

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 think it is a little bit expensive. And They are not very necessary.

Wait For Discount

I need to spend more time comparing these shoes to other options.

Compare different products

I have bought a lot of things, I don't want my mom to think I spent the money too fast.

Avoid Impulsive Shopping

I don't remember when I put these things there.

Forgot that They Added the Items

• Factors You Consider About in the Shopping Process

Because I have free return and the location for return is close to my home, I think it is convenient

Return Policy

I usually consider platforms like walmart, target. If products are cheaper there, I will go for it.

Prices on Different Platforms

It stayed in my cart for a long time. When I saw the time-limited discount, I bought it immediately.

Discount

I will repurchase this product so I put it in "saved for later" to remind myself.

Repurchase

Recommendations & Next Steps

• Recommendation

- **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.