# _E-retail factors for customer activation and retention: A case study from Indian e-commerce customers_

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# 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**

## Data Analysis steps of Jupyter notebook:

1. Importing libraries
2. Gathering data
3. Checking data types and null values
4. Exploratory data analysis
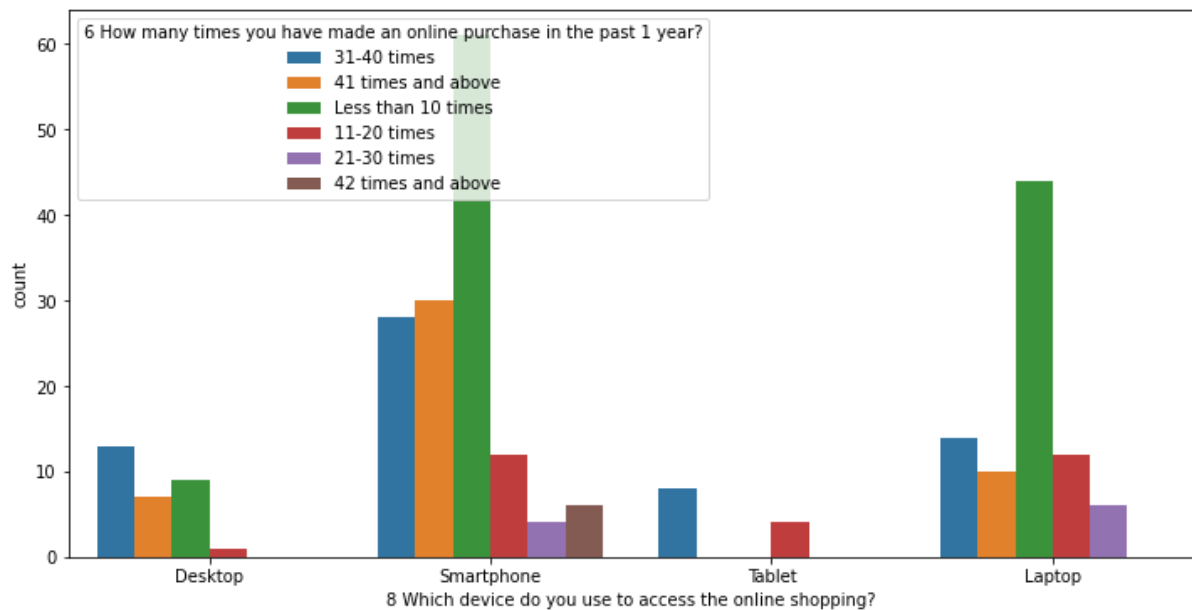5. Visualization
6. Finding meaningful insights

# Report Highlights:

- Data content User information, opinions about websites and website recommendation.
- Content of the website must be easy read and easy to understand.
- Payment methods must be convenient for customer retention.
- Customers Satisfaction is dependent on Monetary saving.
- user friendly interface and complete information help in purchase decision.
- net benefits, return and replacement policy and convenient payment method are important for customers satisfaction.
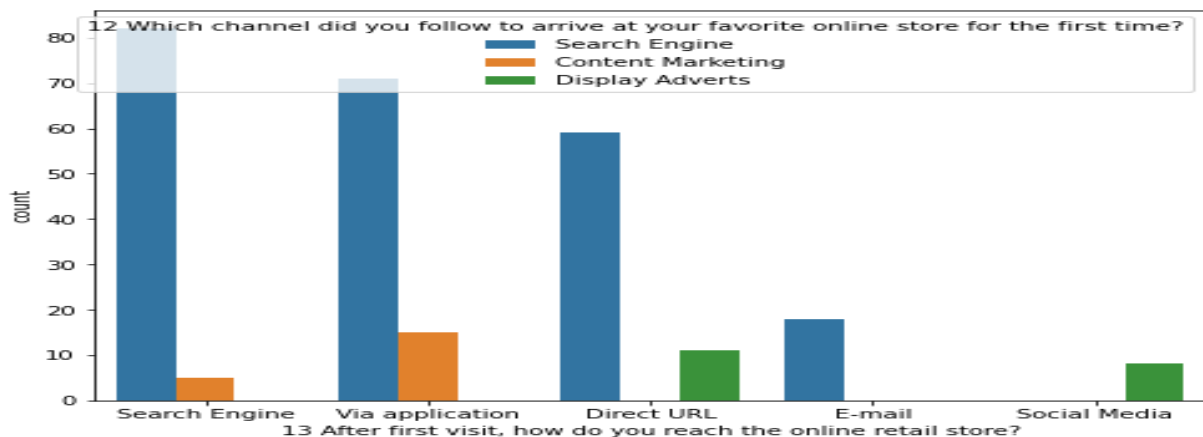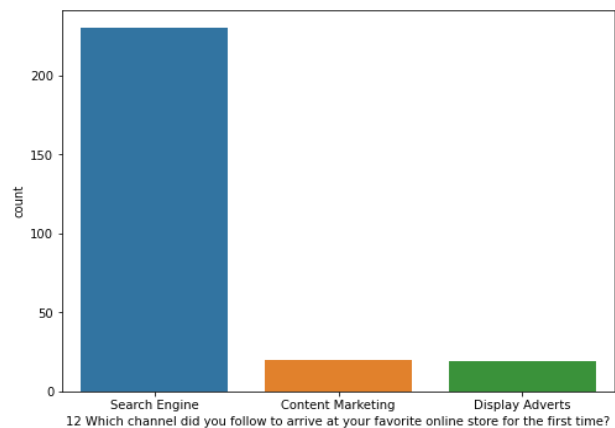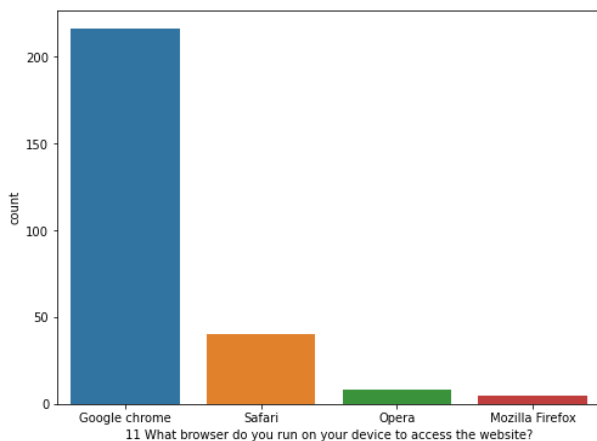
# User information
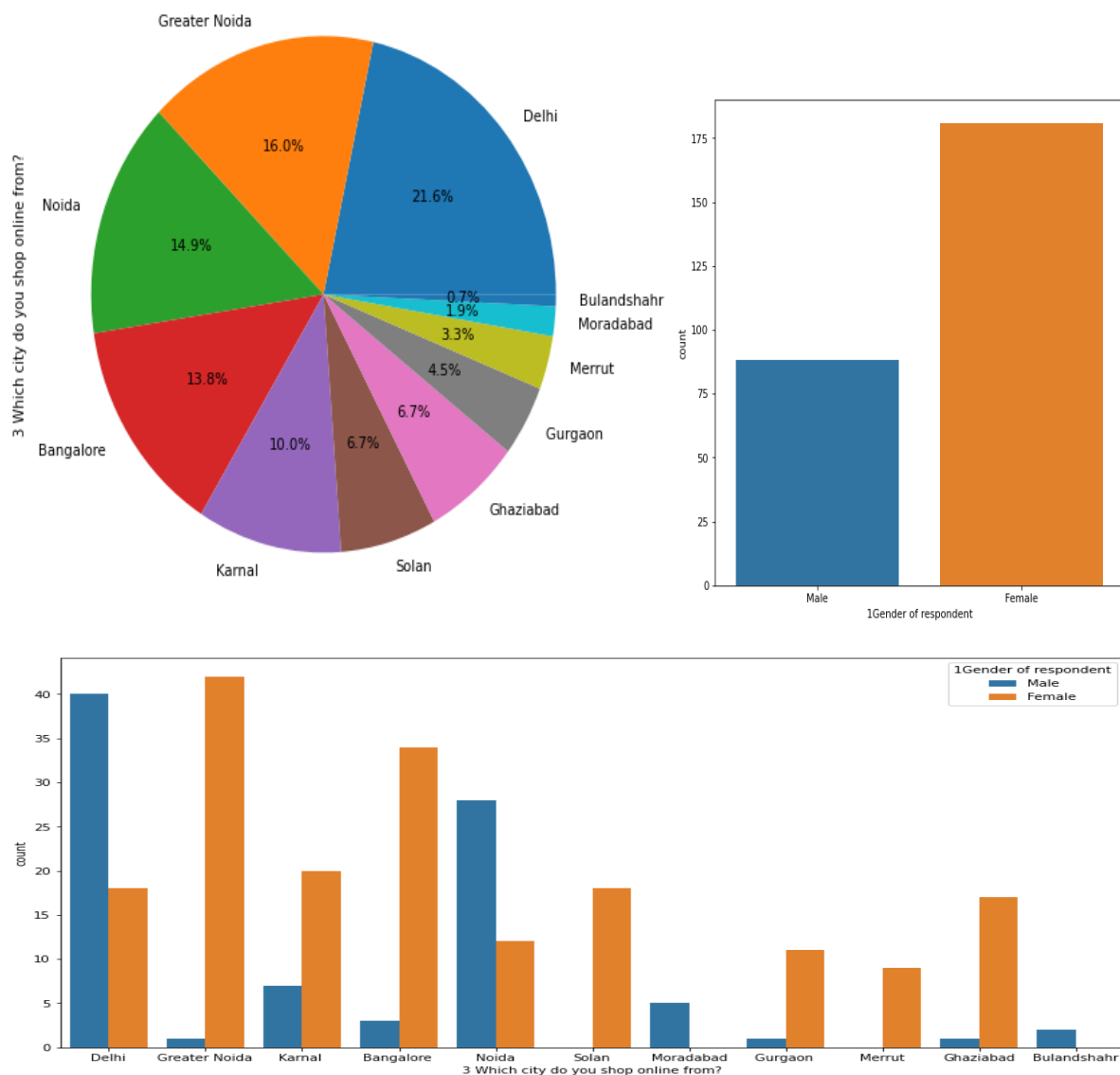


More than 50% of customers are from Delhi, Greater Noida and Females make more online shopping than males.

6 How many times you have made an online purchase in the past 1 year?
- 31-40 times
- 41 times and above
- Less than 10 times
- 11-20 times
- 21-30 times
- 42 times and above

8 Which device do you use to access the online shopping?

Most of the customers used Smartphone device to access the online shopping and only few customers used Tablet to access the online shopping.

Most of the customers used Google chrome to access the website and only few of the customers used Opera and Mozilla Firefox to access the online shopping website. Most of the customers used Search Engine and Via application to reach the online retail store after their first visit and also some customers used Detect URL to reach the online store. Which means these customers have downloaded their most favourite application to reach the online stores easily.


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?


12 Which channel did you follow to arrive at your favorite online store for the first time?
- Search Engine
- Content Marketing
- Display Adverts

13 After first visit, how do you reach the online retail store?

Most customers explore the e-retail store more than 15 min before making a purchase decision irrespective to since how long they are shopping.
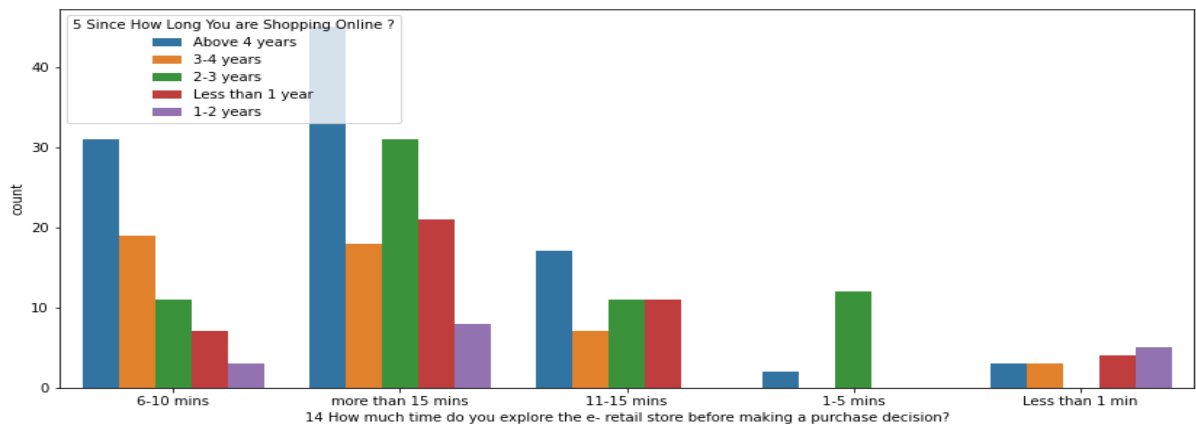


Due to Lack of trust on the ecommerce websites, sometimes most of the customers abandoned the websites and some of the customers abandoned the shopping website due to the promo code not applicable. which means, if the product is having the special price or some catalogue price rule is applicable on it. Then coupon code should not be applicable on the products.
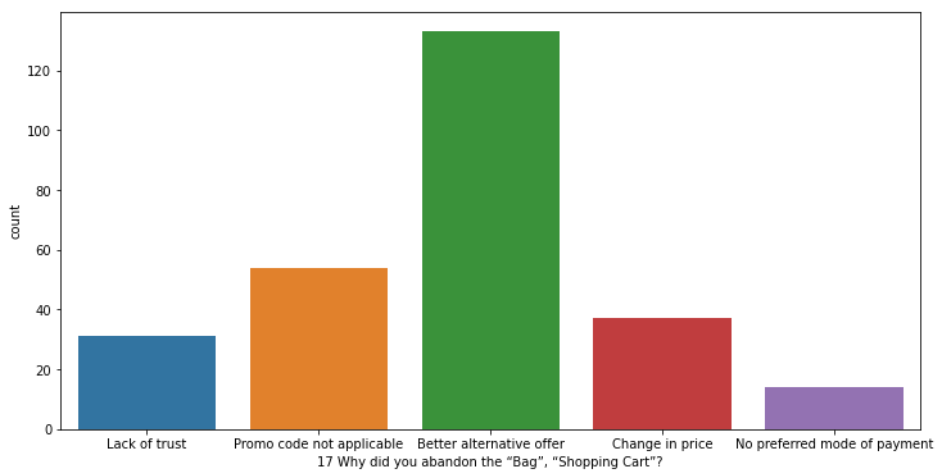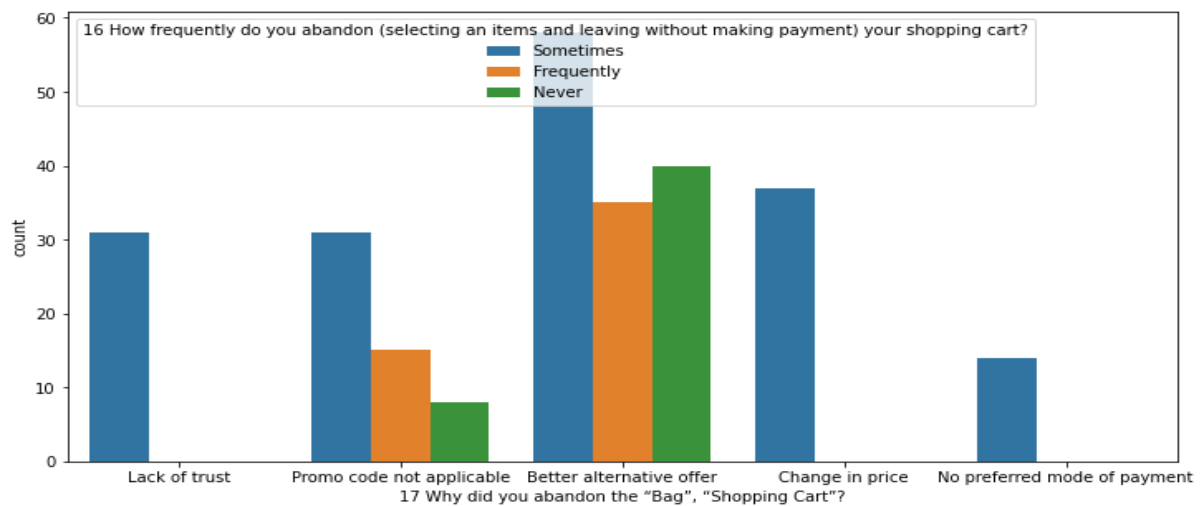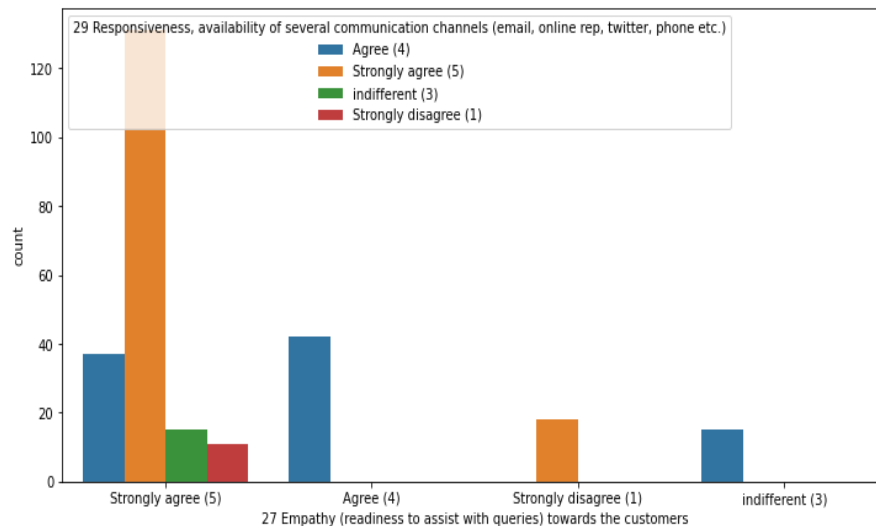
Most of the customers agreed that the information on similar product to the one highlighted is important for product comparison and also Complete information on listed seller and product being offered is important for purchase decision. In order to buy a product, the ecommerce website must give the complete information about the product and seller information then only the customers can compare the product costs and its details in different websites and they tend to buy that particular product in a particular website.
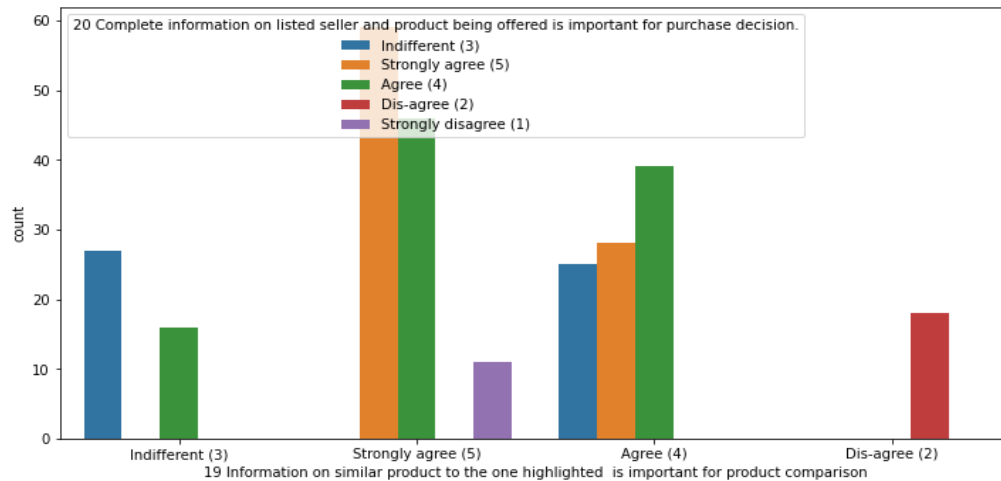


Most of the customers agree to the trust that the online retail stores will fulfil its part of the transaction at the stipulated time also most of them very happy with the convenient payment modes given by the websites. In other words, the websites must provide all the possible ways of payment methods then only the customers shop frequently all the time the mode of the payment for customers may not possible sometimes they may choose cash on delivery. so if the retailers provides all type of payment methods then the customers can easily make the payment also it enhances the sales of the ecommerce sites. And the transaction must also be given with some stipulated time otherwise the payments may be failed so they've to provide minimum amount of time which need to be fixed for all.
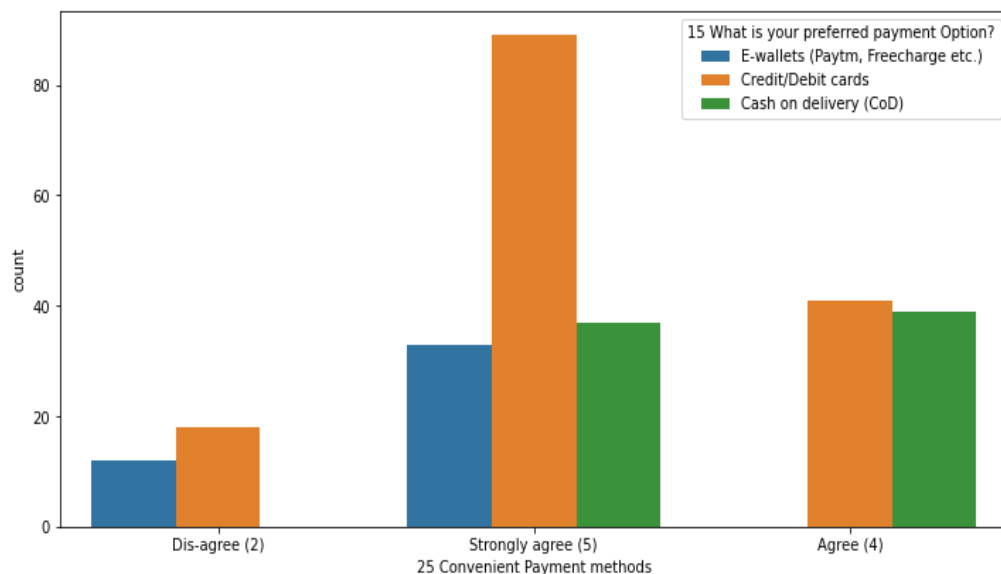
Almost all the customers agreed that ecommerce websites have empathy towards them and these sites being able to guarantee the privacy of the customers. That is the online retailers must be able to resolve all the queries of the customers and they have to assure the customers keeping all their credential secured and should not share with others. If the websites give guarantee about the privacy, then the customers make shopping regularly which will enhance the company sales.



Most of the customers agreed that the online shopping gives monetary benefits and Getting value for money, if one website gives less price and more discount for particular product then the customers tend to shop more in that particular website. So, the companies must try to give less price then customers like their offers and retention also increases. Most of customers things that online shopping gives monetary benefits and discount. Customers Satisfaction is dependent on Monetary saving and satisfied customer make more purchase
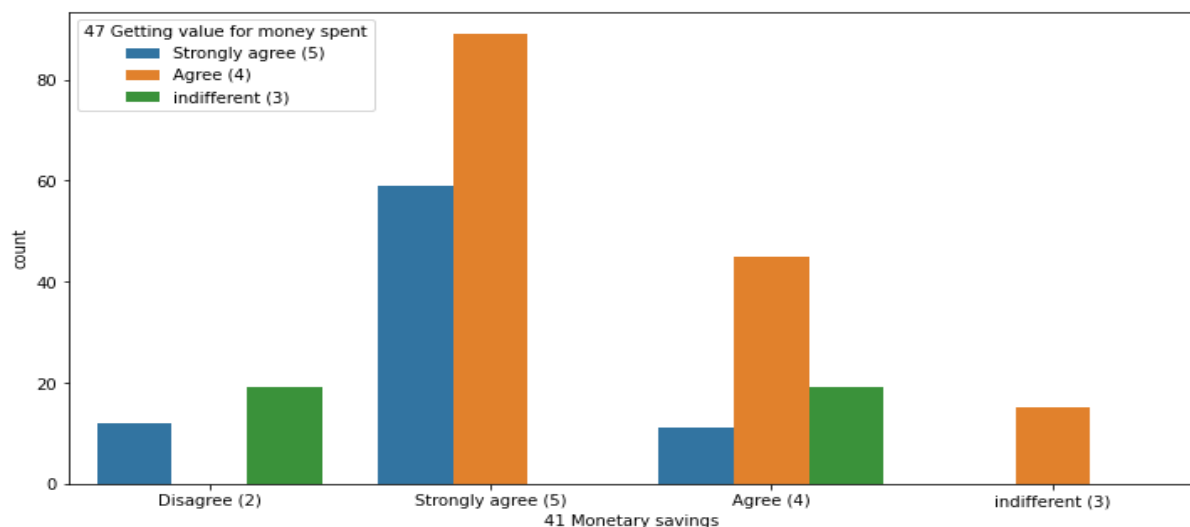
# Obervation about Online shopping websites

Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are most commonly use website customers

Amazon.in and Flipkart have high visual appealing web-page layout compared to others websites, also these websites provide wild variety of products.

only few websites provide the relevant information about the products. amazon and flipkart websites gives complete and relevant information and these websites have no issue with the server and most of the customer liked the web speed of both amazon and flip kart.

Having different types of payment methods will helps the customers to pay the amount easily using their choice of payment and amazon and flipkart have several payment options.

amazon has speedy order delivery compared to other websites.
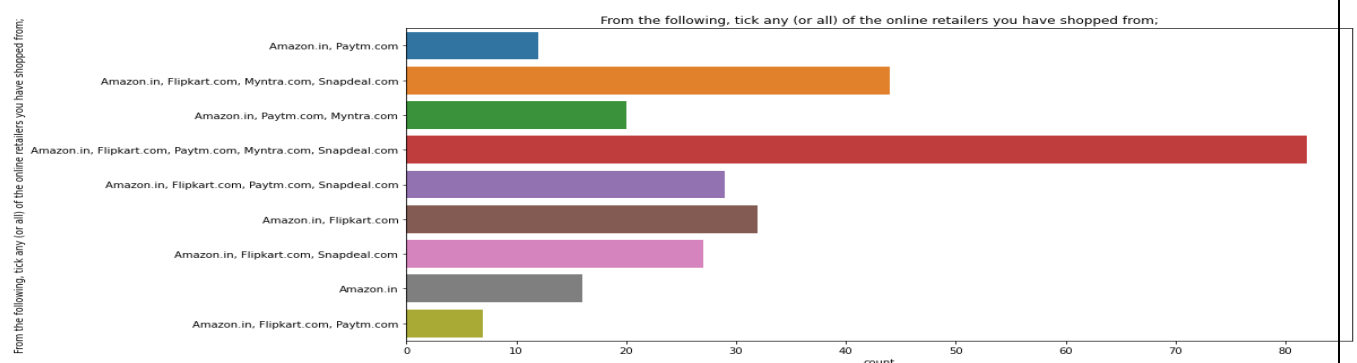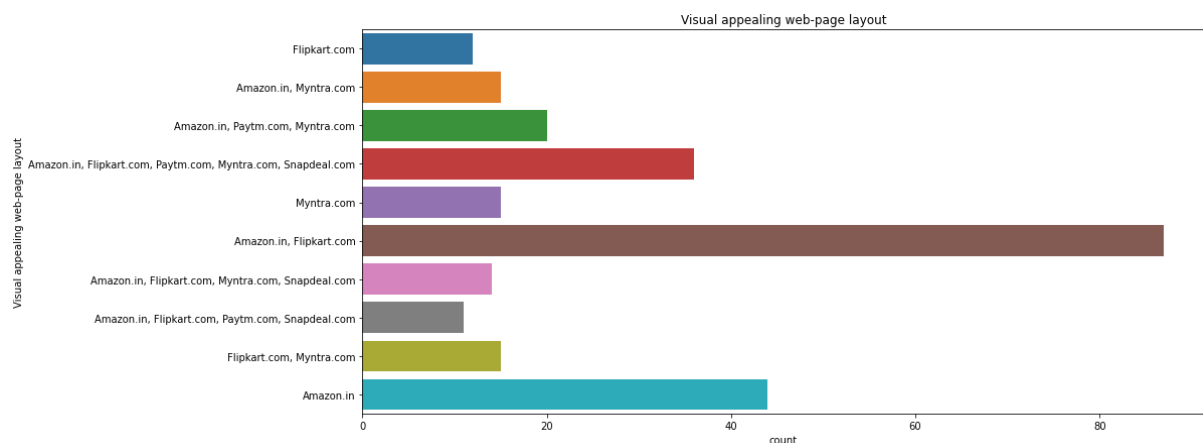
Most of the customers trusts amazon followed by flip kart in terms of keeping their privacy of data information secured.

Myntra declare the late price in order to clear the sales and they fix the price by comparing with other websites and they end up sales by providing benefits to the customers.

Snapdeal has limited mode of payment on most of the products followed by Amazon.

paytm and snapdeal takes more time to deliver the product.

Amazon is the website which is more efficient as before.





Most of the customers trusts amazon followed by flip kart in terms of keeping their privacy of data information secured and the customers who believes that amazon website keeps their financial information as secrete also trusts flip kart, Myntra, Snapdeal and Paytm in terms of keeping their financial information secured. Most of the customers believed that Amazon has perceived trustworthiness compared to others. Apart from this, customers believed that flip kart and Myntra also have perceived trustworthiness.

Privacy of customers' information