## Abstract:

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 on the basis of the Means End Chain theory (MEC) and Prospect theory. By hypothesising that a combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively, Structural equation model has been presented on the primary data collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction. By increasing the utilitarian value and hedonistic values derived by the customers, customer satisfaction and hence the customers repeat purchase intention can be increased significantly.

What is Hedonistic Value?

**Hedonic Value** can be defined as the immediate psychological gratification that comes from experiencing some activity or from consumption of a product. Purchasing makes the person feel happy or Joyfulness.

What is Utilitarian Value?

Utilitarian value it can be called**functional value** and is associated with the functional benefits that a customer gets from a product.

Customer Retention:

Retaining customers depends on how the industry sells its products to their customers.

Customer retention which means:

• Customer: A person or an organization who buys products or service from a shop or business.

• Retention: Is to keep, hold on or maintain something.

Customer Retention is the activity that a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. A company’s ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace.

Marketing is all about selling of products and how the company will increase its profitability in the market share and not considering after sales service to be able to know whether the customers are satisfied with the products are able to use it.

Ecommerce:

Ecommerce, also known as electronic commerce or internet commerce, refers to buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

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The components of a successful e-commerce business are fairly easy to identify, you need to be able to acquire relevant traffic at an affordable price, convert them to customers at a decent rate, upsell wherever possible, and build loyalty that drives repeat business. Another metric that can help you measure your new eCommerce store’s success is to identify whether people have started searching for your brand name or brand products. keep on investing in brand awareness campaigns to increase their exposure to larger audiences.

Problem Statement:

Our Problem is all about finding the success rate of the E-retailers on selling their Goods. Which depends on purchase, repurchase intentions and customer loyalty. There are five major factors which tells the success rate of ecommerce are service quality, system quality, information quality, trust and net benefit. After many trails they found that, customer retention depends on the combination of both utilitarian value and hedonistic values which are needed to affect the repeat purchase intention positively. By increasing the utilitarian value and hedonistic values, which are derived by the customers, customer satisfaction. Hence the customers repeat purchase intention can be increased significantly.

In our dataset, the data was collected from different Indian online shoppers, regarding their experiences with the online purchases, their personal details and how often they purchase the products online, pros and cons of different online websites information and their favourite online website.

Findings From the dataset:

There are 71 columns in the dataset, which tells about pros and cons of the Indian online retailers. The columns are all about the customers personal details like their gender, age, which device they use to shop, how often they shop online, since how many years they are shopping online, Weather they make purchases for benefits or for satisfaction, the pros and cons of different websites etc.

Since all the columns are of categorical type, I have plotted different count plots and bar graphs to check the data distribution. From that I have found the females with age group from 21-30 years they shop online more compared to the males. They are using online purchase more than 5 years and made the purchases in a year less than 10 times. The online purchases are more from Noida. Mostly everyone Shop online using smartphone with 6 inches of screen. They use google chrome browser for accessing, they use search engine as their channel to get into their favourite online store. They will be online for searching products for 15mins. They use credit cards for making payments on purchasing the products. Sometimes they add to cart even quit without buying because they are not sure with the product quality. That’s the reason online retailers as to give complete information of the particular product and have to display different brands of the same product. The customers mostly they tend to buy the products when the product is with less price and with good quality. The retailers as to provide some special benefits to the customers by attracting them to discounts, offers, providing gift cards on purchase, different mode of payments they need to provide, cash on delivery must be provided, and return and exchange policies must be implemented. And need to frequently check on customers how their experience on shopping. They need to take reviews and stars on their services. And if any improvements are suggested by them, they need to make the changes and check on them not to repeat in the future.

Companies are able to yield higher profits by maintaining loyal customers. These customers make more frequent purchases and spend large in every transaction with their brand. Business to find it easier in up-selling and cross-selling its products to group of loyal customers. Once people are satisfied with the services of particular brand; they like to explore more of its stuff. Customer don’t go for much analysis and comparison of brand products while making purchase decisions if they are assured of its quality.

Frequently they need to check on customers by communicating to customers via emails or any other social platforms, saying about their new arrivals, special benefits on the products, etc. They have to conduct some big days for sailing their old products on offering huge benefits for the customers. Every time they have change according to the trend. How the trend they have to change accordingly then only customers tend to buy. If once customers are satisfied with your service they frequently tend to buy in a particular store and suggest others to buy. The retailers as to give the quality information on the product then only it meets the satisfaction levels of the customers.

Assumptions:

Retaining customers depends on how the industry sells its products to their customers.Retail industry in India has emerged as one of the most dynamic and fast-paced industries. India is the fifth-largest global destination in the retail. India has replaced China as the most promising markets for retail expansion, supported by expanding economy. India is expected to become the world’s fastest growing e-commerce market, in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian e-commerce markets. E-commerce is expanding steadily in the country. Customers have increasing choice of products at the competitive rates. E-commerce is probably creating the biggest revolution in the retail industry, and this trend would continue in the years to come. Retailers should leverage the digital retail channels, which would enable them to spend less money on real estate while reaching out to more customers in tier-2 and tier-3 cities. Both organised and unorganised retail companies have to work together to ensure better prospects for the overall retail industry, while generating new benefits for their customers. In addition to security while doing online transaction and confidentiality of data is an important factor in the selection of online retailer. There is cut throat competition between the two major players i.e. Amazon and Flipkart. At present they are offering huge discounts on various products to convert offline buyers to online buyers. But it is not sustainable in the long term. They need to create loyal customers for the brand. New innovative marketing strategies are required to retain the existing and new customers.

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Because of the covid pandemic in India all the offline retail shops are shut. So everyone going for online in which they get many benefits and offers. Even after this Pandemic the customers tries shop online because there is no risk in going outside, the product comes to the door with reasonable prices, even there is return on exchange polices with free off cost. In terms of speed loading of pages, everyday updated according to trend, varieties of products with different brands, the product information must be clearly stated, frequent check on customers must be done (communicating), special discounts, big days must be conducted, different mode of payments, return on exchange, free shipping all these need to be provided to the customers. If all this meets the customers then we can say that a particular online retailer is running on success history. All the terms which are stated by the customers all those are meeting with the online retailer Amazon.in.

Amazon is the online retailer who has the best success rate compared to other online retailers. Even Every customer is tending to by In Amazon.in to make online purchases. Amazon is the online retailer who is satisfying the customers by proving all the quality products and a clear quality information about the products, special benefits to the customers and change as per the trend.

It is also found that very less customers shop through Snapdeal. This may also be due the fact recently the company was on for sale to Flipkart, which failed. The results shows that there is no difference in perceptions of customers regarding the services provided by the Amazon and Flipkart. That shows that consumers in addition to above factors compare price of the product while selecting the online retailer for purchase.

After many reviews from the customers the amazon is the online retailing store which is satisfying the customers by providing all the benefits and changing their way as per the trend. Amazon is the only store who are reaching the expectations of customers.

Recommendations:

Online retailers should consider above factors identified while designing the online retailing strategy. Customers will get irritated if website response is slow. So, website and products should be easily seen on the website. Assurance of online financial transaction and confidentiality of data is also very important factor for customers Proper policy statements and secure payment gateways should be visible while transactions are done. In case of problems, staff should be easily accessible. Actual service should also be provided right the first time itself. It is recommended that online retailers should give importance to above factors to remain competitive in the market. As the customers are more vulnerable to marketing campaigns, they can easily be lured by new offers by the competition. As comparing with the other stores they have to attract the customers by providing many benefits and they have to change as per the trend and meet the expectations of the customers.

Limitations:

Customer retention can prove expensive for business in the way that it involves large investment both in terms of price and time. It requires huge cost for running loyalty programs in order to retain customers for a longer period. Business has to sacrifice their profit by offering several discount and cashback offers to its audience.

Organization making efforts for attaining efficient customer retention rate may not focus on needs of new customers. There may be chances of new clients being overlooked by brand in a hoard to satisfy its existing customers. Unsatisfied customers may spread negative piece of information about the brand in society.

Conclusions:

Amazon.in, to be lead the online retail market as a result of integrating business challenges. In this case of Amazon, the external factors define the conditions of the e-commerce industry environment, with focus on the online retail market. Compared to all the online retailers like Snapdeal, Myntra, Flipkart, Paytm.com etc; but Amazon is the leading online retail store who is reaching the expectations of the customers and making loyal customers. Loyal customers are more important for a retail store, because they are the customers who shares the good about the retail store.