

E-retail factors for customer activation and retention:

Research Objectives :

The purpose of this study is to research and understand the influence of utilitarian value, hedonic value, social value, effecting the e-commerce customer activation/retention

Research methodology , Research Hypothesis

The research method is quantitative that uses exploratory research to explain the relationships between research variables through EDA The scope of the study examined is the influence of Utilitarian Value, Hedonic Value, Social Value, on Customer Retention.

From the research this paper consist of four hypotheses, they are:

Utilitarian value influences

Hedonic value influences

Social value influences(Application platform and experience)

Data Collection:

I have used the detailed xl sheet provided for further research.

(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

*Validity and Reliability Test

*Data Analysis Method EDA steps to visualize the effect of all the individual column provided and find the correlation between the result and data collected by creating various graphical representation to understand the data better

Discussion and research :

Utilitarian Value Irani and Hanzae (2011) stated that utilitarian value is task oriented and cognitive in nature, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip. A consumer receives utilitarian shopping value when he or she obtains the needed product, and this value increases as the consumer obtains the product more effortlessly (Babin, Darden and Griffin 1994). According to Hamzah (2013) utilitarian shoppers are motivated based on cognitive activities and goal-oriented tasks. Therefore, utilitarian purchasing behaviour is more logical, rational, planned, part of daily routine and always includes in purchases.

Hedonic Value Compared to utilitarian value, hedonic shopping value is more subjective and individualistic. Its value is perceived through fun and pleasure as opposed to goal achievement (Hirschman & Holbrook, 1982). Bakirtas and Divanoglu (2013) state that Hedonic consumption signifies the

joy and pleasure the consumer expects from shopping. As the expectation from shopping is different for each consumer, so is the feeling experienced during shopping. Some of the consumers are affected by various motivational aspects in order to get joy and pleasure from shopping. In a similar context, Babin et al. (1994) defined hedonic shopping value as perceived entertainment and emotional worth provided through shopping activities. Hedonic shopping value reflects the pleasure, joy and emotional worth of shopping. Hedonic consumption is based on hedonism.

Customer Loyalty The key to building lasting customer relationships is to create superior customer value and satisfaction, customer satisfaction is one of the determinants of customer loyalty, driving force in sales growth, sales and a strong multi-channel strategy where each channel is optimized to meet customers' needs. Kotler and Armstrong (2008:13) stated that satisfied customers are more likely to be loyal customers and to give the company a larger share of their business. Loyalty is without doubt a crucial construct in marketing and has major implications for any businesses, since in the modern world it is not sufficient to merely attract new customers – retention and repurchase is a key component of success. According to Shirin and Puth (2011) one of the most common determinants of loyalty is customer satisfaction and. Loyalty of customers is extremely important to any business because it is considered to be one of the main factors of the business success, particularly because loyal customers exhibit repurchase behaviour, spend more money with the organisation and word of mouth

Conclusion(From given case study) :

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.

Further after analyzing the data other than utilitarian and hedonistic

The application or platform User experience and loyalty program also
Plays a major roll for repeat purchase