

E-retail Factors for Customer

SEPTEMBER 24

Flip-Robo Technology

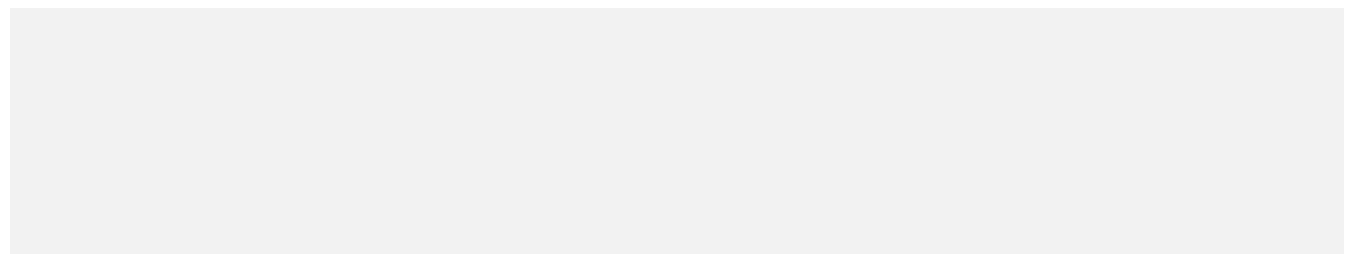
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A case study from Indian e-commerce customers

Problem Statement

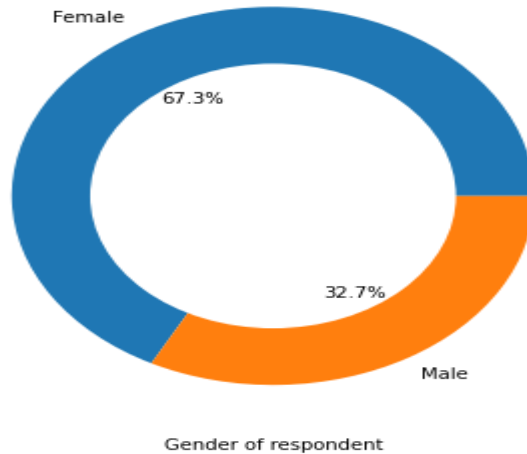
Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose 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.



Univariate Analysis

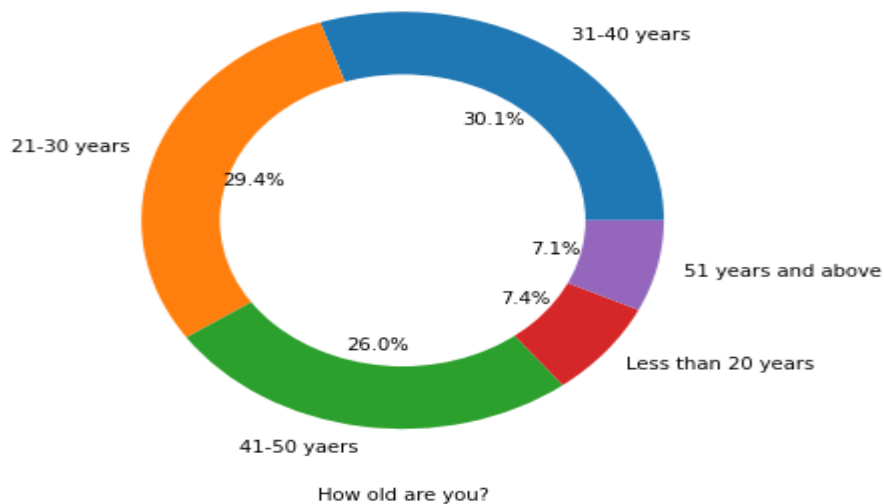
Columns taken for Univariate Analysis are :-

- Gender of respondent



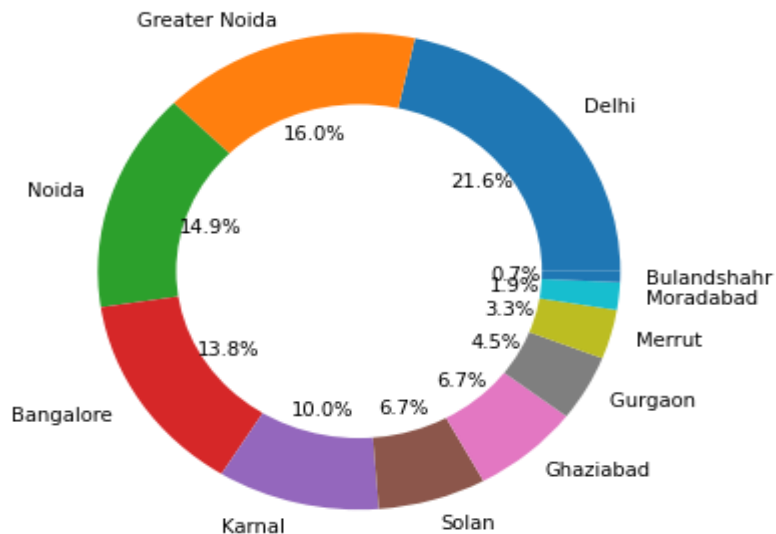
There is double the number of women than men who have taken this survey.

- How old are you ?



Most of the people are in their 30's followed by 20's, teenagers and senior citizen are the least in number.

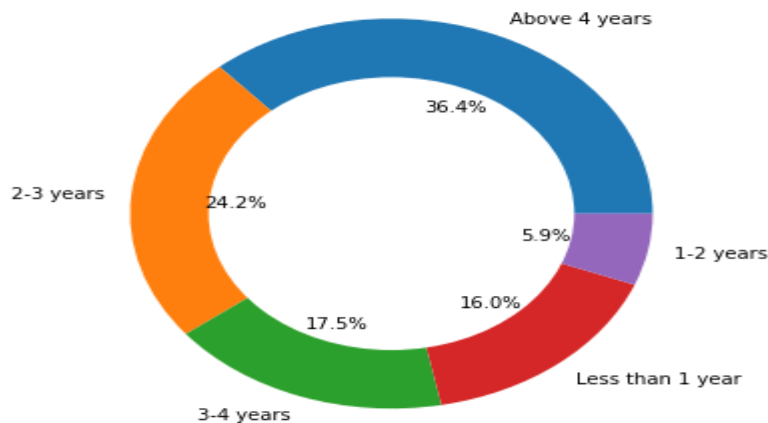
- Which city do you shop online from ?



Which city do you shop online from?

Most of the people belong from Delhi , Noida and Bangalore , ambiguity can also be seen as Noida has two categories (Noida and grater Noida) which need to be handled.

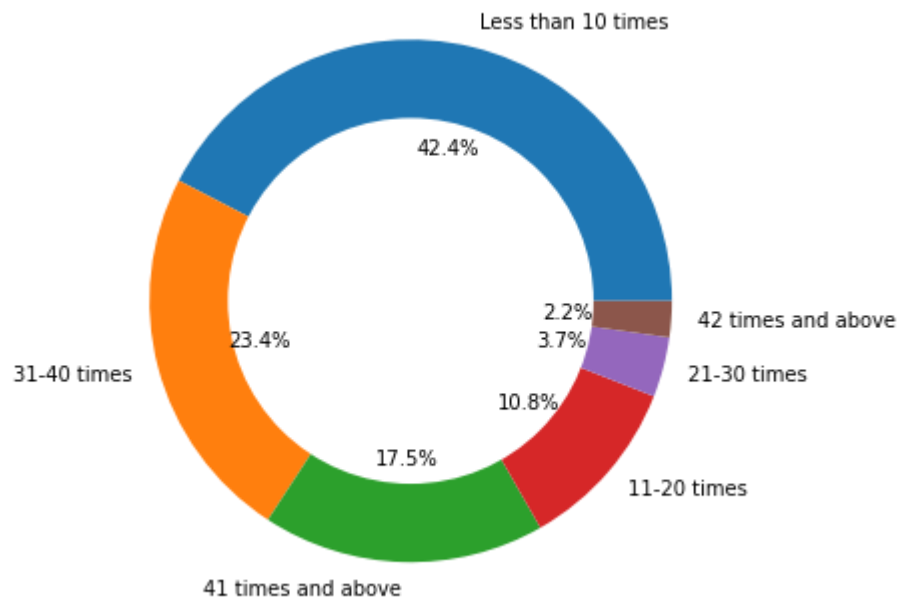
- What is the Pin Code of where you shop online from?
- Since How Long You are Shopping Online ?



Since How Long You are Shopping Online ?

Most of the people shopping online have been shopping from a long time.

- How many times you have made an online purchase in the past year ?

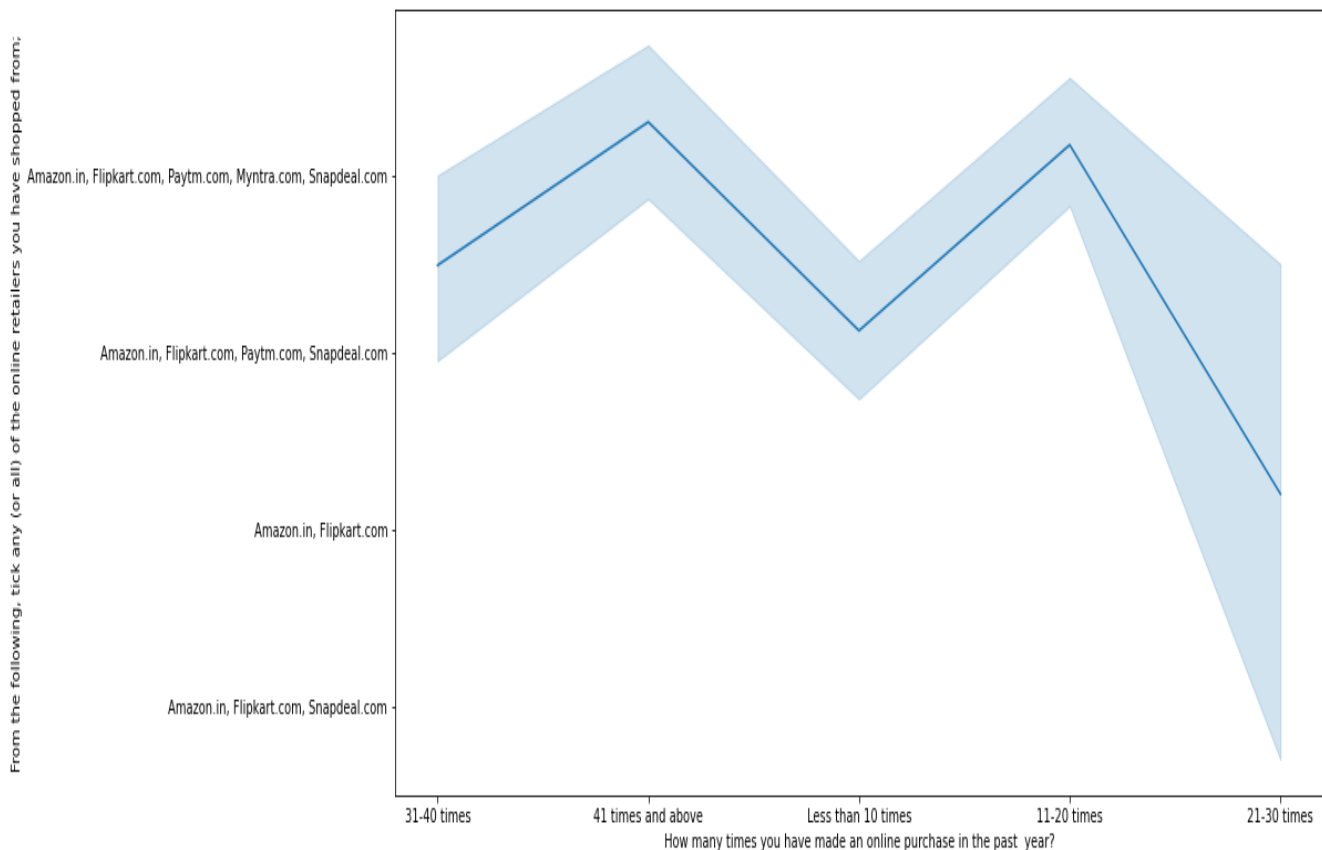


How many times you have made an online purchase in the past year?

Majority of people shop online 10 times a year, ambiguity can also be seen for range 42 times and above which needs to be handled.

Analysis on the basis of Various factors

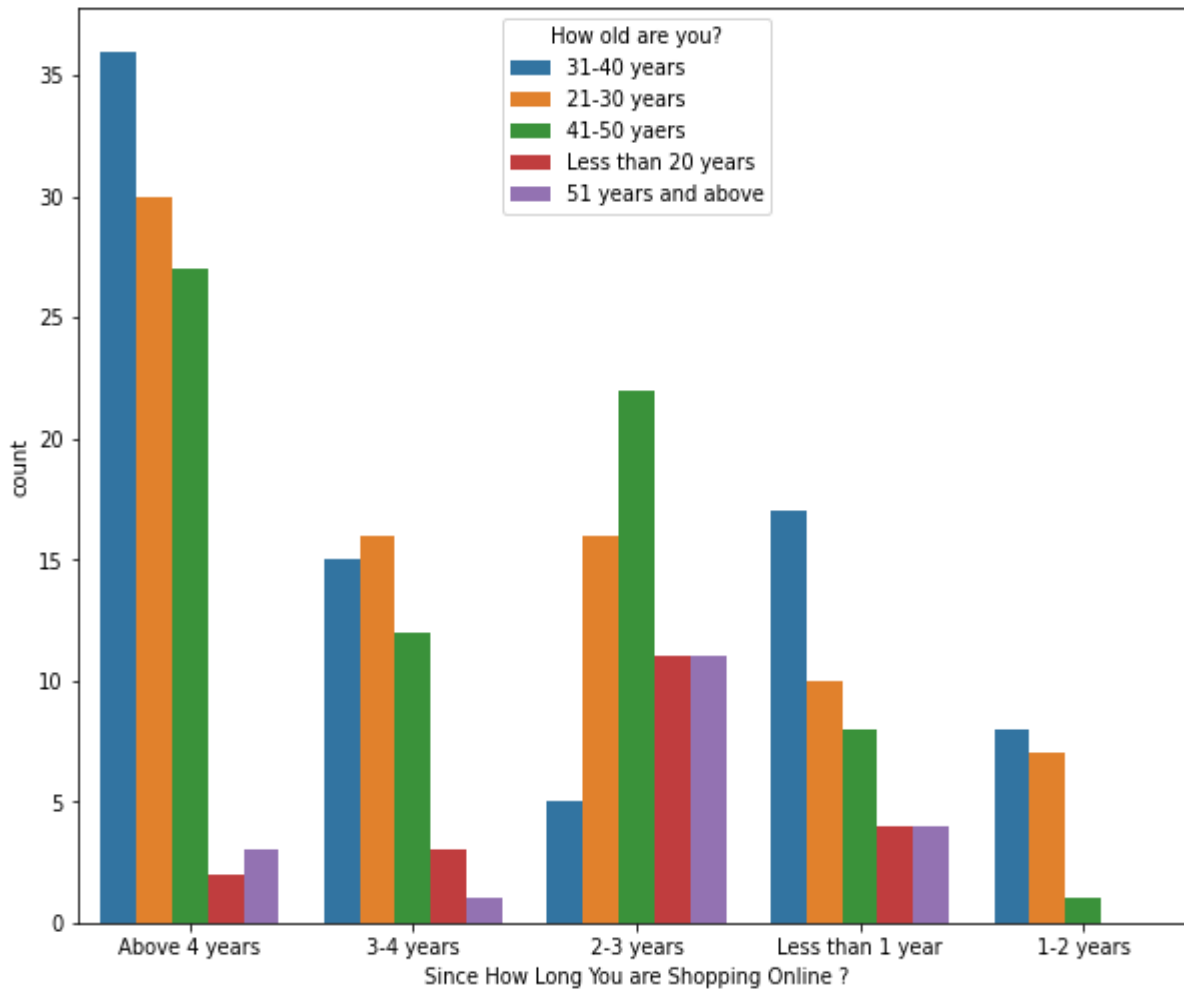
Heavy shoppers who shop more than 41 times a year shop from all the online brands, some of the people who shop for 32-40 and less than 10 times a year seem to exclude myntra. People shop from Amazon and flipkart whatever be the case.



Almost all the people who have shopped from amazon, flipkart and paytm are satisfied. People who shop from a more number of online brands dosent seem to be satisfied .

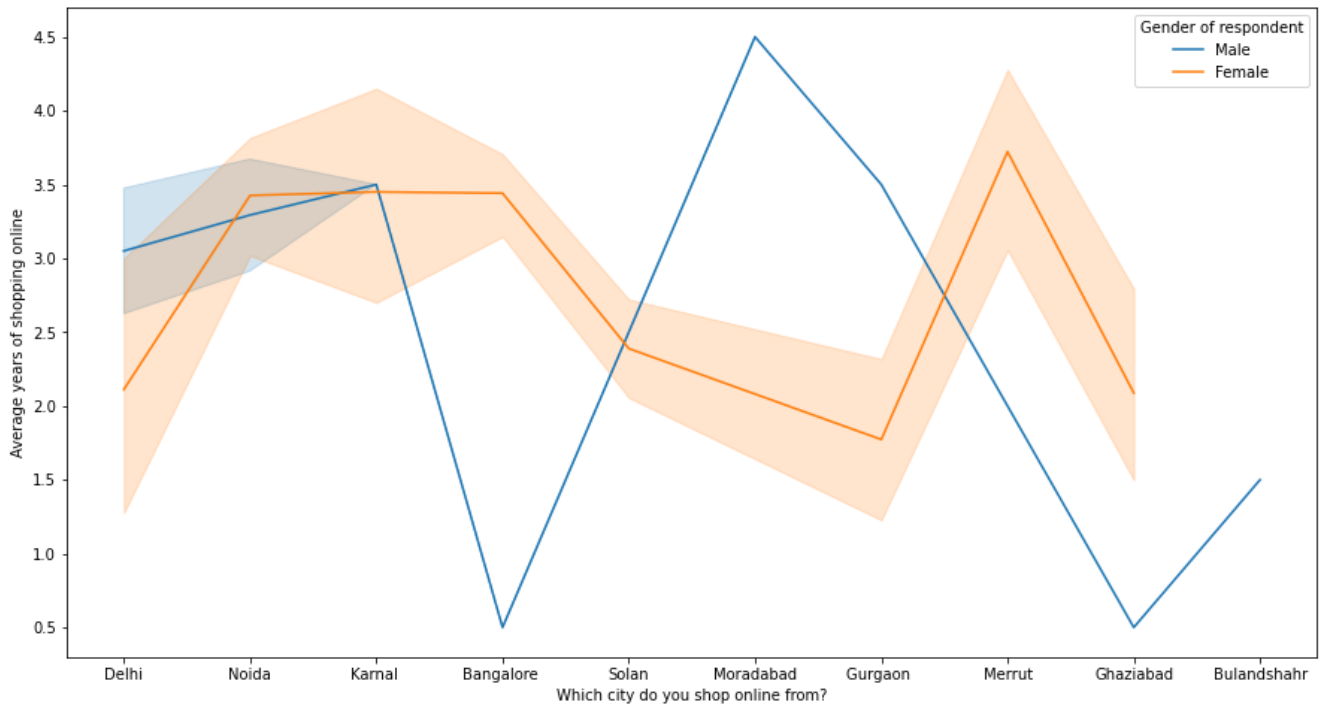
People shopping from amazon and paytm are getting benefits from the loyalty points, flipkart and sanpdeal also seem to give such benefits but people who shop from almost everywhere disagree with this statement too .

Online Retailing based on age



Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online for 1-2 years does not include teenagers and elder people.

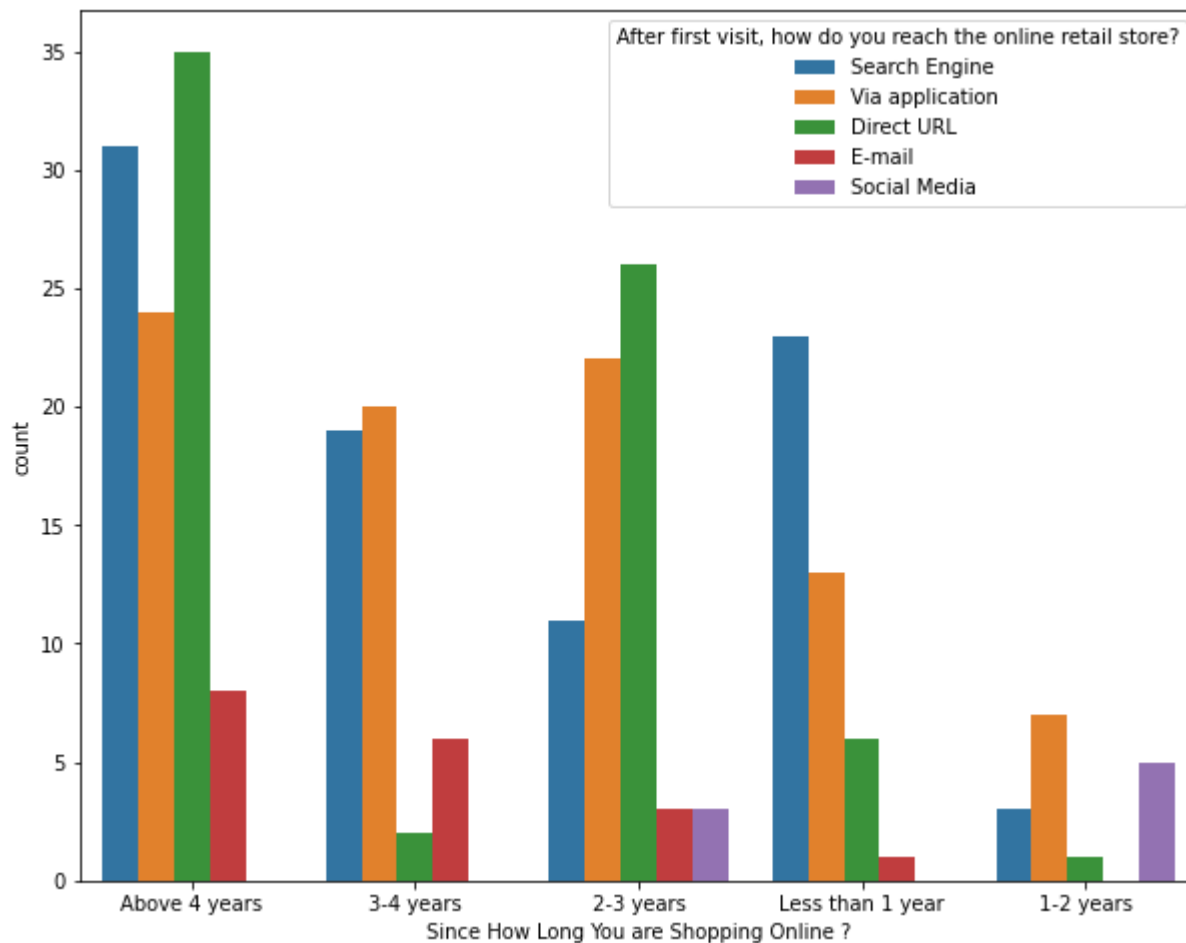
Density of customers in various cities based on Gender



In lines, we can see that density of female customers is more than male. Men living in banglore and ghaziabad shop have shopped online for less than 1 year.

Highest number of men shopping online belong from delhi and noida, while men from Moradabad have been shopping online for the longest. Women from meerut and noida have shopped the longest .

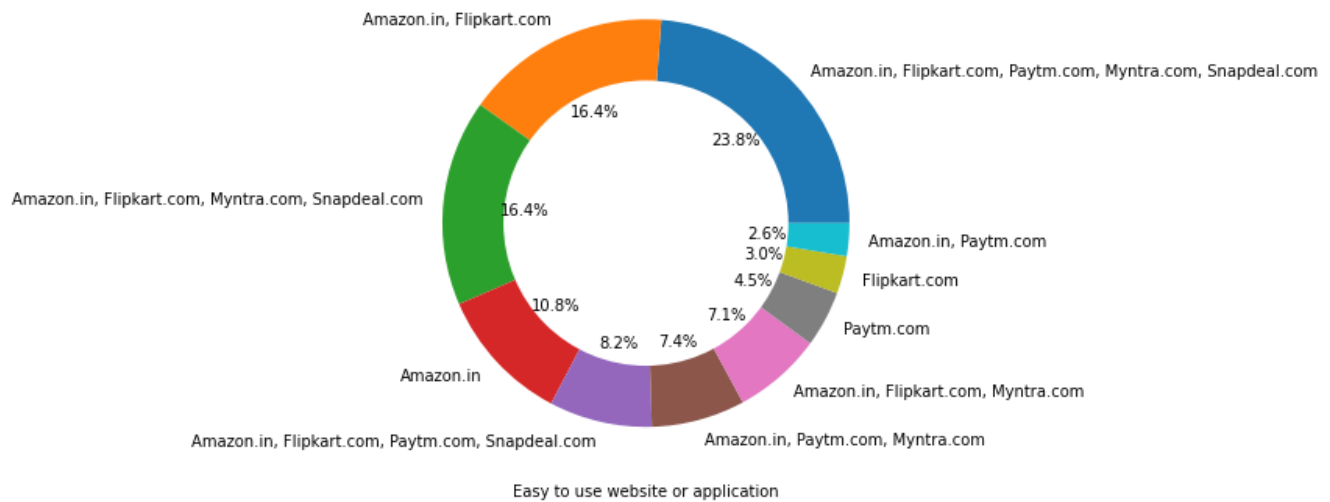
Popular Platform



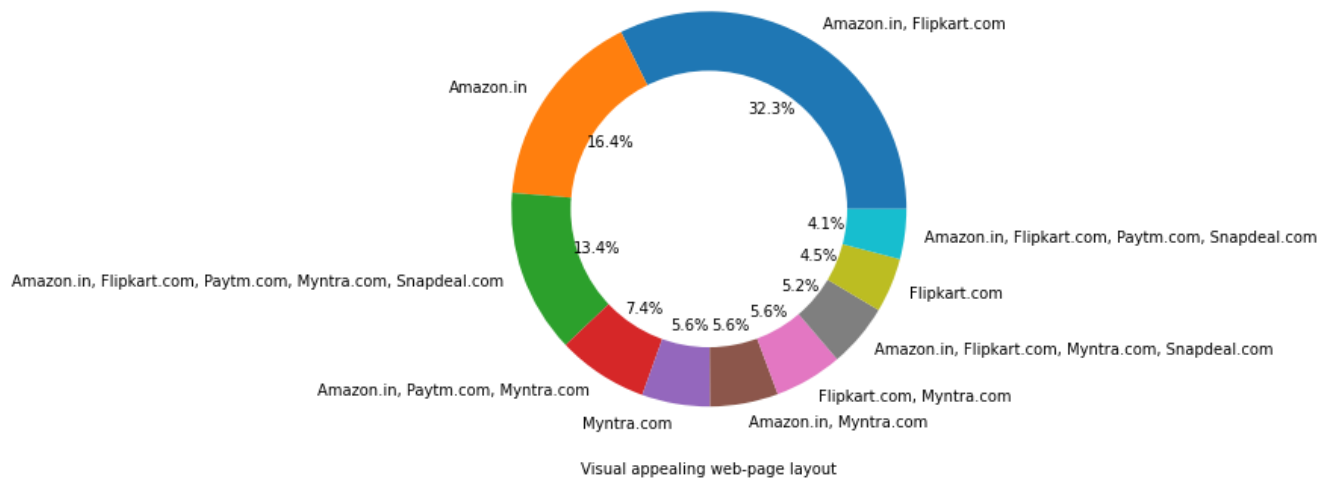
Even though people who are shopping online for more than 3 years donot use the application rather use search engine and direct url's in large number which indicates that online brands should update all their platforms rather than just application.

Factors affecting quality of service on E-Platform

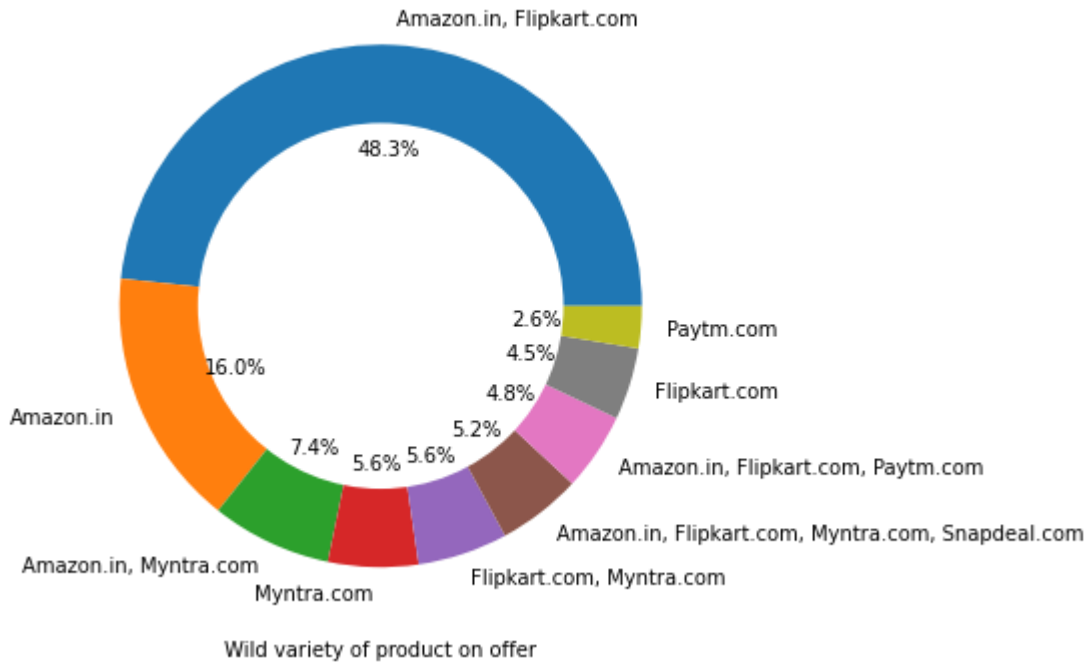
1. Easy to use website or application



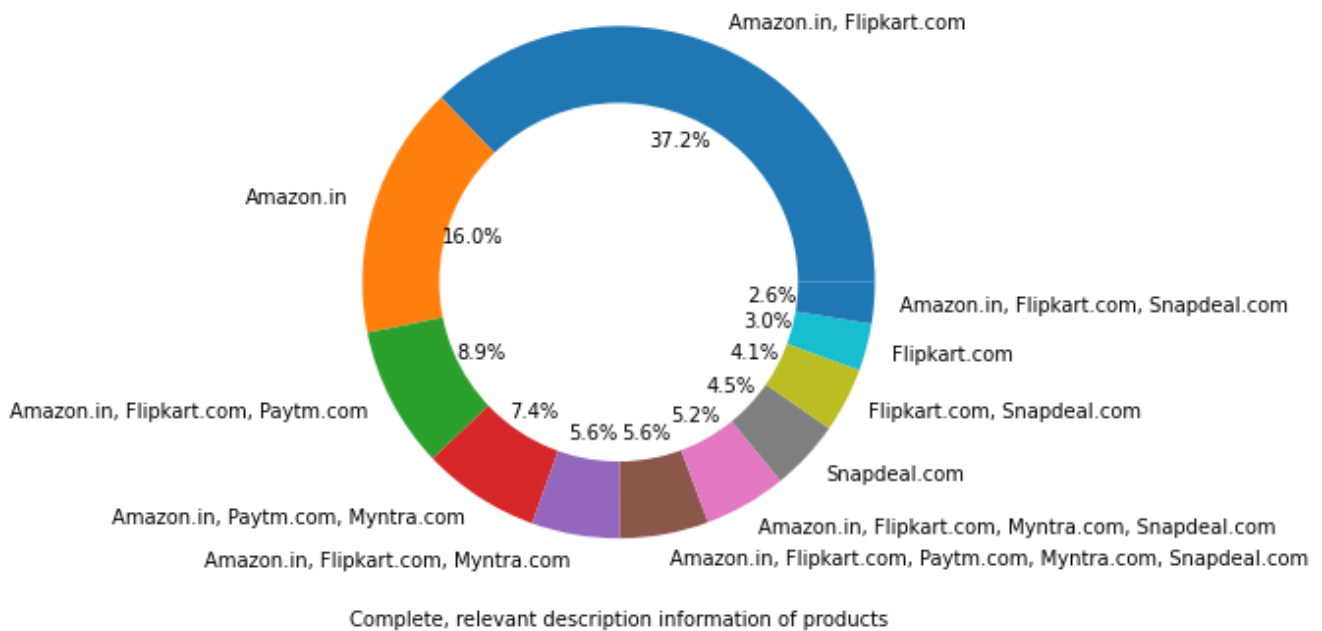
2. Visual appealing web-page layout



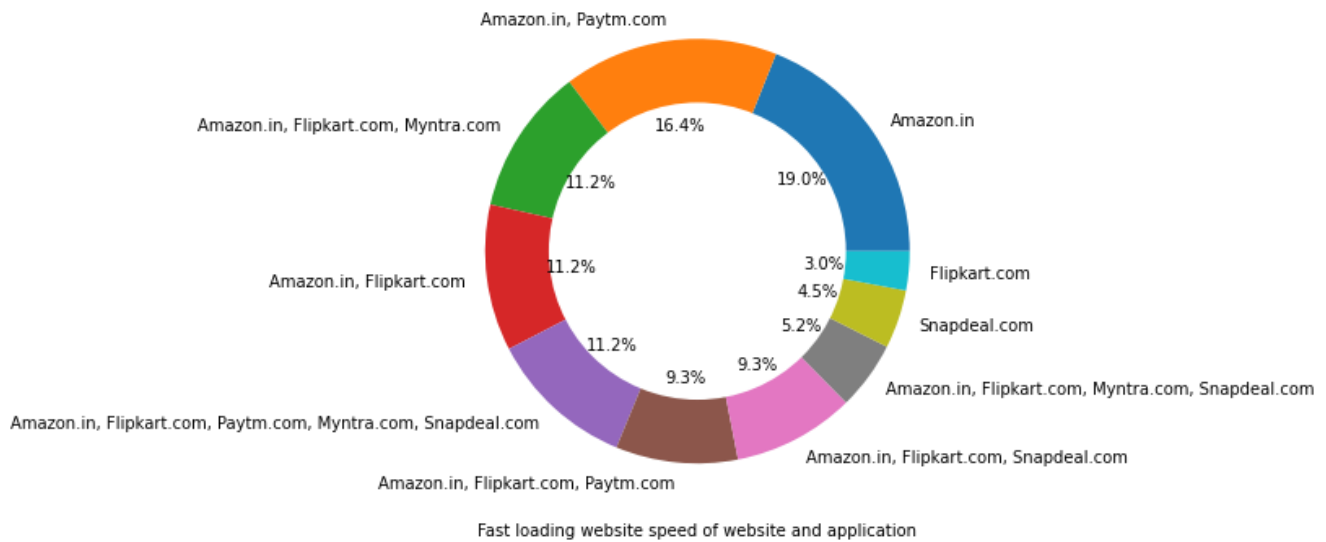
3. Wild variety of product on offer



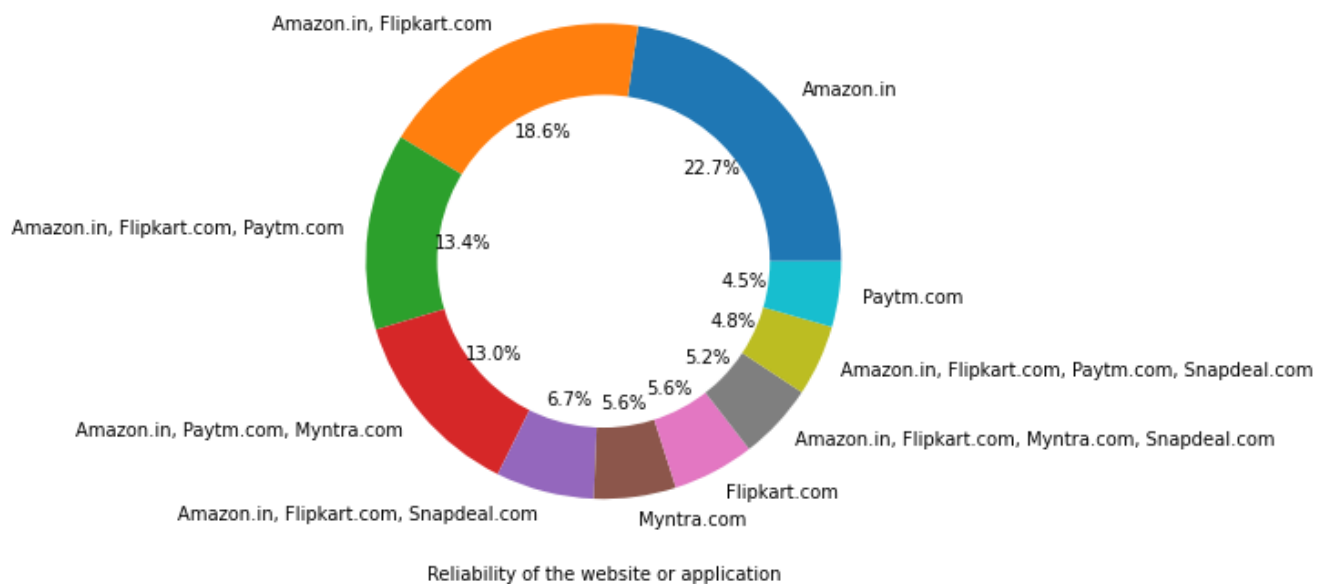
4. Complete, relevant description information of products



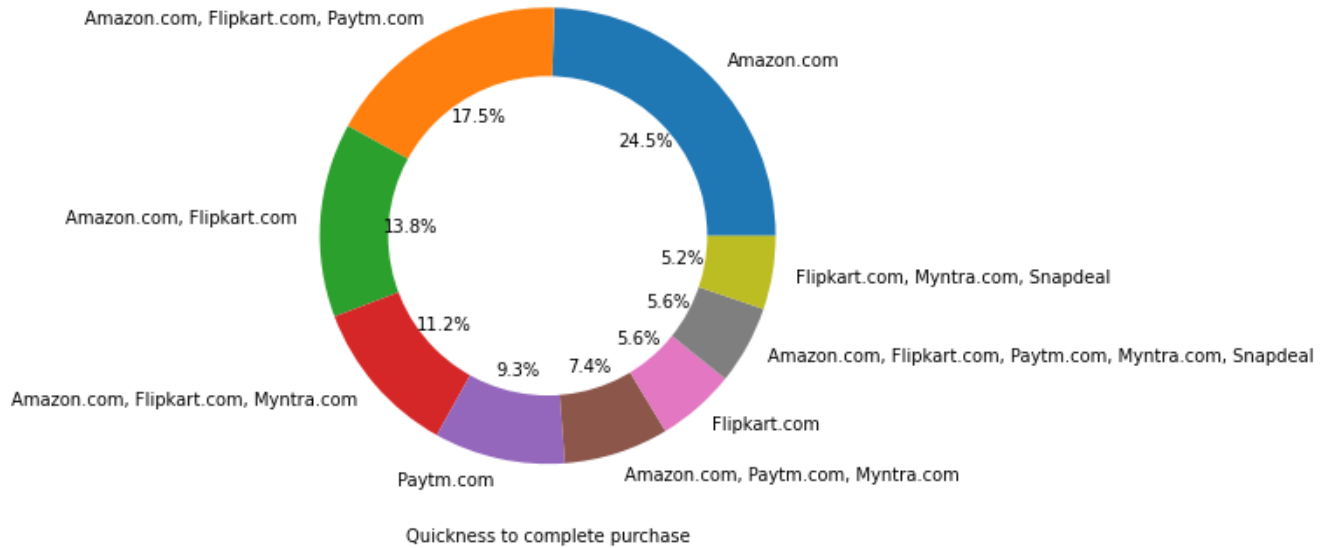
5. Fast loading website speed of website and application



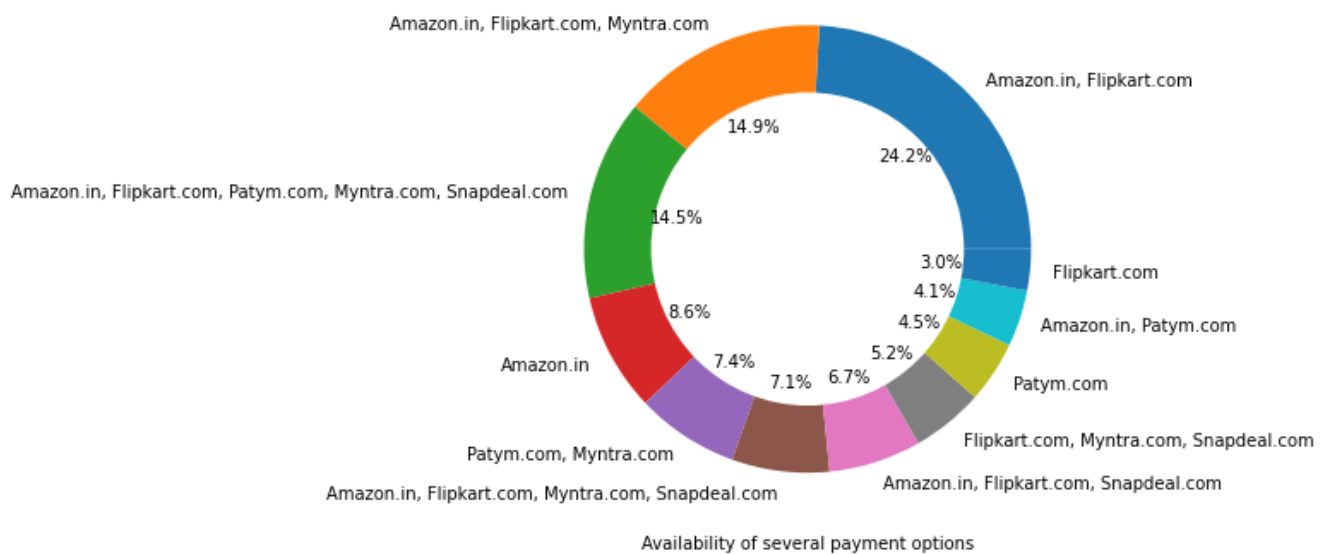
6. Reliability of the website or application



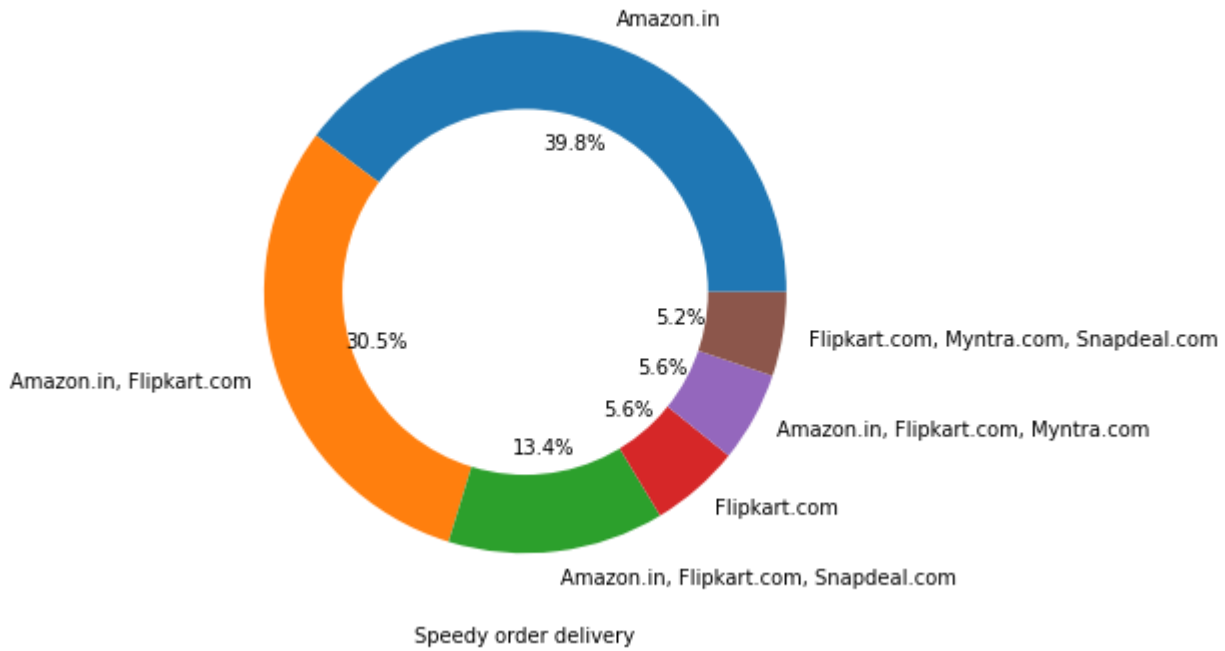
7. Quickness to complete purchase



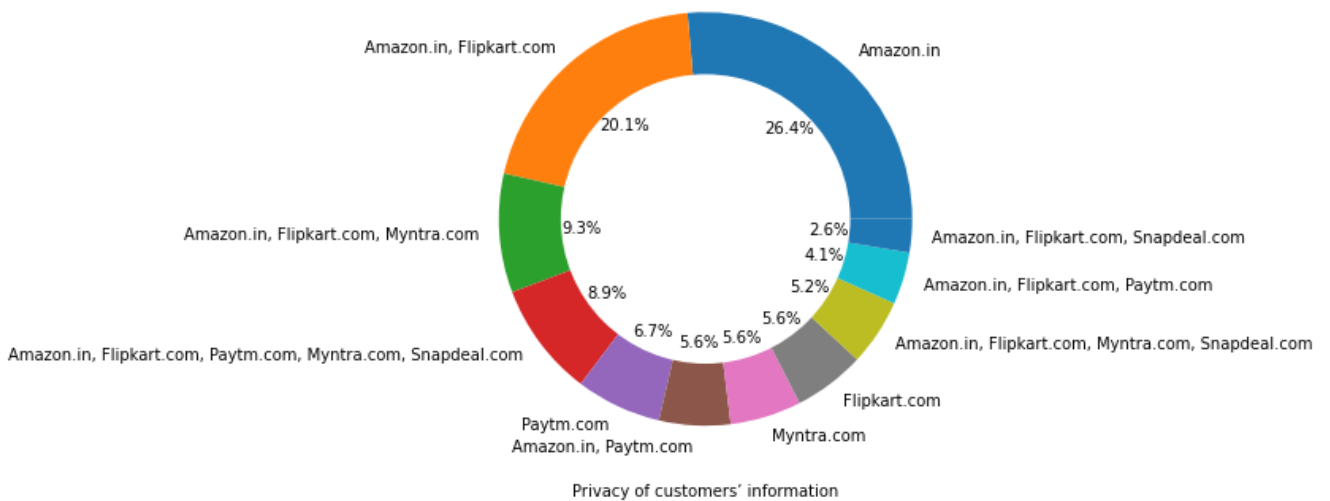
8. Availability of several payment options



9. Speedy order delivery

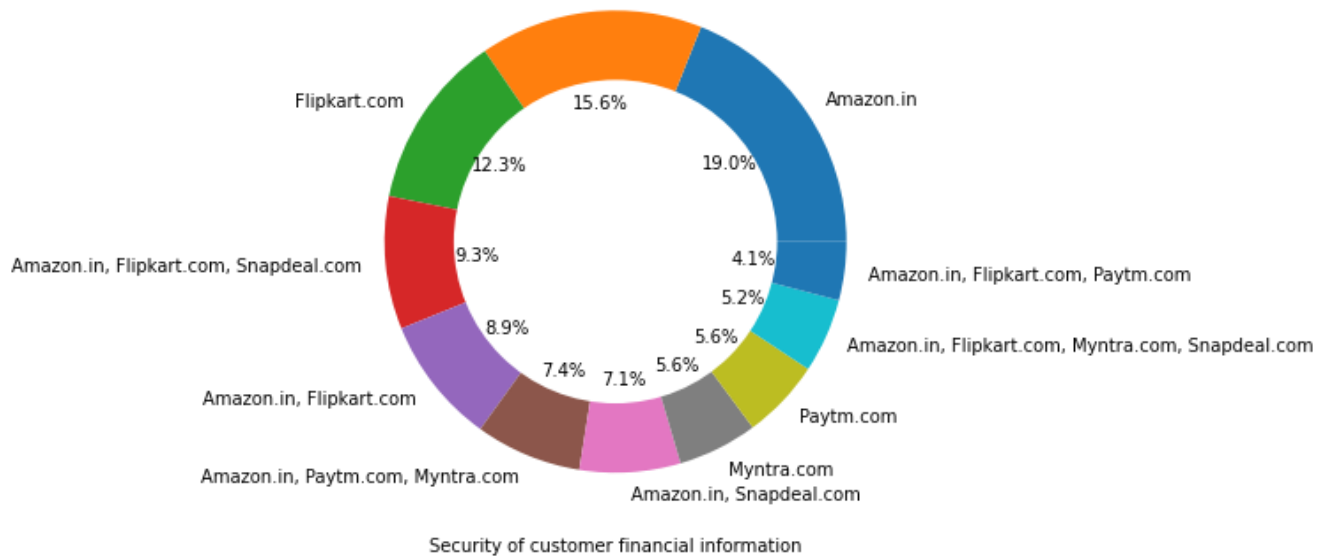


10. Privacy of customer's information.



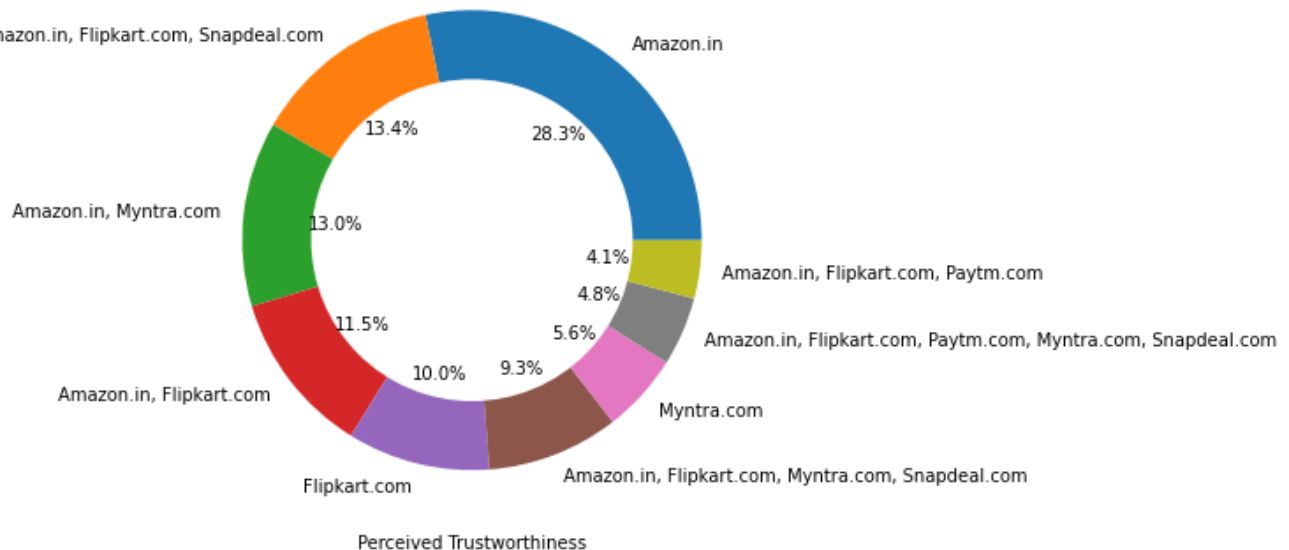
11. Security of customer financial information

Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com

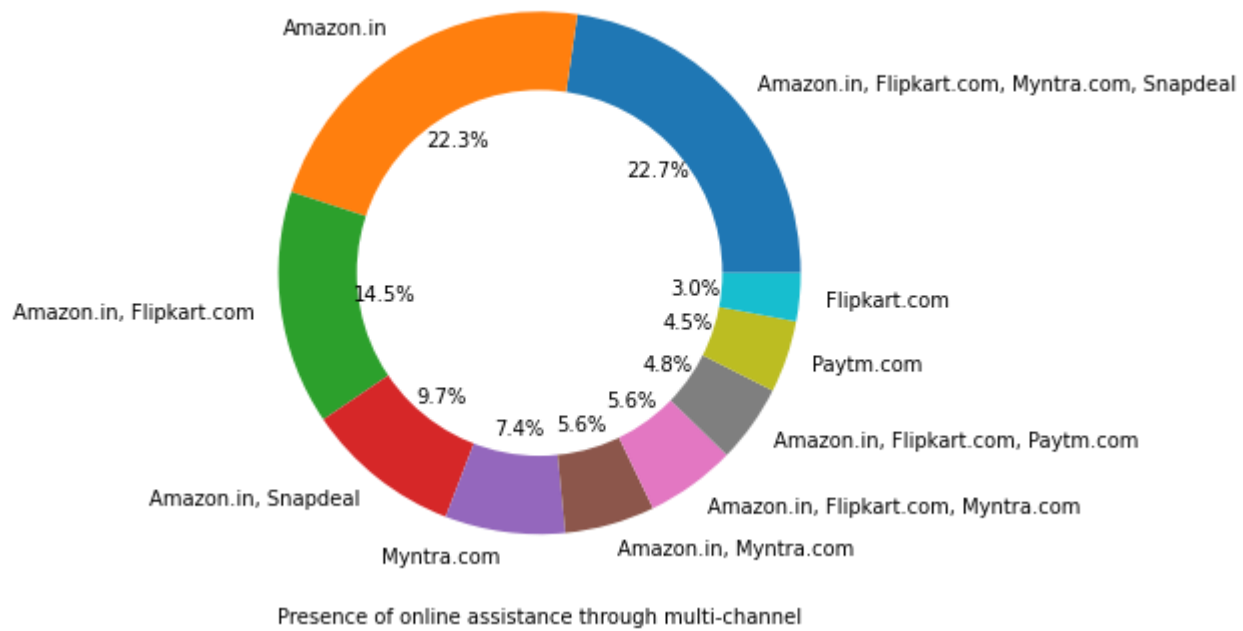


12. Perceived Trustworthiness

Amazon.in, Flipkart.com, Snapdeal.com

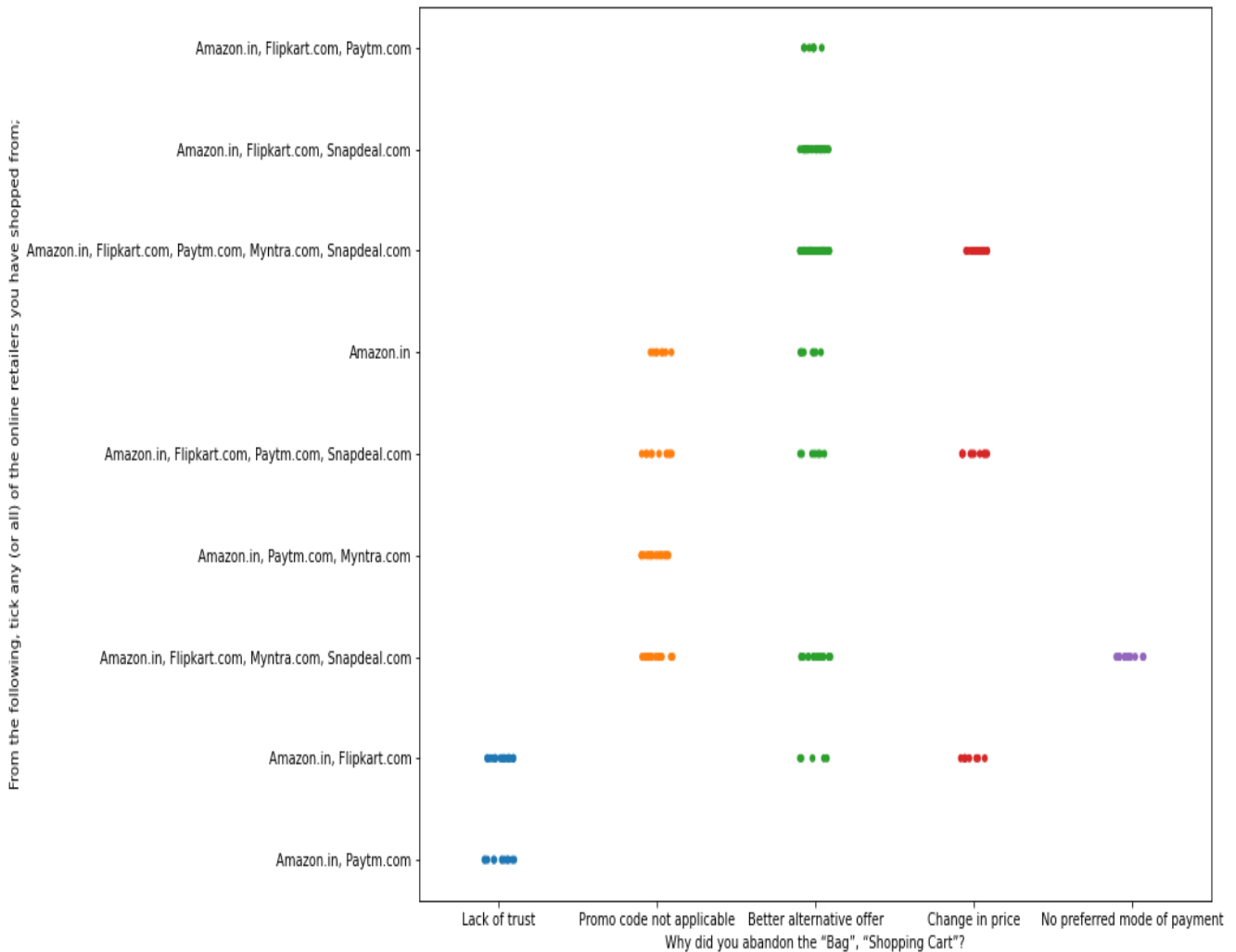


13. Presence of online assistance through multi-channel



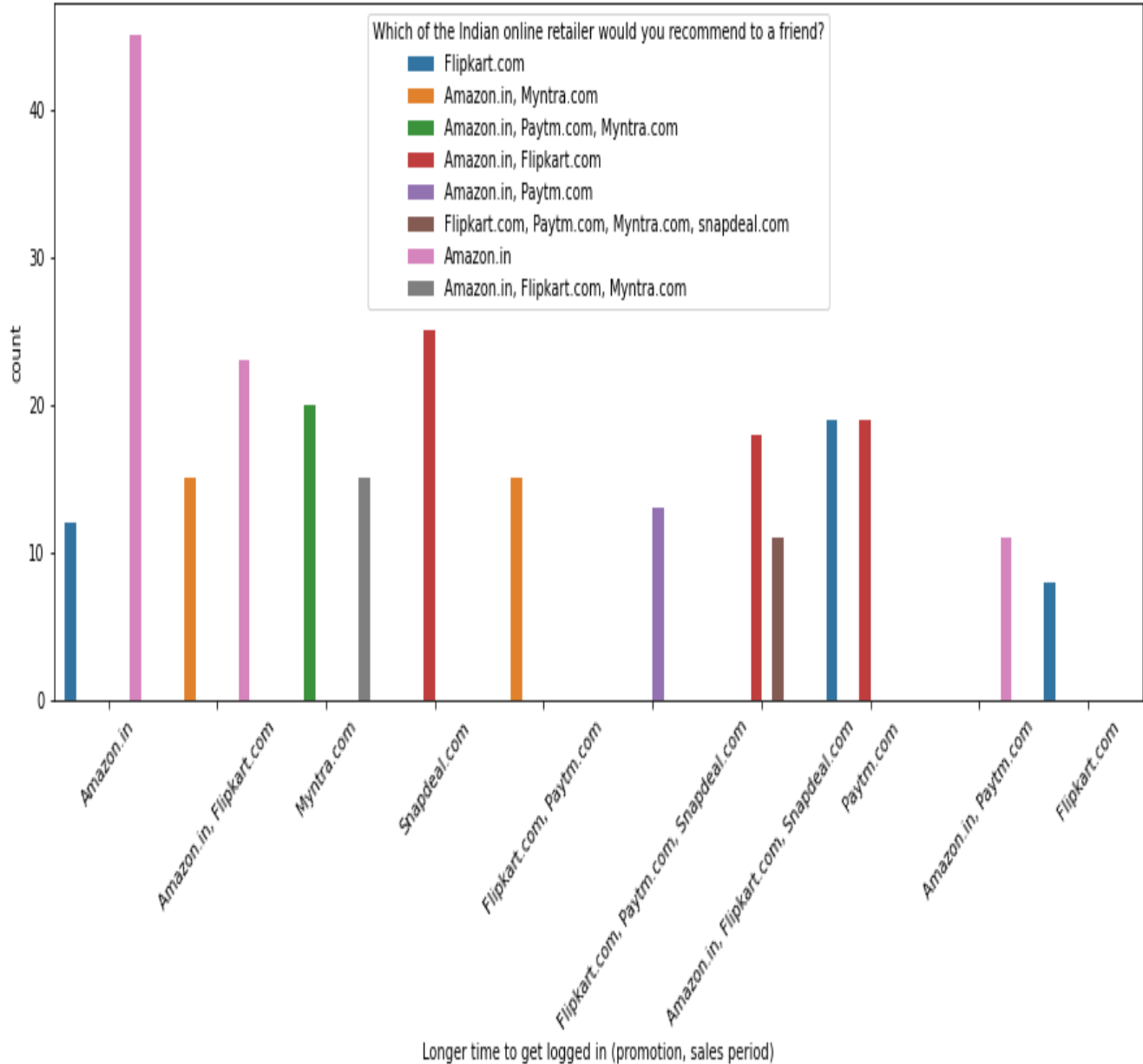
Factors which affect Leaving Platform

We can clearly see that most of the time people abandon the bag is because they get a better alternative offer or promo code not applicable. There is also lack of trust seen in amazon, flipkart and paytm by some people.

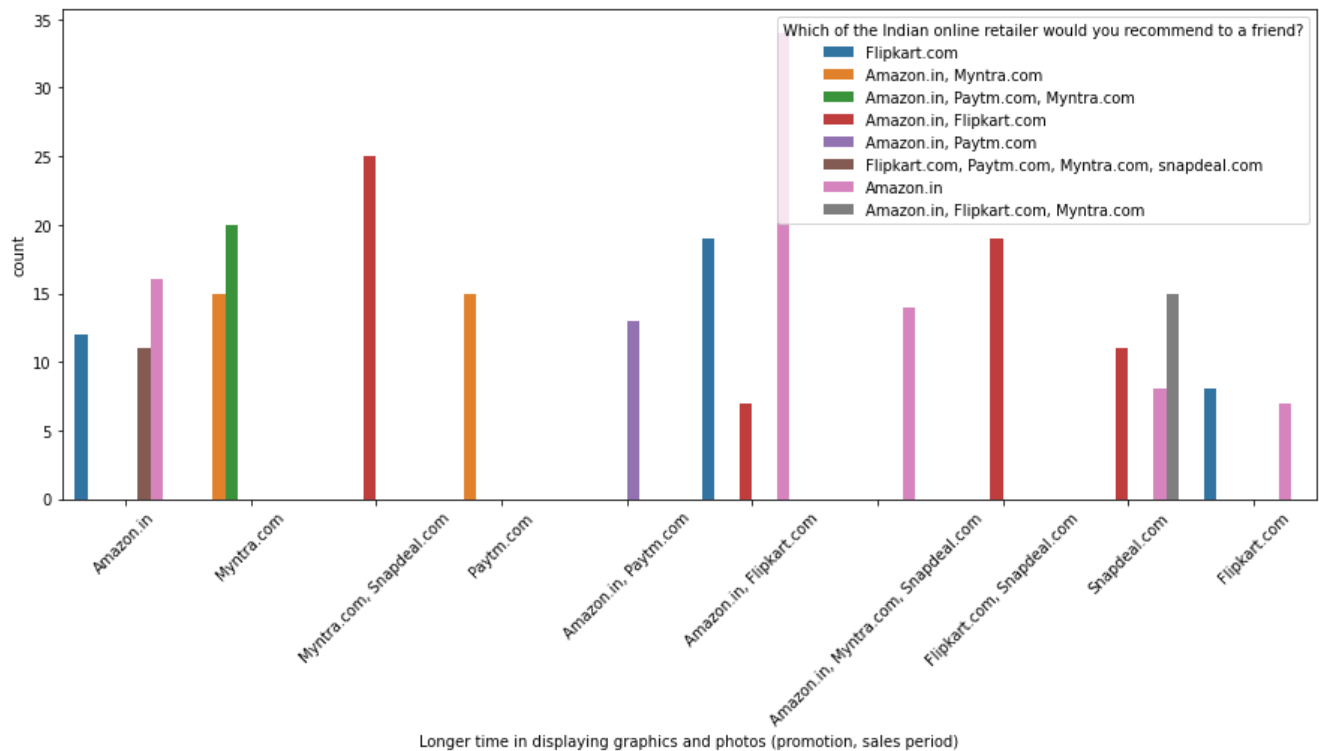


Factors and Analysis on Loyalty of Customers

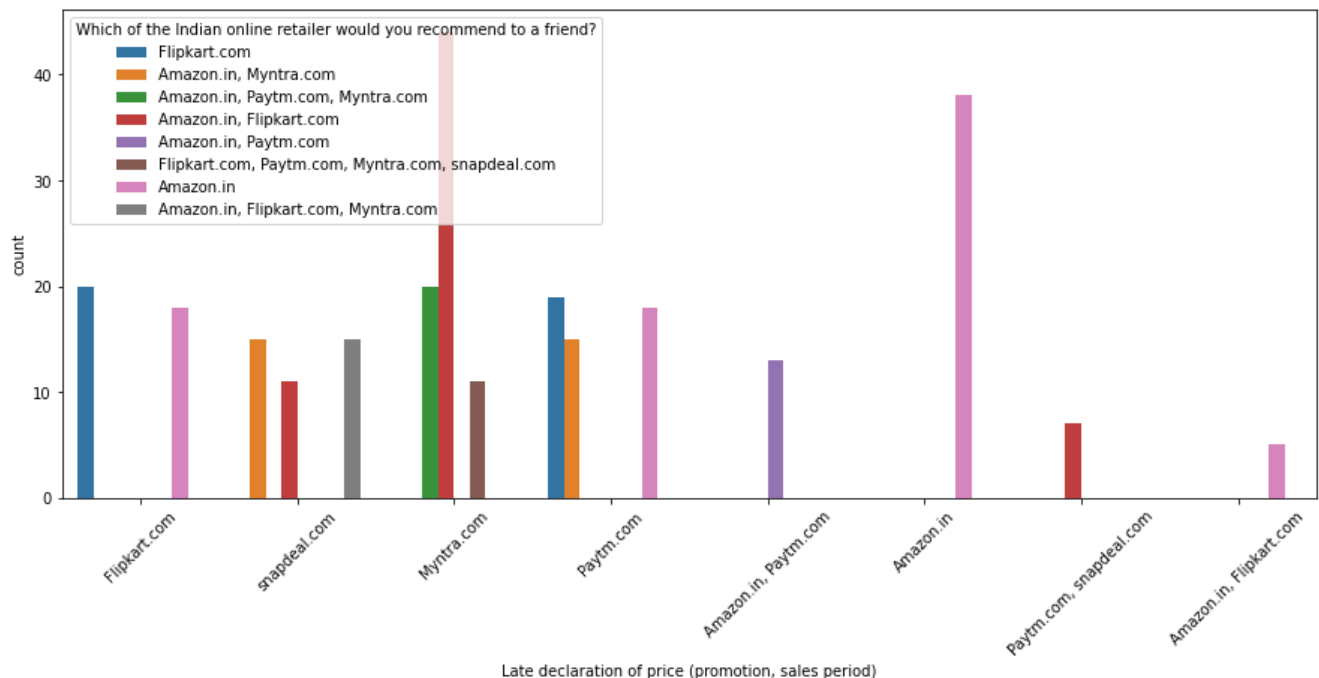
- Longer time to get logged in (promotion, sales period)



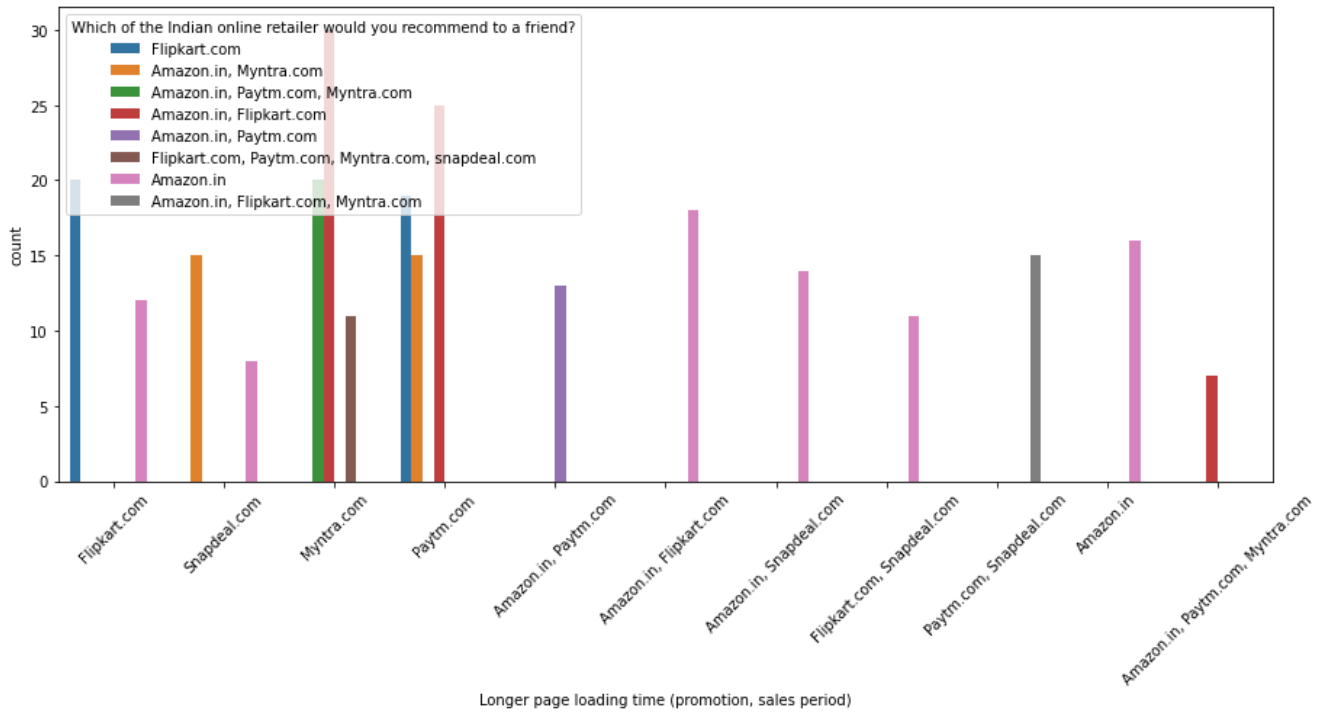
- Longer time in displaying graphics and photos (promotion, sales period)



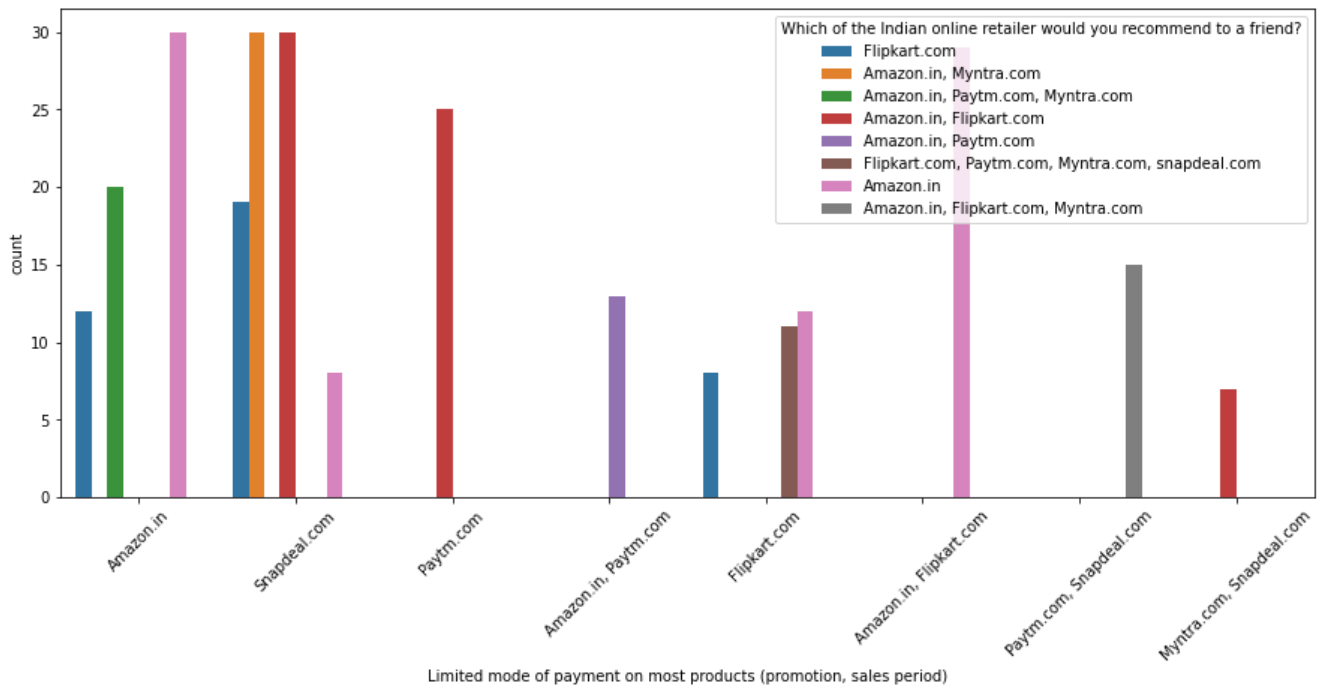
- Late declaration of price (promotion, sales period)



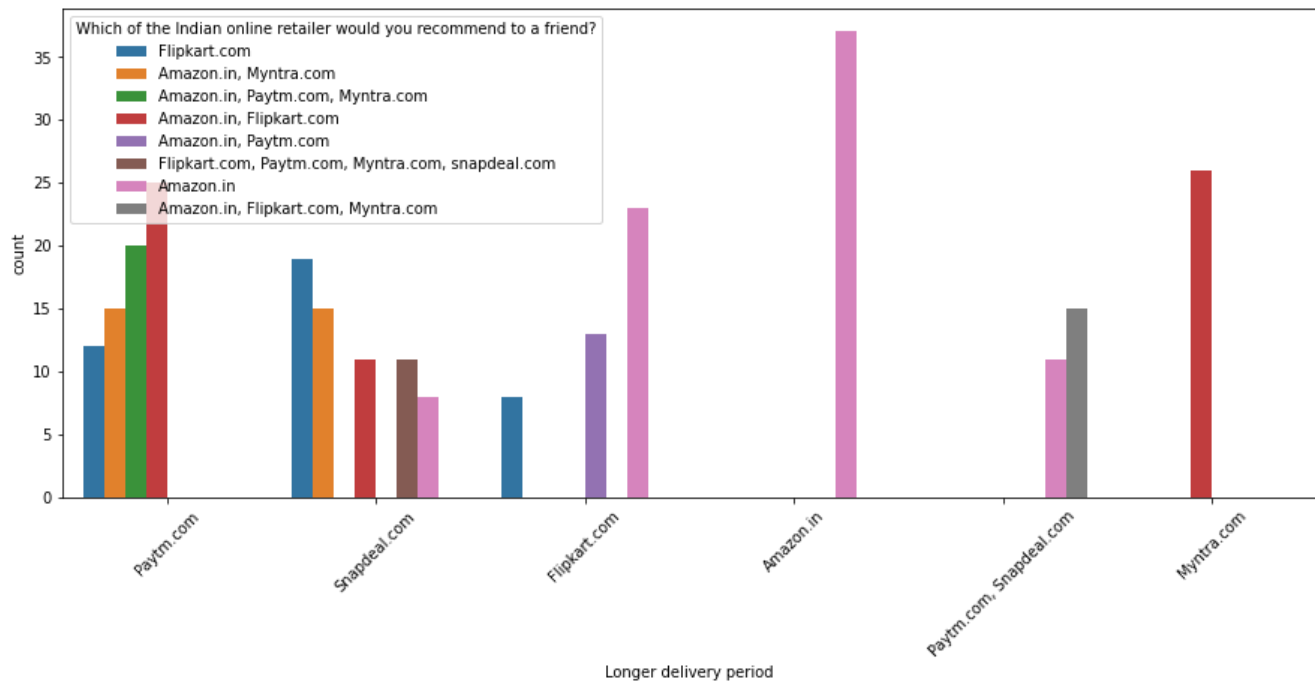
- Longer page loading time (promotion, sales period)



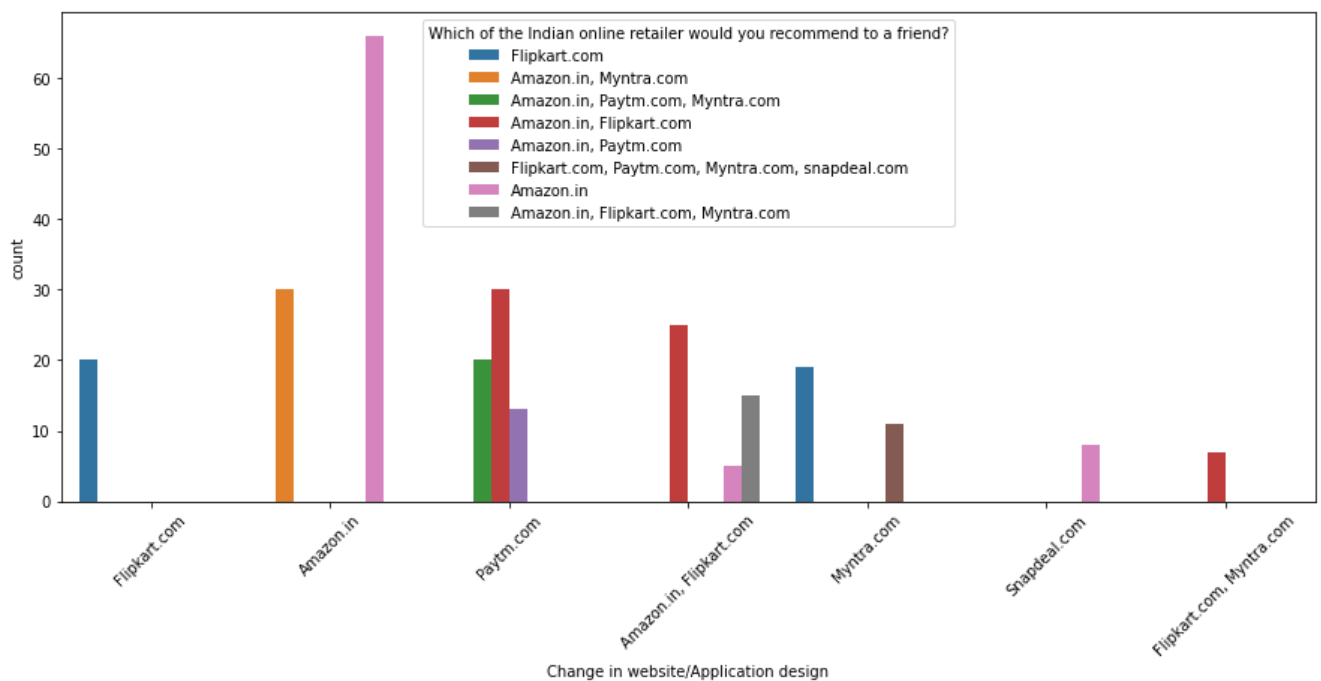
- Limited mode of payment on most products (promotion, sales period)



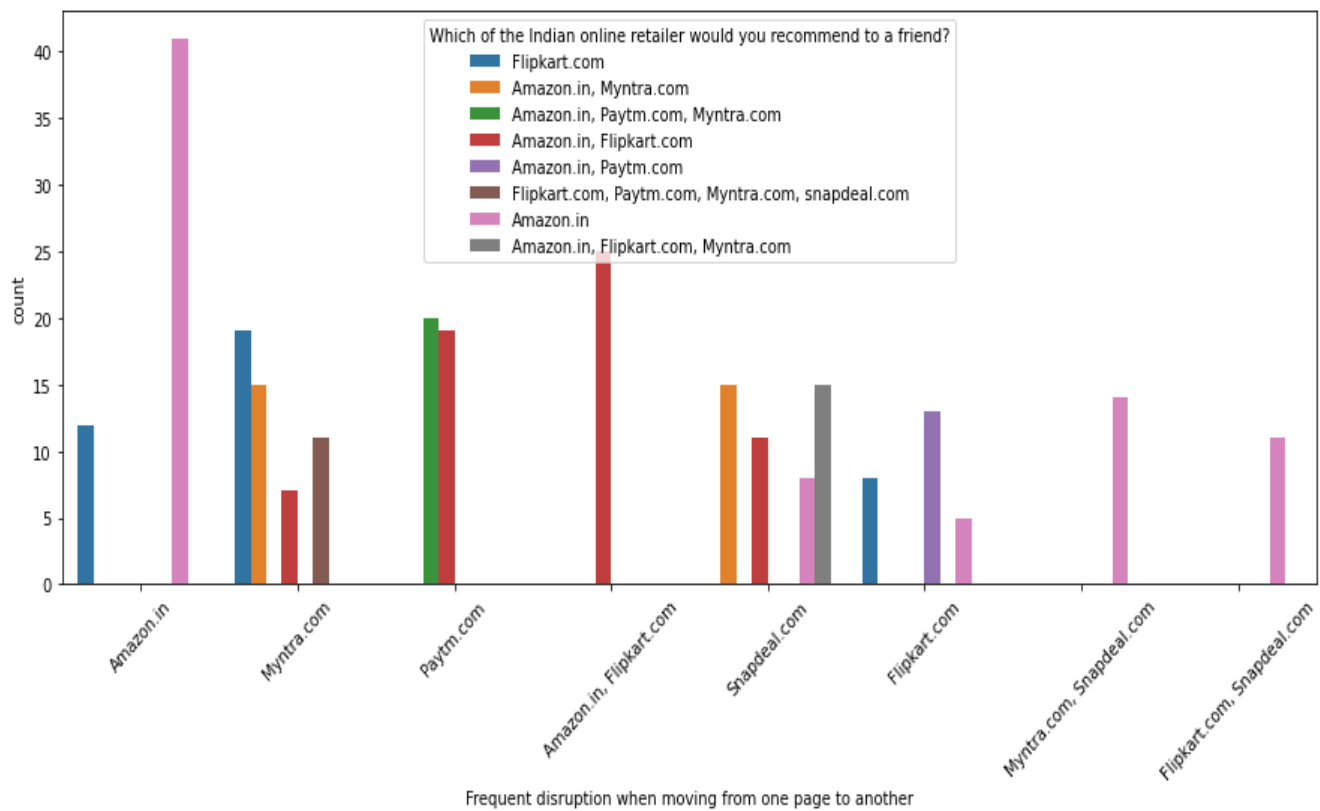
- Longer delivery period



- Change in website/Application design



- Frequent disruption when moving from one page to another



Customers seem to be more loyal to Amazon , Flipkart and Paytm as even though many of them have given negative remarks about them still they would recommend these platforms to their friend.