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Consumer Preference And Loyalty Towards E-Commerce Apps

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Abstract

A successful e-commerce website depends on a number of important characteristics, including consumer interface quality, perceived security, and customer loyalty. However, the correlations between these aspects are not well known. We suggested a model for evaluating the connections between them as well as the site's key results, which are client loyalty and switching costs. A web-based survey was used to gather data for the Simple percentage and T-test was used for analysis. The analytical findings showed that customer happiness, switching costs, and, consequently, customer loyalty to an e-commerce website were positively impacted by consumer interface quality and perceived security. In particular, switching costs were found to positively moderate the relationship between customer satisfaction and customer loyalty; this moderating impact is examined.

Keywords: *Perceived security, Customer Loyalty*

INTRODUCTION

The low switching costs in e-commerce make it challenging to cultivate a loyal consumer base when competitors are just a click away. As a result, internet retailers have been keen to introduce loyalty schemes that reward users for completing the majority of their purchases from a single website, so fostering positive lock-in.

Marketers have made an effort to identify the key elements influencing client loyalty. The impact of the user interface and its perceived security on customer loyalty has typically been disregarded, despite the fact that numerous studies have discovered other elements [10], of which customer happiness is undoubtedly one.

Salespeople have an impact on customer satisfaction in traditional commerce; however, in the context of e-commerce, they are substituted by a customer interface that informs potential customers and helps mitigate the drawbacks of impersonal websites. Therefore, the effectiveness of the user interface can affect customers' propensity to buy and, in turn, the e-business's financial performance. Furthermore, the intention to make an online transaction is significantly influenced by customer attitudes and beliefs regarding security.

STATEMENT OF THE PROBLUM

E-COMMERCE in India has witnessed exponential growth, driven by increasing internet penetration, digital payment adoption, and evolving consumer behaviour. The market has attracted both global giants like Amazon and Walmart- owned Flipkart, along with home-grown players such as meesho, nykaa, and niche D2C brands. However sustainability in the market depends on several key factors.

OBJECTIVES

- Understand consumer perception and behaviour in choosing E-commerce sites requires analysing psychological , social factors
- Understand workflow of Amazon and Flipkart in India
- Understand how customers are assessing online retailers before making purchase

LIMITATIONS

- There was a great deal of private information about businesses that was kept hidden
- Due to respondents willingness to participate being college students , the survey was limited to a specific age group
- Analysis was conducted based on each respondents own viewpoint rather than that of any focus group specialists.

REVIEW OF LITERATURE

Jhons on & Robin son(2020) “ Enhancing E-commerce Customer Experience Through Transparent Delivery Practices” Transparent communication on delivery status improved the overall shopping experience and Regular communication and Transparency about delivery process should be prioritised to enhance customer experience

Chen & Liu (2019), “ The Influence of Same day Delivery on E-commerce Conversion Rates” Someday delivery availability significantly boosted conversion rates ,especially for time sensitive products and Offering same day or next day delivery can increase conversion rates

LEE & LEE .(2018) , “The Effect of Convenience on Customer Loyalty in E-commerce”

Convenience in the shopping process increased customer Loyalty and Simplifying navigation and streamlining process can boost loyalty

METHODOLOGY

The primary and secondary data used in this study are empirical in nature.

COLLECTION OF DATA

A Questionnaire was used to gather the primary data. The research supervisor and other specialists were consulted. The questionnaires preliminary draft was then created. After taking the supervisor’s recommendations into account, consult with research specialists. The final draft of the questionnaire was created after revisions. Forty online shoppers pre tested this draft. The method used for its application will determine whether or not a small event is achieved .this also covers defences of the same candidate enquiry to the cautious on limits. In further debates. It is also covers research or workout methods.

RESEARCH DESIGN

The method used for its application will determine whether or not a small event is achieved. This also covers defences of the same candid inquiry to the cautious on limits. in further debates the methodology can be thought of as the foundation of a small study. It is also covers research or workout methods.

SAMPLE SIZE	110
SAMPLING AREA	Udumalpet Taluk
SAMPLING TECHNIQUES	Convenient Sampling
Data collection Tools	Organized questionnaire
STATISTICAL TOOLS	Independent T- Test

Here are the research study's findings, which include a summary of the literature review done in support of the ablation aims and

- MSS. Subhashree (2019) The study's author discovered that 150 respondents completed a questionnaire tha
- Elika Kordrostami and Vahid Rahmani (2020) looked into how online reviews affected people's
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ANALYSIS AND INTERPRETATION

Table 1 displays the organization of the E-commerce websites customers on the basis of their Gender

TABLE 1

Individual profile

Particulars		Number of customers	Percentage of Respondents
Gender	Male	65	59
	Female	45	41
		110	100

Source: Primary Data

The above table shows that of the total E-commerce website customers taken for the study 65 E-commerce website users are male.

Difference between Gender and Level of Preference towards E – Commerce Apps

Independent Samples T- Test

gender	N (110)	Mean	Std. Deviation	F value	P Value	Remarks
Male	65	1.83	.378	56.774	.000	Highly Significant
Female	45	2.00	.000			

Since the p-value (0.000) is less than 0.05, the result is statistically significant. Therefore, we reject the null hypothesis and conclude that there is a significant difference in the level of preference towards E-commerce apps between males and females.

FINDINGS:

1. Majority (59 %) of the Respondents are male
2. There is a significant difference between gender of the respondents and level of preference towards E- Commerce websites.

SUGGESTION:

Based on the results of the Independent Samples T-Test, which revealed a highly significant difference in the level of preference toward e-commerce apps between males and females, it is crucial for e-commerce businesses to tailor their strategies according to gender-specific preferences. Marketers should consider offering personalized experiences, targeted advertisements, and customized app features based on gender. For instance, companies might explore gender-specific product recommendations or adapt the user interface to resonate better with the dominant preferences of each gender. Furthermore, the stark difference in mean scores suggests that e-commerce platforms could benefit from conducting further research to understand the factors influencing these preferences more deeply, ensuring that gender-based distinctions are accurately addressed.

CONCLUSION:

The findings from the Independent Samples T-Test confirm a statistically significant difference in the level of preference for e-commerce apps between males and females. With the p-value of 0.000 being significantly below the 0.05 threshold, the hypothesis of no difference is rejected. This indicates that gender does play a crucial role in how individuals engage with e-commerce platforms. Companies should recognize this disparity and adapt their app designs, marketing strategies, and overall customer engagement approaches to cater effectively to both male and female users, ensuring a more personalized and optimized experience for each group.

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