FLIP ROBO

Customer Retention

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

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.

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Customer Recommention

A customer only recommends a site to visit when he/she get satisfaction from site User Interface, Best content, Fastness etc and shows engagement towards site i.e Retention.

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We have observe a dataset about customer recommendation towards site i.e Retention.

Let’s starts with Dataset

1

Checking observations columns and Null values of the dataset.

“

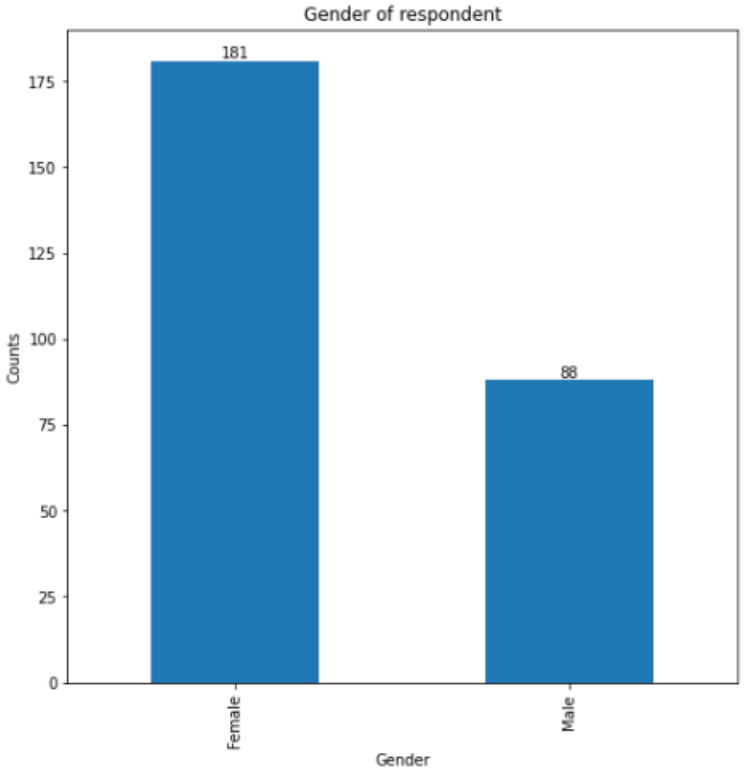
Shape of the Dataset

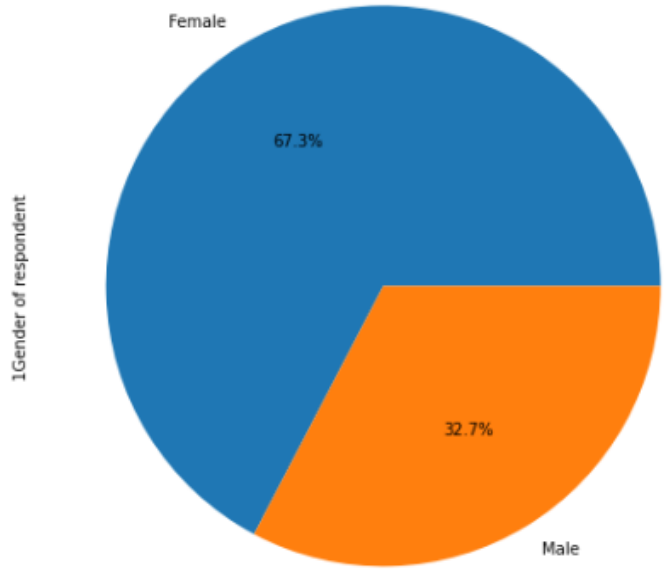
269 Rows

71 Columns

Dataset having so many Unique values as below:

Checking dataset: Gender of respondent





Observations:

(1) 67.3% are the female candidates who shops online.

(2) 32.7% are the male candidates of online shopping.

(3) Female candidates shops online more than male candidates.

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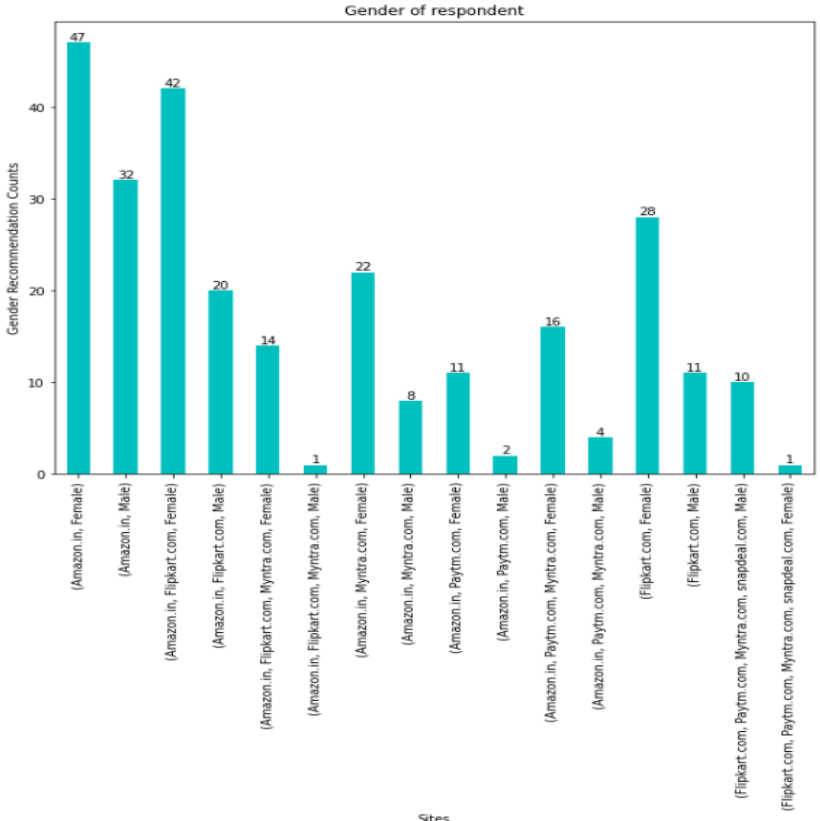
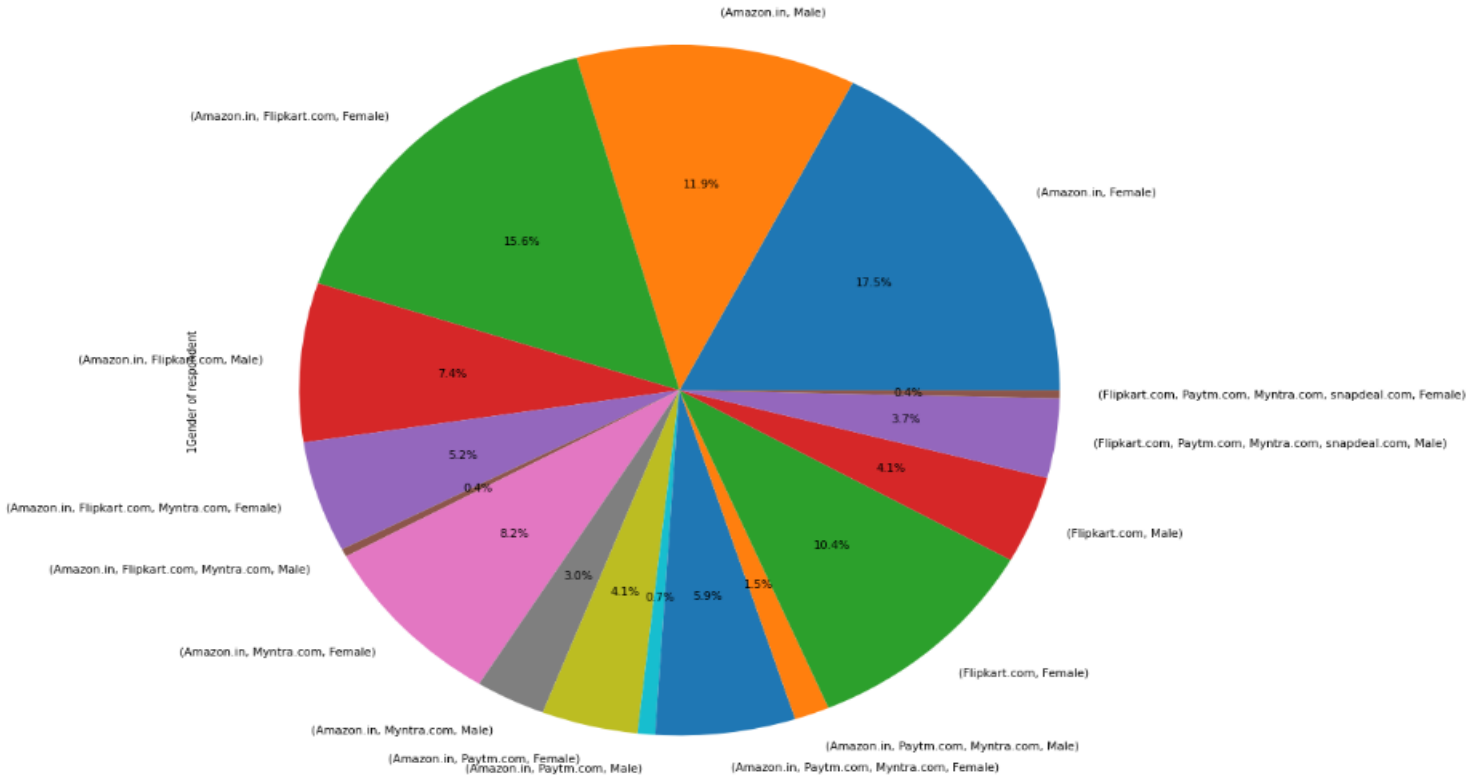
Gender Respondent towards sites





Observations: Amazon.in site uses more by both gender with percentage rate 30.4%

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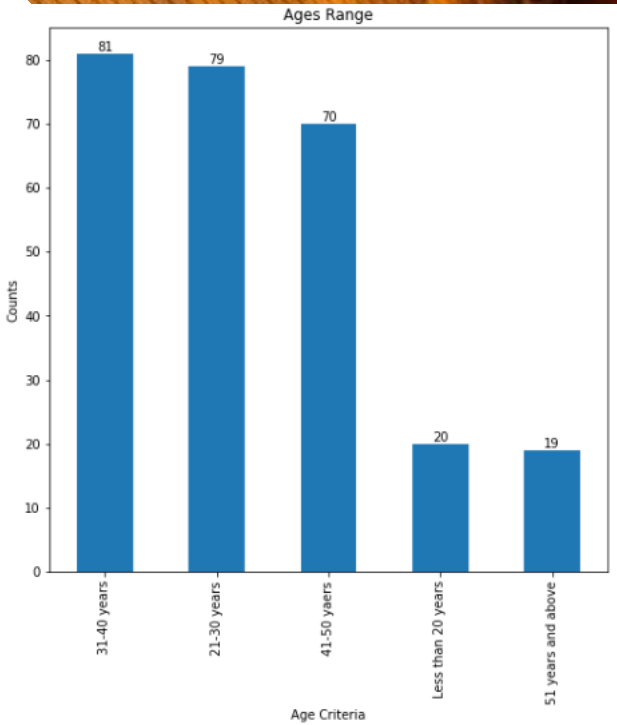
Ages Ranges toward site recommendations



Observations:

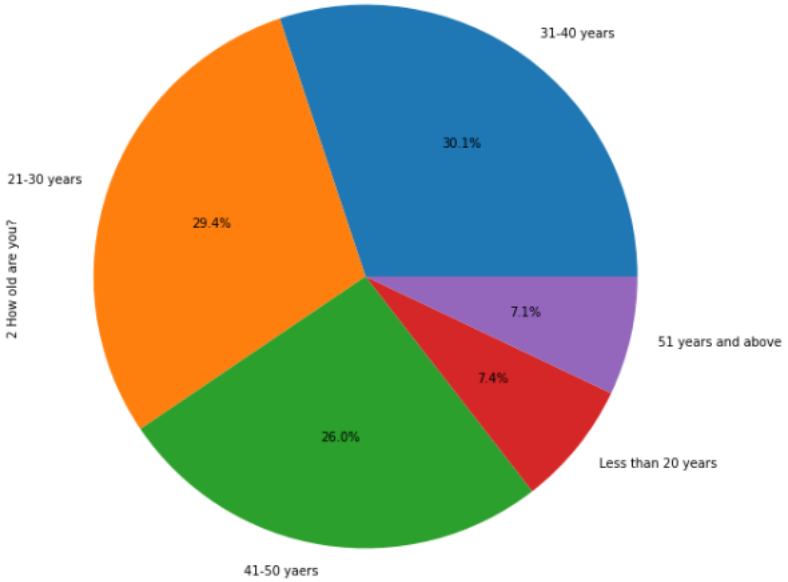
Ages Ranges ---------- Shoping counts

31-40 years ---------- 81

21-30 years ---------- 79

41-50 years ---------- 70

Less than 20 years ---------- 20



Observations: Ages group 31-40 places highest no. online shopping order

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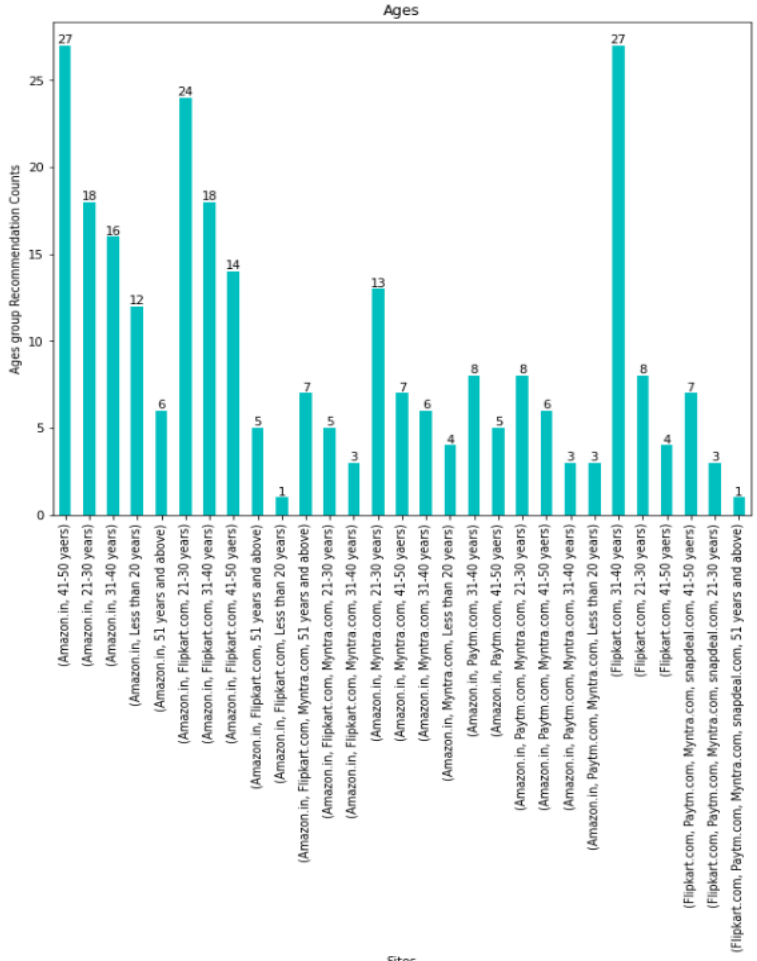
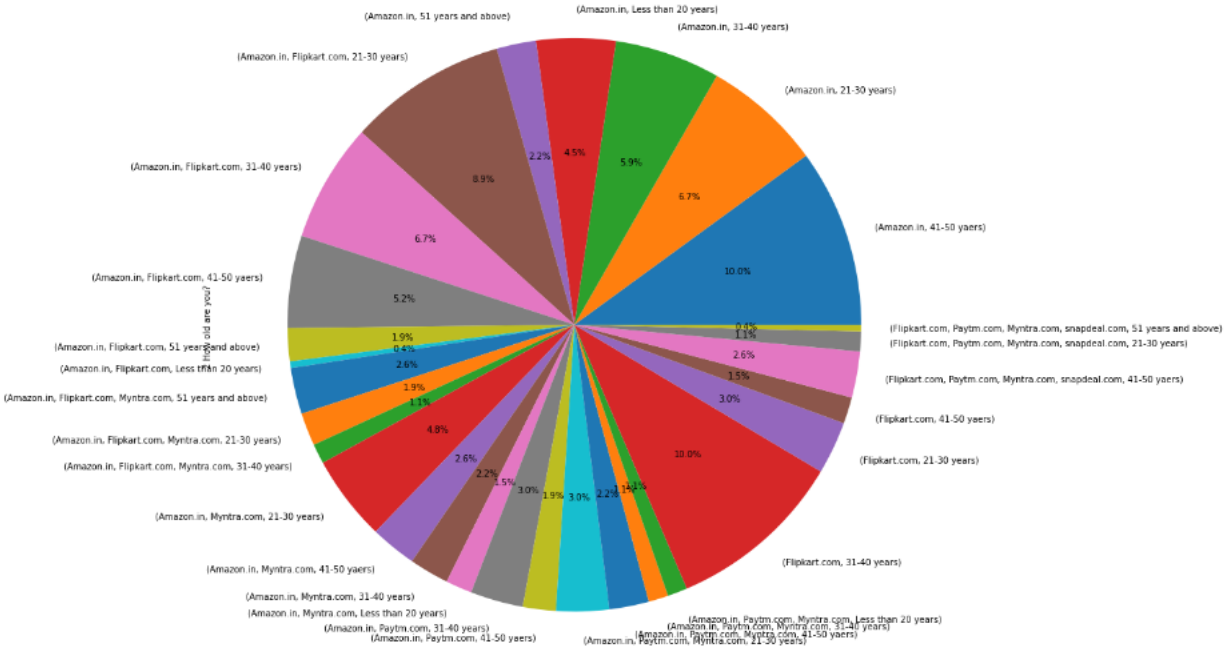
Sites and their different Age Group Recommendations





Observations: Flipkart.com site uses more by age group 31-40 Years with percentage rate 10.0%

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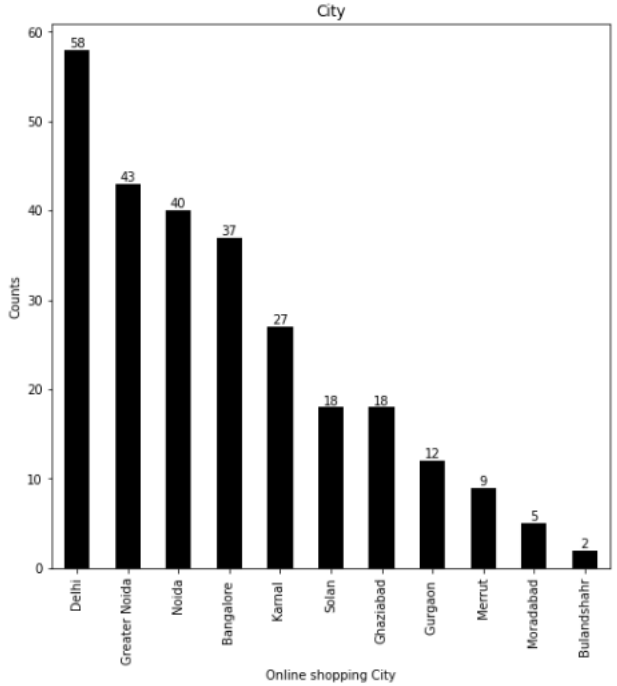
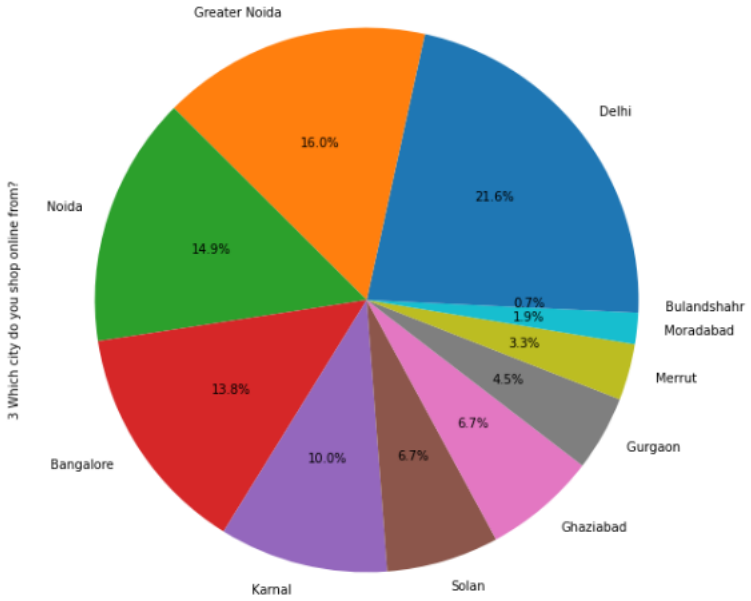
City Shopping Counts



Observations: City Delhi shows highest value count of online shopping

Percentage of City Shopping Counts

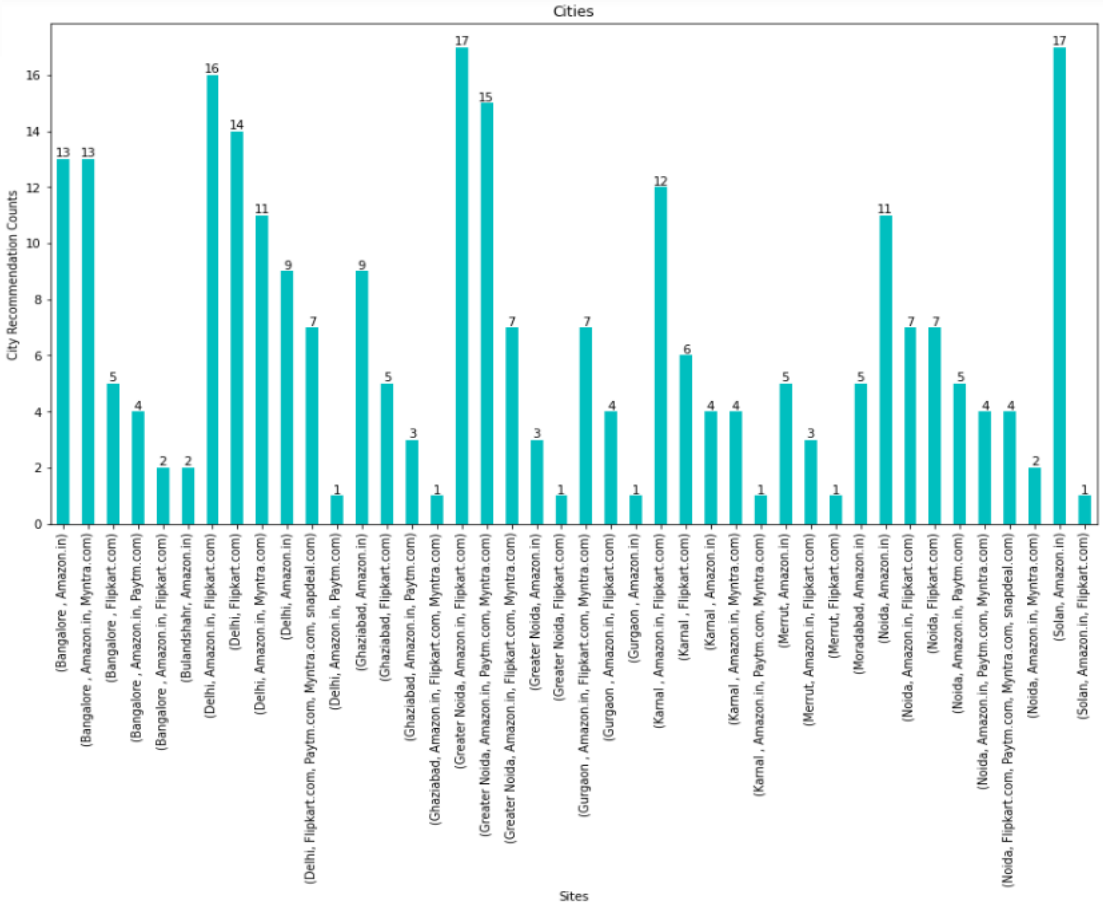


Observations:

Delhi uses to shop online more rather than other cities with having percentage rate 21.6%

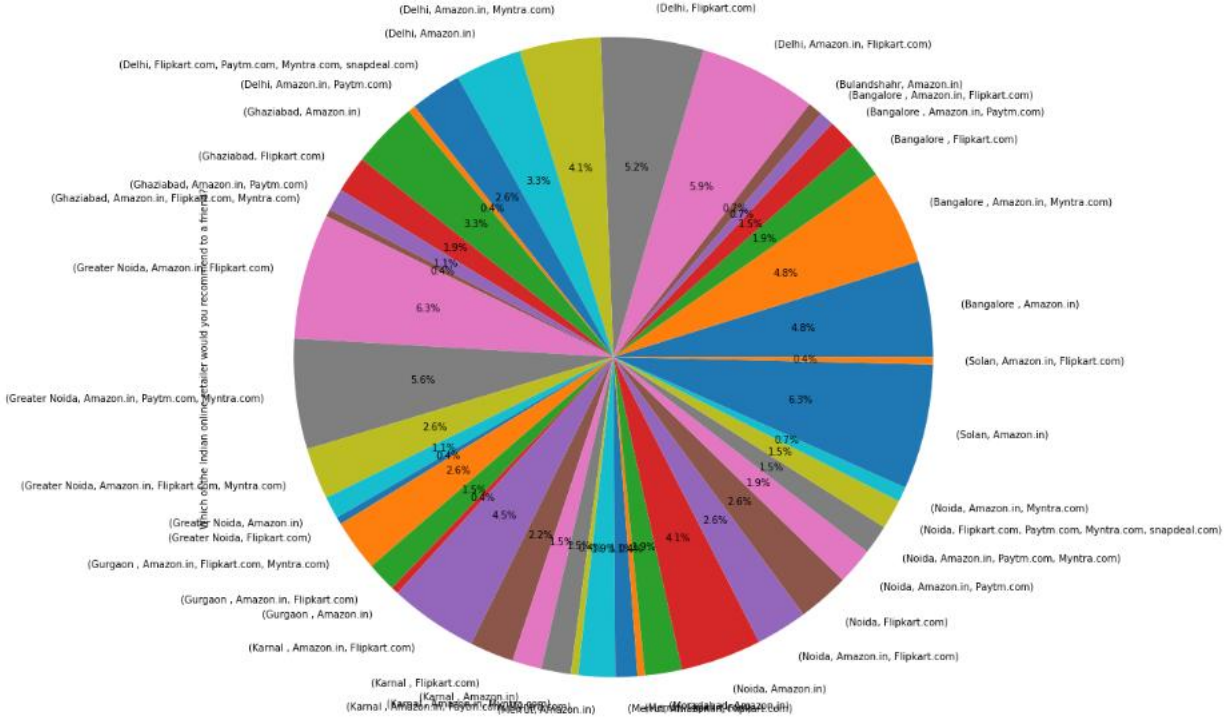
Bulandshahar uses lowest shopping ratio with percentage rate .7%

Sites and their City recommendations



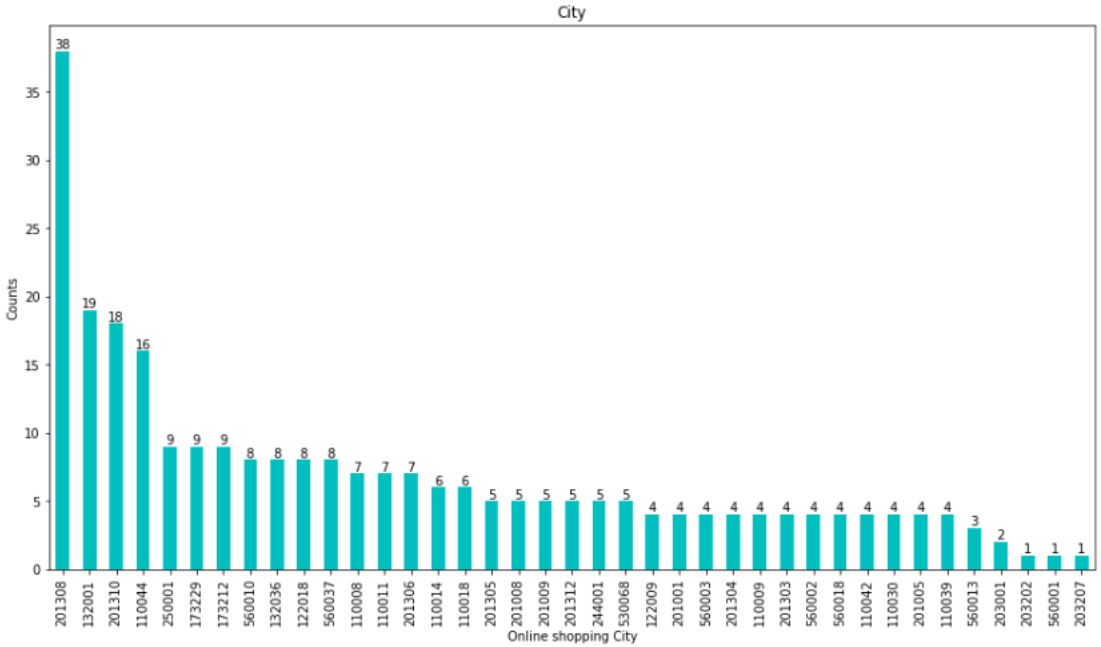
Observations: Amazon.in uses more in different cities and citizen recommends

Percentage of City Recommendations Shopping Counts



Observations: Amazon.in uses more in different cities with highest percentage rate of 15.6 %

Pincode



Observations:

Pincode 201308 are shops online more then other pincode citizens.

Pincode 203207,560001,203202 are shops online very less then other pincode citizens.

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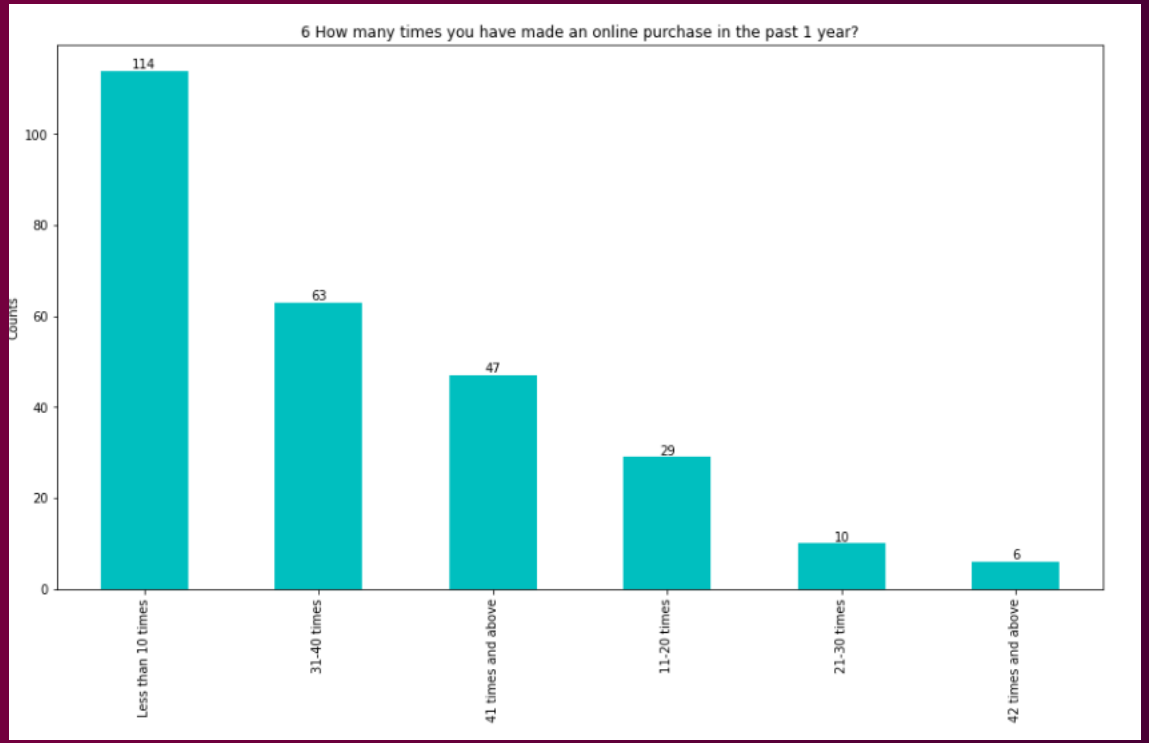
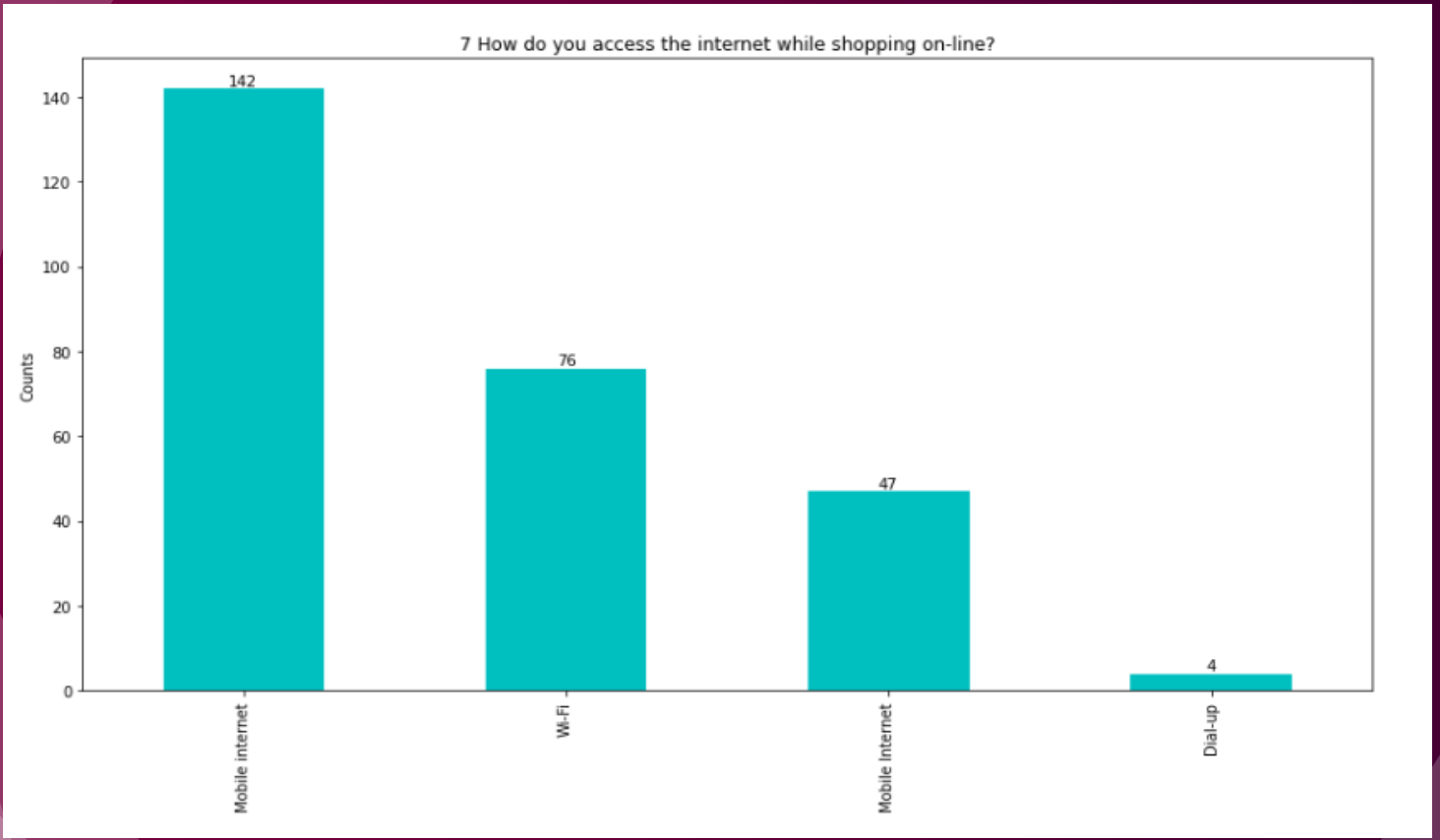
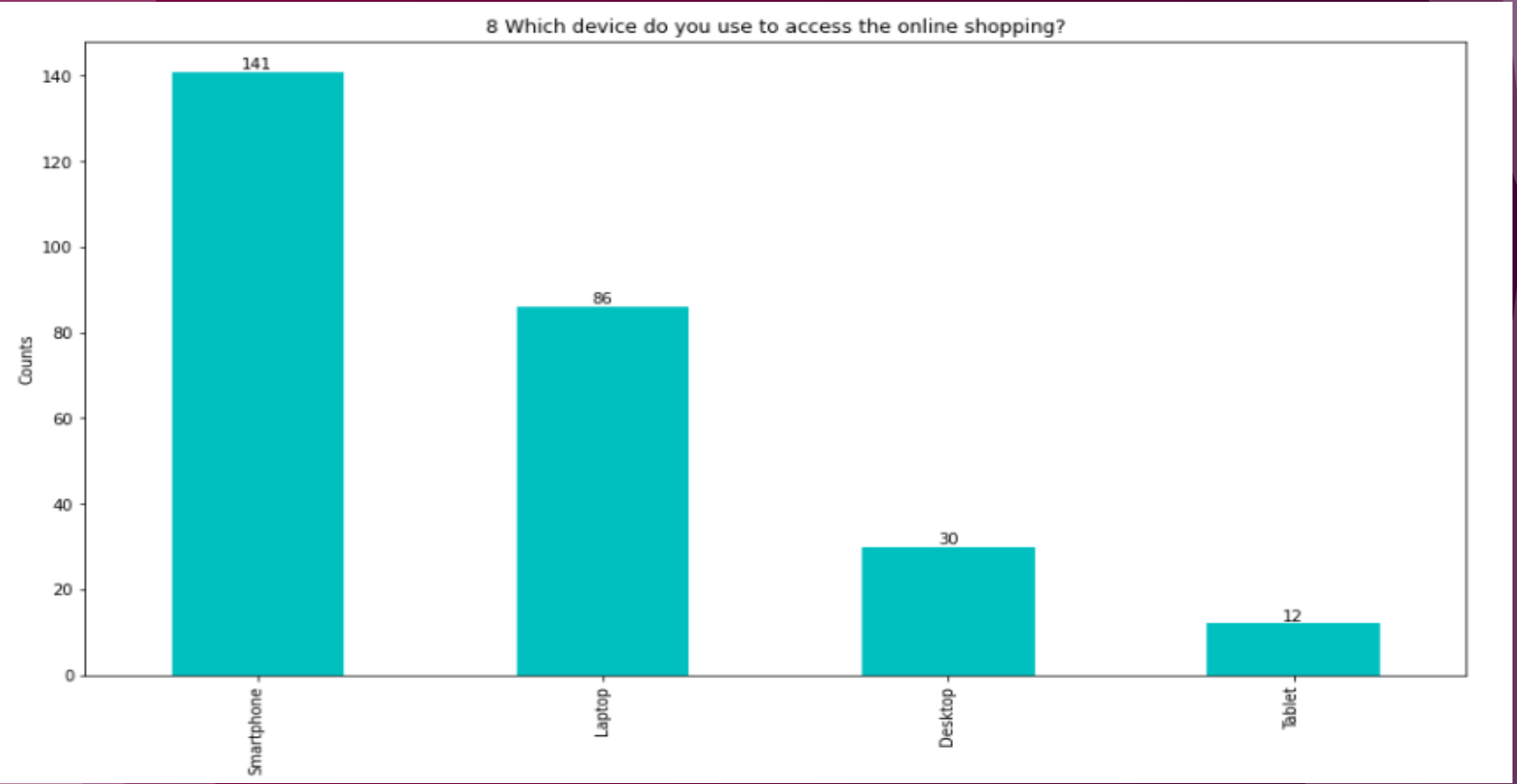
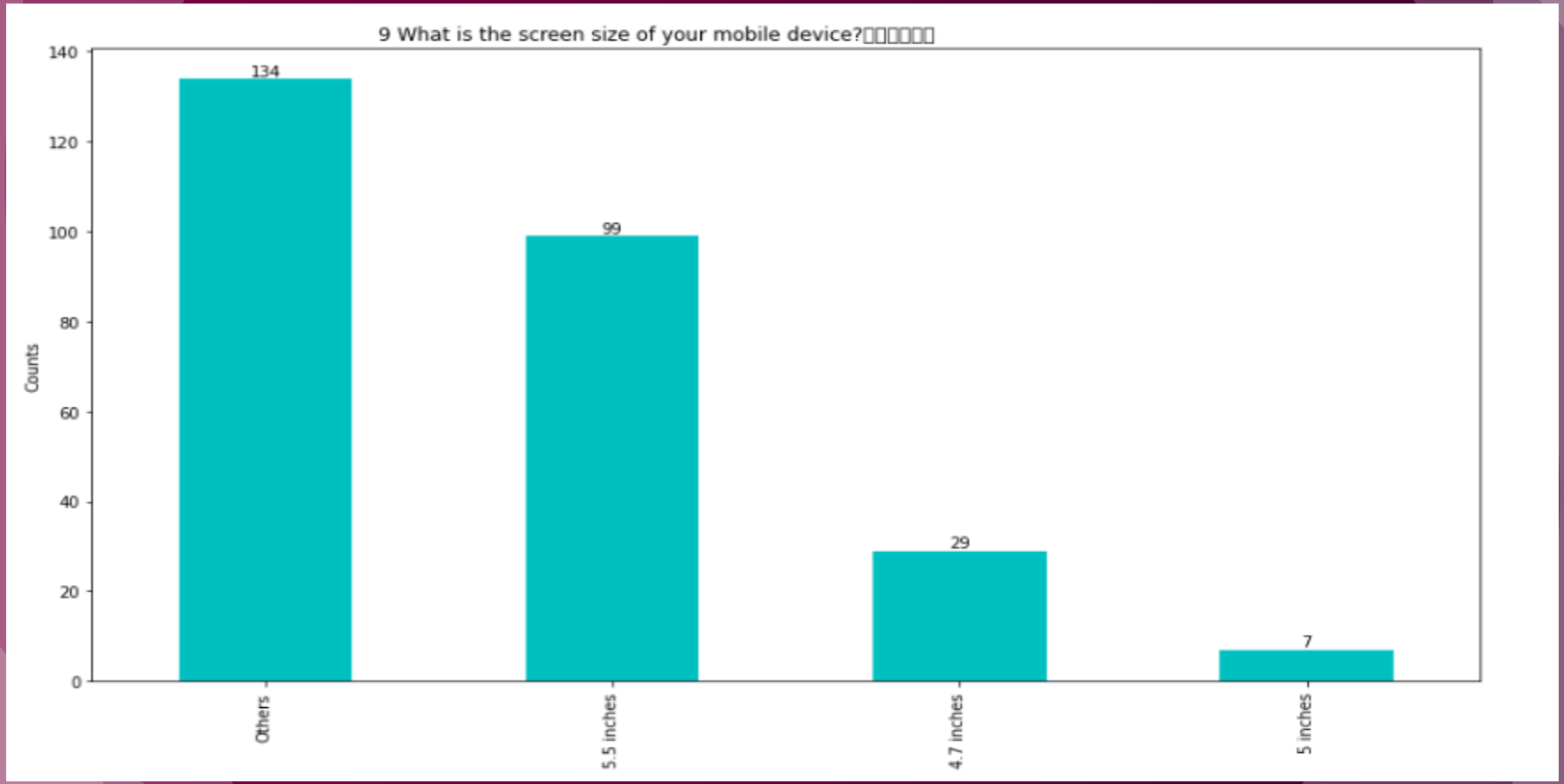
Observing multiple columns for ease understandings

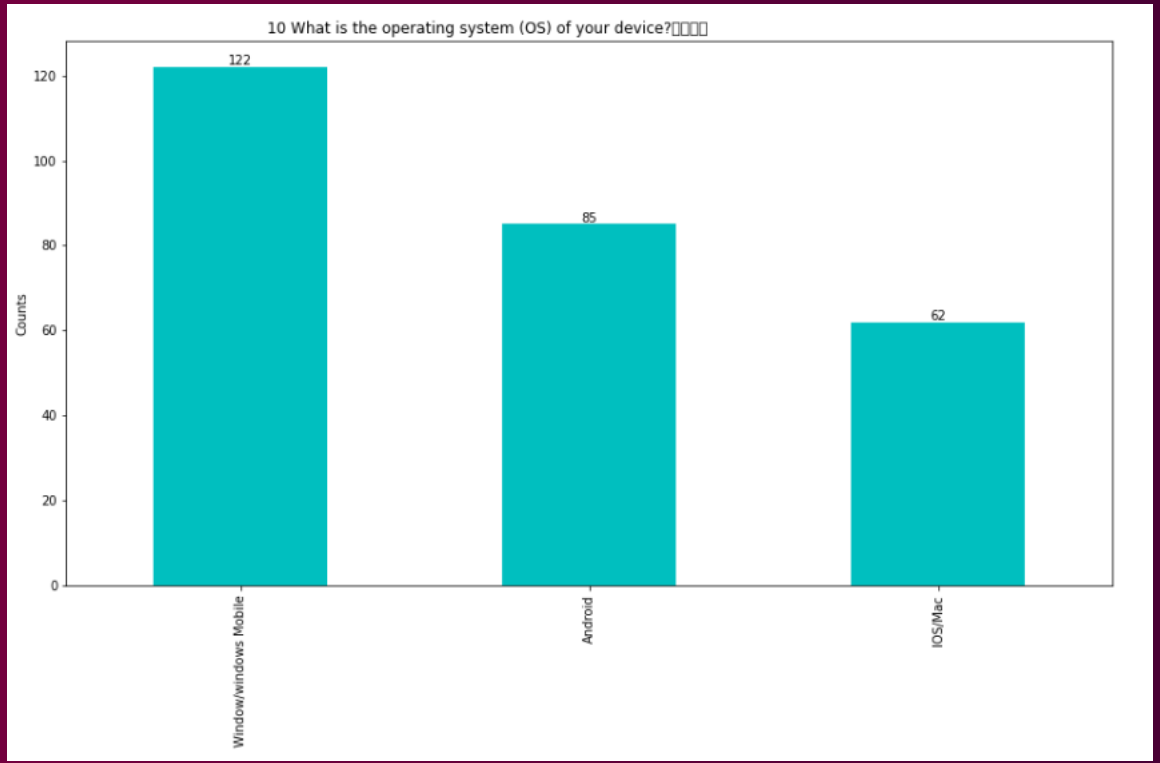

6 How many times you have made an online purchase in the past 1 year?
Counts
0
20
40
60
80
100
114
63
47
29
10
6
Less than 10 times
31-40 times
41 times and above
11-20 times
21-30 times
42 times and above


7 How do you access the internet while shopping on-line?
Counts
142
76
47
4
0
20
40
60
80
100
120
140
Mobile internet
Wi-Fi
Mobile Internet
Dial-up


8 Which device do you use to access the online shopping?
Counts
0
20
40
60
80
100
120
140
141
86
30
12
Smartphone
Laptop
Desktop
Tablet

FLIP ROBO


9 What is the screen size of your mobile device?□□□□□□
Counts
140
120
100
80
60
40
20
0
134
99
29
7
Others
5.5 inches
4.7 inches
5 inches


10 What is the operating system (OS) of your device?□□□□
Counts
0
20
40
60
80
100
120
122
85
62
Window/windows Mobile
Android
IOS/Mac

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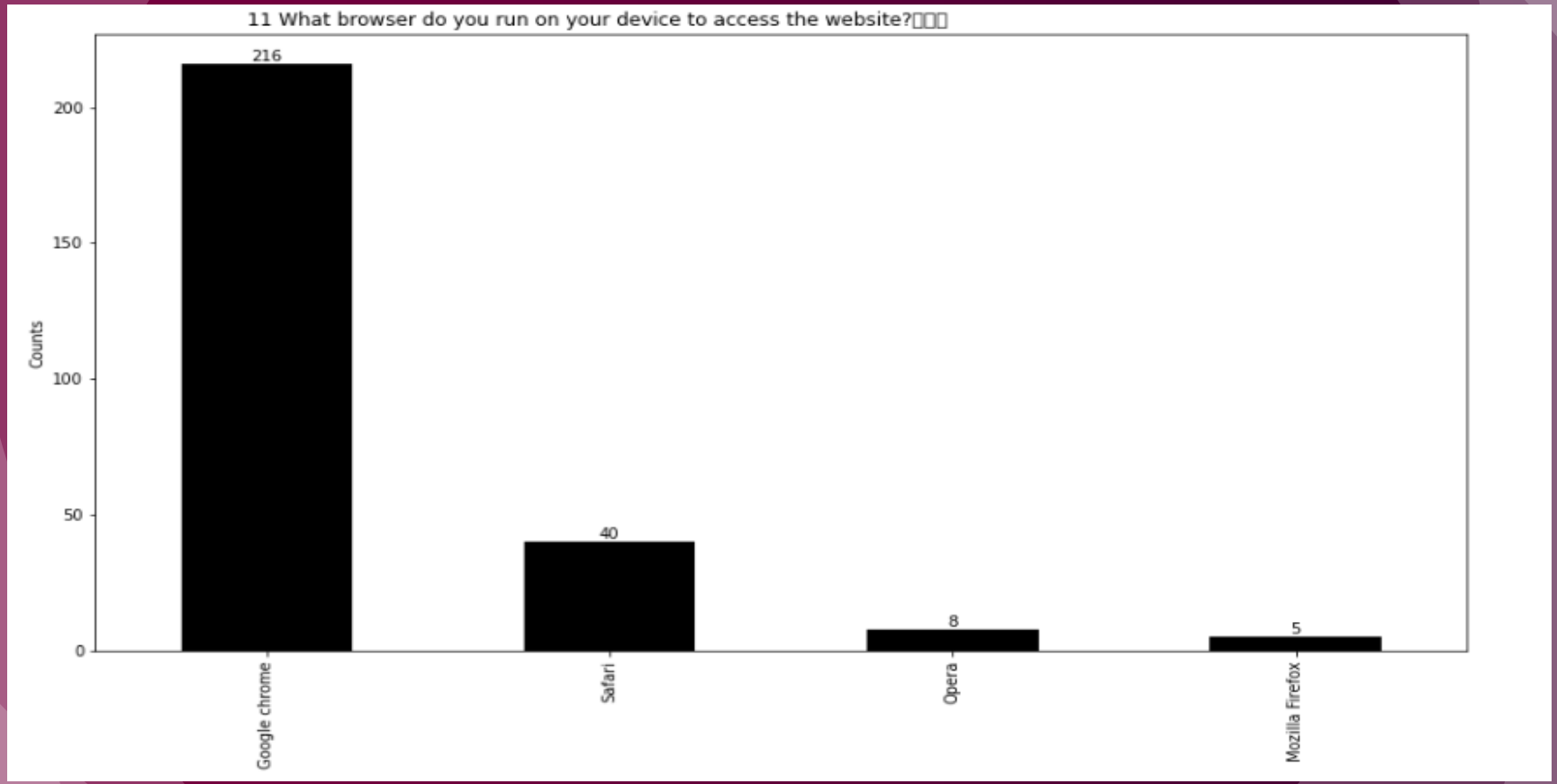
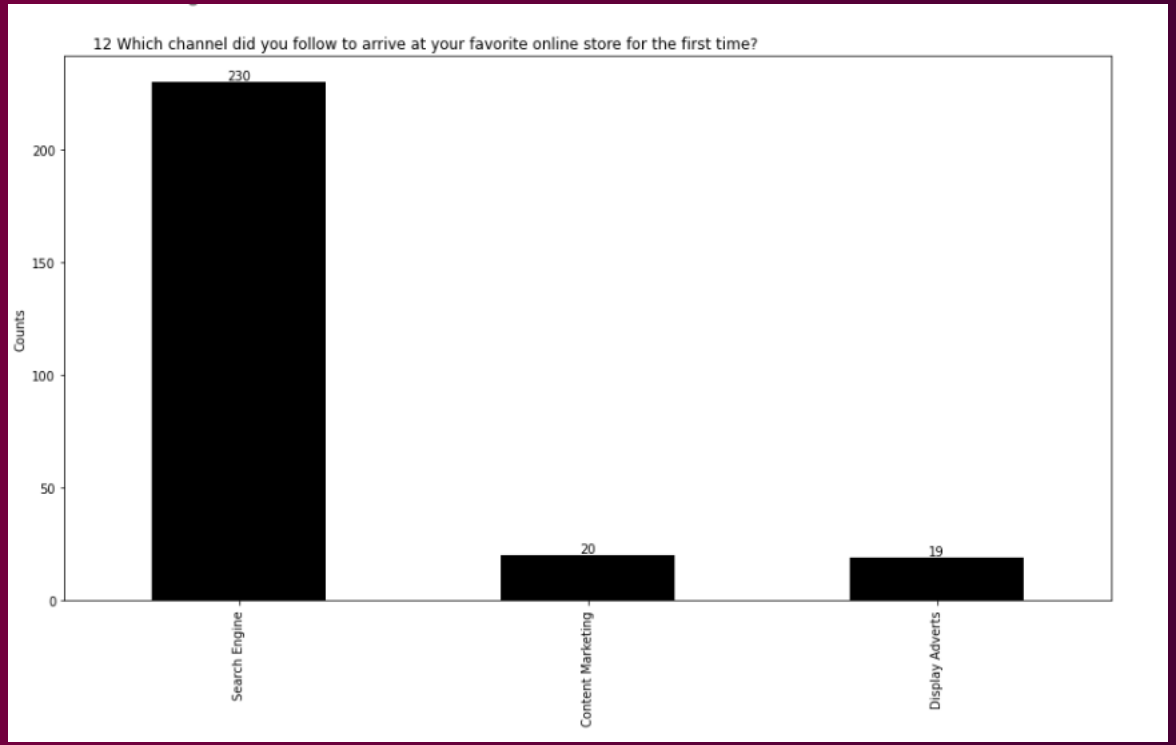
Observations:

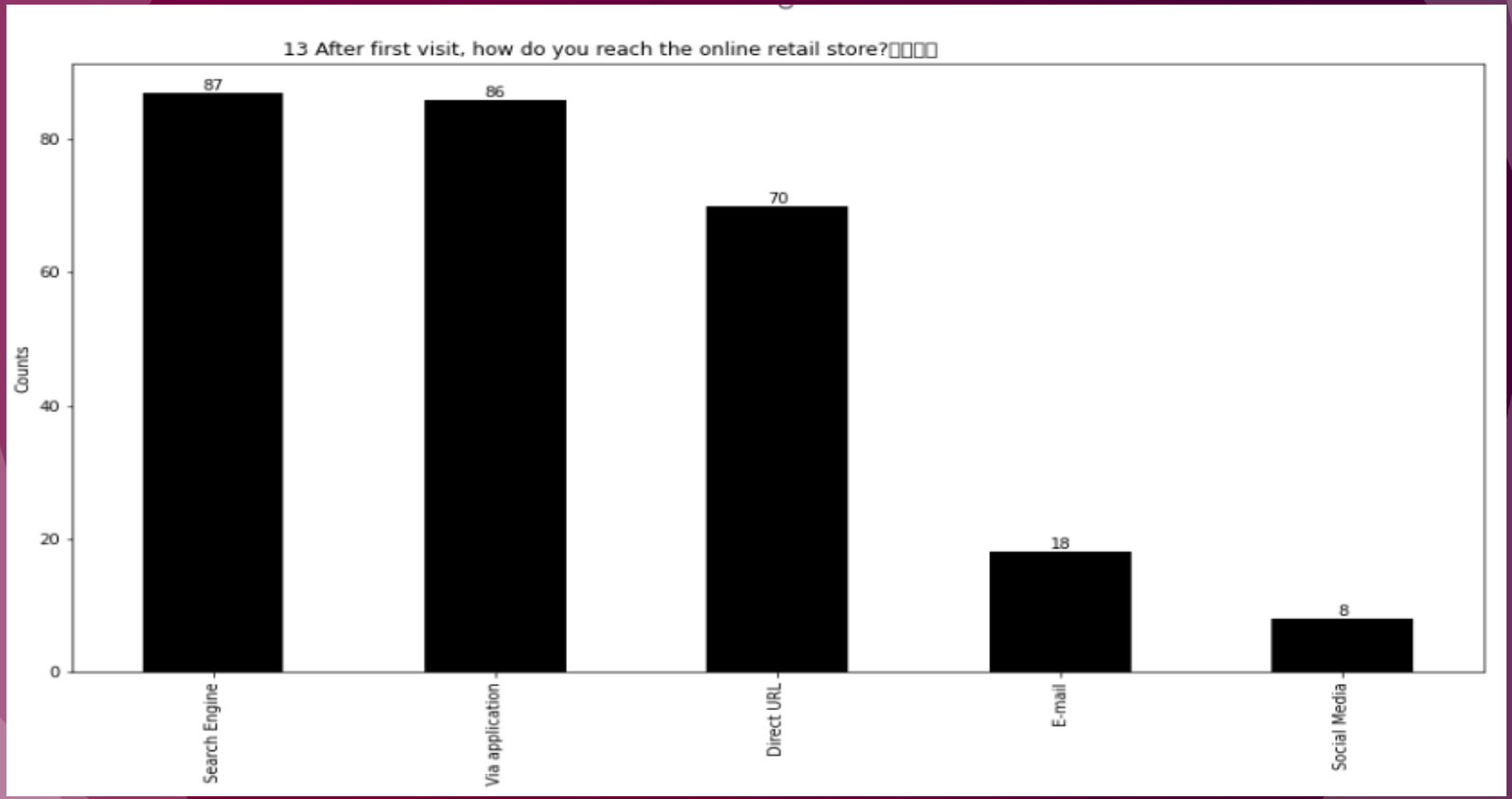
1. Since How Long You are Shopping Online- More years shows more shopping counts.
2. Purchases in one year- On an average citizen uses to shop online less than 10 times.
3. Internet accessing on online shopping- Mobile Internet.
4. Devices- Mostly smartphone uses to shop online more.
5. Screensize of the mobile- Others (Not recommendations)
6. OS of your device - Windows/Windows mobile uses more to shop online

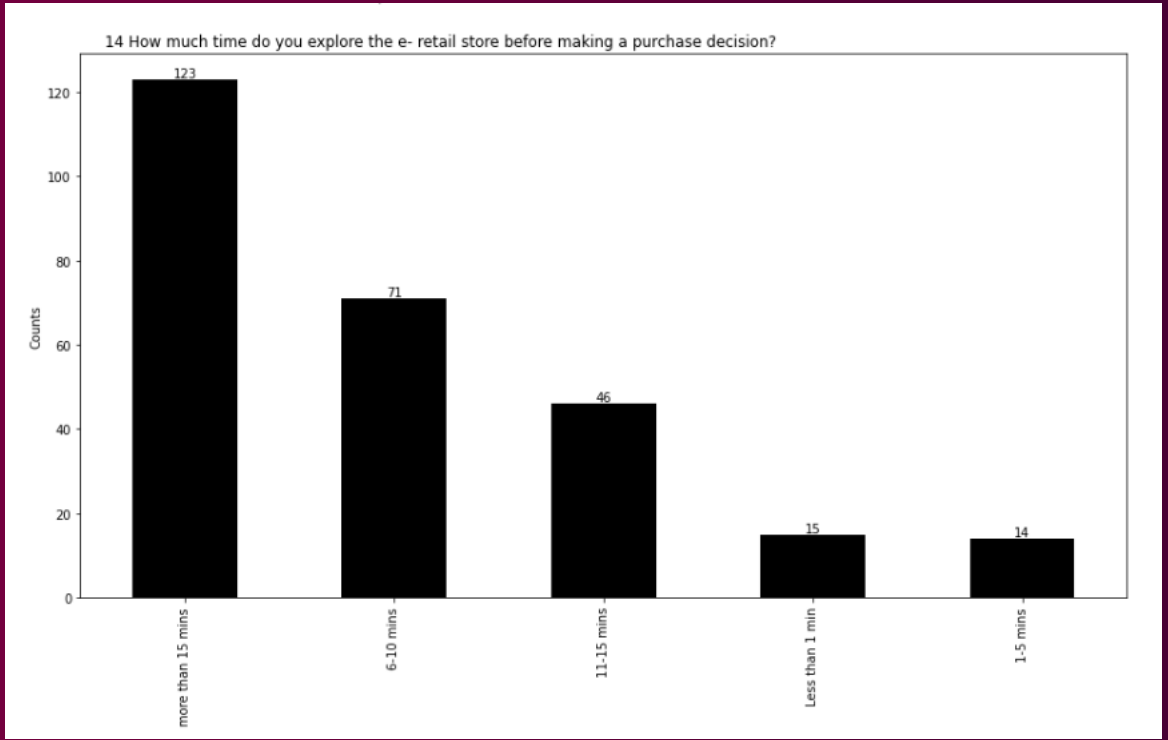
Observations:

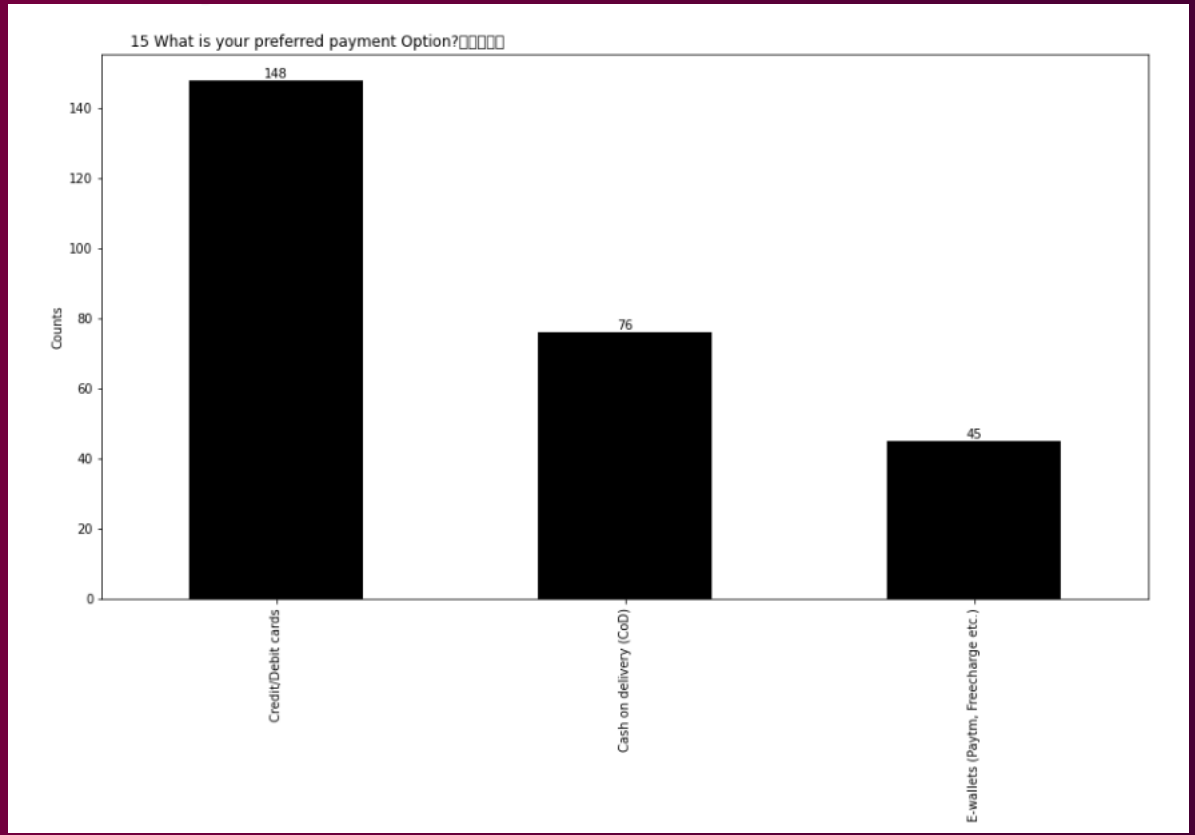
1. Since How Long You are Shopping Online- Above 4 years shows higher rate of online shopping with percentage of 36.4%
2. Purchases in one year- Less than 10 times a normal citizen purchase online with percentage 42.4%
3. Internet accessing on online shopping- Mobile Internet are more in trend for online shopping with 52.8%
4. Devices- Mostly smartphone uses to shop online more with percentage rate of 52.4 %
5. Screensize of the mobile- Others (Not recommendations)
6. OS of your device - Windows/Windows mobile uses more to shop online with percentage of 45.4%


11 What browser do you run on your device to access the website?□□□
Counts
0
50
100
150
200
216
40
8
5
Google chrome
Safari
Opera
Mozilla Firefox

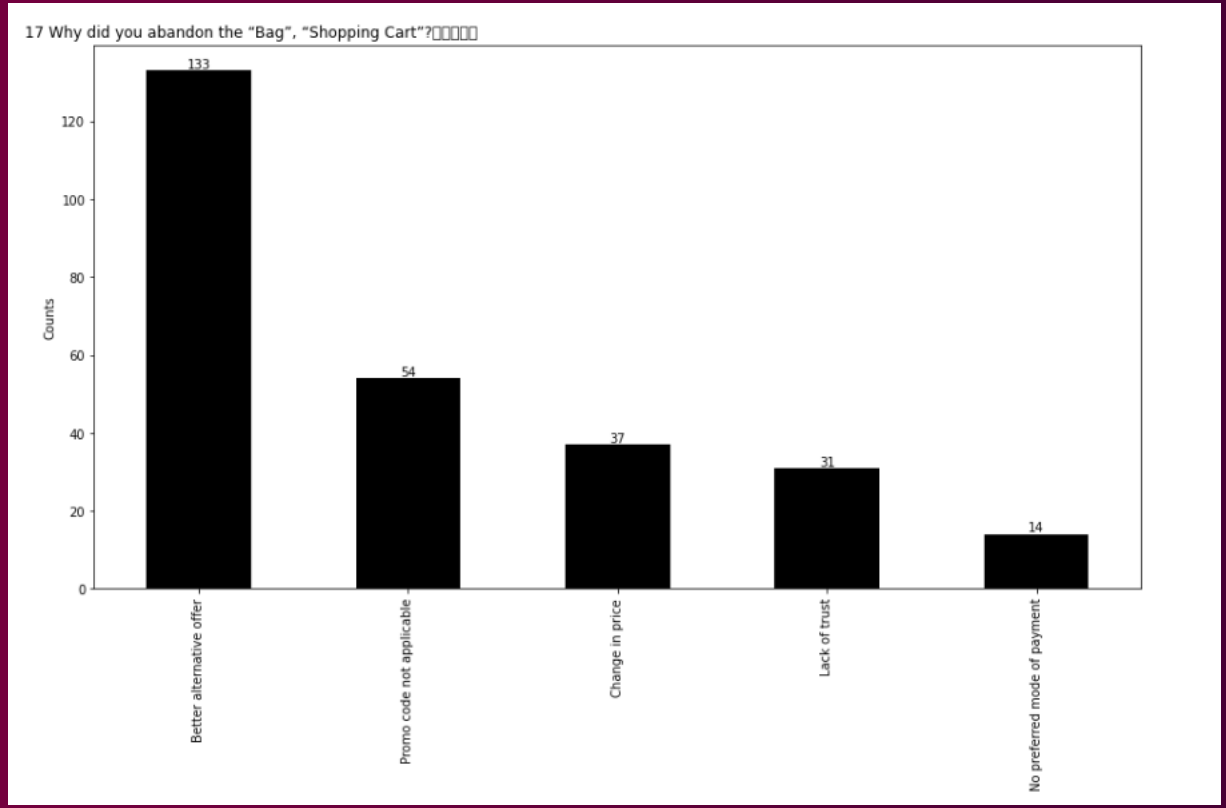

12 Which channel did you follow to arrive at your favorite online store for the first time?
Counts
0
50
100
150
200
230
20
19
Search Engine
Content Marketing
Display Adverts

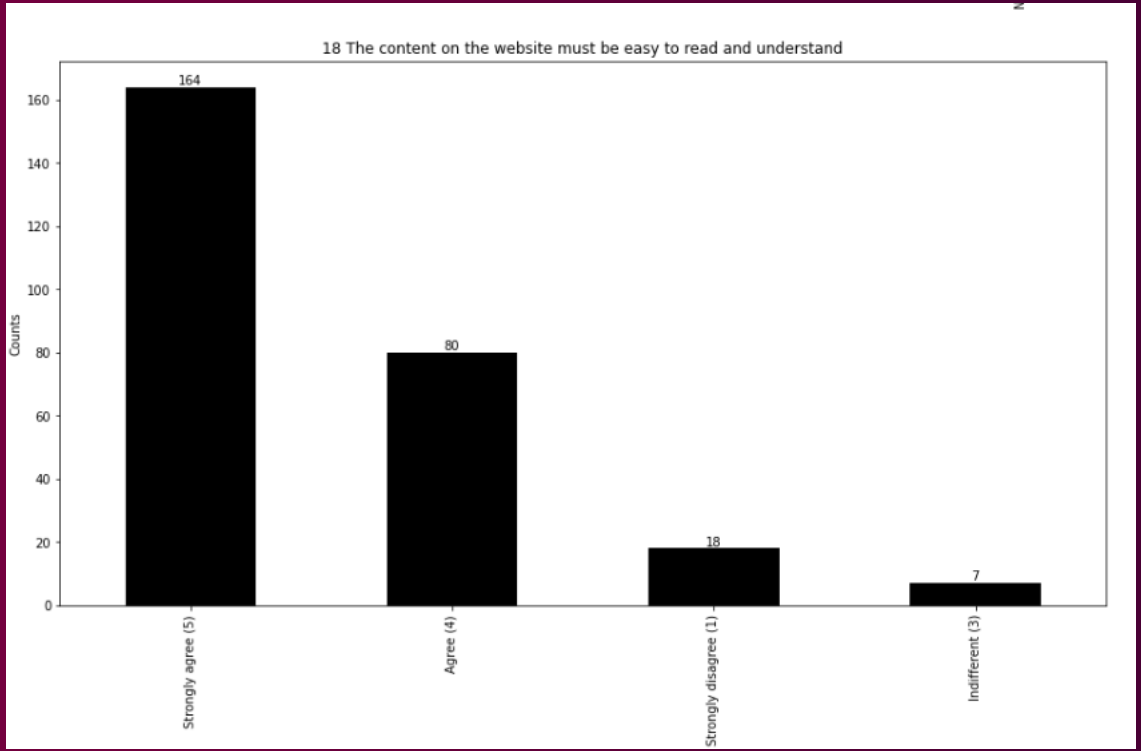

13 After first visit, how do you reach the online retail store?□□□□
Counts
0
20
40
60
80
87
86
70
18
8
Search Engine
Via application
Direct URL
E-mail
Social Media

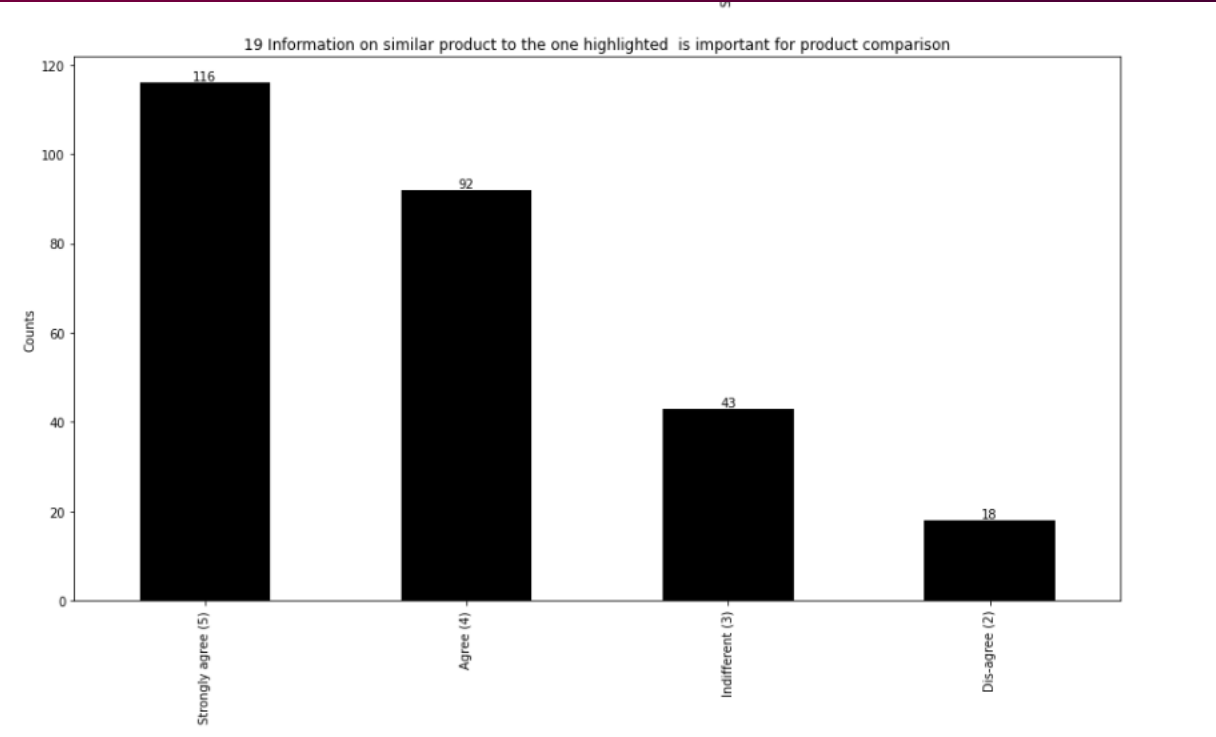

14 How much time do you explore the e- retail store before making a purchase decision?
Counts
0
20
40
60
80
100
120
123
71
46
15
14
more than 15 mins
6-10 mins
11-15 mins
Less than 1 min
1-5 mins

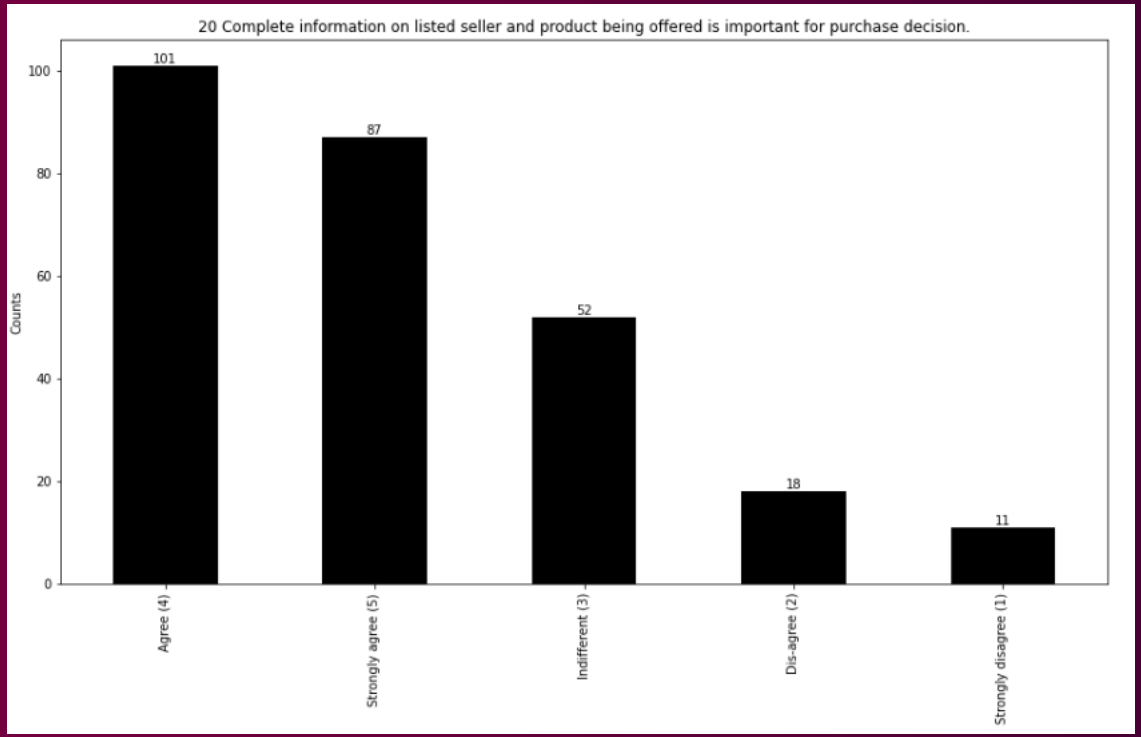

15 What is your preferred payment Option?
148
76
45
Counts
0
20
40
60
80
100
120
140
Credit/Debit cards
Cash on delivery (CoD)
E-wallets (Paytm, Freecharge etc.)

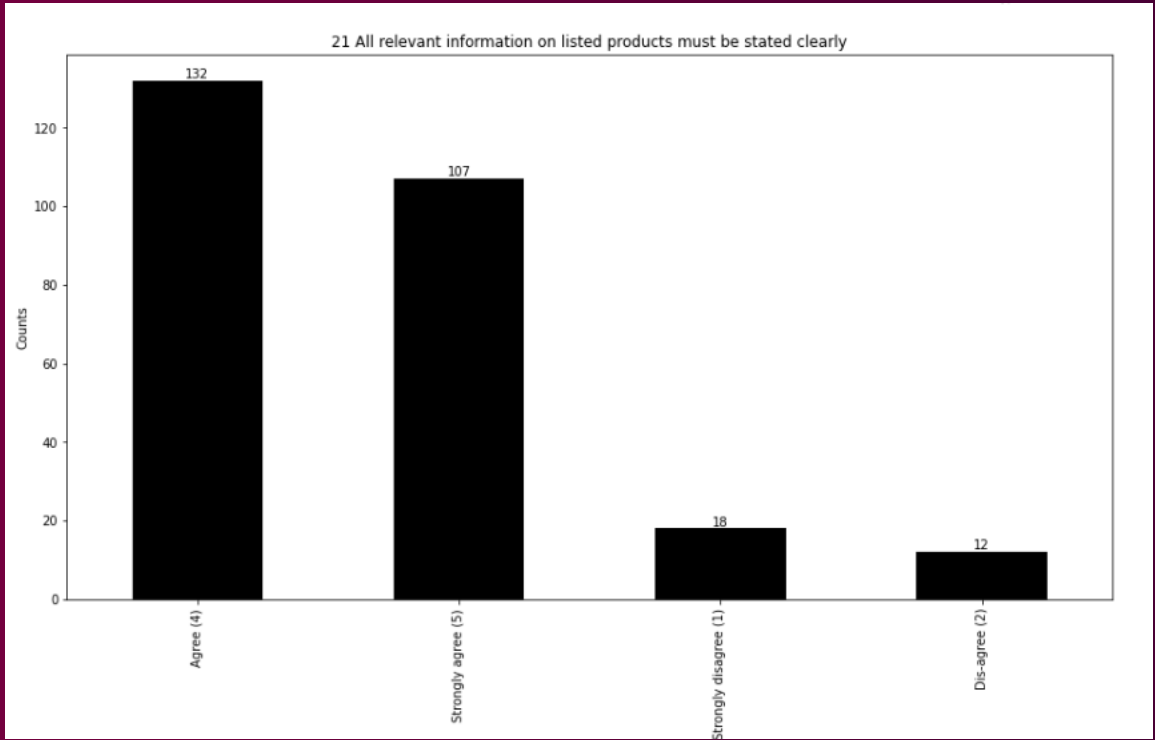
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?□□□□□□□
Counts
0
20
40
60
80
100
120
140
160
171
48
35
15
Sometimes
Never
Frequently
Very frequently

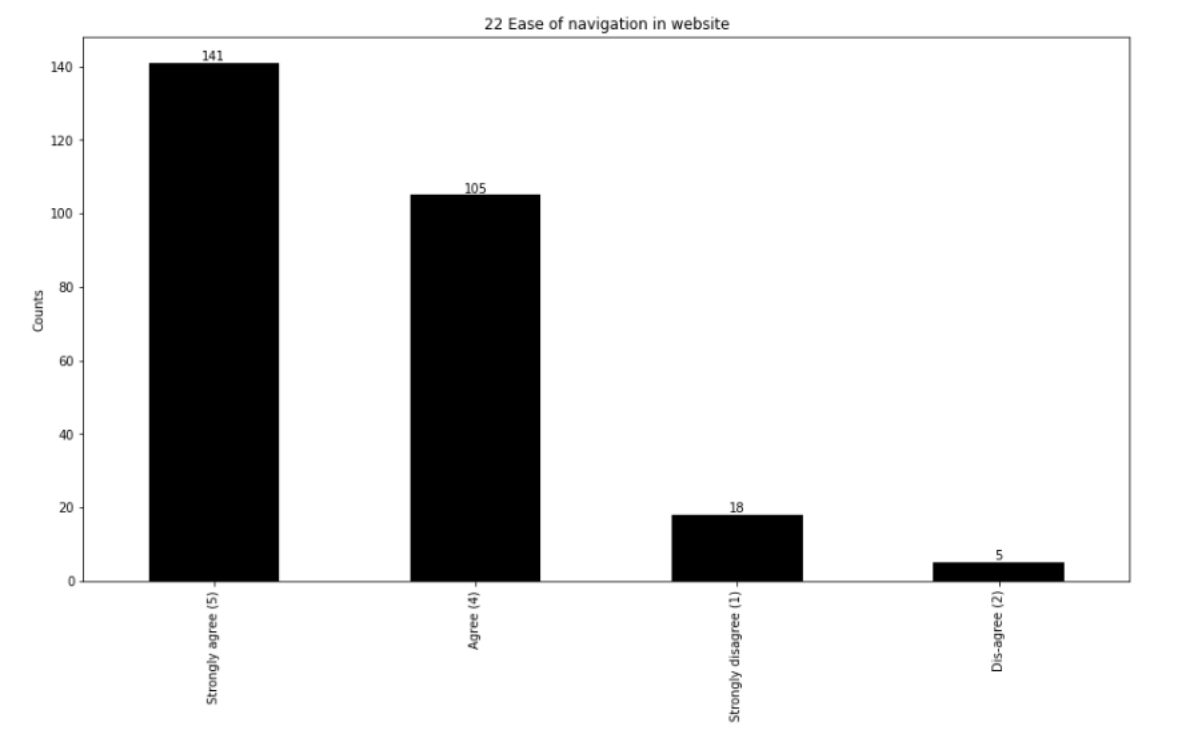

17 Why did you abandon the “Bag”, “Shopping Cart”?□□□□□
Counts
0
20
40
60
80
100
120
133
54
37
31
14
Better alternative offer
Promo code not applicable
Change in price
Lack of trust
No preferred mode of payment

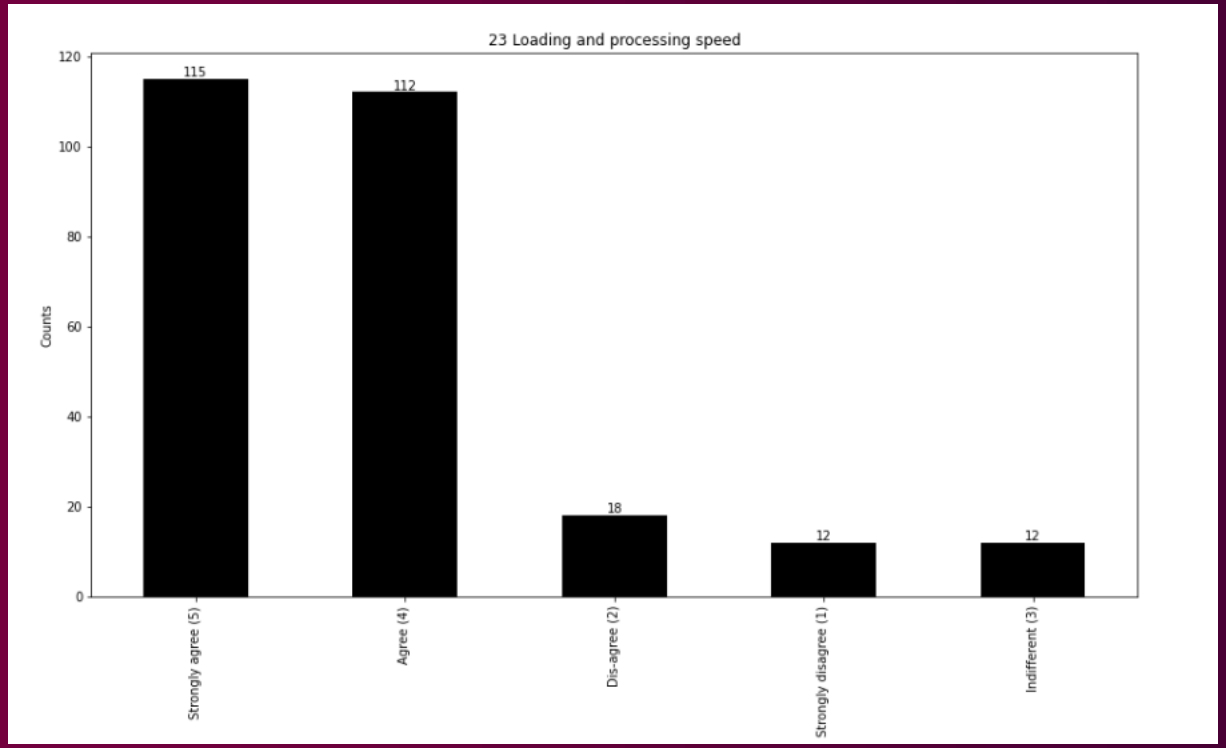

18 The content on the website must be easy to read and understand
Counts
164
80
18
7
0
20
40
60
80
100
120
140
160
Strongly agree (5)
Agree (4)
Strongly disagree (1)
Indifferent (3)

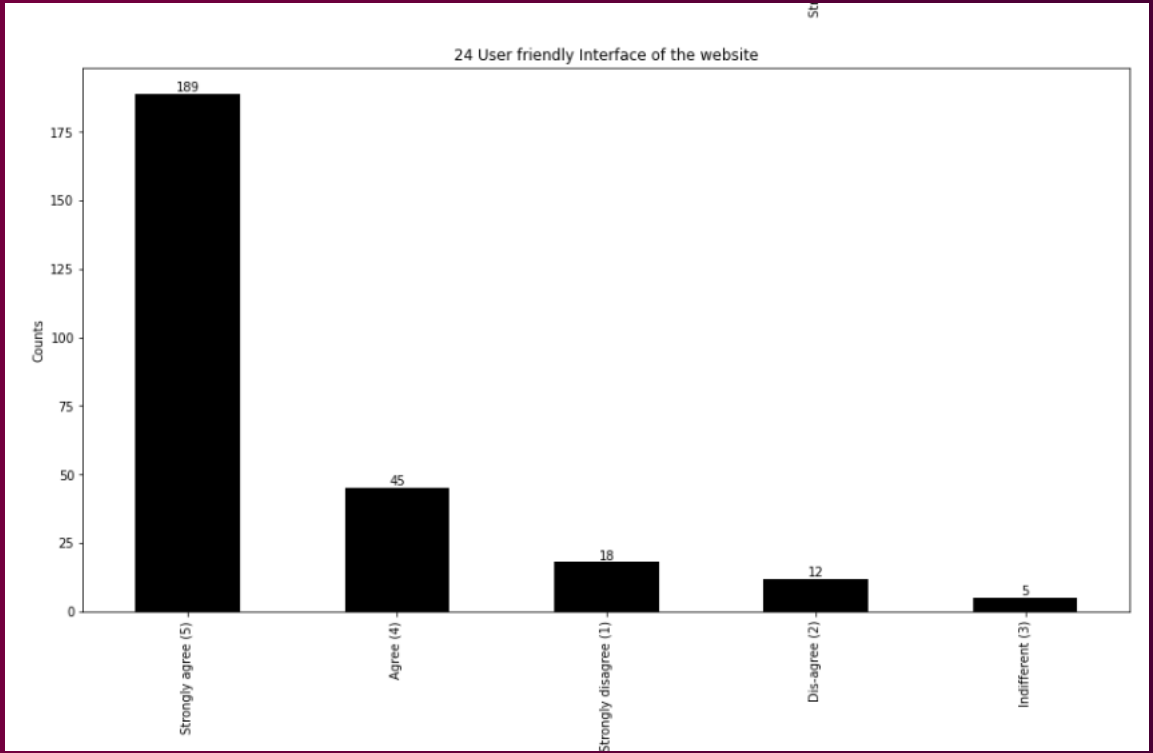

19 Information on similar product to the one highlighted is important for product comparison
Counts
0
20
40
60
80
100
120
116
92
43
18
Strongly agree (5)
Agree (4)
Indifferent (3)
Dis-agree (2)

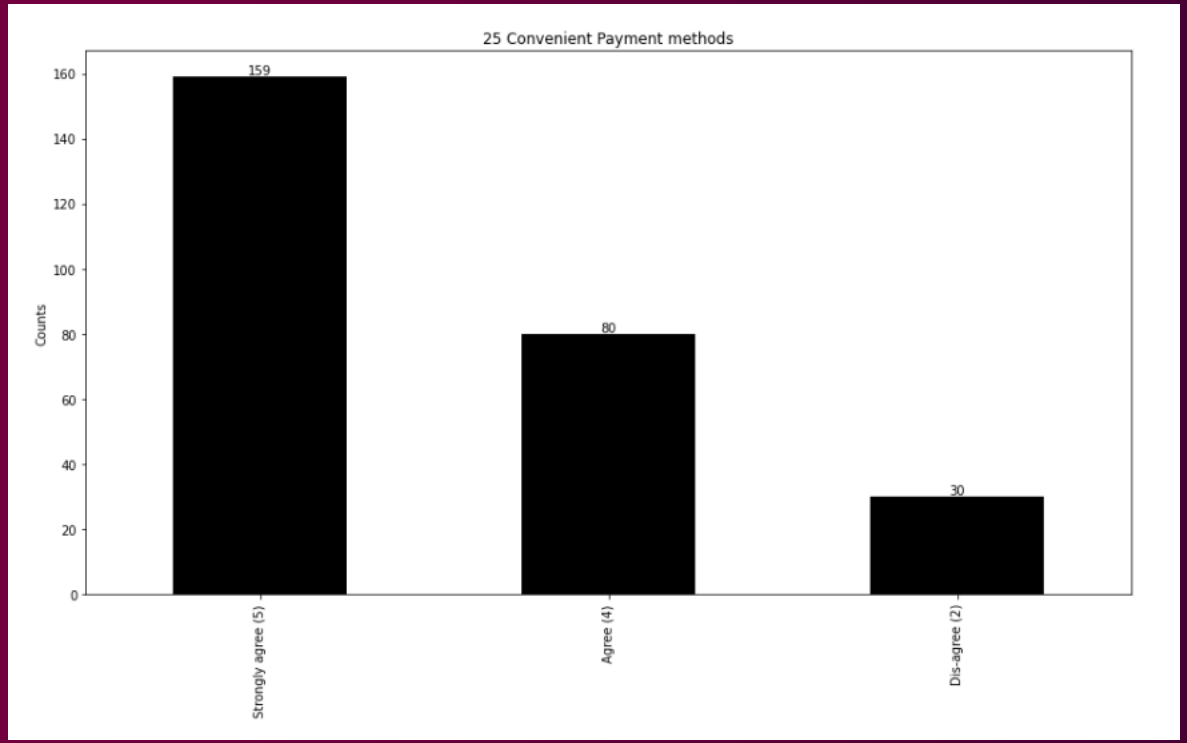

20 Complete information on listed seller and product being offered is important for purchase decision.
Counts
0
20
40
60
80
100
101
87
52
18
11
Agree (4)
Strongly agree (5)
Indifferent (3)
Dis-agree (2)
Strongly disagree (1)

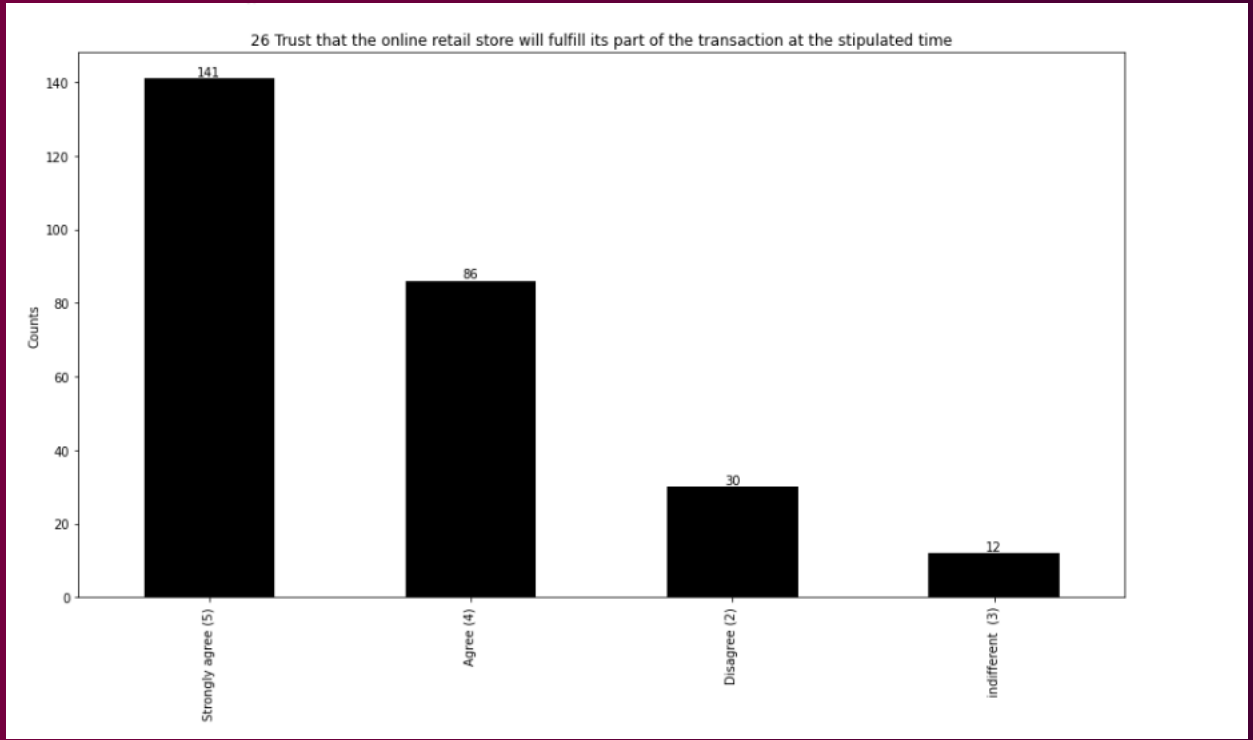

21 All relevant information on listed products must be stated clearly
Counts
0
20
40
60
80
100
120
132
107
18
12
Agree (4)
Strongly agree (5)
Strongly disagree (1)
Dis-agree (2)

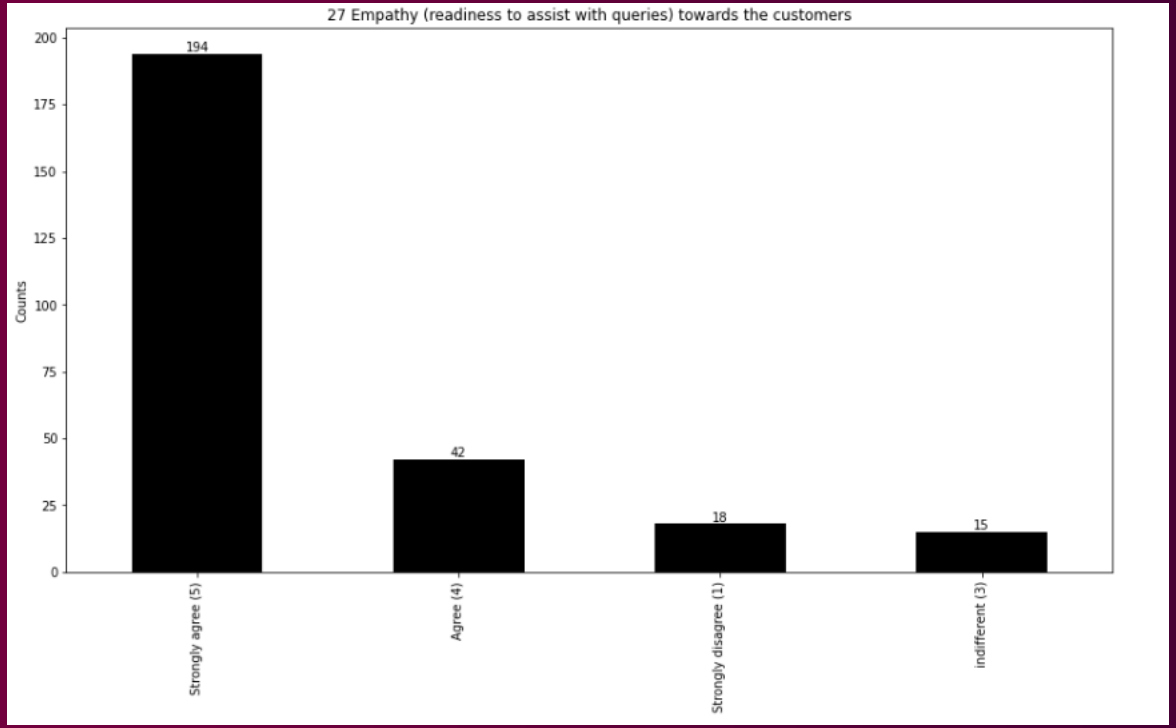

22 Ease of navigation in website
Counts
0
20
40
60
80
100
120
140
141
105
18
5
Strongly agree (5)
Agree (4)
Strongly disagree (1)
Dis-agree (2)

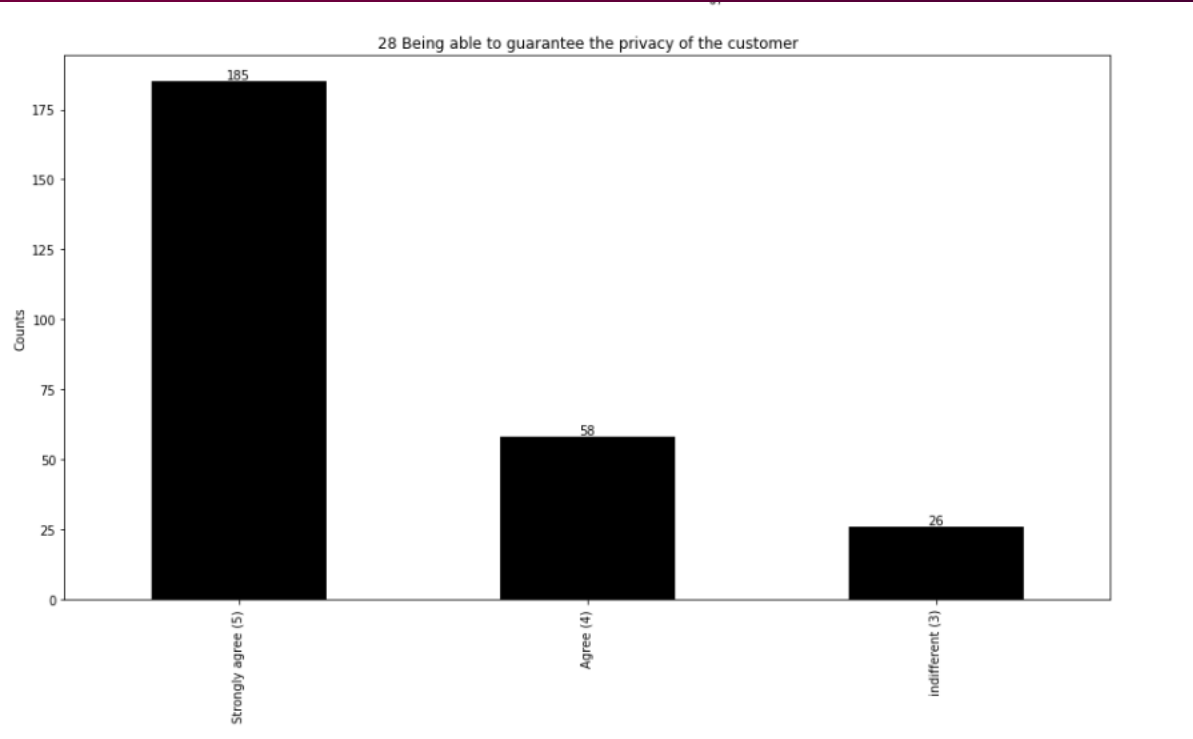

23 Loading and processing speed
Counts
120
100
80
60
40
20
0
115
112
18
12
12
Strongly agree (5)
Agree (4)
Dis-agree (2)
Strongly disagree (1)
Indifferent (3)

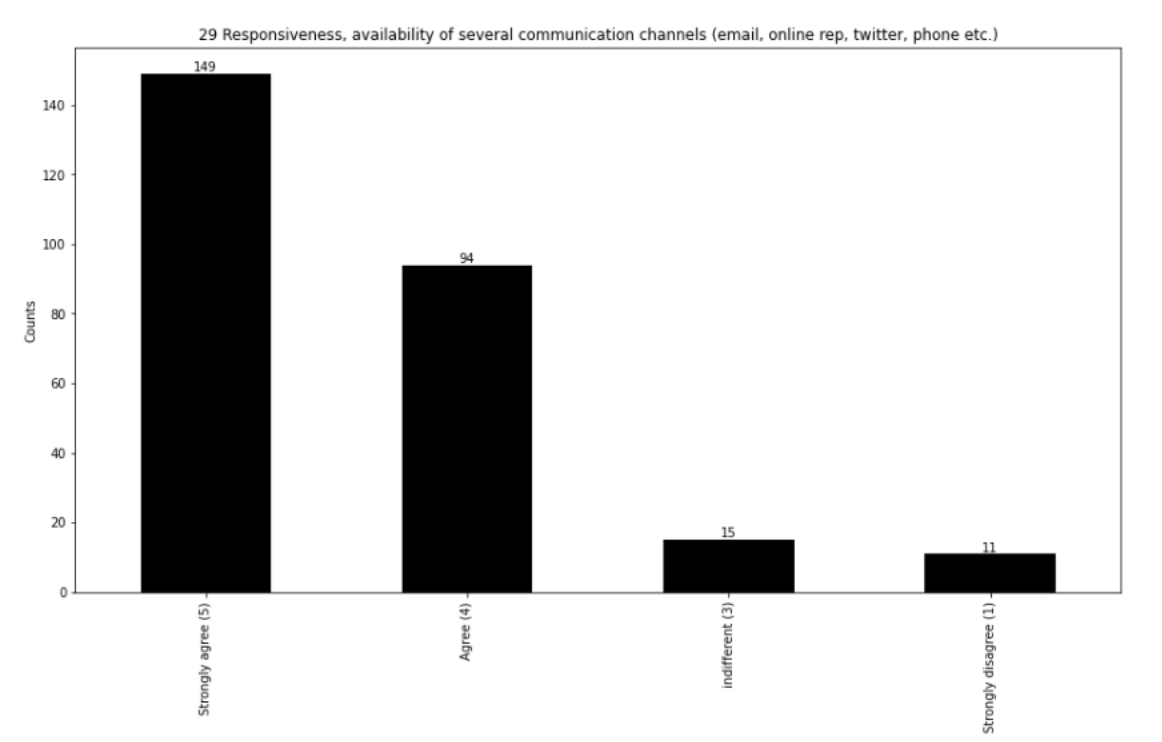

24 User friendly Interface of the website
Counts
189
45
18
12
5
0
25
50
75
100
125
150
175
Strongly agree (5)
Agree (4)
Strongly disagree (1)
Dis-agree (2)
Indifferent (3)

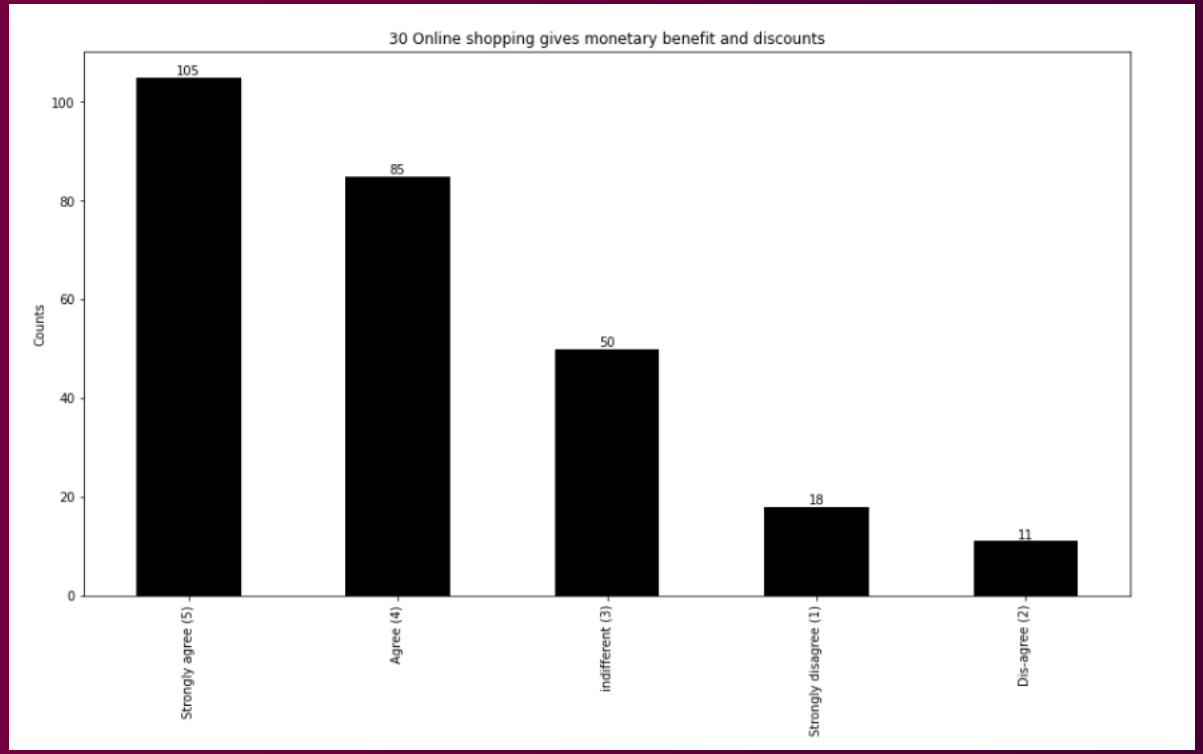

25 Convenient Payment methods
Counts
0
20
40
60
80
100
120
140
160
159
80
30
Strongly agree (5)
Agree (4)
Dis-agree (2)


26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time
Counts
0
20
40
60
80
100
120
140
141
86
30
12
Strongly agree (5)
Agree (4)
Disagree (2)
indifferent (3)


27 Empathy (readiness to assist with queries) towards the customers
Counts
200
175
150
125
100
75
50
25
0
194
42
18
15
Strongly agree (5)
Agree (4)
Strongly disagree (1)
indifferent (3)


28 Being able to guarantee the privacy of the customer
Counts
0
25
50
75
100
125
150
175
185
58
26
Strongly agree (5)
Agree (4)
indifferent (3)


29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
Counts
0
20
40
60
80
100
120
140
149
94
15
11
Strongly agree (5)
Agree (4)
indifferent (3)
Strongly disagree (1)


30 Online shopping gives monetary benefit and discounts
Counts
0
20
40
60
80
100
105
85
50
18
11
Strongly agree (5)
Agree (4)
indifferent (3)
Strongly disagree (1)
Dis-agree (2)

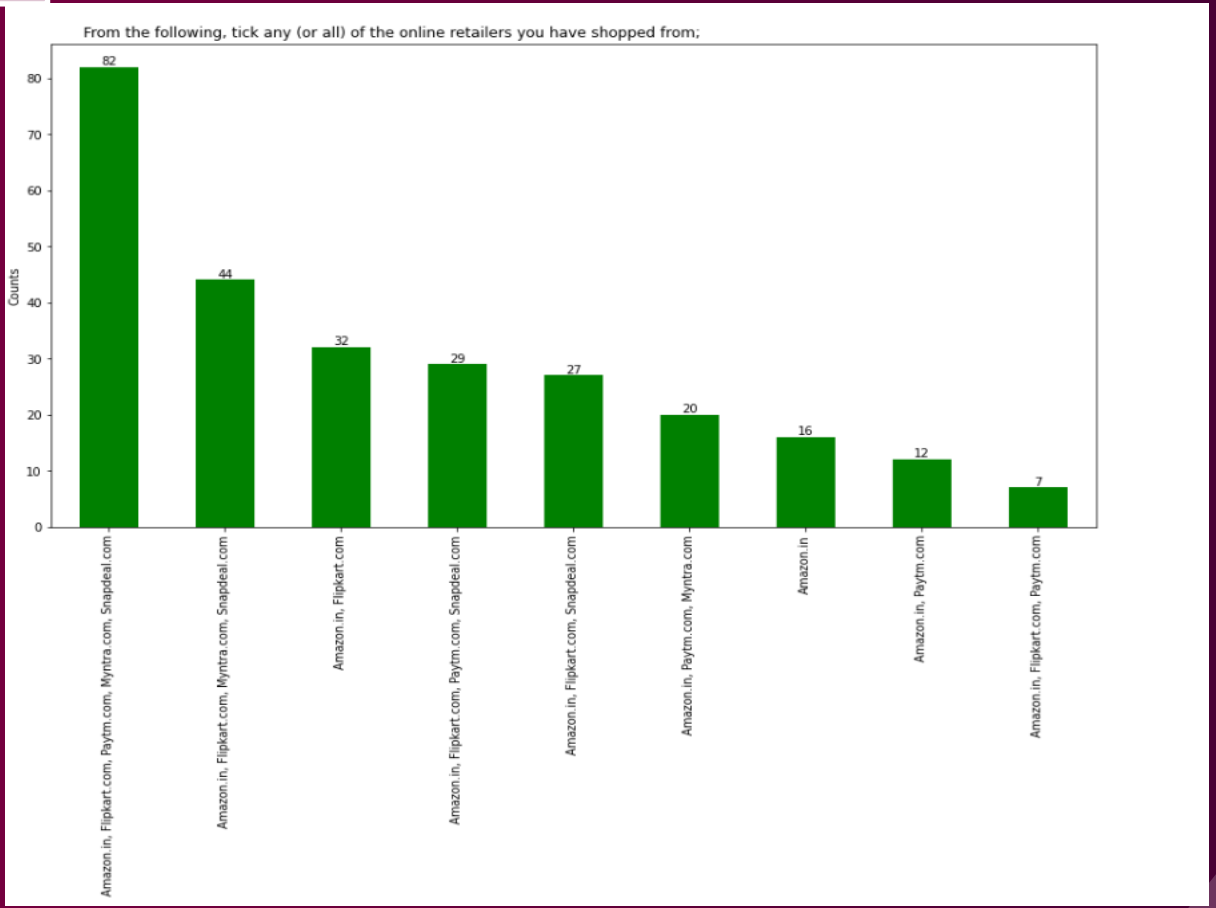
FLIP ROBO

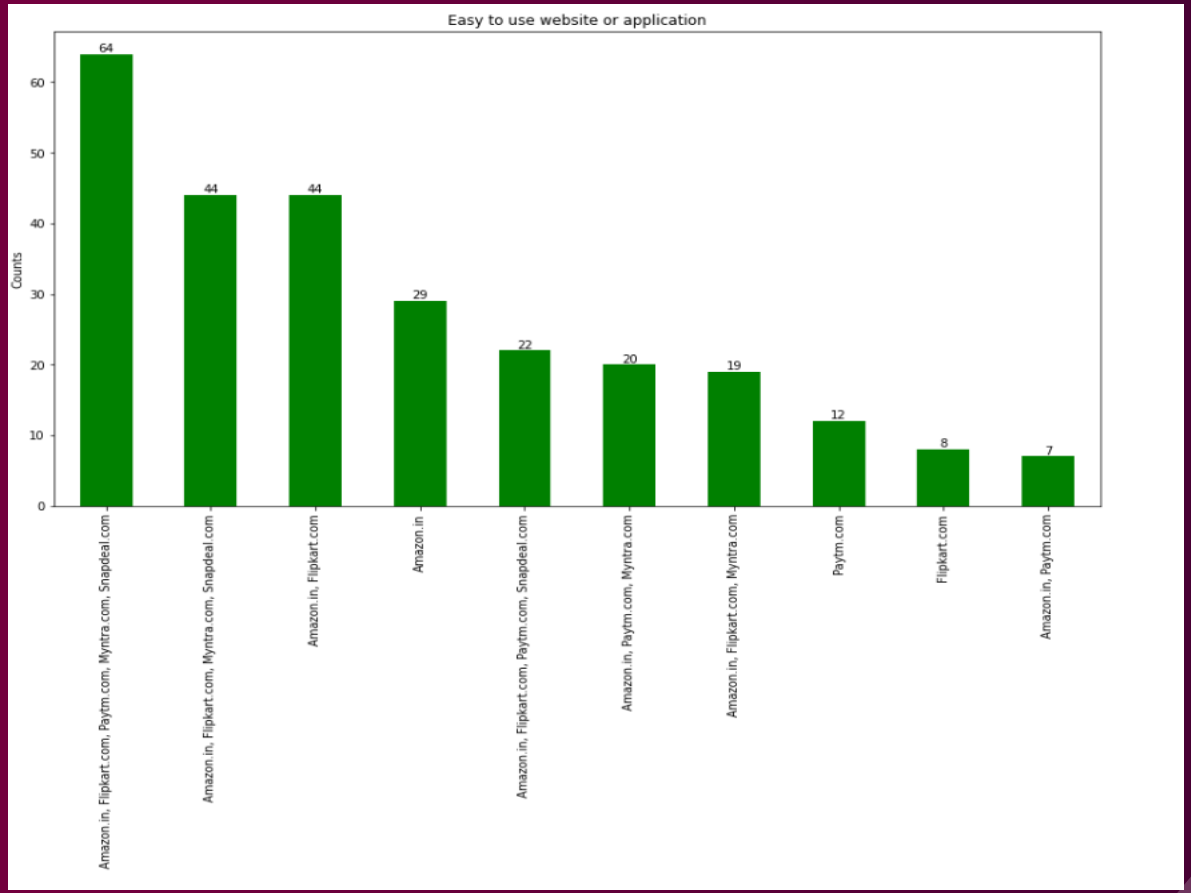
Observations:

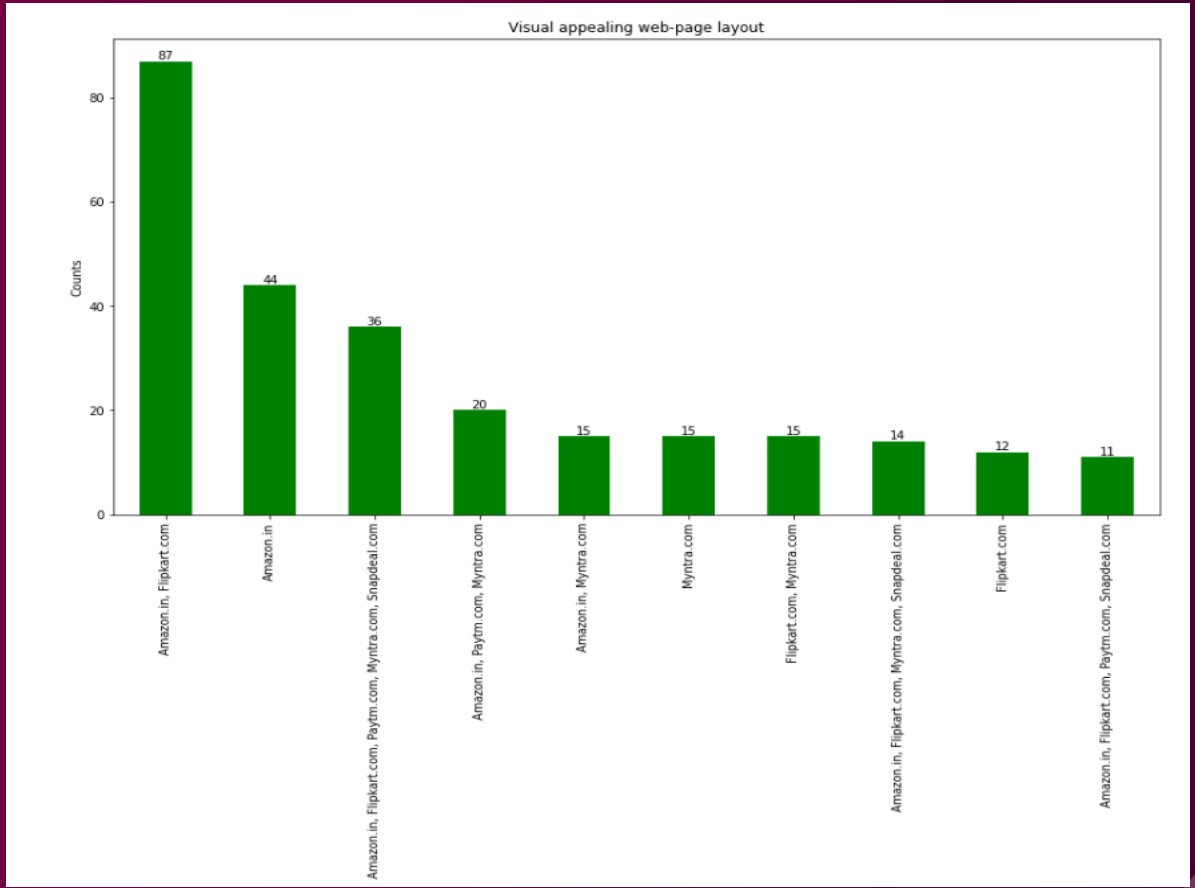
1. Browser to access the website Google chrome uses the highest.
2. Channel follow to arrive at your favorite online store for the first time search engines due to easy availability of using.
3. Mostly no of citizen reach the online retail store by search engine.
4. More than 15 minutes usually time do you explore the e- retail store before making a purchase decision.
5. Mostly used Credit/Debit card for the Preferred payment Option.
6. Sometimes customer abandon (selecting an items and leaving without making payment) your shopping cart.
7. Abandon the “Bag”, “Shopping Cart when customer get better alternative offers.
8. Customer strongly agree to visit a website which seems easy to read and understand.
9. Information on similar product to the one highlighted is important for product comparison customer preferly strongly agreed towards it.
10. Complete information on listed seller and product information are important for purchase decision.
11. All relevant information on listed products must be stated clearly
12. Ease of navigation in website.
13. Loading and processing speed must be good.
14. User friendly Interface of the website strongly agree.
15. Convenient Payment methods
16. Trust transaction at the stipulated time
17. Empathy towards the customers
18. Guaranteed privacy of the customer
19. Responsiveness, availability of several communication channels
20. Online shopping monetary benefit and discounts

Some of the Dataset Columns having Agree, Disagrees values. Hence we skipped as per Human Common Sense.

Rest Dataset are as below:

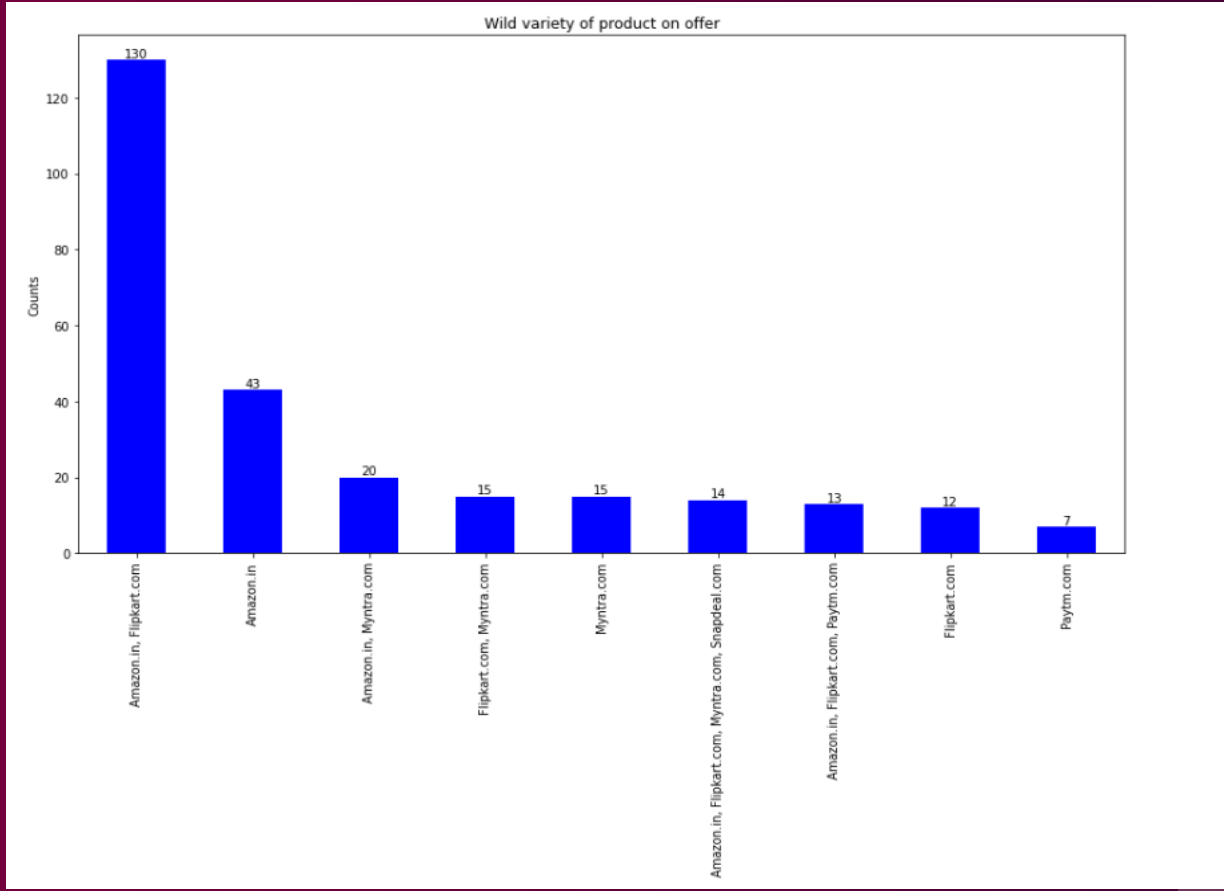


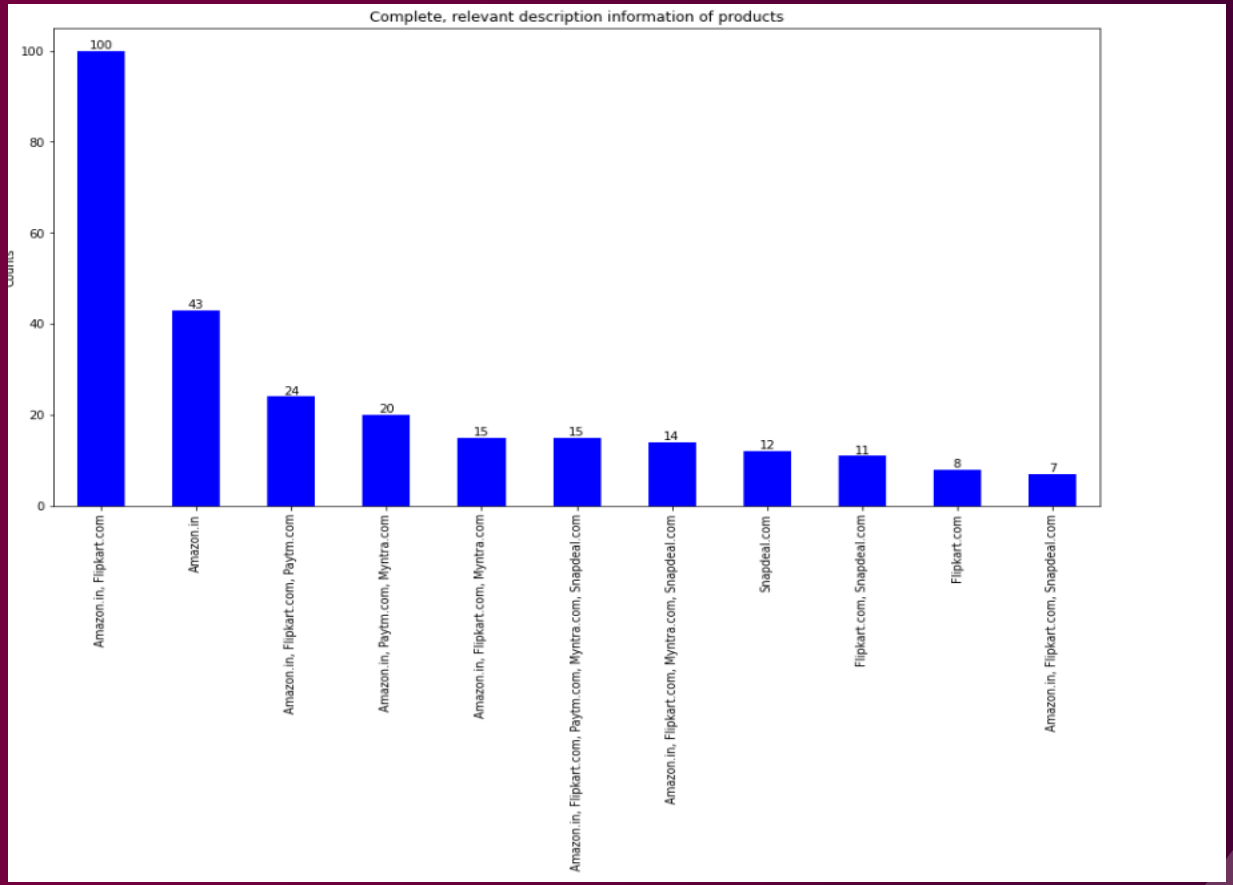

Easy to use website or application
Counts
0
10
20
30
40
50
60
64
44
44
29
22
20
19
12
8
7
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com
Amazon.in
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Flipkart.com, Myntra.com
Paytm.com
Flipkart.com
Amazon.in, Paytm.com

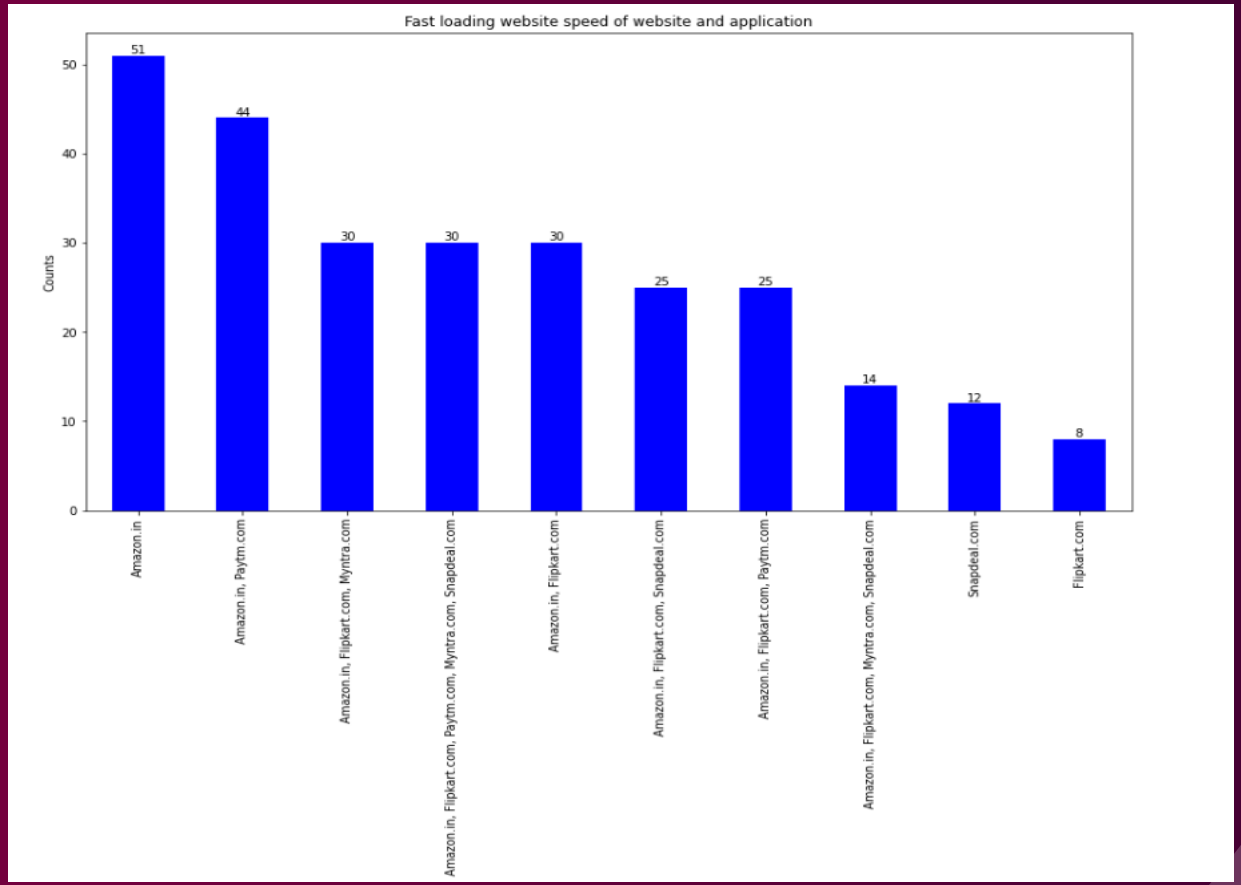

Visual appealing web-page layout
Counts
0
20
40
60
80
87
44
36
20
15
15
15
14
12
11
Amazon.in, Flipkart.com
Amazon.in
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Myntra.com
Myntra.com
Flipkart.com, Myntra.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Flipkart.com
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com

Observations:

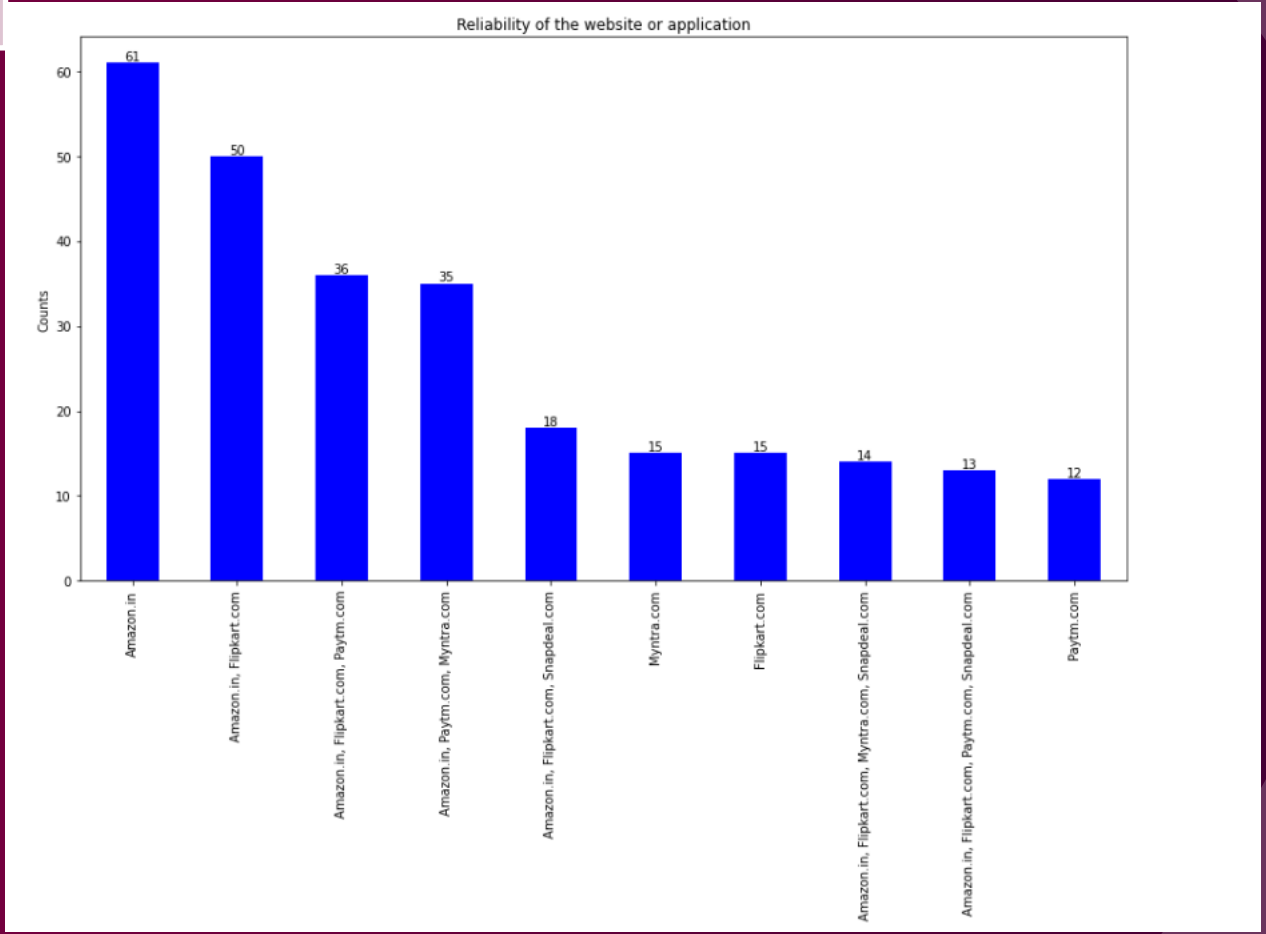
1. Customer strongly agrees and enjoyment is derived from shopping online.
2. Strongly agrees when shopping online is convenient and flexible.
3. Return and replacement policy of the e-tailer is important for purchase decision strongly agrees.
4. Gaining access to loyalty programs is a benefit of shopping online.
5. Displaying quality Information on the website improves satisfaction of customers.
6. User derive satisfaction while shopping on a good quality website or application.
7. Net Benefit derived from shopping online can lead to users satisfaction
8. User satisfaction cannot exist without trust',
9. Offering a wide variety of listed product in several category',
10. Provision of complete and relevant product information',
11. Monetary savings.
12. The Convenience of patronizing the online retailer are agreed.
13. Shopping on the website gives you the sense of adventure agrees.
14. No shopping on your preferred e-tailer enhances your social status.
15. Customer may be feel gratification shopping on your favorite e-tailer',
16. Not necessary shopping on the website helps customers fulfill certain roles',
17. Getting value for money spent agrees. Sometime we got not usual displayed products.
18. From the following, tick any (or all) of the online retailers you have shopped from basic sites amazon, flipkart, paytm, myntra, snapdeal etc.
19. Easy to use website or application amazon, flipkart, paytm, myntra, snapdeal etc.
20. Visual appealing web-page layout amazon and flipkart

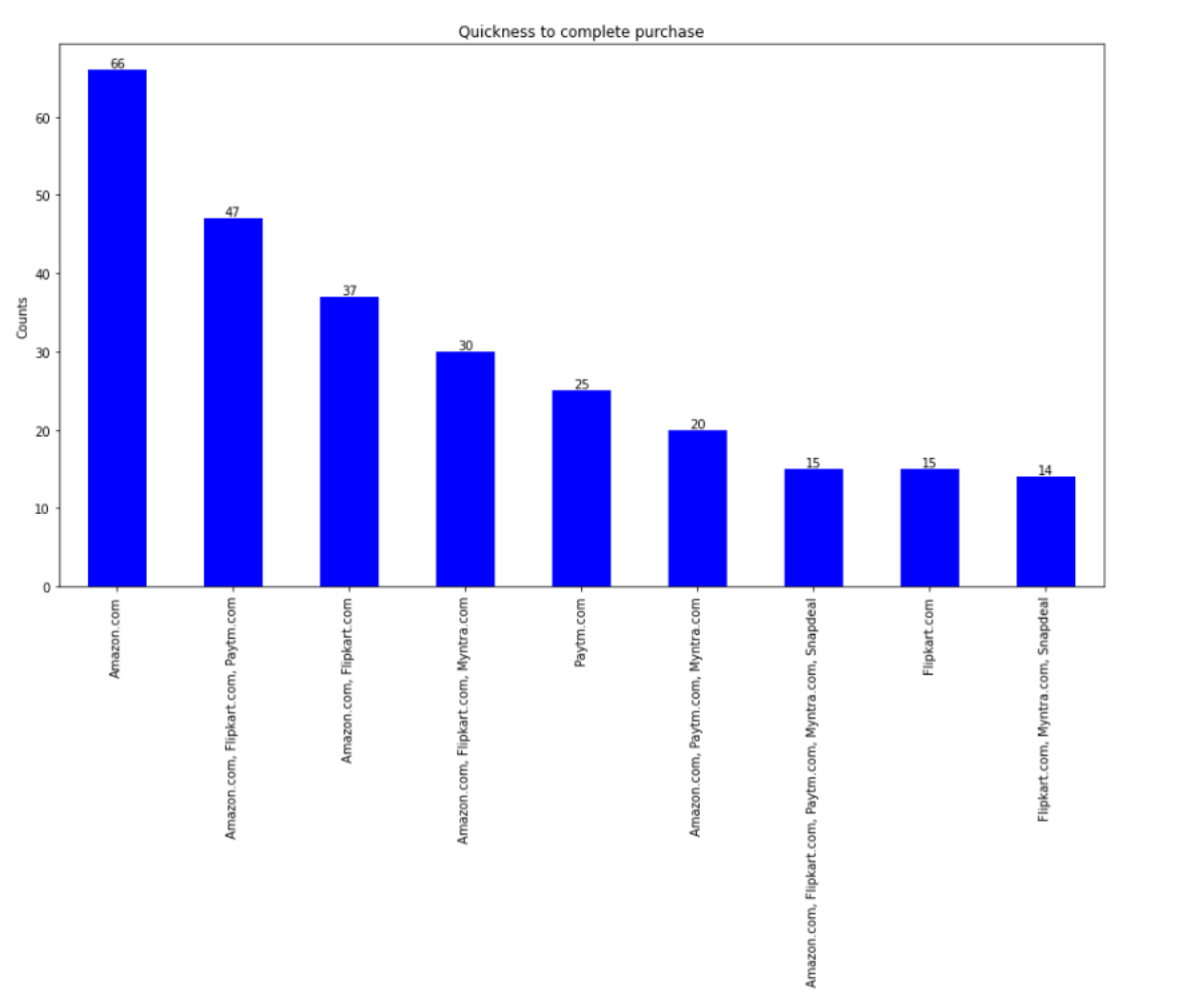

Wild variety of product on offer
Counts
0
20
40
60
80
100
120
130
43
20
15
15
14
13
12
7
Amazon.in, Flipkart.com
Amazon.in
Amazon.in, Myntra.com
Flipkart.com, Myntra.com
Myntra.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com
Flipkart.com
Paytm.com

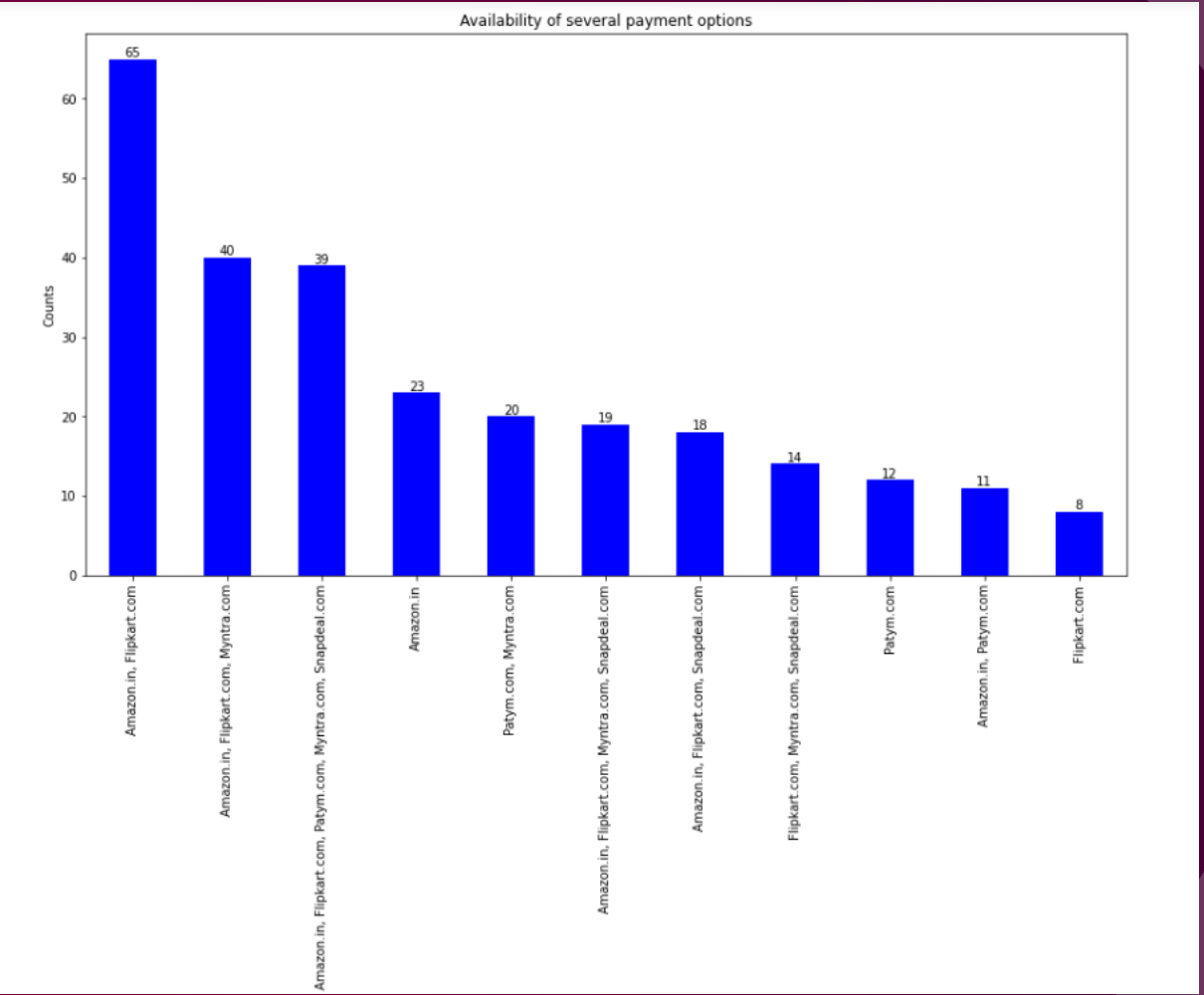

Complete, relevant description information of products
Counts
0
20
40
60
80
100
100
43
24
20
15
15
14
12
11
8
7
Amazon.in, Flipkart.com
Amazon.in
Amazon.in, Flipkart.com, Paytm.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Snapdeal.com
Flipkart.com, Snapdeal.com
Flipkart.com
Amazon.in, Flipkart.com, Snapdeal.com


Fast loading website speed of website and application
Counts
0
10
20
30
40
50
51
44
30
30
30
25
25
14
12
8
Amazon.in
Amazon.in, Paytm.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Snapdeal.com
Flipkart.com

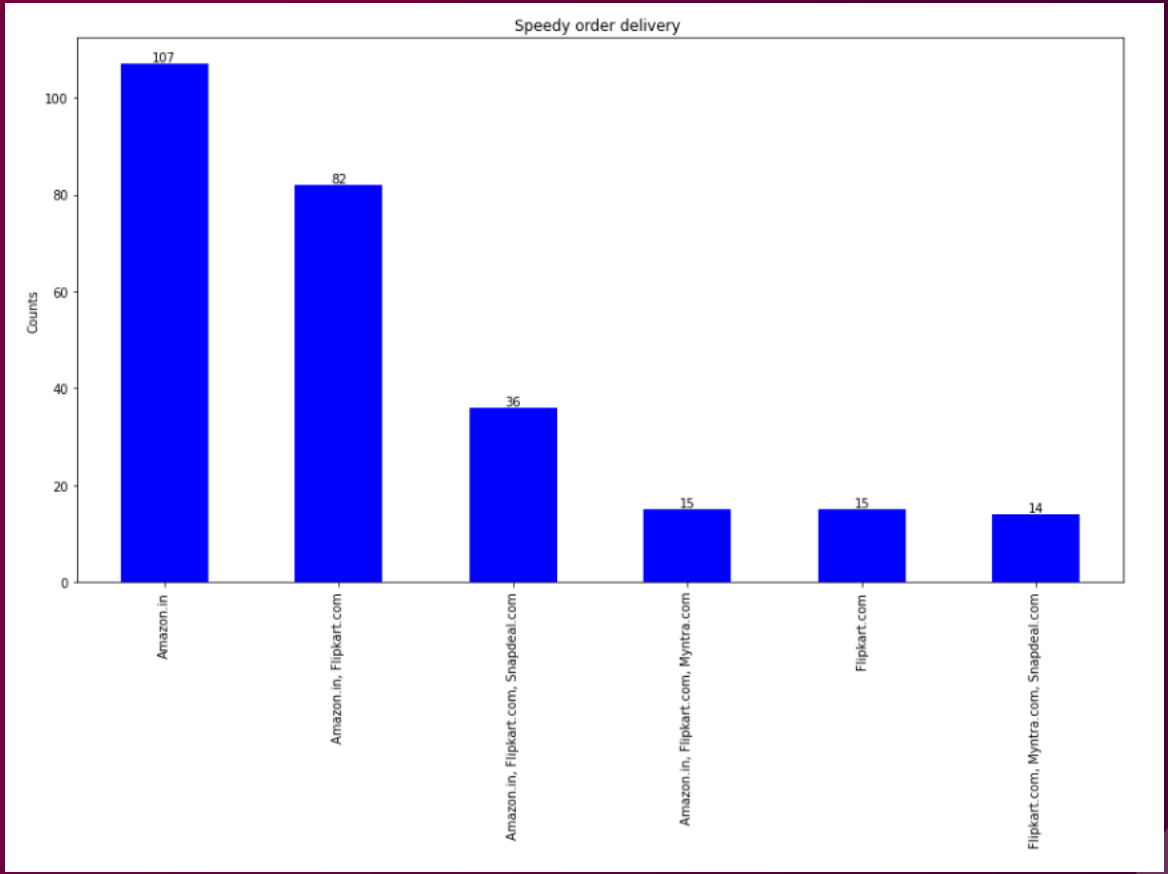
FLIP ROBO

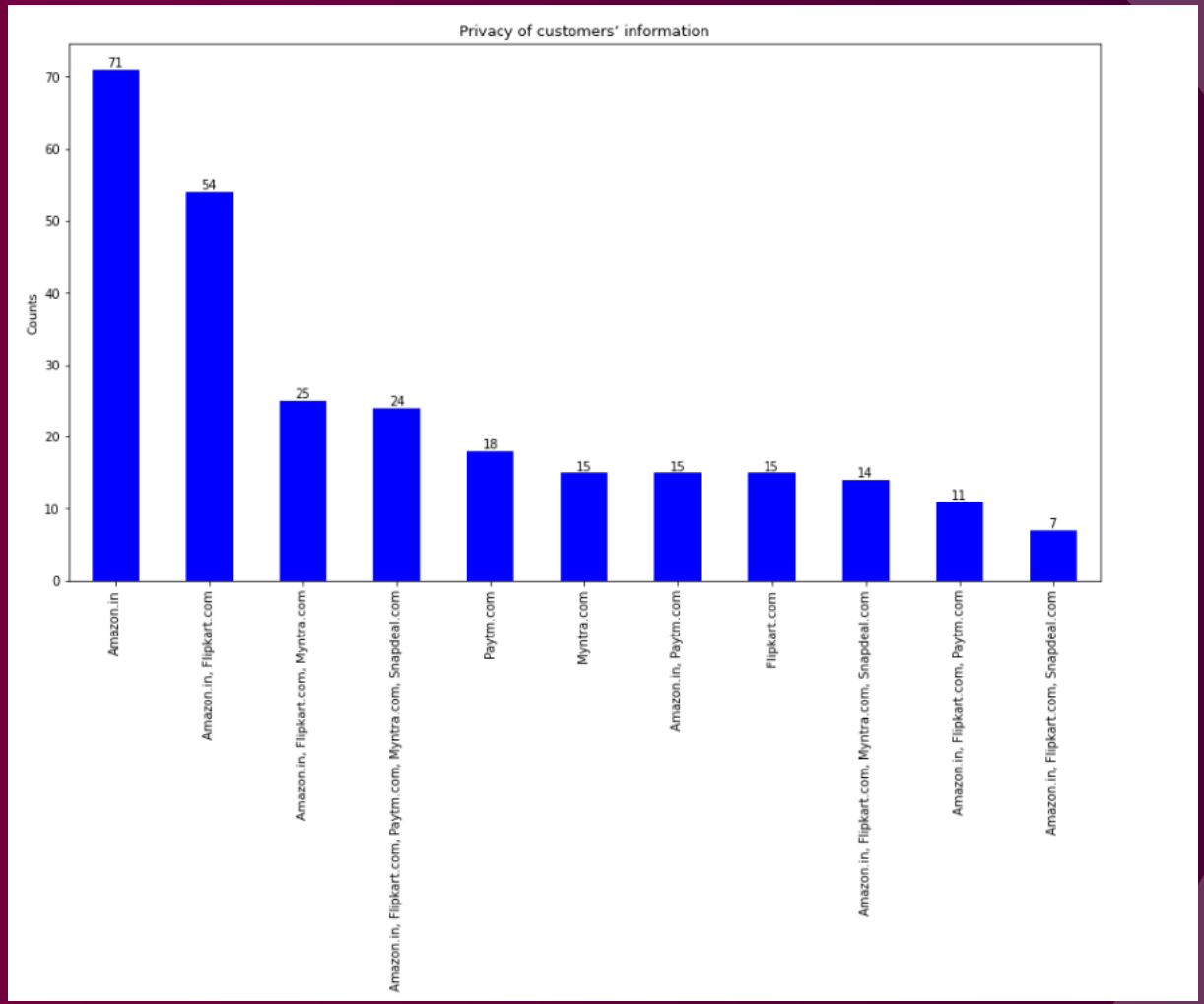

Reliability of the website or application
Counts
0
10
20
30
40
50
60
61
50
36
35
18
15
15
14
13
12
Amazon.in
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Paytm.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Flipkart.com, Snapdeal.com
Myntra.com
Flipkart.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
Paytm.com

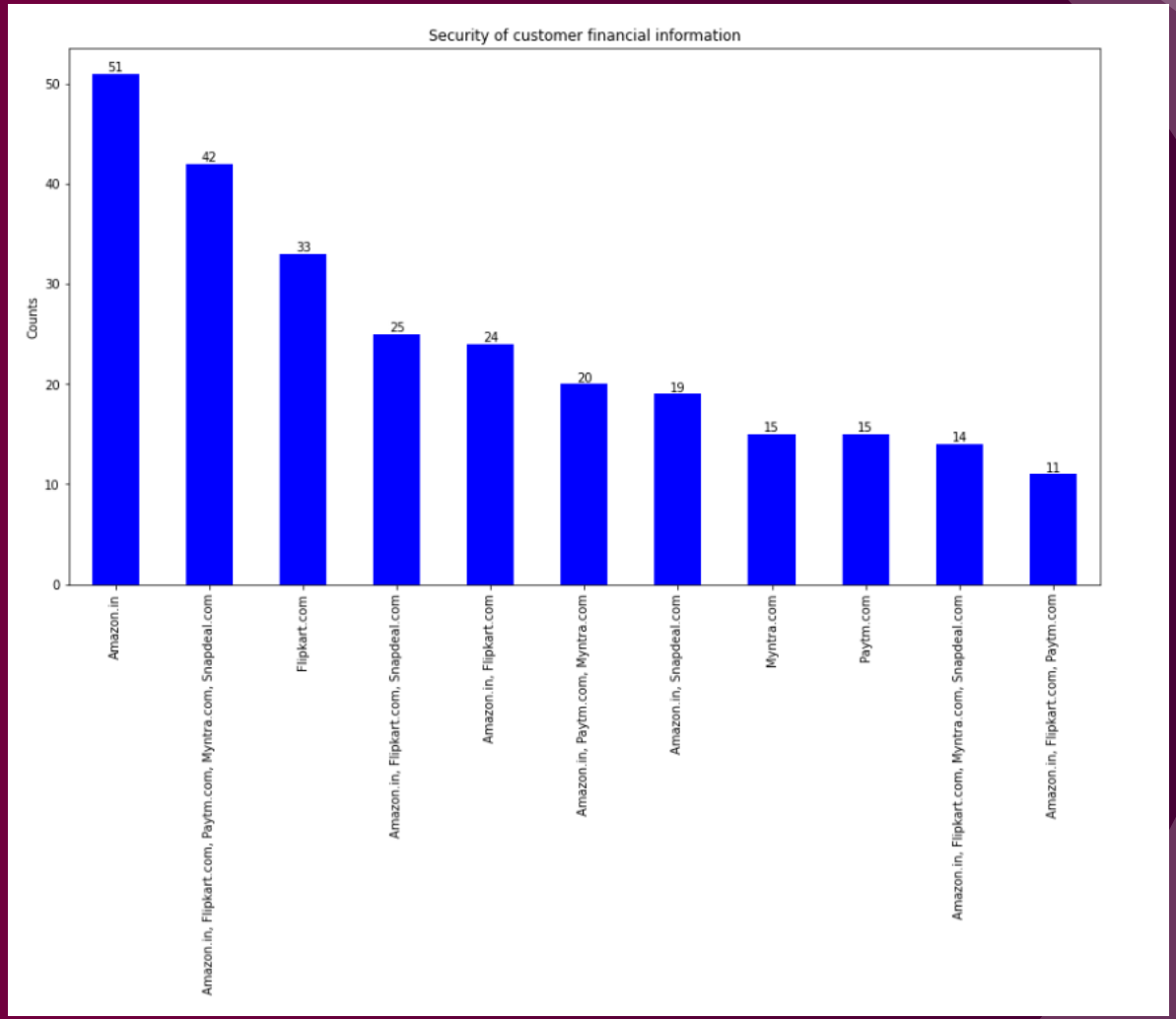

Quickness to complete purchase
Counts
0
10
20
30
40
50
60
66
47
37
30
25
20
15
15
14
Amazon.com
Amazon.com, Flipkart.com, Paytm.com
Amazon.com, Flipkart.com
Amazon.com, Flipkart.com, Myntra.com
Paytm.com
Amazon.com, Paytm.com, Myntra.com
Amazon.com, Flipkart.com, Paytm.com, Myntra.com, Snapdeal
Flipkart.com
Flipkart.com, Myntra.com, Snapdeal

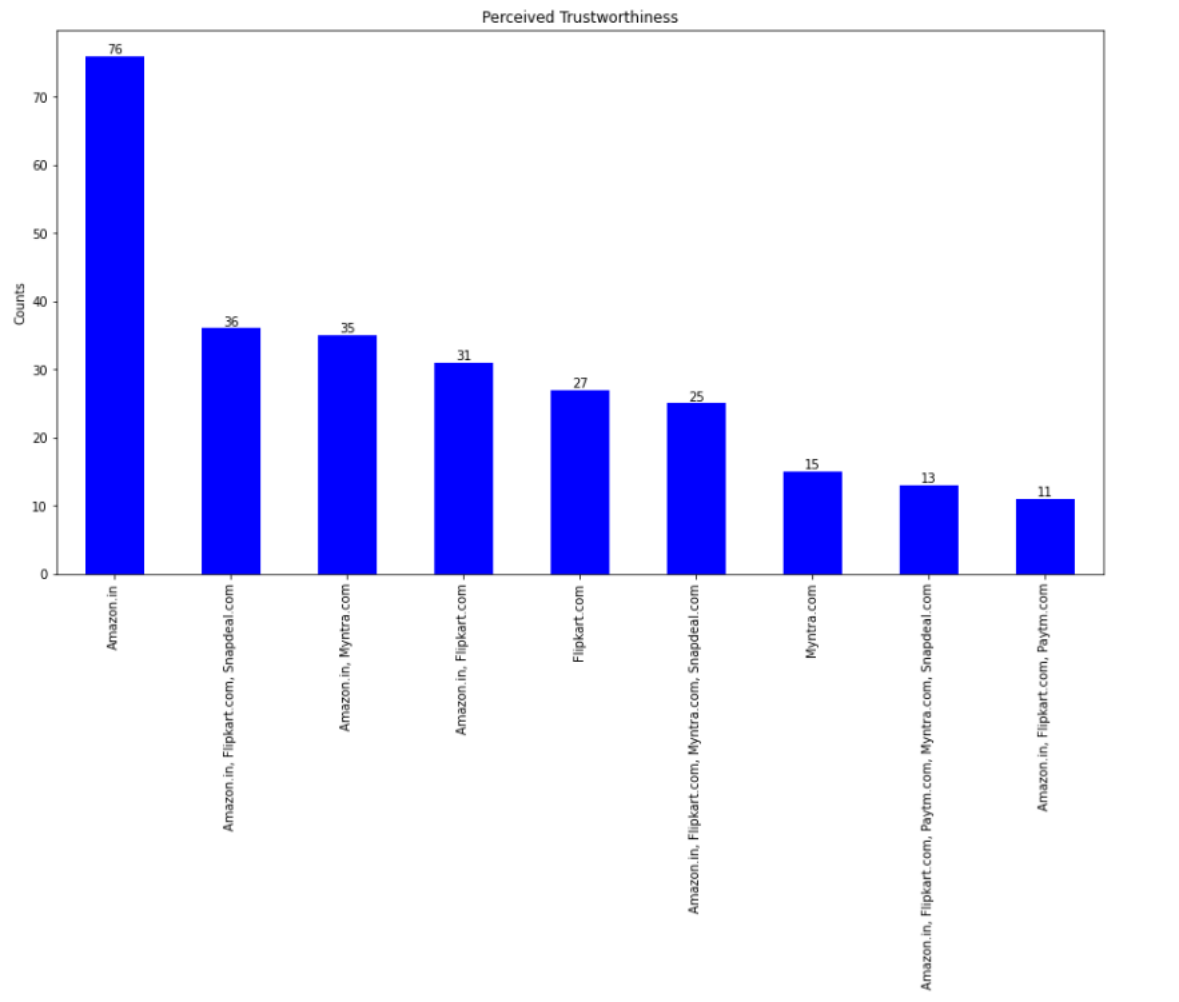

Availability of several payment options
Counts
0
10
20
30
40
50
60
65
40
39
23
20
19
18
14
12
11
8
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com
Amazon.in
Patym.com, Myntra.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Snapdeal.com
Flipkart.com, Myntra.com, Snapdeal.com
Patym.com
Amazon.in, Patym.com
Flipkart.com

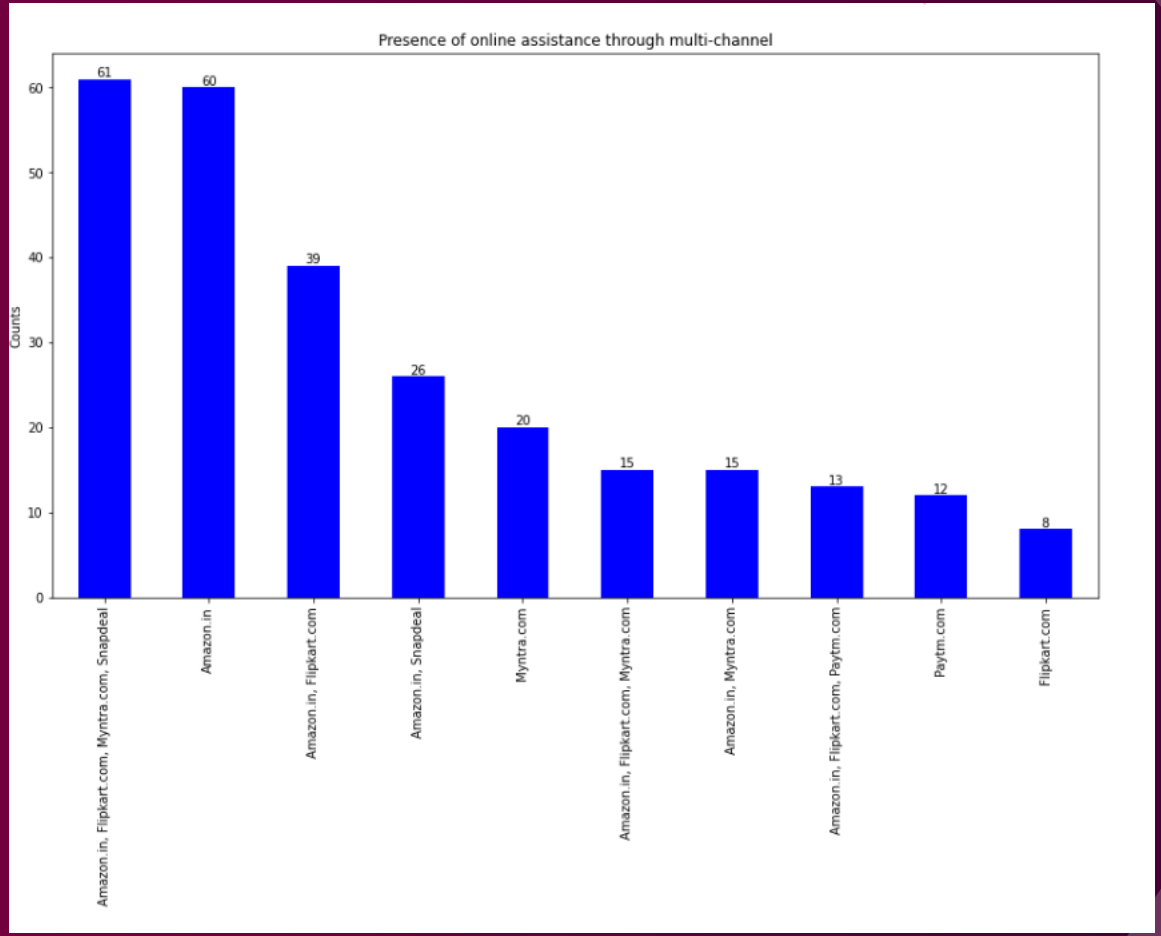
FLIP ROBO

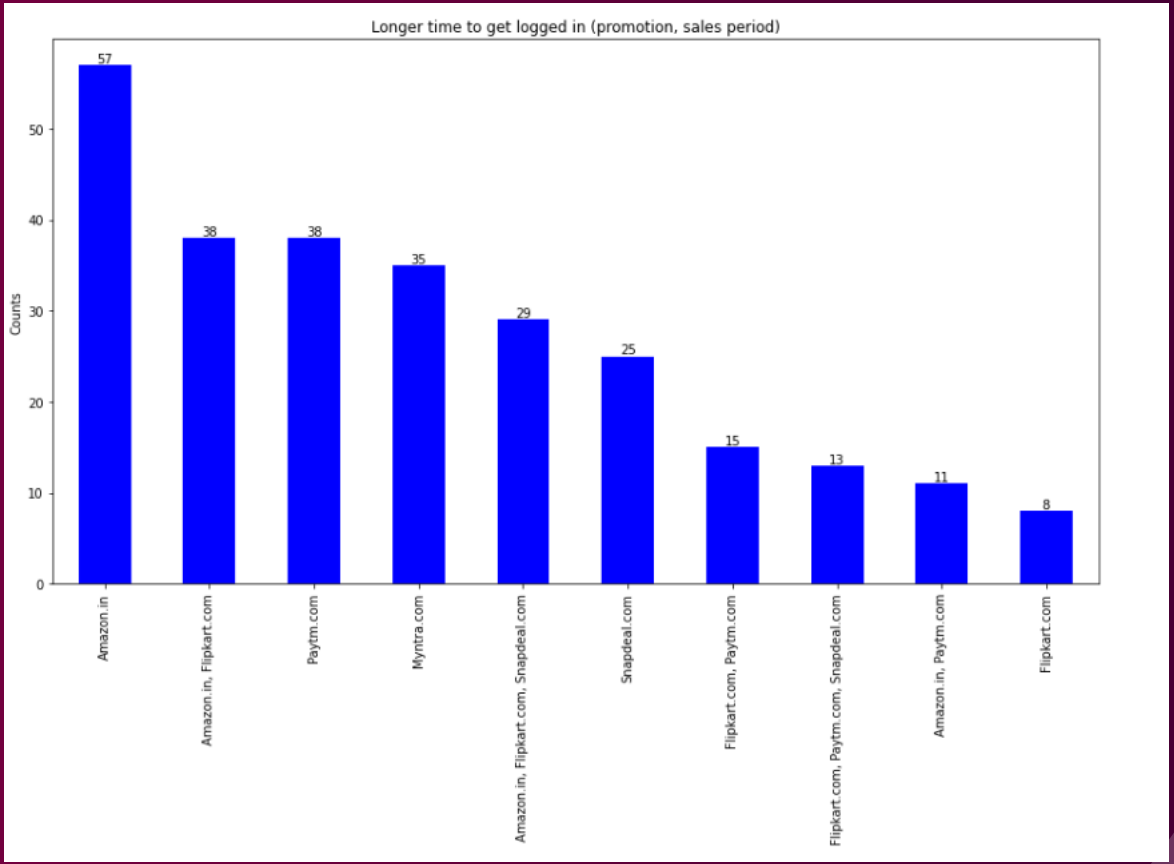

Speedy order delivery
Counts
0
20
40
60
80
100
107
82
36
15
15
14
Amazon.in
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Snapdeal.com
Amazon.in, Flipkart.com, Myntra.com
Flipkart.com
Flipkart.com, Myntra.com, Snapdeal.com

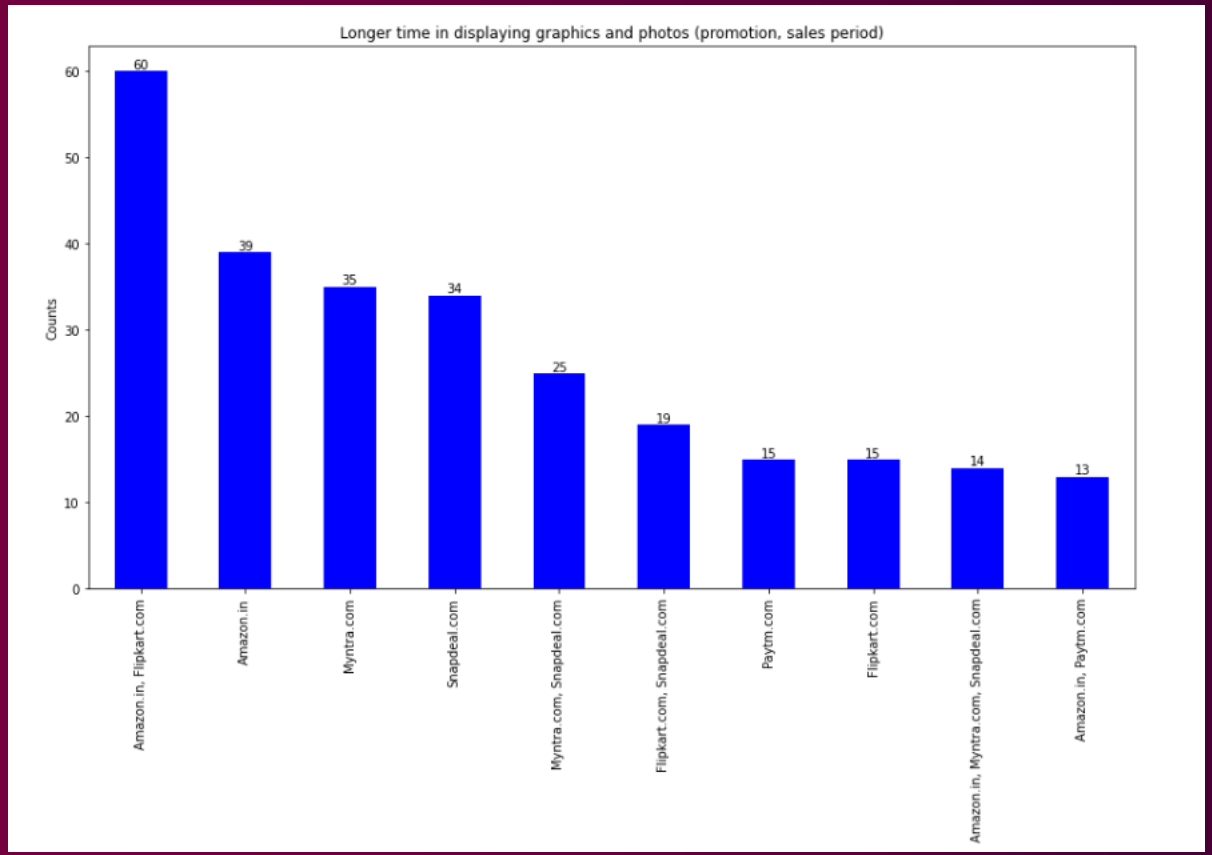

Privacy of customers' information
Counts
0
10
20
30
40
50
60
70
71
54
25
24
18
15
15
15
14
11
7
Amazon.in
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Paytm.com
Myntra.com
Amazon.in, Paytm.com
Flipkart.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com
Amazon.in, Flipkart.com, Snapdeal.com

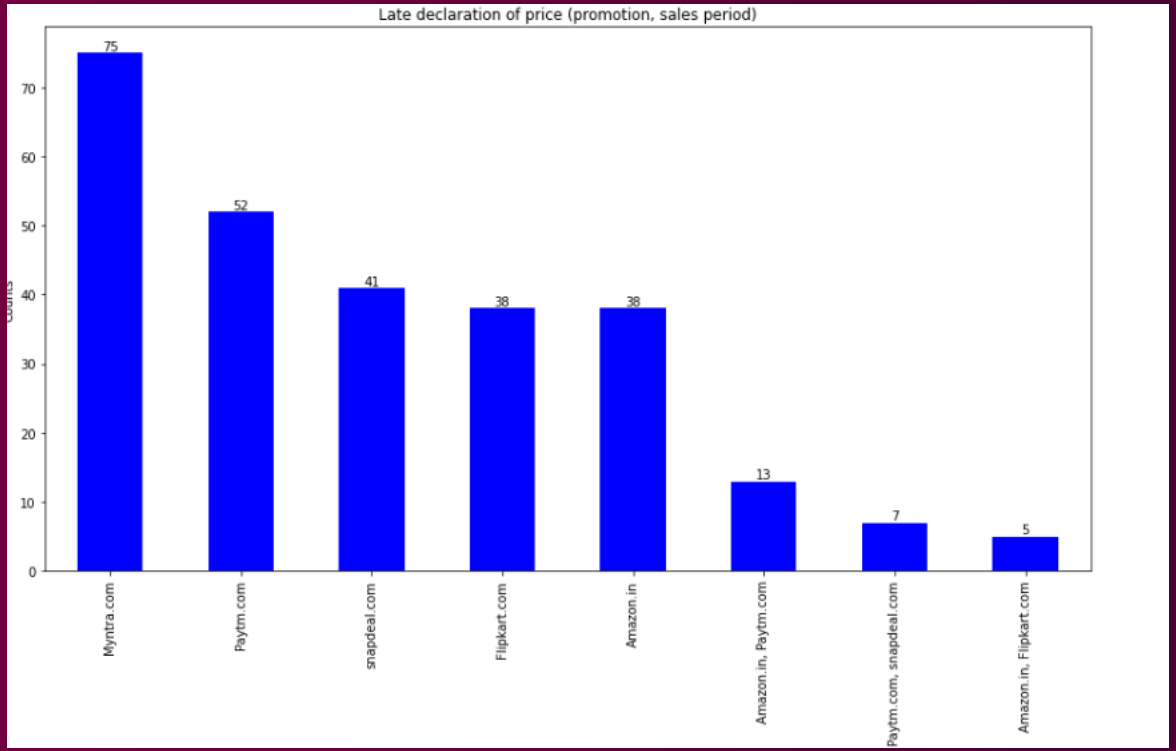

Security of customer financial information
Counts
0
10
20
30
40
50
51
42
33
25
24
20
19
15
15
14
11
Amazon.in
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Flipkart.com
Amazon.in, Flipkart.com, Snapdeal.com
Amazon.in, Flipkart.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Snapdeal.com
Myntra.com
Paytm.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com

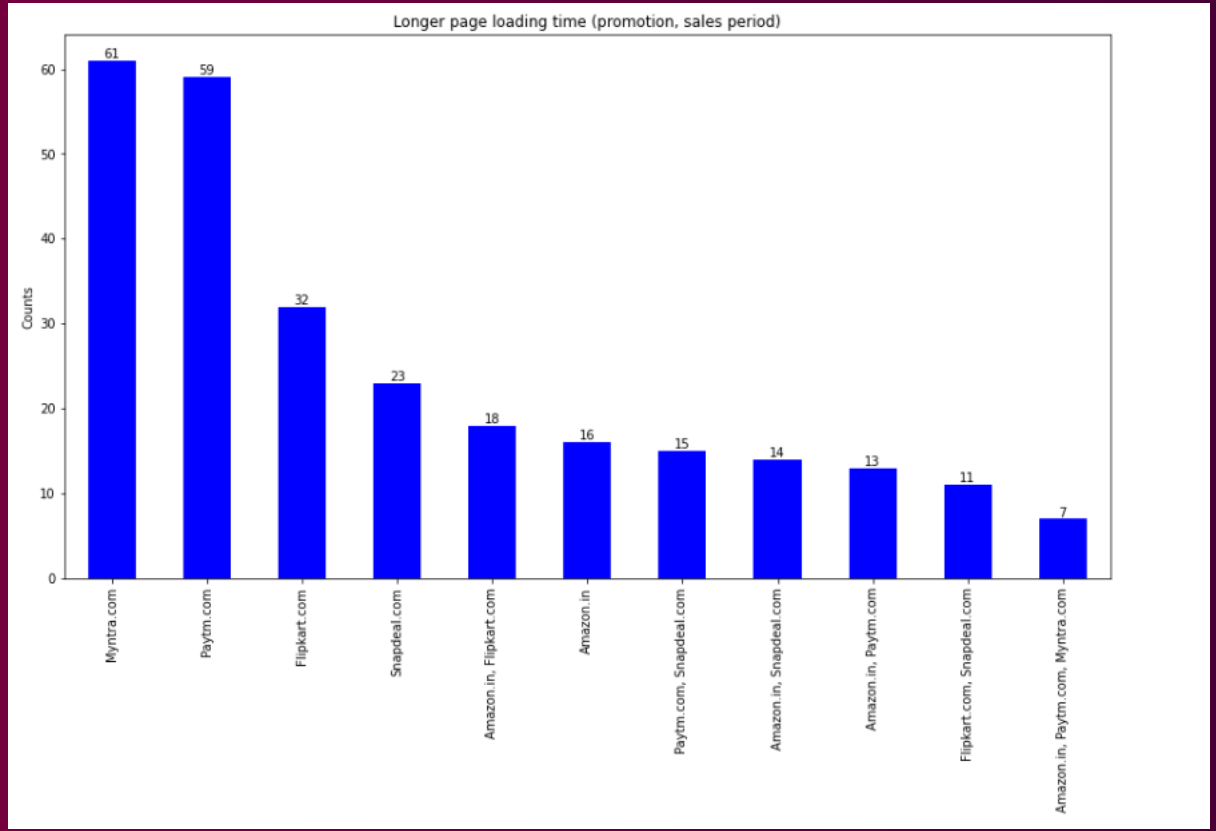

Perceived Trustworthiness
Counts
0
10
20
30
40
50
60
70
76
36
35
31
27
25
15
13
11
Amazon.in
Amazon.in, Flipkart.com, Snapdeal.com
Amazon.in, Myntra.com
Amazon.in, Flipkart.com
Flipkart.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
Myntra.com
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Amazon.in, Flipkart.com, Paytm.com

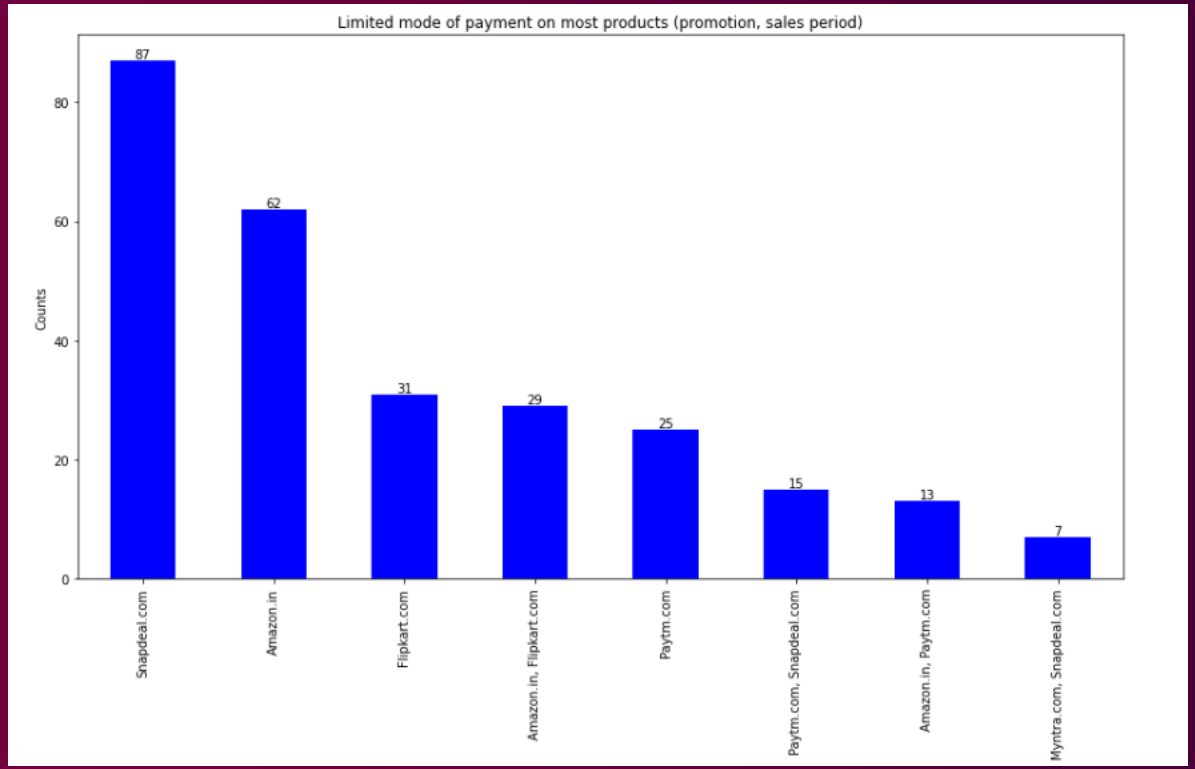

Presence of online assistance through multi-channel
Counts
0
10
20
30
40
50
60
61
60
39
26
20
15
15
13
12
8
Amazon.in, Flipkart.com, Myntra.com, Snapdeal
Amazon.in
Amazon.in, Flipkart.com
Amazon.in, Snapdeal
Myntra.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Myntra.com
Amazon.in, Flipkart.com, Paytm.com
Paytm.com
Flipkart.com

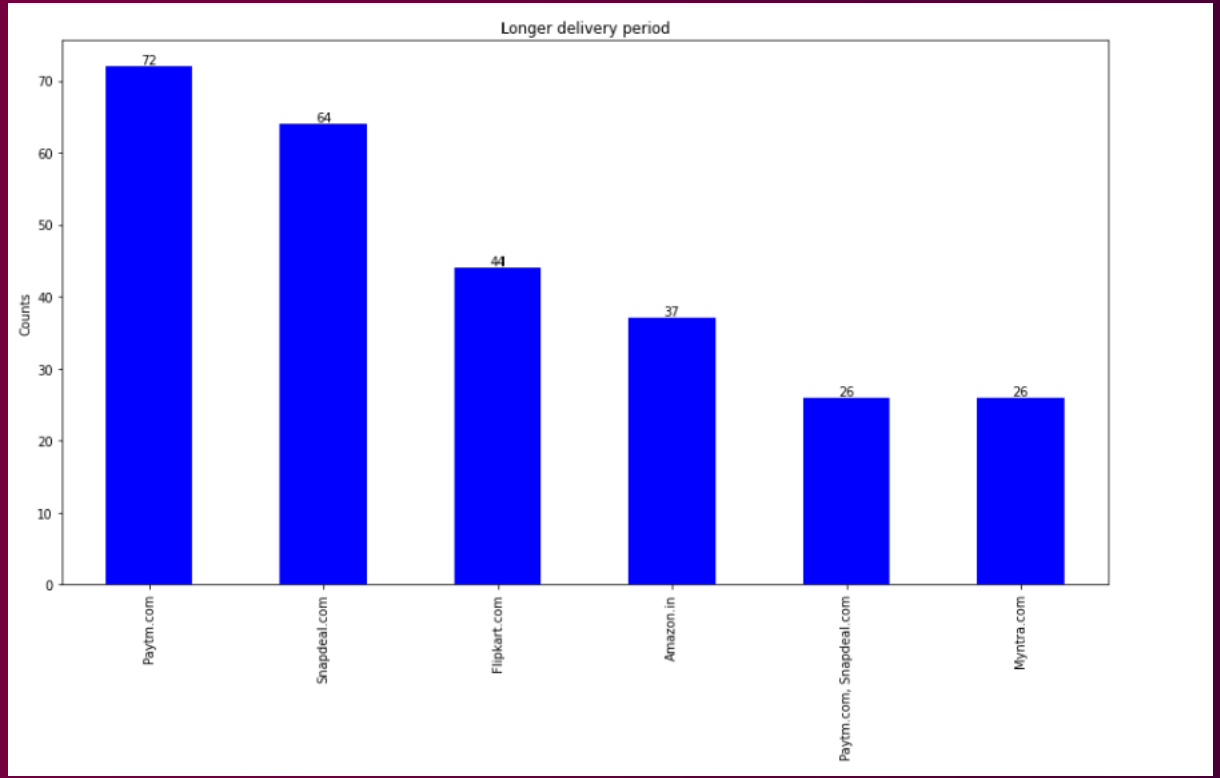

Longer time to get logged in (promotion, sales period)
Counts
0
10
20
30
40
50
57
38
38
35
29
25
15
13
11
8
Amazon.in
Amazon.in, Flipkart.com
Paytm.com
Myntra.com
Amazon.in, Flipkart.com, Snapdeal.com
Snapdeal.com
Flipkart.com, Paytm.com
Flipkart.com, Paytm.com, Snapdeal.com
Amazon.in, Paytm.com
Flipkart.com

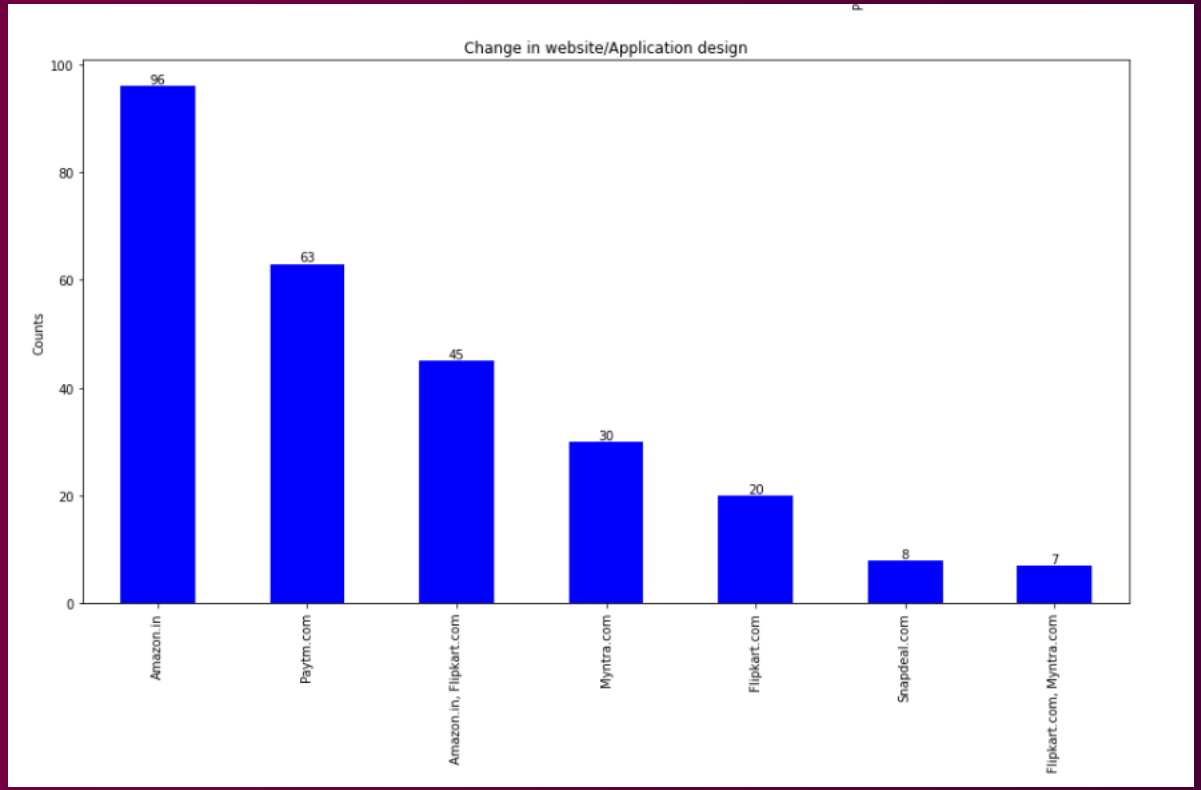

Longer time in displaying graphics and photos (promotion, sales period)
Counts
0
10
20
30
40
50
60
60
39
35
34
25
19
15
15
14
13
Amazon.in, Flipkart.com
Amazon.in
Myntra.com
Snapdeal.com
Myntra.com, Snapdeal.com
Flipkart.com, Snapdeal.com
Paytm.com
Flipkart.com
Amazon.in, Myntra.com, Snapdeal.com
Amazon.in, Paytm.com

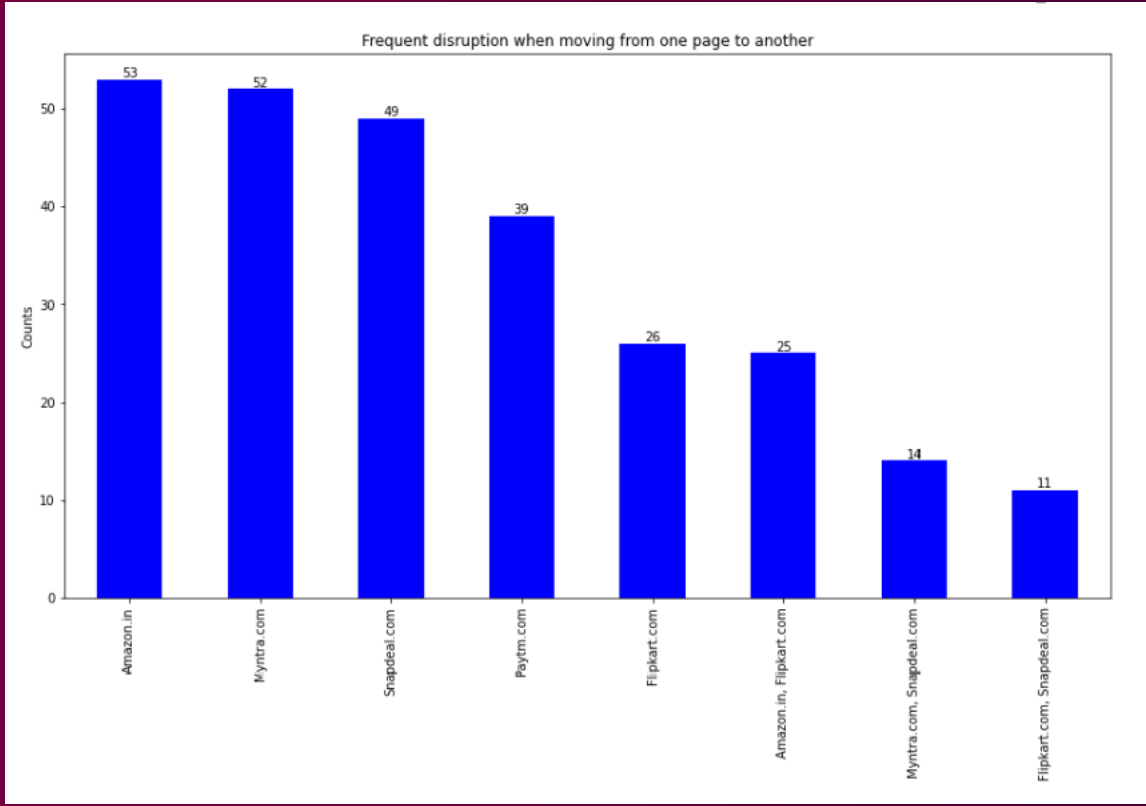

Late declaration of price (promotion, sales period)
Counts
0
10
20
30
40
50
60
70
75
52
41
38
38
13
7
5
Myntra.com
Paytm.com
snapdeal.com
Flipkart.com
Amazon.in
Amazon.in, Paytm.com
Paytm.com, snapdeal.com
Amazon.in, Flipkart.com

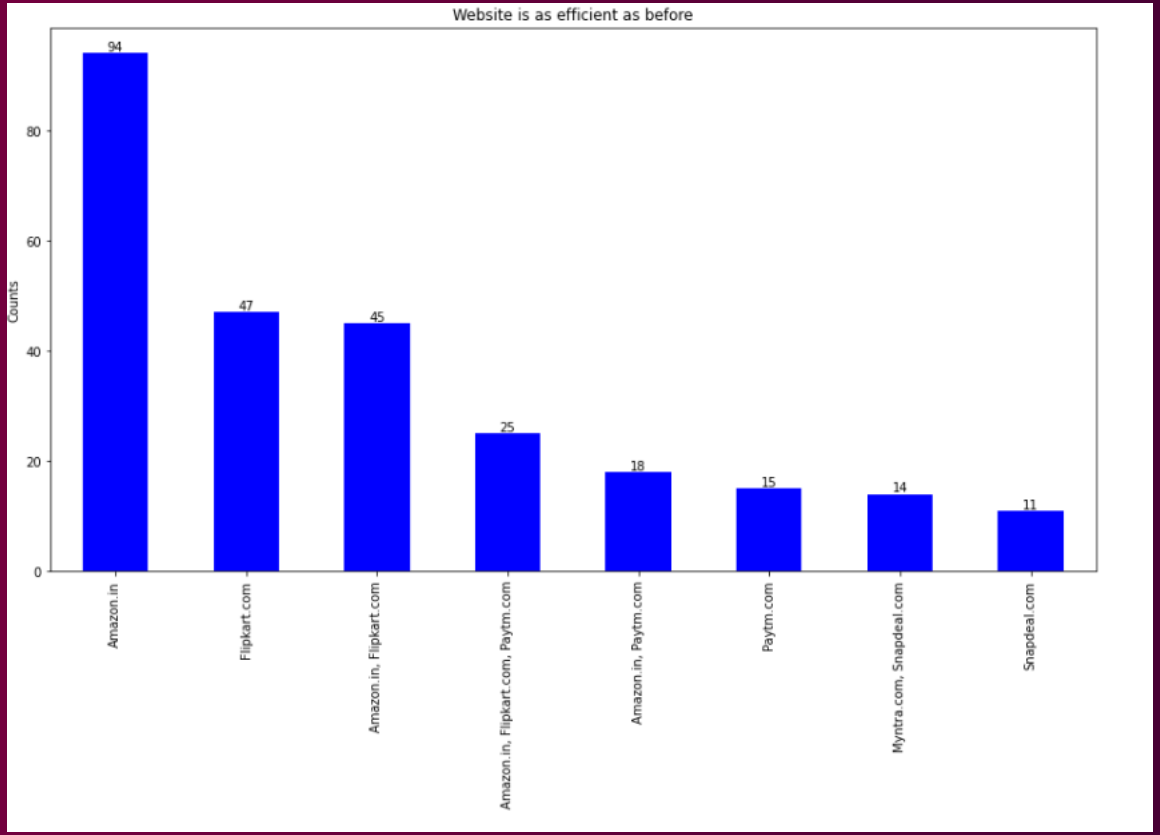

Longer page loading time (promotion, sales period)
Counts
0
10
20
30
40
50
60
61
59
32
23
18
16
15
14
13
11
7
Myntra.com
Paytm.com
Flipkart.com
Snapdeal.com
Amazon.in, Flipkart.com
Amazon.in
Paytm.com, Snapdeal.com
Amazon.in, Snapdeal.com
Amazon.in, Paytm.com
Flipkart.com, Snapdeal.com
Amazon.in, Paytm.com, Myntra.com


Limited mode of payment on most products (promotion, sales period)
Counts
0
20
40
60
80
87
62
31
29
25
15
13
7
Snapdeal.com
Amazon.in
Flipkart.com
Amazon.in, Flipkart.com
Paytm.com
Paytm.com, Snapdeal.com
Amazon.in, Paytm.com
Myntra.com, Snapdeal.com

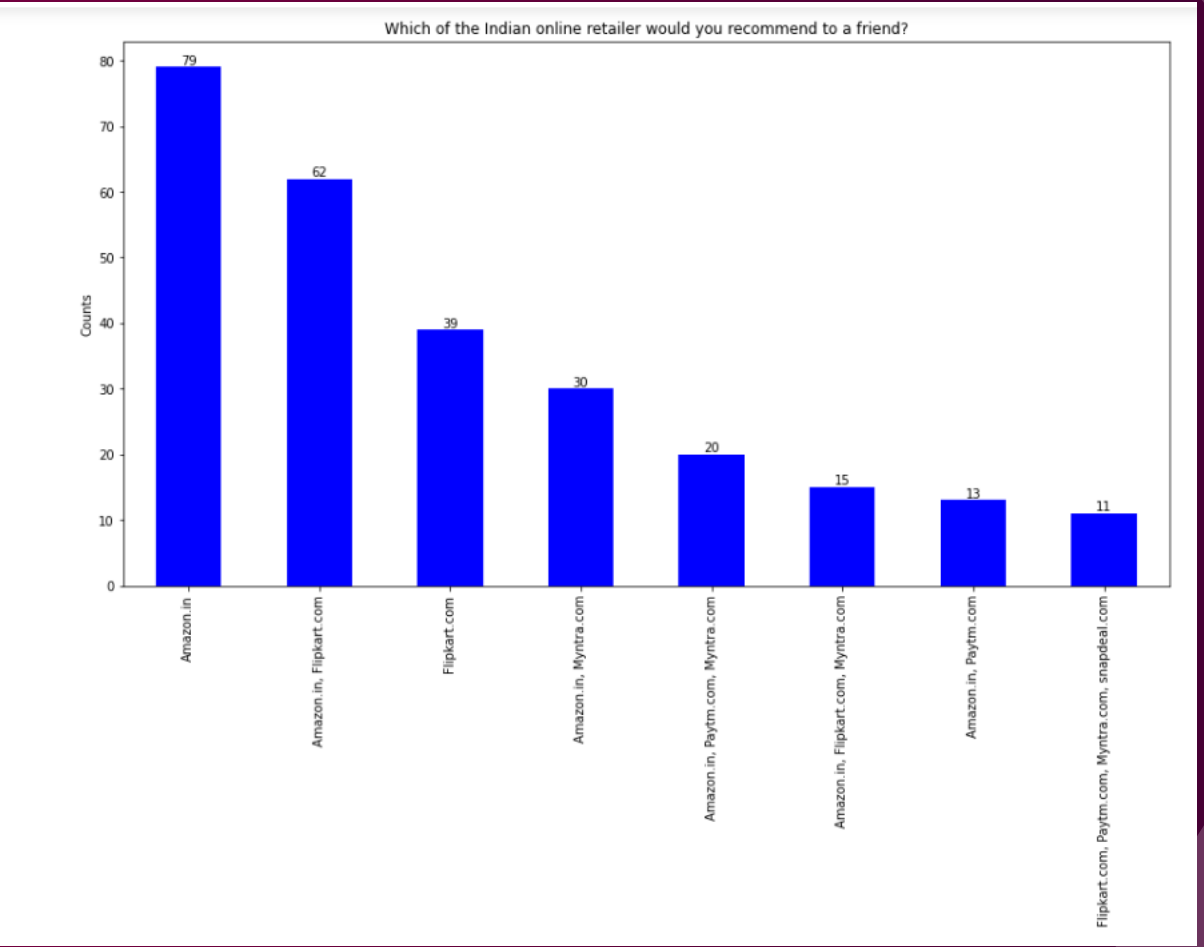

Longer delivery period
Counts
0
10
20
30
40
50
60
70
72
64
44
37
26
26
Paytm.com
Snapdeal.com
Flipkart.com
Amazon.in
Paytm.com, Snapdeal.com
Myntra.com


Change in website/Application design
Counts
100
80
60
40
20
0
96
63
45
30
20
8
7
Amazon.in
Paytm.com
Amazon.in, Flipkart.com
Myntra.com
Flipkart.com
Snapdeal.com
Flipkart.com, Myntra.com


Frequent disruption when moving from one page to another
Counts
0
10
20
30
40
50
53
52
49
39
26
25
14
11
Amazon.in
Myntra.com
Snapdeal.com
Paytm.com
Flipkart.com
Amazon.in, Flipkart.com
Myntra.com, Snapdeal.com
Flipkart.com, Snapdeal.com


Website is as efficient as before
Counts
0
20
40
60
80
94
47
45
25
18
15
14
11
Amazon.in
Flipkart.com
Amazon.in, Flipkart.com
Amazon.in, Flipkart.com, Paytm.com
Amazon.in, Paytm.com
Paytm.com
Myntra.com, Snapdeal.com
Snapdeal.com

FLIP ROBO


Which of the Indian online retailer would you recommend to a friend?
Counts
0
10
20
30
40
50
60
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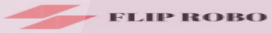
Amazon.in
Amazon.in, Flipkart.com
Flipkart.com
Amazon.in, Myntra.com
Amazon.in, Paytm.com, Myntra.com
Amazon.in, Flipkart.com, Myntra.com
Amazon.in, Paytm.com
Flipkart.com, Paytm.com, Myntra.com, snapdeal.com

FLIP ROBO

Observations:

1. Wild variety of product on offer by sites amazon and flipkart.
2. Complete, relevant description information of products provided by amazon and flipkart.
3. Fast loading website speed of website and application amazon.
4. Reliability of the website or application anazon.
5. Amazon shows Quickness to complete purchase
6. Flipkart and amazon show availability of several payment options
7. Amazon order delivery are much faster than other ones.
8. Privacy of customers' information is highlighter on amazon.
9. Amazon provides security of customer financial information.
10. Perceived Trustworthiness by amazon morely.
11. Presence of online assistance through multi-channel by all common shopping sites.
12. Amazon stays longer time to get logged in (promotion, sales period)
13. Longer time in displaying graphics and photos (promotion, sales period by amazon, flipkar
14. Late declaration of price (promotion, sales period) by myntra.
15. Longer page loading time (promotion, sales period) by myntra.
16. Limited mode of payment on most products (promotion, sales period) on snapdeal.
17. Longer delivery period given by paytm as per customers.
18. Change in website/Application design amazon.
19. Amazon frequent disruption when moving from one page to another.
20. Amazon developed website is as efficient as before.
21. Amazon prefrencly of the Indian online retailer would you recommend to a friend.



Thanks