

Customer retention case study

INTRODUCTION:

Customer retention is one of the main relationship marketing objectives. Currently the perception and application of customer retention is significantly valuable for companies.

Thus, in order to perceive and apply marketing

Principles in practice relevantly, it is important to ground theoretically and assess empirically customer retention.

Consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made from home at ease looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision. Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Results of correlative analysis. All variables correlate interdependently Due to the fact that all coefficients are positive, thus the correlation among variables is positive too.

Conclusions

Conclusion:

All the websites were not equally preferred by online customers. Amazon was the most preferred followed by Flipkart. This can be explained easily by previous result that we got. These two companies are most trusted in the industry and hence, have a huge reliability. Also, the sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and PayTM which have more sellers from tier 2 and 3 cities. Also, these websites have the most lenient return policies as compared to others and also the time required to process a return is low for these.

The reliability of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they need to be sure of security of the online transaction. The return policies are important because in online retail customer does not get to feel the product. Thus, he wants to be sure that it will be possible to return the product if he does not like it in real. Whereas, the logistics factor, which included Cash on delivery option, One day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide