

Introduction

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

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Objective

- We would like to analyze the factors on which customer retention depends for online shopping.
- The data set will be loaded and various libraries will be used for analysis.

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.

Analysis

- Survey was done and a dataset was provided containing the details of the participants of a survey, along with their online

shopping experiences, preferences, and opinions regarding various e-commerce websites.

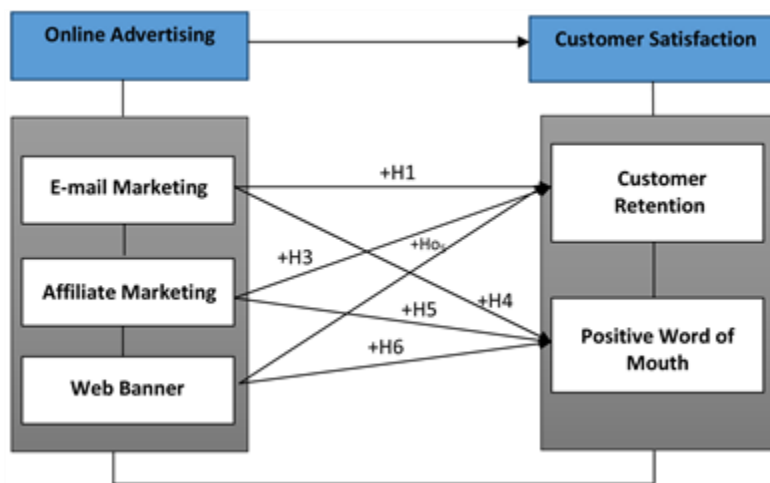
- The Dataset was first checked for null values, and then the various feature columns were analyzed.
- Exploratory Data analysis was conducted to investigate the relationship between the columns, using various visualization techniques.

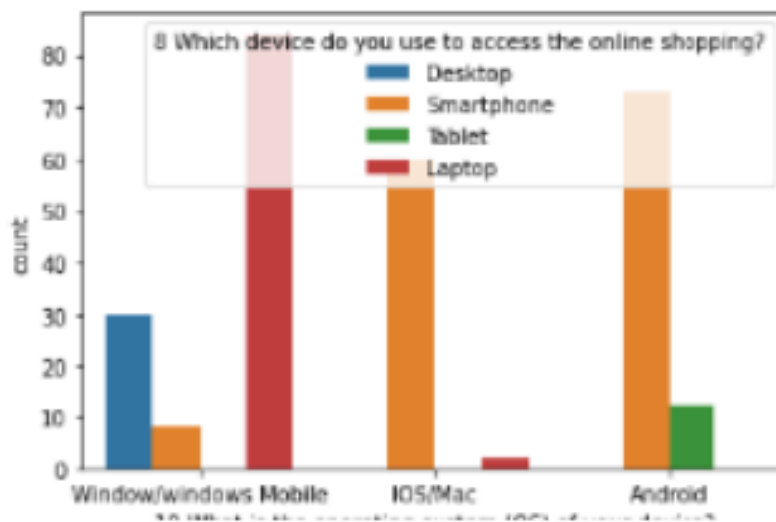
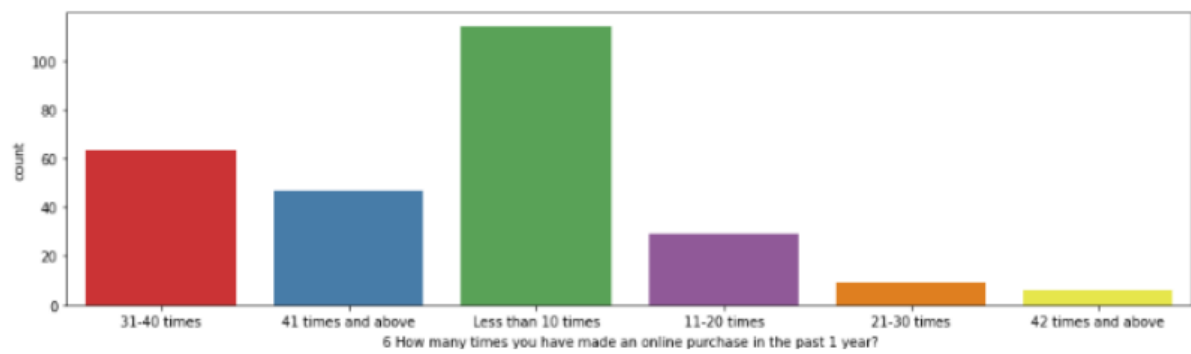
Experimental analysis

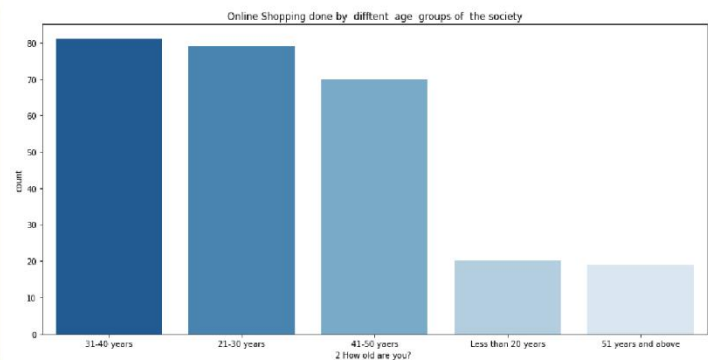
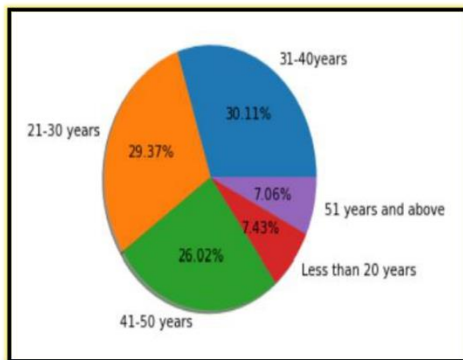
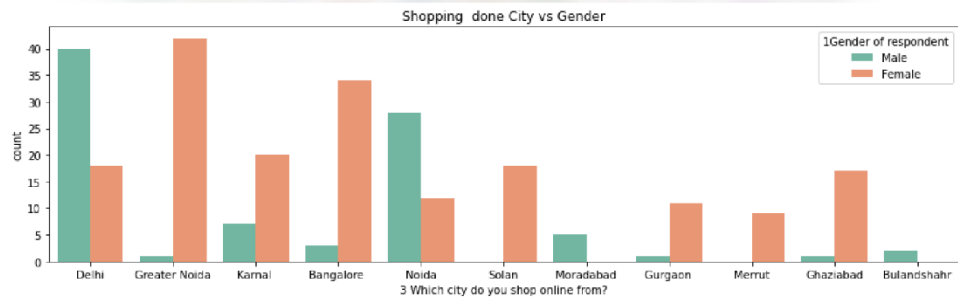
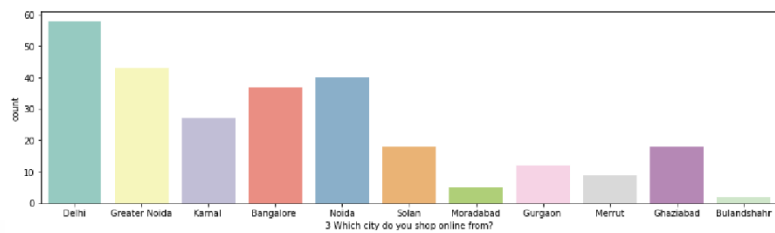
- According to studies it is observed that repeat customer purchase resulting from a long standing loyalty positively affects an e-retailer growth and profitability.
- Hedonistic values represent the excitement, and pleasurable experiences derived from shopping online.
- Utilitarian shopping values are those related to the level of fulfillment as a result of being able to achieve the shopping goals.
- Aside from Hedonic and Utilitarian values, certain perceived risks also influence the purchase decision of an online customer and therefore, these risks are also a crucial factor in determining the loyalty of a customer to an e-commerce brand.

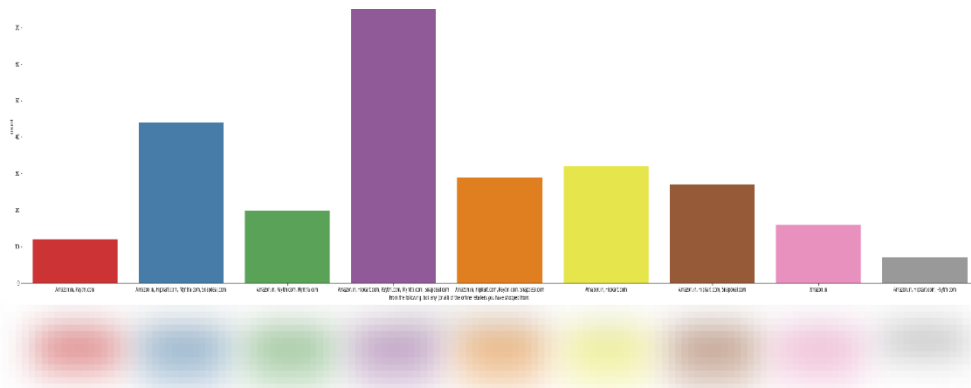
Consumer online shopping preferences

Survey says 49% of Indian consumer prefers e-commerce shopping.









It is observed that Amazon is the most popular E commerce website followed by Flipkart.

Online shopping Timeline

- Majority of the consumers have been shopping for over 4 years and have made less than 10 purchases in the last 1 year.
- Smartphone and mobile internet are the most popular means of accessing ecommerce websites, with most common screen size being 5.5 inches or greater.
- Windows operating system is the most popular on Laptop/Desktop devices while android is the most popular OS on smartphone devices followed by iOS.
- Google Chrome is the most popular web Browser, especially on portable devices, followed by Safari.

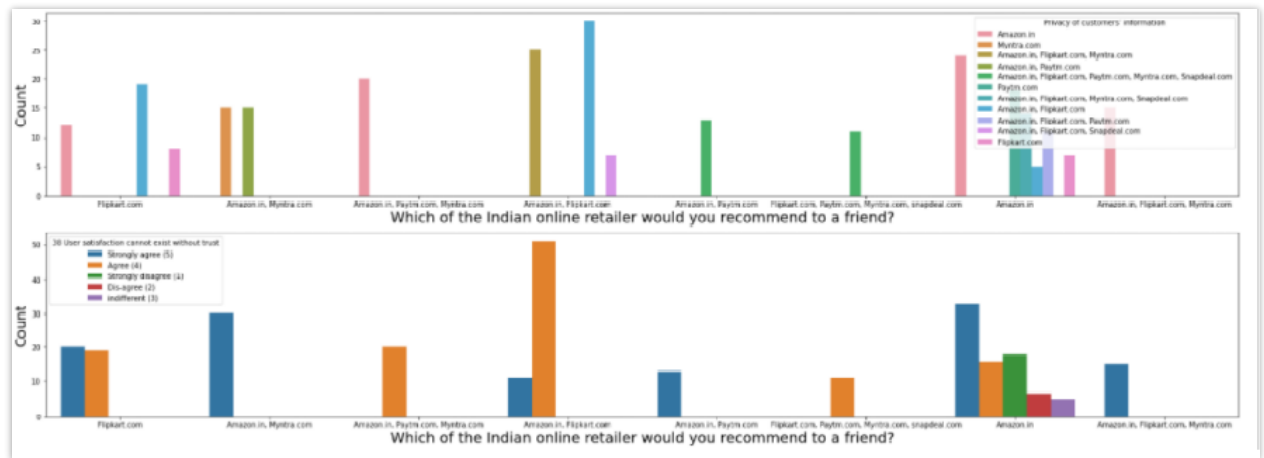
Search Engine is the most common means of arriving at the E commerce websites, followed by Application and Direct URL. • Most consumers spend over 15 mins browsing an e-commerce website before making a purchase decision.

Consumer Ecommerce Website preferences and opinions

Analyzing the Preferences and opinions of the participants regarding the e-commerce websites reveals that:

- Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the most popular e-commerce websites.
- Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the easiest to use websites and applications
- Amazon.in and Flipkart.com have the most visually appealing web-page layout.
- Amazon.in and Flipkart.com have the widest variety of products on offer.
- Amazon.in and Flipkart.com have the most complete, relevant description information of products.
- Amazon.in, and Paytm.com have the fastest loading speed while Flipkart is regarded by very few as being quick to load.

Relationship between Customer retention and Perceived Risks



From the graphs above the following observations are made:

- Customers sometimes abandon their shopping carts on Amazon and Flipkart implying there is a low level of perceived risk for those websites. While some people frequently abandon their shopping carts on Amazon.in and Myntra.com and Paytm.com, which may indicate a higher level of perceived risk on those websites.

- Customers usually abandon their shopping carts on Amazon and Flipkart when they find a better alternative offer which implies that there is a greater importance for utilitarian value, While on Flipkart alone they mostly abandon due to lack of trust and on amazon alone, they abandon either due to Promo code not being applicable or Change in price.

- Customers face longest delivery Periods when they purchase on Amazon.in, followed by flipkart.com and paytm, however Amazon.in is still the most preferred shopping website.

- It is observed that those who prefer Flipkart.com , Paytm.com, Myntra.com and Snapdeal.com to Amazon.in do so because they face frequent disruption when moving from page to page on Amazon.in

- Customers face the longest time to get logged in on Amazon.in and Flipkart.com the most and yet, recommend those 2 websites the most.

- Customers prefer Amazon.in and Flipkart.com To Myntra.com and Snapdeal.com because Myntra and Snapdeal take longer to display graphics and photos during

promotion and sales period.

- Customers prefer Amazon.in and Flipkart.com To Myntra.com and Snapdeal.com because Myntra and Snapdeal take too long to declare prices during promotion and sales period.
- Those who prefer Amazon.in and Flipkart.com face longer page loading time during promotion and sales period on snapdeal.com and myntra.com
- Amazon.in has the highest trustworthiness as perceived by most consumers.
- Amazon.in, Flipkart.com, Paytm.com have the highest security for customer financial information.
- Amazon.in, Flipkart.com, Paytm.com maintain the greatest privacy for customer information.
- Customers who believe that user satisfaction can't exist without trust recommend Amazon.in and Flipkart.com .
- Those customers who recommend Amazon.in and Flipkart.com the most trust that online retail stores will fulfill their part of the transaction at the stipulated time.

Conclusion

- From the above Exploratory Data Analysis, it is determined that for any website to retain customers, for the growth of its customer-base and to build and maintain a successful business, it is important that the E-tailers focus on enhancing customer experience in shopping on their websites, while ensuring that all of their particular hedonic and utilitarian needs are satisfied, while taking steps to

minimise the perceived risks.

- Offering a huge variety of products, impeccable website design, user friendly interface, a huge variety of safe and convenient payment options, offering strong data security and privacy, helpful, empathetic support staff and impeccable customer service, optimized website processes that universally load in optimal time on all types of platforms and systems, faster delivery etc. are vital to ensure customer loyalty to the brand of the e-tailer

Experienced customers, give great importance to their experiences of previous purchases, which in turn speeds up the process of attaining their shopping goals.

- Repeat customer rate. Repeat customer rate is the backbone of customer retention. ...

- Purchase frequency.
- Average Order Value.
- Use customer accounts.
- Improve your customer support.
- Start a customer loyalty program.
- Send engaging emails to customers.
- Offer a discount or credit to return.

