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

Submitted by:

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INTRODUCTION

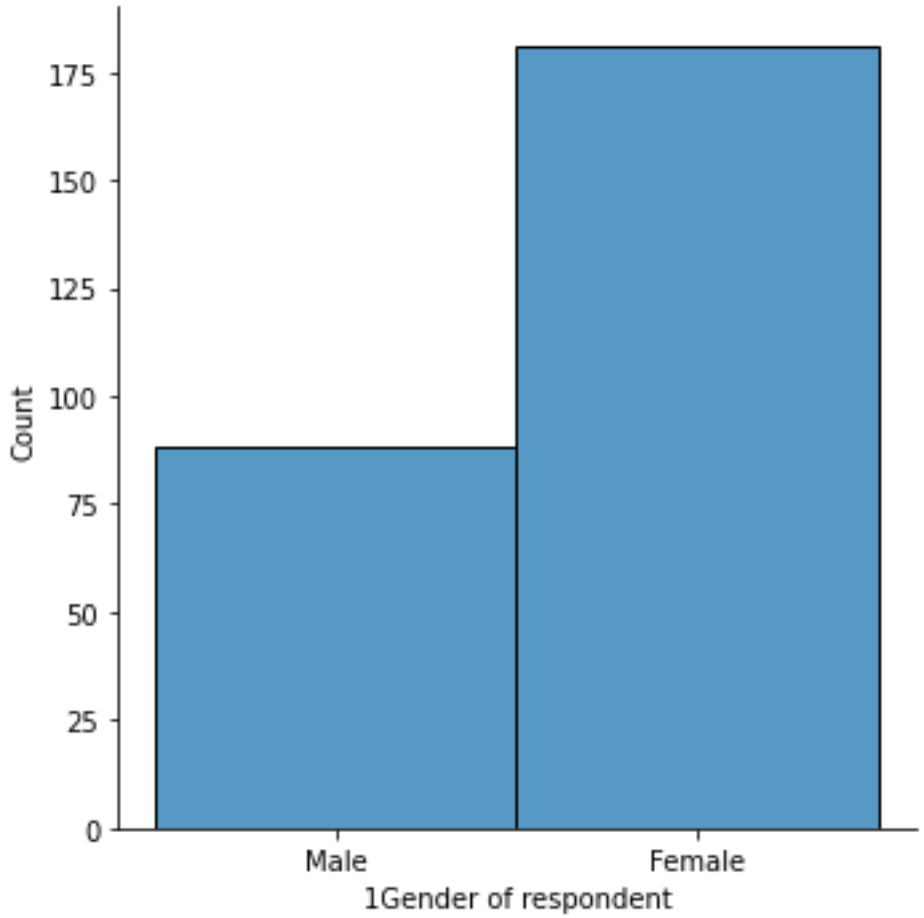
Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose 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.

I have data details like what is the age of people who is using online platform, cities online platform, since how long they are using, which platform they using , delivery period, products like this.

Total I have 269 rows and 71 columns.

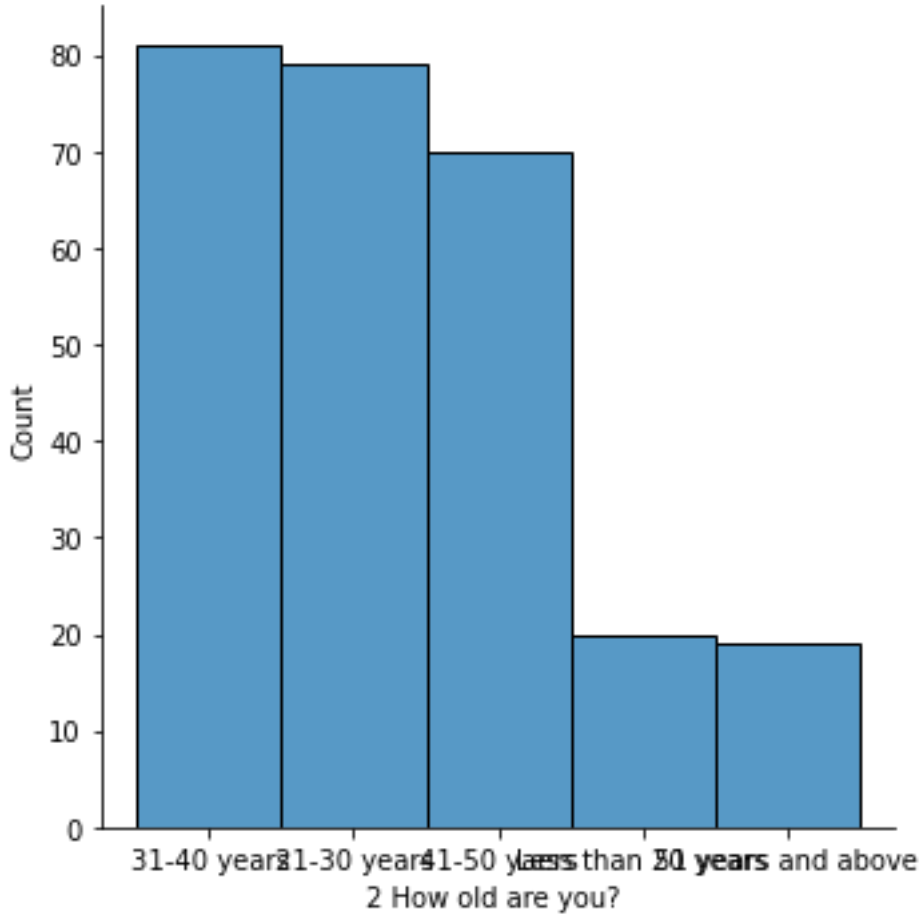
I made some eda now lets analyse this.

First lets check the Gender ratio



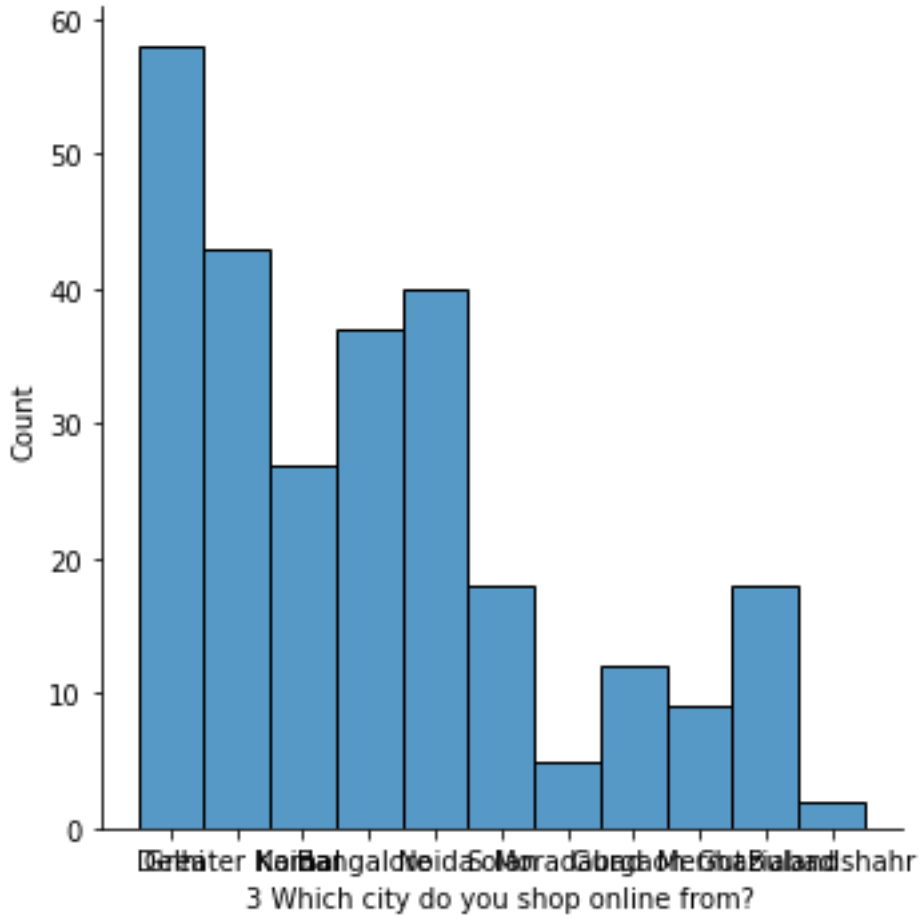
As we can see the graph gender respondent of female count is much more than male count.

Second age description

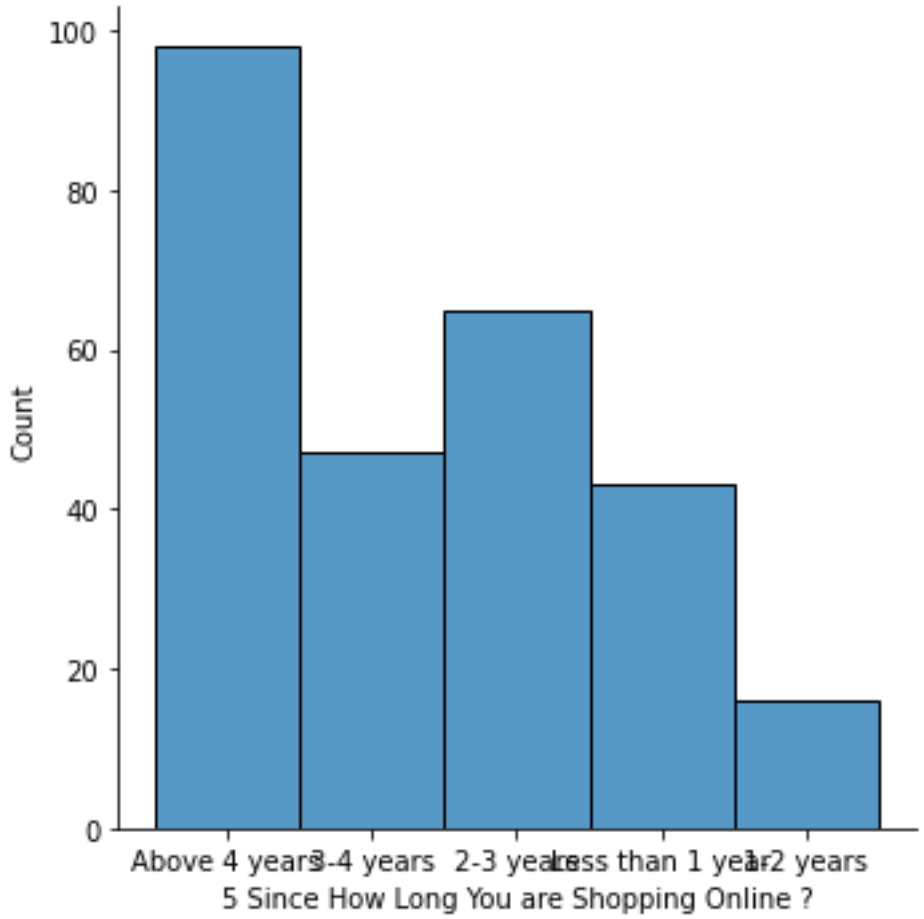


So we can see 31-40 and 21-30 this two ranges people mostly use online platform after 41-50 range the lesser range is 50 above and below 20.

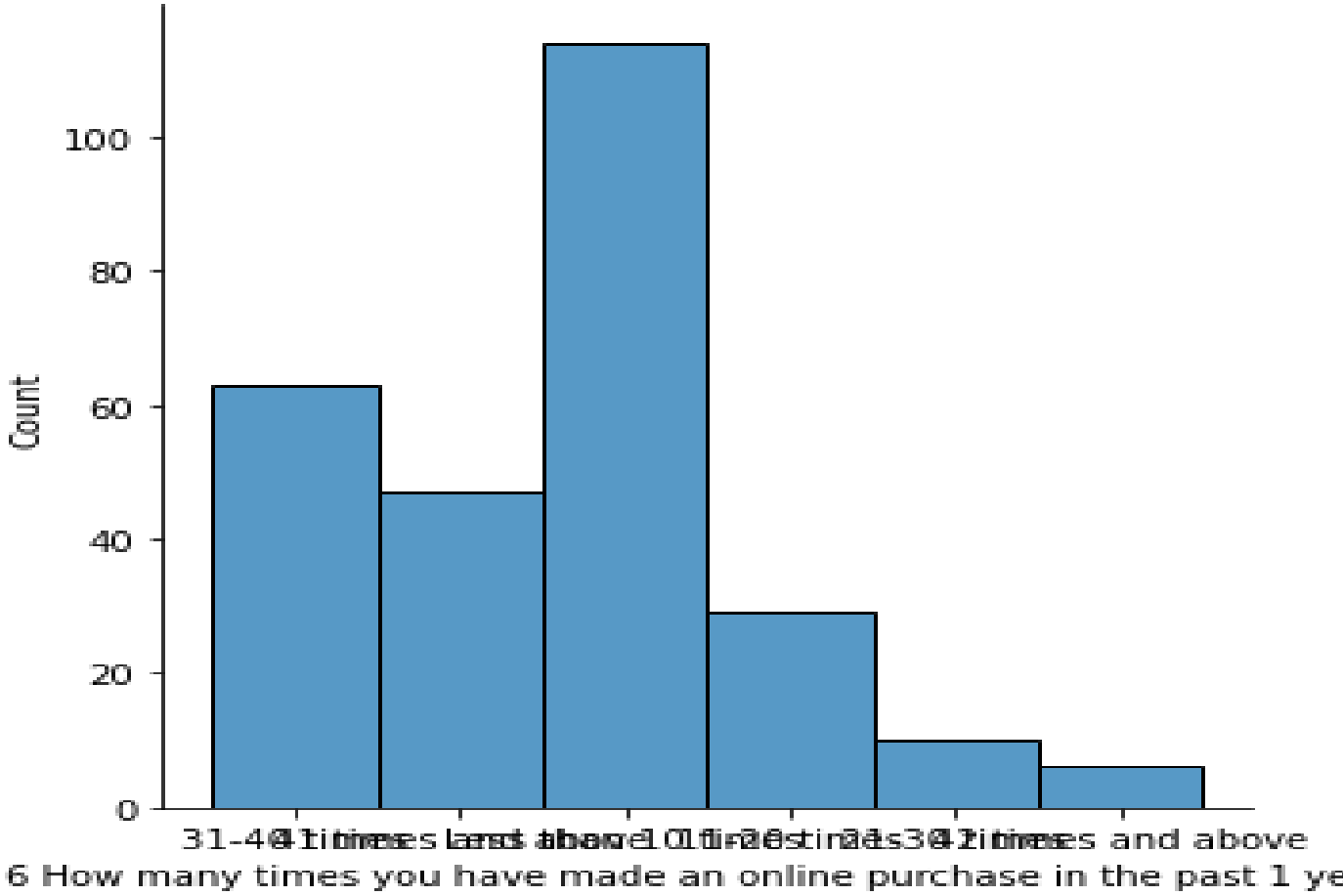
Next set is Which city



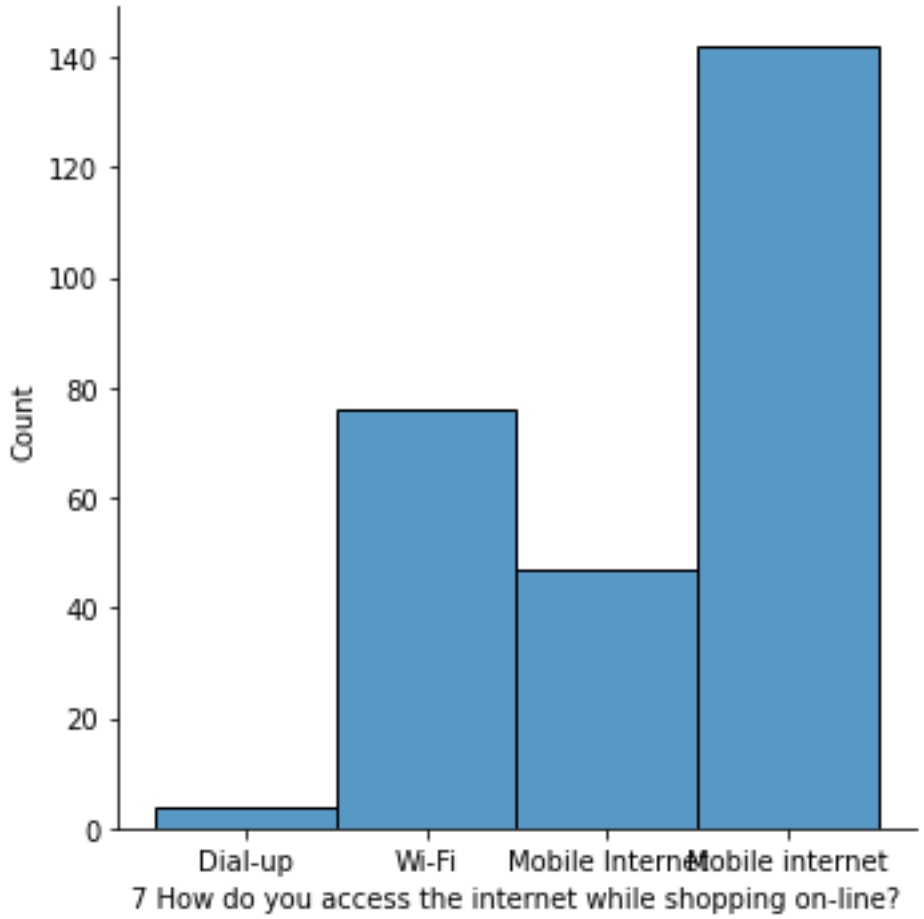
Most data is found from Delhi.



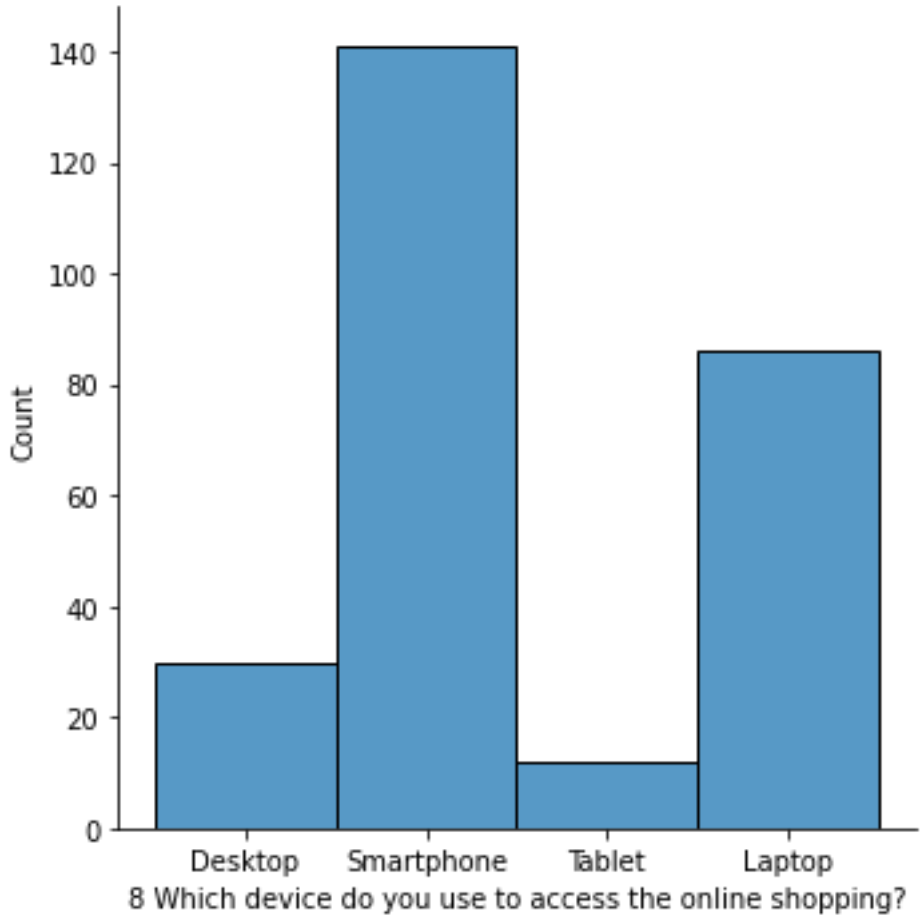
In this carve we can see in India above 4 years user are using mostly and 2 year is list.



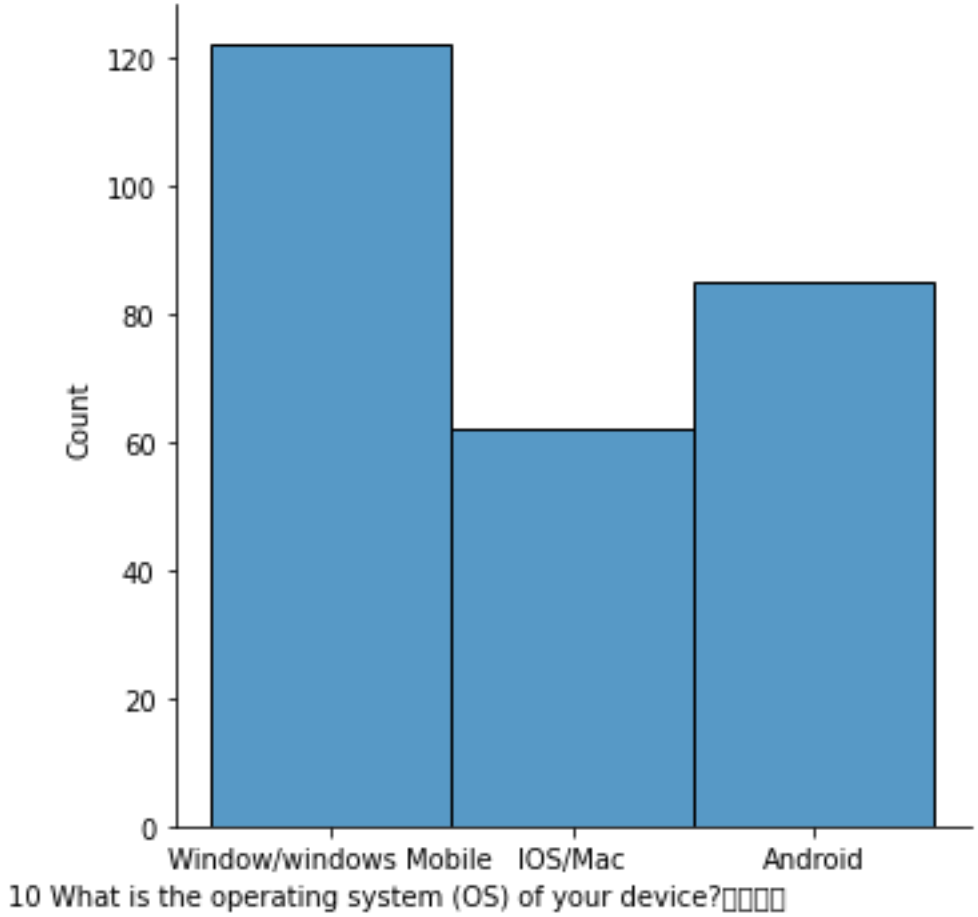
In this curve we are checking how may times mostly user purchase online past 1 year. Mostly 11-20 times.



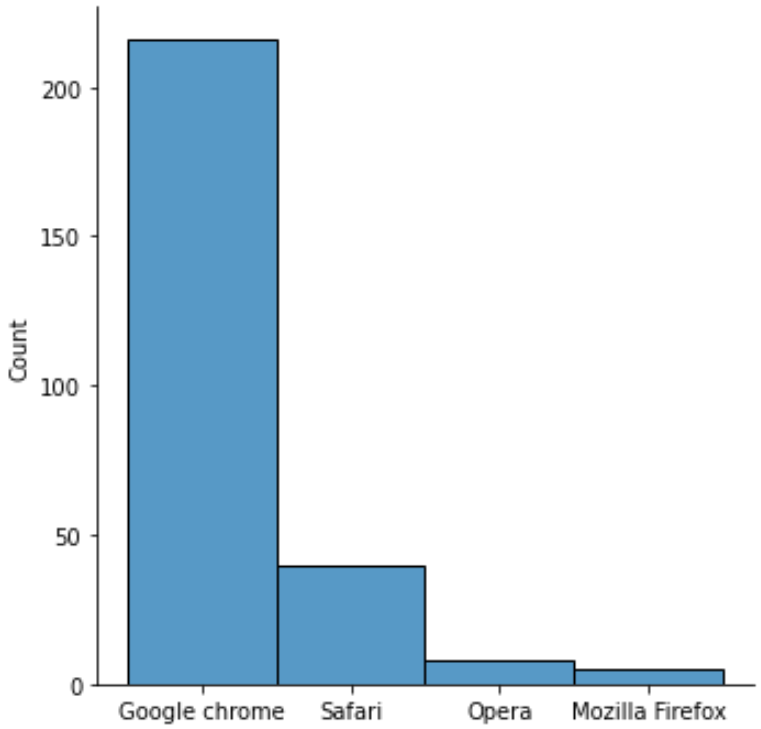
This is a interesting set the mostly people use online purchase bye mobile internet. And list are Dial up.



In this data set we can see most people are use smartphone for purchase from online platform after this is Laptop and list is Tablet.

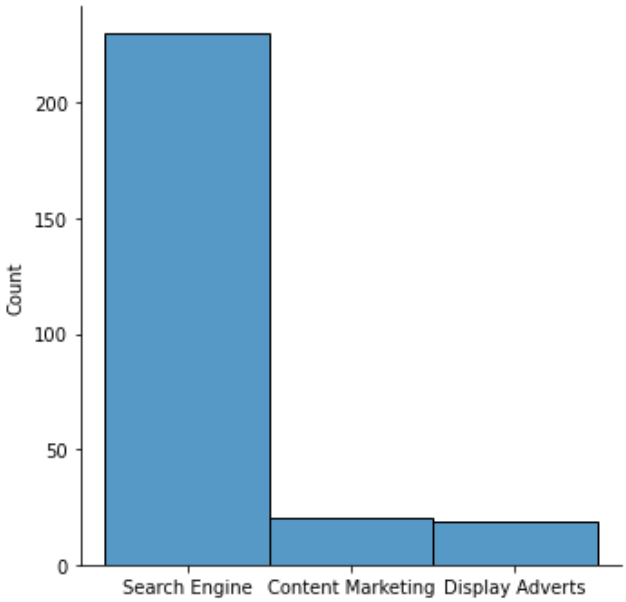


In this dataset we can see windows operating system after this android and list is Ios/Mac.



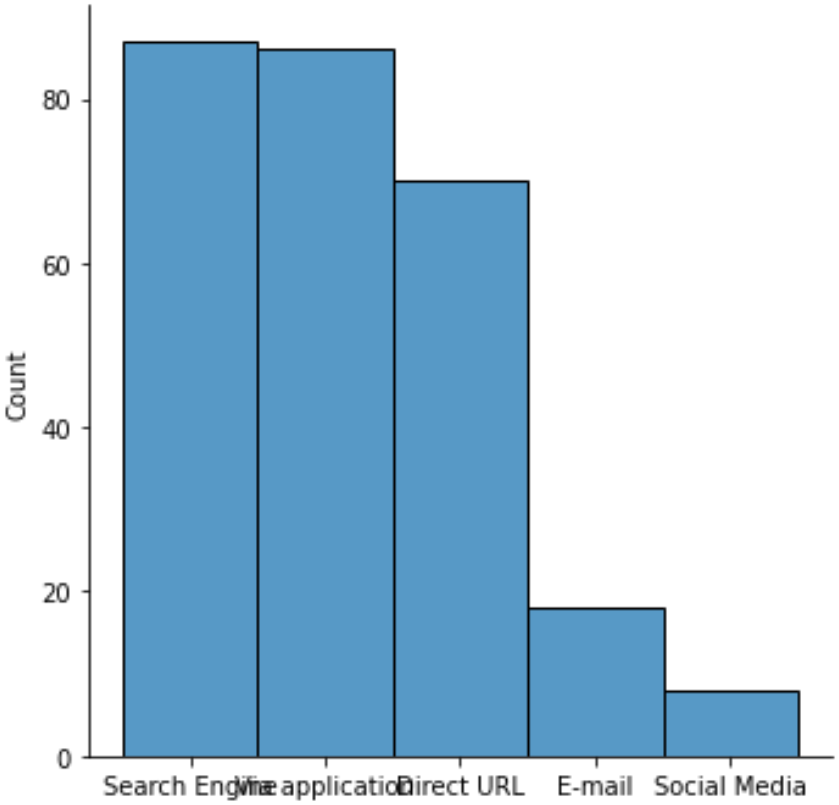
11 What browser do you run on your device to access the website?□□□

In this set we can see almost 90% people are using Google chrome server.



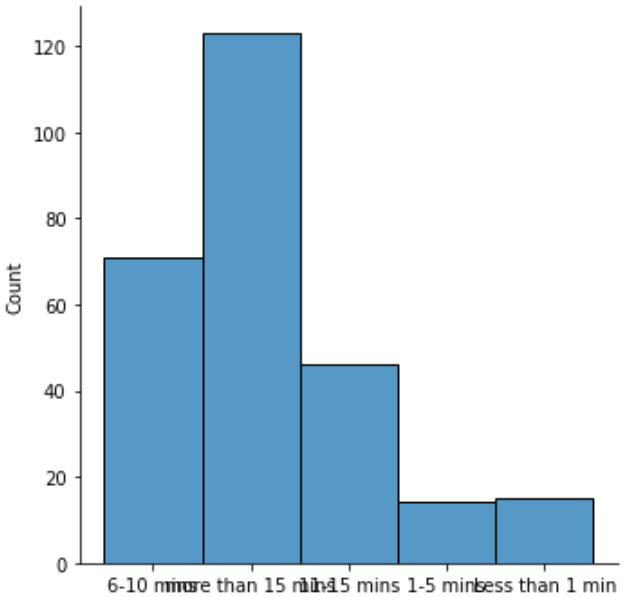
12 Which channel did you follow to arrive at your favorite online store for the first time?

In this dataset we can see search engine is the most favourite channel for the first time user.



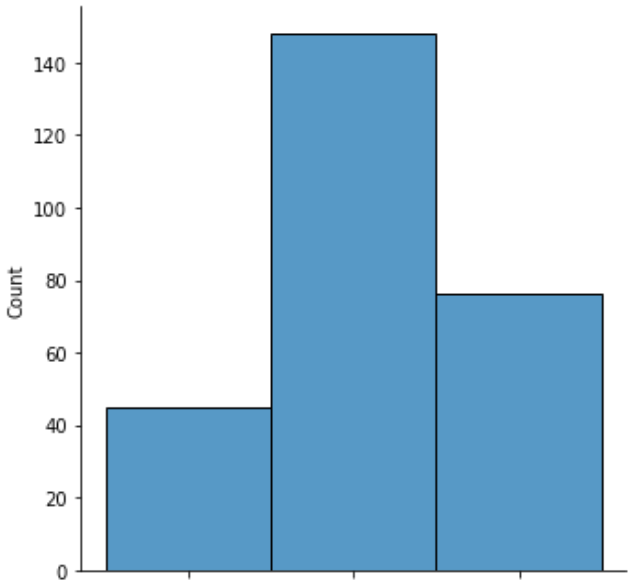
13 After first visit, how do you reach the online retail store?□□□□

In this set we can see after first visit people used to go to search engine or application mostly.



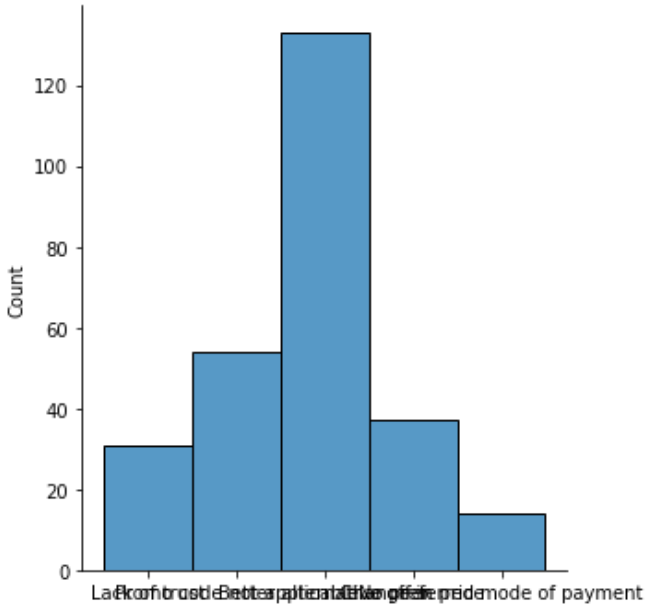
14 How much time do you explore the e- retail store before making a purchase decision?

In this set we can see people take more than 15 minutes before purchase.



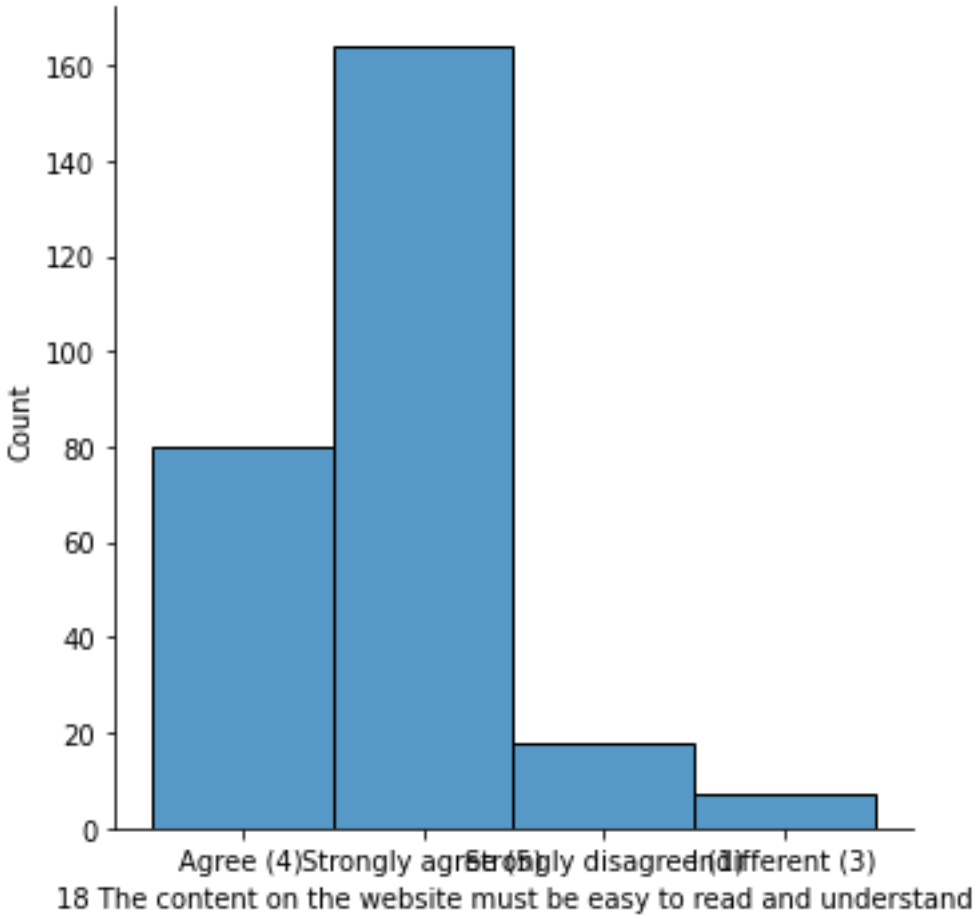
15 What is your preferred payment Option?□□□□□

In this set we can find people mostly used Debit/credit card for online purchase.

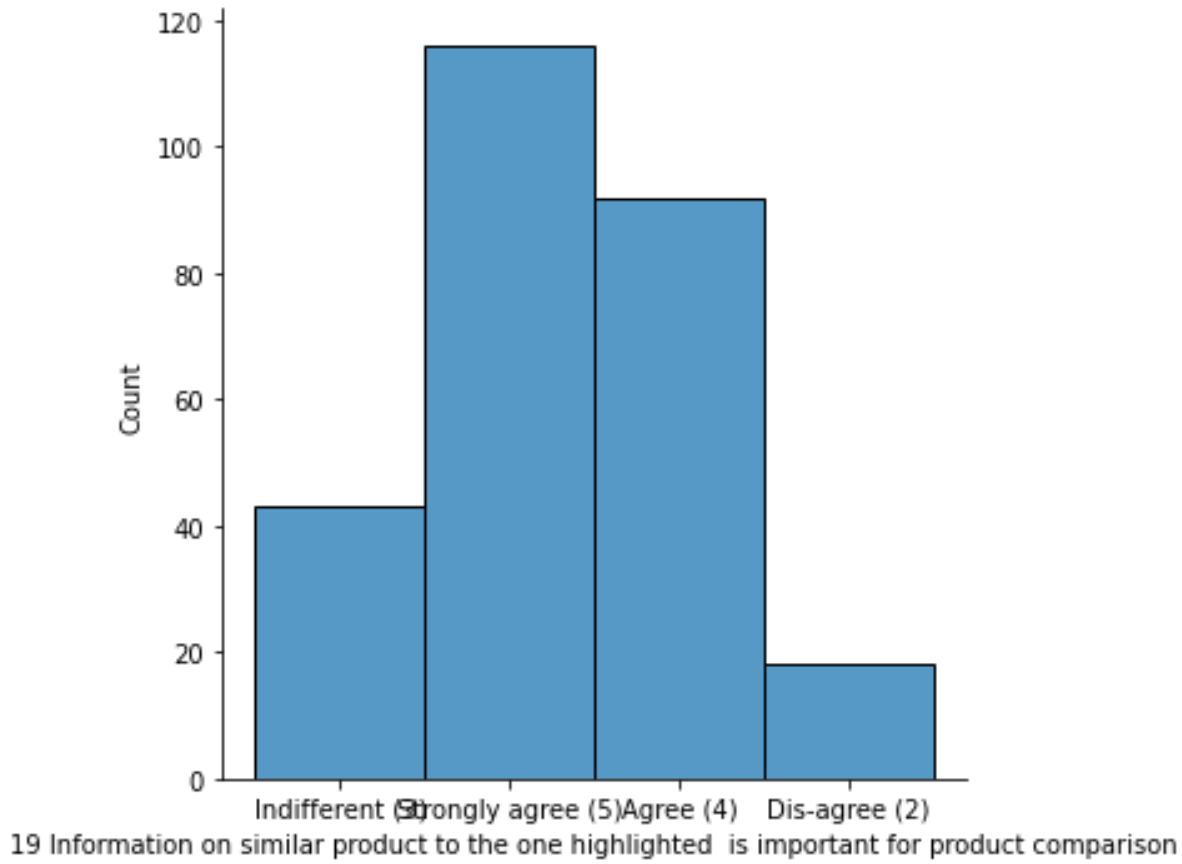


17 Why did you abandon the “Bag”, “Shopping Cart”?□□□□□

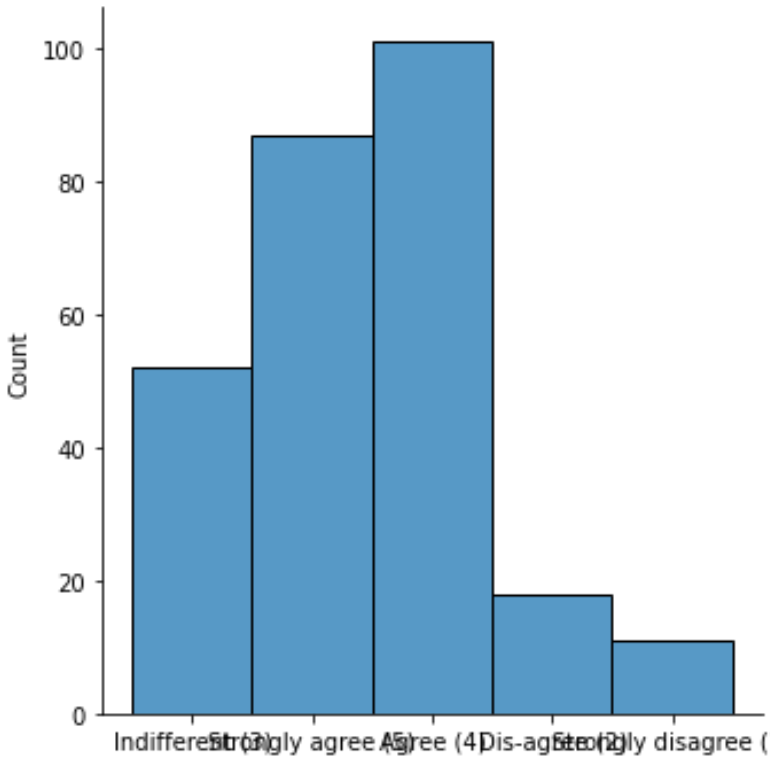
There is an issue on every online retile shops are people abandon product after placed on cart. The most thing we can gate from this data set is for better alternatives.



In this contain we have a survey website must be easy to read and understand and we found most people are strongly agree and next set of people are agreed.

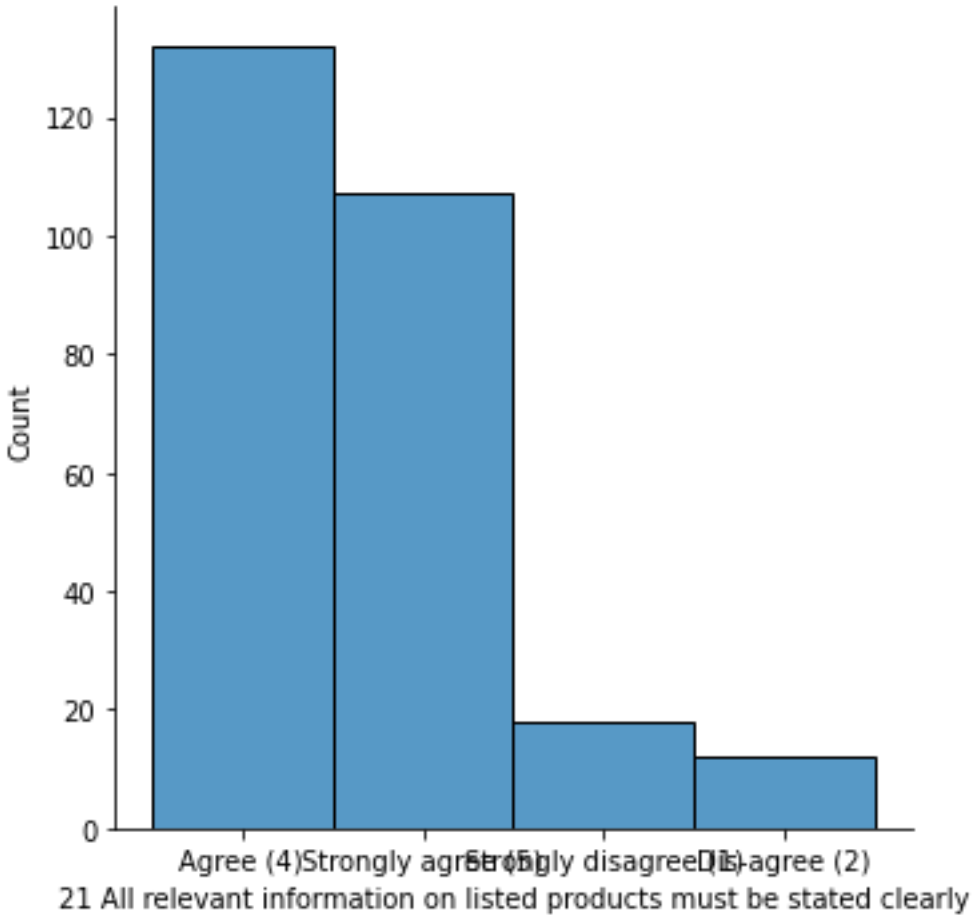


We have another survey is information on similar product to the one highlighted is important for product comparison and mostly people are strongly agree or agree.



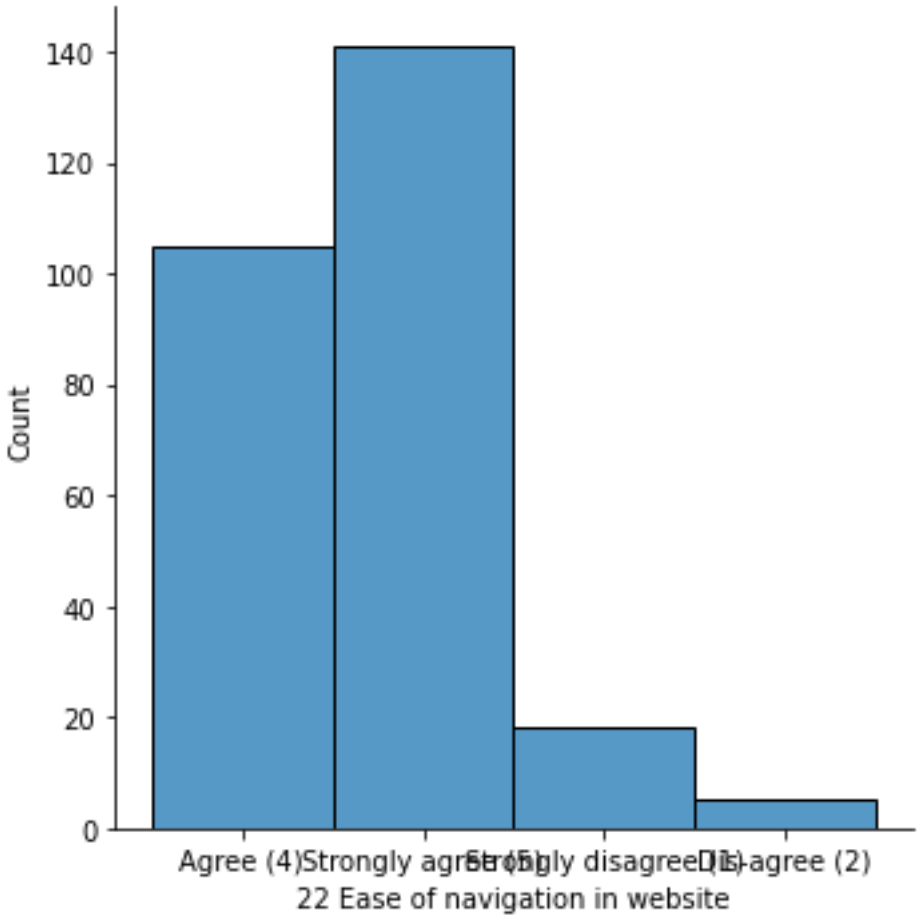
20 Complete information on listed seller and product being offered is important for purchase decision.

Another survey is complete information on listed seller and product being offered is important for purchase decision and the result is mostly people are agreeing or strongly agree.

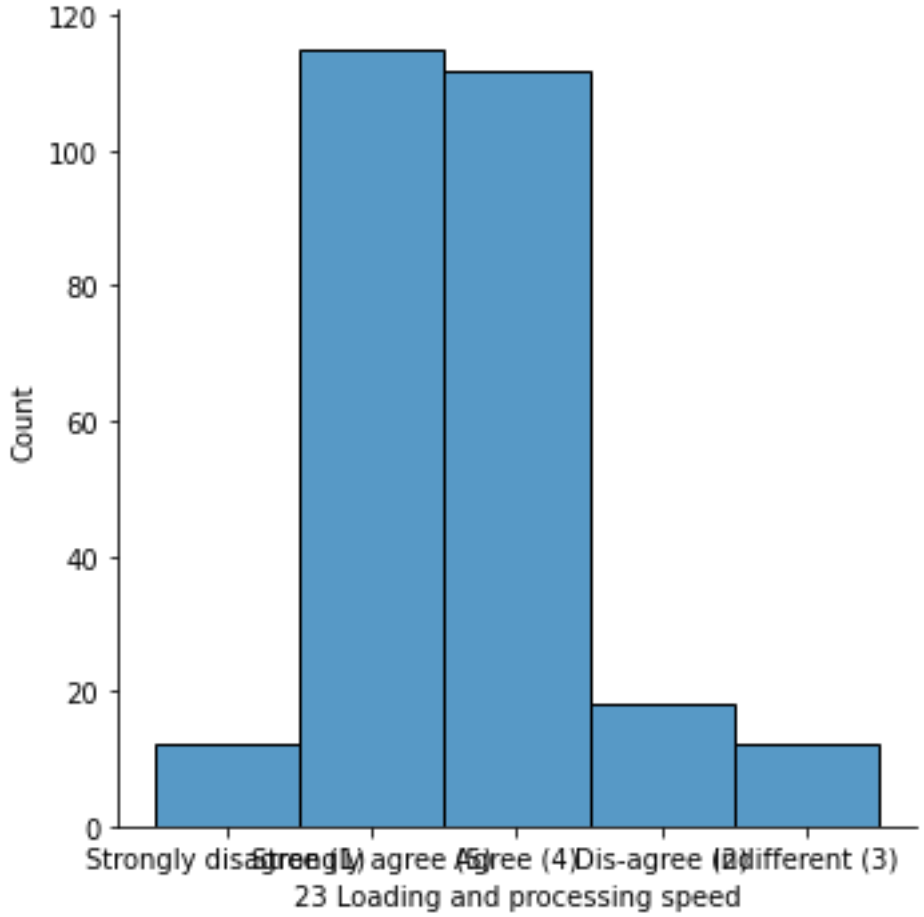


In this survey we have all relevant information on listed products must be stated clearly.

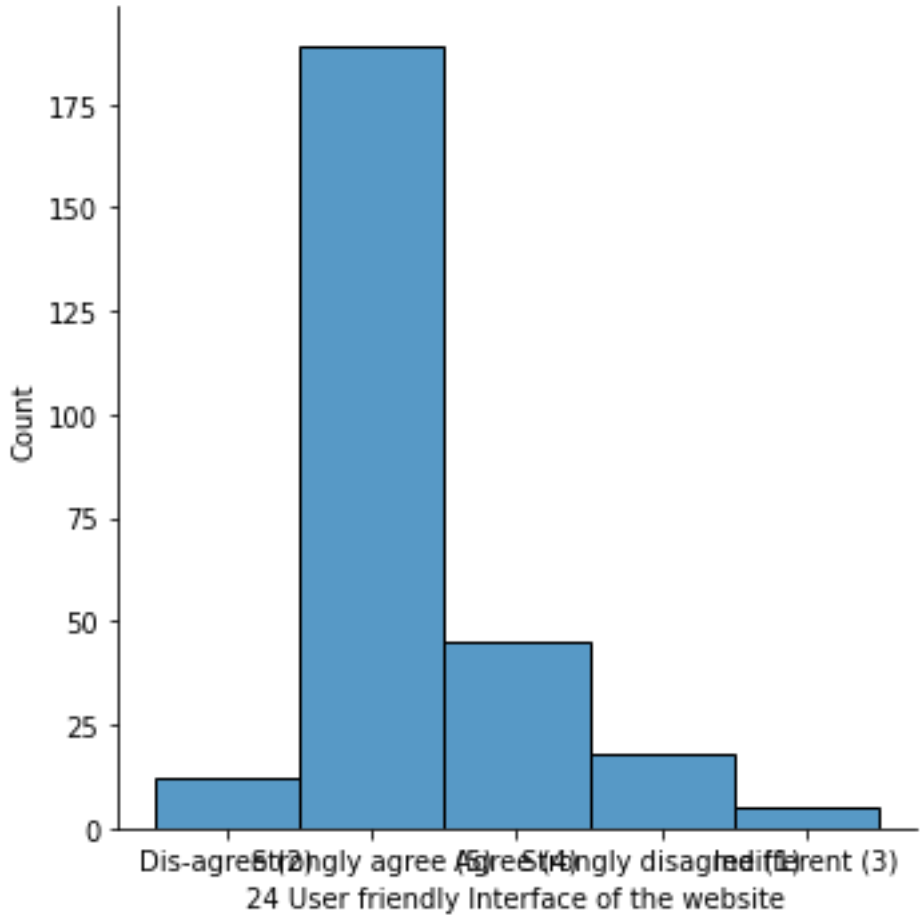
Result is mostly people are agreeing or strongly agree.



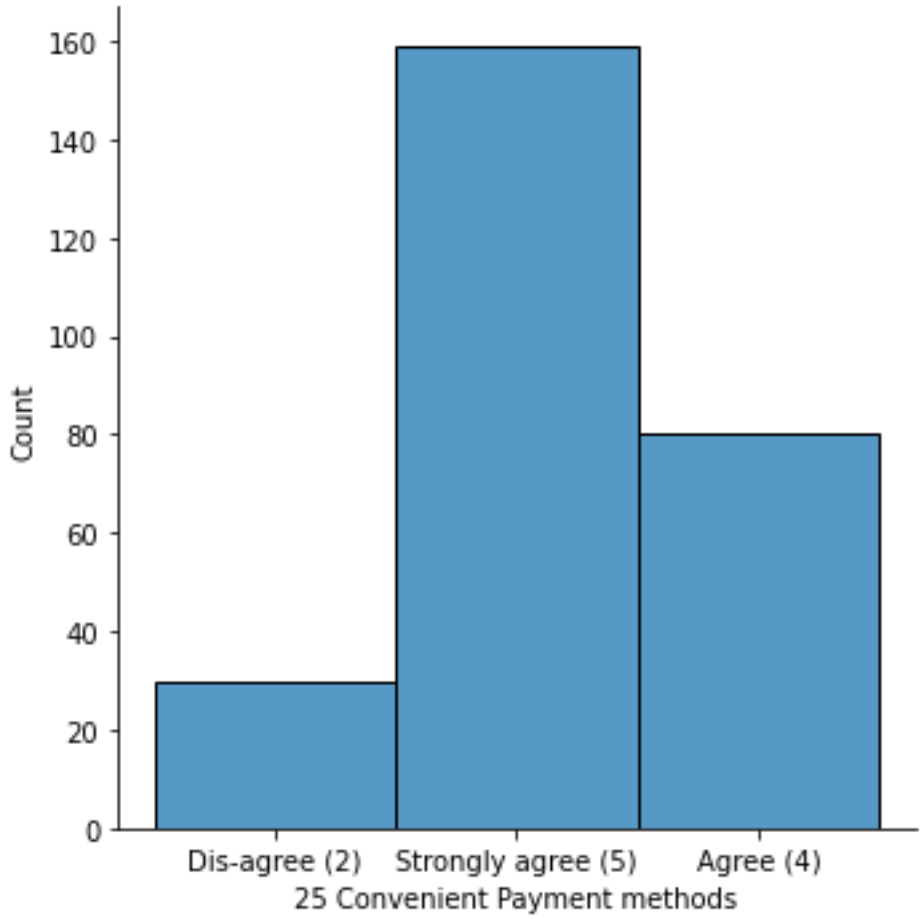
In this survey we have Ease of navigation in website mostly people are agreed or strongly agree.



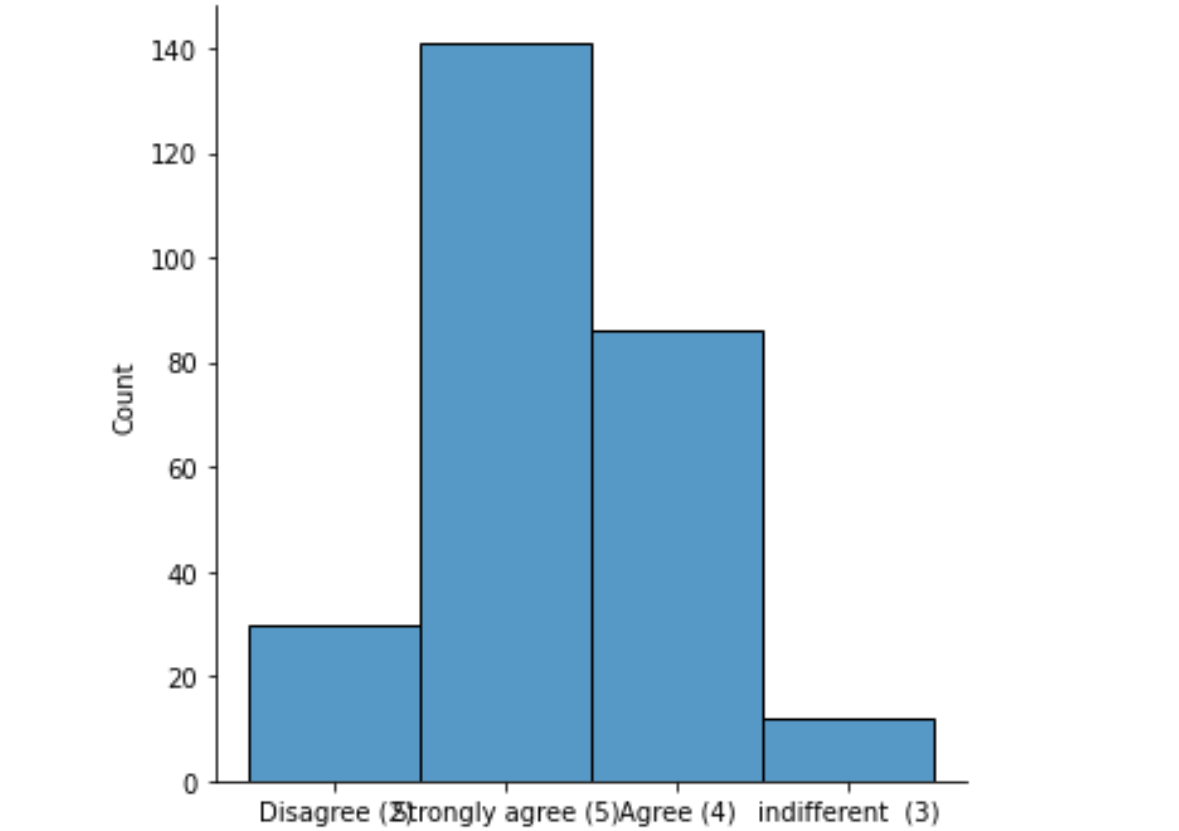
Loading and processing speed is always a issues and my survey is proved that.



People always want user friendly interface of the website survey showing this.

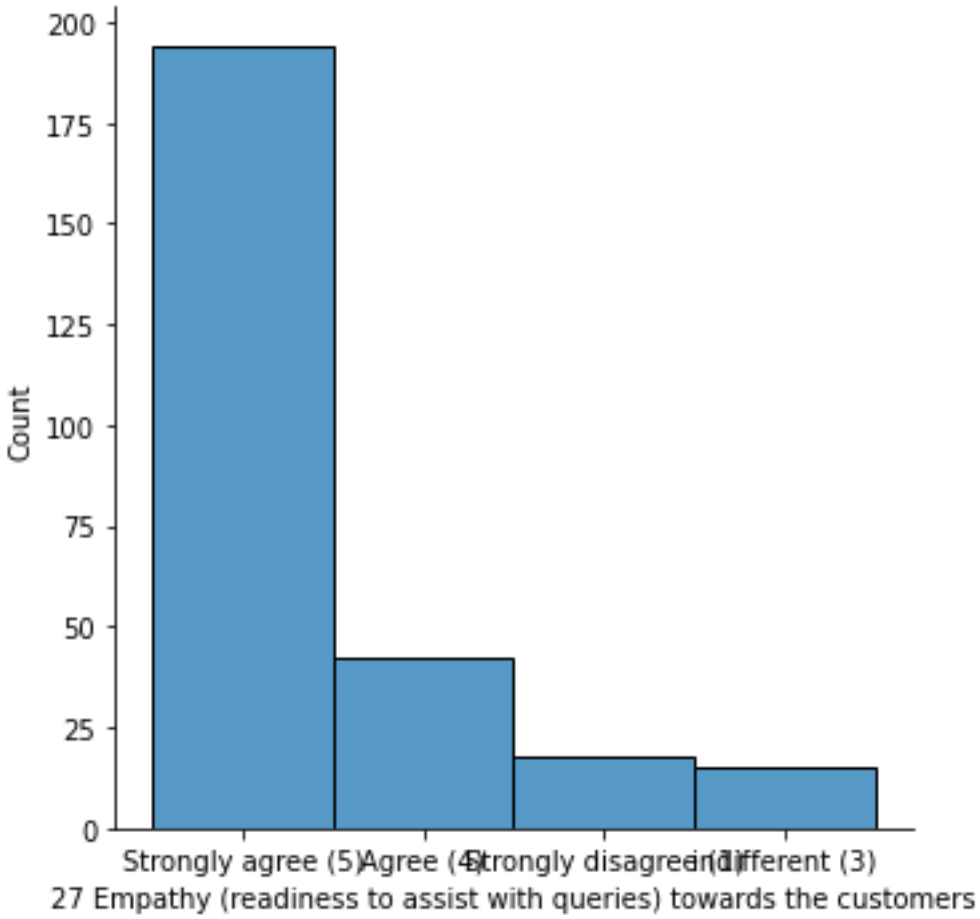


People always want convenient payment methods.

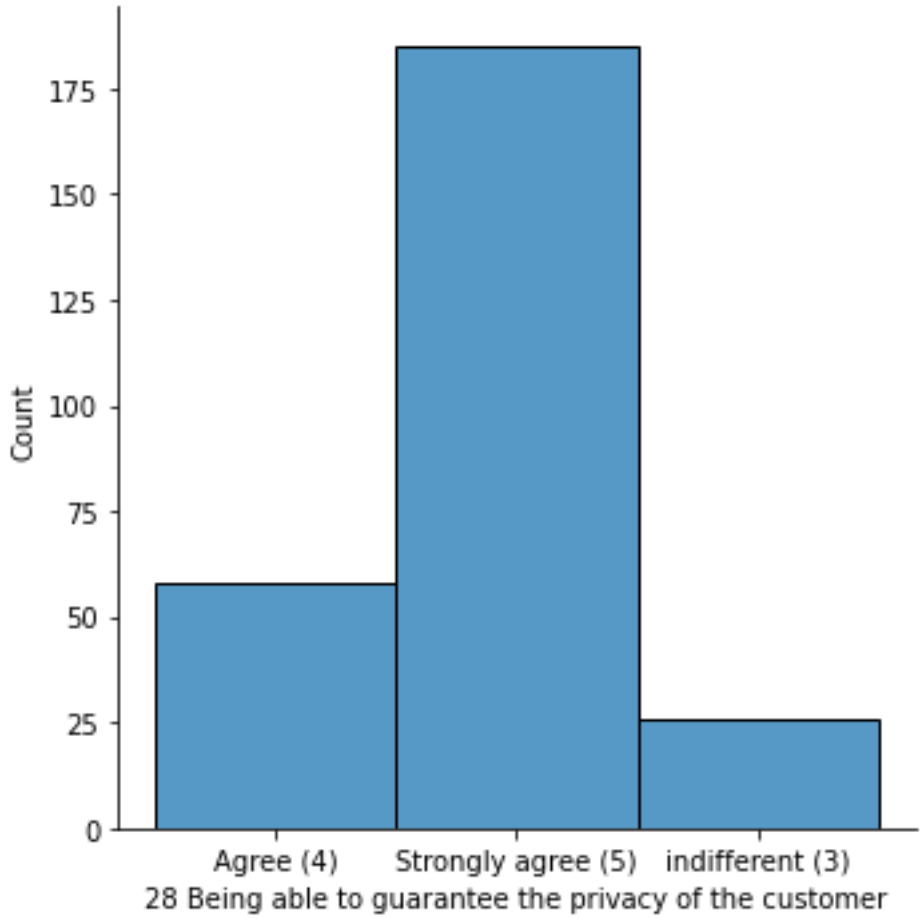


26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time

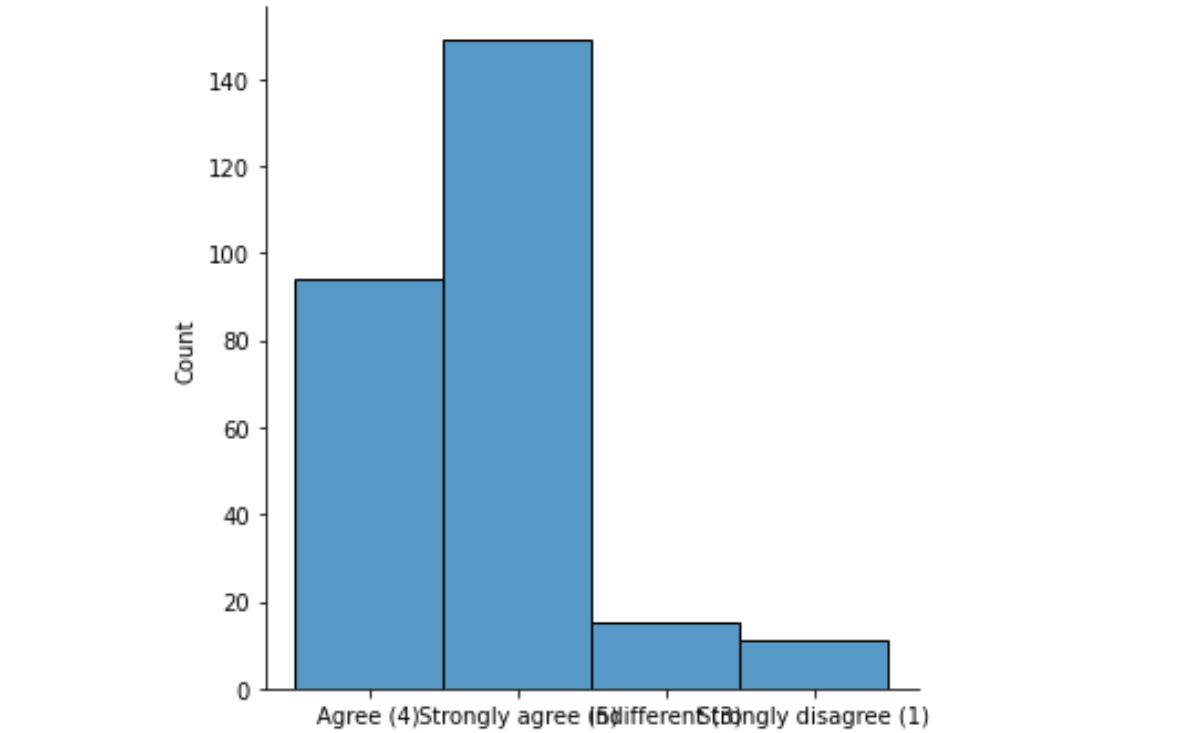
In this survey we see people want trust that the online retail store will fulfil its part of the transaction at the stipulated time.



Customer’s care is most effective people always want they should have empathy towards the customers.

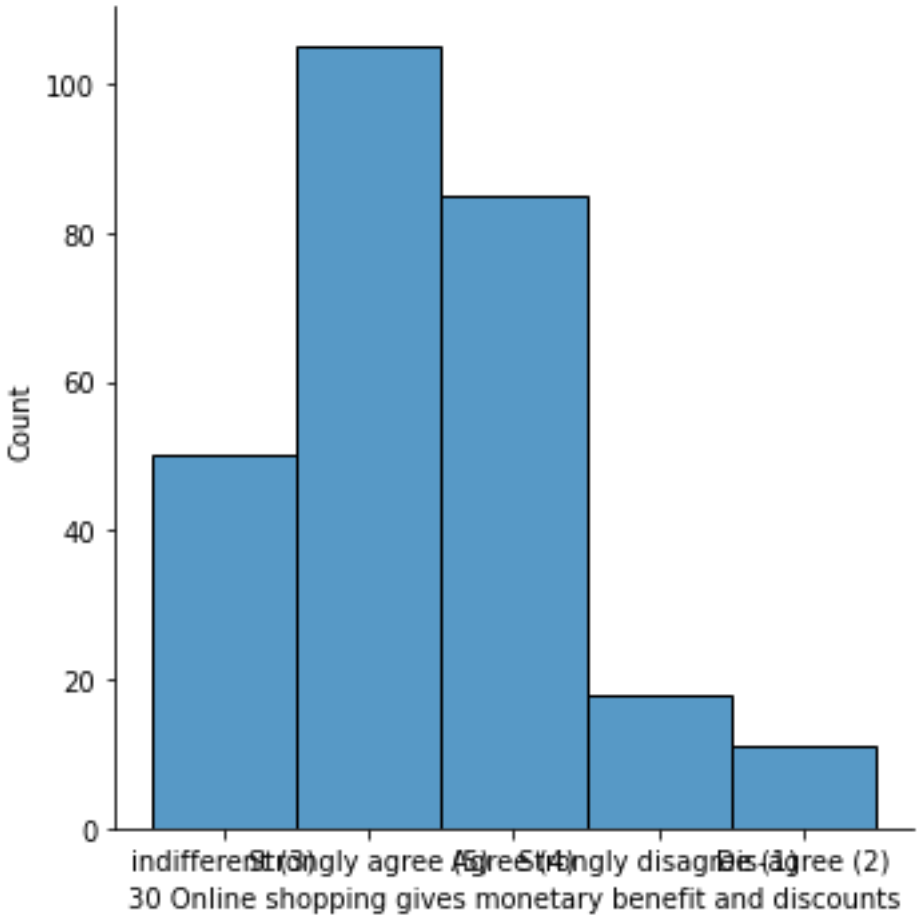


Survey is saying people want being able to guarantee the privacy of the customer.



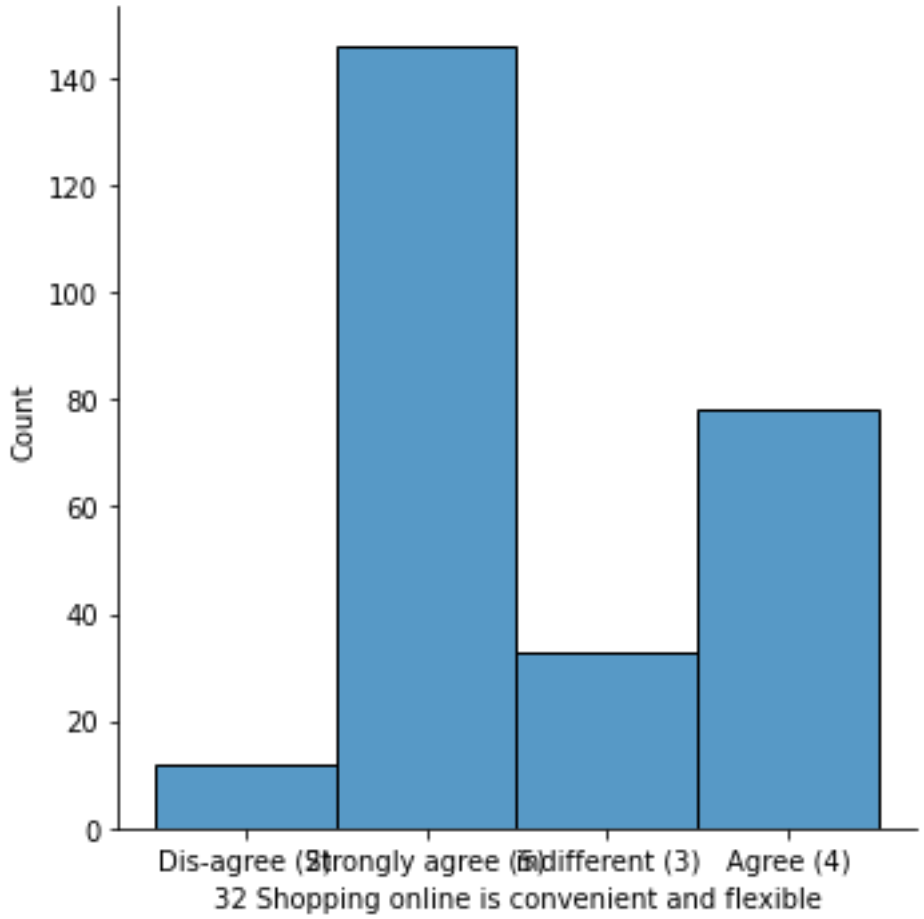
29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)

In this survey we have people want responsiveness, availability of several communication channels.

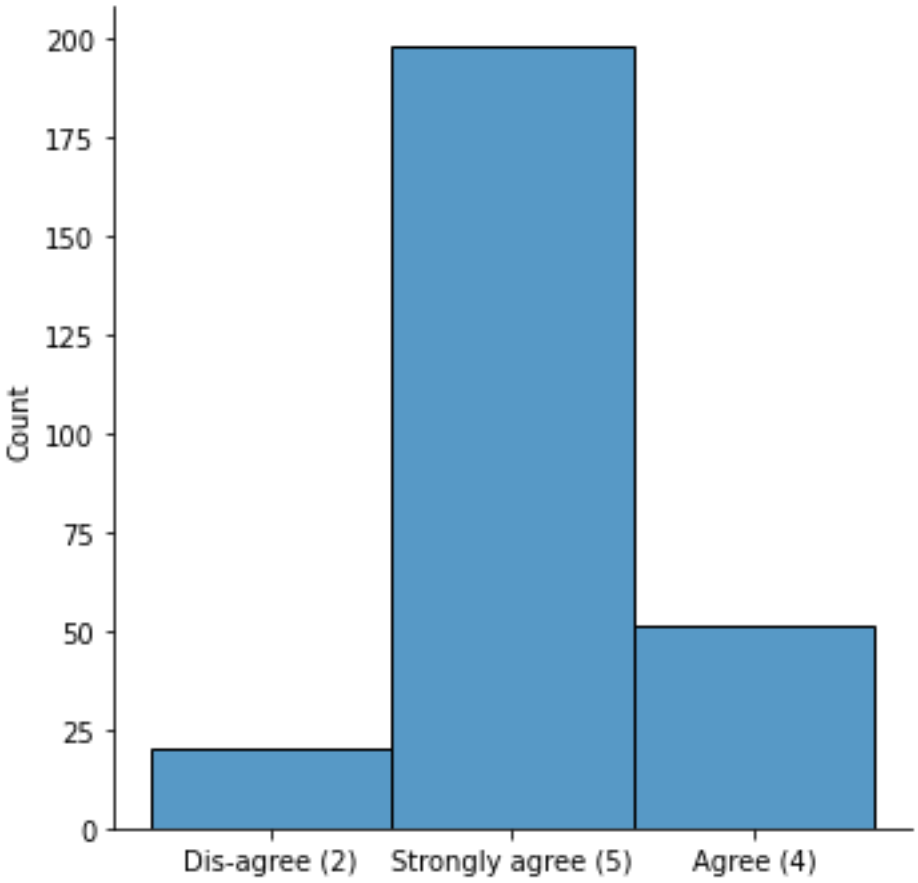


30 Online shopping gives monetary benefit and discounts

People will be more interest if they got benefit and discounts on purchase.

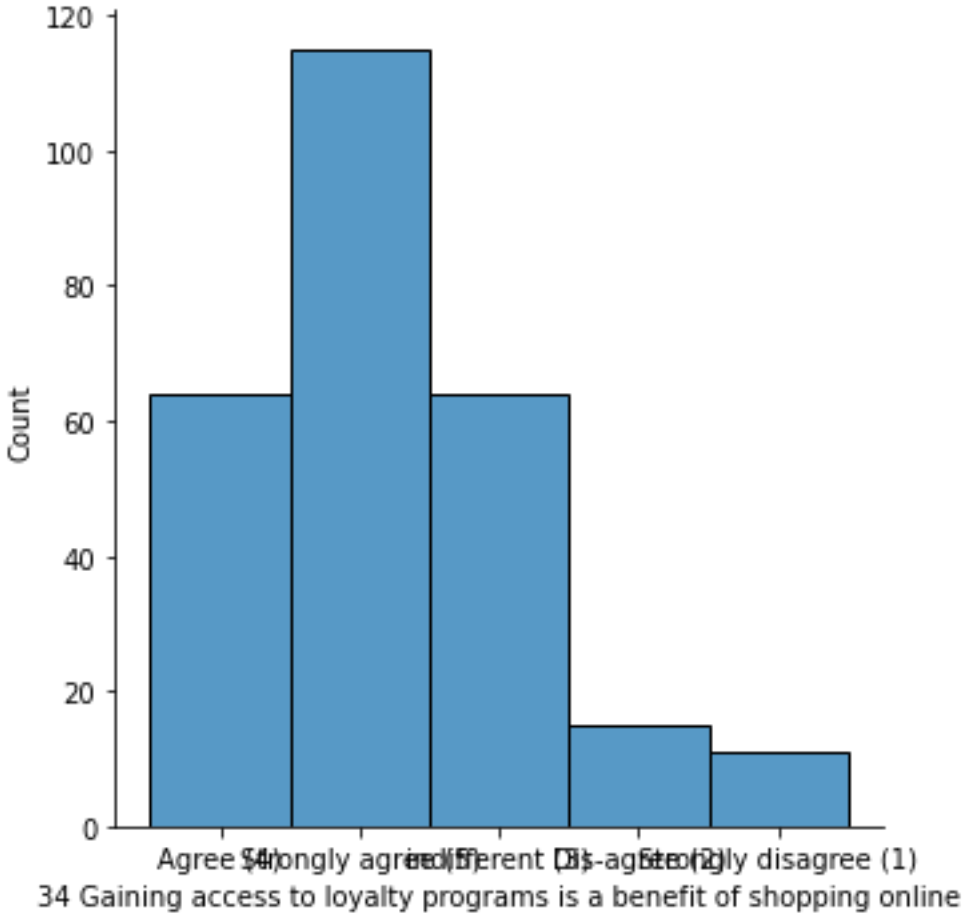


In this survey people are mostly wants if shopping online is convenient and flexible.

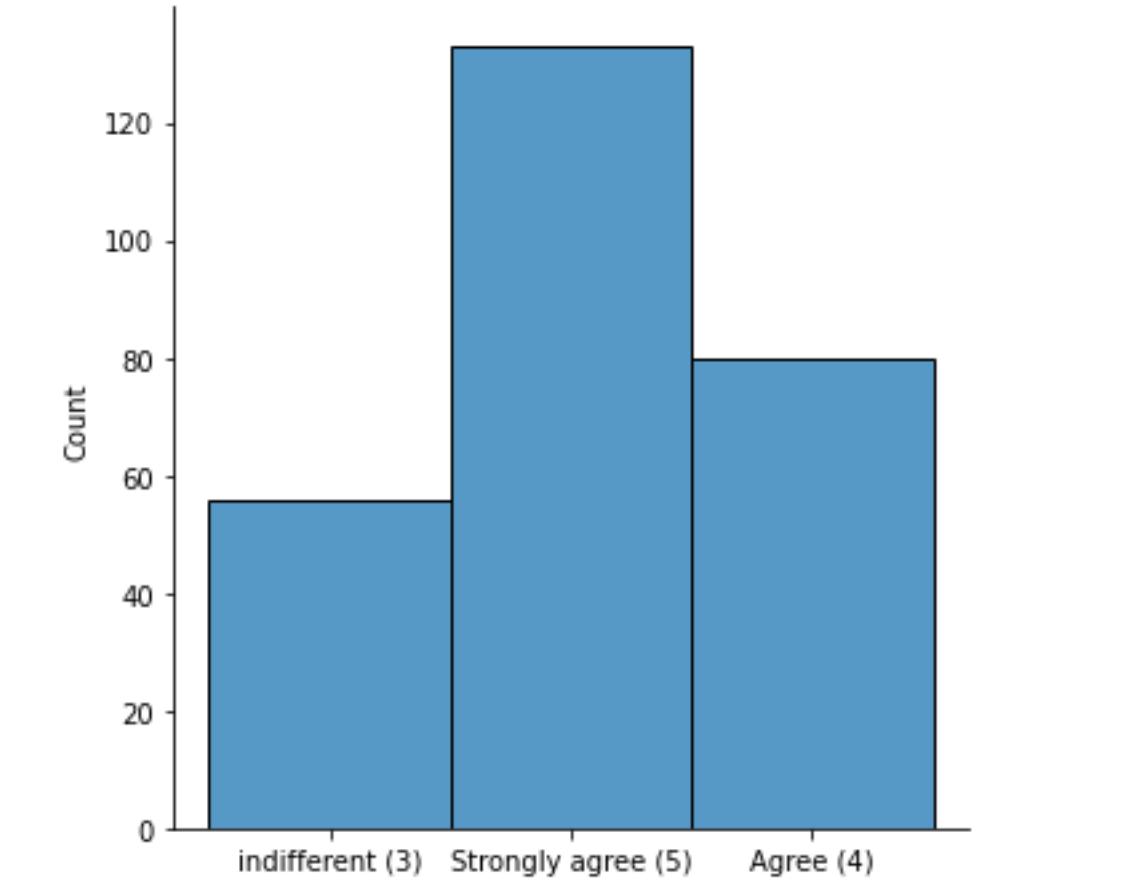


33 Return and replacement policy of the e-tailer is important for purchase decision

Return and replacement policies are very much important.

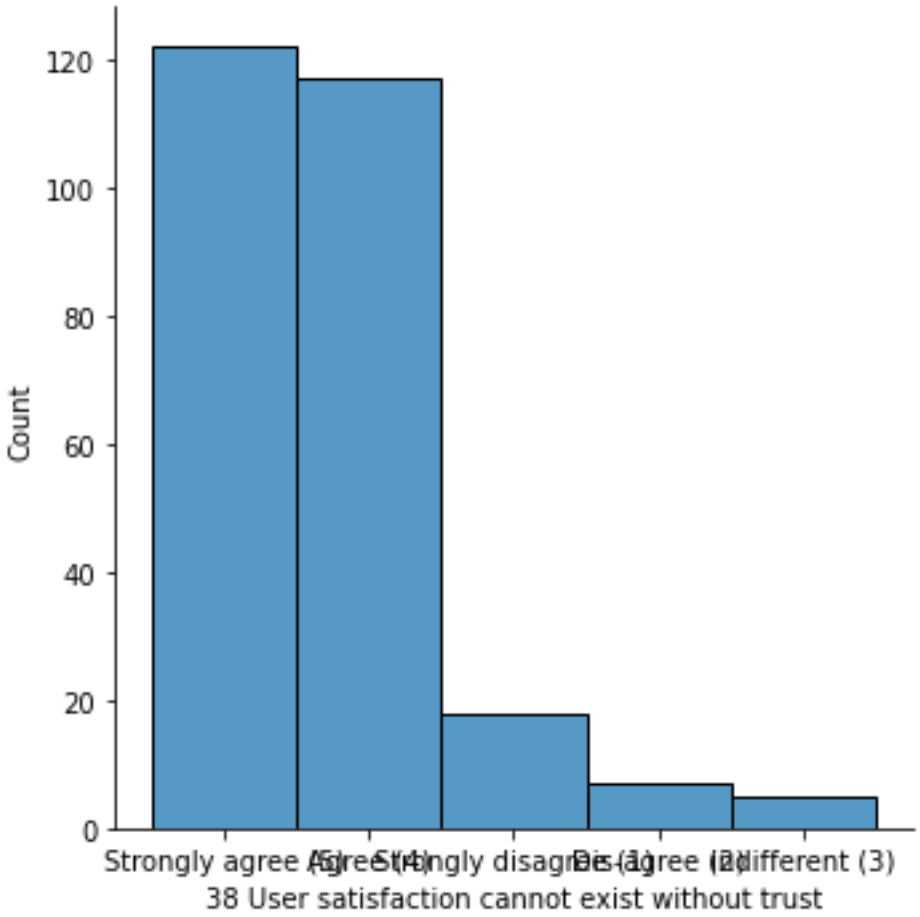


Loyalty is very much effective terms on this matter.

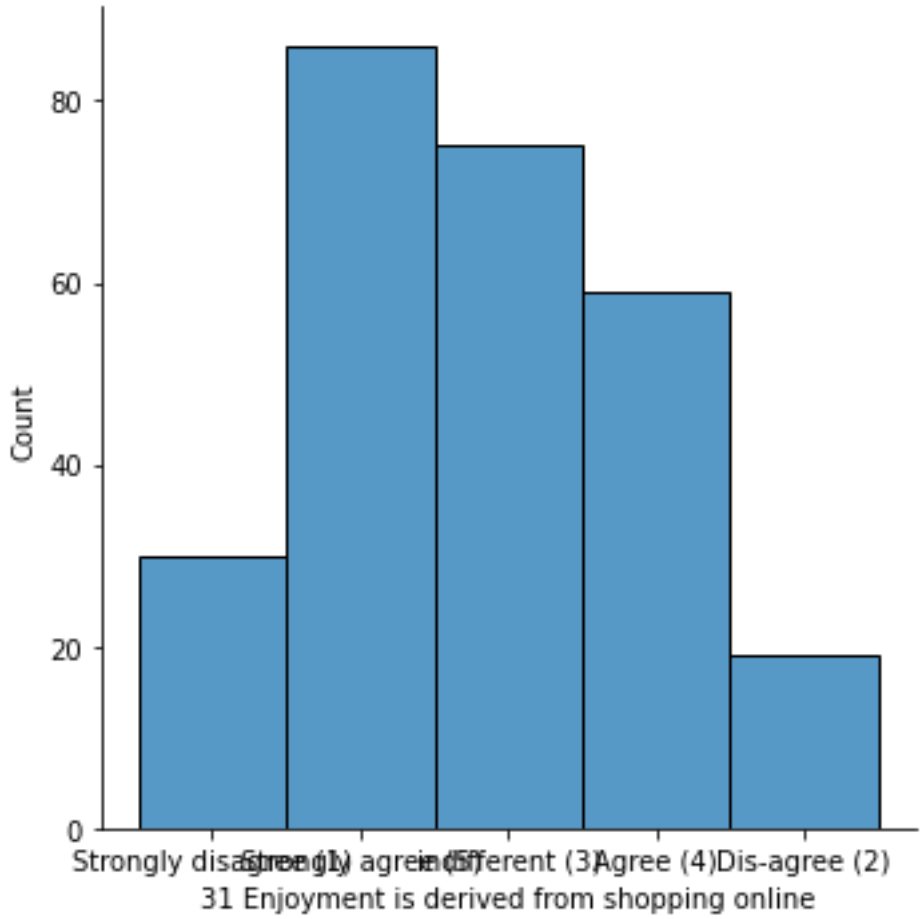


35 Displaying quality Information on the website improves satisfaction of customers

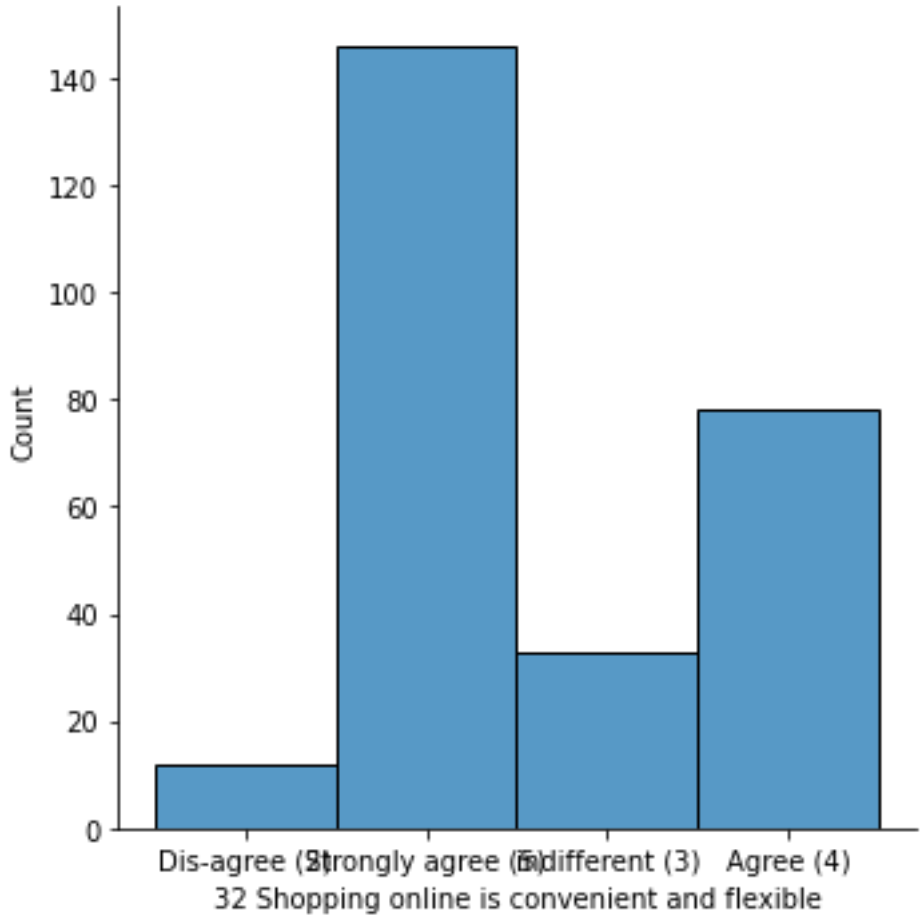
This survey showing customer will satisfy if quality information of product displaying on the website.



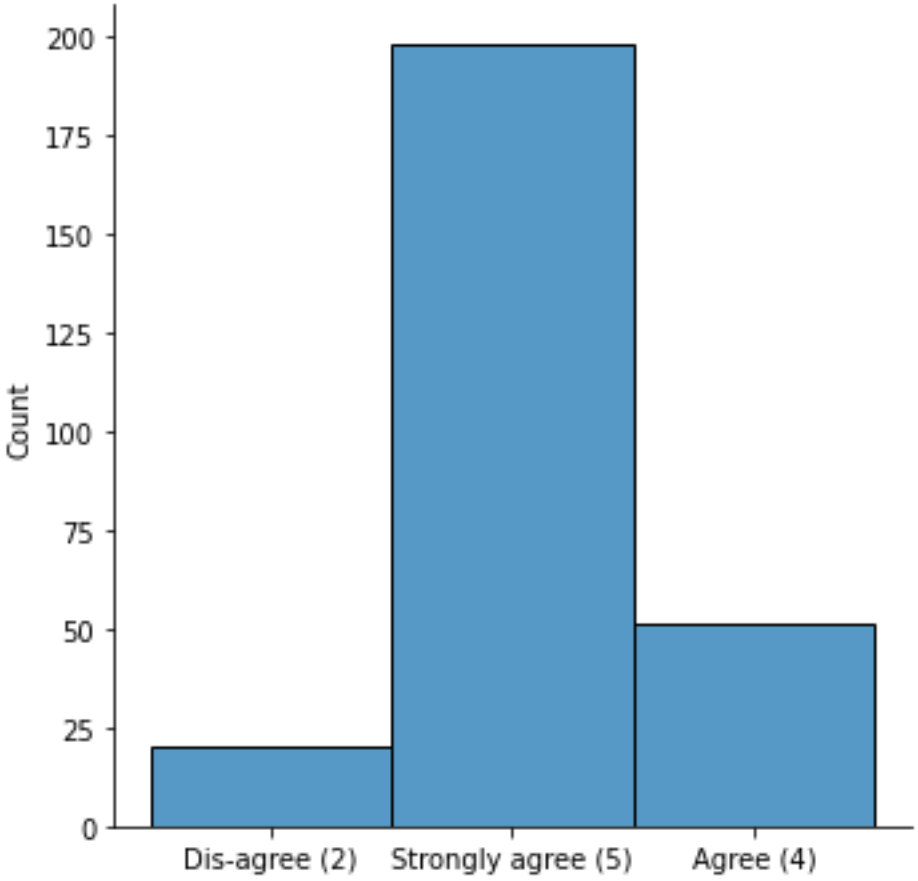
Survey clearly shown user satisfaction is depend on trust on website.



Survey showing people are enjoying shopping online.

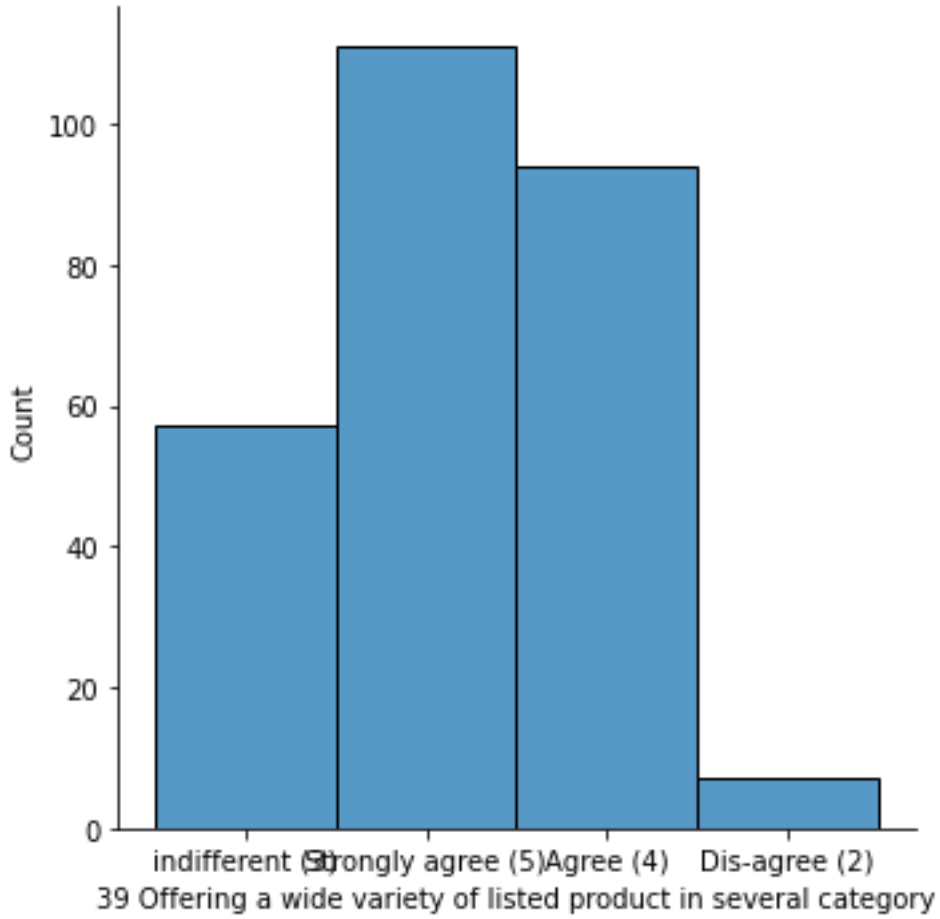


People are agreeing that shopping online is most convenient and flexible.

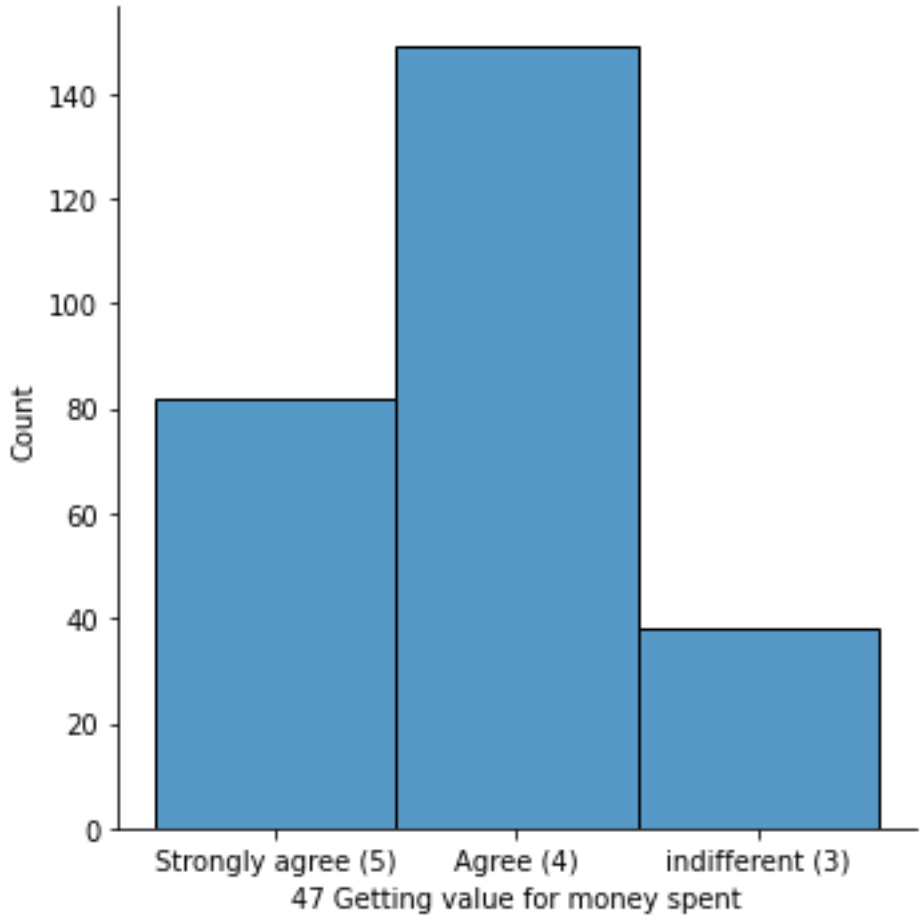


33 Return and replacement policy of the e-tailer is important for purchase decision

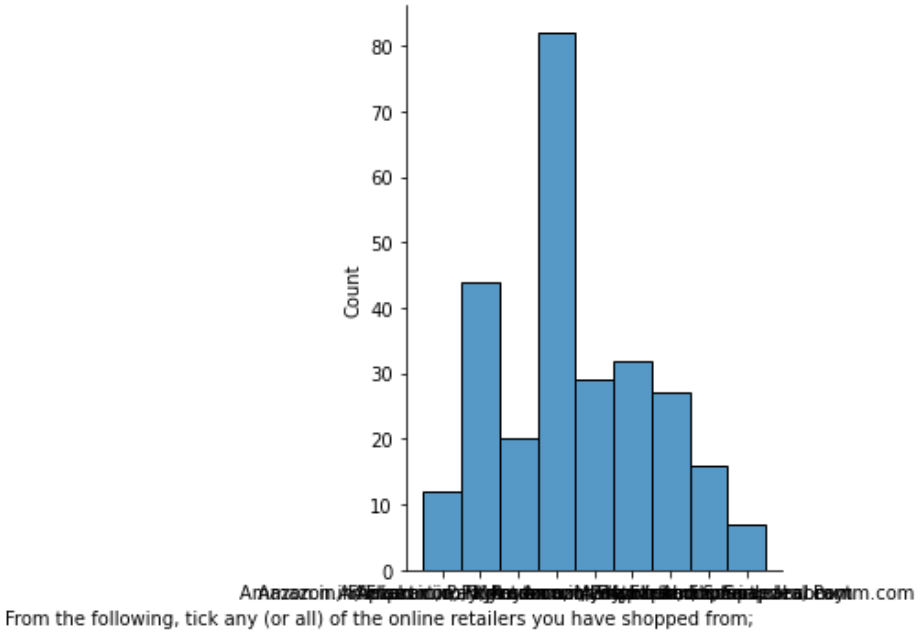
Return and replacement policies are very much a good points for online shopping industries.



In online shopping customer got lots of varieties product in several categories , they can easily filter there preferable varieties product.



Customer getting value for there money spent .



Now are day Amazon and Flipkart are two best online platform.

Conclusion

Now are days people want to get the products on there home, so online shopping is very much important part of daily life. In this project i have some data of survey on online shopping. After analyse the data I got some points which are following: -

- Mostly female are using online shopping.
- 31-40 and 21-40 this range of ages people are mostly use online shop.
- Online shopping mostly done from smartphones.
- Google chrome server is most convenient server now a days.
- People mostly use mobile internet for online shop.
- People are mostly coming first time online shopping through search engine.
- After first visit they come to online shopping either search engine or App.
- Decision to purchase product took almost 15 minutes or more for customer.
- People mostly use debit card for purchase.
- People are satisfying if contain of website is easily read and understandable.
- If they got lots option for their desire product, they will happy.
- Now are days Customer easily filter their desire product because they got lots of option.
- Customers will come to the website more if they trust the website.
- Online shopping more flexible and convenient.
- Here customer easily can get all the specification of the product.
- If the website is user friendly and easily accessible, customer will more attract.
- Convenient payments method is very much important part for online shopping.
- Customer care part is very much important, they should give empathizes towards customer.
- The system should guarantee privacy of their customer, also they should responsible and easily available on several channels for customer.
- If customer got more discount or other benefit for their purchase, they will more shop from the particular website.
- Product review's is important towards shopping.
- Return replacement policies are advantageous for online shopping.
- People easily can get their desire retail shop from online platform.
- Customer got enjoyment and also improved their social status by online shopping.

Now are days we have several online platforms likes, Amazon, Flipkart, Paytm, Snapdeal, Myntra. Amazon and Flipkart people use more than others.

As we see there is lots of advantageous for online shopping, and I feel now is necessary also of this pandemic situation, as online shopping is safest.