

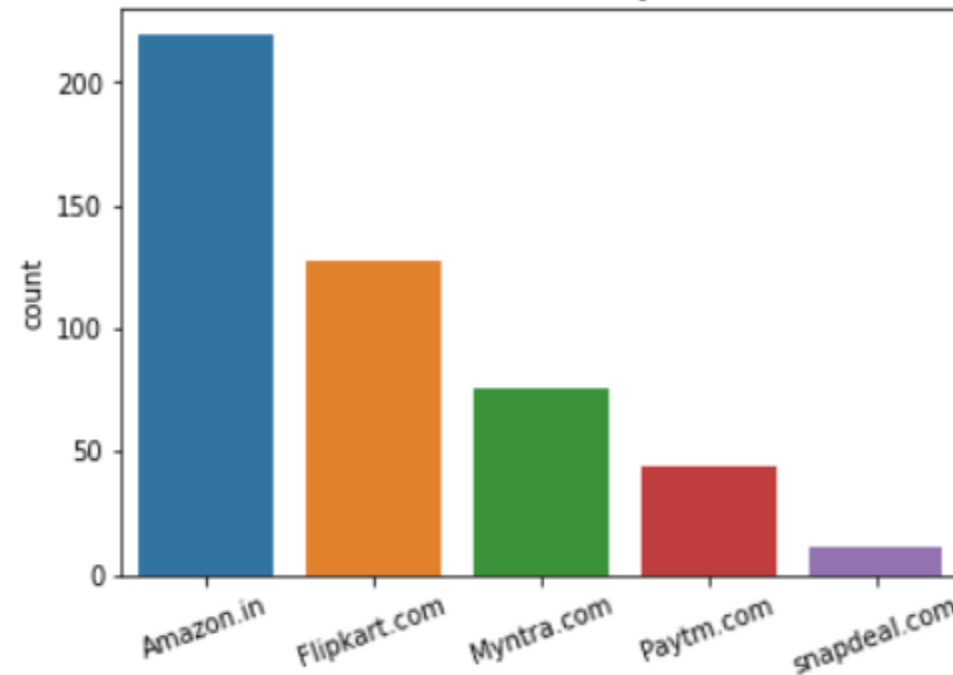
Customer Retention

E-retail factors for customer activation and retention:

A case study from Indian e-commerce customers

Why do most users are recommending Amazon to their friends?

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



Five major factors that contributed to the success of an e-commerce store



1)Service quality



2)System quality



3)Information quality

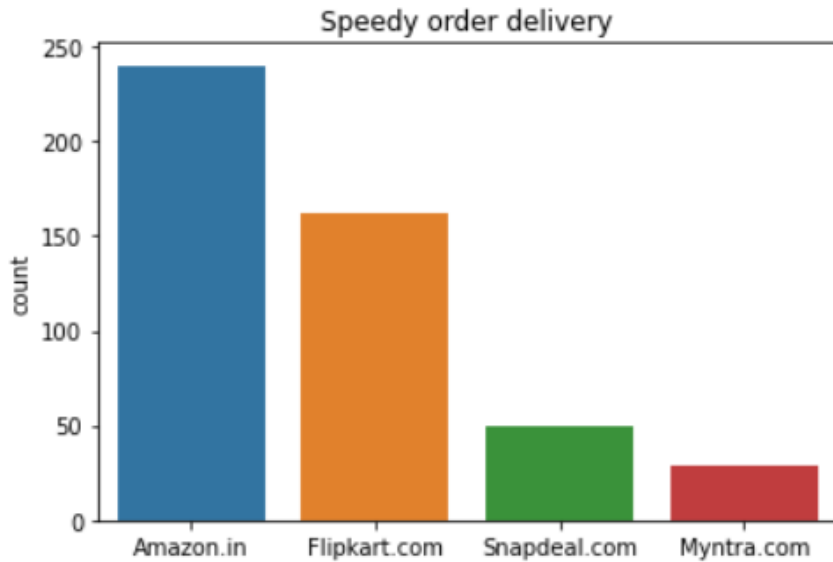


4)Trust



5)Net Benefit

1)Service Quality



1)Data shows that Amazon is providing the best services among other competitors Like **Speed deliveries**, **Website Efficiency**, and **Customer Support**.

2)Average values show that the users prefer good customer support, including better **Return and Replacement policies**.

Mean values for the Customer Support Services

4.375465

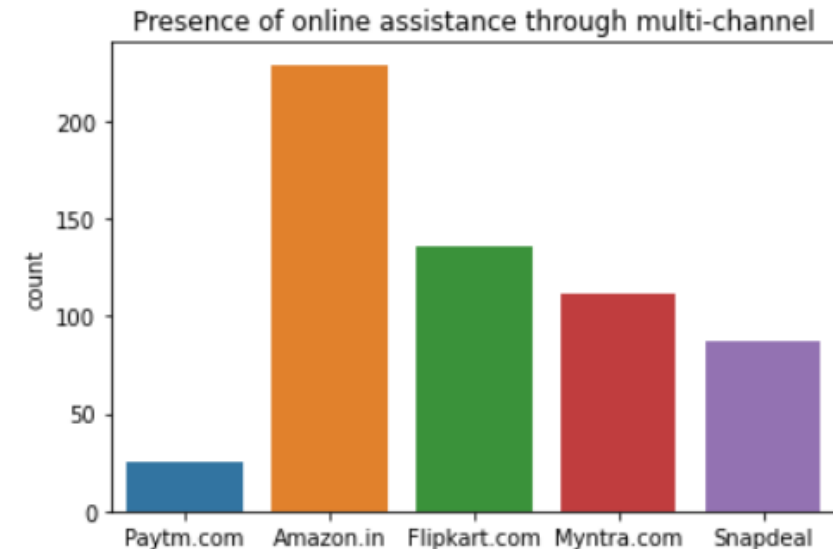
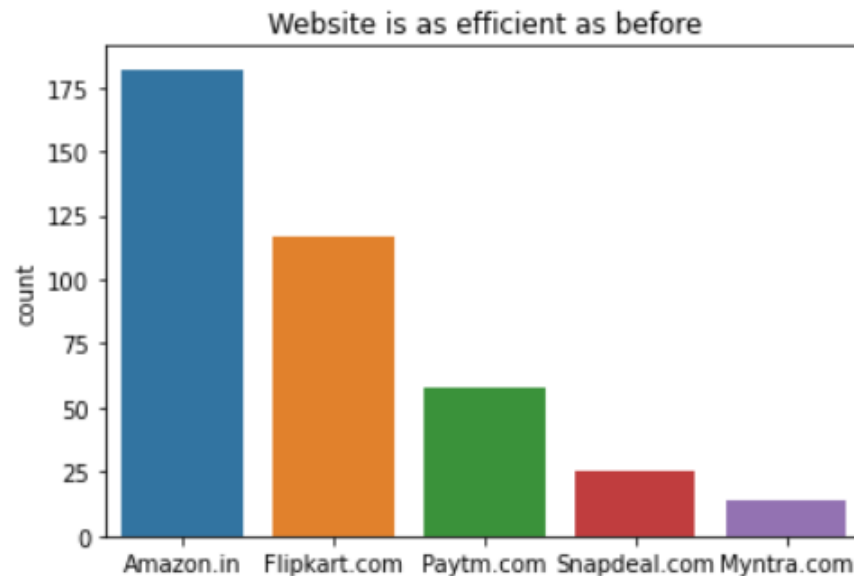
4.464684

4.587361

Responsiveness several
communication channels

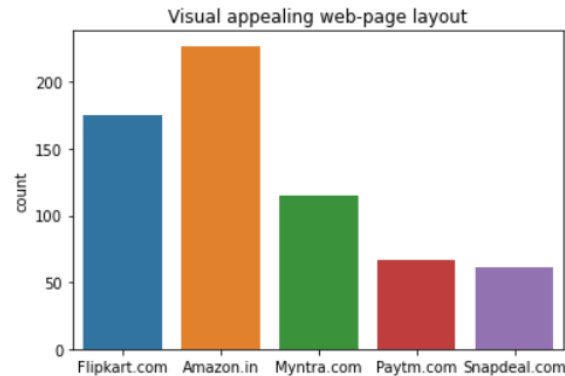
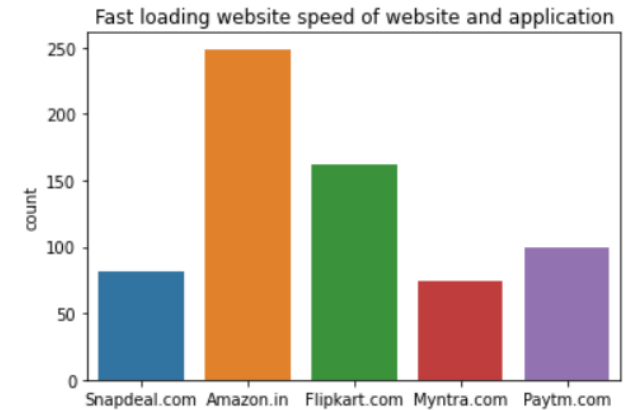
Empathy (readiness to
assist with queries)

Return and replacement
policy



2)System Quality

This data shows that the Amazon is providing better system quality than other e-stores like Faster loading times and users prefer to use Amazon due to these features.



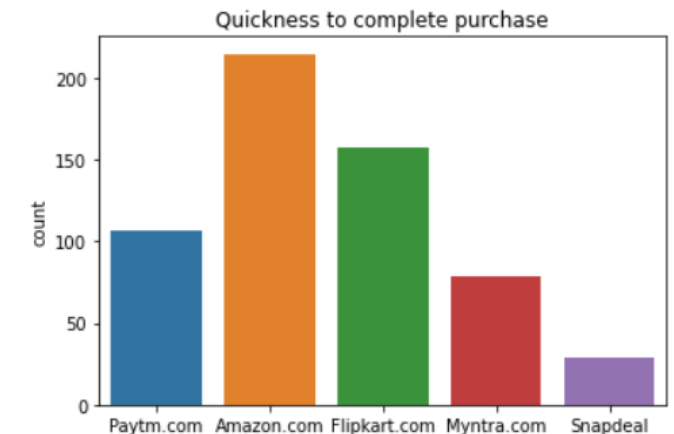
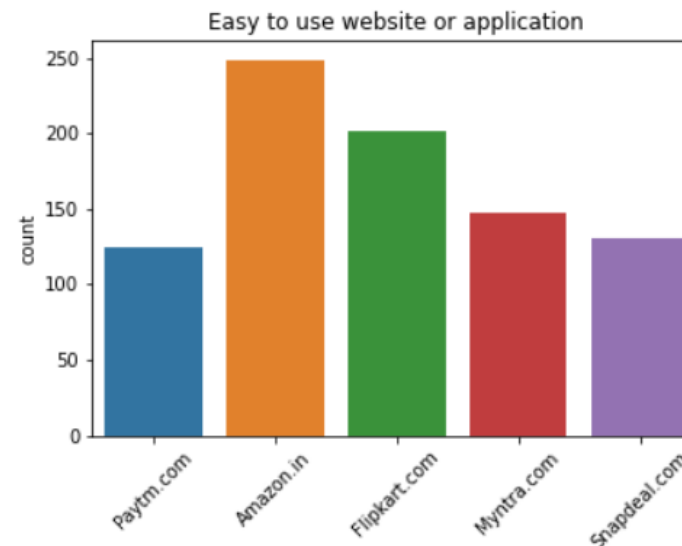
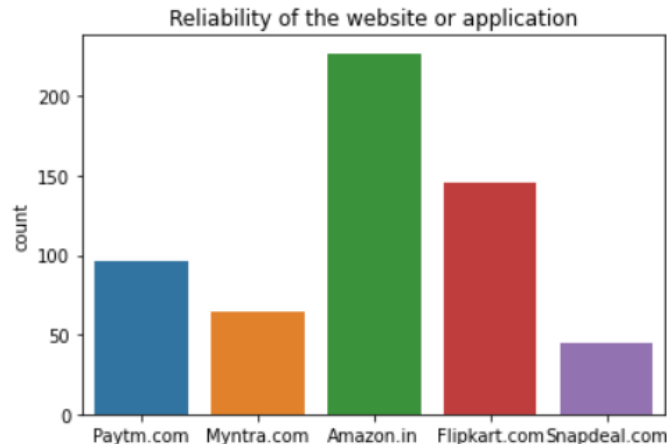
easy to read and understand

: 4.382900

User friendly Interface

: 4.394052

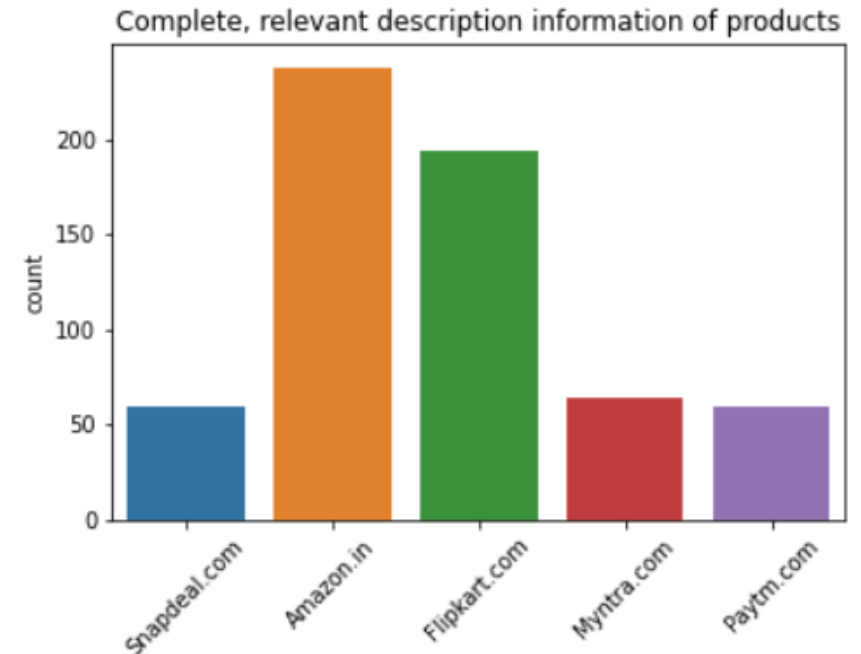
User derive satisfaction (good quality website or application) : 4.591078



3)Product Information

Amazon is most preferred among other e-commerce store due to complete, relevant description information of the products is available

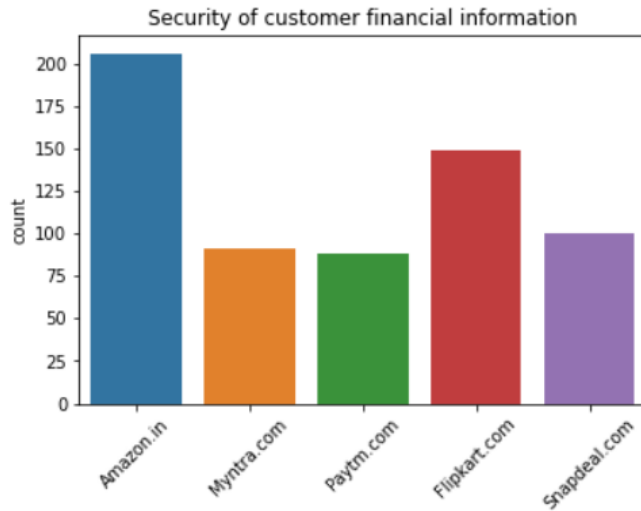
The average of the Rating users gave shows that the products information matters the most than the seller's information



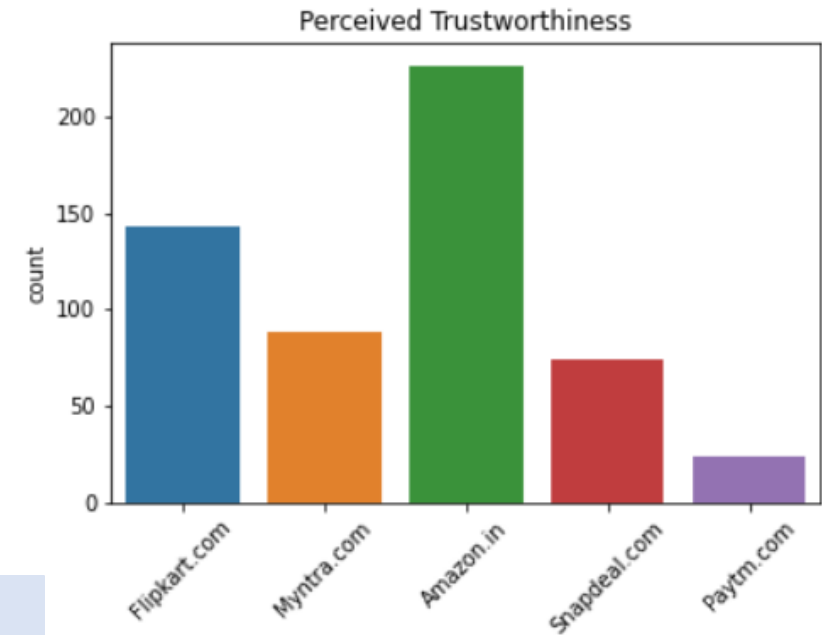
Average ratings given by the users

Complete information on listed seller and product being offered is important for purchase decision	: 3.873606
Displaying quality Information on the website improves satisfaction of customers	: 4.286245
Provision of complete and relevant product information	: 4.349442

4)Trust



Amazon is the most trusted online store among others like Flipkart, Myntra, Paytm, Snapdeal



The Data shows that the **Amazon** is the most trusted e-commerce site among other due to **Privacy of User's Information, Security of Financial Information**

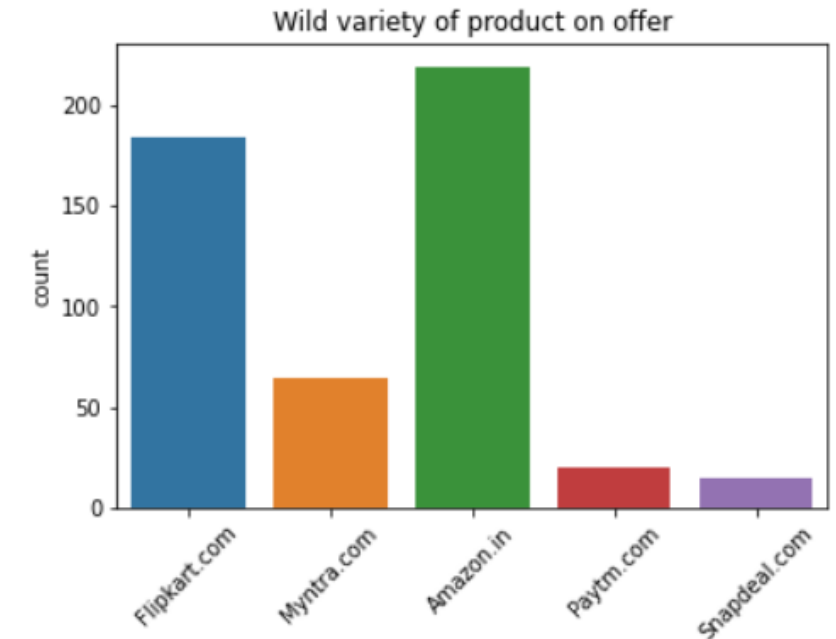
Average ratings given by user

Trust that the online retail store will fulfill its part of the transaction : 4.256506
Being able to guarantee the privacy of the customer : 4.591078
User satisfaction cannot exist without trust : 4.182156

5)Net Benefit

Amazon is providing the monetary saving to the customers with a wild variety of products on offer.

Average rating data show that the customer gets satisfaction if they get Net Benefits from the online shopping and **Amazon** is the most popular e-store among other websites.



Average ratings given by users

Net Benefit derived from shopping online can lead to user's satisfaction	4.379182
Monetary savings	4.263941
Online shopping gives monetary benefit and discounts	3.921933

Conclusion

Why do most users are recommending Amazon to their friends?

Amazon is on top of all the other websites in all of the five factors we analyzed earlier.

Providing good customer service

Security of customers information.

Better product information

Consistency towards efficiency

Constantly changing websites to meet customer's demands