COMPARING ONLINE CART ABANDONMENT REASONS BETWEEN USA AND EAST ASIA

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ABSTRACT

A substantial obstacle that many online retailers face is an alarmingly high percentage of consumers that visit websites, place items in a virtual shopping cart and then leave before completing the purchase transaction. Since online retailing is a worldwide phenomenon, there may be cultural differences among the reasons that online consumers abandon their online shopping carts. Although several studies have investigated online shopping cart abandonment (i.e. Changchit, 2006, Kukar-Kinney and Close, 2010; Moore and Mathews, 2008), there are few prior studies examining what influence, if any, culture has on shopping cart abandonment. Beyond recognizing the abandonment phenomenon exists, it is important to understand what role culture plays in why online shoppers visit websites with the intention to buy but ultimately abandon their online shopping carts. This study intends to identify any differences between why Eastern Asian online shoppers and online shoppers in the United States abandon their online shopping carts. The findings from this study should help online retailers understand the differences in needs of online shoppers from Eastern Asia and the United States that need to be met to enhance the chances of completing an online transaction.

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