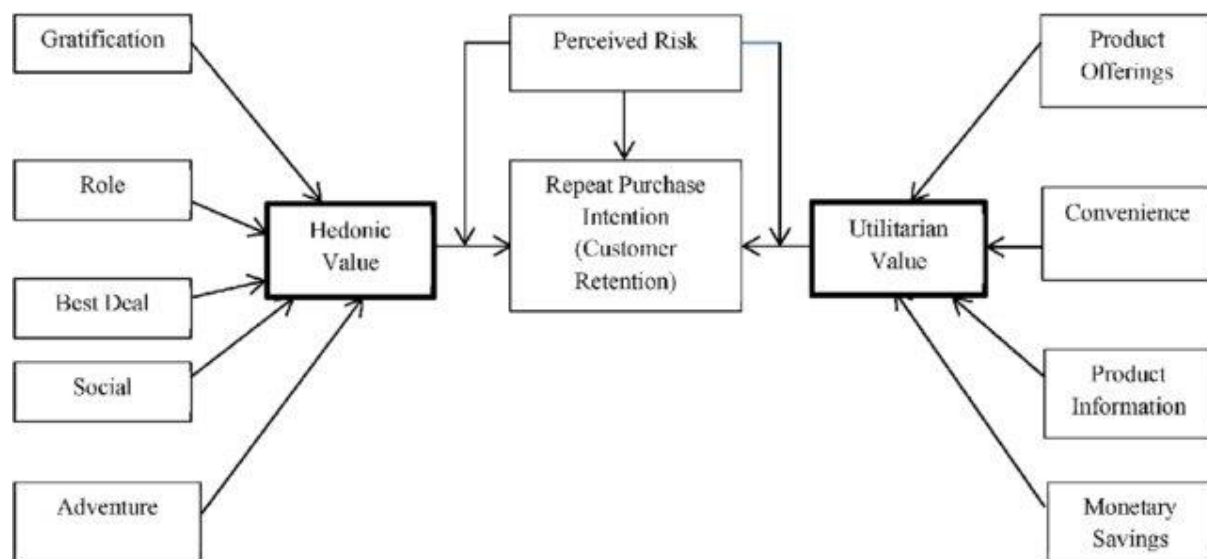


## PROJECT REPORT

### 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 stores; it has been posited as a key stimulant of purchase, repurchase intentions, and customer loyalty. A comprehensive review of the literature, theories, and models has 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 online customers to repeat purchase intention. The combination of both utilitarian values and hedonistic values is needed to affect the repeat purchase intention (loyalty) positively. The data is collected from Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.



### ABOUT DATASET:

The dataset contains several columns. Columns describe each and every general information regarding online shopping. Customer behavior regarding online shopping and about different-different shopping applications etc.

### Information in the Dataset :

- Gender of respondent
- How old are you?
- Which city do you shop online from?
- What is the Pin Code of where you shop online from?
- Since How Long You are Shopping Online?
- How many times you have made an online purchase in the past 1 year?
- How do you access the internet while shopping online?
- Which device do you use to access online shopping?
- What is the screen size of your mobile device?
- What is the operating system (OS) of your device?
- What browser do you run on your device to access the website?
- Which channel did you follow to arrive at your favorite online store for the first time?
- After the first visit, how do you reach the online retail store?
- How much time do you explore the e- retail store before making a purchase decision?
- What is your preferred payment Option?
- How frequently do you abandon (selecting items and leaving without making payment) your shopping cart?
- Why did you abandon the "Bag", "Shopping Cart?"
- The content on the website must be easy to read and understand,
- Information on the similar product to the one highlighted is important for product comparison',
- Complete information on listed seller and product being offered is important for a purchase decision.',
- All relevant information on listed products must be stated clearly,
- Ease of navigation in website', '23 Loading and processing speed',
- User-friendly Interface of the website,
- Convenient Payment methods',
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time,
- Empathy (readiness to assist with queries) towards the customers,
- Being able to guarantee the privacy of the customer,
- Responsiveness, availability of several communication channels (email, online rep, Twitter, phone, etc.)',
- Online shopping gives monetary benefits and discounts,
- Enjoyment is derived from shopping online,
- Shopping online is convenient and flexible,
- Return and replacement policy of the e-tailer is important for purchase decision',
- Gaining access to loyalty programs is a benefit of shopping online
- Displaying quality Information on the website improves the satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application',
- Net benefits derived from shopping online can lead to users satisfaction',
- User satisfaction cannot exist without trust',
- Offering a wide variety of listed products in several categories',
- Provision of complete and relevant product information,
- Monetary savings',
- The Convenience of patronizing the online retailer',
- shopping on the website gives you a sense of adventure,
- Shopping on your preferred e-tailer enhances your social status

- You feel gratification shopping on your favorite e-tailer',
- Shopping on the website helps you fulfill certain roles',
- Getting value for money spent,
- 'From the following, tick any (or all) of the online retailers you have shopped from
- 'Easy to use website or application',
- 'Visual appealing web-page layout', 'Wild variety of product on offer
- 'Complete, relevant description information of products,
- 'Fast loading website speed of website and application',
- 'Reliability of the website or application',
- 'Quickness to complete purchase',
- 'Availability of several payment options, 'Speedy order delivery ',
- 'Privacy of customers' information',
- 'Security of customer financial information,
- 'Perceived Trustworthiness',
- 'Presence of online assistance through multi-channel,
- 'Longer time to get logged in (promotion, sales period)',
- 'Longer time in displaying graphics and photos (promotion, sales period)',
- 'Late declaration of price (promotion, sales period)',
- 'Longer page loading time (promotion, sales period)',
- 'Limited mode of payment on most products (promotion, sales period)'
- 'Longer delivery period', 'Change in website/Application design',
- 'Frequent disruption when moving from one page to another,
- 'Website is as efficient as before,
- 'Which of the Indian online retailer would you recommend to a friend ?'

## TOOLS:

I have used several EDA (Exploratory Data Analysis in this project) for studying the dataset.

Further, I have used visualization techniques like plotting different graphs for visualizing and better understanding the dataset.

## Summary:

In this dataset, we would find several information, like: mostly which gender do prefer online shopping and how much do they shop in the last 1 year or from last how many years. Several questions and answers from the customer's side. what age group is mostly indulged in online shopping and from which application? Which web browser is highly used by the customers? What device do customers use the most and which Internet access? Cities from where customers prefer to do online shopping. Did customers find online shopping enjoyable, relevant, and trustable, which application do they trust the most or used the most all over

India? which application do customers trust the most regarding their Personal and General information? which application gives high satisfaction to customers, and solves their problems regarding replacement or any other issues. Which application is highly recommended for online shopping. I have also compared some columns for better results and information.

## Conclusion:

Here I conclude that most of the customers are female and the frequent or active customers are from the age group (31-40) and (21-30) years. Delhi, Greater-Noida, and Noida are found to be the top 3 cities where customers shop more online while Merrut, Bulandshahr, and Moradabad are found to be the least shopped cities. There are 80% of customers who are shopping and loyal for the last 4 years and around 65% of customers shop for the last 2-3 years. whereas we have also seen that there are customers who don't shop from the last 1 year for making their purchase we would provide special offers, coupons to them so they get involved in shopping. Most customers use smartphones and Mobile internet for shopping online. Customers highly use Google Chrome to access the application. Search engines and Via applications are mostly used by customers to retail online shops after the first visit. Most of the customers take around 15 min for exploring the E-retail store before making any purchase. Most of the payments are made through Credit/Debit cards.

Most of the Customers also find Online shopping convenient and flexible. they find online shopping enjoyable and online shopping also provides monetary benefits and discounts and responsiveness. Customers are highly satisfied with the security and

privacy regarding their general and financial information. A return and replacement policy are much important for the customers As user satisfaction cannot exist without trust. It put a lot of effort into remaining that trust. Customers find it much easier as they find relevant information about each and every product while purchasing.

It is found from the above analysis that, AMAZON is the most used, trusted online shopping application. Customers find online

shopping is much easier with Amazon. and Amazon is a highly recommended online shopping application all over India.

After Amazon customers find Flipkart and used it for online shopping.

Paytm.com is the least shopped from but it is highly used by the customers for several end-to-end transactions. costumers trust Paytm.com for their transactions.