

Case Study Analysis

Fliprbo Internship Assignment 2- Customer Retention Project E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

Problem Statement:

- Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Solution:

- Since the dataset do not contains target/dependent variable, hence we can consider this as unsupervised learning
- Importing all th necessary libraries
- Checked the data type and shape and null values
- Checked the unique values as well
- Used plot method to see the null values heatmap
- Replaced the column names to numeric number
- Checked the Statistical method used desc method
- Checked the normal distribution and pie plot method
- Did comparison between two variable
- Applied Label Encoding method and changed text column to integers
- Created new Data frame after Encoding the data
- Again check the data info and describe or statistical method to see the null values and missing values
- Applied the quantile method to see the outliers
- Used box plot and checked skewness
- Checked correlation between one variable to another variable

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- Visualize the data and mentioned observations

• Outcomes from the data analysis:

- In this project we have investigated ecommerce quality in online businesses and develop new knowledge to understand the most 2.important dimensions of E-retail factor for customer activation and retention.
- This project aimed to enhance prior understanding of how ecommerce websites affected customer satisfaction, customer trust, and customer behaviour, i.e., repurchase intention, customer loyalty, and site revisit.
- The dimensions like information about the products, convenient payment mode, Trust, Fulfilment, website design change, security/privacy and many others had a positive impact on the ecommerce websites for customers. Also, some of the dimensions like ease of navigation, loading and speed, late delivery etc did not have impact on the ecommerce websites.
- Thus, a company needs to pay attention to these dimensions more specifically and seek breakthroughs that can improve its performance and e-service quality.
- Customer satisfaction and customer trust appeared as the outcomes of overall e-retail factor. The results of the analysis showed that e-retail factor had a positive impact on customer satisfaction. The majority of research done about e-retail factor states that customer satisfaction is the main determinant impacting on e-retail factor. It supports the idea that there is a
- .significant relationship between e-retail factor and customer satisfaction. E-retail factor also had a positive impact on
- .customer trust.
- The better the e-retail factor of a company, the higher the customer trust. Providing good service quality enhances customer satisfaction and customer trust.
- 10.From the above analysis we found that

Assumptions or recommendations to the online sellers:

- Based upon the findings and analysis, the following assumptions are presented for the online sellers to make online shopping more popular, convenient, reliable and trustworthy.

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- Transaction security and consumers data safety are principal concerns of online customers purchasing products or services online.
- Therefore online vendors can assure their consumers' by offering personal information privacy, protection policy and guarantee for transaction security by improving their technological systems.
- Retailers should be careful about the annoying factors of online shopping such as being unable to access the website, long delays in completing online orders, inconsistencies in the items available online, mistakes in filling orders, and the hassle of returning goods.
- Online sellers can be more concerned about delivery times, delivery charge and product return policies. They can make it easier, quicker and reliable, so that consumers can enjoy the online shopping experience and they like to shop in the particular websites regularly.
- The respondents thought that products' mixing up or they find different product at delivery time which is the main inhibition of online shopping, so that the sellers must be very cautious when it comes to delivery. Getting feedbacks from the customers is also one of the important things to improve the sales of the company.
- The e-tailer wants to keep the customer happy in order to build the successful business, but they easily fall into a trap of assuming that the customers will give feedback without being prompted. If the e-tailers are doing something wrong, most of the customers won't complain, they will just go elsewhere. So it is important to ask customers how they really feel about their services.

Conclusions:

- The endeavour of this study is to identify the motivating factors towards online shopping and in which e-tailer the customers likely to shop more.
- In this project, I have done some feature engineering by replacing the unwanted entries by suitable columns, found no null values, and renamed the columns by giving new names.
- Visualized the data using count plot, factor plot, pie plot and distribution plot, also encoded the object data into numerical using label encoding method. Checked the statistical summary of the dataset and checked for skewness, outliers and correlation between the features.
- From the analysis it was found that consumers purchasing decisions were dependent on various factors. All these motives motivate consumers to purchase products through online.
- According to consumers' opinions, "time saving" is the most important motivating factor for online shopping. Again "information availability", "open 24/7", "huge range of products/ brands", "reasonable prices", "various offers for online products", "easy

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ordering system", and "shopping fun" are other motivating factors for online shopping respectively.

- Also, "online payment system", "personal privacy or security issues", "delaying of delivery" and "lacks of personal customer service" are the main inhibitions of online shopping to the respondents.
- After visualizing the data, I found Amazon is the best online store where the customers trust on buying products and it has positive impact on the customers. Also, amazon and flip kart have increased customers' expectations.
- So, they are the best online retailer who makes the loyal customers and satisfies the customers. It was also observed that online shopping is not trustworthy and reliable to some consumers due to only online payment system and personal privacy.
- In addition, online security is a major concern for the consumer particularly in terms of fraud, privacy and hacking. So, the organizers should make up their organization for better sales.