individuals who are above 35 years of age are not comparing and don't get distracted from anything while purchasing online

Conclusion

This study is the extension of our previous research where we identified various factors which are responsible for shopping cart abandonment and in this study, we identified the impact of demographic variables like age group and gender on cart abandonment. The result of Independent Sample T-Test for consumer attitude towards online shopping and shopping cart abandonment reveals that gender does not play any role in shopping cart abandonment whereas age group have an impact on cart abandonment. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. E-commerce companies have to target those customers who are below 35 years of age for getting more customers because the study proves that customers below 35 years of age changes their mind even after adding products in their shopping cart. Online shopping organizations can apply the relevant strategies for reducing cart abandonment on the basis of this study. The organizations can prioritize the consumer inherent and unequivocal requirements in

online shopping environment. The results can also be used by various organizations to identify their target customer segments.

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