FLIP ROBO

Customer Retention

Submitted By:
Albin Reji

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Problem Statement

India, being one of the largest markets in the world is comparatively new to the e-commerce field. Already a billion dollar market since its inception all the major e retail giants from various parts of the world has tried and established their market.

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.
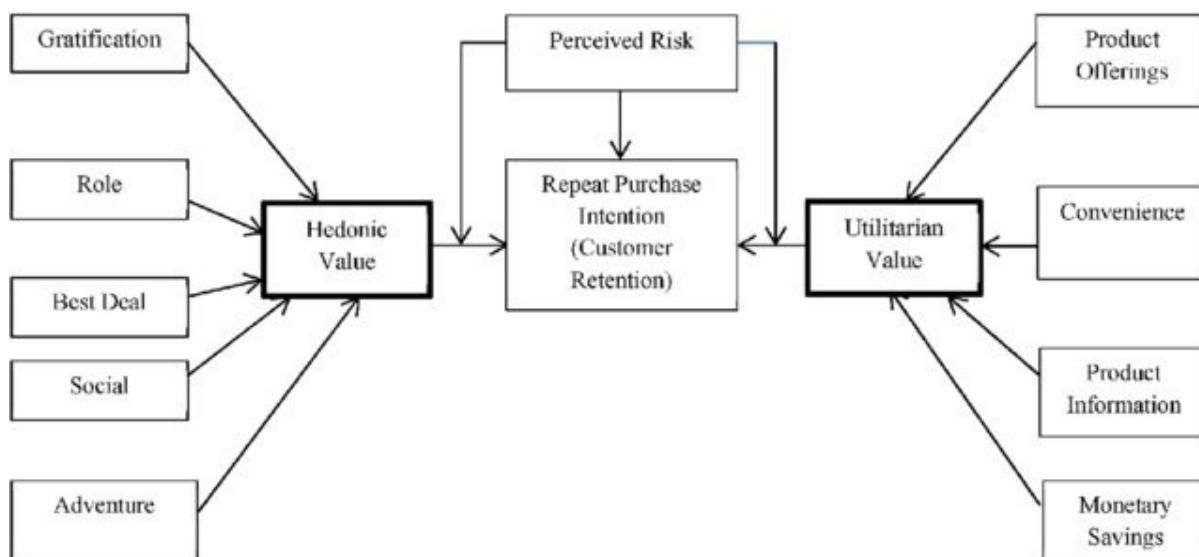
A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention.

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.

We have to apply our Analytical skills to find the reason why any customers prefer a website and what can be done better.

Diagram: Boxes on the left — Gratification, Role, Best Deal, Social, Adventure — point to Hedonic Value. Perceived Risk points to Repeat Purchase Intention (Customer Retention). Hedonic Value and Utilitarian Value point to Repeat Purchase Intention (Customer Retention). Boxes on the right — Product Offerings, Convenience, Product Information, Monetary Savings — point to Utilitarian Value.

Data Analysis

iIt 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.

We have 47 columns to start with and our ideal goal should be to check the values that we have in the data and how to extract meaning out of it.
We did not had any null values in the data and hence we can proceed directly with the visualization part as that is what is required to analyse the customer behaviour.
There are few things we have to check to get a better result of the data.

This graphs shows us in details that which are the main factors which helps us to retain the customer and to make them to shop again in the same website.

1. Gratification: Gratification means something that pleases or satisfies, and when it comes to the shopping part, we know that when we have an effortless website wherein our privacy remains safe and also when we get an easiness to browse and most importantly, get things that we are looking for at a price which is reasonable. We are good to go with the purchase and there is a high probability that the same user will prefer the same website again for shopping and refers his friends or family members as well which will ultimately gives profit for the company.

2. Best deal: Every customer has this behaviour to surf around all the available websites to check through the best available offers for a product, this is the place where we can give any user the best possible deal to make them continue to be on any website.

3. Adventure: There are many users who might not be looking for anything specific, but the way the websites prompts for any user to see what they are looking for and an easiness to surf around makes a chance that if a user comes in just to surf gets a product while coming out of the website.

4. Product Offerings: If we look for a product for example a laptop, it is important that the laptops that are listed fulfils the need of any user and also to see through that there are no irrelevant products that are there at the time when the user is looking for Laptop like refurbished or any mouse, keyboard etc, though we can make sure that we give relevant products to choose from

and later on when the user is set to get it, we can recommend few accessories so that they can check those products as well.

5. Convenience: This is the most important part to be made sure that the app is easy to use and UI is made appealing to make sure that the user do not feel frustrated while shopping online because there are many website now a days which spam around with random ads, though in some cases it might help provided that it is the something relevant to what they are looking for but if it something irrelevant that looses the convenience to use the website. This also covers the support part and if any user is confused or if they wish to get any product and have some confusion over technical or info part, somebody should be available to help them to decide based on the available infos. This also covers the refund/return part as if any user is taking too much effort to return any item or to get a refund for any item, there is very less probability that the user will shop from the same website again.

6. Product information: This is also to be noted that we are providing the user with any and all the information available for the product, be it features or specification, it should not be the case that any customer has to search elsewhere to get the details because if they do so nowadays, they will be prompted with other websites as well to search from which they might be unaware of, so it is better to provide the user with all the information available for the product so that they do not feel to search elsewhere.

7. Monetary Savings: This is all why we shop online to get offers, discounts and to get the Price reasonable, if we have a monetary savings in any website, there are high chances that any user will prefer the same website again, provided the above said points.

These are few points that are taken into consideration while checking the details about any customers retention.

The initial uni-variate analysis produced the following,
- female is the majority gender in the data set.
- The Majority of the user base in the data set is in between 31-40 years closly followed by the age group 21-30
- Majority of the users in the datasets makes their order from Delhi, greater noida.
- Majority of the users have been using the online platforms for more than 4 years to make their orders
- Most of the users are not frequent to online purchasing as there is a significant population making less that 10 orders a year. followed by the population that has made orders between 31 to 40 times
- Majority of the users in the data set make use of mobile internet and a clear majority uses smartphones for their purchases.

- 5.5 inches seems to be most commonly used mobile screen size.
- The most commonly used os seems to be windows, which may be a combined number of pc and mobile platform users.
- Google chrome is the most commonly used web browser for shoping followed by safari.
- Majority of users mad e use of the search engine to reach the online plat form, howver, content marketing and display advertisements also had a part in getting customers attracted.\
- Good amount of the population either searches for website or visits the mobile app to reach the online platform, The emails also has lured customers closly followed by the advertisements via social media
- Majority of the users surphs for more than 15 minutes which may uindicate that the users ar looking for better deals and offers before making their purchase. A few in the population seems to be visiting the platform after making up their mind what to purchase.
- Most prefered payment method seems to be credit/debit cards followed by cash on delivery, might indicate the disbelief in the population in paying the money for their purchas in advance
- Most users have answered they abandon the product after selecting, probably looking for a better deal in other platforms or waiting for the price to drop.
- The promo code errors is also listed as a significant reason in leaving the product in cart without paying, the majority are into better alternate options
- The users prefer more understandable and readable website design.
- The users find Information on similar product to the one highlighted is important for product comparison
- The users prefer knowing the details on the seller before making the purchase.
- The users prefer clarity on the information displayed about the product
- The ease of navigation of the website, faster loading speeds, friendly user interfaces, convinient payment methods and the abilty of the partner to complete the payment within the given time are other perks users prefer.
- The customer service and their readiness in assisting the customer with their qureies seems to be an important metric users prefer.
- The privacy is another concern and the users demands the e commerce partner to guarantee their privacy.
- Responsiveness and the ease for the customer to reach out to the ecommerce partner via different platforms like email and social media is a prefered perk.
- Majority of the users prefer having mnetary benefit from using the online platform for purchase
- Majority of the sample agrees that they get enjoyment in shopping online.
- The online shopping is a prefred method for its convinience.
- The return and replacement policy is an important mtric in chosing the retailer.
- Gaining access to loyalty programs is found to be beneficial by the majority in the sample
- Majority agrees that Displaying quality Information on the website improves satisfaction of customers.
- Major share of customers agrees that users derive satisfaction while shopping on a good quality website or application
- The users agrees that Net Benefit derived from shopping online can lead to users satisfaction.

- The data is showing thet User satisfaction cannot exist without trust.
- Majore share of users agrees to Offering a wide variety of listed product in several category.
- The majority of the users require Provision of complete and relevant product information
- Majority in the dataset agrees that they have monetary savings.
- Majority agrees to the Convenience of patronizing the online retailer
- The major share agrees that Shopping on the website gives you the sense of adventure
- Majority doesnt put forward a specific answer with the query Shopping on your preferred e-tailer enhances your social status.
- Majority does not feel that You feel gratification shopping on your favorite e-tailer
- The sample is showing mixed responsed when asked if Shopping on the website helps you fulfill certain roles, major share in population agrees while another equal share shows no opinion.
- A good share of the population thinks that they are Getting value for money spent with online shopping.
- Most of the users have made use of the websites, Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com, most users have used every websites while, there are users who have used just amazon, and amazon seems to be the most recurring platform in all the options.
- Amazon seems to be the favourite among the ease of usage, paytm seems to be having the least userfriendly design.
- Majority thinks that flipkart and amazon has the most visually appealing web page designs, and amazon seems to be recurring inmultiple categories
- Amzon and flipkart offers the most wide variety of product according to the users, paytm seems to be least favourite in this catogory.
- Majority answered that amazon and flip kart offers Complete, relevant description information of products
- Amazon has the most fast loading website and application\
- In terms of Reliability of the website or application Amzon tops the list
- Amzon tops the metric Quickness to complete purchase
- Amazon and Flipkart has the highest, availability of several payment options
- Amazon and flipkart seems to be having the most Speedy order delivery
- Amazon tops the list in Privacy of customers information and Security of customers financial information and probablity for the same reasons tops the list "Perceived Trustworthiness"
- Mostly every online platforms found to be having Presence of online assistance through multi-channel, however amazon again seems to be having their presence bit higher than other platforms.
- Amazon has the Longer time to get logged in (promotion, sales period), which can be considered a negative from customers pov
- Amzon and Flipkart takes Longer time in displaying graphics and photos (promotion, sales period)
- Myntra followed by paytm and snapdeal seems to be making late declaration of price (promotion, sales period)
- Myntra followed by paytm and flipkart has the longest page loading time (promotion, sales period)

- Snapdeal followed by amazon and flipkart seems to be having Limited mode of payment on most products (promotion, sales period)
- Paytm, followed by snapdeal and flipkart seems to be having longer delivery periods
- Majority thinks there should be a change in website/Application design of amazon and paytm
- A large share answered that there is Frequent disruption when moving from one page to another in Amazon followed by Myntra
- Major population thinks that Amzons followed by flipkart's Website is as efficient as before
- Amazon is the most recommended online business platform by the users, paytm and snapdeal seems to the least favourite platforms.

Looking into the relationships between variables and the recommendation variable we can see that,
- Females seems to be the major faction of customers in all the catogories except in the catogory where amzon was selected.
- 31-40 year olds are the major benefactors of flipkart,21-30 year olds are the major consumers in amazon and myntra.
- People who have been using online shoping seems to be the major customer base of amazon, flipkart's majority users have been using the services for more that 4 years.
- Solo users of flipkart or amazon seems to have made significant orders even though the users rarely use the services are the majority in every target category.
- Mobile internet users are the majority in every category.
- People purposfully searchh to reach each websites, Amzon and myntra has a customer base from content marketing as well.
- Smart phone users are the majority except for the solo users of flipkart where desktops holds the top position.
- Even though people have favoured using smartphones the operating system query has fetched a large number of answers saying windows,
- Google chrome is the most used browser in accessing the sites.
- credit debit cards are the msot used payment method while the solo flipkart users prefer e wallets,

The variables which seems to be having higher correlation to the recommendation variable are:

Complete,_relevant_description_information_of_products
Reliability_of_the_website_or_application
Easy_to_use_website_or_application
Presence_of_online_assistance_through_multi-channel
Perceived_Trustworthiness
17_Why_did_you_abandon_the_"Bag",_"Shopping_Cart"
Longer_delivery_period
Change_in_website/Application_design
Availability_of_several_payment_options

Quickness_to_complete_purchase
Fast_loading_website_speed_of_website_and_application
Visual_appealing_web-page_layout
33_Return_and_replacement_policy_of_the_e-tailer_is_important_for_purchase_decision
15_What_is_your_preferred_payment_Option
23_Loading_and_processing_speed

Conclusion

As per the data that we have seen, in almost all the feedbacks taken from the customers, most of them prefers Amazon over other and Flipkart as well, but when we talk about websites like Myntra, snapdeal and paytm, there is a very less probability that any user will visit the same website again.

But when it comes to factors like offers, discount, support and other details that we discussed above, the two websites, that are Amazon and Filpkart are the ones which pulls the population towards them.

The data indicates that rather than monetary benefits customers relay most on the on the trustworthiness of the website and easiness in using the same.