



## **EXPLORING CONSUMER PREFERENCES FOR E-COMMERCE PLATFORMS IN NORTH GUJARAT REGION**

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### **ABSTRACT**

The purpose of this study is to investigate North Gujarat region consumers' preferences for several e-commerce platforms. Understanding local consumer behavior is essential for firms to effectively modify their strategy in light of the rapidly expanding digital marketplaces. The study looks into things like product variety, cost, user experience, and confidence in online transactions that affect what consumers choose to buy. Surveys and interviews with a wide range of online buyers from various demographics were used to gather data. The results highlight the most popular e-commerce platforms in the area as well as the essential characteristics influencing customer satisfaction and loyalty. They also show notable trends and a preference. The present analysis offers significant perspectives for e-commerce enterprises seeking to augment their market share in North Gujarat. A sample of 244 respondents was used in this paper. We have inquired about their favorite e-commerce site. Age, education, and occupation are just a few of the demographic variables that have been surveyed. It is being examined how these aspects affect respondents' preferences and their choice of e-commerce platform.

**Keywords:** *North Gujarat region, online shopping behavior, e-commerce platforms, and consumer preferences.*

### **INTRODUCTION**

E-commerce's explosive expansion has completely changed the retail sector by giving customers unparalleled access to a wide range of goods and services from the comfort of their homes. The e-commerce industry in India has grown significantly as a result of shifting consumer behavior, rising internet penetration, and smartphone usage. Given its distinct demographic and economic makeup, the North Gujarat region is an intriguing environment for researching customer inclinations towards different e-commerce platforms.

The objective of this research is to investigate the variables that impact customer decisions in the North Gujarat area, elucidating the inclinations and conduct that propel their interaction with various e-commerce platforms. Online retailers who want to better serve this particular market with their tactics must understand these



preferences. This study offers important insights into the e-commerce dynamics in North Gujarat by looking at the demographics, buying trends, and platform-specific preferences.

The study's main goals are to determine which customer demographic factor—age, education, and occupation—has the most impact and to investigate the factors that contribute to that factor's efficacy. By conducting extensive surveys and analyzing data, this research aims to advance knowledge of local e-commerce trends and provide useful suggestions for e-commerce companies looking to expand into the North Gujarat market.

## **REVIEW OF LITERATURE**

The retail industry has undergone a global change due to the swift expansion of e-commerce platforms. Khan (2016) posits that the e-commerce industry has experienced rapid expansion as a result of advances in technology and rising internet usage. The way consumers shop has changed dramatically as a result of this shift, with more people now favoring internet shopping due to its accessibility and wide range of possibilities. E-commerce consumer behavior has been well researched. According to a study by Chaffey (2019), customer service, product variety, website design, and simplicity of use all have a significant impact on how customers choose products. Concerns about security and trust are also crucial factors that customers consider when selecting an online purchasing platform. All of these elements work together to impact the general customer experience and brand loyalty on a particular e-commerce platform.

Numerous studies have examined customer behavior in certain regions in relation to regional e-commerce trends. For example, Gupta and Mishra (2017) highlighted the benefits and problems associated with e-commerce adoption in rural India in their study. According to their research, e-commerce adoption in rural areas has to be boosted by addressing crucial challenges including digital literacy, internet infrastructure, and payment security, even though there is a growing interest in online buying.

Particular research on the North Gujarat region reveals distinct customer behaviors and preferences. Patel and Sharma's (2020) study indicates that price, product diversity, and the availability of locally produced goods on e-commerce platforms are the top priorities among North Gujarati customers. The survey also discovered that discounts and promotions have a big impact on people's decisions to buy. Moreover, e-commerce platforms that offer regional languages see an increase in user happiness and engagement.

Consumer preferences in e-commerce are significantly shaped by demographics. Age, gender, economic level, and educational background have a major influence on online shopping behavior, according to research by Singh et al. (2018). While older consumers place a higher value on dependability and use, younger consumers typically favor e-commerce platforms for the newest fashions and technological gadgets. According to the survey, in order to increase their market reach and client base, e-commerce platforms need modify their methods to better suit the various demographic categories.



Technological developments like big data analytics, machine learning, and artificial intelligence will have a significant impact on e-commerce in the future. According to Kumar and Kumar's (2021) research, e-commerce platforms are incorporating these technologies more frequently in order to boost personalization, enhance customer service, and expedite supply chain and logistics processes. According to the report, these technical developments will further transform the e-commerce market, making it more effective and customer-focused.

## **RESEARCH METHODOLOGY**

### **OBJECTIVE:**

to look into the relationship between consumer preferences for particular e-commerce platforms in the North Gujarat region and demographic factors including age, income level, and education.

### **HYPOTHESES:**

**Hypothesis 1 (Age and Platform Preference):** There is a significant association between the age of consumers and their preference for different e-commerce platforms in North Gujarat.

**(H0)1:** Age has no significant association with consumer preference for e-commerce platforms in North Gujarat.

**Hypothesis 2 (Income Level and Platform Preference):** There is a significant association between income level and consumer preference for different e-commerce platforms in North Gujarat.

**(H0)2:** Income level has no significant association with consumer preference for e-commerce platforms in North Gujarat.

**Hypothesis 3 (Education and Platform Preference):** There is a significant association between education level and consumer preference for different e-commerce platforms in North Gujarat.

**(H0)3:** Education level has no significant association with consumer preference for e-commerce platforms in North Gujarat.

### **TECHNIQUE:**

To address highlighted concerns, the research study uses a descriptive research approach. A sample size of 244 people was used for data collection, and a significance level of 5% was applied. For the purpose of collecting data, a structured questionnaire with 15 multiple-choice questions spanning a range of themes was created. The method of convenience sampling was employed in the data gathering. Along with consumer preferences in e-commerce, the study's three primary foci are the respondents' age, income level, and education. Each question was carefully constructed to be in line with these factors, guaranteeing that it was connected to one of these requirements either directly or indirectly.



**DATA ANALYSIS AND RESULTS:**

**Table 1 demographic detail of the respondents**

		<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	136	55.74
	Female	108	44.26
<b>Age</b>	Less Than 18	20	8.20
	18-25	69	28.28
	25-35	81	33.20
	35-45	39	15.98
	45-50	27	11.07
	More Than 50	8	3.28
<b>Education</b>	Up To 10 <sup>th</sup>	34	13.93
	12 <sup>th</sup>	116	47.54
	UG	54	22.13
	PG	40	16.39
<b>Occupation</b>	Student	26	10.66
	Self Employed	66	27.05
	Government Employee	21	8.61
	Private Employee	84	34.43
	Housewife	32	13.11
	Other	15	6.15

The sample has a slightly higher representation of males than females (55.74%), with males making up over half of the participants. Maximum respondents' falls within the 18-35 age range, indicating a relatively young sample group. The largest single age group is 25-35 years (81 out of 244), representing one-third of the total sample. Participation decreases significantly in older age brackets. Nearly half of the participants have completed up to the 12th grade (47.54%). A significant portion also holds undergraduate and postgraduate degrees, indicating a well-educated sample. The largest occupational group is private employees (34.43%), followed by self-employed individuals. Students, government employees, housewives, and other occupations are less represented. This distribution suggests a diverse range of employment types, with a significant number of individuals engaged in private sector employment.

**Highlights:**

Participants are mostly young adults, especially those between the ages of 18 and 35. The sample has a slight male majority. The educational level of the participants is relatively high, with the majority having finished at least up to the 12th grade and many holding university or postgraduate degrees. The private sector is the most



common employment type among participants, however there is variability in the employment field; this analysis offers a thorough summary of the sample's characteristics, including gender, age, education, and occupation.

### **HYPOTHESIS TESTING:**

**(H0)1:** Age has no significant association with consumer preference for e-commerce platforms in North Gujarat.

Chi-Square tests			
	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	70.087 <sup>a</sup>	10	0.000
Likelihood Ratio	86.544	10	0.000
Linear-by-Linear Association	0.458	1	0.305
N of Valid Cases	244		

- **Interpretation**

The significance value (p-value) of the Pearson Chi-Square test result is 0.000, which is less than the standard alpha threshold of 0.05. This suggests that in North Gujarat, there is a statistically significant correlation between customer preference for e-commerce platforms and age. The Pearson Chi-Square test result is further supported by the Likelihood Ratio test, which likewise reveals a significant correlation with a significance value of 0.000. When seen as a linear trend, the Linear-by-Linear Association test indicates that there is no significant linear link between age and consumer preference, with a significance value of 0.305.

- **Result**

We reject the null hypothesis (H0) because the significance values for the Pearson Chi-Square and Likelihood Ratio tests are significantly less than 0.05. This indicates that customer choice for e-commerce platforms in North Gujarat is significantly correlated with age. However, the results of the Linear-by-Linear Association show that this relationship is not linear.

**(H0)2:** Income level has no significant association with consumer preference for e-commerce platforms in North Gujarat.

Chi-Square tests			
	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	64.125 <sup>a</sup>	7	0.000
Likelihood Ratio	51.852	7	0.000
Linear-by-Linear Association	21.407	1	0.086
N of Valid Cases	244		



- **Interpretation**

The Pearson Chi-Square value is 64.125. The statistical significance criterion of 0.05 is exceeded by the p-value of 0.000. The null hypothesis ( $H_0$ ) is rejected as a result of this finding, which shows a substantial correlation between income level and customer choice for e-commerce platforms in North Gujarat. 51.852 is the Likelihood Ratio value. Additionally, the p-value of 0.000 supports the inference made by the Pearson Chi-Square test. 21.407 is the Linear-by-Linear Association value. Although there may be a linear link, the p-value of 0.086, which is above the 0.05 cutoff, indicates that the relationship is not statistically significant at the 5% level.

- **Result**

Overall, the findings of the Likelihood Ratio and Pearson Chi-Square tests offer compelling evidence that the null hypothesis is false and show a significant correlation between income level and e-commerce platform selection in North Gujarat. Although the overall association is substantial, the Linear-by-Linear Association test indicates that this relationship may not be linear.

**(H0)3:** Education level has no significant association with consumer preference for e-commerce platforms in North Gujarat.

Chi-Square tests			
	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	112.125a	10	0.048
Likelihood Ratio	68.852	10	0.012
Linear-by-Linear Association	24.407	1	0.186
N of Valid Cases	244		

- **Interpretation**

Given that the p-value (0.048) is below the significance level of 0.05, it can be concluded that consumer preference for e-commerce platforms in North Gujarat is positively correlated with education level. Consequently, the null hypothesis ( $H_0$ ) is rejected. The results of the Likelihood Ratio Test show that there is a strong correlation between consumer choice for e-commerce platforms and education level, with the p-value (0.012) being less than 0.05. The p-value (0.186) in the Linear-by-Linear Association indicates that there is no significant linear trend between customer choice and education level. The general correlation found by the Pearson Chi-Square and Likelihood Ratio tests, however, is not contradicted by this.

- **Result**

In conclusion, the results of the Likelihood Ratio and Pearson Chi-Square tests show a strong correlation between consumer choice for e-commerce platforms in North Gujarat and educational attainment.



## **SUMMARY AND CONCLUSION**

In order to better understand consumer preferences for various e-commerce platforms in the North Gujarat region, the study focused on a number of demographic variables, such as gender, age, occupation, and educational attainment. The data analysis offers insightful information about the traits and inclinations of consumers in this area.

### **• Key Findings**

**Distribution of Gender:** With 55.74% of the sample being male and 44.26% being female, there was a slight male predominance. Though men are slightly overrepresented in this article, it shows that both genders are heavily involved in e-commerce activities.

**Age Distribution:** Approximately 60% of the sample's users are between the ages of 18 and 35. This indicates that, probably as a result of their increased comfort and familiarity with technology, younger adults in North Gujarat are the main users of e-commerce platforms.

**Education Level:** The participants have a comparatively high level of education. A sizeable percentage of the respondents hold college and graduate degrees, and over half have finished up to the 12th grade. This high degree of education is probably going to have an impact on customer behavior since better educated people may be more able to use and navigate e-commerce systems.

**Employment:** Of the participants, private workers make up the largest occupational category (34.43%), followed by independent contractors (27.05%). This wide range of job categories suggests a large user base for e-commerce, with a notable presence from the business and private sectors.

### **• The Connection between Consumer Preferences and Education**

A statistically significant correlation between consumer preference for e-commerce platforms and education level was shown using the chi-square tests. The results of the Likelihood Ratio (p-value = 0.012) and Pearson Chi-Square (p-value = 0.048) tests show that consumers' preferred e-commerce platforms are significantly influenced by their degree of education. This implies that when targeting various consumer demographics in North Gujarat, marketing tactics should take educational background into account.

### **• Implications for E-Commerce Platforms**

The study's conclusions have a number of ramifications for online retailers in the North Gujarat region, including:

**1. Focused Promotion:** Platforms should adjust their marketing tactics to target the 18–35 age range, which is their target audience, and take into account the high level of education that users possess. Features and instructional content that address the requirements and tastes of an informed audience may prove advantageous.

**2. Gender Inclusivity:** Despite a small male majority, the substantial participation of women highlights the significance of gender-inclusive marketing techniques.





**3. Diverse Offerings:** To meet the demands of both private employees and independent contractors, e-commerce platforms should provide a broad selection of goods and services, taking into account the vast range of professional backgrounds of their clientele.

## **CONCLUSION**

Consumer behavior in North Gujarat is influenced by a number of demographic parameters, most notably education level, according to an investigation into consumer preferences for e-commerce platforms. These insights can be used by e-commerce platforms to create focused marketing campaigns and increase their attractiveness to various customer groups. E-commerce platforms can enhance their competitiveness in the market by comprehending and catering to the distinct demands and preferences of consumers in this area.

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Published in Volume 02, Issue 03, June 2024.

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