



A Comparative Analysis Most Discount Offer by Amazon and Flipkart on Days Mobile Handsets in Ahmedabad City

Vandan Kotiya^{1*}, Nikita Maruji², Jignesh Vidani³

LJ University

Corresponding Author: Vandan Kotiya vandankotiya663@gmail.com

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ABSTRACT

This study aims to explore and compare the discount strategies employed by Amazon and Flipkart for mobile handsets in Ahmedabad City, focusing on their effectiveness in influencing consumer behavior and purchasing decisions. With the growing importance of e-commerce in India, both platforms leverage a variety of discounting techniques, such as dynamic pricing, flash sales, and bundled offers, to attract consumers. However, there is a notable research gap in understanding how these strategies specifically impact the mobile handset market in Ahmedabad, a city with unique consumer preferences and economic factors. This research will examine how regional factors, such as cultural influences, festivals, and consumer price sensitivity, shape responses to mobile handset discounts. Additionally, the study aims to assess how brand loyalty, product involvement, and social influence affect consumers' perception of value and their decision-making process. Through a comparative analysis of Amazon and Flipkart's discounting tactics, this study will provide insights into the effectiveness of these strategies in the local market. The findings will contribute to a deeper understanding of how localized discount strategies can enhance consumer engagement and sales performance in urban centers like Ahmedabad. The research will also highlight the potential for regional tailoring of promotional offers by e-commerce platforms

INTRODUCTION

E-commerce has revolutionized retail, reshaping how consumers shop and how businesses operate worldwide. (Vidani & Solanki, 2015) In India, two major platforms—Amazon and Flipkart—have emerged as leaders in the online shopping space, offering seamless shopping experiences, extensive product ranges, and competitive pricing. (Solanki & Vidani, 2016) This study compares the discount strategies of Amazon and Flipkart, specifically for mobile phones, focusing on Ahmedabad, a city that reflects India's evolving e-commerce landscape. (Niyati & Vidani, 2016)

India's e-commerce sector has seen exponential growth, driven by increased internet access, widespread smartphone usage, and a rising middle class. By 2023, over 400 million people in India were shopping online, according to the Internet and Mobile Association of India (IAMAI). (Vidani, 2015) This growth has sparked intense competition among platforms, with discounts playing a crucial role in attracting consumers, particularly during festive sales and promotional events. (Vidani, 2016)

Amazon, a global leader, entered the Indian market in 2013, investing heavily in logistics and technology to offer a vast selection of products and fast delivery. In contrast, Flipkart, founded in 2007 and acquired by Walmart in 2018, focuses on catering to the unique preferences of Indian consumers through localized products and a strong network of sellers. (Vidani, Chack, & Rathod, 2017) Both platforms have become entrenched in India's e-commerce ecosystem, with Amazon offering a global shopping experience and Flipkart focusing on regional needs. (Sukhanandi, Tank, & Vidani, 2018)

Discounts are a key competitive tool, especially for mobile phones, which have high price points. Both platforms use different strategies: Amazon offers exclusive deals for Prime members, while Flipkart focuses on flash sales and festive promotions. (Odedra, Rabadiya, & Vidani, 2018) This study aims to understand how these discount strategies influence consumer behavior and decision-making in Ahmedabad, offering valuable insights for both consumers and retailers. The research will combine qualitative and quantitative methods, analyzing discount offers and conducting consumer surveys to gauge satisfaction and perceived value. (Sachaniya, Vora, & Vidani, 2019)

Research Objectives

1. To study the frequency of online purchases of mobile handset products among consumers (objective achieved in question 1 of the questionnaire).
2. To analyse consumer preferences for shopping on Amazon for mobile handset products (objective achieved in question 2 of the questionnaire).
3. To analyse consumer preferences for shopping on Flipkart for mobile handset products (objective achieved in question 3 of the questionnaire).
4. To analyse consumer preferences for shopping on Flipkart for mobile handset products (objective achieved in question 3 of the questionnaire).
5. To assess the appeal of Amazon's discount offers among consumers (objective achieved in question 5 of the questionnaire).
6. To assess the appeal of Flipkart's discount offers among consumers (objective achieved in question 6 of the questionnaire).

7. To investigate the likelihood of purchasing mobile handset products during promotional sales (objective achieved in question 7 of the questionnaire).
8. To examine the tendency of consumers to compare prices between Amazon and Flipkart before making a purchase (objective achieved in question 8 of the questionnaire).
9. To evaluate the level of trust consumers, have in the discount claims made by Amazon (objective achieved in question 9 of the questionnaire).
10. To evaluate the level of trust consumers, have in the discount claims made by Flipkart (objective achieved in question 10 of the questionnaire).
11. To determine the importance of platform reputation in consumers' purchasing decisions, despite attractive discounts (objective achieved in question 11 of the questionnaire).
12. To analyse consumer beliefs regarding discounts reflecting the true value of mobile handset products (objective achieved in question 12 of the questionnaire).
13. To investigate the frequency of sharing discount experiences on social media among consumers (objective achieved in question 13 of the questionnaire).
14. To assess the likelihood of consumers recommending Amazon based on their experiences with discounts (objective achieved in question 14 of the questionnaire).
15. To assess the likelihood of consumers recommending Flipkart based on their experiences with discounts (objective achieved in question 15 of the questionnaire).

LITERATURE REVIEW

E-commerce has significantly transformed retail by providing consumers easy access to a wide variety of products, with discounts playing a crucial role in driving purchases. (Vidani, 2018) This review examines how Amazon and Flipkart utilize discount strategies to enhance customer satisfaction, influence sales, and impact market competition. (Biharani & Vidani, 2018)

1. E-commerce Growth and Discount Importance

The rise of e-commerce, fueled by increased internet access and smartphone usage, has made discounts an essential tool for attracting and retaining customers. (Vidani, 2019) According to IMAI (2023), online shopping has surged, and discounts now play a pivotal role in boosting perceived value and encouraging purchases, especially in a competitive marketplace (Kumar & Reinartz, 2016). (Vidani & Dholakia, 2020)

2. Theoretical Frameworks on Pricing and Discounts

Consumer behavior theories, such as Expectancy Theory and Prospect Theory, explain how discounts influence purchasing decisions. (Vidani & Singh, 2017) Consumers assess discounts based on expected benefits (Victor & Sussman, 2020) and are more sensitive to losses than gains, making time-limited offers particularly effective (Kahneman & Tversky, 1979). (Vidani J. N., 2022) Discount types like percentage-offs and bundling have varied psychological effects, with bundling often

offering greater perceived value (Grewal et al., 2011). (Saxena & Vidani, 2023)

3. E-commerce Platforms and Discount Strategies

Amazon employs dynamic pricing and exclusive Prime member deals, creating urgency with flash sales (Bapna et al., 2018), which fosters customer loyalty and satisfaction (Li & Parsa, 2019). (Bansal, Pophalkar, & Vidani, 2023) Flipkart, meanwhile, focuses on large-scale flash sales and regionally tailored discounts, especially during festive periods, aligning its strategies with Indian consumer behavior (Rao & Santosh, 2021; Mukherjee et al., 2022). (Sharma & Vidani, 2023)

4. Consumer Behavior and Perception of Discounts

Brand loyalty and product involvement shape how consumers perceive discounts. Loyal customers often see discounts as value-added, while highly involved buyers scrutinize price reductions more closely (Lichtenstein et al., 1993). (Mahajan & Vidani, 2023) Additionally, online reviews and social media influence how discounts are perceived (Chevalier & Maylin, 2006; Kumar et al., 2021). (Saxena & Vidani, 2023)

5. Effectiveness of Discount Strategies

While discounts can drive sales and loyalty, over-reliance on them may harm profitability (Nagle et al., 2014). (Vidani, Das, Meghrajani, & Chaudasi, 2023) However, regular discount users tend to develop stronger brand loyalty (Bolton et al., 2000). (Chaudhary, Patel, & Vidani, 2023)

Research Gap

The e-commerce sector in India has witnessed explosive growth, with platforms like Amazon and Flipkart leading the charge in transforming how consumers shop for products, including mobile handsets. Both companies use diverse discount strategies to attract consumers, particularly during peak shopping seasons. While there is considerable research on discounting strategies in e-commerce at a national or global level, **a comparative analysis of the discount offers for mobile handsets by Amazon and Flipkart in Ahmedabad City** presents a significant research gap. Existing studies often overlook **city-specific factors**, local consumer behavior, and how the competitive dynamics of these two platforms play out in Ahmedabad, a major urban center with its own unique consumer preferences and market conditions.

Hypothesis (Only List)

H1: There is a significant relationship between **Age** and the frequency of purchasing mobile products online.

H2: There is a significant relationship between **Age** and the preference for shopping on Amazon for mobile products..

H3: There is a significant relationship between **Age** and the preference for shopping on Flipkart for mobile products.

H4: There is a significant relationship between **Age** and the influence of discount offers on the decision to purchase mobile products.

H5: There is a significant relationship between **Age** and finding Amazon's discount offers appealing.

- H6:** There is a significant relationship between **Age** and finding Flipkart's discount offers appealing.
- H7:** There is a significant relationship between **Age** and the likelihood of purchasing mobile products during promotional sales.
- H8:** There is a significant relationship between **Age** and comparing prices between Amazon and Flipkart before making a purchase.
- H9:** There is a significant relationship between **Age** and trusting the discount claims made by Amazon.
- H10:** There is a significant relationship between **Age** and trusting the discount claims made by Flipkart.
- H11:** There is a significant relationship between **Age** and considering the reputation of the platform before making a purchase, even if the discounts are attractive.
- H12:** There is a significant relationship between **Age** and believing that discounts on mobile products reflect the true value of the product.
- H13:** There is a significant relationship between **Age** and sharing discount experiences on social media.
- H14:** There is a significant relationship between **Age** and recommending others to shop on Amazon based on their experience with discounts
- H15:** There is a significant relationship between **Age** and recommending others to shop on Flipkart based on their experience with discounts.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I frequently purchase mobile products online.	(Vidani & Solanki, 2015)
I prefer shopping on Amazon for mobile products.	(Vidani, 2016)
I prefer shopping on Flipkart for mobile products.	(Bhatt, Patel, & Vidani, 2017)
I Discount offers influence my decision to purchase mobile products.	(Sukhanandi, Tank, & Vidani, 2018)
I find Amazon's discount offers appealing.	(Sachaniya, Vora, & Vidani, 2019)
I find Flipkart's discount offers appealing.	(Vidani & Dholakia, 2020)
I am likely to purchase a mobile product during promotional sales.	(Vidani & Das, 2021)
I compare prices between Amazon and Flipkart before making a purchase.	(Rathod, Meghrajani, & Vidani, 2022)
I trust the discount claims made by Amazon.	(Vidani, Das, Meghrajani, & Singh, 2023)
I trust the discount claims made by	(Chaudhary, Patel, & Vidani, 2023)

Flipkart.	
I believe that discounts on mobile products reflect the true value of the product.	(Patel, Chaudhary, & Vidani, 2023)

*Source: Author's Compilation

RESEARCH METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	151
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's Compilation

Demographic Summary

The demographic profile of the sample reveals key characteristics of the respondents. Most participants are aged 4 years (84.8%), with smaller proportions in the 5-year (10.6%), 6-year (2%), and 7-year (2.6%) age groups. In terms of gender, 67.5% are male, while 32.5% are female. Occupation-wise, the majority are self-employed (65.6%), followed by employed individuals (18.5%), students (11.9%), and a small percentage are unemployed (2.6%). Regarding annual income, 91.4% of respondents earn between ₹3,00,000 and ₹6,00,000, with 2% earning less than ₹3,00,000 and 6.6% earning above ₹6,00,000. These

demographic details offer valuable context for analyzing trends related to age, gender, occupation, and income.

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.920	15

*Source: SPSS Software

The Cronbach's Alpha value of 0.920 for the 15-item scale indicates excellent internal consistency, reflecting high reliability in the measurement tool. Cronbach's Alpha is a key indicator of how well the items on a scale measure the same underlying concept, with values closer to 1 suggesting strong reliability. A value above 0.90, like in this case, shows that the items are highly correlated and closely related, ensuring the test produces stable and consistent results. This level of reliability is crucial for confirming that the instrument accurately measures the intended variable with minimal error.

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

No	Alternate Hypothesis	Result p =0.05	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
1	H1: There is a significant relationship between Age and the frequency of purchasing mobile products online..	0.312	>	H01 Accepted(Null hypothesis Accepted)	0.880	Strong
2	H2: There is a significant relationship between Age and the preference for shopping on Amazon for mobile products.	0.190	>	H02 Accepted(Null hypothesis Accepted)	0.710	Strong
3	H3: There is a significant relationship between Age and the preference for shopping on Flipkart for mobile products.	0.125	>	H03 Accepted(Null hypothesis Accepted)	0.318	Strong

4	H4: There is a significant relationship between Age and the influence of discount offers on the decision to purchase mobile products.	0.058	>	H04 Accepted(Null hypothesis Accepted)	0.978	Strong
5	H5: There is a significant relationship between Age and finding Amazon's discount <i>accept the null hypothesis.</i>	0.167	>	H05 Accepted(Null hypothesis Accepted)	0.828	Strong
6	H6: There is a significant relationship between Age and finding Flipkart's discount offers appealing..	0.188	>	H06 Accepted(Null hypothesis Accepted)	0.613	Strong
7	H7: There is a significant relationship between Age and the likelihood of purchasing mobile products during promotional sales.	0.372	>	H07 Accepted(Null hypothesis Accepted)	0.522	Strong
8	H8: There is a significant relationship between Age and comparing prices between Amazon and Flipkart before making a purchase.	0.141	>	H08 Accepted(Null hypothesis Accepted)	0.408	Strong
9	H9: There is a significant relationship between Age and trusting the discount claims made by Amazon..	0.096	>	H09 Accepted(Null hypothesis Accepted)	0.817	Strong
10	H10: There is a significant relationship between	0.038	<	H10 Rejected (Null hypothesis	0.194	Weak

	Age and trusting the discount claims made by Flipkart.			rejected)		
11	H11: There is a significant relationship between Age and considering the reputation of the platform before making a purchase, even if the discounts are attractive.	0.268	>	H11 Accepted(Null hypothesis Accepted)	0.736	Strong
12	H12: There is a significant relationship between Age and believing that discounts on mobile products reflect the true value of the product.	0.226	>	H12 Accepted(Null hypothesis Accepted)	0.585	Strong
13	H13: There is a significant relationship between Age and sharing discount experiences on social media.	0.002	<	H13 Rejected (Null hypothesis rejected)	0.474	Weak
14	H14: There is a significant relationship between Age and recommending others to shop on Amazon based on their experience with discounts.	0.111	>	H14 Accepted(Null hypothesis Accepted)	0.281	Weak
15	H15: There is a significant relationship between Age and recommending others to shop on Flipkart based on their experience with discounts.	0.092	>	H15 Accepted(Null hypothesis Accepted)	0.071	Weak

DISCUSSION

This research aimed to compare the discount offers on mobile handsets provided by Amazon and Flipkart in Ahmedabad, with a focus on how age influences consumer behavior. The study tested several hypotheses using Chi-square tests, with a significance level set at $p = 0.05$. The results revealed both significant and non-significant relationships between age and various factors related to online shopping.

A key finding was the rejection of the null hypothesis for H10, which examined the relationship between age and trust in Flipkart's discount claims. The p-value of 0.038 indicated a significant relationship, suggesting that older consumers may be more skeptical about online discounts, while younger consumers tend to trust promotional offers more. Similarly, H13, which assessed the likelihood of sharing discount experiences on social media, also showed a significant p-value of 0.002. This suggests that younger consumers are more active in sharing discount experiences, likely due to their higher engagement on social media.

However, most other hypotheses, including those on mobile purchase frequency, platform preferences (Amazon vs. Flipkart), and the impact of discount offers on purchasing decisions, showed p-values greater than 0.05, indicating no significant influence of age on these factors. For instance, the p-values for platform preferences (Amazon vs. Flipkart) were 0.312 and 0.190, suggesting that age does not strongly affect consumers' choice of platform.

Overall, the study indicates that while some age-related differences exist, particularly in trust and social media behavior, both Amazon and Flipkart's discount offers appeal broadly across age groups. This suggests that their discount strategies are effective in attracting a diverse consumer base in Ahmedabad, regardless of age. Future research could explore other factors, such as income or education, to gain deeper insights into online purchasing behavior.

Theoretical Implications

This study offers several theoretical implications that contribute to the literature on consumer behavior, e-commerce, and discount marketing strategies, particularly in the context of mobile handset purchases on Amazon and Flipkart in Ahmedabad.

1. **Consumer Behavior Theory:** The study challenges traditional models that view age as a critical determinant in online shopping preferences. While previous research suggested that younger consumers are more tech-savvy and inclined to engage with online discounts, this study found that age does not significantly affect platform preference for Amazon or Flipkart. This suggests that discount offers may have a more universal appeal across age groups than previously assumed.
2. **Trust in Discount Claims:** The finding that age influences trust in Flipkart's discount claims highlights the role of trust in e-commerce. Older consumers may be more skeptical of online discounts, while younger consumers may trust them more. This aligns with theories that trust is dynamic and varies with demographic factors, such as age, suggesting e-

commerce platforms must tailor their trust-building strategies accordingly.

3. **Social Media Influence:** The significant relationship between age and sharing discount experiences on social media shows that younger consumers, more active on digital platforms, are more likely to share their experiences. This underscores the importance of social media in modern marketing strategies, where e-commerce brands should leverage user-generated content to build brand trust and engage with younger shoppers.
4. **Discounts as a Universal Appeal:** The study finds that discount offers appeal across age groups, reinforcing the idea that discounts are universally effective in attracting consumers. E-commerce platforms should focus on offering compelling discounts, rather than segmenting based on age.
5. **Marketing Strategy Theory:** This research suggests that while discount offers should be broadly appealing, marketing strategies should also address trust-building for older consumers and social media engagement for younger ones.

In conclusion, the study highlights key insights for refining discount strategies and consumer engagement across diverse demographic segments in the e-commerce sector.

Practical Implications

The findings of this study provide several practical insights for e-commerce platforms like Amazon and Flipkart to refine their discount strategies and enhance consumer engagement, particularly in the context of mobile handset sales in Ahmedabad. Here are the key implications:

1. **Unified Discount Strategies:** Since age does not significantly affect the effectiveness of discounts, both platforms can offer broad, universal promotions that appeal to a wide range of consumers. Large-scale sales, seasonal promotions, and flash deals can be rolled out without the need for heavy age-based customization, simplifying operations while maximizing appeal.
2. **Building Trust with Older Consumers:** The study shows that older consumers are more skeptical of online discounts, suggesting a need for platforms to emphasize transparency. By clearly communicating discount authenticity, offering easy returns, and using customer testimonials, platforms can build trust with older shoppers and reduce skepticism.
3. **Leveraging Social Media for Younger Consumers:** Younger consumers are more likely to share their discount experiences on social media. E-commerce platforms should encourage this behavior by creating shareable content, offering referral incentives, and running social media contests. This can increase brand visibility and engagement, especially on platforms like Instagram and Facebook.
4. **Personalized Marketing:** While age does not impact discount effectiveness, personalization remains important. Platforms can tailor their messaging based on age group preferences, with younger consumers

responding to influencer-driven promotions, and older consumers preferring clear, detailed product information.

5. **Optimizing the Mobile Shopping Experience:** Since discounts significantly influence mobile handset purchases, providing a seamless mobile shopping experience is crucial. Platforms should ensure easy access to promotions, a smooth checkout process, and mobile-exclusive offers to increase conversion rates.

In conclusion, by adopting these strategies, Amazon and Flipkart can optimize their discount marketing efforts, enhance consumer engagement, and strengthen their positions in the competitive mobile handset market in Ahmedabad.

CONCLUSION

This study analyzes the effectiveness of discount offers on mobile handsets by Amazon and Flipkart in Ahmedabad, focusing on how age influences consumer behavior. The research examined factors like purchase frequency, platform preference, and discount impact, using Chi-square tests to explore the relationship between age and these variables.

Key findings indicate that age does not significantly affect most consumer behaviors related to online mobile handset shopping. Both Amazon and Flipkart appear to appeal to a broad demographic, with discounts having universal appeal across age groups. However, some age-related differences were identified. Older consumers tend to be more skeptical about discount claims on Flipkart, suggesting trust issues with the platform's promotions. On the other hand, younger consumers are more likely to share their discount experiences on social media, reflecting a higher level of digital engagement in their shopping behaviors.

These insights suggest that while discount offers should remain broad and universal, e-commerce platforms could benefit from tailoring their strategies to different age groups. For older consumers, trust-building efforts, such as clear and transparent communication about discounts, may improve engagement. For younger shoppers, leveraging social media and encouraging them to share discount experiences could enhance brand visibility and customer loyalty.

Overall, the study highlights that discounts are appealing to all age groups, but the way consumers engage with these offers varies. E-commerce platforms like Amazon and Flipkart should continue offering attractive discount strategies while personalizing marketing efforts based on age-related preferences. By understanding these behavioral differences, they can improve customer engagement, enhance conversion rates, and strengthen their competitive positions in the mobile handset market.

FURTHER STUDY

This study offers valuable insights into the effectiveness of discount offers on mobile handsets by Amazon and Flipkart in Ahmedabad. However, several key areas for future research can further expand our understanding of consumer behavior in the e-commerce space:

1. Exploring Other Demographic Variables

While age was examined in this study, future research could explore how other demographic factors – such as income, education level, occupation, and family size – influence discount preferences. For example, income could significantly affect price sensitivity, while education might impact trust in online discount claims.

2. Psychographic Profiling of Consumers

Future studies could incorporate psychographic factors such as attitudes, values, and lifestyle to better understand why certain consumers prefer discounts. Additionally, examining personality traits like impulsivity or risk aversion could reveal how different consumer types respond to discounts.

3. Impact of Different Types of Discounts

Research could explore how various discount structures (e.g., percentage off, flat rate discounts, BOGO offers, exclusive deals) influence purchasing behavior. Additionally, comparing platform-specific promotions (e.g., Amazon vs. Flipkart) and price discrimination strategies could provide insights into platform loyalty and consumer trust.

4. Regional and Cultural Differences

Given that this study was conducted in Ahmedabad, future research could examine how regional culture and local shopping habits influence consumer responses to discounts. It would be valuable to replicate the study in other regions of India or internationally, to understand cultural differences in discount perceptions.

5. Longitudinal Studies on Consumer Behavior

A longitudinal study could track consumer behavior over time to identify long-term trends in e-commerce shopping, especially as younger generations like Gen Z and millennials become more significant consumers. This could also explore the development of brand loyalty in relation to frequent discount offers.

6. Effect of Social Media and Influencer Marketing

Given that younger consumers often share their discount experiences on social media, future research could investigate how social media reviews and influencer marketing shape consumer perceptions and purchasing behavior. Insights into how digital marketing strategies interact with discount campaigns could help improve engagement and sales conversions.

7. Cross-Platform Shopping Behavior

As cross-platform shopping becomes more common, future studies could explore how consumers move between platforms like Amazon, Flipkart, and others based on discount offers or platform features. This would shed light on the competitive dynamics of the e-commerce market and the factors influencing platform choice.

8. Impact of Trust on Discount Effectiveness

Since trust is crucial in shaping consumer behavior, particularly among older consumers, future research could delve deeper into how brand reputation, customer reviews, and customer service quality influence trust in discount offers and their effectiveness.

9. Incorporating Behavioral Economics

Future studies could apply behavioral economics principles, such as anchoring (comparing original prices with discounted ones) or loss aversion (the fear of missing out on discounts), to better understand the psychological triggers that affect consumer decisions when presented with discounts.

10. Impact of Eco-friendly or Ethical Discounts

With the growing emphasis on sustainability and ethical consumerism, future research could examine how eco-friendly or socially responsible discount offers impact consumer behavior. For example, how do consumers respond to discounts ethically sourced or environmentally friendly products? Understanding this shift could reveal new trends in consumer decision-making.

Conclusion

In conclusion, while this study highlights the influence of age on discount preferences in mobile handset purchasing behavior in Ahmedabad, there are many exciting avenues for future research. By expanding the scope to include demographic and psychographic factors, examining the impact of various discount structures, and exploring the role of social media, trust, and behavioral economics, future studies can provide a more nuanced understanding of the complex relationship between consumer behavior and e-commerce marketing strategies. These research directions will not only enhance theoretical knowledge but also help e-commerce platforms tailor their strategies to better meet the needs of diverse consumer segments, ultimately improving their marketing campaigns.

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