

Trait affect and online shopping cart abandonment: A mediated model

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Abstract

The abandonment of products on online shopping carts has become a major concern for firms. In this context, past studies have looked at certain characteristics of consumers, to situational characteristics, as well as to characteristics of the online decision process as antecedents of OSCA. However, such studies have failed in looking at stable individual differences as drivers of OSCA. This study contributes to overcome this gap by relating trait affect with OSCA. Moreover, following the hierarchical model for the effects of psychological traits on human behavior, we predict that trait affect should also have indirect effects on OSCA. Accordingly, we predict that decisional procrastination, online procrastination, and online flow mediate such a relationship. To test the research model, we relied on a sample of 311 online purchasers obtained through MTURK. The results conform to most of the predictions, indicating that positive affect relates directly with OSCA and negative affect indirectly.

Keywords: *Trait Affect; Procrastination; Online Shopping Cart Abandonment*

Track: Consumer Behaviour