

If you don't leave your shopping cart behind in the store, why do it online?



In order to survive in the new digital economy, businesses and individuals need to adopt digital technology. The use of online shopping facilities has become increasingly important with the global impact of the COVID-19 virus. Many countries were on lockdown and forced to seek alternative social measures to maintain public health. Consumers were encouraged to make use of online shopping in order to slow or stop the spread of COVID-19. This has made it more evident that there is a need for online retailers to understand what contributes to online shoppers abandoning their online shopping carts.

A research study was conducted by Lesley Benson, a [Master's](#) student in the [Department of Marketing Management](#), to gain an understanding of consumers' online shopping cart behaviour. The study sought to investigate three factors which influence the abandonment of online shopping carts, namely perceived cost, perceived security risk and the organising and research of products. The research participants included adult South Africans who engage in online shopping. This research provides insight within the South African context. It contributes both in academia and in practice by adding to the understanding of the online decision-making process. It also provides deeper insight into the potential reasons for consumer abandonment of online shopping carts.

Results revealed that all the factors (perceived cost, perceived security risk and the organising and researching of products) had a positive statistically significant impact on the abandonment of shopping carts online. The factors perceived cost and the organising and researching of products seem to have the most significant impact.

Therefore, it would be in the best interest of companies to focus their marketing efforts on these factors. Companies could differentiate themselves in the highly competitive online shopping industry by focusing their strategies on reducing costs experienced during online purchases. This study can be expanded through future studies of the phenomenon with larger sample sizes, using longitudinal studies and investigating the various mediating factors.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2020 with the [Department of Marketing Management](#) by Lesley Benson under the supervision of [Dr TTR Ndoro](#).