

Report on E-retail factors for customer activation and retention

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

Five major factors that contributed to the success of an e-commerce store have been identified as:

1. Service quality,
2. System quality,
3. Information quality,
4. Trust
5. Net benefit

General finding from column no. 1st to 17th from Dataset

1. Female respondents (67.29%) are more than male respondents (32.71%), which can tell us that women are doing online shopping more than men. **Women need to be focused**
2. 30.11% buyers are having age group 31 to 40 years, followed by 21 to 30 years (29.37%) in which women are having more count than men. **Age group 21 and above need to focus according to their needs both for men and women.**
3. According to the dataset the respondents are more from Delhi, Greater Noida, Noida, Bangalore, Karnal in descending order count. **So, according to their location the recommendations /suggestions of the products can be given.**
4. According to data set the Greater Noida pin code location shows high counts (14.13%).
5. There are 36.43% people are 4 years and older doing e-shopping, followed by 24.16% 2-3years and least is 1-2 years with 5.95%. **It shows that People started trusting the Ecommerce websites preferably to shop the trend is increasing. In which the Women count is more**
6. In last 1 year the shopping frequency is for less than 10 times is more (42.38%). And for 31 to 41 and above is 38.89% which is quite good. **Need to focus these category buyers and influence them to buy more by suggesting them the variety of range of products.**

7. It is interesting to know that 70.26% people do shopping from mobile internet, followed by the wifi (28.25%) and very less 1.49% uses dial up connection. **Female percentage is 70% in accessing the ecommerce websites from mobile.**
8. Smart phones are being used by 52.42% people majority are women in it, laptops are used as a device by 31.97%, and 11.15% are only using desktops. **The graphics/appearance and easiness of handling the website on mobile to be improved to attract the customers.**
9. It can be seen that most of the people are not knowing the display size of their mobile have opted others (almost 50%) in which women are more in count. **The average size of mobile screen can be assumed as 5 inches and the graphics can be upgraded accordingly.**
10. 45.35% people uses windows/windows mobile as operating system, followed by the Android users at 31.60, and last in row is ios/mac with 23.05%.
11. 80.30% people uses Chrome browser to access the website and 14.87% safari and opera and Mozilla nearly 2% each. **So, the performance/compatibility with all browsers to be there but for chrome should be exceptionally great.**
12. 85.50% people have followed search engine to arrive for very first time on website, followed by content making and display advertising. New Customers are preferring to access the website from google itself.
13. After 1st visit people shifted the from search engine to mobile application (31.97%) still the search engine has almost equal share (32.34%) for the visit, then 26.02% have used direct URL. **Mobile Application and search engine both to be optimized for the performance**
14. People spending more than 15 min are 45.72%, and that of 6 to 10 min are 26.39%, 11-15 min are 17.10%. **On an average more than 60% of people spends more than 11mins.**
15. Debit and Credit cards are being used as a payment option are 55.02%, followed by cash on delivery 28.25% and 16.73% using e-wallets. **More benefits/discounts to be offered on the debit and credit cards.**
16. People abandoned the purchase from putting in into cart are 67.57% who abandon sometime and 17.84% abandoning never. **We have to focus on these category Customers only for purchase to convert them to never doing it**
17. Investigating the cause of the abandoning because customers are as follows

- a. having better alternative option (49.44%).
- b. The promo code not applicable (20.07%)
- c. Change in price 13.75%
- d. Lack of trust 11.32%
- e. No preferred mode of payment 5.20

All above issues need to addressed to increase the customer satisfaction and trust and to never abandoning attitude.

Findings Related to information quality (from Column no. 18 to 21)

- 18. The content on the website must be easy to read and understand have replied, 60.97% Strongly Agreed, 29.74% Agreed, 6.69% Strongly Disagree, 2.60% are indifferent
- 19. Information on similar product to the one highlighted is important for product comparison, 43.14% Strongly Agreed, 34.20% Agreed, 15.99% Strongly Disagree, 6.69% are indifferent
- 20. Complete information on listed seller and product being offered is important for purchase decision, 32.34% Strongly Agreed, 37.55% Agreed, 12% Strongly Disagree, 19.33% are indifferent
- 21. All relevant information on listed products must be stated clearly, 39.78% Strongly Agreed, 49.07% Agreed, 12% Strongly Disagree

Conclusion: - Nearly 50% and more people thinks that information provided about product is relevant and complete also similar products are highlighted

Findings System Quality –

- 22. Ease of navigation
 - Strongly Agree – 52.42%
 - Agree – 39.03%
 - Strongly Disagree - 6.69%
 - Disagree – 1.86%

23. Loading and Proceeding speed

Strongly Agree – 42.75%

Agree – 41.64%

Strongly Disagree – 4.46%

Disagree – 6.69%

Indifferent – 4.46%

24. User friendly Interface of the website

Strongly Agree – 70.26%

Agree – 16.73%

Strongly Disagree – 6.69%

Disagree – 4.46%

Indifferent – 1.86%

25. Convenient Payment Options

Strongly Agree – 59.11%

Agree – 29.74%

Disagree – 11.15%

Conclusion: - On an average 56.13% are strongly agreed, that ease of website navigation, loading and proceeding speed, user friendly interface and Convenient payment options are good

Findings of trust and net benefit

26. Customers (52.41% + 31.97%) are trusts that online retail store will fulfill its part of the transaction at the stipulated time

27. 72.12% and 15.61% are agreeing that the online retailers showed empathy towards customer query.

28. 68.77%+21.56% thinks that online retailers are able to guarantee the privacy of the customer

29. 55.39%+34.95% customers thinks that the retailers are responsive via several communication channels (email, online rep, twitter, phone etc.)

30. Around 39% of the customers are strongly agreed upon that they got monetary benefits and discounts on shopping, 32% of the agreed the same, around 11% disagree and 18.59% having indifferent feeling.

Findings on how customers feel from shopping

31. 32% customers enjoy shopping very high, 22% moderately enjoys shopping, 28% are indifferent 18% do not enjoy.
32. 54.28% and 29% feels that shopping online is convenient and flexible, 5% disagrees to it and 12.27% are indifferent
33. 73.81%+18.96% customers thinks that 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 – 42.75% are strongly agreed, 23.79% are agreed and 23.79% are indifferent vote and about 10% are disagreed

Findings for Customer Satisfaction

35. Displaying quality Information on the website improves satisfaction of customers, 49.44%+29.74% agreed, 20.82 are disagree to it
36. Customers (65.06% +31.97%) thinks that the if the website or application on which they are shopping having maintained with good quality then they get satisfied with the shopping
37. Around 80% customers thinks that Net Benefit derived from shopping online can lead to users' satisfaction.
38. Trust is very important phenomenon on which satisfaction depends, around 89% customers agreed this statement.
39. About 76% customers like that website has offered a wide variety of listed product in several category.
40. 50.19% strongly agreed that there should be provision of complete and relevant product information, where as 36.43% are agreed and 1.86% disagreed and 11.52% are indifferent
41. 55.02%+27.88% agreed that monetary benefits should be there, 11.52% disagreed to it.
42. Convenience of patronizing the online retailers means helpful but betraying the superiority, 20.07% are strongly agreed to sentence, 51.30% agreed and 28.62% are indifferent.

43. 20.07% customers thinks that shopping online is adventures, 37.55 agreed to it, 22% are indifferent, 20% disagreed.
44. Shopping on favorite e-tailers enhances social status, 39.77 agreed this statement, 23.05% are against of it and 37.17 are indifferent.
45. 24.16% customers feel gratification while shopping on their favorite e-tailer, while 23.42% agreed, 8.18 are disagreed to it and 37.55% are indifferent vote.
46. 14.13%+32.71% agrees that the website helps them to fulfill certain roles in life, 24.17% disagreed to it and 32.71 are given vote as indifferent
47. 30.48%+55.39% thinks that they get value for money spent, 14.39 are having indifferent opinion

Findings on Comparison between Online Retailers

48. Percentage of customers shopped from following retailers

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

30.48% customers use amazon, flipkart, paytm, myntra, snapdeal

16.36% customer use amazon, flipkart, myntra, snapdeal

11.90% customer use amazon, flipkart

10.78% customer use amazon, flipkart, paytm, snapdeal

7.43% customer use amazon, paytm, myntra

5.59% customer use amazon

4.46% customer use amazon, paytm

2.60% customer use amazon, flipkart, paytm

49. Ease of use of website or application – Amazon and flipkart are most preferred option in case of ease of use of website and application, followed by paytm, myntra and snapdeal and

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

50. Visual appealing web-page layout – amazon only shares 16.36%, amazon and flipkart shares 32.34%, all shares 13.38%, visuals need to be improved from myntra, snapdeal

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

51. Amazon and Flipkart are having the product variety of about 48.33%, amazon alone shares 13%, rest of e-tails need to improve the product variety as per survey results.

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

52. Survey says Amazon and Flipkart are having more relevant and complete product description followed by paytm, myntra and snapdeal.

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

53. According to the survey the speed of website and application is ranked in order viz. Amazon, Flipkart, paytm, myntra and snap deal

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

54. Reliability of the website/application is ranked in order viz. Amazon, Flipkart, paytm, myntra and snap deal

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

55. Quickness to complete the purchase showed e-tailers are in the order of Amazon, Flipkart, paytm, myntra and snap deal

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

56. Availability of Payment Options ranked by the reviewers in order viz. Amazon, Flipkart, myntra , paytm and snapdeal

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

57. Speedy Order Delivery, Amazon is exceptionally doing good in speedy deliveries with almost 40% alone, then comes in que Flipkart and snapdeal and myntra

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

58. Privacy of Customer Information, Customer survey gives ranking viz Amazon, Flipkart, Myntra, paytm and Snapdeal.

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

59. Security of Customer Information ranked viz. Amazon, Flipkart, paytm, myntra and snapdeal

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

60. Perceived Trustworthiness ranked viz. Amazon, Flipkart, paytm, myntra and snapdeal

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

61. Presence of online assistance through multi-channel ranked viz. Amazon, Flipkart, myntra, snapdeal and paytm

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

62. Longer Time for Login being taken by Amazon, Flipkart, paytm, Myntra, Snapdeal

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

63. Longer time in displaying graphics and photos (promotion, sales period) taken by Amazon, Flipkart, Myntra, Snapdeal, paytm

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	

64. Late declaration of price (promotion, sales period) being done by e-tailers viz. Myntra, Paytm, Snapdeal, flipkart and then amazon

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	

65. Longer page loading time (promotion, sales period) taken by the e-tailers viz. Myntra, paytm, Flipkart, snapdeal Amazon

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

66. Limited mode of payment on most products (promotion, sales period) being offered by the Snapdeal, Amazon, Flipkart, Paytm, and Myntra

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

67. Longer delivery period as per survey the retailers are viz. Paytm, Snapdeal, Flipkart, Amazon, Myntra

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

68. Change in website/Application design gives ranking viz. Amazon, Paytm, Flipkart, Myntra, Snapdeal

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

69. Frequent disruption when moving from one page to another in order of Amazon, Myntra, Snapdeal, Paytm, Flipkart,

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

70. Website is as efficient as before ranked in order Amazon, Flipkart, Paytm, Myntra, Snapdeal

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

71. Which of the Indian online retailer would you recommend to a friend, while answering this question in the survey people have voted in order Amazon, Flipkart, Myntra, Paytm, and snapdeal becomes last option to suggest.

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

Conclusion

Findings from general questions (from column no. 1 to 17)

1. Women are doing more shopping as compared to men as per the data analysis done.
2. There is an increasing trend towards online shopping
3. The customer retention is also remarkably seen from this analysis as 40% of the customer are doing shopping online since more than 4 years
4. The Count of customers using smartphones (windows/android as OS) are more than the other type of device.
5. The frequency of shopping 10 times a year is at 42% but for 31-40 times is 38%.
6. Since the more than 50% of the people are shopping with mobile as a device, hence the application/mobile graphic display of website should be taken care of
7. Customer searched for e-tailer website first then 50% of them shifted to the application for succeeding logins
8. From the data we can say on an average customer spends more than 10 min for e-shopping
9. Customers uses the Debit/Credit cards for shopping as there are monetary benefits/ discounts offered by e-tailers are lucrative.
10. Customers abandoning the purchase are 68% reason are better alternative, promo code not working, change of price and lack of trust. All these reasons have to be addressed properly to increase the sell
11. 70% to 80% customers want website/application to easy to understand, and thinks that similar products to be highlighted for comparison, and complete information of seller must be there for purchase decision
12. 70% to 80% customers thinks that the application/website should be easy of navigation, high speed loading, user friendly interface and more payment options to be there.
13. Around 80% customers show trust on e-tailers for their availability through multiple channels for communication, they show empathy and guarantying privacy, and they got Monetary benefits too.
14. 55% of customers enjoys shopping online, over 75% feels e-shopping is flexible, over 90% feels that the return/replacement policy is important.
15. 75% customers want to be part of loyalty programmes to get extra benefits

16. Customer Satisfaction is depending upon following points value for money spent, benefits offered, wide variety of products, net benefit satisfaction, trust, speedy delivery

17. The Amazon, Flipkart, Paytm, Myntra and Snapdeal are performing good for the following points in order given

- 'Shopping on Preferred e-tailers',
- 'Gratification for e-tailers',
- 'Shopping Helps',
- 'Value for Money',
- 'Retailers Shopped',
- 'Ease of Use Website',
- 'Visuals on Webpage',
- 'Product Variety',
- 'Product Description',
- 'Speed of Website',
- 'Reliability',
- 'Quickness',
- 'Availability of Payment Options',
- 'Speedy Order Delivery',
- 'Privacy of Customer Info',
- 'Security of Customer Info',
- 'Perceived Trustworthiness',
- 'Online Assistance',
- 'Longer Time for Login',
- 'Longer Time for Display Graphics',
- 'Late Declaration of Price',
- 'Change in Website',
- 'Website is Efficient',
- 'Recommendation of e-tailer to a friend'

18. According to above information the Amazon and Flipkart should keep doing practice as they are doing but if they want to grow then they must focus on the above listed points more seriously

19. Myntra and Snapdeal should work on above points to increase their sells