A STUDY ON CONSUMER PREFERENCE ON E-COMMERCE WEBSITE WHILE PURCHASING E-GOODS: AMAZON VS OFFICIAL BRAND WEBSITE

Project Report

Submitted By

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Under the guidance of

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In partial fulfilment of the requirements for award of the degree of

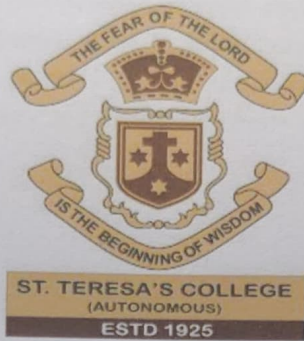**Bachelor of Management Studies (International Business)**

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

March 2023

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI – 682011

CERTIFICATE

This is to certify that the project entitled "Consumer preference on e-commerce website while purchasing e-goods: amazon vs official brand website", has been successfully completed by Ms. Aarathi Nambiar, Reg. No. SB20BMS001, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.
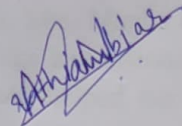
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DECLARATION

I, Aarathi Nambiar, Reg. No. SB20BMS001, hereby declare that this project work entitled "Consumer preference on e-commerce website while purchasing e-goods: amazon vs official brand website" is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date

AARATHI NAMBIAR

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ACKNOWLEDGEMENT

First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability and opportunity to undertake this project work and complete it successfully.

I extend my sincere gratitude to the Director of the college, Rev. Dr. Sr. Vinitha (CSST), the Principal of the college, Dr. Alphonsa Vijaya Joseph and all the faculty members of the Department of Management Studies for their overall guidance, inspiration and suggestions throughout my project work.

I wish to express my heartfelt thanks to the Head of Department, Mrs. Megha Mary Michael who was also my Project Guide, for her persistent help, guidance and encouragement. Her valuable comments and insights have greatly benefitted me and helped me complete the project successfully.

My acknowledgement would be incomplete without thanking my parents, friends and everyone who have directly or indirectly helped me for completing the project in time and thereby making it a success.

Aarathi Nambiar

EXECUTIVE SUMMARY

Consumer preference refers to the subjective opinions and attitudes of consumers towards various products or services. It is the choice that consumers make when deciding which product or service to purchase, based on their personal needs, wants, and values. By understanding consumer preferences on e-commerce websites, businesses can create an online shopping experience that meets their customer's needs and expectations, which can lead to increased customer satisfaction and loyalty. E-commerce has significantly influenced consumer preferences by providing convenience, access to a wide variety of products, and greater transparency and access to information about products and services. As e-commerce continues to evolve, it is likely that consumer preferences will continue to be shaped and influenced by different online shopping experiences. This study is to analyse the various factors that influence consumers to prefer an ecommerce websites like Amazon and Official brand websites while purchasing electronic goods. It analysis the parameters that influence a customer to purchase electronics from Amazon or Official brand websites which helps businesses to understand what their target customers want and need, which, in turn, can help them develop and market products and services that meet those preferences. This research focuses on understanding the various factors that influence consumers to prefer an ecommerce websites like amazon and official brand websites while purchasing electronic goods. Data was collected using primary data collection tools like questionnaires and secondary data tools like articles and already published research papers. The sampling method used was convenience samples and 153 responses were collected through social media platforms like WhatsApp, Instagram, Linkedin etc. Data was analysed using SPSS and tools used are Percentage analysis cross tabulations. Chi-Square and T-test. Overall, it was found that in certain cases official brand websites are preferred by the consumers but mostly Amazon is their first preference depending on some factors such as quality, price, security and privacy, ease of use, customer service and offers.

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CHAPTER 1
INTRODUCTION TO STUDY

1.1 INTRODUCTION TO STUDY

Ecommerce (or electronic commerce) is the buying and selling of goods or services on the Internet. It encompasses a wide variety of data, systems and tools for online buyers and sellers, including mobile shopping and online payment encryption. The existence value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, but also saving a lot of valuable time. E-commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them.

Cross-border e-Commerce is also an essential field for e-Commerce businesses. It has responded to the trend of globalization. It shows that numerous firms have opened up new businesses, expanded new markets, and overcome trade barriers; more and more enterprises have started exploring the cross-border cooperation field.

In March 2020, global retail website traffic hit 14.3 billion visits signifying an unprecedented growth of e-commerce during the lockdown of 2020. Later studies show that online sales increased by 25% and online grocery shopping increased by over 100% during the crisis in the United States. Meanwhile, as many as 29% of surveyed shoppers state that they will never go back to shopping in person again; in the UK, 43% of consumers state that they expect to keep on shopping the same way even after the lockdown is over.

Consumer preference theory is a theory that states that consumers have preferences for certain products and services. Consumer preference theory is a valuable tool for marketers to understand what consumers want and how they react to different marketing strategies. It helps them create effective marketing campaigns based on consumer needs and wants. Utility is a consumer's satisfaction from consuming a good or service. It can be defined as the amount of happiness, pleasure, or contentment that an individual derives from consuming a good or service.

These four aspects of the consumer online product preference is that – convenience ability to shop at any time, ease to find the product more information about the products ,better prices , ability to find more personalised gifts and offers. As online stores offer consumers a range of

products and services, consumers can compare product prices from different websites and find the products at lower prices than the prices in the stores.

An **official website** is one that has been sanctioned by an authority to represent itself or its properties online. A commercial site belongs to a company that has created the site to help sell its products or services Websites are the first point of contact for the consumers. It has become a necessity to have a website nowadays to be effective and successful in this internet infiltrated world. Having a website is an opportunity to make a great first impression and give people comfort that you're a real business.

Amazon is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It has been referred to as one of the most influential economic and cultural forces in the world and is one of the world's most valuable brands. During the COVID-19 pandemic, Amazon introduced a hazard pay of $2-per-hour, changes to overtime pay, and a policy of unlimited, unpaid time off until April 30, 2020. The hazard pay increase expired in June 2020, and the paid time-off policy in May 2022.

1.2 STATEMENT OF THE PROBLEM

Knowing what parameters influences customers to purchase from your website is important. Consumers are very conscious while buying electronic goods online and some factors that are likely to influence are quality of the product, price customer service, offers, ease of use, security and privacy.

The factors that differentiates your websites from other websites is a key point to analyse. Here the researcher aims to study the factors that determine the customers to prefer an ecommerce website (Amazon vs Official brand websites) for buying an electronic good.

1.3 LITERATURE REVIEW

A review of the related research work shows that the theory of Technology Acceptance Model (TAM) (Davis, 1989) is among the most popular theory used to explain online shopping behavior. Therefore, the theoretical framework of this study is based on this theory.

The classic Theory of Technology Acceptance Model (TAM) has been extensively adopted for explaining and predicting user behavior in an online shopping environment. Attitude is directly affected by users belief about a system, which consists of perceived usefulness and ease of use (Davis 1986).In construction/development of the TAM, perceived usefulness and perceived ease of use reflect the utilitarian aspects of online shopping, while perceived enjoyment reflects the hedonic aspects of online shopping. Past research shows that perceived usefulness and perceived ease of use reflect utilitarian aspects of online shopping, whereas perceived enjoyment reflects hedonic aspects of online shopping (Monsuwe et al., 2004). Based on technology acceptance model, (An and Wang, 2007) built a comprehensive conceptual model of online shopping intention, which comprised external variable and intervene variable. The former includes consumer personality, perception of website characteristics and perception of online retailer feature, while the latter includes perceived usefulness, perceived ease and credibility.

Online shopping lets consumers to purchase goods directly from seller through Internet using any web browser. E-commerce, e-marketing, digital marketing are growing steadily in recent years as our Prime minister Mr.Narendra modi is aiming on digital India. Presently India is having more than 2 billion internet users and India is at the third position worldwide when it comes to internet users.

1.3.1 QUALITY

In the early days of e-commerce, web presence and low price were believed to be the drivers of success (Parasuraman, Malhotra, and Zeithaml, 2002). However, today having a simple web presence and low prices do not guarantee success any more, instead factors like quality, security and privacy have become more important. Quality remains an elusive and indistinct construct (Parasuraman, Zeithaml, and Berry, 1985) and is often mistaken for imprecise adjectives like goodness, or luxury, or shininess, or weight (Crosby, 1979). Also quality and its requirements are not easily articulated by customers (Takeuchi and Quelch, 1983). The quality assessment of e-commerce services is of particular research interest, as it has been widely found that quality is directly linked to customer satisfaction and loyalty, which in turn leads to improved sales results, the creation of reputation and enhanced competitiveness for active companies in the industry. A number of researchers have made the point that the purpose of measuring service quality and customer satisfaction is to provide information to enhance

customer loyalty and improve overall financial performance of the firm (Oliver 1997; Rust, Zahorik, and Keiningham 1994).

1.3.2 PRICE

It is believed that pricing has a significant effect on the buying behavior of consumers because the higher a product is priced, the fewer units are sold. By contrast, products selling at prices lower than the market rate are assumed to sell at a higher volume (Sadiq M. W. et al., 2020). It is believed that pricing has a significant effect on the buying behavior of consumers because the higher a product is priced, the fewer units are sold. By contrast, products selling at prices lower than the market rate are assumed to sell at a higher volume (Sadiq M. W. et al., 2020). Several studies have shown that pricing is more critical and relevant to consumer buying behavior (Huo et al., 2021). Several studies have shown that pricing is more critical and relevant to consumer buying behavior (Huo et al., 2021). Price perception greatly affects a consumer's decision to purchase a product. The perception of price explains information about a product and provides a deep meaning for the consumers (Kotler and Keller, 2016). It is believed that pricing has a significant effect on the buying behaviour of consumers because the higher a product is priced, the fewer units are sold. By contrast, products selling at prices lower than the market rate are assumed to sell at a higher volume (Sadiq M. W. et al., 2020). Several studies have shown that pricing is more critical and relevant to consumer buying behaviour (Huo et al., 2021).

1.3.3 CUSTOMER SERVICE

As customers' expectations for the ideal online shopping experience increase, customer service becomes essential to thrive in a competitive ecommerce landscape. Zendesk survey revealed that 62% of B2B and 42% of B2C customers purchased more after a good customer service experience while 66% of B2B and 52% of B2C customers stopped buying after a bad customer service interaction. The quality of the service determines the longevity of the customer relationship. The researchers have highlighted that service is one of the most important section of marketing that could be felt by consumers before the consumption, and thus could influence the purchase decision directly (Rust and Huang, 2014).

1.3.4 OFFERS

Nearly all of the consumers (94 percent) in the RetailMeNot survey said they search for a deal or offer when shopping online. Three out of five (62 percent) consumers agreed with the statement "they cannot complete a purchase before searching for an offer." Kumar and Swaminathan[20] presented an econometric model to capture the effect of coupons. The effect of coupons related to price reductions, perception on product value, effect of coupons over time and impact of coupons when retailers double or triple coupon value were studied. Research suggests that offering discounts has a sale-enhancing effect and consumers pay more attention to price rebates and deals. The recent record-breaking sales and profits numbers from Amazon illustrate how important deals and promotions are to attract new customers and keep them loyal

1.3.5 SECURITY AND PRIVACY

Privacy concerns of consumers is one of the primary obstacles for consumers to participate in electronic commerce (e-commerce) transactions. Therefore, protecting consumers privacy is an important factor for the success of e-commerce (Liuet al 2004). Salo and Karjaluoto (Citation2007) found that the extrinsic factors involved transaction security and privacy concerns, website security, and privacy protection-related attitudes toward online shopping (Y.H. Chen & Barnes, Citation2007). Consumers who shop online always consider the internet concern for themselves because they fear that personal information may be stolen. Consumer perceptions of these security enforcement concepts relate to their trustworthy experience with online commerce in a positive way (Chellappa & Pavlou, Citation2002). From the consumer point of view, the on-line purchase is heavily linked with the issues of credibility, security, privacy and confidentiality. One of the most common worries with creating efficient and trustworthy on-line commerce concerns the security of financial transactions which occurs over the network (Palubo and Herbig, 1998: 258). The concerns are not merely about security of value, but also about the trust in information society (Udo, 2001: 165). Therefore, protecting consumers privacy is an important factor or the success of e-commerce (Liu et al. 2004). Consumers may have concerns over the flow of personal information. Between online consumers and websites, and concerns over how personal information is managed by websites (Hong and Thong 2013). Consumers may have concerns information between online consumers and websites, and concerns over how personal information is managed by websites (Hong and Thong 2013)

1.3.6 EASE OF USE

Ease of transaction is that an individual believes that when using technology they will be free from a business. Ease is the belief of an individual in using technology that can be easily used and understood (Tjini and Baridwan, 2011). Consumer buying interest is an essential factor in the e-commerce industry because it has a big influence on consumers' tendency to do online shopping. One of the factors that influence interest in using mobile commerce is perceived ease of use. The effect of perceived ease of use on the attitude of using mobile commerce is expected to have a positive impact because of convenience factors felt by users in carrying out transactions through mobile commerce. Researchers have explored some aspects of technology use by the elderly, including the psychological benefits of us-ing the computer for communication and learning (Billipp, 2001; Ogozalek, 1991). Ease of use will be a significant factor in the four measures of electronic commerce participation for older consumers

1.3.8 TIME SAVING

Previous survey research revealed that consumers perceived online shopping and buying to be a time saving practice. Survey research indicated that consumers, and especially "hurried consumers" viewed online shopping as an effective time-saving strategy (Alreck and Settle 2002). Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling. Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling.

1.4 SIGNIFICANCE OF THE STUDY

This study aims to analyse the factors that influence consumers to prefer an ecommerce websites like Amazon and official brand websites while purchasing electronic goods.

1.5 SCOPE OF THE STUDY

The study will be conducted in Kerala. It aims to reach out to 150+ respondents to research on customers to buy electronic goods from Amazon or official brand websites according to their preference and the factors that influence them.

1.6 OBJECTIVES OF RESEARCH

1. To determine how satisfied customers are with a certain e-commerce site.
2. To study and understand client complaints mechanism for certain e-commerce site.
3. To study the customer preference of ecommerce purchase of electronic goods.
4. To study the factors that influences customers to purchase from third party   websites.

1.7 CONCEPTUAL MODEL
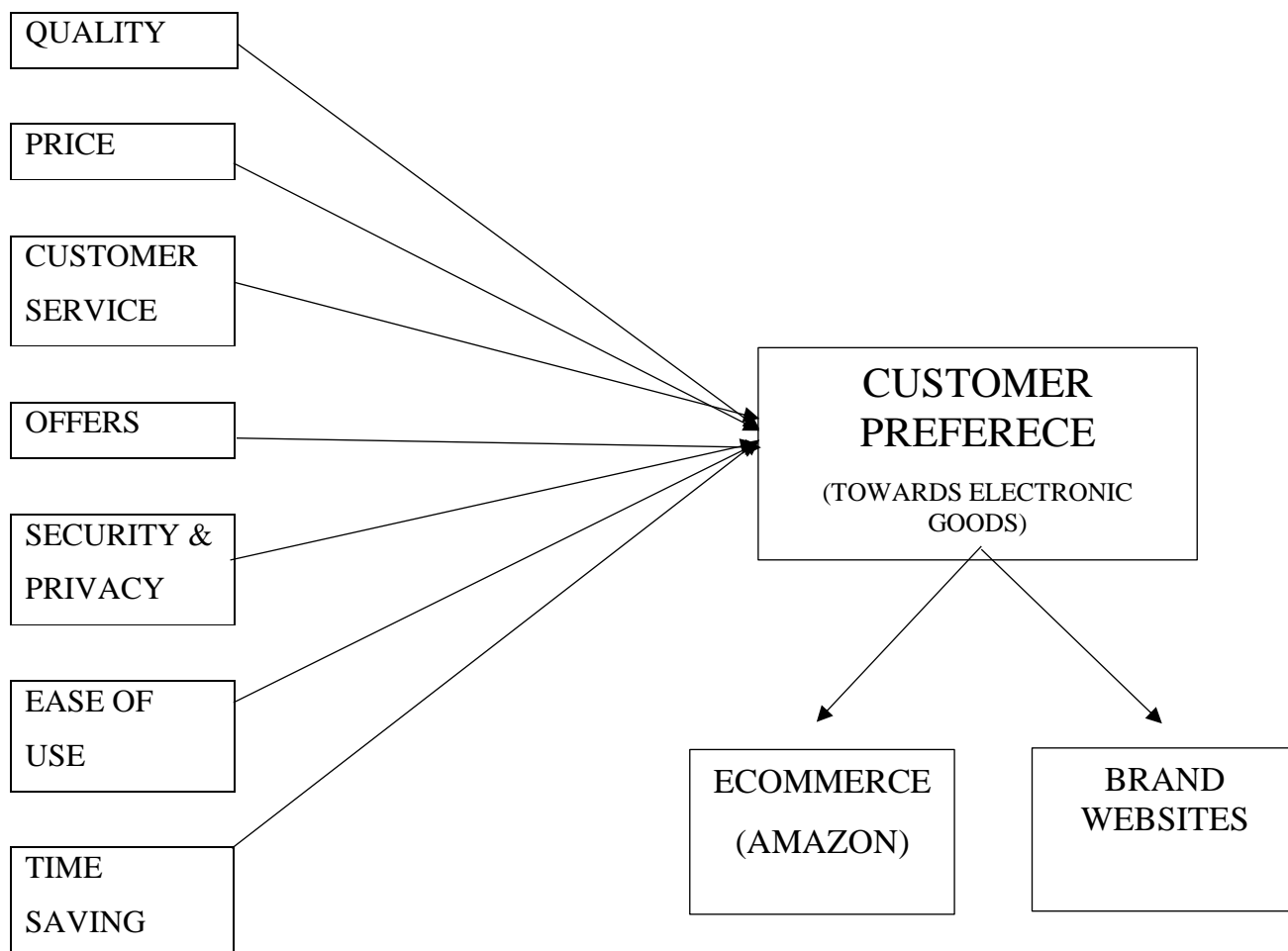
1.8 RESEARCH HYPOTHESIS

H1: There is a significant relationship between quality of electronic goods in Amazon and brand websites and customer preference

H2: There is a significant relationship between price of electronic goods in Amazon and brand websites and customer preference

H3: There is a significant relationship between customer service in Amazon and brand websites and customer preference

H4: There is a significant relationship between offers of electronic goods in Amazon and brand websites and customer preference

H5: There is a significant relationship between security and privacy in Amazon and brand websites and customer preference

H6: There is a significant relationship between ease of use of Amazon and brand websites and customer preference

H7: There is a significant relationship between time consumption in Amazon and brand websites and customer preference

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

The study relies heavily on primary data. They've been gathered from first-hand sources. The information gathered is pure and original, and it was gathered for a specific reason. A well structured questionnaire is used to collect data from the respondents for the study.

Secondary data refers to data that is collected by someone other than the primary user. The study makes use of secondary data sources as well. Journals and publications are among them.

1.9.2 POPULATION

Population is the entire group that you want to draw conclusions about and a sample is a subset of the population. In this survey, the population is the people who purchase electronic goods through online platforms like amazon and official brand websites.

1.9.3 SAMPLE SIZE

The sample of research is confined to the people living in Kochi who use online platforms like amazon and official brand websites to purchase electronic goods. Considering the limited time and resources, the sample size taken is 193 respondents among which only 153 are valid responses. Questionnaires were distributed to respondents and ample time was given for them to fill in to reduce errors of any sort.

1.9.4 SAMPLING TECHNIQUE

Sampling in research is of two types – probability sampling and non-probability sampling.

Probability sampling is a sampling technique where a researcher selects a few criteria and chooses members of a population randomly.

In non-probability sampling, the researcher randomly chooses members for research.

This study uses non probability sampling and includes 153 respondents.

1.9.5 TOOLS USED FOR DATA COLLECTION

The questionnaire is prepared carefully to meet the requirements of the research. Most of the questions in the questionnaire is constructed using a five point likert scale, ranging between 1- Strongly Disagree, 2-Disagree, 3- Neither Agree nor Disagree, 4-

Agree, 5- Strongly Agree.

1.9.6 DATA ANALYSIS TECHNIQUE

The entire data has been analysed using SPSS software package. The tool used for analysis in SPSS for this research as follows:

   i.   Independent Samples T-test

  ii.   Comparison of Means

 iii.   Cross tabulation

 iv.   One-way ANOVA

2.0 LIMITATIONS

- Data collection is limited to people living in Kerala and is conducted with 150 customers.

- The ecommerce platforms chosen are limited to two from the various platforms available.
- The results are subject to the accuracy and honesty of the response.

CHAPTER-2
INDUSTRY, COMPANY, PRODUCT PROFILE

2.1 INDUSTRY PROFILE

The retail industry consists of all companies that sell goods and services to consumers. There are many different retail sales and store types worldwide, including grocery, convenience, discounts, independents, department stores, DIY, electrical and speciality. The retail industry shows a steady growth year on year and employs a huge number of workers worldwide, particularly with the growing popularity of online retail. The competitive nature of this fast-paced industry was especially pronounced during the past few years. For 2022, retail outlets have been compelled to reconsider their long-standing processes and tactics that have structured the sector for years. These global changes in management and ways of thinking about supply chains for many well-known brands only help prove how important retail sales are for the economy.

Although online shopping boomed during the COVID-19 lockdown, it has remained an incredibly important factor in retail trends. Shopping from the comfort of their own home gives consumers more choice and convenience. They can shop around for the best prices and can find the products they want without having to leave their chair. It can also benefit retail workers, as they have more flexibility. This can even boost their productivity and boost your profit margins.

It makes it easy for retailers to track consumer behaviour and preferences. This information can be used to tailor future marketing and sales strategies to meet customer needs better and increase conversions.

Unlike other marketing methods, which are rooted in local markets, such as door-to-door sales and market stalls, e-commerce gives retailers a global reach. It allows you to sell to consumers in another country who may not have access to their brick-and-mortar stores.

2.1.1 ONLINE RETAIL

The rise of digital media has made it easier for consumers to access information about the sustainability of brands and products and to share their own experiences with others. Store types are adapting as the retail sector changes & shaping their online presence to build on their competitive advantage. Even the grocery market has built itself an online presence. The retail sector is no different, with websites just as crucial as storefronts.

The online retail is the selling of merchandise in small quantities to the general public over the internet. It is part of the Retail Trade sector and is classified by the North American Industry Classification System (NAICS) under nonstore retailers.

Amazon is the biggest and most popular online retail business, and it contributed 40.4% to total U.S online retail sales in 2021.

- Easy access to market - in many ways the access to market for entrepreneurs has never been easier. Online marketplaces such as eBay and Amazon allow anyone to set up a simple online shop and sell products within minutes.

- Reduced overheads - selling online can remove the need for expensive retail premises and customer-facing staff, allowing you to invest in better marketing and customer experience on your e-commerce site.

- Potential for rapid growth - selling on the internet means traditional constraints to retail growth - eg finding and paying for larger - are not major factors. With a good digital marketing strategy and a plan a scale up order fulfilment systems, you can respond and boost growing sales.

- Widen your market / export - one major advantage over premises-based retailers is the ability expand your market beyond local customers very quickly. You may discover a strong demand for your products in other countries which you can respond to by targeted marketing, offering your website in a different language, or perhaps partnering with an overseas company.

2.1.2 COVID-19 AND IMPACT ON ONLINE RETAILING

The outbreak of the pandemic caused by the spread of a novel type of coronavirus, has induced an unprecedented shock to the global economy in terms of its speed and encompassing nature, having a significant impact on virtually all countries and economic sectors. During the pandemic, businesses and consumers have been forced continuously to adapt to the immediate and drastic changes brought about by this crisis.

The digital economy boomed during the COVID-19 crisis. As people embraced social distancing, they turned to online shopping more than ever before. 67% of consumers report they shop differently now due to COVID-19.

Retailers stepped up to the challenge, not just by supporting more online sales, but by embracing emerging technologies that created connections with shoppers or made their customer experience more convenient.

As with similar health-related and economic crises in the past, it is widely accepted that online retail represents a sector that plays a crucial roleproviding vital access for customers to essential products

Given the crucial role of online retail channels during a pandemic, researchers have examined a variety of ways in which COVID-19 has influenced online shopping. As COVID-19 was first identified in China, initial studies investigated how the outbreak of the crisis has reshaped the retail landscape in China with emphasis on the increasing importance of online channels. In line with this observation, also contend that *"many shoppers move a large portion of their business online during the COVID-19 outbreak either by choice or due to regulation ..."*.

2.1.3 NEW TRENDS IN ONLINE RETAILING/ ECOMMERCE

1. **AI helps personalize user experience** – Ecommerce businesses can provide a richer buying experience with this technology. AI and machine learning also play huge roles in personalization.

2. **Hybrid commerce offers a seamlessly connected customer journey** – combine your online channels with the brick-and-mortar store experience to improve purchase rate.

3. **Augmented and virtual reality engage audiences with an immersive experience** – these technologies help customers examine products closely and boost their purchasing confidence.

4. **CRM builds a community around your Ecommerce brand** – CRM helps you understand your potential customer's needs and behaviour to strengthen relationships and improve customer loyalty.

5. **Customer support remains a priority** – excellent support positively influences purchasing decisions, cultivates loyalty, promotes a positive brand image, and boosts Ecommerce sales.

6. **Strategize social selling to take advantage of its rise** – social commerce is cost-effective and encourages in-app purchases. Influencer marketing and live shopping are two of the latest trends in Ecommerce to implement alongside this strategy.

7. **The subscription model helps customers fulfill their recurring expenses easily** – attracts loyal customers, and boosts retention rates and profitability.

2.2 PRODUCT PROFILE

The electronics goods industry is the economic sector that produces electronic devices. It emerged in the 20th century and is today one of the largest global industries. Contemporary society uses a vast array of electronic devices built-in automated or semi-automated factories operated by the industry. Products are primarily assembled from metal–oxide–semiconductor (MOS) transistors and integrated circuits, the latter principally by photolithography and often on printed circuit boards.

The industry's size, the use of toxic materials, and the difficulty of recycling have led to a series of problems with electronic waste. International regulation and environmental legislation have been developed to address the issues.

The electronics industry consists of various sectors. The central driving force behind the entire electronics industry is the semiconductor industry sector,[1] which has annual sales of over $481 billion as of 2018.[2] The largest industry sector is e-commerce, which generated over $29 trillion in 2017.

2.2.1 CONSUMER ELECTRONICS

Consumer electronics are products intended for everyday use, most often in entertainment, communications and office productivity. Radio broadcasting in the early 20th century brought the first major consumer product, the broadcast receiver. Later products include personal computers, telephones, MP3 players, cell phones, smart phones, audio equipment, televisions, calculators, GPS automotive electronics, digital cameras and players and recorders using video media such as DVDs, VCRs or camcorders. Increasingly these products have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology.

The CEA (Consumer Electronics Association) projected the value of annual consumer electronics sales in the United States to be over $170 billion in 2008. Global annual consumer electronic sales are expected to reach $2.9 trillion by 2020.

2.2.2 EFFECTS ON THE ENVIRONMENT

Electrical waste contains hazardous, valuable, and scarce materials, and up to 60 elements can be found in complex electronics.

The United States and China are the world leaders in producing electronic waste, each tossing away about 3 million tons each year.[10] China also remains a major e-waste dumping ground for developed countries.[10] The UNEP estimate that the amount of e-waste being produced – including mobile phones and computers – could rise by as much as 500 percent over the next decade in some developing countries, such as India.

E-waste can be reduced by:

1. Check Product Lifespan- Do some research when you're ready to buy a new product. Make sure it's one that won't break easily or become damaged shortly after you purchase it. In other words, look for products likely to have a much longer lifespan so you won't need to replace it within a few years, or even months. It's known that this is a common practice in the electronics industry; to make products with shorter life spans so more money can be earned in the long run when they break or malfunction.

2. Educate yourself on what gets put into your electronics- Knowledge is power. Doing some research about the raw materials being used to manufacture your mobile phone or laptop helps you understand how harmful those materials and toxins can be if they're tossed into a landfill. The more you educate yourself the more you can purchase items that won't be harmful to the environment.

3. Look for an environmentally friendly label- For example, see if the products you buy are labeled Energy Star, or have been certified by the Electronic Product Environmental Assessment Tool

CHAPTER-3

DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

Respondents Characteristics		Number of Respondents	Percentage(%)
Age	0-20	32	16.6
	21-30	54	28.0
	31-40	21	10.9
	Above 40	86	44.6
Gender	Male	89	46.1
	Female	104	53.9

3.2 CHI-SQUARE TEST AND CROSS TABULATION

3.2.1 ASSOCIATION BETWEEN PLATFORM USED TO BUY E-GOODS BASED ON AGE

H0: There is no significant relationship between association between platform used to buy e-goods based on age.

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly associated. Here, it is used to verify an association between platform used to buy e-goods based on age.

Table 3.2.1(a) table showing association between platform used to buy e-goods based on age

Which platform do you use to purchase an electronic good? * Age Crosstabulation

Count

	Age		Total

		0-20	21-30	31-40	Above 40	
Which platform do you use to purchase an electronic good?	Offline	6	10	4	20	40
	Online	7	11	2	13	33
	Both	19	33	15	53	120
Total		32	54	21	86	193

Table 3.2.1(b) table showing the result

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.492[a]	6	.869
Likelihood Ratio	2.566	6	.861
Linear-by-Linear Association	.043	1	.835
N of Valid Cases	193		

Analysis of data using Chi-square test revealed that the frequency of relation between association between platform used to buy e-goods based on age is 0.869 which is > .05. Hence, it is not significiant.

3.2.2 ASSOCIATION BETWEEN PLATFORM USED TO BUY E-GOODS BASED ON GENDER

H1: There is significant relationship between association between platform used to buy e-goods based on gender.

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly associated. Here, it is used to verify an association between platform used to buy e-goods based on gender.

Table 3.2.2(a) table showing association between platform used to buy e-goods based on gender

Which platform do you use to purchase an electronic good?
* Gender Crosstabulation
 Count

		Gender		Total
		Male	Female	
Which platform do you use to purchase an electronic good?	Offline	9	31	40
	Online	20	13	33
	Both	60	60	120
Total		89	104	193

Table 3.2.2(b) table showing the results

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.495[a]	2	.002
Likelihood Ratio	13.128	2	.001
Linear-by-Linear Association	6.283	1	.012
N of Valid Cases	193		

Hence, there is a significant relationship between platform used to buy e-goods based on gender as .002 is < .05.

3.2.3 ASSOCIATION BETWEEN FREQUENCY OF PURCHASE OF ELECTRONICS ONLINE AND AGE

H0: There is no significant relationship between association between frequency of purchase of electronics online and age.

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly associated. Here, it is used to verify an association between frequency of purchase of electronics online and age.

Table 3.2.3(a) table showing association between frequency of purchase of electronics online and age.

How often do you buy electronics online? * Age Crosstabulation

Count

	Age				Total
	0-20	21-30	31-40	Above 40	
Once in 6 months	8	15	2	8	33

	Twice in 6 months	2	5	3	13	23
How often do you buy electronics online?	Once in a year	12	17	8	26	63
	Twice in a year	3	2	1	8	14
	Other	1	5	3	11	20
	10	6	10	4	20	40
Total		32	54	21	86	193

Table 3.2.3(b) table showing the result

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.927^a	15	.387
Likelihood Ratio	16.803	15	.331
Linear-by-Linear Association	2.261	1	.133
N of Valid Cases	193		

Analysis of data using Chi-square test revealed that the frequency of relation between association between platform used to buy e-goods based on age is 0.387 which is > .05. Hence, it is not significiant

3.2.4 ASSOCIATION BETWEEN FREQUENCY OF PURCHASE OF ELECTRONICS ONLINE AND GENDER

H1: There is no significant relationship between association between frequency of purchase of electronics online and gender.

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly

associated. Here, it is used to verify an association between frequency of purchase of electronics online and gender.

Table 3.2.4(a) table showing association between frequency of purchase of electronics online and gender

How often do you buy electronics online? * Gender Crosstabulation

Count

		Gender		Total
		Male	Female	
How often do you buy electronics online?	Once in 6 months	23	10	33
	Twice in 6 months	19	4	23
	Once in a year	21	42	63
	Twice in a year	8	6	14
	Other	9	11	20
	10	9	31	40
Total		89	104	193

Table 3.2.4(b) table showing the result

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.526[a]	5	.000
Likelihood Ratio	35.148	5	.000
Linear-by-Linear Association	16.700	1	.000
N of Valid Cases	193		

Hence, there is a significant relationship between platform used to buy e-goods based on gender as .000 is < .05.

3.3 T- TEST RESULTS

The independent samples t-test is a parametric test that is carried out to compare means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.

3.3.1 ASSOCIATION BETWEEN GENDER AND SOURCE OF INFORMATION FROM OFFICIAL BRAND WEBSITE, AMAZON, GOOGLE, FAMILY & FRIENDS

Table 3.3.1(a) Table showing the t-test result of association between gender and source of information from official brand website, amazon, google, family & friends

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
How important are the following sources of information while buying electronic device [Official brand websites]	Male	89	4.42	2.173	.230
	Female	104	5.70	2.899	.284
How important are the following sources of information while buying electronic device [Online shopping (amazon, flipkart)]	Male	89	4.54	2.029	.215
	Female	104	5.62	2.977	.292
	Male	89	4.24	2.241	.238

How important are the following sources of information while buying electronic device [Google]	Female	104	5.38	3.154	.309
How important are the following sources of information while buying electronic device [Ask friends and family]	Male	89	4.15	2.259	.239
	Female	104	5.69	2.936	.288

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How important are the following sources of	Equal variances assumed	27.722	.000	-3.439	191	.001	-1.286	.374	-2.024	-.548

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
information while buying electronic device [Official brand websites]	Equal variances not assumed			-3.515	187.866	.001	-1.286	.366	-2.008	-.564
How important are the following sources of information while buying electronic device [Online shopping (amazon, flipkart)]	Equal variances assumed	38.181	.000	-2.885	191	.004	-1.076	.373	-1.812	-.340
	Equal variances not assumed			-2.968	182.291	.003	-1.076	.363	-1.791	-.361
How important are the following sources of information while buying electronic device [Google]	Equal variances assumed	30.160	.000	-2.847	191	.005	-1.139	.400	-1.928	-.350
	Equal variances not assumed			-2.921	185.024	.004	-1.139	.390	-1.908	-.370

How important are the following sources of information while buying electronic device [Ask friends and family]	Equal variances assumed	23.430	.000	-4.047	191	.000	-1.546	.382	-2.300	-.793
	Equal variances not assumed			-4.129	188.952	.000	-1.546	.375	-2.285	-.807

Hence it is proven that female depend more on information from official brand website, amazon, google, family & friends.

3.3.2 ASSOCIATION BETWEEN GENDER AND ONLINE WEBSITE USED TO BUY E-GOODS

Table 3.3.2(a) Table showing the t-test result of association between gender and online website used to buy e-goods

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Which online website do you buy electronics from? [Amazon]	Male	89	4.72	1.989	.211
	Female	104	5.81	2.842	.279
Which online website do you buy electronics from? [Flipkat]	Male	89	3.88	2.397	.254
	Female	104	5.00	3.442	.337
	Male	89	2.65	2.693	.285

Which online website do you buy electronics from? [Instagram]	Female	104	4.35	3.793	.372
Which online website do you buy electronics from? [Official brand website]	Male	89	4.01	2.249	.238
	Female	104	5.40	3.213	.315
Which online website do you buy electronics from? [Ebay]	Male	89	2.57	2.667	.283
	Female	104	4.28	3.827	.375

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Which online website do you buy	Equal variances assumed	36.240	.000	-3.033	191	.003	-1.089	.359	-1.797	-.381

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
electronics from? [Amazon]	Equal variances not assumed			-3.115	184.046	.002	-1.089	.349	-1.778	-.399
Which online website do you buy electronics from? [Flipkat]	Equal variances assumed	30.042	.000	-2.589	191	.010	-1.124	.434	-1.980	-.267
	Equal variances not assumed			-2.660	183.759	.009	-1.124	.422	-1.957	-.290
Which online website do you buy electronics from? [Instagram]	Equal variances assumed	32.810	.000	-3.522	191	.001	-1.694	.481	-2.643	-.746
	Equal variances not assumed			-3.614	184.971	.000	-1.694	.469	-2.619	-.770
Which online website do you buy	Equal variances assumed	29.409	.000	-3.432	191	.001	-1.393	.406	-2.193	-.592

		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff	Std. Error Diff	Lower	Upper
electronics from? [Official brand website]	Equal variances not assumed			-3.525	184.079	.001	-1.393	.395	-2.172	-.613
Which online website do you buy electronics from? [Ebay]	Equal variances assumed	37.956	.000	-3.534	191	.001	-1.706	.483	-2.658	-.754
	Equal variances not assumed			-3.631	183.779	.000	-1.706	.470	-2.633	-.779

Hence it is proven that female's use most of the online websites to buy e-goods

3.4 A-NOVA TEST RESULT

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test.

3.4.1 RELATIONSHIP BETWEEN AGE AND INFLUENCE TO BUY PRODUCTS FROM AMAZON

Table 3.4.1 (a) Table showing the A-Nova test result of relationship between age and influence to buy products from amazon

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.062	3	8.687	1.214	.306

		Sum of Squares	df	Mean Square	F	Sig.
What influences you to buy products amazon? [Flexibility in surfing]	Within Groups	1352.922	189	7.158		
	Total	1378.984	192			
What influences you to buy products amazon? [Time saving]	Between Groups	16.101	3	5.367	.769	.513
	Within Groups	1318.914	189	6.978		
	Total	1335.016	192			
What influences you to buy products amazon? [Special deals and discounts]	Between Groups	5.699	3	1.900	.277	.842
	Within Groups	1294.819	189	6.851		
	Total	1300.518	192			
What influences you to buy products amazon? [Easy to compare products]	Between Groups	22.444	3	7.481	1.041	.376
	Within Groups	1358.540	189	7.188		
	Total	1380.984	192			

Through this relationship between age and influence to buy products from amazon there is no significant difference.

3.4.2 RELATIONSHIP BETWEEN AGE AND INFLUENCE TO BUY PRODUCTS FROM OFFICIAL BRAND WEBSITE

Table 3.4.2 (a) Table showing the A-Nova test result of relationship between age and influence to buy products from official brand websites

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
What influences you to buy products on brand website's? [Easy to compare products]	Between Groups	12.103	3	4.034	.478	.698
	Within Groups	1594.467	189	8.436		
	Total	1606.570	192			

What influences you to buy products on brand website's? [Special deals and discounts]	Between Groups	11.097	3	3.699	.471	.703
	Within Groups	1482.830	189	7.846		
	Total	1493.927	192			
What influences you to buy products on brand website's? [Time saving]	Between Groups	17.559	3	5.853	.734	.533
	Within Groups	1507.726	189	7.977		
	Total	1525.285	192			
What influences you to buy products on brand website's? [Flexibility in surfing]	Between Groups	20.686	3	6.895	.858	.464
	Within Groups	1518.434	189	8.034		
	Total	1539.119	192			

Through this relationship between age and influence to buy products from official brand websites there is no significant difference.

3.5 MEAN RESULT

SPSS can compare the mean of interval/ratio (scale) data with an hypothesized value or between different groups and determine if there is any significant difference.

3.5.1 RELATIONSHIP BETWEEN AGE AND IMPORTANT FACTORS WHILE PURCHASING E-GOODS

Table 3.5.1(a) Table showing the mean result of relation between age and important factors while purchasing e-goods

How much importance do you give for the following while purchasing an electronic?

Quality   Importance_purchasing_Price   Customer   Service Importance_purchasing_Offers Security & Privacy Ease of use * Age

Age		How much importance do you give for the following while purchasing an electronic? Quality	Importance_purchasing_Price	Customer Service	Importance_purchasing_Offers	Security & Privacy	Ease of use
0-20	Mean	5.33	4.75	5.06	5.25	5.47	5.28
	N	30	32	32	32	32	32
	Std. Deviation	1.953	2.712	2.577	2.410	2.300	2.399
21-30	Mean	5.35	5.00	5.11	5.02	5.17	5.26
	N	52	54	54	54	54	54
	Std. Deviation	2.159	2.570	2.485	2.529	2.508	2.420
31-40	Mean	4.71	4.90	5.29	5.00	5.57	5.57
	N	17	21	21	21	21	21

|		Quality	Importance_purchasing_Price		Customer Service	Importance_purchasing_Offers	Security & Privacy	Ease of use
Above 40	Std. Deviation	.686	2.719		2.513	2.608	2.293	2.315
	Mean	5.22	5.27		5.63	5.40	5.67	5.74
	N	73	86		86	86	86	86
	Std. Deviation	1.766	2.809		2.594	2.741	2.560	2.484
Total	Mean	5.23	5.07		5.35	5.22	5.49	5.51
	N	172	193		193	193	193	193
	Std. Deviation	1.851	2.704		2.545	2.602	2.467	2.426

Through this relationship between age and important factors while purchasing e-goods, we can understand that security and privacy is the first preference among 0-20 age group followed by quality. Age 21-30 give importance to quality followed by ease of use. Age 31-40 give preference to both ease of use and security & privacy equally. Above 40 prefer ease of use followed by security & privacy.

3.5.2 RELATIONSHIP BETWEEN GENDER AND IMPORTANT FACTORS WHILE PURCHASING E-GOODS

Table 3.5.2(a) Table showing the mean result of relation between gender and importance while purchasing e-goods.

How much importance do you give for the following while purchasing an electronic?

Quality   Importance_purchasing_Price   Customer   Service Importance_purchasing_Offers Security & Privacy Ease of use * Gender

Gender		How much importance do you give for the following while purchasing an electronic? Quality	Importance_purchasing_Price	Customer Service	Importance_purchasing_Offers	Security & Privacy	Ease of use
Male	Mean	4.93	4.49	4.70	4.54	4.72	4.81
	N	85	89	89	89	89	89
	Std. Deviation	1.534	2.117	2.075	2.067	2.050	1.959
Female	Mean	5.52	5.56	5.91	5.81	6.14	6.12
	N	87	104	104	104	104	104
	Std. Deviation	2.085	3.046	2.777	2.866	2.608	2.627
Total	Mean	5.23	5.07	5.35	5.22	5.49	5.51
	N	172	193	193	193	193	193

Std. Deviat ion	1.851	2.704		2.545	2.602		2.467	2.426

Through this relationship between gender and important factors while purchasing e-goods, we can understand that male gives more preference to quality while female gives more importance to security and privacy.

3.6 GRAPHS

3.6.1 PIE CHART

3.6.1.1 RELATION BETWEEN FACTORS AND ECOMMERCE PLATFORM PREFERRED BY CONSUMERS

- o Amazon
- o Official Brand Website
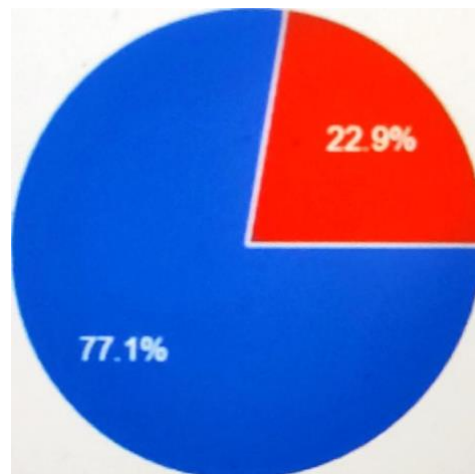
From the above pie chart we can understand that, consumers prefer amazon more than official brand websites.

3.6.2 BAR GRAPH ANALYSIS

3.6.2.1 RELATION BETWEEN GENDER AND TRUST IN AMAZON

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	11.893[a]	5	.036
Likelihood Ratio	12.523	5	.028
Linear-by-Linear Association	10.413	1	.001
N of Valid Cases	193		

Bar Chart
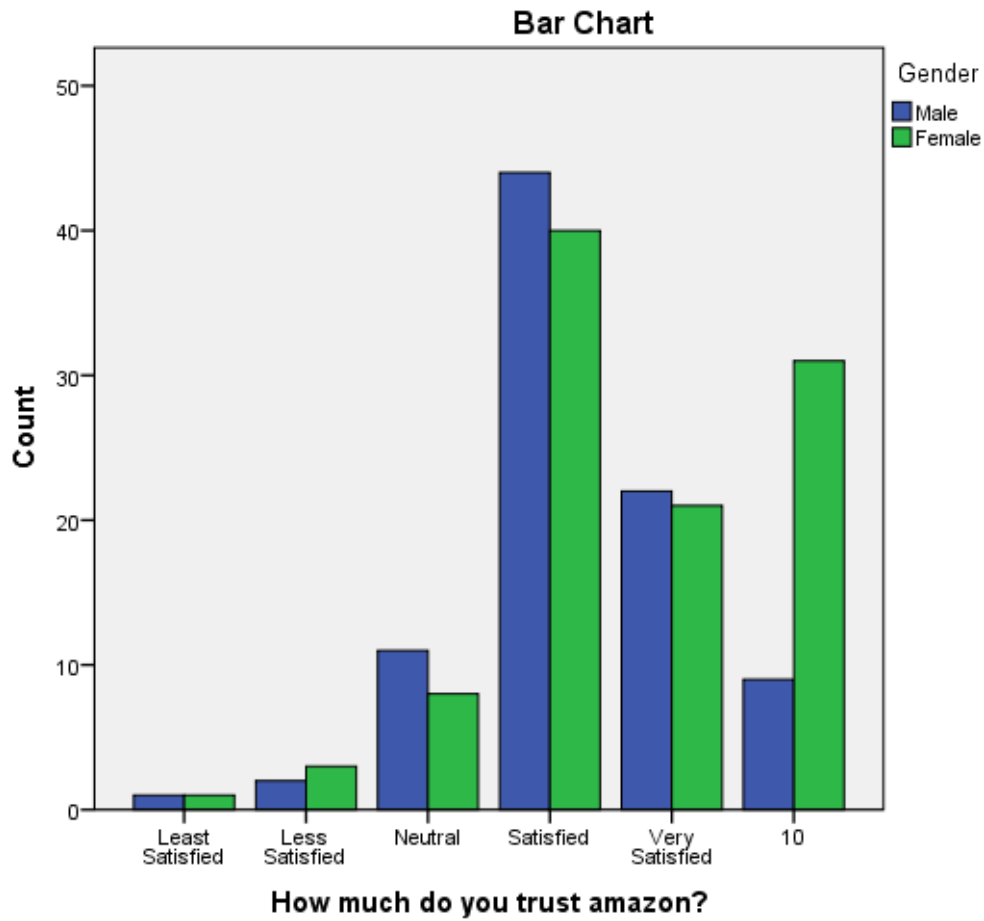
From the above bar graph, we can understand that male has more trust in amazon than female.

3.6.2.2 RELATION BETWEEN AGE AND TRUST IN AMAZON

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.327[a]	15	.577
Likelihood Ratio	15.006	15	.451
Linear-by-Linear Association	1.626	1	.202
N of Valid Cases	193		
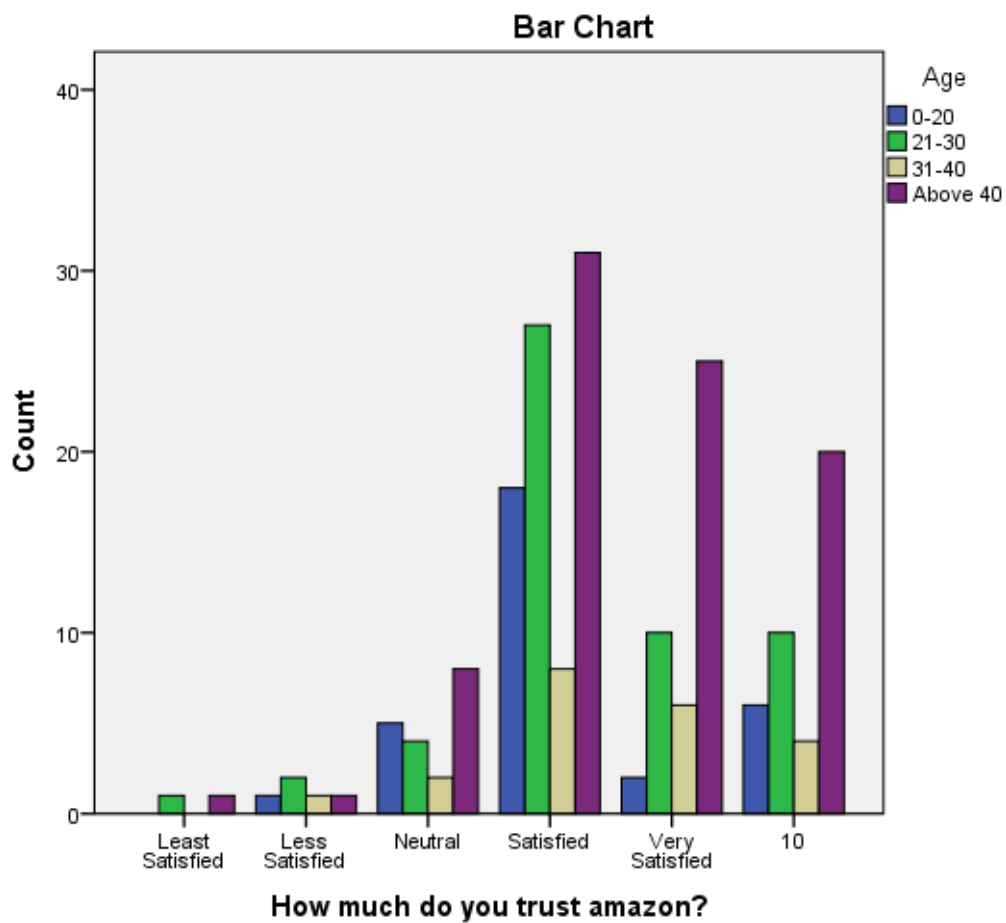
From the above bar graph, we can understand that Above 40 age group has more trust in amazon than the other age groups.

3.6.2.3 RELATION BETWEEN GENDER AND TRUST IN OFFICIAL BRAND WEBSITES

Chi-Square Tests

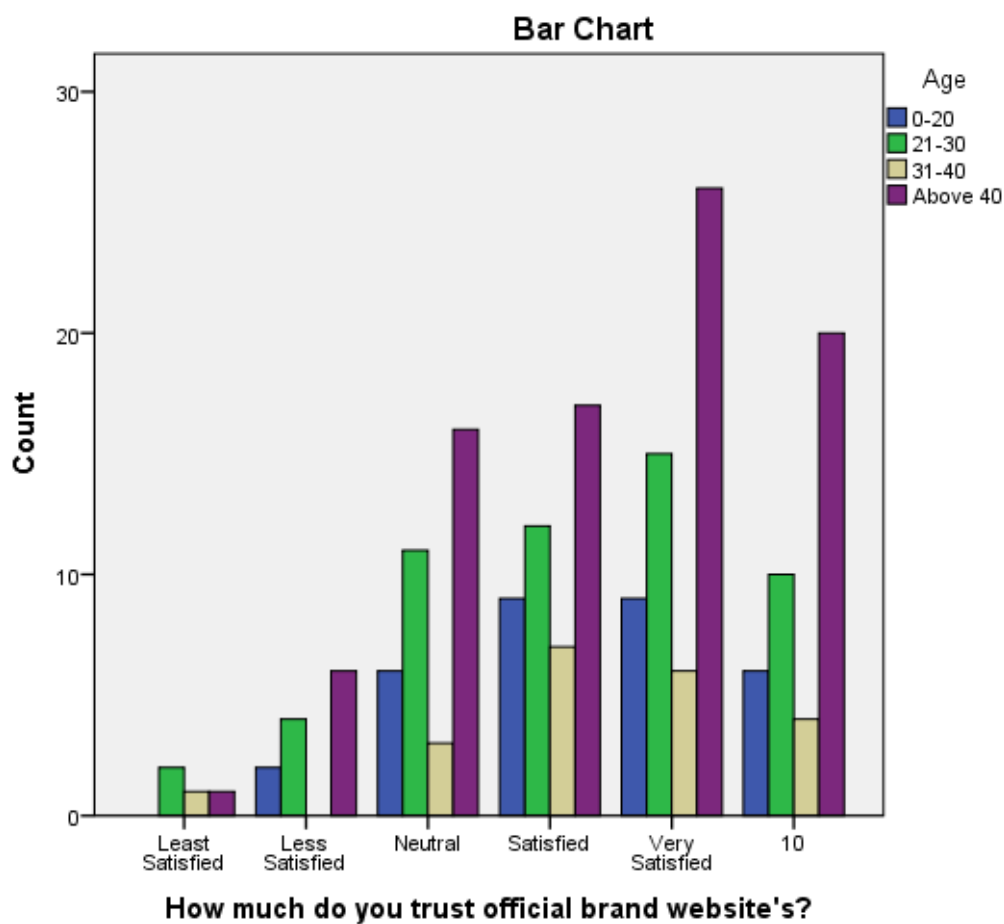|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.649ᵃ	5	.040
Likelihood Ratio	12.277	5	.031
Linear-by-Linear Association	10.380	1	.001
N of Valid Cases	193		
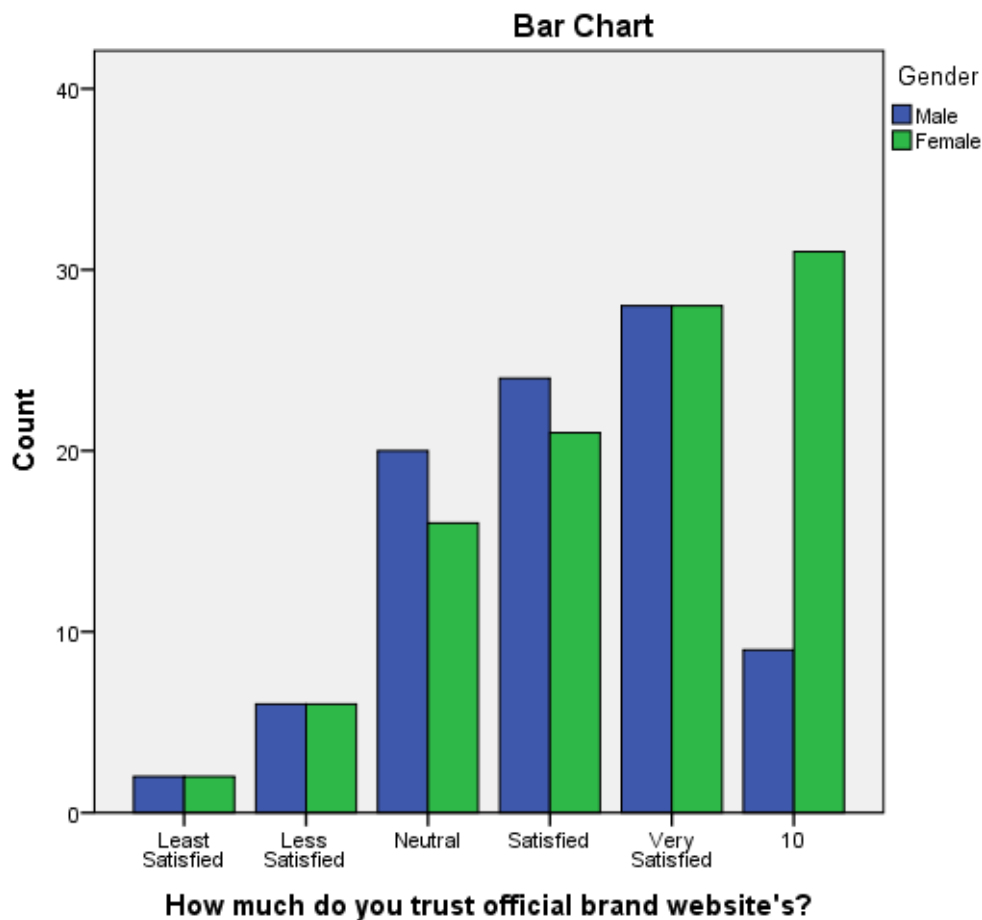
From the above bar graph, we can understand that both male and female has the same level of satisfaction with trust in official brand website.

3.6.2.4 RELATION BETWEEN AGE AND TRUST IN OFFICIAL BRAND WEBSITES

Chi-Square Tests

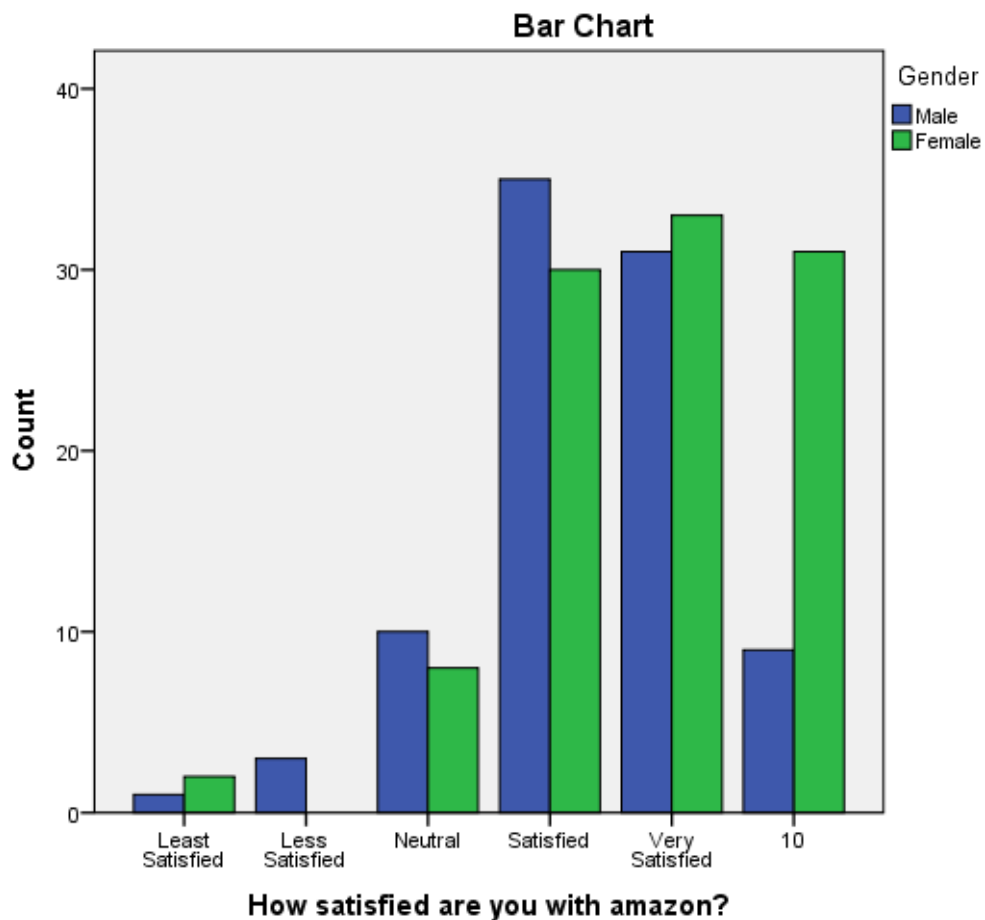|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.519[a]	15	.970
Likelihood Ratio	8.124	15	.919
Linear-by-Linear Association	.557	1	.456
N of Valid Cases	193		

From the above bar graph, we can understand that age group above 40 has more level of satisfaction with trust in official brand website.

3.6.2.5 RELATION BETWEEN GENDER AND SATISFACTION IN AMAZON

Chi-Square Tests

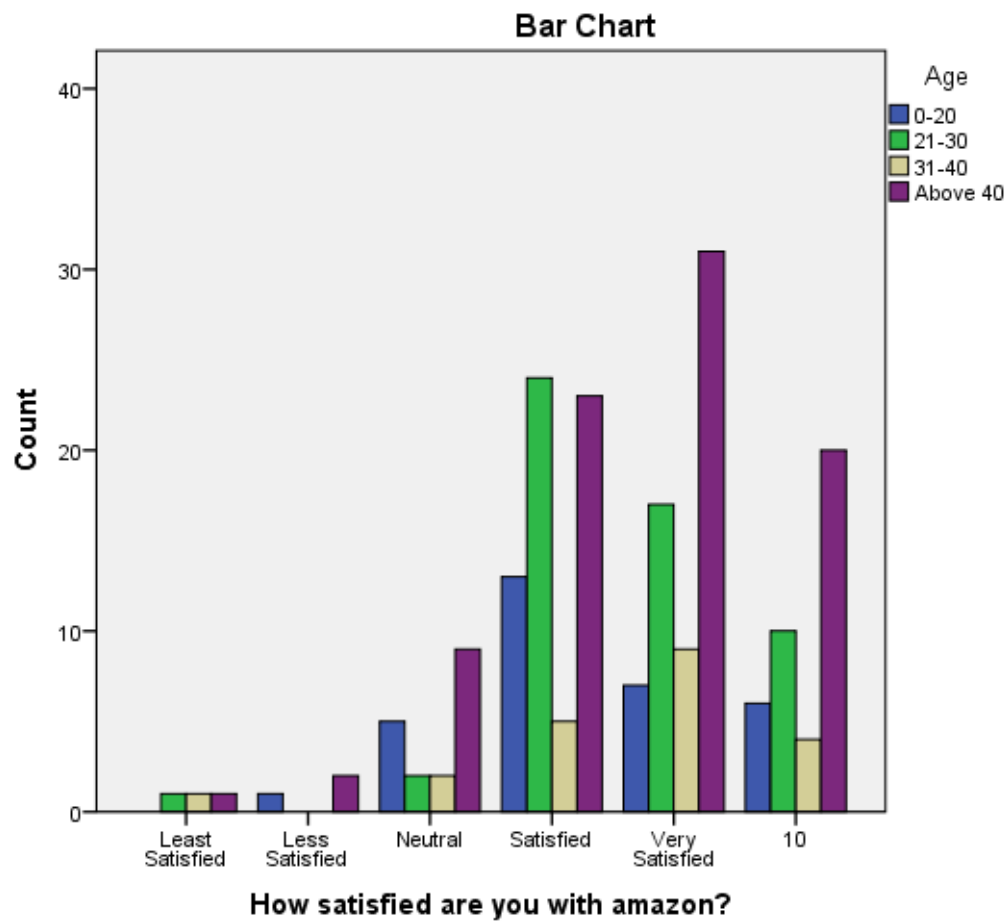|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.028[a]	5	.010
Likelihood Ratio	16.801	5	.005
Linear-by-Linear Association	11.793	1	.001
N of Valid Cases	193		

Bar Chart

From the above graph we can understand that female's are more satisfied with amazon

3.6.2.6 RELATION BETWEEN AGE AND SATISFACTION IN AMAZON

Chi-Square Tests

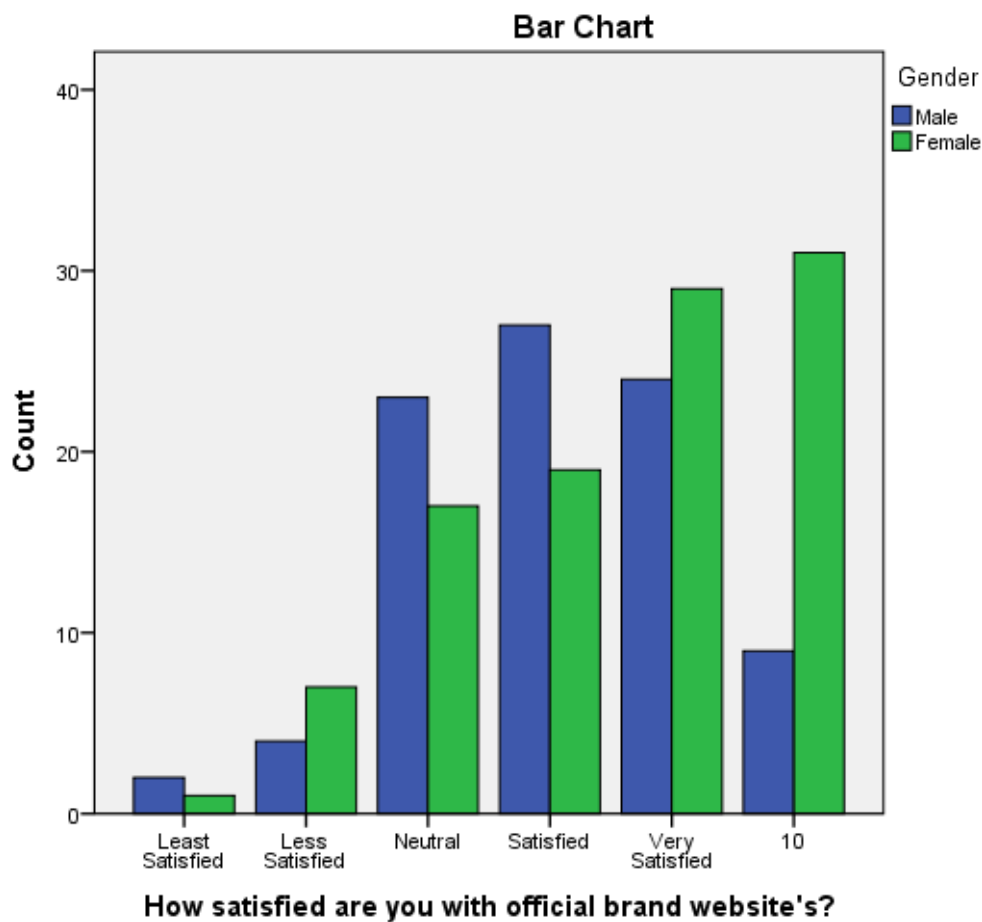|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.038[a]	15	.523
Likelihood Ratio	15.435	15	.421
Linear-by-Linear Association	.799	1	.371
N of Valid Cases	193		

From the above bar graph, we can understand that age group above 40 has more level of satisfaction with amazon.

3.6.2.7 RELATION BETWEEN GENDER AND SATISFACTION IN OFFICIAL BRAND WEBSITES

Chi-Square Tests

|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.939[a]	5	.011
Likelihood Ratio	15.574	5	.008
Linear-by-Linear Association	11.181	1	.001
N of Valid Cases	193		

From the above bar graph, we can understand that female has more level of satisfaction with official brand website.

3.6.2.8 RELATION BETWEEN AGE AND SATISFACTION IN OFFICIAL BRAND WEBSITES

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.830[a]	15	.464
Likelihood Ratio	15.641	15	.406
Linear-by-Linear Association	.619	1	.431
N of Valid Cases	193		
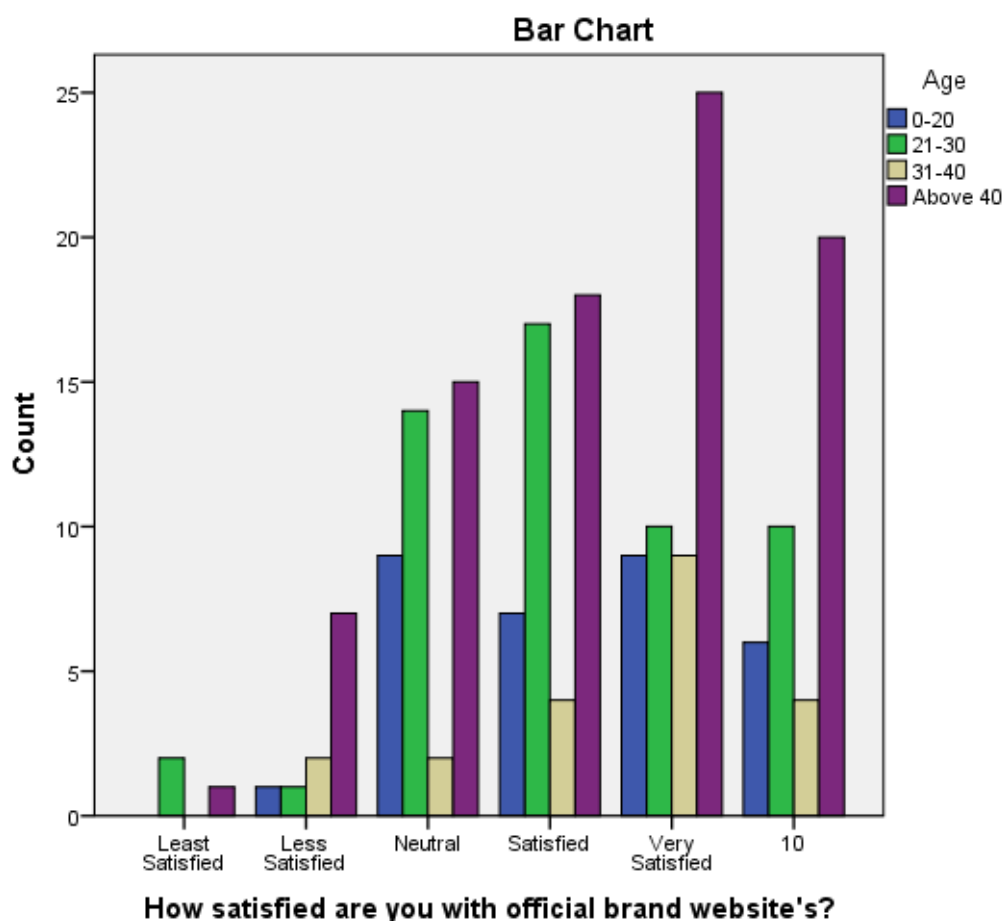
From the above bar graph, we can understand that age group above 40 has more level of satisfaction with official brand website.

CHAPTER 4

SUMMARY OF FINDINGS, SUGGESTIOS AND CONCLUSIONS

4.1 LIST OF FINDINGS

From the above analysis we have found that

1. A population of 193 respondents was surveyed, in which 153 are only valid. It constitutes population around the age groups below 20 to above 40 years. 44.6% respondents were of age above 40 with maximum respondents, 28% were of population surveyed were of age group 21-30 years.

2. Maximum respondents i.e., 53.9% of respondents were female and 46.1% of respondents were male.

3. About 62.2% of the total population use both offline and online platforms. 20.7% use offline platform and 17.1% use online platform.

4. Of the 153 respondents 41.2% of respondents buy e-goods once in a year, 21.6% of respondents purchase once in six months, 15% of respondents purchases clothes twice in six months, 9.2% of respondents purchase e-goods twice a year.

5. Based on table 3.2.1 it was clear that there is no significant relationship between association between platform used to buy e-goods based on age. Analysis of data was done by Chi-square test and it was revealed that the frequency of relationship between them is 0.869 which is > .05.

6. According to table 3.2.2 there is an association between platform used to buy e-goods based on gender. While doing a Chi-square test to analyse the association between these two factors it was noted that the frequency of relation between people's impact to purchase e-goods on the basis on gender is .002, which is < .05 and hence it is significant.
7. In terms of frequency of purchase of electronics online and age there were no significance according to table 3.2.3. customers purchase e-goods in less frequencies through e-commerce websites was the conclusion which was derived from the Chi-square test conducted to know the frequency of significance between these two and the result was .387 which is > .05.

8. Based on the inference from table 3.2.4 we came to know that customers frequency of purchase is more associated to gender. By doing a Chi-square test it was shown that the significance of the relationship between both these are .000 which is < .05 and hence it was considered significant.

9. Based on a study of the association between gender and source of information people depend on, at a t-test it was found that females are more dependent on information from all resources of information like official brand websites, amazon, google and suggestions from friends and family.

10. While conducting a mean analysis for knowing the relationship between age and important factors while purchasing e-goods, we can understand that security and privacy is the first preference among 0-20 age group followed by quality. Age 21-30 give importance to quality followed by ease of use. Age 31-40 give preference to both ease of use and security & privacy equally. Above 40 prefer ease of use followed by security & privacy. Thus most of the age groups give security and privacy and ease of use more priority over the others

11. By doing a chi-square bar graph analysis on trust in amazon compared to trust in official website based on gender, it was found that male had more trust in amazon while both men and women had same level of trust in official brand website.

12. From conducting this survey the researcher also came to know that customers had more preference to purchase electronic goods from amazon over official brand websites considering factors like quality, price, customer service, security and privacy, ease of use and offers.

13. By conducting the Anova test, from table 3.4.1 and 3.4.2, it could be understood that there is no significance in age and the influence to buy electronic goods in both amazon and official brand website, i.e, factors such as flexibility in surfing, time consumption, discounts and product comparison ease does not influence any age group to buy electronics from amazon or brand websites.

14. From the pie chart given in 3.6.1.1, the researcher came to the conclusion that customers prefer amazon over official brand websites considering factors such as quality, price, customer service, offers, security and privacy and the ease of use.

4.2 SUGGESTIONS

- Since consumers prefer amazon more than official brand websites considering the factors such as discounts, price, etc. official brand websites can bring in more offers, sale and discounts.

- All the age groups mostly prefer security and privacy as the important factor in ecommerce platforms. So, they can take initiatives to make it stronger.

- Since female depends more on online website's to buy e goods e-commerce platforms can bring new ideas to attract male customers by using targeted advertising or by highlighting the technical features and benefits as men often prioritize functionality and performance.

- Brand websites can offer multi-channel support, actively ask customers for feedback, reply to all feedbacks to improve customer satisfaction.

- As there is no particular preference in the platform used to buy e-goods and age, online platforms can increase its sales by bringing in products and services for different age category.

- It can be seen that male customers give more importance to quality. So e-commerce platforms can strengthen quality control, improve product safety (especially because it is electronics).

- Since amazon is the most trusted platform, brand websites can build company value and create strong relationship with customers.

- Amazon and brand websites can create new strategies to build trust among younger age groups by ensuring that the website is mobile-friendly, easy to navigate, and has a simple checkout process. Also, consider incorporating social media into your marketing strategy, as this group is highly active on social media platforms.

- Since females are more satisfied with both amazon and official brand websites, these platforms can bring in male suggestions for improvement.

- Product listings could be optimized by providing complete and accurate, high-quality images and detailed descriptions. Using keywords that customers are likely to search for, and highlight your product's unique features and benefits might help customers use online platforms over offline platforms.

- Positive customer reviews can help improve your product's visibility and credibility. So, encourage customers to leave reviews by following up with them after their

purchase and offering incentives for leaving a review, which might help brand websites to have a positive impact of their products to customers.

- Customers are often look for the best deals online, so amazon can make sure that the prices are competitive with other similar products provided by other websites. Consider offering special promotions or discounts to attract more customers.

- For customers to know more about official brand websites, they can offer several advertising options, such as sponsored products and sponsored brands, which can help increase product's visibility and drive more sales.

- Customers may trust amazon due to various factors like security and privacy, customer service, etc which could be improved by official brand websites by offering better shopping experience and by offering prompt and friendly customer service through various channels such as email, chat, or phone.

- Targeting the right age group is crucial for increasing sales online. Depending on the products or services being offered, different age groups may be more receptive to online shopping than others. To increase sales online and attract all theage groups, it is essential to understand your target audience and tailor the marketing strategy accordingly.

- To attract more female customers to amazon, it can consider the unique needs, preferences, and behaviour of them like using inclusive language, highlight design and aesthetics etc.

4.3 CONCLUSION

The large numbers of studies have been conducted by various research scholars and academicians nationally and across the globe, exploring the factors that influence customers to buy goods from a website. This research work is an attempt to understand customer preference in e-commerce websites in Kerala. The study was conducted by drawing a sample of 150+ respondents pursuing higher education, professionals, employed and retired consumers. Relying on existing literature; variables were considered and offered to respondents in form of a closed ended questionnaire to mark their responses on a five-point Likert scale which is ranging between 1= Strongly disagree to 5- Strongly Agree. The collected data was analysed with the help of statistical package for social science (SPSS21)

Thus, this paper contains thorough analysis on the model of the e-commerce industry from the perspective of all its essential stakeholders i.e. the consumers, while questioning the sustainability of the industry and also focusing on the profitability of it. It has an aspect of customer preference in e commerce website and how online retailers use them to attract these consumers. Future research could deepen the understanding and provide a more comprehensive view of what motivates sustainability within the industry, the actions taken and the benefits of society and the environment.

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4.5 ANNEXURE

QUESTIONNAIRE

1. Gender
   o Male
   o Female
   o Other

2. Age
   o 0-20
   o 21-30
   o 30-40
   o Above 40

3. Which platform do you use to purchase an electronic good?
   o Offline platforms (Shops)
   o Online platforms (Amazon, Flipkart)
   o Both

4. How often do you buy electronics online?
   o Once in 6 months
   o Twice in 6 months
   o Once in a year
   o Twice in a year

5. How important are the following sources of information while buying electronic device

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
Official brand websites					
Online shopping (amazon, flipkart)					

Google

Ask friends and family

6. Which online website do you buy electronics from?

                                  Very Likely Likely Neutral Unlikely Very Unlikely

Amazon

Flipkat

Instagram

Official brand website

Ebay

7. What influences you to buy products on amazon?

                                  Very Likely Likely Neutral Unlikely Very Unlikely

Flexibility in surfing

Time saving

Special deals and discounts

Easy to compare products

8. What influences you to buy products on brand websites?

                                  Very Likely Likely Neutral Unlikely Very Unlikely

Flexibility in surfing

Time saving

Special deals and discounts

Easy to compare products

9. How much importance do you give for the following while purchasing an electronic?

o Quality

1-5

o Price

1-5

o Customer Service

1-5

Offers

1-5

o Security & Privacy

1-5

o Ease of Use

1-5

10. Considering all the above factors which platforms will you prefer to shop more?
o Amazon
o Official brand website

11. How much do you trust amazon?

1-10

12. How much do you trust official brand website?

1-10

13. How satisfied are you with amazon?

1-10

14. How satisfied are you with official brand website's?

1-10

15. Any suggestions for amazon/any brand website's?

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