



## **CUSTOMER RETENTION**

Submitted by:  
Makham Sai Girish

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

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:**

Given data set in the form of excel sheet.

Details:

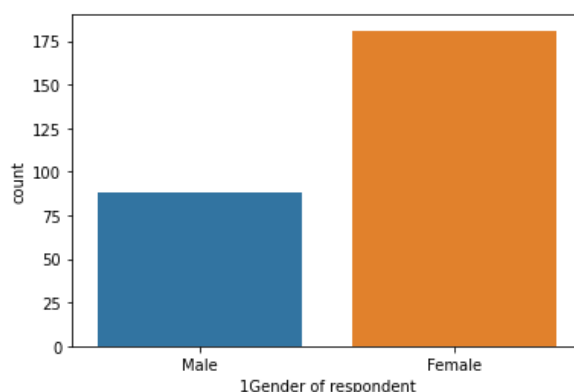
There are 269 rows and 71 columns.

Data types in all columns are object.

There are no null values in the given data.

### **Observations:**

```
Female    181
Male      88
Name: 1Gender of respondent, dtype: int64
```

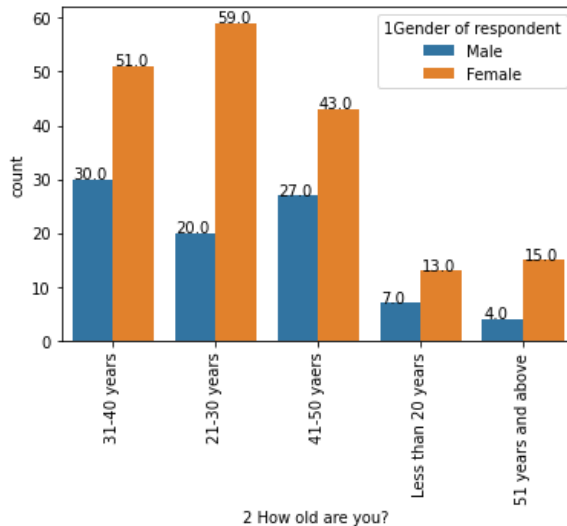


Respondents:

Female – 68.3%

Male – 31.7%

Majority of respondents are female



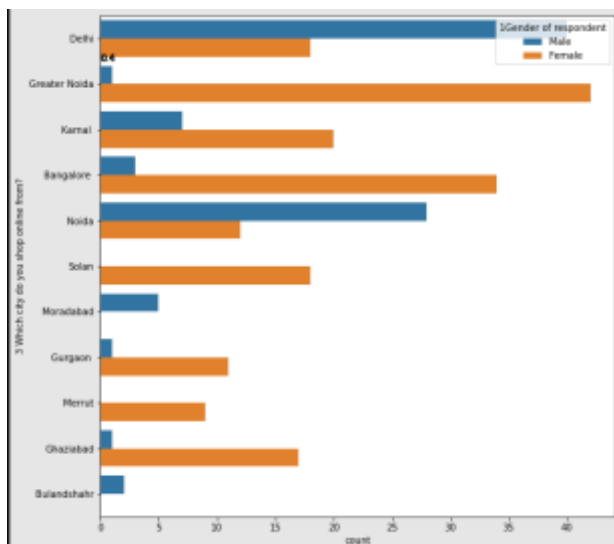
#### Age of Respondents:

Majority users are of age range: 21 – 50 yrs.

Female users: 153

Male users: 77

Female users tend more likely for online shopping.



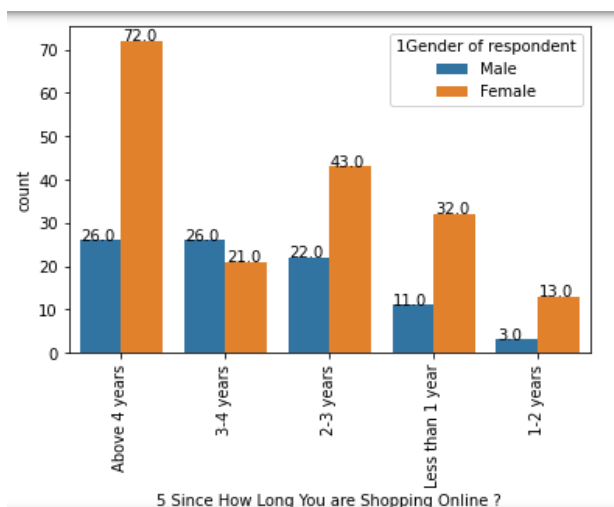
#### Cities of Respondents:

Majority of users are from cities:

Delhi, Noida, Greater Noida & Bangalore.

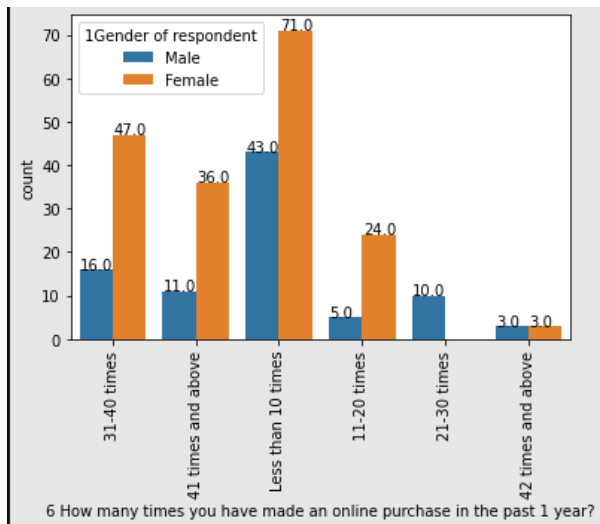
In Delhi and Noida most users are male than female.

No female users in city Bulandshahr.



#### Shopping Online Since:

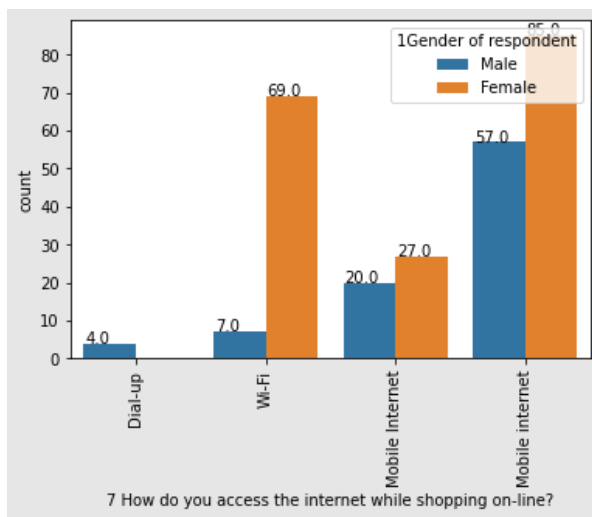
- 36.5% of users are shopping from more than 4 years.
- 63.6% are shopping less than 4 years.
- Now all are preferring and changing to shop online.



Purchase times:

- 42% of people are using rarely.
- 43% users are frequent buyers.

Female users are buying more frequently than males

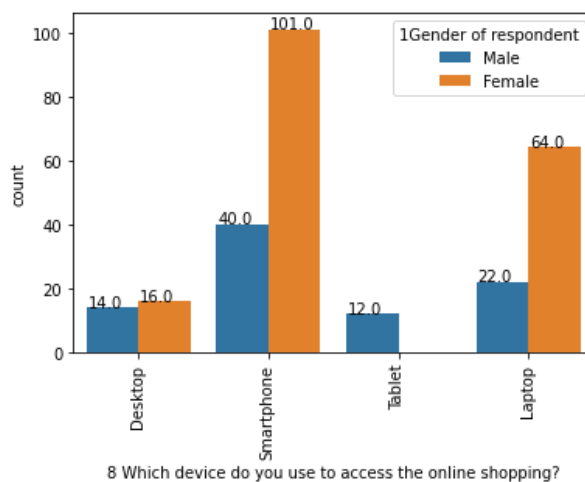


Users accessing the websites through:

Mobile Network

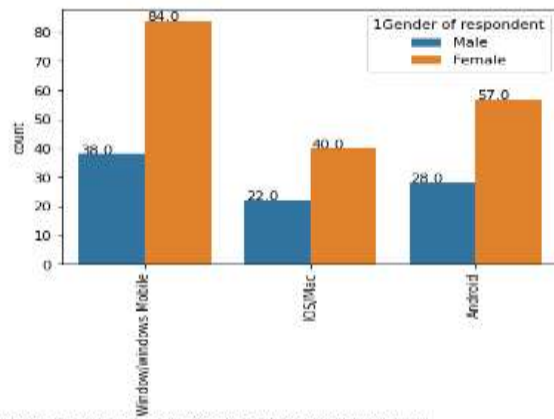
Wi-Fi

Male users are majorly Mobile Internet.



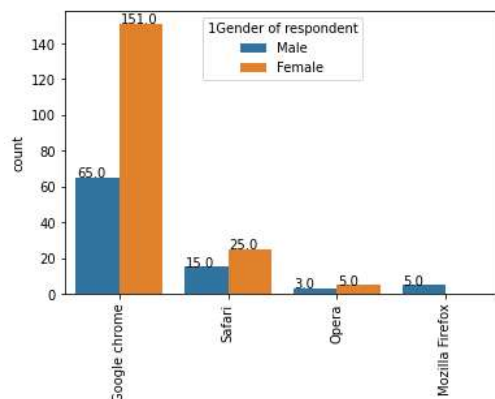
Device:

Majority users are accessing through  
Smart phone and Laptop



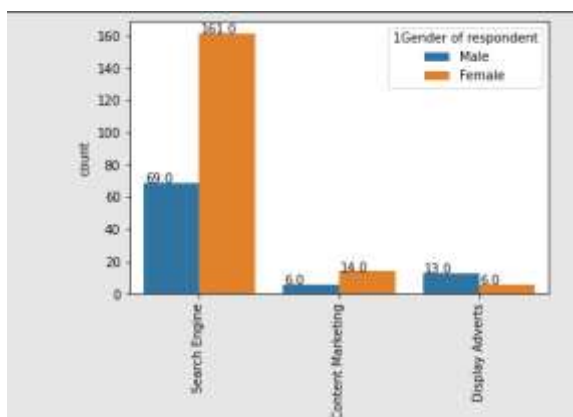
Windows & Android users are more.

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



80.2% users are accessing through Chrome

What browser do you run on your device to access the website? [ ] [ ] [ ] [ ] [ ]



85.5% users landed on their favourite site first time through search engine.

### Key Observations:

- Users spend more than 15min., on the e-retail store before deciding to purchase. i.e., they are keenly observing the store details for reliability and trust worthiness on the store.
- Credit/Debit card payment option is preferred by the users.
- 50% users are abandoning the cart since found the best deal than in online.
- In other 50% users:
  - 23% due to lack of trust.
  - 68% users abandoned due to change in prices.

### Websites:

Indian websites listed in our data:

- 1) Amazon
- 2) Flipkart
- 3) Paytm
- 4) Myntra
- 5) Snapdeal

**Most referred website:** Amazon.

**Least referred website:** Snap deal.

**Referral preference order:** Amazon, Flipkart, Myntra, Paytm & Snap deal.

**Tough Competition between:** Amazon – Flipkart & Myntra – Paytm

### Suggestion for e-retailers:

- Maintain good info about the store, in order to build trust on the store & get more customers.
- Provide detailed description of the product they are listing.
- Return and Replacement policies to be maintained

**Suggestion for websites:**

- Simple and easy User Interface, with wide range of payment options across variety of devices, especially Mobiles & Laptops with OS Windows and Android.
- Provide empathy, different ways to communicate and assist buyers before and after purchase.
- Maintain clear description of products listed.
- Description should be easy to understand with technical specs.
- Provide comparison recommendations similar to the selected product.
- Provide the information about seller.
- Customer and their financial information privacy to be maintained.
- Implement loyalty schemes & other benefits to use website.
- Offer wide variety of products in a listed category.
- Website should respond quickly.
- Website should be faster or in maintained range during offer periods.
- Quick delivery service with all above also will increase the customers.