RESEARCH METHODOLOGY

“An evaluation of consumer behavior while purchasing from Amazon of youngsters studying in Kharghar”

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ABSTRACT: This research paper aims to evaluate the consumer behavior of young adults studying in Kharghar while purchasing from Amazon, one of the largest e-commerce platforms in the world. The study is significant as it helps in understanding the factors that influence the purchasing decisions of young consumers in the online marketplace, which can be useful for marketers and policymakers. The study was conducted using a survey-based approach. The data was collected using a structured questionnaire that included questions related to their buying behavior, preferences, etc. relating to Amazon. The survey also included questions on their demographics, such as age and gender. With the responses from the survey and obtaining the primary data from the same, the research then aims to analyze the consumer behaviour of the respondents while considering various factors that might affect their purchase decision and purchase patterns. The results of the study revealed several insights into the consumer behavior of young adults in Kharghar while purchasing from Amazon. The findings indicate that the most crucial factors influencing their purchasing decisions are product quality and price. The study also found that convenience and ease of use are critical factors that attract young consumers to Amazon. The availability of multiple payment options, a wide range of products, and easy returns and refunds were cited as factors that make Amazon the preferred choice for online shopping among young consumers. The study also highlights the challenges faced by young consumers while shopping on Amazon, such as the lack of physical interaction with the product and the perceived risk associated with online shopping. However, the study suggests that these challenges can be mitigated through the provision of adequate information, product reviews, and secure payment options. Overall, the study provides valuable insights into the consumer behavior of young adults in Kharghar while purchasing from Amazon. The findings can be useful for marketers and policymakers in developing effective strategies to target young consumers and improve their online shopping experience.

KEYWORDS: Consumer behaviour, customer care experience, purchase frequency, level of difficulty, product category, mode of payment.

1. INTRODUCTION:
The rise of e-commerce has revolutionized the way people shop, and Amazon has emerged as a dominant player in the online retail market. With its vast range of products, competitive pricing, and convenient delivery options, Amazon has become a popular choice among consumers, including youngsters studying in Kharghar. Online shopping is a form of e-commerce that permits consumers to directly purchase goods or services from a seller by using the Internet. Other names are e-shop, e-store, Internet shop, web-store, virtual store, and online store. An online shop arouses the physical similarity of buying products as well as services from an internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is the practice in which consumers decide to buy a product through the Internet. This research paper aims to evaluate the consumer behavior of youngsters in Kharghar while purchasing from Amazon. The study will analyze various factors that influence their purchasing decisions, such as product quality, pricing, delivery time, and customer service. Additionally, it will explore the role of social media and online reviews in shaping their perceptions of Amazon as a brand. By examining the buying patterns and preferences of youngsters in Kharghar, this research paper will provide insights into the evolving trends in online shopping and help businesses better understand the needs and expectations of this demographic. Ultimately, this study aims to contribute to the ongoing discourse on e-commerce and its impact on consumer behavior.

2. REVIEW OF LITERATURE:
2.1 Research Paper - 1:
Title: The Impact of E-commerce Platforms on Shopping Behavior of Consumers from the Perspective of Consumer Behavior--Taking Examples of China's Double 11 and American Black Friday.
Author: Yijia Yuan
Objectives: Main objectives of this research paper:
1. To explore how e-commerce platforms, manipulate consumer psychology and adopt more influential stimulation methods.
2. To conduct in-depth research on the impact of e-commerce platforms on consumer shopping
Findings: From the perspective of consumer behavior, this paper analyzes the impact of China's Double 11 and Black Friday on consumers' shopping behavior and makes it clear that in the process of forming a consumer society, e-commerce platforms are ingeniously using consumers' shopping needs and choices. Form a strategy to promote the development of platform construction.
In the process of research, the paper can bring a certain role in promoting the development of the e-commerce platform in the future, and form a driving force for the construction of the e-commerce platform.

2.2 Research Paper – 2:
Title: Consumer Behavior in Online Shopping: A Study of Aizawl
Author: Dr. Amit Kumar Singh & Malsawmi Sailo
Objectives: Focuses on the study of consumer perception and behaviour towards online shopping.
Findings: Increased Internet penetration, annoy free shopping environment, and very high levels of Net savings to see Indians online shopping. But at the same time, the companies want to decrease the risks associated with customers. The objective is not to convert all shoppers to online procuring, but to display to them it’s a choice. In totaling to above, efforts want to be taken to teach online consumers the stages that need to be started while creating an online buying. Furthermore, the response of an online customer should be taken to classify defects in service transfer. This can be done over online people and blogs that assist as marketing and advertising apparatuses and a basis of response for enterprises. Thus, online selling increases more subjects than the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery is yet to be uniform. Till this thing will be done, the buyer is at great risk of fraud.

2.3 Research Paper – 3:
Title: E-commerce: Its Impact on Consumer Behavior
Author: Arjun Mittal
Objectives: The main goal of the paper is to obtain quantitative data describing the actuality of internet shopping in the case of India in order to explain the development of internet shopping and its impact on consumer behaviour.
Findings: For the evaluation stage, customers think a lot about the reputation of the E-commerce website and the payment security for the purchase stage. At the post-purchase stage, the factor of after-services is the most concern. Overall, the factors from the Internet that influenced or prevented online consumer behaviors need to be carefully concerned by online retailers, who can utilize the appropriate marketing communications to support the customers’ purchase decision-making process and improve their performance.

2.4 Research Paper – 4:
Title: A Study of Consumer Behaviour towards online shopping in Vadodara City
Author: Aakash Alwani, Suryakanti Yadav and Tushar Pradhan
Objectives: The aims of the research are:
1. To find out consumer behaviour towards online shopping in Vadodara City
2. To identify consumers’ perception towards online shopping, online buying behaviour, preference towards different websites, and perception towards modes of payment
Findings: As in Vadodara city people are moving towards online shopping compared than visiting retail shops, during this pandemic to protect themselves from Covid-19 people living in Vadodara city prefer to buy most of the products from Amazon, Flipkart, and Myntra and avoid getting much more discounts, variety of products. So by summing up all these points, we can conclude that people in Vadodara city make purchases much more frequently through online shopping.

2.5 Research Paper – 5:
Title: A study of online purchase behaviour of customers in India
Author: Upasana Kanchan, Naveen Kumar, and Abhishek Gupta
Objectives: The main objective of this research is to know about the purpose of using the internet, find popular e-tailing websites, know about the most popular category of items purchased online, and study the impact of demographic characters of customers on their online purchase patterns.
Findings: It can be concluded on the basis of the study that online shopping is gaining popularity among people of the young generation. Higher-income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time, people are resistant to change because of the technological complexity of online purchasing. Companies involved in online retailing should focus on building trust-worthy relationships between producers and customers.

3. Scope of the study:
The scope of the study on the topic “An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar” would primarily focus on understanding the buying patterns, preferences, and attitudes of young consumers from Kharghar when purchasing from Amazon. The study could include the following aspects:
1. Demographic profile: The study could include gathering data on the age, gender, income, education level, and other demographic characteristics of young consumers.
2. Buying behaviour: The study could examine the frequency of purchasing from Amazon, the types of products purchased, and the factors that influence the purchase decisions of young consumers in Kharghar.
3. Brand loyalty: The study could explore the degree of brand loyalty that young consumers in Kharghar have towards Amazon.
4. **Online shopping experience:** The study could investigate the factors that influence the online shopping experience of young consumers in Kharghar, such as ease of navigation, product descriptions, payment options, delivery time, and customer service.

5. **Perception of Amazon:** The study could evaluate the perception of Amazon among young consumers in Kharghar, such as its reputation, trustworthiness, and quality of products and services. Overall, the scope of the study would be to provide insights into the buying behaviour of young consumers in Kharghar while purchasing from Amazon, which can be useful for marketers and businesses in formulating effective marketing strategies and enhancing the overall online shopping experience.

4. **Rationale of the Study:**
   The rationale for conducting a study on the topic "An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar" is as follows:
   
   1. **Increasing use of e-commerce:** With the increasing availability of the internet and smartphones, e-commerce has become a popular mode of shopping among consumers, including young consumers. Amazon is one of the leading e-commerce platforms globally, and understanding the consumer behaviour of young consumers while purchasing from Amazon is essential for marketers and businesses to develop effective marketing strategies.
   
   2. **Growing market:** India has a vast and growing e-commerce market, with a significant portion of its population being young consumers. Kharghar is a growing educational hub near Mumbai, and young consumers studying in Kharghar can provide insights into the buying behaviour of young consumers in a rapidly evolving market.
   
   3. **Unique consumer behaviour:** Young consumers often exhibit unique buying patterns, preferences, and attitudes compared to other age groups. A study on the consumer behaviour of young consumers in Kharghar while purchasing from Amazon can help identify the factors that influence their purchase decisions and provide insights into how they perceive and interact with e-commerce platforms.
   
   4. **Limited research:** Limited research has been conducted on the consumer behaviour of young consumers in Kharghar while purchasing from Amazon. Therefore, this study can fill the gap in the literature and provide a better understanding of the buying behaviour of young consumers in Kharghar while purchasing from Amazon.

Overall, understanding the consumer behaviour of young consumers in Kharghar while purchasing from Amazon is crucial for businesses and marketers to develop targeted marketing strategies and improve the overall online shopping experience for consumers.

5. **Objectives of the Study:**
   The objectives of the study on the topic "An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar" could be as follows:
   
   1. To understand the buying behaviour of young consumers in Kharghar while purchasing from Amazon, including the types of products purchased, frequency of purchases, and factors that influence their purchase decisions.
   
   2. To examine the online shopping experience of young consumers in Kharghar while purchasing from Amazon, including factors such as ease of navigation, product descriptions, payment options, delivery time, and customer service.
   
   3. To provide insights into the buying behaviour of young consumers in Kharghar while purchasing from Amazon, which can be useful for businesses and marketers in developing effective marketing strategies and improving the overall online shopping experience.

6. **RESEARCH METHODOLOGY (RESEARCH DESIGN):**
   
   1. **Nature:** The nature of the study on the topic "An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar" is primarily quantitative in nature. This means that the study would involve the collection and analysis of numerical data through statistical methods. The study would use a structured questionnaire to collect data from a representative sample of youngsters studying in Kharghar who have made purchases on Amazon. It is also evaluative and analytical as it would be on the basis of consumers’ behaviour and perception to analyze their purchasing patterns from Amazon.
   
   2. **Purpose:** The purpose of this study is to analyze consumer drive towards Amazon in the rising era of online shopping and its advantages and disadvantages.
   
   3. **Location:** The respondents for this research are students specifically studying in Kharghar, Navi Mumbai.
   
   4. **Data:** The data collected for the purpose of this research would be primary quantitative data and secondary qualitative data.
   
   5. **From where:** The sources used for the collection of data for the purpose of this research are survey forms, the Amazon website, and the internet.
   
   6. **Time period & budget:** The time period chosen for this study is current times, i.e., 2022-23. And since this research is for educational purposes and is a part of our internal assessment, there is no assigned budget for this research work.
   
   7. **Type of sample design:** The sample design of this study will include sampling, observational and statistical elements of research design.
   
   8. **Technique of Data Collection:** The techniques used for data collection for this research are surveys, observations, and the internet.
9. **Methods of Data Analysis:** This research uses statistical tools and Excel for the data analysis.

7. **HYPOTHESIS:**
   7.1 **Null and Alternate Hypothesis:**
   - **Null Hypothesis (Ho):** \( \mu = 1 \)
     “There is no significant difference in the youngsters’ studying in Kharghar finding it very easy to shop from Amazon”
   - **Alternate Hypothesis (Ha):** \( \mu \neq 1 \)
     “There is a significant difference in the youngsters’ studying in Kharghar finding it very easy to shop from Amazon”

7.2 **Hypothesis Testing:**
Rate the level of difficulty while shopping from Amazon (1 - very easy, 2 - easy, 3 - neither difficult nor that easy, 4 - difficult and

To test the designed null and alternate hypothesis we have used the Z-test.

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<table>
<thead>
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<tbody>
<tr>
<td><strong>Mean</strong></td>
<td>1.6470588</td>
</tr>
<tr>
<td><strong>Standard Error</strong></td>
<td>0.0999664</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Standard Deviation</strong></td>
<td>0.8243443</td>
</tr>
<tr>
<td><strong>Sample Variance</strong></td>
<td>0.6795435</td>
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<td><strong>Kurtosis</strong></td>
<td>1.0577448</td>
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<td><strong>Skewness</strong></td>
<td>1.2407268</td>
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<td><strong>Range</strong></td>
<td>3</td>
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<tr>
<td><strong>Minimum</strong></td>
<td>1</td>
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<td><strong>Maximum</strong></td>
<td>4</td>
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<tr>
<td><strong>Sum</strong></td>
<td>112</td>
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<tr>
<td><strong>Count</strong></td>
<td>68</td>
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Since $Z_{calculated}$ is more than $Z_{critical}$, we reject the null hypothesis which means the alternate hypothesis is accepted. Hence, there is a significant difference in the youngsters’ studying in Kharghar finding it very easy to shop from Amazon.

8. DATA COLLECTION:
8.1 Primary Data:
For conducting this research, we needed responses of youngsters studying in Kharghar regarding their shopping experiences and much more from Amazon. The same will be treated or considered as primary data for this study. The related data was collected by circulating a Google Form to the desired audience. The form received 68 responses which will be the primary data for this study.

The link below contains all the individual responses in tabular form.
https://docs.google.com/spreadsheets/d/1Cjd3J3ivLJhIjPe-JaO1t3Q0g_9jK-Uxmr6Rck5-F2Swg/edit?usp=sharing
And the following graphs represent the summary responses of all the respondents.
Which of the following online shopping platforms are you aware of?
68 responses

- Flipkart: 65 (95.6%)
- Snapdeal: 52 (76.5%)
- Myntra: 65 (95.6%)
- Amazon: 68 (100%)
- Tata CLiQ: 48 (70.8%)

From which of the following you frequently shop?
68 responses

- Amazon: 77.9%
- Flipkart: 19.2%
- Snapdeal: 1.4%
- Myntra: 1.4%
- Tata CLiQ: 1.4%

From how long are you purchasing from Amazon?
68 responses

- From this year: 83.8%
- From past 2 years: 14.7%
- From past 5 years: 1.4%
What makes you purchase from Amazon?
68 responses

- Product variety: 37 (54.4%)
- Pricing: 48 (70.6%)
- Product quality: 30 (44.1%)
- Delivery efficiency: 52 (76.5%)
- Payment options: 27 (39.7%)
- Post purchase services: 26 (38.2%)

How often do you purchase from Amazon?
68 responses

- Every week: 41.2%
- Every month: 45.6%
- Once in 3-4 months: 11.9%
- Once in a year: 1.9%

What are the categories of product you prefer to buy from Amazon?
68 responses

- Apparel or clothing: 44.1%
- Cosmetics: 16.2%
- Electronics & Accessories: 75%
- Daily Essentials: 60.3%
- Jewellery & Accessories: 27.9%
- Bags: 38.2%
- Home decor & Furniture: 32.4%
Rate the level of difficulty while shopping from Amazon (1 - very easy, 2 - easy, 3 - neither difficult nor that easy, 4 - difficult and 5 - very difficult)

- 52.9% rated it as 1
- 33.8% rated it as 2
- 8.8% rated it as 3

If your answer to the above question is 4 or 5 then why?

- Product quality: 6 (40%)
- Pricing: 7 (46.7%)
- Delivery efficiency: 6 (40%)
- Less variety: 4 (26.7%)
- Payment options: 5 (33.3%)
- Post purchase services (Customer Care): 6 (40%)

Which of the following would you choose to shop from Amazon (in terms of convenience & user friendliness)?

- 69.1% chose Amazon Website
- 30.9% chose Amazon Mobile App
8.2 Secondary Data:
For the purpose of this research the secondary data is the product categories offered by Amazon and the factors that might affect the consumer behaviour while purchasing from Amazon.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home and Kitchen</td>
<td>35%</td>
</tr>
<tr>
<td>Beauty &amp; Personal Care</td>
<td>26%</td>
</tr>
<tr>
<td>Clothing, Shoes &amp; Jewelry</td>
<td>20%</td>
</tr>
<tr>
<td>Toys and Games</td>
<td>18%</td>
</tr>
<tr>
<td>Health, Household &amp; Baby Care</td>
<td>17%</td>
</tr>
<tr>
<td>Baby</td>
<td>16%</td>
</tr>
<tr>
<td>Electronics</td>
<td>16%</td>
</tr>
<tr>
<td>Sports &amp; Outdoors</td>
<td>16%</td>
</tr>
<tr>
<td>Pet Supplies</td>
<td>13%</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>13%</td>
</tr>
</tbody>
</table>

(https://www.junglescout.com/blog/amazon-product-categories/)
Perceived usefulness, perceived risk, attitude, perceived ease of use, trust, social influence, subjective norms, perceived enjoyment, security, perceived behavioral control, web design quality, privacy and security concerns, demographic factors (e.g., age, gender, occupation, education, and income), perceived value, service quality, perceived satisfaction, psychological factors (e.g., relative advantage), facilitating conditions, and consumers’ experience are the most influential factors significantly affecting online consumer behavior at large.

(https://www.hindawi.com/journals/hbet/2022/1298378/)
The secondary data is collected from the internet and research journal and the links for the same have been given above.
9. RESEARCH ANALYSIS AND INTERPRETATIONS:

9.1 Age of the Respondents:

Since the research paper pertains to youngsters studying in Kharghar therefore the age group chosen for the study is from 16 years old to 22 years old. The maximum responses are from the youngsters of age 20 years followed by 19 years, 21 years, 18 years, 22 years and then 16 years.

9.2 Gender of the Respondents:

Out of all the 68 respondents, 55.9% are male, 42.6% are female and 1.5% did prefer not to say anything about their genders, which means that the majority of the respondents were male from the total chosen population.

9.3 Awareness of various online shopping platforms:

Which of the following online shopping platforms are you aware of?

- Flipkart: 65 (95.6%)
- Snapdeal: 52 (76.5%)
- Myntra: 65 (95.9%)
- Amazon: 98 (100%)
- Tata CLIq: 48 (70.6%)
Out of all the 68 respondents, 100% (68) respondents were aware of Amazon followed by 95.6% (65) respondents being aware of Flipkart and Myntra, 76.5% (52) respondents were aware of Snapdeal and 70.6% (48) respondents were aware of Tata Cliq.

### 9.4 Frequency of purchase from various platforms:

![Chart showing the frequency of purchase from various platforms.](chart.png)

The most no of respondents, i.e., 77.9% of them frequently purchase from Amazon, 16.2% from Myntra, 4.4% from Flipkart and 1.5% from Tata Cliq.

### 9.5 From how long people shop from Amazon:

![Chart showing how long people shop from Amazon.](chart.png)

83.8% of the 68 respondents are purchasing from Amazon from the past five years, 14.7% from past 2 years and 1.5% from this year.

### 9.6 Factors nudging to make a purchase:

![Chart showing factors nudging to make a purchase.](chart.png)
Most of the respondents rely on Amazon because of its delivery efficiency (76.5%). But 70.6% people prefer it because of pricing, 54.4% because of product variety, 44.1% because of product quality, 39.7% because of payment options and 38.2% because of their efficient post purchase services.

9.6 Frequency of Purchase from Amazon:

45.6% of the total respondents purchase every month form Amazon, 41.2% purchase once in 3-4 months, 11.8% purchase every week and 1.5% purchase just once in a year.

9.7 Preferred Product categories from Amazon?

Among the respondents, the most preferred category electronics & accessories (75%) followed by daily essentials (60.3%), apparel or clothing (44.1%), bags (38.2%), home décor and furniture (32.4%), jewellery & accessories (27.9%) and cosmetics (16.2%).

9.8 Level of difficulty of shopping from Amazon:

Rate the level of difficulty while shopping from Amazon (1 - very easy, 2 - easy, 3 - neither difficult nor that easy, 4 - difficult and 5 - very difficult)

52.9% rated it as easy, 33.8% as very easy, 8.8% as neither difficult nor that easy, 5.3% as difficult and 2.9% as very difficult.
52.9% of the respondents find it very easy to shop from Amazon, 33.8% find it easy, 8.8% neither find it easy nor difficult to shop and 4.4% experience difficulty in shopping from Amazon.

9.9 Amazon Website Vs. Amazon Mobile Application:

69.1% prefer Amazon Mobile App and 30.9% prefer their website to shop when it comes to convenience and user friendliness.

9.10 Customer Care Experience:

33.8% respondents’ customer experience was good, 28.8% respondents’ customer experience was excellent and satisfactory, 6.1% respondents’ experience was bad and 3% respondents’ experience was very bad.

9.11 Preferred mode of payment:

48.5% respondents prefer UPI, 25% prefer Cash on Delivery, 19.1% use Debit/Credit/ATM cards, 4.4% prefer netbanking and 2.9% use Amazon Pay.
9.12 Feedback from the Respondents:

There were three feedbacks or suggestions for improvement for Amazon from the respondents:

i. People demanded more detailed and appropriate size charts in regards with apparel or clothing.
ii. Increase in return window.
iii. Sometimes the search key does not provide optimal product choices and improvement regarding that.

10. FINDINGS AND SUGGESTIONS:

10.1 Findings:

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products.

Understanding consumer buying behavior is most important for marketers as it helps them to relate better to the expectation of the consumers. By analyzing various factors, we have reached a few findings.

On the basis of the above data analysis we can reach some conclusions or draw findings.

i. **Awareness:** Everybody from the sample size is aware of Amazon as a brand for online shopping. The more people are aware of your brand more are the chances of increase of converting rate of converting the people aware of the brand to customers. It also helps build or increase brand loyalty.

ii. **Attributes:** There are various reasons for which Amazon is famous and trusted amongst the public. But the attributes which attract the chosen sample size for this study are product variety, product quality, pricing, delivery efficiency, varied payment options and its customer service.

iii. **Level of difficulty of shopping:** There is a significant difference in the youngsters’ studying in Kharghar finding it very easy to shop from Amazon. We also proved this by using Z-test for hypothesis testing.

iv. **Platforms:** Respondents mostly use the Amazon mobile app for shopping but a considerable number of people also use the Amazon website which suggests that both the platforms provided by Amazon are convenient and user friendly. This improves the shopping experience of customers and nudge them towards purchase not just that one time but also in the future.

v. **Customer Care Experience:** With the constant focus on acquiring new customers, customer service is often an overlooked area of e-commerce. But it is very important so as to build customer loyalty, customer retention, etc. Amazon has done a good job in terms of customer service as only 6 out of 68 respondents’ customer care experience was not good.

vi. **Mode of Payment:** Offering modern options for your customer to pay can benefit your business, making transactions faster and more flexible. You can also reduce wait time and queues, eliminate customer hassle, and make your company appear more attractive, modern, and connected with trends. According to the questionnaire, most respondents prefer UPI payments and Debit/Credit/ATM cards as well Cash on Delivery. Digital payments are preferred because of their convenience and cash transactions are preferred as the customers want to be sure about the product received. They like to check the product in front of the delivery person and then decide whether to accept it or not.

10.2 Suggestions:

i. There should be proper size charts provided by Amazon when it comes to apparel and clothing.

ii. There should be an increase in the return window so that the consumer could return any product which is not satisfactory or does not require it anymore.

iii. Sometimes the search bar does not provide with optimal product options.

iv. Some respondents’ customer experience was not good so Amazon should actually work on it for better consumer retention.

v. Less people prefer the Amazon website as compared to their mobile app. They should work to make both their platforms equally efficient so that more and more consumers prefer to shop from Amazon.

11. Future Scope of the Research:

The future scope of a research project on the topic of “An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar” can be quite vast. Here are some possible future research directions:

i. **Cross-cultural comparison:** A future research project can compare the consumer behaviour of youngsters studying in Kharghar with those from other cultural backgrounds. This comparison can provide insights into the impact of cultural differences on online purchasing behaviour.

ii. **Longitudinal study:** A longitudinal study can be conducted to evaluate changes in consumer behaviour over time. This type of study can provide insights into the factors that influence changes in consumer behaviour over time and how these changes affect online purchasing behaviour.

iii. **Impact of social media:** A future research project can evaluate the impact of social media on the consumer behaviour of youngsters on Amazon. This study can examine the influence of social media platforms such as Instagram and Facebook on purchasing decisions.

iv. **Impact of advertising:** A research project can evaluate the impact of advertising on the consumer behaviour of youngsters on Amazon. This study can examine the influence of various advertising strategies on the purchasing decisions of youngsters.
v. **Impact of technology:** A future research project can evaluate the impact of emerging technologies, such as virtual reality and augmented reality, on the consumer behaviour of youngsters on Amazon. This study can examine the extent to which these technologies influence purchasing decisions.

Overall, the future scope of research on the topic of "An evaluation of consumer behaviour while purchasing from Amazon of youngsters studying in Kharghar" is vast, and there are several possible research directions. Such research can provide valuable insights into the behaviour of online shoppers and help companies to better understand and target their customers.

**REFERENCES:**