

E-cart Abandonment Behaviour: The Moderating Effect of Trust

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Abstract

According to the theory of planned behaviour (Ajzen, 1991) when individuals have an intention to buy online, they can be expected to end up buying the product. However, the literature on online buying indicates that even when people have strong buying intentions they end up abandoning shopping carts without buying. Therefore, the purpose of this study is to explain shopping cart abandonment behaviour. Consequently based on the existing literature, it is argued that trust in the payment mechanism moderates the relationship between buying intention and buying behaviour. The data was collected from Sri Lankan online buyers (n = 521) who were selected based on convenience in accessing them. The data was analysed with structural equation modelling using AMOS 20. This study, while supporting the moderating effect of trust in the payment mechanism on the relationship between buying intentions and buying behaviour, suggests the need for taking into consideration trust in explaining buying behaviour. Furthermore, the study emphasises that the marketers should create not only buying intention but also trust in the online payment mechanism in online marketing.

Keywords: Theory of Planned Behaviour, Trust, Purchase Intention, Buying Behaviour, Online buying, Abandonment.

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