

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. Dataset for determining the factors which influence the consumer behaviour consists of various columns. Name of the columns are as follows:

- Gender of respondent
- How old are you?
- Which city do you shop online from?
- What is the Pin Code of where you shop online from?
- Since How Long You are Shopping Online ?
- How many times you have made an online purchase in the past 1 year?
- How do you access the internet while shopping on-line?
- Which device do you use to access the online shopping?
- What is the screen size of your mobile device?
- What is the operating system (OS) of your device?
- What browser do you run on your device to access the website?
- Which channel did you follow to arrive at your favorite online store for the first time?
- After first visit, how do you reach the online retail store?
- How much time do you explore the e- retail store before making a purchase decision?
- What is your preferred payment Option?
- How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?
- Why did you abandon the □Bag□, □Shopping Cart□?
- The content on the website must be easy to read and understand
- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Loading and processing speed
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible

- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users satisfaction
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information',
- Monetary savings
- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status
- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles
- Getting value for money spent
- From the following, tick any (or all) of the online retailers you have shopped from
- Easy to use website or application
- Visual appealing web-page layout
- Wild variety of product on offer
- Complete, relevant description information of products
- Fast loading website speed of website and application
- Reliability of the website or application
- Quickness to complete purchase
- Availability of several payment options
- Speedy order delivery
- Privacy of customers' information
- Security of customer financial information
- Perceived Trustworthiness
- Presence of online assistance through multi-channel
- 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
- Website is as efficient as before
- Which of the Indian online retailer would you recommend to a friend?

These columns consists of data of 269 respondents. Results of few column are as follows.

▪ Gender of Respondent

- Female 181
- Male 88

▪ How old are you?

- 31-40 years 81
- 21-30 years 79
- 41-50 yaers 70
- Less than 20 years 20
- 51 years and above 19

▪ Since How Long You are Shopping Online ?

- Above 4 years 98
- 2-3 years 65
- 3-4 years 47
- Less than 1 year 43
- 1-2 years 16

Significantly there are high number of respondents who are shopping for more than 4 years.

• How many times you have made an online purchase in the past 1 year?

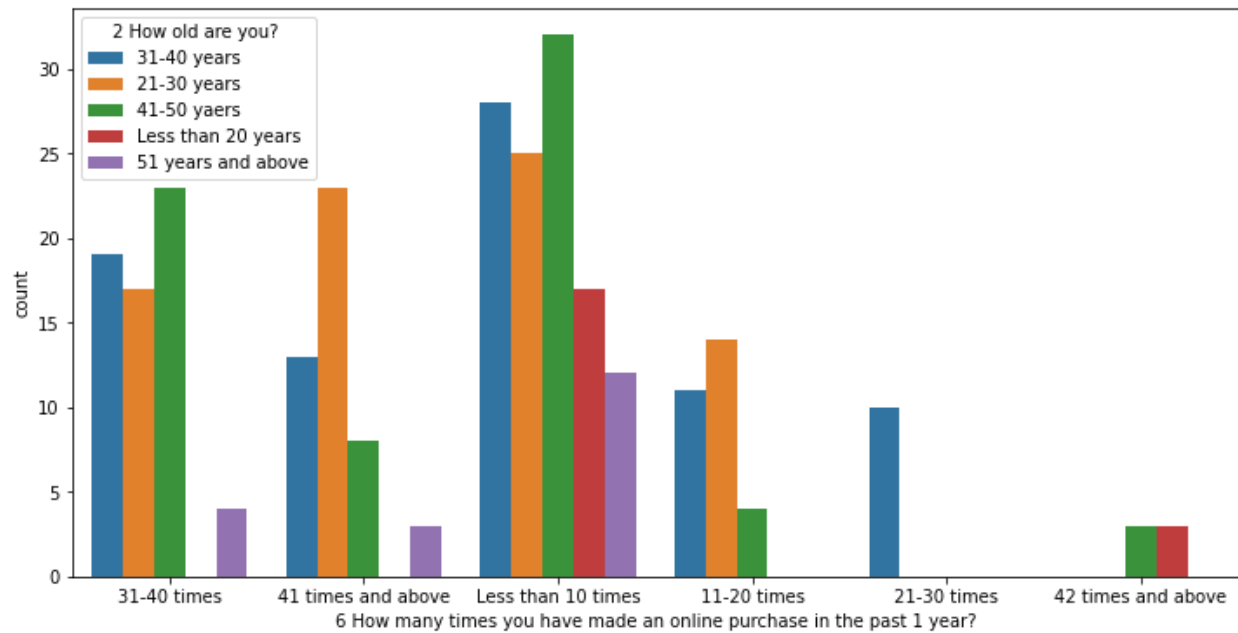
- Less than 10 times 114
- 31-40 times 63
- 41 times and above 47
- 11-20 times 29
- 21-30 times 10
- 42 times and above 6

▪ How much time do you explore the e- retail store before making a purchase decision?

- more than 15 mins 123
- 6-10 mins 71
- 11-15 mins 46
- Less than 1 min 15
- 1-5 mins 14

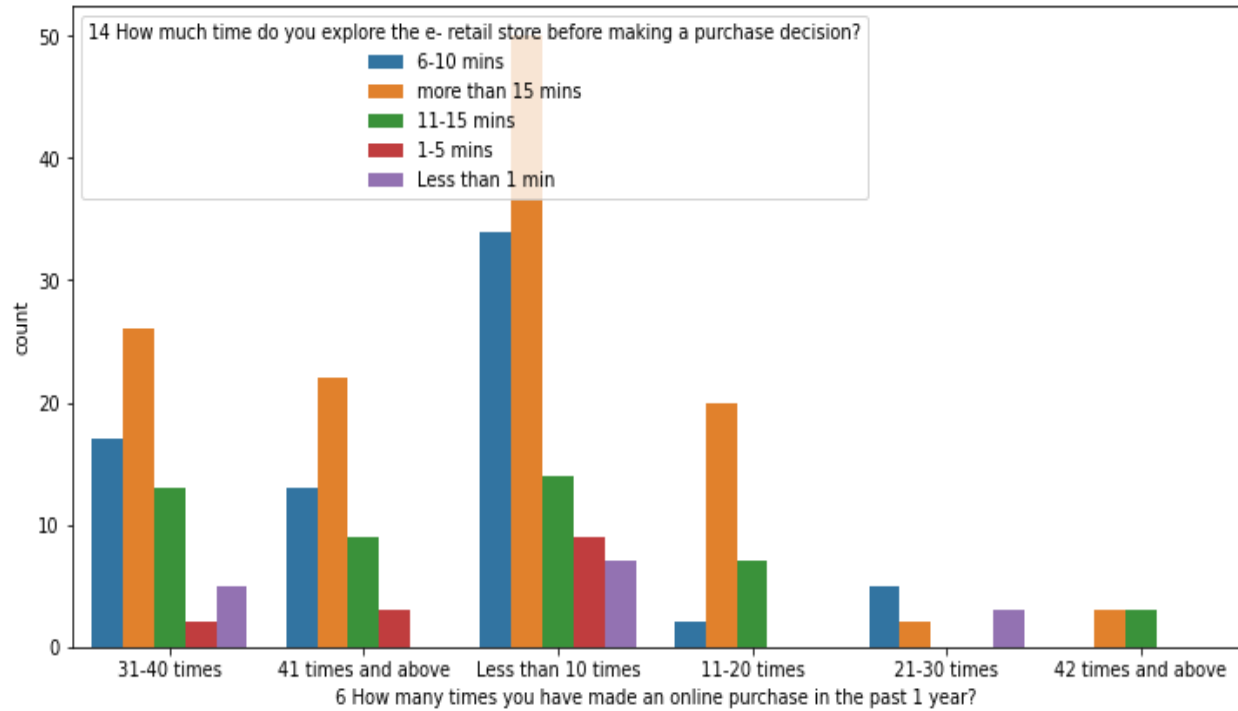
High number of respondents who spends more than 15 mins.

Age group vs Purchasing Frequency



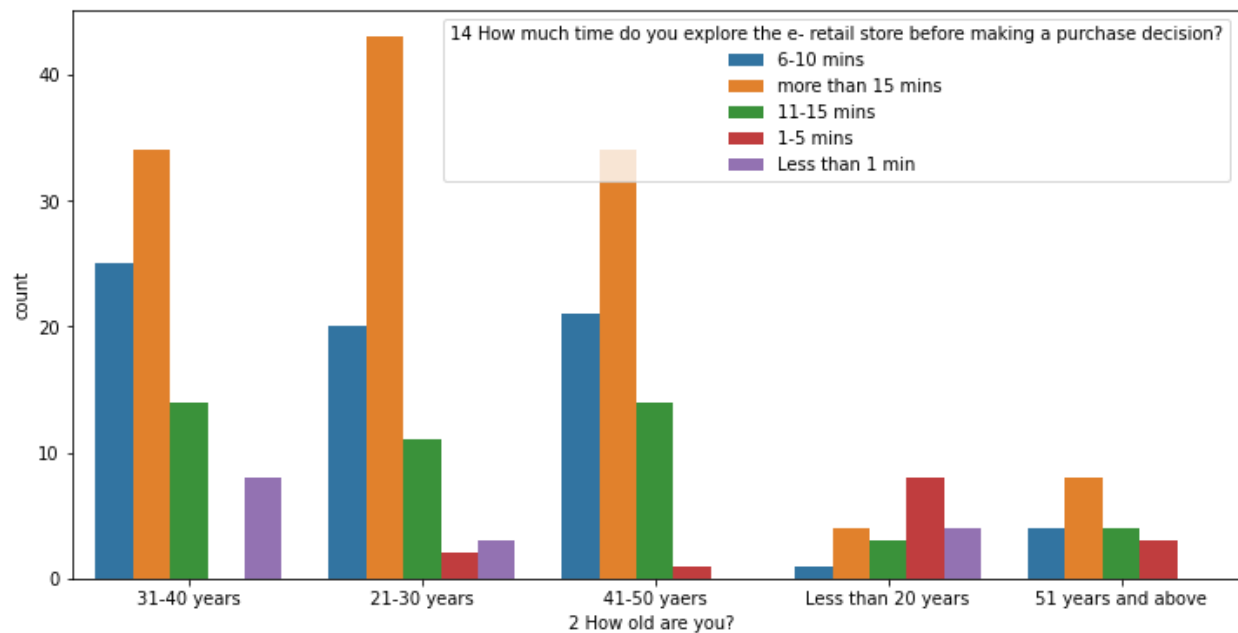
Graph states that in category of those who has purchased 41 times and above, person whose age is b/w 21-30 years counts more than other age group and its value is more than 21 and less than 25. But in category of those who has purchased between 31-40 times, person whose age is b/w 41-50 years counts more than other age group and its value is more than 21 and less than 25. So conclusion can be drawn that 21-30 years, 41-50 and 31-40 years are age group whose frequency of purchase is higher and they should be our primary target segment.

Purchasing Frequency vs time spend in making purchase decision



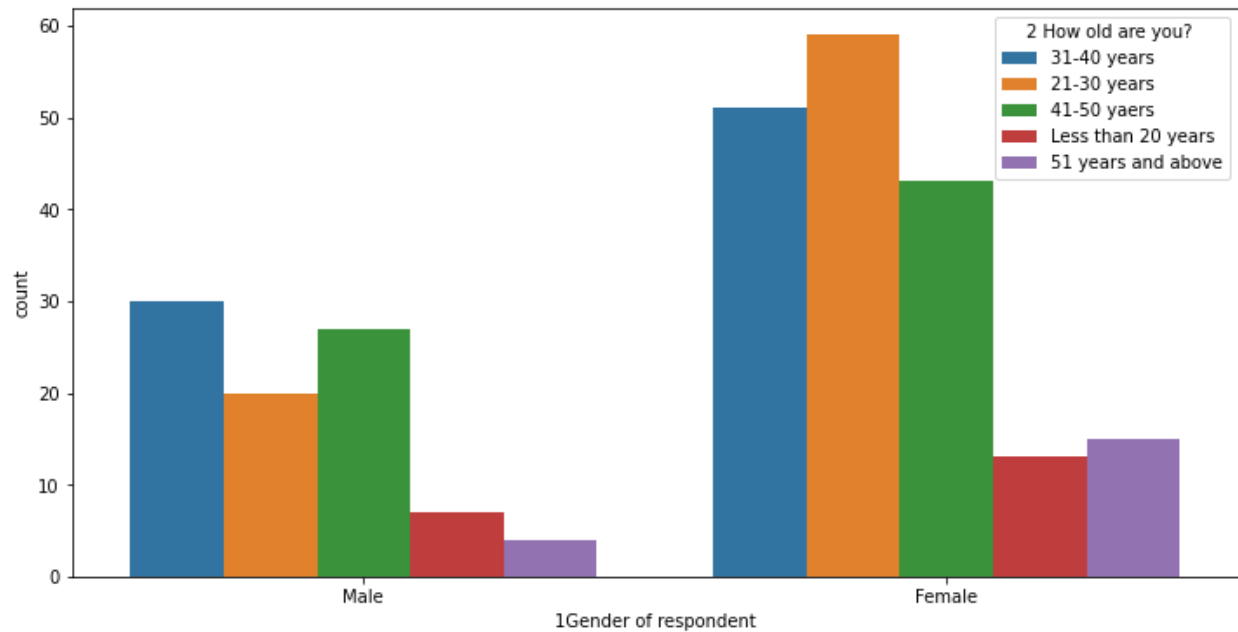
Those whose purchase frequency are 41 times and above, 31-40 times and 11-20 times spends more than 15 mins before making final decision.

Time spend in making purchase decision vs Age group



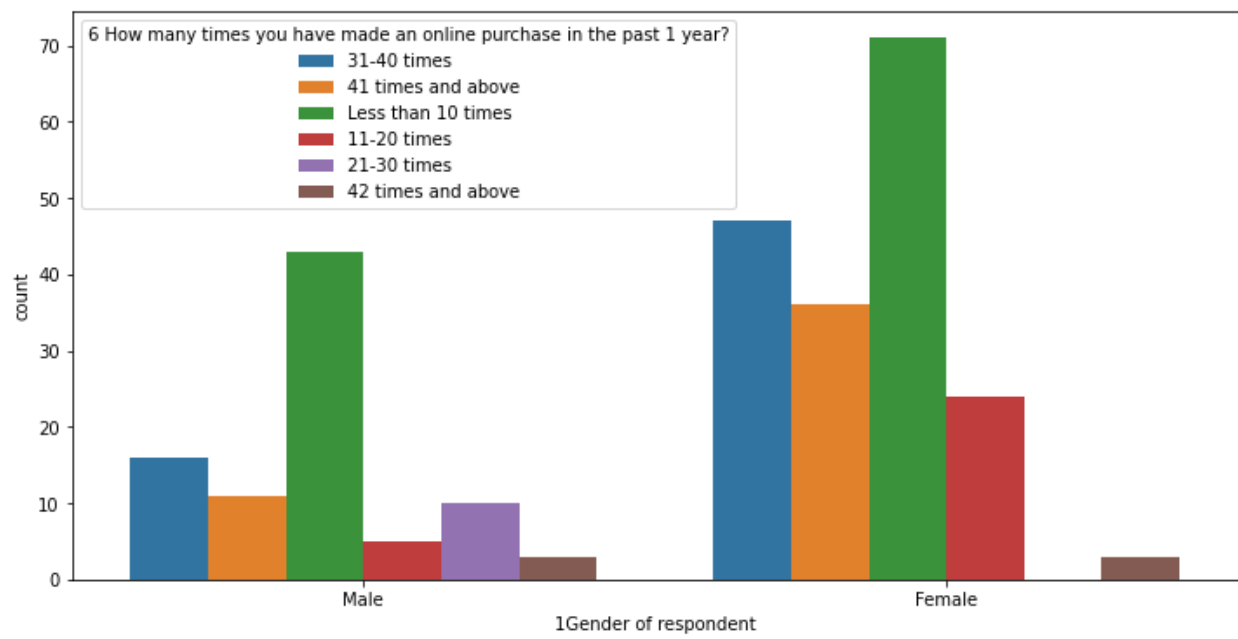
Person in each group spends more than 15 min before making final decision. However person in age group 21-30 years who spends more than 15 mins counts significantly higher than other age group.

Gender vs Age Group



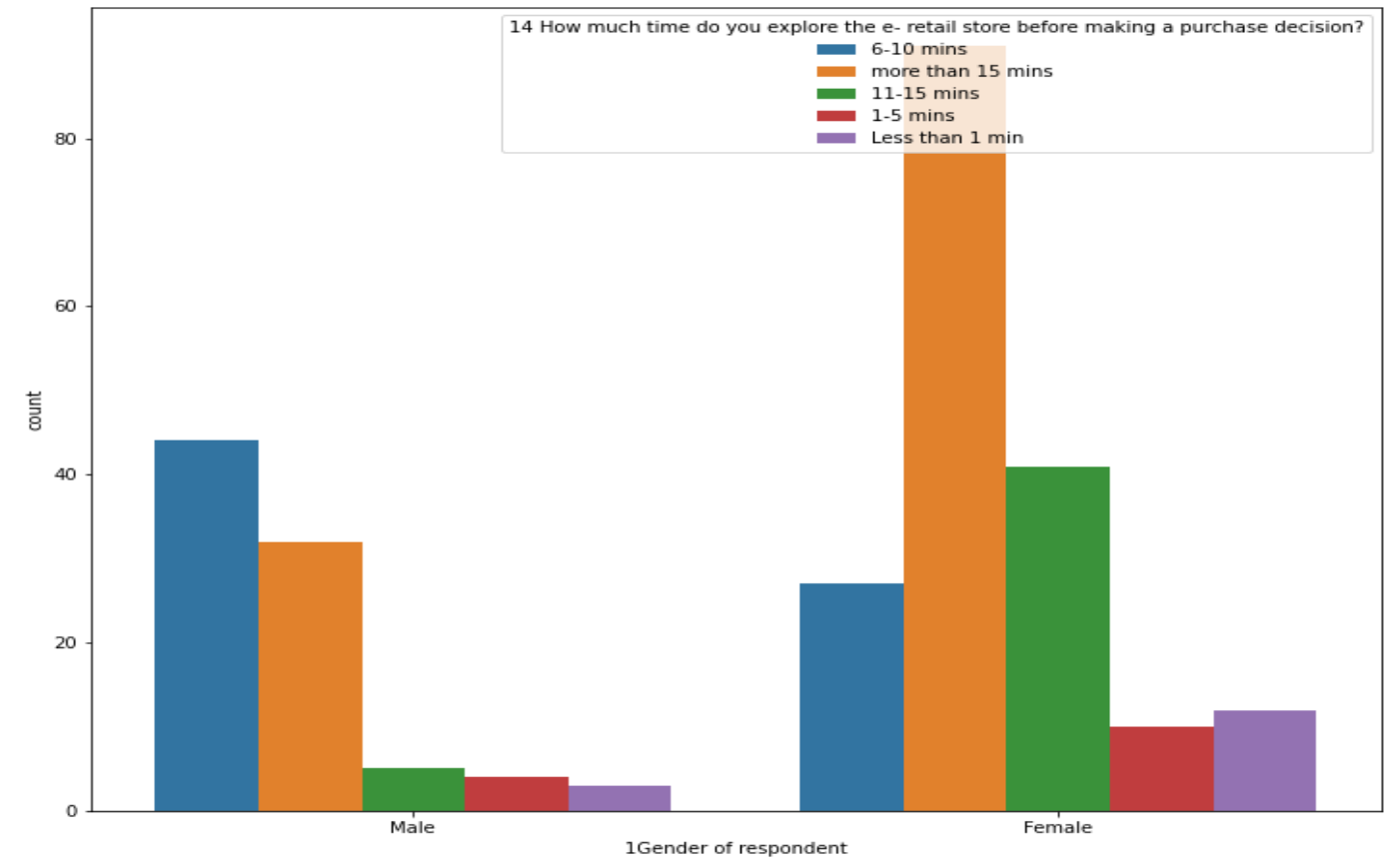
Graph clearly states that our respondent in our dataset are dominated by Female respondents.

Gender vs Purchasing Frequency



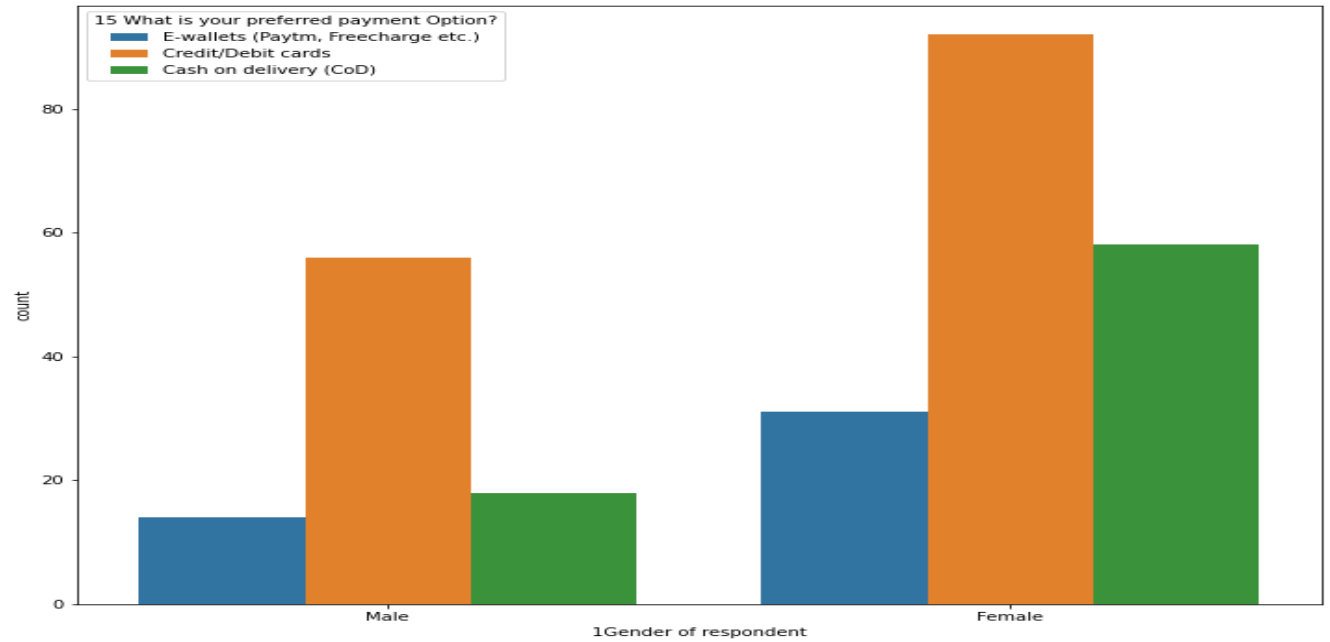
Again purchasing frequency of Female in last one year is quite higher than male.

Gender vs time spent in making purchasing decision



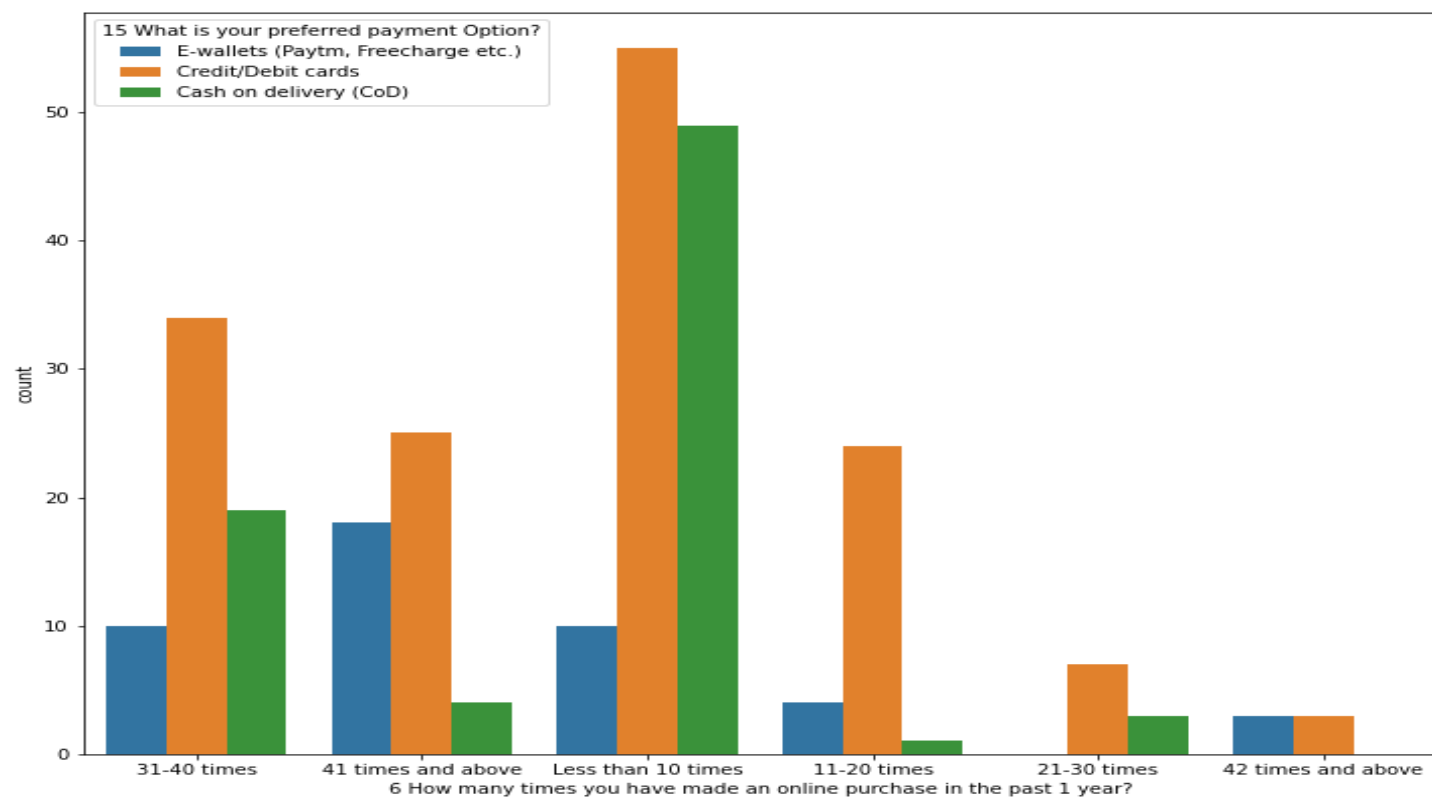
Females spent more time before making final decision.

Gender vs preferred mode of payment



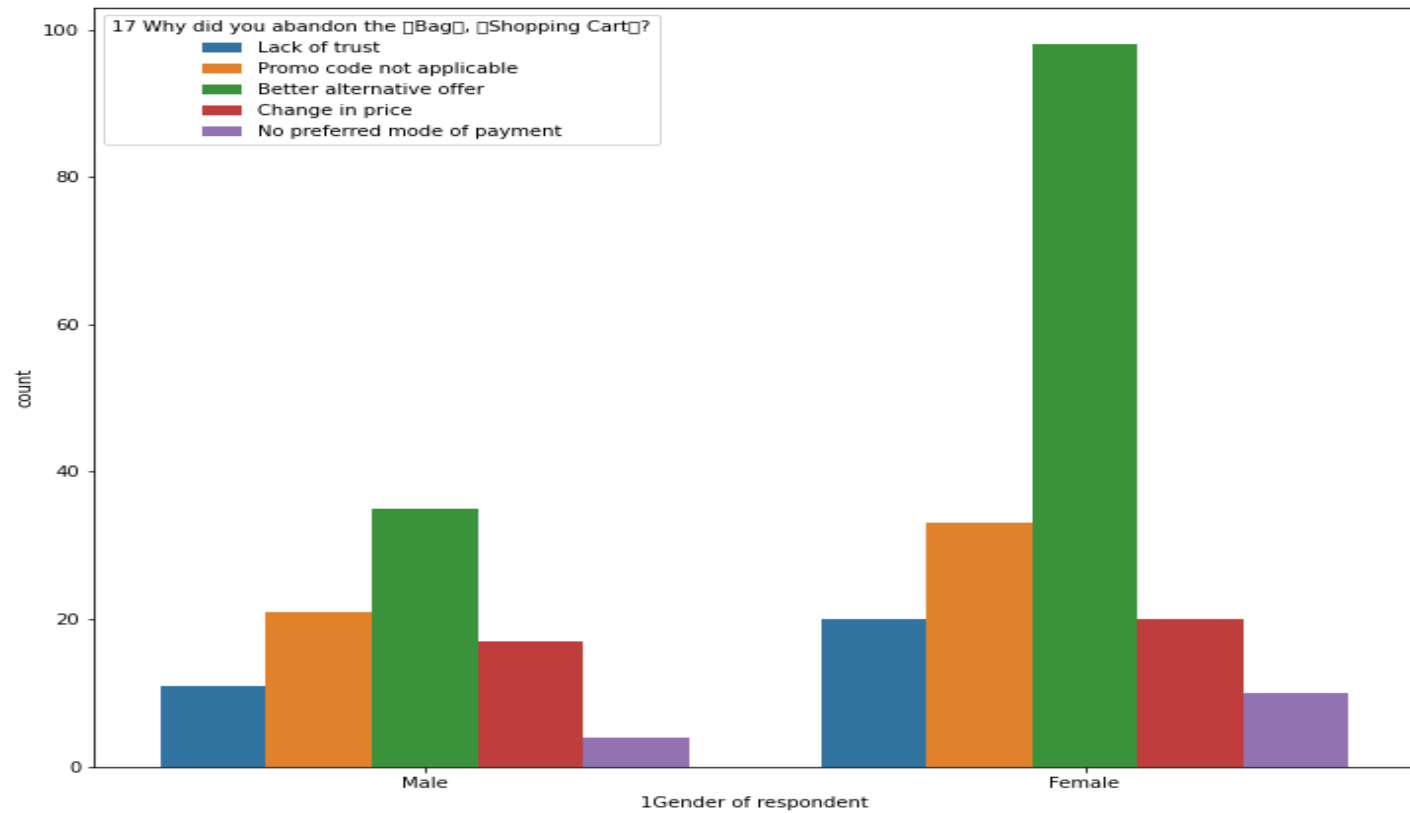
For both male and female, Credit and Debit Cards is preferred mode of payment

Purchasing Frequency vs preferred mode of payment



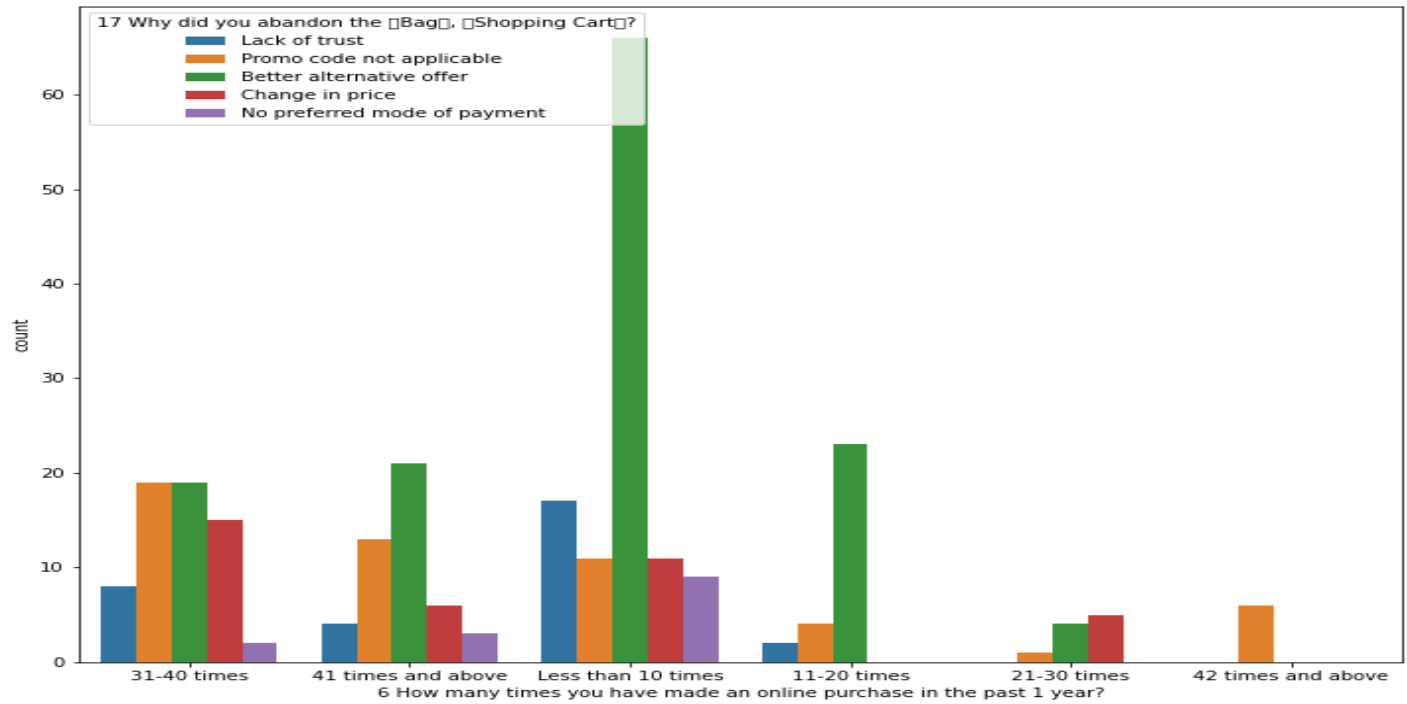
Credit and Debit cards counts significantly higher than all in each category of purchasing frequency.

Gender vs reason of abandoning the bag



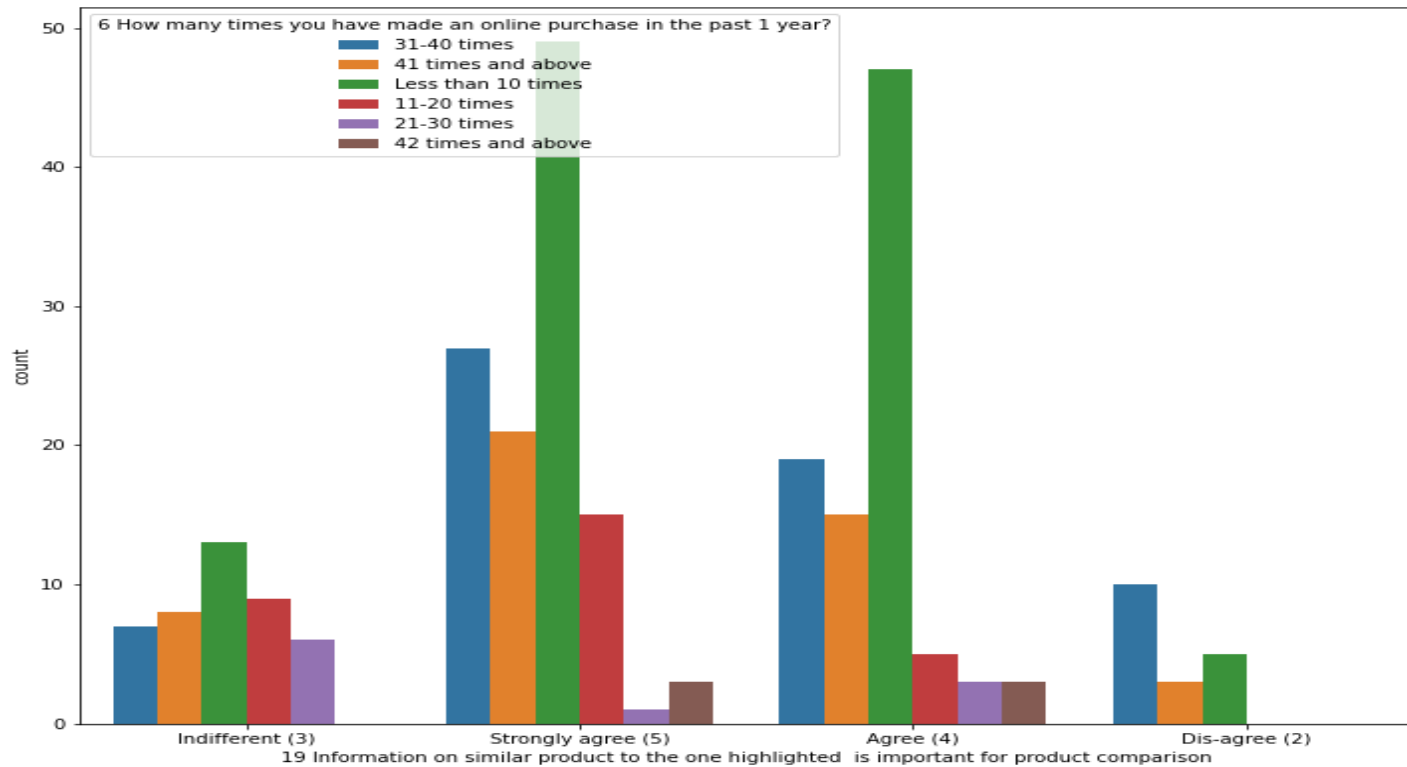
Better alternative option is the main reason of abandoning the bag.

Purchasing Frequency vs reason of abandoning the bag



For those who has purchased more than 41 times and above and 31-40 times, better alternative offer and promo code not applicable are the main reason of abandoning the bag.

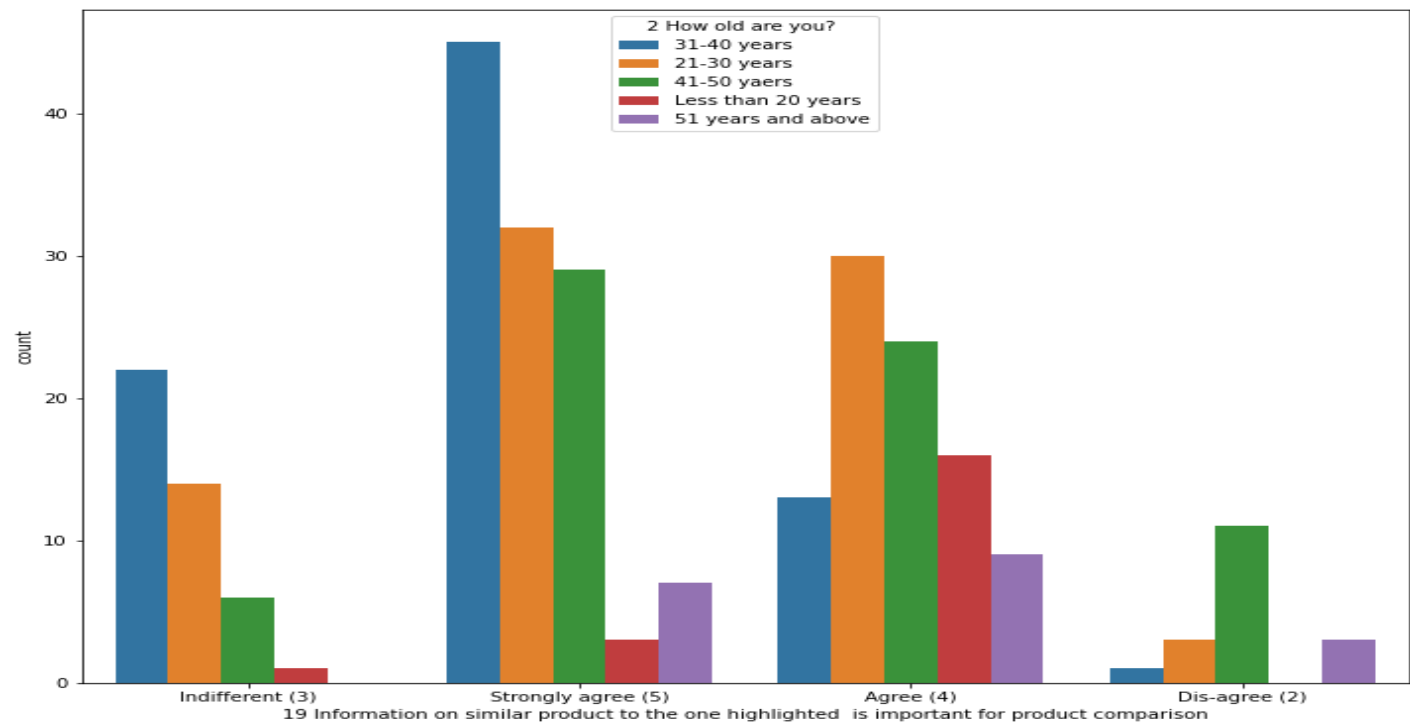
Information on similar product to the one highlighted vs purchasing frequency



Large number of respondents believe that information on similar product to the one highlighted is important for purchasing decision.

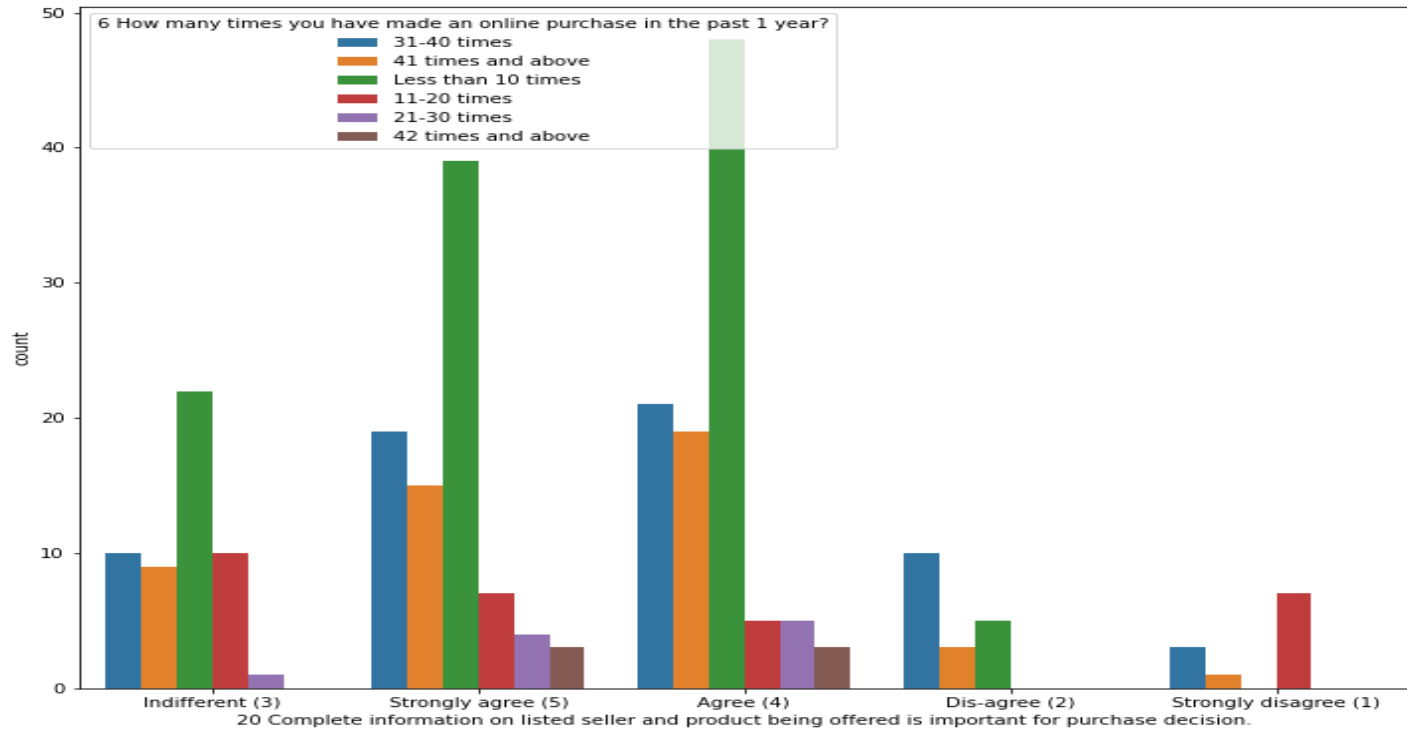
Information on similar product to the one highlighted vs age group

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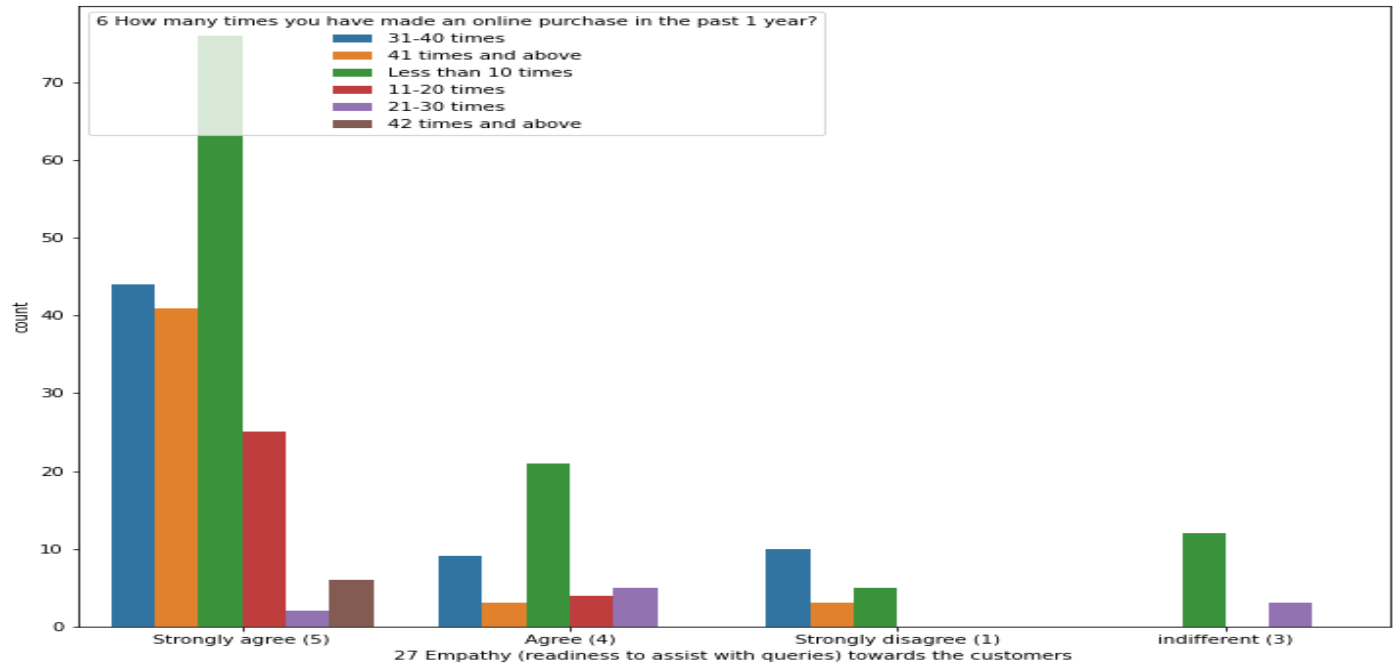
Person in each group believes it's an important feature.

Complete information on listed seller and product being offered vs Purchasing Frequency



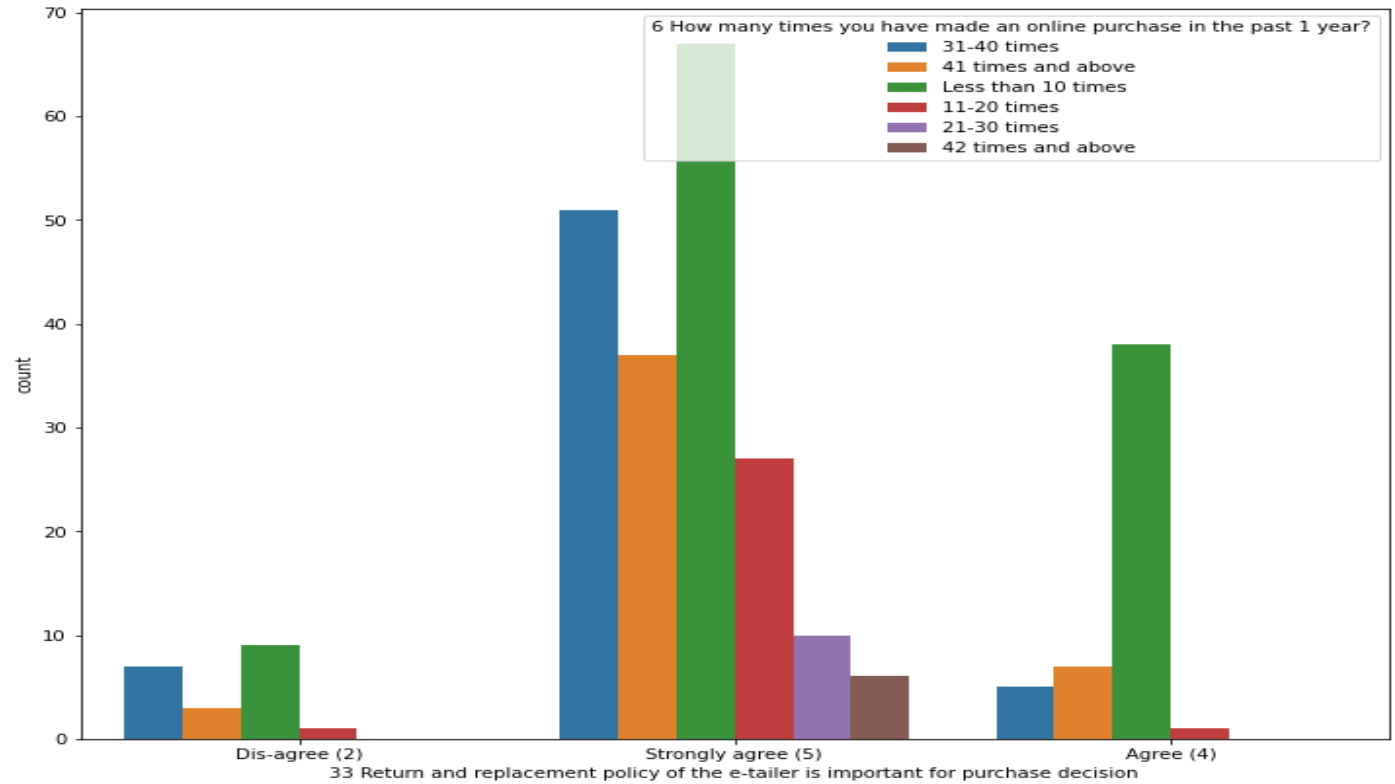
Significantly large number of respondents believes that complete information on listed seller and product being offered is an important features for making purchase decision.

Empathy vs Purchasing Frequency



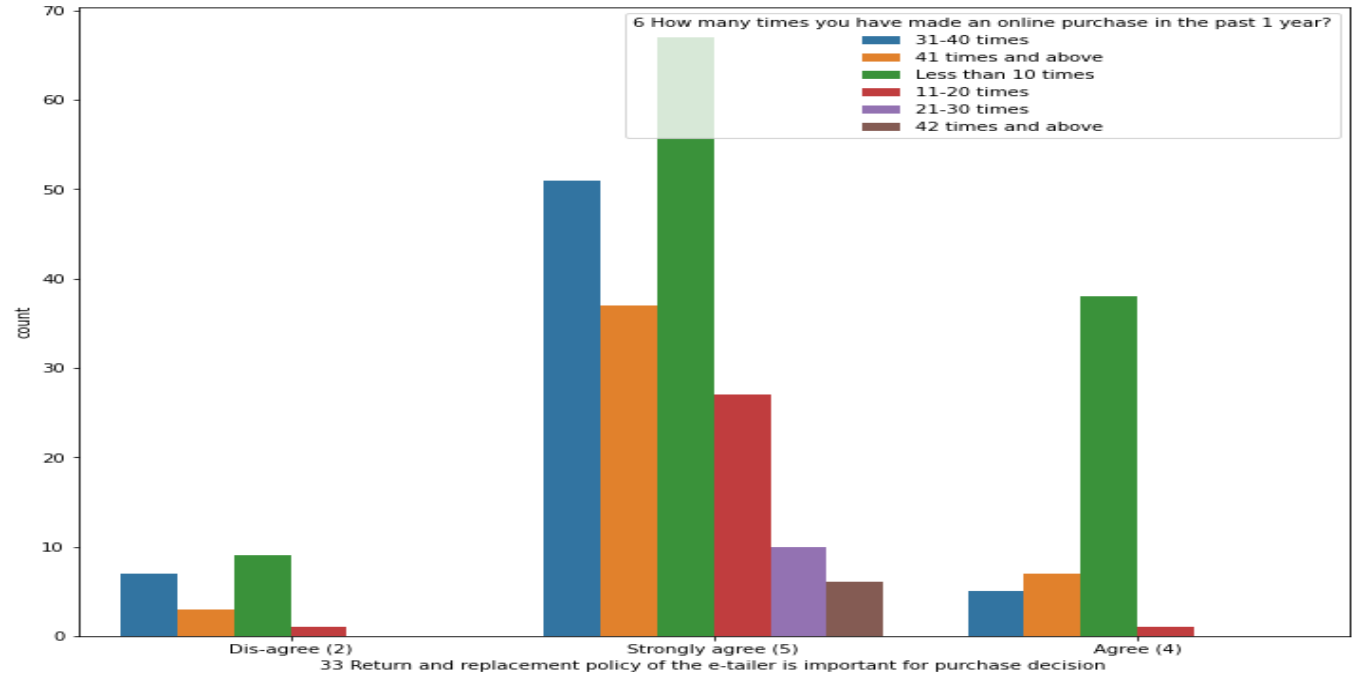
Large number of respondents strongly agree that empathy towards customer is an important feature.

Privacy vs Purchasing Frequency



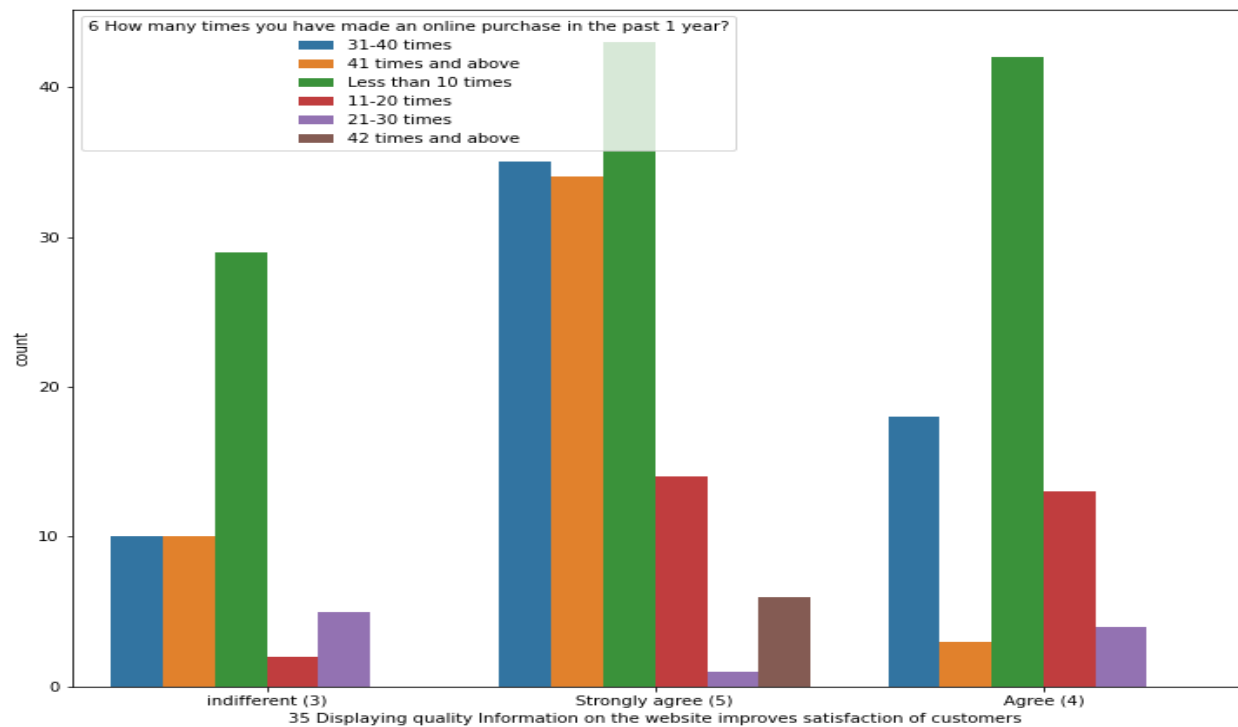
Graph clearly states that it's an important factor and large number of respondents agree to this.

Return and replacement policy vs Purchasing Frequency



Most of the respondents agree to this factor for decision making.

Displaying quality information vs Purchasing Frequency



Agree and strongly agree counts quite higher than indifferent. Thus an important factor for decision making. Monetary Savings is as same as above outcome.