# CLIENT UPDATE



Yiying Lu, Qianjie Chen, Zishan Hui, Muzi Tu

2024/11/11

# **Research Objectives**

To observe and analyze Amazon users' **shopping habits** in their **natural environments**, identifying specific **behaviors** and **thought processes** leading to cart abandonment.

### Methodology

Ethnography

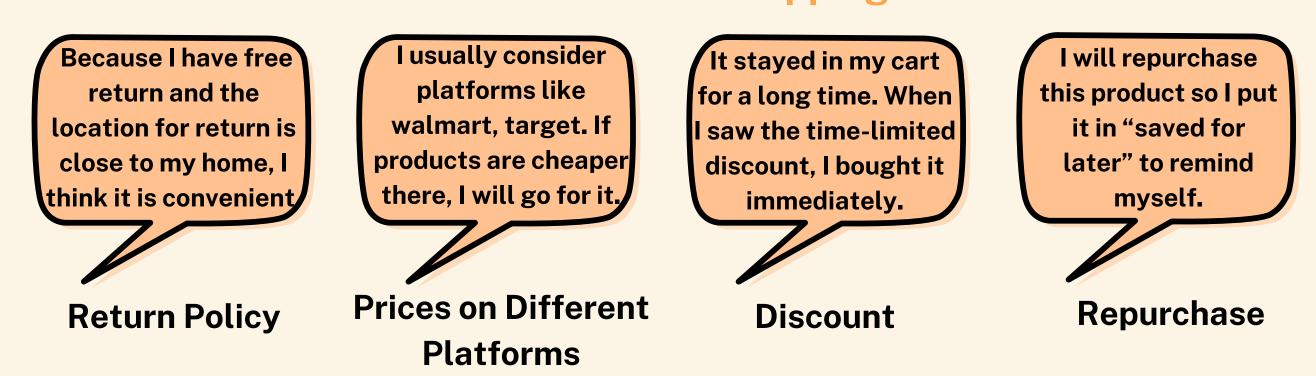
The study uses an ethnographic approach, observing the shopping behaviors of six Amazon users (four non-Prime, two Prime) in their natural environments, followed by interviews to uncover motivations and cultural factors influencing cart abandonment.

# **Summary of Findings**

Reasons Why You Left Items in Shopping Cart

I have bought a lot of I need to spend more I think it is a little I don't remember things, I don't want time comparing bit expensive. And when I put these my mom to think I these shoes to other They are not very things there. spent the money too options. necessary. fast. **Compare different Wait For Avoid Impulsive Forgot that They** products **Shopping Discount** Added the Items

Factors You Consider About in the Shopping Process



### Recommendations & Next Steps

- Recommandation
- Offer Personalized Discount Reminders for items left in the cart to motivate customers to complete their purchase.
- **Highlight Multi-Platform Price Matching** to give customers the best deal and emphasize exclusive discounts.
- Remind the user to put the product in "Saved for Later" to ease the anxiety caused by impulse shopping. This keeps the items visible to the user, encouraging purchase at a more suitable time.

#### Next Step

**Segmenting consumers and conducting quantitative research** can help Amazon gain insights into the differences in behavior of user groups and support the development of targeted strategies.