Customer Retention Case Study

Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Findings:

1. All the features are of either categorical or ordinal datatype except Pincode which is 'int64'
2. The data consist of almost 67% female counts and hence are likely to have more opinion on various matter.
3. Customer of age group 21-50yrs are recorded more i.e. almost 85% contribution in collection.
4. Around 36% of customers started online shopping 4years ago of which 72 are females and 26 are males, while approximately 16% customers started 1-2years ago.
5. People purchasing frequency of less than 10times during past year is quite substantial while there are only 32 customers who shopped online more than 41times in past one year from Delhi & Greater Noida.
6. Mobile Internet is highly used in Greater Noida, Delhi, Bangalore, Noida and Karnal. Wi-Fi is being used by only 6 males residing in Delhi and Gurgaon. Females over 51yrs uses mostly uses Wi-Fi and reside from Gurgaon, Delhi and Noida.
7. Female using Smartphone accounts for 71% and most of access Internet using Mobile Internet in Android OS. 40% Females use iOS/Mac to access internet.
8. While using Laptop, >98% users uses Windows to access Internet and <2% uses iOS.
9. Google chrome (80%) is used widely by users as a browsing option and >75% use it in either Laptop or Smartphone. Only 10% uses desktop for accessing Google Chrome and 9% uses iOS Mobile.
10. Reach out to online shopping site is done majorly by Search Engine which account for >85% and mostly done in Laptop and Android Smartphone.
11. Visit to online store is equally visited via Search engine and application and >52% females of age group 31-40yrs uses search engine to visit site out of which 60% uses laptop while only 30% uses smartphone.
12. Visit to online store via URL is less in people of 31-40yrs than those who are >=51yrs. Not a single user visit online store after their first purchase through iOS/Mac.
13. People who spent 11-15mins before purchase tend to use E-wallets and CoD often compare to credit/debit card. While people who spent 1-5mins or less than 1mins uses only CoD which is highly observed in people who are <20yrs old.
14. Female and male have equal proportion when it comes to abandoning cart items very frequently and reason is none other than Promo code not applicable. Females who abandon cart items frequently or sometimes have better alternative offers.

15. Large proportion of female agrees that enjoyment is derived from shopping online while males tend to disagree on the same. Females also agree that shopping is convenient and flexible especially of age groups 21-50yrs but males of age ranging 31-50yrs disagree.
16. Majority of the customer, disregard of gender agree that customer is satisfied through quality of information. Amazon and Paytm have high number of customers having indiff erent opinions. Males have voted Paytm website to have easy usecase, while female have voted to Amazon, Flipkart, Myntra and Snapdeal.
17. Amazon and Flipkart is as reliable and efficient as before several years. But when compared with quickness to purchase, amazon leads the table.
18. Majority of the customers agrees that they are satisfied with quality of information across all websites.
19. When it comes online shopping convenience and flexibility, major portion of females are satisfied with it but males of age 31-50yrs disagree.
20. Males of 31-40yrs old are likely to disagree that they get monetary savings.
21. Getting value for money spent due to different payment option is seen highly on Paytm, amazon, Flipkart, Myntra, Snapdeal. While getting value for money spent due to offer on product and late declaration of price is observed in Paytm, Amazon, Flipkart.
22. While moving to complete purchase and moving from one page to another, disruption is observed more in Amazon more than any other website.
23. Customers of all group lean more towards their privacy security by Amazon and their financial information is highly secured by Amazon and Flipkart.
24. Males >41yrs old would recommend flipkart, paytm, myntra and snapdeal to their friend while Females would recommend Amazon.

Assumption:

➢ Features like enjoyment, satisfaction gratification, fulfilling certain roles, etc. should be least likely to become a contributor in preparing ML model.
➢ To achieve better efficiency in deciding accurate Model, data should represent equal feature for instance Gender, City to name a few.
➢ Website should be concise and clear in regards to product info, seller information, return and replace policy and payment option and not in its design. Design and navigation of website can go in tandem but it does not necessarily means customer retention or generation.

Conclusion:

• Delhi, Greater Noida, Noida, Gurgaon and Bangalore contributes the highest data record for online shopping.
• Females are likely to shop online from Amazon.in more despite being unequally distributed.
• Majority of the customer uses Android Smartphones for online shopping.
• Female of age group 21-50yrs should be focused more upon to retain customers while males of age 31-40yrs and above 51yrs should be given more highlight.