Eco-Connect: Examining Consumer Behavior and Sustainability in E-Commerce

A PROJECT REPORT

Submitted by

Koraboina Sumith Sai [RA2111028010164]
Simran Pradhan [RA2111028010190]
Manjunatha Reddy [RA2111028010140]

Under the Guidance of

Dr. S.A Angayarkanni
(Assistant Professor, Department of Networking and Communications)

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SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
KATTANKULATHUR- 603 203
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Department of Networking and Communications
SRM Institute of Science & Technology
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Degree/ Course : B. Tech CSE with specialization in Cloud Computing

Student Names : Koraboina Sumith Sai, Simran Pradhan, Manjunatha Reddy

Registration Numbers : RA2111028010164, RA2111028010190, RA2111028010140

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SIGNATURE
Dr. S. A Angayarkanni
Assistant Professor
Department of Networking
and communications

SIGNATURE
Dr.LAKSHMI M
Professor &Head
Department of Networking
and communications

Examiner I

Examiner II

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Koraboina Sumith [RA2111028010164]

Simran Pradhan [RA2111028010190]

Manjunatha Reddy [RA2111028010140]

ABSTRACT

This research investigates the interplay between consumer trust, perceived risk, and sustainability in shaping purchasing behaviours within the online health product sector. With the rise of e-commerce, consumers now have easier access to a wide array of health products, but concerns about product authenticity, online payment security, and sustainability remain prominent. This study explores how e-commerce platforms can cater to the growing demand for eco-friendly health products while addressing these consumer concerns.

The research reveals that trust is a critical factor influencing consumers' decisions to purchase health products online, especially when product quality or vendor credibility is uncertain. Perceived risk, particularly regarding product authenticity and payment security, also plays a significant role in determining whether consumers follow through with a purchase. Sustainability has emerged as an increasingly important factor, with more consumers seeking eco-friendly products that align with their environmental values. The presence of eco-labels and clear product information about sustainability positively influences purchasing decisions, though a gap remains between consumers' stated intent to buy eco-friendly products and their actual purchasing behavior.

The study emphasizes the importance of e-commerce platforms prioritizing security, transparency, and the promotion of eco-friendly products to build consumer trust and encourage sustainable purchasing behaviours. Key findings suggest that, while consumers express a desire to buy eco-friendly products, factors such as higher prices and lack of detailed sustainability information often deter them from completing these purchases.

This research concludes by proposing that platforms can bridge this gap by improving transparency, highlighting the benefits of eco-friendly products, and fostering a secure shopping environment to attract and retain customers in the growing health e-commerce market.

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ABBREVIATIONS

1. **AWS**: Amazon Web Services
2. **CSV**: Comma-Separated Values
3. **E-Commerce**: Electronic Commerce
4. **Eco-labels**: Environmental labels
5. **IAM**: Identity and Access Management
6. **JSON**: JavaScript Object Notation
7. **KPI**: Key Performance Indicator
8. **ROI**: Return on Investment
9. **R&D**: Research and Development
10. **SaaS**: Software as a Service
11. **S3**: Simple Storage Service
12. **UAT**: User Acceptance Testing

CHAPTER 1
INTRODUCTION

The rise of e-commerce has transformed consumer behavior, particularly in the realm of sustainable products. Eco-conscious shoppers now seek online platforms that provide genuine eco-friendly options, with an emphasis on transparency, product authenticity, and security. This shift creates opportunities for e-commerce platforms to cater to sustainability-focused consumers by prioritizing clear information on product origins and environmental certifications. Understanding how trust, perceived risk, and sustainability preferences influence consumer choices can help businesses build a reliable, eco-conscious shopping experience.

1.1 Significance of E-Commerce in Sustainable Health Products

The rise of e-commerce has revolutionized how consumers access and purchase health products, including those with eco-friendly attributes. This shift towards online shopping provides consumers with unprecedented access to a wide range of products, allowing them to compare options and make more informed decisions.

The convenience of digital platforms not only saves time but also enables consumers to research products, evaluate alternatives, and find items that align with their values and health needs—all from the comfort of their homes. This has led to a massive expansion of online marketplaces dedicated to health products, which now include an array of sustainable options for eco-conscious consumers.

However, the health and wellness sector is unique in that it requires a heightened level of trust. Consumers purchasing health products online are often wary of issues such as product authenticity, quality, and potential side effects. These concerns are compounded by the demand for eco-friendly products, as many consumers now prioritize items that align with their personal health and environmental values. For e-commerce platforms, addressing these challenges is crucial for building consumer trust. The demand for transparency in sourcing, production processes, and sustainability credentials has increased, especially among younger consumers who prioritize environmental responsibility in their purchasing decisions.

The significance of e-commerce in sustainable health products is multifaceted. While it offers convenience and variety, it also necessitates greater accountability from sellers and brands to reassure consumers of product safety and authenticity. This demand for eco-conscious health products highlights a unique market segment where consumers prioritize both personal well-being and ecological responsibility, presenting a valuable opportunity for e-commerce platforms to cater to this audience. As such, platforms that can effectively balance convenience with verified, sustainable offerings are likely to see increased consumer loyalty and engagement in the long run.

1.2 Addressing Consumer Concerns: Trust and Perceived Risk

In the realm of e-commerce, trust is a cornerstone of consumer engagement, especially when it comes to sustainable products. Unlike conventional purchases, eco-friendly items often require consumers to take an extra step to verify their authenticity, quality, and sustainability claims. Trust-building measures are therefore critical for e-commerce platforms, particularly when dealing with sensitive sectors such as health and wellness, where product efficacy and safety are paramount. To foster consumer confidence, online platforms must ensure transparency in their transactions, providing clear, accurate information about the products being sold, including details on ingredients, sourcing, and sustainability certifications.

Perceived risk, which encompasses concerns over online security, product quality, and payment reliability, remains a significant deterrent for many consumers. This is especially true for health-related purchases, where consumers are not only concerned about the product's impact on their health but also its environmental impact. Addressing perceived risk is essential for e-commerce platforms to retain and grow their customer base. By implementing secure payment systems, offering easy access to product certifications, and ensuring transparent product descriptions, e-commerce platforms can significantly reduce consumer hesitations about completing a purchase.

This research underscores the importance of trust and risk reduction in influencing consumer behavior. When consumers feel confident in the reliability of the platform and the authenticity of the product, they are more likely to make a purchase. For sustainable products, this trust-building approach is even more vital, as consumers often prioritize both product integrity and the ethical standards of the brand.

By proactively addressing these concerns, e-commerce platforms can foster stronger customer relationships and improve conversion rates. Ultimately, trust and perceived risk reduction are essential strategies for any e-commerce platform aiming to succeed in the competitive landscape of sustainable products.

1.3 Software Requirements Specification

The Eco-Connect project is designed to investigate and promote sustainable consumer behavior within the e-commerce landscape by addressing critical factors like consumer trust, perceived risk, and the appeal of eco-friendly products. This project combines structured data collection, transformation, analysis, and visualization to offer insights into how sustainability influences consumer choices. By integrating various software components, Eco-Connect aims to empower businesses to make data-driven, eco-conscious decisions that align with the values of modern consumers.

The first step in the Eco-Connect workflow is **Data Collection**. Data is collected in JSON format, capturing detailed information about consumer preferences, behaviors, and trends associated with the purchase of sustainable products. This raw data represents consumer interactions and preferences, including information on product categories, pricing, eco-labels, and user reviews. Capturing data in JSON format offers flexibility in storage and supports nested data structures, enabling the project to represent complex consumer behaviors comprehensively.

Once the data is collected, it undergoes a **Data Transformation** process to prepare it for analysis. To facilitate compatibility with analytical tools, the JSON data is converted into CSV format. This transformation makes the data more manageable and accessible, as CSV files are widely used for data analysis and can be easily loaded into visualization tools like Amazon QuickSight. The CSV format also simplifies the data structure, making it easier to handle large datasets without compromising performance. Each record in the CSV file reflects a unique consumer transaction or interaction, thus allowing for detailed trend analysis.

To securely store the data and enable seamless scalability, the transformed data is then uploaded to an **Amazon S3 Bucket**. Amazon S3 was chosen for its robust storage capabilities, ease of integration with analytical tools, and scalability, which are essential for handling large volumes of e-commerce data. The S3 bucket provides a secure environment for storing both raw and processed datasets, ensuring data durability and availability.

Additionally, Amazon S3 supports access control and versioning, which are vital for maintaining data integrity, especially as new data continues to accumulate. This cloud-based storage approach allows the project to leverage scalable resources while keeping data management efficient.

Once stored in S3, the data is ready for **Visualization** using Amazon QuickSight. QuickSight is an advanced business intelligence tool within the AWS ecosystem that facilitates dynamic and interactive data visualization. By connecting QuickSight to the S3 bucket, the project can automatically pull data and generate insightful visualizations. These visualizations help highlight key patterns in eco-conscious consumer behavior, such as preferences for sustainable product types, the impact of trust on purchase decisions, and perceived risk factors. With QuickSight, data visualizations are not only limited to static representations but can be updated dynamically, allowing for real-time analysis as new data becomes available.

Key Insights and Trends Analysis: The visualizations generated through Amazon QuickSight provide actionable insights into sustainability-oriented purchasing patterns and consumer behaviors. These visual representations help identify trends, such as popular categories of sustainable products, price sensitivity in eco-friendly purchases, and the influence of eco-labels on buying decisions. By exploring factors like trust and perceived risk, businesses can gain an understanding of how these elements influence a consumer's likelihood of completing a purchase. For instance, products that carry certified eco-labels or transparent sourcing information are often viewed more favorably, thereby reducing perceived risk and fostering trust among consumers.

The **Data-Driven Decision Making** enabled by this workflow is crucial for businesses that aim to connect with eco-conscious audiences. By leveraging insights from the Eco-Connect project, businesses can refine their offerings, marketing strategies, and customer engagement approaches to better cater to the values and preferences of environmentally aware consumers. For example, understanding which eco-friendly products resonate with consumers enables companies to prioritize stocking items with high demand, while data on perceived risk and trust can guide them in refining product information and security measures. Additionally, insights from QuickSight visualizations can help inform product development decisions by revealing consumer preferences for sustainability-related product attributes.

1.4 Research Methodology

To understand how trust, perceived risk, and sustainability influence consumer behavior in e-commerce, this project employs a mixed-methods research approach, combining both qualitative and quantitative techniques. The research is conducted in three key phases: data collection, analysis, and interpretation. In the data collection phase, consumer surveys and behavioral data from online transactions are used to capture insights on attitudes, preferences, and behaviors related to sustainable product purchases.

The surveys focus on understanding consumer awareness of sustainability claims (such as eco-certifications and sourcing practices), concerns over perceived risks (such as product authenticity and safety), and the role of transparency in product information in influencing purchasing decisions. Alongside surveys, behavioral data from e-commerce platforms provides additional insights into how consumers engage with sustainable products, including which attributes (e.g., eco-friendly packaging, sourcing transparency) have the most impact on their purchase decisions. In the analysis phase, the quantitative data is processed and analyzed using statistical methods like regression analysis to identify relationships between consumer trust and their likelihood of purchasing sustainable products. The qualitative survey responses are analyzed through thematic coding to uncover common motivations and concerns.

The findings are then visualized using Amazon QuickSight, providing detailed dashboards that showcase consumer purchasing patterns and the influence of trust and perceived risk on decision-making. In the final phase, the insights from both the data analysis and visualization are interpreted to inform actionable strategies for e-commerce platforms. By understanding which factors are most important to eco-conscious consumers, businesses can tailor their offerings to meet these needs and foster greater consumer trust, ultimately encouraging more environmentally responsible purchasing behavior.

1.5 System Architecture and Design

The Eco-Connect project is supported by a robust, cloud-based system architecture designed to facilitate the seamless collection, storage, analysis, and visualization of data. The architecture is structured around four primary components: data collection, data storage, data analysis, and data visualization, all integrated using Amazon Web Services (AWS) tools. Data collection is carried out through online surveys and transaction data sourced from e-commerce platforms.

Transaction data, which includes details like product categories, purchase history, and user interactions, is also gathered from the e-commerce platforms and stored temporarily for preprocessing. In the data storage phase, all collected data is transferred to an Amazon S3 bucket, chosen for its scalability, durability, and integration capabilities. This cloud storage solution ensures that data is easily accessible for further processing and analysis. For data analysis, Amazon QuickSight is employed to analyze both survey responses and e-commerce transaction logs.

QuickSight provides powerful tools for generating interactive dashboards and performing advanced statistical analysis, helping researchers identify trends and correlations in consumer behavior, such as how trust in sustainability claims impacts purchasing decisions. These dashboards are also used to explore the relationship between perceived risk factors, like concerns over product authenticity and health implications, and purchasing patterns. In the final component of the architecture, data visualization is performed using Amazon QuickSight's visualization tools.

These interactive visualizations help businesses understand the drivers of consumer behavior and make data-driven decisions to optimize their sustainable product offerings. The system's architecture is designed to be scalable, ensuring that it can handle an increasing volume of data as more consumers engage with the platform. Additionally, the integration of Amazon S3 and Amazon QuickSight provides a streamlined workflow from data collection to analysis and visualization, making the system both efficient and easy to deploy across various e-commerce platforms. This architecture ensures that businesses can gather and analyze data effectively to meet the growing demand for sustainable products while fostering consumer trust and confidence in the digital marketplace.

CHAPTER 2
LITERATURE SURVEY

The literature survey provides an overview of existing research on consumer behavior in e-commerce, specifically focusing on the impact of trust, perceived risk, and sustainability in online purchasing, with an emphasis on health products. As e-commerce continues to grow, these factors become crucial in understanding consumer decision-making patterns, particularly for products related to health and wellness, where consumers are often more cautious. This section reviews prominent studies that have explored the dynamics of trust, perceived risk, and the role of sustainability in online shopping, highlighting how these factors influence purchasing behavior in the health product segment.

2.1 Trust and Perceived Risk in E-Commerce

Trust is a critical component of e-commerce, especially in categories where health, safety, and product integrity are of paramount importance. Numerous studies underscore the significance of trust in digital marketplaces, particularly when consumers are purchasing health-related or sustainable products. Pavlou [1] posits that trust in e-commerce plays a vital role in mitigating perceived risk, helping to alleviate consumers' doubts and uncertainties about product quality and vendor credibility. In e-commerce transactions, building consumer trust is essential for platforms that deal with sensitive products, such as those in the health and wellness sector. Trust enables consumers to overcome concerns about product authenticity, safety, and the reliability of the vendor, all of which are heightened when purchasing online.

For health products, where potential risks around authenticity and safety are especially high, establishing trust requires more than basic security measures. According to Pavlou, trust can be cultivated through transparent and informative product descriptions, secure payment options, and the availability of independent, third-party certifications, which are particularly essential in the health and wellness market. These certifications assure consumers of a product's safety and compliance with health standards. By enhancing trust through such means, e-commerce platforms can encourage more confident purchasing behaviors, even in cases where perceived risk might otherwise deter consumers from completing a transaction.

Perceived risk, defined as the uncertainty and potential negative outcomes that may arise from an online purchase, is another key factor that impacts consumer behavior. Belanger, Hiller, and Smith [2] emphasize that platforms capable of addressing concerns around privacy, data security, and product authenticity are more likely to gain consumer confidence. In the case of health products, perceived risks are often higher due to the critical importance of product safety and efficacy, which can vary significantly depending on the authenticity of the item.

To reduce this risk, e-commerce platforms must prioritize secure payment processing, provide ample product information, and maintain a transparent privacy policy. By addressing these factors, online platforms can foster a more trustworthy environment that reduces perceived risks and encourages consumers to make purchases with greater confidence.

2.2 The Role of Sustainability in Consumer Purchasing Decisions

Sustainability has become a significant factor in consumer decision-making as awareness of environmental issues grows. This trend is particularly pronounced in the health and wellness sector, where consumers are increasingly drawn to products that align with their values of environmental responsibility and personal well-being. Research has shown that consumers are more likely to prefer eco-friendly options when they perceive them as beneficial both for their health and for the planet. According to Vermeir and Verbeke [3], there is a noticeable shift towards eco-consciousness in consumer preferences, with more individuals expressing intentions to purchase sustainable products across various categories, including health-related items.

Despite the increase in eco-conscious intent, Vermeir and Verbeke's study highlights a persistent gap between consumer intentions and actual purchasing behaviors. This intention-behavior gap often arises due to barriers such as premium pricing on sustainable goods, a lack of product information, or insufficient clarity regarding the environmental benefits of these products. For example, while many consumers express a preference for sustainable health products, they may be deterred by higher prices or by uncertainties about the authenticity of sustainability claims. To close this gap, e-commerce platforms must focus on providing clear and transparent information about sustainable products, including details on sourcing, environmental impact, and certifications that validate the eco-friendliness of these items.

Moreover, consumers seek transparency and authenticity in claims of sustainability, as greenwashing—where companies exaggerate or falsify sustainability claims—has made them more cautious about accepting sustainability claims at face value. Platforms that effectively communicate sustainability practices and offer visible certifications tend to gain greater trust from consumers.

E-commerce businesses can bridge the intention-behavior gap by ensuring that sustainability information is easily accessible and understandable, thereby empowering consumers to make informed choices that align with their environmental values. By making the benefits of eco-friendly health products more apparent and accessible, e-commerce platforms can better meet the demands of a growing segment of consumers who prioritize sustainability alongside quality and safety.

2.3 The Impact of Transparency on Consumer Trust Purchase Intentions

Transparency has become a cornerstone in e-commerce, especially in the context of sustainability and health-related products. As consumers become more discerning about the products they purchase, particularly those that are marketed as eco-friendly or health-oriented, they demand a high level of visibility into product sourcing, manufacturing processes, and certification standards. Research by Whelan and Furlong [4] highlights the significant role that transparency plays in building consumer trust, particularly when it comes to the authenticity of sustainability claims. In the health product sector, where safety and efficacy are paramount, transparency about ingredients, sourcing, and production methods helps reduce uncertainty and perceived risk.

For example, detailed product descriptions that include information on the origins of ingredients, ethical sourcing practices, and third-party certification (e.g., USDA Organic, Fair Trade) can greatly enhance consumer confidence. This transparency reassures consumers that the products they are purchasing meet the necessary health and sustainability standards. Furthermore, platforms that provide easily accessible information on the environmental impact of their products, such as carbon footprints or waste reduction efforts, help solidify trust and loyalty among eco-conscious consumers.

CHAPTER 3
SYSTEM ARCHITECTURE AND DESIGN

The **System Architecture** outlines a structured framework to analyze consumer behavior and sustainability in e-commerce. It integrates data sources on purchasing trends, sustainability features, and user demographics. Key components include data collection, trend analysis, and a visualization layer for insights on eco-friendly preferences. This architecture supports data-driven strategies to enhance sustainable consumer engagement.

3.1 System Overview and Architecture

The Data Analysis Workflow Tool streamlines the process of transforming raw data into actionable insights. It begins with connecting various data sources, such as cloud services, local files, and data centers. Once connected, users can prepare and organize the data, create datasets, and share initial findings. The tool then enables in-depth analysis by examining the data, visualizing it through charts, and designing insightful dashboards for clear communication. In the final stage, users can make informed decisions, supported by quick insights and visual summaries that highlight key metrics and trends. This integrated approach enhances decision-making and simplifies the data analysis journey.

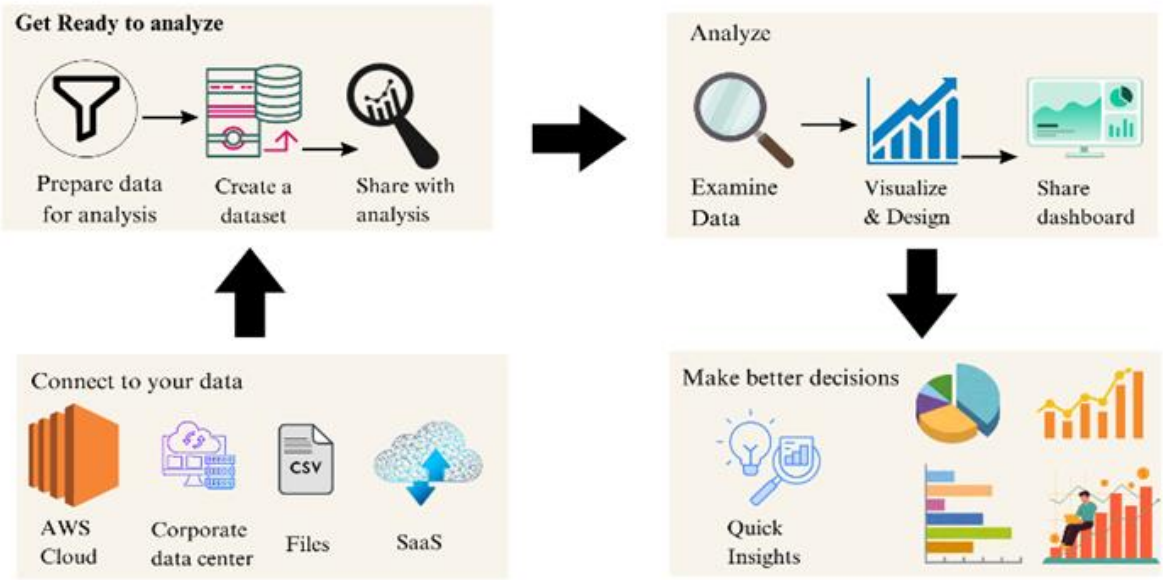

Figure 3.1.1 : System Architecture

3.1.1 System Architecture

The architecture of the Data Analysis Workflow Tool is organized into a series of interconnected stages that streamline the data journey from raw input to informed action. It begins with the Data Connection Stage, where users link various data sources, such as cloud services, local files, and corporate data centers, ensuring a centralized foundation for analysis. In the Data Preparation Stage, data is cleaned, organized, and structured into shareable datasets to set the groundwork for deeper analysis. The Analysis and Visualization Stage then takes over, allowing users to thoroughly examine data, build visual representations, and design dashboards for easy interpretation. Finally, the Insights and Decision-Making Stage provides users with accessible insights and visual highlights that support strategic decision-making. This layered architecture simplifies the analysis process, making data-driven insights more accessible and impactful.

3.1.2 Events in the Architecture

The Category Data component tracks specific information for each product category, including types of products, sustainable attributes, and eco-friendly options. This data is crucial for analytics, enabling the platform to provide personalized recommendations based on users' sustainability preferences within each category. By understanding the unique characteristics of each category, the system can better cater to environmentally conscious consumers.

The Product Viewed module records every product interaction, capturing details on items users explore. This data helps identify popular products and gauge consumer interests, supporting targeted marketing efforts and more precise inventory management. By analyzing these interactions, the system can adjust its recommendations and promotional strategies to align with customer preferences.

Order Insight events provide real-time information on order trends, processing times, and transaction success rates. This component allows the platform to monitor the purchasing flow, optimize user experience, and promptly address any issues in the order management process. Analyzing this data helps ensure smooth transactions and improved customer satisfaction.

The Trust Assessment Check is a binary system that verifies the trust status of consumer or product interactions. By marking interactions as "trusted" (true) or "untrusted" (false).

The system can make quick decisions on whether to display trust labels or prompt additional verification. This feature enhances the platform's reliability and builds consumer confidence in its security and trustworthiness.

Lastly, the Data Visualization Updated component triggers updates to data visualizations, ensuring that tools like QuickSight display the most recent information. These updates allow for real-time adjustments and ensure accurate data representation, providing stakeholders and end-users with current analytics to support informed decision-making.

3.2 Mode of Data Exchanges

The data flow begins with structured storage in Amazon S3, where data is saved in CSV format and organized by categories, like user and product data. When new data is added, an AWS Lambda function triggers an event that notifies Amazon QuickSight, prompting an automatic data refresh. QuickSight then securely accesses the updated S3 data using IAM roles, ensuring visualizations reflect the latest information. This streamlined process enables real-time insights and supports timely, data-driven decisions.

Below is a breakdown of the design of each mode of exchange :

3.2.1 Data Storage:

The Data Storage in S3 component organizes and stores data in CSV format within Amazon S3, categorized into specific folders for each dataset, such as user, product, and order information. Each file is versioned to preserve data integrity, enabling a detailed history of data changes and preventing accidental overwrites. This approach is essential for maintaining accurate and dependable records over time.

3.2.2 Data Transfer:

Data Transfer to QuickSight is managed through secure connections, with Amazon QuickSight accessing the S3 bucket using IAM roles. This role-based access control ensures that only authorized users can view the data, protecting privacy and limiting exposure. QuickSight directly queries S3, allowing visualizations to automatically update whenever data changes, eliminating the need for manual refreshes.

CHAPTER 4
METHODOLOGY

This chapter outlines the methodology used to determine the health and wellness e-commerce market has seen significant growth in recent years, driven by a rising consumer awareness of personal well-being and environmental sustainability. This shift towards eco-conscious consumerism reflects a broader societal movement, with consumers becoming increasingly aware of the impact their purchasing choices have on the environment. In response, the e-commerce landscape, particularly in health and wellness, is evolving to cater to the demands for products that support both personal health and sustainability goals.

4.1 Proposed Methodology

This study focuses on understanding the consumer behavior patterns in the health e-commerce sector, investigating how end-user needs, sustainable product preferences, and specific factors such as pricing, product categories, and customer reviews influence purchasing decisions.

In exploring these dynamics, the study aims to uncover key insights into how businesses can design and adapt their e-commerce offerings to align with consumer preferences. By doing so, companies can enhance customer satisfaction, improve retention rates, and position themselves as leaders in the sustainable e-commerce space. To achieve this, our proposed methodology integrates data collection, analysis, and visualization processes, allowing us to capture, process, and examine the diverse factors affecting consumer choices in the health and wellness sector.

The visual representation in Fig. 3.1.1 highlights a comprehensive methodology for preparing, analyzing, and interpreting data within an e-commerce ecosystem. This visual framework outlines critical stages, including data source connection, data preparation for analysis, dataset creation, and sharing of insights with analysts and decision-makers. This structured data management process empowers businesses to accurately visualize trends, monitor sustainability metrics, and build strategic dashboards for data-driven decision-making.

By following these steps, companies can gain valuable insights into consumer behavior, allowing them to tailor their product offerings, improve user experience, and respond effectively to market demands.

The initial step in understanding consumer behavior in health e-commerce involves connecting to relevant data sources. These sources are often diverse, encompassing cloud-based services like AWS, corporate data centers, and various file formats, including CSV, Excel, and JSON. Furthermore, Software as a Service (SaaS) applications also serve as significant data reservoirs for companies engaged in health-related e-commerce. The flexibility of accessing such diverse data sources allows businesses to create a more holistic view of consumer behavior, as these data points span various facets of the consumer journey.

Once data sources are connected, the next step is to prepare the data for analysis. This involves cleaning and organizing the data, addressing inconsistencies, and transforming it into formats suitable for analysis. For example, data from different sources may need to be standardized and merged, or duplicate entries removed to ensure accuracy. Proper data preparation is essential to derive reliable insights, as unclean or inconsistent data can lead to misleading conclusions. In our study, we adopt a rigorous approach to data preparation to ensure that the insights drawn accurately reflect consumer trends and behaviors within the health e-commerce space.

With the data prepared, the following stage is creating datasets that facilitate focused analysis on particular aspects of consumer behavior. These datasets are crafted to answer specific research questions, such as the impact of pricing on consumer choices, the influence of eco-friendly product certifications, or the role of customer reviews in building trust. Segmenting the data into targeted datasets allows us to perform more detailed analyses, exploring the nuanced ways that different factors affect consumer purchasing behavior. This focused approach enables businesses to identify actionable insights that support strategic decision-making and product development.

After creating the datasets, the information is shared with analysts and decision-makers, often through dashboards and visualizations created on platforms like Amazon QuickSight. These visual representations of data make it easier to identify patterns, observe trends, and understand the relationships between different factors in consumer decision-making. Dashboards enable stakeholders to interact with data dynamically, providing a more engaging way to explore consumer insights.

The ability to visualize data in real-time supports proactive decision-making, allowing companies to adapt quickly to changing consumer preferences and emerging trends in health and wellness e-commerce. Proposed methodology integrates data collection from multiple sources, rigorous data preparation, targeted dataset creation, and insightful visualization.

Through these stages, the study aims to offer a comprehensive understanding of how factors such as sustainability, pricing, and customer trust affect consumer behavior in the health e-commerce sector. By adopting this approach, businesses can gain a clearer picture of consumer needs and expectations, ultimately guiding them in creating more effective and sustainable product offerings that resonate with today's eco-conscious consumer. This methodological approach not only supports enhanced customer satisfaction but also strengthens the alignment of e-commerce strategies with environmental sustainability goals, positioning companies as leaders in responsible and consumer-centric e-commerce solutions.

Category List Prices: Prices for health and wellness products across different categories such as kitchenware, skincare, furniture, office supplies, and household.

The below dataset contains products from various categories as explained above for our research and examining the consumer behavior in the purchase of E-Commerce Products comprising of Eco friendly, Sustainable and other category of products.

	A	B	C	D	E	F	G	H
1	Category	Product	Price	Product type	is_BestSeller	Link	Rating	Result
2	Kitchenware	Bamboo Cutlery	199	Eco	Yes	https://www.amaz	4.5	TRUE
3	Kitchenware	Plastic Cutlery	229	Non-Eco	No	https://www.amaz	4.2	FALSE
4	Kitchenware	Reusable Silicone Food Storage Bags	559	Eco	No	https://www.amaz	3.6	TRUE
5	Kitchenware	Single-use Plastic Ziploc Bags	505	Non-Eco	Yes	https://www.amaz	3.7	FALSE
6	Kitchenware	Beeswax Wraps for Food	223	Eco	Yes	https://www.amaz	4.4	TRUE
7	Kitchenware	Plastic Cling Wrap	217	Non-Eco	No	https://www.amaz	4.1	FALSE
8	Kitchenware	Stainless Steel Straws	99	Eco	Yes	https://www.amaz	4.5	TRUE
9	Kitchenware	Single-use Plastic Straws	89	Non-Eco	No	https://www.amaz	4.1	FALSE
10	Kitchenware	Bamboo Cutting Board	499	Eco	Yes	https://www.amaz	4.3	FALSE
11	Kitchenware	Plastic Cutting Board	249	Non-Eco	Yes	https://www.amaz	4.4	TRUE
12	Furniture	Bamboo Chairs and Tables	4399	Eco	No	https://www.amaz	4.5	TRUE
13	Furniture	Plastic Chairs and Tables	1619	Non-Eco	No	https://amzn.in/d/	4	FALSE
14	Furniture	Cork Flooring	3021	Eco	No	https://www.amaz	4.4	TRUE
15	Furniture	Vinyl Flooring	2853	Non-Eco	No	https://www.amaz	4.2	FALSE
16	Furniture	Latex Matress	15299	Eco	Yes	https://www.amaz	4.3	FALSE
17	Furniture	Foam Matress	7849	Non-Eco	Yes	https://www.amaz	4.5	TRUE
18	Furniture	Wool Rug	3225	Eco	No	https://www.amaz	4.3	TRUE
19	Furniture	Polyster Rug	1889	Non-Eco	No	https://www.amaz	4.5	FALSE
20	Beauty & Personal C	Shampoo Sachets	375	Non-Eco	No	https://www.amaz	4.3	TRUE
21	Beauty & Personal C	Shampoo Bottles	455	Eco	No	https://www.ama	4.3	FALSE
22	Beauty & Personal C	Bamboo Toothbrush	200	Eco	Yes	https://www.ama	4.1	FALSE
23	Beauty & Personal C	Plastic Toothbrush	449	Non-Eco	Yes	https://www.ama	4.2	TRUE
24	Beauty & Personal C	Glass Sanitiser Bottles	222	Eco	No	https://www.ama	4.5	TRUE
25	Beauty & Personal C	Plastic Sanitiser Bottle	173	Non-Eco	No	https://www.ama	4.2	FALSE
26	Household	All in One Spray	199	Eco	No	https://www.ama	4.2	FALSE
27	Household	All in One Spray	128	Non-Eco	No	https://www.ama	4.3	TRUE
28	Household	Vinegar Cleaner	319	Eco	Yes	https://www.ama	4.2	FALSE
29	Household	Pidilite Floor Cleaner	169	Non-Eco	Yes	https://www.ama	4	TRUE
30	Household	Reusable Paper Towel	220	Eco	No	https://www.ama	4.4	TRUE
31	Household	Single Use Paper Towel	438	Non-Eco	No	https://www.ama	4	FALSE
32	Household	Compostable Scrubbers	3334	Eco	No	https://www.ama	4.6	FALSE
33	Household	Nylon or Plastic Scrubbers	492	Non-Eco	No	https://www.ama	4.5	TRUE
34	Office Supplies	Recycled Paper Notebooks	299	Eco	Yes	https://www.ama	4.3	FALSE
35	Office Supplies	Regular Paper Notebooks	459	Non-Eco	No	https://www.ama	4.3	TRUE
36	Office Supplies	Bamboo Pen	209	Eco	No	https://www.ama	4	FALSE
37	Office Supplies	Plastic Pen	186	Non-Eco	Yes	https://www.ama	4	TRUE
38	Office Supplies	Stapleless Stapler	196	Eco	No	https://www.ama	4.6	FALSE
39	Office Supplies	Stapler With Staple Pins	325	Non-Eco	No	https://www.ama	4.7	TRUE
40	Office Supplies	Virgin Plastic Desk Organizer	246	Non-Eco	No	https://www.ama	4.2	TRUE

40	Office Supplies	Virgin Plastic Desk Organizer	246	Non-Eco	No	https://www.ama	4.2	TRUE
41	Office Supplies	Recycled Plastic Desk Organizer	279	Eco	No	https://www.ama	3.7	FALSE
42	Office Supplies	Recycled Paper Envelopes	245	Eco	No	https://www.ama	4.3	FALSE
43	Office Supplies	Normal Paper Envelopes	106	Non-Eco	No	https://www.ama	3.3	TRUE
44	Gardening	Plastic Planting Bags	367	Non-Eco	Yes	https://www.ama	4.3	TRUE
45	Gardening	Compostable Planting Bags	367	Eco	Yes	https://www.ama	4.3	FALSE
46	Fashion and Appare	Organic Cotton T-shirts	499	Eco	No	https://www.ama	4.1	FALSE
47	Fashion and Appare	Conventional Cotton T-shirts	339	Non-Eco	Yes	https://www.ama	4	TRUE
48	Fashion and Appare	Hemp Clothing	999	Eco	No	https://www.ama	4.3	FALSE
49	Fashion and Appare	Polyester or Nylon Clothing	999	Non-Eco	No	https://www.ama	4	TRUE
50	Fashion and Appare	Recycled Polyester Jackets	379	Eco	No	https://www.ama	4.1	FALSE
51	Fashion and Appare	Virgin Polyester Jackets	379	Non-Eco	Yes	https://www.ama	4.1	TRUE
52	Fashion and Appare	Cork Leather Bags	1549	Eco	No	https://www.ama	3.4	FALSE
53	Fashion and Appare	PU Leather Bags	1099	Non-Eco	Yes	https://www.ama	4.5	TRUE
54	Fashion and Appare	Bamboo Socks	399	Eco	Yes	https://www.ama	4.2	TRUE
55	Fashion and Appare	Nylon Socks	280	Non-Eco	No	https://www.ama	4.3	FALSE

Fig. 4.1.1 Data Set of Various category products

4.2 Preparing Data for Analysis

The preparation of data for analysis is a foundational step in ensuring the accuracy and quality of insights derived from e-commerce platforms. In the context of the health and wellness e-commerce sector, this phase involves a meticulous approach to data cleaning, segmentation, and review aggregation, to structure the data to provide a reliable basis for understanding consumer preferences and trends in sustainable purchasing.

This preparation phase is essential in transforming raw data into a structured form that can lead to actionable insights, helping companies optimize their strategies and improve customer satisfaction. The steps involved in data preparation include data cleaning, segmentation, and review aggregation, each of which plays a crucial role in refining the data.

4.2.1 Data Cleaning

Data cleaning involves identifying and rectifying errors, inconsistencies, and redundancies in the dataset. For e-commerce platforms, this step is essential to ensure that product information is accurate, complete, and reliable. For example, duplicate entries might be present due to multiple listings of similar products or repeated records, which can skew the analysis if not addressed. In the context of product descriptions, errors such as inconsistent price formats or inaccurate details can mislead consumers and reduce their trust in the platform. Data cleaning, therefore, encompasses standardizing information, such as price formats, correcting typographical errors, and removing duplicates. By addressing these issues, data cleaning ensures that the information analyzed is both accurate and meaningful, laying a strong foundation for generating reliable insights.

4.2.2 Segmentation

Once the data is cleaned, the next step is segmentation, which categorizes products based on relevant factors, making it easier to analyze specific consumer trends. Segmentation allows for grouping products into categories such as price range (e.g., budget, mid-range, premium), popularity (e.g., high-demand, moderate-demand, low-demand), sustainability certification (e.g., eco-friendly, partially sustainable, non-sustainable), and consumer ratings.

These categories help in analyzing specific consumer behaviors, such as price sensitivity or preference for eco-friendly options. For instance, eco-conscious consumers may prioritize products with sustainability certifications or environmentally friendly packaging, while others might prefer budget-friendly options. Segmenting products based on these criteria allows businesses to tailor their marketing and product development strategies to different consumer needs, enhancing customer satisfaction and loyalty.

4.2.3 Review Aggregation

Review aggregation is another critical aspect of data preparation, as it consolidates consumer feedback to identify patterns in product satisfaction and concerns related to sustainability. By examining reviews, businesses can gain insights into what consumers value most in their health and wellness purchases.

For instance, some consumers may prioritize recyclable packaging or cruelty-free testing, while others may focus on product effectiveness or affordability. Review aggregation not only highlights common consumer preferences but also sheds light on potential areas for improvement, such as addressing complaints about greenwashing or providing clearer information on eco-friendly practices. Aggregating reviews enables businesses to understand consumer sentiment more comprehensively, providing valuable feedback that can guide improvements in product offerings and customer communication.

This stage ensures the data is accurate and categorized appropriately to facilitate effective analysis and decision-making. data preparation is a vital process that ensures the accuracy, relevance, and clarity of data used in analysis. By cleaning, segmenting, and aggregating data, businesses can generate insights that are not only reliable but also tailored to specific consumer segments, ultimately supporting more informed decision-making and enhancing the customer experience on e-commerce platforms.

Fig 4.1 states that a dataset compiled from an online e-commerce platform, showcasing diverse product categories spanning various sectors. The data analysis compares products based on their type, including eco-friendly and non-eco-friendly options.

4.3 Analyzing the Data

Data analysis is a critical phase in understanding consumer behavior and sustainability trends in the health e-commerce sector. Through this process, businesses can gain insights into the preferences and values of their target audience, enabling them to make data-driven decisions that align with consumer expectations. The analysis involves two primary components: visualizing and designing dashboards and examining consumer behavior and sustainability trends. Each component contributes to a comprehensive understanding of how consumers interact with products, particularly those that are health-focused and eco-friendly.

4.3.1 Visualizing and Designing Dashboards

One of the most powerful tools in analyzing large sets of e-commerce data is the use of dashboards to visualize key metrics and trends. Dashboards present data in a visually accessible format, using charts, graphs, and infographics to illustrate insights.

This approach allows businesses to monitor and assess critical performance indicators, such as sales volume by product category, price sensitivity, and customer sentiment.

4.3.2 Sales Performance by Category

This can include comparing the sales volume of eco-friendly products versus non-sustainable alternatives in categories like supplements, skincare, and fitness products. For instance a visualization might display sales performance by category, comparing the volume of eco-friendly products to that of conventional alternatives. By tracking these metrics, businesses can gauge the demand for sustainable products and adjust their strategies accordingly.

4.3.3 Price Sensitivity

The analysis explores how varying price ranges impact consumer decisions, especially for products marketed with sustainability features. Higher prices can deter purchases unless consumers perceive strong value in eco-friendly attributes, while mid-range pricing often strikes a balance between affordability and sustainability appeal.

Low-cost options generally attract more buyers but may lead to skepticism about the authenticity of sustainability claims. This insight helps businesses align pricing with consumer expectations for sustainable products.

4.3.4 Review Sentiment

Review Sentiment Analysis uses visual tools to display customer sentiment from product reviews, revealing key areas where customers are satisfied or dissatisfied. By mapping positive and negative feedback, businesses can quickly identify strengths to emphasize and weaknesses to address. This approach provides valuable insights into customer perceptions, enabling targeted improvements in product quality and service.

4.3.5 Examining Consumer Behaviour and Sustainability Trends

In addition to visualizing data, examining specific consumer behavior metrics provides a deeper understanding of what drives purchasing decisions. This analysis focuses on metrics such as product popularity, price elasticity, and customer reviews, with a particular emphasis on sustainability-related factors.

4.3.6 Sustainable Products

Eco-certified or environmentally-friendly labeled products are increasingly appealing to consumers who prioritize sustainability. For instance, organic skincare items and biodegradable packaging for supplements often receive better reviews from eco-conscious shoppers.

Additionally, the relationship between price and perceived value is crucial. High-end categories, such as luxury skincare and premium fitness gear, may attract more interest in sustainable alternatives; however, there exists a limit to how much consumers are willing to spend extra for sustainable options.

Sentiment analysis of reviews concerning sustainability can provide insights into consumer opinions regarding features like eco-friendly packaging, cruelty-free testing, and biodegradable ingredients. Positive feedback typically emphasizes these qualities, whereas negative reviews may point out issues like greenwashing or insufficient transparency. By analyzing these elements, businesses can more effectively tailor their product lines to meet consumer demands and expectations regarding sustainability.

4.3.7 Review Sentiment on Sustainability

Customer reviews provide invaluable feedback on how well companies meet consumer expectations regarding sustainability. Products with positive reviews often mention attributes such as eco-friendly packaging, cruelty-free testing, and biodegradable ingredients, while negative reviews may focus on greenwashing or lack of transparency in sourcing.

By examining these product offerings and maintaining the consumer choice of interest for sustainability with different flows of graphs.

4.4 Sharing Insights and Making Informed Decisions

After analyzing the data and deriving insights, the next step is sharing these findings with key stakeholders. Effective dissemination of insights is essential for translating data into action, guiding decision-making, and aligning business strategies with consumer demands and sustainability trends. Visualization tools such as dashboards and reports play a crucial role in this process, allowing decision-makers to understand and interpret the insights in a structured and meaningful way.

Fig 3.3 states that the image emphasizes the importance of disseminating insights through dashboards and reports to decision-makers. For the phase of health industry, insights derived from customer needs and sustainability trends can guide the following:

4.4.1 Product Development

Insights into consumer preferences can inform the development of new products that align with sustainability values. For example, a health e-commerce platform may identify a growing demand for packaging-free supplements or fitness gear powered by renewable energy sources. By understanding what consumers value, businesses can design products that meet these needs, potentially enhancing customer satisfaction and loyalty. Insights from data analysis enable companies to make informed decisions on product features, packaging materials, and sourcing practices, ultimately creating offerings that resonate with eco-conscious consumers.

4.4.2 Pricing Strategies

Consumer willingness to pay for sustainable products is a critical factor in pricing decisions. Data on consumer behavior can help businesses determine whether premium pricing is justified for eco-friendly products in specific categories, such as organic skincare or biodegradable supplements.

By analyzing the price elasticity of demand for sustainable products, businesses can develop pricing strategies that balance profitability with consumer affordability. This approach ensures that eco-friendly products are accessible to a broader audience, while still allowing companies to capitalize on the added value that sustainability offers.

4.4.3 Marketing Campaigns

Consumer sentiment data can shape marketing strategies by highlighting key themes that resonate with eco-conscious shoppers. For instance, if data reveals that consumers value product transparency, a marketing campaign might focus on showcasing the brand's commitment to sustainable sourcing and environmentally friendly practices. By aligning marketing messages with consumer values, businesses can create more effective campaigns that build brand loyalty and attract new customers who prioritize sustainability.

4.5 Quick Insights for Better Decision-Making

The culmination of the data analysis process is the generation of "Quick Insights," which provides timely, actionable information for decision-makers. These insights enable businesses to respond rapidly to changing consumer preferences and market trends, keeping them ahead of the competition in a dynamic e-commerce landscape.

Quick insights can include identifying top-selling eco-friendly products, understanding the optimal price range for maximizing sales in specific categories or detecting emerging trends in sustainability preferences. Quick insights are particularly valuable in e-commerce, where consumer preferences can shift rapidly based on new product offerings or societal trends.

By monitoring consumer behavior and sustainability trends through real-time dashboards and data analysis tools, businesses can make informed decisions that support growth and customer satisfaction.

Fig 4.5.1 displays the total number of reviews per product category, and provides a snapshot of consumer engagement levels across different segments, allowing companies to prioritize product improvements or marketing efforts where they are most needed.

Fig 4.5.1 displays the total number of reviews for each product category.

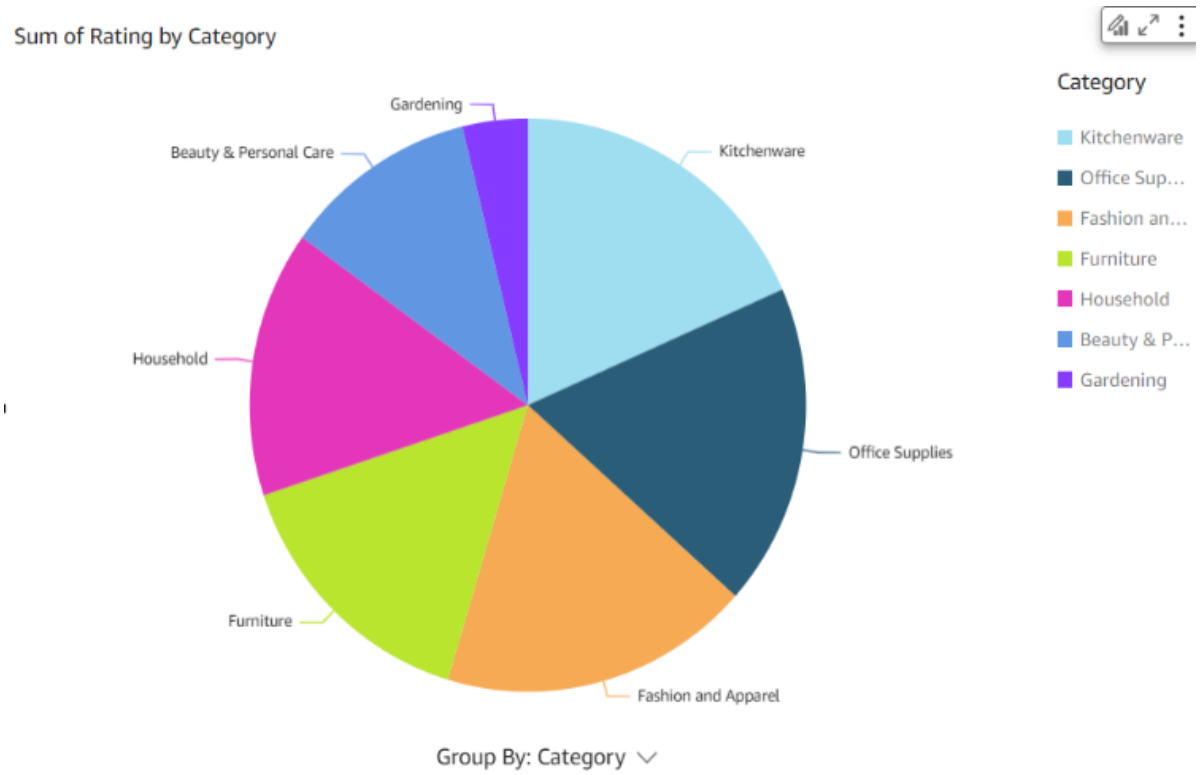

Fig 4.5.1 Category vs Rating

The pie chart illustrates the "Sum of Rating by Category," showing how customer ratings are distributed across product categories. Kitchenware, in light blue, leads with the highest cumulative ratings, suggesting strong popularity among consumers. Office Supplies follows closely in dark blue, reflecting significant customer interest. Fashion and Apparel, in orange, ranks third, indicating notable engagement in this area.

Furniture (light green) and Household items (pink) hold moderate portions, showing steady customer interaction. Beauty & Personal Care (purple) and Gardening (light purple) have smaller shares but still contribute meaningfully to the overall ratings, highlighting a diverse range of customer interests across categories.

CHAPTER 5
RESULT AND DISCUSSIONS

The results show that trust plays a key role in influencing consumer behavior, encouraging purchases even for higher-priced health products. Perceived risk related to product authenticity and security affects repeat buying. Additionally, there's growing interest in eco-friendly products, though a gap exists between consumer intentions and actual purchases, highlighting the need for clearer communication on their benefits.

5.1 Trust and Its Impact on Consumer Behaviour

The survey results reveal that trust plays a pivotal role in influencing consumer behavior when purchasing health products online. Consumers demonstrate a higher likelihood of completing their transactions, even for premium-priced items, if they perceive the platform as trustworthy. This insight aligns with the foundational research conducted by Gefen, Karahanna, and Straub (2003), who emphasize that trust is a core element of successful online transactions. Trust in e-commerce is built through factors such as transparent business practices, reliable product descriptions, prompt customer service, and positive feedback from previous customers.

In the health and wellness sector, where product authenticity and quality directly impact consumer health, trust becomes even more critical. For instance, consumers may be hesitant to purchase high-cost health supplements or skincare products without assurances of quality and safety. A high level of trust can lead to greater brand loyalty and repeat purchases, as customers are more likely to continue purchasing from brands they perceive as reliable.

Additionally, platforms that build trust with consumers can often command higher prices for their products, as buyers are willing to invest in the perceived quality and safety provided by a reputable seller. This tendency supports the concept that trust not only drives initial sales but also strengthens long-term consumer relationships, encouraging brand loyalty and repeat purchases in a competitive market.

5.2 The Role of Perceived Risk

Perceived risk, particularly in terms of concerns over product authenticity and online payment security, also plays a significant role in shaping consumer purchasing behavior. According to the survey data, respondents who experienced heightened perceived risks were less inclined to make repeat purchases on the same platform.

This finding aligns with the research by Belanger, Hiller, and Smith (2002), who suggest that strong privacy and security measures are essential to alleviate consumer concerns and minimize perceived risks. In the health e-commerce context, perceived risk often arises from concerns about counterfeit products, incorrect ingredient labeling, and the potential misuse of personal and payment information. The nature of health products, especially those intended for consumption, makes authenticity a non-negotiable factor for many consumers, further emphasizing the need for robust trust mechanisms.

Perceived risk can significantly impact the likelihood of a consumer completing a transaction. Platforms that lack adequate security features or transparency around product sourcing and quality control may struggle to build consumer confidence, leading to lower conversion rates. Conversely, platforms that prioritize customer security, provide detailed product descriptions, and offer secure payment gateways tend to foster greater consumer trust.

For example, some platforms implement third-party verification for product authenticity, allowing consumers to trust that the items they are purchasing are genuine. This assurance reduces perceived risk, helping to establish a more stable and loyal customer base that is comfortable engaging in repeat purchases.

Fig 5.2.1 provides a comparative analysis of different product categories, contrasting eco-friendly, sustainable, and non-sustainable products, to better understand purchase trends across various segments. The visualization demonstrates the prevalence of eco-friendly options within specific categories, highlighting the growing consumer preference for sustainable products. This analysis is crucial for identifying areas where sustainable products are most popular and where there may be expansion opportunities.

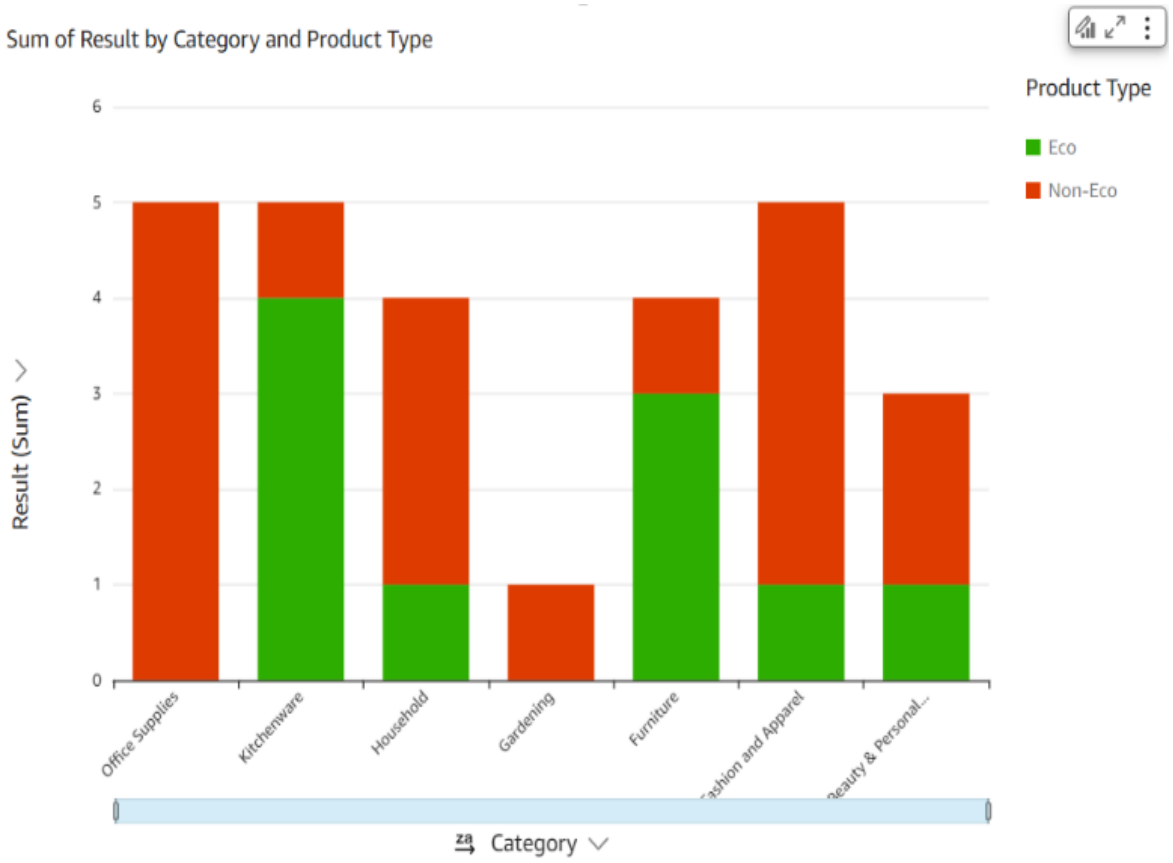

Fig. 5.2.1 Category vs Product Type

For instance, categories with high demand for eco-friendly options could signal consumer willingness to prioritize environmental considerations, even in health-related purchases. By leveraging this data, businesses can optimize their product selection to align with the growing demand for sustainable options, enhancing their market positioning within the e-commerce platform.

5.3 Consumer Purchase on basis of product type and ratings

Consumer purchases are influenced by product type and ratings, with eco-friendly products generally receiving higher ratings, reflecting greater satisfaction. This trend suggests consumers value sustainability, quality, and ethical production practices. Platforms offering highly-rated eco-friendly products can foster customer loyalty and drive repeat purchases.

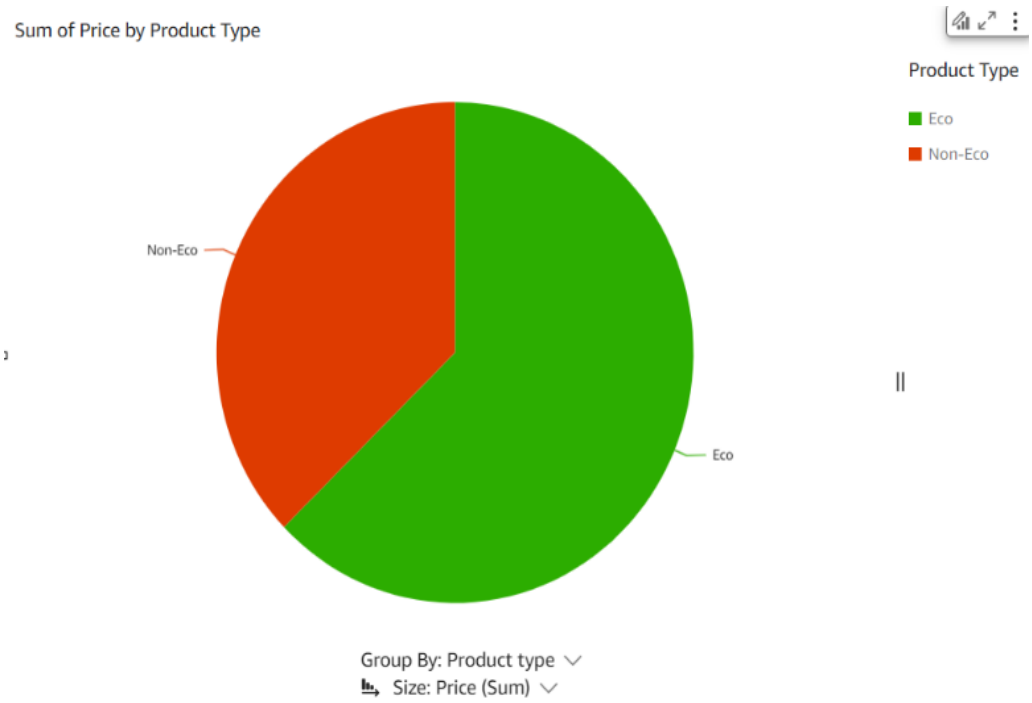

Fig . 5.3.1 Product type vs Ratings

Fig 5.3 illustrates a comparative analysis of product ratings between eco-friendly and non-eco-friendly products, offering insight into consumer satisfaction across different product types. The data reveals that eco-friendly products tend to accumulate higher ratings, suggesting that consumers are generally more satisfied with sustainable options. This trend may be due to the perceived quality, ethical production practices, and health benefits associated with eco-friendly products, which can lead to a more positive user experience.

Higher ratings for eco-friendly products also reflect the alignment of these products with consumer expectations, particularly among eco-conscious buyers. By analyzing ratings and consumer feedback, e-commerce platforms can better understand the factors that contribute to higher satisfaction with sustainable products, informing product development and marketing strategies.

5.4 Influence of Eco-Friendly Products

The survey results indicate a growing consumer interest in eco-friendly products, particularly within the health and wellness sector. Respondents who were made aware of a product's eco-friendliness displayed a higher propensity to purchase, especially when eco-labels were present.

This behavior underscores the idea that consumers view sustainable products as an extension of their personal values and social responsibility, and they may be willing to pay a premium for items that reflect their environmental concerns.

Eco-labels serve as quick indicators of a product's environmental impact, providing reassurance to eco-conscious consumers about their purchase decisions. This trend aligns with existing research, which shows that consumers are more inclined to buy eco-friendly products when they perceive them as consistent with their social and ethical values.

The presence of eco-friendly products on e-commerce platforms not only meets current consumer demands but also helps shape the brand image as environmentally responsible, which can attract a loyal customer base.

By showcasing products with recyclable packaging

g, natural ingredients, or reduced carbon footprints, businesses can capture the attention of a segment of consumers who prioritize sustainability in their purchasing decisions. This shift in consumer behavior signals a move toward more mindful shopping, as consumers are actively seeking products that contribute positively to their health and to the environment.

5.4.1 Gap Between Intention and Behaviour

Despite the clear consumer interest in sustainable health products, a noticeable gap exists between expressed intentions to purchase and actual buying behavior. Although many consumers state a preference for eco-friendly products, the conversion rate remains lower than anticipated. This discrepancy may be due to the premium pricing associated with eco-friendly options or the lack of accessible information regarding their benefits. For instance, some consumers may find it challenging to justify the additional cost if they do not perceive a tangible benefit. This gap aligns with the findings of Vermeir and Verbeke (2006), who highlight that there is often a divide between consumer attitudes and actual purchasing behavior in the context of sustainability.

The gap between intention and behavior also underscores the need for more effective communication strategies. Companies can bridge this gap by clearly explaining the advantages of sustainable products, such as reduced environmental impact or the use of safer, non-toxic ingredients, which contribute to consumer well-being. By providing transparent and easy-to-understand information about the benefits of eco-friendly products, businesses can help consumers make more informed decisions, potentially increasing conversion rates for sustainable product lines.

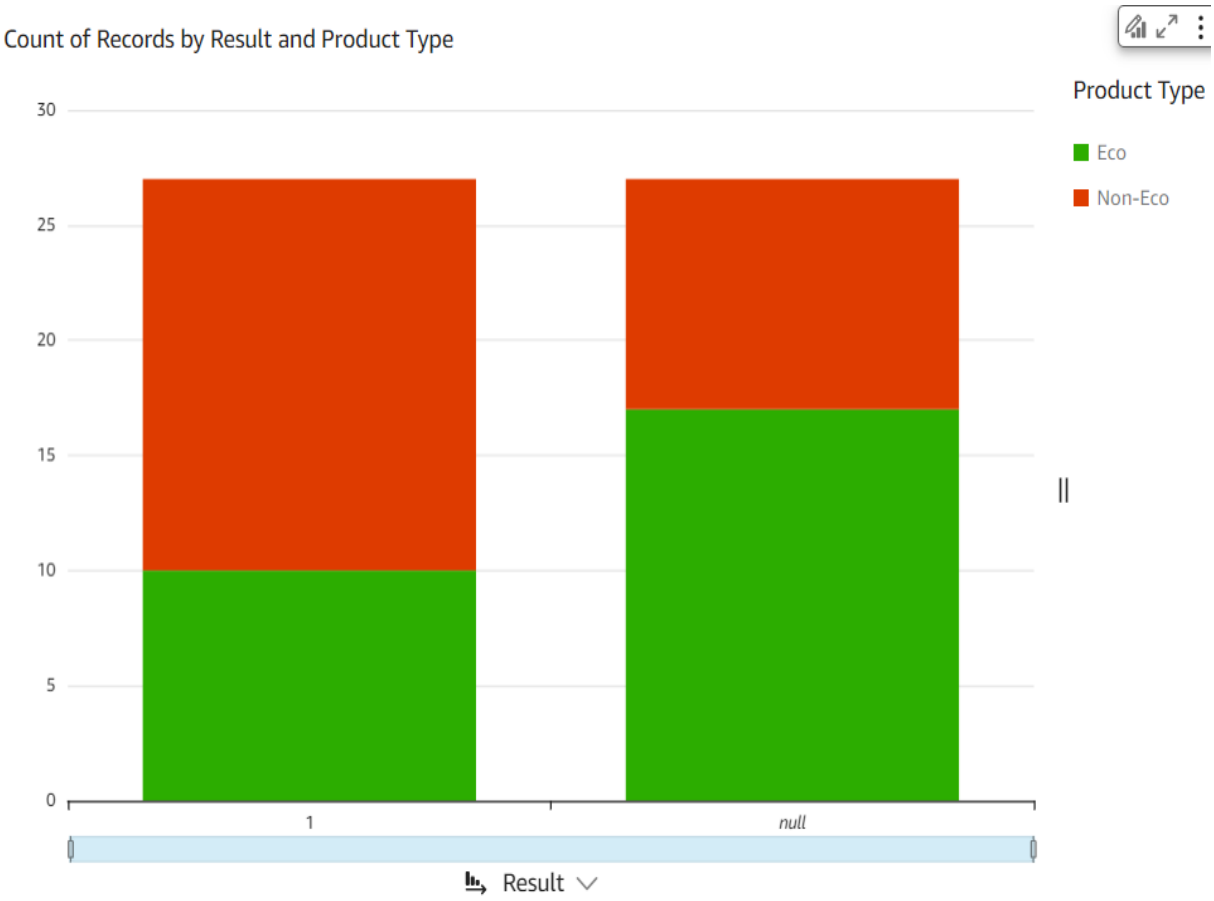

Fig. 5.4.1 Product category vs Purchase

Fig 5.4.1 presents a visual comparison of purchase patterns between eco-friendly and non-eco-friendly products across different product categories. The graph highlights the relative popularity of sustainable options within the e-commerce platform, offering insights into consumer preferences and demand within each category. For example, categories such as skincare, supplements, or household products may show higher purchase volumes for eco-friendly options, reflecting consumer interest in sustainable choices within these areas. This information is valuable for understanding consumer behavior, as it enables businesses to identify trends and prioritize categories with higher demand for sustainable options.

The visual representation allows for a clear understanding of consumer preference and product demand within each category. This information is valuable for understanding consumer behavior, optimizing product selection, and informing sustainability-related strategies.

CHAPTER 6
CONCLUSION AND FUTURE ENHANCEMENT

This chapter summarizes the key findings of the project, emphasizing the importance of trust, perceived risk, and sustainability in influencing consumer behavior within the health e-commerce sector. The research demonstrates how trust in online platforms, concerns over product authenticity, and preferences for eco-friendly products shape purchasing decisions. The findings highlight the potential for e-commerce businesses to build consumer loyalty by promoting transparency, secure transactions, and sustainable product offerings. Future enhancements include strategies for bridging the gap between consumers' eco-conscious intentions and actual purchases through improved product labeling, comprehensive sustainability information, and competitive pricing. These advancements would enhance the platform's ability to meet growing consumer demands for trustworthy and sustainable health products.

Conclusion

This research highlights the critical influence of trust, perceived risk, and sustainability on consumer behavior in the health e-commerce sector. Trust is identified as a key driver of purchasing decisions, while perceived risks related to product authenticity and payment security often deter consumers. As sustainability becomes increasingly important, consumers show a growing preference for eco-friendly products, emphasizing the need for e-commerce platforms to clearly communicate the benefits of sustainable offerings.

Future Enhancement

To bridge the gap between consumers' intentions and actual purchases of sustainable products, e-commerce platforms should enhance transparency by offering clear labeling, detailed product descriptions, and competitive pricing strategies. Future research could explore innovative technologies such as blockchain for product authentication and secure transactions, as well as the impact of personalized marketing on consumer perceptions of sustainability. Additionally, assessing the effectiveness of various eco-labels in influencing purchasing behavior and conducting longitudinal studies on evolving consumer attitudes toward sustainability would offer valuable insights for businesses aiming to engage eco-conscious consumers and build a more trustworthy and sustainable e-commerce landscape.

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APPENDIX A
CONFERENCE PRESENTATION

APPENDIX B
JOURNAL PUBLICATION

APPENDIX C
PLAGIARISM REPORT

PLAGIARISM REPORT

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY (Deemed to be University u/ s 3 of UGC Act, 1956)		
Office of Controller of Examinations		
REPORT FOR PLAGIARISM CHECK ON THE DISSERTATION/PROJECT REPORTS FOR UG/PG PROGRAMMES **(To be attached in the dissertation/ project report)**		
1	Name of the Candidate **(IN BLOCK LETTERS)**	**Koraboina Sumith Sai**
2	Address of the Candidate	
3	Registration Number	RA2111028010164
4	Date of Birth	10/05/2004
5	Department	Networking and Communications (NWC)
6	Faculty	Engineering and Technology, School of Computing
7	Title of the Dissertation/Project	Eco-Connect: Examining Consumer Behavior and Sustainability in E-Commerce
8	Whether the above project /dissertation is done by	Individual or group : Group (Strike whichever is not applicable) **a)** If the project/ dissertation is done in group, then how many students together completed the project : 3 **b)** Mention the Name & Register number of other candidates : Simran Pradhan & RA2111028010190 Manjunatha Reddy & RA2111028010140
9	Name and address of the Supervisor / Guide	**Mail ID:** **Mobile Number:**
10	Name and address of Co-Supervisor / Co- Guide (if any)	**Mail ID:** **Mobile Number:**

11	Software Used			
12	Date of Verification			
13	**Plagiarism Details: (to attach the final report from the software)**			
Chapter	**Title of the Chapter**	**Percentage of similarity index (including self-citation)**	**Percentage of similarity index (Excluding self-citation)**	**% of plagiarism after excluding Quotes, Bibliography, etc.,**
1	Introduction			
2	Literature Survey			
3	System Architecture and Design			
4	Methodology			
5	Results and discussion			
6	Conclusion and Future Enhancement			
7				
8				
9				
10				
Appendices				

I / We declare that the above information has been verified and found true to the best of my / our knowledge.

Signature of the Candidate	**Name & Signature of the Staff (Who uses the plagiarism check software)**
Name & Signature of the Supervisor/ Guide	**Name & Signature of the Co-Supervisor/Co- Guide**
Name & Signature of the HOD	