Problem Statement

E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

Introduction-

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.

Observation and Analysis

- The data was collected based on the following 71 questions-
    1. Gender of respondent
    2. How old are you
    3. Which city do you shop online from
    4. What is the Pin Code of where you shop online from
    5. Since How Long You are Shopping Online
    6. How many times you have made an online purchase in the past 1 year
    7. How do you access the internet while shopping on-line
    8. Which device do you use to access the online shopping
    9. What is the screen size of your mobile device
    10. What is the operating system (OS) of your device
    11. What browser do you run on your device to access the website

12. Which channel did you follow to arrive at your favorite online store for the first time
13. After first visit, how do you reach the online retail store
14. How much time do you explore the e- retail store before making a purchase decision
15. What is your preferred payment Option
16. How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart
17. Why did you abandon the "Bag", "Shopping Cart
18. The content on the website must be easy to read and understand
19. Information on similar product to the one highlighted is important for product comparison
20. Complete information on listed seller and product being offered is important for purchase decision.
21. All relevant information on listed products must be stated clearly
22. Ease of navigation in website
23. Loading and processing speed
24. User friendly Interface of the website
25. Convenient Payment methods
26. Trust that the online retail store will fulfill its part of the transaction at the stipulated time
27. Empathy (readiness to assist with queries) towards the customers
28. Being able to guarantee the privacy of the customer
29. Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
30. Online shopping gives monetary benefit and discounts
31. Enjoyment is derived from shopping online
32. Shopping online is convenient and flexible
33. Return and replacement policy of the e-tailer is important for purchase decision
34. Gaining access to loyalty programs is a benefit of shopping online
35. Displaying quality Information on the website improves satisfaction of customers
36. User derive satisfaction while shopping on a good quality website or application
37. Net Benefit derived from shopping online can lead to users satisfaction
38. User satisfaction cannot exist without trust
39. Offering a wide variety of listed product in several category
40. Provision of complete and relevant product information

41. Monetary savings
42. The Convenience of patronizing the online retailer
43. Shopping on the website gives you the sense of adventure
44. Shopping on your preferred e-tailer enhances your social status
45. You feel gratification shopping on your favorite e-tailer
46. Shopping on the website helps you fulfill certain roles
47. Getting value for money spent
48. From the following, tick any (or all) of the online retailers you have shopped from
49. Easy to use website or application
50. Visual appealing web-page layout
51. Wild variety of product on offer
52. Complete, relevant description information of products
53. Fast loading website speed of website and application
54. Reliability of the website or application
55. Quickness to complete purchase
56. Availability of several payment options
57. Speedy order delivery
58. Privacy of customers' information
59. Security of customer financial information
60. Perceived Trustworthiness
61. Presence of online assistance through multi-channel
62. Longer time to get logged in (promotion, sales period)
63. Longer time in displaying graphics and photos (promotion, sales period)
64. Late declaration of price (promotion, sales period)
65. Longer page loading time (promotion, sales period)
66. Limited mode of payment on most products (promotion, sales period)
67. Longer delivery period
68. Change in website/Application design
69. Frequent disruption when moving from one page to another
70. Website is as efficient as before
71. Which of the Indian online retailer would you recommend to a friend

- The data was collected from 269 respondents
- All the answers are in text format except for the pin code. (As the answers are in string format it will have to be encoded into numeric format for any machine learning model transformation)
- All respondents had answered all the questions, leaving no null values

- Visualization of responses for each question-

Gender of respondent
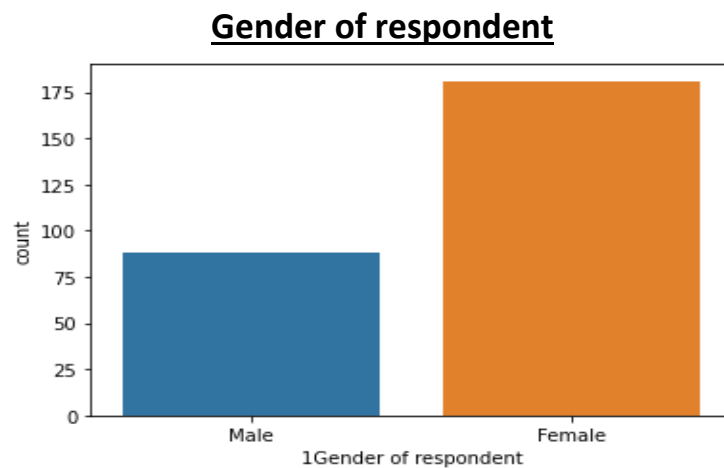
There are 181 female respondents and 88 male respondents

[As the majority of the customers are females the e-commerce stores should encourage on female focused products and services more. Further to add more male customers, the stores should add more male oriented products as well]

How old are you
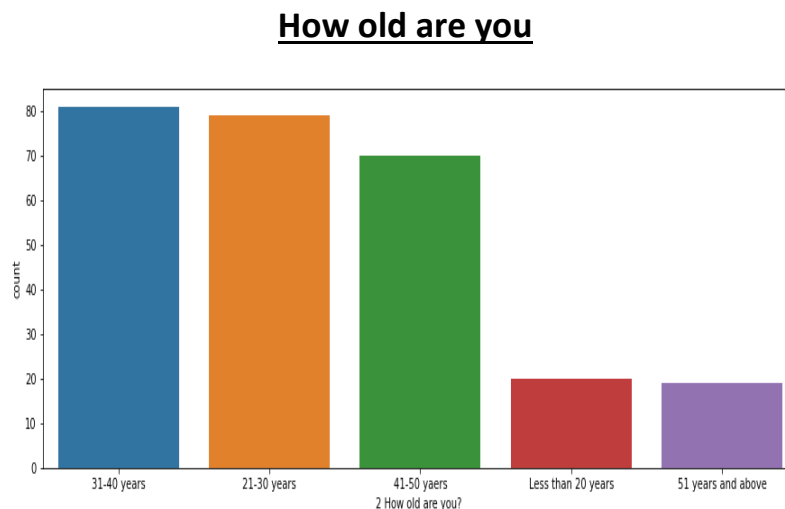
81 respondents belong to 31-40 years age group, 79 respondents belong to 21-30 years age group, 70 respondents belong to 41-50 years age group, 20 respondents are Less than 20 years of age, 19 respondents are 51 years and above

[Majority of the customers are young to middle aged people. The e-commerce stores should encourage the purchase from such customers. In addition, it should encourage teen and old aged customers as well]
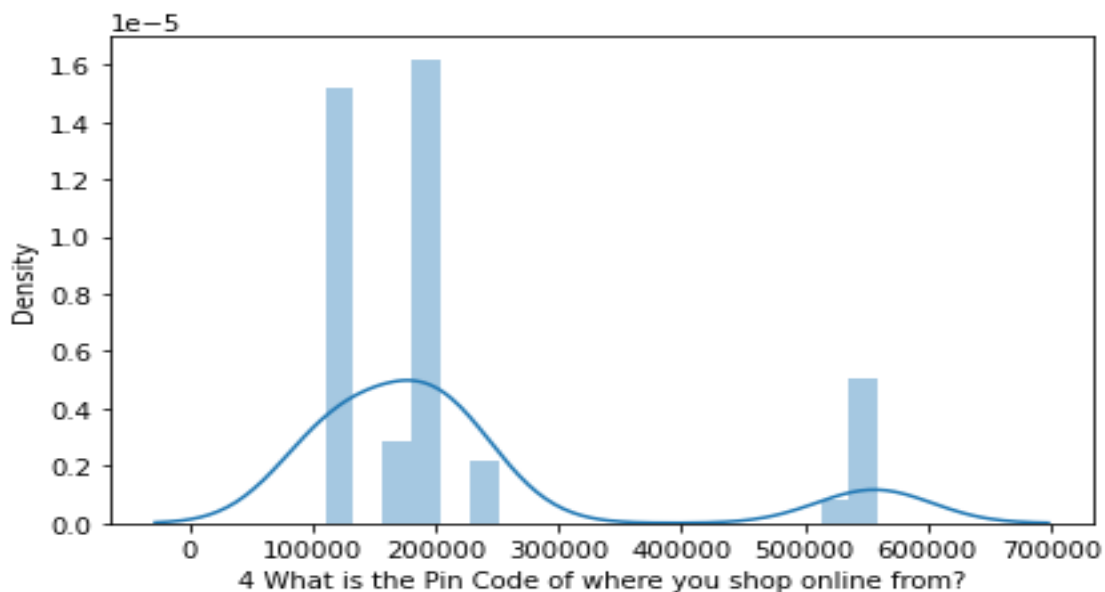
Which city do you shop online from
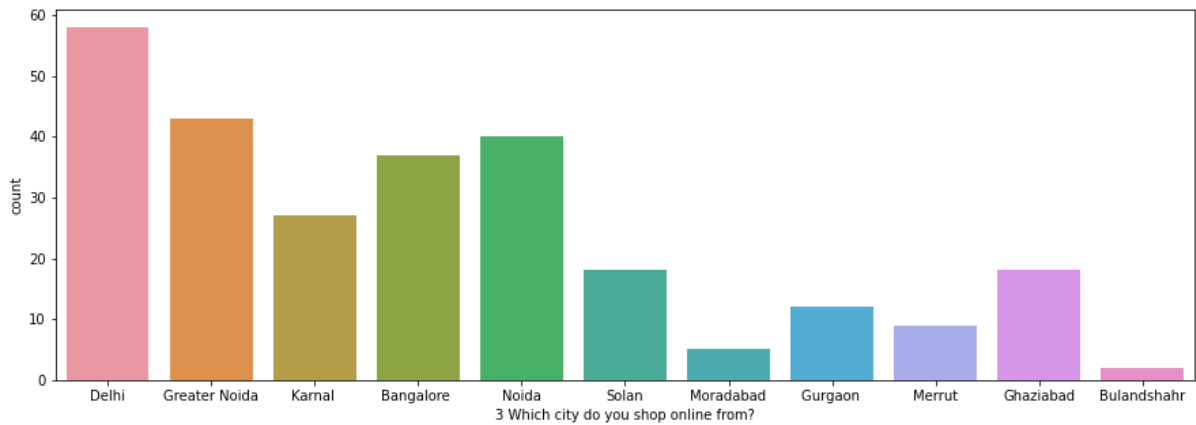
58 respondents shop online from Delhi, 43 respondents shop online from Greater Noida, 40 respondents shop online from Noida, 37 respondents shop online from Bangalore, 27 respondents shop online from Karnal, 18 respondents shop online from Solan, 18 respondents shop online from Ghaziabad, 12 respondents shop online from Gurgaon, 9 respondents shop online from Merrut, 5 respondents shop online from Moradabad, 2 respondents shop online from Bulandshahr
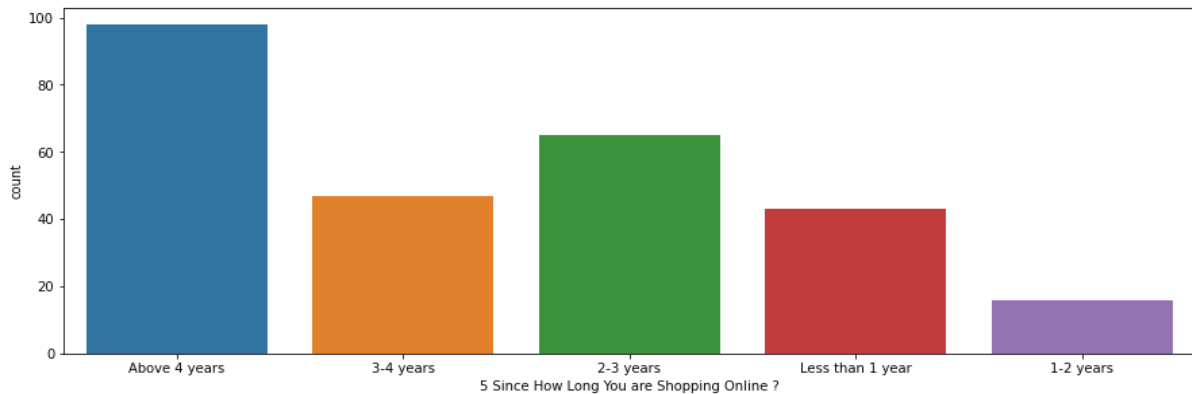
[Majority of the purchases are done from Delhi and Noida region.]

What is the Pin Code of where you shop online from

38 respondents shop online from the pincode 201308. This pincode belong to Greater Noida city

Since How Long You are Shopping Online

98 respondents are shopping online since 4 years, 65 respondents are shopping online from 2-3 years, 47 respondents are shopping online from 3-4 years, 43 respondents are shopping online from less than 1 year, 16 respondent are shopping online from 1-2 years

[Majority of the customers seem to be long term customers, who have been purchasing online for a long time]

How many times you have made an online purchase in the past 1 year
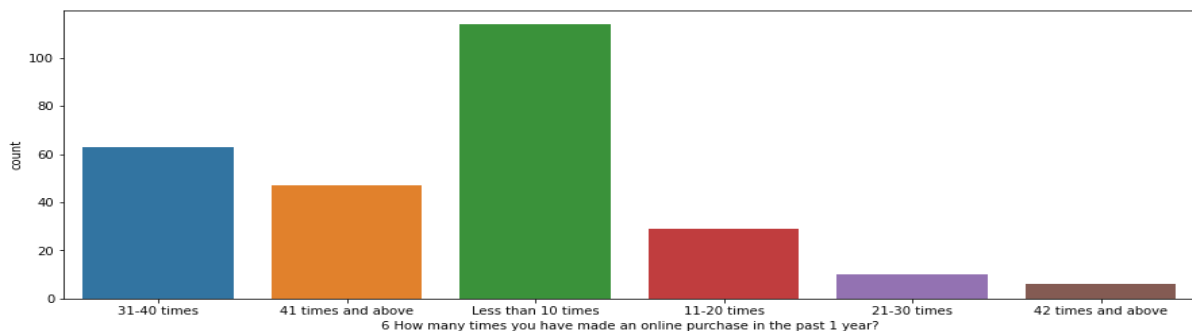
114 respondents have purchased online less than 10 times, 63 respondents have purchased online 31-40 times, 47 respondents have purchased online 41 times and above, 29 respondents have purchased online 11-20 times, 10 respondents have purchased online 21-30 times, 6 respondents have purchased online 42 times and above

[Almost half of the population shops less than 10 times a year, whereas half of the population shops 31-42 times a year.]

How do you access the internet while shopping on-line
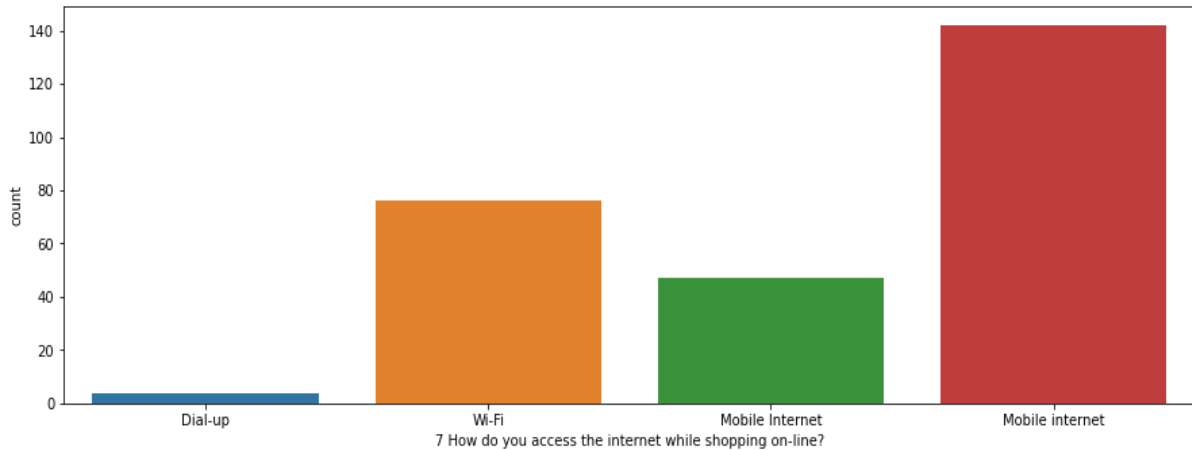
199 respondents use mobile internet while shopping online, 76 respondents use Wi-Fi while shopping online and 4 respondents use Dial-up while shopping Online

[Majority of the respondents use mobile internet while shopping online. The e-commerce stores can provide mobile internet service deals to enhance their customer connectivity]

Which device do you use to access the online shopping
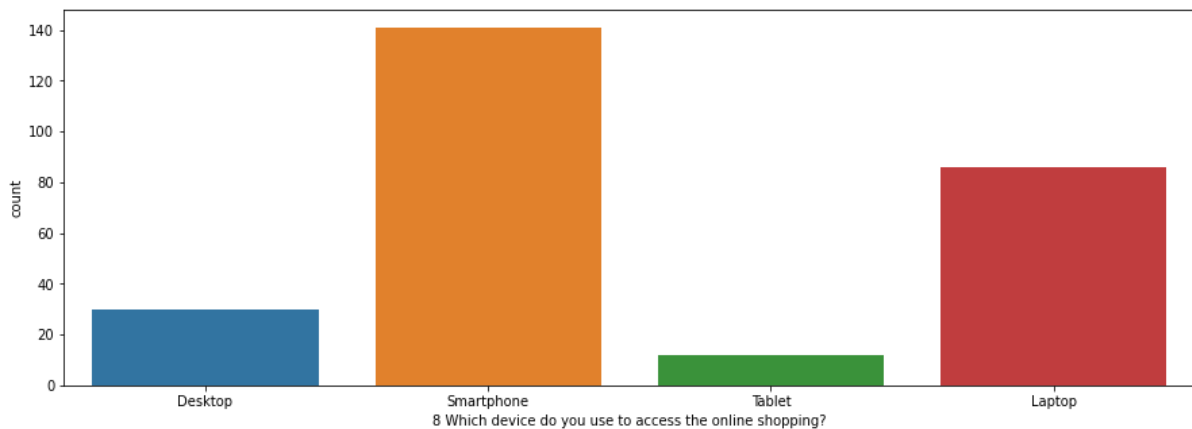
141 respondents use smartphone while shopping online, 86 respondents use laptop while shopping online, 30 respondents use desktop while shopping online, 12 respondents use tablet while shopping online

[Majority of the customers use smartphone to shop online. The e-commerce stores can provide deals on smartphones to enhance their customer connectivity]

What is the screen size of your mobile device

9 What is the screen size of your mobile device?

134 respondents use mobile device with some other screen size, 99 respondents use 5.5 inch mobile device screen size, 29 respondents use 4.7 inch mobile device screen size, 7 respondents use 5 inch mobile device screen size

What is the operating system (OS) of your device

10 What is the operating system (OS) of your device?

122 respondents use windows mobile, 85 respondents use android device, 62 respondents use IOS/Mac device

What browser do you run on your device to access the website
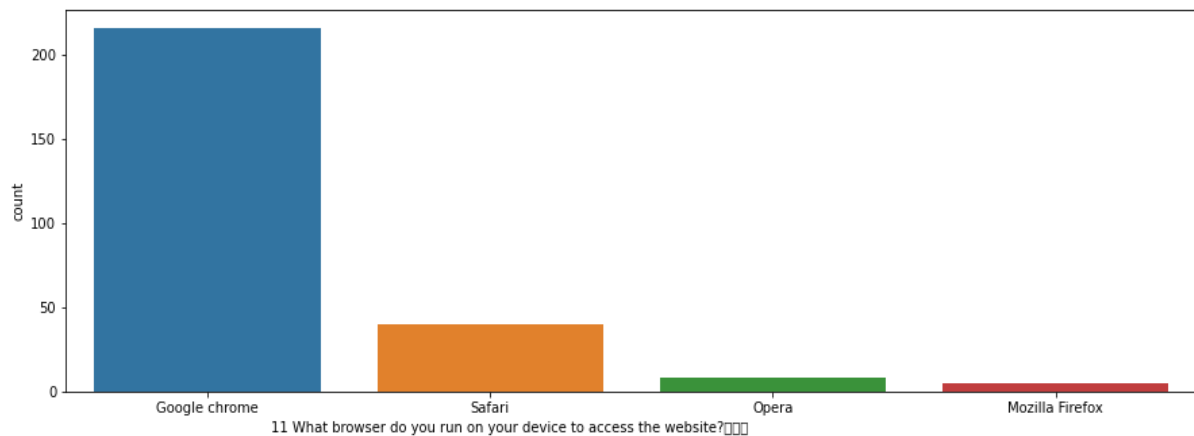
216 respondents use Google chrome to access the website, 40 respondents use Safari to access the website, 8 respondents use Opera to access the website, 5 respondents use Mozilla Firefox to access the website

[Majority of the respondents use Google chrome as the browser]

Which channel did you follow to arrive at your favorite online store for the first time
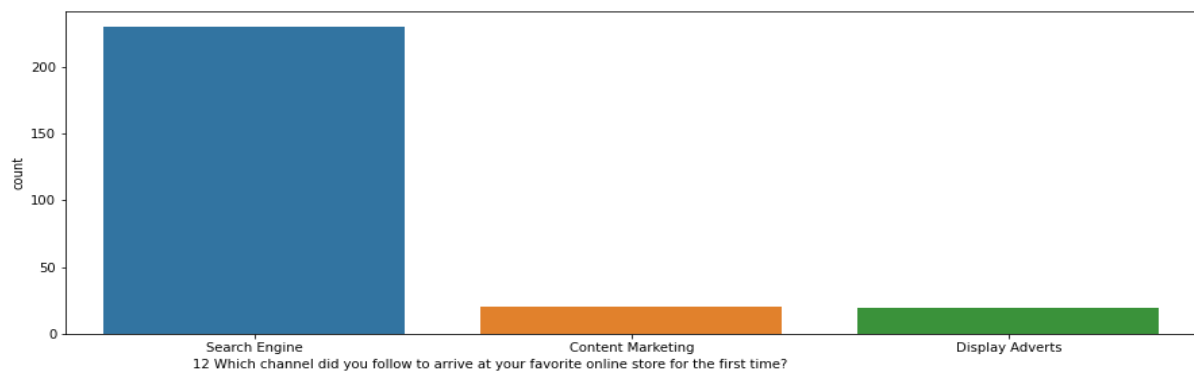
230 respondents use search engine to arrive at their favourite online store for the first time, 20 respondents use content marketing to arrive at their favourite online store for the first time, 19 respondents use display advertisements to arrive at their favourite online store for the first time

[Majority of the respondents use search engine (majorly Google chrome) to arrive at their favourite online store for the first time]

After first visit, how do you reach the online retail store
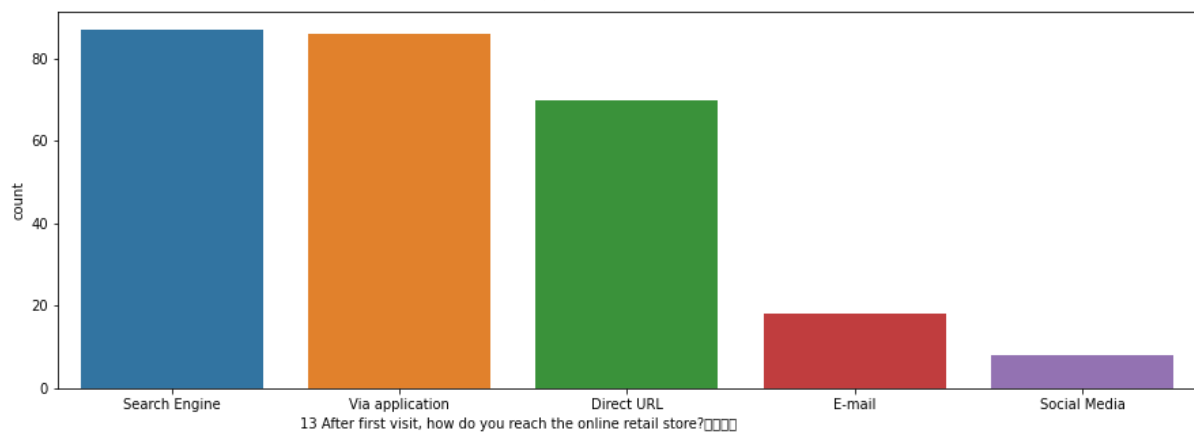
87 respondents use search engine after first visit to reach online retail store, 86 respondents use application after first visit to reach online retail store, 70 respondents use direct url after first visit to reach online retail store, 18 respondents use email after first visit to reach online retail store, 8 respondents use social media after first visit to reach online retail store

[Majority of the respondents use search engine (majorly Google chrome) and the application to reach the online store after the first visit]

How much time do you explore the e- retail store before making a purchase decision
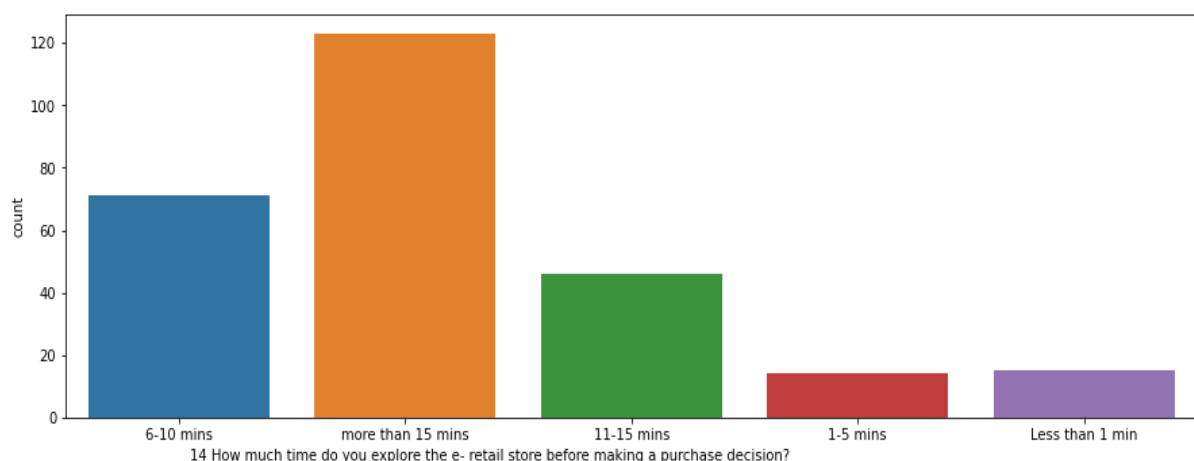
123 respondents take more than 15 mins, 71 take 6-10 mins, 46 take 11-15 mins, 15 take Less than 1 min, 14 take 1-5 mins

[Majority of the respondents take more than 10 minutes to make a purchase decision]

What is your preferred payment Option

148 respondesnts prefer to pay via credit/debit cards, 76 respondents prefer COD, 45 respondents prefer E-wallets (Paytm, Freecharge etc.)
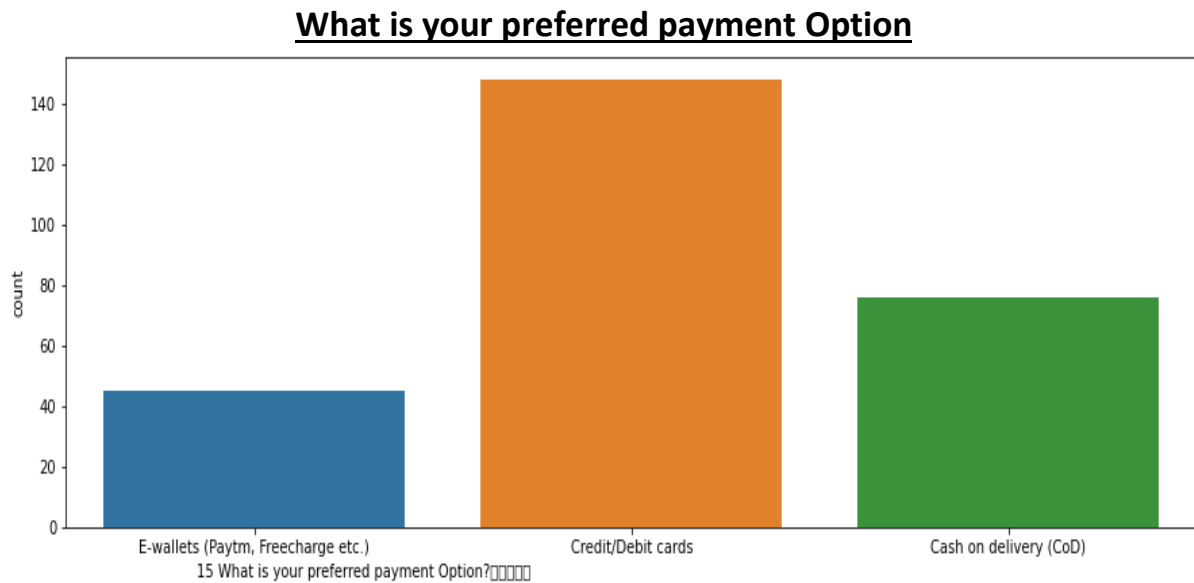
[Majority of the respondents prefer to pay via credit/debit cards]

How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart
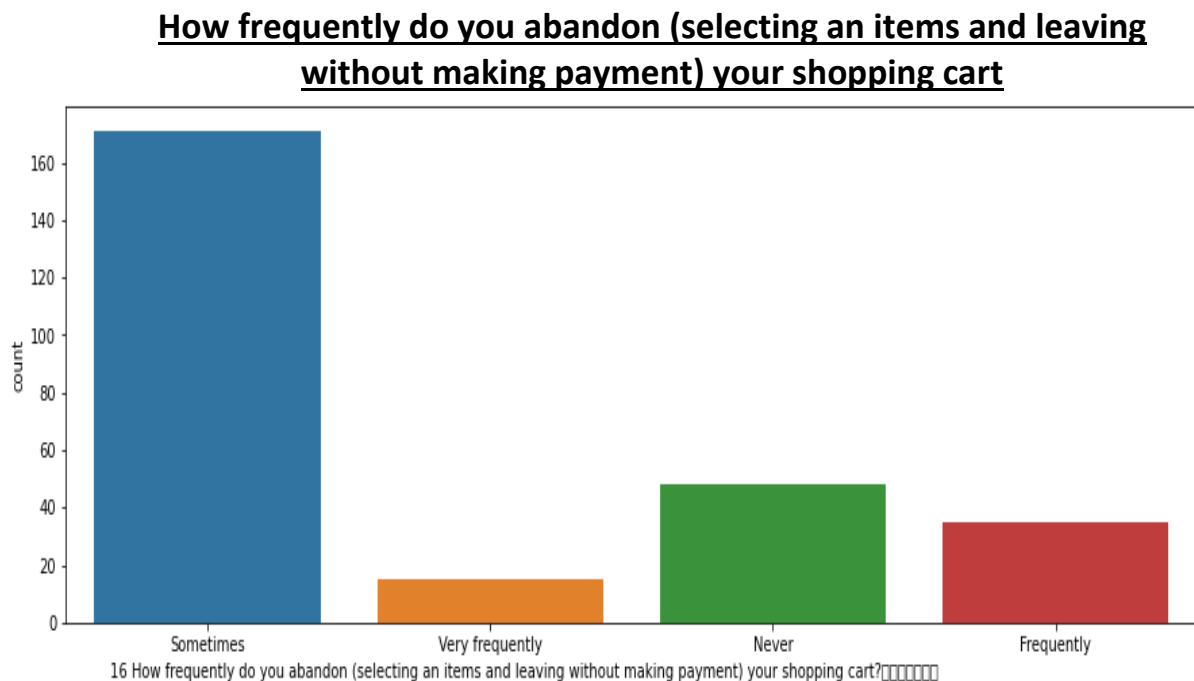
171 respondents sometimes abandon their shopping cart, 48 respondents never abandon their shopping cart, 35 respondents frequently abandon their s hopping cart, 15 respondents very frequently abandon their shopping cart

[Majority of the respondents abandon their shopping cart sometimes]

Why did you abandon the "Bag", "Shopping Cart
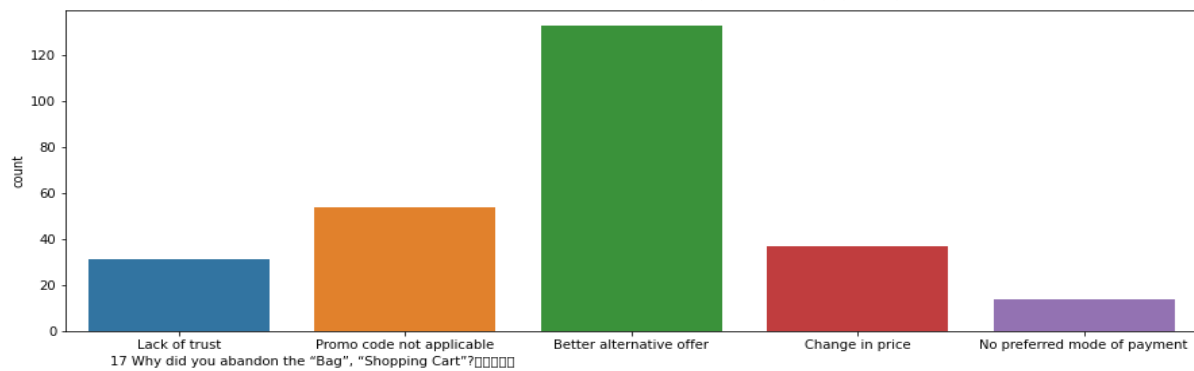
133 respondents abandoned their shopping cart because of a Better alternative offer, 54 respondents abandoned their shopping cart because Promo code not applicable, 37 respondents abandoned their shopping cart be cause of Change in price, 31 respondents abandoned their shopping cart because of Lack of trust, 14 respondents abandoned their shopping cart because of No preferred mode of payment

[Majority of the respondents abandoned their shopping cart because of a better alternative offer. The e-commerce stores need to work on the offers they are providing to their existing customers]

The content on the website must be easy to read and understand
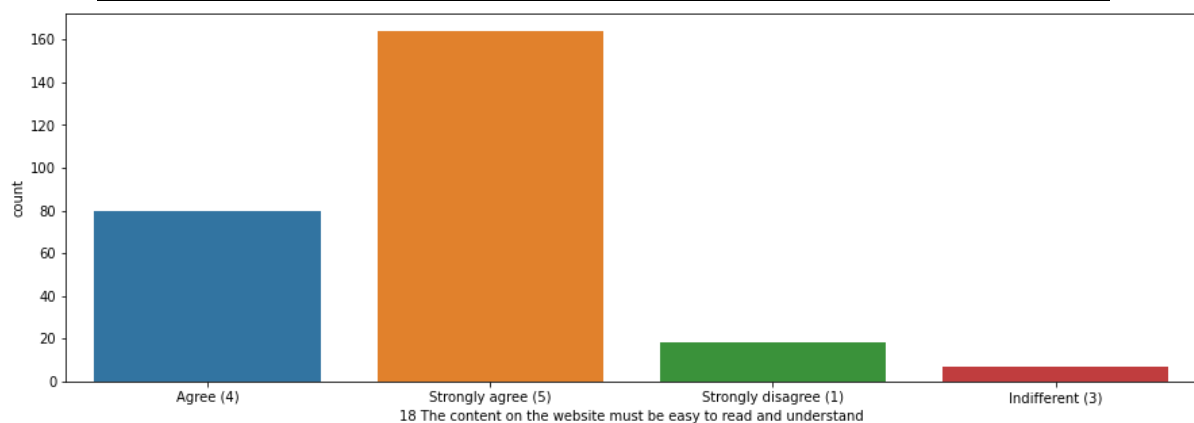
164 respondents strongly agree that the content on the website must be easy to read and understand, 80 respondents agree that the content on the website must be easy to read and understand, 18 respondents strongly disagree that the content on the website must be easy to read and understand, 7 respondents are indifferent on this topic

[Majority of the respondents agree that the content on the website must be easy to read and understand]

Information on similar product to the one highlighted is important for product comparison
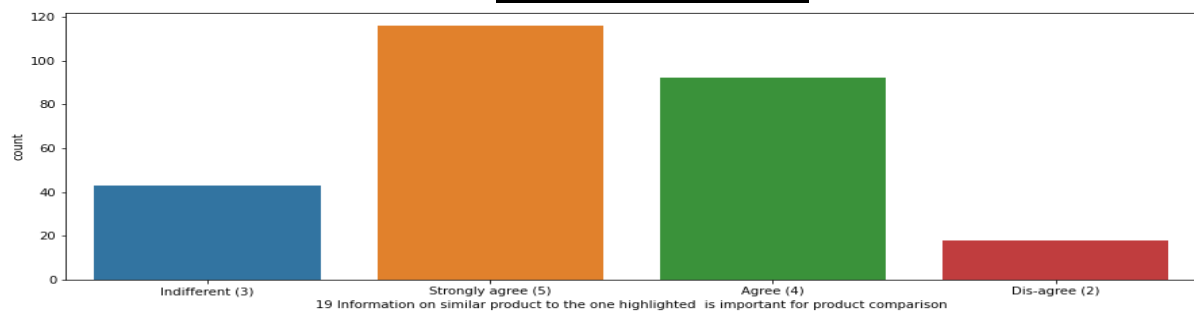
116 respondents strongly agree that Information on similar product to the one highlighted is important for product comparison, 92 respondents agree that In formation on similar product to the one highlighted is important for product comparison, 43 respondents are indifferent on this aspect, 18 respondents disagree that Information on similar product to the one highlighted is important for product comparison

[Majority of the respondents agree that Information on similar product to the o ne highlighted is important for product comparison]

Complete information on listed seller and product being offered is important for purchase decision.
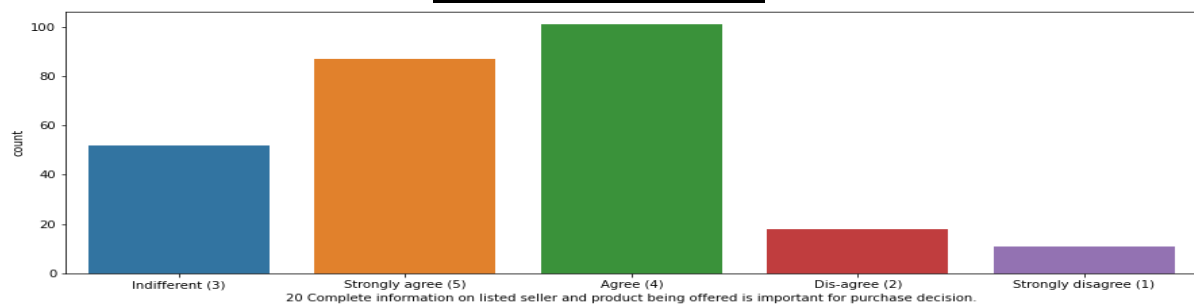
101 respondents agree that complete information on listed seller and product being offered is important for purchase decision, 87 respondents strongly agree that complete information on listed seller and product being offered is important for purchase decision, 52 respondents are indifferent on this aspect, 18 respondents disagree that Complete information on listed seller and product being offered is important for purchase decision, 11 respondents stron gly disagree that Complete information on listed seller and product being offered is important for purchase decision.

[Majority of the respondents agree that complete information on listed seller a nd product being offered is important for purchase decision]

All relevant information on listed products must be stated clearly
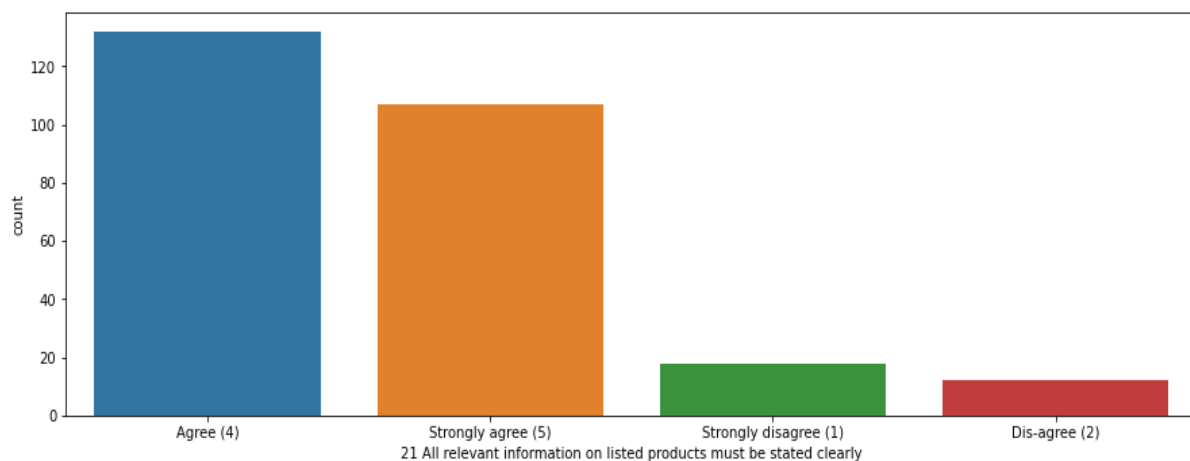
132 respondents agree that all relevant information on listed products must be stated clearly, 107 respondents strongly agree that all relevant information on listed products must be stated clearly, 18 respondents strongly disagree that all relevant information on listed products must be stated clearly, 12 respondents disagree that All relevant information on listed products must be stated clearly

[Majority of the respondents agree that all relevant information on listed products must be stated clearly]

Ease of navigation in website
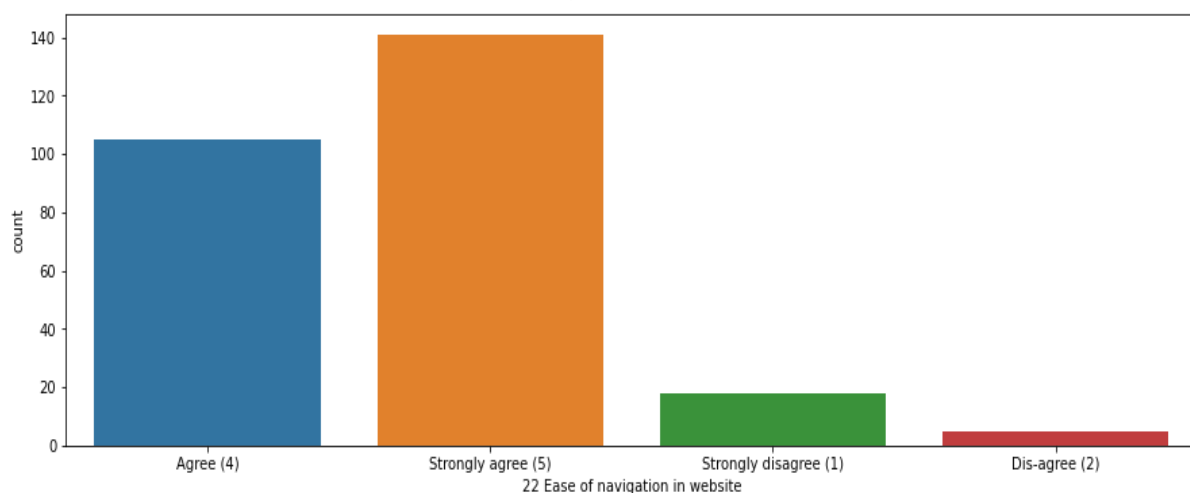
141 respondents strongly agree for ease of navigation in website, 105 respondents agree for ease of navigation in website, 18 respondents strongly disagree for ease of navigation in website, 5 respondents disagree for ease of navigation in website

[Majority of the respondents strongly agree for ease of navigation in website]

Loading and processing speed
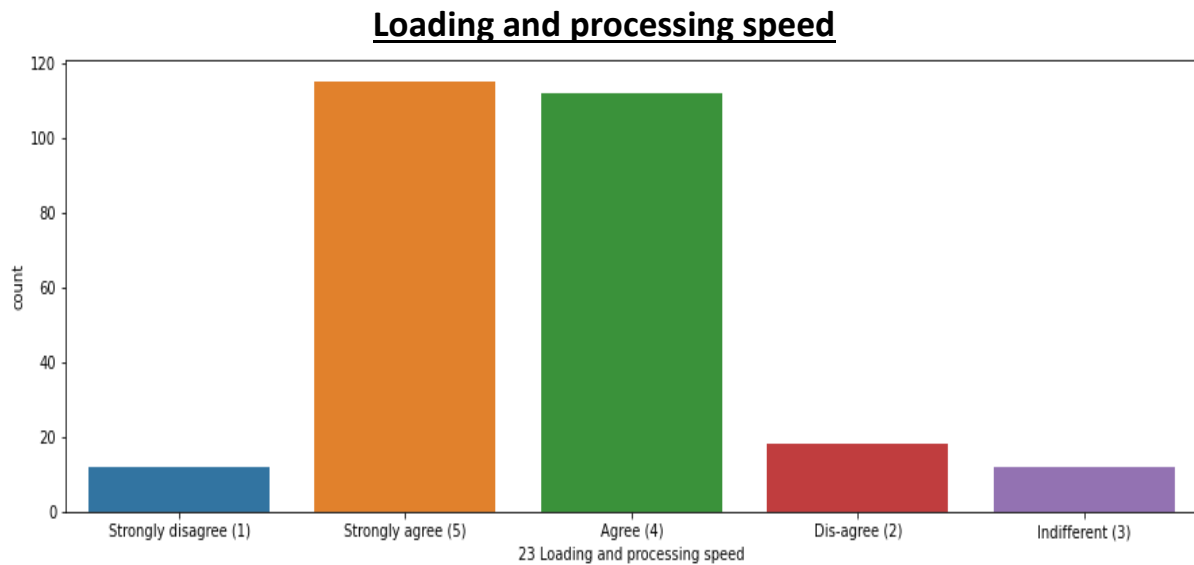
115 respondents strongly agree to loading and processing speed, 112 respondents agree to loading and processing speed, 18 respondents disagree to loading and processing speed, 12 respondents strongly disagree to loading and processing speed, 12 respondents are indifferent to this aspect

[Majority of the respondents agree to loading and processing speed]

User friendly Interface of the website
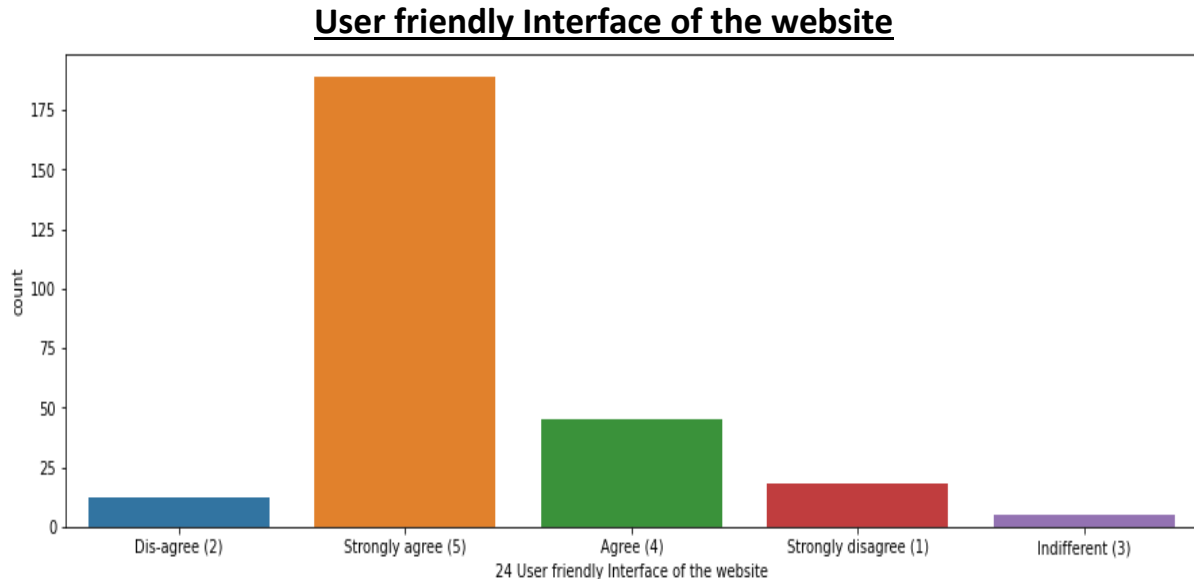
189 respondents strongly agree to user friendly interface of the website, 45 respondents agree to user friendly interface of the website, 18 respondents strongly disagree to user friendly interface of the website, 12 respondents disagree to user friendly interface of the website, 5 respondents are indifferent to this

[*Majority of the respondents agree to* user friendly interface of the website]

Convenient Payment methods
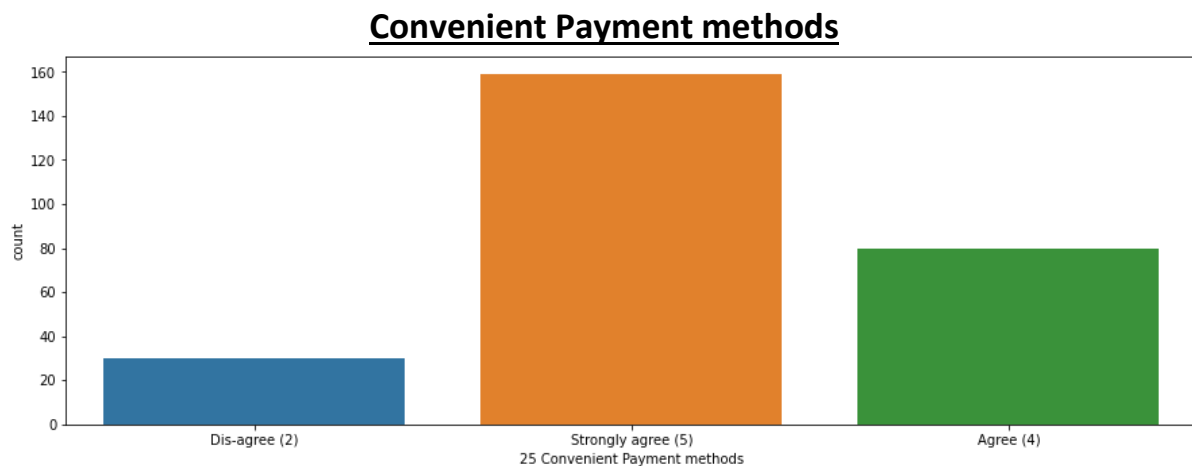
159 respondents strongly agree to convenient payment methods, 80 respondents agree to convenient payment methods, 30 respondents disagree to convenient payment methods

[Majority of the respondents agree to convenient payment methods]

Trust that the online retail store will fulfill its part of the transaction at the stipulated time

141 respondents strongly trust that the online retail store will fulfill its part of the transaction at the stipulated time, 86 respondents trust that the online retail store will fulfill its part of the transaction at the stipulated time, 30 respondents does not trust that the online retail store will fulfill its part of the transaction at the stipulated time 12 respondents are indifferent to this matter

[Majority of the respondents strongly trust that the online retail store will fulfill its part of the transaction at the stipulated time]

Empathy (readiness to assist with queries) towards the customers
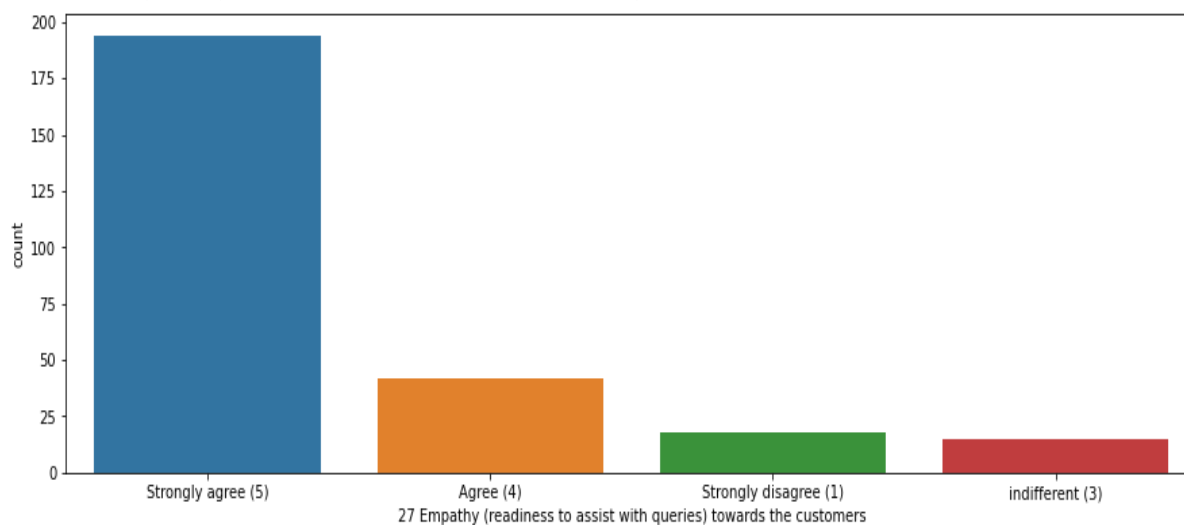
194 respondents strongly agree that the online stores have empathy towards their customers, 42 respondents agree that the online stores have empathy towards their customers, 18 respondents strongly disagree that the online stores have empathy towards their customers, 15 respondents are indifferent to this

[Majority of the respondents strongly agree that the online stores have empathy towards their customers]

Being able to guarantee the privacy of the customer
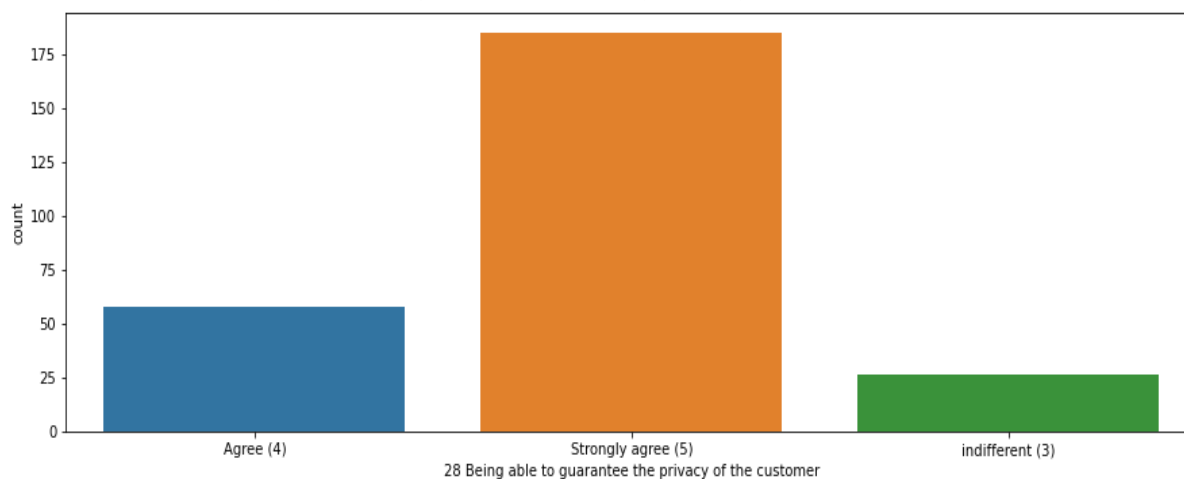
185 respondents strongly agree that the online stores are able to guarantee the privacy of their customer, 58 respondents agree that the online stores are able to guarantee the privacy of their customer, 26 respondents re indifferent to this

[Majority of the respondents strongly agree that the online stores are able to guarantee the privacy of their customer]

Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
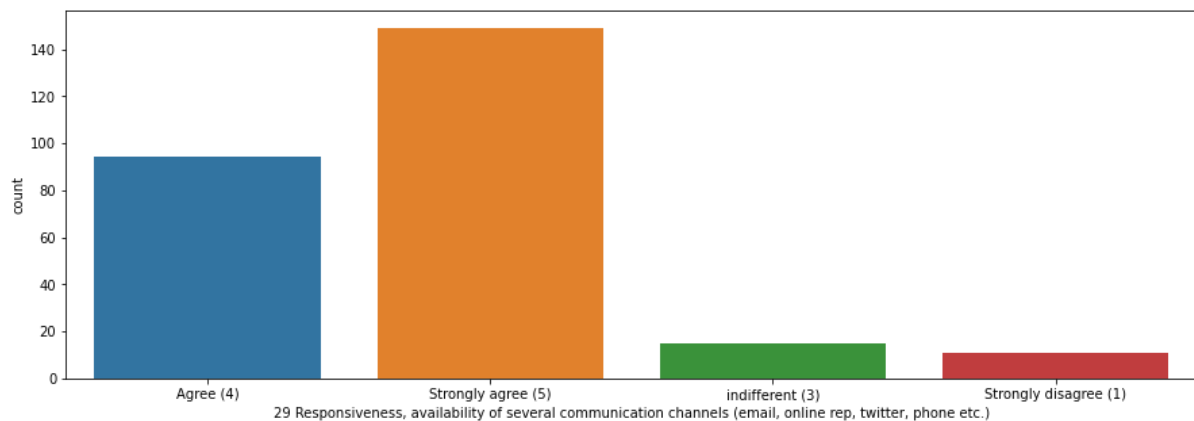
149 respondents strongly agree that the online store is available in several communication channels, 94 respondents agree that the online store is available in several communication channels, 15 are indifferent to this, 11 respondents strongly disagree that the online store is available in several communication channels

[Majority of the respondents agree that the online store is available in several communication channels]

Online shopping gives monetary benefit and discounts
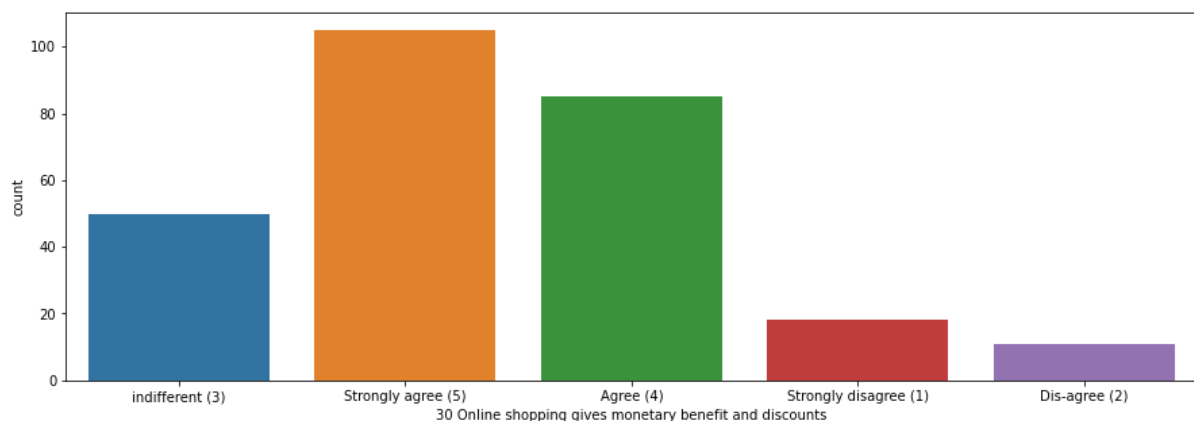
105 respondents strongly agree that online shopping gives monetary benefit and discounts, 85 respondents agree that online shopping gives monetary benefit and discounts, 50 respondents are indifferent to this, 18 respondents strongly disagree that online shopping gives monetary benefit and discounts, 1 1 respondents disagree that online shopping gives monetary benefit and discounts

[Majority of the respondents strongly agree that online shopping gives monetary benefit and discounts]

Enjoyment is derived from shopping online

31 Enjoyment is derived from shopping online
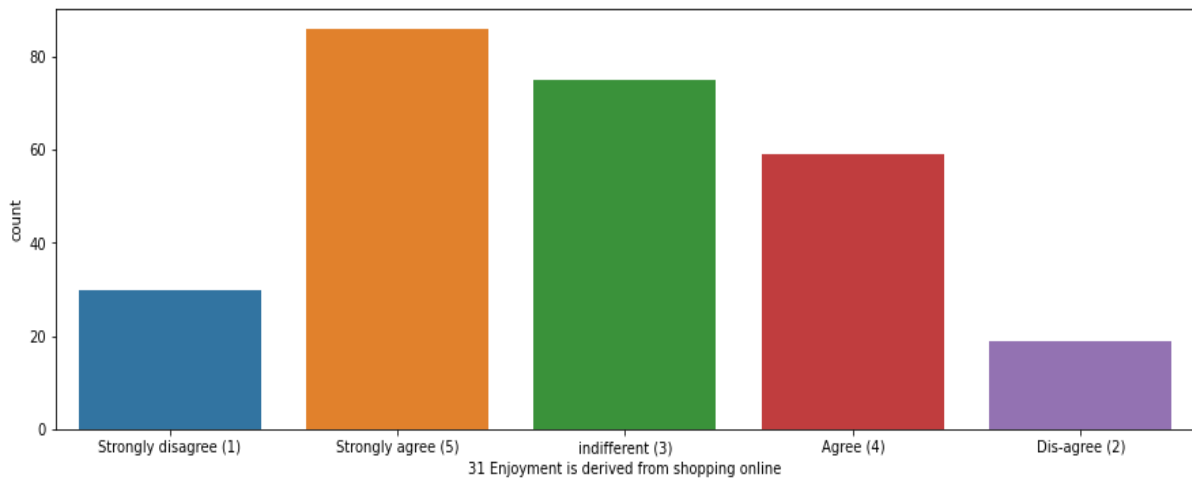
86 respondents strongly agree that online shopping gives enjoyment, 75 respondents are indifferent to this, 59 respondents agree that online shopping gives enjoyment, 30 respondents strongly disagree that online shopping gives enjoyment, 19 respondents disagree that online shopping gives enjoyment

[Almost half of the population agree that online shopping gives enjoyment. The e-commerce stores need to make online shopping a more enjoyable experience for their customers]

Shopping online is convenient and flexible

32 Shopping online is convenient and flexible
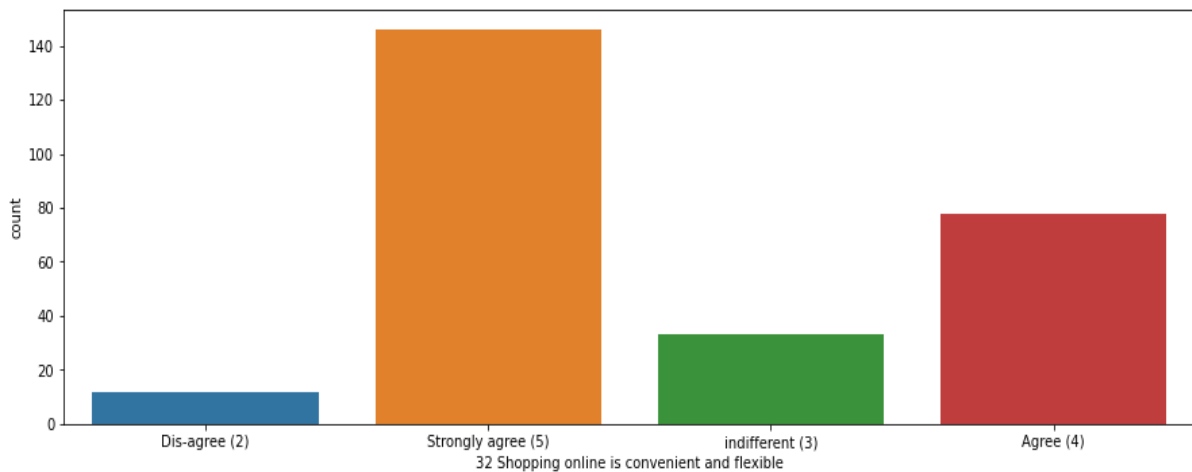
146 respondents strongly agree that online shopping is convenient and flexible , 78 respondents agree that online shopping is convenient and flexible, 33 respondents are indifferent on this matter, 12 respondents disagree that online shopping is convenient and flexible

[Majority of the respondents agree that online shopping is convenient and flexible]

Return and replacement policy of the e-tailer is important for purchase decision

33 Return and replacement policy of the e-tailer is important for purchase decision
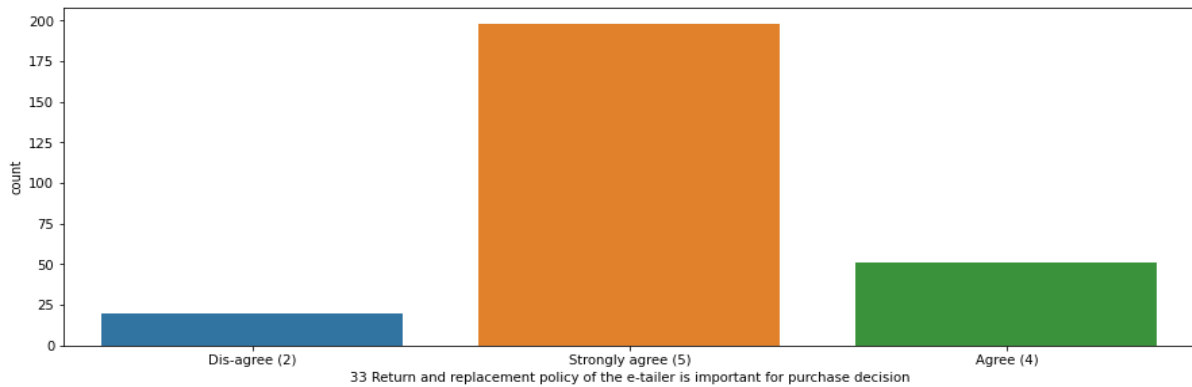
198 respondents strongly agree that return and replacement policy of the e-tailer is important for purchase decision, 51 respondents agree that return and replacement policy of the e-tailer is important for purchase decision, 20 respondents disagree that return and replacement policy of the e-tailer is important for purchase decision

[Majority of the respondents agree that return and replacement policy of the e-tailer is important for purchase decision]

Gaining access to loyalty programs is a benefit of shopping online
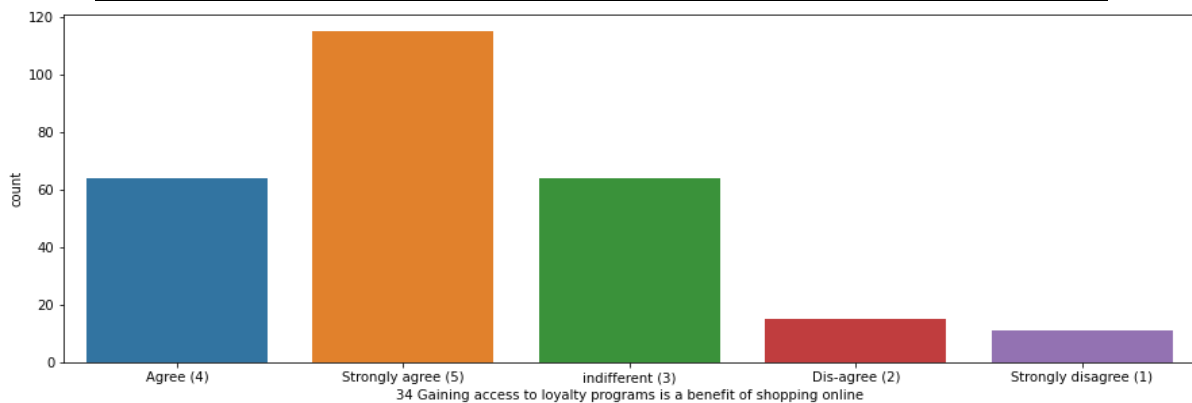
34 Gaining access to loyalty programs is a benefit of shopping online

115 respondents strongly agree that gaining access to loyalty programs is a benefit of shopping online, 64 respondents agree that gaining access to loyalty programs is a benefit of shopping online, 64 respondents are indifferent to this matter, 15 respondents disagree that gaining access to loyalty programs is a benefit of shopping online, 11 respondents strongly disagree that gaining access to loyalty programs is a benefit of shopping online

[Majority of respondents strongly agree that gaining access to loyalty programs is a benefit of shopping online. Hence e-commerce stores should provide more loyalty programs]

Displaying quality Information on the website improves satisfaction of customers

35 Displaying quality Information on the website improves satisfaction of customers
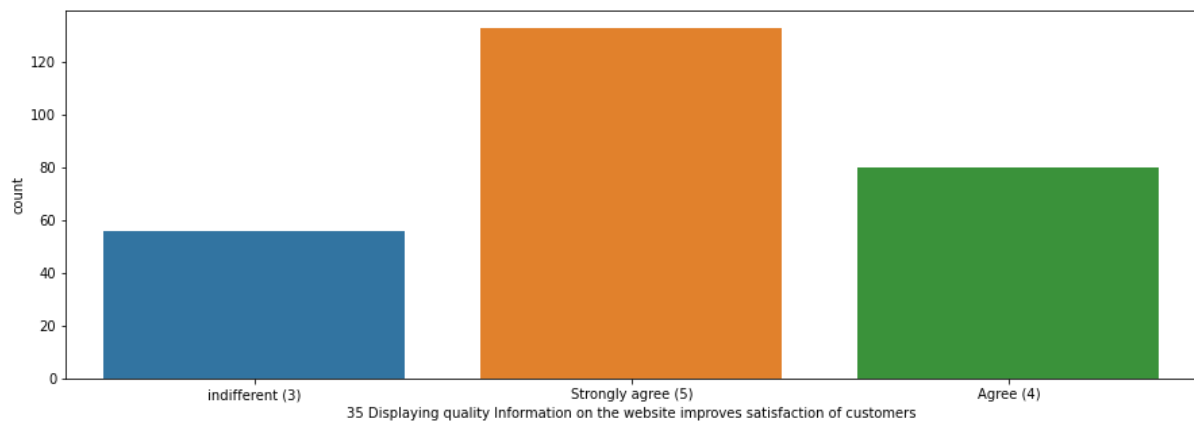
133 respondents strongly agree that displaying quality information on the website improves satisfaction of customers, 80 respondents agree that displaying quality information on the website improves satisfaction of customers, 56 respondents are indifferent on this

[Majority of respondents agree that displaying quality information on the website improves satisfaction of customers]

User derive satisfaction while shopping on a good quality website or application

36 User derive satisfaction while shopping on a good quality website or application
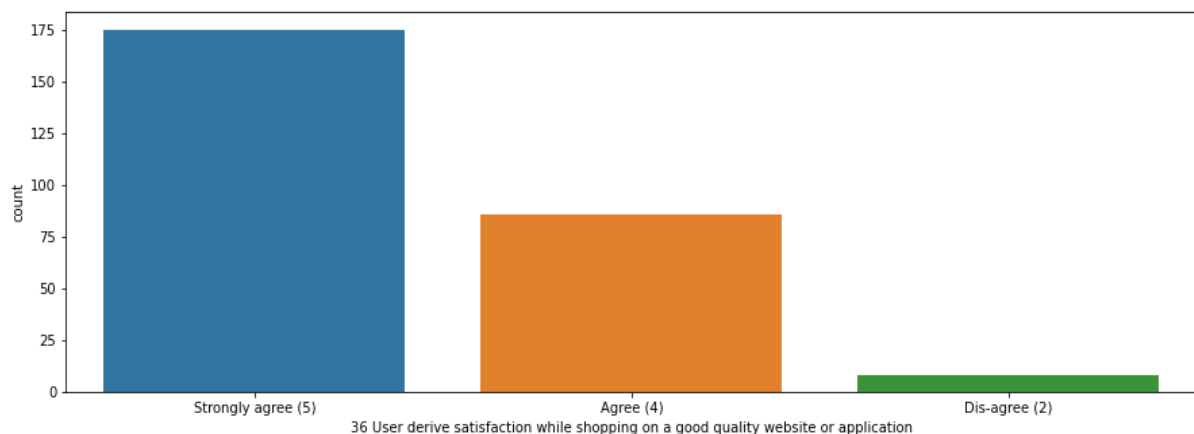
175 respondents strongly agree that they derive satisfaction while shopping on a good quality website or application, 86 respondents agree that they derive satisfaction while shopping on a good quality website or application, 8 respondents disagree that they derive satisfaction while shopping on a good quality website or application

[Majority of the respondents agree that they derive satisfaction while shopping on a good quality website or application. Hence e-commerce stores should have good quality website/application]

Net Benefit derived from shopping online can lead to users satisfaction
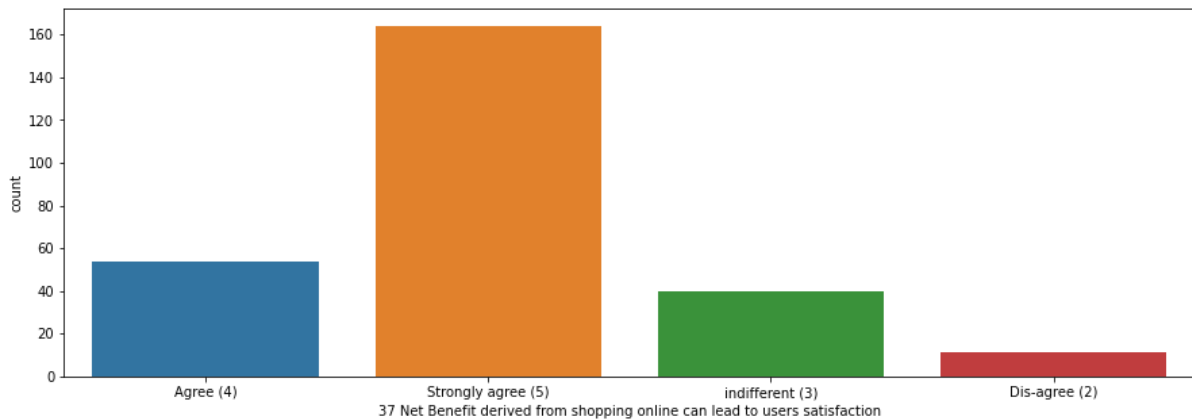
37 Net Benefit derived from shopping online can lead to users satisfaction

164 respondents strongly agree that the net benefit they derive from shopping online leads to their user satisfaction, 54 respondents agree that the net benefit they derive from shopping online leads to their user satisfaction, 40 respondents are indifferent on this matter, 11 respondents disagree that the net benefit they derive from shopping online leads to their user satisfaction

[Majority of the respondents strongly agree that the net benefit they derive from shopping online leads to their user satisfaction]

User satisfaction cannot exist without trust

38 User satisfaction cannot exist without trust
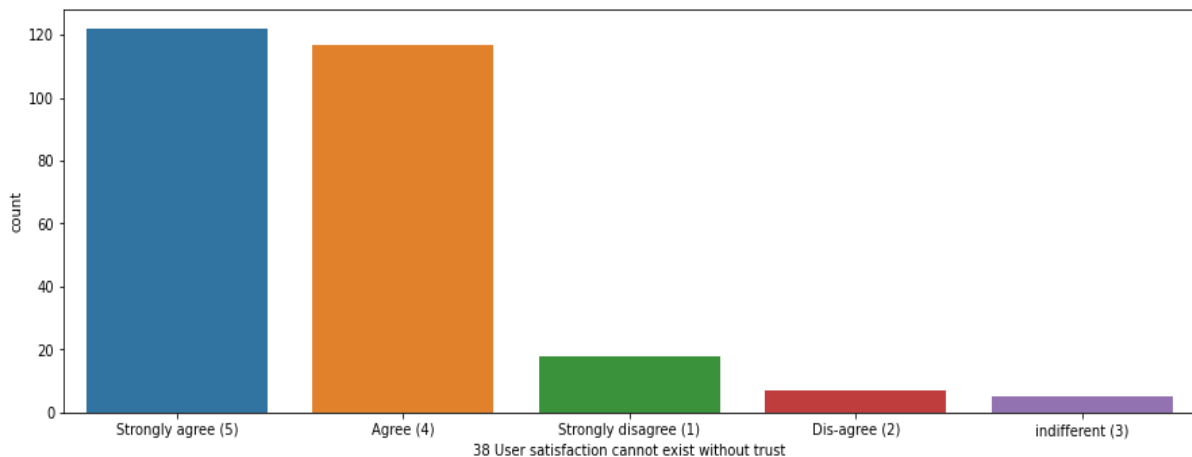
122 respondents strongly agree that user satisfaction cannot exist without trust, 117 respondents agree that user satisfaction cannot exist without trust, 18 respondents strongly disagree that user satisfaction cannot exist without trust, 7 respondents disagree that user satisfaction cannot exist without trust, 5 respondents are indifferent on this

[Majority of respondents strongly agree that user satisfaction cannot exist without trust]

Offering a wide variety of listed product in several category

39 Offering a wide variety of listed product in several category
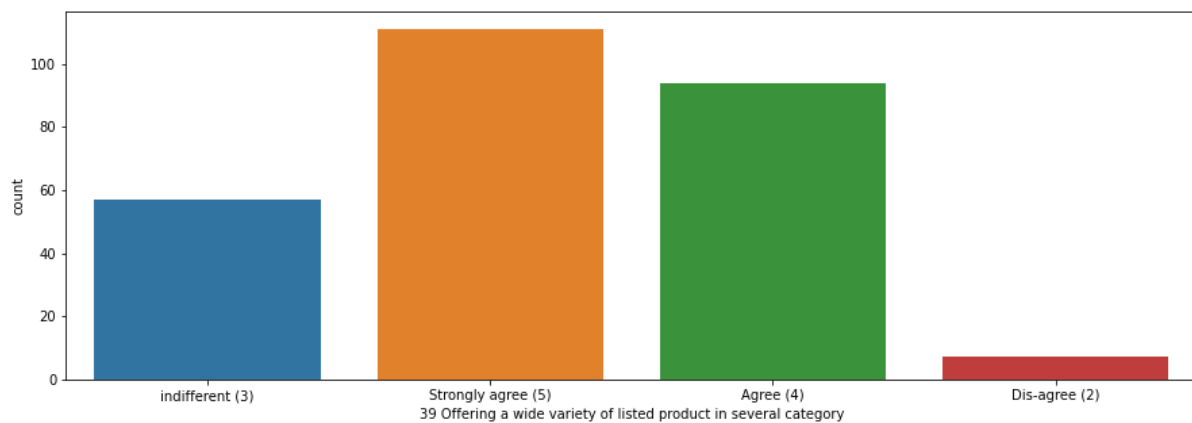
111 respondents strongly agree upon a wide variety of listed products in several category, 94 respondents agree upon a wide variety of listed products in several category, 57 respondents are indifferent upon this aspect, 7 respondents disagree upon a wide variety of listed products in several category

[Majority of the respondents strongly agree upon a wide variety of listed products in several category. Hence the e-commerce portals should provide a wide variety of products in each category]

Provision of complete and relevant product information

40 Provision of complete and relevant product information
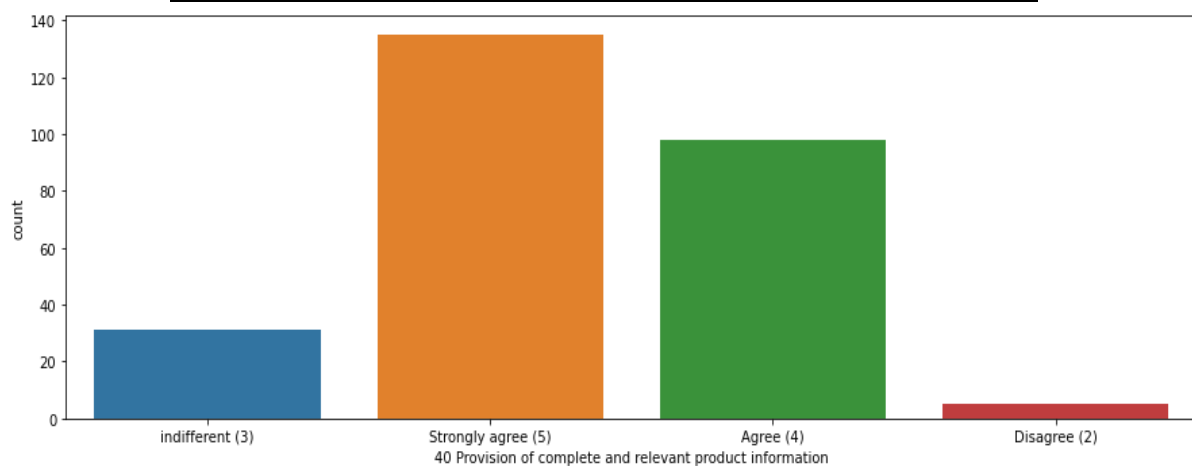
135 respondents strongly agree upon complete and relevant product information, 98 respondents agree upon complete and relevant product information, 31 respondents are indifferent on this aspect, 5 respondents disagree upon complete and relevant product information

[Majority of the respondents strongly agree upon complete and relevant product information. Hence the e-commerce stores should provide complete and relevant information for all its products]

Monetary savings
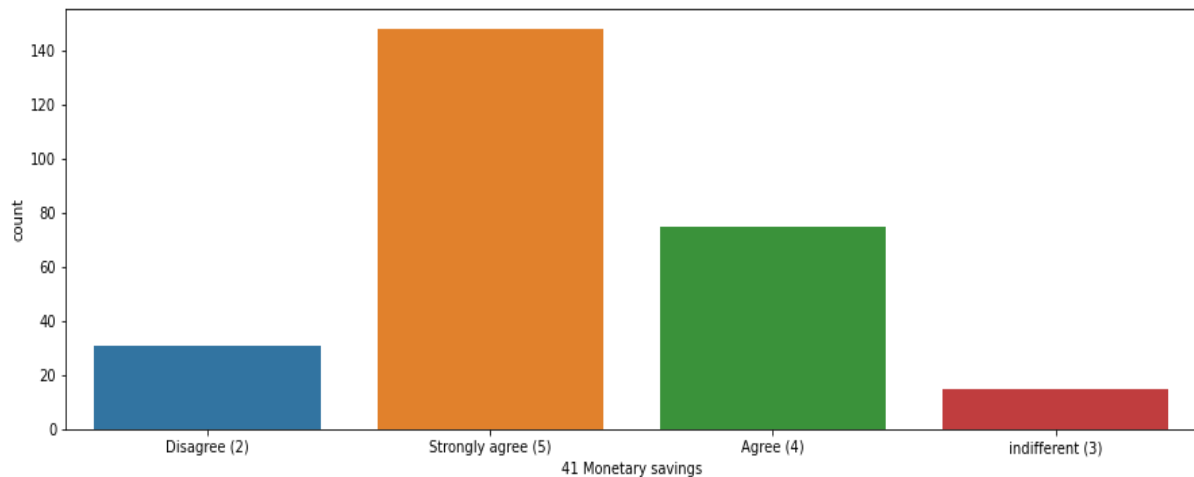
148 respondents strongly agree that online shopping provides monetary benefits, 75 respondents agree that online shopping provides monetary benefits, 31 respondents disagree that online shopping provides monetary benefits, 15 respondents are indifferent on this aspect

[Majority of the respondents strongly that online shopping provides monetary benefits]

The Convenience of patronizing the online retailer
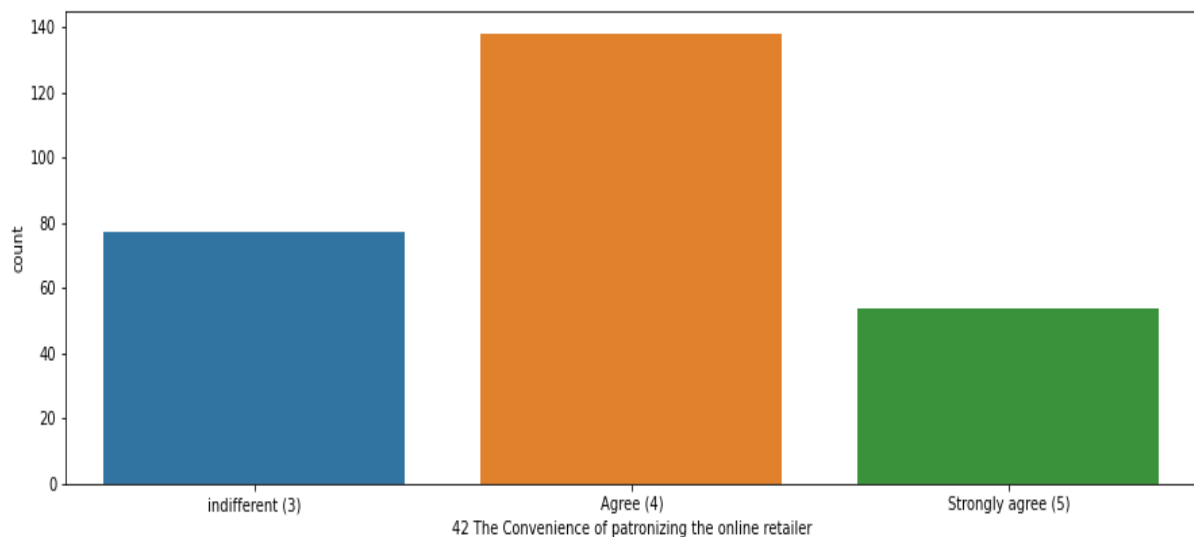
138 respondents agree upon the convenience of patronizing the online retailer , 77 respondents are indifferent on this aspect, 54 respondents strongly agree upon the convenience of patronizing the online retailer

[Majority of the respondents agree upon the convenience of patronizing the online retailer]

Shopping on the website gives you the sense of adventure
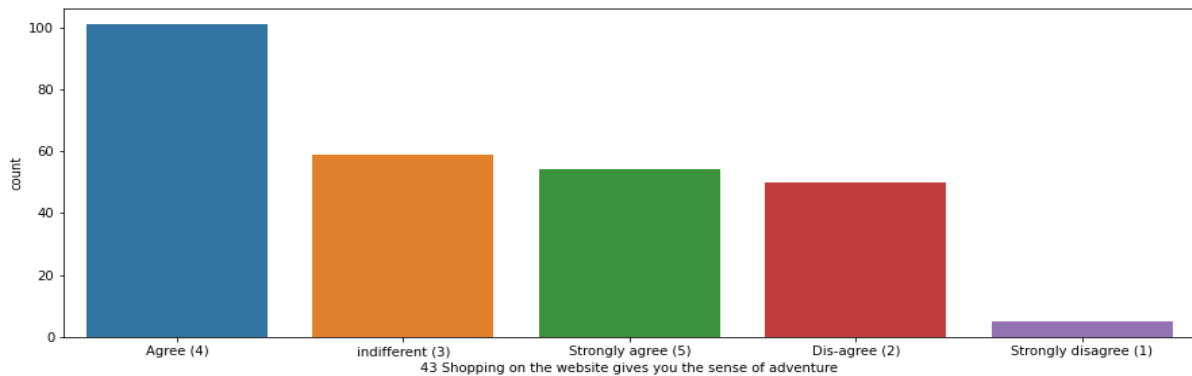
101 respondents agree upon the adventure provided by shopping on the website, 59 respondents are indifferent to this aspect, 54 respondents strongly agree upon the adventure provided by shopping on the website, 50 respondents disagree upon the adventure provided by shopping on the website, 5 respondents strongly disagree upon the adventure provided by shopping on the website

[Majority of the respondents agree upon the adventure provided by shopping on the website]

Shopping on your preferred e-tailer enhances your social status
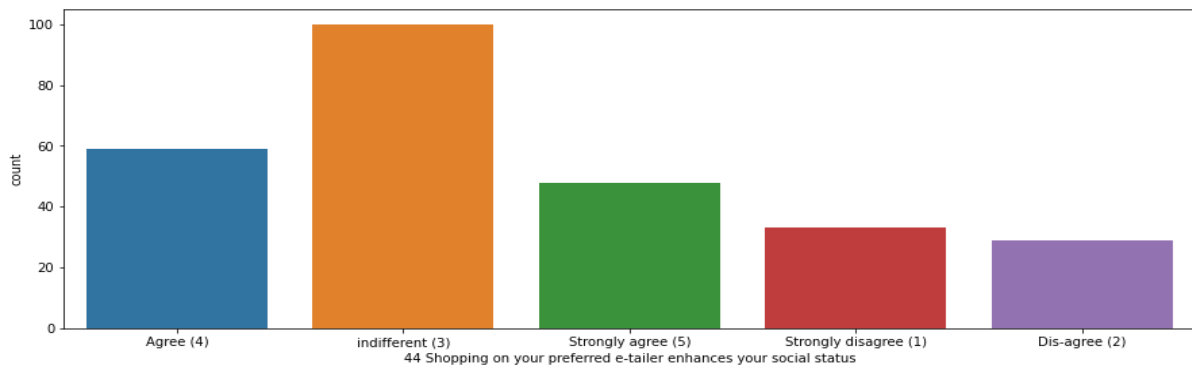
100 respondents are indifferent to this aspect, 59 respondents agree that shopping on your preferred e-commerce site enhances social status, 48 respondents strongly agree that shopping on your preferred e-commerce site enhances social status, 33 respondents strongly disagree that shopping on your preferred e-commerce site enhances social status, 29 respondents disagree that shopping on your preferred e-commerce site enhances social status

[Half of the population as indifferent to the idea that shopping on your preferred e-commerce site enhances social status and Half of the population agrees to it. The e-commerce sites need to incorporate such products which will help to boost self-imaging and personality, in turn, enhancing social status]

You feel gratification shopping on your favorite e-tailer
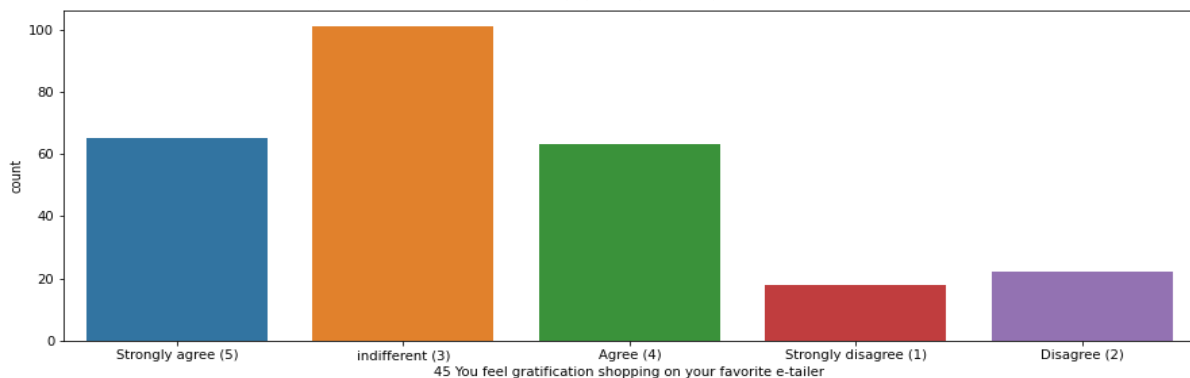
101 respondents are indifferent to this aspect, 65 respondents strongly agree upon the gratification they experience while shopping at their favourite e-commerce site, 63 respondents agree upon the gratification they experience while shopping at their favourite e-commerce site, 22 respondents disagree upon the gratification they experience while shopping at their favourite e-commerce site, 18 respondents strongly disagree upon the gratification they experience while shopping at their favourite e-commerce site

[Half of the respondents are indifferent to any gratification they experience while shopping at their favourite e-commerce site, while the other half agree upon the gratification they experience while shopping at their favourite e-commerce site. The e-commerce sites need to earn the loyalty from their customers]

Shopping on the website helps you fulfill certain roles
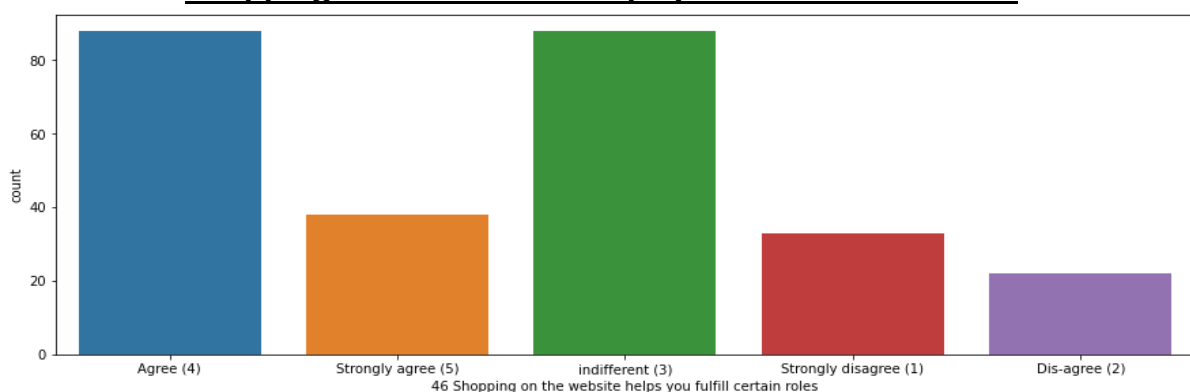
88 respondents agree that online shopping helps them fulfil certain roles, 88 respondents are indifferent to this, 38 respondents strongly agree that online shopping helps them fulfil certain roles, 33 respondents strongly disagree that online shopping helps them fulfil certain roles, 22 respondents disagree that online shopping helps them fulfil certain roles

[For a certain population online shopping helps them to fulfil certain roles]

Getting value for money spent

47 Getting value for money spent
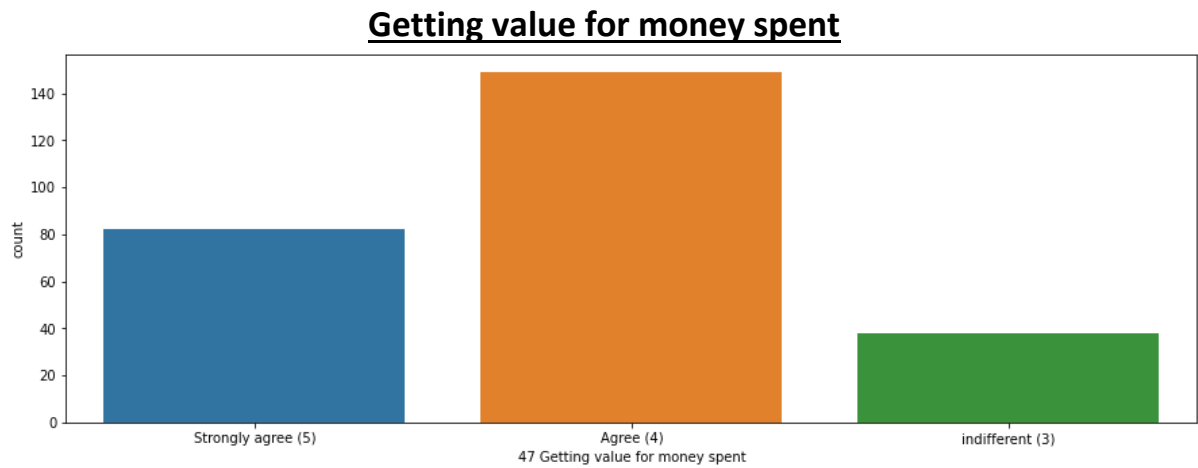
149 respondents agree that they are getting the value spent for the money, 82 respondents strongly agree that they are getting the value spent for the money , 38 respondents are indifferent to this aspect

[Majority of the respondents agree that they are getting the value spent for the money]

From the following, tick any (or all) of the online retailers you have shopped from

```
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com   82
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com              44
Amazon.in, Flipkart.com                                        32
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com               29
Amazon.in, Flipkart.com, Snapdeal.com                          27
Amazon.in, Paytm.com, Myntra.com                               20
Amazon.in                                                      16
Amazon.in, Paytm.com                                           12
Amazon.in, Flipkart.com, Paytm.com                              7
```

[All the respondents have shopped from amazon.in, 221 respondents have shopped from flipkart.com, 150 respondents have shopped from paytm.com, 146 respondents have shopped from myntra.com, 182 respondents have shopped from snapdeal.com]

[Amazon.in has the highest number of customers and Myntra.com has the lowest]

Easy to use website or application

```
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com    64
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com               44
Amazon.in, Flipkart.com                                         44
Amazon.in                                                       29
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com                22
Amazon.in, Paytm.com, Myntra.com                                20
Amazon.in, Flipkart.com, Myntra.com                             19
Paytm.com                                                       12
Flipkart.com                                                     8
Amazon.in, Paytm.com                                             7
```

[249 respondents find amazon.in to easy to use, 201 respondents find flipkart.com easy to use, 125 respondents find paytm.com easy to use, 147 respondents find myntra.com easy to use, 130 respondents find snapdeal.com e asy to use]
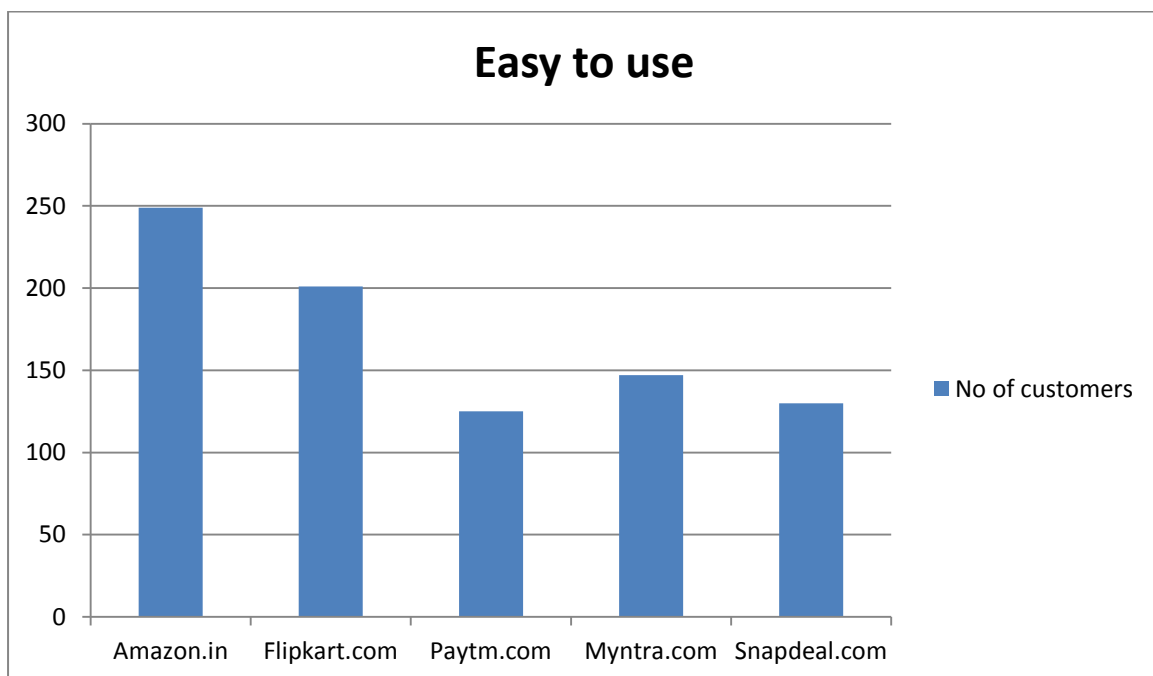
[Amazon.in is considered to have an easy to use website as compared to paytm.com]

Visual appealing web-page layout

```
Amazon.in, Flipkart.com                                        87
Amazon.in                                                      44
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com   36
Amazon.in, Paytm.com, Myntra.com                               20
Amazon.in, Myntra.com                                          15
Myntra.com                                                     15
Flipkart.com, Myntra.com                                       15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com             14
Flipkart.com                                                   12
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com              11
```

[227 respondents find amazon.in web-page layout visually appealing, 175 respondents find flipkart.com web page layout visually appealing, 67 respondents find paytm.com web-page layout visually appealing, 100 respondents find myntra.com web-page layout visually appealing, 61 respondents find snapdeal.com web-page layout visually appealing]
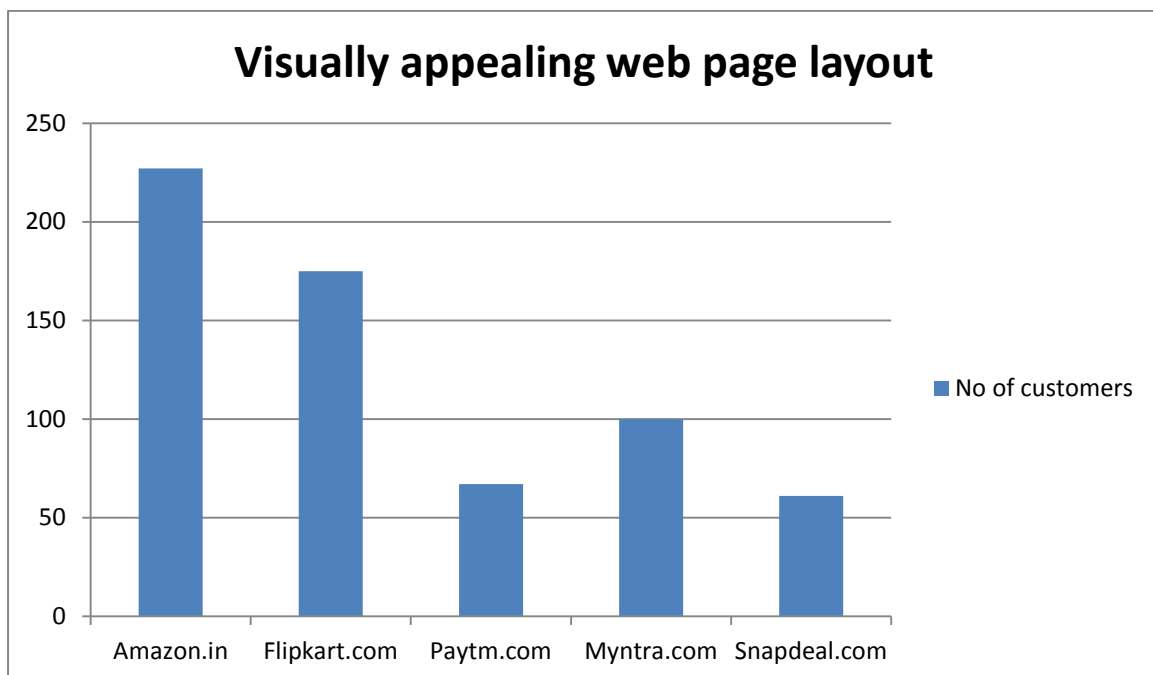
[Amazon.in has a visually appealing web-page layout as compared to Snapdeal.com]

Wild variety of product on offer

```
Amazon.in, Flipkart.com                                        130
Amazon.in                                                       43
Amazon.in, Myntra.com                                           20
Flipkart.com, Myntra.com                                        15
Myntra.com                                                      15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com              14
Amazon.in, Flipkart.com, Paytm.com                             13
Flipkart.com                                                    12
Paytm.com                                                        7
```

[220 respondents consider amazon.in to have a wild variety of product on offer, 184 respondents consider flipkart.com to have a wild variety of product on offer, 64 respondents consider myntra.com to have a wild variety of products on offer, 14 respondents consider snapdeal.com to have a wild variety of product on offer, 20 respondents consider paytm.com to have a wild variety of product on offer]
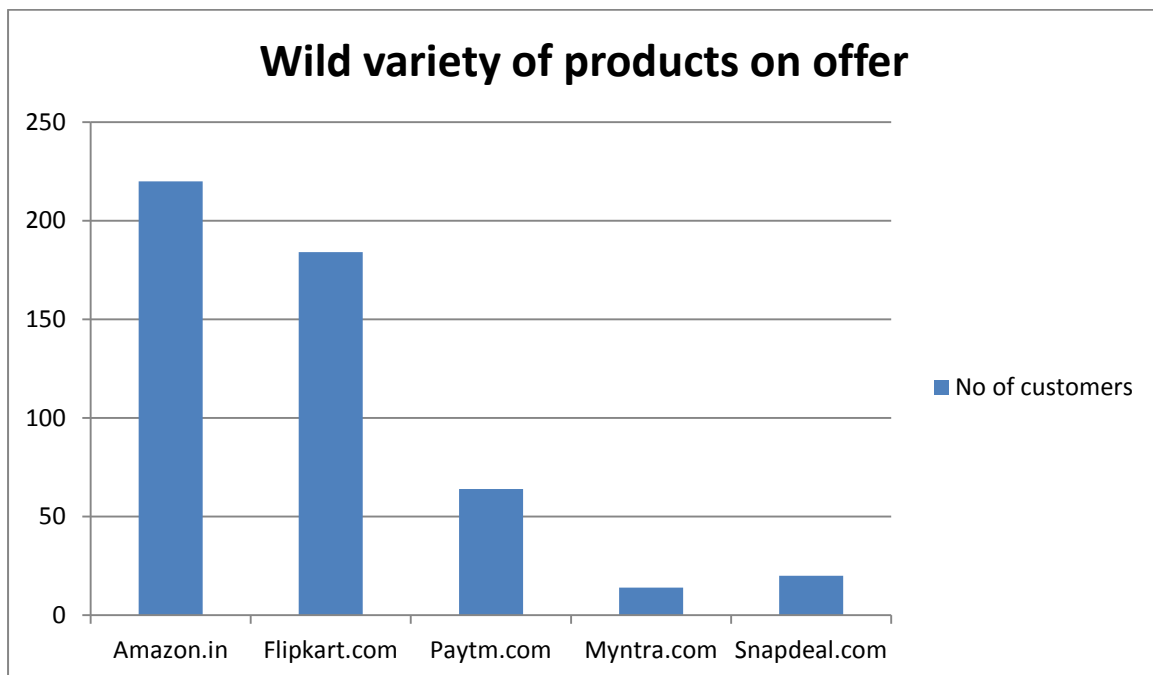
[Amazon.in has a wild variety of products on offer as compared to myntra.com]

Complete, relevant description information of products

```
Amazon.in, Flipkart.com                                          100
Amazon.in                                                         43
Amazon.in, Flipkart.com, Paytm.com                               24
Amazon.in, Paytm.com, Myntra.com                                 20
Amazon.in, Flipkart.com, Myntra.com                              15
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com     15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com                14
Snapdeal.com                                                     12
Flipkart.com, Snapdeal.com                                       11
Flipkart.com                                                      8
Amazon.in, Flipkart.com, Snapdeal.com                            7
```

[238 respondents consider amazon.in to have complete, relevant description in formation of products, 194 respondents consider flipkart.com to have complete, relevant description information of products, 59 respondents consider paytm.com to have complete, relevant description information of products, 64 respondents consider myntra.com to have complete, relevant description information of products, 59 respondents consider snapdeal.com to have complete, relevant description information of product]
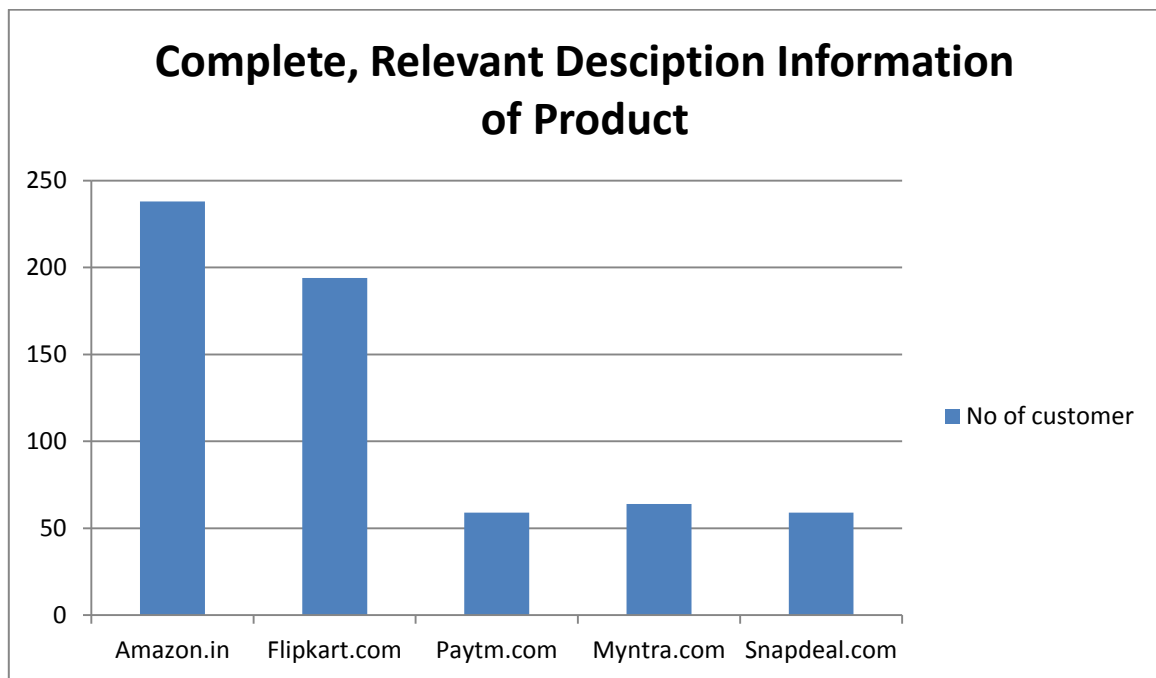
[Amazon.in provides complete, relevant description information of product as compared to paytm.com and snapdeal.com]

Fast loading website speed of website and application

```
Amazon.in                                                       51
Amazon.in, Paytm.com                                            44
Amazon.in, Flipkart.com, Myntra.com                             30
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com    30
Amazon.in, Flipkart.com                                         30
Amazon.in, Flipkart.com, Snapdeal.com                           25
Amazon.in, Flipkart.com, Paytm.com                              25
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com               14
Snapdeal.com                                                    12
Flipkart.com                                                     8
```

[249 respondents consider amazon.in to have fast loading website and application, 99 respondents consider paytm.com to have fast loading website and application, 74 respondents consider myntra.com to have fast loading website and application, 162 respondents consider flipkart.com to have fast loading website and application, 81 respondents consider snapdeal.com to have fast loading website and application]
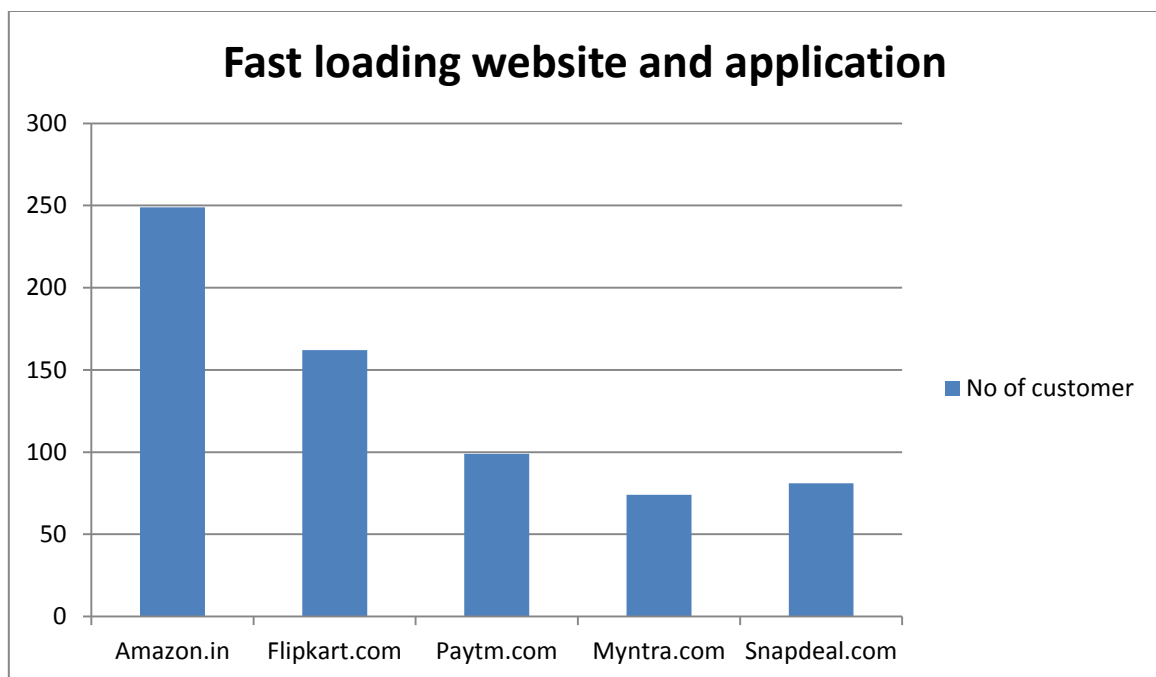
[Amazon.in has fast loading website and application as compared to myntra.com]

Reliability of the website or application

```
Amazon.in                                              61
Amazon.in, Flipkart.com                                50
Amazon.in, Flipkart.com, Paytm.com                     36
Amazon.in, Paytm.com, Myntra.com                       35
Amazon.in, Flipkart.com, Snapdeal.com                  18
Myntra.com                                             15
Flipkart.com                                           15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com      14
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com       13
Paytm.com                                              12
```

[227 respondents consider amazon.com to be reliable, 146 respondents consider flipkart.com to be reliable, 96 respondents consider paytm.com to be reliable, 64 respondents consider myntra.com to be reliable, 45 respondents consider snapdeal.com to be reliable]
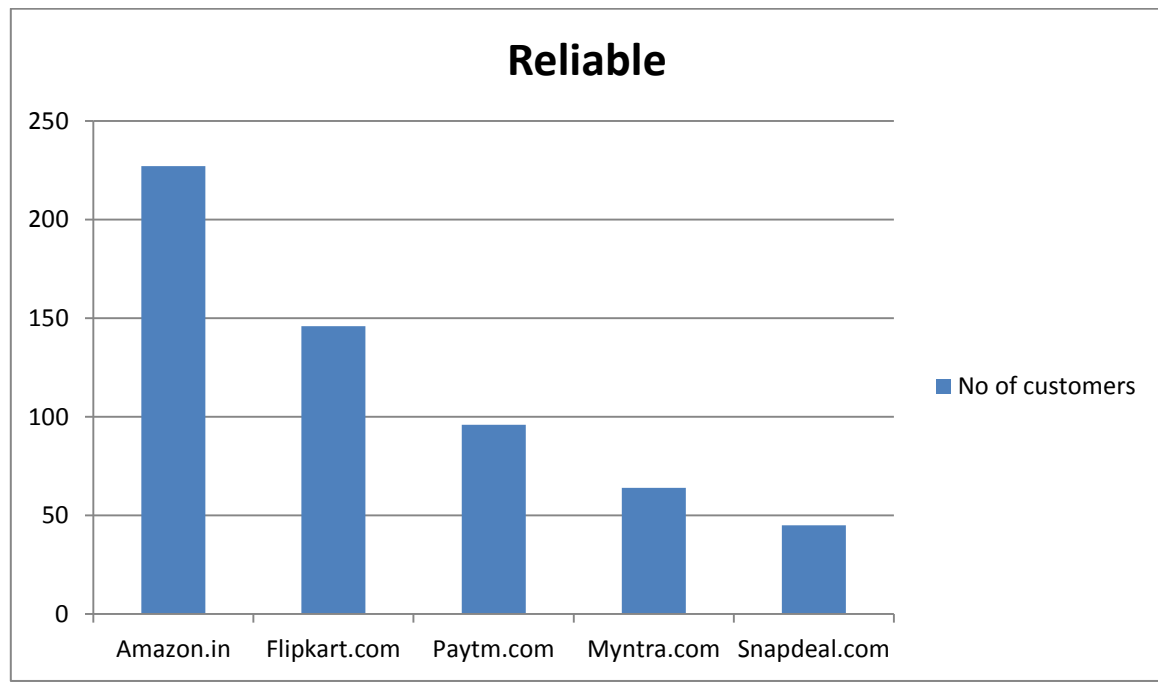
[Amazon.in is considered to be reliable as compared to snapdeal.com]

Quickness to complete purchase

```
Amazon.com                                                        66
Amazon.com, Flipkart.com, Paytm.com                              47
Amazon.com, Flipkart.com                                         37
Amazon.com, Flipkart.com, Myntra.com                             30
Paytm.com                                                        25
Amazon.com, Paytm.com, Myntra.com                                20
Amazon.com, Flipkart.com, Paytm.com, Myntra.com, Snapdeal        15
Flipkart.com                                                     15
Flipkart.com, Myntra.com, Snapdeal                               14
```

[214 respondents consider purchase at amazon.in to be quick, 158 respondents consider purchase at flipkart.com to be quick, 107 respondents consider purchase at paytm.com to be quick, 79 respondents consider purchase at myntra.com to be quick, 29 respondents consider purchase at snapdeal.com to be quick]
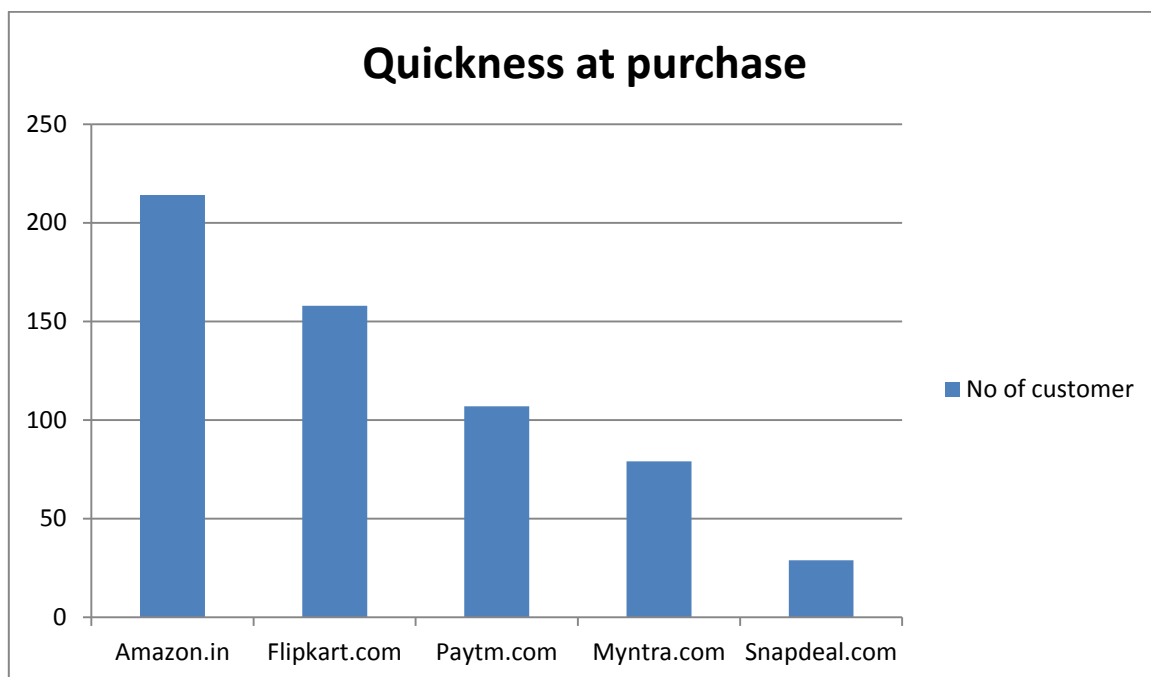
[Amazon.in is considered to have a quick purchase process as compared to snapdeal.com]

Availability of several payment options

```
Amazon.in, Flipkart.com                                           65
Amazon.in, Flipkart.com, Myntra.com                               40
Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com      39
Amazon.in                                                         23
Patym.com, Myntra.com                                             20
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com                 19
Amazon.in, Flipkart.com, Snapdeal.com                             18
Flipkart.com, Myntra.com, Snapdeal.com                            14
Patym.com                                                         12
Amazon.in, Patym.com                                              11
Flipkart.com                                                       8
```

[215 respondents consider amazon.in to provide several payment options, 203 respondents consider flipkart.com to provide several payment options, 132 respondents consider myntra.com to provide several payment options, 82 respondents consider paytm.com to provide several payment options, 90 respondents consider snapdeal.com to provide several payment options]
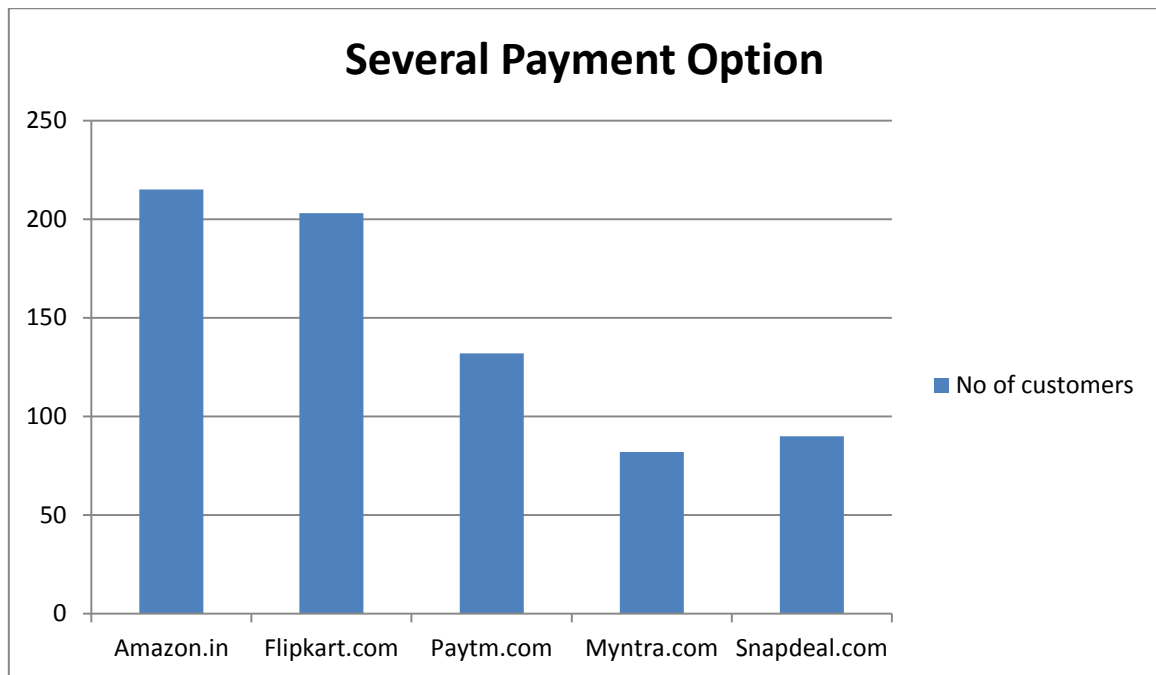
[Amazon.in provides several payment options as compared to myntra.com]

Speedy order delivery

```
Amazon.in                                    107
Amazon.in, Flipkart.com                       82
Amazon.in, Flipkart.com, Snapdeal.com         36
Amazon.in, Flipkart.com, Myntra.com           15
Flipkart.com                                  15
Flipkart.com, Myntra.com, Snapdeal.com        14
```

[240 respondents consider amazon.in has a speedy order delivery, 162 respondents consider flipkart.com has a speedy order delivery, 50 respondents consider snapdeal.com has a speedy order delivery, 29 respondents consider myntra.com has a speedy order delivery]
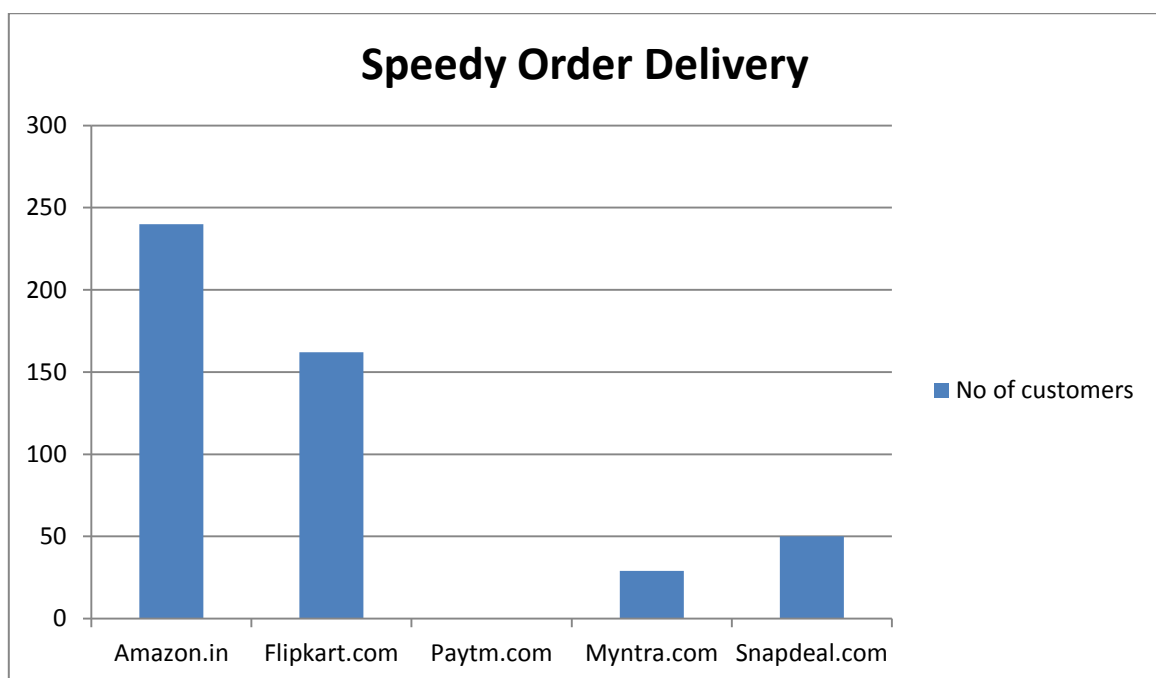
[Amazon has speedy order delivery as compared to paytm]

Privacy of customers' information

```
Amazon.in                                                          71
Amazon.in, Flipkart.com                                            54
Amazon.in, Flipkart.com, Myntra.com                                25
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com       24
Paytm.com                                                          18
Myntra.com                                                         15
Amazon.in, Paytm.com                                               15
Flipkart.com                                                       15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com                  14
Amazon.in, Flipkart.com, Paytm.com                                 11
Amazon.in, Flipkart.com, Snapdeal.com                               7
```

[221 respondents consider amazon.in protects the privacy of customer's information, 150 respondents consider flipkart.com protects the privacy of customer's information, 78 respondents consider myntra.com protects the privacy of customer's information, 68 respondents consider paytm.com protects the privacy of customer's information, 45 respondents consider snapdeal.com protects the privacy of customer's information]
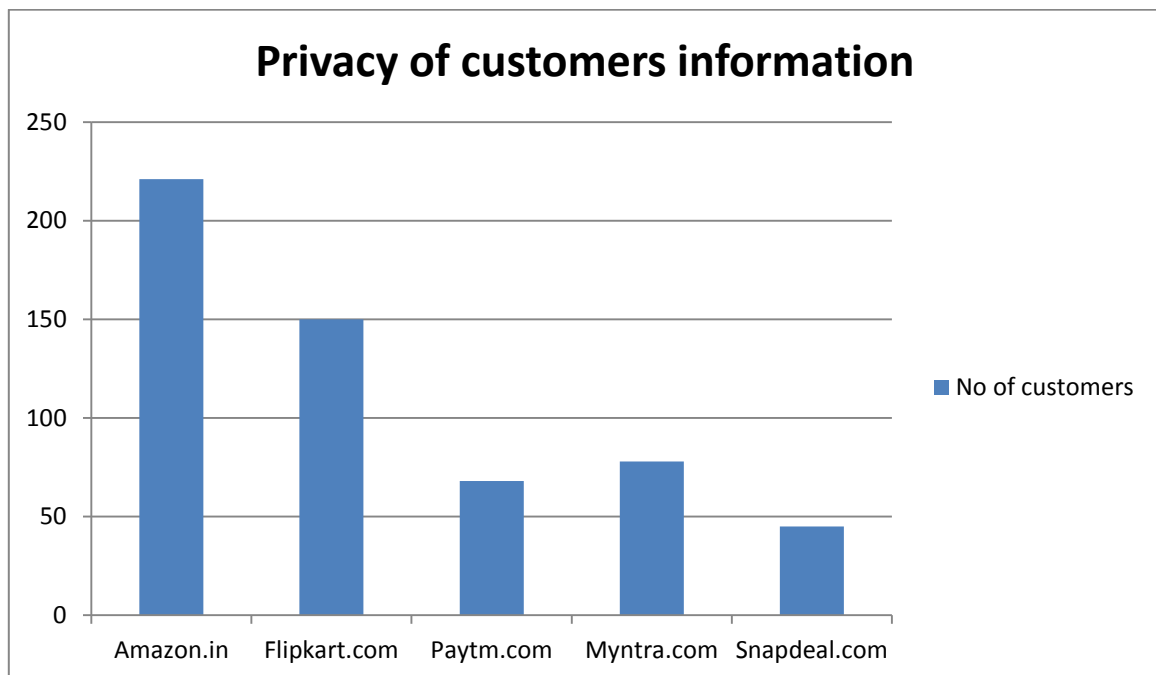
[Amazon.in protects the privacy of customer information as compared to snapdeal]

Security of customer financial information

```
Amazon.in                                                      51
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com   42
Flipkart.com                                                   33
Amazon.in, Flipkart.com, Snapdeal.com                          25
Amazon.in, Flipkart.com                                        24
Amazon.in, Paytm.com, Myntra.com                               20
Amazon.in, Snapdeal.com                                        19
Myntra.com                                                     15
Paytm.com                                                      15
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com              14
Amazon.in, Flipkart.com, Paytm.com                             11
```

[206 respondents consider their financial information secure with amazon.in, 149 respondents consider their financial information secure with flipkart.com, 88 respondents consider their financial information secure with paytm.com, 91 respondents consider their financial information secure with myntra.com, 100 respondents consider their financial information secure with snapdeal.com]
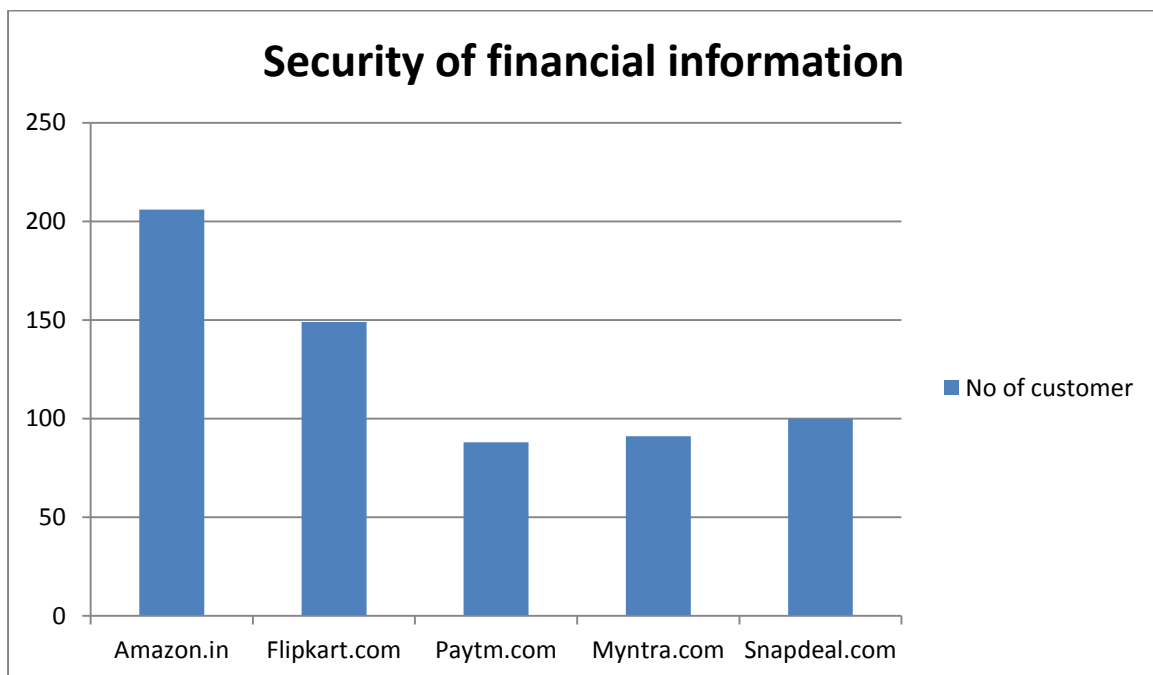
[Amazon.in secures customers financial information as compared to paytm.com]

Perceived Trustworthiness

```
Amazon.in                                                         76
Amazon.in, Flipkart.com, Snapdeal.com                             36
Amazon.in, Myntra.com                                             35
Amazon.in, Flipkart.com                                           31
Flipkart.com                                                      27
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com                 25
Myntra.com                                                        15
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com      13
Amazon.in, Flipkart.com, Paytm.com                                11
```

[227 respondents consider amazon.in trustworthy, 143 respondents consider flipkart.com trustworthy, 74 respondents consider snapdeal.com trustworthy, 88 respondents consider myntra.com trustworthy, 24 respondents consider paytm.com trustworthy]
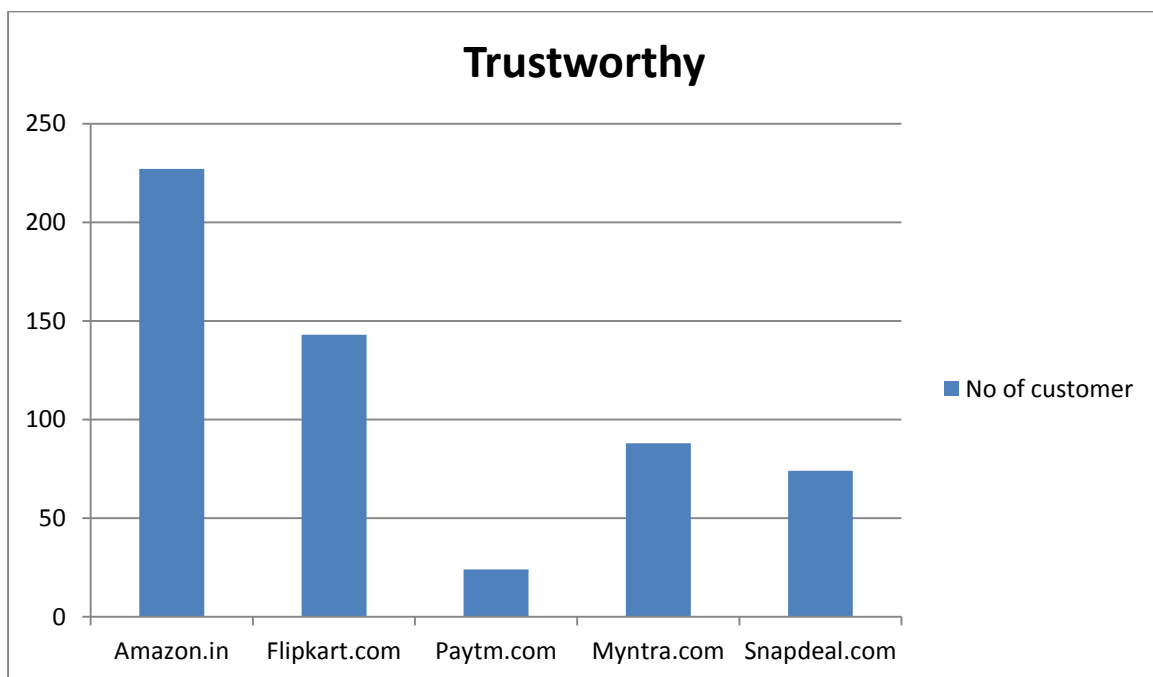
[Amazon.in is considered trustworthy as compared to paytm.com]

Presence of online assistance through multi-channel

```
Amazon.in, Flipkart.com, Myntra.com, Snapdeal    61
Amazon.in                                        60
Amazon.in, Flipkart.com                          39
Amazon.in, Snapdeal                              26
Myntra.com                                       20
Amazon.in, Flipkart.com, Myntra.com              15
Amazon.in, Myntra.com                            15
Amazon.in, Flipkart.com, Paytm.com               13
Paytm.com                                        12
Flipkart.com                                      8
```

[229 respondents consider amazon.in to have online assistance through multi-channel, 136 respondents consider flipkart.com to have online assistance through multi-channel, 111 respondents consider myntra.com to have online assistance through multi-channel, 87 respondents consider snapdeal.com to have online assistance through multi-channel, 25 respondents consider paytm.com to have online assistance through multi-channel]
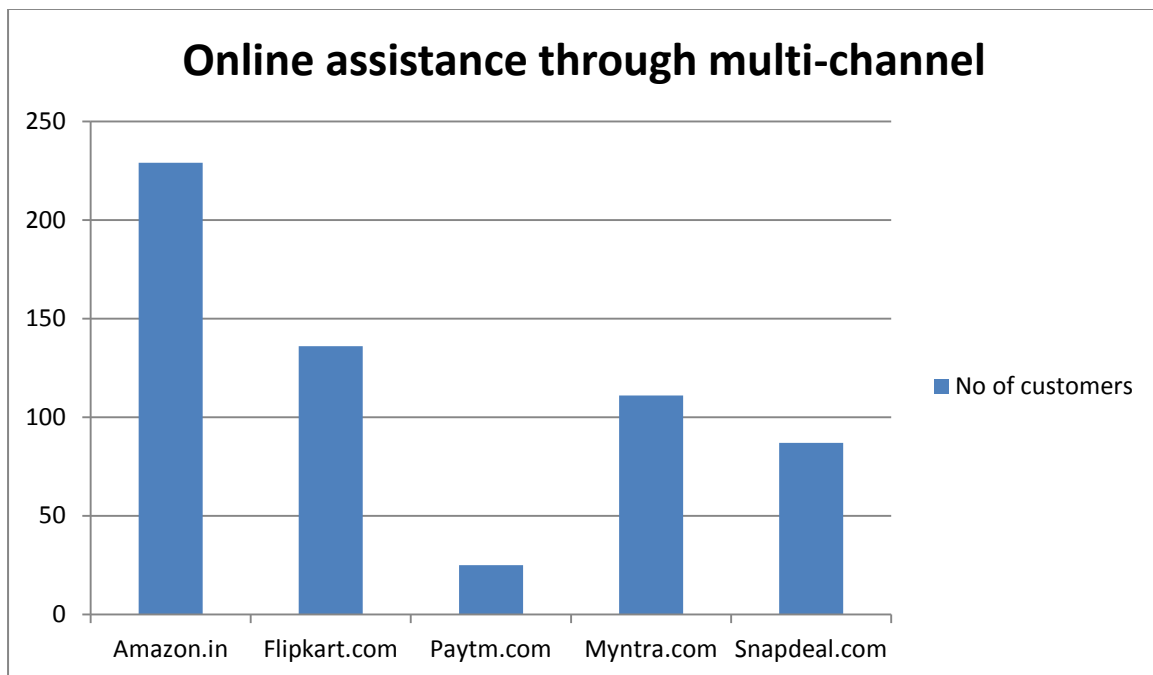
[Amazon.in provides online assistance through multi-channel, as compared to paytm.com]

Promotion/Sales Period

Longer time to get logged in

```
Amazon.in                                      57
Amazon.in, Flipkart.com                        38
Paytm.com                                      38
Myntra.com                                     35
Amazon.in, Flipkart.com, Snapdeal.com          29
Snapdeal.com                                   25
Flipkart.com, Paytm.com                        15
Flipkart.com, Paytm.com, Snapdeal.com          13
Amazon.in, Paytm.com                           11
Flipkart.com                                    8
```

[135 respondents experienced longer duration to log in during sale/promotion period in amazon.in, 103 respondents experienced longer duration to log in during sale/promotion period in flipkart.com, 77 respondents experienced long er duration to log in during sale/promotion period in paytm.com, 35 respondents experienced longer duration to log in during sale/promotion period in myntra.com, 67 respondents experienced longer duration to log in during sale/promotion period in snapdeal.com]

Longer time in displaying graphics and photos (promotion, sales period)

```
Amazon.in, Flipkart.com                        60
Amazon.in                                      39
Myntra.com                                     35
Snapdeal.com                                   34
Myntra.com, Snapdeal.com                       25
Flipkart.com, Snapdeal.com                     19
Paytm.com                                      15
Flipkart.com                                   15
Amazon.in, Myntra.com, Snapdeal.com            14
Amazon.in, Paytm.com                           13
```

[126 respondents faced longer time in displaying graphics and photos in amazo n.in, 73 respondents faced longer time in displaying graphics and photos in flipk art.com, 74 respondents faced longer time in displaying graphics and photos in myntra.com, 92 respondents faced longer time in displaying graphics and phot os in snapdeal.com, 28 respondents faced longer time in displaying graphics an d photos in paytm.com]

Late declaration of price (promotion, sales period)

```
Myntra.com                        75
Paytm.com                         52
snapdeal.com                      41
Flipkart.com                      38
Amazon.in                         38
Amazon.in, Paytm.com              13
Paytm.com, snapdeal.com            7
Amazon.in, Flipkart.com            5
```

[56 respondents faced late declaration of price in amazon.in, 75 respondents faced late declaration of price in myntra.com, 72 respondents faced late declaration of price in paytm.com, 48 respondents faced late declaration of price in snapdeal.com, 43 respondents faced late declaration of price in flipkart.com]

Longer page loading time (promotion, sales period)

```
Myntra.com                           61
Paytm.com                            59
Flipkart.com                         32
Snapdeal.com                         23
Amazon.in, Flipkart.com              18
Amazon.in                            16
Paytm.com, Snapdeal.com              15
Amazon.in, Snapdeal.com              14
Amazon.in, Paytm.com                 13
Flipkart.com, Snapdeal.com           11
Amazon.in, Paytm.com, Myntra.com      7
```

[68 respondents faced longer page loading time in myntra.com, 94 respondents faced longer page loading time in paytm.com, 61 respondents faced longer page loading time in flipkart.com, 63 respondents faced longer page loading time in snapdeal.com, 68 respondents faced longer page loading time in amazon.in]

Limited mode of payment on most products

```
Snapdeal.com                 87
Amazon.in                    62
Flipkart.com                 31
Amazon.in, Flipkart.com      29
Paytm.com                    25
Paytm.com, Snapdeal.com      15
Amazon.in, Paytm.com         13
Myntra.com, Snapdeal.com      7
```

[109 respondents experienced limited mode of payment in snapdeal.com, 104 r espondents experienced limited mode of payment in amazon.in, 60 respondent s experienced limited mode of payment in flipkart.com, 53 respondents experie nced limited mode of payment in paytm.com, 7 respondents experienced limite d mode of payment in myntra.com]
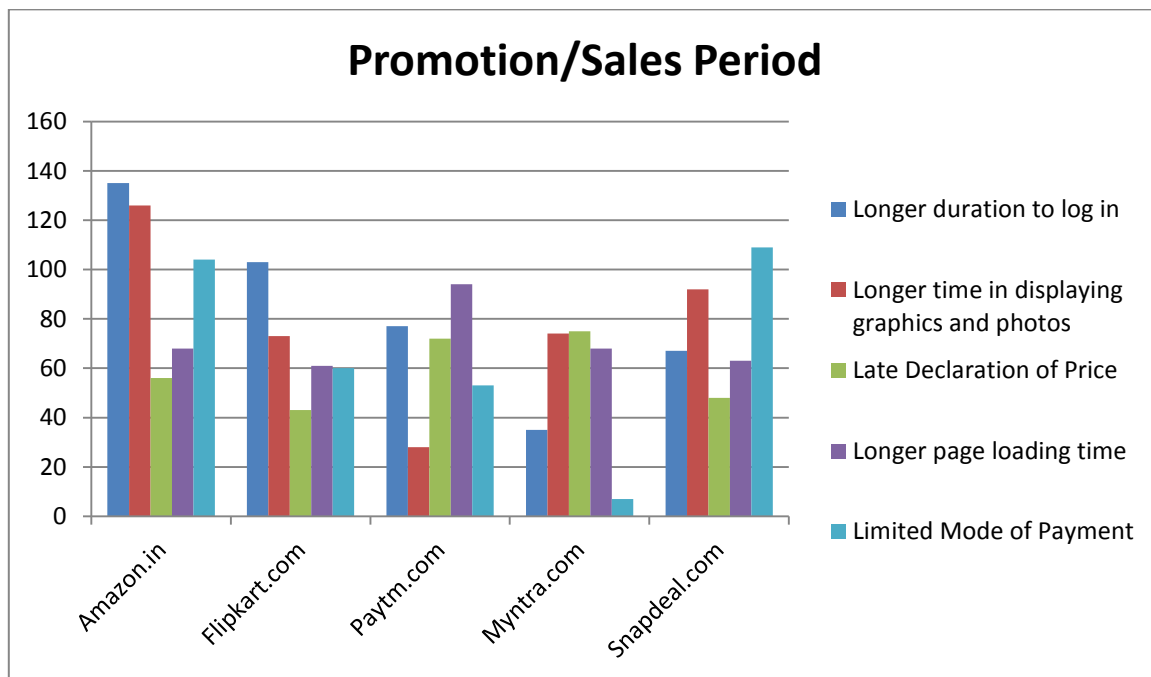
[Amazon.in experiences long duration to log in during sales/promotion period]
[Amazon.in experiences longer time in displaying graphics and photos during sa les/promotion period]
[Paytm.com and Myntra.com experience late declaration of price during sales/ promotion period]
[Paytm.com experience longer page loading time]
[Snapdeal.com experienced limited mode of payment]

Longer delivery period

Paytm.com	72
Snapdeal.com	64
Flipkart.com	44
Amazon.in	37
Paytm.com, Snapdeal.com	26
Myntra.com	26

[98 respondents face long delivery period in paytm.com, 90 respondents face long delivery period in snapdeal.com, 44 respondents face long delivery period in flipkart.com, 37 respondents face long delivery period in amazon.in, 26 respondents face long delivery period in myntra.com]
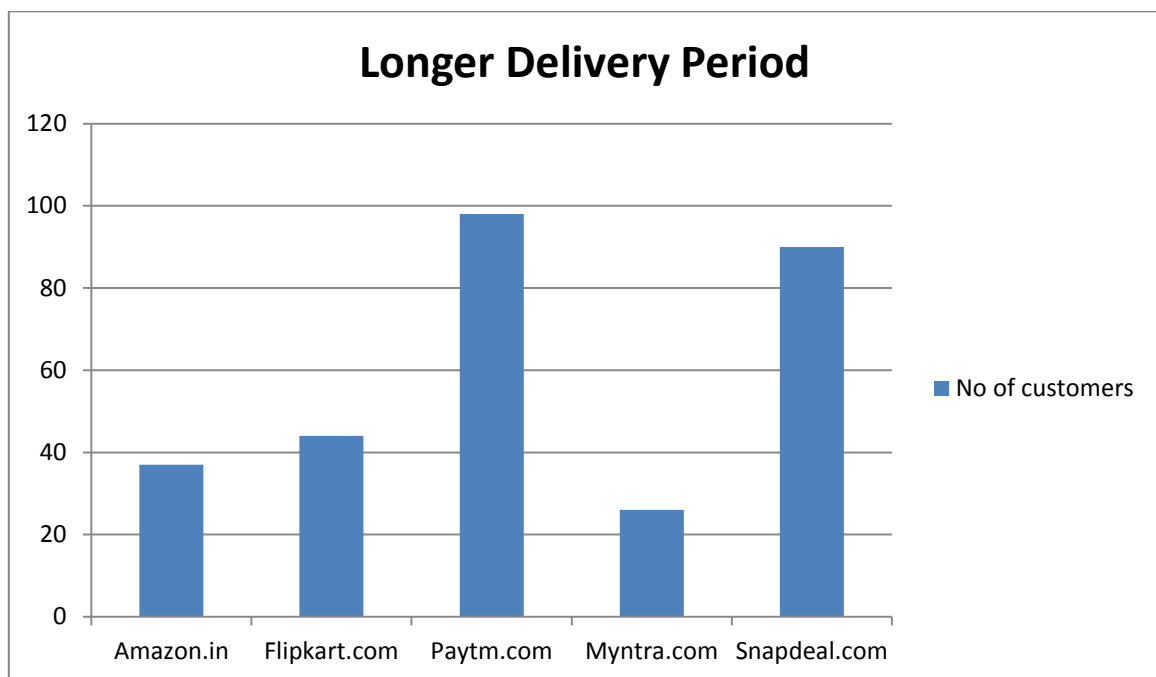
[Paytm.com faces longer delivery period]

Change in website/Application design

```
Amazon.in                        96
Paytm.com                        63
Amazon.in, Flipkart.com          45
Myntra.com                       30
Flipkart.com                     20
Snapdeal.com                      8
Flipkart.com, Myntra.com          7
```

[141 respondents agree that amazon.in require change in website/application, 63 respondents agree that paytm.com require change in website/application, 72 respondents agree that flipkart.com require change in website/application, 37 respondents agree that myntra.com require change in website/application, 8 respondents agree that snapdeal.com require change in website/application]
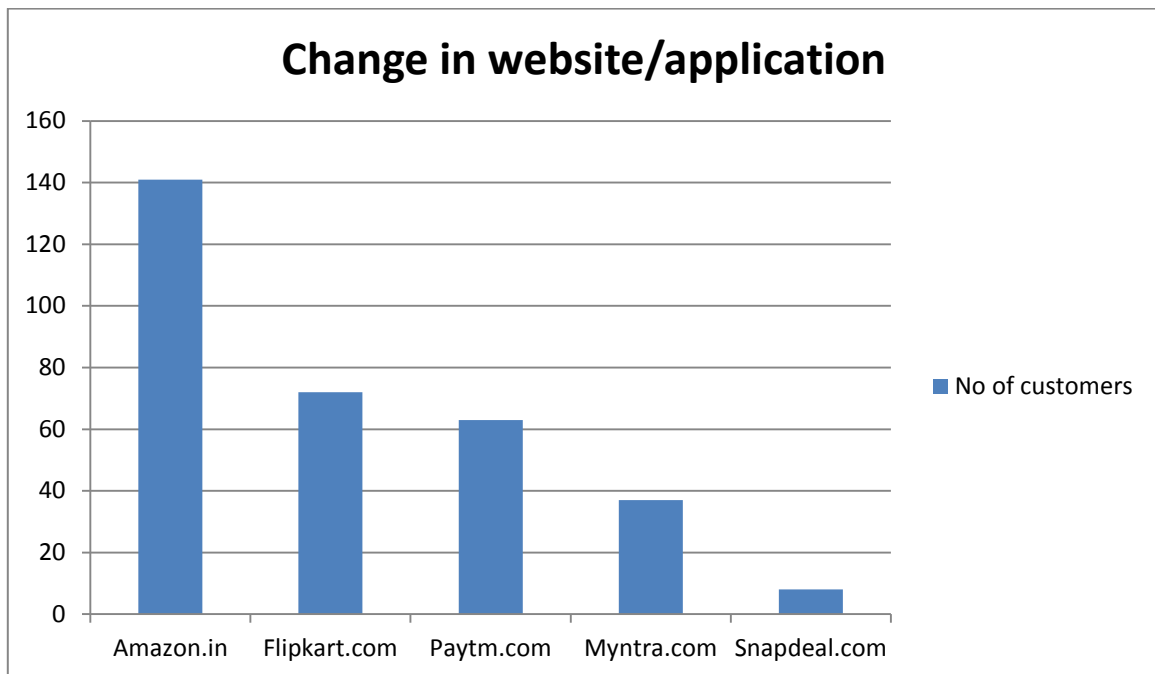
[Amazon.in requires a change in the website/application]

Frequent disruption when moving from one page to another

```
Amazon.in                      53
Myntra.com                     52
Snapdeal.com                   49
Paytm.com                      39
Flipkart.com                   26
Amazon.in, Flipkart.com        25
Myntra.com, Snapdeal.com       14
Flipkart.com, Snapdeal.com     11
```

[78 respondents face frequent disruption when moving from one page to another in amazon.in, 66 respondents face frequent disruption when moving from one page to another in myntra.com, 74 respondents face frequent disruption when moving from one page to another in snapdeal.com, 39 respondents face frequent disruption when moving from one page to another in paytm.com, 62 respondents face frequent disruption when moving from one page to another in flipkart.com]

Frequent disruption when moving from one page to another

Website	No of customers
Amazon.in	78
Flipkart.com	62
Paytm.com	39
Myntra.com	66
Snapdeal.com	74
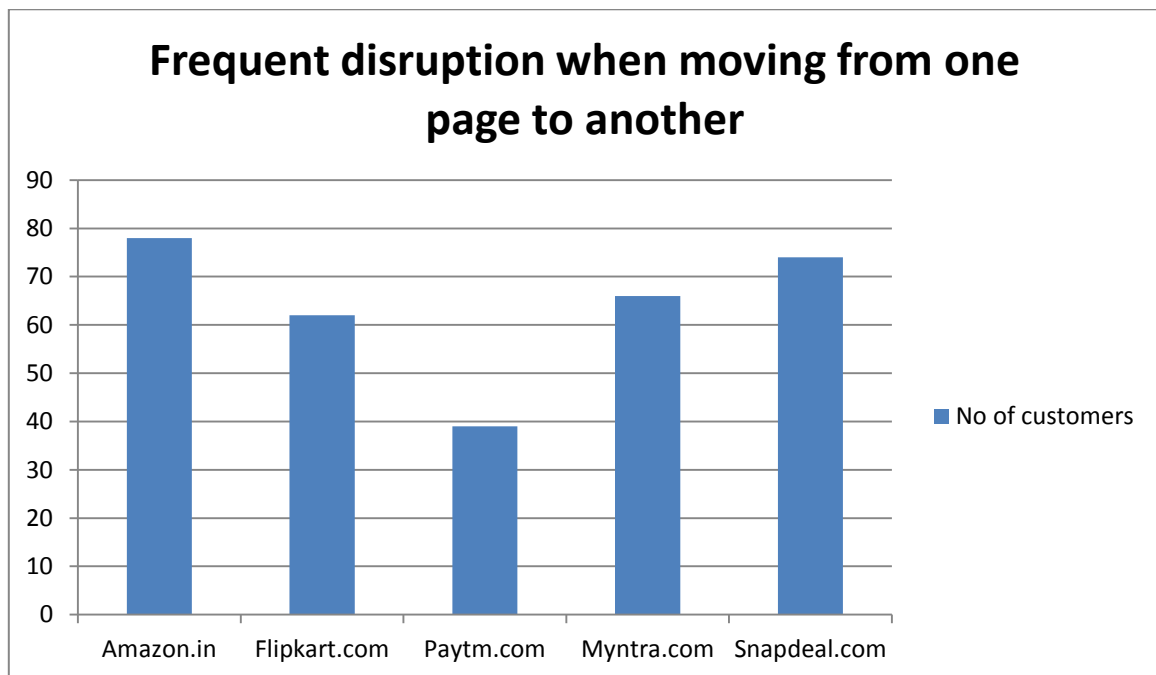
[Amazon.in faces disruption when moving from one page to another]

Website is as efficient as before

```
Amazon.in                                   94
Flipkart.com                                47
Amazon.in, Flipkart.com                     45
Amazon.in, Flipkart.com, Paytm.com          25
Amazon.in, Paytm.com                        18
Paytm.com                                   15
Myntra.com, Snapdeal.com                    14
Snapdeal.com                                11
```

[182 respondents find the website of amazon.in efficient, 117 respondents find the website of flipkart.com efficient, 58 respondents find the website of paytm. com efficient, 14 respondents find the website of myntra.com efficient, 25 resp ondents find the website of snapdeal.com efficient]
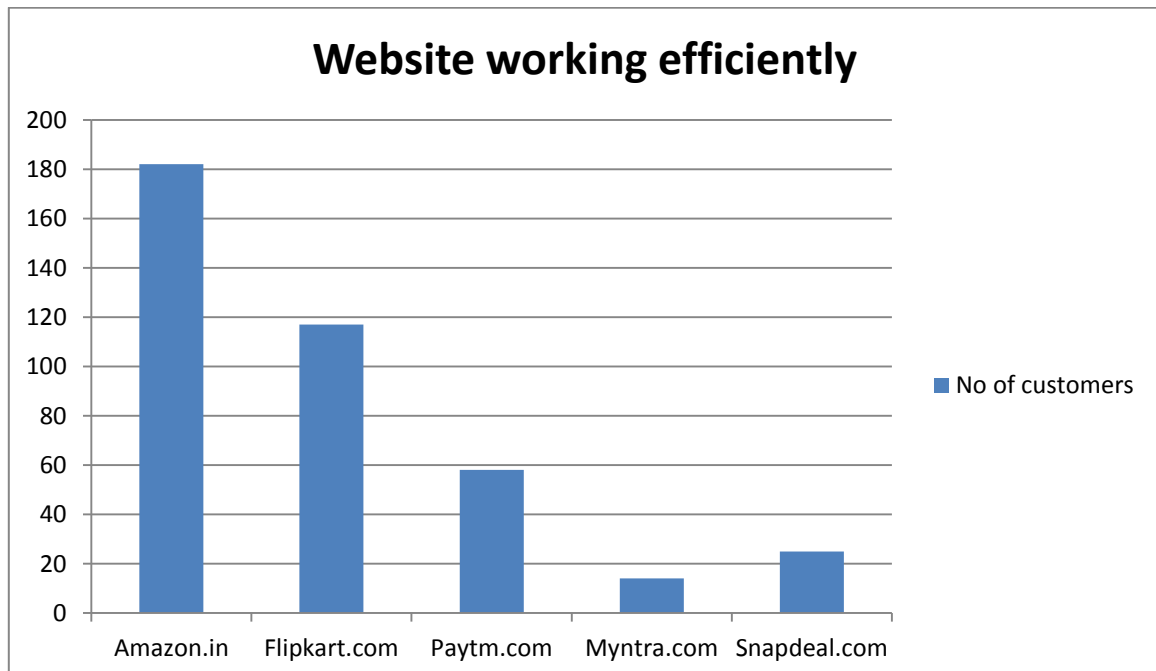
[Amazon.in website is working efficiently]

Which of the Indian online retailer would you recommend to a friend

```
Amazon.in                                            79
Amazon.in, Flipkart.com                              62
Flipkart.com                                         39
Amazon.in, Myntra.com                                30
Amazon.in, Paytm.com, Myntra.com                     20
Amazon.in, Flipkart.com, Myntra.com                  15
Amazon.in, Paytm.com                                 13
Flipkart.com, Paytm.com, Myntra.com, snapdeal.com    11
```

[219 respondents would recommend amazon.in, 127 respondents would recommend flipkart.com, 76 respondents would recommend myntra.com, 44 respondents would recommend paytm.com, 11 respondents would recommend snapdeal.com]
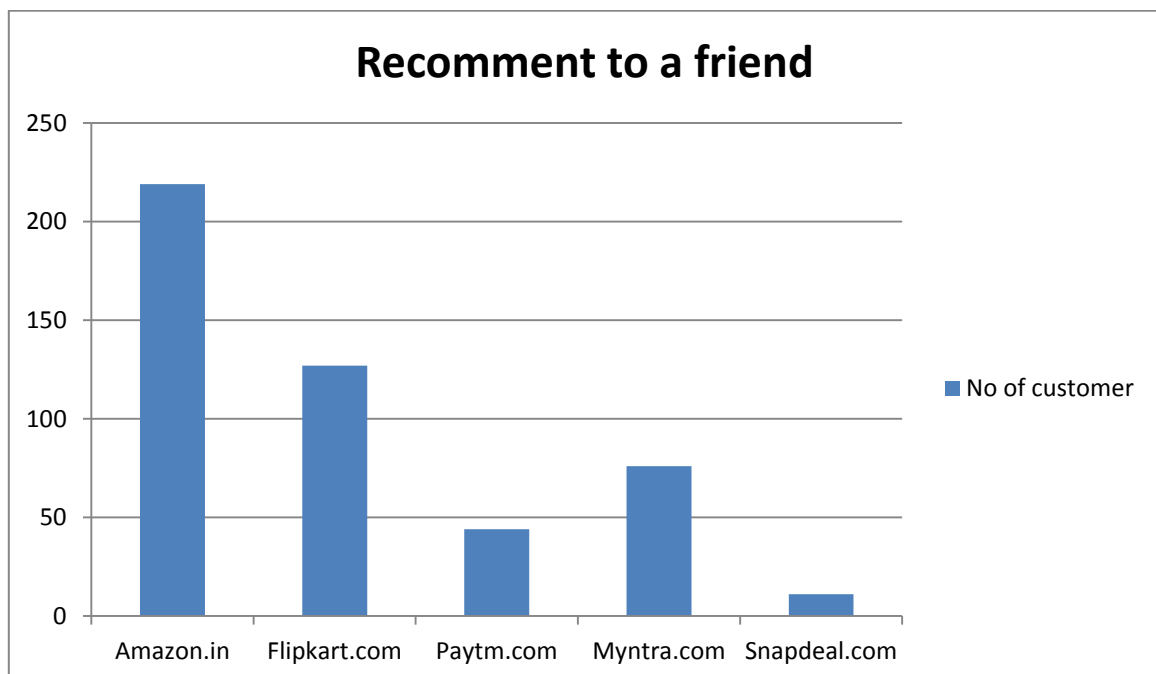
[Amazon.in is highly recommended]

General analysis of each Online Retailer

Online Retailer	Strength	Weakness
Amazon.in	Highest number of customers	Long duration to log in during sale/promotion period
	Easy to use website	Longer time to display graphics
	Visually appealing web-page	Frequent disruption when moving from one page to another
	Offers wild variety of product on offer	
	Provides complete description of products	
	Fast loading website	
	Reliable	
Flipkart.com	High number of customers	Frequent disruption when moving from one page to another
	Easy to use website	
	Several payment option	
Myntra.com	Short delivery period	Lowest number of customer
		Does not offer wild variety of product on offer
		Does not provide complete description of products
		Slow loading website
Paytm.com	Shorter time in displaying graphics and photos during sale/promotion period	Lowest number of customers
		Website not that easy to use
		Does not provide complete description of products
		Not perceived trustworthy
Snapdeal.com	Good number of customers	Web page not that visually appealing
		Does not offer wild variety of product on offer
		Does not provide complete description of products

[Paytm.com, Myntra.com and snapdeal.com have lots of scope of improvement with customer interaction and product delivery]

Statistical Analysis of each column-

--------- 1Gender of respondent ---------
```
count    269.000000
mean       0.327138
std        0.470042
min        0.000000
25%        0.000000
50%        0.000000
75%        1.000000
max        1.000000
Name: 1Gender of respondent, dtype: float64
```

--------- 2 How old are you? ---------
```
count    269.000000
mean       1.330855
std        1.183774
min        0.000000
25%        0.000000
50%        1.000000
75%        2.000000
max        4.000000
Name: 2 How old are you? , dtype: float64
```

--------- 3 Which city do you shop online from? ---------
```
count    269.000000
mean       4.494424
std        3.187687
min        0.000000
25%        2.000000
50%        4.000000
75%        7.000000
max       10.000000
Name: 3 Which city do you shop online from?, dtype: float64
```

--------- 4 What is the Pin Code of where you shop online from? ---------
```
count       269.000000
mean     220465.747212
std      140524.341051
min      110008.000000
25%      122018.000000
50%      201303.000000
75%      201310.000000
max      560037.000000
```

Name: 4 What is the Pin Code of where you shop online from?, dtype: float64

--------- 5 Since How Long You are Shopping Online ? ---------
count   269.000000
mean   2.323420
std   1.176357
min   0.000000
25%   1.000000
50%   3.000000
75%   3.000000
max   4.000000
Name: 5 Since How Long You are Shopping Online ?, dtype: float64

--------- 6 How many times you have made an online purchase in the past 1 y
ear? ---------
count   269.000000
mean   3.237918
std   1.739331
min   0.000000
25%   2.000000
50%   3.000000
75%   5.000000
max   5.000000
Name: 6 How many times you have made an online purchase in the past 1 year?
, dtype: float64

--------- 7 How do you access the internet while shopping on-line? --------
-
count   269.000000
mean   2.078067
std   0.715919
min   0.000000
25%   2.000000
50%   2.000000
75%   3.000000
max   3.000000
Name: 7 How do you access the internet while shopping on-line?, dtype: floa
t64

--------- 8 Which device do you use to access the online shopping? --------
-
count   269.000000
mean   1.501859

```
std        0.751240
min        0.000000
25%        1.000000
50%        2.000000
75%        2.000000
max        3.000000
Name: 8 Which device do you use to access the online shopping?, dtype: floa
t64




---------  9 What is the screen size of your mobile device?
count    269.000000
mean       2.256506
std        0.944942
min        0.000000
25%        2.000000
50%        2.000000
75%        3.000000
max        3.000000
Name: 9 What is the screen size of your mobile device?\t\t\t\t\t\t
, dtype: float64




---------  10 What is the operating system (OS) of your device?
count    269.000000
mean       1.137546
std        0.867985
min        0.000000
25%        0.000000
50%        1.000000
75%        2.000000
max        2.000000
Name: 10 What is the operating system (OS) of your device?\t\t\t\t
, dtype: float64




---------  11 What browser do you run on your device to access the website?
count    269.000000
mean       0.524164
std        1.097985
min        0.000000
25%        0.000000
50%        0.000000
75%        0.000000
max        3.000000
Name: 11 What browser do you run on your device to access the website?\t\t\
t                                                          , dtype: float64
```

--------- 12 Which channel did you follow to arrive at your favorite online store for the first time?

```
count   269.000000
mean      1.780669
std       0.566672
min       0.000000
25%       2.000000
50%       2.000000
75%       2.000000
max       2.000000
```
Name: 12 Which channel did you follow to arrive at your favorite online store for the first time?
, dtype: float64

--------- 13 After first visit, how do you reach the online retail store?
```
count   269.000000
mean      2.081784
std       1.555204
min       0.000000
25%       0.000000
50%       2.000000
75%       4.000000
max       4.000000
```
Name: 13 After first visit, how do you reach the online retail store?\t\t\t\t   , dtype: float64

--------- 14 How much time do you explore the e- retail store before making a purchase decision?

```
count   269.000000
mean      2.695167
std       1.336910
min       0.000000
25%       2.000000
50%       3.000000
75%       4.000000
max       4.000000
```
Name: 14 How much time do you explore the e- retail store before making a purchase decision?
, dtype: float64

--------- 15 What is your preferred payment Option?

```
count    269.000000
mean       0.884758
std        0.661938
min        0.000000
25%        0.000000
50%        1.000000
75%        1.000000
max        2.000000
Name: 15 What is your preferred payment Option?\t\t\t\t\t
, dtype: float64
```

--------- 16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?

```
count    269.000000
mean       1.617100
std        0.781219
min        0.000000
25%        1.000000
50%        2.000000
75%        2.000000
max        3.000000
Name: 16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?\t\t\t\t\t\t\t
, dtype: float64
```

--------- 17 Why did you abandon the "Bag", "Shopping Cart"?

```
count    269.000000
mean       1.327138
std        1.589626
min        0.000000
25%        0.000000
50%        1.000000
75%        3.000000
max        4.000000
Name: 17 Why did you abandon the "Bag", "Shopping Cart"?\t\t\t\t\t
, dtype: float64
```

--------- 18 The content on the website must be easy to read and understand ---------

```
count    269.000000
mean       1.446097
std        0.989626
min        0.000000
```

```
25%        0.000000
50%        2.000000
75%        2.000000
max        3.000000
Name: 18 The content on the website must be easy to read and understand, dt
ype: float64



--------- 19 Information on similar product to the one highlighted  is impo
rtant for product comparison ---------
count    269.000000
mean       1.680297
std        1.330618
min        0.000000
25%        0.000000
50%        2.000000
75%        3.000000
max        3.000000
Name: 19 Information on similar product to the one highlighted  is importan
t for product comparison, dtype: float64



--------- 20 Complete information on listed seller and product being offere
d is important for purchase decision. ---------
count    269.000000
mean       1.587361
std        1.375691
min        0.000000
25%        0.000000
50%        2.000000
75%        3.000000
max        4.000000
Name: 20 Complete information on listed seller and product being offered is
important for purchase decision., dtype: float64



--------- 21 All relevant information on listed products must be stated cle
arly ---------
count    269.000000
mean       1.040892
std        1.076461
min        0.000000
25%        0.000000
50%        1.000000
75%        2.000000
max        3.000000
```

Name: 21 All relevant information on listed products must be stated clearly
, dtype: float64

--------- 22 Ease of navigation in website ---------
count   269.000000
mean   1.267658
std   1.055774
min   0.000000
25%   0.000000
50%   2.000000
75%   2.000000
max   3.000000
Name: 22 Ease of navigation in website, dtype: float64

--------- 23 Loading and processing speed ---------
count   269.000000
mean   1.617100
std   1.483191
min   0.000000
25%   0.000000
50%   2.000000
75%   3.000000
max   4.000000
Name: 23 Loading and processing speed, dtype: float64

--------- 24 User friendly Interface of the website ---------
count   269.000000
mean   2.457249
std   1.216734
min   0.000000
25%   3.000000
50%   3.000000
75%   3.000000
max   4.000000
Name: 24 User friendly Interface of the website, dtype: float64

--------- 25 Convenient Payment methods ---------
count   269.000000
mean   1.293680
std   0.897341
min   0.000000
25%   0.000000
50%   2.000000

```
75%        2.000000
max        2.000000
Name: 25 Convenient Payment methods, dtype: float64



--------- 26 Trust that the online retail store will fulfill its part of th
e transaction at the stipulated time ---------
count    269.000000
mean       1.293680
std        0.969304
min        0.000000
25%        0.000000
50%        2.000000
75%        2.000000
max        3.000000
Name: 26 Trust that the online retail store will fulfill its part of the tr
ansaction at the stipulated time, dtype: float64



--------- 27 Empathy (readiness to assist with queries) towards the custome
rs ---------
count    269.000000
mean       1.022305
std        0.668776
min        0.000000
25%        1.000000
50%        1.000000
75%        1.000000
max        3.000000
Name: 27 Empathy (readiness to assist with queries) towards the customers,
dtype: float64



--------- 28 Being able to guarantee the privacy of the customer ---------
count    269.000000
mean       0.881041
std        0.547018
min        0.000000
25%        1.000000
50%        1.000000
75%        1.000000
max        2.000000
Name: 28 Being able to guarantee the privacy of the customer, dtype: float6
4
```

```
--------- 29 Responsiveness, availability of several communication channels
(email, online rep, twitter, phone etc.) ---------
count    269.000000
mean       0.802974
std        0.759413
min        0.000000
25%        0.000000
50%        1.000000
75%        1.000000
max        3.000000
Name: 29 Responsiveness, availability of several communication channels (em
ail, online rep, twitter, phone etc.), dtype: float64


--------- 30 Online shopping gives monetary benefit and discounts ---------
count    269.000000
mean       1.765799
std        1.438082
min        0.000000
25%        0.000000
50%        2.000000
75%        3.000000
max        4.000000
Name: 30 Online shopping gives monetary benefit and discounts, dtype: float
64


--------- 31 Enjoyment is derived from shopping online ---------
count    269.000000
mean       2.159851
std        1.468737
min        0.000000
25%        1.000000
50%        2.000000
75%        4.000000
max        4.000000
Name: 31 Enjoyment is derived from shopping online, dtype: float64


--------- 32 Shopping online is convenient and flexible ---------
count    269.000000
mean       1.498141
std        1.038888
min        0.000000
25%        0.000000
50%        2.000000
75%        2.000000
```

```
max        3.000000
Name: 32 Shopping online is convenient and flexible, dtype: float64


--------- 33 Return and replacement policy of the e-tailer is important for
purchase decision ---------
count    269.000000
mean       1.546468
std        0.793324
min        0.000000
25%        1.000000
50%        2.000000
75%        2.000000
max        2.000000
Name: 33 Return and replacement policy of the e-tailer is important for pur
chase decision, dtype: float64


--------- 34 Gaining access to loyalty programs is a benefit of shopping on
line ---------
count    269.000000
mean       1.985130
std        1.416771
min        0.000000
25%        1.000000
50%        2.000000
75%        3.000000
max        4.000000
Name: 34 Gaining access to loyalty programs is a benefit of shopping online
, dtype: float64


--------- 35 Displaying quality Information on the website improves satisfa
ction of customers ---------
count    269.000000
mean       0.910781
std        0.706734
min        0.000000
25%        0.000000
50%        1.000000
75%        1.000000
max        2.000000
Name: 35 Displaying quality Information on the website improves satisfactio
n of customers, dtype: float64
```

--------- 36 User derive satisfaction while shopping on a good quality website or application ---------
```
count    269.000000
mean       1.330855
std        0.929520
min        0.000000
25%        0.000000
50%        2.000000
75%        2.000000
max        2.000000
```
Name: 36 User derive satisfaction while shopping on a good quality website or application, dtype: float64

--------- 37 Net Benefit derived from shopping online can lead to users satisfaction ---------
```
count    269.000000
mean       1.706320
std        0.953781
min        0.000000
25%        2.000000
50%        2.000000
75%        2.000000
max        3.000000
```
Name: 37 Net Benefit derived from shopping online can lead to users satisfaction, dtype: float64

--------- 38 User satisfaction cannot exist without trust ---------
```
count    269.000000
mean       1.208178
std        1.133516
min        0.000000
25%        0.000000
50%        2.000000
75%        2.000000
max        4.000000
```
Name: 38 User satisfaction cannot exist without trust, dtype: float64

--------- 39 Offering a wide variety of listed product in several category ---------
```
count    269.000000
mean       1.486989
std        1.173724
min        0.000000
25%        0.000000
```

```
50%       2.000000
75%       2.000000
max       3.000000
Name: 39 Offering a wide variety of listed product in several category, dty
pe: float64



--------- 40 Provision of complete and relevant product information -------
--
count   269.000000
mean      1.368030
std       1.093681
min       0.000000
25%       0.000000
50%       2.000000
75%       2.000000
max       3.000000
Name: 40 Provision of complete and relevant product information, dtype: flo
at64



--------- 41 Monetary savings ---------
count   269.000000
mean      1.382900
std       0.953316
min       0.000000
25%       0.000000
50%       2.000000
75%       2.000000
max       3.000000
Name: 41 Monetary savings, dtype: float64



--------- 42 The Convenience of patronizing the online retailer ---------
count   269.000000
mean      0.773234
std       0.866386
min       0.000000
25%       0.000000
50%       0.000000
75%       2.000000
max       2.000000
Name: 42 The Convenience of patronizing the online retailer, dtype: float64



--------- 43 Shopping on the website gives you the sense of adventure -----
----
```

```
count    269.000000
mean       1.520446
std        1.537027
min        0.000000
25%        0.000000
50%        1.000000
75%        2.000000
max        4.000000
Name: 43 Shopping on the website gives you the sense of adventure, dtype: f
loat64


---------- 44 Shopping on your preferred e-tailer enhances your social statu
s ----------
count    269.000000
mean       2.319703
std        1.581735
min        0.000000
25%        1.000000
50%        2.000000
75%        4.000000
max        4.000000
Name: 44 Shopping on your preferred e-tailer enhances your social status, d
type: float64


---------- 45 You feel gratification shopping on your favorite e-tailer ----
-----
count    269.000000
mean       2.267658
std        1.589058
min        0.000000
25%        1.000000
50%        2.000000
75%        4.000000
max        4.000000
Name: 45 You feel gratification shopping on your favorite e-tailer, dtype:
float64


---------- 46 Shopping on the website helps you fulfill certain roles ------
---
count    269.000000
mean       2.040892
std        1.682383
min        0.000000
25%        0.000000
```

```
50%         2.000000
75%         4.000000
max         4.000000
Name: 46 Shopping on the website helps you fulfill certain roles, dtype: fl
oat64



--------- 47 Getting value for money spent ---------
count    269.000000
mean       0.587361
std        0.725847
min        0.000000
25%        0.000000
50%        0.000000
75%        1.000000
max        2.000000
Name: 47 Getting value for money spent, dtype: float64



--------- From the following, tick any (or all) of the online retailers you
have shopped from;
---------
count    269.000000
mean       3.791822
std        2.185725
min        0.000000
25%        2.000000
50%        4.000000
75%        5.000000
max        8.000000
Name: From the following, tick any (or all) of the online retailers you hav
e shopped from;
, dtype: float64



--------- Easy to use website or application ---------
count    269.000000
mean       3.472119
std        2.415004
min        0.000000
25%        1.000000
50%        3.000000
75%        5.000000
max        9.000000
Name: Easy to use website or application, dtype: float64
```

```
--------- Visual appealing web-page layout ---------
count    269.000000
mean       2.977695
std        2.809808
min        0.000000
25%        1.000000
50%        2.000000
75%        5.000000
max        9.000000
Name: Visual appealing web-page layout, dtype: float64


--------- Wild variety of product on offer ---------
count    269.000000
mean       2.185874
std        2.253278
min        0.000000
25%        1.000000
50%        1.000000
75%        4.000000
max        8.000000
Name: Wild variety of product on offer, dtype: float64


--------- Complete, relevant description information of products ---------
count    269.000000
mean       3.003717
std        3.025388
min        0.000000
25%        1.000000
50%        1.000000
75%        5.000000
max       10.000000
Name: Complete, relevant description information of products, dtype: float6
4


--------- Fast loading website speed of website and application ---------
count    269.000000
mean       3.762082
std        2.838155
min        0.000000
25%        1.000000
50%        4.000000
75%        6.000000
max        9.000000
Name: Fast loading website speed of website and application, dtype: float64
```

```
--------- Reliability of the website or application ---------
count    269.000000
mean       3.237918
std        2.861722
min        0.000000
25%        1.000000
50%        3.000000
75%        6.000000
max        9.000000
Name: Reliability of the website or application, dtype: float64


--------- Quickness to complete purchase ---------
count    269.000000
mean       2.921933
std        2.626899
min        0.000000
25%        1.000000
50%        3.000000
75%        5.000000
max        8.000000
Name: Quickness to complete purchase, dtype: float64


--------- Availability of several payment options ---------
count    269.000000
mean       3.680297
std        3.043531
min        0.000000
25%        1.000000
50%        3.000000
75%        5.000000
max       10.000000
Name: Availability of several payment options, dtype: float64


--------- Speedy order delivery  ---------
count    269.000000
mean       1.301115
std        1.497024
min        0.000000
25%        0.000000
50%        1.000000
75%        2.000000
max        5.000000
```

Name: Speedy order delivery , dtype: float64

--------- Privacy of customers' information ---------
count   269.000000
mean   3.315985
std   3.379118
min   0.000000
25%   0.000000
50%   2.000000
75%   6.000000
max   10.000000
Name: Privacy of customers' information, dtype: float64

--------- Security of customer financial information ---------
count   269.000000
mean   4.386617
std   3.219456
min   0.000000
25%   1.000000
50%   4.000000
75%   7.000000
max   10.000000
Name: Security of customer financial information, dtype: float64

--------- Perceived Trustworthiness ---------
count   269.000000
mean   3.215613
std   2.798917
min   0.000000
25%   0.000000
50%   3.000000
75%   6.000000
max   8.000000
Name: Perceived Trustworthiness, dtype: float64

--------- Presence of online assistance through multi-channel ---------
count   269.000000
mean   3.193309
std   2.777809
min   0.000000
25%   1.000000
50%   3.000000
75%   5.000000

```
max           9.000000
Name: Presence of online assistance through multi-channel, dtype: float64


--------- Longer time to get logged in (promotion, sales period) ---------
count    269.000000
mean        4.044610
std         3.343218
min         0.000000
25%         1.000000
50%         3.000000
75%         7.000000
max         9.000000
Name: Longer time to get logged in (promotion, sales period), dtype: float6
4


--------- Longer time in displaying graphics and photos (promotion, sales p
eriod) ---------
count    269.000000
mean        4.063197
std         3.177536
min         0.000000
25%         1.000000
50%         4.000000
75%         7.000000
max         9.000000
Name: Longer time in displaying graphics and photos (promotion, sales perio
d), dtype: float64


--------- Late declaration of price (promotion, sales period) ---------
count    269.000000
mean        3.843866
std         2.103162
min         0.000000
25%         3.000000
50%         4.000000
75%         5.000000
max         7.000000
Name: Late declaration of price (promotion, sales period), dtype: float64


--------- Longer page loading time (promotion, sales period) ---------
count    269.000000
mean        5.988848
std         2.855321
```

```
min          0.000000
25%          4.000000
50%          7.000000
75%          8.000000
max         10.000000
Name: Longer page loading time (promotion, sales period), dtype: float64


--------- Limited mode of payment on most products (promotion, sales period
) ---------
count    269.000000
mean       3.717472
std        2.853728
min        0.000000
25%        1.000000
50%        3.000000
75%        7.000000
max        7.000000
Name: Limited mode of payment on most products (promotion, sales period), d
type: float64


--------- Longer delivery period ---------
count    269.000000
mean       2.736059
std        1.725857
min        0.000000
25%        1.000000
50%        3.000000
75%        4.000000
max        5.000000
Name: Longer delivery period, dtype: float64


--------- Change in website/Application design ---------
count    269.000000
mean       2.189591
std        2.152169
min        0.000000
25%        0.000000
50%        1.000000
75%        5.000000
max        6.000000
Name: Change in website/Application design, dtype: float64
```

```
--------- Frequent disruption when moving from one page to another --------
-
count    269.000000
mean       3.587361
std        2.557690
min        0.000000
25%        1.000000
50%        4.000000
75%        6.000000
max        7.000000
Name: Frequent disruption when moving from one page to another, dtype: floa
t64


--------- Website is as efficient as before ---------
count    269.000000
mean       2.133829
std        2.171029
min        0.000000
25%        0.000000
50%        1.000000
75%        4.000000
max        7.000000
Name: Website is as efficient as before, dtype: float64


--------- Which of the Indian online retailer would you recommend to a frie
nd? ---------
count    269.000000
mean       2.397770
std        2.362991
min        0.000000
25%        0.000000
50%        1.000000
75%        5.000000
max        7.000000
Name: Which of the Indian online retailer would you recommend to a friend?,
dtype: float64
```