

# Wishlist or Cart: Consumer Perception in Online Jewellery Retail

**Name of presenter: Sukriti Sekhri**  
**Name of institution: IIM Ahmedabad**



Working paper by Sukriti Sekhri (IIM A) and Prof. Sanjeev Tripathi (IIM I)  
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# Cart and Wishlist: Why Compare?

- Definitions:
  - Shopping Cart (Farris et al, 2010)
  - Wishlist (Markus, 2019)
- Research focus till now: Cart abandonment issues<sup>1</sup>, conversion to purchase, service quality on e-commerce portals<sup>2</sup>
- Impact of these two distinct features on marketing outcomes has not been studied, relevant for online jewellery retail.
- Cart considered closer to the end of purchase funnel – one click away from purchase
- Wishlist not focussed on: typically seen as signifying low purchase intention<sup>3</sup>.
- Fungibility/ convergence between Wishlist and Cart.

<sup>1</sup>Egeln et al 2012; Kukar-Kinney & Close, 2010; Rajamma et al 2009; Xu and Huang, 2015

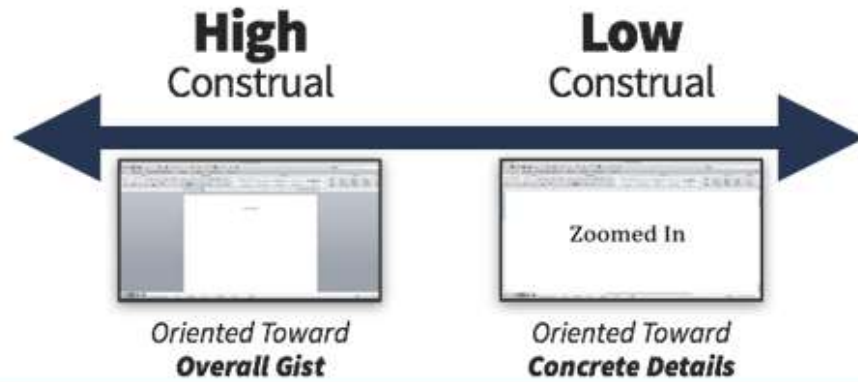
<sup>2</sup>Chen & Dubinsky, 2003

<sup>3</sup>Markus, 2019

<sup>4</sup>Sophie, 2018 , Close & Kukar-Kinney, 2010

Carts with “memory” – temporary Wishlist<sup>4</sup>

# Scope of the Project: Research Questions



Temporal distance of Wishlist vs Cart: CLT perspective



Apparel	Jewelry	Footwear	Beauty

Purchase likelihood and the effect of time



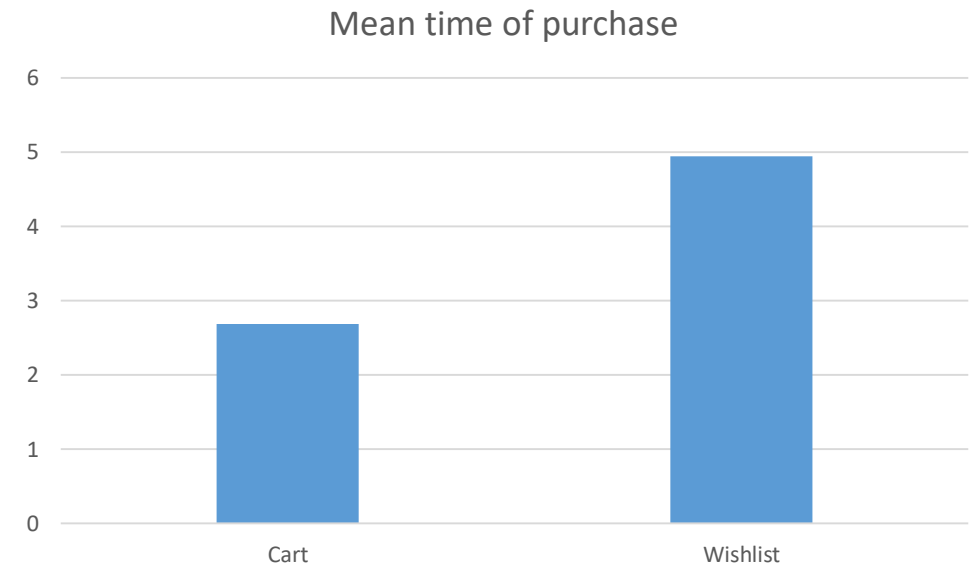
Perception of Benefits and Costs

<sup>1</sup>Trope & Liberman, 2003; Trope, Liberman, & Wakslak, 2007

<sup>2</sup>Trope & Liberman, 2010

# A Test of Temporal Distance

- **H1:** For a product added to Cart, purchase is viewed as nearer in the future, while for a product added to Wishlist, purchase is viewed as farther off in the future.
- **Method:**
  - N = 32, Ph.D. and postgraduate students (24.4% F,  $M_{age} = 27.06$ )
  - 2 cell (Cart/Wishlist) between-subjects design
  - When (how far in the future) do you think Anmol is likely to purchase the headphones: 1 (Today) to 11 (Never)

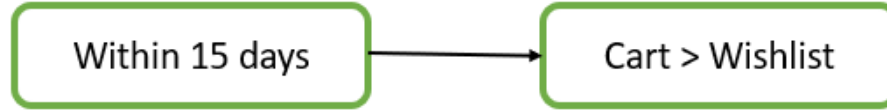


- **Results:** Participants in the Cart condition perceived that the headphones would be purchased significantly sooner than participants in the Wishlist condition ( $M_{Cart} = 2.69$ ;  $M_{Wishlist} = 4.94$ ;  $t(32) = 2.942$ ,  $p = 0.003117$ , i.e.  $p < 0.05$ ).

Cart is nearer and more concrete, Wishlist is farther and more abstract.

# Impact on Perceived Likelihood of Purchase

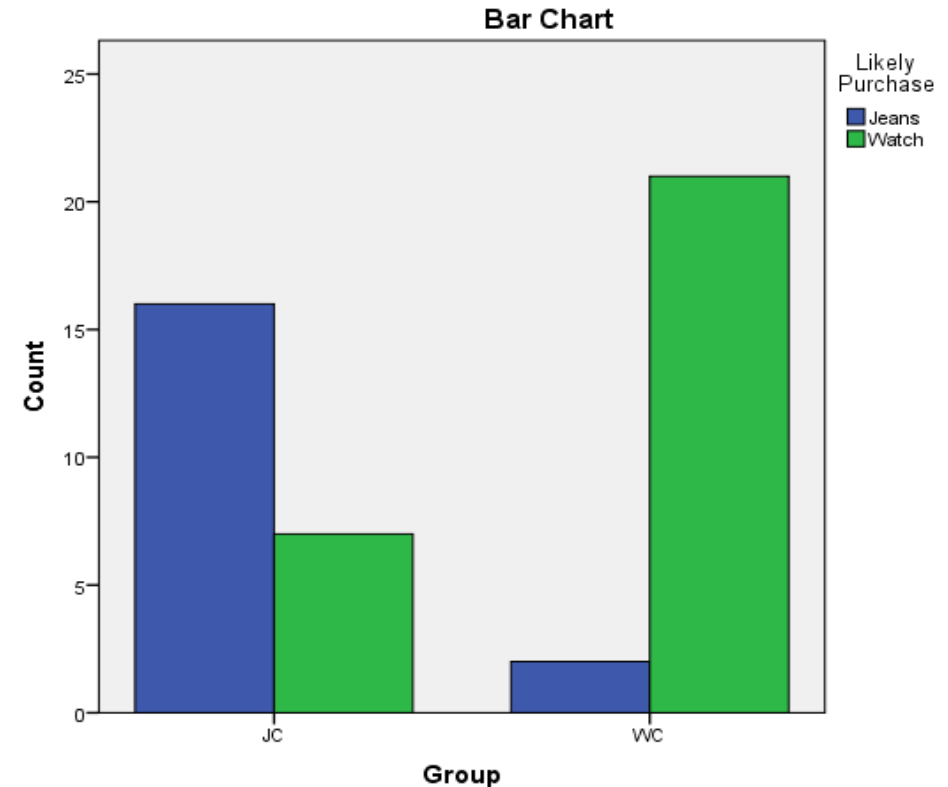
H2a)



**Results:** Perceived likelihood of purchase of the product placed in Cart significantly higher than in case of Wishlist ( $\chi^2$  statistic = 3.45,  $p = 0.063$ ).

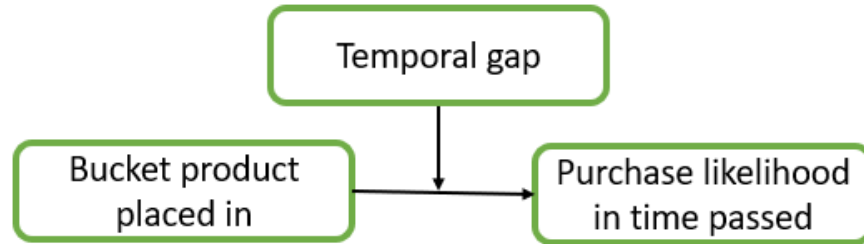
## Method:

- N = 46 postgraduate students (20.9% F, age range 21-25)
- A logged into Snapdeal and saw a Wishlist and Cart (definitions provided), then saw jeans/ watch.
- 2 cells, between-subjects design: jeans in Cart, watch in Wishlist (JC) v/s watch in Cart, jeans in Wishlist (WC) (1X2)
- Which of the 2 products was likely to be purchased in the next 15 days



It is not the product type, it is the Cart!

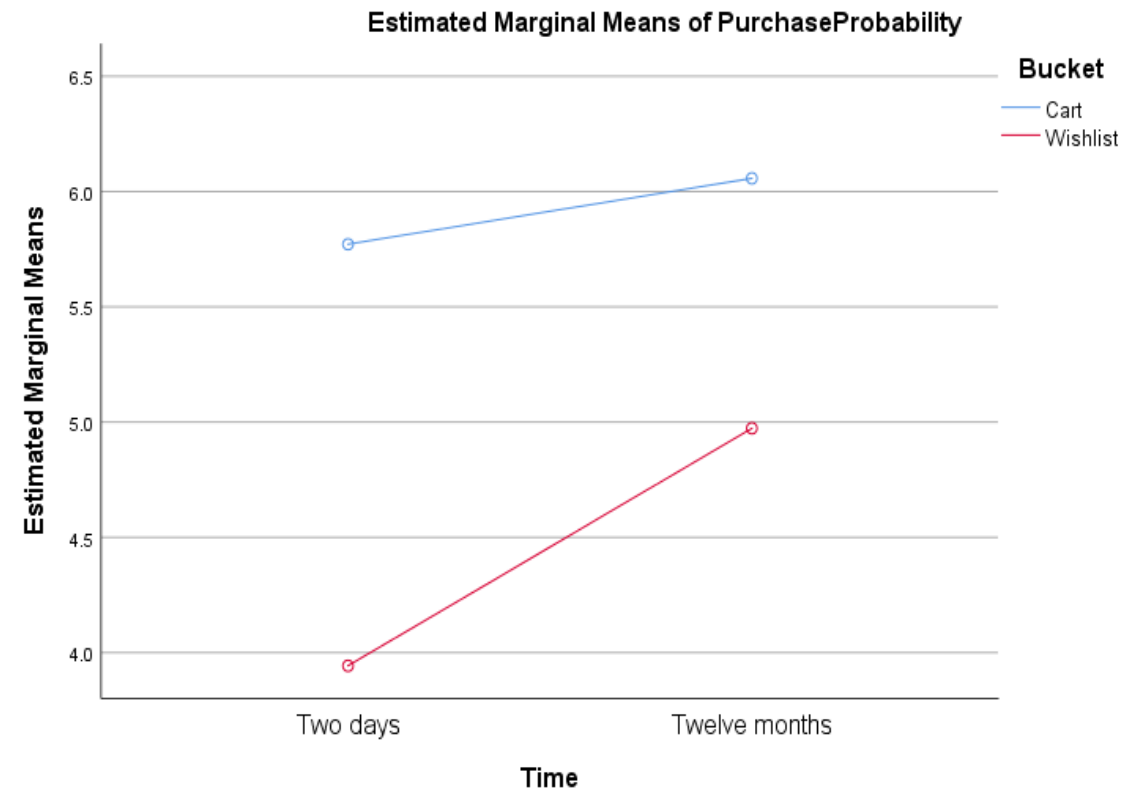
## H2 b)



## Method:

- N=142, US panel on Prolific, ( $M_{Age} = 23.84$ ; 40.84% Female)
- 2(Bucket type: Wishlist vs. Cart) X 2(Time gap: 2 days vs. 12 months) between-subjects experiment
- What is the perceived probability the product had already been bought
- **Results:**
  - Main effect of bucket type ( $M_{Cart} = 5.914$ ,  $M_{Wishlist} = 4.458$ ,  $F = 42.402$ , significant at  $p < 0.01$ )

- Main effect of time ( $M_{2Days} = 4.857$ ,  $M_{12Months} = 5.515$ ,  $F = 8.653$ , significant at  $p < 0.01$ )
- Interaction term ( $F = 2.769$ ,  $p = 0.098$ , significant for  $p < 0.10$ )





Product in Cart more likely to be purchased than that in Wishlist.

Product in Wishlist has a higher relative probability of being converted to purchase even after long period of time!

# Perception of Benefits and Costs

*Imagine yourself in the given scenario, and answer the questions that follow by encircling the 7-point scale at the appropriate place:*

You are browsing on a popular and trusted retail website, and you come across a pair of **Bluetooth earphones** that you like. The product description is as follows:

Bluetooth Earphones, Ideal for Sports, Waterproof, Wireless Earbuds, Rich Bass HiFi Stereo In-Ear Earphones, 10-12 Hrs Playback, Running Earphones, Noise Cancelling Feature

₹11,999

★★★★☆ 19,929

You added the Bluetooth Earphones to the Cart:

Cart



# Perception of Benefits and Costs

- Bluetooth earphones, Rs 11,999.
- Results:
- Asked the perceived price, performance, quality, value for money
- Hypothesis: perceived benefits more for Wishlist, perceived cost more for Cart
- MBA students, n = 61 (28 Wishlist, 33 Cart)



Perceived benefits relatively enhanced when same product placed in Wishlist than Cart.

# Managerial Implications and Future Research

- Differing construals for product in Cart and Wishlist: highlight core vs peripheral product attributes?
- Gift purchase vs purchasing for self? Procrastination tendencies?
- Increase in perceived probability of purchase for Wishlisted product after 12 months (vs 2 days) > Increase in perceived purchase probability for Cart
- Wishlisted products perceived as having higher benefits: can draw attention to those!
- More focus needed on Wishlisted products: reminders, focussed discounts, even after time gap, conversion from Wishlist → purchase



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Questions/ Suggestions?

Thank you!

phd17sukritis@iima.ac.in