



To cite this article: Mrs. G. Indhumathi, Dharun Gandhi G, Gayathri S P, Jerome Prince S J, Praveen P, Vandhana S and Vishal E (2026). CART ABANDONMENT IN SELECTED ECOMMERCE APPLICATIONS WITH REFERENCE TO COIMBATORE CITY, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (2): 716-726 Article No. 714 Sub Id 1214

CART ABANDONMENT IN SELECTED ECOMMERCE APPLICATIONS WITH REFERENCE TO COIMBATORE CITY

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DOI: <https://doi.org/10.38193/IJRCMS.2026.8252>

ABSTRACT

The present research paper attempts to investigate various aspects that can influence the process of cart abandonment within some specific e-commerce platforms taking into account Coimbatore city as an example. In light of the rapidly growing trends of online purchases due to the widespread application of the Internet and smartphones, e-commerce websites have become integral parts of modern people's consumer behavior. However, cart abandonment poses a serious problem and significantly influences sales and conversion rates. A descriptive research methodology is used in this work. Data collection is carried out via questionnaires designed for 120 participants, as well as secondary information sources such as academic journals and articles. Various statistical methods like percentage analysis, Henry Garrett ranking, and ANOVA are employed in interpreting data. The obtained results show that factors such as high delivery charges, unexpected extra expenses, distrust in the payment process, complicated checkout procedures, and a narrow range of payment choices have a great impact on cart abandonment.

KEYWORDS: Cart Abandonment, E-commerce, Consumer Behaviour, Online Shopping.

1. INTRODUCTION

E-commerce has transformed the way consumers shop by offering convenience, variety, and competitive pricing. Platforms like Flipkart, Amazon, and Meesho have become popular in India due to their wide product range, discounts, and doorstep delivery. However, cart abandonment remains a major challenge, occurring when customers add products to their carts but leave without completing the purchase, creating a gap between intention and actual buying. This behavior is influenced by factors such as high delivery charges, unexpected additional costs, lack of trust, complicated checkout processes, and limited payment options.



OBJECTIVES

- To identify the factors influencing customers perception towards cart abandonment.
- To examine customer behaviour towards cart abandonment in selected e-commerce applications.
- To evaluate the impact of cart abandonment on purchase decisions.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

This study adopts the descriptive research methodology, which aims to systematically analyze the cart abandonment behaviour among consumers. The research method aims to provide an overview of the conditions prevailing in the area of study through the collection of primary data using the questionnaire approach in the convenience sampling method.

SOURCES OF DATA

This research collects data through one method that is via Primary data.

PRIMARY DATA

Primary data are the data collected by the researcher from the respondents through methods such as surveys, questionnaires, interviews, and observations, etc., for the specific purpose of the research.

AREA OF STUDY

A study is with the most regard to Coimbatore City in Tamil Nadu. It is one of the fastest growing cities and is mainly called as “Manchester of South India”. “Cart Abandonment in Selected E-commerce Applications with Reference to Coimbatore City.”

SAMPLE SIZE

The sample size of the study is to be 120 respondents.

TOOLS USED FOR ANALYSIS

- Percentage analysis
- Henry Garrett’s ranking
- ANOVA

FINDINGS

TABLE-1: AGE OF RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	18-20	38	31.67
2	21-30	40	33.33
3	24-26	32	26.67
4	41-50	8	6.67
5	50 & Above	2	1.67
TOTAL		120	100.0

SOURCE: Primary data

INTERPRETATION

Out of total respondents (120 respondents), the majority of respondents (33.33%) belongs to the age group between 21-30 years of age. 38 respondents are falls under 18-20 years (31.67%), 32 respondents fall under 24-26 years (26.67 %), 8 respondents fall under 41-50 (1.67 %) years and 2 respondents are falls under 50& above years (1.67%).

TABLE-2: GENDER OF RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Female	69	57.5
2	Male	51	42.5
TOTAL		120	100.0

SOURCE: Primary data

INTERPRETATION

The table clearly states that out of 120 responses, 51 of the respondents are Male (57.5 %) and 69 of the respondents are female (42.5%)

TABLE – 3: CURRENT STATUS OF THE RESPONDENTS

S.NO	CURRENT STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Student	64	53.33
2	Part-time employed	5	4.17
3	Self- employed	11	9.17
4	Full-time employed	38	31.67
5	Others	2	1.67
Total		120	100

INTERPRETATION

The table states that 64 of the respondents are students ((53.33%), 5 of the respondents are part-time employed (4.17%), 11 of the respondents are self-employed 9.17%), 38 of the respondents are full-time employed and 2 of the respondents are others category (1.67%).

TABLE – 4: RESIDENTIAL STATUS OF RESPONDENTS

S.NO	AREA STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Urban	86	71.67
2	Semi-urban	27	27
3	Rural	7	7
Total		120	100

INTERPRETATION

The above table states that 86 of the respondents are from Urban (71.67%), 27 of the respondents are from semi-urban (27%) and 7 of the respondents are from rural areas (7%).

TABLE – 5: DISCOUNT WAITING

S.NO	DISCOUNT WAITING	NO OF RESPONDENTS	PERCENTAGE
1	Always	37	30.83
2	Often	10	8.33
3	Sometimes	52	43.33
4	Rarely	13	10.83
5	Never	8	6.67
Total		120	100

INTERPRETATION

It shows whether people wait for discount for avoiding the cart abandonment here 37 of the respondents (30.83%) are always waiting for discount, 10 of the respondents are often waiting for discount (8.33%), 52 of the respondents are sometimes waiting for discount (10.83%), 13 of the respondents are rarely waiting for discount and 8 of the respondents are never waiting for discount (6.67%)

TABLE- 6: CART ABANDONMENT BEHAVIOUR

S.NO	DECISION TIME	NO OF RESPONDENTS	PERCENTAGE
1	Less than a day	5	4.17
2	1-2 days	45	37.5
3	3-5 days	33	27.5
4	More than a week	27	22.5
5	I remove items immediately	7	5.83
6	I don't keep my items in the cart	3	2.5
Total		120	100

INTERPRETATION

It states the decision time period of the consumers after leaving the products in the cart, here 5 of the respondents keeps their product in the cart less than a day(4.17%), 45 of the respondents keep 1-2 days(37.5%), 33 of the respondents keep 3-5 days(27.5%), 27 of the respondents keep more than a week, 7 of the respondents remove their items immediately and 3 of the respondents don't keep their items in the cart(2.5%)

TABLE – 7: SHOWING THE ANALYSIS OF PRODUCT CATEGORIES

PRODUCT CATEGORY	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
Electronic Gadgets	18	22	28	27	25
Clothing & Fashion	40	35	20	15	10
Groceries	12	15	25	35	33
Beauty & Personal Care	35	30	25	15	15
Home & kitchen items	15	18	22	28	37

100(Rij-0.5)/Nij	Calculated Value	Garret Value
100(1-0.5)/5	10	75
100(2-0.5)/5	30	60
100(3-0.5)/5	50	50
100(4-0.5)/5	70	40
100(5-0.5)/5	90	25

PRODUCT CATEGORY	1	2	3	4	5	TOTAL	AVERAGE SCORE	RANK
Electronic Gadgets	1350	1320	1400	1080	625	5775	48.13	IV
Clothing & Fashion	3000	2100	1000	600	250	6950	57.92	I
Groceries	900	900	1250	1400	825	5275	43.96	V
Beauty & Personal Care	2625	1800	1250	1400	825	5275	43.96	II
Home & Kitchen Items	1125	1080	1100	1120	925	5350	44.58	III

INTERPRETATION

It states that clothing & fashion ranked first with an average score of 57.92, followed by beauty & personal care ranked second with an average score of 43.96, then home & kitchen items ranked third with an average score of 44.58, then electronic gadgets ranked fourth with an average score of 48.13 and groceries was ranked as fifth with an average score.

TABLE 8: ANALYSIS OF FACTORS INFLUENCING CART ABANDONMENT

SOURCES OF VARIATION	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	10358.24	4	2589.56	9.87	0.001
Within Groups	6296.40	20	314.82		
Total	16654.64	24			

INTERPRETATION

It shows the analysis of factors influencing cart abandonment. The calculated value F value is 9.87 and the significance value is 0.001, which is less than 0.05. Therefore, the null hypothesis is rejected. This indicates that there is significant difference among the factors influencing cart abandonment. Hence, factors such a high delivery charges and hidden charges have a stronger impact compared to other factors.

TABLE – 9: ANALYSIS OF FACTORS ENCOURAGING REPURCHASE

SOURCES OF VARIATION	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	12486.72	4	3121.68	11.42	0.001
Within Groups	5468.80	20	273.44		
Total	17955.52	24			

INTERPRETATION

The table shows the ANOVA Analysis of factors encouraging customers to repurchase after cart abandonment. The calculated F value is 11.42 and the significance value is 0.001, which is less than



0.05. Therefore, the null hypothesis is rejected. This indicates that there is a significant difference among the factors encouraging repurchase. Hence, factors like price reduction and free delivery play a major role in influencing customers to complete their purchase.

RECOMMENDATIONS

1. ENHANCE USER EXPERIENCE

Improving the overall user experience on e-commerce platforms is crucial to reduce cart abandonment. Websites and apps should focus on a clean, intuitive interface with easy navigation, faster page loading, and simple checkout processes. Complicated steps, too many form fields, or slow response times often discourage customers from completing their purchases. Introducing features like a visible progress bar during checkout, saved cart items, and personalized reminders can make the shopping experience smoother and encourage users to finalize their orders.

2. OFFER COMPETITIVE DELIVERY OPTIONS

Delivery costs and timing play a major role in customers' purchase decisions. E-commerce platforms should consider offering multiple delivery options, including free delivery for minimum purchase, express delivery, and tracking facilities. Reducing or clearly stating delivery charges upfront can prevent users from abandoning their carts due to unexpected costs. Flexible delivery schedules and partnerships with local courier services can also enhance convenience, ensuring that products reach customers quickly and efficiently, which increases trust and purchase completion rates.

3. PROVIDE ATTRACTIVE DISCOUNTS & OFFERS

Discounts, offers, and promotional deals strongly motivate users to complete their purchases. Implementing strategies such as time-limited discounts, seasonal sales, bundle offers, and loyalty programs can encourage users who are hesitant to finalize their orders. Notifications about ongoing promotions and personalized deals based on user behavior can also reduce the waiting time for discounts, which is a common reason for cart abandonment. Properly designed offers not only boost immediate sales but also increase customer engagement and long-term loyalty.

4. INCREASE PAYMENT FLEXIBILITY

Offering multiple, secure, and convenient payment methods is essential to accommodate diverse customer preferences. While cash on delivery remains the most preferred option, integrating other payment solutions like UPI, net banking, wallets, and credit/debit cards ensures that all customers can complete their purchases comfortably. Additionally, providing secure and easy-to-use payment gateways with options for installment payments or "buy now, pay later" can reduce hesitation during checkout, thereby minimizing cart abandonment due to payment-related issues.



5. TARGETED PRODUCT RECOMMENDATIONS

Personalized product suggestions can significantly influence purchase decisions and reduce cart abandonment. By analyzing browsing history, past purchases, and user preferences, e-commerce platforms can recommend relevant products that appeal to individual users. Displaying related items, frequently bought together products, or complementary accessories can increase the perceived value of the cart and encourage users to complete their orders. Effective recommendation systems not only enhance the shopping experience but also help increase average order value and customer satisfactions.

CONCLUSION

The study indicates that cart abandonment is a widespread phenomenon among online shoppers, particularly among young adults and students who frequently shop online. High delivery charges, hidden costs, and the tendency to compare prices are the primary reasons for leaving items in the cart. Users show patience in decision-making, often keeping items in their carts for 1–2 days and revisiting them before making a final purchase, highlighting the importance of timing and follow-up strategies for e-commerce platforms. Clothing and fashion items emerge as the most abandoned product category, while groceries are the least abandoned, suggesting that perceived value, necessity, and urgency influence purchase completion. The findings also highlight that customers are price-sensitive and actively seek discounts, demonstrating that strategic promotions and offers can significantly affect their purchasing behaviour.

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