

RESEARCH ARTICLE



Online Purchase Intention and E-Cart Abandonment among Small Town Consumers: Some Qualitative Insights



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Abstract

Objectives: The objective of study is to explore the factors/reasons/ for e cart abandonment that is typical to Indian small town consumers. **Methods:** Qualitative research has been carried out and semi-structured depth interviews were conducted for data collection as it is the most commonly used and most recommended method for data collection. Each respondent completed one interview and an average duration of the interviews conducted was about 30-40 minutes. The grounded theory approach has been used for analysis and a conceptual framework has been developed. **Findings:** The findings from this study revealed that online purchase intention is not only effected by Consumers' perception, past shopping experience, extra cost, longer checkout time, website design, web characteristics and is rather influenced by a much more advanced factors such as- discount coupons, unexpected shipping cost, availability of express shipping, availability of payment options etc. The study identified 5 major antecedents to online shopping intention and leading to e-cart abandonment specific to small town consumers. This study holds meaningful insights for online marketers and e-commerce business strategist. The study also suggests few remarketing strategies to deal with consumers from small town abandoning the cart. **Practical Implications:** This paper holds meaningful insights for online marketers and e-commerce business strategist. For the marketers these results clarify that small town cities can no longer be overlooked as significant markets. Thus, there is a clear need to design the market offering based on their psychological makeup rather than extend what was primarily designed for the sophisticated urban markets. **Novelty:** Despite the fact that small towns in India has a good growth potential for online marketers, theories and practices have been under researched in this context. This research paper is the first one that investigated online shopping intention and e-cart abandonment among Indian small town consumers.

Keywords: eCart Abandonment; Qualitative Research; Grounded Theory; Small Town Consumers; Online Purchase Intention

1 Introduction

The internet has changed the way people buy and sell the products in today's business world. Amidst such scenario India's e-commerce market is also expected to reach US \$ 350 billion by 2030. Online penetration of sale is expected to reach 10.7 % by 2024, versus 4.7 % in 2019⁽¹⁾. It is pertinent to note that this growth is marked with rapid shift in consumer behaviour and spending patterns as well as rise of new consumer segments. Although, rising affluence is a major driver of increasing consumption, the rapid growth of internet adoption in smaller towns and rural India has worked as a game changer for online marketers. Initially, the focus was on metropolitan cities, however small town cities and small towns got attention of marketers since metro cities reached to saturation⁽²⁾. There is no doubt that small towns cities in India showing attractive business opportunities for online marketers. With the exposure facilitated by social media, internet penetration, low cost smartphones, content in vernacular language, and rising adoption of digital payments the consumers from lower tier cities are trying to emulate lifestyles of their counterparts in metros cities. An evident influence of e-commerce on small town is tied to the paradigm shift in consumption pattern and buying behaviour⁽³⁾. Unfortunately, as the online shopping sales rose in small town India, shopping cart abandonment climbed as well. As per a report, the global shopping cart abandonment rate as of 2020 is 85.2%; 8 out of 10 customers will abandon items in their shopping cart⁽⁴⁾. Shopping cart abandonment also contributes to other problems, such as making products unavailable to a serious buyer and making e-tailers believe that their current pricing and advertising strategies are ineffective⁽⁵⁾. Furthermore, it also twisted website data and analysis (thus resulted in a wrong evaluation of KPIs and marketing campaign performance) due to invalid data caused by this issue. According to statistics, the cart abandonment rate on e-commerce portals in the country is as high as 60-70 percent, meaning that only 30 out of 100 customers intending to buy a product actually end up buying it. It is also revealed that e-commerce brands lose \$18 billion in sales revenue each year because of cart abandonment⁽⁶⁾.

Marketers spend enormous amount of time, effort, energy, and resources to market and sell their products and services to their consumers. Unfortunately, ecart abandonment has become a burning issue that e-commerce organizations can no longer afford to ignore. Since shopping cart abandonment is rampant, the purpose of this study is to explore the factors or reasons for e cart abandonment that is typical to Indian small town consumers. Given the fact that small town segment is unavoidable market segment for online marketers hence market practitioners need to get over the traditional practices/models being followed and/or unearth the reasons/factors responsible for cart abandonment therefore to seek newer models for remarket the cart abandoned consumers, online site engagement and ultimately, commerce. Academic or practitioner research can lend support in this direction. Regrettably, the Indian academic literature in this field is limited in providing insights and directions to marketers and other stakeholders to formulate remarketing strategies to cater consumers abandoning the e-cart. The results of the study will provide meaningful contribution to gain insights on the factors/antecedents of e cart abandonment among Indian small town consumers by using qualitative techniques. This study will help to explore the triggers and barriers that lead to e cart abandonment and can inform theories on consumer behavior and motivation. Also, insights from study will help to answer a critical question - why small town Indian consumers abandon carts and can deepen the understanding of consumer decision-making processes and hesitation points. Research findings can contribute to personalized marketing strategies, enhancing customer experience and engagement. In the sections that follow first, the classification of Indian cities is presented followed by prior perspectives on e-cart abandonment. Next, the methodology and findings are presented. The concluding section discusses the implications thereof.

1.1 Small Town Classification and Online Consumption Story

The Government of India has classified Indian cities as tier1, tier 2 and tier 3 and the division was made on the grounds of Compensatory City Allowance (CCA) and HRA. The population of the city has been set as the criteria for the segregation. The cities having population above 50 lakhs has been classified as tier1 city, the cities which have population between 5-50 lakh categorized as tier 2 cities and the cities having less than 5 lakh population is segmented as tier 3 and Indian small town. As India grows economically, its rising purchasing power has naturally made its emerging cities promising yet untapped markets. Furthermore, aspirational customers from lower tier cities have moved away from the notion of wanting a car and house to wanting an international vacation and destination wedding. They are willing to pay the price for their demanded comfort level. Social media plays a large role as well. It has been able to influence customers in the way they want to fit in particular categories with their peers⁽⁷⁾. Until now, the Indian consumer was considered only price conscious, but now even product consciousness is creeping in, which poses a new challenge in smaller towns.

As markets in metro cities mature, retailers are moving into non-metros to make the most of changing behavioral patterns brought about by increased earnings, western influences, increased number of working women and a growing desire for luxury items. Despite the current inflationary environment, tier 3/small towns are showing strong momentum with an improved

demand appetite. In terms of market size, it is expected to reach US \$ 99 billion by 2024 and US \$ 300 billion by 2030^(1,8). It is evident from various reports (cited earlier) that online retailers are generating unexpected revenue from small town consumers and it has a strong growth potential if penetrated deeply. Given such vast potential, it is imperative to understand the reasons/factors leading these consumers to abandon the e-cart and how online marketers can formulate and implement remarketing strategies to cater these consumers still remain the matter of concern in Indian settings and this study takes a step in this direction.

1.2 Prior Prospective on E- Cart Abandonment

This study aims to explore the unique factors influencing/effecting online purchase intention and e-cart abandonment of Indian small town consumers. Hence past studies on online purchase intention and e-cart abandonment were reviewed. Exploring/identifying the factors effecting on online purchase intention and e-cart abandonment is very timely. Although, there exists an impressive body of work in the west in this field, it is limited in case of small town Indian consumers making it rather imperative to undertake studies to understand small town Indian online consumers and their e-cart abandonment behaviour. Table 1 provides a snapshot view on the extant literature in this field. Some noteworthy aspects are discussed next.

Customer online purchase intention is defined as the constructs that gives the strength of a customer's intention to purchase online⁽⁹⁾. It is observed in a study that online purchase intention to be a more appropriate measure of intention to use a web site when assessing online consumer behaviour. It is the final stage, after various prompts of the online shopper⁽¹⁰⁾. Therefore, online purchase intention plays a vital role in online consumer behavior. Purchase intention process starts with the product evaluation. To do the evaluation individuals use their current knowledge, experience and external information. Hence, external factors also play a major role in purchase intention process.

A review of empirical studies in this area shows that the Theories of Reasoned Action and Acceptance Model are among the most popular theories used to explain online shopping behaviour. In a study which has completed literature review of about 55 research papers from 2002 through 2022, proposed a framework to understand consumer intentions to shop on the internet⁽¹¹⁾. The review showed that intention to shop online was not only affected by the ease of use of internet, the usefulness of the internet, and enjoyment, but also by exogenous factors like consumer personalities, situational factors, product characteristics, past online shopping experiences and trust in online shopping^(12,13). Some of the recent researchers have supported poor website navigation, availability of information related to product (availability, prices, sizes, colour delivery time etc.) and a longer website response time as hindrance of pleasant online shopping experience and availability of the correct information on website has been proven to be a critical factor that leads to a negative purchase intention⁽¹⁴⁻¹⁶⁾. Consistent with the literature and models of online purchase intention it is believed that consumer purchase intention will affect e-cart abandonment. Online purchase intention emerged as a multidimensional construct that has been conceptualized in several different ways in the existing literature^(17,18). A review stated –the factors such as Hedonic motive, Utilitarian motive, Economic motive and Security motive have also been found to influence consumers'online purchase intention⁽¹⁹⁾. Furthermore, the antecedents of online purchase intention include many other components; for example, website respond time, website navigation & design and perceived risk of an online purchase. Additionally, the progress of digitalization and associated use of artificial intelligence by online marketers also brings some major challenges to online consumers such as – ethical concerns, trust and privacy⁽²⁰⁾. Consumers' online shopping experiences, also one of the major components to develop the purchase intention and finally a successful online transaction. Consumers who have a weaker online purchase intention might end up putting the product in their shopping cart and leaving a website. Hence, it is pertinent to understand the antecedents/factors forming a purchase intention among consumers and leading them to leave a website without making a purchase. Given, the preponderance of quantitative research in the extant literature in discerning the phenomenon of online purchase intention and e-cart abandonment; there exists a notable gap in adopting research models that provide, an in-depth understanding that take into account the product presentation & perception, past shopping experience and Data veillance factor impacting on the people's online purchase intention and e-cart abandonment behaviour. This kind of qualitative research is conspicuously absent. Furthermore, there is lack of research in understanding segment specific e-cart abandonment behaviour such as that for tier 3/small town Indian consumers which can guide marketing strategies and offering. Increasingly, marketers are becoming convinced of the fact that qualitative research can contribute significantly to an optimisation of their marketing efforts. Thus, this study marks a departure from earlier work in the online purchase intention and e-cart abandonment area and I adopt a qualitative approach to study what has been hitherto approached from a quantitative perspective.

1.3 Objectives

As an emerging (Indian) e-commerce market with young population mix coupled with increasing internet user base is showing good business potential for global e-commerce marketers. People of the country are being more tech savvy than ever before causing a lot of search traffics on online shopping sites⁽²¹⁾. Furthermore, despite placing items in virtual shopping carts, online shoppers frequently abandon them —remain an issue that perplexes online retailers. Therefore, the study of cart abandonment and remarketing strategies are required because it is a major concern for online marketers. The cart abandonment habits of consumers can be effected and remarketing strategies can be developed for such consumers, if strategists know the exiting or emerging reasons behind abandoning the e-cart⁽²²⁾. Unfortunately, majority of the studies have been carried out in Western or European context and factors/reasons/antecedents of e cart abandonment has been academically unexplored especially focusing on Indian small town consumers who has shown tremendous growth potential to online marketers. Hence there is a clear need to design an effective marketing strategies for small town consumers rather than coming with homogeneous strategies for urban or semi-urban counterparts. Therefore, the objectives of this research is to explore the reasons/factors/ antecedents to online purchase intention and e-cart abandonment that is typical to small town consumers. The study has proposed a conceptual model based upon the responses received from respondents through in depth analysis (elaborated in detail). Furthermore, this study has suggested few remarketing strategies to tackle the consumers abandoning e-carts.

2 Methodology

The data for this study has been collected from Shimla city of Himachal Pradesh as it is classified as a small town city. This selection was based on various reports and articles stating the small town cities as an attractive and growing segment for online marketers⁽²¹⁾. As per provisional data of 2021 census Shimla had a population of 314, 910 and the average literacy rate was 68.22 percent. It is evident from the aforementioned reports and articles that people residing at Shimla are active online shoppers. This region also has very interesting online buying trends including the sale of maximum number of fashion & life style products followed by other product categories. The most demanded products are ready made clothing followed by electronics, mobile accessories, toys and gifts and sales of above mentioned products have been increased by 50 per cent hitting challenge for offline retailers in the cities. Shimla being the Capital city of Himachal Pradesh, includes the population from all the other 12 districts of the state which provide an attractive population mix for online marketers. Online shopping is fast becoming a reliable option of shopping for many people out there. Additionally, fondness for branded products among people and offline unavailability of few brands have further intensified the growth of online shopping in the city. Furthermore, the city is an education hub including many public and private Universities/Colleges/Schools and Coaching Institutes consisting young population mix and creating good market opportunities for retail business. A report by leading online shopping portal has listed the Shimla city on the top in e-commerce hub among other cities of Himachal Pradesh⁽²³⁾.

A semi-structured in-depth interviews were conducted for data collection as it is the most commonly used and most recommended method for data collection in grounded theory⁽¹⁹⁾. Each respondent completed one interview and an average duration of the interviews conducted was about 30-40 minutes. All the conversations were recorded for further analysis. The respondents were both male and females falling in the group of 18-45 years. The researcher continued to sample and code data until no new categories could be identified and/or new instances of variation for existing categories ceased to emerge. In total, 100 respondents were interviewed and after that author reached to the theoretical saturation of the concept and no additional data was sought. In the initial stage, a long list of themes obtained from the interviews was narrowed down to a set of broader dimensions using jointly constructed categories of meaning. All depth interviews were analysed using grounded theory approach combined with methods proposed by previous researchers^(21,24). In the data analysis process firstly, the initial categories were identified using open coding. Axial coding was used to identify key phenomenon and to establish the relationships between causal antecedents, key phenomenon and consequences. Selective coding was used to integrate the relationships between categories at the dimensional level and move from description to conceptualization following the story lines. The conceptual framework based on the overall analysis demonstrated causal antecedents and consequences of e-cart abandonment. The findings are presented next.

3 Findings

The opening discussion with the respondent was centered around their experiences on shopping online. Based on their responses, queries were raised on the intent they had towards online shopping. They were encouraged to express their feelings in their own words. Their predisposition to respond in a consistently favourable or unfavourable manner to the various facets of internet browsing, searching for product information and various market promotional activities, past shopping experience

reflected their intention towards online shopping. Generally, the responses started with branding online shopping as - favourable cost-benefit proposition, access to a wide variety of brands/design etc. In due course several other aspects such as hidden information, consumer procrastination which weaken the consumers purchase intention also emerged. There was a deliberate attempt to unearth the lesser explored issues/factors/influencers over the generic models already well researched in extant literature. Understanding the factors which effect consumer's online purchase intention is an imperative step toward changing e-cart abandonment behaviour. In the following sections the distinct factors that emerged as the antecedents to online purchase in the study of small town consumers are presented.

3.1 Antecedents to E-Cart Abandonment

3.1.1 Hidden Information

In an online shopping interaction, a consumer engages with searching information related to product, price, availability of delivery, delivery time, delivery charges, return policy before placing orders, so it was a pertinent to factor the influence of the same on the respondents. According to a study conducted by Ramesh Kumar in 2018, "Hidden information includes all the important piece of knowledge which have been unclear to customer and leads them to dilemma about buying decision"⁽²⁵⁾. In the findings it seems that hidden information serve as an important factors influencing online consumers purchase intention. It is found that the online consumers face such kind of issues even with leading e-commerce companies. Online marketers don't tell customers the hidden costs on numerous things. For instance, a female respondent aged 29 mentioned that he has been in the situation where he is lured into buying something that says is cost at a particular price. Within minutes, he saw tons more to urge the merchandise delivered, tax charges, additional shipping, etc. This eventually leads the him either to pay a lot more than he had expected or drop the idea of buying the product. The influence of hidden information was clearly evident in yet another discussion. A male respondent aged 44 stated "I frequently wish to purchase items online, but I am not much confident when it comes to the unclear information regarding discounts, pricing and delivery charges. Sometimes I feel that these kind of hidden information make it complicated and uncomfortable to purchase product online. Many shopping websites don't even have clear and concise website policies for return and refund. Many times I have confused due to vague stipulations about a refund and return. Thus based on similar observations (and coding observations) the author established that hidden information serve as a barrier for strong online purchase intention.

3.2 Transaction Inconvenience

It is given that security and web site design play very important role when it comes to making payment while shopping online. It is revealed that there should be a suitable trade-off between usability and security when designing online payment systems in order to put customers in ease of using online payment methods. Similarly, a study conducted by Vally & Divyain 2018 found evidence that website security, processing time are very important factors which motivates consumers to pay online⁽²⁶⁾. A similar phenomenon was observed in this research. It was evident that consumers have major concern about online frauds. Many online consumers prefer paying cash on delivery as they are sceptical about sharing their card details. For example, a respondent aged 32 stated, "Whenever I shop online I prefer opting cash on delivery but unfortunately for few selected products this payment option was not available and it constraint me to leave the product in my shopping cart." Several respondents stated something similar to this. Many respondents also stated that reasons such as- slow website, non-mobile responsive website, complicated site navigation and/or checkout process also leads to inconvenience while making transaction. Putting these factors all together weaken their intention to purchase online.

3.3 Marketing Promotional Activities

Marketing promotional activities are the major concerns for online marketers, knowing for the fact that marketers compete and gain competitive advantage by various promotional activities. Now a day, every business needed to have some brilliant marketing planning to get better the efficiency and effectiveness of their activities and operations. A study has revealed that promotional activities affect consumers' impulsive online shopping intention⁽²⁷⁾. Hence, the promotional activities other than advertisement, selling personally, and exposure much more holistic approach should be adopted by marketers. In course of the discussions it appeared that tier 3/small town consumer definitely look for lucrative offers from marketers and get attracted towards various promotional activities by brands or online marketers. They actively seek information - price, discounts, cash back and special offers on debit/credit cards by online marketers. A female respondent aged 26 stated, "I always intended to buy the products/brands if I get the best deal for the day." Another female respondent aged 22 stated, "I appreciate the web store when they provide free sample of product (skin care and makeup) to me. It enables me to validate my decision about

buying that product and strengthen my purchase intention.” The majority responses stated that they are very much involved in various marketing promotional activities and don’t want to lose promotional opportunities come across. They feel that the only benefit they get while shopping online is availability of attractive promotional offers. It was an obvious conclusion that appealing promotional activities act as an antecedent to online purchase intention or we can say if consumers do not find the promotional activities much attractive or relevant it can lead to weaker purchase intention.

3.4 Availability of Preferred Brands Offline

A notable aspect that emerged in this study was the association of perceived brand availability offline and represent weak online purchase intention. When respondents believe that several brands of their choice are easily available locally (renowned retailer/dealer) they were more enthusiastic towards buying products offline and enjoying other merits such as- bargaining, delicious foods in the shopping mall, outing with family and many more things which they cannot enjoy while shopping online. Thus these factors weak their intention to purchase those brands online. For instance, a respondent aged 34 remarked, “I always prefer to use branded products especially in cosmetics sections. Products which directly affect over my appearance (Lipsticks, Eyeliners) I purchase after testing samples to verify my looks. These facilities are always available with offline retailers. Though e marketers are also proving virtual testing, free counselling but I cannot find them very helpful. Many small town respondents echoed a similar sentiment. It thus acts as an important factors leading to weaken their opinion purchase intention.

3.5 Consumer Procrastination

Consumer Procrastination is defined as the “chronic and conscious tendency to slow down or hold down a planned purchase. A study has revealed that consumer procrastination has a direct effect on their purchase intention⁽²⁸⁾. The long time limits, price uncertainty and price consciousness, all increase the likelihood of procrastination. Prestige seeking reduces procrastination, but only when time limits are short. When one delays a purchase and later the price of the item gets increased or one makes a purchase and later the price gets further reduced, procrastination and purchase intention both equally can lead to anger, which then increases the probability of leaving the web site often called as cart abandonment. Sometimes dealing with such consumers can bet very difficult for marketers if procrastination has a much stronger impact than deciding to purchase on self-responsibility and regret, which in turn increases negative WOM. Similar sentiment has encoded by a respondent, age 39- I visit online shopping sites more often and look for the best deal coming across my way. I feel good when I see comparatively heavy discounts on brands, yet I put my purchase on hold having the hope of getting much more discounts in coming days. I feel very angry when I revisit the sites and they just remove the discount over the product I had kept in my cart. I regret for delay my purchase and had higher intention for exit (e-cart abandonment). Thus, perceived consumer procrastination acts as an antecedent to online purchase intention or we can conclude that consumers who are more procrastinated have a weaker purchase intention.

3.6 Outcome of Online Purchase Intention

The constant comparative method and grounded theory techniques were used to analyse the data⁽²¹⁾. In the process of generating and interpreting data, findings were shaped and reshaped as the analytical work proceeded. Author found that online purchase intention got influenced by several factors and some of those have been discussed in previous section of the paper. In turn, online purchase intention influenced the e-cart abandonment behaviour of consumer. Several respondents who seemed to have weaker online purchase intention also mentioned that they often end up leaving the product in their shopping cart and exit the online shopping sites. Many of them look forward to the more transparent process related to pricing, discounts, delivery and return policy. The findings are consistent with the extant literature^(29,30) and earlier models of online consumer behaviour as it was believed that consumer intention will affect their cart abandonment behaviour and eventually leaving from the shopping sites without completing the transaction. There is also the need for faster website response, mobile supportive website design and transparent delivery and/or return policy to strengthen customers’ online purchase intention and decrease their cart abandonment behaviour.

4 Results and Discussion

Understanding the differences in e-cart abandonment behavior between various user segments in India is crucial for developing targeted strategies. Urban consumers, benefiting from better internet infrastructure and higher digital literacy, exhibit lower abandonment rates primarily influenced by convenience and trust in online transactions. In contrast, rural consumers contend with slower internet speeds and a prevalent preference for Cash on Delivery (COD), contributing to higher abandonment due

to technical barriers and security concerns. Across income groups, high-income segments show lower sensitivity to prices but prioritize premium services and fast delivery options, while lower-income groups are highly price-sensitive and prefer COD, often abandoning carts due to unexpected costs. In the literature, few factors have been highlighted which are influencing e-cart abandonment. For instance, Chopra, Ishani et al., (2022), investigated the impact of website performance on e-cart abandonment and found that slow loading times, website crashes, and poor mobile optimization are major deterrents for online shoppers, particularly in regions with less reliable internet access⁽¹⁷⁾. They have recommended the enhanced site performance and mobile optimization to reduce abandonment rates. It is also revealed that concerns about payment security significantly increased abandonment rates, with consumers preferring sites with robust security measures⁽³¹⁾. Similarly, it was found that positive reviews and ratings reduce cart abandonment by enhancing trust and perceived value. Hence Incorporating customer reviews and ratings on product pages can improve purchase completion rates. It is can be observed that only limited factors such as technological barriers, payment security and trust, cost transparency, user experience and navigation, social proof and reviews etc. have been explored with respect to e cart abandonment and antecedents such as- marketing promotional activities, offline availability of preferred brands, consumer procrastination, consumer innovativeness have been unexplored or little explored in extant literature. Therefore, this study has attempted to explore the antecedents of e cart abandonment through qualitative research (in depth interview) and came up few emerging factors especially among small town Indian users. Furthermore, the study has proposed a conceptual model thereafter few recommendations to online marketers to cater in small town specific segment.

4.1 Conceptual Model and Research Proposition

Based on the findings of the study, a conceptual framework [Figure 1] is developed. The framework shows the predictor dimensions of online shopping intention and the outcomes of online shopping intention. Each arrow in the framework flows from predictor to outcome. The authors intend to undertake an empirical research to test and validate the model.

The following proposition(s) are therefore proposed:

- P (1): Hidden Information related to product will have an effect on online purchase intention.
- P (2): Transaction Inconvenience will have an effect on online purchase intention.
- P (3): Marketing Promotional activities will have an effect on online purchase intention.
- P (4): Availability of preferred brands in offline mode will have an effect on online purchase intention.
- P (5): Consumer Procrastination will have an effect on online purchase intention.
- P (6): Online purchase intention will have a negative effect on e-cart abandonment.

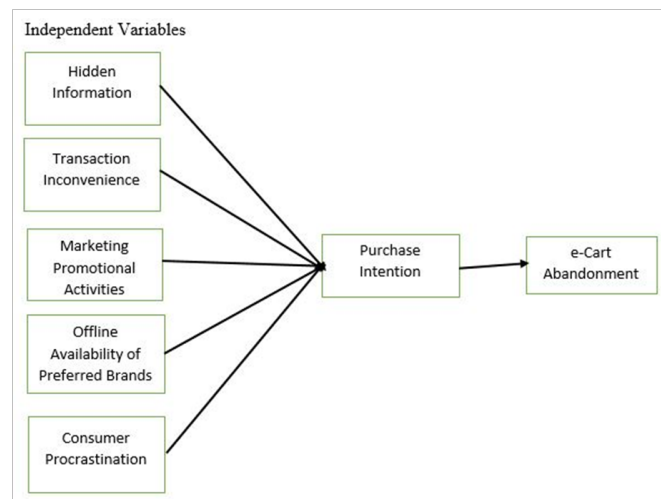


Fig 1. Conceptual framework

Online shopping has become an increasing trend at present moment in India. There are numerous factors that induces a consumer to shop online already explored well in literature available to context. Unfortunately, there are many other factors also which negatively influence consumers' online purchase intention. Although the retail literature has produced several studies of online shopping intention and e-cart abandonment no prior research has specifically examined the orientations among Indian

Table 1. Online Purchase Intention and E-Cart Abandonment

Online Purchase Intention and E-Cart Abandonment Components	Location	Attributes	Key Findings
A. Online Shopping Attitude	India	Technology Readiness, Consumer Innovativeness, Fondness for Branded Products, Perceived Brand Unavailability, Perceived Hedonic Value offline, Online Attitude and Purchase Intention.	The results revealed that there is a positive relationship between online shopping attitude and purchase intention.
B. Product Presentation and Perception	China India	Product Pictures, Textual Information, Mental Imagery, Perceived Social Risk, Positive Emotions	The results indicated that there was a significant relationship between product features presentation videos and usage scenario presentation picture on mental imagery. Further mental imagery had a direct effect on purchase intention through perceived social risk and positive emotion.
C. Past Shopping Experience	Malaysia Pakistan	Past Shopping Experience and Online Purchase Intention.	Findings revealed there is a relationship between customers' personal value and shopping experience, personal value and purchase intention.
D. Dataveillance Factor	India US Singapore	Perceived Privacy, Security Concerns, Corporate Credibility, Consumer Scepticism & Consumer Empowerment.	The results indicated the dataveillance positively affects consumer resistance towards online purchase intention.

small town online shoppers. The study was carried on in this context to examine the factors that are responsible for online purchase intention and e cart abandonment. The purpose of this research was to explore the antecedents of online purchase intention for small town Indian consumers. The relative antecedents/factors of online purchase intention were explored and the model was conceptualized. The findings from this study reveal that online shopping intention is not limited to factors such as extra cost, longer checkout time, website design, web characteristics and is rather influenced by a much more holistic approach. A coherent understanding of the impact of relevant factors on online purchase intention is imperative given that there are several challenges to online retailing and profitable internet retailers are few. The significance of such a study lies in exposing the possibly erroneous assumption that online purchase intention in consumers is a homogenous affair and the antecedent factors are universal in nature. For instance, consumer procrastination in small town consumers is a driving factor effecting online purchase intention and further e-cart abandonment. Similarly, (a challenge) in light of the lack of recreational activities in small towns coupled with deep rooted family traditions makes offline shopping entertaining in stark contrast to bigger cities who struggle with traffic congestion, parking and pollution hence shy from offline shopping. Thus, a much more adventurous and exciting appeal should be the core for online marketing strategies for small town consumers to bring in the much valued hedonic pleasure and enable them to have an intent to shop online⁽³²⁾. Focusing on factors such as transparency in information related to product, adding lucrative promotional activities, providing hedonistic experience the moment consumer log in to shopping website are imperative as some small town consumer may have strong intent to purchase online.

5 Conclusion

The present research offers both important theoretical contributions and valuable managerial implications for online marketers and e-commerce business strategist. Although the retail literature has produced several studies of online purchase intention and e-cart abandonment no prior research has specifically examined the e cart abandonment behaviour among Indian small town consumers. The purpose of this research was to examine/explore the factors/reasons/ for e cart abandonment that is typical to Indian small town consumers. With the help of qualitative research (in depth interview), few factors were explored and the model was conceptualized. The current research answers the call for further exploration of the drivers of online shopping cart abandonment among Indian small-town consumers. Results from this study reveal that e cart abandonment is not limited to a

purely convenience– oriented patronage and is rather influenced by a much more holistic approach such as- discount coupons, unexpected shipping cost, availability of express shipping, availability of payment options. A coherent understanding of the impact of relevant factors on e-cart abandonment is imperative given that there are several challenges to online retailing and profitable internet retailers are few. The significance of such a study lies in exposing the possibly erroneous assumption that e cart abandonment in consumers is a homogenous affair and the antecedent factors are universal in nature. Thus, the results from study provide directions towards same.

For the marketers these results clarify that consumers who leave online shopping site at the last minutes can be handled strategically if reasons for the same can be identify earlier. Consumers tend to leave last minutes shopping cart for different set of reasons. Various reports and articles have also presented statistics about the revenue companies lost due to cart abandonment, well expressed in introduction section. Thus, there is a clear need to design the remarketing strategies based on their reasons for e-cart abandonment. The marketers must come up with the segment specific strategies to deal with a specific consumer's segment such as small town consumers rather than working on a homogeneous strategies designed for sophisticated urban or semi-urban market. Reducing e cart abandonment among small town Indian consumers involves understanding their unique preferences, behaviours and challenges. The conceptual model based on the qualitative insights of this study suggests that consumers (small town segment) who deals with factors such as- hidden information (hidden charges- delivery charges, return charges, stock information etc.), transaction inconvenience, lack of marketing promotional activities, offline availability of their preferred brands and procrastination will have weaker intention to purchase online and will leave page at a last minute. Hence, it is recommended that e markets must keep transparency in the cost. Clearly displaying all the costs upfront can help to mitigate the shock of additional charges to check out. Online marketers can streamline their focus in using impulsiveness as a strategic tool in reducing cart abandonment among online consumers. Additionally, allowing users to complete purchases without creating an account can significantly reduce e cart abandonment as customer may find it easy and less time consuming to place the order online. Streamlined checkout process and trust signals can further help to online marketers to decrease e cart abandonment on their sites. Modern Day Information technologies like big data analytics, search engine marketing and/or search engine optimisation, web crawling and sentiment analysis can provide the much-needed market intelligence which can help discern the relationship between the antecedent factors in this research and their e-cart abandonment behaviour. E-tailers can therefore target online consumers of specific cities and region tactical.

5.1 Limitations

As with most studies this study suffers from some limitations too. Major limitations of the study, is the generalization of the results. This study is purely based on qualitative research and the authors have used grounded theory approach in order to analyse the data, so it completely depends upon the authors' interpretation or analytical skills that how effectively the results have been represented. Secondly, the study has area limitation too. In this study, data has been collected from a single small town Shimla, Himachal Pradesh (North India) hence these results may not be replicated in other small towns.

5.2 Future Scope

This study has a wide research scope in future as well. E-cart abandonment is a significant challenge in the Indian e-commerce market, influenced by various factors such as user demographics, payment preferences, and technological infrastructure. A comparative analysis of e-cart abandonment among different segments of Indian users can provide valuable insights for online marketers. Future researchers can explore many such variables and may make meaningful contribution in this area. For instance, a comparative analysis on e-cart abandonment can be conducted among North Indian small towns and South Indian small towns and it can be found whether same or different factors are leading to e-cart abandonment. Also, authors wish to test the proposed conceptual model empirically and employ quantitative tools to establish the reliability and validity of the model and thus extend the scope of this research.

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