



CHECKOUT OR ABANDON: INVESTIGATING THE ONLINE SHOPPING BEHAVIOUR OF CONSUMERS IN AHMEDABAD

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ABSTRACT:

From virtual window shopping to doorstep delivery, consumer behaviour takes a digital leap towards online shopping. The growth of E-commerce has significantly impacted the way people shop, and the shift towards online shopping has been evident in cities like Ahmedabad. E-businesses and policymakers are keen to know the factors that influence customers' online shopping behaviour on how to improve customer experience and retention. A good amount of research has been conducted on consumer behaviour towards online shopping and cart abandonment. However, the Report presents the online shopping behaviour of consumers in Ahmedabad, with a particular focus on the decision-making process of consumers when checking out or abandoning their carts. Through a well-structured, close-ended questionnaire, 250 respondents who are currently engaged in online shopping in Ahmedabad are taken as samples. The study found that convenience, time-saving and better price deals are the main motivators for online shopping. And the majority of people have abandoned the cart, the reason being changes in mood, high shipping charges or better price deals elsewhere. Despite these challenges, the majority of online shoppers in Ahmedabad were satisfied with their shopping experience. This study will provide a future research direction for e-commerce business and marketers.

KEYWORDS: Online Shopping, Consumer Buying behaviour, Cart abandonment, Internet Users, E-commerce, Ahmedabad.

1. Introduction

From virtual window shopping to doorstep delivery, consumer behaviour takes a digital leap towards online shopping. At present, around 3.5 billion people are smartphone users and out of them 748 millions are from India Statista (2020). On the other hand, the growth of E-commerce has significantly impacted the way people shop,

and the shift towards online shopping has been evident in cities Like Ahmedabad. Ahmedabad, a metropolitan city with the population of 8.2 million and majority of being young, has a great contribution in e-commerce. E-businesses and policymakers are keen to know the factors that influence customers' online shopping behaviour on how to improve customer experience and retention. A good amount of research has been conducted on consumer behaviour towards online shopping and cart abandonment. However, the Report presents the online shopping behaviour of consumers in Ahmedabad, with a particular focus on the decision-making process of consumers when checking out or abandoning their carts. Through a well-structured, close-ended questionnaire, 250 respondents who are currently engaged in online shopping in Ahmedabad are taken as samples. The study found that convenience, time-saving and better price deals are the main motivators for online shopping. And the majority of people have abandoned the cart, the reason being changes in mood, high shipping charges or better price deals elsewhere. Female consumers abandoned carts due to high shipping charges and change in mood while male consumers did so due to better deals elsewhere. Low quality products and inability to touch the product are the major barriers consumers face during online shopping. Besides this, a substantial rate of consumers are influenced by ecommerce promotions and marketing. Despite these challenges, the majority of online shoppers in Ahmedabad were satisfied with their shopping experience. The study suggests online retailers provide detailed product information, offer free shipping for large orders, simplify checkout process, send follow-up to complete the process and regularly review their pricing strategy to offer competitive prices.

2. Literature Reviews

Dr. Geetika Tandon Kapoor, Ashish Gupta and Esha Dhawan (2022) study reveals insignificant differences in online shopping satisfaction among genders, age groups, and occupations. Time-saving was the most important factor for choosing online shopping. Maximum females prefer to buy apparel while males prefer to buy electronics. Free home delivery was the most prominent factor for liking online shopping, while concerns about fraud and inability to touch products led to the preference for cash on delivery.

Mohammad Rahman, Md. Islam, Bushra Esha, Sultana & Chakravorty (2018) in the study regarding showing a preference for online shopping due to time-saving and product variety, with both genders having similar preferences for liking and disliking factors, such as home delivery and inability to touch products. This study has also noted the security concerns about payment systems and mixed levels of online shopping satisfaction. The customers are highly concerned about the risk of fraud and the potential privacy threats posed by hackers. **Jayasubramanian et al. (2015)**

Muskan Grover (2022) in study has revealed that the majority of respondents were ages 20-50, with an income of 60,000-1,20,000, and students and service sector employees were most active in online shopping. Electronic products and apparel were the most commonly purchased items online. Amazon was the most commonly used website, and credit card and cash on delivery were the most common payment modes. Also, consumers are also concerned with quality and size issues during online shopping.

S. Samuel, Asha, Shibin Tad (2021) found that a majority of online shoppers usually spend Rs. 1000-2999 on garments and PC accessories. Quality issues can arise, but most are satisfied with the delivery process and prefer Blue Dart courier services. Rural buyers face more challenges regarding EMI and the modest nature of items but overall, the results show a positive attitude towards online shopping, which can be used to increase consumer loyalty.

M.Vidya , P.Selvamani (2019), in study analysed the satisfaction levels of online shoppers towards different product dimensions such as ease of product comparison, lower product price, product information, quality of product, duration of the product, branded products, mode of payment, repeat purchases, and product reviews. It has revealed that all the dimensions had a positive correlation with consumer behaviour. The study says that it is crucial for businesses to understand the needs, nature and wants of consumers. Quick and effective customer service is crucial for e-commerce business to improve customer relationships and satisfaction.

The satisfaction of customers can lead to increased trust in the company or product brand, which can result in a willingness to pay more for the brand. Engaging customers in an exchange is necessary before making judgements on satisfaction and trust level (**Hanif, Hafeez, & Riaz, 2010**). In their study, **Azzam Al and Mahmoud Abdel Fattah (2014)** found that perceived ease of usage, perceived attitude, and perceived behavioural control were the significant factors affecting consumer behaviour towards online shopping. However, the study did not find any significant correlation between trust and online buying behaviour among customers.

Trust and perceived benefits are key factors that shape consumer attitudes towards online shopping **Hoque et al. (2015)**. **Sharma(2015)** in the study, revealed that risk aversion and innovativeness play crucial roles in consumers' decision-making process for online shopping. Risk aversion is the extent to which consumers require certainty and assurance when making purchases, with highly risk-averse consumers needing more confidence in their purchase. While innovativeness is a measure of consumers' willingness to take risks and experiment with new ways of doing things.

Menon and Kahn(2022) said that consumers tend to have more positive attitudes towards online shopping and are more likely to adopt it as a shopping medium if they have enjoyable online shopping experiences. However, **Wu's (200)** research suggests that women may have comparatively less positive attitude towards online shopping than men.

Egeln, L.S. (2013) in their study stated that the most common perceived risk in abandoning the cart was financial risk and showed a significant relation between perceived ownership in intended behaviour and actual purchase behaviour, nevertheless, 33% of the consumers showed that they were likely to leave the cart without making a purchase even with a sense of ownership.

Xu, Yin; Huang, jin- Song (2015) in their study stated that the cart abandonment was positively influenced by organisation, research of the products and better deals elsewhere. While it was negatively influenced by payment security. Perceived transaction inconvenience did not affect cart abandonment in any way. However, shopping processes, organisation, research of products within the cart directly affect the cart abandonment decision.

3. Objectives of the Study:

- To identify the reasons that influence the consumers' decision to shop online.
- To determine the rate of cart abandonment among online shoppers in Ahmedabad.
- To determine what barriers people face during online shopping.
- To determine whether the consumers are influenced by ecommerce promotions and marketing.
- To identify the common reasons for cart abandonment among male and female consumers in Ahmedabad.

4. Research Methodology

4.1. Research Design:

A quantitative research approach was adopted to collect data and analyse the online shopping behaviour of consumers in Ahmedabad.

4.2. Sample Selection:

This study involves the sample size of 250 consumers who are actively engaged in online shopping.

4.3. Research Method:

A close-ended and well-structured questionnaire was developed to gather relevant data on various aspects of online shopping behaviour, including consumer preferences, motivations, satisfaction, and cart abandonment.

4.4. Data Analysis:

The collected data was sorted and analysed further through Microsoft excel.

4.5. Ethical Considerations:

The research adhered to ethical guidelines and ensured respondent confidentiality and anonymity. Informed consent was obtained from participants before their participation in the study.

Limitation of the Study

- The research was limited to Ahmedabad city, so the result can't be generalized to the whole market.

- The time factor was the main limitation of the study as the project was restricted to a short period.
- The findings of the current study were applicable only to the 250 respondents.

5. Data Analysis and Interpretation

5.1. Demographics of the Respondents:

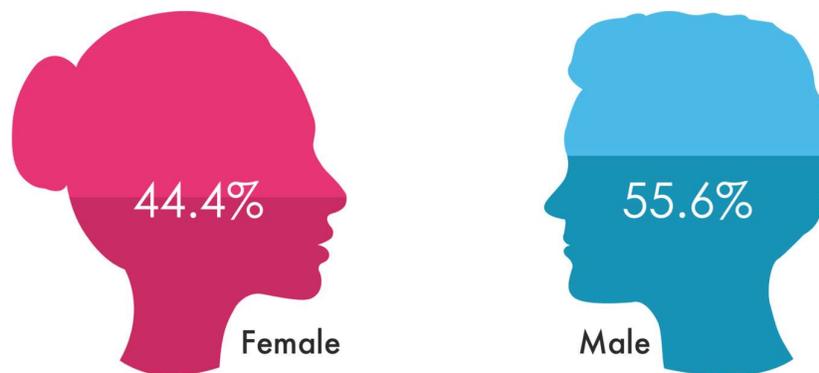
The Demographics of the respondents include the major two factors i.e., Gender and Age.

5.1.1. Gender:

Out of 250 respondents, 111 were female and 139 were male.

Gender:

250 Responses

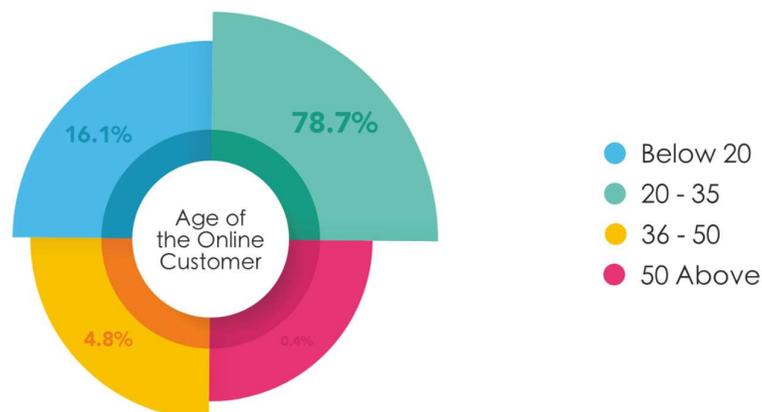


5.1.2. Age:

Figure 1 reveals that a significant proportion of online shoppers, specifically 78.7% belong to the age between 20-30 years. A considerable portion, accounting for 16.1%, consists of respondents below the age of 20. Another 4.8% comprises individuals aged between 36-50 years. Finally, a minimal fraction of 0.4% comprises online shoppers who are above the age of 50.

Age Range:

250 Responses

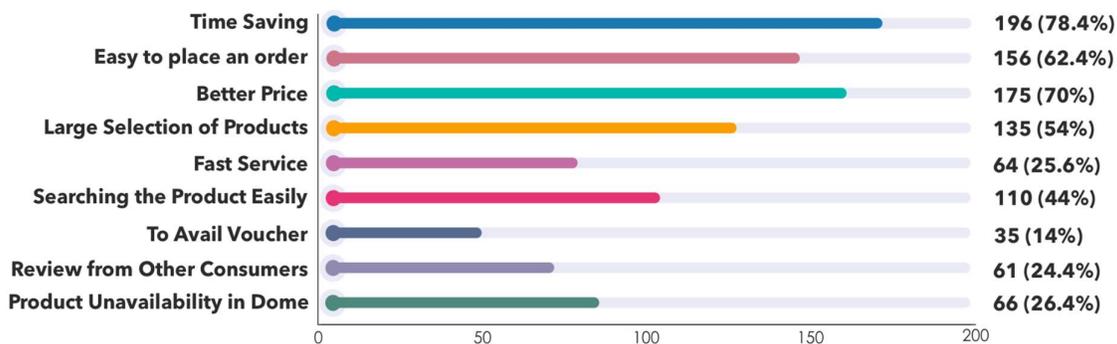


5.2. Motivational Factor for Online Shopping:

The respondents were asked to choose multiple reasons from the given options that motivates them to shop online. The results reveal that the majority of online shoppers, with 78.4%, consider time-saving as the primary motivator for shopping online. Following closely, 70% of respondents chose better prices as a driving factor, while 62.4% cited convenience as a motivator.

Interestingly, the largest selection of products was an important factor for 54% of respondents. Meanwhile, 44% of shoppers appreciated the ease of searching products online, and 26.4% shopped online for products not available in their domestic markets. The survey also revealed that 25.6% of shoppers appreciated fast service, and 24.4% valued reviews from other consumers. At last, 14% of consumers chose the availability of vouchers as a motivator to shop online. In a nutshell, the study concluded that time saving, better prices, and convenience are the top three factors that encourage online shopping.

What are the factors that encourage you to use online shopping? 250 Responses



5.3. Most Preferable Products:

The respondents were given the opportunity to select multiple product categories they prefer to buy online. The results revealed that 65.6% of consumers chose footwear, making it the most popular category for online shopping. Electronics followed closely, with 58.7% of consumers showing a preference for purchasing electronic products online. Cosmetics garnered the interest of 44% of participants, while apparel was chosen by 40.4% of participants.

Grocery shopping online was preferred by 36.4% of respondents, closely followed by accessories and jewellery at the same percentage. Books were chosen by 32.8% of respondents, while entertainment products attracted the interest of 28.4% of respondents. Healthcare products were preferred by 20.8% of respondents, and stationeries was chosen by 19.6% of consumers. The results come up with the wide range of preference for online purchases, with footwear, electronics and cosmetics being the most popular categories among the surveyed individuals.

Types of products you prefer to buy from online 250 Responses



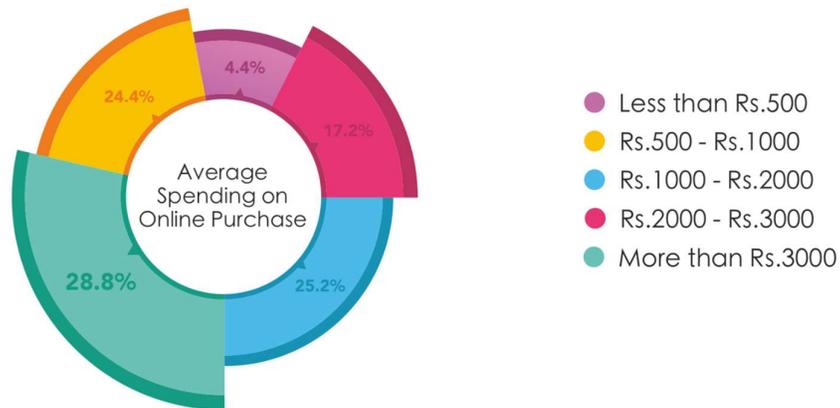
5.4. Average Spending on Online shopping:

E-commerce businesses are keen to know how much a consumer spends on each online purchase. The finding indicates that a significant proportion, 28.8% of consumers spend more than 3000 INR on each online session. Moreover, 25.2% of consumers fall into the range of spending between 1000-2000 INR, while 24.4% of consumers are ready to spend 500-1000 INR. What's more, 17.2% of consumers spend 2000-3000 INR for online purchases. Atlast, a minimal portion of consumers i.e., 4.4% spend less than 500 INR on each online purchase.

In nutshell, the data shows that there is a significant range in consumer spending habits, with a notable percentage of individuals willing to spend higher amounts on online purchase.

On average, how much money do you spend on each online purchase?

250 Responses

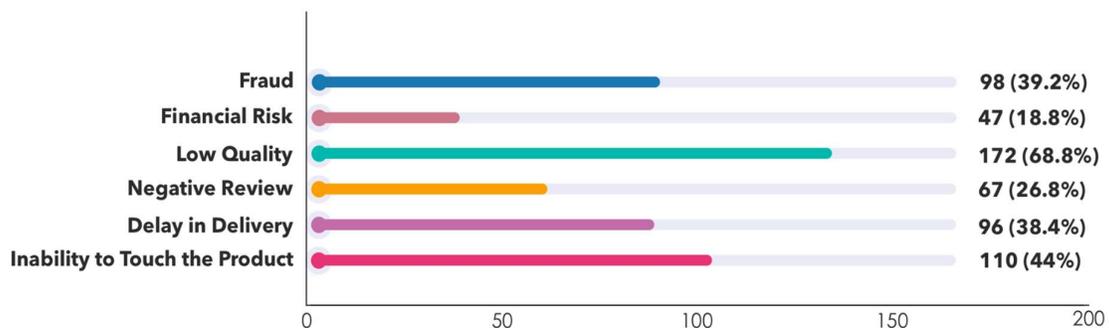


5.5 Barriers in online shopping:

To hit high on the e-commerce market, businesses must know about the barriers consumers face while shopping online. The study found that the top barrier, affecting 68.8% of respondents, was low product quality. Inability to touch the product was also a significant concern, with 44% of respondents citing this as a barrier. Fraud (39.2%), delivery delays (38.2%), negative reviews (26.8%) and financial risk (18.8%) were also determined as barriers to online shopping. In nutshell, the most considerable barriers were related to product quality and inability to touch the product.

What are the barriers you face while shopping online?

250 Responses

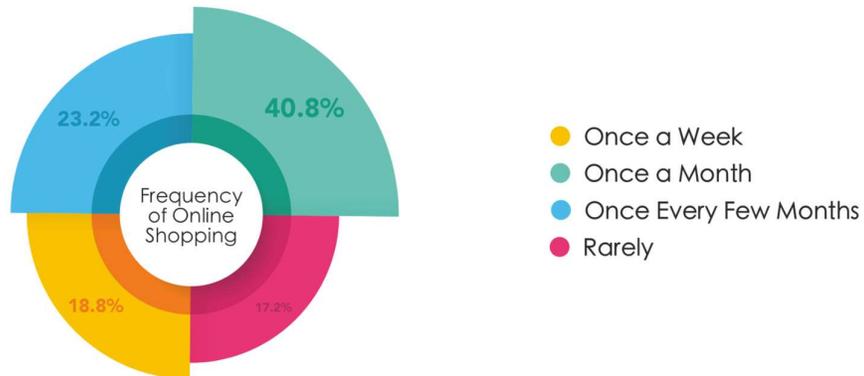


5.6. Frequency of online shopping:

It is crucial for e-commerce to know how frequently consumers shop online to better anticipate and meet consumer expectations, thereby increasing consumer satisfaction and overall sales. According to the data, 40.8% of consumers shop online once a month, while 23.2% make a purchase once every few months. Additionally, 18.8% of consumers engage in online shopping once a week, with the remaining 17.2% shopping rarely.

Overall, a considerable portion of consumers engage in online shopping on a regular basis, with a substantial percentage shopping once a month. This indicates consistent demand for online purchases among a large consumer base.

How frequently do you shop online?
250 Responses

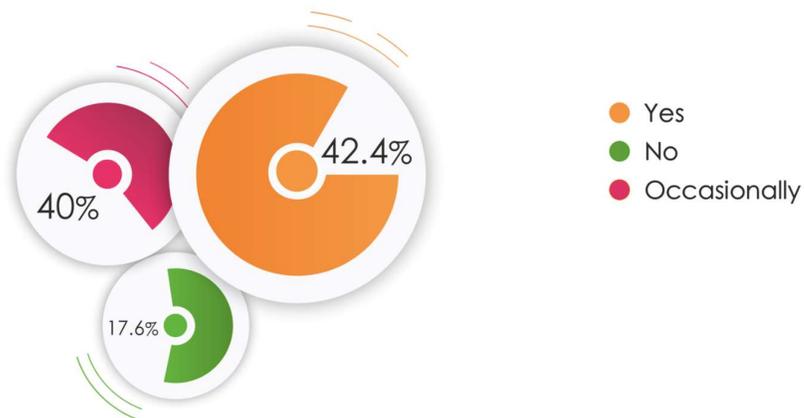


5.7. Influence of E-commerce to shop online:

Digital marketing is the most effective way to reach the target audience, and therefore e-commerce business and digital marketing agencies are keen to know whether the consumers are influenced to shop online due to e-commerce promotions and marketing. As per data, 42.4% consumers are influenced through e-commerce promotions and marketing to shop online while 40% occasionally influenced by such strategies. While a minimal portion, 17.6% have never been influenced by e-commerce advertising.

In nutshell, the finding indicates that the majority of consumers with a high percentage acknowledging their influence. This underscores the importance of well-executed digital marketing campaigns in effectively reaching and persuading the target audience to engage in online shopping.

Have you ever been influenced to shop online due to e-commerce promotions and marketing?
250 Responses

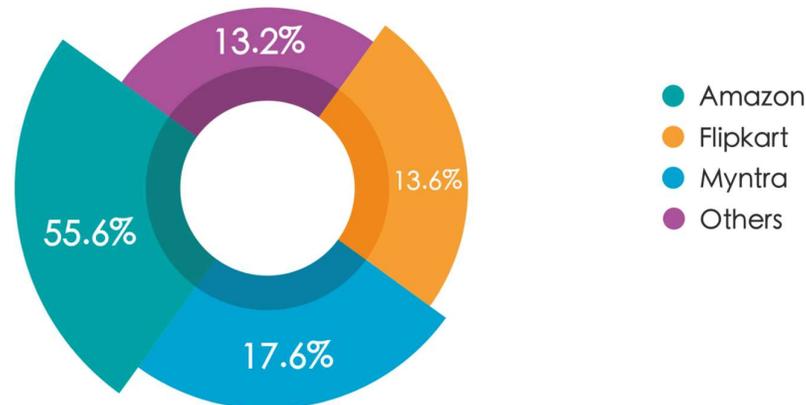


5.8. Most Used online shopping Platforms:

Amazon is the most popular online shopping platform, as a substantial proportion, 55.6% of respondents prefer to use Amazon for online shopping. 17.6% of consumers use myntra and 13.6% use flipkart. Additionally, 13.2% use other shopping platforms such as jiomart, meesho, reliance digital, dmart, Urbanic, souled store, nykaa, bewakoof, company's official website and purple. This shows that Amazon holds a dominant position as the most favoured online shopping platform among consumers, capturing a majority share of the market. Myntra and Flipkart also have a substantial presence, but Amazon's popularity surpasses them significantly. While there are other platforms that consumers choose to explore, they collectively represent a smaller portion of the market.

Which online shopping platform do you use most frequently?

250 Responses



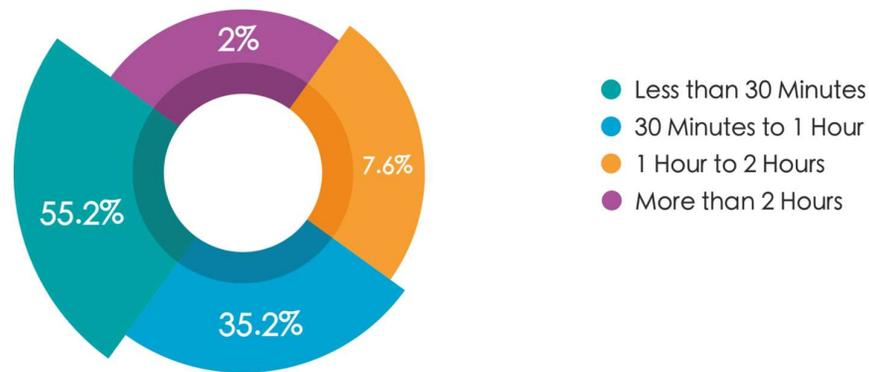
5.9. Average time spent on online shopping per session:

This figure represents the majority of respondents, 55.2% spend less than 30 minutes when engaging in online shopping. Additionally, 35.2% of respondents allocate a timeframe of 30 minutes to 1 hour. 7.6% of respondents spend 1 hour to 2 hours. Interestingly, less than 2% of people spend more than 2 hours on online shopping.

This finding indicates a preference for efficient and streamlined online shopping experiences. However, it can be seen that a significant proportion of people still allocate a longer duration of around 1-2 hours for their online shopping activities. E-commerce businesses can use this information to optimise their website's usability, navigation and complete online shopping experience to meet the expectations and time preference of the consumers.

How much time do you typically spend shopping online per session?

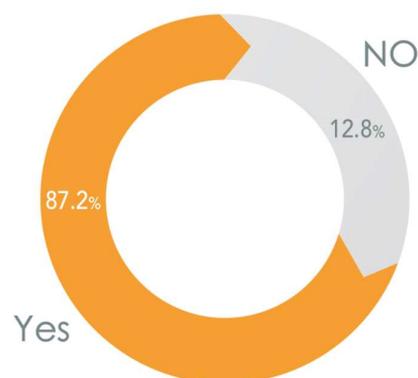
250 Responses

**5.10. Cart Abandonment:**

Cart Abandonment is the most common challenge faced by all the e-commerce websites where visitors leave their carts without completing the purchase. So e-commerce businesses are keen to know the rate of people abandoning the cart. The data reveals a surprising statistic, with a staggering 87.2% of the people leaving online shopping carts without completing a purchase. On the other hand, the remaining percentages of visitors successfully completed their purchases.

5.10.1. Rate of Cart Abandonment:**Have you ever left an online shopping cart without completing a purchase?**

250 Responses

**5.10.2. Reason of Cart Abandonment:**

The considerable rate of people abandoning the cart highlights a significant area of concern for ecommerce businesses. Understanding the reasons behind cart abandonment can help improve sales rates and conversion rates and boost sales. According to the data, the majority of visitors, 32% leave the cart due to a change of mind or loss of interest in the product. 20% leave the cart due to high shipping charges while 13.2% abandon the card as they

find better deals or prices elsewhere. Additionally, 10.4% respondents claim that they cannot complete their purchase due to the product availability issues. Hidden fees and charges (9.6%), payment security concerns (6.4%), Technical issues (3.2%), lack of trust in sellers (4.4%) are also some of the reasons that made people leave the cart. This shows that people nowadays are moody but at least they are not concerned about payment security and also they trust the seller. Female consumers abandoned carts due to high shipping charges and change in mood while male consumers did so due to better deals elsewhere. But there is a need to push efforts to improve the factors to boost the conversion rate.

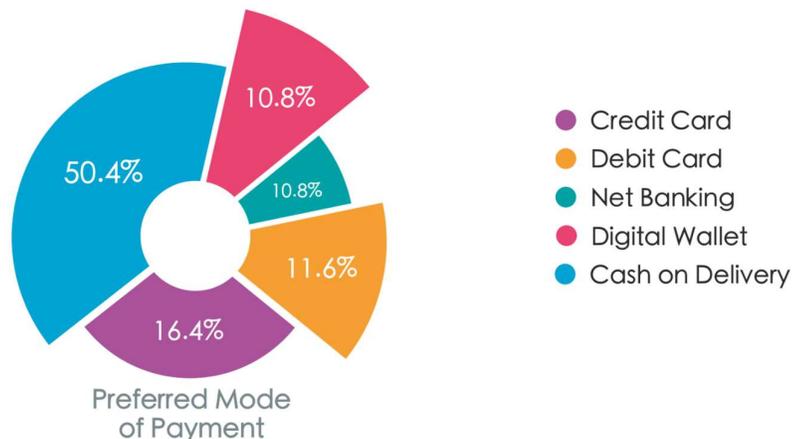
Why may you leave an online shopping cart without completing a purchase?
250 Responses



5.11. Preferred Mode of Payment:

It is important to know about the consumer’s preferred mode of payment to provide the diverse payment options to cater to the preference of different consumer segments. The data reveals that the majority of consumers, 50.4% prefer cash on delivery for doing the transaction, while 16.4% use credit card to pay to shop online. Additionally, 11.6% prefer to use debit cards for online transactions. The proportion of consumers using net banking and digital wallet is 10.8%. In a nutshell, the majority of consumers still prefer COD. However, credit cards, debit cards, net banking and digital wallets also play a significant role in online transactions, although their usage percentages are comparatively lower.

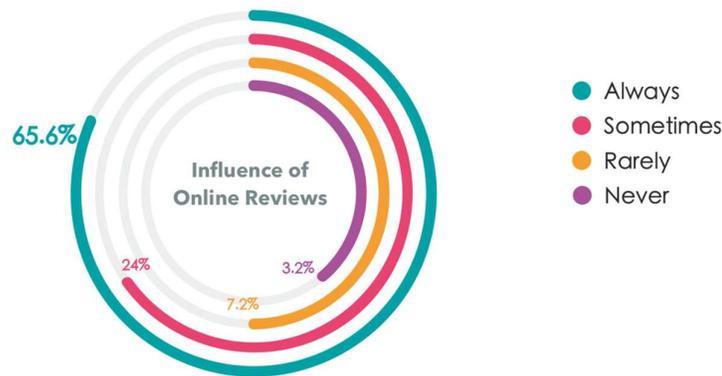
Which payment method do you prefer when shopping online?
250 Responses



5.12. Influence of Online Reviews:

In the present time, reviews play a crucial role while making a decision on online purchase. Even if people opt to purchase from a store, they read the reviews before buying. 65.6% of consumers always read the reviews before making a purchase while 24% sometimes read the views. Additionally, 7.2% of the respondents rarely rely on the reviews while 3.2% never read the reviews. This shows that the majority of people make their purchase decision on the basis of online reviews.

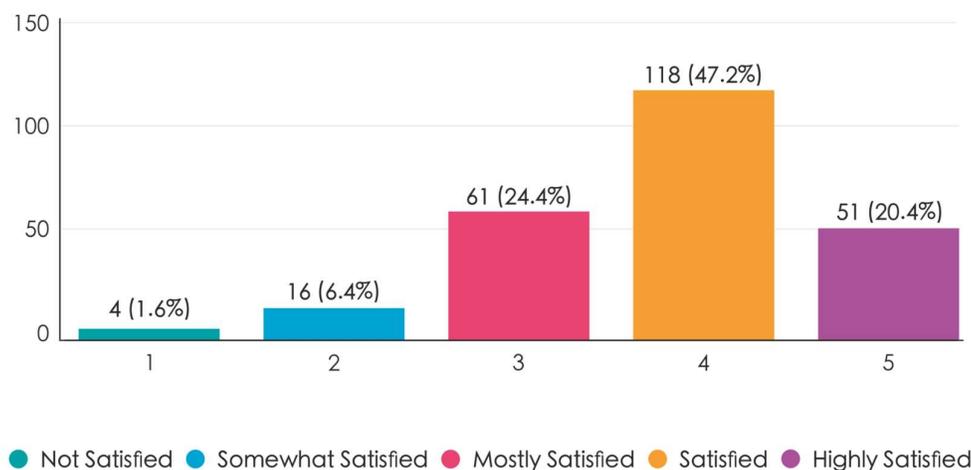
Do you read online reviews before making a purchase?
250 Responses



5.13. Overall Satisfaction with Using Online Shopping:

Consumer is the king of the market so what matters the most is consumer satisfaction. According to the data, the majority of respondents, 47.2% are satisfied with the online shopping experience while the bright side is 20.4% respondents are highly satisfied with the online shopping experience. Besides this, 24.4% of people are mostly satisfied while 6.4% are somewhat satisfied. Interestingly 1.6% are not satisfied with online shopping experience. Despite all, majority of the consumers are satisfied with the overall shopping experience.

How satisfied are you with your overall shopping experience?
250 Responses



Suggestions and Recommendations

- E-commerce businesses should provide detailed information to overcome the challenge consumers face in not being able to touch or examine the product while making online purchases.
- To increase conversion rates, e-commerce businesses should focus on expanding their reach to target audience, as the majority of customers are influenced by ecommerce marketing and promotions.
- As the finding revealed that the majority of consumers abandon the cart due to change in mood or loss of interest, the study suggests that e-commerce businesses should implement follow-up strategies, such as sending reminders, offering incentives or discounts, and providing assistance to complete the purchase.
- Ecommerce businesses may offer free shipping for large orders to consumers during online shopping in order to boost the conversion rate.
- To stay in the competitive market, online retailers should regularly review their pricing strategies and adjust prices accordingly. It will attract more consumers and encourage repeat business.
- Online retailers should also focus on online reviews as the majority of the online shoppers always read reviews before making a purchase.

Conclusion

It cannot be denied that the true power of consumer behaviour lies in the digital zone, where a single click holds a swap of potential to unlock the world of endless choices, personalised experiences, and transformative shopping journeys. For time saving and better pricing options, customers have realised the value of online shopping platforms. Therefore, it is important for e-commerce to shift their focus on consumer behaviour. This study aimed to understand the behaviour of consumers towards online shopping before making a purchase or abandoning the cart. The study found that time saving, better prices, and convenience are the top three factors that encourage online shopping. While the most considerable barriers were related to product quality and inability to touch the product. The consumers prefer to buy footwear, electronics, apparel and cosmetics and they usually spend 2000-3000 or above 3000 on each online purchase. Additionally, Amazon is the most preferred platform among the online shoppers. Majority of consumers buy once a month on online shopping platforms. This indicates consistent demand for online purchases among a large consumer base. Besides this, a substantial amount of customers are influenced by e-commerce promotions and marketing.

On the other hand, the rate of cart abandonment is relatively high due to the change in mood or loss of interest and high shipping chargers. Female consumers abandoned carts due to high shipping charges and change in mood while male consumers did so due to better deals elsewhere. Despite everything, the customers are overall satisfied with the online shopping experience. This study will help the online retailers to make strategies to boost conversion while understanding consumer online shopping behaviour.

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Questionnaire Used For This Survey:

1. Name:

2. Age range:

- Below 20
- 20 – 35
- 36 – 50
- 50 above

3. Gender:

- Male
- Female

4. Types of products you prefer to buy from online (You can choose multiple options)

- Grocery
- Apparel
- Footwear
- Electronics
- Cosmetics
- Accessories & Jewelry
- Healthcare
- Entertainment
- Books
- Stationeries

5. What are the factors that encourage you to use online shopping? (You can choose multiple options)

- Time Saving
- Easy to place an order
- Better Prices
- Large selection of products
- Fast service
- Delivery
- Searching the product easily
- To avail Voucher
- Less complexity
- To avoid hassle
- Review from other consumers
- Product unavailability in domestic market

6. On average, how much money do you spend on each online purchase?

- Less than Rs. 500
- Rs. 500 - Rs. 1,000
- Rs. 1,000 - Rs. 2,000
- Rs. 2,000 - Rs. 3,000
- More than Rs. 3,000

7. What are the barriers you face while shopping online? (You can choose multiple options)

- Fraud
- Financial risk
- Low quality
- Negative review
- Delay in delivery
- Inability to touch the product

8. How frequently do you shop online?

- Once a week

- Once a month
- Once every few months
- Rarely

9. Have you ever been influenced to shop online due to e-commerce promotions and marketing?

- Yes, frequently
- Yes, occasionally
- No, I am not influenced by e-commerce promotions and marketing.

10. Which online shopping platform do you use most frequently?

- Amazon
- Flipkart
- Myntra
- JioMart
- Reliance Digital
- Other (please specify)

11. How much time do you typically spend shopping online per session?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hours
- More than 2 hours

12. Have you ever left an online shopping cart without completing a purchase?

- Yes
- No

13. Why may you leave an online shopping cart without completing a purchase?

- High shipping charges
- Hidden fees and charges
- Payment security concerns
- Complicated checkout process
- Technical issues such as slow page loading or website crashes
- Product availability issues
- Lack of trust in the seller
- Better deals or prices found elsewhere
- Change of mind or loss of interest in the product.

14. Which payment method do you prefer when shopping online?

- Credit card
- Debit card
- Net banking
- Digital wallet

- Cash on delivery

15. Do you read online reviews before making a purchase?

- Always
- Sometimes
- Rarely
- Never

16. How satisfied are you with your overall online shopping experiences?

- Not satisfied
- Somewhat satisfied
- Mostly satisfied
- Satisfied
- Highly satisfied

