

## **Online Shopping Cart Abandonment, A Worth Discussing Digitalization Phenomenon in Pakistani Cultural Context.**

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### **Abstract**

*The purpose of this study is to find out such factors that influence shopping cart abandonment as it is comparatively new phenomena to search. Online shopping cart abandonment (OSCA) is basically regarding not implementation of consumer purchasing decision. Different variables from past researches are taken under consideration to check the relationship with OSCA. This review paper gives insights to authenticate the relationship by applying qualitative, quantitative or mix method research specifically in culture of Pakistan. According to the investigation of previous papers there are inconsistent results between perceived risk and OSCA sometimes positive and sometimes negative. Emotional ambivalence and hesitation at checkout have also positive relationship. Emotional ambivalence, entertainment shopping value, hesitation at checkout is positively correlated with OSCA. The mediation of hesitation at checkout between emotional ambivalence and OSCA reduces the impact. Design has negative relationship with OSCA. While examining the given framework results the managers of Pakistani Industry might be able to lessen the OSCA behaviour among customers. And take betterment in reducing OSCA to improve Pakistani economy by increasing sales and profits.*

**Key Words:** *Online Shopping Cart Abandonment, Emotional Ambivalence, Design, Perceived risk, Entertainment Shopping Value, Hesitation at Checkout*

## **Introduction**

According to Sun et al., 2019 shopping process through internet in which the goods and services are purchased is called online shopping behavior. The customer's procedure of dealing is to gather information about products, the selection of needed products and criteria of transaction for these chosen goods, its assessment with other prevailing options around and gaining post experience from whole procedure (Kotler, 2000). The behavior of consumers who are buying through online channels is basically associated with the psychological condition of their's (Li and Zhang, 2002). In the age of Global Communication people are widely using the social networking sites professionally and personally. The E-marketer (2013) quotes that organizations are widely and gradually using and adopting various studies as well as social networking for multiple marketing activities like marketing research, customer relationship management, branding, sales, service and service delivery and promotion that confirm the positive influence marketing strategy media in social development. The virtual mobility belongs to the fast digitalization, the continuing changes in information and communications technology (ICT) and opportunity extension proposed by the internet and internet activities. The past urban movement and different sorts of travel are changed by online activities by the people who are now able to perform everything without the necessity to travel in the physical sense (Gossling 2018, Mouratidis et al., 2021).

According to the various studies of ICT development (Chevalier 2021, Chmielarz et al., 2021, Nationen 2021) in the pandemic regime concluded that COVID-19 created an unmatched development in the usage of internet tools in which the most applicable are entertainment, work from home, online communication and e-commerce through mobile. In some way one should be thankful to Covid that enhanced a strong worldwide increase in the acceptance and adoption of those internet activities that are substitution of in-person doings (Pierce et al., 2021, Nguyen et al., 2020). The ban of interacting personally by the governments in pandemic to abstain the infectious disease of Covid 19 created social distancing and apart the in-person activities that destroyed the routine businesses badly. This situation created a new phase of atleast for some of the routine activities' performance through internet without physical interaction that is due to the blessed development of ICT. The "teleactivities" for example telehealth, e-shopping or online

shopping, telework, online learning or e-learning and video calls that were replaced, when possible, the physical interaction in healthcare, personally interacting work, shopping, education and meetings.

The global sales of 4.2 trillion dollars through online channels have augmented along with more than two billion customers for purchasing online goods and services, reported by the Statista 2021. A behavioral phenomena of online shopping cart abandonment came in to being through this online purchasing that attracted the attention of researchers as well as marketer in the same time (OSCA). The normal sales have jeopardized the regular sales funnel due to the act of OSCA which means leaving products in cart while shopping online without finishing the purchase process (Huang et al., 2018). The online retailers face the loss of revenues due to the cart abandonment (Moore and Mathews 2006, Cho 2004). With the increase of online transactions, the phenomenon of OSCA has increased as well that is approximately 95% of the initial phases of the Covid-19 (Elkind, 2020), which is loss of total sales amount of USD 4.6 trillion (Paterson, 2020). It is mandatory to comprehend those factors that initiate the OSCA behavior because it has great scope and economic effect. It is the matter of wonder that inspite of having great importance this phenomenon of OSCA has undoubtedly received less importance in the literature of consumer behavior (Kukar-Kinney and Close, 2010).

In order to understand the contributing factors of online shopping cart abandonment for retailers, it is advised for organizations to shape such strategies that help to address the discussed behaviour (Kavitha and Kannan, 2020). The purpose of this study is to find out such factors that influence shopping cart abandonment as it is comparatively new phenomena to search. The variables that are compiled here to check the relationship with OSCA are emotional ambivalence (Wang et al., 2022), design (Anuj Pal Kapoor & Madhu Vij 2021), perceived risk (Benson & Ndoro 2022), entertainment Shopping value (Suprawan 2021, Kukar-Kinney & Close 2010) and hesitation at checkout (Huang, Korfiatis & Chang 2018) where hesitation at checkout is used for dual relationship as independent variable and as mediator. To the best knowledge of author in Pakistani culture such study has not been observed/conducted till now.

### **Statement of Problem**

Pakistan has its own culture. It came in to being on the basis of religion Islam. Islam has given its own way of life that seem prevalent on the lives of Pakistani people. Though with the use of

internet, global advertising and mobile phones the pattern of social life is being modified but the basic culture prevailing is Islamic culture (Gul et al., 2021). To check this specific uniqueness in Pakistani culture, values and lifestyle on online shopping cart abandonment is worth checking and interesting. Furthermore, the results of study can give new ways and insights to go ahead in research as well as for the managerial implications for not only Pakistani Industry but may be for somehow similar cultures like Bangladesh.

## **Literature Review**

### **Shopping Cart Abandonment**

The occurrence of OSCA takes place when carts remain full of products in online shopping because of non-purchasing or without purchasing (Kukar-Kinney and Close 2010). Furthermore, the phenomenon is defined as the placement of chosen items in online bucket and left as incomplete transaction by leaving website (Erdil, 2018). A report of an industry estimates that 77% of purchases remains unfinished in spite of growing number of on-line shopping customers than ever before (Klie 2015). This OSCA behavior has also been less evitable in conventional brick-and-mortar store where the shoppers fill carts with heavy items just for entertainment or try to leave products without purchasing process after scanning and packing of kept items for the reason that products are too expensive (Pungartnik, 2015). In short it is necessary to understand and lessen the phenomenon of OSCA in online retailing. Many researchers report the process of reduction of OSCA (Kramer 2010).

### **Emotional Ambivalence**

The present research describes the emotional ambivalence when in an online shopping emotions become instable, mixed or conflicting (Huang et al., 2018). This concept has also been applied in consumer behavior and consumer psychology by the researchers of marketing and consumer behavior due to the reason of being emotional in decisions of making purchases of the products of hospitality and tourism (Prayag et al., 2017; Hudson et al., 2015). One of the antecedents of purchasing or not purchasing is emotions of consumers on which the researchers generally agreed (Jang and Namkung, 2009; Chen et al., 2015). The emotions as part of literature are being investigated as emotional ambivalence in the process of OSCA that is consistent with the results of previous researchers. Therefore, it is wise to say that the emotional ambivalence plays an integral part in OSCA phenomenon. Huang et al., (2018) disclosed a positive relation in OSCA

and emotional ambivalence. Furthermore, the studies reveal that emotional ambivalent customers have low purchasing intentions (Xu et al., 2020) and often they remain their cart abandon.

**Proposition 1: There is positive relationship between emotional ambivalence and online shopping cart abandonment.**

### **Design**

While buying the willingness of shopping belongs to the design and quality of websites and its impact is considered significant (Gregg and Walczak 2010). The characteristics of a website quality adds in its usefulness to consumers (Barnes & Virgen 2001; Ranganathan & Ganapathy 2002). There is key concern for online researchers and businesses of website quality and its impact on customers (McCoy et al. 2009) moreover the quality of website design contributes in customer's behavior of online purchasing (Zhou et al., 2009). There are different characteristics of designs of websites like visual aspects (texts, layout, graphics), usability (memorability, ease of use, ease of learning, security (accuracy, reliability, privacy, technical adequacy (speed, system availability, navigation, accessibility), prestige (sustainability, reputation, currency), communication (online help, contact information,) (Cebi, 2013). Thus, it can be said that

**Proposition 2: There is positive relationship between design and online shopping cart abandonment.**

### **Perceived Risk**

The definition of perceived risk is an uncertainty perception of consumer and possibly unwanted results of buying a service or a good/product (Faqih 2011). The point to be noted is that these features are regarding consumer evaluations and may not be the objective measures (Kukarkinney & Close 2010). From the last four decades there is a war of arguments about the consumer behavior which explains that it is a risk-taking behavior. The unanticipated consequences of consumer actions can be unpleasant sometimes (Cox & Rich 1964). The information security of online shopping causes confidence and resultantly consumers become more comfortable for online shopping (Tsai and Yeh 2010). Erdil (2018) explains in another study that there is a positive relationship found between perceived risk and shopping cart abandonment. The negative consumer expectation of risk creates the phenomenon of OSCA. The multiple dimensions of Perceived risk are (financial, performance social, psychological, and convenience or time and physical) needed to be recognized for understanding of the impact of risk on OSCA (Egeln & Joseph 2012).

**Proposition 3: There is positive relationship between perceived risk and online shopping cart abandonment.**

### **Entertainment Shopping Value**

Entertainment by definition is an “activity that is diverting, amusing, or pleasing and that agreeably occupies the viewer’s time and attention”. Entertainment is the contrast of responsibilities and tasks, it is related to those activities which individuals want to see, hear and do (Vogel 2020). The definition of hedonic value is to create entertainment display and that content that is visually attractive and help enhancing enjoyment and pleasure. It is recommended to use stimulating graphics and creative visuals for attracting attention of the shoppers and to boost interaction (Roux & Maree 2021). As per the suggestion of differentiation about physical and online shopping cart by Kukar-Kinney and Close (2010), the prior is utilitarian in nature means it is used by consumers to store the products that are enroute to the cashier whereas the latter offers entertainment value and potential hedonic uses. The influential factors like getting extra information on specified products, entertainment, organization of shopping products and price promotion for online shopping are the motivation for keeping goods in virtual shopping cart with having or not having intention of buying.

**Proposition 4: There is positive relationship between entertainment shopping value and online shopping cart abandonment.**

### **Hesitation at Checkout**

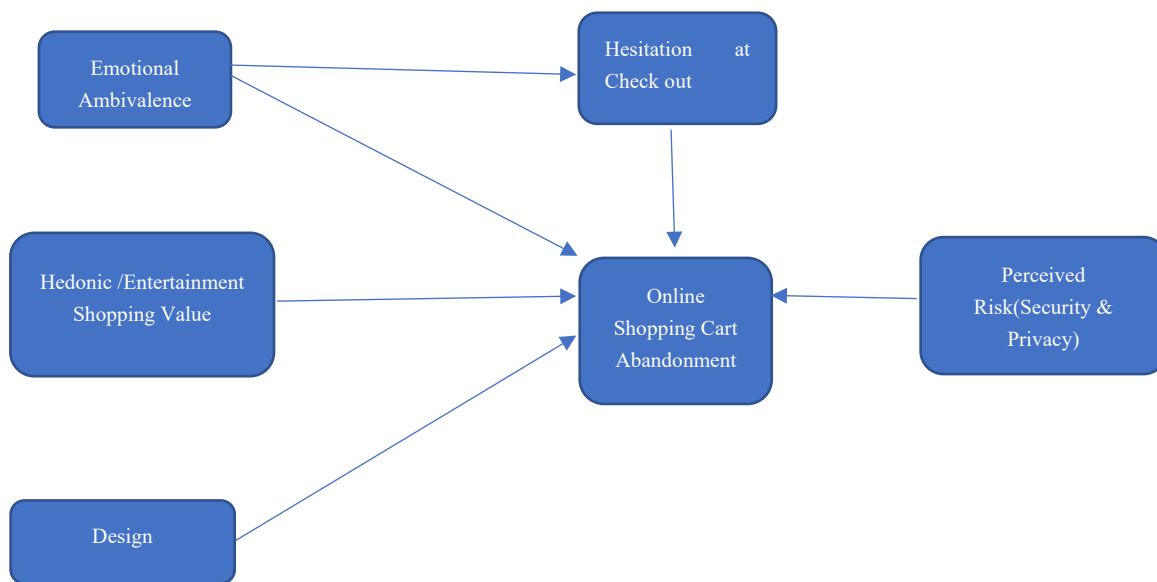
Postponing or deferring product purchases by having additional processing time before making final product purchases on the Internet” is the definition of Hesitation at checkout (Cho et al., 2006) (p. 261). When there are too many choices discussed by Jessup et al (2009), the hesitation increases and sometimes stopped at cart abandonment by leaving shop empty-handed. Hesitation has the power to terminate the transaction even for the selected product that is ready to checkout in an online setting and generate the phenomenon of OSCA (Huang et al., 2018; Ferrari, 1993). Therefore, this study proposes that consumers who hesitate at checkout are more likely to abandon their online shopping cart.

**Proposition 5: There is positive relationship between hesitation at checkout and online shopping cart abandonment.**

The emotional ambivalence has positive relationship on hesitation at checkout has been proved by the preceding studies (Greenleaf and Lehmann, 1995) and hesitation on check out is positively related to OSCA. There the proposition by the researcher is

**Proposition 6: Hesitation at checkout positively mediates between emotional ambivalence and OSCA.**

Figure 1  
 Model of Online Shopping Cart Abandonment



**Discussion and Conclusion**

The summary of discussed variables is given below

Table 1

Independent Variable	Mediator	Dependent Variable	Positive Relationship	Negative Relationship
Perceived Risk (security and Privacy)	–	Shopping Cart Abandonment	Benson & Nodoro (2022), Rajamma, Paswan & Hossain (2009)	Suprawan (2021), Kukar-Kinney, & Close (2010)
Emotional Ambivalence	–	Hesitation at Checkout	Huang, Korfiatis & Chang (2018), Wang et al., (2022)	–
Emotional Ambivalence	–	Shopping Cart Abandonment	Huang, Korfiatis & Chang (2018), Wang et al., (2022)	–
Entertainment shopping Value	–	Shopping Cart Abandonment	Suprawan (2021), Kukar-Kinney & Close (2010)	–

Hesitation at Checkout	–	Shopping Cart Abandonment	Huang, Korfiatis & Chang (2018), Wang et al., (2022)	–
Design (Visual, Navigation, Information)	–	Shopping Cart Abandonment	–	Anuj Pal Kapoor & Madhu Vij (2021)
Emotional Ambivalence	Hesitation at Checkout	Shopping Cart Abandonment	(In the mediation model, the direct effect of emotional ambivalence on cart abandonment was reduced) Huang, Korfiatis, & Chang, (2018)	

Shopping cart abandonment is the phenomenon derived by purchase intention and online shopping. Basically, when non purchase intention or decision takes place due to different reasons the shopping cart abandonment phenomenon occurs. There are multiple variables that affect the OSCA in different ways. Some of the variables have positively related with it and some are not as discussed in literature review. Mostly the variables that indicate the purchase intention and decision could be the cause of OSCA so by the help of previous literature those variables have been checked out the relationship with OSCA. Basically, due to the increase of online shopping facility and pandemic the under-discussion phenomena took attention of researchers to measure. The OSCA can be considered an important variable to lose the revenues and sales. This paper also suggests to take certain measures like promotional tools to lessen the phenomenon.

According to the investigation of previous papers there are inconsistent results between perceived risk and OSCA sometimes positive (Benson & Ndoro 2022) and sometimes negative (Suprawan 2021). Emotional ambivalence and hesitation at checkout (Wang et al., 2022) has also positive relationship. Emotional ambivalence (Wang et al., 2022), entertainment shopping value (Kukar-Kinney & Close 2010), hesitation at checkout (Huang et al., 2018) are positively correlated with OSCA. The mediation of hesitation at checkout between emotional ambivalence and OSCA reduces the impact (Huang et al., 2018). Design has negative relationship with OSCA (Anuj Pal Kapoor & Madhu Vij 2021). Resultantly the research on OSCA with different independent variables, mediators and moderators according to prevailing national rites, rituals, behaviours, motivations and religions in the same culture and in cross culture must be conducted repeatedly in order to find out new antecedents and consequences.

### **Practical Implications and Future Research**

While examining the given research framework results conducting in Pakistan and similar cultures the managers of Pakistani Industry might be able to lessen the OSCA behaviour among



customers. And take betterment in reduction of OSCA to improve Pakistani economy by increasing sales and profits. Different variables from past researches are taken under consideration to check the relationship with OSCA. This review paper gives insights to authenticate the relationship by applying qualitative, quantitative or mix method research specifically in new culture of Pakistan. According to the investigation of previous papers there are inconsistent results between perceived risk and OSCA. So, more mediators should be found by looking the previous researchers of non-online buying behaviour/decisions. The moderators are also valuable in order to check the reducing and increasing relationship with OSCA.

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