



Project Report
on
Optimization of Optimization of Cart Abandonment in
e-Commerce
(Performed at 1000FiX Services Ltd.)

Prepared By:

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ID: 201-52-008

E-Business Management (Major)

Department of Business Studies

Faculty of Business and Entrepreneurship

Daffodil International University



Daffodil International University

Submission Date: February 18, 2024



Project Report
on
Optimization of Optimization of Cart Abandonment in
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(Performed at 1000FiX Services Ltd.)

Supervised by:

Professor Dr. Md. Abul Hossain

Professor & Head

Department of Business Studies

Faculty of Business & Entrepreneurship

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Authorization from 1000FiX Services Ltd.

This is to certify that **Md Sheikh Shahriyar Zaman Riyad** has successfully collated comprehensive data on the company as part of their assigned responsibilities.

I have reviewed the work carried out by **Md Sheikh Shahriyar Zaman Riyad** and can attest to their dedication, attention to detail, and effective execution of the assigned tasks. The collated data reflects a thorough understanding of the project requirements and contributes significantly to our company's information repository.



Muhammad Tareq Masud
Digital Marketing Team Lead
1000FiX Service Ltd.

Contact:
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Internship Certificate



CERTIFICATE

This certificate is awarded to

Sheikh Shahriyar Zaman Riyad

Institute Name: Daffodil International University

Department: Business Studies

ID- 201-52-008

In recognition of his successful completion of the Industrial Training on basic Digital Marketing (Google Digital Garage, Content Create, Email Marketing, SEO, WhatsApp Marketing, and Word Press CMS Management, 2D Animation and Graphics design) from 13 September 2023 to 30 November 2023 Sponsored by 1000FiX Services Limited.


28.11.2023

Authorized Signature
1000FiX Services Limited.



1000FIX SERVICES LIMITED

Address: 586/1, Begum Rokeya Sorani, Shewrapara, Mirpur, Dhaka-1216, Bangladesh

Phone: +88 09604 400500, Hotline: 16743, Website: www.1000fix.com



Letter of Transmittal

Professor Dr. Md. Abul Hossain

Professor and Head

Department of Business Studies

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Project Report on “Optimization of Cart Abandonment in e-Commerce”

Respected Sir,

I am writing to turn in the project report "**Optimization of Cart Abandonment in e-Commerce**" that is attached in order to fulfil the requirements for earning a business studies degree in e-business management. I am glad to provide this report for your assessment, which is the result of three months of study, analysis, and work. My three-month internship as a "**Digital Marketer**" at the "**1000FiX Services Center**" is already over.

Thank you for your time and consideration. I look forward to the opportunity to discuss my findings further and receive your valuable feedback. I'm hoping the report is expected to be approved by you.

Thank you

Sincerely,

(Sheikh Shahriyar Zaman Riyad)

ID: 201-52-008

Program: E-Business Management (Major)

Department of Business Studies

Faculty of Business and Entrepreneurship

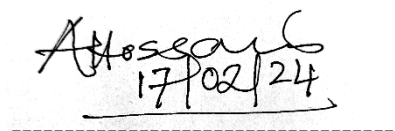
Daffodil International University

Letter of Approval

This is to certify that **Sheikh Shahriyar Zaman Riyad, ID: 201-52-008**, and department Business Studies program E-Business Management (Major), is an ordinary pupil of the Faculty of Business & Entrepreneurship, Daffodil International University.

He finished his internship at 1000FiX Services Ltd., and I personally oversaw the preparation of his internship report. "Project Report on Optimization of Cart Abandonment in e-Commerce," his internship report, it is advised that this report be submitted.

I hope he has the best possible life.



(Professor Dr. Md. Abul Hossain)

Professor and Head

Department of Business Studies

Faculty of Business & Entrepreneurship

Daffodil International University

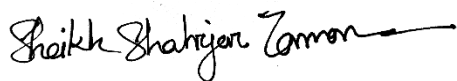
Declaration

I, **Sheikh Shahriyar Zaman Riyad, ID: 201-52-008** a student of the Department of Business Studies in E-Business Management (Major), Daffodil International University, formally declare that the report titled “**Project Report on Optimization of Cart Abandonment in e-Commerce**” entirely my work, based on my research and analysis. I affirm that I have not received unauthorized assistance or used unauthorized materials in the completion of this report.

I understand that every source utilized for this study has been properly referenced and attributed. In the bibliography section, all contributions from other people or sources are properly recognized. Throughout my study and writing, I have adhered to ethical principles because I recognize how important academic honesty is.

I am aware that breaking these rules could have negative effects on my academic record, and I voluntarily agree to bear any repercussions. With this vow, I pledge to always act with the utmost honesty and integrity in my academic and professional endeavours.

During the composition of this project report, I did not intentionally violate any copyright regulations. Furthermore, I hereby certify that I did not submit this report to any organization that grants degrees, diplomas, or certificates.



(Sheikh Shahriyar Zaman Riyad)

ID: 201-52-008

Program: E-Business Management (Major)

Department of Business Studies

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

I would like to express my sincere gratitude to the following individuals whose support and guidance have been instrumental in the completion of this university report:

Firstly **Professor Dr. Md. Abul Hossain**, Head of the Department of Business Studies, for his scholarly advice, constructive feedback, and dedication to fostering an academic environment that promotes intellectual growth.

Muhammad Tareq Masud, Digital Marketing Team Lead at 1000FiX Services Ltd, for sharing his expertise and providing valuable perspectives that enriched the content of this report.

I am truly appreciative of the time, effort, and expertise that each of these individuals has generously shared. Their contributions have played a significant role in shaping the quality and depth of this work.

Thank you.

(Sheikh Shahriyar Zaman Riyad)

ID: 201-52-008

Program: E-Business Management (Major)

Department of Business Studies

Faculty of Business and Entrepreneurship

Daffodil International University

Dedication

With sincere gratitude for their unyielding love and unshakable support, this report dedicates to my parents. To my mother, whose unending love and support have been my steadfast strength, and to my father, whose insight and direction have illuminated my way. Your selflessness, never-ending support, and faith in my potential have helped me become the person I am today. This piece of art is a homage to your unwavering love and the morals you taught me. I appreciate you being the cornerstones of my life's support.

This report, titled "**Project Report on Optimization of Cart Abandonment in e-Commerce** " is dedicated to all those who tirelessly strive to enhance the online shopping experience. It pays homage to the innumerable hours spent by e-commerce professionals, developers, marketers, and researchers who work towards creating a seamless and user-friendly environment for online consumers.

May this report serve as a source of inspiration and knowledge for those committed to addressing challenges in the ever-evolving landscape of e-commerce. To the individuals and teams dedicated to reducing cart abandonment rates and improving the efficiency of online transactions, your efforts do not go unnoticed.

This dedication is a token of appreciation for the collective endeavor to make online shopping a more enjoyable, convenient, and satisfying experience for users around the Bangladesh E-Commerce market.

Abstract

This report contains my practical observation and experience in 1000FiX Services Ltd. at the Head office, Begum Rokeya Sarani.

The study titled **Project Report on Optimization of Cart Abandonment in e-Commerce**. The purpose of the internship is to close the gap between theoretical understanding and practical experience. This paper is the outcome of a three-month internship program that involved 1000FiX Services Ltd. and the implementation of a new theory that could prevent the rate of cart abandonment in the e-commerce market. At present, the type of product purchase has gained the most popularity in the e-commerce market of our country. In a regular life. This e-commerce section brings a new type of era and dimension to our e-commerce section. How our life is being more attractive and helpful. It's mind-blowing that we can also order the product from our neighbors' countries. But the major problem is our people who are using this e-commerce more and more but don't follow the rules and they make some mistake that causes problems to our e-commerce seller's site. Our customers ordered the product but they cannot fulfill the product order process. When they place an order on e-commerce and they add the product in the "CART" section but don't fulfil the payment process, this product is then selected for that person so if another person wants to place an order and there is no product then it will show no product available. For this problem, the seller cannot sell the product that was selected, and when the number gets more and more the business runs on low profit.

There are some research was done on this topic and the results came out that our business market has a lot of numbers in this section. Recently the number has more and more, but in the section, the problem is a huge number and sellers are not concerned about it. So, I have researched a lot of sections and collected a lot of data from the companies and surveys from the people who are using e-commerce- why they don't complete the product and others. After that, I collected some solutions that will help a seller reduce the abandonment rate in the cart section how they can increase their sales and get more profit easily. There is some work and some steps that have to be taken by the company that I was working for in my internship. I've already done these kinds of work and implemented them on this e-commerce site and I have come out with some results that reduce this cart abandonment rate.

Acronyms

B2B	:	Business-to-Business
B2C	:	Business-to-Consumer
CRM	:	Customer Relationship Management
ERP	:	Enterprise Resource Planning
SEO	:	Search Engine Optimization
SEM	:	Search Engine Marketing
SMM	:	Social Media Marketing
ROI	:	Return on Investment
KPI	:	Key Performance Indicator
CMS	:	Content Management System
EDI	:	Electronic Data Interchange
ICT	:	Information and Communication Technology
PPC	:	Pay-Per-Click
M-Commerce	:	Mobile Commerce
CRO	:	Conversion Rate Optimization
SSL	:	Secure Sockets Layer
ISP	:	Internet Service Provider
FTP	:	File Transfer Protocol
API	:	Application Programming Interface
UX	:	User Experience

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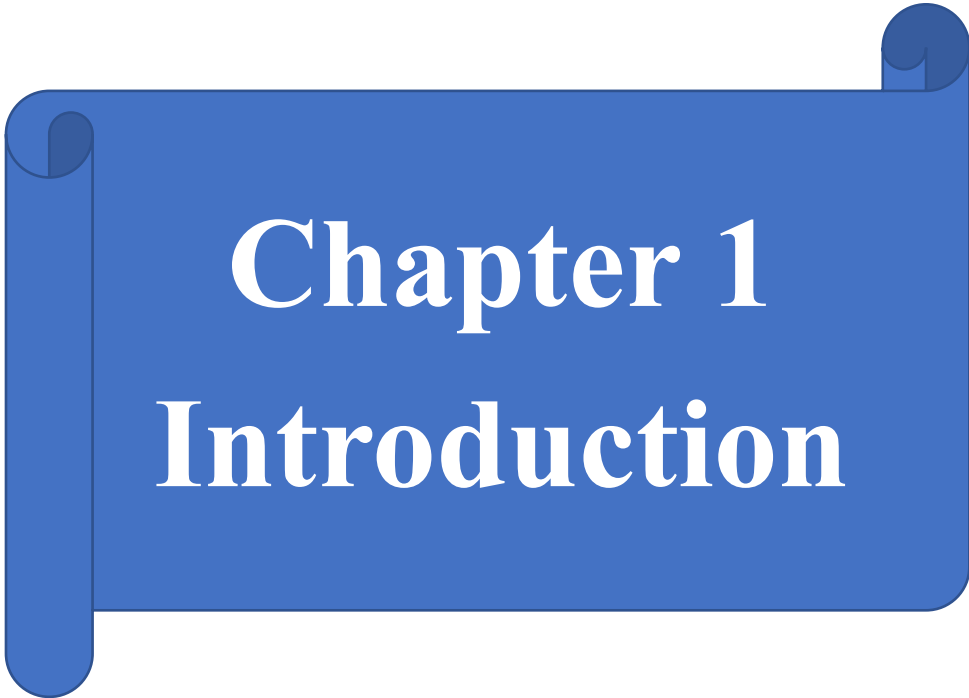
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Chapter 1

Introduction

Chapter 1

Introduction

1.1 Introduction

E-commerce, or electronic commerce, is changing the way firms conduct transactions and sell products and services online. E-commerce, at its heart, is the purchasing and selling of things or services using electronic means, principally the internet. This digital economy crosses geographical borders, giving enterprises a worldwide presence. E-commerce offers quick and fast transactions for both businesses and customers by using secure payment channels and innovative technologies. The ongoing expansion of E-commerce platforms has not only altered traditional retail but also enabled entrepreneurs to open online stores, promoting a dynamic and integrated global economy.

1000FiX Services Ltd. is delighted to be Bangladesh's top and finest after-sales service provider, excelling in responding to the different demands of the ever-changing digital scene. We have continually strived to provide the best service and support for computer devices, electronics, and home appliances since our inception in August 2017. Our continuous dedication to quality is evident in all aspects of our business, with highly trained engineers ensuring that top-tier service centers are strategically situated around the country.

1.2 Origin of the study

As a **Business Studies** student, it was necessary to partner with an organization to complete a three-month internship program. The internship was finished at "**1000FiX Services Ltd.**" a Bangladesh-based after-sales service company. During that period, I worked in a variety of industries, attempting to gain as much practical experience as possible. Cart abandonment, in my opinion, is one of the most significant responsibilities for e-commerce enterprises. This study focuses on a comprehensive investigation of Cart Abandonment. This report is given to both the concerned instructor and the organization.

The report named "**Project Report on Optimization of Cart Abandonment in e-Commerce (Performed At 1000FiX Services Ltd.)**" was created to meet the internship and project program requirement for the bachelor's degree under the supervision of **Prof. Dr. Md. Abul Hossain, Head,** Department of Business Studies, Daffodil International University. Every student must work for at least three months in a specific company. The fundamental goal of this internship program is to use academic knowledge in the practical sector and to experience a real working environment.

1.3 Background of the study

Because Bangladesh's e-commerce industry has grown drastically changed the country's retail environment in recent years, providing customers with previously unheard-of accessibility and convenience to a vast range of goods and services. The problem of cart abandonment, when customers add things to their shopping carts but do not finish the transaction, poses a significant difficulty for online merchants even with their fast development.

In addition to having a significant financial impact on e-commerce companies, cart abandonment raises concerns regarding user behavior, preferences, and the suitability of current tactics in the local environment. It is vital to comprehend the elements that lead to cart abandonment in order to maximize the e-commerce experience and boost the general prosperity of Bangladeshi e-businesses.

This study's goal is to investigate the particular subtleties of cart abandonment in the context of Bangladeshi e-commerce. The study looks at things like user demographics, payment habits, website usability, and cultural influences in an effort to find trends and insights that are specific to the region. The study will also look at possible fixes and tactics that online merchants can use to reduce cart abandonment and raise conversion rates all around.

As Bangladesh's digital economy develops further, this study adds significantly to the expanding corpus of information about e-commerce. The study intends to give concrete ideas that will empower online businesses to create a more smooth and gratifying purchasing experience for their customers by illuminating the nuances of cart abandonment in the Bangladeshi context.

1.4 Statement of the Problem

The high incidence of cart abandonment poses a substantial impediment to the success of e-commerce ventures. Identifying the root causes and contributing factors behind this phenomenon is crucial for developing effective strategies to mitigate its impact. Addressing the research problem requires a comprehensive examination of the diverse elements influencing users' decisions to abandon their carts, spanning from user experience to trust and security concerns.

1.5 Objectives of the study

The objective of this study is to investigate and propose contingent solutions for reducing cart abandonment rates in e-commerce. Specific objectives include:

- I. To explore the current scenario in the cart abandonment.
- II. To analyze the cart abandonment in current state of e-commerce.
- III. To identify the problems regarding in cart abandonment and cart recovery.
- IV. To give some recommendations to reduce cart abandonment.

1.6 Scope of the study

The report covers the overview of the Cart Abandonment process. It also presents a brief scenario of 1000FiX Services LTD. products and services. This report has been prepared through extensive discussion with company employees and with the customer. As joined as an Intern for 3 months the full journey was to understand and observe the company's process. While preparing this report, a great opportunity was came to have in-depth knowledge of all the IT servicing activity practices by the **1000FiX Services Limited** Head Office Branch. The report covers Possible Solutions for **Cart Abandonment** about **1000FiX Services Ltd.**

1.7 Methodology

During the time of the internship and project period, there was some time spent in the different departments of **1000FiX Services Ltd.** The study was to get the activity of the people who are ordering from the webpage. The survey that was made on the online and the public site. The online site is made with university students and the other one is with the public on the Metro Station. The survey was made less than **300** students and **200** for all age e-commerce users. The public survey covers all the topics and other things that need to be collected. They all share the problem of why they did cancel their previous order. In addition, why can't full fulfil their order process? The way, it's easy to do the research paper and maintain or follow a method.

It is advised to use the **Agile Methodology** since e-commerce cart abandonment concerns are dynamic. Because of its adaptability, it may be continuously adjusted in response to comments and the results of your study. The investigation and execution of successful solutions will be facilitated by frequent iterations and teamwork, guaranteeing the success and applicability of the report.

Advantages of Agile Methodology:

- I. Iterative and adaptable, enabling modifications in response to continuous input.
- II. Promotes teamwork and continuous communication.
- III. Excellent for investigating and putting into practice cart abandonment options, and well-suited for projects with changing needs.

The flow chart of Agile Methodology given below:



Source: (Laoyan, 2022)

Figure 1: Overview of Agile Methodology

1.8 Sources of Data

I have gathered the necessary information and conversion from a variety of sources to finish the work, and these sources may be categorized as follows.

1.8.1 Primary Data:

1. Interview Method:

Face-to-Face Interview: Face-to-face encounters, mostly through in-person interviews with corporate leaders and other pertinent persons in 1000FiX Services Ltd, were the technique of interviewing that was utilized for data gathering. These interviews were conducted in a variety of venues, such as formal meetings and open areas. Furthermore, information was acquired by means of in-person encounters with participants who completed questionnaires at Metro Rail stations.

2. Observation Method:

Some personal observations when I worked in the company. The approach of observation incorporates firsthand knowledge obtained throughout one's tenure as a digital marketing executive within the organization. The individual gained hands-on experience by actively participating in numerous digital marketing duties, offering direct insights into campaign performance, consumer engagement, and overall strategy efficacy.

3. Survey Method:

Questionnaires: To acquire information on cart abandonment, the study uses online questionnaires created with Google Forms. Participants react to questions that elicit thinking on why and how they leave their carts. This strategy provides speed and ease, allowing firms to properly identify and solve desertion issues.

The interview was taken to the employees of the company the people are not below the manager level. Other than that, I have talked to some customers, got their opinions and more important notes. I have added also my observations on the company's flow and other things that I have seen in my internship program.

1.8.2 Secondary Data:

- I. Website of 1000FiX Services Ltd.
- II. Previous report of 1000FiX Services Ltd.
- III. Newspaper articles on cart abandonment.
- IV. Some publications in Baymard Institute, researchgate.com, Databox blogs and articles.
- V. Statistics on previous cart abandonment rate from Statista.com.

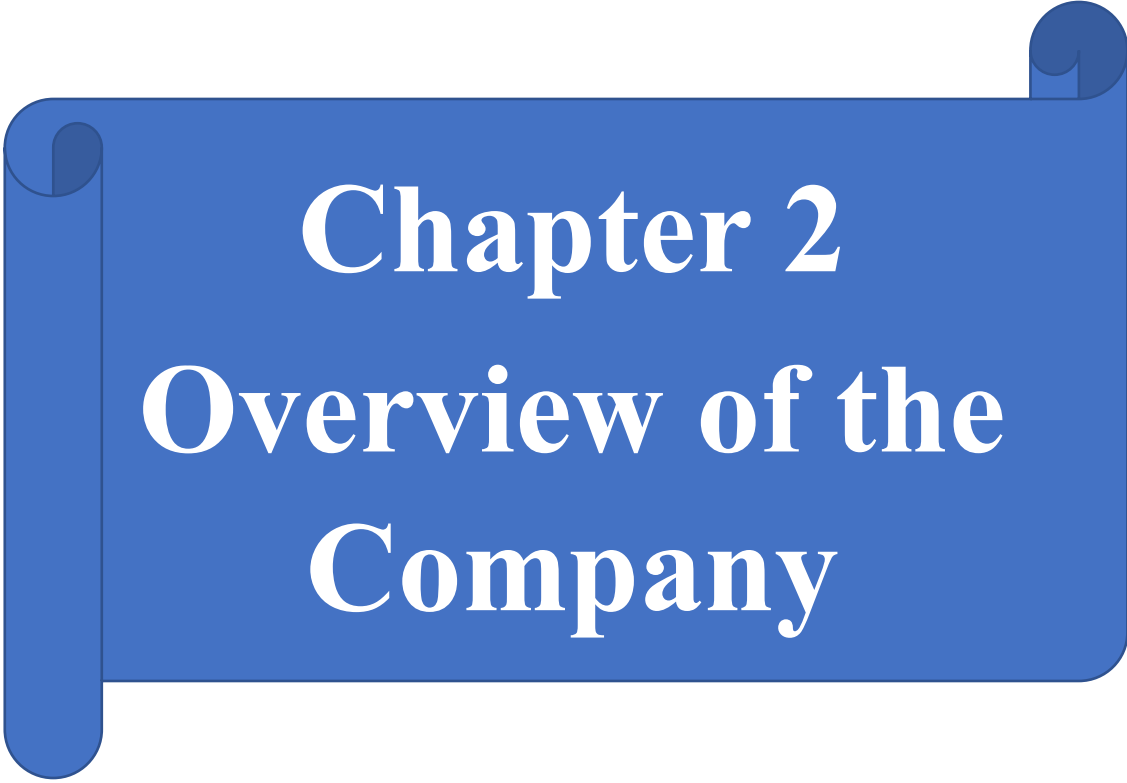
It's not like I have done a small amount of research. I have also read a lot of books and newspapers and noted it down a lot of information. About the people who are already affected in this Cart Abandonment rate extending problem.

There are a lot of negative comments and proof that the cart abandonment rate is not a major problem in this eCommerce business. But 90% of people are already phase this problem and they show the report and it is so true that this will be future a big problem in Bangladesh's e-Business market.

1.9 Limitations of the Study

The collaboration and support of 1000FiX Services Ltd. executives and officers made the internship and project program very enjoyable and engaging. They had permitted me to enter several databases with confidence, and they had also permitted me to access numerous databases to advance my education and skill-building. However, I ran across a few issues when writing the internship report, which are listed below:

- I. The temporal scope of the study may restrict the breadth of analysis, and some long-term patterns or changes in the e-commerce industry might not be thoroughly investigated.
- II. The representativeness of the results might be affected by the size and variety of the study sample, since various demographic groups may have distinct online buying behaviors.
- III. Lacking the necessary real-world experience to understand the conceptual foundation of this kind of report.
- IV. Insufficiently thorough written reports or public papers about Bangladeshi companies' cart abandonment.
- V. Time constant is not long enough for research this size. Obtaining the necessary information and practical experience to finish the report in this amount of time is challenging.

A blue scroll graphic with a vertical strip on the left and a horizontal strip on the right, both with rounded ends. The text is centered on the horizontal strip.

Chapter 2

Overview of the Company

Chapter 2

Overview of the Company

2.1 Introduction

The largest computer, laptop, printer, and IT product after-sale repair center in Bangladesh is 1000FiX Services Ltd. leading provider of after-sale support in Bangladesh for businesses linked to networking, consumer electronics, mobile devices, and IT. (Ltd., 2024)

2.2 History & Background

With pride, 1000FiX Services Ltd. is the greatest after-sales service provider in Bangladesh, successfully meeting the wide range of demands of the constantly changing technology industry. They have continuously worked to provide the best possible service and support for electronics, home appliances, and PCs since our founding in August 2017. (Ltd., 2024) Their steadfast dedication to quality is evident in every facet of our business operations, as our highly skilled engineers make sure that first-rate service centers are thoughtfully positioned around the nation.

2.3 Mission & Vision of 1000FiX Services Ltd.

One of 1000FiX Services Ltd.'s primary offerings is computer repair services. In this sector, we lead the market. We provide our services throughout the entire nation. (Ltd., 2024)

Here top-rated and most important repair service at 1000FiX Services Ltd. is laptop repair. Their engineers are qualified, knowledgeable, and experienced, so they can provide their clients with the greatest repair services. (Ltd., 2024)

Another well-known repair service offered by 1000FiX Services Ltd. is printer repair. Their technical staff meticulously diagnoses the issue to pinpoint the source. The gadget is submitted to the quality control department to verify the level of service quality following a successful service performance. The gadget is given to the customer once the QC division certifies the level of service quality. (Ltd., 2024)

Rely on 1000FiX Services Ltd. for proficient repairs of tablets and smartphones. Their skilled specialists offer excellent repair services to guarantee that customers' gadgets remain operational. Get dependable and effective assistance for all of your repair requirements. Select us for reliable, high-quality repairs.

Customers can trust 1000FiX Services Ltd. to fix household appliances expertly.

The qualified specialists are available to offer dependable and effective repair solutions for any appliance, including ovens, washing machines, refrigerators, and air conditioners. Take comfort in the knowledge that all the appliances are in capable hands.

They have more than 50+ brands that, 1000FiX Services Ltd. as their Authorized Warranty Service partner. (Ltd., 2024)

1000FiX says that: It is critical to maintain connectivity and make sure your gadgets are operating at peak performance in Bangladesh's fast-paced digital environment. Here's where we shine as the best option for maintaining IT products. We do all possible to keep your gadgets operating at peak performance. Additionally, we provide our clients with the best PC remote support available, which acts as a lifeline by making sure assistance is always only a click away. We go above and above to provide the highest caliber of printer maintenance, guaranteeing that your papers are constantly clear and crisp.

2.4 Service Offering

They cover a wide range of areas, from Khulna to Rajshahi and Rangpur, and we always offer the best printer repair services. You may be confident that your home or business in Sylhet, Chittagong, or Jessore will experience a return of crystal-clear sound thanks to our excellent speaker repair services. For both corporate and end customers, 1000FiX Services Ltd. provides online remote service, pick-and-drop service, and on-site/home service. They also give on site and home service. To guarantee the greatest support and service, we provide an after-service warranty in addition to our repair services. To guarantee that your item is fixed to the greatest standards, we utilize premium components and adhere to the best procedures. (Ltd., 2024)

1000FiX Services Ltd. is known for providing excellent closed-circuit television (CCTV) and security monitoring systems, guaranteeing unmatched protection for your property. To put it briefly, we are the premier source for all of your electronics needs and ensure that your appliances and gadgets will always be in optimal operating order. (Ltd., 2024) The service is more popular.

The company's main moto will be like:

“Getting Around in the Digital Age: Best IT Support and Maintenance in Bangladesh.” (Ltd., 2024)

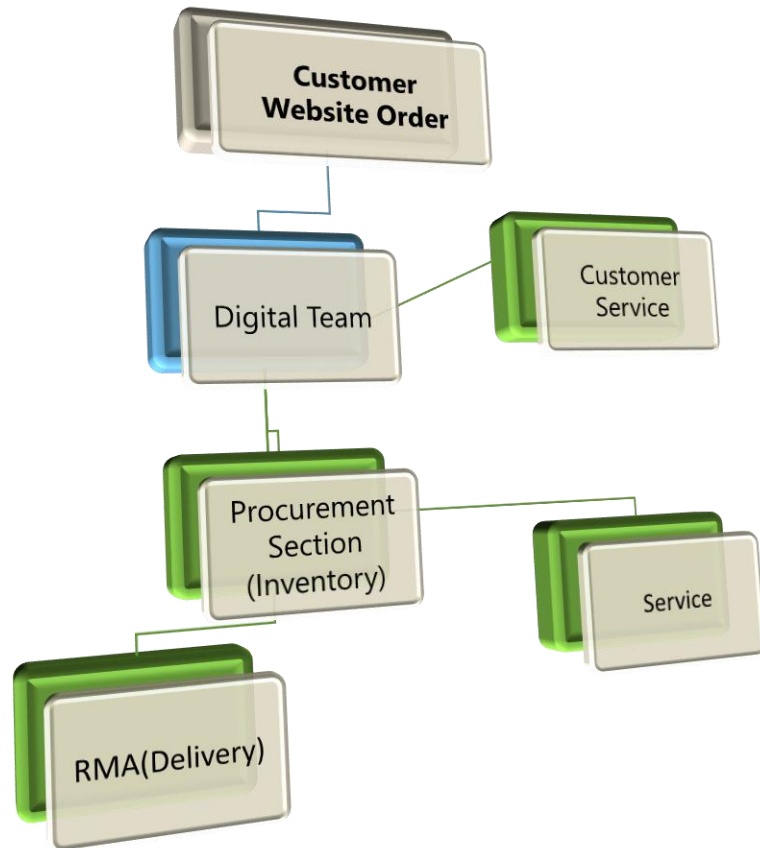
In our technologically advanced world, it's critical to stay connected and make sure your gadgets are functioning properly. For this reason, it's essential to have access to trustworthy IT services and assistance. The need for experienced repair services, remote assistance, and first-rate IT device servicing is rising in Bangladesh. (Ltd., 2024) To assist you in making the best selections for your IT requirements, this article examines the top IT product service and repair solutions in Bangladesh.

To meet the diversified demands of its customers, the firm delivers a wide range of services. These services are classified into several categories, each addressing a different area of technological assistance. The services offered include laptop service, MacBook service, computer service, printer service, motherboard service, and server service, with a focus on server repair. Furthermore, the organization expands its experience into Corporate Service, offering specialized solutions for enterprises. Customers can also take advantage of warranty extension options and unique programs like the Privileged Program. Furthermore, the Partner Alliance provides a Partners Privileged Program to facilitate collaboration opportunities. The organization provides convenience to its clients by offering On-Site Service and a Pick & Drop Service, ensuring flexibility and accessibility. (Ltd., 2024)

2.5 Analyzing Customer Order Process:

The organization follow the chain of command from the **COO** direction to the **Digital Team**.

Bt the other section like covering the customer is different. The graphic explains the procedure:



Source: 1000FiX Service Ltd.

Figure 2: Customer's order and fulfil the process

Interpretation: Order fulfilment for customers is handled through a simplified procedure that is started by the Digital Team, handled by Customer Service for questions, and concluded by the Procurement Section for inventory management. The customer is guaranteed a flawless end-to-end experience from start to finish by the Service team handling order preparation and the RMA procedure handling returns and replacements.

Process Details:

1. Customer Website Order:

Customers commence the process by placing orders on the company's website. This digital platform offers a user-friendly browsing interface for clients items, make choices, and place purchases online.

2. Digital Team

The digital staff is responsible for managing online orders. They manage the website's functioning, resolve technological difficulties, and aim to improve the overall digital consumer experience. This team may also handle order processing and data management.

3. Customer Service

Customer care representatives are ready to help clients with any questions, complaints, or problems about their orders. This may include order progress updates, product information, and problem solutions to ensure client happiness.

4. Procurement Section (Inventory)

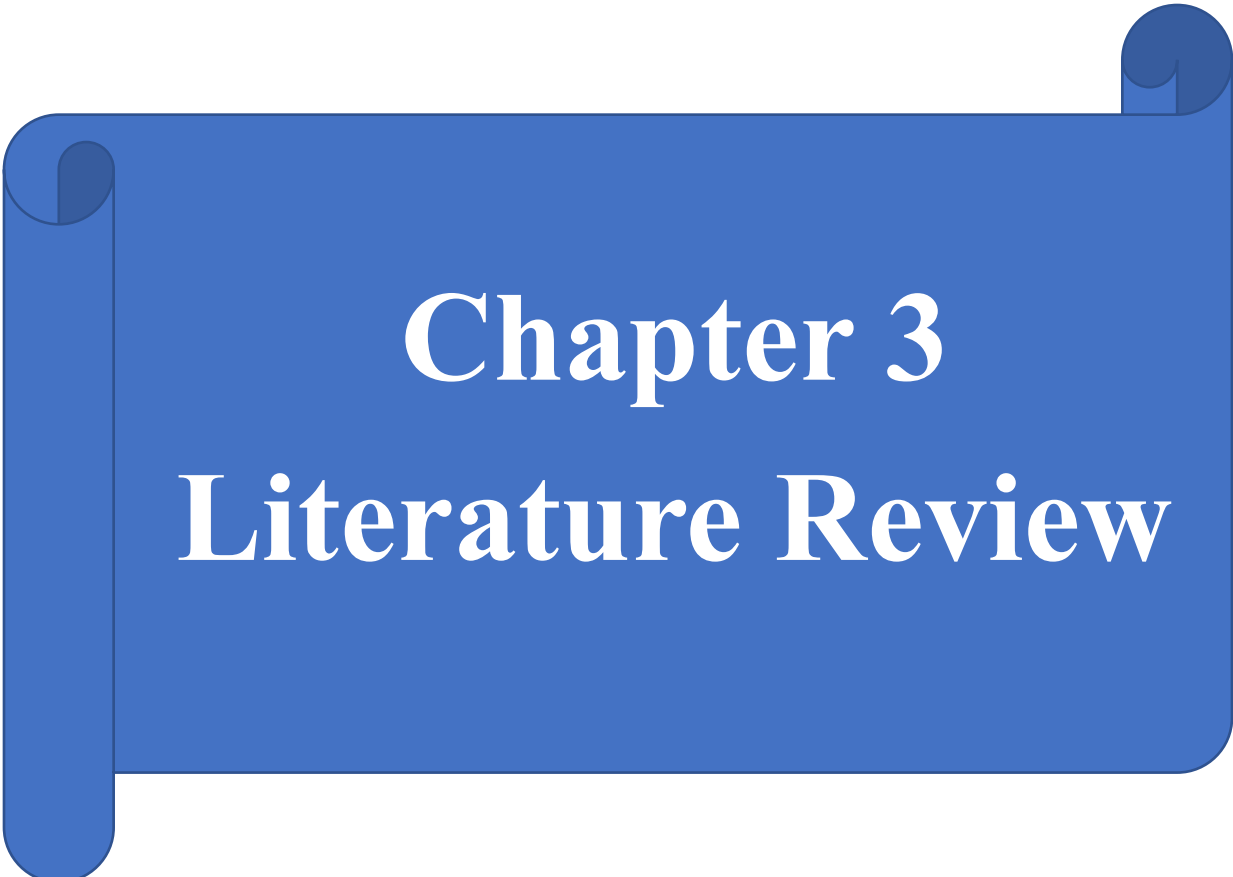
The procurement sector is in charge of controlling the inventories required to fulfill client requests. This involves keeping track of stock levels, refilling items as needed, and communicating with suppliers to ensure an effective supply chain.

5. Service

Once an order has been received and processed, the service staff takes over and prepares the items for shipment. This includes activities like packaging, quality inspections, and ensuring that the order is correct and ready for delivery.

6. RMA (Delivery)

RMA (Return Merchandise Authorization) is a mechanism for managing product returns. If necessary, the delivery staff will transfer merchandise to consumers. This step is crucial for ensuring that ordered products arrive to clients on schedule and in excellent shape.



Chapter 3

Literature Review

Chapter 3

Literature Review

3.1 Introduction

Online retailers all around the world are impacted by the common problem of shopping Optimization of Cart Abandonment in e-Commerce. Understanding the causes of cart abandonment and putting effective solutions in place is essential for long-term company success in Bangladesh, where e-commerce is expanding quickly.

3.1.1 Scope and Inclusion Criteria

The research employs a multi-stage model of online shopping behaviour to investigate shopping cart abandonment at retail websites. It presents a four-phase online buying process, where customers browse shopping pages before making a choice and adding products to their carts. To provide insights into customer behavior in the context of e-commerce, the study attempts to pinpoint the major causes of online shopping cart abandonment. The suggested model clarifies the steps involved in online buying, offering useful data to companies trying to comprehend and resolve cart abandonment problems. (Patrali Chatterjee, 2005).

The essay provides a multi-stage model of online shopping behaviour and investigates shopping cart abandonment at retail websites. It explores the many phases of the e-commerce journey and pinpoints the reasons for cart abandonment. The overcall customer behaviour from basket selection to abandonment, to shed light on the complex dynamics of the online shopping experience. (Shibo Li, 2005)

Key elements that contribute to cart abandonment have been discovered by research, including behavioral and cognitive aspects. (academia.edu, 2023)

Even before the checkout process, the reasons and actions that lead to cart abandonment have been investigated, providing insight into the preferences of customers during their online purchasing experience. (netspar.nl, 2023)

3.1.2 Theoretical frameworks:

Research conducted in Bangladesh, where technical infrastructure is developing quickly, by Rahman and Hossain (2017) highlights the significance of reliable technological frameworks and secure payment gateways in fostering consumer trust.

When applying this information to the Bangladeshi context, it may be crucial to take into account things like payment preferences, internet access problems, and cultural quirks. Cart abandonment may be reduced, according to Alam and Khan (2018), if e-commerce systems are customized to take into account the unique behaviors of local consumers.

It is essential to look into how mobile commerce contributes to cart abandonment as mobile adoption soars in Bangladesh. According to Ahmed and Uddin (2019), desertion rates may be considerably lowered by improving the mobile shopping experience.

Additionally, research indicates that retargeting tactics might be useful in bringing back lost revenue. Customers may be persuaded to return abandoned carts by tailored retargeting messages, according to research by Haque et al. (2021).

Several approaches have been put up to deal with the problem of abandoned carts. One end-to-end option to reduce checkout abandonment rates has been proposed: machine learning systems, which provide retailers with capabilities to improve the online buying experience. (Learning, 2023)

Furthermore, putting in place efficient cart abandonment solutions may dramatically lower abandonment rates and enhance the performance of e-commerce as a whole. (shopping-cart-abandonment, 2023)

In a post on social media (LinkedIn) a Digital marketing expert with over 20 years of experience, Mr. Branko Rakic said that, “The percentage of customers who add products to their online shopping cart but then depart the website before completing their transaction is known as the cart abandonment rate. Cart abandonment is a prevalent issue among e-commerce enterprises, with an average incidence of around 70%”. (Rakic, 2023)

Cart Abandonment Percentage	Platform Count Number
50-55	1
56-60	11
61-65	7
66-70	9
71-75	5
76-80	7
81-85	10
Total:	50

Source: (Baymard Institute, 2023)

Table 1: Cart Abandonment Year to Year

Through Microsoft Excel:

Mean = $\text{Sum}(xi * fi) / \text{Total frequency} = 3469 / 50 = 69.38$

Variance = $\text{Sum}((xi - \text{mean})^2 * fi) / \text{Total frequency} = 111.125 / 50 = 2.2225$

Standard Deviation = $\text{sqrt}(\text{Variance}) = \text{sqrt}(2.2225) = 1.49$ (approximately)

So, the mean value is approximately 69.38, and the standard deviation is approximately 1.49.

Interpretation: The data presented shows average desertion rates (70.19%) across a range of e-commerce platforms. Prominent e-commerce sites such as Sale Cycle and Fresh Relevance exhibit variations throughout time, demonstrating the fluidity of the industry. While Fresh Relevance dropped from 68.70% in 2022 to 57.60% in 2020 but increased to 68.95% in 2015, Sale Cycle's abandonment rate reduced from 84.27% in 2020 to 79.53% in 2023.

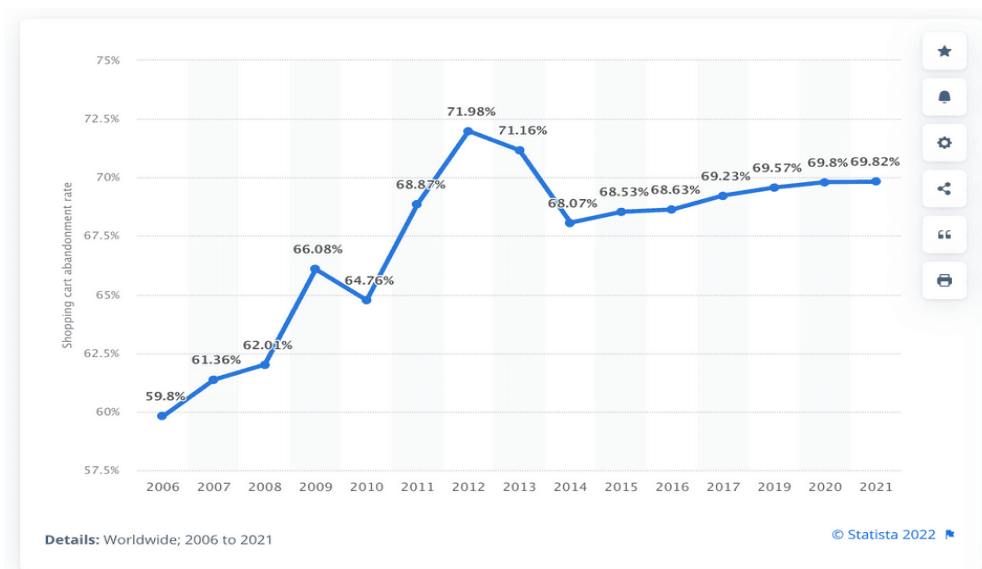
A 35.26% rise in the conversion rate translates into \$260 billion in missed purchases, which are only recoverable through improved checkout flow and design, given the total of \$738 billion in e-commerce sales between the US and the EU.

Worldwide Cart Abandonment from 2006 to 2021.

Year	Percentage
2006	59.80%
2007	61.36%
2008	62.01%
2009	66.08%
2010	64.76%
2011	68.84%
2012	71.98%
2013	71.16%
2014	68.07%
2015	68.53%
2016	68.53%
2017	69.57%
2019	69.57%
2020	69.80%
2021	69.82%

Source: (www.statista.com, 2022)

Table 2: Average Cart Abandonment Rate



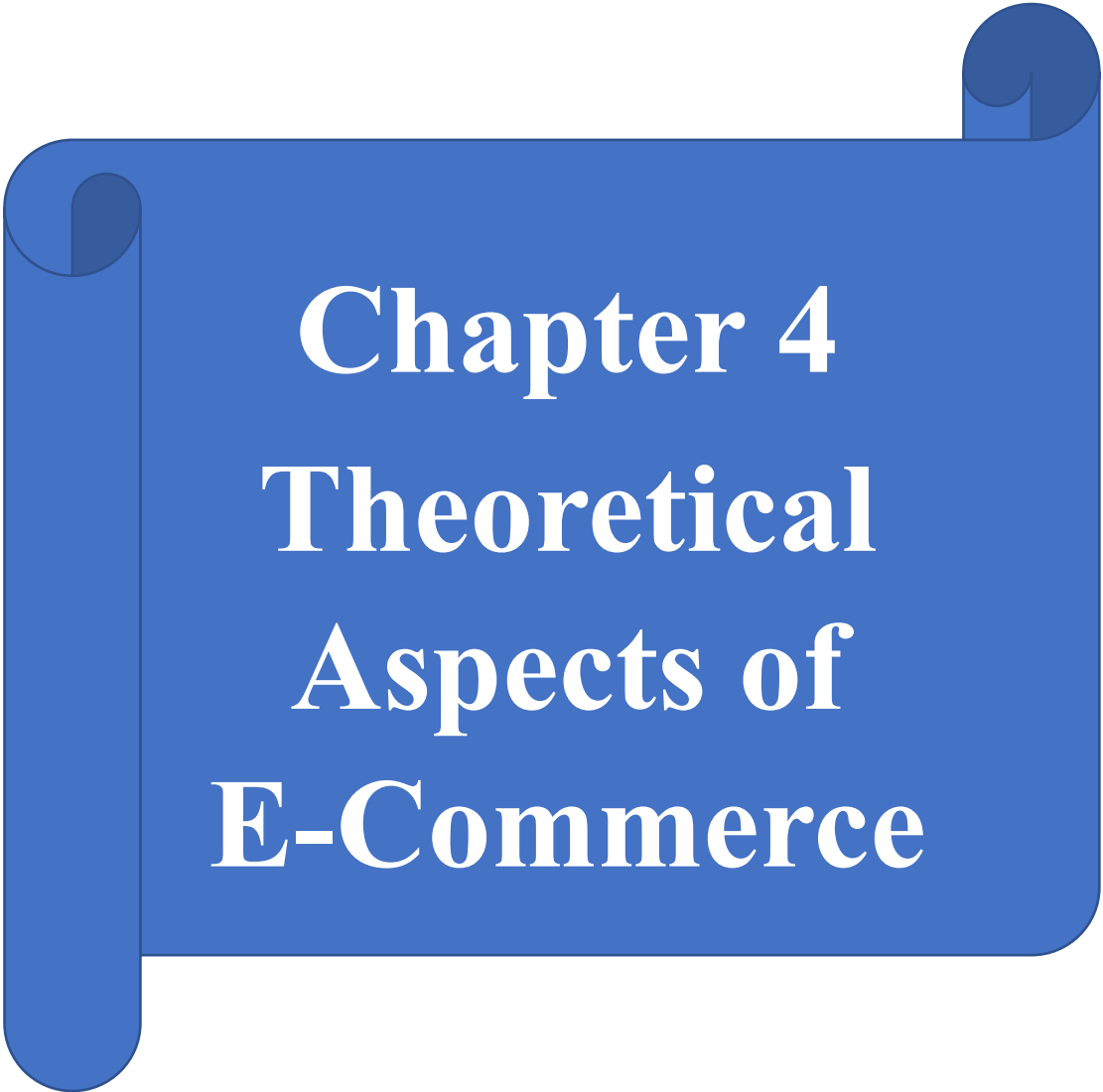
Source: (www.statista.com, 2022)

Figure 3 :Change in the average cart abandonment rate from 2006 to 2021.

Interpretation: Understanding the unique market dynamics in Bangladesh is crucial for tailoring solutions to local preferences. As the e-commerce landscape evolves, strategies to recover abandoned carts, enhance the user experience, and optimize the checkout process will play a pivotal role in the success of online businesses in Bangladesh.

The same institute's report, "The Financial Impact of Shopping Cart Abandonment: \$260 Billion may be Recovered," demonstrated this.

By concentrating solely on checkout usability issues, which we have demonstrated can be resolved over the course of the previous ten years of extensive research at Baymard Institute, a large-scale e-commerce site may increase the rate of conversion by 35.26% by improving its checkout design. Even so, after looking at the checkout processes of the biggest online retailers in the US and the EU, such as Walmart, Amazon, Wayfair, Crate & Barrel, and ASOS.

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Chapter 4

Theoretical Aspects of E-Commerce

Chapter 4

Theoretical Aspects of E-Commerce

Electronic commerce, or e-commerce, has completely changed how consumers and firms conduct business. This digital phenomenon includes a wide range of online activities, such as electronic financial transfers, online data interchange, and the buying and selling of products and services. In this theoretical investigation, we examine the fundamental ideas that form the basis of the dynamic domain of e-commerce, looking at its main elements, models, and consequences.

4.1 Defining E-Commerce

At its core, e-commerce involves the exchange of goods, services, or information using electronic channels, primarily the internet. This departure from traditional brick-and-mortar transactions introduces a virtual marketplace that transcends geographical constraints, providing a platform for businesses and consumers to connect seamlessly across the globe. The digital nature of e-commerce relies on electronic data interchange (EDI), online transaction processing (OLTP), and automated data collection systems to facilitate efficient exchanges.

4.2 Key Components of E-Commerce

To comprehend the framework of e-commerce, it is essential to delineate its key components. These include online storefronts, payment gateways, secure online transactions, and digital marketing strategies. The convergence of these elements forms the backbone of e-commerce infrastructure, allowing businesses to showcase their products, securely process payments, and engage with customers in a virtual environment.

4.3 E-Commerce Models

E-commerce operates through various models, each tailored to specific business needs and market dynamics. Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B) are among the primary models. These models define the direction of transactions and highlight the diverse ways in which e-commerce adapts to meet the demands of different industries and consumer segments.

Business-to-consumer, or B2C, refers to a business strategy where companies offer goods or services directly to individual customers. Fashion labels like Adidas and H&M, as well as internet shops like Amazon, are a few examples. (saleh-mohsen, 2023) (Team, 2023)

Business-to-business, or B2B, transactions take place when two firms exchange goods, usually in large amounts. Transactions between manufacturers, distributors, and suppliers are frequently a part of it. A factory selling products to a store is one example. (builderfly.com, 2023)

Consumer-to-Consumer (C2C): In this business model, products and services are offered directly to individual consumers. Online markets like eBay and Etsy enable users to serve as both buyers and sellers, enabling C2C interactions. (NULOGIC, 2023)

4.4 Major Terms of E-Commerce

E-commerce refers to the purchase and sale of products and services over the internet.

- Key components include online shopping, electronic payments, online banking, and digital marketing.

Digital marketing involves promoting items or services through digital channels including search engines, social media, email, and websites.

- Key strategies include SEO, social media marketing, content creation, email marketing, and paid advertising.

SEO (Search Engine Optimization) is the process of improving a website to rank higher in search results and increase organic (non-paid) traffic.

- Key elements include keyword research, on-page SEO, backlink development, and content quality.

Social media marketing is promoting products or services on social media channels to boost brand awareness, engagement, and sales.

- Platforms include Facebook, Instagram, Twitter, LinkedIn, and more.

E-commerce Platform: Software or online tools for creating, managing, and operating online stores.

- Examples include Shopify, Magento etc.

Payment Gateways are services that securely process online payments and authorize transactions between merchants and customers.

- Examples are bKash, Nagad, and other MFC/banking websites.

Conversion rate refers to the percentage of website visitors that perform desired actions, such as making a purchase.

CRM refers to strategies, methods, and technologies for managing and analyzing customer contacts throughout their lifespan.

- Benefits: Increased client happiness, loyalty, and tailored marketing.

Mobile commerce (m-commerce) refers to e-commerce using mobile devices such as smartphones and tablets.

- Trends include mobile applications, mobile-optimized websites, and mobile payment methods.

Drop shipping is a retail fulfilment technique where things are sent directly from the seller to the client, rather than a store stocking them.

- Benefits: Low start-up expenses, simplified inventory management, and a diverse product offering.

4.5 Security and Trust

In the digital landscape, security and trust are paramount. The underpinnings of e-commerce involve robust encryption protocols, secure socket layers (SSL), and authentication mechanisms to safeguard sensitive information during online transactions. Establishing trust between buyers and sellers is a continuous process that relies on transparent communication, reliable product information, and secure payment gateways.

4.6 Mobile Commerce (M-Commerce)

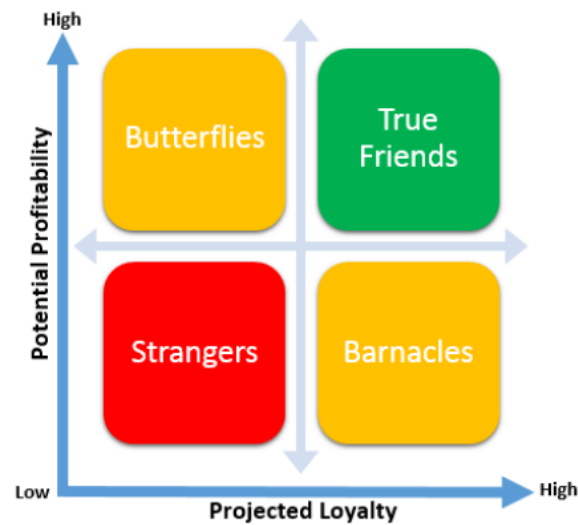
As mobile devices become ubiquitous, e-commerce extends its reach through M-commerce. Frameworks in M-commerce encompass responsive design, mobile applications, and optimized user experiences for handheld devices. This evolution caters to the preferences of an increasingly mobile-centric consumer base, shaping the theoretical landscape of e-commerce to accommodate seamless transactions on smartphones and tablets.

4.5.1 Challenges and Future Trends

Theoretical discussions on e-commerce must also consider challenges and future trends. Cybersecurity threats, regulatory complexities, and evolving consumer behaviours pose challenges that demand continuous adaptation. Future trends include the integration of artificial intelligence, augmented reality, and blockchain technologies, revolutionizing the theoretical foundations of e-commerce by enhancing personalization, security, and efficiency.

In the end, I can say, that the explanation of e-commerce unravels a multifaceted landscape defined by its components, models, security measures, and future trends. As technology continues to advance, the theoretical foundations of e-commerce will evolve, shaping the future of digital transactions and redefining the way businesses and consumers engage in the online marketplace.

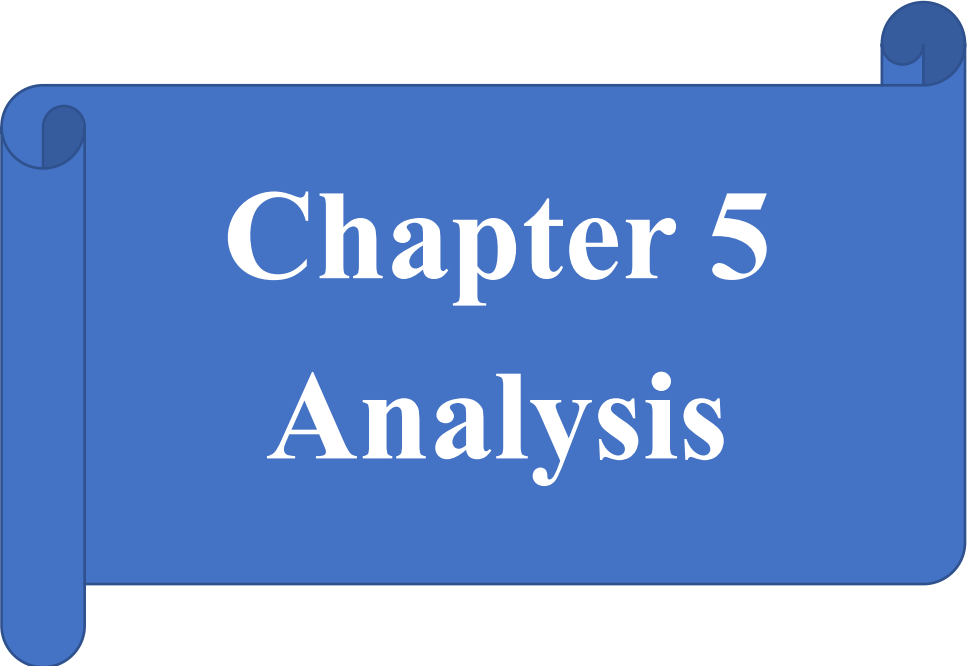
4.7 Customer Relationship Groups Model:



Source: (MAX, 2015)

Figure 4: Customer Relationship Groups Model

Based on a customer's connection with a firm, the Customer connection Groups Model is a framework that emphasizes the significance of customizing marketing and service tactics for various customer groups. consumers are usually categorized into several groups using this concept, including potential prospects, disengaged consumers, loyal customers, and infrequent purchasers. Businesses may strengthen connections, optimize marketing efforts, and increase overall customer retention by using customized methods that recognize the varying behaviors and preferences within various consumer categories.

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Chapter 5

Analysis

Chapter 5

Analysis

5.1 Analysis of Data Using from 1000FiX Services Ltd

During the time of the internship and the project data collection, I found the company was working to make something better in the service section in Bangladesh. As the study was on Cart Abandonment the problem was also affected by 1000FiX Services Ltd. The company dealt with this problem by taking some action on the previous report of the company. They take the step by analyzing, why people don't make the order completed. On the time of working, I found several problems with cart abandonment:

5.1.1 Basic Reasons for the Cart Abandonment



Source: 1000FiX Service Center

Figure 5: The average cart abandonment report from 1000FiX Services Ltd.

5.2 The Steps that Were Made in the Last 3 Months (September 2023 to November 2023) were:

- I. Transparent Pricing
- II. Streamline Checkout
- III. Multiple Payment Options
- IV. Trust and Security
- V. Abandoned Cart Recovery
- VI. User-Friendly Mobile Experience
- VII. Abandoned Cart Email Campaigns
- VIII. Customer Support
- IX. Post-Purchase Experience
- X. Local Language and Culture
- XI. Mobile Optimization

For the duration of the three months, and by a prearranged schedule, I completed my work by following procedures. I adhered to the processes as described during this time, making sure to take a deliberate and thorough approach to achieving the goals and objectives that were established. My dedication to the intended course of action made it possible for chores to be completed thoroughly and neatly, which helped the project or effort to be completed on schedule.

5.3 Major Output Came from These Sections:

- I. Transparent Pricing
- II. Streamline Checkout
- III. Abandoned Cart Recovery
- IV. Abandoned Cart Email Campaigns
- V. Customer Support
- VI. Post-Purchase Experience
- VII. Local Language and Culture

5.1.2 Reason Addressed

In the company the last Total cut abundant number was 530. On there, these steps are implemented and the results are shown.

Types of Steps:	Frequency	Percentage
Transparent Pricing	111	21%
Streamline Checkout	96	18%
Abandoned Cart Recovery	68	13%
Abandoned Cart Email Campaigns	159	30%
Customer Support	53	10%
Post-Purchase Experience	27	5%
Local Language and Culture	16	3%
Total:	530	100%

Source: 1000FiX Services Website

Table 3: Taken Steps Output Percentage

Here are the detailed instructions for those specific steps:

I. Transparent Pricing: To minimize surprises at checkout and reduce cart abandonment, clearly disclose all prices related to the purchase, including taxes and shipping fees.

II. Streamline Checkout: Simplify the checkout process by reducing the number of processes and information necessary, making it quick and easy for customers to finish their purchases.

III. Abandoned Cart Recovery: Implement technologies to detect and contact abandoned cart clients, urging them to return and finish their transactions through reminders or incentives.

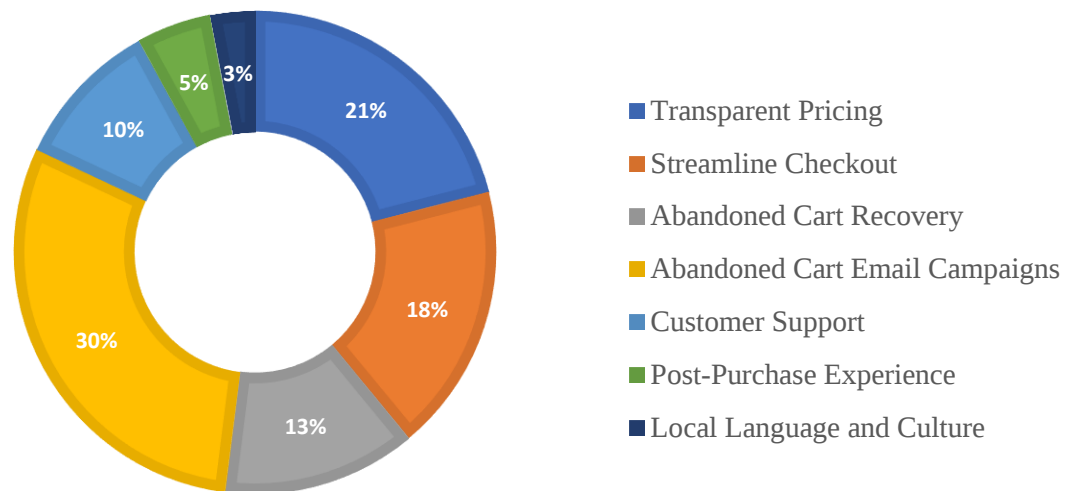
IV. Abandoned Cart Email Campaigns: Targeted email campaigns may be used to remind customers of their abandoned carts, giving rewards, discounts, or tailored suggestions to entice them to complete their purchases.

V. Customer Support: Throughout the shopping experience, provide accessible and rapid customer assistance to answer any questions or difficulties as soon as possible, potentially reducing cart abandonment due to doubts.

VI. Post-Purchase Experience: Improve the post-purchase experience by informing clients about order progress, giving tracking information, and guaranteeing a seamless delivery procedure, which will create happiness and loyalty.

VII. Local Language and Culture: Tailor the online buying experience to your target audience's local language and cultural preferences, producing a more customized and relevant atmosphere that increases trust and confidence in the purchasing process.

The proactive deployment of these tactics has reduced cart abandonment while also improving the overall consumer experience. The open, simplified, and customer-focused strategy not only maintained potential revenue but also built a good brand image, creating the framework for long-term growth and client loyalty.



Source: 1000FiX Website

Figure 6: The best output is shown in percentage

Interpretation: Key tactics for lowering Optimization of Cart Abandonment in e-Commerce are displayed in the pie chart. At 30%, "Abandoned Cart Email Campaigns" take the lead and highlight proactive client communication. "Transparent Pricing" comes in second at 21%, emphasizing the value of integrity. The 18% "Streamline Checkout" rating emphasizes how important a speedy checkout procedure is. "Abandoned Cart Recovery" is 13%, indicating that recovery systems are being used. With a 10% weight, "Customer Support" highlights prompt service. The categories "Post-Purchase Experience" and "Local Language and Culture" make up 5% and 3% of the total, respectively, indicating a comprehensive strategy to reduce cart abandonment.

5.2 Analysis of survey

On the internship period at 1000FiX Services Ltd. the main problem I faced was that customers weren't concerned about the product/service they (1000FiX) were offering. The little knowledge gathered from social media posts was not strong enough to buy their services online. So, for that, the majority of the customers visit the online platform and they don't confirm the order.

As an example, the laptop service is around 1500/- BDT on the 1000FiX website. If a person wants to get the service, they need to ensure that the service is good for him. He needs to judge the service face to face.

5.2.1 Background of the Survey

The survey was concluded by Google Forms to develop an online poll in order to gain useful feedback for my data collecting and project work. The survey consists of a number of questions that are intended to cover important topics related to my project. Through this platform, participants are offering their opinions and thoughts, which enables me to methodically gather and examine the data. Because of its user-friendly layout, Google Forms makes it easy for survey participants to express their thoughts on the particular topics asked. This approach to data collecting guarantees effectiveness and structure in obtaining the required information for my assignment, ultimately leading to a thorough comprehension of the topic.

The same thing also applied to the others; means I made a survey online with the help of the "Google form". On that, the people give their feedback on various questions that need to be necessary for my project work and data collection.

5.2.2 Survey Findings

There are a total **368** despondences to the **Google form**. The survey result was informative. If we look at the important parts there will be a unique number of data and the variation of the answers. The survey was made online the majority of the participants are students in universities. Other than that, the other group was employees they are the normal public. A closer look at the data reveals that the responses are distinguished by a distinct collection of information, demonstrating the uniqueness of each participant's perspective. This variety is especially helpful because it provides a full comprehension of the topic area.

5.2.2.1 Age

Participants' Age Group	Number of Frequency	Percentage
15-19	77	20.92%
20-24	174	47.28%
25-29	57	15.49%
30-34	32	8.70%
35-39	16	9.35%
40-44	9	2.44%
Total:	368	100%

Source: Survey Findings

Table 4: Respondents age group

Through Microsoft Excel:

$$\text{Mean} = \Sigma(x_i * f_i) / \Sigma f_i$$

$$= 9680 / 368$$

$$= 26.304$$

$$\text{Variance} = \Sigma(x_i - \text{mean})^2 * f_i / \Sigma f_i$$

$$= 11784.25 / 368$$

$$= 32.027$$

$$\text{Standard Deviation} = \sqrt{\text{Variance}}$$

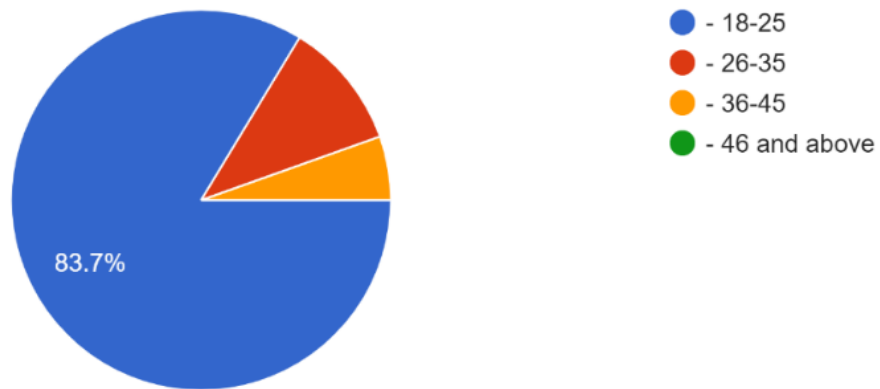
$$= \sqrt{32.027}$$

$$= 5.656$$

Therefore, the mean is approximately **26.304**, and the standard deviation is approximately **5.656**.

Interpretation: The age breakdown of attendees, including frequencies in various age groups, is shown by the statistics provided. The computed average age, which represents the dataset's central tendency, is around 26.304. The amount of dispersal or distribution of ages from the mean is reflected in the standard deviation, which is around 5.656. This indicates that there is only a small amount of variability and that the majority of the participants fall around a very close age range.

1.1 Age: 368 responses



Source: Survey Findings

Figure 7: Respondents age group in the survey

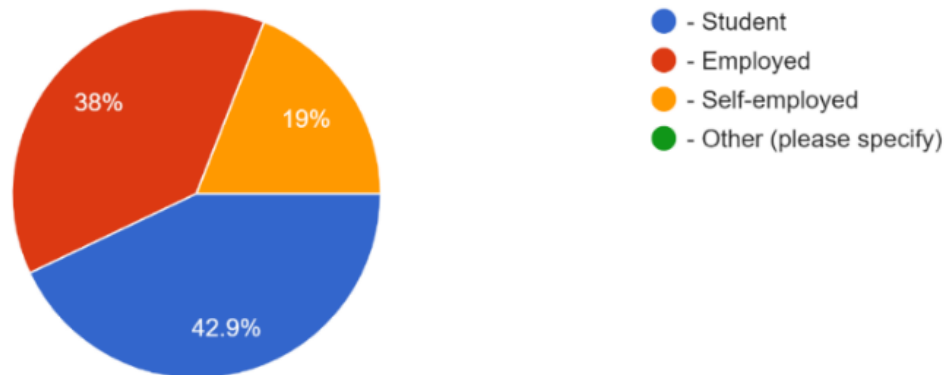
Interpretation: Due to their willingness to try new things, teens between the ages of **18 and 25** make up the majority of e-commerce customers. Teenagers make up a sizable portion of the poll respondents, which is probably due to their heavy usage of social media and other internet resources. However, more care must be used when extrapolating results to a larger population. To get more representative results, future study should try to diversify the age distribution.

5.2.2.2 Occupation

Participants Occupation	Number of Frequency	Percentage
The student	157	42.9%
Service Holder	139	38%
Entrepreneur	72	19%
Total:	368	100%

Source: Survey Findings

Table 5: Respondents Occupation



Source: Survey Findings

Figure 8: Occupation of the survey respondents

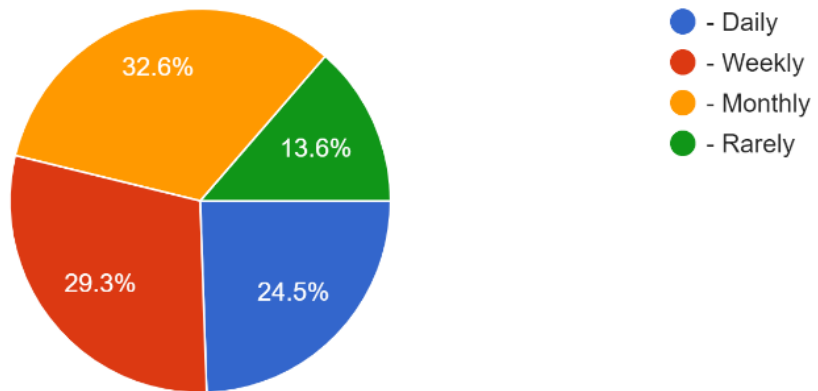
Interpretation: According to the report, there is a rise in the number of young people in Bangladesh who purchase online. Most of these persons are employed or students. Student involvement is driven by convenience and tech-savvy habits, while businesses' active participation highlights the value of professionals in e-commerce. Targeted marketing and better user experiences catered to these important segments' unique demands are essential to addressing cart abandonment.

5.2.2.3 Frequently purchase of the respondents

Time of Purchase	Percentage
Daily	24.5%
weekly	29.3%
monthly	32.6%
Rarely	13.6%

Source: Survey Findings

Table 6: Frequently of purchase



Source: Survey Findings

Figure 9: Frequently purchase on e-commerce

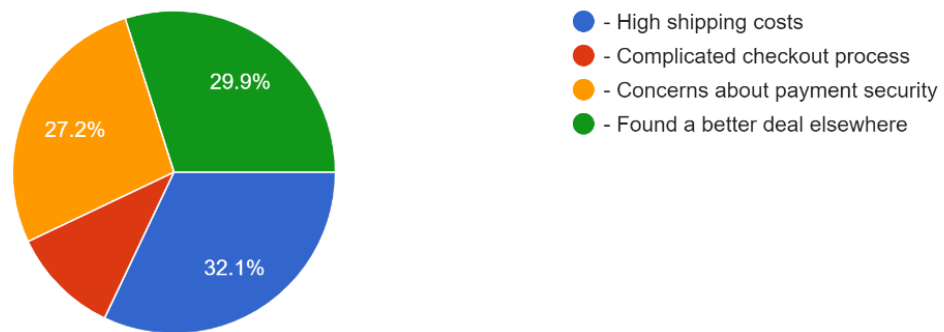
Interpretation: Online shopping frequently seen from the chat is 32.6%, which goes every month. The second number is 29.3% which is weekly. This means that people don't use the e-market platform for daily needs.

5.2.2.4 Cause of Cart Abandonment

Causes	Number of Frequency	Percentage
High shipping cost	119	32.1%
Complicated checkout process	40	10.8%
Concern about payment security	100	27.2%
Found a better deal elsewhere	109	29.9%
Total:	368	100%

Source: Survey Findings

Table 7: Cause of Cart Abandonment



Source: Survey Findings

Figure 10: Cause of Cart Abandonment

Interpretation: The people answer their problems and others' info for abandoning the cart and completing the process. If I make those points more detailed, according to study participants, discovering a cheaper offer elsewhere (32.1%), hefty shipping fees (32.1%), difficult checkout procedures (10.9%), and worries about payment security (27.2%) are the top causes of cart abandonment.

I. *High shipping costs*

II. *Complicated checkout process*

III. *Found a better deal elsewhere*

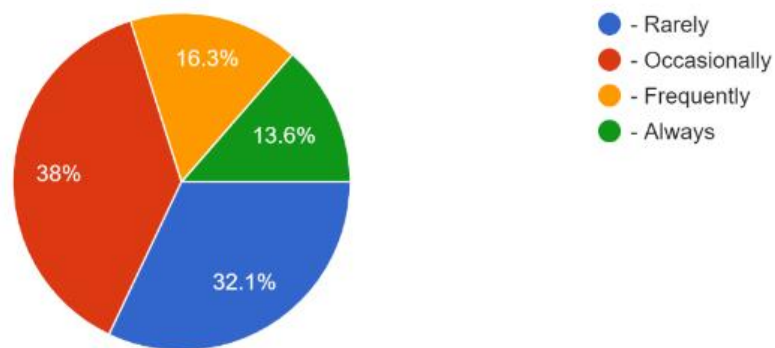
The answer is a mix of these 3 options.

5.2.2.5 Abandon Cart Before Completing a Purchase

Time	Number of Frequency	Percentage
Rarely	118	32.1%
Occasionally	140	38%
Frequently	60	16.3%
Always	50	13.6%
Total:	368	100%

Source: Survey Findings

Table 8: Abandon Cart Before Purchase



Source: Survey Findings

Figure 11: People Abandon a Cart Before Completing a Purchase

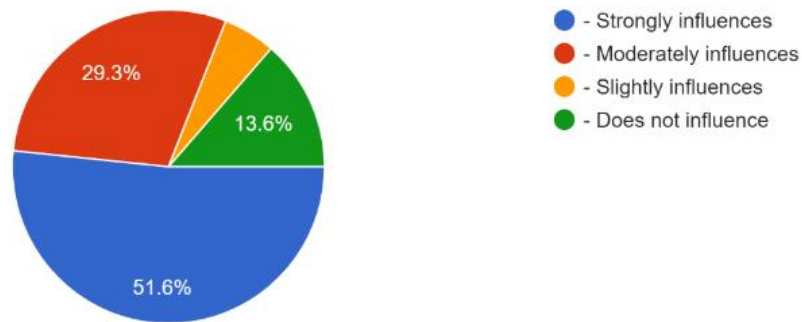
Interpretation: With this survey, I have found out the people who are abandoned the purchase. They are. Rarely time or they are always time because with that we have to take their steps further. Rarely: 32.1% - This suggests a generally good trend in completion rates since a considerable share of respondents seldom abandon their carts before making a purchase. Occasionally 38% - These of respondents said they would ditch their carts. Frequently: 16.3% - A lower proportion of participants acknowledge that they leave their carts unattended regularly. Always: 13.6% - While this is the lowest proportion

5.2.2.6 Influence by Website Design layout

Level of Influence	Percentage
A Strongly Influenced	51.6%
Moderately Influence	29.3%
Slightly Influence	17.2%
Does Not Influence	13.6%
Total:	100%

Source: Survey Findings

Table 9: Influence by Design layout



Source: Survey Findings

Figure 12: Design influence for cart abandonment

Interpretation: A website design is much more important than the product. The survey persons results are valuable for further research. Strongly influences (51.6%) more than half of those surveyed said they are strongly persuaded to give. Moderately influences (29.9%) a third of the participants indicate that they have a moderate effect Slightly influences (5.4%) of respondents say that there is very little chance of their carts being abandoned. Does not influence (13.6%): Roughly 13.6% of participants say they are unaffected by a choice to give up a cart.

5.2.2.7 The Factors that Influenced the Consumers

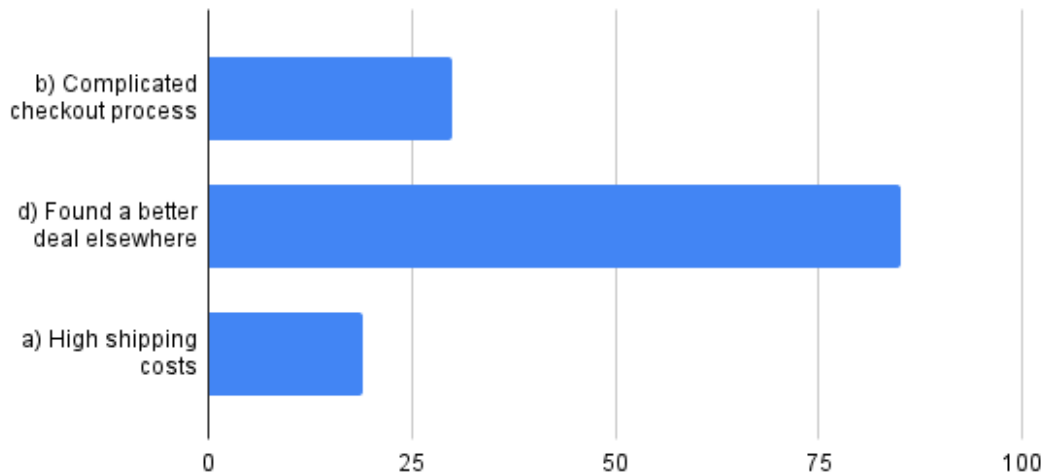


Figure 13: Factors that Influence Customer to abandon a order.

Interpretation: On the other hand, the same type of question was asked and more than 80% of people said that they found a better deal elsewhere.

So, with the questionnaires and other surveys, I have found a lot of answers and people's observations on the CART abandonment issues. People are using their online shopping regularly, and the cart's abandonment rate will increase if the sales. should not take the steps that they need to. From the survey, the answer is already clear there are many more duties for the seller than the customer.

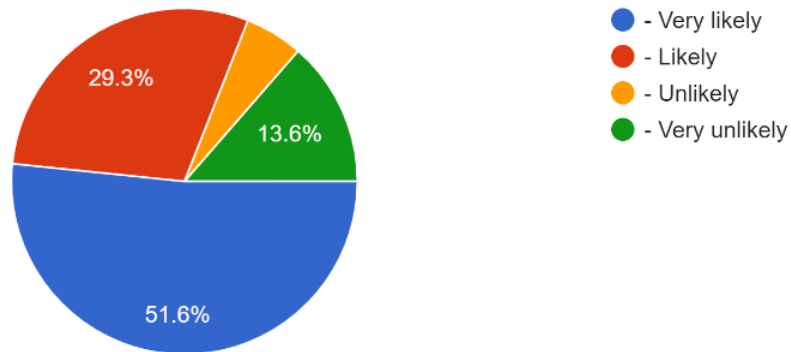
If we look at the answers of the customers about the cut-abandonment feedback email.

5.2.2.8 Abandonment Recovery Emails

Acceptance Level	Number of Frequency	Percentage
Very Likely	190	51.6%
Likely	107	29.3%
Unlikely	20	5.5%
Does Not Influence	51	13.6%
Total:	368	100%

Source: Survey Findings

Table 10: Recovery Emails Acceptance



Source: Survey Findings

Figure 14: Abandonment Cart Recovery Email Responds

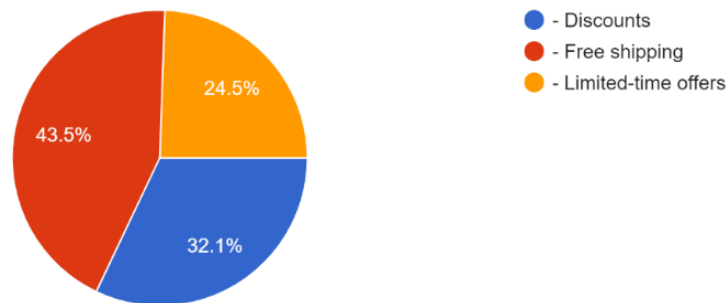
Interpretation: They are very pleased with this email, and they are very happy to have that kind of email to them because it's a reminder for them to complete their order process. So, this type of initiative will be very good and positive. So, the major of the people are vary like the mail system.

5.2.2.9 Incentives for Recovery Previous Abandoned Purchases

Incentives Acceptance	Percentage
Discounts	32.1%
Free Shipping	43.5%
Limited-Time Offer	24.5%

Source: Survey Findings

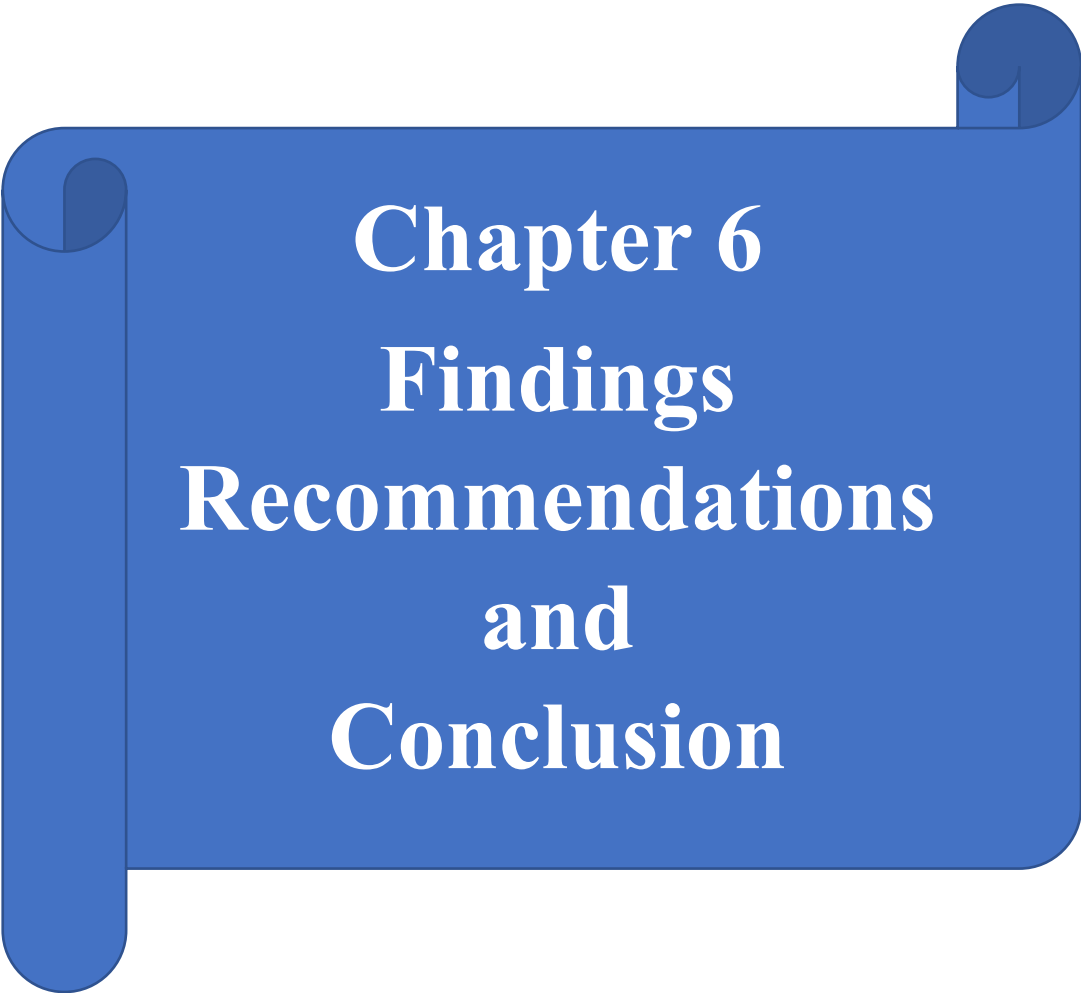
Table 11: Incentives Acceptance



Source: Survey Findings

Figure 15: Promotion that recovery the previous abandoned purchase.

Interpretation: In this question, people are really appreciated. The 3 options. The first one is discount. That is 32.1%. The next one is free shipping. That is the highest number in this pie chart. The number is 43.5%. The last one is limited-time offer. That is 24.5%. The people who already abandonment the previous purchase can be back with this type of promotional activity.



Chapter 6

Findings

Recommendations

and

Conclusion

Chapter 6

Findings, Recommendations and Conclusion

6.1 Findings

In an e-commerce-dominated age, the online marketplace has grown to be an essential component of retail, offering customers a level of accessibility and convenience never before possible. But even with all of the advantages that come with purchasing online, one issue that businesses continue to face is the phenomena known as cart abandonment.

1. Acceptance of Recovery Emails: A lot of emails have been sent out to help people retrieve their carts. As the “Very Likely” (51.6%) of the respondents. Since it requires a small amount of labor to serve as a reminder for them to finish the prior order procedure. Keeping the system's regulations in place can greatly aid in preventing cart abandonment.

2. Factor Influences to Do Abundant: One of the main factors impacting desertion is that customers are “Finding Better Deals Elsewhere” with 29.9% and “High Shipping Cost” with 32.9% selected. It makes sense since the client will be assessing a product's market and pricing before buying it.

3. Visual Satisfaction (Web Interface): A buyer cannot fulfill their purchase without a well-designed website. The respondents are willingly agreed “A Strongly Influenced” (51.6%) vote. People become less confident and secure when they visit a website with poorer design.

4. Challenge Confronting the Customer: Customer claim that Excessive Shopping Expenses and Superior Offers Elsewhere are the main causes of cart abandonment.

5. Pay Attention to What Consumers Want: “Free Shipping” (43.5%) is what shoppers desire to complete their previously large shopping carts. Providing freebies alone, without any form of investment, will lower the cart's abundance rate.

6.2 Recommendations

Throughout my internship, I saw issues with the company's offerings and learned more from client feedback. It is imperative that vendors increase confidence by being transparent about their goods and services in order to overcome cart abandonment difficulties. In order to improve cart abandonment concerns, I identified important obstacles and acquired consumer feedback during my internship.

1. Streamline Payment Checkout Process: Sellers should promote openness, expedite the checkout process, and accommodate a variety of payment options, such as cash-on-delivery and mobile wallets, in order to improve the consumer experience. Enhancing transparency, providing up-front pricing, and putting real-time tracking in place all help to create a smooth experience.

2. Personalized Follow-up Emails: Send out customized emails to those who have left their carts unattended. To re-engage consumers and persuade them to finish their purchase, these emails may contain a kind reminder, more product details, or special offers.

3. Accurate and Clear Product Details: To give buyers thorough information, improve product descriptions and photos. Because of this clarity, shoppers are less likely to abandon their carts owing to ambiguity and may make more educated decisions.

4. Trust and Security: To reassure visitors that their data is secure, prominently display security logos, SSL certificates, and trust badges on your website.

Emphasize favorable feedback and rankings from clients to foster confidence.

5. Email campaigns for abandoned carts: Set up an automated email system to remind consumers who left their carts behind and provide incentives (like free shipping or discounts) to get them to finish their purchases.

6.3 Conclusion

In order to thrive in the ever-changing e-commerce scene in Bangladesh, entrepreneurs must be open to new concepts and find efficient ways to deal with cart abandonment. Global trends can offer valuable insights, but a customized strategy that takes into account sector-specific, cultural, technical, and socioeconomic aspects is crucial. Further investigation into these areas is necessary in order to provide workable strategies for lowering cart abandonment in Bangladesh. 1000FiX Service Ltd. is assiduously striving to surmount obstacles and attain prosperity in the industry. I hope all of their activities bring them happiness and success. The provision of transparent pricing, unambiguous delivery timetables, and real-time tracking mechanisms all enhance the cohesiveness of the consumer experience. Having up-to-date product inventory data makes it easier to properly manage consumer expectations.

Appendices

Appendix: 1

• 74.23% SaleCycle 2013 (retrieved April 26, 2013) • 80.30% Rejoiner 2012 (retrieved February 14, 2013) • 61.85% IBM / Coremetrics 2012 (retrieved December 20, 2012) • 74.76% Fireclick / DigitalRiver 2012 (retrieved November 2, 2012) • 76.00% Listrak 2012 (retrieved July 17, 2012) • 72.31% Fireclick / DigitalRiver 2011 (retrieved February 25, 2012) • 62.31% IBM / Coremetrics 2011 (retrieved February 25, 2012) • 72.00% SeeWhy 2011 (retrieved February 25, 2012) • 71.00% SeeWhy 2010 (retrieved February 25, 2012) • 55.00% Forrester Research 2010 (retrieved February 25, 2012) • 63.68% IBM / Coremetrics 2010 (retrieved February 25, 2012) • 69.38% Fireclick / DigitalRiver 2010 (retrieved February 25, 2012) • 62.14% MarketLive 2009 (retrieved February 25, 2012) • 71.00% Forrester Research 2009 (retrieved February 25, 2012) • 63.19% IBM / Coremetrics 2009 (retrieved February 25, 2012) • 68.00% SeeWhy 2009 (retrieved February 25, 2012) • 62.01% IBM / Coremetrics 2008 (retrieved February 25, 2012) • 61.36% IBM / Coremetrics 2007 (retrieved February 25, 2012) • 59.80% MarketingSherpa 2006 (retrieved February 25, 2012) • 68.70% Fresh Relevance 2022 (retrieved August 16, 2022) • 79.30% Kibo Commerce 2021 (retrieved August 16, 2022) • 59.22% Fresh Relevance 2021 (retrieved November 19, 2021) • 81.08% SalesCycle 2021 (retrieved November 19, 2021)	• 77.13% Barilliance 2019 (retrieved December 21, 2020) • 56.82% Fresh Relevance 2018 (retrieved March 28, 2019) • 75.60% SaleCycle 2018 (retrieved June 20, 2018) • 81.40% AbandonAid 2017 (retrieved June 20, 2018) • 76.90% SaleCycle 2017 (retrieved June 20, 2018) • 78.00% Listrak 2016 (retrieved January 9, 2017) • 75.50% Adobe 2016 (retrieved January 9, 2017) • 68.80% Barilliance 2016 (retrieved January 9, 2017) • 74.52% SaleCycle 2016 (retrieved September 21, 2016) • 71.39% Barilliance 2015 (retrieved January 14, 2016) • 68.95% IBM 2015 (retrieved December 7, 2015) • 75.00% Listrak 2015 (retrieved May 8, 2015) • 68.38% IBM 2014 (retrieved December 2, 2014) • 72.00% Listrak 2014 (retrieved September 26, 2014) • 69.20% Vibetrace 2013 (retrieved March 25, 2014) • 62.30% Fireclick 2014 (retrieved March 12, 2014) • 74.00% Barilliance 2013 (retrieved March 12, 2014) • 67.41% IBM / Coremetrics 2013 (retrieved Dec 6, 2013) • 78.00% AbandonAid 2013 (retrieved December 6, 2013) • 60.32% Triggered Messaging 2013 (retrieved July 28, 2013) • 75.00% Listrak 2013 (retrieved July 3, 2013) • 67.00% Comscore 2012 (retrieved July 3, 2013) • 57.60% Freshrelevance 2020 (retrieved December 21, 2020)
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Average: 70.19% Abandonment rate. *Last updated: July 11, 2023* (Baymard Institute, 2023)

Appendix: 2

The results are found from Google Analytics:

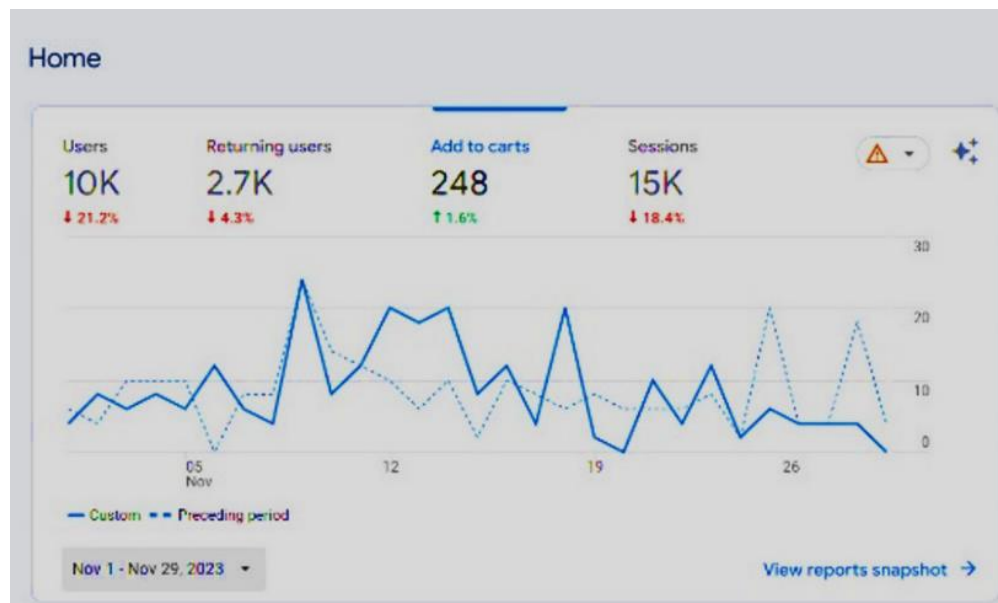
(September 1 – September 30 – 2023)



(October 1 – September 31 – 2023)



(November 1 – November 29 – 2023)



Appendix: 3



A Study on Possible Solution for Cart Abandonment in e-Commerce (A Study on 1000FiX Services Ltd.)

Sheikh Shahriyar Zaman

Id: 201-52-008

Department Of Business Studies
Daffodil International University

(Your feedback will be used only for the preparation of this report and this information will not be shared)

Section 1: Demographic Information

1.1 Age:

- 18-25
- 26-35
- 36-45
- 46 and above

1.2 Gender:

- Male
- Female
- Other

1.3 Occupation:

- Student
- Employed
- Self-employed
- Other (please specify)

1.4 How frequently do you engage in online shopping?

- Daily
- Weekly
- Monthly
- Rarely

Section 2: Cart Abandonment Behavior

2.1 Have you ever abandoned a shopping cart during an online purchase?

- Yes
- No

2.2 If yes, what is the primary reason for abandoning the cart?

- High shipping costs
- Complicated checkout process
- Concerns about payment security
- Found a better deal elsewhere

2.3 How often do you abandon a cart before completing a purchase?

- Rarely
- Occasionally
- Frequently
- Always

2.4 Are you more likely to abandon a cart on a mobile device or a desktop/laptop?

- Mobile device
- Desktop/Laptop
- No preference

Section 3: Trust and Security

3.1 How confident are you in the security of your personal information during an online purchase?

- Very confident
- Somewhat confident
- Neutral
- Not confident at all

3.2 Does the presence of trust badges or secure payment icons influence your decision to complete a purchase?

- Strongly influences
- Moderately influences
- Slightly influences
- Does not influence

Section 4: User Experience

4.1 How would you rate the overall user experience of the e-commerce platforms you use?

- Excellent
- Good
- Fair
- Poor

4.2 Does the design and layout of an e-commerce website influence your likelihood to abandon a cart?

- Strongly influences
- Moderately influences
- Slightly influences
- Does not influence

Section 5: Communication and Feedback

5.1 How likely are you to respond to cart abandonment recovery emails?

- Very likely
- Likely
- Unlikely
- Very unlikely

5.2 In your opinion, what type of incentives or promotions would encourage you to complete a previously abandoned purchase?

- Discounts
- Free shipping
- Limited-time offers
- Other (please specify)

Section 6: Local Perspectives

6.1 How important is it for e-commerce platforms to offer products in the local language?

- Extremely important
- Important
- Neutral
- Not important at all

6.2 Do you think that understanding local cultural preferences is crucial for e-commerce success in Bangladesh?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Thank you for participating in this survey! Your feedback is valuable for our research on cart abandonment in e-commerce from Bangladesh's perspective.

Appendix: 4 -Statistical Report

1)

Midpoint (xi)	Frequency (fi)	xi * fi	(xi – mean)^2 * fi
52.5	1	52.5	36.5625
58.5	11	643.5	46.3125
63.5	7	444.5	7.5625
68.5	9	616.5	2.5625
73.5	5	367.5	6.5625
78.5	7	549.5	9.5625
83.5	10	835	2.5625
Total:		3469	111.125

Source: Microsoft Excel

2)

Participants' Age Group	Midpoint (xi)	Frequency (fi)	xi * fi	(xi – mean)^2 * fi
15-19	17	77	1319	3537.25
20-24	22	174	3828	2049.00
25-29	27	57	1539	1372.25
30-34	32	32	1024	1568.25
35-39	37	16	592	1405.25
40-44	42	9	378	1852.25
Total:		368	9680	11784.25

Source: Microsoft Excel

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