Customer Retention Case Study

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.

So, there are several factors on which CSAT (Customer Satisfaction) is depend and the competition between Indian Online Retailers is growing day by day. Here in the dataset, there are two sheets available to work upon, so we personally choose detailed sheet rather than encoded sheet, as all the information is required in detail with all original form.

Problem Statement:

As the title of the file, it tells us about the objective of the case study, that Indian Online Retailers need to focus on "Customer Retention". And also on the fact, i.e. "Which Indian Online retailer which you will suggest to your friend?"

Data Analysis:

Here, we did data analysis to understand the customer buying behavior. We used 'uni-variate analysis' and 'bivariate analysis'.

Following are the outputs from the analysis:

- ➢ In the above dataset, the Gender count for male is 88 and for female the count is 181.
- ➢ Highest number of people are in age group of 31-40 years and lowest number of people are in the age group of 51 years and above.
- ➢ Most of the people do shop online from Delhi and least from Bulandshahr.
- ➢ Maximum number of people shopping online from last 4 Years.

- ➢ Their are only 6 people did online shopping 42 times and above in the past 1 year, as their are 114 people who did online shopping less than 10 times in past 1 year.
- ➢ Their are 189 people who used mobile internet and their are 76 people who used wifi and 4 people who used Dial up.
- ➢ Their are 141 users with Smartphone, 86 users with laptop, 30 users with desktop and 12 users have Tablet, as a device for online shopping.
- ➢ 122 people have windows/windows mobile as their operating system, 85 have Android as their OS and 62 have IOS/Mac as their OS.

Channel:

- ➢ 230 people follow Search Engine as their favourite online store.

- ➢ 20 People follow Content Marketing as thier Favourite online Store.

- ➢ 19 people follow Display Adverts as their Favourite Online store.

Preferred Payment Option:
- ➢ Credit/Debit cards   148
- ➢ Cash on delivery (CoD)   76
- ➢ E-wallets (Paytm, Freecharge etc.)   45

Ratings for Content on the Website:

- ➢ 80 People completely agree on that the content on the website must be easy to read and understand. (Rating 4).

- ➢ 164 People are strongly agree on that The content on the website must be easy to read and understand. (Rating 5)

- ➢ 18 People are strongly disagree on that The content on the website must be easy to read and understand. (Rating 1)

- ➢ People are there with Neutral rating as 3.

Ratings for Complete information on listed seller and product being offered is important for purchase decision:

- ➢ Number of People who agree on the fact that Complete information on listed seller and product being offered is important for purchase decision are 101

- ➢ Number of People who strongly agree on the fact that Complete information on listed seller and product being offered is important for purchase decision are 87

- ➢ Number of People who are indifferent on the fact that Complete information on listed seller and product being offered is important for purchase decision are 52

- ➢ Number of People who disagree on the fact that Complete information on listed seller and product being offered is important for purchase decision are 18

- ➢ Number of People who are strongly disagree on the fact that Complete information on listed seller and product being offered is important for purchase decision are 11.

Ratings for, all relevant information on listed products must be stated clearly:

- ➢ 132 people agrees that the relevant information on listed products is clearly stated.

- ➢ 107 people strongly agrees that the relevant information on listed products is clearly stated.

- ➢ 18 people Dis-agrees that the relevant information on listed products is clearly stated.

- ➢ 12 People are their with indifferent opinion.

Ratings for loading and processing speed:

- ➢ 115 people strongly agree on the fact that Loading and processing speed were good.

- ➢ 112 people agree on the fact that Loading and processing speed were good.

- ➢ 18 people dis-agree on the fact that Loading and processing speed were good.

- ➢ 12 people strongly disagree on the fact that Loading and processing speed were good.

- ➢ 12 people have neutral opinion.

Ratings for user friendly Interface of the website:

- ➢ 189 number of people strongly believes that interface of the website is user friendly.
- ➢ 45 number of people agrees that interface of the website is user friendly.
- ➢ 18 people are strongly disatisfied with the Interface.
- ➢ 12 people are dissatisfied with the interface.
- ➢ Number of people who have neutral opinion are 5.

Ratings for convenient Payment methods:

- ➢ People who strongly agree that the payment methods are convenient are 159.
- ➢ People who agrees that the payment methods are convenient are 80.
- ➢ People who are disagree with the payment methods are 30.

Ratings for, enjoyment is derived from shopping online:

- ➢ Number of people who strongly believes in the thing that Enjoyment is derived from shopping online are 86.
- ➢ Number of people who strongly dis-agree in the thing that Enjoyment is derived from shopping online are 30.

Ratings about return and replacement policy of the e-tailer is important for purchase decision:

- ➢ 98 people strongly believes that the Return and replacement policy of the e-tailer is important for purchase decision.
- ➢ 20   people dis-agrees the fact that Return and replacement policy of the e-tailer is important for purchase decision.

Ratings about User satisfaction cannot exist without trust:

- The count of people who Strongly agree that the fact User satisfaction cannot exist without trust are 122.

- The count of people who Strongly dis-agree that the fact User satisfaction cannot exist without trust are 18.

Ratings about Getting value for money spent:

- 149 people Agree that they are getting value for money spent.

- 38 people are there with Neutral opinion

Observations:

- 64 People thinks that amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the websites or applications to use combinable.

- According to 100 customers, the proper information of the product which is relevant is given by Amazon.in and Flipkart.com combinable.

- Amazon.in is more reliable individually as by 61 customers.

- Paytm.com is least reliable individually compared to others.

- According 64 customers, that is maximum, are happy via using amazon.in for quickness to complete purchase as compare to others.

- Amazon.in has been voted highest as the fastest order delivery by 107 customers.

- Amazon.in individually rated by 71 customers as it keeps privacy of customers information as compare to others.

- Amazon.in keeps the customers financial information secure as compare to others.

- According 75 people Myntra.com declare price very late as compared to amazon.in and flipkart.com.

- Myntra.com takes more time to load the page individually as compre with others.

- Paytm.com takes longer time to deliver products as Myntra.com takes least time to deliver the products.

Bivariate Analysis:

Since How Long You are Shopping Online? vs How old are you?:

➢ People in the age range of 31-40 years doing online shopping from more than 4 years, while the count is less for people whose age is 5 years and above.

➢ People in the age group 21-30 years, shopping online from 3-4 years and count is less for 51 years and above.

➢ People who are in age group 41-50years, are mostly doing shopping online from 2-3 years.

➢ People who are in the age range 31-40 years are doing online shopping from less than 1 year.

Since How Long You are Shopping Online? vs Gender of respondent:

➢ More Female customers are shoppinmg online for above 4 years range, 2-3 years range, less than 1 year and 1-2 years range. Only for 3-4 years range, Male customers are more who did online shopping as compair to female customers.

Which device do you use to access the online shopping? vs Gender of respondent:

➢ Desktop, Smartphone and laptop were more used by female customers as compair with male customers, and tablet were used by Male customers only.

What is the operating system (OS) of your device? vs How Old are you?:

➢ For the age range of 31-40 years, Windows/windows mobile users are the highest and lowest for the age group of the customers who are less than 20 years.

➢ 21-30 years of people mostly prefer IIOS/Mac as their OS.

➢ Android as OS mostly used by Customers who are in age range of 21-30 years.

What is the operating system (OS) of your device? vs Gender of respondent:

➢ All the three Operating Systems are mostly used by Female Customers as compare with Male Customers.

What is your preferred payment Option? vs Gender of respondent:

➢ Payment methods (E-wallets, COD, Credit/Debit card) are mostly used by Female customers as compare with Male Customers.

How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart? vs Gender of Respondent:

➢ Most of the Female customers frequently abandon their shopping cart as compare with male customers.

The content on the website must be easy to read and understand vs How old are you?:

➢ People in the age group 31-40 are agree with the fact that the content on the website must be easy to read and understand as compaire with other age groups.

➢ People in the age group 41-50 years are strongly dis-agree with the fact that the content on the website must be easy to read and understand.

➢ Customers whose age is less than 20 years have most of the neutral opinions.

Complete information on listed seller and product being offered is important for purchase decision vs How old are you?:

➢ Customers in the age group of 31-40 years and 21-30 years have most of the indifferent opinions.

➢ Customers in the age group of 41-50 years are strongly agree mostly that the Complete information on listed seller and product being offered is important for purchase decision.

➢ Although Customers in the age group of 31-40 years are strongly dis-agree mostly that the Complete information on listed seller and product being offered is important for purchase decision.

Convenient Payment methods vs How old are you:

➢ People in the age group of 21-40 strongly agrees that the Payment methods are convenient.

➢ People in the age group of 41-50 years dis-agree that the payment methods are convenient mostly.

Empathy (readiness to assist with queries) towards the customers vs How old are you?:

➢ Customers in the age group 31-40 years strongly agrees with term empathy mostly as compare with other age groups.

➢ Customers in the age group 41-50 years strongly disagrees with the term empathy mostly.

➢ Customers in the age group 31-40 years have most of the indifferent opinion regarding empathy.

- ➢ Most of the customers in the age-group of 21-30 years strongly agrees that the Online shopping gives monetary benefit and discounts as compare with other age groups.

- ➢ Most of the customers in the age-group of 41-50 years strongly dis-agrees that the Online shopping gives monetary benefit and discounts as compare with other age groups.

- ➢ For Strongly Disagree rating, both male and Female customers have same opinion.

- ➢ For other categories, like, strongly agree, indifferent, agree and dis-agree Female customers have maximum opinions.

- ➢ Most of the customers in the age group of 31-40 years Strongly agree with the fact that User satisfaction cannot exist without trust.

- ➢ Most of the customers in the age group of 41-50 years Strongly dis-agree with the fact that User satisfaction cannot exist without trust.

- ➢ Most of the customers from the age group 31-40 years having indiffernt opinion and even dis-agrees as compare to others.
- ➢ Most of the customers from the age group 21-30 years strongly agrees with the fact that Shopping on your preferred e-tailer enhances your social status.

- ➢ Most of the Customers from the age group of 31-40 years find Amazon, Flipkart,paytm, Myntra and Snapdeal combinely as easy to use websites/applications as compare to others.

- ➢ Most of the Customers from the age group of 21-30 years find Amazon, Flipkart,paytm, Myntra and Snapdeal combinely as easy to use websites/applicationsas compare to others.

- Most of the customers from age group of 41-50 years find Amazon and flipkart combinable and Amazon individually as easy to use website or application.

- Most of the customers in the age group of less than 20 years have find amazon, flipkart, myntra and snapdeal combinable as easy to use website/application

- Most of the customers in the age group of less than 51 years and above have find amazon, flipkart, myntra and snapdeal combinely as easy to use websie/application.

Gender of respondent Vs Easy to use website/application:

- Most of Male customers find Amazon,flipkart,paytm and snapdeal combinable as easy to use website/application.

- Most of the Female customers find amazon, myntra, flipkart, paytm and snapdeal combinable as easy to use website/application.

Gender of Respondent Vs Complete, relevant description information of products:

- Most of the customers from male and female categories thinks that Amazon and Flipkart combinable gives Complete, relevant description information of products as comapre to others.

How old are you Vs Quickness to complete purchase:

- Maximum Customers in the age group of 31-40 years thinks that Their is quickness to complete purchase on Amazon and Flipkart combinable.

- Maximum Customers in the age group of 21-30 years and 41-50 years thinks that Their is quickness to complete purchase on Amazon.

- Maximum Customers in the age group of less than 20 years think that Their is quickness to complete purchase on Myntra,Flipkart and snapdeal combinable.

- Maximum Customers in the age group of 51 years and above think that Their is quickness to complete purchase on Myntra,Flipkart and Amazon.

How old are you Vs Privacy of customers' information:

- ➢ Maximum customers from the age group of 31-40 years reviewed that the Amazon and Flipkart keeps the information of customer private.

- ➢ Maximum customers from the age group of 21-30 years reviewed that the Amazon.in keeps the information of customer private as compared to others.

- ➢ Maximum customers from the age group of 41-50 years and even 51 years and above reviewed that the Amazon.in keeps the information of customer private as compared to others.

Conclusion:

Gender of Respondent Vs Which of the Indian online retailer would you recommend to a friend?

- ➢ According to above observations, Male Customers and Female Customers, both will recommend Amazon.in to their friend as the Indian Online Retailer.

How Old are you Vs Which of the Indian online retailer would you recommend to a friend?

- ➢ Most of the customers in the age group of 31-40 years would recommend Flipkart.com to their friend as compare to their friend.

- ➢ Most of the customers in the age group of 21-30 years would recommend Amazon and Flipkart.com to their friend as compare to their friend.

- ➢ Most of the customers in the age group of 41-50 years would recommend amazon.in to their friend as compare to others.

- ➢ Most of the customers in the age group of less than 20 years would recommend amazon.in to their friend as compare to others.

Which city do you shop online from? Vs Which of the Indian online retailer would you recommend to a friend?

- ➢ Most of the customers from Delhi,Greater Noida, Karnal recommend Amazon and Flipkart to their friend as compare to other Indian Online Retailers.

- ➢ Most of the customers from Banglore, Noida, Solan, Moradabad, Merut, Ghaziabad and Bulandshahr recommend Amazon to their friend as compare to other Indian Online Retailers.