

Determinants of Online Shopping Cart Abandonment among Working Millennials in Dasmariñas City, Cavite

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Abstract

Online shopping cart abandonment has become a growing concern for online shops in the country, affecting potential revenue and customer retention. This study aims to identify the most influential determinants of online shopping cart abandonment among working millennials in Dasmariñas City, Cavite—a first-class component city and a major urban hub in the region—based on Hawkins Stern’s Impulse Buying Theory. A descriptive-correlational research design was employed, involving 120 purposively selected respondents composed of full-time, part-time, and self-employed millennials. Data were gathered through a validated online survey and analyzed using frequency, percentage, mean, standard deviation, and the Chi-square Test of Independence. The findings revealed that service quality, promotion strategies, and motivation were the most influential determinants of online shopping cart abandonment, while outstanding shop displays, product features, and price showed lower influence. No significant relationship was found between the respondents’ employment type and the influence of these determinants. The results provide practical recommendations for online business owners, e-commerce developers, marketers, society, and future researchers to help minimize online shopping cart abandonment. Furthermore, a model called the Digital Service Quality–Cart Outcome Model (DSQ-COM) was developed as an output of this study. This research offers key insights into Filipino millennial consumer behavior.

Index Terms

Consumer Behavior, Hawkins Stern’s Impulse Buying Theory, Online Shopping Cart Abandonment, Working Millennials