

A Study on the Influence of Sustainability Related Factors on the Online Purchase Decisions of Customers

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Abstract

The e-commerce business is growing at a tremendous rate in India. More and more customers prefer to buy for the online website due to the discounts, ease of purchase and the larger variety of products available. The e-retail companies majorly use discounts as major attraction to gain more customers. In this process of trying to increase the market share the sustainability factors are not given importance in various ways. This research paper tries to find if customers give importance to sustainability related factors and if these factors can be advertised by the e-retailers. The paper tries to find if this will have an impact on the customer purchase decisions from the e retailers. Then the e-retailers will have to have a different business strategy with sustainability factors included to attract more customers.

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1. Introduction

The e commerce sector has been expanding at a very rate in India. The growth of the internet usage by the smartphone has contributed to this increase in e commerce sales. Along with this the changing lifestyles and job has also been important factor in increasing the online prepared food business. This article tries to understand what sustainability factors affect the customers when they decide to purchase online.

This is important because the current e retailer practices are not giving importance to the sustainability factors. In the process of trying to get more, market share they end up using more

energy and resources in transportation, warehousing, packaging, last mile delivery etc.

This article will help the e-retail companies understand what are the main areas the customers give importance to when they think about sustainability.

This is challenging as this is a disruptive concept. Why will e-retailers want to advertise their sustainability initiatives when all of them are trying to win customers with discount and speed of delivery. But the question is whether this business model is sustainable in the long run.

2. Literature Review

The main e commerce companies in India include Amazon, flipkart, Myntra, snapdeal, shopclues, eBay etc. There has also been a number of merges and acquisitions in this sector in India. The main factors that are related to the e commerce companies include the warehousing, the logistics and the products. The supply chain management is one of the most important factors in the e commerce business. The smoother the supply chain the more success the e commerce company gets. The logistics which is a main area in the ecommerce is often done by the third party logistic companies. The main logistics companies in India include India Post, FedEx, DTDC, Blue Dart, Aramex, e-com express etc. (Unika, 2017).

The logistics is important for another reason also as they have to manage the return of goods in the e commerce supply chain. The rate of return in India in the e commerce sector has been very high. This is even more during the big sales. There are different reasons for the returns happening in the business. During the festive season the returns were as high as 40% in Bengaluru. (Giriprakash, 2016).The companies are more interested in increasing the lase as this increase their valuation but the returns have to be reduced.

The e commerce companies are ready to take up the loss with the expectation that they can make more profit in the long run. The e commerce companies also get the funding which is the main source of money. This funding will not happen if the sales decrease. The sign that the e commerce prospects in India are good can be understood from Walmart's recent decision to acquire Flipkart. The US based company is planning to buy a majority stake in the India e retailer. (Sharma, 2018).Walmart had a tough time in trying to expand in India but by this purchase it will make sure that they are able to expand and do business in India. This will also be a competition for Amazon in the Indian e commerce business.

The companies are more and more interested in India for e commerce as the e commerce market in India is only a very small fraction of the retail market. This is one of the main reason for Walmart to acquire Flipkart. (Pressman & Lashinsky, 2018)

The e-commerce companies are trying to increase their market share as fast as possible. They are not trying to make profits at the moment. The companies are trying to attract the customers by using the discounts and other marketing strategies. There are several methods to attract the customers. The company y can make more personalized sales by understanding the purchasing pattern of the customers. There are different discounting methods like using discount codes, discounts as rewards, incentive discounts. The companies offer the discounts and then absorbs the costs. (Dhillon, 2018).The ecommerce companies also have to provided discounts by understanding the discounts provided by the competitors. This is because the customers can easily search the different discount offers through the internet. (Dahiya, 2017).

The ecommerce companies also increase their discounts during the festival seasons. The discounts are available on all type of products and it is also more than what is normally offered. The customers also wait for such festival so that they can purchase at very low prices. (Mukul, 2017).The non-branded sellers are forced to provide more discounts than the branded labels. We can say that there is a discount war between the e commerce companies. In Flipkart's big billion-day sale we see the impact of discounts on the customers. The deep discounts and other exclusive offers attract a large number of customers. The competing e commerce companies also have to come out with more aggressive discounts to attract customers to their websites. (Thomas, 2017)

The e commerce companies try to attract the customers by using the cash back offers also. This

is another marketing tactic that they use. The benefit is that the customers get cash back for each of the purchase and also they can use it to buy from the company again. Both amazon and Flipkart compete in India using the cash back techniques. (Sengupta & Variyar, 2017).the data from the customers also shows that they are very happy with the cash back they receive in their mobile wallets. The customers say that cashback is double the value when compared to discounts. Paytm is one of the e commerce companies that has used the cashback strategy very well. (Singh, 2015).The companies also say that the cashback schemes not only attract the customer to make purchases but they also ensure repeated purchased from the same customers. (Sen S. , 2015).

The e commerce companies are all busy trying to use these different strategies to capture the Indian e commerce market as soon as possible. This is because a number of companies national and international are trying to enter the huge Indian market. Every company wants to emerge as the leader in this segment. In today's business scenario we often mention the term sustainability. This is the sustainability in any business process and how the business functions. The business sustainability means the companies able to manage both the profits and their environmental impacts.in retail this means giving importance to supply chain, the reduction in packaging materials, efficient energy usage in the warehouses, and more eco-friendly transportation. (Sustainable Business, 2018). When a company decides to have sustainability or green initiatives in its business it is actually trying to balance the money and the environmental factors. Thus in talking up sustainability the return on investment time line has to be extended. These investments will lead to better brand value and increased revenue at alter period. (Business Sustainability, 2013)

The triple bottom line is one of the main concepts that companies are using for bringing in sustainability into their business. This is strategy in which the companies give equal importance to people, profit and planet. Earlier the companies were giving importance only to the profit part of business. A research by Forbes magazine also shows that 70% of the millennials are willing to spend money on brands that support a cause they care about. (Sunpower, 2017).

The concept of sustainability is gaining importance very fast in the industry. A study shows that 62% of the executives say that sustainability strategy is required for success today. This strategy is actually a very long term strategy and companies take it up thinking about the future. The study also tells that some of the companies are taking up sustainability after they had a crisis related to the environment. (Haanaes, 2016)

A study my McKinsey shows that even though many know about the importance of sustainably in business only few are adopting the practices. One of the reason for this is that there is no particular definition of sustainability and it cannot be measured easily. The major reason for the companies to accept sustainability practices is to improve the company reputation. (McKinsey, 2010).

The sustainability concepts can be applied in all aspects of the business process. This also depends on the type of business the company is engaged in and also in which areas it has more impact on the environment. The company needs to work on the areas where it has maximum negative impact on the environment. Some of the areas in business where the sustainability can be achieved include optimizing the operations, reducing use of resources in operations, managing the impact of the supply chain, improving the values chain, reducing the impact on the climate change etc. (McKinsey, 2011)

The main aim of this article is to try and find out what are the main sustainability related factors that are most important from a customer point of view. This can be related to a term Green corporate image. The sustainability is also related to the green business concepts. The companies have to invest in the sustainable practices which will provide a green image to it and later it will also enhance the green image of the company. In the long run they will have loyal customers due to the importance they give to sustainability. (Bathmanathan & Hironaka, 2016). This also leads to Green branding where the company can inform the customers about what it has done to improve the sustainability in its business process.

According to Namkung and Jang, 2013 these will be used by the customers to compare with other business in the same sector. Then all the companies have to start adopting these green practices to win the customers and increase their sales. This was supported by the research done by Namkung and Jang where they said that the customers are more likely to select green restaurant over the normal ones. The green restaurant has used a number of sustainable processes in its business. (Namkung & Jang, 2013). This article mentions about the significance of green business practices.

In the future to attract the customers and also to increase the stakeholder value more and more companies would prefer to establish themselves as a sustainable brand. The term corporate image will be redefined as Green corporate image. To achieve this the companies need to know in which areas the sustainability has to be practiced in its business. (Bathmanathan & Hironaka, 2016)

The e-commerce companies have marketed themselves as the quickest to deliver to the customer at the lowest possible price. This will cause inefficiency in the logistics process. The packaging is one of the main areas of concern. The companies have to try to use any package

available and it may not be matching the size of the product. They use the larger packages to send small products. This leads to unwanted energy use along the supply chain and all ends up as waste in the process. The e-commerce company tries to keep the customer happy at the expense of efficiency. (Miller, 2017) This is a confusing situation. The issue is can the sustainability and market share increasing strategy of the e-commerce companies occur together. The customers want very fast delivery of products and at the same time they want the discounts on the products also. The main issue here is how are the e-commerce companies going to manage these issues. (CSA, 2017)

The inefficiencies in the e-commerce supply chain can be found in a number of areas. The transportation, the warehousing, the packaging, the returns etc. are some of the main concern areas. There are research data showing that the customers are also not very happy with the excess packaging in the products they buy through online companies. (D.S. Smith, 2017). In India the system of cash on delivery also brings in a number of issues to the e-commerce supply chain. The COD system is causing more returns to happen. This causes issues in the reverse supply chain. The e-commerce industry also requires a lot of packaging. This is more than the traditional system as the external transportation package is required in e-commerce. Along with this there is requirement of plastic filling material. This is causing more pressure on the environment. The requirement of wood increases causing environmental issues. Also the burning of the plastic caused air pollution. This affects the humans also. (Zhang, Chen, & Shen, 2016)

The increased speed in the e-commerce business process is also adding excess pressure on the transportation systems. This is because more and more packages have to be sent faster to the customers. Most of the transportation is done by

diesel trucks. This is because the e commerce companies try to keep the logistics cost to minimum. They are already in loss trying to attract more customers. These trucks then get slowed due to the heavy traffic. This cause increase in environmental pollution. (Poort, 2017)

The issue of high product return also affects the smooth supply chain. The product returns are part of the reverse supply chain. The companies try to market themselves in a way that product returns are very easy and the customers also like this. But this puts more pressure on the supply chain. This causes more pollution and affects the environment. The customers are not aware of these issues if they return the products. Research shows that sometimes the return rate is almost as high as 30%. Many of the e commerce companies also don't make any extra charges on product returns.

The companies tried to bring in restrictions in the return policy but they have been forced to revoke the policy in the customers favour. Flipkart had to go on with providing refunds to customers on number of products which they returned for any reason. This is a reason for the inefficiency in the supply process. (Anand, 2017)

The research article tries to find to what extent the customers are interested in the sustainability aspects of a business. Research tells that the customers today are becoming more and more aware of the importance of sustainability in business. They also like companies with Green initiatives. So the companies have to take the initiative to inform the customer their sustainable initiatives and also engage the customer in this process. (James, 2014).The customers also think emotionally in the purchases made. These sustainable activities connect with customers on an emotional level. This will help the company improve its value among the customers. Today the customer is more informed about the social issues

and is more interested in activities that help the environment. (Hughes, 2017).

When the customers become environmentally aware they are sure to demand the companies to be more environmentally responsible and will give more importance to the companies that take up sustainability into its core business process. Initially the cost of the sustainable initiatives will be high but in the long period it will lead to more operational efficiency and more brand value. (Dhar, Comstock, & Chouinard, 2010).There is no point in waiting for the customer to make him tell , it is the company that has to go ahead with the sustainable and green initiatives In the market.

The sustainable business has a number of advantages. It will bring in more efficiency in the operations leading to a reduction in costs. The sustainable practices also lead to more employee satisfaction. The most important impact is on the customer. The customer is becoming more environmentally conscious. The data of pollution and the Climate change is with the customers. This increased level of awareness will make the customers demand the companies to be more environmentally conscious in their business process. (Raderbauer, 2011).The major companies like Walmart, Unilever ,Tesco have taken a number of decision to become more sustainable. Tesco has announced that it will reduce the carbon emissions from stores and distribution centres by half in 2020. (Zokaei, 2013)

The research explains the importance on Green marketing and Green products. This is required due to issues like environmental problems and Climate change. In India these practices have to be adopted in all type of business to make our environment more sustainable. The business organizations have to change strategies to adopt the Green marketing process. The environmental costs have to be considered and included in the

business cost. The companies will have to inform the customers about their eco-friendly schemes. (Bhatti, 2016). A research had found that environmental concern, product attribute and environmental knowledge are the main factors leading to green purchase behaviour. (Joshi & Rahman, 2015).

2.1. Research Gaps

The literature review brings out the information about the growing significance of the e retail business. It also mentions about their business strategies, importance of advertisements and discounts. Then it mentions about the importance of sustainable and eco-friendly business practices in traditional retail. The gaps identified area:

3. The data on importance of sustainable and eco-friendly business practices in e-retailers in India.
4. Is there an impact of sustainability related factors on the customers purchase decisions from e-retailers?
5. Are the customers expecting these kind of changes in the e retailer business model that currently concentrates only on expanding the market share. Should the e-retailers exhibit and advertise their eco friend initiative to the customers.
6. How the e-retailers will have to re-design their logistics, packaging, storage, last mile delivers, competitive decisions etc. to be more sustainable.
7. Will the sustainable and eco-friendly initiatives bring them more business in the future for the e-retailers.

3. Theoretical and Conceptual arguments

There are a number of models that have been developed for business sustainability.

Triple Bottom Line: The triple bottom line concept which gives equal importance to Social, Economic and environment factors is gaining a lot of importance in Business. This model takes into account the People, planet and profit. It makes sure that the business model of a company gives equal importance to these factors equally. The flexibility in the concept help the different companies to use it in their business. (Slaper, 2011). The triple bottom line mentions that the investments have to be done considering all aspects of the economy, environment and society. This gives the right direction and helps the company decide how the investments should be aptly done. (Hammer & Pivo, 2016)

The literature review done also strongly supports the fact that the customers are more aware about the environmental and its issues. They know that any issues to the environment will affect their health. The effects of the environmental pollution have caused climate change and the customer are also aware of this. The climate change is negatively affecting the entire world. Thus in future the customers will demand more sustainability initiatives from the companies. The companies will have to use the modern technology to help them become more sustainable. (BSR, 2017)

The research also shows that many of the traditional companies that use to mention about the importance of sustainability have integrated these concepts into the primary business process. This shows that the new business models like e commerce will also have to embrace all sustainable ideas into their business. (Ihlen & Roper, 2014)

4. Methodology

The study takes into consideration various factors in the e-commerce business. The questionnaire has been prepared to collect data pertaining to these factors that are related to sustainability in the

e-retailer's business process. The questionnaire was prepared with questions related to demography and 20 questions on the variables. The total number of respondents was 100. These respondents are residents of Bangalore who buy from online retailers. The data collected using the questionnaire was analysed using spss. A factor analysis was done to find the main factors. This was then used to formulate a model that can be used by e-retailers to improve the sustainability and attract customers.

5. Data Analysis:

The reliability test was done on all the twenty variables considered in the study. The Cronbach's alpha was found to be 0.845 indicating that the variables taken for the study are reliable.

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.845	20

Factor Analysis:

The exploratory factor analysis is used to find the major factors that attract the customers when it comes to cashback deals of online companies. The factor analysis will help understand which are the actual significant factors that the online retailers have to consider. Orthogonal rotation with varimax is applied in the test. The latent root criterion is used for the extraction of factors.

The table 2 shows the KMO Bartlett's test. The Kaiser –Meyer –Olkin measure of sampling adequacy is above .500 indicating that a factor analysis can be done with this data.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.746
Bartlett's Test of Sphericity	df
	271
	Sig.
	.000

The following table shows the rotated component factor analysis:

Rotated Component Matrix

	Component				
	1	2	3	4	5
14.I will prefer to buy from e-retailers that do not sell products that harm the environment	.859				
18. I will prefer to buy from an e-retailer that gives importance to people, planet and profit equally	.792				
9.I will prefer to buy form an e-retailer that uses renewable energy in its distribution centres	.757				
17. The e-retailer should buy from suppliers who are also having environment sustainability initiatives in their business	.731				

15.The e-retailers should train its employees to be more environmental friendly					
19. I will refer an e-retailer that initiates environmental sustainability in its business process					
20. In future the customers will buy only form those e-retailers that are environmentally conscious in their business.	.725				
	.718				
	.710				
1.I will buy from an e-retailer that sends the products in right sized packages		.861			
6.I prefer to buy from an e-retailer that has minimum product returns					
		.850			
7.The e-retailer has to advertise about how it reduced product returns		.846			
2.I will buy from the e -retailer that uses recycled packages for product delivery					
			.638		
3.I will buy from an e-retailer that uses non plastic materials as fillers in packaging			.622		
8.I will prefer an e-retailer that uses electric vehicles for product delivery					
10.The e-retailer should advertise about its usage of electric vehicles and renewable energy usage			.608		
4.I will prefer an e-retailer that takes back all the packages and filling material					
			.510		
5.I will prefer to buy from an e-retailer that helps in proper disposal of the packages					
16. I would like to know how much fuel is saved when I make a purchase online than going to the retail store					
11.I will prefer to buy from an e-retailer that does				.750	

environment related CSR activities.					
12.I think that the e-retailers can attract more customers by advertising about its CSR activities.				.615	
13.I think that the e-retailers can attract more customers by advertising about its CSR activities.				.600	
					.615
					.602
					.590
Total	4.365	2.556	2.378	1.965	1.807
%of Variance	24.321	16.245	13.324	11.245	8.342
Cumulative%	24.321	40.566	53.890	65.135	73.477

There are 5 factors extracted from the factor analysis each having Eigen values more than 1. The index for the present solution accounts for 73.477 percent of the total variations for customers.

Table 2: Factors related to cashback offers that are Influencing Customer preference for online purchase:

No:	Name of the Factors	Statements	Loadings
Factor 1	Environmentally conscious e-commerce	<ul style="list-style-type: none"> I will prefer to buy from e-retailers that do not sell products that harm the environment I will prefer to buy from an e-retailer that gives importance to people, planet and profit equally I will prefer to buy form an e-retailer that uses renewable energy in its distribution centres The e-retailer should buy from suppliers who are also having environment sustainability initiatives in their business The e-retailers should train its employees to be more environmental friendly I will refer an e-retailer that initiates environmental sustainability in its business process In future the customers will buy only form those e-retailers that are environmentally conscious in their business. 	.859 .792 .757 .731 .725 .718 .710
Factor 2	Package size and Product returns	<ul style="list-style-type: none"> I will buy from an e-retailer that sends the products in right sized packages I prefer to buy from an e-retailer that has minimum product returns The e-retailer has to advertise about how it reduced product returns 	.861 .850

			.846
Factor 3	Recycled package and electric vehicles	<ul style="list-style-type: none"> I will buy from the e-retailer that uses recycled packages for product delivery I will buy from an e-retailer that uses non plastic materials as fillers in packaging I will prefer an e-retailer that uses electric vehicles for product delivery The e-retailer should advertise about its usage of electric vehicles and renewable energy usage 	.638 .622 .608 .510
Factor 4	Ease in disposal	<ul style="list-style-type: none"> I will prefer an e-retailer that takes back all the packages and filling material I will prefer to buy from an e-retailer that helps in proper disposal of the packages I would like to know how much fuel is saved when I make a purchase online than going to the retail store 	.750 .615 .600
Factor 5	CSR initiatives	<ul style="list-style-type: none"> I will prefer to buy from an e-retailer that does environment related CSR activities. I think that the e-retailers can attract more customers by advertising about its CSR activities. I think that the e-retailers can attract more customers by advertising about its CSR activities. 	.615 .602 .590

1. An independent sample t test was done to find if there is any difference in perception towards the sustainability factor environmentally conscious e-business based on the difference in Gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Environmentally Conscious e-business	Male	51	4.30332132863	.554546835192	.077652088898
	Female	48	4.19387755104	.909714629154	.131305996507

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Environmentally conscious e-business	Equal variances assumed	2.88	0.093	0.728	97	0.469	0.1094	0.1504	-0.19	0.408
	Equal variances not assumed			0.717	76.794	0.475	0.1094	0.1525	-0.19	0.413

H0: There is no significant variation in the preference of customers towards Environmentally conscious e-business across Gender

H1: There is a significant variation in the preference of customers towards Environmentally conscious e-business across Gender

$P > 0.05$, H_1 is rejected, H_0 is accepted

Gender has no impact on the Variable being

considered. The preference for environmentally conscious e- business did not significantly differ between male and female respondents.

- An independent sample t test was done to find if there is any difference in perception towards the sustainability factor packaging size and product returns based on the difference in Gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Packaging size and	Male	51	3.84313725492	.697146377695	.097620018834
Product Returns	Female	48	3.80555555556	.844487991877	.121891342359

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Packaging Size and Product Returns	Equal variances assumed	.851	.358	.242	97	.809	0.038	0.155	-0.27	0.346
	Equal variances not assumed			.241	91.315	.810	0.038	0.156	-0.27	0.348

H0: There is no significant variation in the preference of customers towards Right packaging size and reduced product returns across Gender

H1: There is no significant variation in the preference of customers towards Right packaging size and reduced product returns across Gender

$P > 0.05$, H_1 is rejected, H_0 is accepted

Gender has no impact on the Variable being

considered. The preference for Right packaging size and reduced product returns did not significantly differ between male and female respondents.

- An independent sample t test was done to find if there is any difference in perception towards the sustainability factor recycling and e-vehicle usage based on the difference in Gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Recycling	Male	51	3.8382	.64192	.08989
And E vehicle use	Female	48	3.9323	.93647	.13517

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Recycling and E vehicle use	Equal variances assumed	5.680	.019	-.586	97	.559	-.09406	.16054	-.41269	.22458
	Equal variances not assumed			-.579	82.580	.564	-.09406	.16233	-.41694	.22883

H0: There is no significant variation in the preference of customers towards recycling and e-vehicle usage across Gender

H1: There is no significant variation in the preference of customers towards recycling and e-vehicle usage across Gender

$P > 0.05$, H_1 is rejected, H_0 is accepted

Gender has no impact on the Variable being considered. The preference for recycling and e-vehicle usage across did not significantly differ between male and female respondents.

- An independent sample t test was done to find if there is any difference in perception towards the sustainability factor ease of disposal based on the difference in Gender.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Ease of Disposal	Male	51	4.00	0.69	0.097
	Female	48	3.91	1.02	0.148

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper

Ease of Disposal	Equal variances assumed	8.518	.004	.512	97	.610	0.090	0.175	-0.258	0.438
	Equal variances not assumed			.507	82.189	.614	0.090	0.177	-0.263	0.443

H0: There is no significant variation in the preference of customers towards ease of disposal across Gender

considered. The preference for ease of disposal did not significantly differ between male and female respondents.

H1: There is no significant variation in the preference of customers towards ease of disposal across Gender

$P > 0.05$, H_1 is rejected, H_0 is accepted

- An independent sample t test was done to find if there is any difference in perception towards the sustainability factor CSR initiatives based on the difference in Gender.

Gender has no impact on the Variable being

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
CSR activities	Male	51	3.947	0.83	0.116
	Female	48	3.90	1.00	0.144

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CSR activities	Equal variances assumed	.012	.915	.205	97	.838	0.038	0.185	-0.329	0.405
	Equal variances not assumed			.204	91.594	.839	0.038	0.186	-0.331	0.407

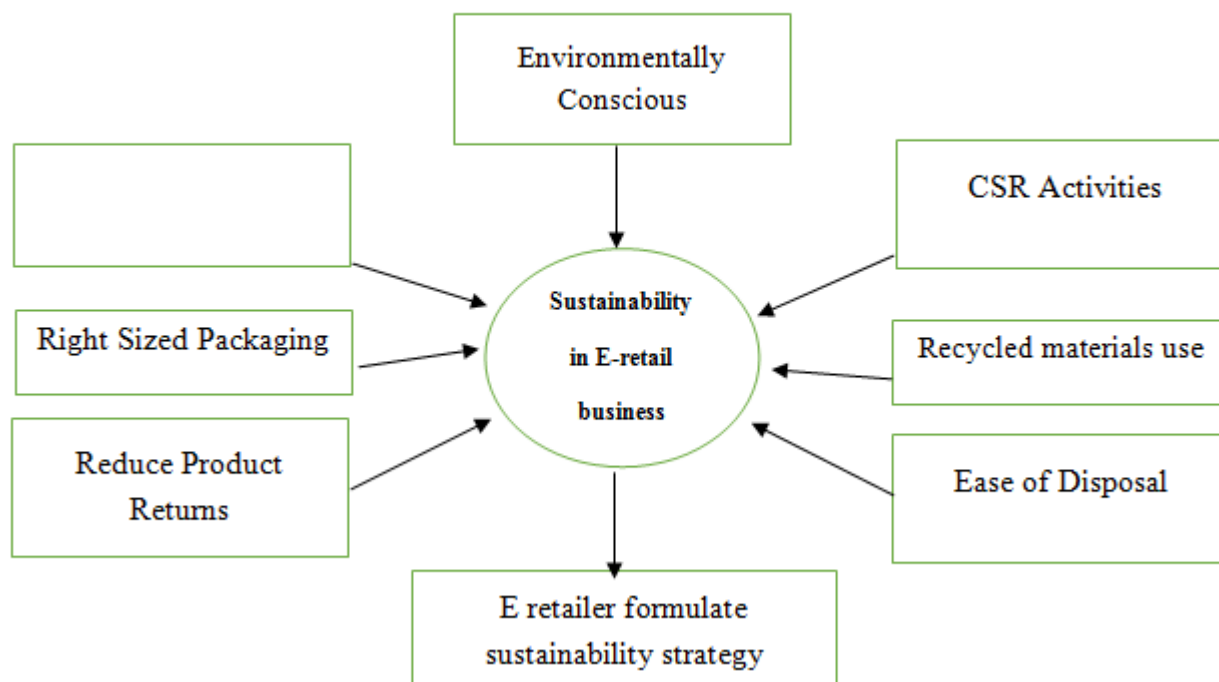
H0: There is no significant variation in the preference of customers towards CSR activities across Gender

$P > 0.05$, H_1 is rejected, H_0 is accepted

H1: There is no significant variation in the preference of customers towards CSR activities across Gender

Gender has no impact on the Variable being considered. The preference for CSR activities did not significantly differ between male and female respondents.

The Sustainability Concept Model based on the study for E-retailers:



Findings and Suggestions:

The data analysis and the tests done clearly underlines the fact that the customers are interested in the sustainability related initiatives and expect the e-retailers to be environmentally conscious. The research finds that there are 5 main factors that can be considered as the main factors the customers appreciate when it comes to sustainability.

The five factors based on which the e-retailers can make their strategy are designing an environmentally friendly business process, having electric vehicles in transportation, using right sized packages, reducing returns, using recycled materials in packaging, helping in disposal and starting CSR initiatives. The results also show that Gender has no effect on the customer preferences for these sustainability related factors.

The e-retailers can use the sustainability model developed by the research to set up the sustainability related business process in their company.

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