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.

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Introduction

Indian online e-commerce retail industries have been experiencing good times since the last 6 years as a result of the constantly growing internet penetration, deployment of modern infrastructures, and a robust ecosystem for e-retail start-ups industry. Several e-commerce start-ups have commenced operation with innovative strategies, which differs from what was pioneered by first generation e-commerce companies. More than 1400 start-ups e-commerce came up in 2020, including eight unicorns, taking the total number to 8200 in India. western markets getting improved and China becoming more restrictive, India is becoming the main battleground for the e- commerce retailers, in last pandemic e-commerce retailers earned lot of money ex: food industries like Zomato, swiggy, etc. online platform like amazon, flip kart, Myntra, etc. The focus is attributed to the increased internet penetration, per capita income, rising middle class, urbanization and changes in consumer spending trends in India. Some foreign e-tailers like Amazon and Walmart through Flipkart.com, Myntra.com, Jabong.com are already playing with a good market share, while others like Alibaba. Creating value for customer managing the customers' online improvement of e-retail service quality e-retail strategy customer retention and website quality.

The psychologically categorised them into two broad categories: (a) Hedonistic (b) Utilitarian shopping values. Hedonistic values represent the excitement, and pleasurable experiences derived from shopping online. utilitarian shopping values are those related to the level of fulfilment as a result of being able to achieve the shopping goals. Hedonic shopping values are considered the most vital factor for online customer satisfaction leading to customer retention. accepts utilitarian shopping values as rational, target-oriented and effective decision-based values that increase customer satisfaction. Utilitarian e-retail customers mainly focus on functions related to specific tasks, for example: price comparison features, customer review before making a purchase. The social media, marketing efforts, technology factors, shopping convenience were taken into account as variables that impact the motivation for the shopping.

Success in customer relationship

The structural relationship between the measured variables, Information Quality, System Quality, Service Quality, Net Benefit, the degree to which trust is associated with User Satisfaction, as well as the extent to which the factors of the Satisfaction, Role, Best deal, Social, Adventure, save money for the customer, Convenience, Product information, Product

offering determines customer retention or loyalty. customers' perceptions of the presentation and features of information presented or displayed on an e-commerce website, web application, or portal. It takes into account the characteristics of information, such as timeliness, relevance, intelligibility, accuracy. High-quality information on the website can promote a better conversion rate as well as better customer satisfaction. System quality analyses website performance; some of the metrics; page loading speed, ease of navigating between pages, website design, appearance, website usability and website layout. To provide several channels for online retailers so that customers can contact the online seller when assistance is required. The ability to handle customer concerns and returns can be enhanced by providing support via email, text, the presence of online representatives, and telephone service. Intention to purchase/Repurchase can be defined as the probability that an online customer purchases a product and continues to purchase from the same online retailer. Satisfaction of online customers will positively affect their future intention repurchase directly or indirectly. The net benefit of online shopping includes both utilitarian and hedonic values.
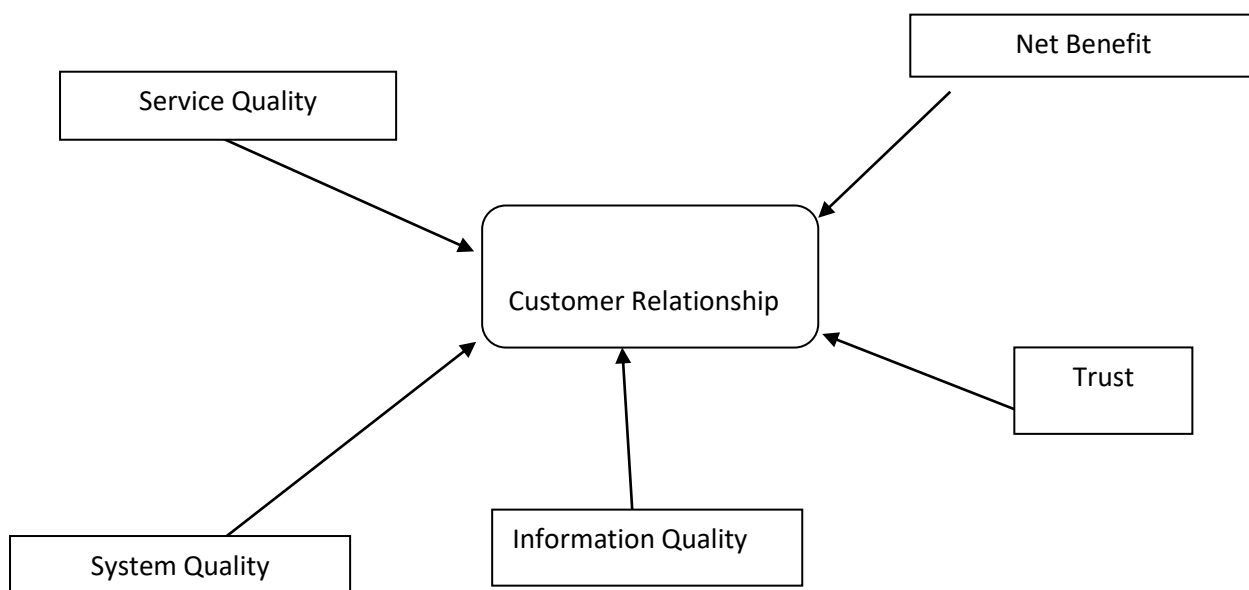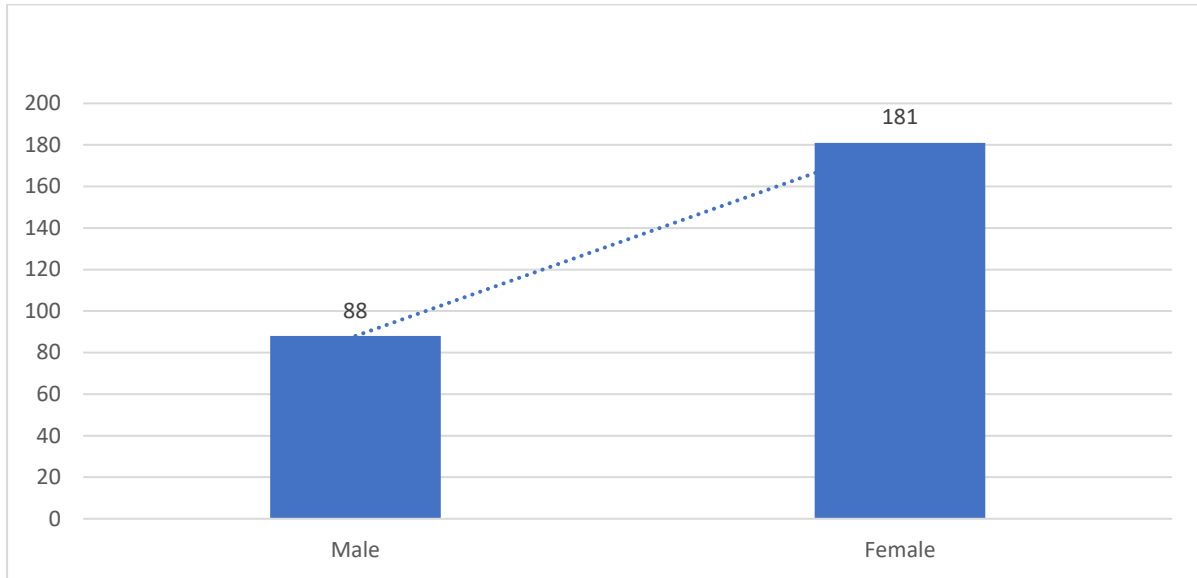
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                                            ┌──────────────┐
                                            │  Net Benefit │
                                            └──────────────┘
┌──────────────┐
│Service Quality│
└──────────────┘
                        ╭──────────────────╮
                        │ Customer Relationship│
                        ╰──────────────────╯
                                                    ┌──────┐
                                                    │ Trust │
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┌──────────────┐       ┌──────────────────┐
│System Quality│       │Information Quality│
└──────────────┘       └──────────────────┘
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Table-1: Gender of respondent

Gender of respondent	
Male	88
Female	181

Gender wise data distribution of the showed that the number of females (181) were higher than the males (88) which indicated that the females predominated in the study population for buying online.

Table-2; Which city do you shop online form

Which city do you shop online from?	
Delhi	58
Greater Noida	43
Karnal	0
Bangalore	0
Solan	18
Ghaziabad	18
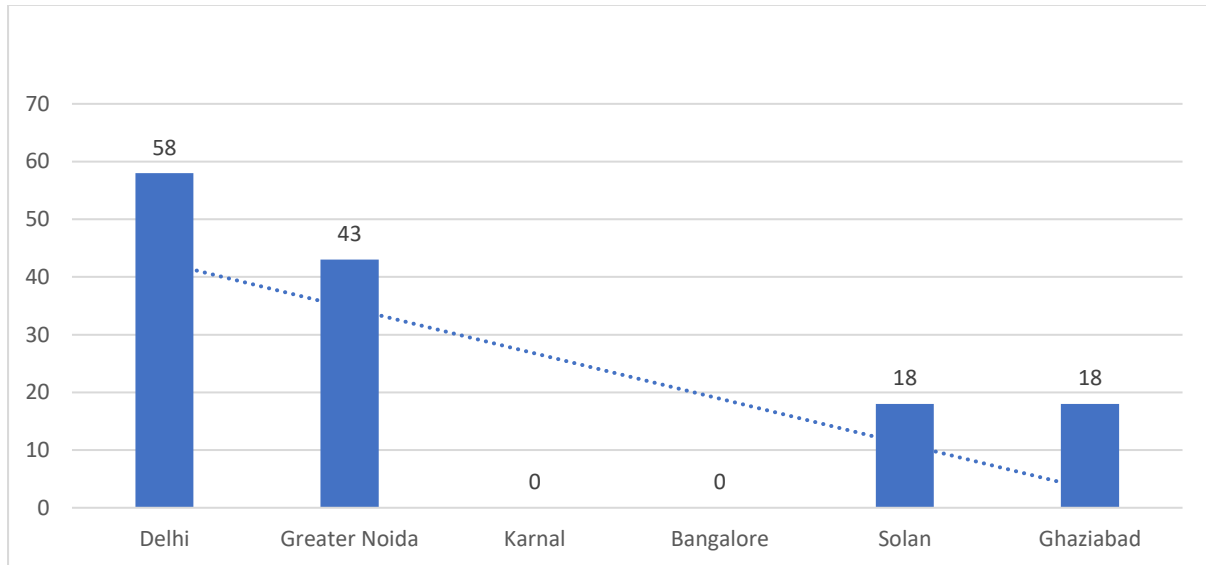
This category of e-retail customer would be motivated to shop on an e-vendor with widely selection of products, informative, convenient, and fast websites. Above mentioned data which city more online purchase customers will do. According to given the data Delhi purchases more online platform followed by Noida, and equal purchase from the Ghaziabad & Solan city.

Table-3; Which device more using for the access the online shopping.

Which device do you use to access the online shopping?	
Desktop	30
Smartphone	141
Laptop	86
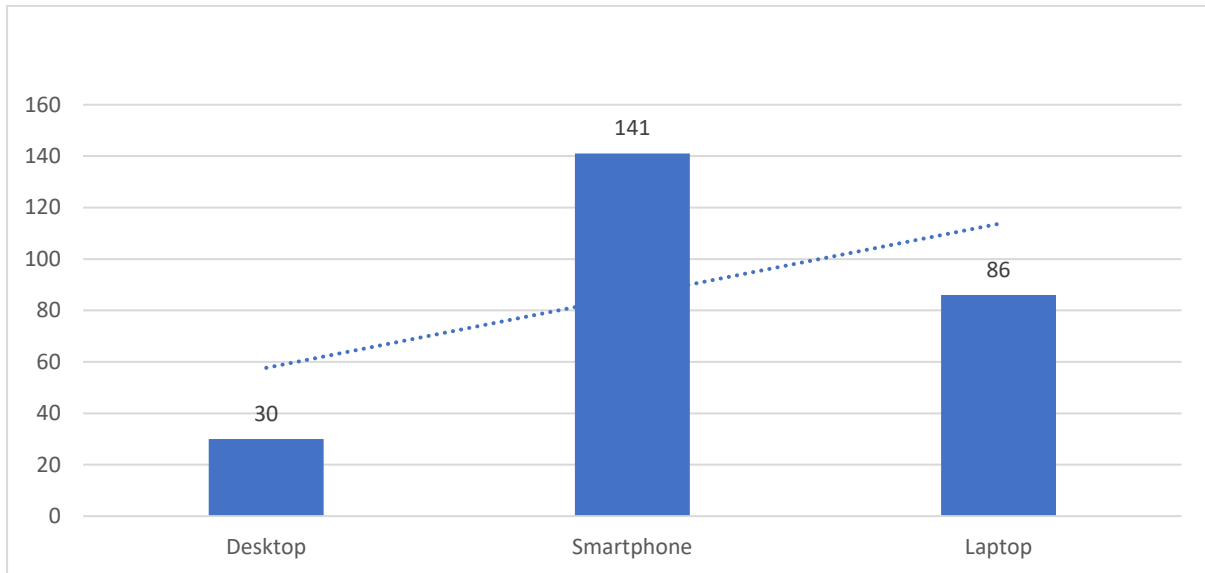
The e-retail customer purchases online platform using different technologies like Desktop, Smartphone and Laptop. Usage smartphone for purchasing more followed by Laptop and Desktop. Averagely technology area for purchasing day by day.

Table-4; Which of the Indian online retailer would you recommend to a friend.

Which of the Indian online retailer would you recommend to a friend?	
Flipkart.com	39
'Amazon.in'	79
'Myntra.com'	0
Paytm.com	0
Snapdeal.com	0
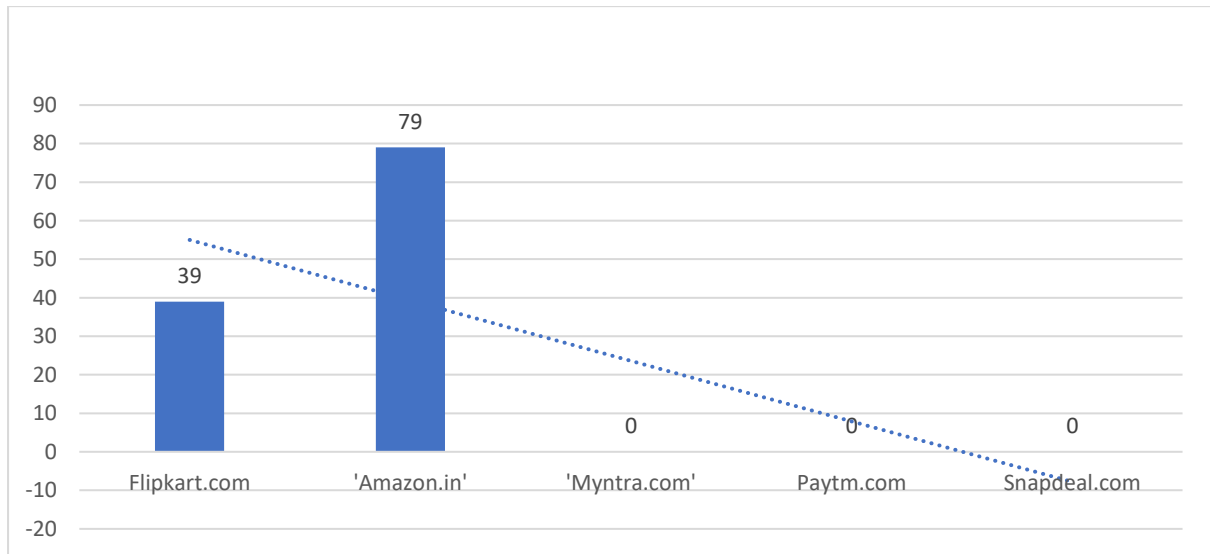
The e-retailer recommending to the friends and family members, it's indirect marketing, in this case got the data according to this more usage in Amazon.in and followed by Flipkart, there is no data recommendation using in Myntra, Paytm, and Snapdeal. That means we are understanding usage of the other e-retailer is none of usage of retailer compare to amazon and flipkart.

Table-5; Website is as efficient as before

Website is as efficient as before	
Flipkart.com	47
'Amazon.in'	94
'Myntra.com'	0
Paytm.com	15
Snapdeal.com	11
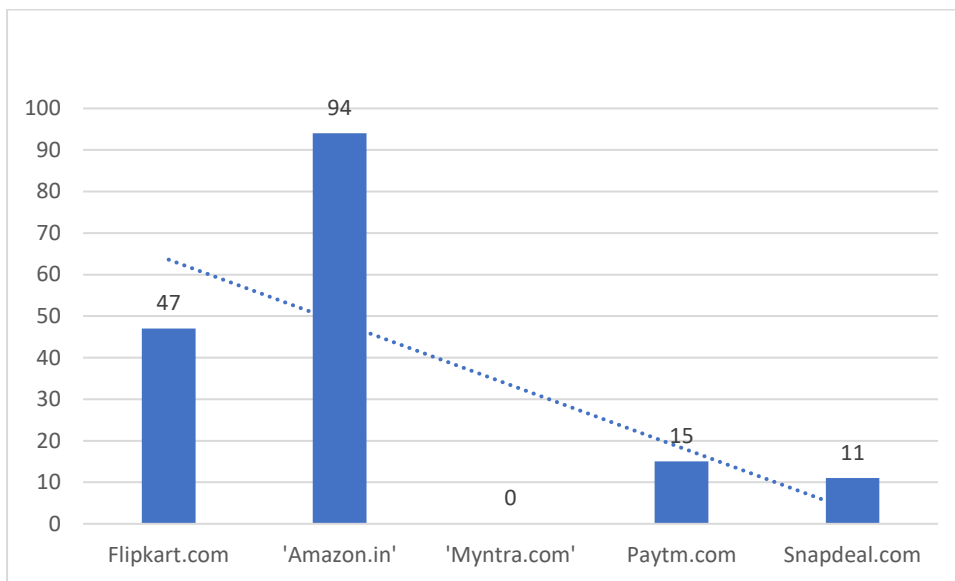
The coustomer satisfaction good service for the online platform for booking also important. Last few year back in the festival offer time hanging while purchasing eg -Amazon, Flikart etc, but now using cloud computing system and forecasting valaue imporoved in purchasing. So online website usage imporoved before compare to Flipkart, Paytm, Snapdeal more imporoved in Amazon.

Table-6; **Frequent disruption when moving from one page to another**

Frequent disruption when moving from one page to another	
'Amazon.in'	53
'Myntra.com'	52
Paytm.com	39
Snapdeal.com	49
Flipkart.com	39
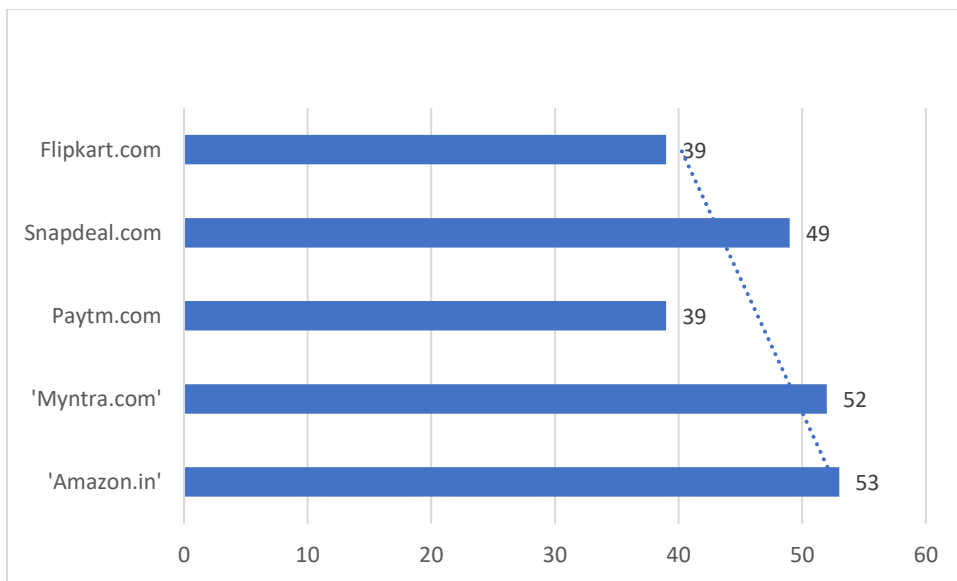
The e-commerse area redirect to different pages for the disruption to the customers according to the data Amazon and Myntra almost same compare to Flipkart, Snapdeal, & Paytm.

Table-7: Change in website

Change in website/Application design	
Flipkart.com	20
'Amazon.in'	96
'Myntra.com'	30
Paytm.com	63
Snapdeal.com	8
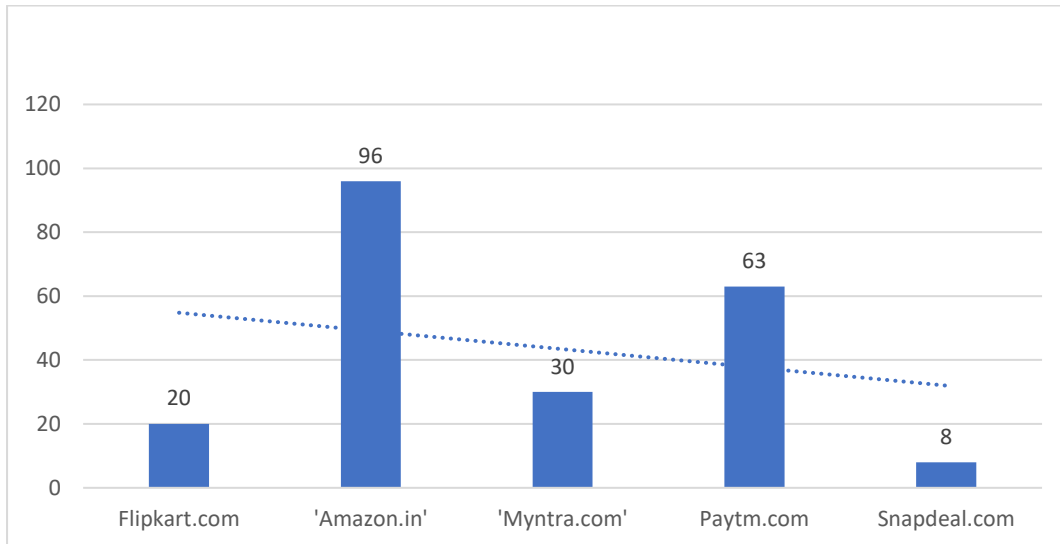
Table-8; Longer delivery period

Longer delivery period	
Flipkart.com	44
'Amazon.in'	37
'Myntra.com'	26
Paytm.com	72
Snapdeal.com	64
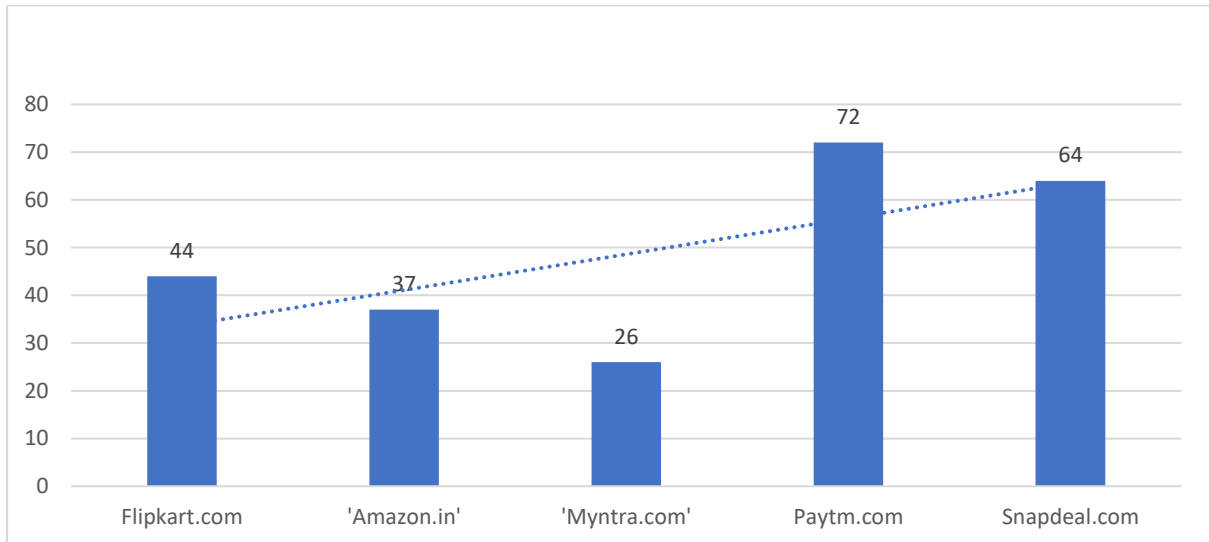
Delivering product to the customer in time is the more challenge in e-commerce industries, according to the data Paytm, Snapdeal time duration taking for the delivery product is high compare to Flipkart, Amazon, Myntra.

Table-9; Limited mode of payment on most products.

Limited mode of payment on most products (promotion, sales period)	
Flipkart.com	31
'Amazon.in'	62
'Myntra.com'	0
Paytm.com	25
Snapdeal.com	87
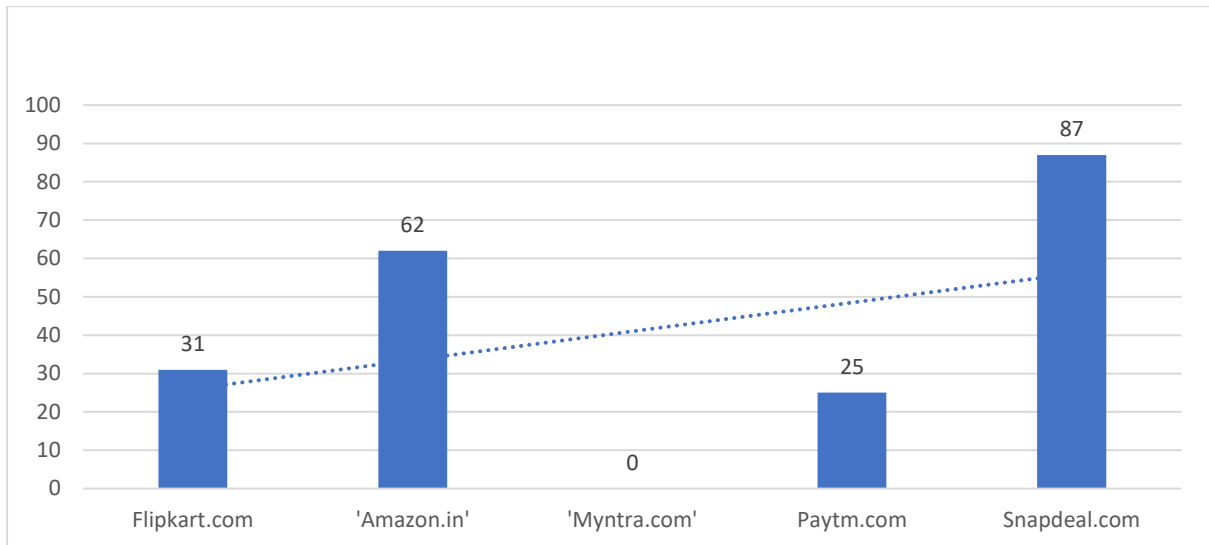
Table-10; Longer page loading time

Longer page loading time (promotion, sales period)	
Flipkart.com	32
'Amazon.in'	16
'Myntra.com'	61
Paytm.com	59
Snapdeal.com	23
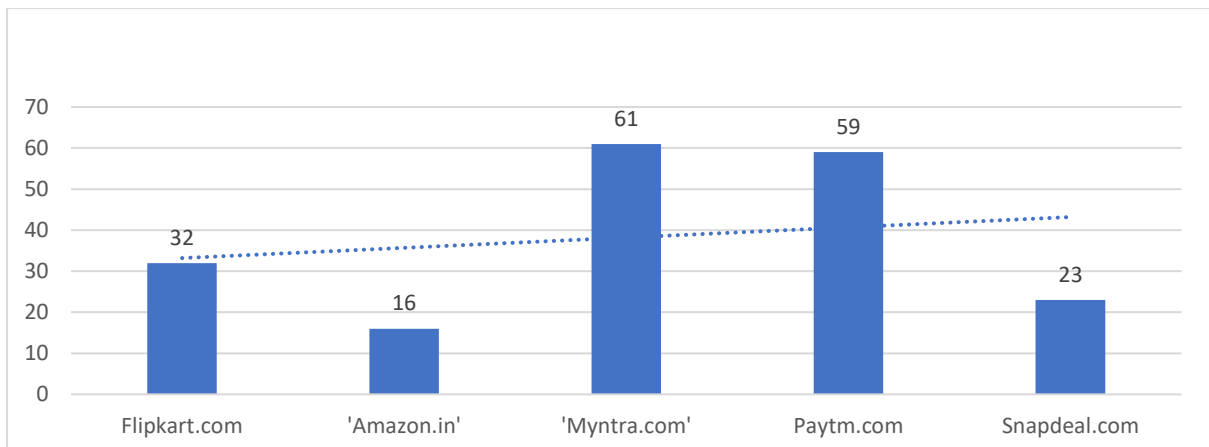
Table-11; Late declaration of price

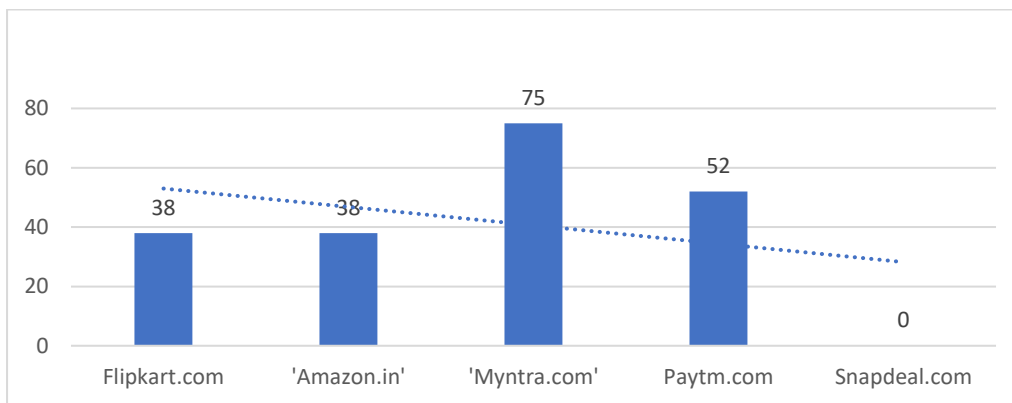| Late declaration of price (promotion, sales period)	
Flipkart.com	38
'Amazon.in'	38
'Myntra.com'	75
Paytm.com	52
Snapdeal.com	0

Table-12 Longer time in displaying graphics and photos

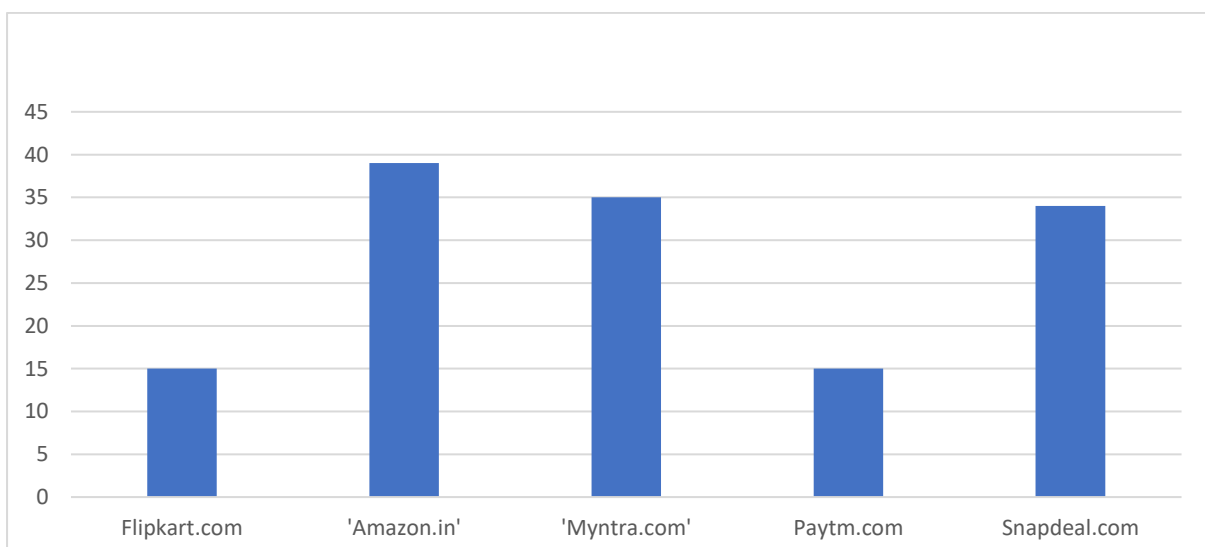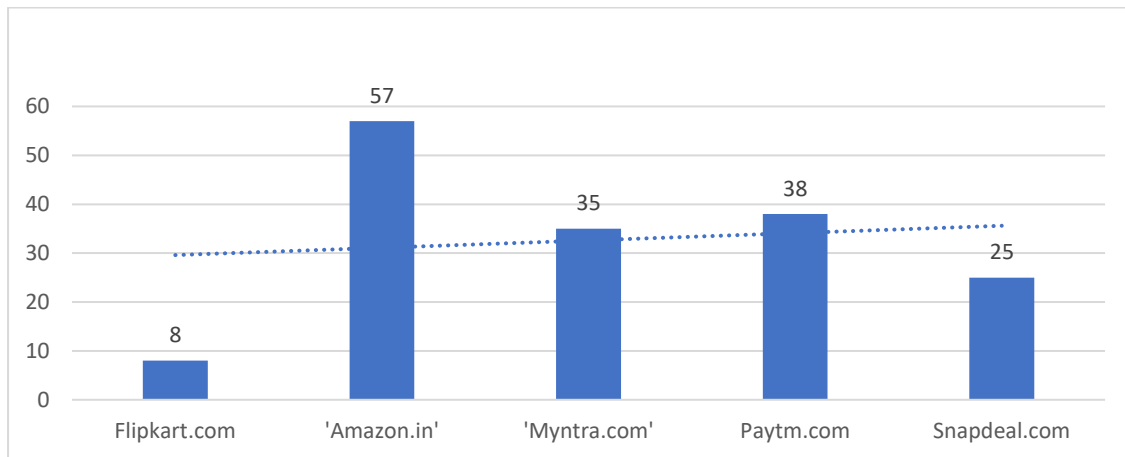| Longer time in displaying graphics and photos (promotion, sales period)	
Flipkart.com	15
'Amazon.in'	39
'Myntra.com'	35
Paytm.com	15
Snapdeal.com	34

Table-13; Longer time to get logged in (promotion, sales period)

Longer time to get logged in (promotion, sales period)	
Flipkart.com	8
'Amazon.in'	57
'Myntra.com'	35
Paytm.com	38
Snapdeal.com	25

Analysis

Multivariate data Analysis

Data sheet -   Mean – 100.76,   Std dev- 19.62

Coded sheet -   Mean – 151.050,   Std dev– 22.358

Covariance between two variables

Data sheet -   385.332977

Coded sheet -   500.380060

Person's correlation: 0.891

Spearman's correlation: 0.872

Discussion

The outcome of this study is of more extreme importance to target a specific shopping segment using different online platform. Various shopping values and web features influence the different groups of online retailers. Some of the shoppers do shopping because of their convenience and usefulness, while many others rely on e-commerce to search products and offer information. e-retailers targeting this community should concentrate their web elements on the theme Reliability and Ease of Searching Products. Ensuring correct photos of the product, product descriptions and ease of search for minimal educated people, contextual cues can allow portals to attract this segment and gain loyalty. Below data mentioned according to the customer satisfaction using e-retail purchases got while analysis in comparison between two sheets Person's correlation: 0.891(89%), Spearman's correlation: 0.872(87%). The results of the study can help Identify market segments for new e-retailers. Marketers can use online customer segments determined by their purchases values and decides marketing strategies accordingly. The limitation study is the use of web analytics in its classic form User interaction with the website and technology more using for purchase Smartphone.

Report:

The importance of the quality of purchasing system, information, accessibility, security, and ease of use are needed to appeal to the consumers utilitarian value. The other hand, to appeal to the hedonistic values of the consumer, the online purchase should incorporate elements that would offer value to the pleasure-seeking behaviour of customers; for example: adventure, gratification, role shopping etc. In the case what motivates a customer's repurchase intention, the outcome of the study indicates that a combined approach designed to improve customer satisfaction, trust, and the overall net benefits of shopping on their online must be adopted to achieve the customer goals. Online retailers must focus on the information quality and system quality of the online retail websites to enhance customer satisfaction, which in turn will lead to repurchase decision. The both utilitarian and hedonistic values led to consumers satisfaction and considerably stimulate their repurchase intention, leading to loyalty. The result further suggests that the perception of consumers utilitarian and hedonic values will inform their preference for a particular online retailer.