

**FACTORS OF ONLINE SHOPPING CART  
ABANDONMENT BASED ON THE PRODUCT  
CATEGORY PERSPECTIVE TOWARDS GEN Z**

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DEGREE OF BACHELOR OF ENTREPRENEURSHIP (COMMERCE)  
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# **Factors of Online Shopping Cart Abandonment Based On The Product Category Perspective Towards Gen Z**

by

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A thesis submitted in fulfillment of the requirements for the degree of  
Bachelor of Entrepreneurship (Commerce) with Honours

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**Faculty of Entrepreneurship and Business  
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2023

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## ABSTRACT

This research project looked at the factors of online shopping cart abandonment based on the product category perspective towards Gen Z. The objectives of this study was to examine the relationship between price, experience, low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z. A quantitative analysis was performed in order to achieve the study's objectives. However, the quantitative method was a questionnaire distributed via Google form. In this study, researcher was collecting data from 201 respondents. Besides, the analysis was performed using IBM SPSS Statistics version 26 software and the results were accumulated using a reliability test and Spearman's Correlation Coefficient. As a result, the findings of this study show that there is a positive relationship between the two variables of price, experience, low purchase frequency, and cart abandonment on online shopping based on product category perspective towards Gen Z.

**Keywords:** Online Shopping, Price, Experience, Low Purchase Frequency, Cart Abandonment.

## CHAPTER 1: INTRODUCTION

This chapter focus on the background of the study, problem statement, research question, research objective, scope of the study, significance of study, definition of term and organization of the proposal. This research might go specifies about online shopping cart abandonment towards Gen Z.

### 1.1 Background of the study

This study examines the industry e-commerce on online shopping cart abandonment a product category perspective. E-commerce known as electronic commerce or online commerce, is the term used to describe the exchange of money and data for the purpose of transacting business through the internet. A virtual shopping cart is a necessary tool for online shopping.

This e-commerce industry is a large industry that can develop the Malaysia economy. In this e-commerce industry, there has likewise been disregard of web-based shopping cart, which happens when customers place items in web-based shopping carts without paid (Kukar, 2010). This mentality will bring about a deficiency of income for online retailers (Cho, 2004). Accordingly, customers need to comprehend and diminish online check out disregard with the goal that this e-commerce industry will flourish. Notwithstanding, the e-commerce industry has viewed that as 77% of online customers like to leave their truck prior to finishing all buys (Klie, 2015).

However, product type affects how consumers perceive risk and behave in terms of making purchases (Dowling, 1986). This study uses cart abandonment as the unit of analysis and identifies the product category attributes that are most frequently linked to high cart abandonment rates. Online stores must use a specific strategy based on the second attribute of the two items and the purchase behaviour of their customers in order to increase sales potential.

Additionally, more focus should be paid to the specifics of "while shopping online" during the session. When shopping online, some websites utilise an automated system to remove any items left in the cart that have not been purchased; these items are referred to as abandoned items. Customers can now keep items in their shopping cart after finishing their purchase session for a set amount of time. While shopping for this activity may not be finished during the session, this type of cart usage signals a customer's intention to research or make decisions in the future.

This study will concentrate on cart abandonment and how the shopper's intention is to abandon the online shopping cart. A survey will be conducted to obtain more robust information on customers.

## **1.2 Problem Statement**

This study focuses on the consumer neglect of online shopping carts abandonment a product category perspective. This online business industry has made a huge impact on all parties and has been a blasting and taking off development when the web has turned into a real use to customers who love to purchase on the web. The elimination of the electronic shopping cart similarly concentrated on incorporating item orders as the unit of analysis and identifying thing plan factors and motivations for distinct buying endeavours. Online shopping cart abandonment happens when a customer places a thing in a web shopping cart without paid (Kukar, 2010).

Some online shops used to automatically remove any items left in the shopping cart that had not yet been purchased; these items were referred to as abandoned items. This problem occurs because Gen Z like to leave the products they want to buy in the shopping cart without them buying them until it becomes a dumping many products in the cart. To increase sales

potential for businesses and streamline their operations by removing items from their online shopping carts that they do not wish to purchase or adding items to their shopping carts, customers can take steps to lessen the likelihood that these items will be neglected.

### **1.3 Research Question**

The research question is about the factors of online shopping cart abandonment based on product category perspective towards Gen Z as shown below:

1. What is the relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z?
2. What is relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z?
3. What is relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z?

### **1.4 Research Objectives**

The research objective is about the factors online shopping cart abandonment based on product category perspective towards Gen Z as shown below:

1. To examine the relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z.
2. To examine the relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z.
3. To examine the relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z.

### 1.5 Scope of the Study

The main scope of the study is to determine the factors of online shopping cart abandonment based on the product category perspective towards Gen Z. This researches also study about product categories, characteristics and identifies the motivation for shopping activities. This survey will conduct by questionnaire such as Google form. The respondents may consist of various races and religions which are Chinese, Indian and Malays from the target population. The respondent only focus on Gen Z.

### 1.6 Significance of Study

This study may contribute us a further understanding on this sector and this may help the merchandise to come with a better strategy to attract the consumer to spend their money and do not leave items in cart.

### 1.7 Definition of Term

Table 1.1: Definition of Term

Terms	Definition	Sources
<b>Online Shopping</b>	Items that can be purchased over the web without going out of the house.	(Hope, 2020)
	The process of purchasing goods through the website provided. This method makes it easy for buyers to buy	(Solis, 2022)

	comfortably even at home or anywhere.	
<b>Cart abandonment</b>	When users add products to their online shopping carts but leave the page before checking out.	(Barilliance, 2017)
<b>Generation Z (Gen Z)</b>	The generational cohort that follows millennials, known as Generation Z or Gen Z, includes those who were born in the late 1990s and early 2010s.	(bambooHR, 2022)
<b>Price</b>	A product's price is the amount that a customer will spend to buy it from a shop.	(Carbon, C., 2021)
<b>Experience</b>	The complete consumer journey from first being aware of your brand to making a purchase to actually using your goods or service – is referred to as the buyer experience.	(Aha, 2021)
<b>Low Purchase Frequency</b>	Goods that customers will buy, but won't buy anymore.	(LOYALTYLION, 2017)

## 1.8 Organization of the Proposal

The rest of this proposal is organized as follows. Chapter 1 talk about background study, problem statement about online shopping cart abandonment include research question, objectives. Chapter 2 gives an overview of some time series which is literature review include underpinning theory, previous studies, hypotheses statement and conceptual framework. Chapter 3 discuss the development of online shopping cart abandonment which is research methods.



## CHAPTER 2: LITERATURE REVIEW

### 2.1 Introduction

One of the numerous wonders of the world of mobile internet is online store. (Kuswanto, 2019). Nearly every day, millions around the world visit online shopping sites such as Shopee, Lazada and Tiktok Shop (Bradley, 2021). (Bradley, 2021). Despite the existence of research on e-commerce, few research looks into the factors that contribute to website abandonment of shopping carts (Huang et al., 2018). As just outcome, in order to develop strategies to address this behaviour, online retailers must first recognise what variables relate to online buying cart abandonment (Kavitha and Kannan, 2020). Thus, according data released, up to 75% of all e-commerce shopping carts are decided to abandon (Copolla, 2020). Shoppers browse the merchandise, place a few products in their carts, and then forgo their carts before making a purchase.

When customers put products in their virtual shopping carts but do not purchase every item during the same online shopping session, this is referred to as online shopping cart abandonment (Kukar and Close, 2009). This definition concurs with a more recent study, which describes online shopping cart abandonment as place things in a shop or store to gain evidence but jettisoning a cart until completing the purchase (Egeln and Joseph, 2012). This is also referred to as purchasers putting products in their digital shopping carts and afterwards simply left the webpage without completing the purchase (Erdil, 2018).

These days, "online shopping cart abandonment" is indeed a controversial issue. This chapter examines online shopping cart abandonment from such a market sector standpoint, with a focus on Gen Z. Furthermore, it show a relationship between price, experience, low purchase frequency and cart abandonment. As a result, a survey of journals and articles from earlier studies will be employed as a source for this chapter's research topic.



## 2.2 Underpinning Theory

Many relevant theories have been applied to better comprehend how consumers choose which advanced technologies to use. The Technology Acceptance Model (TAM) by (Davis, 1989) is perhaps the most popularly had been using concept to know the behaviour patterns of technology consumers or users. TAM is composed of two main concepts: Perceived of Usefulness (PU) and Perceived Ease of Use (PEOU). The degree to which a consumer believes that employing a technology framework would actually improve their work performance is defined as Perception of Usefulness (PU) by Fred Davis. It reveals whether someone thinks technology is suitable for the task at hand. Perception of Ease of Use (PEOU), according to Davis, is "this same amount to which a person claims to believe that using a certain system would be devoid of effort" (Davis 1989). The obstacles will be removed if the innovation is easy to utilise. Nobody wants something that is challenging to be using and has a tricky interface.

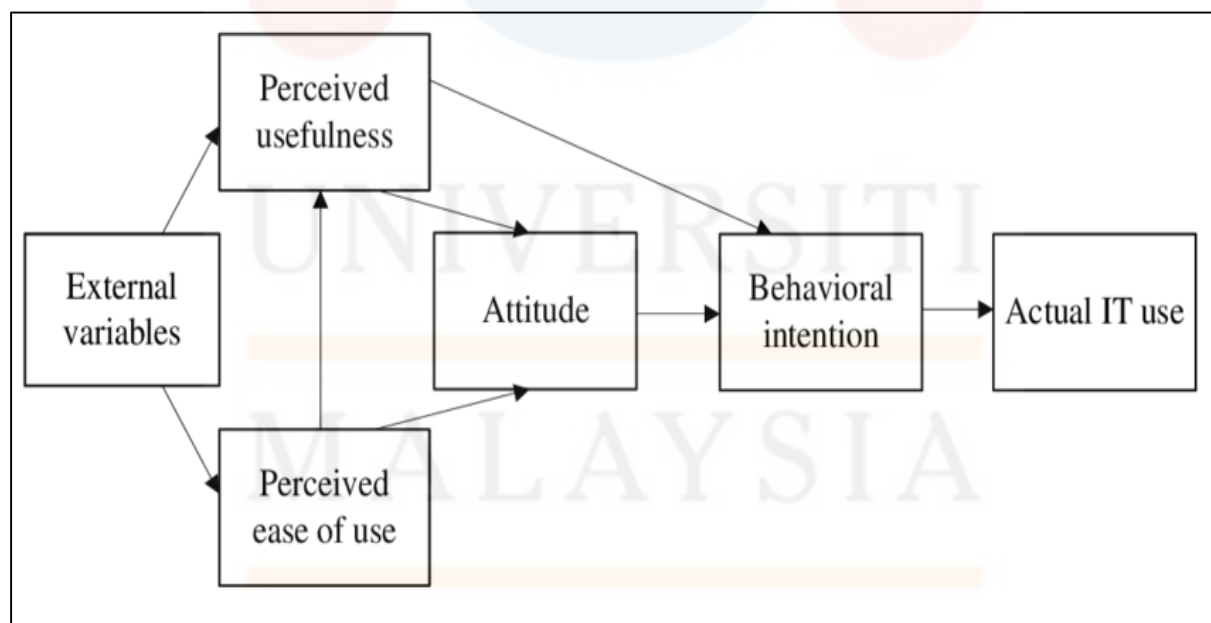


Figure 2.1: Technology Acceptance Model (TAM)

Source: Davis (1989)

According to Davis (1989), the technology's usability and utility are the major factors that determine how well websites can draw in and retain website users. Customers' decision to continue shopping online or switch to more traditional means can be significantly influenced by how useful they view certain online shopping apps or equipment to be. Davis underlined the role of perceived usefulness in predicting intent to use modern technology (Venkatesh et al, 2003). Perceived usefulness in online shopping makes reference to how significantly a people believe that participating in online payments will improve character or her achievement (Park & Kim, 2003).

Perceived ease of use is the idea that executing a behaviour will be effortless or that using a certain system will be less expensive in terms of time and energy (Davis, 1989). Although the benefits of online shopping are undeniable, the precondition to use dynamic web pages or systems could be excessive for some customers. If, on the other hand, the negative impression of the methodology benefits outweigh the interpreted advantages of electronic actually buying, promising online shoppers will eventually join current web shoppers in abandoning advertising techniques.

Price, experience, and infrequent purchases were incorporated as independent variables to a technology acceptability model that was being built for the use of cart abandonment in this study. For the objectives of this study, these various sources will be examined for their effects on the variables influencing online shopping cart abandonment based on a product category perspective toward Gen Z.

### **2.3 Previous Studies**

Online shopping cart abandonment, as defined by Kukar-Kinney and Close (2010), would be the process of putting commodities in a web store without choosing to buy any of them while you're which online ordering session. However, it's important to emphasise the

words "during a specific online shopping session." During a shopping session, certain online stores used to remove the items that were still available for purchase and remained in the list; these items were known as abandoned.

According to Banwari Mittal (2022), e-tailers face a significant difficulty because up to 75% of shopping carts are abandoned once a customer places an item in them. The dependent variables for the researcher's study are perceived risk, unnecessary payment hassle, length of the transfer of funds queue, difficulty with high final budget, requirement for physical examination of the goods, concern with service and return policy initiatives, functionality of a professional website, use of the shopping cart for entertainment, and use of the shopping cart as a crucial foundation.

According to Jiang, Zhang, and Wang (2021), rapid e-commerce development has resulted in retailers or portals raising the capacity of shopping carts. Many items are being added to the online store, but it is not "emptied." Customers compare and select from a large number of products when shopping online on e-commerce platforms, culminating in a channel of genetic data such as click of a button, favourite, adding merchandise to shopping carts, and payments. The computer science discipline refers to this process as the buying cycle. Online shopping cart abandonment is also known as Internet Abandoned Cart Syndrome (ACS). When customers shop online on e-commerce platforms, they compare and choose from a wide range of products, culminating in a channel of genetic data such as a button click, a favourite, the addition of items to shopping carts, and payments. Early writing has made numerous attempts to explain shopping cart abandonment, including by considering online purchasing characteristics and online shopping sites. Personal purchaser, customer behaviour, and product classification are the key determinants of shopping cart abandonment behaviour.

## 2.4 Hypotheses Statement

### 2.4.1 Hypothesis 1 (Price)

The goal of a pricing information search is to lower the total cost of a transaction rather than attempting to analyse the products. Next, price comparisons are related to price level rather than perceived relevance or symbolic value. Moreover, there is significant extra expenditures associated with shopping online, including taxes, shipping, and other charges. When a customer adds an item to their cart, unexpected fees are imposed that cause them to reconsider their purchase. After that, some customers will even add items to their carts just to see the final total. Then, they are less inclined to continue once they realise the additional fees. As a result, high price products will be abandoned in the online shopping cart (Bolt, 2022).

Customers are attracted to products by their high quality, competitive pricing, variety, and ease of access to customer feedback. Next, online stores' promotions, free shipping, convenience, and special discounts influence customers. However, high pricing' effects on affordability might also lead to a purchase being abandoned. Customers will only express interest in a product if they think that a sale or discount is likely to address of the affordability issue. E-commerce usage in Malaysia is high due to its mobile and internet accessibility. About 50% of the population (16.29 million) are active online shoppers, and 82.9% of mobile users use their devices to shop online. (Trade, 2021). However, online shoppers frequently or infrequently utilised the shopping cart to compile a wish list. Such desired goods are frequently added to the cart without any intention of making a purchase and are then abandoned. This affordability issue should create a clear correlation between high price and abandonment, independent of any other buying behaviour. In summary, the following hypotheses is put forward:

H<sup>1</sup>: There is a positive relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z.

### 2.4.2 Hypothesis 2 (Experience)

Experience attributes are those that can only be confirmed following product use (Ford et al, 1990). Moreover, an experience good is a good or service whose characteristics, such quality or price, are difficult to assess in advance but which can be evaluated after using (Nelson, 1970). However, experience goods make it challenging for consumers to make informed purchasing decisions. In general, it is challenging to conduct quality evaluations for experience attributes using a simple internet search because they can only be accurately appraised after the product has been purchased and used (Nelson, 1970). Experience attributes need to be physically examined and tested, according to Nelson (1970). The reason is that online shoppers are unable to directly examine the quality of the products. Thus, the situation of online shopping cart abandonment occurs. Therefore, the following hypotheses are made:

H<sup>2</sup>: There is a positive relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z.

### 2.4.3 Hypothesis 3 (Low purchase frequency)

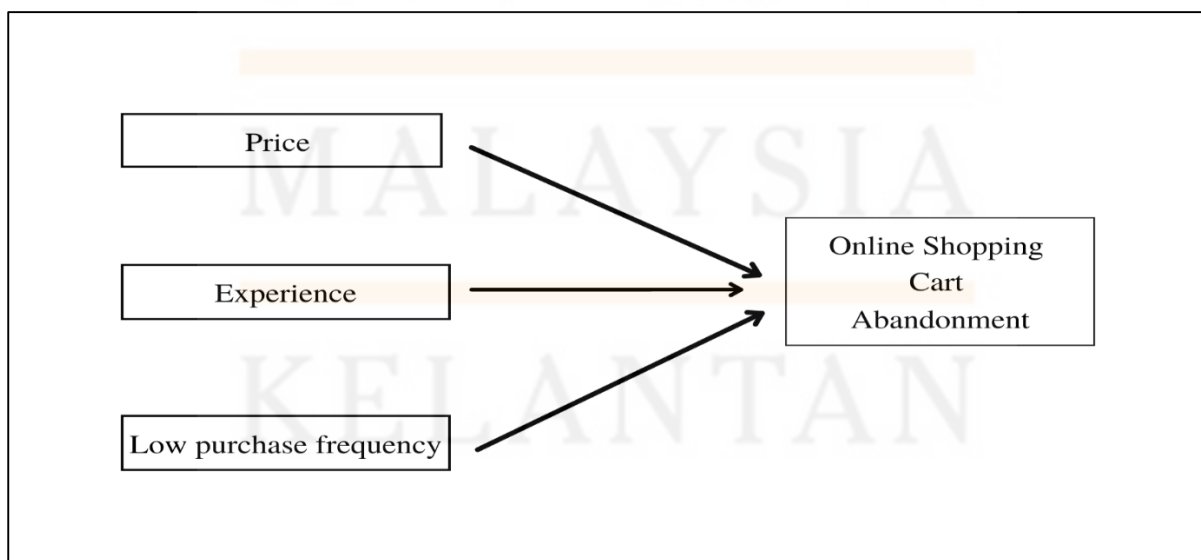
The purchase frequency (PF) identifies the average number of times a customer makes a purchase from your company in a given time period (Geckoboard, 2022). With more frequent purchases, there is a greater opportunity to deliver extraordinary customer experiences that turn repeat customers into devoted ones. Moreover, the majority of e-commerce enterprises find that concentrating on customer retention is one of the most effective methods to increase revenue and profitability. One of the most frequently utilised KPIs for tracking this is purchase frequency in conjunction with repeat customer rate. It costs less to acquire repeat customers than new ones. In addition, customers that support your brand and make frequent purchases are also more inclined to recommend it to others (Geckoboard, 2022).

Next, if a product's high purchase frequency signals that it is a convenience product, customers will make their purchase using a simple decision-making process and will spend less time learning about it or evaluating alternatives. In comparison to high purchase frequency, low purchase frequency encourages greater thought and information searches (Song, J. D., 2019). Therefore, products with low purchase frequency will cause online customers to abandon their shopping carts.

Plus, the familiarity with the product is related to the behavioural propensity linked to frequency of purchases. Then, consumer knowledge typically consists of two parts: familiarity and expertise (Ateke and Didia, 2018). In this context, familiarity refers to the amount of experience an individual has accumulated in relation to a product. Next, connected familiarity to the quantity of knowledge required for product assessment. This means that consumers who have little experience making purchases and are unfamiliar with a products, they feel more need for information. In summary, the following hypotheses is put forward:

H<sup>3</sup>: There is a positive relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z.

## 2.5 Conceptual Framework





## Figure 2.2: Conceptual Framework

Figure 2.2 shows conceptual framework of the factors of online shopping cart abandonment based on a product category perspective towards Gen Z. The conceptual framework of this study is to examine the relationship between price, experience, low purchase frequency and online shopping cart abandonment. Although there are many factors that aim to persuade customers to make purchases online, there must be a point where all of these efforts create a sense of hesitancy that ultimately prevents a real purchase and leads to online shopping cart abandonment. In order to better understand how potential online shopping cart abandonment occurs, the framework looks into how pre-decisional conflict mediates the process. However, when it comes to online shopping cart abandonment, there is still a significant amount of research to be done. The aforementioned studies laid the groundwork for conceptual framework development.

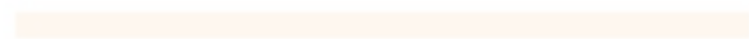
### 2.6 Summary/ Conclusion

As summarised in this chapter, we're examining product category perspectives on online shopping cart abandonment with a focused on Gen Z. According to Davis (1989), researchers are adopting the Theory of Technology Acceptance Model (TAM) as a framework. Based on this study, TAM was used to explain consumers' adoption of online shopping due to its consistency in being able to account for a significant portion of differences between behavioural intention and actual behaviour, which were primarily discovered through research into the purchase of technology-related products. According to Davis's (1989) Technology Acceptance Model, there are three key product category perspectives on online shopping cart abandonment for Gen Z: price, experience, and low purchase frequency. To assist us better comprehend how online shopping cart abandonment might happen, the framework presented above looks into how pre-decisional conflict mediates the process. Then, Figure 2.2 presents

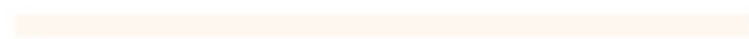
the conceptual framework and formulated assumptions following a review of the literature review. As a result of hypotheses, price, experience, and low purchase frequency of a product have a positive impact on online shopping cart abandonment.



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## CHAPTER 3: RESEARCH METHODS

### 3.1 Introduction

This chapter describes research design, data collection methods, study population, sample size, sampling technique, research instruments of development, measurement of the variable and procedures for data analysis. The researcher will discuss the study methods and procedures used to collect all the data to make further decisions to achieve the objective goals factors of online shopping cart abandonment based on product category perspective towards Gen Z.

### 3.2 Research Design

In order to ensure that the study's objective is met, Akhtar (2016) defines research design as a plan, structure, and strategy that also includes a targeted investigation. Then, quantitative data are used in this study. Quantitative research, in contrast to qualitative research, necessitates higher sample sizes, probability sampling, and a standard study design with the objective of describing, explaining, and forecasting phenomena (Cooper & Schindler, 2006). Natural science methods are used in quantitative research to guarantee objectivity, generalizability, and trustworthiness (Weinreich, 2009). This research will collect information about factors of online shopping cart abandonment based on product category perspective towards Gen Z to meet objectives of the study. Utilizing quantitative research methods, researchers can ascertain the connection between pricing, experience, and low purchase frequency and cart abandonment.

### 3.3 Data Collection Methods

The process of gathering data from all relevant sources to answer research questions, test hypotheses, and evaluate results is known as data collection. The research in this study use

the primary data to collect data. The following are advantages of using primary data exploration should be possible all the more plainly and cautiously on the grounds that the analyst can figure out what the qualities of the information are explicitly required for the examination being finished, so the information can be changed. The researcher will utilise a questionnaire to gather data for this study. As defined by Kumar, Talib, and Ramayah (2013), a questionnaire is a set of questions or other directives used to collect data from respondents. The questionnaire is an online survey that will be revealed to the target respondents on WhatsApp, Instagram, Twitter, and Facebook using Google forms.. Benefits of the internet online surveys are cost reserve funds, simple altering/ investigation, quicker conveyance times and admittance to one of a kind populace (Kevin B. Wright, 2006).

### **3.4 Study Population**

Firstly, before start the research where the target population should be differentiated and resolved. An objective target population is the entire population, or collection for a researcher interested in exploring and researching. Then, from this target population, a sampling perimeter is determined. For reasons related to online shopping cart abandonment, Gen Z is the research's primary target group. In particular, the Gen Z group in this research concentrated on the general public and many Malaysians between the ages of 10 and 25 who live an online shopping lifestyle. The researcher is target population size of Gen Z are 201 respondents in online shopping.

### 3.5 Sample size

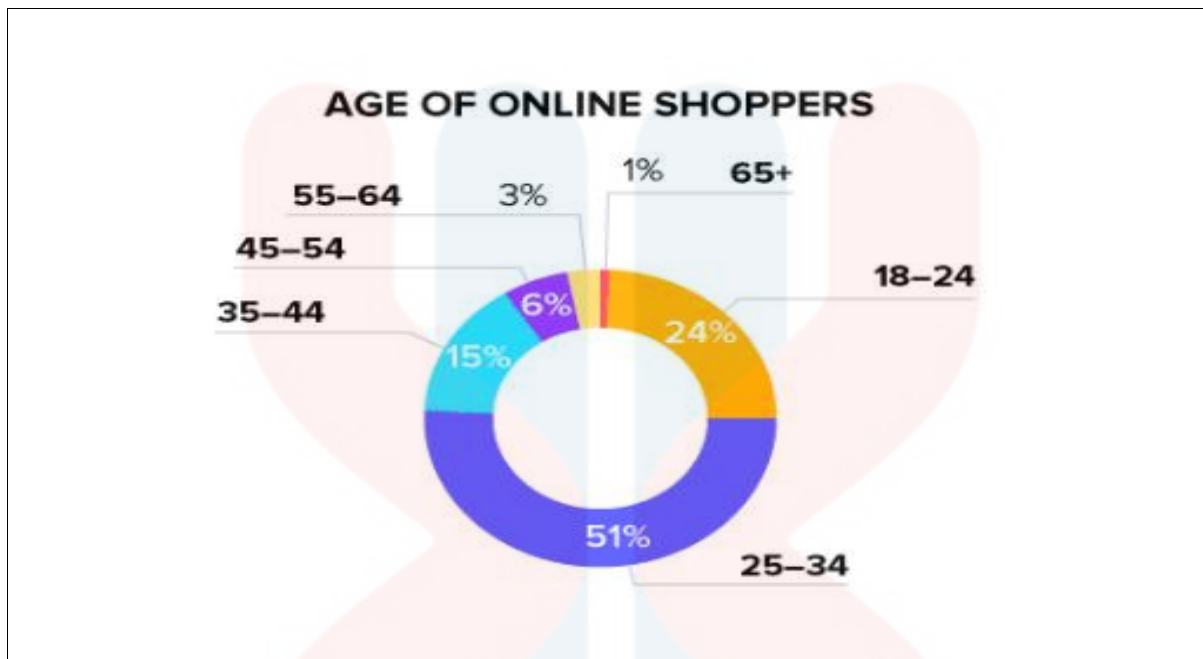


Figure 3.1: Determining the Sample Size of a Known Population

A table is constructed to determine the sample size based on the Malaysian age of mobile online shopping, in percent. Based on Figure 3 Malaysian population the highest Gen Z group which is 24% and 51% use mobile online shopping and the sample size for research is 201 respondents.

### 3.6 Sampling Techniques

In this study, the non-probability sampling technique is accommodation sampling picked in view of the current situation. A method known as convenience sampling uses a sample taken from the population because it is easily accessible (Khalid, 2012). Respondents from the Gen Z group, Malaysians between the ages of 10 and 25, who belong to the target group and shop online. Utilizing Google forms, the questionnaire was created and distributed across WhatsApp, Instagram, Twitter, and Facebook. By utilizing Google form and social media analysts can get more respondents.

### 3.7 Research Instrument Development

The fact that a research instrument is a tool for gathering research data makes it a crucial component. For this study, the researcher will do quantitative research to compile primary source data using a questionnaire (Google form). A questionnaire is a tool for research that asks a series of questions to respondents to obtain information from them. It offers a fast and effective method of collecting large amounts of data from a sample population. The questionnaire consists of sections A, B, and C where respondents have to answer and complete the entire question. The questionnaire will be written in two language English and Malay, which is a bilingual language, to make it easier for respondents to understand and answer the questions. It will also be clear, specific and relevant to the aim of the study.

Pilot studies have many uses in order to achieve the main objective. As a result, a pilot test will be used in this study to see if the intended respondents can understand the statistical description. It is able to provide results with high reliability. This aims to improve the quality of the questionnaire. Pilot tests can be achieved using 10 to 25 people can be used for pilot tests.

The Likert scale may be simple to use in questionnaire. Examining benchmarking examples such as those provided by Brown (2010) will be the next step. The Likert scale (Likert, 1932) is a notable device in sociology for measuring constructs such as mentality, image, and perspective. According to Peterson & Wilson (1992), Likert-type items usually have negative skew scores. Likert scale with a range of 1 to 5, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree." The scale will be used in section B and C questionnaire.

Table 3.1: Likert's Scale 5-Point

Likert-Scale Description	Likert-Scale
--------------------------	--------------

Strongly Disagree	1
Disagree	2
Neutral/ Uncertain	3
Agree	4
Strongly Agree	5

Source: Cohen, Manion & Morrison (2000)

Table 3.2: Overview of Research Instrument

Section	Variable	Items
A	Demographic Profile	7
B	Price	5
	Experience	5
	Low purchase frequency	5
C	Cart Abandonment	5

### 3.8 Measurement of the Variables

Measurement variables have one of four different measurement levels which are nominal, ordinal, interval or ratio. Based on this study using the nominal and ordinal method in getting accurate information. Just with nominal and ordinal scaled information could scientists at any point legitimize involving the number juggling mean as a proportion of normal. Especially, section A will be filled out by respondents with demographic information like gender, age, race, education level, employment status, income, and online spending platform. We will use the nominal scale in this section. Using a nominal scale that does not have a numerical value, categories for the allocation of inward data are created.

Sections B and C will employ an ordinal scale. In order to determine how much people agree or disagree with something, this study uses an ordinal scale. Especially, section B questions deal with independent variables factors like price, experience and low purchase frequency. Five questions follow each factor. There will be five questions in section C that ask about the dependent variable. Several studies from previous recommendations, such as those by Omar, Juhdi, Ahmad, and Nazri (2014), Bayad Ali (2021), Wang'ombe & Ngige (2016), Eshetic (2016), Weng and Nicolau (2017), Zhang (2019), and Sthapit and Jimenez-Barlieto (2018), Cheng and Jin, (2019), Seth Grimes, (2017) alluded to involving a poll for this research by estimating unwavering quality, guarantee, critical cart abandonment based on product category perspective of Gen Z.

### **3.9 Procedure for Data Analysis**

Data analysis for this project will be done using IBM SPSS Statistics version 26. An abbreviation for a data management programme or system designed for statistical data analysis is SPSS, or Statistical Package for the Social Sciences (Sekaran & Bourgie, 2013). Using IBM SPSS Statistics version 26, researchers can quickly analyze and solve large data sets, gain deeper knowledge of their data and ensure that choices are made with high accuracy and quality.

The researcher will make a questionnaire and distribute it to respondents so they can answer. Therefore, data collection will be done following the respondents' responses to the inquiry. Data from target respondents will be imported into SPSS from Google forms. Descriptive analysis, reliability analysis, and inferential analysis are all types of statistical analysis. The findings of statistical analysis allow researchers to better discuss the subject, make recommendations and draw conclusions.

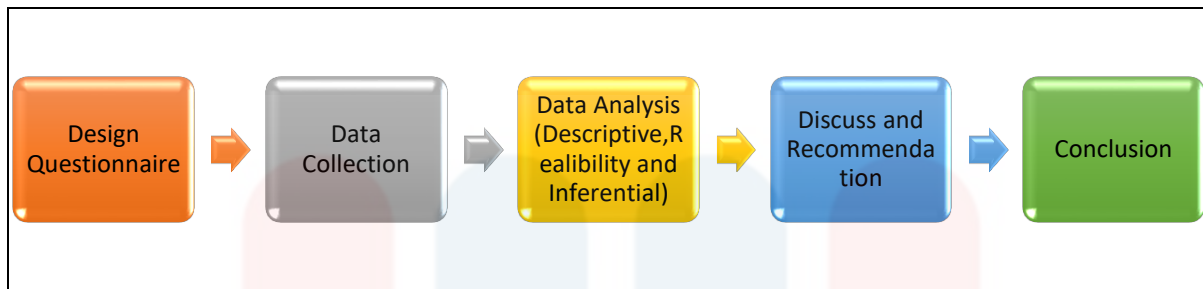


Figure 3.2: Procedure of Data Analysis

➤ Reliability Analysis

Reliability analysis is a useful technique for evaluating the correctness of data that has been gathered (Bonett and Wright 2015). Data accuracy is closely related to test reliability, which measures the extent to which test measurements are error-free. In order to provide consistent results from the survey data, this study will examine the reliability of the variables using Cronbach's Alpha test. Higher coefficient alpha values, which are close to 1, indicate strong reliability. Reliability is unacceptable if the alpha value of the coefficient is less than 0.6, which is the lowest acceptable value. (2015) Bonnett and Wright.

➤ Descriptive Analysis

Short descriptive coefficients used in descriptive analysis can either reflect the full population or its sample (Adam Hayes, 2021). To compare various hypotheses, descriptive analysis is used to calculate the mean, mode, median, range, and standard deviation (Ayush Singh Rawat, 2021).

➤ Inferential Analysis

The selection sample size is inferred from the sample data in inferential analysis, which also increases the level of description of the sample group (Delaney 2009). The relationship between the independent variable and the dependent variable will be analyze using the



Spearman Correlation Coefficient in this study. According to Williams (1996), there are two types of linear relationships that can be made for the correlation coefficient: positive linear relationships and negative linear relationships. A statistical measure that evaluates the direction and strength of the linear relationship between the independent and dependent variables is the Spearman (Williams) Correlation Coefficient. The correlation coefficient reveals two types of linear relationships: positive and negative. The closer the result comes to -1 or +1, the stronger the relationship between the independent variable's potential to have a negative or positive effect on the dependent variable. However, there are positive correlations and low to negligible or negative correlations when values approach -0.5 or +0.5. If the value is zero, the relationship is negligible (linear).

➤ Normality Test

Determine whether a set of data follows a normal distribution by performing a normality test. Specifically, a goodness-of-fit test is typically used to test the null hypothesis that the data come from a normal population. This study uses the normal test to examine the factors of online shopping cart abandonment with price, experience and low purchase frequency. A specific statistical distribution, also known as a normal distribution, a Gaussian distribution, or a bell-shaped curve, is referred to as normality. The mean and standard deviation of the data define the normal distribution, a symmetric continuous distribution

### **3.10 Summary / Conclusion**

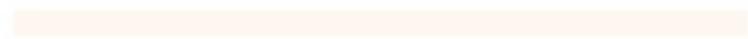
This chapter will briefly discuss data collection method procedures, sampling procedures, instrument development, instrumentation, and data analysis procedures. Additionally, the researcher will employ a straightforward random sampling strategy to select the respondents for the sample size. The questionnaire was developed using quantitative



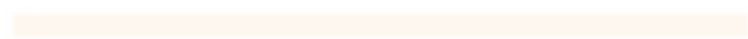
techniques, and the results will demonstrate the relationships between the independent and dependent variables. Based on the product category's view of Gen Z, this study can serve as a reference for online shopping cart abandonment.



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## CHAPTER 4: DATA ANALYSIS AND FINDINGS

### 4.1 Introduction

This chapter will cover data analysis, descriptive analysis. Validity and reliability test, normality analysis and hypotheses testing. Researcher will discuss research findings accumulate from a survey. The preliminary analysis was carried out to test the reliability of the question.

### 4.2 Preliminary Analysis

Before distributing the questionnaire to respondents, a pilot test is required. The pilot test can be used to check the reliability of both independent and dependent variable in order to verify that each variable's query can support the research. Therefore, Cronbach's Alpha Coefficient was generated by using 15 respondent to test questionnaire's reliability.

Table 4.1: Reliability Statistics for Pilot Test

Variable	Cronbach's Alpha	Number of Item (N)
Price (IV)	0.960	5
Experience (IV)	0.874	5
Low Purchase Frequency (IV)	0.829	5
Cart Abandonment (DV)	0.895	5

Source: IBM SPSS Statistics version 26 (2018)

Table 4.1 shows us the reliability statistics of the pilot test for each variable. Based on the findings, reliability testing revealed that all variables have Cronbach's Alpha values over 0.80. Thus, it means that the value of Cronbach Alpha is very good. The questionnaire for the dependent variable and independent variable is trustworthy, the researcher can give it to the intended respondents so that the research can proceed.

### 4.3 Demographic Profile of Respondent

The demographic profile of respondents is displayed in this part, which includes gender, age, race, education level, employment status, income and platform. Then, there were 201 Gen Z respondents in all that answered the research questions.

#### 4.3.1 Gender

Table 4.2: Respondent’s Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	36.3	36.3	36.3
	Female	128	63.7	63.7	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

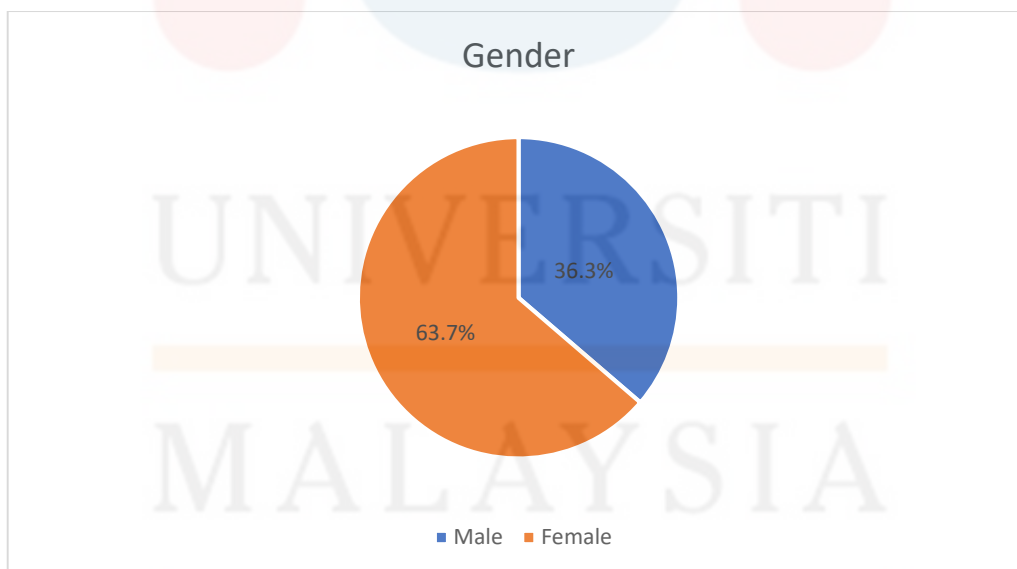


Figure 4.1: Respondent’s Gender

Table 4.2 and figure 4.1 show the gender with 201 respondents who participated answering questionnaire. According to the data collected, 63.7% or 128 out of the 201

respondents were female, representing the majority of those who answered the survey, while 36.3% or 73 out of 201 respondents were male.

### 4.3.2 Age

Table 4.3: Respondent’s Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19	15	7.5	7.5	7.5
	20-21	33	16.4	16.4	23.9
	22-23	114	56.7	56.7	80.6
	24-25	39	19.4	19.4	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

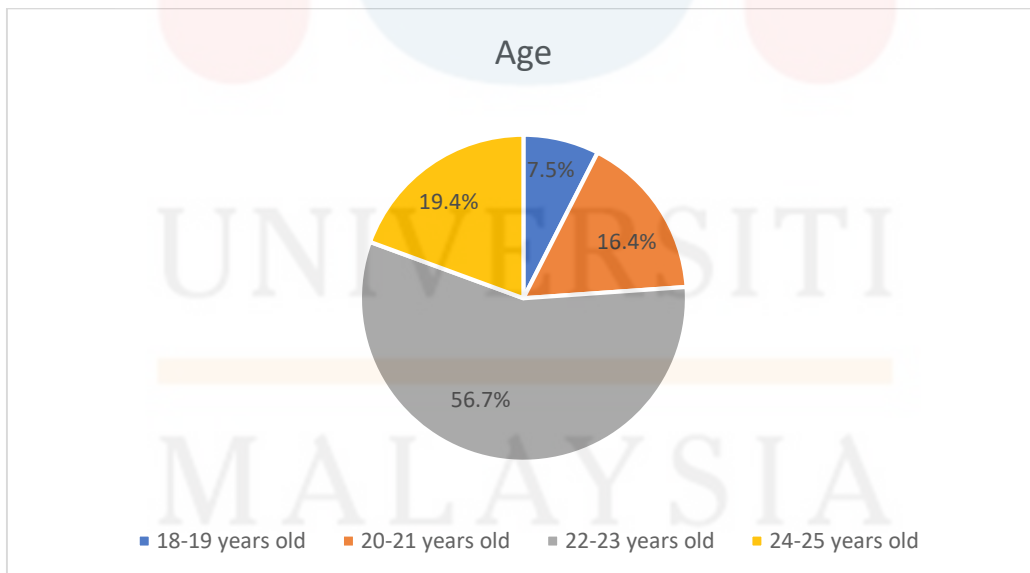


Figure 4.2: Respondent’s Age

Table 4.3 and figure 4.2 show the ages with the total of 201 target respondents are participating in answering questionnaire. There are 4 age group respondents which are 18-19 years old, 20-21 years old, 22-23 years old and 24-25 years old. According data collected, 15

or 7.5% respondents with age 18-19 years old, 33 or 16.4% respondents with age 20-21 years old, 114 or 56.7% respondents with age 22-23 years old and 39 or 19.4% respondents with age 24-25 years old from the total 201 of respondents.

### 4.3.3 Race

Table 4.4: Respondent Race

Races					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	131	65.2	65.2	65.2
	Indian	15	7.5	7.5	72.6
	Chinese	50	24.9	24.9	97.5
	Others	5	2.5	2.5	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

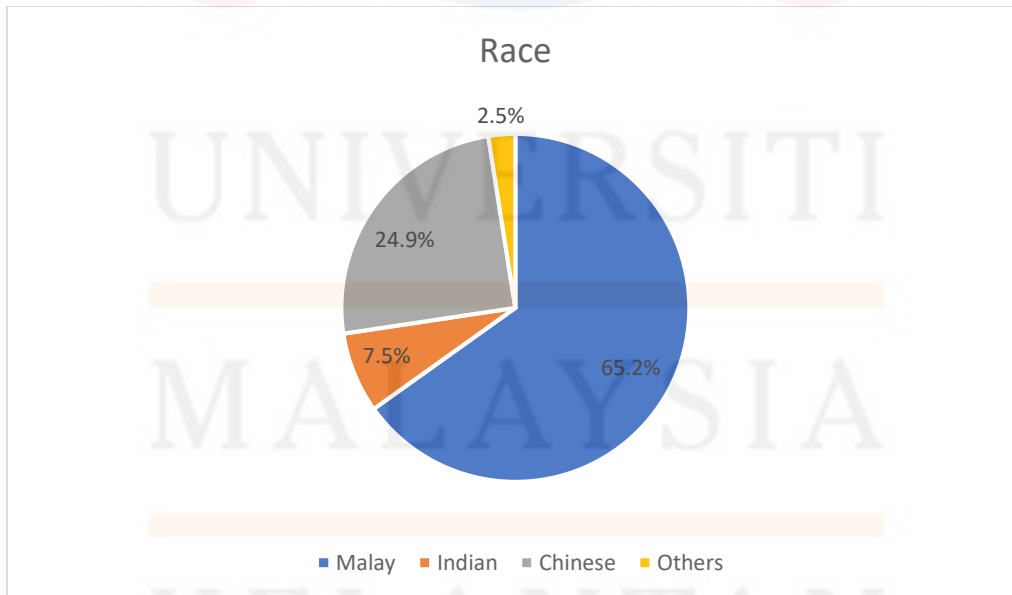


Figure 4.3: Respondent's Race

Table 4.4 and figure 4.3 show the race of respondents. There are 4 type of race from the respondents. Malay respondents made up the largest group, accounting for 65.2% or 131 of all respondents. Second is Chinese which is 24.9% or 50 respondents who answered the survey. Third is Indian which hold 7.5% or 15 respondents and last is others which is 2.5% or 5 respondents.

#### 4.3.4 Education

Table 4.5: Respondent Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	20	10.0	10.0	10.0
	STPM / DIPLOMA	45	22.4	22.4	32.3
	DEGREE	129	64.2	64.2	96.5
	MASTER	7	3.5	3.5	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

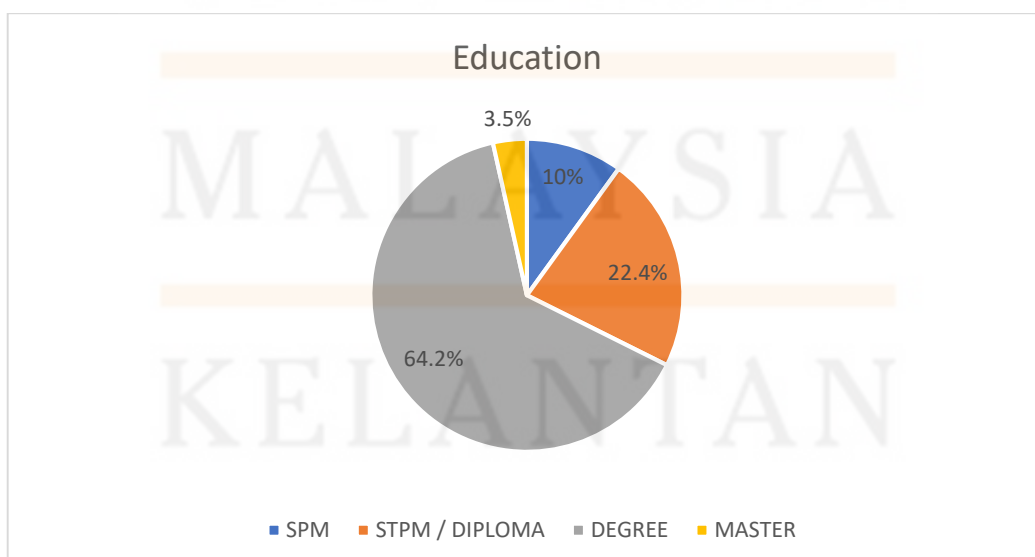


Figure 4.4: Respondent’s Education

Table 4.5 and figure 4.4 show education level for respondents who participated in answering the questionnaire. From the data collected, the majority who answer the survey are Degree which is 64.2% or 129 respondents. Next is STPM/Diploma which is 22.4% or 45 respondents. SPM hold 10% or 20 respondents and Master 3.5% or 7 respondents.

### 4.3.5 Employment

Table 4.6: Respondent’s Employment

Employment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employment	64	31.8	31.8	31.8
	Unemployment	137	68.2	68.2	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

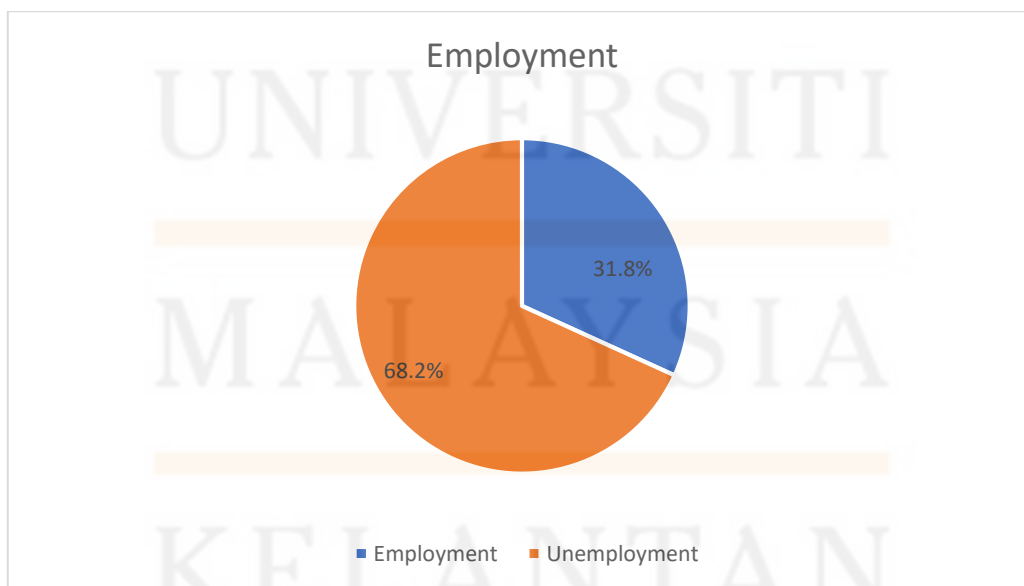


Figure 4.5: Respondent’s Employment

Table 4.6 and figure 4.5 show employment level with 201 respondents who participated answering questionnaire. According to the data collected, 68.2% or 137 out of the 201 respondents were unemployment, representing the majority of those who answered the survey, while 31.8% or 64 out of 201 respondents were employment.

### 4.3.6 Income

Table 4.7: Respondent’s Income Level

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM 1000 and Below	144	71.6	71.6	71.6
	RM 1001 - RM 2000	30	14.9	14.9	86.6
	RM 2001 - RM 3000	18	9.0	9.0	95.5
	RM 3001 and Above	9	4.5	4.5	100.0
Total		201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

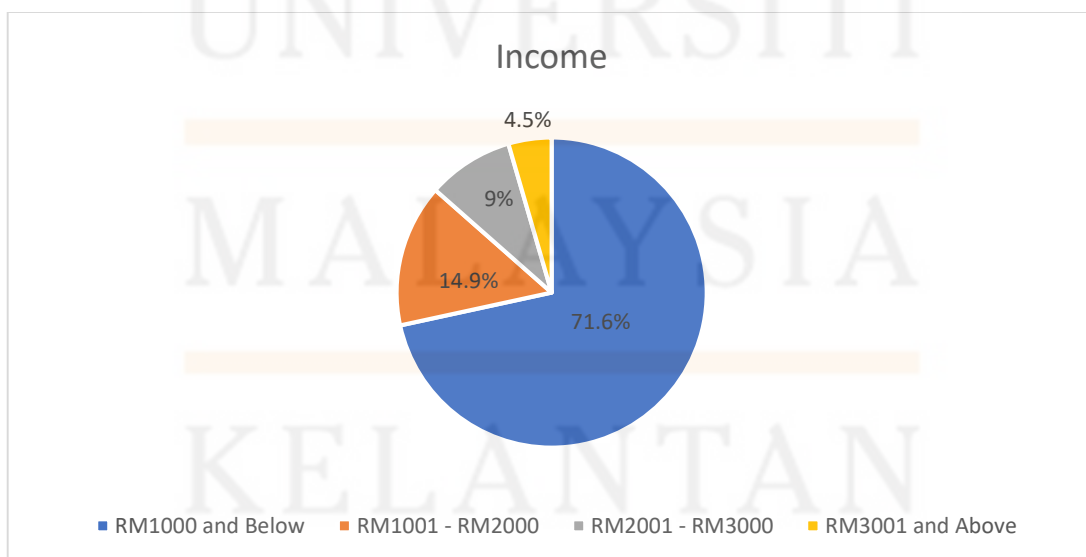


Figure 4.6: Respondent’s Income Level



Table 4.7 and figure 4.6 show income level of the respondents. With 144 or 71.6% respondents, the income level below RM1000 had the most responses. Followed by the income level between RM1001 and RM2000 with 30 or 14.9% respondents. The second lowest income level which includes 18 or 9% respondents is RM 2001 to RM 3000, while the lowest income level which includes 9 or 4.5% respondents is RM 3001 and above.

#### 4.3.7 Platform

Table 4.8: Platform for Respondent used to Online Shopping

Platform					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TikTok Shop	47	23.4	23.4	23.4
	Shopee	87	43.3	43.3	66.7
	Lazada	43	21.4	21.4	88.1
	Others	24	11.9	11.9	100.0
	Total	201	100.0	100.0	

Source: IBM SPSS Statistics version 26 (2018)

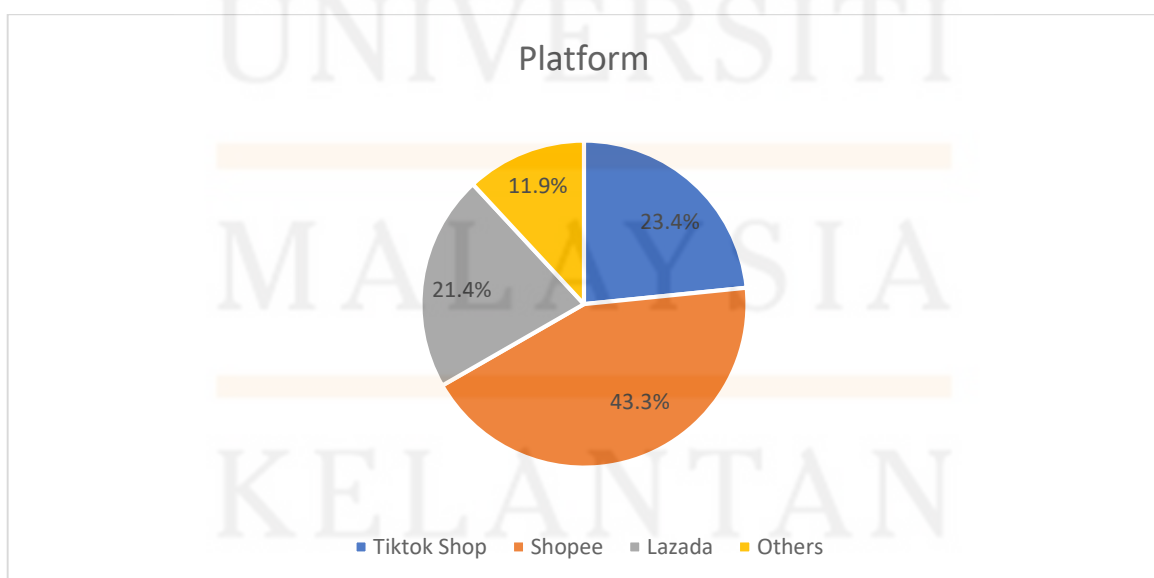


Figure 4.7: Platform for Respondent used to Online Shopping

Table 4.8 and figure 4.7 show the platform respondent used to online shopping. From the data collected, 87 or 43.3% respondents out of the 201 respondents were used Shopee. The second highest is 47 or 23.4% were used TikTok shop. Moreover, the second lowest were used Lazada which is 43 or 21.4% and the lowest is 24 or 11.9% were used others platform for online shopping.

#### 4.4 Descriptive Analysis

All of the questionnaire's questions can have descriptive statistics measured using the IBM SPSS Statistics Version 26 software. The central tendencies measurement is displayed below.

Table 4.9: Central Tendencies Measurement of Price

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
I will reconsider making a purchase if a product is high-priced	201	1	5	4.38	.952
I will reconsider the purchase of the product if it involves shipping fees	201	1	5	4.26	.913
I will reconsider the purchase of the product if it involves taxes	201	1	5	4.21	1.047

When online shopping, I will waiting a high-priced product's discount	201	1	5	4.38	.957
When online shopping, I will compare product prices	201	1	5	4.47	.825
Valid N (listwise)	201				

Source: IBM SPSS Statistics version 26 (2018)

Table 4.9 the means and standard deviations for the statement of price designed in the questionnaire. “When online shopping, I will compare product prices” is the highest mean in the statement which is 4.47. It reveals that the respondents approved with this statement. While the statement of “I will reconsider the purchase of the product if it involves taxes” was the lowest mean with 4.21. It shows that this statement can be agreed.

Table 4.10: Central Tendencies Measurement of Experience

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
I can easily assess the quality of the brand in product category	201	1	5	4.04	.991
I got experience after physical examination of purchase and trial use	201	1	5	4.10	.997

I read the comments of the product to get information about other user's reaction	201	1	5	4.51	.762
I get information experience from my close acquaintances	201	1	5	4.18	1.014
I contact the seller or supplier to get purchase information	201	1	5	4.03	1.044
Valid N (listwise)	201				

Source: IBM SPSS Statistics version 26 (2018)

Table 4.10 shows means and standard deviation for the statements of experience for respondents. “I read the comments of the product to get information about other user's reaction” is the highest mean in the statement which is 4.51. It reveals that the respondents approved with this statement. However, “I contact the seller or supplier to get purchase information” is the lowest mean with 4.03. It means that respondent agreed with this statement.

Table 4.11: Central Tendencies Measurement of Low Purchase Frequently

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Before I make purchases, I research the businesses that sell the item	201	1	5	4.30	.849

Are among the most critical aspects I would do before making an internet purchase is to research products and services	201	2	5	4.32	.818
Due of the unfavourable money back guarantee, I do not prefer online shopping	201	1	5	3.63	1.262
I hate online purchases because of my concern about receiving the terrible things	201	1	5	3.60	1.289
If an online store does not offer cash on delivery, I find it difficult to make purchases from them	201	1	5	3.46	1.414
Valid N (listwise)	201				

Source: IBM SPSS Statistics version 26 (2018)

Table 4.11 show shows means and standard deviation for the statements of experience for respondents. “Are among the most critical aspects I would do before making an internet purchase is to research products and services” is the highest mean in the statement which is 4.32. It show that the respondents were agreeing with the statement. However, “If an online store does not offer cash on delivery, I find it difficult to make purchases from them” is the lowest with 3.46. It means that respondent not agree with this statement.

Table 4.12: Central Tendencies Measurement of Cart Abandonment Based on Product

Category

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Makeup	201	1	5	3.51	1.196
Sneakers	201	1	5	3.71	1.052
Clothes	201	1	5	3.57	1.147
Skincare	201	1	5	3.39	1.183
Perfume	201	1	5	3.50	1.132
Valid N (listwise)	201				

Source: IBM SPSS Statistics version 26 (2018)

Table 4.12 show shows means and standard deviation for the statements of experience for respondents. “I sometimes erase or give up after adding an item to the cart when shopping online for the products in the following categories (Sneakers)” is the highest mean in the statement which is 3.71. It means that the respondents close to agree with this product as cart abandonment. While the statement of “I sometimes erase or give up after adding an item to the cart when shopping online for the products in the following categories (Skincare)” is the lowest mean with 3.39. It means that respondents do not agree skincare as a cart abandonment.

Table 4.13: Summary of Central Tendencies Measurement

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	201	1.00	5.00	4.3393	.79781
Experience	201	1.80	5.00	4.1731	.79566

Low Purchase Frequency	201	1.60	5.00	3.8637	.92408
Cart Abandonment	201	1.00	5.00	3.5363	.89080
Valid N (listwise)	201				

Source: IBM SPSS Statistics version 26 (2018)

Based on table 4.13 the means and standard deviation for the dependent variable and independent variable are presented. The highest mean for this summary is price which is 4.339, while the lowest mean for this summary is cart abandonment based on product category which is 3.536. In short, the study's three independent variables will have an impact on the dependent variable.

#### 4.5 Validity and Reliability Test

In laboratory knowledge, reliability is defined as the availability of a stable and consistent results after measurements (Jackson, 2014). The term "validity" refers to the sign that what a test or measurement instrument is accurate and reliable. In other sayings, a valid test or tool measures the precise unit that it is designed to measure. The survey data were applied to assess the reliability of both independent variables in the reliability analysis. Cronbach's Alpha is a research method used to evaluate and estimate the reliability of a survey questions. Cronbach's Alpha can range from 0 to 1. Throughout overall, a result of much more than 0.7 is considered appropriate, while a score of less than 0.5 is deemed inappropriate. The rule of thumb for clarifying internal reliability of consistency is shown in Table 4.14 below.

Table 4.14: Rules of Thumb for Cronbach’s Alpha Coefficient Size

Cronbach Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent



$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.15: Result Test of Coefficient Alpha

Variable	Cronbach Alpha's	Number of Items
Price	0.902	5
Experience	0.881	5
Low Purchase Frequency	0.861	5
Cart Abandonment	0.838	5

Source: IBM SPSS Statistics version 26 (2018)

Table 4.15 shows the results of the Reliability Coefficient Alpha test for the independent and dependent variables for a total of 201 respondents.

Table 4.1 depicts the independent variables of price, experience, and low purchase frequency, as well as the dependent variable of cart abandonment. IBM SPSS Statistics version 26 was used to analyze all of the collected data. According to the table, all of the variables were greater than 0.6. As a result, the reliability test result is reliable and accepted in this study.

#### 4.6 Normality Test

Table 4.16: Normality Test for All Variables

Tests of Normality
--------------------

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Cart Abandonment	.094	201	.000	.961	201	.000
Price	.204	201	.000	.806	201	.000
Experience	.184	201	.000	.888	201	.000
Low Purchase Frequency	.189	201	.000	.904	201	.000

Source: IBM SPSS Statistics version 26 (2018)

This normality test was carried out using two various types of tests: Kolmogorov-Smirnova and Shapiro-Wilk. This level of significance of both tests shows that the value of all variables is abnormal data, which is less than 0.05. This variable are not normally distributed, and the hypothesis is rejected for each variable is turned down.

#### 4.7 Hypothesis Testing

When the statement of the bivariate normal distribution is not accepted, the Spearman Correlation is frequently used. Since the p-value is less than 0.05, the hypothesis of a significant link between independent variables (price, experience, low purchase) and dependent variable (online shopping cart abandonment) was tested using Spearman's Correlation Analysis. In the hypothesis results, the finding of the correlation between independent variables and dependent variables is discussed and illustrated in each table.

##### 4.7.1 Hypothesis 1 (Price and Cart Abandonment)

H<sup>1</sup>: There is a positive relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z.

Table 4.17: Correlative between Price and Cart Abandonment

Correlations				
			Price	Cart Abandonment
Spearman's rho	Price	Correlation Coefficient	1.000	.395**
		Sig. (2-tailed)	.	.000
		N	201	201
	Cart Abandonment	Correlation Coefficient	.395**	1.000
		Sig. (2-tailed)	.000	.
		N	201	201

Source: IBM SPSS Statistics version 26 (2018)

Table 4.17 shows a correlation between price and cart abandonment on online shopping, with 201 people responding. In this study, the Spearman Correlation Coefficient is 0.395, indicating a low positive correlation. While a p-value is 0.000, it is less than 0.05. As a result, hypothesis 1 is acceptable.

#### 4.7.2 Hypothesis 2 (Experience and Cart Abandonment)

H<sup>2</sup>: There is a positive relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z.

Table 4.18: Correlative between Experience and Cart Abandonment

Correlations				
			Experience	Cart Abandonment
Spearman's rho	Experience	Correlation Coefficient	1.000	.435**

		Sig. (2-tailed)	.	.000
		N	201	201
	Cart	Correlation Coefficient	.435**	1.000
	Abandonment	Sig. (2-tailed)	.000	.
		N	201	201

Source: IBM SPSS Statistics version 26 (2018)

Table 4.18 shows a correlation between experience and cart abandonment, with 201 people responding. In this study, the Spearman Correlation Coefficient is 0.435, indicating a low positive correlation. While a p-value is 0.000, it is less than 0.05. As a result, hypothesis 2 is acceptable.

### 4.7.3 Hypothesis 3 (Low Purchase Frequency and Cart Abandonment)

H<sup>3</sup>: There is a positive relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z.

Table 4.19: Correlative between Low Purchase Frequency and Cart Abandonment

<b>Correlations</b>				
			Low Purchase Frequency	Cart Abandonment
Spearman's rho	Low Purchase Frequency	Correlation Coefficient	1.000	.450**
		Sig. (2-tailed)	.	.000
		N	201	201
	Cart Abandonment	Correlation Coefficient	.450**	1.000
		Sig. (2-tailed)	.000	.
		N	201	201

Source: IBM SPSS Statistics version 26 (2018)

Table 4.19 shows a correlation between low purchase frequency and cart abandonment, with 201 people responding. In this study, the Spearman Correlation Coefficient is 0.450, indicating a low positive correlation. While a p-value is 0.000, it is less than 0.05. As a result, hypothesis 3 is acceptable.

#### **4.8 Summary**

In this study, all test results were carried out using the IBM SPSS Statistics version 26 software to obtain data analysis results. To determine the relationship between independent variables and dependent variables, the collected data is used for descriptive analysis, reliability testing, normality testing, and Spearman Correlation Coefficient analysis. Lastly, there was show a positive relationship between the two variable which is price, experience, low purchase frequency and online shopping cart abandonment based on product category perspective towards Gen Z.

## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.1 Introduction

This chapter will explain and summarise every result of the data analysis. First of all, a brief summary of the entire study will also be delivered in this section. Additionally, the study's key findings and analysis of the hypothesis, "Factors of online shopping cart abandonment based on product category perspective toward Gen Z," were discussed. On the other hand, this chapter will also cover the implications, limitations, and recommendations.

### 5.2 Key Findings

This study was carried out to determine the factors of online shopping cart abandonment based on product category perspective towards Gen Z. In this study, the independent and dependent variables are related to one another in terms of price, experience, low purchase frequency, and online shopping cart abandonment. The researcher will use the findings from the previous chapter, which are based on the research objectives, questions and hypotheses to support more explanation.

On the other hand, the analysis was carried out by the researcher to examine the factors of online shopping cart abandonment based on product category perspective towards Gen Z. The questionnaire was designed based on the information required for the study and distributed to Gen Z who were the target respondents of the study. However, the primary data for this study will be collected from the target respondent via a Google form that was made using an online questionnaire. Then, there were 201 respondents in the sample for this study. The survey found that 128 female and 73 male respondents each filled out the Google form. As a result, the findings indicate that female made up the majority of Gen Z respondents as compared to male.

Data analysis for this study was carried out using IBM SPSS Statistics version 26 software. The findings data summary includes the preliminary analysis, respondent demographic profile, descriptive analysis, validity and reliability test, normality test, Spearman Correlation analysis, and hypothesis testing. Then, the validity and reliability of the test are evaluated using Cronbach's Alpha. The degree and direction of the relationship between the two ranked variables were determined in this study using Spearman correlation coefficients. The measure of monotonicity of the relationship between two variables is essentially what it provides. Moreover, chapter 4's findings indicate a positive correlation between two variables.

### 5.3 Discussion

Table 5.1: Summary of Spearman Correlation Coefficient

No.	Research Question	Hypothesis	Result
1	What is the relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z?	H <sup>1</sup> : There is a positive relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z.	There is a positive relationship. r= 0.395 p= 0.000
2	What is relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z?	H <sup>2</sup> : There is a positive relationship between experience and cart abandonment on online shopping based on product	There is a positive relationship. r= 0.435 p=0.000

		category perspective towards Gen Z.	
3	What is relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z?	H <sup>3</sup> : There is a positive relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z.	There is a positive relationship. r= 0.450 p= 0.000

### 5.3.1 Hypothesis 1 (Price and Cart Abandonment)

H<sup>1</sup>: There is a positive relationship between price and cart abandonment on online shopping based on product category perspective towards Gen Z.

According to Table 5.1, the researchers identified a positive relationship between price and cart abandonment on online shopping based on product category. This is because, the Spearman's correlation coefficient is 0.395, indicating a low positive correlation. The significant p-value between price and cart abandonment on online shopping is 0.000 which is less than 0.05 ( $p < 0.05$ ). Therefore, hypothesis 1 is accepted.

Customers will be attracted by price advantage. On the other hand, there is significant extra expenditures associated with shopping online, including taxes, shipping, and other charges. When a customer adds an item to their cart, unexpected fees are imposed that cause them to reconsider their purchase. Therefore, customers will abandon high-priced products in their online shopping carts (Bolt, 2022).



### 5.3.2 Hypothesis 2 (Experience and Cart Abandonment)

H<sup>2</sup>: There is a positive relationship between experience and cart abandonment on online shopping based on product category perspective towards Gen Z.

According to Table 5.1, the researchers identified a positive relationship between experience and cart abandonment on online shopping based on product category. This is because, the Spearman's correlation coefficient is 0.450, indicating a low positive correlation. The significant p-value between experience and cart abandonment on online shopping is 0.000 which is less than 0.05 ( $p < 0.05$ ). Therefore, hypothesis 2 is accepted.

An experience good is a good or service whose characteristics, such quality or price, are difficult to assess in advance but which can be evaluated after using. Experience attributes need to be physically examined and tested, according to Nelson (1970). However, online shoppers are unable to directly examine the quality of the products. Thus, the situation of online shopping cart abandonment occurs.

### 5.3.3 Hypothesis 3 (Low Purchase Frequency and Cart Abandonment)

H<sup>3</sup>: There is a positive relationship between low purchase frequency and cart abandonment on online shopping based on product category perspective towards Gen Z.

According to Table 5.1, the researchers identified a positive relationship between low purchase frequency and cart abandonment on online shopping based on product category. This is because, the Spearman's correlation coefficient is 0.395, indicating a low positive correlation. The significant p-value between low purchase frequency and cart abandonment on online shopping is 0.000 which is less than 0.05 ( $p < 0.05$ ). Therefore, hypothesis three is accepted.

Next, if a product's high purchase frequency signals that it is a convenience product, customers will make their purchase using a simple decision-making process and will spend less

time learning about it or evaluating alternatives. In comparison to high purchase frequency, low purchase frequency encourages greater thought and information searches (Song, J. D., 2019). Therefore, products with low purchase frequency will cause online customers to abandon their shopping carts.

#### **5.4 Implications of the Study**

In this study, two variables will be used which is independent variable and the dependent variable. However, the findings of this study show that there is a positive relationship between the two variables of price, experience, low purchase frequency, and cart abandonment on online shopping based on product category. In addition, research findings have helped online shopping sites such as “Shopee”, “Tiktok Shop”, “Lazada” and others in developing management strategies to reduce shopping cart abandonment in order to increase customer satisfaction in Gen Z when using their services. Furthermore, administrators of online shopping applications can improve the online purchasing system by using a personalised strategy based on product and customer buying behavior characteristics, especially among generation Z.

Although the system quality of online shopping application are good and have many users of generation Z, it is important that they are constantly upgraded and maintained. Online shopping activities related to price comparisons and waiting for discounts show a positive impact on cart abandonment. This is because when customers choose a product, price is always the main consideration. When comparing expensive prices including charges, taxes and not equal to offering a discount on the same amount in exchange for free shipping, the result ranks high on the list of factors influencing price abandonment. Experience attributes are also a significant factor in increased cart abandonment through obtaining feedback information from other customers through offline checkout comments and deliberation. Low purchase frequency

also show a positive impact on cart abandonment. This happens most Gen Z do online and offline reviews, buyer leads multi-channel shopping behaviour. Therefore, sellers need to optimize their sales potential on shopping sites to increase their sales, and buyers will no longer reduce online shopping carts.

### **5.5 Limitation of the Study**

This study contains a number of limitations. The same independent variable, which can be accessed on Google, was initially utilised in numerous studies on the same issue. However, the concept of innovation is needed for the study of this online e-commerce platform. Additionally, respondents were made up of Gen Z, ages 10 to 25. The target focuses on Gen Z respondents using online shopping applications. This is because, Gen Z is the highest group in online shopping. The target demographic respondents are not the target respondents to achieve the required number of sample sizes, so the data collected may not be accurate for this target research. The majority of data is collected from friends or students. Therefore, it is expected that questionnaires distributed through social networks will collect data from individuals who belong to comparable social groups, such as racial or social status, resulting in limited research findings.

### **5.6 Recommendation/ Suggestion for Future Research**

Based on the analysis of the results of the study, the recommendation that can be made to reduce cart abandonment is to increase the improvement of the online purchasing technology system. Managers of online shopping applications such as "Shopee" need to improve the online shopping cart system by controlling and limiting the amount of products placed in the cart. This can reduce the amount of product accumulated in the cart. The application manager can also improve the cart system by automatically removing any items left in the shopping cart that

have not been purchased. The next suggestion is to increase the campaign effectively to invite customers to buy again. Customers who abandon the cart can be persuaded to buy by using the right communication strategy such as sending SMS and email. Communication SMS and email can be done by to build relationships between sellers and customers to increase customer trust to buy. Finally, the recommendation is increase purchase bonuses to customers. A bonus that sellers can do to persuade customers to buy again is by giving promotions and discounts to customers for aimed reduce cart abandonment. This study offers guidance for future research into the variables that affect online shopping cart abandonment, which can assist enhance existing ideas and create new ones. It helps future research into ways to enhance the shopping experience and strategy when shopping online.

### **5.7 Overall Conclusion of the Study**

In conclusion, the results of this study show that there is a positive relationship between the two variables of price, experience, low purchase frequency, and cart abandonment on online shopping based on product category. The factors affecting cart abandonment will helps in comprehending the growth of e-commerce. In order to assist future researchers investigating the Gen Z group, implications, limitations, and research recommendations have been carried out.

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## APPENDIX A - Draft of Questionnaire

### Section A (Demographic)

Please / answer the question below.

1-Gender/ Jantina

- |                          |                   |
|--------------------------|-------------------|
| <input type="checkbox"/> | Male/ Lelaki      |
| <input type="checkbox"/> | Female/ Perempuan |

2-Age/ Umur

- |                          |                   |
|--------------------------|-------------------|
| <input type="checkbox"/> | 18 – 19 years old |
| <input type="checkbox"/> | 20 – 21 years old |
| <input type="checkbox"/> | 22 – 23 years old |
| <input type="checkbox"/> | 24 – 25 years old |

3-Race/ Bangsa

- |                          |         |
|--------------------------|---------|
| <input type="checkbox"/> | Malay   |
| <input type="checkbox"/> | Chinese |
| <input type="checkbox"/> | Indian  |
| <input type="checkbox"/> | Others  |

4-Education Level/ Tahap Pengajian

- |                          |               |
|--------------------------|---------------|
| <input type="checkbox"/> | SPM           |
| <input type="checkbox"/> | STPM/ Diploma |
| <input type="checkbox"/> | Degree        |
| <input type="checkbox"/> | Master        |

5-Employment Status/ Status Pekerjaan

- |                          |                             |
|--------------------------|-----------------------------|
| <input type="checkbox"/> | Employment/ Bekerja         |
| <input type="checkbox"/> | Unemployment/ Tidak bekerja |

6-Income/ Pendapatan

<input type="checkbox"/>	RM 1000 and Below
<input type="checkbox"/>	RM 1001 – RM 2000
<input type="checkbox"/>	RM 2001 – RM 3000
<input type="checkbox"/>	Above RM3001

7-Platform/ Platform

<input type="checkbox"/>	Shopee
<input type="checkbox"/>	Lazada
<input type="checkbox"/>	TikTok Shop
<input type="checkbox"/>	Others



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**Section B**

<b>Independent Variable</b>	<b>Items</b>	<b>Description</b>	<b>Measurement (Likert's Scale 5 Point)</b>		
1.Price	F1	I will reconsider making a purchase if a product is high-priced. / Saya akan mempertimbangkan semula untuk membuat pembelian jika sesuatu produk berharga tinggi.	1 Strongly Disagree	-	5 Strongly Agree
	F2	I will reconsider the purchase of the product if it involves shipping fees. / Saya akan mempertimbangkan semula pembelian produk jika ia melibatkan yuran penghantaran.	1 Strongly Disagree	-	5 Strongly Agree
	F3	I will reconsider the purchase of the product if it involves taxes. / Saya akan mempertimbangkan semula pembelian produk jika ia melibatkan cukai.	1 Strongly Disagree	-	5 Strongly Agree
	F4	When online shopping, I will waiting a high-priced product's discount. / Apabila membeli-belah dalam talian, saya akan menunggu diskaun produk dengan harga yang tinggi.	1 Strongly Disagree	-	5 Strongly Agree
	F5	When online shopping, I will compare product prices. / Apabila membeli-belah dalam talian, saya akan membandingkan harga produk.	1 Strongly Disagree	-	5 Strongly Agree
2.Experience	S1	I can easily assess the quality of the brand or model in product category below internet search. / Saya boleh menilai kualiti jenama atau model dengan mudah dalam kategori produk di bawah carian internet.	1 Strongly Disagree	-	5 Strongly Agree
	S2	I got online shopping experience after physical examination of purchase and trial use. / Saya mendapat pengalaman membeli-belah dalam talian selepas pemeriksaan fizikal pembelian dan penggunaan percubaan.	1 Strongly Disagree	-	5 Strongly Agree
	S3	I read the comments of the product to get information about other users' reactions. /	1 Strongly Disagree	-	5 Strongly Agree

		Saya membaca komen produk untuk mendapatkan maklumat mengenai reaksi pengguna lain.			
	S4	I get information experience from my close acquaintances. / Saya mendapat maklumat dan pengalaman daripada kenalan rapat saya.	1 Strongly Disagree	-	5 Strongly Agree
	S5	I contact the seller or supplier to get purchase information. / Saya akan menghubungi pihak jualan atau pembekal untuk mendapatkan maklumat pembelian.	1 Strongly Disagree	-	5 Strongly Agree
3.Low Purchase Frequency	E1	When I shop online, I look for information about dealers that carry the product. / Apabila saya membeli-belah dalam talian, saya mencari maklumat mengenai peniaga yang membawa produk.	1 Strongly Disagree	-	5 Strongly Agree
	E2	Searching for information about products and services is one of the most important things I would consider before purchasing online. / Mencari maklumat mengenai produk dan perkhidmatan adalah salah satu perkara yang paling penting yang saya akan pertimbangkan sebelum membeli dalam talian.	1 Strongly Disagree	-	5 Strongly Agree
	E3	I do not prefer to buy online because of bad returning policy. / Saya tidak suka membeli dalam talian kerana polisi pemulangan yang buruk.	1 Strongly Disagree	-	5 Strongly Agree
	E4	The fear of wrong product delivery stops me to buy through online / Takut penghantaran produk yang salah menghalang saya untuk membeli melalui dalam talian.	1 Strongly Disagree	-	5 Strongly Agree
	E5	I do not prefer to purchase from online stores if they do not provide cash on delivery facilities / Saya tidak suka membeli dari kedai dalam talian jika mereka tidak menyediakan kemudahan tunai semasa penghantaran.	1 Strongly Disagree	-	5 Strongly Agree

**Section C**

I sometimes delete or abandon after adding an item to the cart when shopping online for the products in the following categories: / Saya kadang-kadang memadam atau meninggalkan selepas menambah item ke troli apabila membeli-belah dalam talian untuk produk dalam kategori berikut:

<b>Dependent Variable</b>	<b>Items</b>	<b>Measurement (Likert's Scale 5 Point)</b>		
Makeup / Alat Solek	D1	1	-	5
		Strongly Disagree		Strongly Agree
Sneakers / Kasut	D2	1	-	5
		Strongly Disagree		Strongly Agree
Clothes / Pakaian	D3	1	-	5
		Strongly Disagree		Strongly Agree
Skincare / Penjagaan kulit	D4	1	-	5
		Strongly Disagree		Strongly Agree
Perfume / Minyak wangi	D5	1	-	5
		Strongly Disagree		Strongly Agree

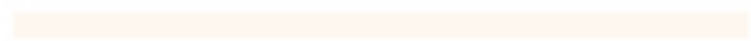
**APPENDIX B - Gantt Chart**

<b>TASK</b> <b>WEEK</b>	<b>WEEK</b> <b>1</b>	<b>WEEK</b> <b>2</b>	<b>WEEK</b> <b>3</b>	<b>WEEK</b> <b>4</b>	<b>WEEK</b> <b>5</b>	<b>WEEK</b> <b>6</b>	<b>WEEK</b> <b>7</b>	<b>WEEK</b> <b>8</b>	<b>WEEK</b> <b>9</b>	<b>WEEK</b> <b>10</b>	<b>WEEK</b> <b>11</b>	<b>WEEK</b> <b>12</b>	<b>WEEK</b> <b>13</b>	<b>WEEK</b> <b>14</b>
Identify research title														
Briefing with our SV related to research project														
<b>CHAPTER 1: INTRODUCTION</b> 1.1 Background of the study 1.2 Problem statement 1.3 Research question 1.4 Research objective 1.5 Scope of the study 1.6 Significance of study 1.7 Definition of term 1.8 Organization of the proposal														
<b>CHAPTER 2: LITERATURE REVIEW</b> 2.1 Introduction 2.2 Underpinning theory 2.3 Previous studies 2.4 Hypotheses statement 2.5 Conceptual framework 2.6 Summary/conclusion														

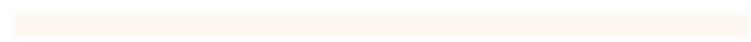
<b>CHAPTER 3: RESEARCH METHODS</b> 3.1 Introduction 3.2 Research design 3.3 Data collection methods 3.4 Study population 3.5 Sample size 3.6 Sampling techniques 3.7 Research instrument development 3.8 Measurement of the variables 3.9 Procedure for data analysis 3.10 Summary/ Conclusion														
Draft of questionnaire														
Presentation PPTA 1														
Data collection														
Chapter 4 & 5														
Turnitin check														
Submission full report final year student														
Presentation PPTA 2														



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