In a traditional marketplace a buyer can inspect products before buying as well as a seller reputation is built over the years due to its physical facility which provides a useful signal about the seller’s popularity, trustworthiness and honesty. Sales over the internet lack these attributes of reputation. Due, to this, the temptation to sellers to misrepresent products, e.g., exaggerate their quality or misrepresent their provenance increases.

To look at the factors that determine the popularity of a vintage musical instrument seller in an e-commerce website, I would like to perform a study on the market for vintage musical instruments on Etsy as a data set. Total number of favorites earned by the seller since its joining in can be an easy way for prospective buyers to capture the popularity of a seller, as judged by consumers who have bought from the seller before. It also will reveal whether or not the seller has “established” his or herself as an experienced Etsy user. As popularity of a selle

Therefore, popularity of a seller selling vintage musical instruments can be written as a function of how many sales done by the seller so far, number of total reviews, shop rating, how many years a seller is in Etsy, how many sales done by the seller so far, shop policy, shipping time, seller responsiveness. There are altogether 4775 items listed on Etsy website that sells vintage musical instruments.

Based on this I can make following hypothesis that whether a vintage musical instrument seller is popular as against my alternate hypothesis that a vintage musical instrument seller is not popular. A successful model would help Etsy buyer to consider relevant factors to identify the popularity of a seller while making their decision. Unlike marketing plans which serve only to increase viewership of the shop page, this model could potentially highlight those sellers who are popular in Etsy so that consumers can locate them easily while surfing Etsy website for vintage musical instruments. This will benefit the potential customers to locate popular seller as well as owners of Etsy to generate more revenue if they can highlight the popular seller in their website.