# Problem Statement

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

The findings are as follows:

* Most of the shoppers are females.
* Majority of the shoppers are between the ranges of 21-40 followed by 41-50years. People below 20years & 51 years and above are very less compared to the age group of 21-50 years.
* Most of the shoppers are from Delhi and more males are shopping online. Close to Delhi are the respondents from Greater Noida & Noida were more are females. Other city which is closely followed is Bangalore were again majority of the shoppers are females.
* Most of the age group are between 41-50 years old shoppers from Delhi
* There are 39 unique pin codes from which the shoppers are shopping
* 36% of the shoppers have been shopping for more than 4 years. - 24% of the shoppers have been shopping for 2-3 years. - 17% of the shoppers have been shopping for 3-4 years. - 15% of the shoppers have been shopping for less than 1 year. - Approx 6% have been shopping for 1-2 years. .
* 42% of the respondents had made less than 10 times purchases in the past 1 year. 23% of the respondents have made 31-40 times purchases in the past 1 year. Approximately 20% of the respondents have made above 41 times purchases in the past 1 year.11% of the respondents have made above 11-20 times purchases in the past 1 year.3% made purchases between 21-30 times in the past 1 year.
* Heavy shoppers who shop more than 41 times a year shop from all the online brands, some of the people who shop for 32-40 and less than 10 times a year seem to exclude myntra. Amazon and flipkart seems to be the most popular ecommerce sites.
* Majority of the respondents use Smartphones with mobile internet for their online shopping and Windows OS is the device which is most popular with the respondents. Google Chrome is the most used browser for online shopping.
* Majority of the respondents felt that Amazon.in takes the longest time to log in during promotion & sales period. Also Amazon.in & Flipkart.com sites take longer time in displaying graphics and photos during promotion, sales period. Myntra.com & Paytm.com have the maximum page loading time (promotion, sales period).
* According to the respondents among the ecommerce sites Myntra.com has the maximum late declaration of price during promotion, sales period.
* According to the respondents Snapdeal.com has the most Limited mode of payment on most products (promotion, sales period), followed by Amazon.in. Also the respondents have mentioned Paytm.com & Snapdeal.com as the ecommerce sites with longer delivery period.
* Amazon.in has the maximum Change in website/Application design followed by Paytm.com.
* Amazon.in has frequent disruption when moving from one page to another, followed by Myntra.com & 52 Snapdeal.com but Amazon.in Website is as efficient as before.
* According to the respondents Amazon.in is the Indian Online retailer which would be recommended to a friend.
* Most of the applicants reach the online retail store after the first visit through Search Engine & via application.
* Most of the respondents prefer Credit/Debit cards.
* The reason the respondents abandon the Bag or Shopping cart is because of Lack of trust, Promo code not applicable, Better alternative offer, Change in price and No preferred mode of payment.
* Most of the respondents strongly agree that the content on the website must be easy to read and understand
* Most of the respondents agree that complete information on listed seller and product being offered is important for purchase decision. So also all relevant information on listed products must be stated clearly
* Most of the respondents strongly agree that ease of navigation in website is important factor. Also loading and processing speed is important. User friendly Interface of the website is important.
* Most of the respondents strongly Trust that the online retail store will fulfil its part of the transaction at the stipulated time.
* Most of the respondents strongly agree that Empathy (readiness to assist with queries) towards the customers is important in choosing the website.
* Most of the respondents strongly agree that being able to guarantee the privacy of the customer is also important factor.
* Most of the respondents agree that Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.) is also an important factor while choosing the website.
* Majority of the respondents strongly agree that Online shopping gives monetary benefit and discounts.
* Many respondents strongly agree that Enjoyment is derived from shopping online while many others are indifferent to it.
* Respondents strongly agree that return and replacement policy of the e-tailer is important for purchase decision.
* Respondents strongly agree that displaying quality Information on the website improves satisfaction of customers.
* Respondents strongly agree that User derive satisfaction while shopping on a good quality website or application.
* Respondents strongly agree that Net Benefit derived from shopping online can lead to user’s satisfaction.
* Respondents strongly agree that User satisfaction cannot exist without trust.
* Respondents strongly agree that offering a wide variety of listed product in several category is important.
* Many respondents strongly agree that monetary savings are important.
* Respondents highly agree regarding the Convenience of patronizing the online retailer.
* Many respondents agree that shopping on the website gives you the sense of adventure.
* Shopping on your preferred e-retailer enhances your social status
* Many respondents agreed to the question of -You feel gratification shopping on your favourite re-tailer. Many were indifferent to this question.
* Many people agreed to Shopping on the website helps you fulfil certain roles. A substantial respondents were indifferent to this question.
* Many respondents agree that they are getting value for money spent.
* Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the highest rated for easy to use website or application. Also Amazon.in, Flipkart.com have the widest variety of product on offer.
* According to respondents Amazon.in, Flipkart.com have Complete, relevant description information of products'
* Most of the respondents agree that Amazon.in has Reliability of the website or application.
* Amazon.com is rated high for Quickness to complete purchase.
* Respondents also agree that Amazon.in, Flipkart.com has the Availability of several payment option.
* Amazon.in is also Perceived Trustworthiness.
* Amazon.in, Flipkart.com, Myntra.com, Snapdeal have Presence of online assistance through multi-channel.

Conclusion

In conclusion we can suggest following outputs which might be useful for E-commerce websites to extend their business

The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behaviour of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers. 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.

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.