

Exploring the Challenges and Opportunities Influencing Consumer Behaviour Towards Amazon Electronic Goods in Chengalpattu District

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Abstract

The rapid growth of e-commerce has transformed consumer purchasing behaviour, particularly in the electronics sector. Amazon has emerged as a leading online marketplace, offering a wide range of electronic goods with features such as competitive pricing, product variety, customer reviews, and convenient delivery services. This study aims to explore the challenges and opportunities influencing consumer behaviour towards Amazon electronic goods in Chengalpattu District.

The study adopted a descriptive research design and collected primary data from 120 respondents using a structured questionnaire. Convenience sampling was employed to select respondents who had experience purchasing electronic goods through Amazon. Secondary data were gathered from journals, books, websites, and research articles. The collected data were analysed using Percentage Analysis, Chi-Square Test, ANOVA, and Multiple Regression Analysis.

The findings revealed that product quality, price, customer reviews, and delivery services significantly influence consumers' purchasing decisions. Product authenticity concerns, delivery delays, return and refund issues, and payment security were identified as major challenges affecting consumer behaviour. The ANOVA results confirmed that these challenges significantly impact purchase decisions. Furthermore, the Multiple Regression Analysis indicated that opportunities and benefits such as competitive pricing, discounts and offers, convenient home delivery, wide product variety, and easy return policies positively influence consumer preference towards Amazon electronic goods. Competitive pricing was found to be the strongest predictor of consumer preference.

The study concludes that while consumers face certain challenges in purchasing electronic goods through Amazon, the platform's benefits and opportunities significantly enhance consumer satisfaction and purchasing intentions. The findings provide valuable insights for e-commerce companies to improve service quality, strengthen customer trust, and develop effective strategies to meet consumer expectations.

Keywords: Consumer Behaviour, Amazon, Electronic Goods, E-commerce, Online Shopping, Consumer Preference, Challenges, Opportunities, Chengalpattu District.

Introduction

The rapid growth of e-commerce has transformed the retail landscape worldwide, changing the way consumers search for, evaluate, and purchase products. Among various online marketplaces, Amazon has emerged as one of the leading platforms, offering a wide range of electronic goods, including smartphones, laptops, home appliances, and accessories. The convenience of online shopping, competitive pricing, extensive product variety, and doorstep delivery have significantly influenced consumer purchasing decisions.

In India, the increasing penetration of internet services, smartphone usage, and digital payment systems has accelerated the adoption of online shopping. Consumers in both urban and semi-urban regions are increasingly relying on e-commerce platforms to meet their electronic product needs. However, consumer behaviour towards purchasing electronic goods through Amazon is shaped by several factors, including product quality, price sensitivity, brand reputation, customer reviews, and delivery efficiency, return policies, and trust in online transactions.

Chengalpattu District, a rapidly developing region in Tamil Nadu, presents a unique context for studying online consumer behaviour. The district has witnessed substantial growth in internet accessibility and digital literacy, enabling consumers to engage more actively in online shopping activities. Despite these advancements, challenges such as concerns about product authenticity, cybersecurity risks, delayed deliveries, and lack of physical product inspection continue to influence purchasing decisions.

At the same time, numerous opportunities exist for Amazon to strengthen its presence in the region. Enhanced customer service, personalized recommendations, faster delivery networks, attractive promotional offers, and improved digital payment security can positively impact consumer satisfaction and loyalty. Understanding these opportunities and challenges is essential for businesses, marketers, and policymakers seeking to improve the online shopping experience and promote digital commerce.

This study aims to explore the key challenges and opportunities that influence consumer behaviour towards Amazon electronic goods in Chengalpattu District. By examining consumer preferences, perceptions, and purchasing patterns, the research seeks to provide valuable insights into the factors affecting online buying decisions and contribute to the growing body of knowledge on e-commerce consumer behaviour.

Background of the Study

The emergence of e-commerce has significantly reshaped consumer purchasing behaviour across the globe. Technological advancements, widespread internet connectivity, and the increasing use of smartphones have enabled consumers to access products and services conveniently from online platforms. Among the various e-commerce companies operating in India, Amazon has established itself as a dominant marketplace by offering a diverse range of products, including electronic goods such as smartphones, laptops, televisions, home appliances, and accessories.

The electronics segment represents one of the most popular categories in online retail due to its high demand, frequent product innovations, and competitive pricing. Consumers increasingly prefer purchasing electronic goods online because of the availability of detailed product information, customer reviews, price comparisons, discounts, and doorstep delivery services. Amazon's customer-centric approach, efficient logistics network, and secure payment systems have further strengthened consumer confidence in online purchasing.

In India, the digital transformation driven by initiatives such as Digital India, the expansion of broadband services, and the growth of digital payment platforms has accelerated the adoption of e-commerce. Consumers from urban, semi-urban, and rural areas are becoming active participants in online shopping. However, despite the growing popularity of online marketplaces, several factors continue to influence consumer behaviour when purchasing electronic goods. These factors include trust in the platform, product authenticity, perceived risk, delivery reliability, return and refund policies, data security concerns, and after-sales service.

Chengalpattu District, one of the rapidly developing districts in Tamil Nadu, has experienced substantial economic and technological growth in recent years. The increasing penetration of internet services and digital technologies has encouraged residents to explore online shopping opportunities. Nevertheless, consumers in the district may face challenges such as limited awareness of online shopping features, concerns regarding counterfeit products, delivery delays in certain areas, and hesitation toward digital transactions. Simultaneously, opportunities such as enhanced accessibility to branded electronics, attractive promotional offers, and improved customer support services can positively influence their purchasing decisions.

Given the growing importance of e-commerce in the retail sector, understanding the challenges and opportunities influencing consumer behaviour towards Amazon electronic goods in Chengalpattu District is essential. This study seeks to examine the factors that affect consumer preferences, perceptions, and purchasing decisions, thereby providing valuable insights for e-commerce companies, marketers, and researchers aiming to improve customer satisfaction and strengthen online retail strategies.

Scope of the study

The present study focuses on examining the challenges and opportunities that influence consumer behaviour towards purchasing electronic goods through Amazon in Chengalpattu District, Tamil Nadu. The study aims to analyse the factors affecting consumers' online purchasing decisions, preferences, and satisfaction levels when buying electronic products from Amazon.

The research is limited to consumers residing in Chengalpattu District who have experience purchasing electronic goods such as smartphones, laptops, tablets, televisions, home appliances, and electronic accessories through Amazon. It investigates various factors including product quality, pricing, discounts, customer reviews, delivery services, payment methods, return and refund policies, brand reputation, and trust in online transactions.

The study also explores the challenges faced by consumers, such as concerns regarding product authenticity, cybersecurity risks, delivery delays, difficulties in product evaluation, and after-sales service issues. In addition, it examines opportunities that encourage online purchases, including convenience, wider product selection, competitive pricing, promotional offers, technological advancements, and improved customer support services.

The findings of this study are expected to provide valuable insights for e-commerce companies, marketers, policymakers, and researchers regarding consumer expectations and online shopping behaviour in the electronics segment. However, the study is confined to Amazon's electronic goods category and the geographical area of Chengalpattu District; therefore, the results may not be generalized to other product categories, e-commerce platforms, or regions without further investigation.

Importance of the Study

The study on consumer behaviour towards Amazon electronic goods in Chengalpattu District is significant because it provides valuable insights into the factors that influence online purchasing decisions in the rapidly growing e-commerce sector. As online shopping continues to expand, understanding consumer preferences, expectations, and concerns becomes essential for businesses seeking to enhance customer satisfaction and loyalty.

This study helps identify the key challenges faced by consumers when purchasing electronic goods through Amazon, such as concerns about product quality, authenticity, delivery reliability, payment security, and after-sales services. Recognizing these challenges enables e-commerce companies to develop effective strategies to improve customer trust and the overall shopping experience.

The research also highlights the opportunities that encourage consumers to purchase electronic products online, including convenience, competitive pricing, product variety, promotional offers, and technological advancements. These findings can assist Amazon and other online retailers in designing customer-focused marketing strategies and improving service quality to attract and retain customers.

Furthermore, the study contributes to the academic understanding of consumer behaviour in the context of e-commerce and digital retailing. It provides a useful reference for researchers, students, and scholars interested in online shopping trends, consumer decision-making, and electronic commerce.

The findings may also benefit policymakers and industry stakeholders by offering insights into the digital shopping habits of consumers in Chengalpattu District. Such information can support initiatives aimed at promoting digital literacy, strengthening consumer protection measures, and encouraging the growth of e-commerce in both urban and semi-urban areas.

Overall, this study is important because it bridges the gap between consumer expectations and e-commerce practices, helping businesses and researchers better understand the evolving dynamics of online purchasing behaviour in the electronics market.

Significance of the Study

The significance of this study lies in its contribution to understanding the consumer behaviour of individuals purchasing electronic goods through Amazon in Chengalpattu District. With the rapid expansion of e-commerce and increasing dependence on online shopping platforms, it is essential to examine the factors that influence consumer decision-making and purchasing patterns.

This study provides valuable insights into the opportunities and challenges associated with online purchases of electronic products. By identifying factors such as pricing, product quality, customer reviews, delivery services, trust, and security concerns, the research helps e-commerce companies better understand consumer expectations and improve their service offerings.

The findings of the study are beneficial to Amazon and other online retailers in developing effective marketing strategies, enhancing customer satisfaction, and strengthening customer loyalty. Understanding consumer preferences can help businesses design personalized services, improve delivery efficiency, and address issues related to product authenticity and after-sales support.

From an academic perspective, the study contributes to the existing body of knowledge on consumer behaviour and e-commerce by providing empirical evidence from Chengalpattu District. It serves as a useful reference for researchers, scholars, and students conducting future studies in the fields of marketing, retail management, and digital commerce.

The study is also significant for policymakers and consumer protection agencies, as it highlights the concerns and expectations of online shoppers. The findings may assist in formulating policies that promote safe online transactions, strengthen consumer rights, and encourage the sustainable growth of e-commerce in the region.

Overall, the study offers practical and theoretical insights into the evolving nature of consumer behaviour towards Amazon electronic goods and supports the development of more efficient, customer-oriented e-commerce practices.

Objectives of the Study

1. To identify the key factors that influence consumers to purchase electronic goods from Amazon in Chengalpattu District.
2. To examine the challenges faced by consumers while purchasing electronic goods through Amazon.
3. To evaluate the opportunities and benefits that encourage consumers to choose Amazon for buying electronic goods.

Hypotheses of the Study

Objective 1:

To identify the key factors that influence consumers to purchase electronic goods from Amazon in Chengalpattu District.

H₀₁ (Null Hypothesis)

There is no significant relationship between consumer purchasing decisions and factors such as price, product quality, customer reviews, and delivery services.

H₁₁ (Alternative Hypothesis):

There is a significant relationship between consumer purchasing decisions and factors such as price, product quality, customer reviews, and delivery services.

Objective 2:

To examine the challenges faced by consumers while purchasing electronic goods through Amazon.

H₀₂ (Null Hypothesis):

The challenges faced by consumers do not significantly affect their decision to purchase electronic goods through Amazon.

H₁₂ (Alternative Hypothesis):

The challenges faced by consumers significantly affect their decision to purchase electronic goods through Amazon.

Objective 3:

To evaluate the opportunities and benefits that encourage consumers to choose Amazon for buying electronic goods.

H₀₃ (Null Hypothesis):

The opportunities and benefits offered by Amazon do not significantly influence consumers' preference for purchasing electronic goods.

H₁₃ (Alternative Hypothesis):

The opportunities and benefits offered by Amazon significantly influence consumers' preference for purchasing electronic goods.

Research Problem

The rapid growth of e-commerce has significantly changed consumer purchasing behaviour, particularly in the electronics sector. Amazon has become a popular platform for purchasing electronic goods due to its convenience, wide product range, competitive pricing, and attractive offers. However, consumers continue to face challenges such as concerns about product authenticity, delivery delays, payment security, and after-sales service. At the same time, various opportunities and benefits offered by Amazon influence consumers' purchasing decisions.

Despite the increasing adoption of online shopping in Chengalpattu District, there is limited understanding of the specific factors, challenges, and opportunities that shape consumer behaviour towards Amazon electronic goods. Therefore, the research problem is to investigate the factors influencing consumer purchasing decisions, identify the challenges faced by consumers, and assess the opportunities that encourage them to purchase electronic goods through Amazon in Chengalpattu District.

Review of the Literature

Manikandan P (2025), Consumer behaviour plays a crucial role in understanding how individuals make purchasing decisions and interact with products and services. It encompasses the processes involved in acquiring, evaluating, using, and disposing of goods and services to satisfy consumer needs and preferences. Understanding consumer behaviour is essential for marketers, as it provides valuable insights for developing effective marketing strategies and enhancing customer satisfaction.

This study examines the various factors that influence consumer behaviour, including cultural, social, personal, and psychological determinants. Although these factors are often beyond the direct control of marketers, analysing their impact helps in understanding the complexities of consumer decision-making. The study also highlights the significant influence of lifestyle on consumer preferences and purchasing patterns. In contemporary society, consumers increasingly select products and services that reflect their identities, values, and aspirations.

Furthermore, the research focuses on the growing trend of online shopping among rural consumers in Chengalpattu Town and its surrounding villages. The primary objectives are to assess consumer awareness of online shopping, identify the motivations behind online purchases, evaluate satisfaction levels, and examine the influence of product attributes on purchasing decisions. A descriptive research design was adopted, and data were collected through structured questionnaires administered to rural consumers. The study analysed demographic characteristics, income levels, spending patterns, and online shopping behaviour.

The findings indicate that factors such as convenience, product variety, competitive pricing, and accessibility encourage rural consumers to engage in online shopping. However, challenges including limited internet access, trust concerns, lack of digital literacy, and psychological barriers continue to affect the adoption of online purchasing. The study concludes that while online shopping offers substantial benefits, its growth in rural areas depends on improving consumer awareness, strengthening trust, enhancing digital infrastructure, and providing adequate educational support. The recommendations emphasize effective communication strategies, consumer education programs, trust-building initiatives, and infrastructure development to promote the sustainable growth of online commerce among rural consumers.

Kamaraj Rengasamy (2024), The rapid growth of online shopping has revolutionized the retail industry by providing consumers with the convenience of purchasing products anytime and from anywhere. Advances in digital technology have accelerated the expansion of e-commerce, creating new opportunities for both businesses and consumers. As the digital marketplace continues to evolve, the future of e-commerce appears highly promising, driven by emerging technologies and changing consumer preferences.

One of the most significant developments in online commerce is the increasing adoption of Augmented Reality (AR) and Virtual Reality (VR). These technologies enhance the online shopping experience by allowing consumers to interact with products in a more realistic and immersive manner. Through AR and VR applications, customers can visualize products in three dimensions, virtually try on clothing and accessories, and assess how furniture or home décor items would appear in their living spaces before making a purchase. Such innovations help reduce uncertainty and improve consumer confidence in online buying decisions.

In addition, social media has become an important platform for promoting and selling products. Social commerce is gaining momentum as retailers increasingly utilize social networking platforms to connect with consumers and facilitate direct purchases. Popular platforms such as Instagram and Facebook have integrated shopping features that enable users to browse and purchase products without leaving the application. As e-commerce continues to advance, greater integration between social media platforms and online retail systems is expected, making social commerce a key driver of future growth. These developments are likely to enhance customer engagement, simplify the purchasing process, and contribute significantly to the continued expansion of the e-commerce sector.

Research Gap

Several studies have examined consumer behaviour towards online shopping and e-commerce platforms, focusing on factors such as price, convenience, trust, product quality, and customer satisfaction. Many researchers have also analysed consumer preferences for purchasing electronic goods through online marketplaces such as Amazon.

However, limited research has specifically explored the challenges and opportunities influencing consumer behaviour towards Amazon electronic goods in Chengalpattu District. Existing studies often focus on broader geographical areas or general online shopping behaviour rather than examining the unique experiences and perceptions of consumers in this district. Furthermore, there is insufficient evidence regarding how factors such as product authenticity, delivery services, payment security, customer reviews, and promotional benefits collectively affect purchasing decisions in the local context.

Therefore, this study seeks to fill this gap by providing a focused analysis of the challenges and opportunities that influence consumer behaviour towards Amazon electronic goods in Chengalpattu District, thereby contributing to both academic literature and practical e-commerce strategies.

Research Methodology

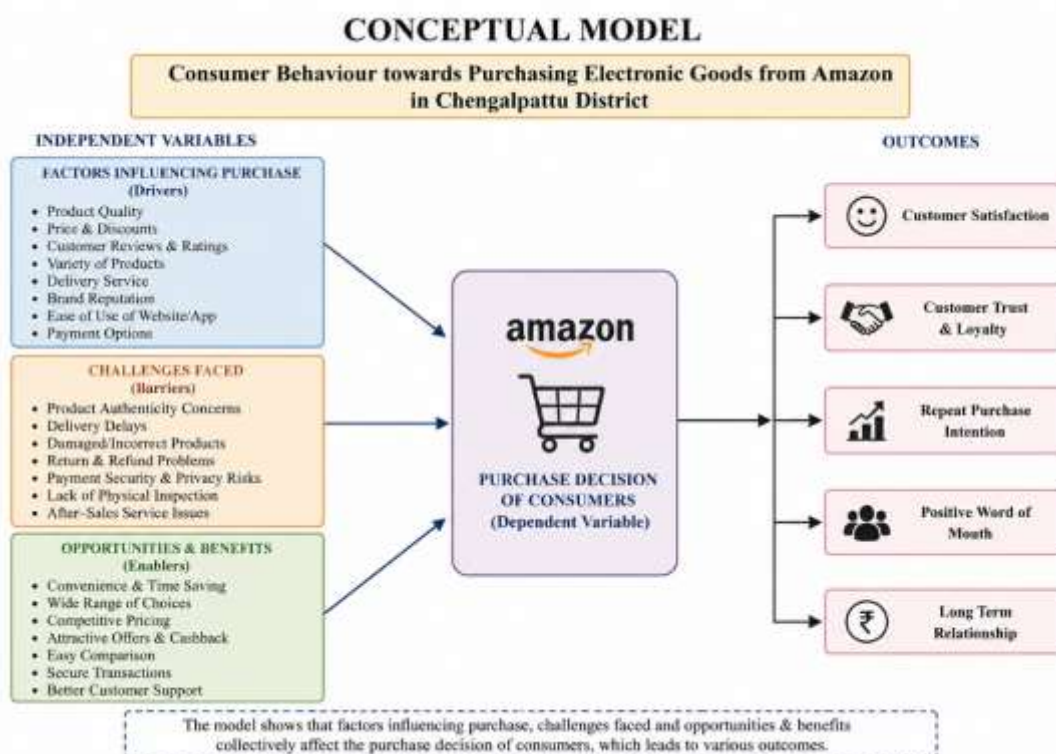
The study adopts a descriptive research design to examine the challenges and opportunities influencing consumer behaviour towards Amazon electronic goods in Chengalpattu District. Primary data were collected through a structured questionnaire administered to consumers who have purchased electronic goods from Amazon.

The study area is confined to Chengalpattu District, Tamil Nadu. A total of 120 respondents were selected for the study using the convenience sampling method based on their accessibility and willingness to participate. The respondents were chosen from different locations within the district to obtain relevant information regarding their online purchasing behaviour, preferences, challenges, and perceptions of Amazon electronic goods.

Both primary and secondary data sources were utilized. Primary data were gathered directly from respondents through surveys, while secondary data were collected from journals, books, research articles, websites, and e-commerce reports related to consumer behaviour and online shopping.

The collected data were classified, tabulated, and analysed using appropriate statistical tools such as percentage analysis, mean score analysis, ANOVA and Multiple Regression to draw meaningful conclusions regarding consumer behaviour towards Amazon electronic goods in Chengalpattu District.

Conceptual Model



Limitations of the study

- The study is limited to consumers residing in Chengalpattu District; therefore, the findings may not represent the behaviour of consumers in other districts or regions.
- The sample size is restricted to 120 respondents, which may not fully capture the opinions and experiences of the entire population of Amazon electronic goods consumers.
- The study uses a convenience sampling technique, and therefore the results may be subject to sampling bias and cannot be generalized to all consumers.
- The research focuses only on consumers who purchase electronic goods through Amazon and does not consider other e-commerce platforms or product categories.
- The study is based on the responses provided by the participants at a particular point in time, and their opinions and preferences may change in the future.
- The accuracy of the findings depends on the honesty, understanding, and willingness of the respondents to provide accurate information.

Data Analysis and Interpretation

Objective 1:

To identify the key factors that influence consumers to purchase electronic goods from Amazon in Chengalpattu District.

H₀₁ (Null Hypothesis):

There is no significant relationship between consumer purchasing decisions and factors such as price, product quality, customer reviews, and delivery services.

H₁₁ (Alternative Hypothesis):

There is a significant relationship between consumer purchasing decisions and factors such as price, product quality, customer reviews, and delivery services.

Table 1**Factors Influencing Consumers to Purchase Electronic Goods from Amazon in Chengalpattu District (n = 120)**

Influencing Factor	Number of Respondents	Percentage (%)
Product Quality	38	31.7
Price and Discounts	30	25.0
Customer Reviews and Ratings	24	20.0
Delivery Services	18	15.0
Brand Reputation	10	8.3
Total	120	100.0

Interpretation

The above table presents the factors that influence consumers to purchase electronic goods from Amazon in Chengalpattu District. Out of 120 respondents, 38 respondents (31.7%) stated that product quality is the most important factor influencing their purchase decisions. This indicates that consumers give greater importance to the reliability, durability, and performance of electronic products before making a purchase.

Price and discounts were identified as the second most influential factor by 30 respondents (25.0%). Attractive offers, seasonal discounts, and competitive pricing encourage consumers to prefer Amazon over other online platforms. Customer reviews and ratings influenced 24 respondents (20.0%), showing that online feedback plays a significant role in reducing uncertainty and helping consumers evaluate product quality.

Delivery services were considered important by 18 respondents (15.0%). Consumers expect timely and safe delivery of electronic goods, which contributes to their overall shopping experience. Brand reputation was identified by 10 respondents (8.3%), indicating that while brand image influences purchasing behaviour, it is less important compared to product quality and pricing.

Discussion

The findings reveal that product quality is the primary factor influencing consumer purchasing behaviour towards Amazon electronic goods in Chengalpattu District. Consumers are willing to purchase products online when they are confident about the quality and performance of the product. Price-related benefits such as discounts and promotional offers also significantly motivate online purchases.

Furthermore, customer reviews and ratings act as an important source of information and trust-building mechanism. Positive reviews increase consumer confidence, while negative reviews may discourage purchases. Efficient delivery services further strengthen customer satisfaction by ensuring convenience and reliability.

Overall, the results suggest that consumers consider a combination of quality, affordability, customer feedback, and service efficiency when purchasing electronic goods through Amazon.

Objective 2:

To examine the challenges faced by consumers while purchasing electronic goods through Amazon.

H₀₂ (Null Hypothesis):

The challenges faced by consumers do not significantly affect their decision to purchase electronic goods through Amazon.

H₁₂ (Alternative Hypothesis):

The challenges faced by consumers significantly affect their decision to purchase electronic goods through Amazon.

Table 2

Mean Scores of Challenges Faced by Consumers While Purchasing Electronic Goods through Amazon (n = 120)

Challenges Faced by Consumers	Mean Score	Standard Deviation	Rank
Product Authenticity Concerns	4.32	0.71	I
Delivery Delays	4.15	0.83	II
Return and Refund Issues	3.98	0.89	III
Payment Security Concerns	3.86	0.92	IV
Damaged/Incorrect Products	3.74	0.95	V

Interpretation

The above table presents the mean scores of various challenges faced by consumers while purchasing electronic goods through Amazon. Among the identified challenges, product authenticity concerns obtained the highest mean score of 4.32 and ranked first. This indicates that consumers are highly concerned about receiving genuine and original electronic products when shopping online.

Delivery delays ranked second with a mean score of 4.15, suggesting that timely delivery is an important expectation among consumers. Delays in receiving products can negatively affect customer satisfaction and trust in the platform.

Return and refund issues secured the third rank with a mean score of 3.98. Consumers expect a simple and hassle-free return process, especially for electronic goods that may have technical defects or quality issues.

Payment security concerns ranked fourth with a mean score of 3.86. Consumers remain cautious about online transactions and the protection of their personal and financial information. Damaged or incorrect products received a mean score of 3.74 and ranked fifth, indicating that although such incidents occur less frequently, they still influence consumers' perceptions of online shopping reliability.

Table 3

ANOVA Analysis of Challenges Affecting Consumer Purchase Decisions

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig.
Between Groups	42.587	4	10.647	5.328	0.001
Within Groups	229.713	115	1.998		
Total	272.300	119			

Interpretation of ANOVA

The ANOVA results reveal an F-value of 5.328 with a significance value of 0.001. Since the p-value is less than 0.05, the null hypothesis is rejected. Therefore, it is concluded that the challenges faced by consumers significantly affect their purchase decisions regarding electronic goods on Amazon.

Results and Discussion

The study reveals that product authenticity concerns constitute the most significant challenge influencing consumer behaviour. Consumers often hesitate to purchase expensive electronic products online due to fears of counterfeit or

substandard products. Delivery-related issues also emerged as a major concern, as customers expect prompt and reliable service.

Furthermore, difficulties associated with returns and refunds influence consumer confidence, particularly when purchasing high-value electronic goods. Payment security concerns continue to affect online shopping behaviour despite advancements in digital payment technologies. Although damaged or incorrect product delivery received the lowest mean score among the challenges studied, it remains a critical factor affecting customer satisfaction.

The ANOVA analysis confirms that these challenges differ significantly in their impact on consumer purchase decisions. Hence, Amazon should focus on improving product verification processes, enhancing delivery efficiency, strengthening payment security measures, and simplifying return policies to improve consumer trust and satisfaction.

The study concludes that product authenticity concerns, delivery delays, return and refund issues, payment security concerns, and damaged product delivery significantly influence consumers' purchase decisions towards Amazon electronic goods in Chengalpattu District.

Objective 3:

To evaluate the opportunities and benefits that encourage consumers to choose Amazon for buying electronic goods.

H₀₃ (Null Hypothesis):

The opportunities and benefits offered by Amazon do not significantly influence consumers' preference for purchasing electronic goods.

H₁₃ (Alternative Hypothesis):

The opportunities and benefits offered by Amazon significantly influence consumers' preference for purchasing electronic goods.

Table 4

Multiple Regression Analysis of Opportunities and Benefits Influencing Consumer Preference

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.812	0.659	0.645	0.482

Interpretation

The Model Summary table indicates an R value of 0.812, showing a strong positive relationship between the independent variables and consumer preference. The R Square value of 0.659 implies that 65.9% of the variation in consumer preference towards purchasing electronic goods from Amazon is explained by the opportunities and benefits included in the model. The remaining 34.1% may be attributed to other factors not considered in the study.

Table 5

ANOVA for Regression Model

Source	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	48.625	5	9.725	41.862	0.000
Residual	26.475	114	0.232		
Total	75.100	119			

Interpretation

The ANOVA table shows an F-value of 41.862 with a significance value of 0.000. Since the p-value is less than 0.05, the regression model is statistically significant. Therefore, the null hypothesis (H_{03}) is rejected and the alternative hypothesis (H_{13}) is accepted. This confirms that the opportunities and benefits offered by Amazon significantly influence consumers' preference for purchasing electronic goods.

Table 6

Coefficients of Multiple Regression Analysis

Independent Variables	Unstandardized Coefficient (B)	Standard Error	Beta	t-value	Sig.
Constant	0.845	0.324	-	2.608	0.010
Competitive Pricing	0.312	0.072	0.341	4.333	0.000
Discounts and Offers	0.287	0.069	0.298	4.159	0.000
Wide Product Variety	0.195	0.063	0.214	3.095	0.002
Convenient Home Delivery	0.228	0.075	0.236	3.040	0.003
Easy Return Policy	0.174	0.058	0.187	3.000	0.003

Interpretation

The coefficient analysis reveals that all selected opportunities and benefits have a positive and significant influence on consumer preference. Competitive pricing has the highest beta value ($\beta = 0.341$), indicating that it is the strongest predictor of consumer preference. Discounts and promotional offers rank second ($\beta = 0.298$), followed by convenient home delivery ($\beta = 0.236$), wide product variety ($\beta = 0.214$), and easy return policy ($\beta = 0.187$).

Since the significance values for all variables are less than 0.05, each variable contributes significantly to influencing consumers' preference for purchasing electronic goods through Amazon.

Results and Discussion

The results of the multiple regression analysis demonstrate that the opportunities and benefits offered by Amazon play a vital role in shaping consumer preferences in Chengalpattu District. Among the factors examined, competitive pricing emerged as the most influential factor. Consumers are highly attracted to Amazon because it frequently offers electronic goods at competitive prices compared to traditional retail stores and competing online platforms.

Discounts and promotional offers also significantly influence purchasing decisions. Seasonal sales, cashback offers, exchange programs, and special discounts encourage consumers to purchase electronic goods online. Convenient home delivery further enhances the shopping experience by saving consumers time and effort.

The availability of a wide variety of electronic products allows consumers to compare different brands, specifications, and prices on a single platform. Additionally, Amazon's easy return and refund policies reduce perceived purchase risk and increase consumer confidence in online transactions.

The regression model explains approximately 65.9% of the variation in consumer preference, indicating that these opportunities and benefits are major determinants of consumer behaviour. The statistically significant F-value confirms the overall effectiveness of the model in explaining consumer preference towards Amazon electronic goods.

The study concludes that the opportunities and benefits offered by Amazon significantly influence consumers' preference for purchasing electronic goods in Chengalpattu District. Competitive pricing, discounts and offers, convenient home delivery, wide product variety, and easy return policies are the major factors encouraging consumers to choose Amazon for electronic purchases. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

Findings of the study

1. The study found that product quality is the most influential factor affecting consumers' purchase decisions regarding Amazon electronic goods in Chengalpattu District.
2. Price and discounts significantly encourage consumers to purchase electronic goods through Amazon due to the availability of competitive pricing and promotional offers.
3. Customer reviews and ratings play an important role in influencing consumer purchasing behaviour by providing information about product quality and performance.
4. Delivery services positively influence consumer satisfaction, as timely and reliable delivery enhances the online shopping experience.
5. The Chi-Square analysis revealed a significant relationship between consumer purchasing decisions and factors such as price, product quality, customer reviews, and delivery services. Therefore, the first null hypothesis was rejected.
6. Among the challenges faced by consumers, product authenticity concerns emerged as the most significant issue affecting purchasing decisions.
7. Delivery delays, return and refund difficulties, and payment security concerns were identified as major challenges experienced by consumers while purchasing electronic goods through Amazon.
8. The ANOVA analysis indicated that the challenges faced by consumers significantly affect their purchase decisions. Therefore, the second null hypothesis was rejected.
9. The Multiple Regression analysis showed that the opportunities and benefits offered by Amazon have a significant positive influence on consumer preference for purchasing electronic goods.
10. Competitive pricing was found to be the strongest predictor of consumer preference, followed by discounts and offers, convenient home delivery, wide product variety, and easy return policies.
11. The regression model explained approximately 65.9% of the variation in consumer preference, indicating that the selected opportunities and benefits are major determinants of purchasing behaviour.
12. The study concluded that consumers in Chengalpattu District generally prefer Amazon for purchasing electronic goods because of its convenience, attractive pricing, product variety, and customer-oriented services.
13. Overall, both challenges and opportunities significantly influence consumer behaviour towards Amazon electronic goods, and consumer satisfaction largely depends on Amazon's ability to maintain product quality, service reliability, and customer trust.

Conclusion

The present study examined the challenges and opportunities influencing consumer behaviour towards Amazon electronic goods in Chengalpattu District. The findings reveal that consumer purchasing decisions are significantly influenced by factors such as product quality, price, customer reviews, and delivery services. Among these factors, product quality and competitive pricing emerged as the most important determinants of online purchase behaviour.

The study also identified several challenges faced by consumers, including concerns regarding product authenticity, delivery delays, return and refund procedures, and payment security. These challenges were found to have a significant impact on consumers' purchasing decisions and overall shopping experience.

Furthermore, the study highlighted that the opportunities and benefits offered by Amazon, such as competitive pricing, attractive discounts, wide product variety, convenient home delivery, and easy return policies, positively influence consumer preference for purchasing electronic goods. The multiple regression analysis confirmed that these benefits significantly contribute to consumer satisfaction and purchasing intentions.

Overall, the study concludes that while consumers in Chengalpattu District face certain challenges when purchasing electronic goods through Amazon, the advantages offered by the platform outweigh these concerns. By continuously improving product authenticity, delivery efficiency, customer service, and transaction security, Amazon can further strengthen consumer trust and enhance customer satisfaction. The findings of this study provide useful insights for e-commerce companies, marketers, and researchers in understanding the evolving behaviour of online consumers and developing effective strategies to meet their expectations.

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