

**MS 2004**  
**Introduction to Marketing Research GROUP -H**

## **STEP 01: Problem Definition**

### **Promote KAPRUKA online retail platform**

- Our Research problem is to investigate about Why our company face the customer drop of and decreasing new customers in the business.

### **Introduction**

Kapruka.com is Sri Lanka's largest e-commerce enterprise. Its core business is retail in Sri Lanka. Dulith Herath founded Kapruka.com in 2005 with a meager investment of less than \$1000. Since then, without the help of any outside investors, it has expanded into a multibillion-rupee business. In order to give Sri Lankans who, purchase online first-rate service, Kapruka was established in 2003. Customers in Sri Lanka have access to more than 50 million products from around the world through Kapruka Global Shop. For instance, the Global Shop stocks a broad variety of items, including CDs, clothing, laptops, toys, gadgets, and even books that are listed on well-known online marketplaces.

Additionally, it gives e-commerce businesses a platform to automate their backend procedures and improve productivity. It oversees suppliers, payments, stock, warehousing, and fulfillment. It is the only platform that is specifically designed for emerging markets.

Now the company identify that there is a decrease in new users and customer drop off. So, the management of the company wants a marketing research for how to improve their online business.

### Management Decision Problem

The problem that the decision-maker must address is the management decision problem. What the decision-maker needs to do is questioned.

Promoting the KAPRUKA online retail platform is the main goal of this case study. There is a drop-off in customers as well as a decline in new users, it has been found.

Therefore, this research focuses on the areas that require improvement and whether the advertising campaign should be changed. These are some of the elements that make up this management decision challenge.

- Should social media platforms be used for an advertising campaign?
  - Ex: Use social media influencers to promote the website.
- Should installment payment methods be introduced?
  - Ex: Introducing Intpay payment options
- Should the payment methods' security be improved?
- Should the pricing strategies be changed?
  - Ex: Adding discounting strategies
- Should the delivery methods be improved?
  - Ex: Use faster delivery systems than the existing.

### Marketing Research Problem

The marketing research problem is the problem of figuring out what data is necessary and how to get it in the most practical and effective way.

## **STEP 02: Marketing Research Approach**

### **Objectives: -**

- This study's main objective is to analysis why customer drop off and decreasing new customer in the business and how we can solve this problem.

### **Research Questions: -**

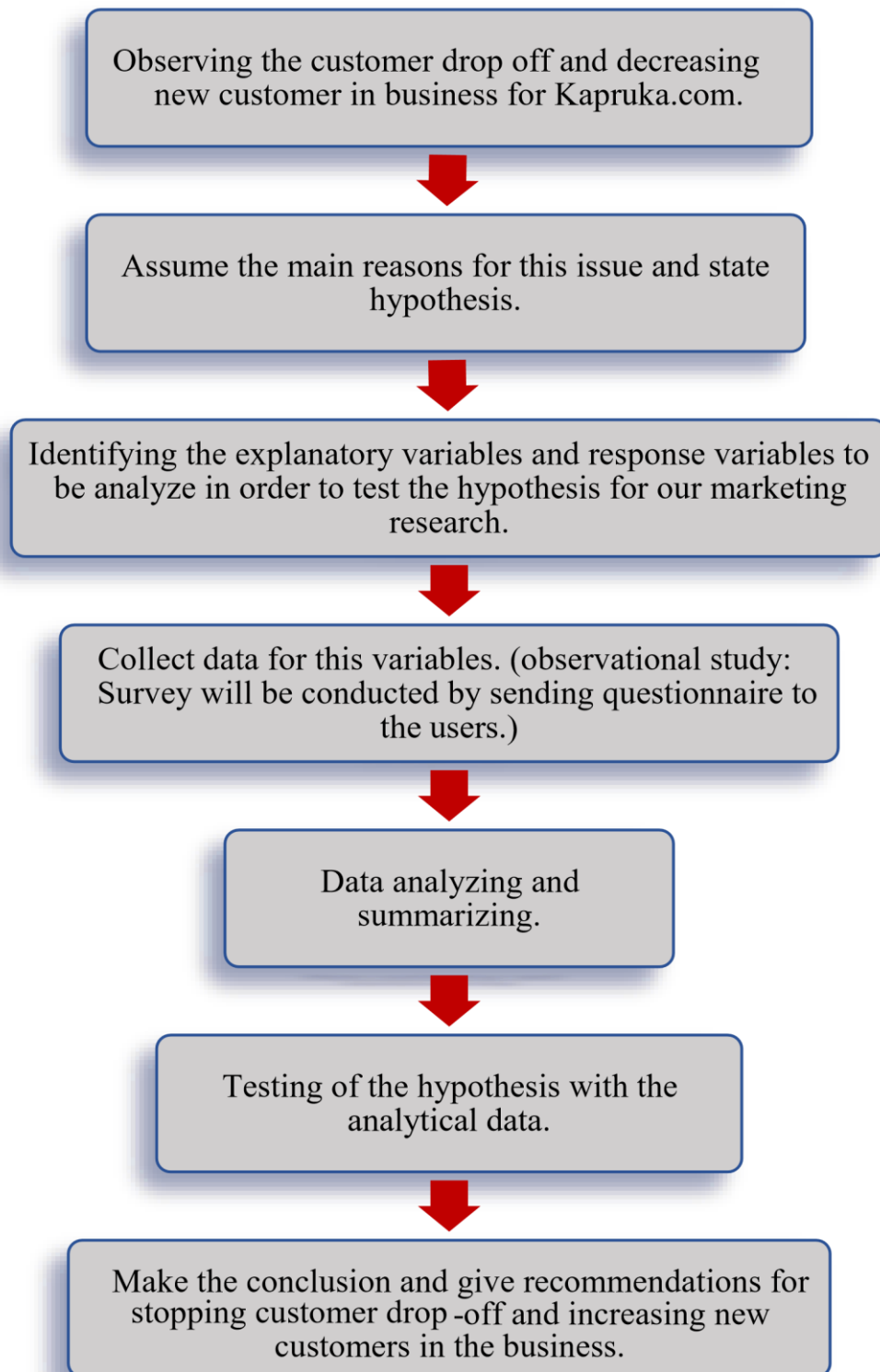
- Are the customer services and product quality already provided by Kapruka at satisfactory level?
- Does our website model and access system make it convenient for customers?
- Can the perchandising and advertising campaign be used as a strategy to attract to new customers?
- What is the most prominent criterion customers considering when selecting online retail shopping?
- Do customers have concerns about delivery times?
- Is the payment method or the installment payment mechanism should be changed?

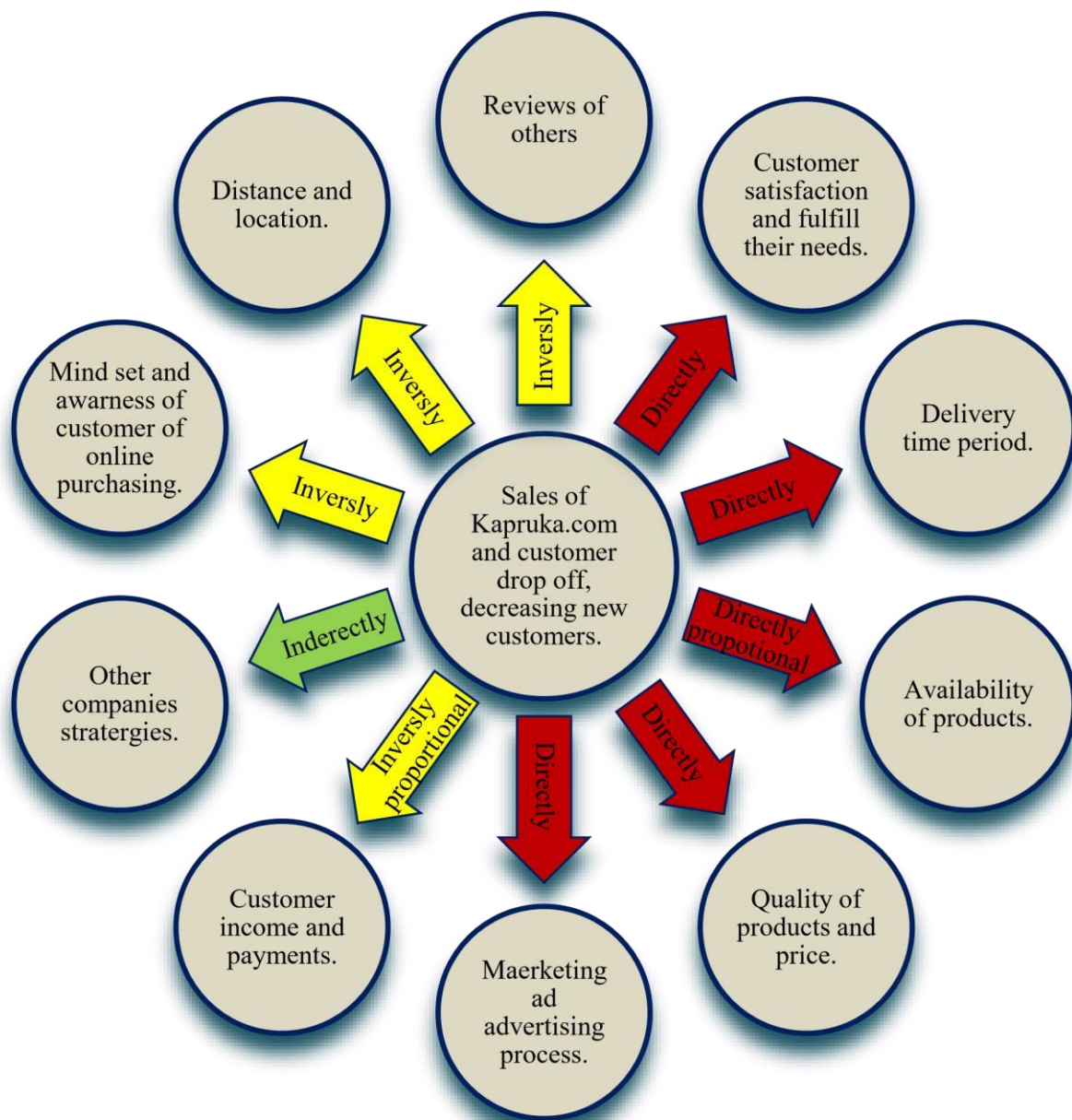
Hypothesis: -

- $H_0$ : Customer services and product quality are already provided by Kapruka at a satisfactory level.
- $H_0$ : The website model is simple to use, and anyone can quickly make a purchase.
- $H_0$ : The key factors in the growth of new customers for the business are marketing and advertising.
- $H_0$ : The price of the product is the main criterion that customer consider when online purchasing.
- $H_0$ : Delivery time also can be concerned as a main consumer considerable factor.
- $H_0$ : The payment method can be considered as one of the main factor in the online platform.

Analytical Model: -

We prepare an analytical model in a graphical structure for our marketing research.





### Specifications of the Information: -

We already identified these variables to test our hypothesis we have to conduct survey for the collect data for our above variables.

A questionnaire will be provided to people who are using Kapruka.com for online purchasing and collect details about why they should drop off and the don't do the online purchasing continuously.

We're planning to conduct a primary data analysis in order to recognize the relationships among the factors that can affect customer drop off and decreased new customer acquisition.

A questionnaire will be sent to those who are currently using Kapruka, while another questionnaire will be provided to those who are using online retail platforms. By doing this, we can identify the factors that are expected to be improved for new customer acquisition.

By providing the questionnaire to the current users, we plan to obtain the satisfaction level in the delivery period, the customer service, and current customers' perspectives about dropping off customers from Kapruka as well as their ideas about improving the customer service.

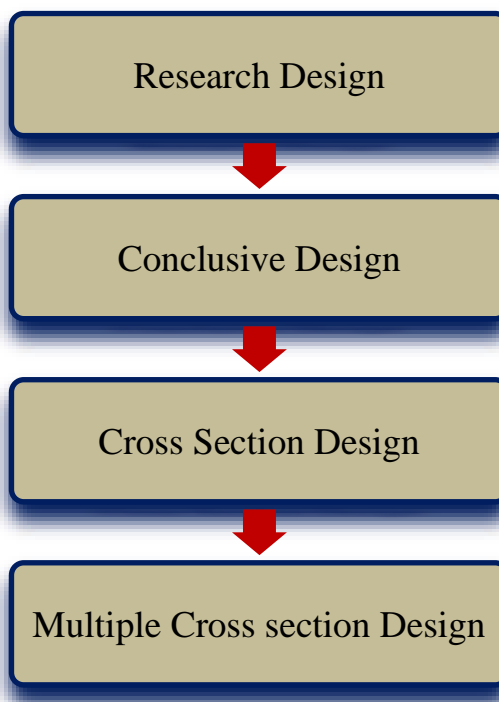
### **STEP 03: Research Design Formulation**

- The research design we've selected: Multiple cross-sectional design under the conclusive research design category.
  
- We planned to go with a primary data analysis since the available data sources related to Kapruka aren't sufficient to achieve the objectives of this research.
  - Target population: All former, current, and prospective customers of Kapruka



- Sampled population: former, current and prospective customers of Kapruka to whom can be reached via social media (eg: facebook groups related to online retail platform users, Kapruka users)
  - Sampling technique: respond driven sampling method which is a variant of snowball sampling. Respondents are selected not from a sampling frame but from a social network of existing members in sample.
  - Data collection method: Survey questionnaires
- Reasons for selecting survey questionnaire compared to other methods (eg: interviews)
- The ability to gather large amount of information and having the availability of validated models which will be convenient to build up relationships among the variables.
  - Helps bring greater structure to any research which can help maximize the success of whatever we're trying to investigate and answer
  - While methods such as face to face and over the telephone questionnaires require the interviewer to process respondent answers but interviewer bias isn't involved with online survey questionnaire.
- We decided to conduct a conclusive research design because in this research we expect to test the hypothesis and build up the relationships among the variables that we defined, and the outcomes should be conclusive, not tentative. Our selected sample is large and representative, and our selected research process is formal and structured, so that's why we select conclusive design instead of exploratory design.

- Under the conclusive design, we choose descriptive research as the findings of the research can be explained as describing, explaining, and validating outcomes, with the possibility to integrate the qualitative and quantitative data that we gathered in surveys.
- In this research, we planned to post the questionnaire to the two separate samples, which are the people who are currently involved with Kapruka and the other online retail platform users, but we're not going to provide the questionnaire from time to time as we don't consider whether the responds will change over time or not therefore information from each sample is obtained only once. That's why we selected cross sectional design by rejecting longitudinal design.
- Instead of choosing only one sample of respondents, we decided to select two separate samples; therefore, we'll conduct a multiple cross-sectional design instead of a single cross-sectional design.



### **STEP 04: Data Collection**

We provide to conduct our research by during an online survey as the mode of data collection. Under that, we choose the people who have none about the Kapruka as the sample, therefore, we'll send an online questionnaire to the people who are in the sample. Through the questionnaire, we expected to obtain data on the variables we defined to explore the hypothesis.

For our research, we plan to the survey step by step. So firstly we checked whether the required information to implement the result of the research questions is already available then we realized that there is not enough data that's why we selected to go with primary data collection. Also, the other step we followed in planning the survey is mentioned below.

2. Check whether similar surveys have been done before.
3. Studying all materials available in such survey.
4. Determine who should be involved in conducting the survey.
5. Laying out and setting the objectives.
6. Define the population and sample interest.
7. Decide on a sample design. (Sampling method and sample size)  
    So we choose the responds driven method as the sampling method since which is an online  
    Sample size: 100(Group related to Kapruka on face book)
8. Then we decide the mode of data collection.
9. Planning the questionnaire
10. Prepare the time schedule.
11. Collecting the responses and analysis (collect the responses then allocate them into variables)
12. Make proper conclusion on the by hypothesis and provide decisions about research question.

## Questionnaire

### Section I

1. Age : (in years)

2. Gender : Male ☐ Female ☐ Other ☐

3. City :

4. District :

5. Have You heard of KAPRUKA Online Retail platform before?

Yes ☐ No ☐

6. How did you get to know about KAPRUKA?

- ☐ Newspaper
- ☐ Social Media
- ☐ Search Engine
- ☐ On recommendation from someone
- ☐ Other
- ☐ I haven't heard

7. Have you ever use KAPRUKA?

Yes ☐ No ☐

## **Section II**

1. Are you satisfied with the login system of kapruka.com?

Yes ☐ No ☐

2. How often are you purchasing on the Kapruka online platform in a month ?

- ☐ Less than once
- ☐ Once or twice
- ☐ 3 or 4 times
- ☐ More than 4 times

3. Are you satisfied with their customer service?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

4. If not satisfied with their service, what are the reasons for that?

.....

5. Are you satisfied with the quality of their products?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

6. If not satisfied with the quality of their products, what are the reasons for that?

.....

7. What do you think about their delivery service?

Very poor    ○    ○    ○    ○    ○ Very good

8. Have you experienced delay in receiving products via Kapruka online platform?

Yes ☐ No ☐

9. If you feel they need to improve the delivery service, then what are your suggestions

.....

...

10. Did you find enough range of products?

Yes ☐ No ☐

11. How much information are you able to find about the products on Kapruka website?

Not enough ○ ○ ○ ○ ○excellent

12. How satisfied are you with the availability of the products ? Very

☐ satisfied

☐ Satisfied

☐ Neutral

○ Dissatisfied

☐ Very dissatisfied

13. Were you looking for a specific brand of the product?

Yes ☐ No ☐

If YES, is it available on KAPRUKA?

Yes ☐ No ☐

14. How much satisfied are you with the price ranges in Kapruka.com?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

15. How much on average are you spending on purchasing products monthly ? (in Rupee)

- ☐ None
- ☐ Less than 2000
- ☐ 2000 – 5000
- ☐ 5000 – 10000
- ☐ more than 10000

16. What methods are you using when purchasing for products ? (you can choose more than one options)

- ☐ Credit or debit cards : Visa, Mastercard, American Express, etc
- ☐ Electronic wallets : PayPal, Apple Pay, Google Pay, etc
- ☐ Bank Transfer : Direct deposit or Wire deposit
- ☐ cash on delivery

17. How safe do you feel while sharing your card details?

- ☐ Very safe
- ☐ Safe
- ☐ Neutral
- ☐ Not safe
- ☐ Very unsafe

18. Are you satisfied with the existing payment methods?

Very dissatisfied    ☐ ☐ ☐ ☐ ☐    Very satisfied

19. Suggestions to improve the existing payment methods

.....

20. How satisfied are you with the overall checkout experience?

Very dissatisfied   ☐   ☐   ☐   ☐   ☐   Very satisfied

21. How helpful do you find ratings and reviews while making the purchase decision?

- ☐    Extremely helpful
- ☐    Very helpful
- ☐    Moderately helpful
- ☐    Slightly helpful
- ☐    Not helpful at all

22. On a scale of 0 – 10 how much do you trust the product reviews?

Low										High
0	1	2	3	4	5	6	7	8	9	10



### **Section III**

1. How easy to find the products what you need?  
Very hard ☐ ☐ ☐ ☐ ☐
2. How easy is to place an order on the website?  
Very hard ☐ ☐ ☐ ☐ ☐
3. Are there any specific features or functionalities would you like to see on KAPRUKA?  
.....
4. How is the advertising(merchandising) campaign of KAPRUKA in the social media?  
Very low ☐ ☐ ☐ ☐ ☐
5. Any suggestions to improve the advertising campaign of Kapruka.com on social media?  
.....
6. Do you have any idea to buy products from them next time also?  
Yes ☐ No ☐
7. If not why?  
.....
8. Please select the reason for purchasing the product. Select all that apply.

- ☐ Preferred brand
- ☐ Need
- ☐ Locally owned, made or sourced
- ☐ Sentimental value
- ☐ Product quality
- ☐ Adherence to laws
- ☐ Transparency
- ☐ Other

9. How satisfied do you feel based on your overall experience?

Not enough ☐ ☐ ☐ ☐ ☐

10. On a scale of 0-10 how likely are you to buy from us again?

Very unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

11. On a scale of 0-10 how likely would you recommend us to a friend or colleague?

Very unlikely ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

12. What are the areas need to be improved?

- ☐ More brands should be introduced under product categories
- ☐ Security improvements
- ☐ User-friendliness of the website
- ☐ Install ment methods should be introduced ( Ex: IntPay)
- ☐ Other

Please specify :

**Section IV – This section only for new users.current users please skip this section.(If you already filled section II & III please skip this section)**

1. Are you using any online retail platform before?  
Yes ☐ No ☐
2. Have you heard about negative experiences from others?  
Yes ☐ No ☐
3. What are you preferred methods of payment when shopping online?  
  - ☐ Credit or debit cards: Visa, MasterCard, American Express, etc.
  - ☐ Electronic wallets: PayPal, Apple Pay, Google Pay, etc.
  - ☐ Bank Transfer: Direct deposit or Wire deposit
  - ☐ Cash on delivery
  - ☐ Other
4. How important are the following factors when choosing an online retail platform
  - Customer service
    - ☐ Very satisfied
    - ☐ Satisfied
    - ☐ Neutral
    - ☐ Dissatisfied
    - ☐ Very dissatisfied
  - Delivery Period
    - ☐ Very satisfied
    - ☐ Satisfied
    - ☐ Neutral
    - ☐ Dissatisfied
    - ☐ Very dissatisfied

- Product Quality Very satisfied

- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

- Price of the Product

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

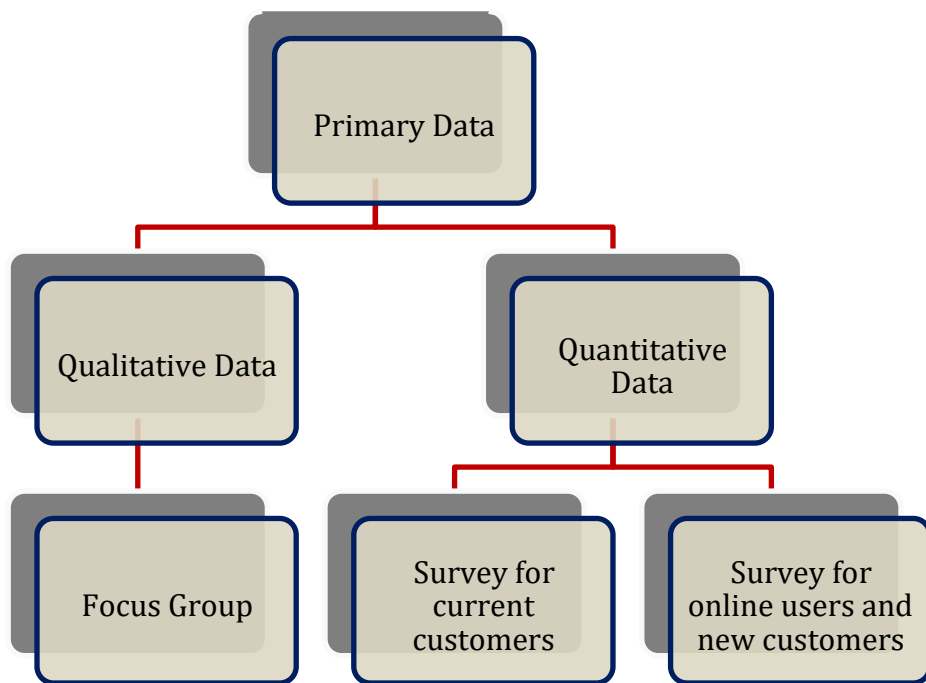
5. How often you get advertising about kapruka via social media?

- ☐ Less than once
- ☐ Once or twice
- ☐ 3 or 4 times
- ☐ More than 5 times

6. Which of the options is most satisfying to you when you're buying on online retail platforms

- ☐ free shipping with long delivery time period
- ☐ shorter delivery time period with shipping charges
- ☐ Price and the quality of the products

7. What made you decide not to use Kapruka's online retail platform (can choose more than one option )
- ☐ I found better deals on other online paltforms
  - ☐ Product selection on Kapruka's platform is not meet my needs
  - ☐ The user interface was difficult to navigate
  - ☐ The prices on Kapruka's platform was not reasonable compared to
  - ☐ others The payment methods were not suitable for my needs
  - ☐ I heard some negative experiences about Kapruka's online retail
  - ☐ platform other



To understanding of the problem solving we need a qualitative research. It understands will do this for develop order standing. It is helpful for us because in some questions and problems are not possible to fully started or formal methods to obtain the information. So we take one kind of qualitative research.

Data collection for our research problem under the qualitative data collection we planned to conduct focus group interview about our problem.

Why we choose the focus group?

The focus group represent the group of people think about our problem and online purchasing. It will help to planning and design of new plans to improve our business. And this will directly interact with the respondents. It allows us to get more clarifications about our problem. It is more quality to collect data.

### **Focus group**

1. First we hired a moderator in our filed to conduct the focus group.
2. Also we explained what should our problem and what is our goal to conduct this focus group.
3. Then we select some similar members in knowledge about online purchasing to participate in the focus group.
4. Send them a mail and got the participation voluntarily.
5. Then conduct the focus group and with the participant's promises record the audio and video of focus group to get the data.

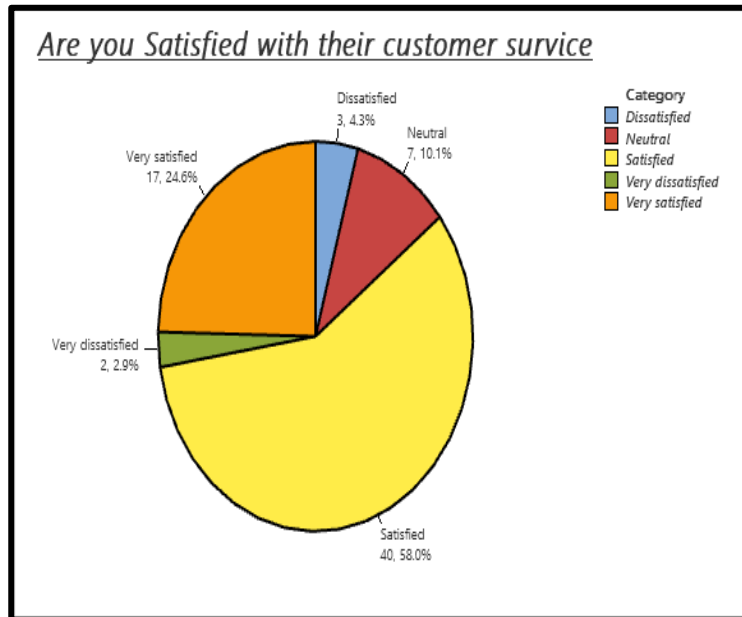
## **Focus group Discussions**

- What should be the opinion about our brand and service?
- The customer satisfactory level of our company.
- Quality of products, price of products and comparing with our competitors.
- What are the thoughts you have about the delivery time period
- Overall idea about our business.
- What about our merchandising advertising campaign?
- What should we do to stop customer drop-off
- What kind of things we do to increase of new customers.
- These kind of things will be discussed and got data and ideas and then analyze the data we got.

## STEP 05: Data Preparation & Analysis

**H0: Customer Services and product quality are already provided by KAPRUKA at a satisfactory level.**

### Customer Service

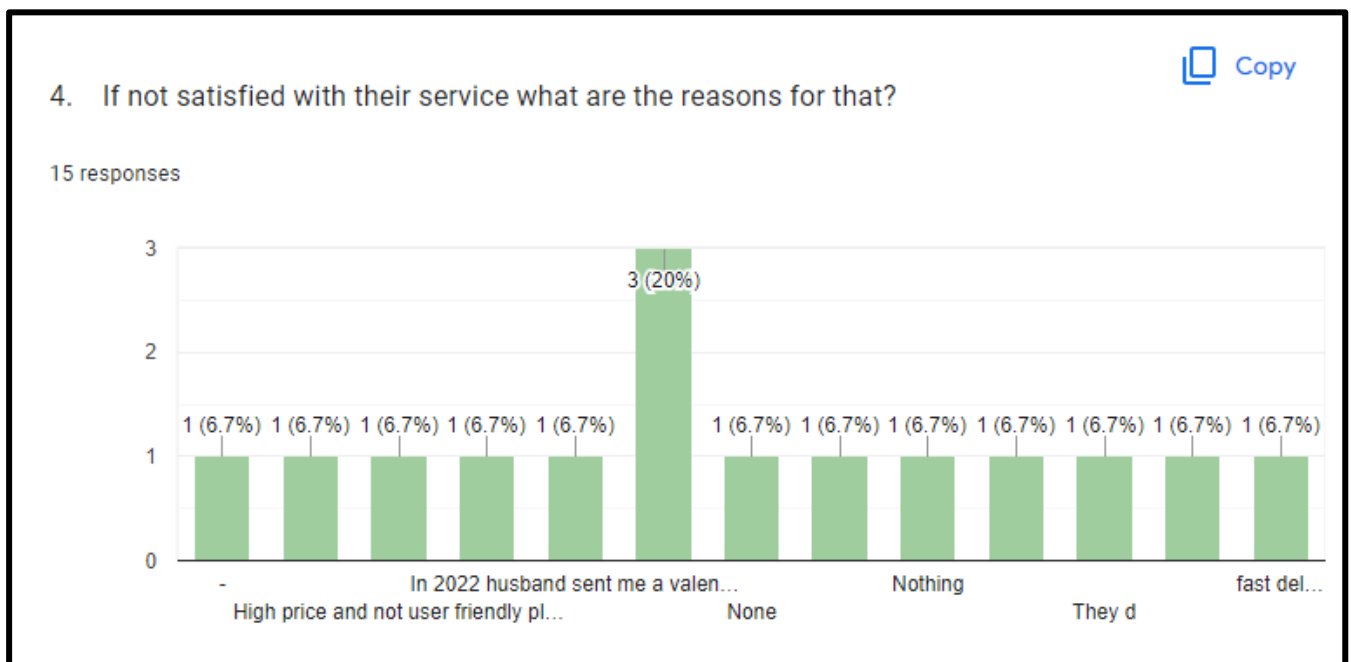


### Tally

3. Are you satisfied with t		
	Count	Percent
Dissatisfied	3	4.35
Neutral	7	10.14
Satisfied	40	57.97
Very dissatisfied	2	2.90
Very satisfied	17	24.64
N=	69	

69 person response that question and most of the people (40 observations we got) Satisfied KAPRUKA Customer service. Only 5 people had bad satisfaction of their customer service.

**If not satisfied with their service what are the reason for that?**





***We got some reason for that.***

- High price and not user-friendly platform
- High price is the worst thing.
- In 2022 husband sent me a valentine gift, but I received it on 15th Feb, 2022. though they apologized for the inconveniences occurred due to the heavy work load on that day. If it is a heavy day, they should manage to get more staff and provide the service. gift received 1 day delay, but we trust on your service and made a booking, that you will send the parcel on time. And also the gift received at about 11.30 pm in the night about to 16th Feb, 2022. Received the call at about 11pm, that the delivery boy is near our area, we were sleeping at that time, when we received the call. We thought of not sending any gifts via Kapruka anymore.
- Not friendly, unreliable, unprofessional

**What do you think about their delivery service?**



1-Very poor  
2-Poor  
3-Neutral  
4-Good  
5-Very good

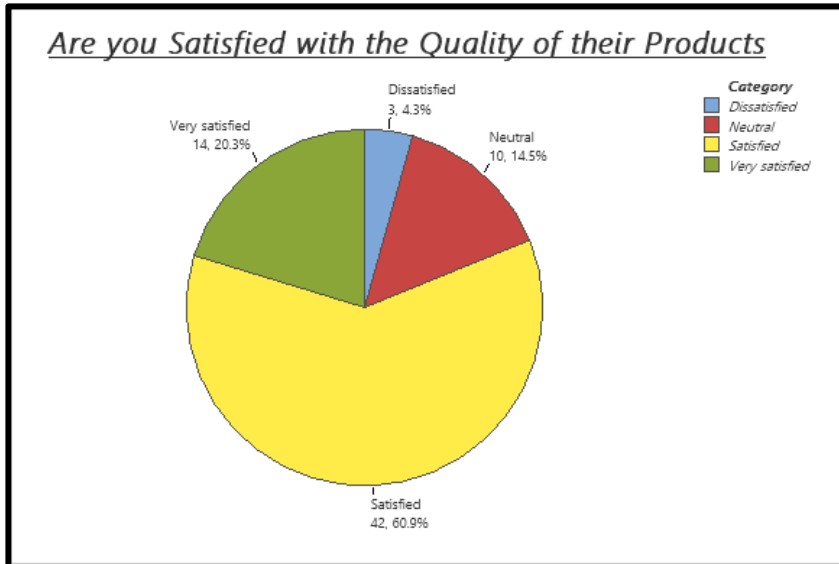
**Tally**

7. What  
do you  
think  
about

thei	Count	Percent
1	8	11.94
2	4	5.97
3	26	38.81
4	20	29.85
5	9	13.43
N=	67	

67 person response that question Only 12 people had bad satisfaction of their delivery service.

## Quality



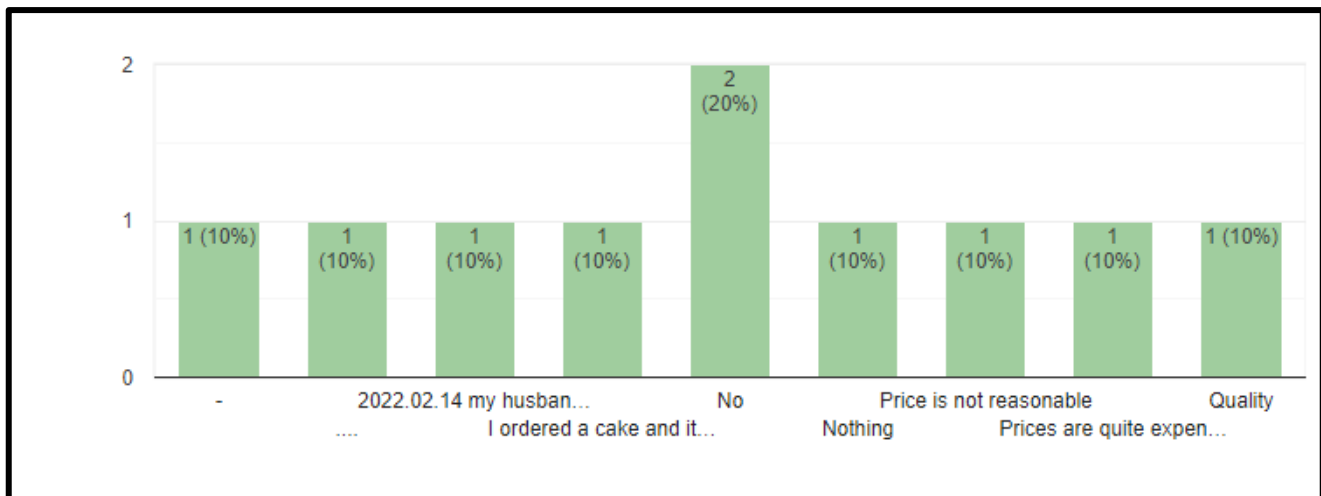
### Tally

5. Are you satisfied with t

	Count	Percent
Dissatisfied	3	4.35
Neutral	10	14.49
Satisfied	42	60.87
Very satisfied	14	20.29
N=	69	

69 responses we got that question. Only 3 people had bad satisfaction of their Product Quality.

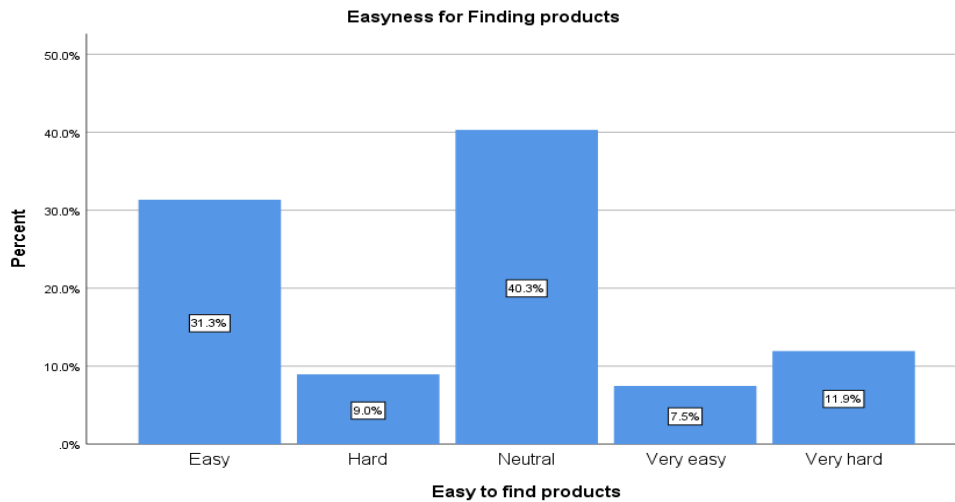
**If not satisfied with the Quality of their products what are the reason for that?**



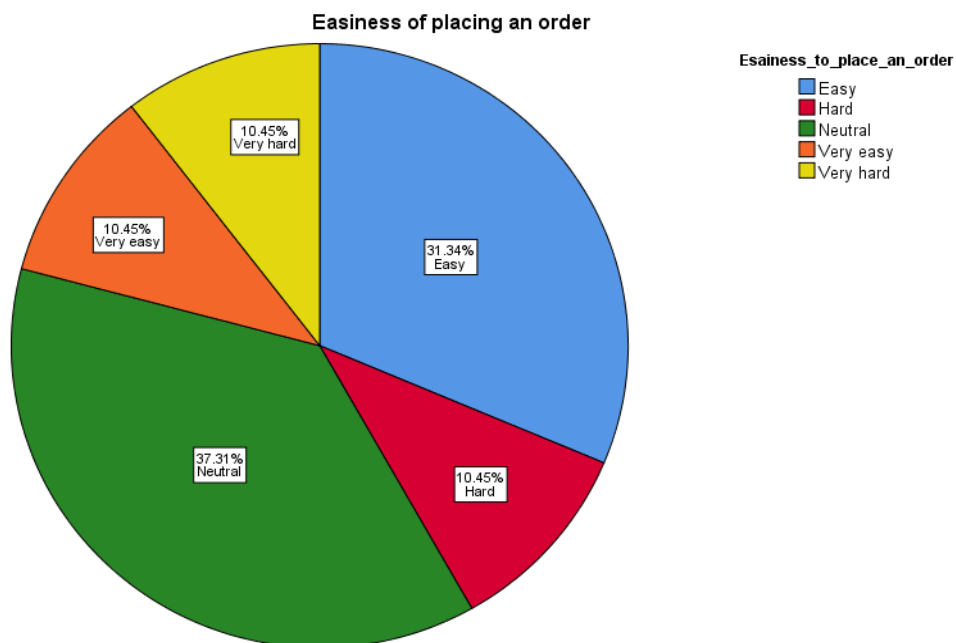
***We got some reason for that.***

- I ordered a cake and it's not satisfied with price.
- Price is not reasonable.
- 2022.02.14 my husband ordered a large size teddy bear, bunch of roses n cupcakes... cupcakes were untasted n could not eat any of the cupcakes because they were made so earlier...
- Prices are quite expensive.

**H0: Website model is simple to use, and anyone can quickly make a purchase**  
**We got the data from the customers.**



According to the response, we can say that our website model is easy to use for most customers but for some customers it seems to be difficult to use our website. 38.8% of customers think the website model is easy. 40.3% customers think Website model is neutral and 20.9% customers think website model is hard to use. Now let's look the other factors.



This pie chart shows the customer's view about easiness of placing an order in kapruka online platform. In this case, it's clear that neutral category generates the most revenue, with 37.31%. That means 37.31% of the kapruka users are consider that placing an order in online is neutral. 10.45% of the customers said it is very hard to place an order. And the same percentage of customers said it is very easy and easy.

### Do you have any idea to buy products from them next time also?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	19.1	19.4	19.4
	Yes	54	79.4	80.6	100.0
	Total	67	98.5	100.0	
Missing	99	1	1.5		
Total		68	100.0		

We can see based on the respondents, around 79 percentage customers said they have plans to buy the products from them next time also. And 19% of the customer said they have no plan about that. According to the opinion of most customers, we can say as a matter of fact, The website model is simple to use, and anyone can quickly make a purchase.

### On a scale of 0-10 how likely are you to buy from us again? [1=Very unlikely, 10=Very likely]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	14.7	14.7	14.7
	2	4	5.9	5.9	20.6
	3	16	23.5	23.5	44.1
	4	19	27.9	27.9	72.1
	5	5	7.4	7.4	79.4
	6	1	1.5	1.5	80.9

	7	7	10.3	10.3	91.2
	8	2	2.9	2.9	94.1
	9	2	2.9	2.9	97.1
	10	2	2.9	2.9	100.0
tal	To	68	100.0	100.0	

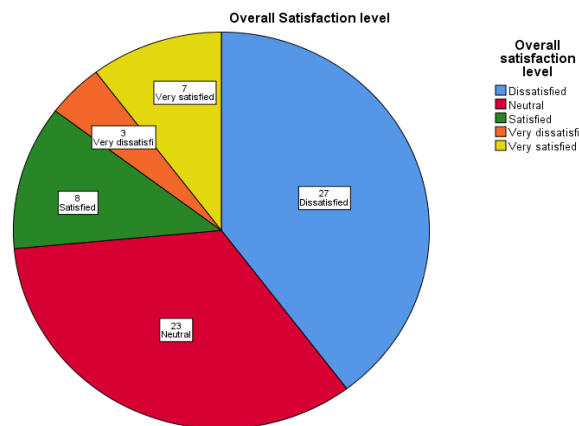
In this case, on a scale of 0-10 most of the customers respond is below than 5. Only few of them provided the more scale. (More than 5 users.) when analyse the responses, even though they have plan to buy the products from kapruka again, their scale level is less.

**On a scale of 0-10 how likely would you recommend us to a friend or colleague? [1=Very unlikely, 10=Very likely]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	14.7	14.7	14.7
	2	5	7.4	7.4	22.1
	3	13	19.1	19.1	41.2
	4	18	26.5	26.5	67.6
	5	6	8.8	8.8	76.5
	6	1	1.5	1.5	77.9
	7	5	7.4	7.4	85.3
	8	4	5.9	5.9	91.2
	9	3	4.4	4.4	95.6
	10	3	4.4	4.4	100.0
	To	68	100.0	100.0	
	tal				

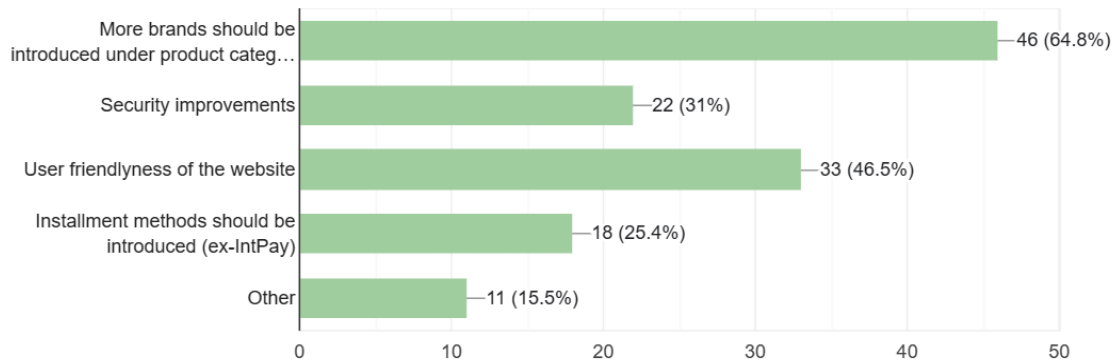
This chart shows us that summarize data of Kapruka customers will recommend KAPRUKA online platform to new users. But some of our customers are willingness to recommend us to their friends.

Here we could see that most of the customers are unlike to recommend Kapruka to new users. Easiness to accept the website also maybe a reason for this. As well as customer's satisfaction level is low.

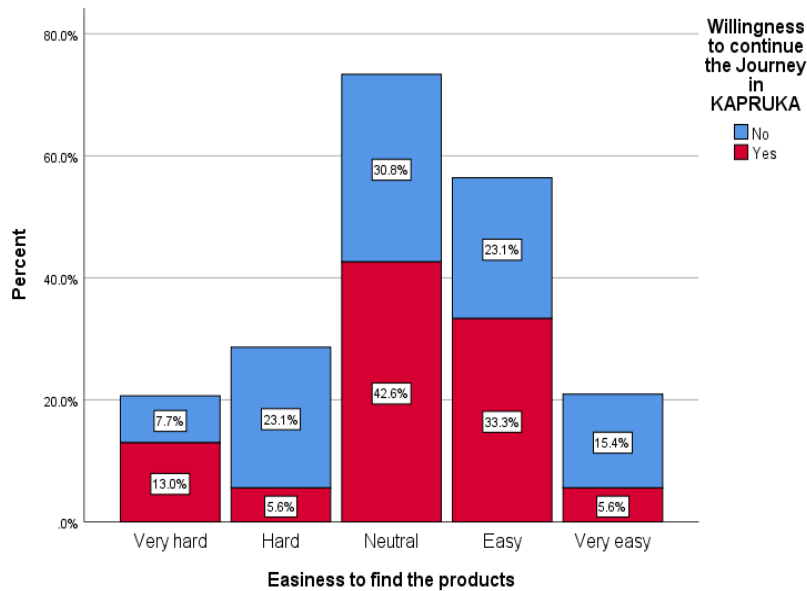


Here also we can see that most of our customers are dissatisfied in their experience even though there are some customers who are very satisfied with KAPRUKA online retail platform

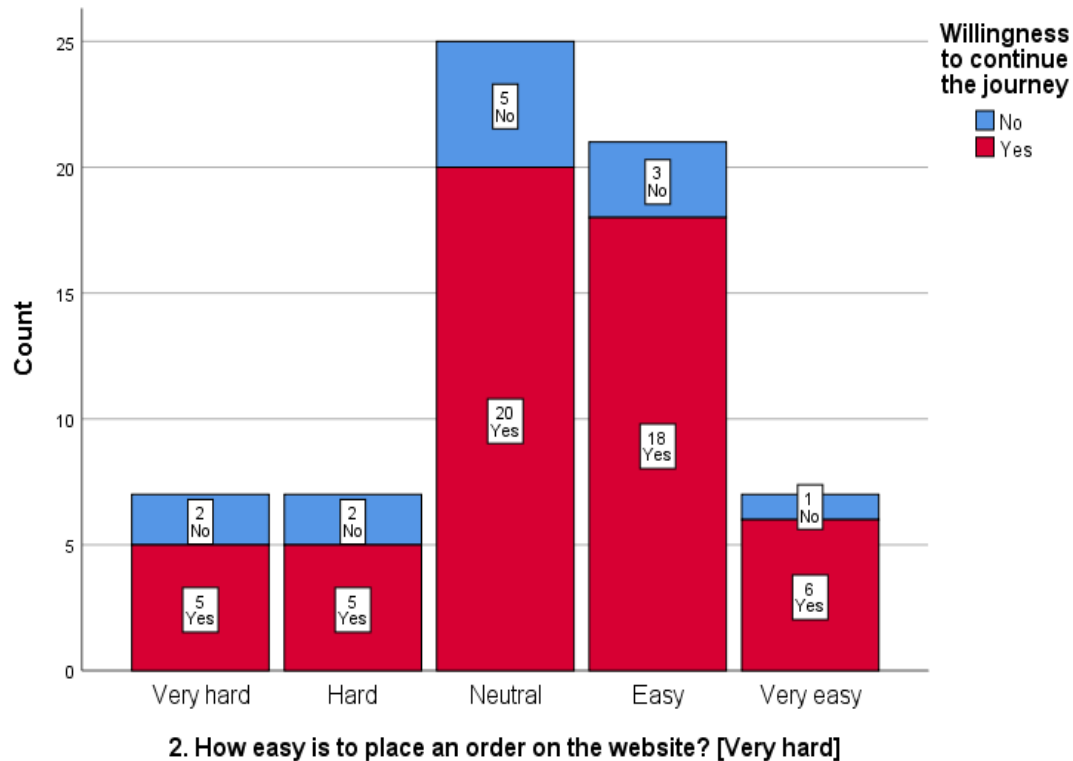
## What are the areas need to be improved?



Here we can check what are the reasons that our customers expect more from us. Therefore, we can see that User friendliness of the website is also a main problem because It's in the most preferred needs of customers. so, we need to improve our model as much as possible to our customer's expectation.



When we compare the variables that how easy to find the product and their idea to buy product next time also, we can't say there is a positive relationship between the two. Because, if they considered as neutral or hard to find the products then also, they have a plan about next time purchase. And half of the customers who think that the finding products is easy, they have no plan about next time purchasing Through this we can say that the easiness of finding product is not affect the people to buy the products next time also.



In this graph we are going to analyse the connection between the easiness of the website and customers idea about continue the journey with us

Here in this graph, we can see that Most of the customers are willingness to continue the journey with us even though they thought that our website model is hard. So, it will increase the customers count by improving the website model easier.

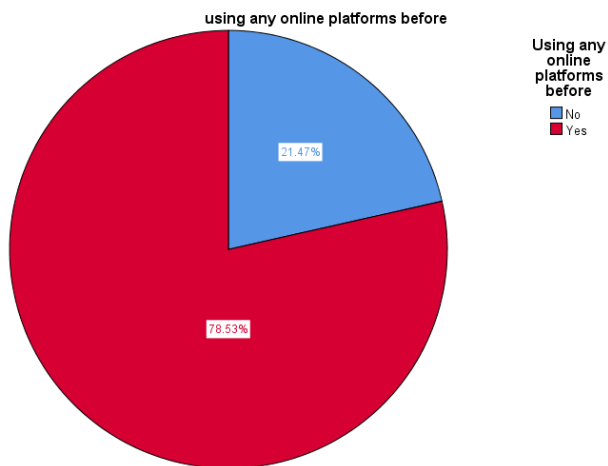
## H0: The key factors in the growth of new customers for the business are marketing and advertising.

in our marketing research problem, we took one of the hypotheses is the key factors in the growth of new customers for the business are marketing and advertising. We can analyze the data that we collected from online users who are not using Kapruka.com before.

1.Are you using any online Retail Platform before

### Using any online platforms before

		Fre quency	Pe rcent	Valid Percent	Cumul ative Percent
Valid Cases	No	35	21 .5	21.5	21.5
	Yes	128	78 .5	78.5	100.0
	Total	163	100.0		

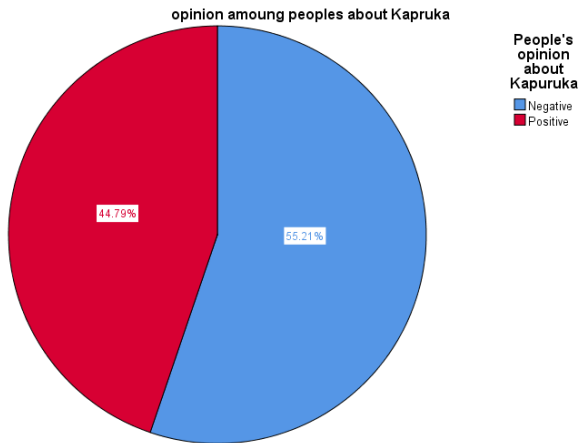


For above question, our data, pie chart and the frequency chart say that most of our respondents have an experience in online purchasing. then we can go ahead with their information and opinions about Kapruka.com and online purchasing factors. In our overall respondents 78.53 have an experience in online purchasing.



From the data, we get the opinion about Kapruka.com among the people and the data says approximately equal percentage of respondents have negative opinions and positive opinions. Our data shows that the response 'yes' is 56.4%.

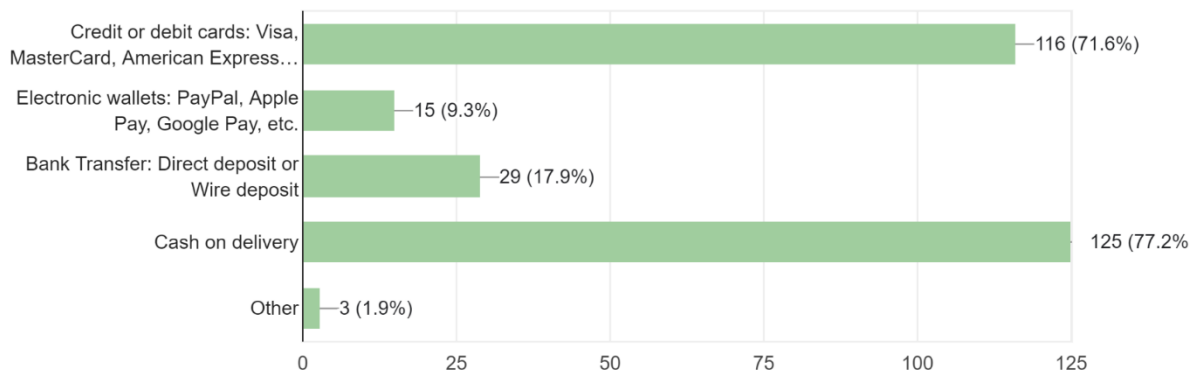
so most of them heard negative comments about Kapruka.com. We need to improve the things to satisfy them.



people's opinion about Kapruka

		Fre quency	Pe rcent	Valid Percent	Cumul ative Percent
Valid Responses	N	74	45.4	45.4	45.4
	Y	89	54.6	54.6	100.0
	Total	163	100.0	100.0	

Then we collect the data about 'what is their preferred method of payment while online purchasing'. We gave the multiple choices to choose any method. Most of the peoples like cash on delivery method and credit card or debit card payment method. At the same time, other methods comparatively less than these 2 methods.



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bank Transfer: Direct deposit or Wire deposit, Cash on delivery	3	1.8	1.8	1.8
	Cash on delivery	39	23.9	23.9	25.8
	Credit or debit cards: Visa, MasterCard, American Express, etc, Bank Transfer: Direct deposit or Wire deposit, Cash on delivery	1	.6	.6	26.4
	Credit or debit cards: Visa, MasterCard, American Express, etc.	32	19.6	19.6	46.0
	Credit or debit cards: Visa, MasterCard, American Express, etc., Bank Transfer: Direct deposit or Wire deposit	2	1.2	1.2	47.2
	Credit or debit cards: Visa, MasterCard, American Express, etc., Bank Transfer: Direct deposit or Wire deposit, Cash on delivery	14	8.6	8.6	55.8
	Credit or debit cards: Visa, MasterCard, American Express, etc., Cash on delivery	55	33.7	33.7	89.6
	Credit or debit cards: Visa, MasterCard, American Express, etc., Electronic wallets: PayPal, Apple Pay, Google Pay, etc.	1	.6	.6	90.2
	Credit or debit cards: Visa, MasterCard, American Express, etc., Electronic wallets: PayPal, Apple Pay, Google Pay, etc., Bank Transfer: Direct deposit or Wire deposit, Cash on delivery	6	3.7	3.7	93.9

Credit or debit cards: Visa, MasterCard, American Express, etc., Electronic wallets: PayPal, Apple Pay, Google Pay, etc., Bank Transfer: Direct deposit or Wire deposit, Cash on delivery, Other	1	.6	.6	94.5
Credit or debit cards: Visa, MasterCard, American Express, etc., Electronic wallets: PayPal, Apple Pay, Google Pay, etc., Cash on delivery	4	2.5	2.5	96.9
Electronic wallets: PayPal, Apple Pay, Google Pay, etc., Bank Transfer: Direct deposit or Wire deposit, Cash on delivery	2	1.2	1.2	98.2
Electronic wallets: PayPal, Apple Pay, Google Pay, etc., Cash on delivery	1	.6	.6	98.8
Other	2	1.2	1.2	100.0
Total	163	100.0	100.0	

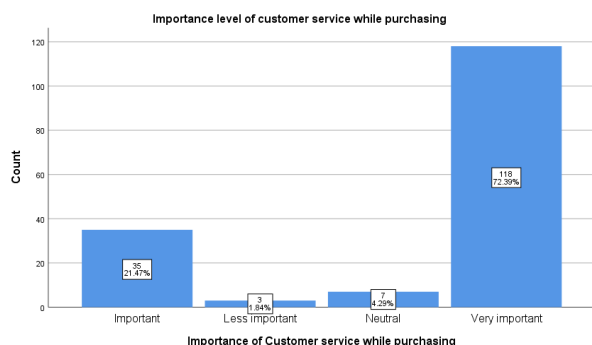
By analyzing the data, 23.9 % of peoples like the payment method ‘cash on delivery method’ and 19.6 % people like the method - credit card, And the table shows that the 33.7 % of people like both cash on delivery method and credit card method. From the frequency table we can assume that the most of online customers not interested in the electronic wallets method they always go with some combinations of other methods.

so we can conclude that the most preferrable methods of payments while purchasing in online platform ‘Kapruka’ are cash on delivery and the credit or debit card method.

There after we are looking for the factors that contributing to the satisfaction level while purchasing. To analyze this, the bar graphs and frequency table shows that the importance level of each factor while purchasing.

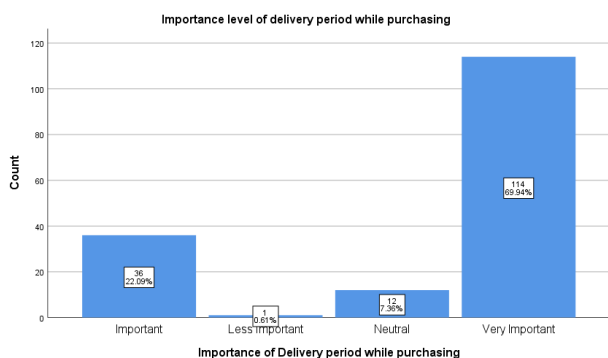
### **Importance of Customer service while purchasing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	35	21.5	21.5	21.5
	Less important	3	1.8	1.8	23.3
	Neutral	7	4.3	4.3	27.6
	Very important	118	72.4	72.4	100.0
	Total	163	100.0	100.0	



From above bar chart and frequency table, the bar graph shows that most of the people think that the customer service is very important while purchasing. By the graph and frequency table the 72.4% of people consider the customer service as a very important factor and 21.5 % people think it is an important factor. Only the 1.8% of them feel it is a less important factor in online purchasing. Therefore, the customer service is very important factor while online purchasing.

#### Importance of Delivery period while purchasing



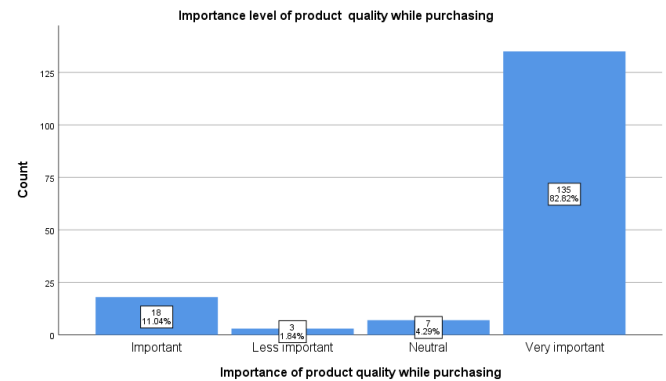
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	36	22.1	22.1	22.1
	Less important	1	.6	.6	22.7
	Neutral	12	7.4	7.4	30.1
	Very important	114	69.9	69.9	100.0
	Total	163	100.0	100.0	

Now the above bar graph and the frequency table shows the importance level of the delivery period while online purchasing. From the above information most of the people think the delivery period is very important factor while online purchasing. 69.9 % of people think that the delivery period is very important factor and 92 % of people think it's important or very important factor. Only 0.6% of them that mean by, only 1 person thought it is a less important factor.

Hence delivery period is an important factor to consider while purchasing.

### Importance of product quality while purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	18	11.0	11.0	11.0
	Less important	3	1.8	1.8	12.9
	Neutral	7	4.3	4.3	17.2
	Very important	135	82.8	82.8	100.0
	Total	163	100.0	100.0	



Another factor is the product quality and the frequency table and bar chart show that collected data.

1. The 82.8 % of people consider that the product quality is very important
  2. Only 1.8 % of people think that product quality is less important.
  3. It seems like the people who say that the product quality is very important percentage is 7 times higher than that who thinks the product quality is an important factor
- Data and the above analysis say that the product quality is a very important factor in online purchasing.

### Importance of product price while purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	51	31.3	31.3	31.3
	Less important	1	.6	.6	31.9
	Neutral	13	8.0	8.0	39.9
	Very important	98	60.1	60.1	100.0
	Total	163	100.0	100.0	

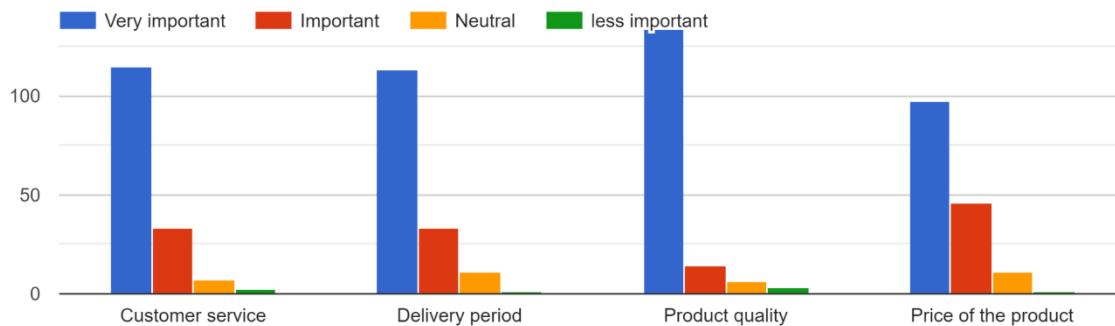


Now the last factor is the product price.

We got the bar graph and frequency table and get some information what people think about the product price in the online purchasing.

1. The highest percentage of people consider the price of the product as very important factor in online purchasing
  2. It seems like to 91.4 % of respondents says this as an important factor while online purchasing.
  3. And by the frequency table shows that the people who thinks it is very important factor is 2 times more than the people who thinks it is important.
- By these things we can conclude that the product price is an important thing in online purchasing.

4. How important are the following factors when choosing an online retail platform

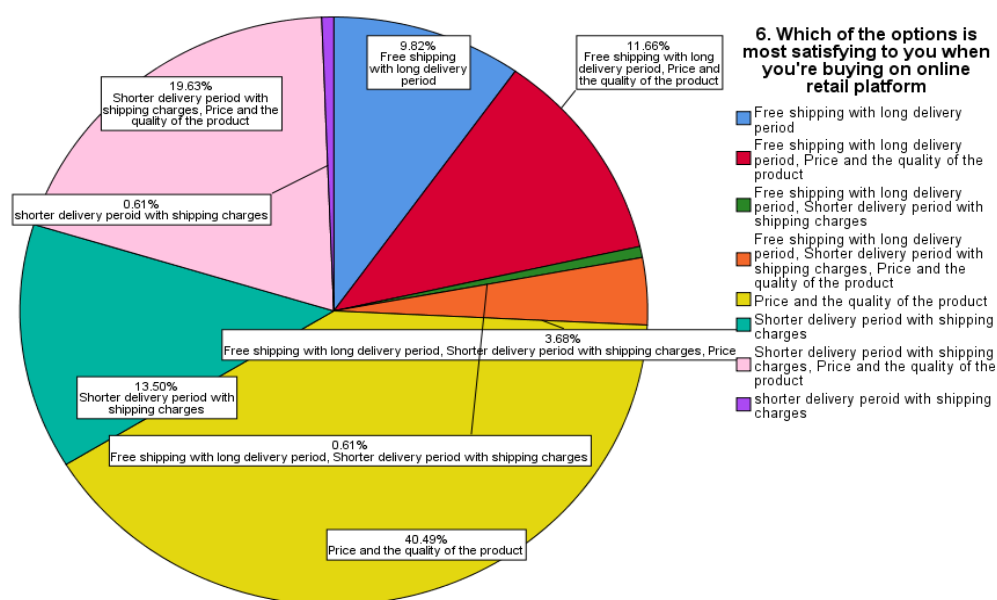


Now from the factors what is the main factor in the online purchasing. By this comparing bar graph. And above analysis

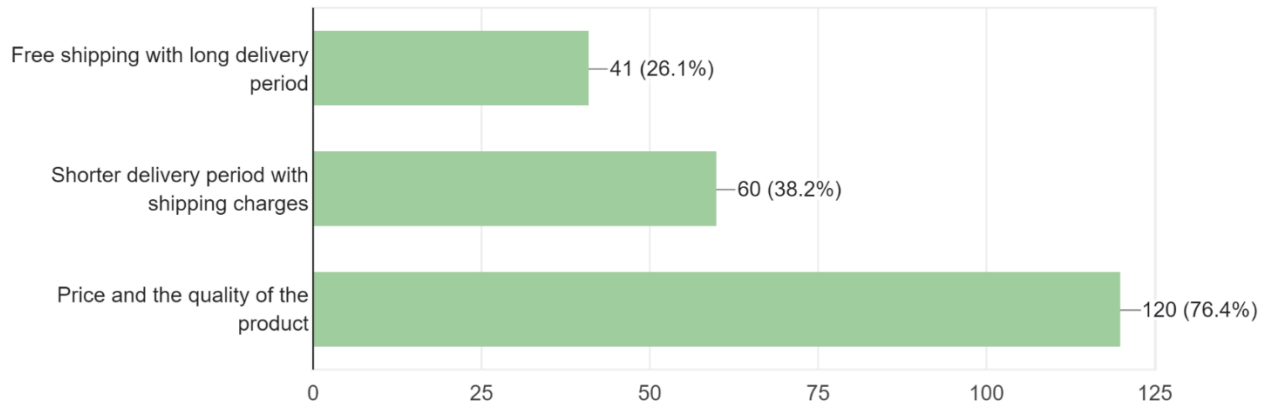
1. The first very important factor is product quality with that 82.8 percentage. The 2<sup>nd</sup> very important is the customer service and the delivery period
  2. The data shows that in the factors the price of the product is the last factor that is very important. Then by this we can decide that the product quality is the first factor as it is very important and the next one is customer service and delivery period.
- Price of the product also very important factor but it's little less than the other factors.

**Which of the options is most satisfying to you when you're buying on online retail platform**

	Frequency	Percent	Valid Percent	Cumulative Percent
Free shipping with long delivery period	16	9.8	9.8	9.8
Free shipping with long delivery period, Price and the quality of the product	19	11.7	11.7	21.5
Free shipping with long delivery period, Shorter delivery period with shipping charges	1	.6	.6	22.1
Free shipping with long delivery period, Shorter delivery period with shipping charges, Price and the quality of the product	6	3.7	3.7	25.8
Price and the quality of the product	66	40.5	40.5	66.3
Shorter delivery period with shipping charges	22	13.5	13.5	79.8
Shorter delivery period with shipping charges, Price and the quality of the product	32	19.6	19.6	99.4
shorter delivery period with shipping charges	1	.6	.6	100.0
Total	163	100.0	100.0	

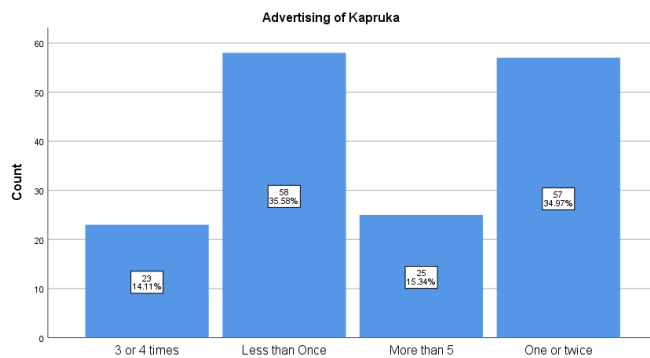


By above pie chart and the frequency table most of the online users consider the price and quality of the product are the most important factors for online platform consumers. Comparatively short periods with shipping charges, price and the quality of the product is next most satisfying option.



**How often you get advertising about kapruka via social media in month?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 or 4 times	23	14.1	14.1	14.1
	Less than Once	58	35.6	35.6	49.7
	More than 5	25	15.3	15.3	65.0
	One or twice	57	35.0	35.0	100.0
	Total	163	100.0	100.0	



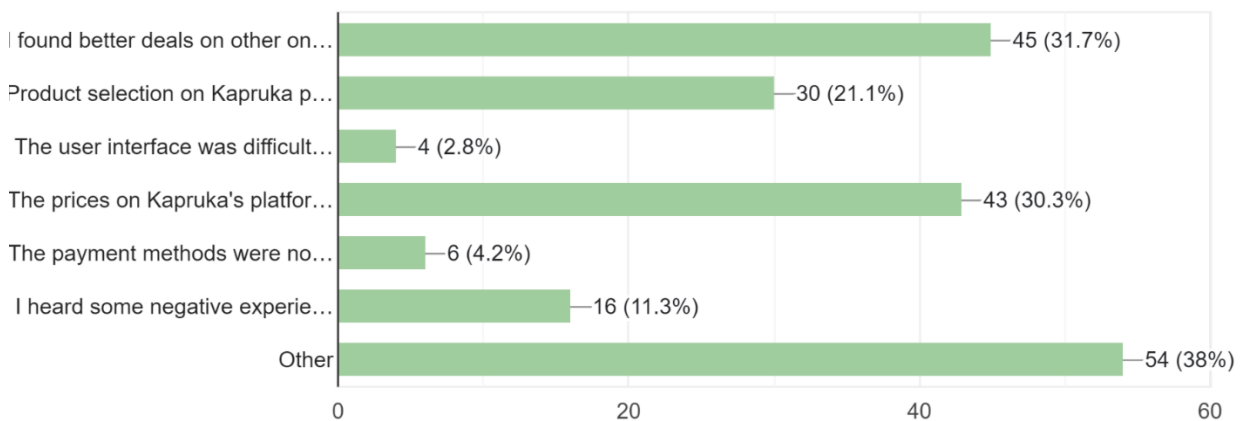
5. How often you get advertising about kapruka via social media in month?



Now the main factor that contribute to the new customer increasing level. Because when you see a good advertisement and if you attracted by it, then you will try to use it at least one time. Above bar graph and frequency table shows that most of the online users watch the advertisements about Kapruka.com

1. Most of the data shows that the equal number of people see less than once or once or twice they see the advertisement about Kapruka.com in social media
2. Only 15 percentage of people get more than 5 times in a month, see advertisement about kapruka via social media.

By this, most of online users see the advertisement about kapruka in social media in a month is less than once or once or twice.



this chart shows the information about the online customers why they avoid or not decided to use Kapruka.com.

by the data most of the people do not prefer our reasons they prefer other reasons why they avoid Kapruka.

In other options, most of the people say that they found better deals in the other platforms as well. The next reason is the price of the products.

By this we need to go with better deals to customer and make some changes in price of products.

**What made you decide not to use Kapruka online platform**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I found better deals on other online platforms	22	13.5	13.5	13.5
	I found better deals on other online platforms, I heard some negative experiences about Kapruka retail platform	1	.6	.6	14.1
	I found better deals on other online platforms, Other	2	1.2	1.2	15.3
	I found better deals on other online platforms, Product selection on Kapruka platform isn't meet my need	2	1.2	1.2	16.6
	I found better deals on other online platforms, Product selection on Kapruka platform isn't meet my need, The prices on Kapruka's platform was not reasonable compared to others	2	1.2	1.2	17.8
	I found better deals on other online platforms, Product selection on Kapruka platform isn't meet my need, The user interface was difficult to navigate, The prices on Kapruka's platform was not reasonable compared to others	2	1.2	1.2	19.0
	I found better deals on other online platforms, Product selection on Kapruka platform isn't meet my need, The user interface was difficult to navigate, The prices on Kapruka's platform was not reasonable compared to others, I heard some negative experiences about Kapruka retail platform	1	.6	.6	19.6

I found better deals on other online platforms, The prices on Kapruka's platform was not reasonable compared to others	7	4.3	4.3	23.9
I found better deals on other online platforms, The prices on Kapruka's platform was not reasonable compared to others, I heard some negative experiences about Kapruka retail platform	4	2.5	2.5	26.4
I found better deals on other online platforms, The prices on Kapruka's platform was not reasonable compared to others, Other	1	.6	.6	27.0
I found better deals on other online platforms, The prices on Kapruka's platform was not reasonable compared to others, The payment methods were not suitable for my needs	1	.6	.6	27.6
I heard some negative experiences about Kapruka retail platform	4	2.5	2.5	30.1
I heard some negative experiences about Kapruka retail platform, Other	1	.6	.6	30.7
Other	61	37.4	37.4	68.1
Product selection on Kapruka platform isn't meet my need	15	9.2	9.2	77.3
Product selection on Kapruka platform isn't meet my need, Other	2	1.2	1.2	78.5
Product selection on Kapruka platform isn't meet my need, The prices on Kapruka's platform was not reasonable compared to others	12	7.4	7.4	85.9

Product selection on Kapruka platform isn't meet my need, The prices on Kapruka's platform was not reasonable compared to others, The payment methods were not suitable for my needs	1	.6	.6	86.5
The payment methods were not suitable for my needs	2	1.2	1.2	87.7
The prices on Kapruka's platform was not reasonable compared to others	13	8.0	8.0	95.7
The prices on Kapruka's platform was not reasonable compared to others, I heard some negative experiences about Kapruka retail platform	3	1.8	1.8	97.5
The prices on Kapruka's platform was not reasonable compared to others, Other	1	.6	.6	98.2
The prices on Kapruka's platform was not reasonable compared to others, The payment methods were not suitable for my needs	1	.6	.6	98.8
The prices on Kapruka's platform was not reasonable compared to others, The payment methods were not suitable for my needs, I heard some negative experiences about Kapruka retail platform	1	.6	.6	99.4
The user interface was difficult to navigate, I heard some negative experiences about Kapruka retail platform	1	.6	.6	100.0
Total	163	100.0	100.0	

Above charts and descriptions says that the separate options which has been involved in usage of Kapruka.com.

Now the frequency table shows the combinations of options why people don't use kapruka .

1. Skipping the other options in the questionnaire, the most preferred answer is 'they found better deals in other online platforms'
2. The second most option is product selection on kapruka isn't meet their needs.
3. The third reason why don't they use kapruka is price of products.

By the frequency table, we can conclude they found better deals on other online platforms.

Our problem is why online users avoid or do not use Kapruka.com

By the frequency table and the graph, the first thing is they found better deals in other online platforms as well. And another main thing is the product selection isn't meet their needs.

Now we come to the end part of hypothesis, The key factors in the growth of new customers for the business are marketing and advertising. To check this hypothesis we get data from the online users but not kapruka users (new users). Distribute a questionnaire with a bunch of questions and collect data then do the analysis with pie charts, bar charts, and frequency tables . then we have some conclusion for each question.

1. It is like to 55 % of people have negative opinion about kapruka.
2. The most preferred method of payments are cash on delivery and credit or debit cards.
3. The customer service, delivery period, product quality and price of the product are very important factors.
  - The most very important factor is product quality.
  - The second very important factor is customer service.
  - Then it's followed by delivery period and price of the product
4. The most of the people get advertising about kapruka.com less than once or once or twice in social media in a month.
5. The most satisfying to the online user to when buying on online retail platform is price and the quality of the product and next is shorter deliver period with shipping charges.
6. The reasons why they do not use the kapruka.com online platform the main reason is they found the better deals on other online platforms. The second main factor is the prices of the product in kapruka is not reasonable compared to others.

Finally, key factors that contributes in no of new customer in the business of kapruka online retail platform are marketing and advertising by these we get some other factors the some other also.

1. The opinion about our company among peoples.
2. The customer service, product quality, delivery period, price of the product is very important things in online purchasing.
3. The numbers of getting advertisements about kapruka in social media during a month
4. The price and quality of the product is the most satisfying thing in while buying on online retail platform.
5. The deals we give and advertisements, the price of product, product selection meet their needs.

by considering these factors and the relationship between these factors and marketing and advertising we do not reject the hypothesis.

By our data and analysis part we get the hypothesis result is the marketing and advertising are the main factors on the number of new customers in the business.

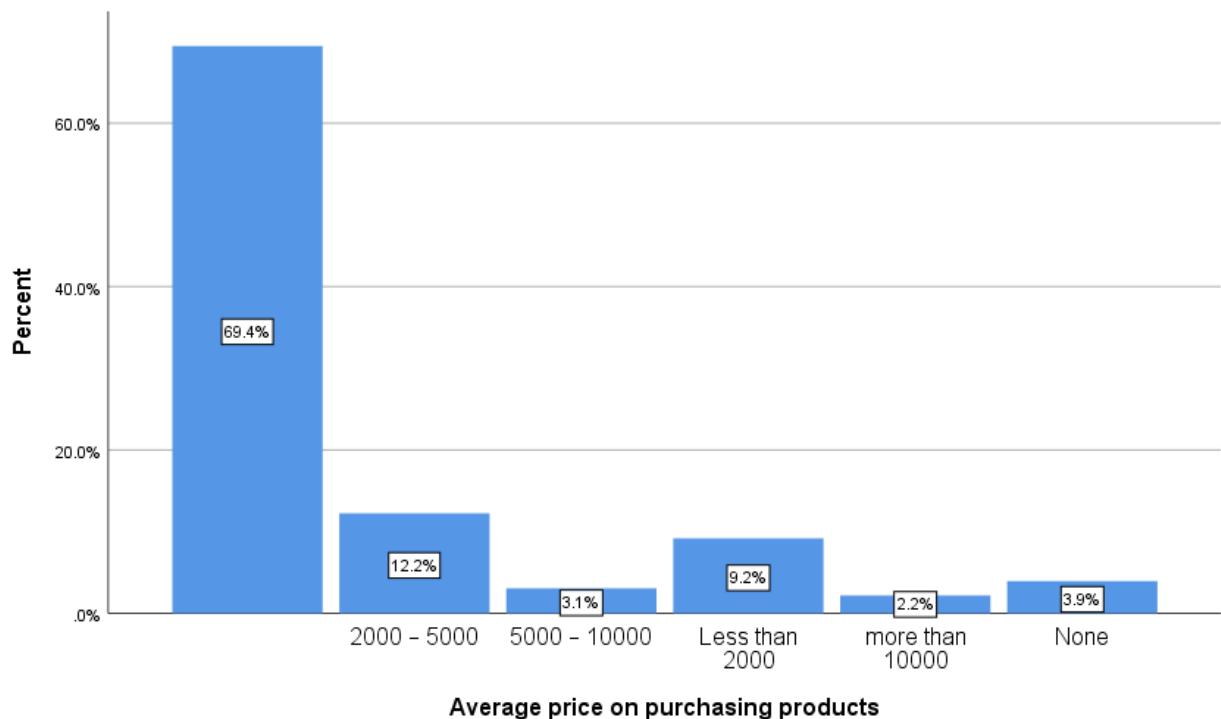
### **H0: The price of the product is the main criterion that customer consider when online purchasing.**

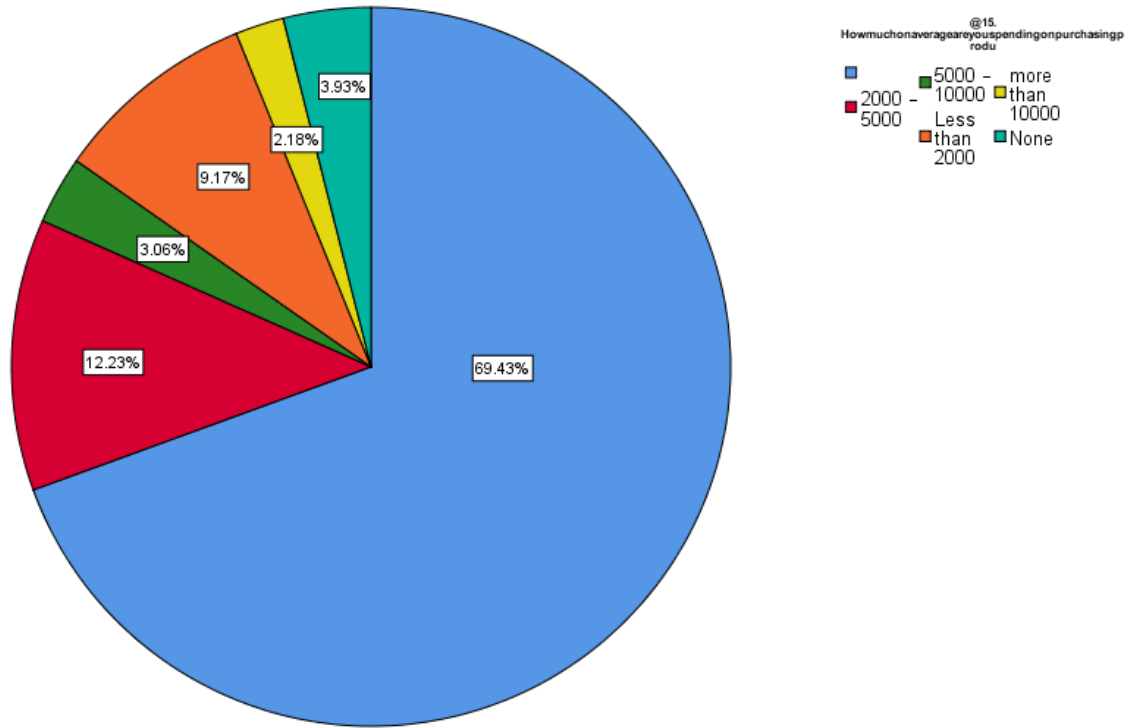
In our research , we choose “Price of product” one of the research questions is to cater to the most precious reasons for our research object.

Therefore to analyze these above-mentioned research questions we get a null hypothesis as

### **H0: The price of the product is the main criterion that customer consider when online purchasing.**

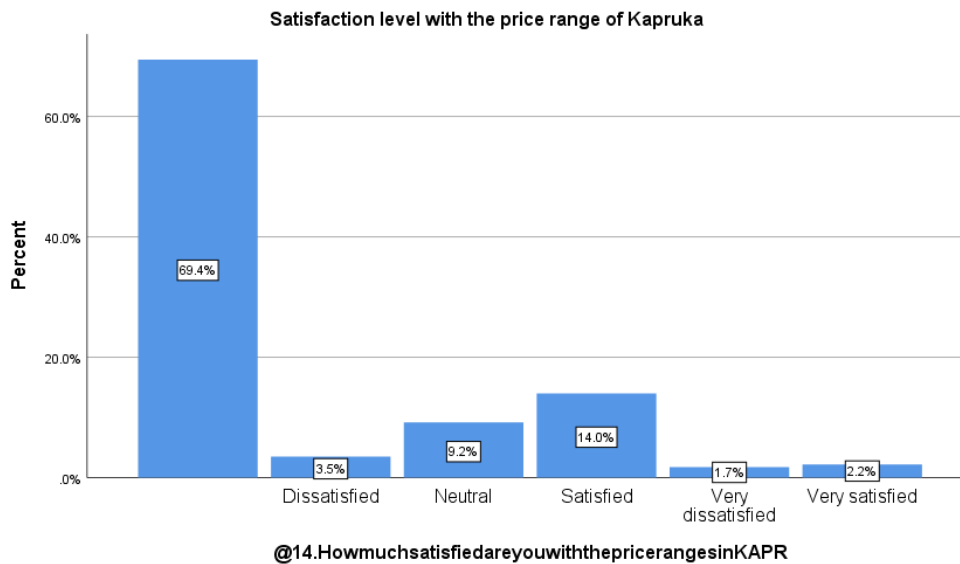
#### **price bar graph**

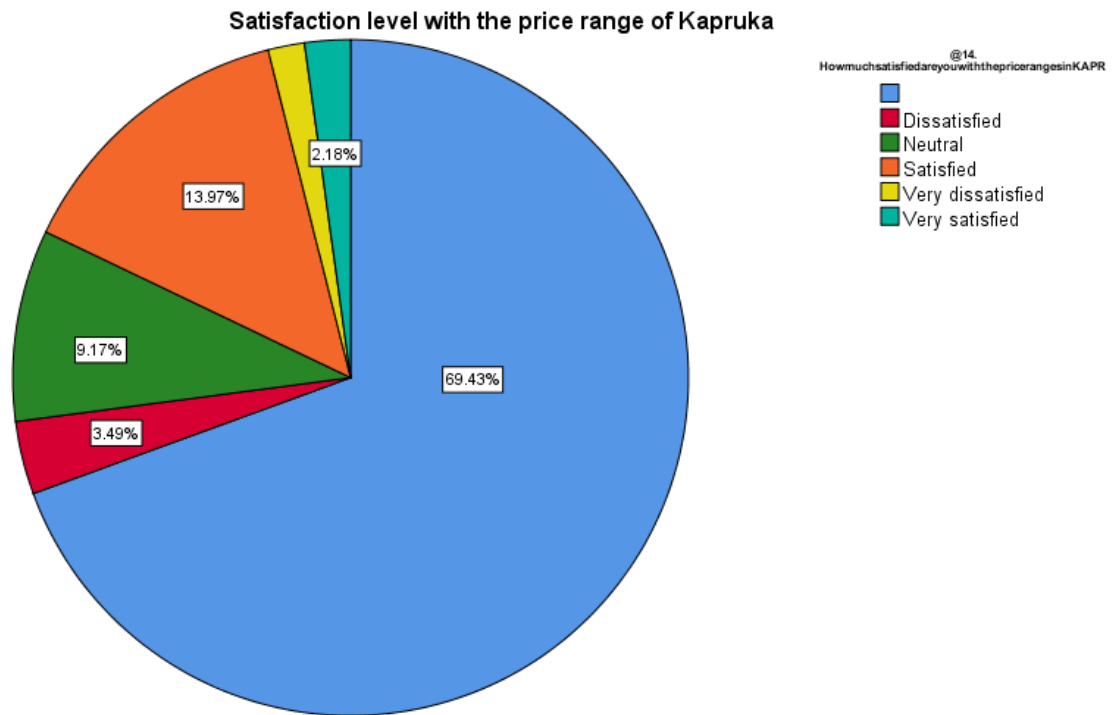




According to above graph, Many customers have been purchased items between 2000-5000. The least items were purchased in the “more than 10,000” range. Purchasing products in the range below 2000 is also in high demand.

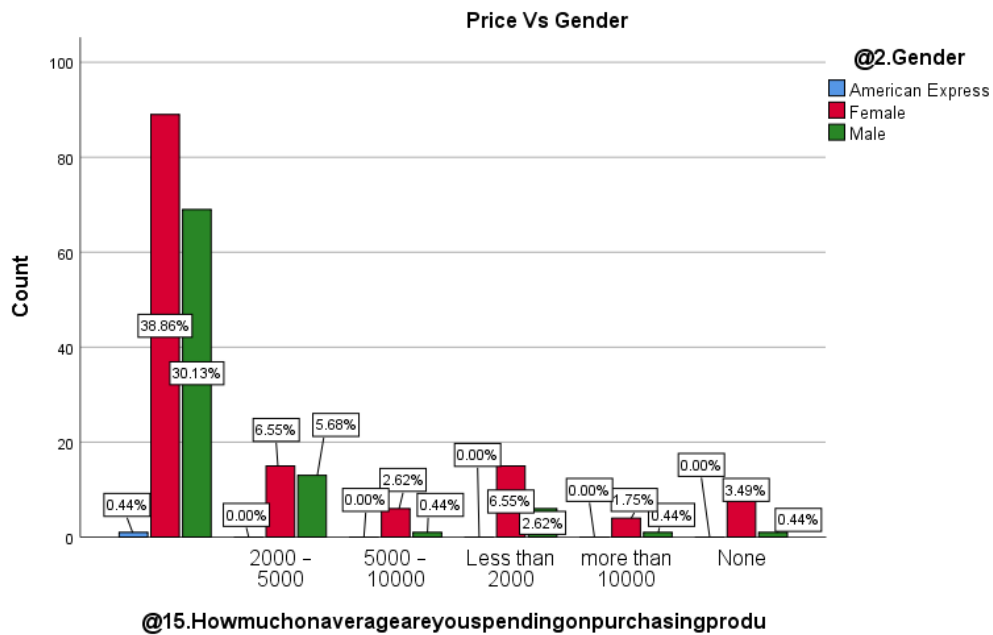
### Satisfaction level with the price range





14% of customers are in satisfied level about Kapruka products price. However, about 1.7% of retail customers are at the very satisfied level.

### Price Vs gender





Females tend to purchase products between 2000-5000 price range. It is 6.55% as a percentage.  
 Females tend to purchase products between 5000-10000 price range. It is 2.62% as a percentage.  
 Females tend to purchase products less than 2000 price range. It is 6.55% as a percentage.  
 Females tend to purchase products more than 10000 price range. It is 1.75% as a percentage.  
 Thus, we can conclude that women are more inclined to purchase the items.

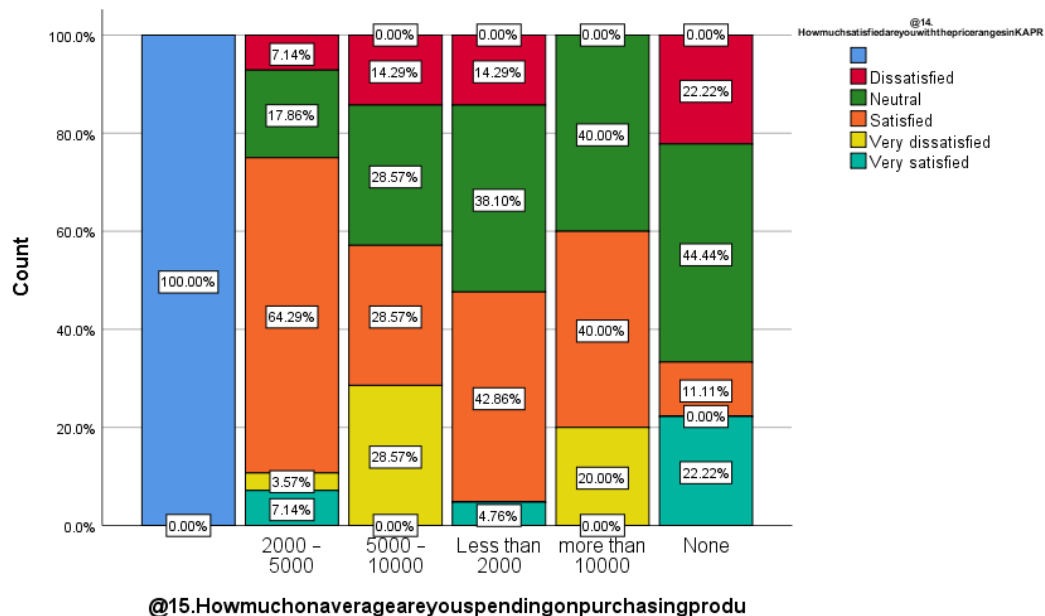
### Price vs age

#### Case Processing Summary

	@15.Howmuchonaverageareyouspendingonpurchasingprodu	Cases Valid		Missing		Total	
		N	Perce	N	Perce	N	Perce
@1.AgeIn Years		156	98.1 %	3	1.9 %	159	100.0 %
	2000 –	26	92.9 %	2	7.1 %	28	100.0 %
	5000 –	7	100.0 %	0	0.0 %	7	100.0 %
	Less tha	20	95.2 %	1	4.8 %	21	100.0 %
	more tha	5	100.0 %	0	0.0 %	5	100.0 %
	None	9	100.0 %	0	0.0 %	9	100.0 %

The above table describes the variation of age vs price.

### Price vs satisfaction level



The above graph describes the variation of price vs satisfaction level.

**Price Vs satisfaction of existing payment methods**

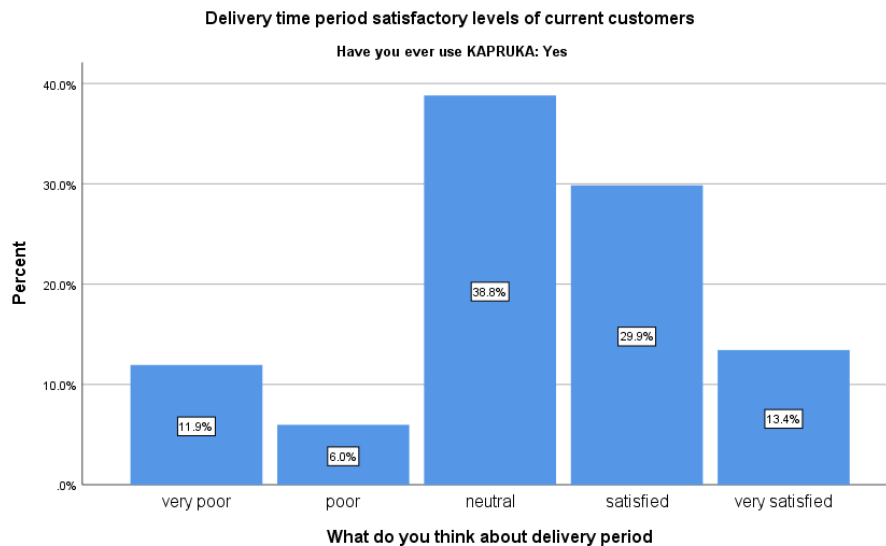


The above graph describes Price Vs satisfaction of existing payment methods

## H0: The delivery time also can be concerned as a main consumer considerable factor

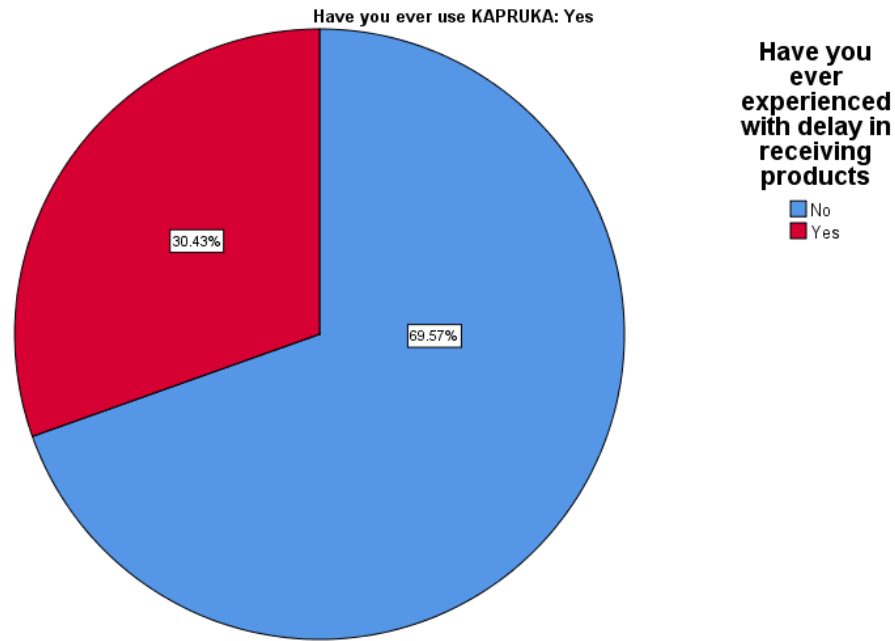
In our research, we choose “ Do customers have concerns about delivery times? “  
One of the research questions is to cater to the most precious reasons for our research object.  
Therefore to analyze these above-mentioned research questions we set a null hypothesis as  
**The delivery time also can be concerned as a main consumer considerable factor**

1. What do you think about their delivery service?

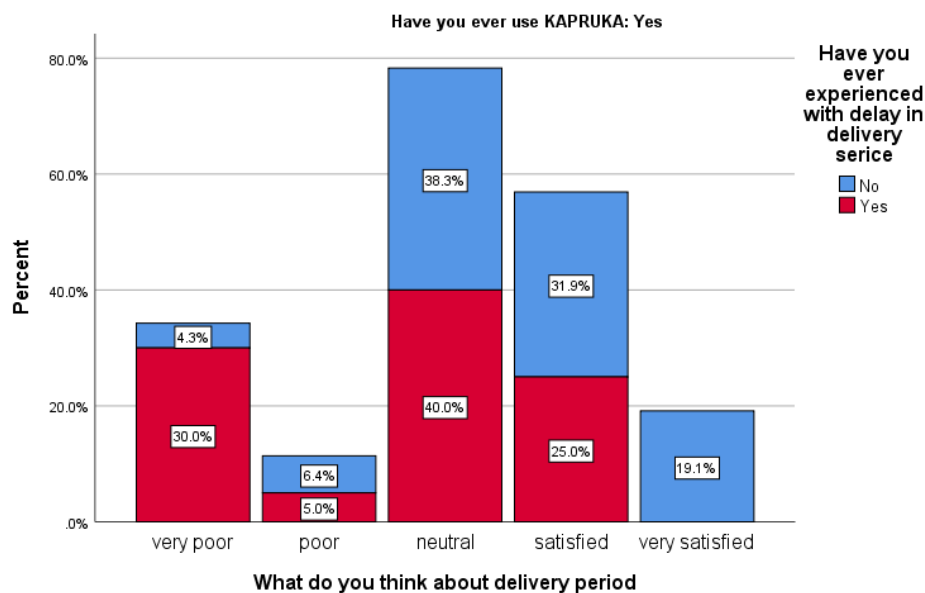


The above graph visualized the responses to these mentioned question. In this graph contained 71 responses which are from people who are using Kapruka online retail platform. According to that we can realize higher percentage of responses are under the neutral category. Rather than that 43.3% of responses are from the satisfied category. Also, we have around 17.9% negative reacted responses for our delivery time period. Since as a whole, we can see that the satisfied percentage is higher than the dissatisfied percentage thus we can say that the current level of the delivery time period of Kapruka is under the satisfied level among the customers

2. Have you experienced a delay in receiving products via Kapruka online platform ?



According to the above pie chart, simply we can state that 69.57% of respondents haven't experienced a delay in receiving products. Also, only 30.43% of respondents have experienced a delay. Therefore a higher percentage of respondents have not experienced a delay. We can consider this factor as a good indicator to have an overall satisfactory delivery time period. To verify that we can go with further analysis related to these two categorical variables.



By observing this graph we can clearly see that, under the satisfied category 51% of respondents have not experienced a delay and around 25% of respondents have experienced with delay in receiving products.

As well as under the dissatisfied category we can see higher percentage of respondents have experienced with delay. Therefore we can see that there is a relationship between these two variables. Thus we can state that the delay in receiving products can be affected harmfully to in the satisfaction level of delivery time period .

Now we can realized that the delivery time period is also a consumer considerable factor. So now we can move to a further analysis to check how the satisfaction level of delivery time period differs according to the consumers purchasing power.

## H0: The Payment method can be considered as one of the main factor in the online platform

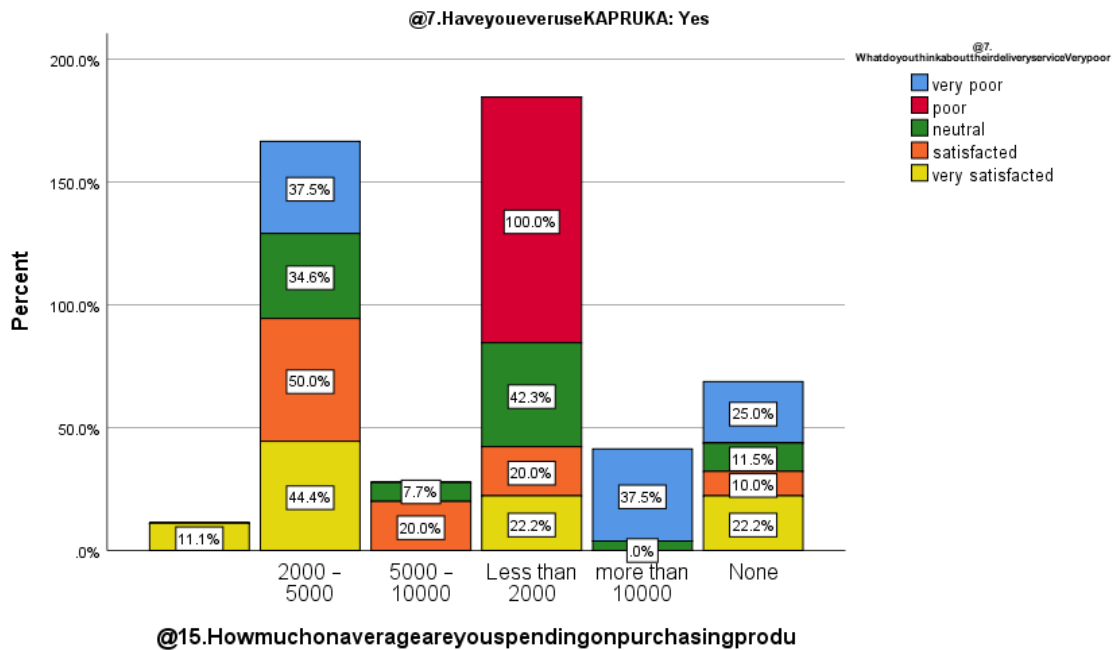
How much on average are you spending on purchasing products  
vs Have you experienced a delay in receiving products via Kapruka

Crosstabulation<sup>a</sup>

		Have you experienced a delay in receiving products via Kapruka		Total
		No	Yes	
@15.Howmuchonaverageareyou spendingon purchasing products	2000 – 5000	1	0	1
	5000 – 10000	20	7	27
	Less than 2000	6	0	6
	more than 10000	15	6	21
	None	1	4	5
		5	4	9
Total		48	21	69

Have you ever use KAPRUKA = Yes

So



Here we are considering how much the customers spend on Kapruka monthly vs the satisfaction level of the delivery time period. By looking at the above cross-tabulation and the stack bar chart we can see that when the purchasing power has increased the concerns about the delivery time period also increased. We can say that People who spend more than 10000 on Kapruka monthly have more concern about the delivery time period because under the” more than 10000” category in purchasing power variable has a higher percentage of dissatisfied delivery period responses.

By considering all the factors mentioned above we can conclude that there is enough evidence to state that the delivery time period is also considered as a consumer considerable factor.

- Is the payment method or the installment payment mechanism should be changed?  
Is the payment method or the installment payment mechanism should be changed?
- H0: The payment method can be considered as one of the main factor in the online platform.

## Univariate Analysis

### 1. Payment methods of Kapruka users

#### **Statistics**

@16.Whatmethodsareyouusi  
ngwhenpurchasingforproduct  
s

N	Valid	229
	Missi	0
ng		

#### **@16.What methods are you using when purchasing for products**

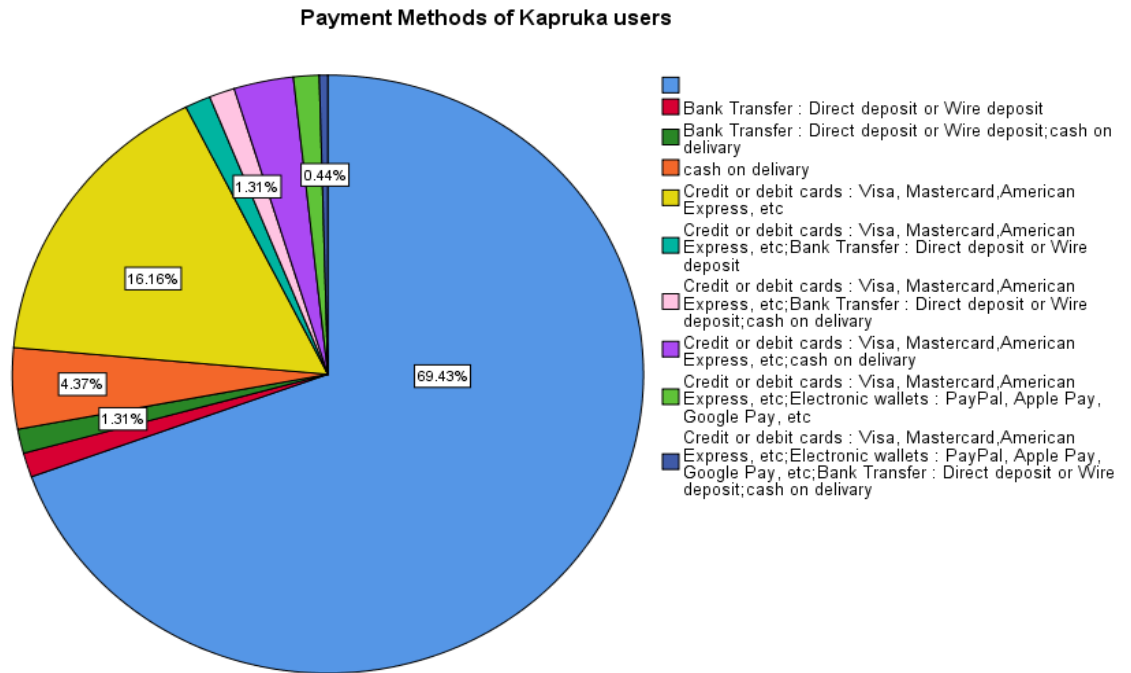
		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Va lid		159	69.4	69.4	69.4
	Bank Transfer : Direct deposit or Wire deposit	3	1.3	1.3	70.7

Bank Transfer : Direct deposit or Wire deposit;cash on delivery	3	1.3	1.3	72.1
cash on delivery	10	4.4	4.4	76.4
Credit or debit cards : Visa, Mastercard,American Express, etc	37	16.2	16.2	92.6
Credit or debit cards : Visa, Mastercard,American Express, etc;Bank Transfer : Direct deposit or Wire deposit	3	1.3	1.3	93.9
Credit or debit cards : Visa, Mastercard,American Express, etc;Bank Transfer : Direct deposit or Wire deposit;cash on delivery	3	1.3	1.3	95.2
Credit or debit cards : Visa, Mastercard,American Express, etc;cash on delivery	7	3.1	3.1	98.3
Credit or debit cards : Visa, Mastercard,American Express, etc;Electronic wallets : PayPal, Apple Pay, Google Pay, etc	3	1.3	1.3	99.6
Credit or debit cards : Visa, Mastercard,American Express, etc;Electronic wallets : PayPal, Apple Pay, Google Pay, etc;Bank Transfer : Direct deposit or Wire deposit;cash on delivery	1	.4	.4	100.0
Total	229	100.0	100.0	

**Table 1**

According to the table 1, there are 229 responses and valid frequency is 159 and that is 69.4%. The most used payment method is Credit or debit cards: Visa, Mastercard,American Express, etc and that represents 16.2% percentage. Further, cash on delivery is also common using method of payment and that is 4.4% percentage.





Here you can see the pie chart of the payment methods of Kapruka users.

## 2. Safe level of sharing card details

### Statistics

@17.How safe do you feel while sharing your card details

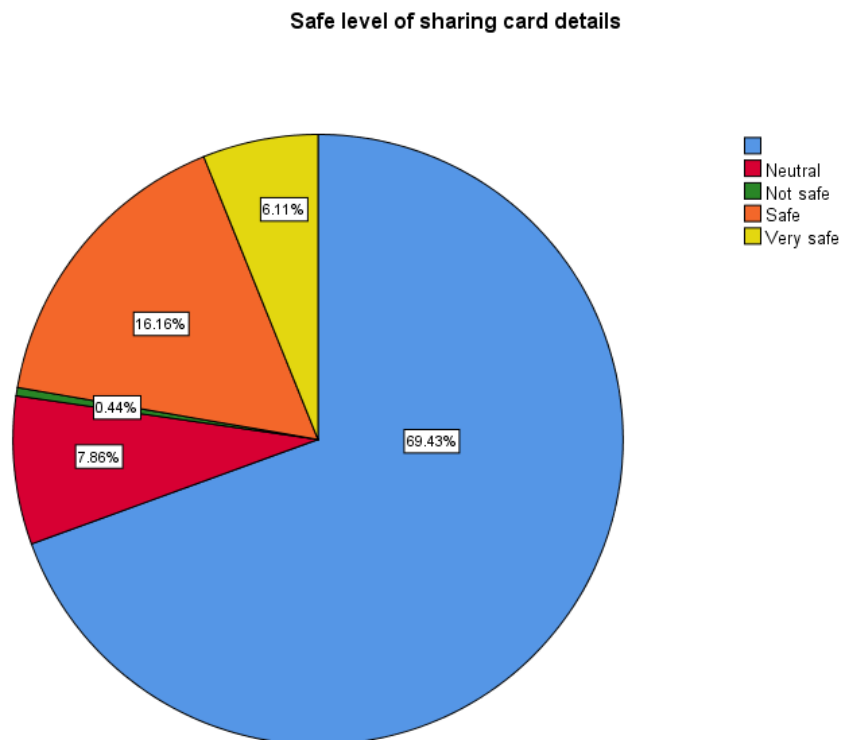
N	Valid	229
	Missing	0

### @17.How safe do you feel while sharing your card details

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		159	69.4	69.4	69.4
	Neutral	18	7.9	7.9	77.3
	Not safe	1	.4	.4	77.7
	Safe	37	16.2	16.2	93.9
	Very safe	14	6.1	6.1	100.0
	Total	229	100.0	100.0	

**Table 2**

According to the table 2, there are 229 responses and valid frequency is 159 and that is 69.4%. Here, 16.2% of the kapruka users feel safe, 7.9% are neutral, 6.1% feel very safe and 4% aren't feel safe to share their card details. Therefore, we can conclude that most people feel safe to share their card details. Below pie chart represents the safe level of sharing card details.



### 3. Satisfying level of existing payment methods

#### Statistics

@18.Are you satisfied with the existing payment methods

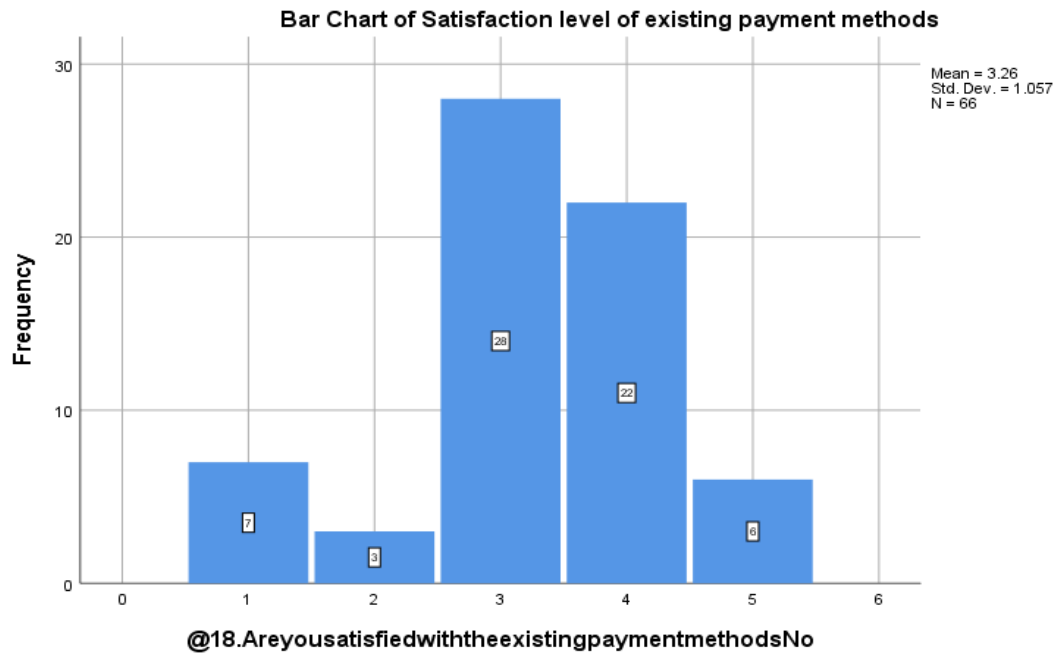
N	Valid	66
	Missing	163
Mean		3.26
Median		3.00
Range		4
Minimum		1
Maximum		5
Sum		215

#### Satisfaction level of existing payment methods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	3.1	10.6	10.6
	2	3	1.3	4.5	15.2
	3	28	12.2	42.4	57.6
	4	22	9.6	33.3	90.9
	5	6	2.6	9.1	100.0
	Total	66	28.8	100.0	
Missing	System	163	71.2		
Total		229	100.0		

Table 3

According to the table 3, most of the users are neutral about satisfaction level of existing payment methods and that is 42.4%. 33.3% users are satisfying with the existing payment methods and 10.6% users aren't satisfying with the existing payment methods. Further, 9.1% users are very satisfying with the existing payment methods.



Above bar chart shows level of satisfaction with the existing payment methods.

#### 4. Preferred payment methods when shopping online (NEW CUSTOMERS)

##### Statistics

@3. What are your preferred methods of payment when shopping online

N	Valid	229
	Missing	0

**@3. What are your preferred methods of payment when shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		68	29.7	29.7	29.7
	Bank Transfer: Direct deposit or Wire deposit;Cash on delivery	3	1.3	1.3	31.0
	Cash on delivery	38	16.6	16.6	47.6
	Credit or debit cards: Visa, MasterCard, American Express, etc.	32	14.0	14.0	61.6
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Bank Transfer: Direct deposit or Wire deposit	2	.9	.9	62.4
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Bank Transfer: Direct deposit or Wire deposit;Cash on delivery	15	6.6	6.6	69.0
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Cash on delivery	54	23.6	23.6	92.6
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Electronic wallets: PayPal, Apple Pay, Google Pay, etc.	1	.4	.4	93.0
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Electronic wallets: PayPal, Apple Pay, Google Pay, etc.;Bank Transfer: Direct deposit or Wire deposit;Cash on delivery	6	2.6	2.6	95.6
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Electronic wallets: PayPal, Apple Pay, Google Pay, etc.;Bank Transfer: Direct deposit or Wire deposit;Cash on delivery;Other	1	.4	.4	96.1
	Credit or debit cards: Visa, MasterCard, American Express, etc.;Electronic wallets: PayPal, Apple Pay, Google Pay, etc.;Cash on delivery	4	1.7	1.7	97.8
	Electronic wallets: PayPal, Apple Pay, Google Pay, etc.;Bank Transfer: Direct deposit or Wire deposit;Cash on delivery	2	.9	.9	98.7
	Electronic wallets: PayPal, Apple Pay, Google Pay, etc.;Cash on delivery	1	.4	.4	99.1
	Other	2	.9	.9	100.0

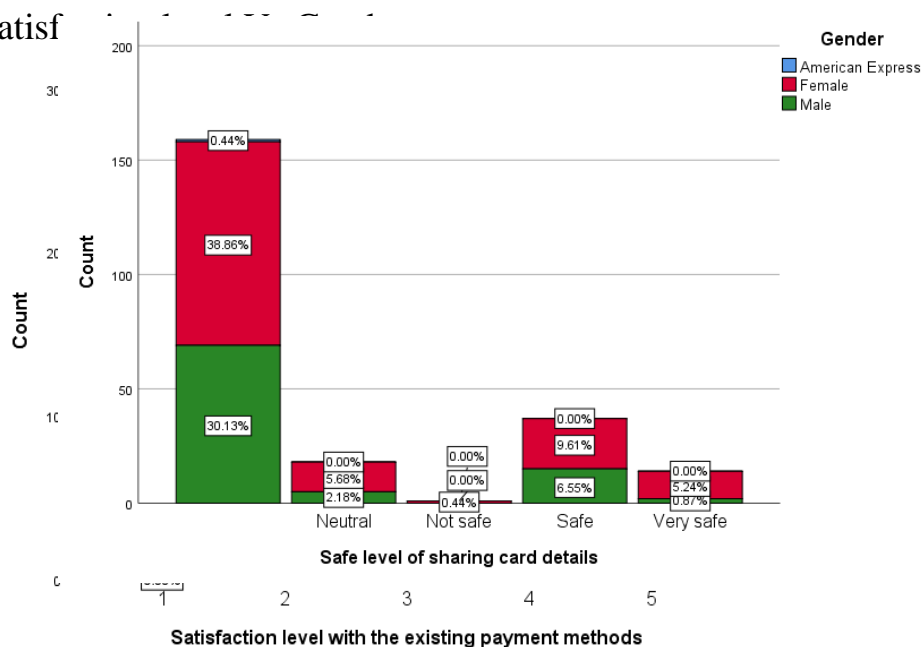
Total	229	100.0	100.0	
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Table 4

According to the table 4, there are 229 responses and valid frequency is 68% and that is 29.7%. Here, most of the new users preferred Credit or debit cards: Visa, MasterCard, American Express, etc.;Cash on delivery and that is 23.6% (frequency 54). Further, 16.6% new users preferred Cash on delivery.

### Bivariate Analysis

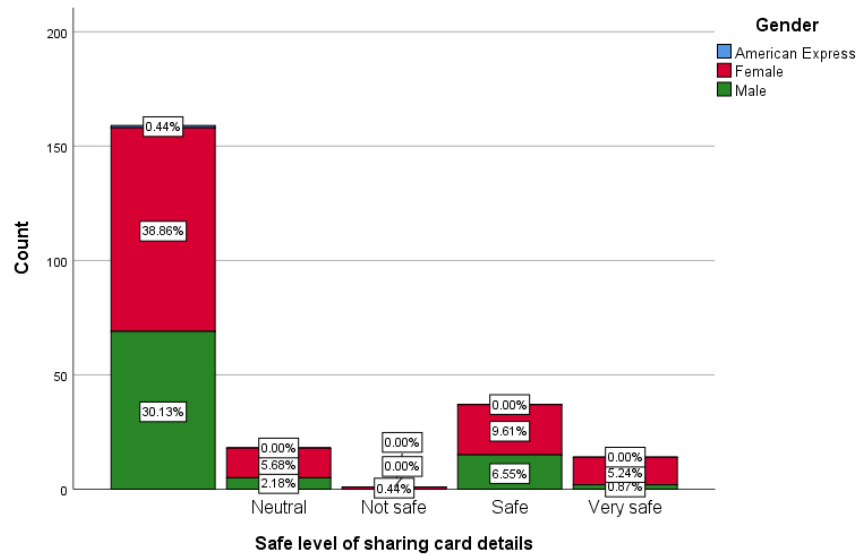
#### 1. Satisf



#### 1 – Not Satisfied

According to above stack bar chart 10.6% of the females are not satisfying with the existing payment method. And also, 16.7% males and females are satisfying with the existing payment method. 7.58% females and 1.52 males are very satisfying with the current payment methods.

## 2. Safe level of sharing card details and Vs Gender



Here 38.86% females and 30.13% males are feel very unsafe to share their card details.

## STEP 06: Data Analysis

### Assumptions & Conclutions

#### Assumptions

1. The data we collected for our research problem is enough for get conclusion about the problem.
2. Everyone gives their true opinions and honest answers.
3. In All peoples mind the advertisements encourage to buy or experience the things and services.
4. Most of the people's opinions contribute in others actions as well
5. There's no error occurred during data entering and analyzing process.
6. The provided data is in a high quality: that is accurate, complete, and reliable.
7. The data obtained from the questionnaire is a representative of the population we defined early.
8. There is no any kind of bias occurred due to various resources such as selection bias, measurement bias and confounding variables.

### **H0: Customer Services and product quality are already provided by KAPRUKA at a satisfactory level.**

#### **Conclusion**

After the analyzing our Survey we can see above 90% customers are not unsatisfied with KAPRUKA Customer service & Product Quality. But we cannot ignore Customers who are unsatisfied with their service. Therefore the Customer service and the product quality are affect to the customer drop off.

Customers are complain KAPRUKA hasn't user friendly Platform and their product price are very high. And some are says this platform is unreliable and unprofessional. So those customer's bad experiences are key factors to customer drop-off.

Overall Examine the existing customer service and product quality will not affect to the customer drop-off compare to other considerable factors.

See from the analysis Result and customer feedback we haven't enough evidence to reject null hypothesis.

Then Customer service & product quality are already provided by KAPRUKA are satisfactory level.

### **H0: Website model is simple to use, and anyone can quickly make a purchase we got the data from the customers.**

#### **Conclusions**

Based on the analysis of the customer's review, we could conclude that existing website model is satisfactory for most of the KAPRUKA customers

- Here the data clearly indicate that more than 50% customers said that our website model is easy to finding the products and place the order. But even though some customers are dissatisfied with our website model. So we need to make our website more flexible to all type customers to handle it easy.
- But we could see that 79.4% of customers said that they want to continue the journey with KAPRUKA . So the easiness of the website model is also one of the important reason for this. But when we look at the scale of customer's willingness to continue their journey is very low and also their recommendation level to their friends also is very low.



So here we must notice that they want to continue the journey but they need more perfection from KAPRUKA platform. So we need to check that website model is also the reason for their dissatisfaction level

- In the part that in What are the areas need to be improved in KAPRUKA , Website model is also a considerable problem so we need to check what are the areas need to be improved in the website

Sometimes the website can go down. So the company should do the maintenance on time period to neglect customer's difficulty.

Make the website model more attractiveness to the customers

Make easier to purchase the things

So on the whole even though there are some dissatisfactions among customers about the website model of KAPRUKA there are more positive responses about the website among customers. So by making some steps we should improve our friendliness of our website model and then We could decrease the number of customer's drop-off and easy to make new customers

### **H0: The key factors in the growth of new customers for the business are marketing and advertising.**

The analysis reports for the hypothesis the key factors in the growth of the new customers for the business are marketing and advertising.

From our data,

Most of the people have negative opinion about kapruka.com. So, by this opinion the other on line users doesn't like to use the Kapruka.com. And most of the online users likes the payment methods are cash on delivery and credit or debit card. The main factors in online purchasing the online users are prefers the product quality and followed by the delivery period and customer service. Another option gives by our respondents about the satisfying option in online purchasing the first factor is the quality and price of the product and other factor is short delivery period with shipping charges so by this options we can get some conclusions. The main factor in the new customer increasing advertising the most of the online users get the advertisements about Kapruka.com in social media less than once or once or twice. So, they do not interest to use this one, and finally why they don't like to try Kapruka.com because most of the people get better

deals on other online platforms, price of the products in Kapruka.com was not reasonable, product selection on Kapruka.com doesn't meet their needs.

From this kind of response and data we can conclude to increase the number of new customers in the business we want to improve some factors and things what we provide. The things like to improve or changes in our side.

1. We need to improve the positive opinions about Kapruka.com among the people who uses the Kapruka.com because most of the other online users have negative opinion about Kapruka.com. By this they do not like to use the Kapruka.com therefore we need to improve the positive opinions about Kapruka.com amount the people. Some of we can do for this.
  - a. We can improve our good service for current users, give better deals, and satisfies their needs and improve our product quality.
2. We want to mostly concentrate on product quality, delivery period, and customer service. Because these are the main factors that's should consider in the online purchasing so we need to improve our product quality and give the best customer service, deliver in short or quick period. By this we can get attention of online users. And they like to use the Kapruka.com
3. Most of the online users like short time delivery with shipping charges so we need to improve our delivery period time. We want to deliver the product quick as possible then they satisfied.
4. One of the main factor for new user is advertising campaign most of the people see the advertisements less than once or once or twice a month so they don't like to use our platforms. Hence, we want to improve the advertising campaign in social media by this we can get new customers. Because advertisements encourage people to use it.
5. They finally give the best idea to increase the no of new customers they get better deals in other platforms as well, so we want to give better deals for the customers, and offers for them. Another one is we want to recheck the price of our product because most of them thinks the price is not reasonable. The last one is we want to improve products brands and collections because they feel the product selection doesn't meet their needs.

By these actions we can increase the number of new customers in the business. So finally, we can come to the conclusions. We need to improve the advertising campaign in the social media, improve our quality, delivery period, customer service. Finally we wants to provides better deals and offers for customers, recheck the price, we want to give them a wide selection of products to meet their needs.

Then we can see the results.

**H0: The price of the product is the main criterion that customer consider when online purchasing.**

conclusion

Based on the analysis, We can state that price of the Kapruka products is in the satisfaction level among kapruka customers.

The prices of some products are at high levels when considering some other platforms, which can be identified as a reason for the decreasing the no of current customers.

From the results obtained we can make conclusion that ,the existing pricing strategies can also be a major consumer considerable factor in online purchasing . So that we have enough evidence to conclude that this hypothesis can be accepted.

The findings suggest that the existing pricing strategies should be updated using new technologies to cater more customer expectations therefore it'll implement to reduce the customer drop-off .

**H0: The delivery time also can be concerned as a main consumer considerable factor**

### **Conclusions**

Based on the analysis, we can state that the existing delivery time period of the Kapruka online retail platform can be considered at a satisfactory level among the Kapruka customers.

- It's clear from the data that whether the customers have experienced delays in their products can be directly affected by the dissatisfaction level of the delivery time period. So that we can get this as a key factor to reduce the customer drop-off that occurred due to the bad experience with the delivery time period. Consequently, we can take some actions to reduce the delays that can be occurred in the future,
  - Optimize the supply chain management: This involves improving the efficiency of the logistic operations, including inventory management, order fulfillment, and shipping process.
  - Use technology to your advantage: Incorporate automation and AI into the order processing and logistics management to increase and reduce human error. E.g.: The delivery time period of the customer's choice may not be the same when going with the further processes due to a human error.
  - Work with reliable and efficient delivery partners: Collaborate with trusted logistics partners who have a track record of past and reliable deliveries.
  - Improve the tracking details about each and every transshipment node.
  - Leverage local distribution centers: consider setting up smaller distribution centers in strategic locations to improve last-mile delivery and reduce transit times.
  - Implement a real-time tracking system: Enable customers to track their orders in real-time, providing them with regular updates and alerts to ensure transparency and build trust.
- Overall, the data related to the delivery time period indicates that, faster delivery times can improve customer satisfaction, which can lead to increase customer loyalty and repeat business. So this can be a good indicator to attract new customers to the business because in the analysis we can clearly see that customer satisfaction with the delivery time period and recommending the Kapruka online retail platform has a positive relationship.

- From the results obtained we can realize that further improving the delivery time period can be directly engaged with improving revenue: Faster delivery times can lead to increased sales and revenue, as the customers more likely to make purchase if they know they can receive their orders quickly.
- As can be seen from the analysis results we have enough evidence to state that the delivery time period also can be considered as a main customer considerable factor. Thus the analyzed data related to the delivery time period and customer feedback leads not to reject this hypothesis.
- The evidence presented in this analysis suggests that, since the delivery time period is also a customer considerable factor then the delays in receiving the products can directly affect to the customer drop-off.

### **H0: The Payment method can be considered as one of the main factor in the online platform**

#### **Conclusions**

After analyzing payment methods of Kapruka users we can determine some conclusions.

- Most of the current users of kapruka are using Credit or debit cards: Visa, Mastercard, American Express, etc. and most of the new users also prefer Credit or debit cards: Visa, MasterCard, American Express, etc.
- And also most of the Kapruka users are satisfying with existing payment methods.
- Kapruka users are feel safe to share their card details.

It's clear from the data that the most of the Kapruka users are satisfying with existing payment methods & they have confident to share their card details with KAPRUKA.

## **General Conclusion**

- **The analysis demonstrates that existing customer service, product quality, website mode and pricing strategies can be considered as crucial factors in customer drop-off. In addition experiencing with delays in receiving products can also be affected to customer drop-off directly. Thus continue with further developments, can eliminate customer drop-off.**
- **The analysis gives that the marketing and the advertising are the main factors in number of new customers join in the business. Then we need to improve the advertising campaign in social media. We want to give better deals, wide range of products for the customers to increase the number of new customers in the business.**

**These are the conclusions about our marketing research problem.**

**Some suggestions for improving the business.**

- 1. Apply efficient enhancements in the delivery period time, customer service.**
- 2. By deep understanding of the target audience and the social media platforms, develop an advertising campaign in social media .**
- 3. Expanding the product range is an effective way to increase sales.**
- 4. Introduce new pricing strategies.(psychological pricing , subscription pricing, freemium pricing, bundling pricing, etc)**

## **Team members – Group H**

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- s15752 - Saruja Theivayokanathan
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