

The impact of review confusion on Online Shopping Cart Abandonment: A Mediating role of Perceived Risk and Moderating role of Mindfulness

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Abstract

Prior research investigated the different determinants of online shopping cart abandonment and has yet to examine the impact of online reviews confusion on cart abandonment. A theoretical model integrating consumer confusion and mindfulness theory is proposed to explore the lacune in the current literature on how consumer review confusion influences consumer shopping cart abandonment. Data were gathered from 338 Indian participants via an online survey, all of whom had abandoned the purchase recently. The results of the Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis reveal that overload confusion in online reviews increases consumers' possibility of cart abandonment more than online reviews similarity and ambiguity confusion. Nevertheless, the similarity and ambiguity confusion establish an indirect association with online shopping cart abandonment through perceived risk. Furthermore, the study found a significant moderation effect of online reviews mindfulness between perceived risk and online shopping cart abandonment. Such findings reflect that if the consumers mindfully engage in the online consumer review evaluation, they can reduce the effect of perceived risk arising from online reviews confusion on online shopping cart abandonment. This study has implications for researchers and practitioners who strive to reduce the online shopping cart abandonment rate effectively. Keywords: online shopping cart abandonment, online reviews, confusion, online retailing.

Subject Areas: *Consumer Behaviour, Consumer Services, Decision-Making, Electronic Commerce and Internet Marketing, Retailing*

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