

E-retail factors for customer activation and retention: A case study from Indian e- commerce customers

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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

Analytical Problem Framing

Data Sources and their formats:

- Data was occupied from online shoppers; work has been focussed upon reading the customers mind and purchasing decisions.
- The dataset consists of 269 columns and 71 rows. All the variables are focussed on the feedback given by the customers.

Data Pre-processing Done:

- Checked for null values but I didn't find any so moved ahead in checking the normal information about the dataset.
- We did univariate analysis and bivariate analysis of the dataset.

Hardware and Software Requirements and Tools Used: Hardware Requirements: -

Hardware Requirements: - 1) Processor: 7th gen core i5 or above. 2) RAM: 4 GB DDR3 or above. 3) HDD/SDD: 128 GB or above. 4) GPU: Intel iris plus graphics 640 1536 MB or above.

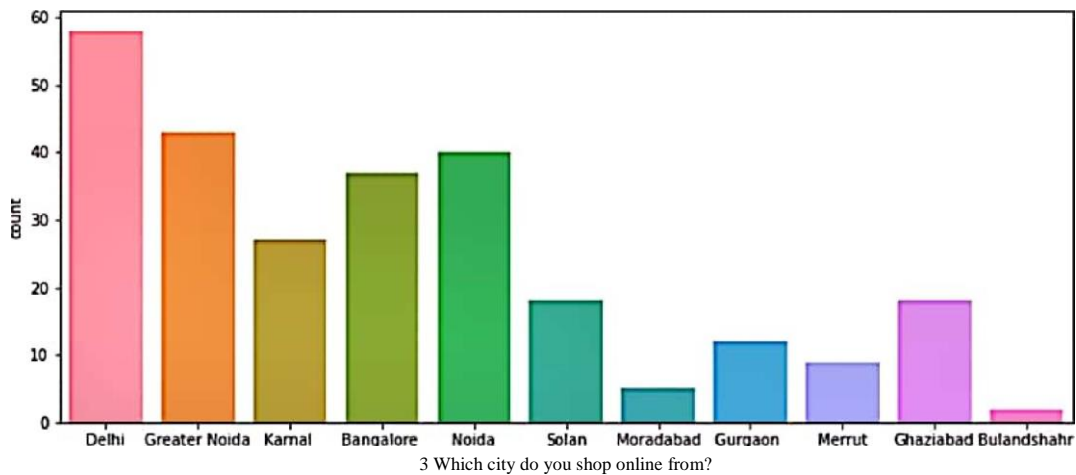
Software Requirements: - Anaconda software must be installed with all the necessary libraries like pandas, numpy, matplotlib, seaborn

Model/s Development and Evaluation Identification of possible problem-solving approaches (methods):

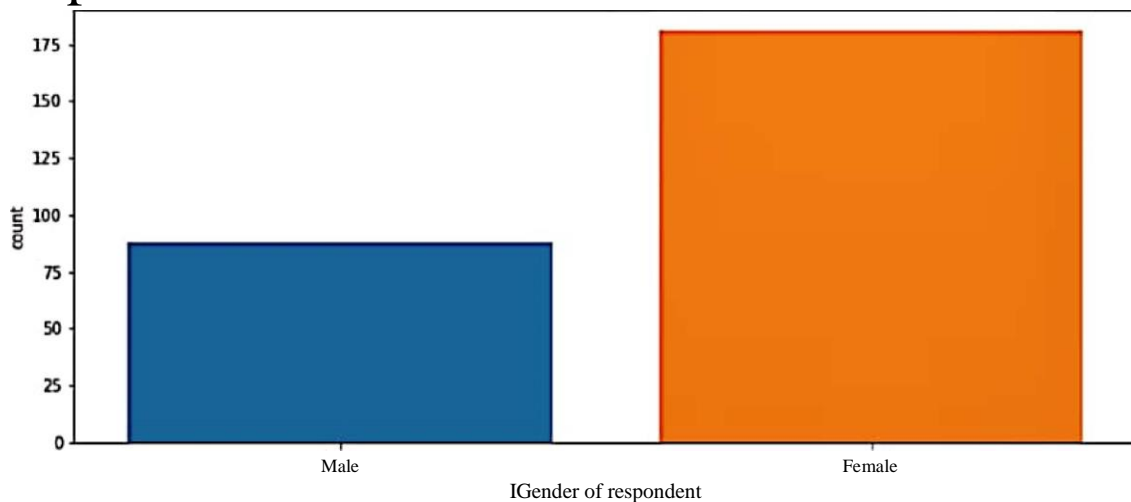
- Data preparation
- Data cleaning
- Data analysis
- Conclusion

Visualizations:

Let's take a look at the visualizations of the dataset

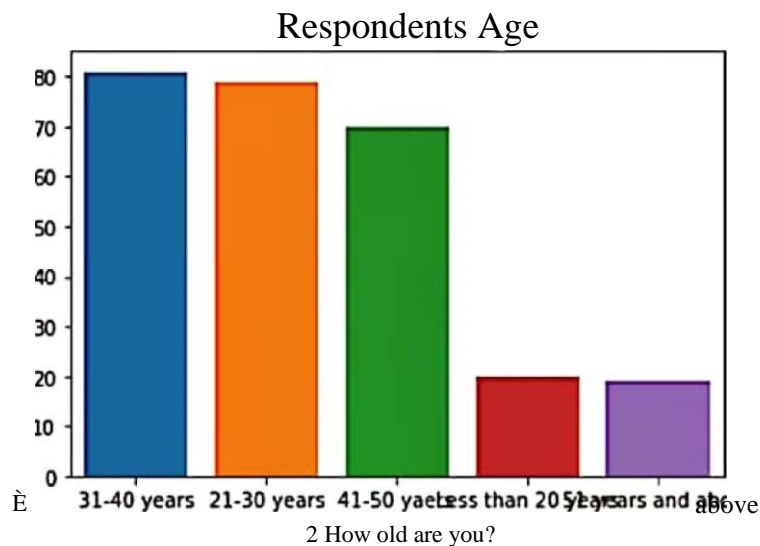


From the above graph we can see that the respondents are more from Delhi, followed by greater Noida and Noida, and the least amount of respondents are from Bulandshahr.



From the graph its clearly seen that female respondents are more In number than the male

respondents. The actual count of female respondents is 181 and male respondents are 88.



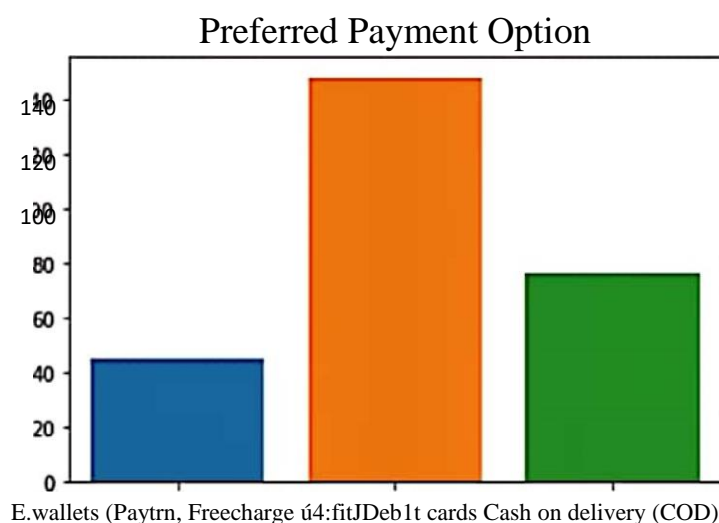
31-40 years	81
21-30 years	79
41-50 years	79
Less than 20 years	29
51 years and above	19

Most of the respondents age is between 21-50 years. So, we can say that most of the people's age who can do shopping from online store is between 21-50 years, while least number of people use e-commerce website whose age is below 21 years and above 50 years.



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

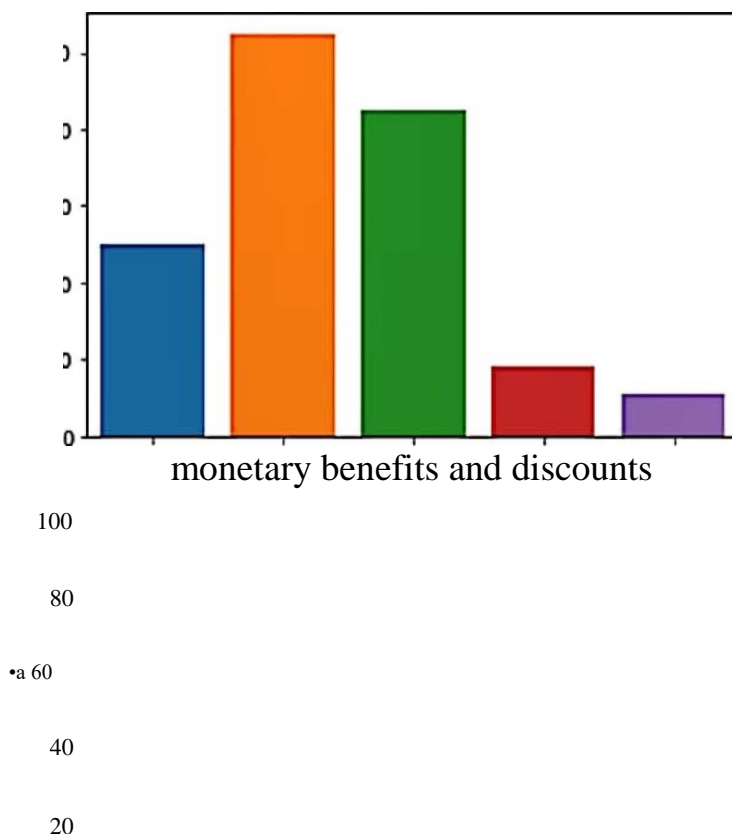
From the above graph we can see that, most of the respondents have experience of online shopping is more than 4 years and least number of respondents have experience of online shopping is 1 to 2 years.



15 What is your preferred payment Option

Credit/Debit cards 148 cash on delivery
(COD) 76 E-wallets (Paytm, Freecharge
etc.)45

we can see that majority of the respondents pay the via credit/debit cards which is 148 respondents, whereas least method used for payment is e-wallets which is 45.

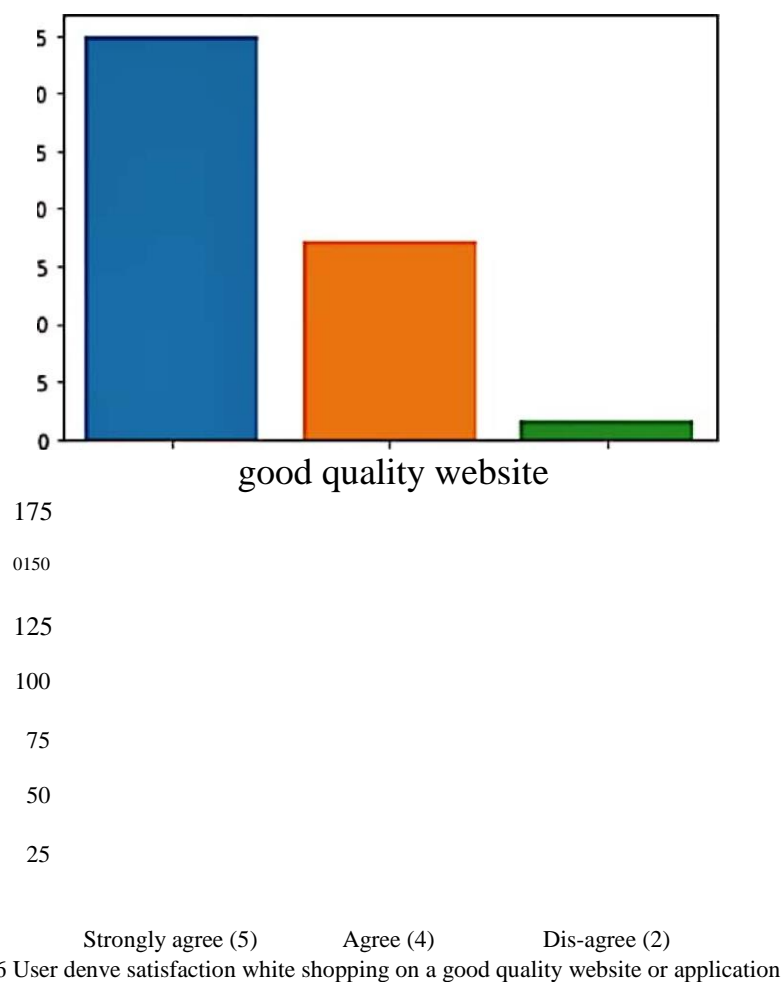


indifferent atongty agree C5Agree ('irongly disagreeOöagree (2)
30 Online shopping gives monetary benefit and discounts

Strongly agree (5)	105
Agree (4)	85
indifferent (3)	59
Strongly disagree (1)	18
Dis-agree (2)	11

Most of the respondents strongly agree that online shopping does give monetary benefits and

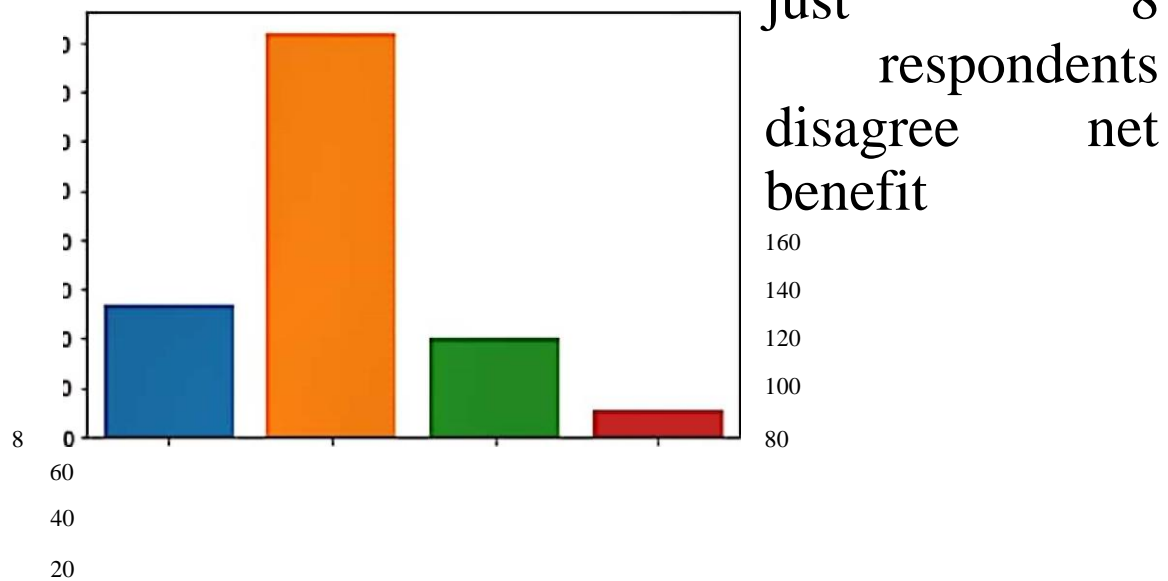
discounts whereas there are very few people disagree that it doesn't give monetary benefits and discounts which is 11.



Strongly agree (5)	175
Agree (4)	86
Dis-agree (2)	8

Above graph is plotted for, User derive satisfaction while shopping on a good quality website or application graph, in which we can see that out of 269 respondents 175 of them strongly

agree that the quality of website is good whereas just 8

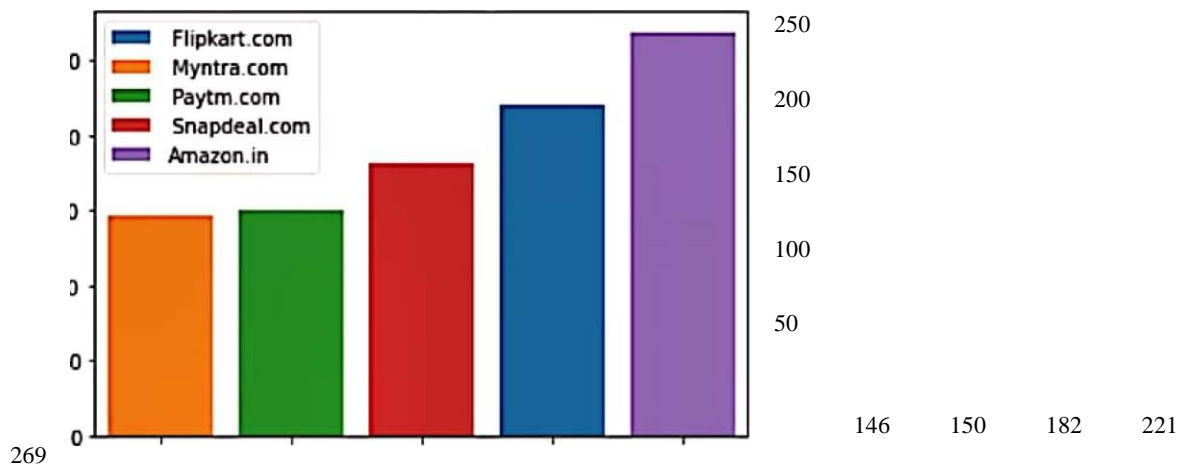


Agree (4) Strongly agree (5) indifferent (3) Dis.-agree (2)
37 Net Benefit derived from shopping online can lead to users satisfaction

Strongly agree (5)	164
Agree (4)	54
indifferent (3)	49
Dis-agree (2)	11

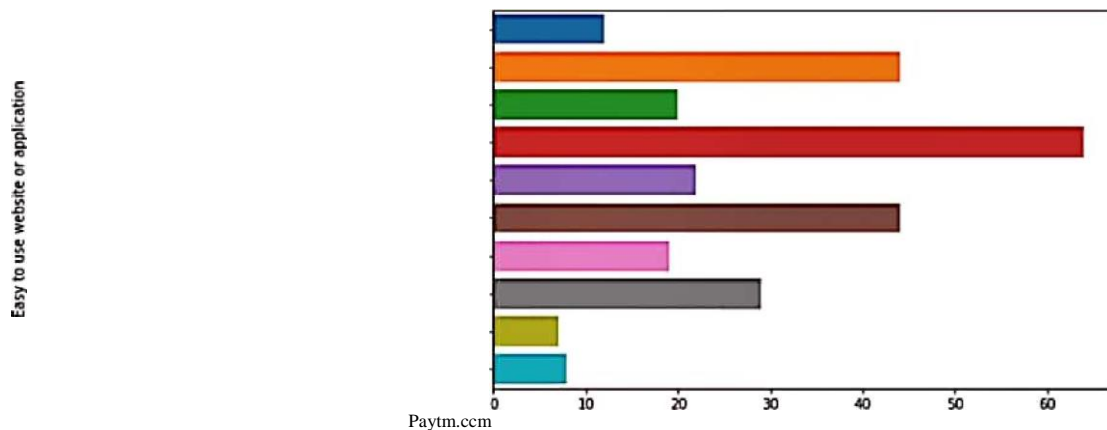
Above graph is plotted for, Net Benefit derived from shopping online can I ead to users' satisfaction, majority of customers strongly agree that, shopping online did give them net benefit, i.e., time, money, delivery.

Respondents shopping website list



From the following, tick any (or all) of the online retailers you have shopped from

Above graph is plotted for respondents have shopped from the online retailers are 269 respondents prefer using amazon website for shopping whereas 146 respondents use Myntra website for shopping which is the least. (This is a graph for respondents who use multiple websites for shopping).



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

Amazon in, Paytm.com, Myntra.com

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

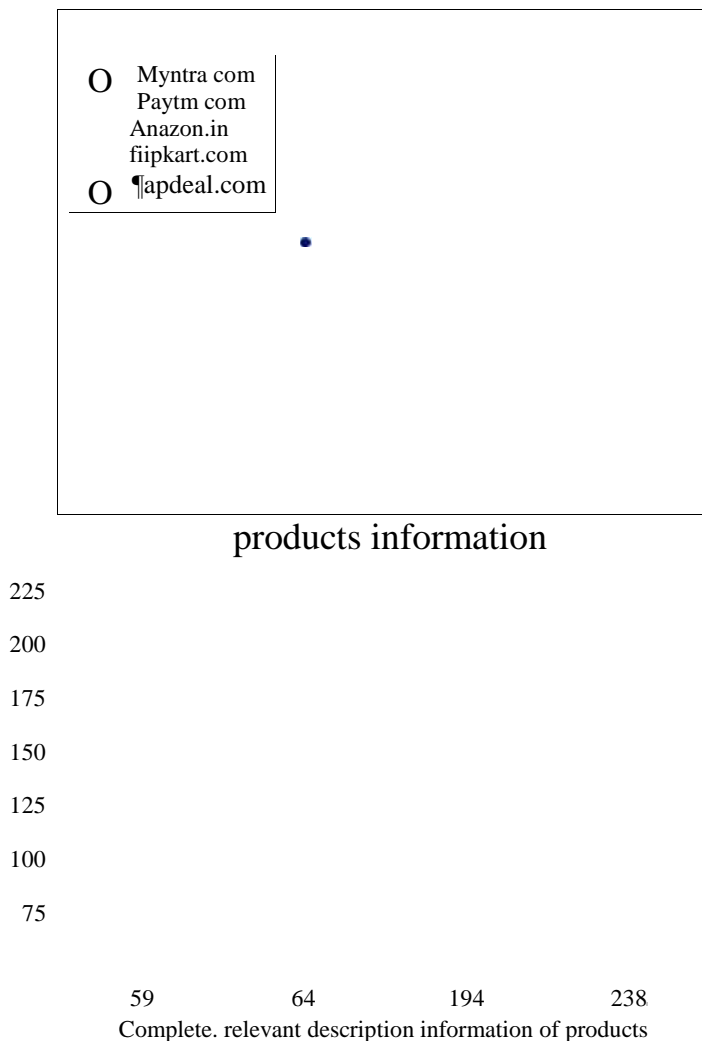
Amazon in, Flipkart.com, Paytm.com, Snapdeal.com

Amazon in, Flipkart.com

Amazon in, Flipkart.com, Myntra.com

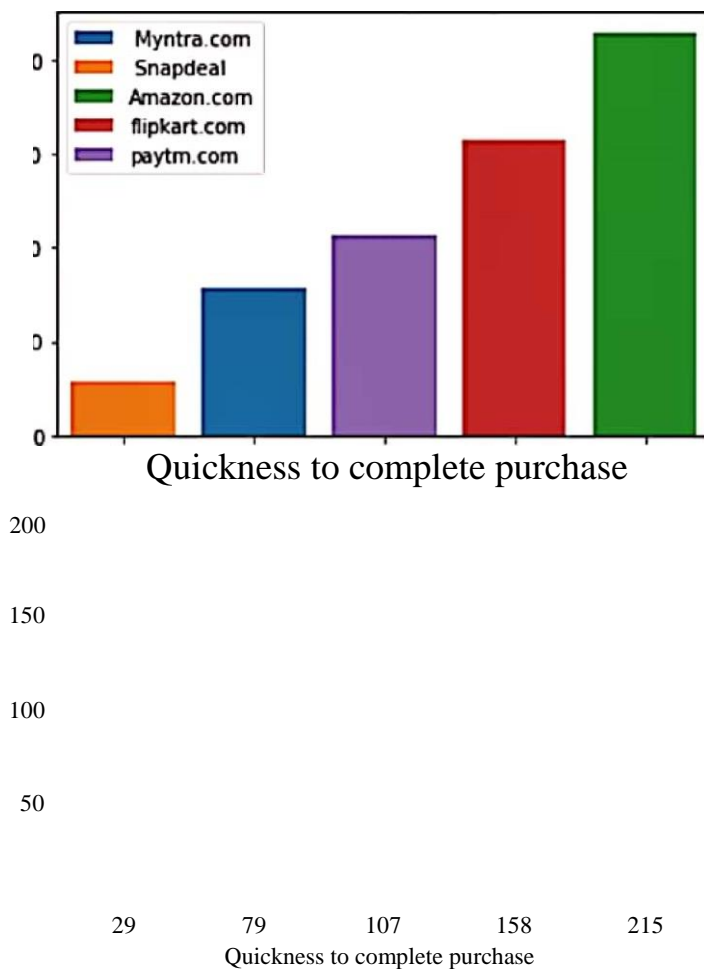
Amazon in

Above graph is plotted for the websites which are easy to use in which we can see that, majority of the respondents think that all the websites are easy to use for shopping (Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com) than the others.



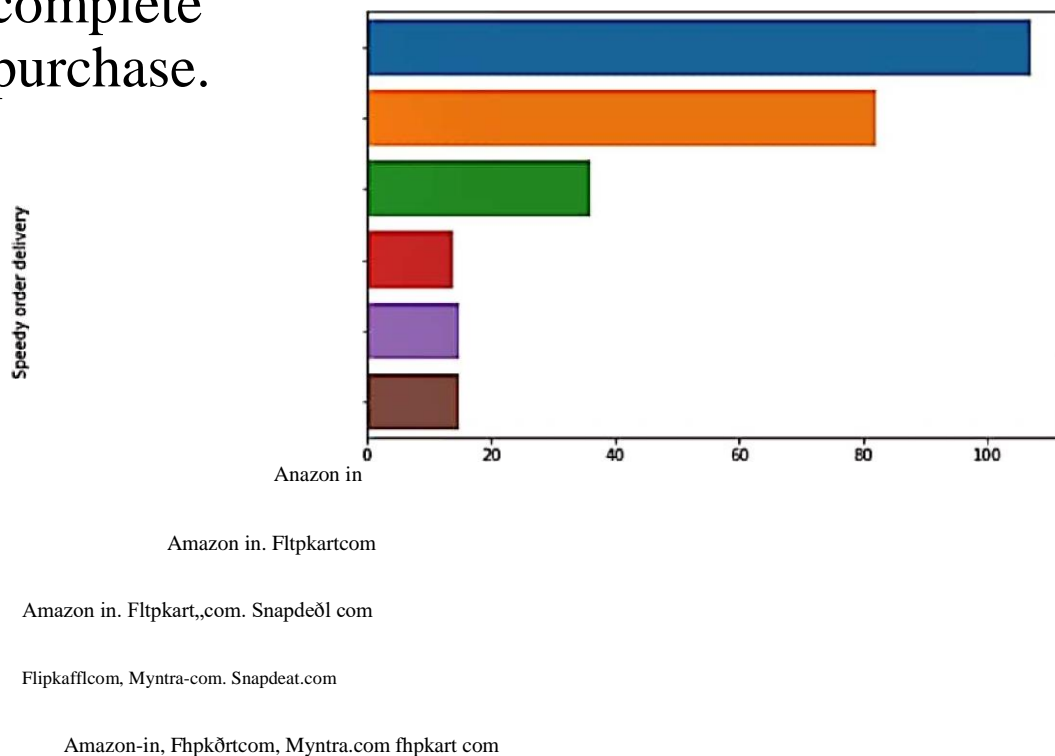
Above graph is plotted for the website which gives a complete information of the product, in which we can see that 238 respondents says that

amazon gives the complete relevant description information of products, whereas 59 respondents feel that Snapdeal and Paytm gives the complete relevant description of products which is the least of all.



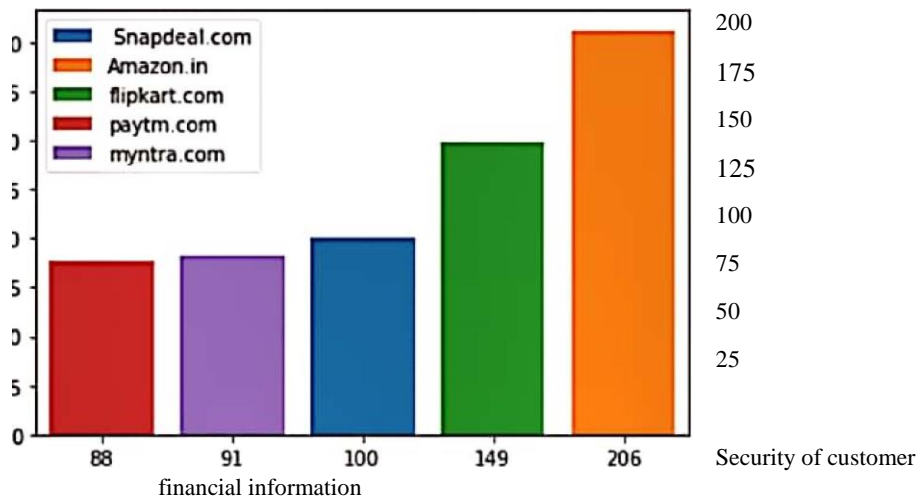
Above graph is plotted for the online retailers which gives quickness to complete the purchase and it is deduced that 215 respondents believe that amazon has the quickness to complete purchase whereas Snapdeal has the least number of

respondents believing that it has quickness to complete purchase.

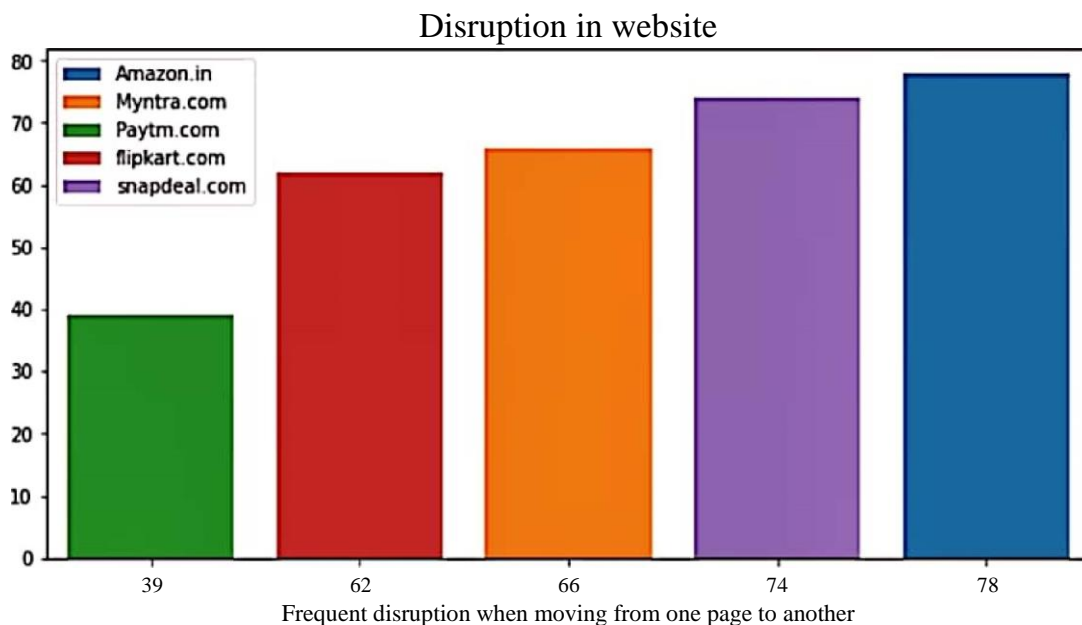


Above graph shows is plotted for which online retailers gives a speedy delivery of the product, in which we can see that 107 respondents believe that at amazon.in has the speedy order delivery whereas Flipkart.com, Myntra.com, Snapdeal.com has the least respondents believing in speedy delivery.

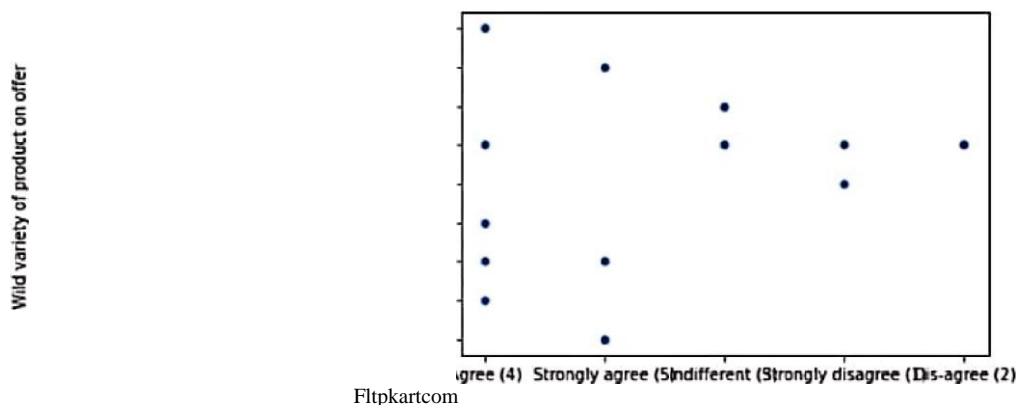
Security of financial information



Above graph is plotted for the security of the customers financial information in the individual online retailers and it can be seen that, 206 respondents believe that amazon.in has the security of customer financial information whereas 88 respondents believe that Paytm has the security of financial information which is the least.



Above graph is plotted for the frequent disruption when moving from one page to another and it can be seen that 78 respondents says that amazon has frequent disruption when moving from one page to another, 74 respondents says that Snapdeal has frequent disruption when moving from one page to another, 66 respondents says that Myntra has frequent disruption when moving from one page to another, 39 respondents says that Paytm has frequent disruption when moving from one page to another which is the least. Disruption is moving from one page to other may result in a smaller number of sales or bad user experience.



Flipkart.com, Myntra.com

Amazon.in, Myntra.com

Amazon.in, Flipkart.com

Myntra.com

Amazon.in, Flipkart.com, Paytm.com

Amazon.in

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

Paytm.com

Agree (4) Strongly agree (5) Indifferent (3) Strongly disagree (1) Disagree (2)

46 Shopping on the website helps you fulfill certain roles

Complete, relevant description information of products

91apdeal.com
Amazon in. Flipkart com. Myntra com
Amazon.in. Paytm.com, Myntraxom

Amazon. *n.

flipkartcom — Amazon in, Flipkartcom. Paytm com,
Myntra com. Snapdeal com

Amazon in, Flspkart com, Paytm com
Fltpkart com. Snapdeal com Amazon in. Flipkartcom,
Myntra com, Snapdeal com

knazon in Amazon in.
Fltpkartcom. Snapdealxom Fltpkartcom

Strongly agree (Shdldfnter

46 Shopping on the website helps you fulfill certain roles

Strongly agree (4) Strongly agree (5) Indifferent (3) Strongly disagree (2) Dis-agree (1)

Agree

Wild variety of product on offer

Disagree (1) Indifferent (3) Strongly agree (5) Disagree (1) Strongly agree (5)

Flipkart.com

43 Shopping on the website gives you the sense of adventure

Flspxom.com, Myntra.com

Amazon in, Myntra.com

Amazon-in, Flipkart.com

Myntra.tam

Amazon in, Flipkart.com, Paytm.com

Amazon in

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

Paytm.com

Agree (4) indifferent (3) Strongly agree

43 Shopping on the website gives you the sense of adventure

From the above scatter plot, we can see that Shopping on the website gives you the sense of adventure (Hedonic value) and Wide variety of product on offer (Utilitarian value) are positively correlated to each other.

CONCLUSION

Key Findings and Conclusions of the Study:

- To run an effective web-based retail store, accentuation should be given to the factors important for client fulfillment. For example, items data, framework and administration characteristics, net advantages, and so forth. By and by, e-stores are needed to incorporate different advantages also to make worth to the client. From the examination we can say that the nature of framework, data, openness, security, and convenience are expected to speak to the buyer's utilitarian qualities. On the other hand, to speak to the gluttonous upsides of the customer, the e-store should consolidate components that would offer worth to the joy looking for conduct of clients; for instance: experience, satisfaction, job shopping and so forth.
- Online retailers should zero in on the data quality and framework nature of the internet-based retail sites to upgrade consumer loyalty, which thus will prompt repurchase choice. Both the utilitarian and decadent qualities prompted consumer loyalty and

extensively animate their repurchase aim, prompting reliability.

Limitations of this work and Scope for Future Work:

Restriction of the review is the utilization of web-examination in its exemplary structure, which is to quantify clients' communication with the site. Future examinations might be directed utilizing measurable examination of the information.