

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



By-

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Acknowledgement

I am thankful to Flip Robo Technologies, situated in Bengaluru for giving me this opportunity to work as an Intern in their company. The experience which I am accumulating with the kind of projects Flip Robo Technologies is providing are nurturing.

“Customer Retention” is one of the projects given to me for EDA and data analysis. The dataset is provided by the company and working on that data has been proved to be a learning experience in every way.

I would like to thank my SME Swati Mahaseth for being considerate always to the interns, along with Mohd Kashif for resolving my issues whenever they arose regarding the current project.

Introduction

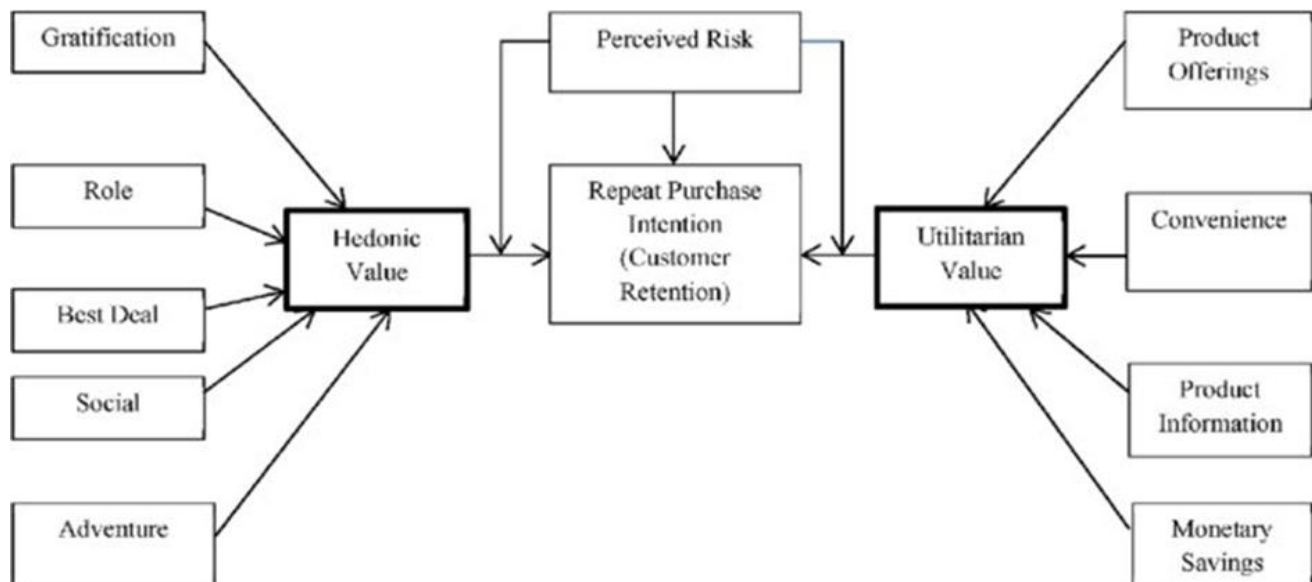
A problem statement was given on which Exploratory Data Analysis was to be performed.

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
- 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.



Explaining the need for the customers based on the above diagram:

Hedonistic/pleasure giving values and Utilitarian values are the two factors which drives the customer for the repeated purchases. With every step, a risk factor is involved. In this, the perceived risks are associated with the repeated purchase intention (retention of the customers) which are in turn based on Hedonic and utilitarian values. Gratification, role, best deal, social adventure are the few factors which are categorized for hedonistic purchases. While, product

offering, convenience, product information, monetary savings add to the utilitarian values.

Why have we taken this study?

A study was conducted in Indian population (In India) about their online purchase habits from e-commerce websites. Many factors were taken into consideration in this survey, which were later analyzed using Data Science to understand the Indian audiences in a better way with respect to online purchases.

How the Explanatory Data Analysis was done?

I performed the data analysis in the following manner:

Step 1: Import the needed libraries in python

```
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import warnings
warnings.filterwarnings('ignore')
```

Step 2: Column names were cleaned without changing any values of the data in the excel sheet.

- The .csv file had two sheets, one was encoded and the other was a raw data. I chose the raw data, cleaned the column names, without making any changes.
- It had 269 rows and 71 columns.

Step 3: The cleaned data file was loaded in the jupyter notebook for further study.

```
df=pd.read_excel('Copy of customer_retention_dataset 1.xlsx')
df
```

Out[14]:

	1 Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device?	10 What is the operating system (OS) of your device?	11 What browser do you run on your device to access the website?	12 Which channel did you follow to arrive at your favorite online store for the first time?	13 After first visit, how do you reach the online retail store?	14 How much time do you explore the e-retail store before making a purchase decision?	15 V pr p: C
0	Male	31-40 years	Delhi	110009	Above 4 years	31-40 times	Dial-up	Desktop	Others	Window/windows Mobile	Google chrome	Search Engine	Search Engine	6-10 mins	E- (Free
1	Female	21-30 years	Delhi	110030	Above 4 years	41 times and above	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	Google chrome	Search Engine	Via application	more than 15 mins	Cred
2	Female	21-30 years	Greater Noida	201308	3-4 years	41 times and above	Mobile Internet	Smartphone	5.5 inches	Android	Google chrome	Search Engine	Via application	11-15 mins	E- (Free
3	Male	21-30 years	Karnal	132001	3-4 years	Less than 10 times	Mobile Internet	Smartphone	5.5 inches	IOS/Mac	Safari	Search Engine	Search Engine	6-10 mins	Cred

Step 4: The data info was printed and studied:

```
In [15]: df.info()
```

```
51 Complete, relevant description information of products      269 non-n
ull object
52 Fast loading website speed of website and application      269 non-n
ull object
53 Reliability of the website or application                  269 non-n
ull object
54 Quickness to complete purchase                             269 non-n
ull object
55 Availability of several payment options                    269 non-n
ull object
56 Speedy order delivery                                       269 non-n
ull object
57 Privacy of customers' information                          269 non-n
ull object
58 Security of customer financial information                  269 non-n
ull object
59 Perceived Trustworthiness                                   269 non-n
ull object
60 Presence of online assistance through multi-channel         269 non-n
ull object
```

```
In [17]: print("Number of categorical features : {}".format(len(df.select_dtypes(include=['object']).columns)))
print("Number of numerical features : {}".format(len(df.select_dtypes(include=['int64', 'float64']).columns)))
```

```
Number of categorical features : 70
Number of numerical features : 1
```

Dataset shows that:

- It had 269 rows and 71 columns
- No null values (which we can reconfirm with a heatmap)
- Nos of numerical data = in 1 column
- Number of Categorical data = In 70 columns

Step 5: The columns were segregated based on the information.

The columns after nos 47 were considered together with the columns from 1-47 for better understanding.

It is a huge data with lots of information available about users and online shopping. Dissecting it in parts might give us a better understanding of how things are wrt the dataset.

Q1-13 describes the user's age, gender, places from where they shopped online, devices used and their information

1. Gender of respondent
2. How old are you?
3. Which city do you shop online from?
4. What is the Pin Code of where you shop online from?
5. Since How Long You are Shopping Online ?
6. How many times you have made an online purchase in the past 1 year?
7. How do you access the internet while shopping on-line?
8. Which device do you use to access the online shopping?
9. What is the screen size of your mobile device?
10. What is the operating system (OS) of your device?
11. What browser do you run on your device to access the website?
12. Which channel did you follow to arrive at your favorite online store for the first time?
13. After first visit, how do you reach the online retail store?

Q 14 – 17 and 25/26 gives an idea about how the purchase decision is made/abandoned and the payment options used

Step 6: The redundant/repeated values in the data set were replaced:

```
In [18]: #Replace redundant values
df.replace('indifferent (3)', 'Indifferent (3)', inplace=True)
df.replace('indifferent (3)', 'Indifferent (3)', inplace=True)
df.replace('Dis-agree (2)', 'Disagree (2)', inplace=True)
```

Step 7: Null values were checked in the data if any were present.

```
In [4]: sns.heatmap(df.isnull())
plt.axis('off')
```

```
Out[4]: (0.0, 71.0, 269.0, 0.0)
```



Since no null values were present, further data analysis was done.

Step 8: The shape of the dataframe was printed, and names of each columns were printed using the code `df.columns`. Finally, EDA was performed using the countplot method.

Step 9: All the column and rows for the EDA were displayed using the code below

```
In [10]: pd.set_option('display.max_columns', None)
pd.set_option('display.max_rows', None)
df
```

Step 10: EDA

EDA is a process where the data is analyzed to get a better understanding of data aspects like:

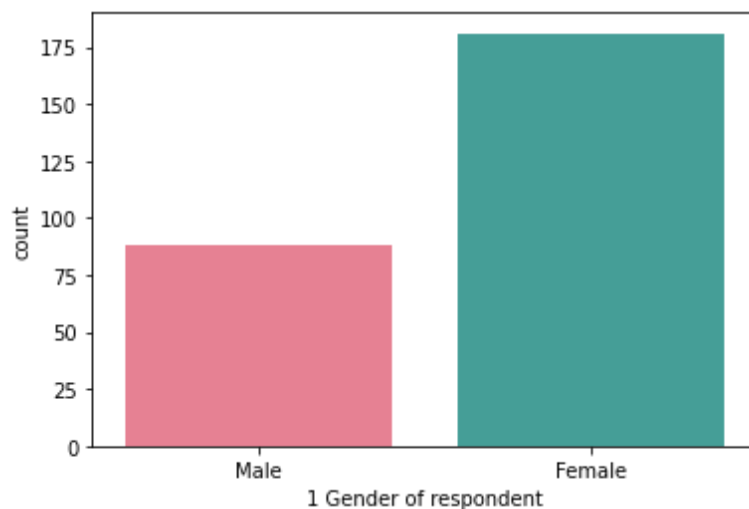
- main features of data
- variables and relationships that hold between them
- identifying which variables are important for our problem

We can compare and plot these point using graphs and charts in the form of Univariate, Bivariate and multivariate analysis.

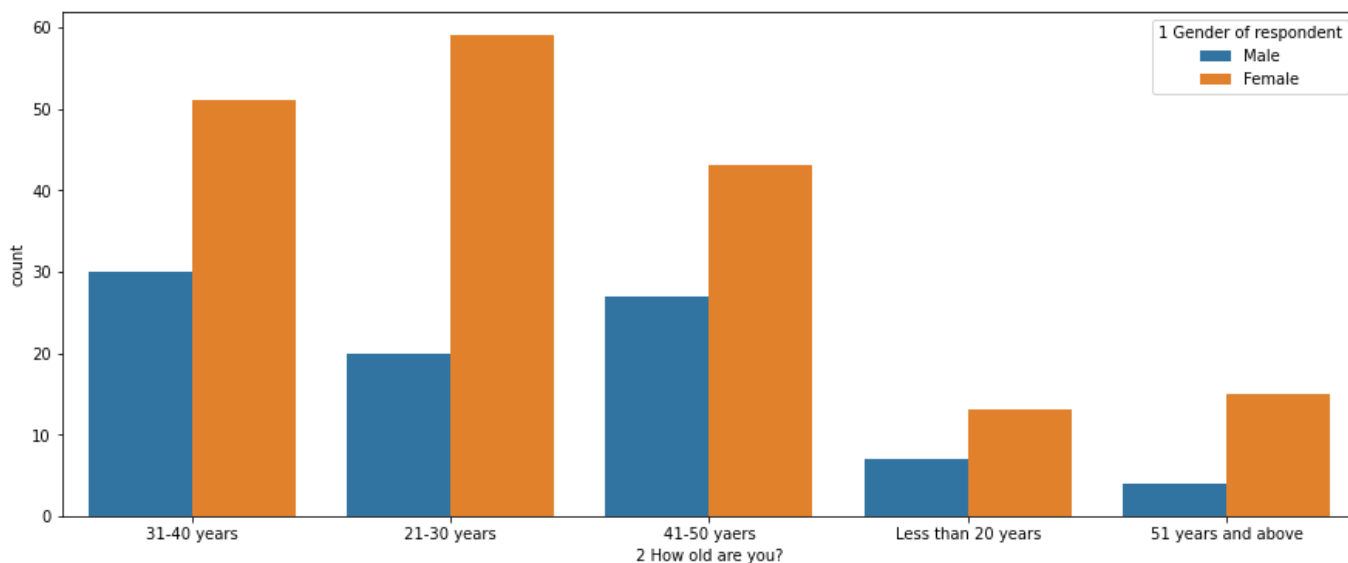
In Univariate analysis we use 1 variable for plotting, in bivariate 2 variables can be used which are relative to each other and in multivariate analysis many variables can be used to get the idea about how the data is distributed.

Following are the plots for the columns given in the data set.

```
import seaborn as sns
a = sns.countplot(x="1 Gender of respondent", data=df, palette="husl")
```

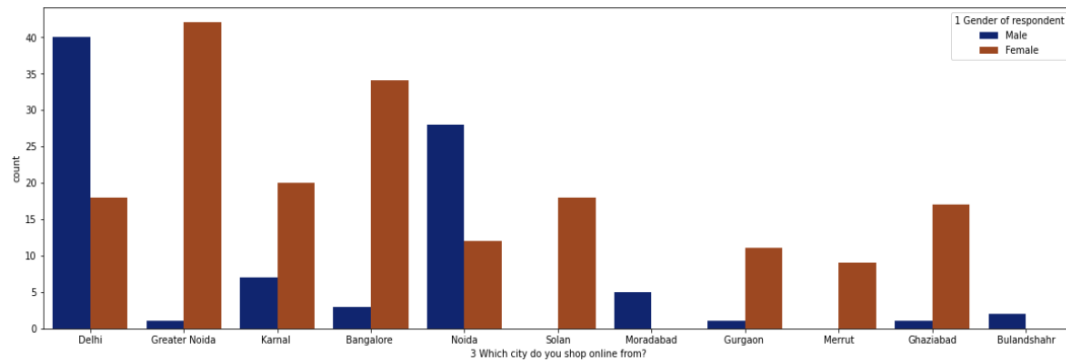


```
plt.figure(figsize = (15,6))
sns.countplot(x="2 How old are you?", hue="1 Gender of respondent",
data=df)
```



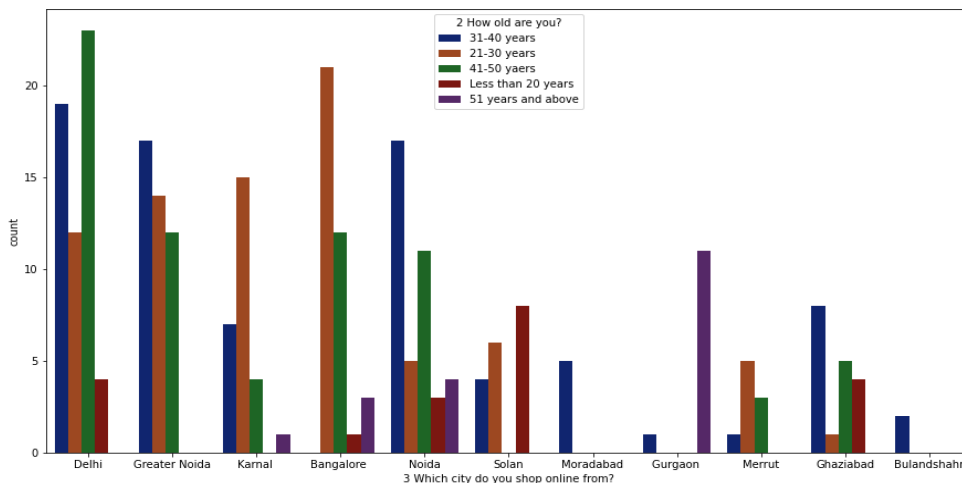
- The data shows that population between 21-30 years shop more online, and the number of females are 3x more than the number of males.
- Following, the age group between 31-40 years shop more online too, although here the number of males is more than males in the age group of 21-30 yo.
- The least shopping age group is 51 years and above.
- In all the age groups the females seem to be preferring shopping online more than the males.

```
In [9]: plt.figure(figsize = (20,6))
c=sns.countplot(x="3 Which city do you shop online from?", hue="1 Gender of respondent",palette="dark",data=df)
```



- 11 cities were surveyed, namely Delhi, Greater Noida, Karnal, Bangalore, Noida, Solan, Moradabad, Gurgaon, Merrut, Ghaziabad, Bulandshahr.
- Delhi and Greater Noida shows contrast in online shopping behaviour.
- Delhi has more male population shopping than the females, where as Greater is opposite to it, where the number of females shopping online are almost 25% more than the male population.
- Again, Noida has more males shopping online than the females.
- Solan and Merrut doesn't show any males preferring to shop online.
- Moradabad and Bulandshahr are contrary to Solan and Merrut, where females don't seem to prefer online shopping.
- Ghaziabad has a very low male population, similar to Gurgaon.
- Overall, in these cities female population seems to be shopping online more than the males, specially in the metro/big cities.

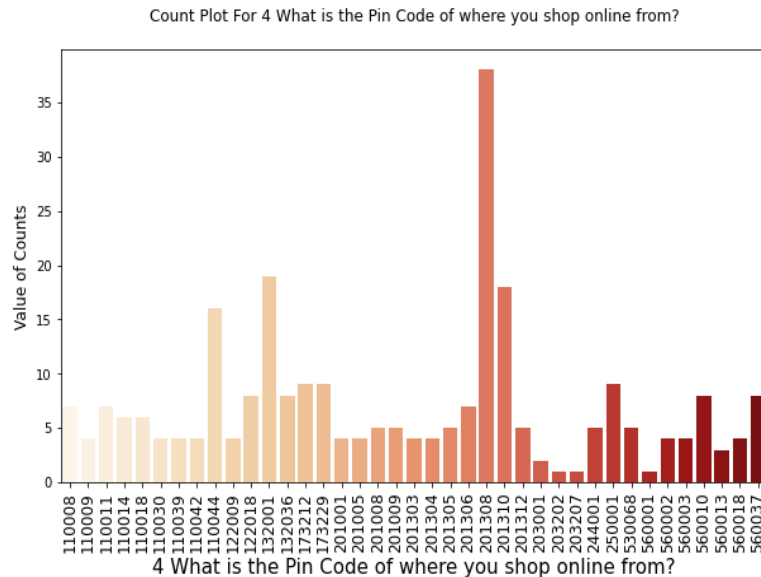
```
In [26]: plt.figure(figsize = (15,8))
d=sns.countplot(x="3 Which city do you shop online from?", hue="2 How old are you?",palette="dark",data=df)
```



Surveying the online shopping customers following observations were found:

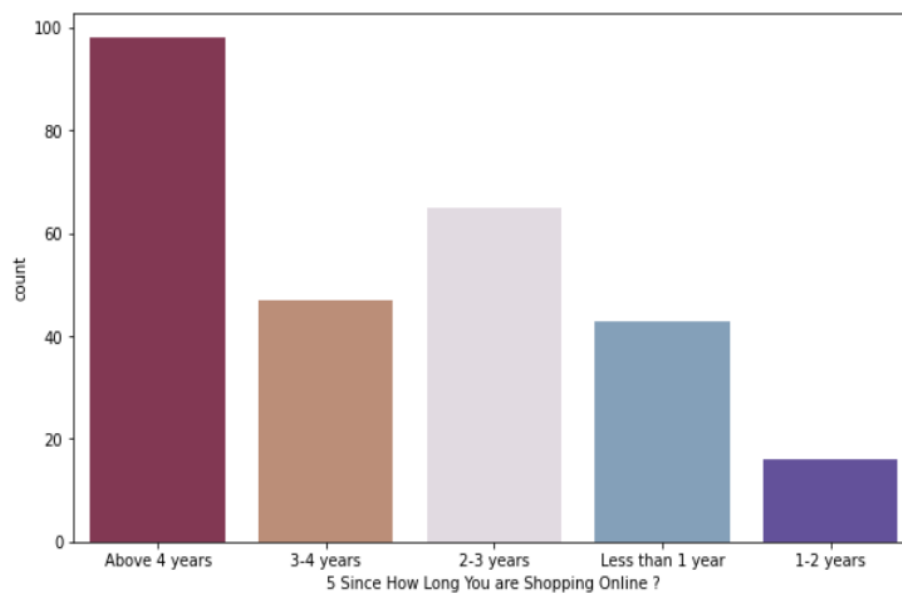
- Least population preferred online shopping in Moradabad, Bulandshahr and Gurgaon. Although Gurgaon showed an interesting observation that people above 51 years shopped online more.
- The 5 cities involved in online shopping were Delhi > Greater Noida > Bangalore > Noida > Karnal
- Delhi showed population between 41-50 to shop most, Greater Noida had population between 31-40 yrs old, Bangalore - 21-30, Noida: 31-40yo, And Karnal 21-30yo.


```
In [27]: plt.figure(figsize = (10,6))
col_name = '4 What is the Pin Code of where you shop online from?'
values = df[col_name].value_counts()
index = 0
f = sns.countplot(df[col_name], palette = 'OrRd')
plt.title(f'Count Plot For {col_name}\n', fontsize = 12)
plt.xlabel(col_name, fontsize = 15)
plt.ylabel(f'Value of Counts', fontsize = 12)
plt.xticks(rotation = 90, fontsize = 12)
plt.show()
```



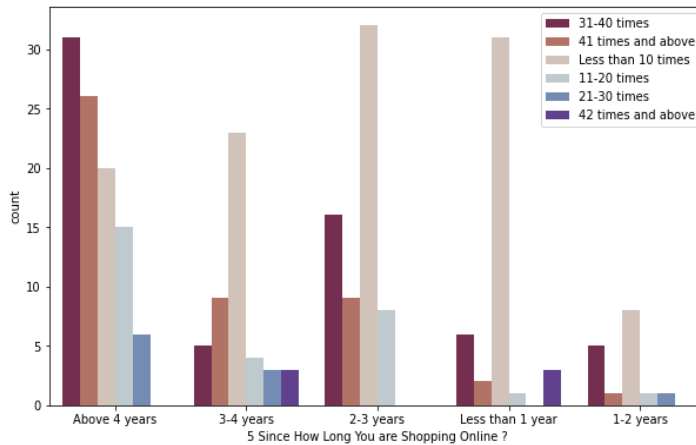
The pincode 201308 (Greater Noida), followed by 132001 (Karnal), followed by 201310(Ghaziabad) were the pincodes from where people shopped more online. while least were from the pincodes 203202 (Bulandshahr),203207, 560001 (Bangalore).

```
In [28]: plt.figure(figsize = (10,6))
e=sns.countplot(x="5 Since How Long You are Shopping Online ?",palette="twilight_shifted_r",data=df)
```



```
In [29]: plt.figure(figsize = (10,6))
e=sns.countplot(x="5 Since How Long You are Shopping Online ?", hue="6 How many times you have made an online purchase in the pas
plt.legend(prop = {'size':10}, loc = 'best')
```

Out[29]: <matplotlib.legend.Legend at 0x1fbb26abf70>

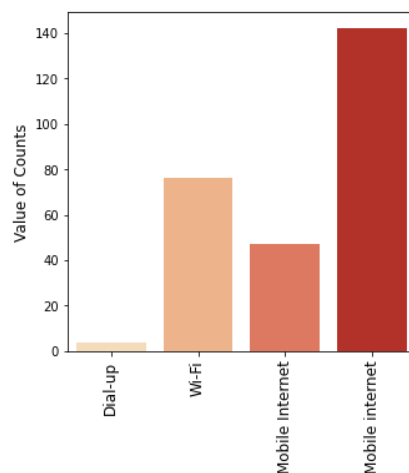


The survey showed how long people have been shopping online and how many times they have purchased online in last 1 year.

- Most people have been shopping online since more than 4 years. And least people were shopping online since 1-2 years.
- In the more than 4 yaers category, maximum people have shopped around 40 times in the past 1 years, followed by people who have shopped more than 40 times in last 1 year.
- The least interest people who shopped online seem to have shopped less than 10 times in last 1 year.

```
In [30]: plt.figure(figsize = (5,5))
col_name = '7 How do you access the internet while shopping on-line?'
values = df[col_name].value_counts()
index = 0
g = sns.countplot(df[col_name], palette = 'OrRd')
plt.title(f'Count Plot For {col_name}\n', fontsize = 15)
plt.xlabel(col_name, fontsize = 15)
plt.ylabel(f'Value of Counts', fontsize = 12)
plt.xticks(rotation = 90, fontsize = 12)
plt.show()
```

Count Plot For 7 How do you access the internet while shopping on-line?

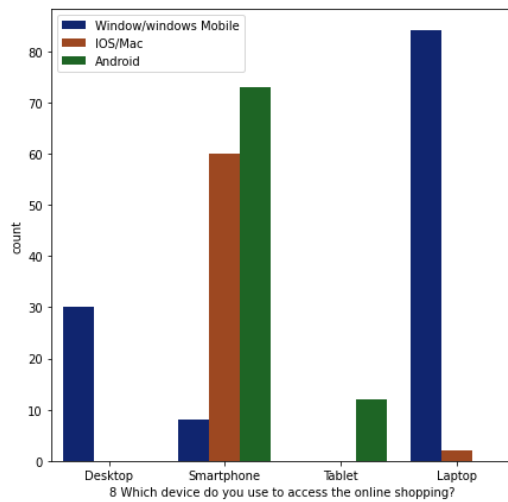


7 How do you access the internet while shopping on-line?

Most people who shopped online preferred shopping online via mobile internet, while least people used the traditiona Dial-up method to use for online shopping.

```
In [31]: plt.figure(figsize = (7,7))
d=sns.countplot(x="8 Which device do you use to access the online shopping?",hue="10 What is the operating system (OS) of your de
palette="dark",data=df)
plt.legend(prop = {'size':10}, loc = 'upper left')
```

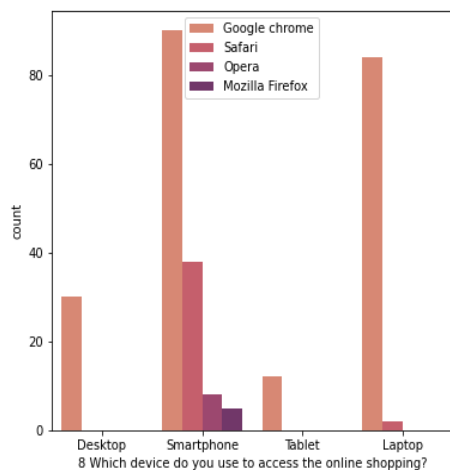
Out[31]: <matplotlib.legend.Legend at 0x1fbb28a00a0>



- Maximum people preferred to use smartphone to shop online for their needs, followed by laptop.
- Of all the devices people used for online shopping, Windows/Windows mobile OS was mostly used.
- Only in the Tablet device, Android OS was used, while desktop device showed the use of Windows only.
- Smartphone showed maximum use of Android OS followed by iOS/MAC.
- Laptop device as usual showed maximum use of Windows OS, and very less iOS use by the people.

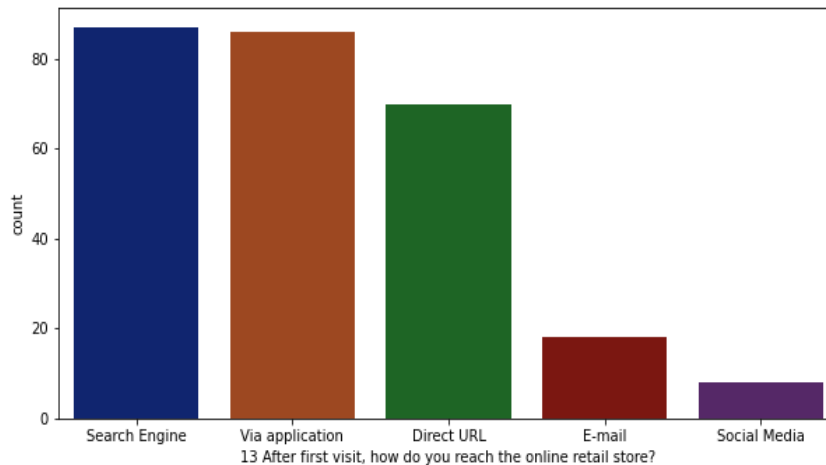
```
In [32]: plt.figure(figsize = (6,6))
d=sns.countplot(x="8 Which device do you use to access the online shopping?",
hue="11 What browser do you run on your device to access the website?",
palette="flare",data=df)
plt.legend(prop = {'size':10}, loc = 'best')
```

Out[32]: <matplotlib.legend.Legend at 0x1fbb4590f70>



- The browsers which were used by the people for online shopping were Google Chrome, Safari, Opera, and Mozilla Firefox.
- From these maximum use of Google Chrome was done on a smartphone and Laptop for online purchases.
- Laptop users used safari the least, while smartphone users used Firefox the least.
- Desktop and tablet users only used Chrome.
- Opera was only used was smartphone users.

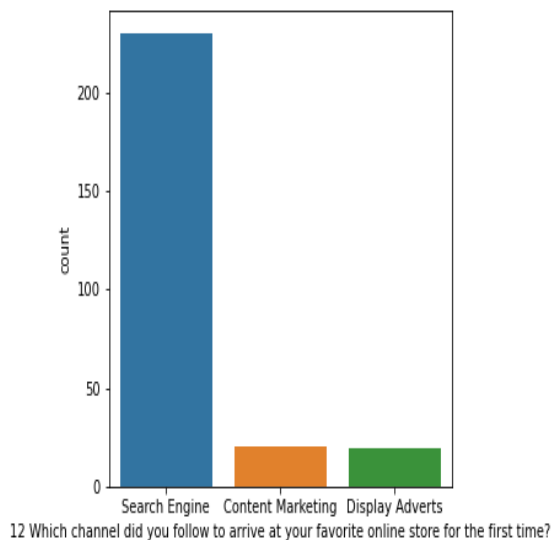
```
In [33]: plt.figure(figsize = (10,5))
d=sns.countplot(x='13 After first visit, how do you reach the online retail store?',palette="dark",data=df)
```



People must have visited a shop in person for first time, but making a second purchase they must have chosen an online option:

- Almost 80% of the population used search engine and apps of the store to get to the retail store website.
- Least used the means of Social media to reach their online retail store.
- Around 70% used URL of the store too.
- Email was used by the population but it was merely around 20%.

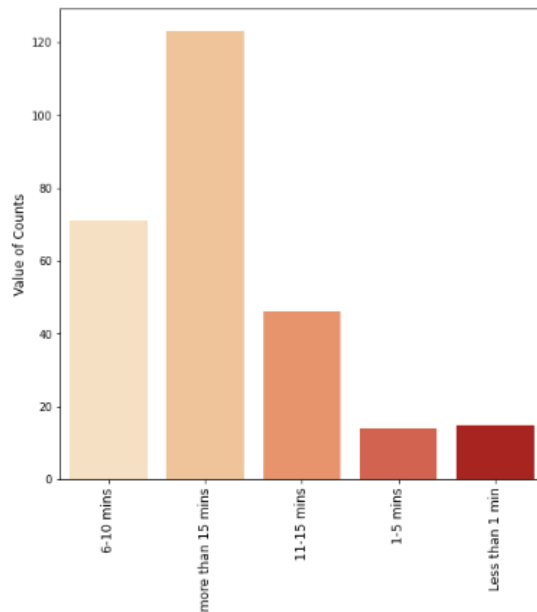
```
In [34]: plt.figure(figsize = (5,5))
d=sns.countplot(x='12 Which channel did you follow to arrive at your favorite online store for the first time?',data=df)
```



Search engine was the most used channel by the population to get to their favorite online store for shopping, while Digital Advertising played a very less role in this as people used these channels like Content marketing and Display Adverts very less, compared to using the search engine.

```
In [35]: plt.figure(figsize = (8,8))
col_name = '14 How much time do you explore the e- retail store before making a purchase decision?'
sns.countplot(df[col_name], palette = 'OrRd')
plt.title(f'Count Plot For {col_name}\n', fontsize = 15)
plt.xlabel(col_name, fontsize = 15)
plt.ylabel(f'Value of Counts', fontsize = 12)
plt.xticks(rotation = 90, fontsize = 12)
plt.show()
```

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

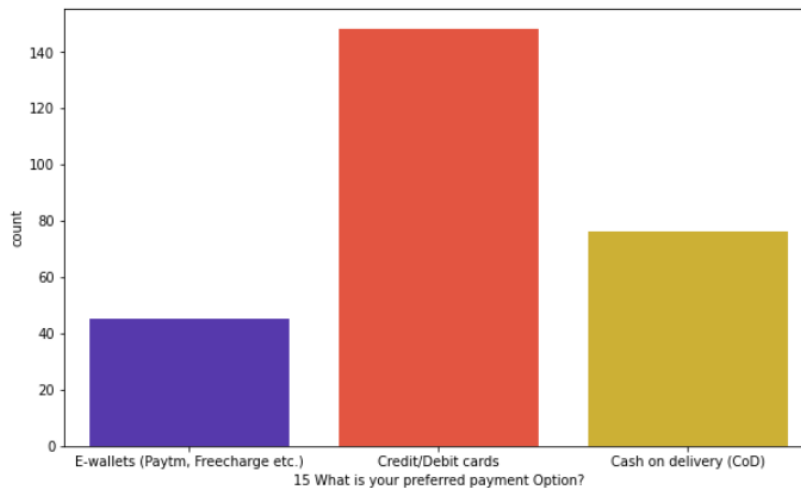


14 How much time do you explore the e- retail store before making a purchase decision?

Most people seem to have utilized more than 15 mins to make a single purchase. While around 17% of the people made their purchase decision between 1-5 mins.

```
In [36]: plt.figure(figsize = (10,6))
sns.countplot(x="15 What is your preferred payment Option?",
              palette="CMRmap", data=df)
```

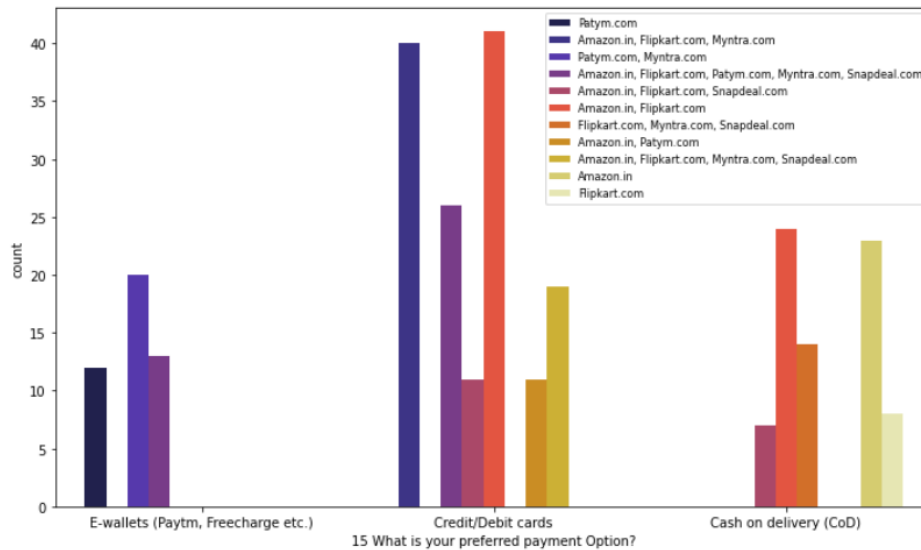
Out[36]: <AxesSubplot:xlabel='15 What is your preferred payment Option?', ylabel='count'>



Maximum people preferred to pay via Credit/debit cards when it came to online shopping, while least of the population used e_wallets. Mediocre people paid by COD

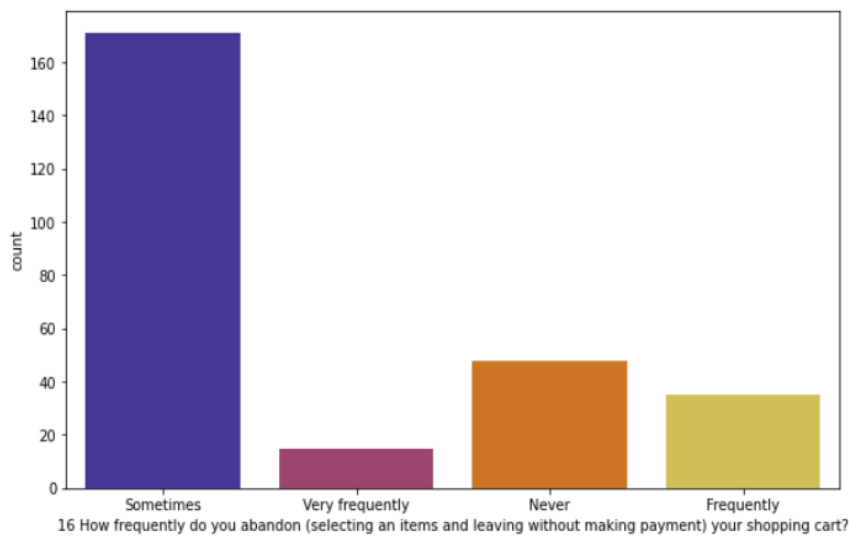
```
In [37]: plt.figure(figsize = (12,7))
sns.countplot(x="15 What is your preferred payment Option?",
              hue='Availability of several payment options',palette="CMRmap",data=df)
plt.legend(prop = {'size':8}, loc = 'upper right')
```

Out[37]: <matplotlib.legend.Legend at 0x1fbb5a71d00>



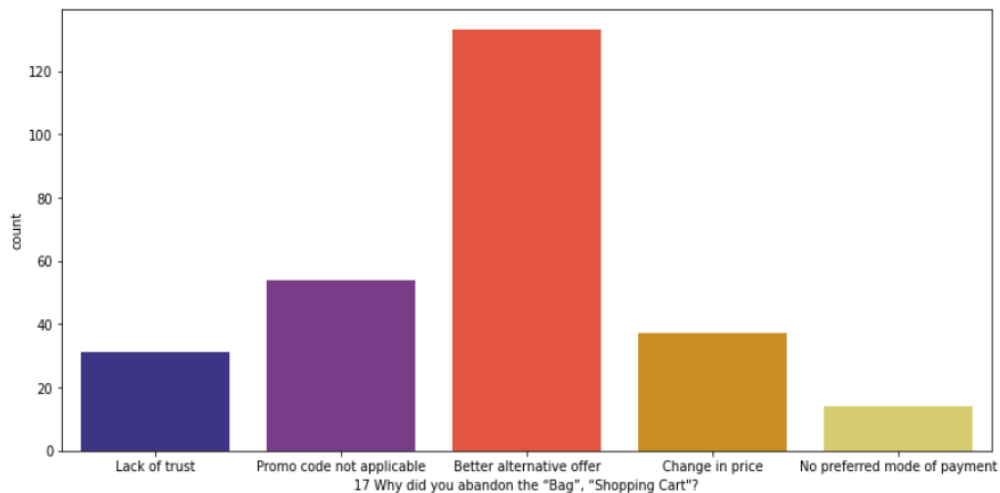
- Of the max use of cards, people seem to have used the cards more on Amazon, flipkart and myntra.
- In E wallets, most preferred using the ewallets on PayTm and Myntra.
- CoD was mostly used on the shopping websites Amazon, Flipkart, Myntra and snapdeal.

```
plt.figure(figsize = (10,6))
d=sns.countplot(x='16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?',
               palette="CMRmap",data=df)
```



Most of the online shoppers abandoned their carts without making the purchases, sometimes. While the frequency of people doing that very frequently was very less.

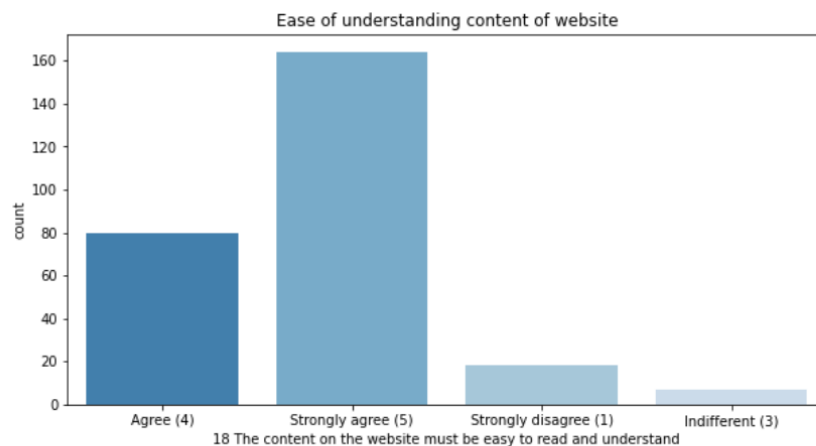
```
In [39]: plt.figure(figsize = (13,6))
d=sns.countplot(x='17 Why did you abandon the "Bag", "Shopping Cart"?',palette="CMRmap",data=df)
```



- People who seem to have abandoned the shopping cart "sometimes" were most in number than the people who have abandoned the shopping cart "very frequently."
- This abandonment was mostly because of the better alternatives they found elsewhere or change in the price.
- Other reasons to have made people to abandon their shopping carts were Lack of trust, promo code not available, No preferred mode of payment.

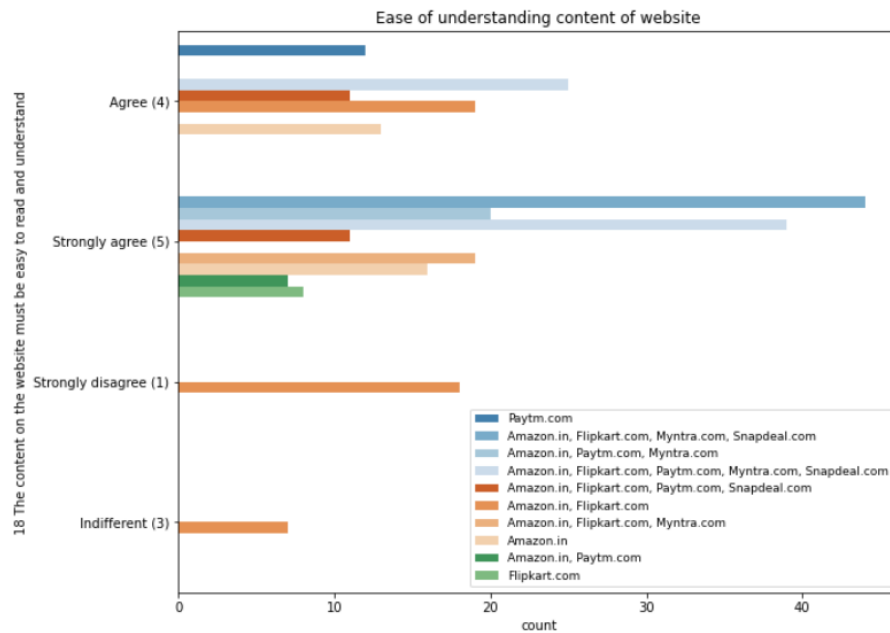
```
plt.figure(figsize = (10,5))
plt.title("Ease of understanding content of website")
sns.countplot(x='18 The content on the website must be easy to read and understand',palette="tab20c",data=df)
```

```
<AxesSubplot:title={'center':'Ease of understanding content of website'}, xlabel='18 The content on the website must be easy to read and understand', ylabel='count'>
```



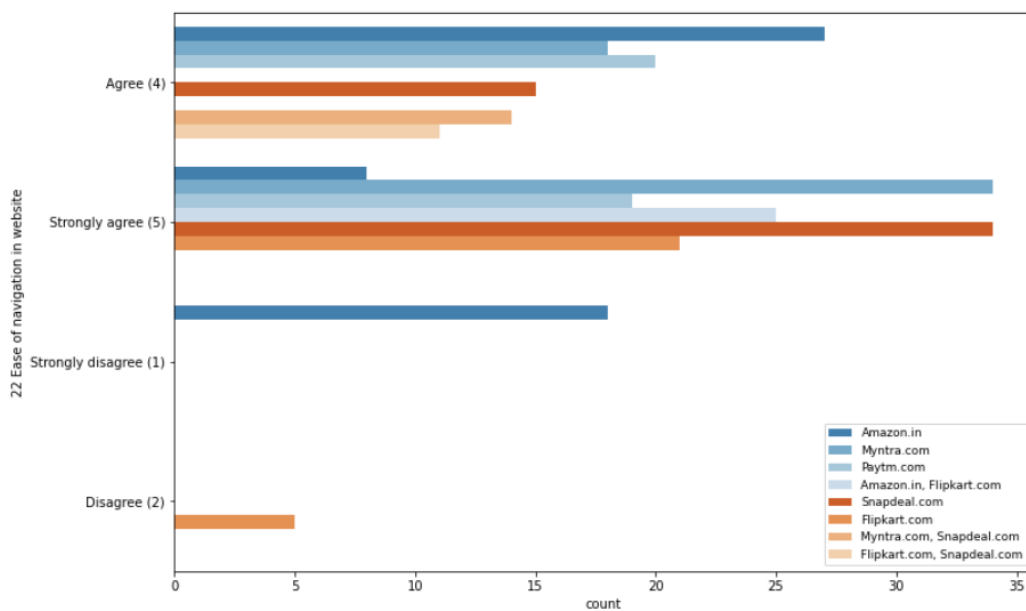
Most of the customers strongly agreed when it came to the ease of understanding the website contents. While least of the customers were indifferent to the asked question.

```
Out[41]: <matplotlib.legend.Legend at 0x1fbb5d92550>
```



- People were able to understand the content of the website pretty easily.
- Few of the population was in disagreement about not being able to understand the website content of Amazon and Flipkart.

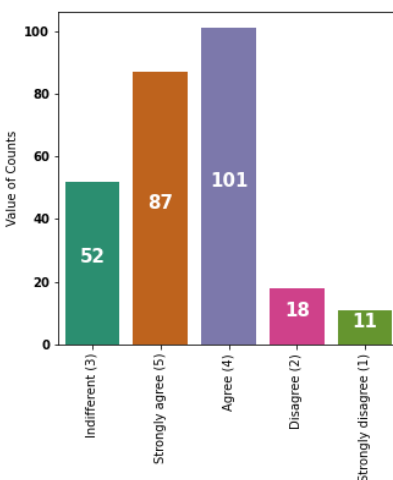
```
ut[42]: <matplotlib.legend.Legend at 0x1fbb59a4f70>
```



Since most people strongly agreed that their ease of navigation in the websites, very less people were in disagreement, where they couldn't seem to have found the ease while navigating Flipkart

```
In [43]: plt.figure(figsize = (5,5))
col_name = '20 Complete information on listed seller and product being offered is important for purchase decision.'
values = df[col_name].value_counts()
index = 0
ax = sns.countplot(df[col_name], palette = 'Dark2')

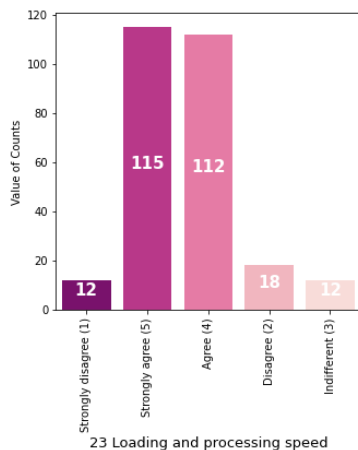
for i in ax.get_xticklabels():
    ax.text(index, values[i.get_text()]/2, values[i.get_text()],
            horizontalalignment = 'center', fontweight = 'bold', fontsize = 15, color = 'w')
    index += 1
plt.xlabel(col_name, fontsize = 15, fontweight = 'bold')
plt.ylabel(f'Value of Counts', fontsize = 10)
plt.xticks(rotation = 90, fontsize = 10)
plt.yticks(fontsize = 10, fontweight = 'bold')
plt.show()
```



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

```
In [44]: plt.figure(figsize = (5,5))
col_name = '23 Loading and processing speed'
values = df[col_name].value_counts()
index = 0
ax = sns.countplot(df[col_name], palette = 'RdPu_r')

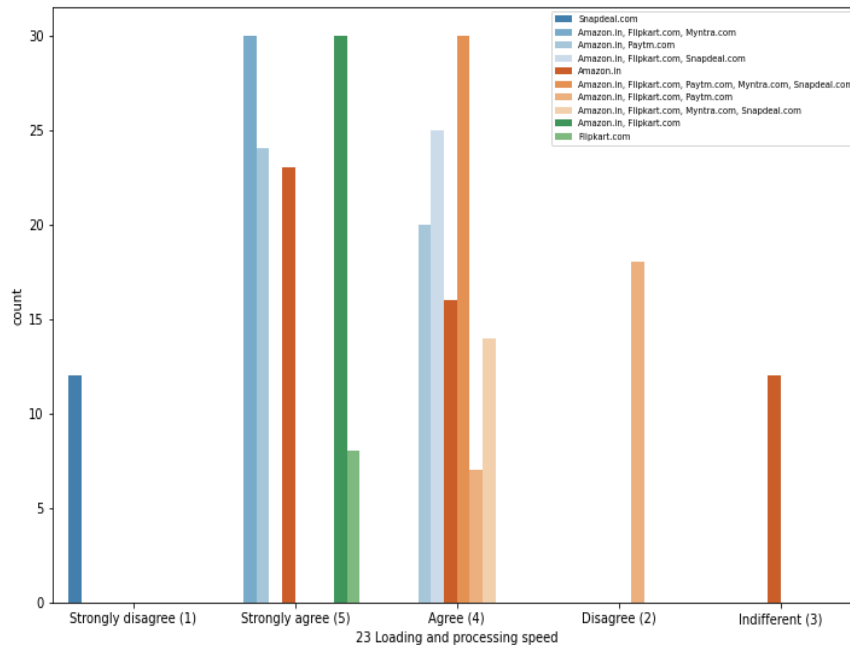
for i in ax.get_xticklabels():
    ax.text(index, values[i.get_text()]/2, values[i.get_text()],
            horizontalalignment = 'center', fontweight = 'bold', fontsize = 15, color = 'w')
    index += 1
plt.xlabel(col_name, fontsize = 13)
plt.ylabel(f'Value of Counts', fontsize = 10)
plt.xticks(rotation = 90, fontsize = 10)
plt.yticks(fontsize = 10)
plt.show()
```



23 Loading and processing speed

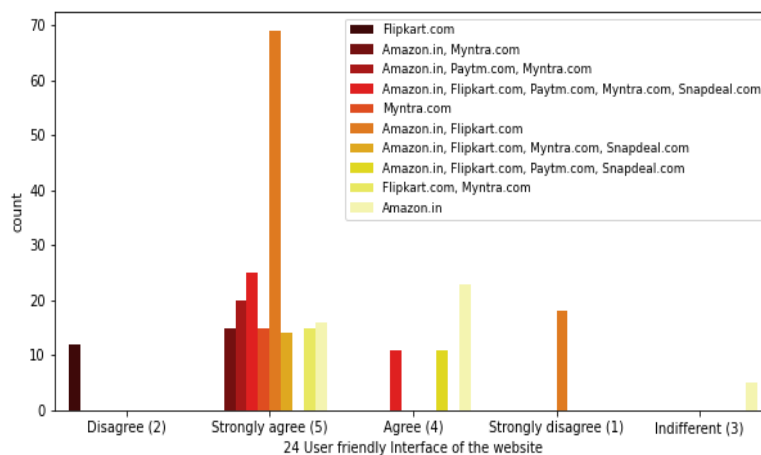
```
In [45]: plt.figure(figsize = (12,8))
sns.countplot(x='23 Loading and processing speed',hue='Fast loading website speed of website and application',palette="tab20c",data=df)
plt.legend(prop = {'size':7}, loc = 'upper right')
```

Out[45]: <matplotlib.legend.Legend at 0x1fbb5e5fd60>



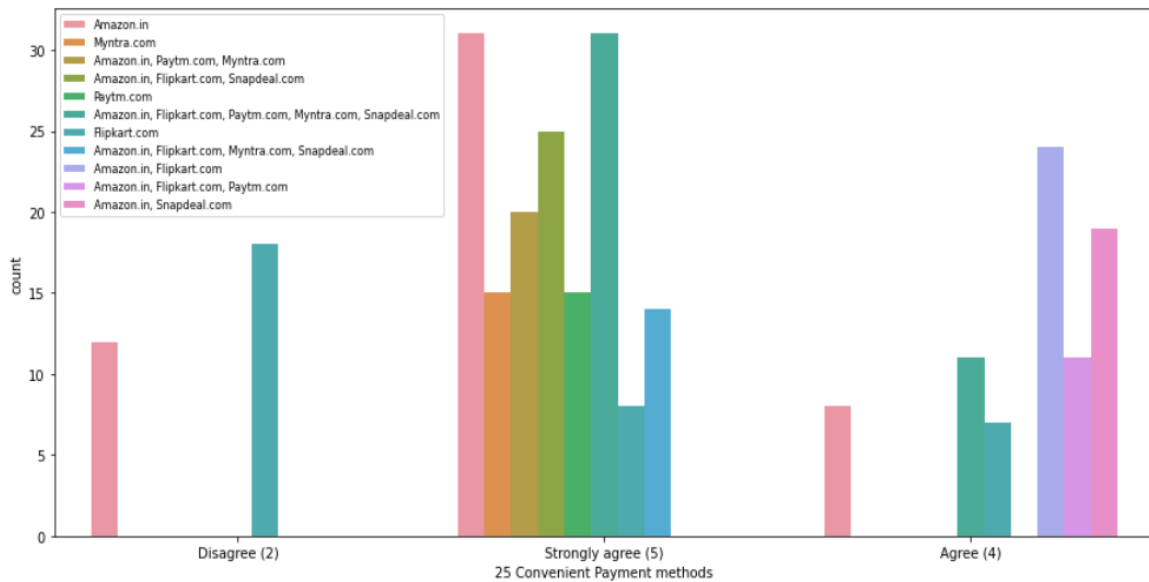
```
In [46]: plt.figure(figsize = (10,5))
sns.countplot(x='24 User friendly Interface of the website',hue="Visual appealing web-page layout", palette = 'hot', data=df)
plt.legend(prop = {'size':9}, loc = 'upper right')
```

Out[46]: <matplotlib.legend.Legend at 0x1fbb5cdc040>



```
In [35]: plt.figure(figsize = (15,7))
sns.countplot(x='25 Convenient Payment methods',hue='Security of customer financial information', data=df)
plt.legend(prop = {'size':8}, loc = 'upper left')
```

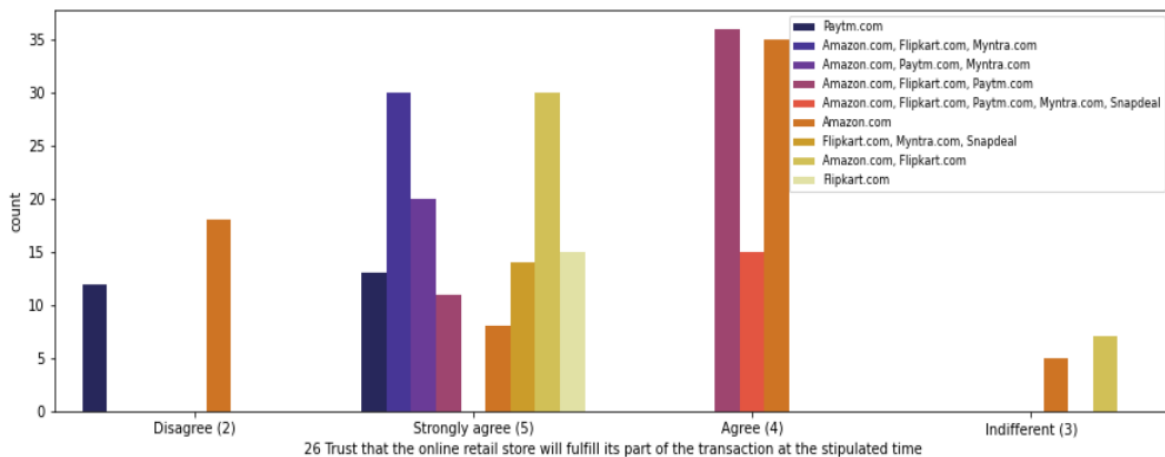
Out[35]: <matplotlib.legend.Legend at 0x142b9ab1640>



Since most of the customers agreed to the convenient payment methods, they were satisfied with their financial security while shopping on Amazon the most, followed by Flipkart, Myntra, PayTm and Snapdeal collectively.

```
In [36]: plt.figure(figsize = (15,5))
sns.countplot(x='26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time',hue='Q')
plt.legend(prop = {'size':8}, loc = 'upper right')
```

Out[36]: <matplotlib.legend.Legend at 0x142b783bb20>

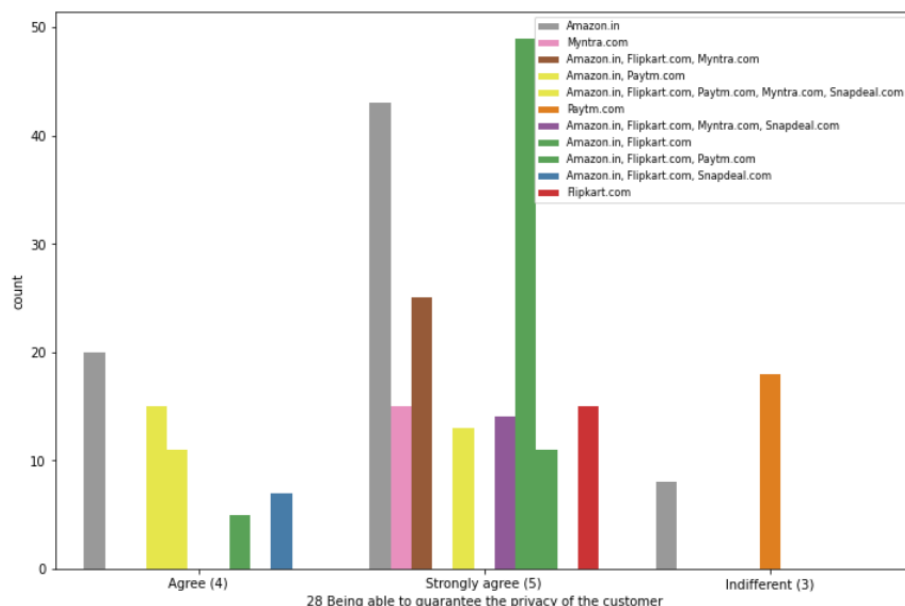


Here, maximum population agreed to the fact that they can trust the online retail store to fulfill the transaction within the given time period.

- Here also most were in favour of Amazon, followed by Flipkart, Amazon and Paytm collectively.
- The ones who strongly agreed were in favour of Amazon, Flipkart and Myntra.

```
In [38]: plt.figure(figsize = (12,8))
sns.countplot(x="28 Being able to guarantee the privacy of the customer",hue="Privacy of customers' information", palette = 'Set1')
plt.legend(prop = {'size':8}, loc = 'upper right')
```

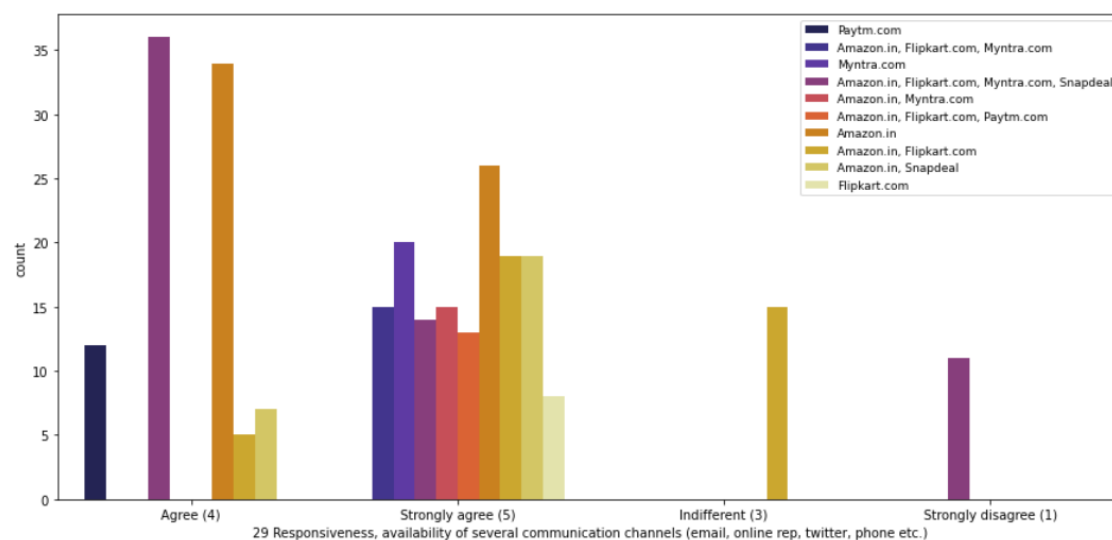
Out[38]: <matplotlib.legend.Legend at 0x142ba286eb0>



- When the privacy of customer information was concerned, most of the customers strongly agreed that, they got the privacy when shopping online.
- Amazon and Flipkart were the most trusted followed by Amazon in the survey.

```
In [39]: plt.figure(figsize = (15,7))
a=sns.countplot(x='29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)',
hue='Presence of online assistance through multi-channel', palette="CMRmap",data=df)
plt.legend(prop = {'size':9}, loc = 'upper right')
```

Out[39]: <matplotlib.legend.Legend at 0x142b9865d30>

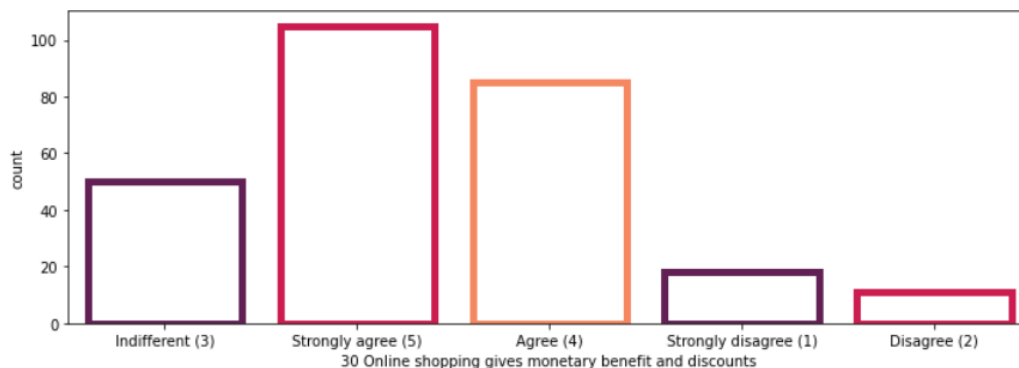


The survey shows that reaching to the customer support for queries when shopping online, maximum people agreed that they were able to get support, while maximum people again agreed that the assistance

through the multichannel of email, phone etc were satisfactory with Amazon.

```
In [40]: plt.figure(figsize = (12,4))
sns.countplot(x='30 Online shopping gives monetary benefit and discounts',data=df,facecolor=(0, 0, 0, 0),
              linewidth=5,
              edgecolor=sns.color_palette("rocket", 3))
```

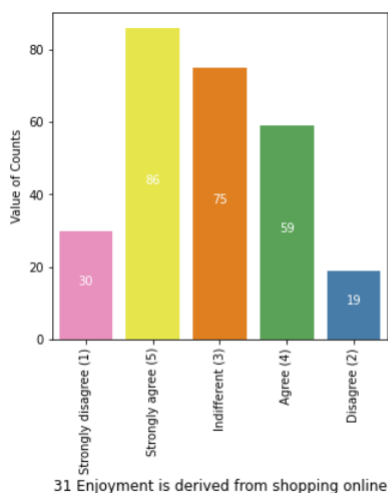
```
Out[40]: <AxesSubplot:xlabel='30 Online shopping gives monetary benefit and discounts', ylabel='count'>
```



Here also, most customers strongly agreed that they got monetary benefits and discounts while shopping online.

```
In [41]: plt.figure(figsize = (5,5))
col_name = "31 Enjoyment is derived from shopping online"
values = df[col_name].value_counts()
index = 0
ax = sns.countplot(df[col_name], palette = 'Set1_r')

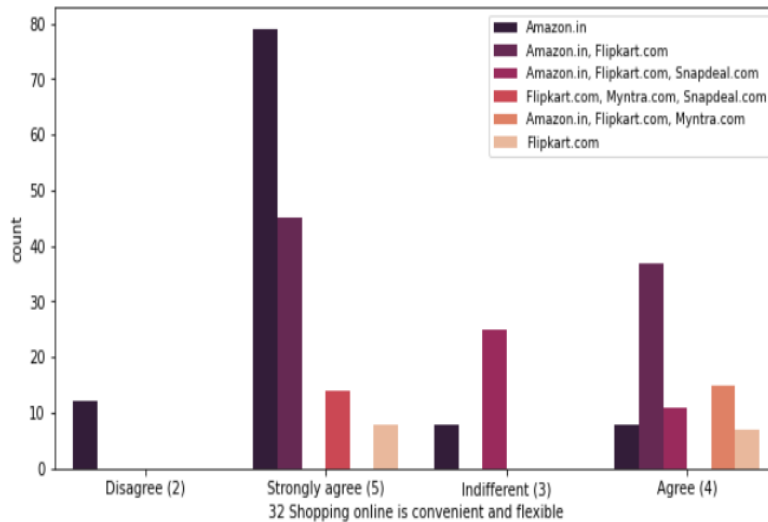
for i in ax.get_xticklabels():
    ax.text(index, values[i.get_text()]/2, values[i.get_text()],
            horizontalalignment = 'center', fontsize = 10, color = 'w')
    index += 1
plt.xlabel(col_name, fontsize = 12)
plt.ylabel(f'Value of Counts', fontsize = 10)
plt.xticks(rotation = 90, fontsize = 10)
plt.yticks(fontsize = 10)
plt.show()
```



Maximum people (86%) in the survey agreed that they recieved enjoyment from shopping online, while 75% weer indifferent and were of no views

```
In [42]: plt.figure(figsize = (10,5))
sns.countplot(x="32 Shopping online is convenient and flexible",hue='Speedy order delivery ', data=df, palette="rocket")
plt.legend(prop = {'size':9}, loc = 'upper right')
```

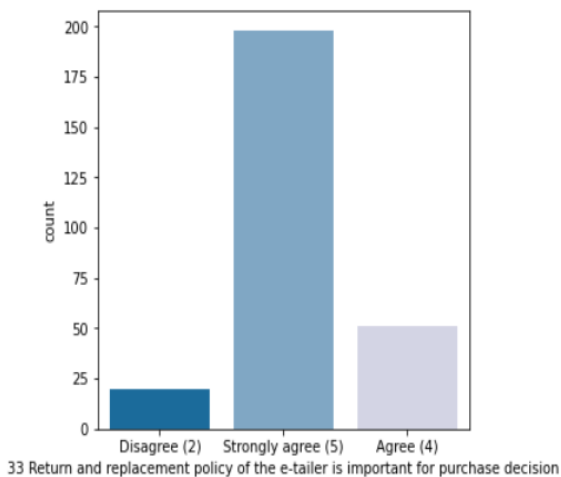
```
Out[42]: <matplotlib.legend.Legend at 0x142ba3e6f70>
```



Again maximum people agreed strongly that the shopping online experience is convinient and flexible, while the best speedy delivery was offered by Amazon.

```
13]: plt.figure(figsize = (5,5))
sns.countplot(x='33 Return and replacement policy of the e-tailer is important for purchase decision',palette="PuBu_r",data=df)
```

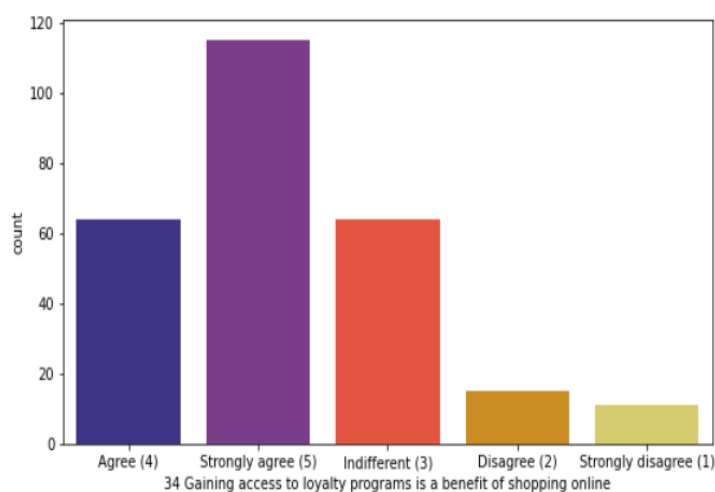
```
13]: <AxesSubplot:xlabel='33 Return and replacement policy of the e-tailer is important for purchase decision', ylabel='count'>
```



Return and replacement policy offered by the online purchase were important while making any purchase decision this was mostly Strongly agreed by the customers.

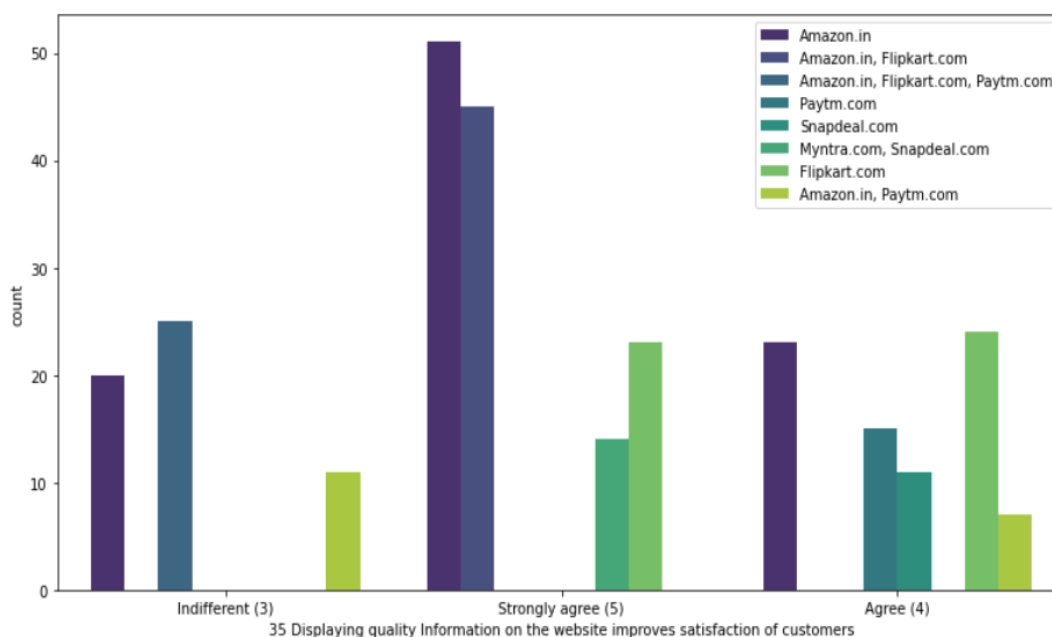
```
In [44]: plt.figure(figsize = (9,5))
sns.countplot(x='34 Gaining access to loyalty programs is a benefit of shopping online',palette="CMRmap",data=df)
```

```
Out[44]: <AxesSubplot:xlabel='34 Gaining access to loyalty programs is a benefit of shopping online', ylabel='count'>
```



```
[45]: plt.figure(figsize = (13,7))
sns.countplot(x='35 Displaying quality Information on the website improves satisfaction of customers',
             hue='Website is as efficient as before',palette="viridis",data=df)
plt.legend(prop = {'size':10}, loc = 'upper right')
```

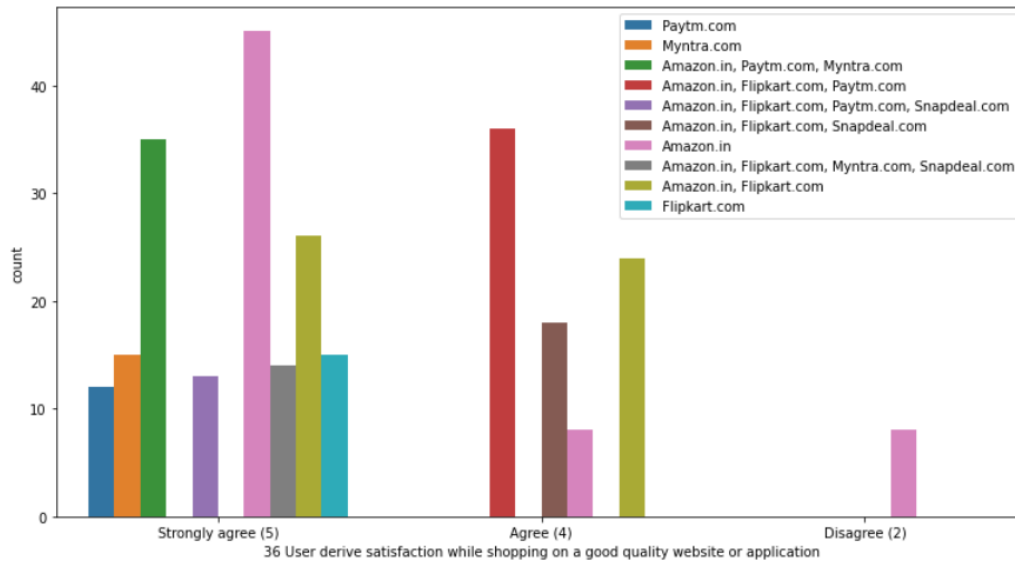
```
t[45]: <matplotlib.legend.Legend at 0x142ba83e0a0>
```



- People strongly agreed that displaying the quality information wrt products made their shopping experience better.
- Amazon was the most voted for this point , where as Flipkart followed.

```
[46]: plt.figure(figsize = (13,7))
sns.countplot(x='36 User derive satisfaction while shopping on a good quality website or application',
             hue='Reliability of the website or application',data=df)
plt.legend(prop = {'size':10}, loc = 'upper right')
```

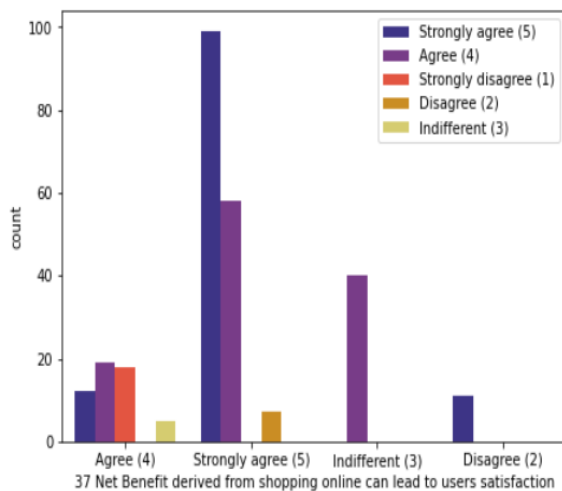
[46]: <matplotlib.legend.Legend at 0x142ba8e28b0>



Maximum Customers strongly agreed to the idea that shopping on a good quality website gives them satisfaction, and here also AMazon was the nest choice for the customers to shop from online.

```
[47]: plt.figure(figsize = (7,5))
sns.countplot(x='37 Net Benefit derived from shopping online can lead to users satisfaction',
             hue='38 User satisfaction cannot exist without trust',
             palette="CMRmap",data=df)
plt.legend(prop = {'size':10}, loc = 'upper right')
```

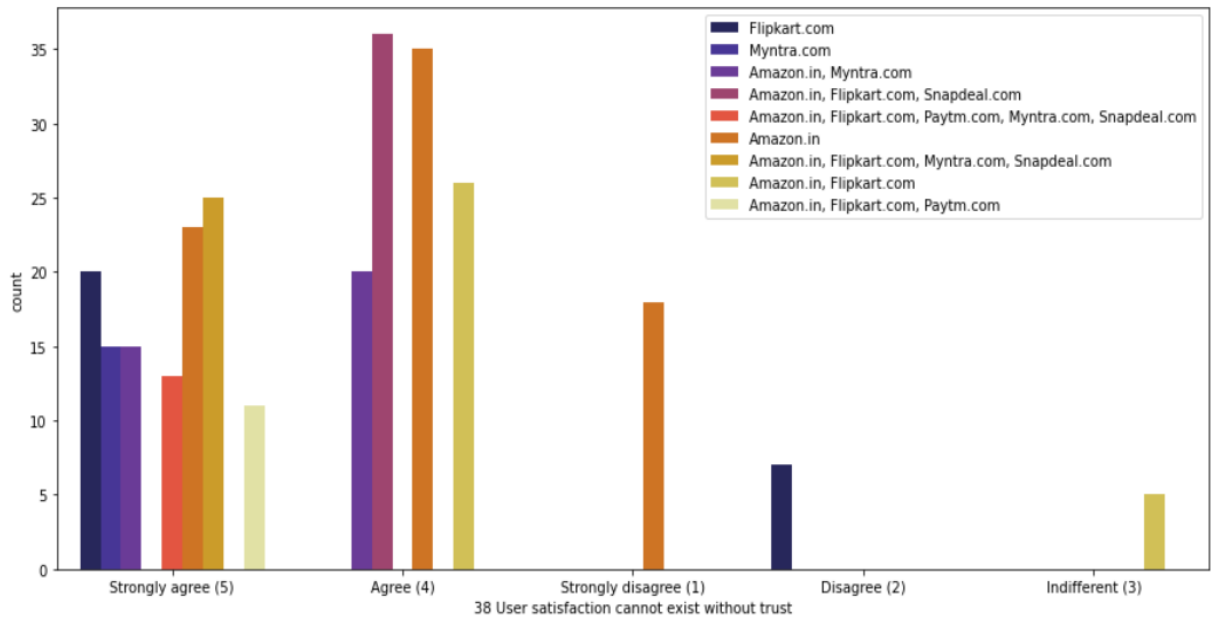
t[47]: <matplotlib.legend.Legend at 0x142bbac9730>



Maximum customers strongly agreed to teh fact that Net Benefit derived from shopping online can lead to users satisfaction and User satisfaction cannot exist without trust.

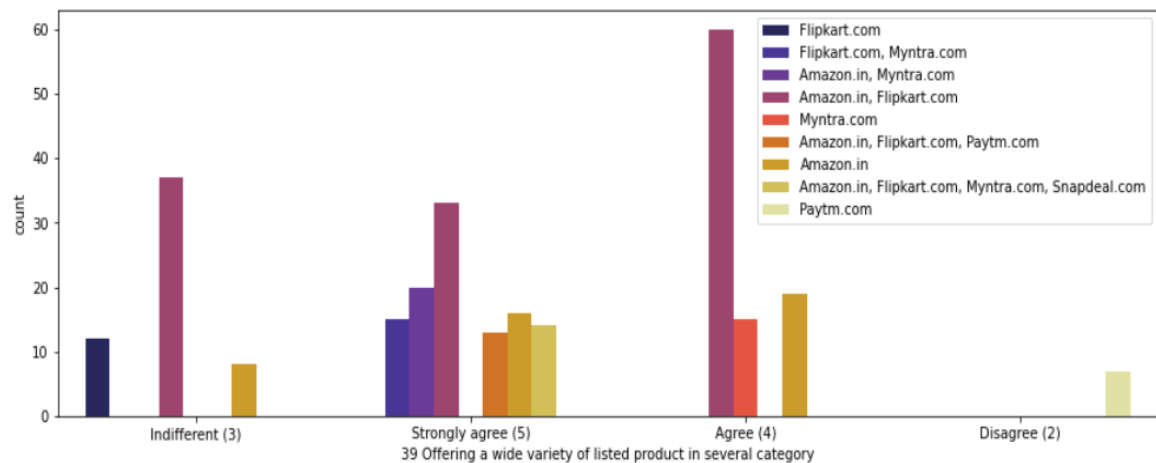

```
[48]: plt.figure(figsize = (15,7))
sns.countplot(hue='Perceived Trustworthiness',
              x='38 User satisfaction cannot exist without trust',
              palette="CMRmap",data=df)
plt.legend(prop = {'size':10}, loc = 'upper right')
```

```
[48]: <matplotlib.legend.Legend at 0x142bbad36a0>
```



```
[72]: plt.figure(figsize = (15,5))
sns.countplot(x='39 Offering a wide variety of listed product in several category',
              hue='Wild variety of product on offer',
              palette="CMRmap",data=df)
plt.legend(prop = {'size':10}, loc = 'upper right')
```

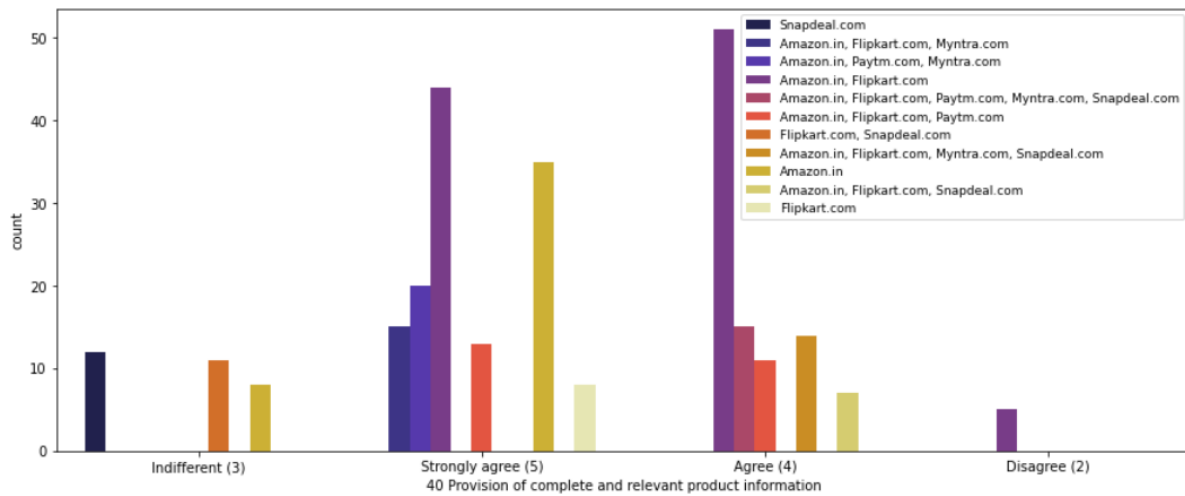
```
[72]: <matplotlib.legend.Legend at 0x142bc8a1b20>
```



Here most customers again strongly agree that offering a wide variety of products was experienced in the online shopping and the best website to shop from for them was Amazon and Flipkart

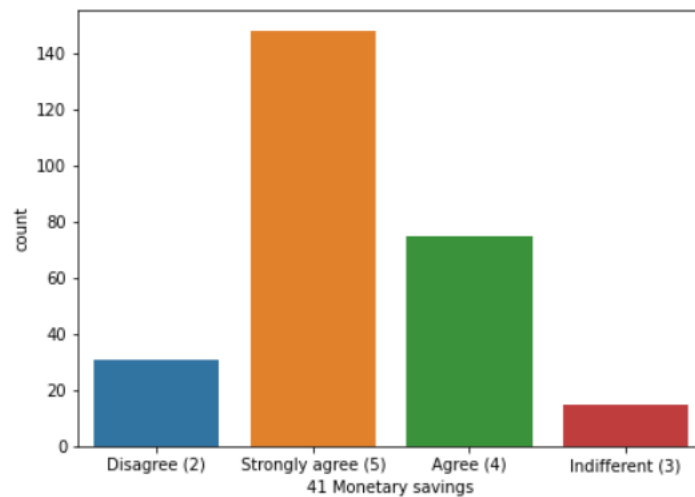
```
[50]: plt.figure(figsize = (15,6))
sns.countplot(hue='Complete, relevant description information of products',
              x='40 Provision of complete and relevant product information',
              palette="CMRmap",data=df)
plt.legend(prop = {'size':9}, loc = 'upper right')
```

```
: [50]: <matplotlib.legend.Legend at 0x142bbea7ee0>
```



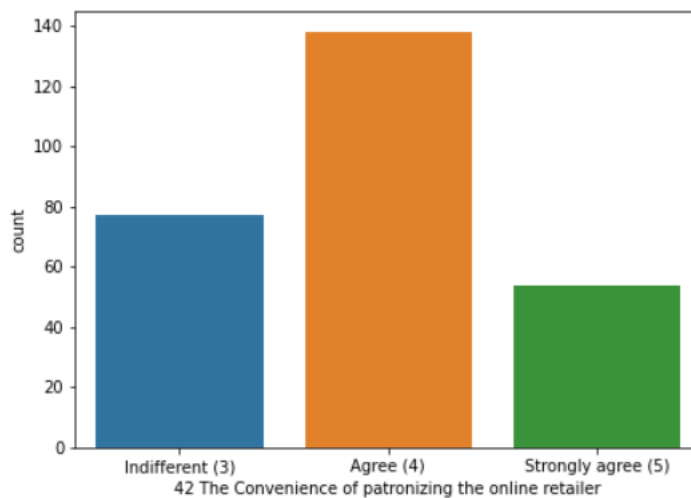
```
[51]: plt.figure(figsize = (7,5))
sns.countplot(x='41 Monetary savings',data=df)
```

```
: [51]: <AxesSubplot:xlabel='41 Monetary savings', ylabel='count'>
```



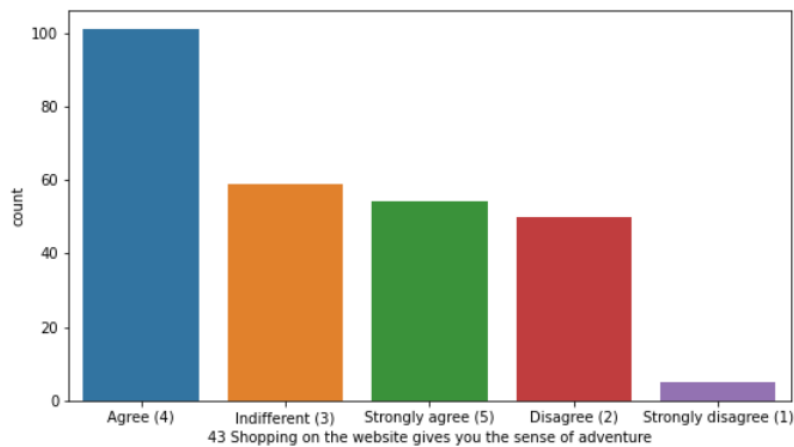
```
[52]: plt.figure(figsize = (7,5))
sns.countplot(x='42 The Convenience of patronizing the online retailer',data=df)
```

```
: [52]: <AxesSubplot:xlabel='42 The Convenience of patronizing the online retailer', ylabel='count'>
```



```
[3]: plt.figure(figsize = (9,5))
sns.countplot(x='43 Shopping on the website gives you the sense of adventure',data=df)
```

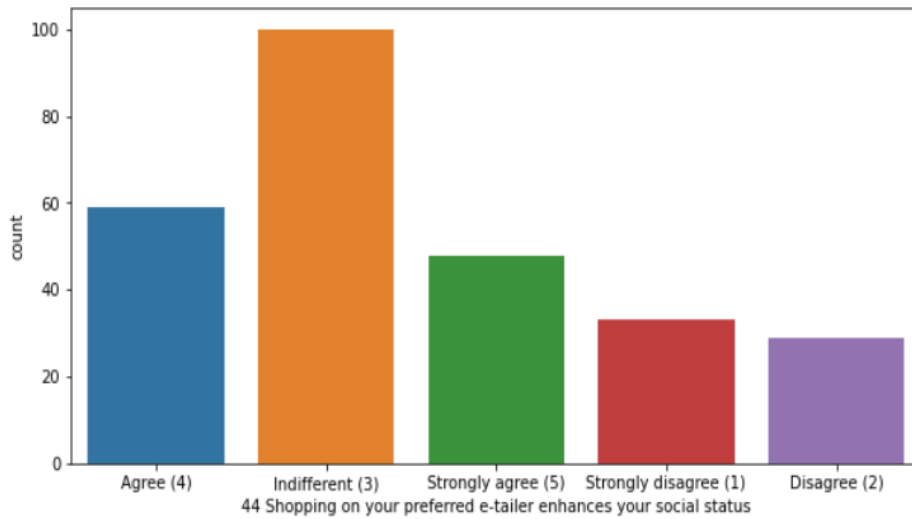
```
: [3]: <AxesSubplot:xlabel='43 Shopping on the website gives you the sense of adventure', ylabel='count'>
```



For almost 100% of the customers who were surveyed, they agreed with the point that Shopping on the website gives you the sense of adventure

```
4]: plt.figure(figsize = (10,5))
sns.countplot(x='44 Shopping on your preferred e-tailer enhances your social status',data=df)
```

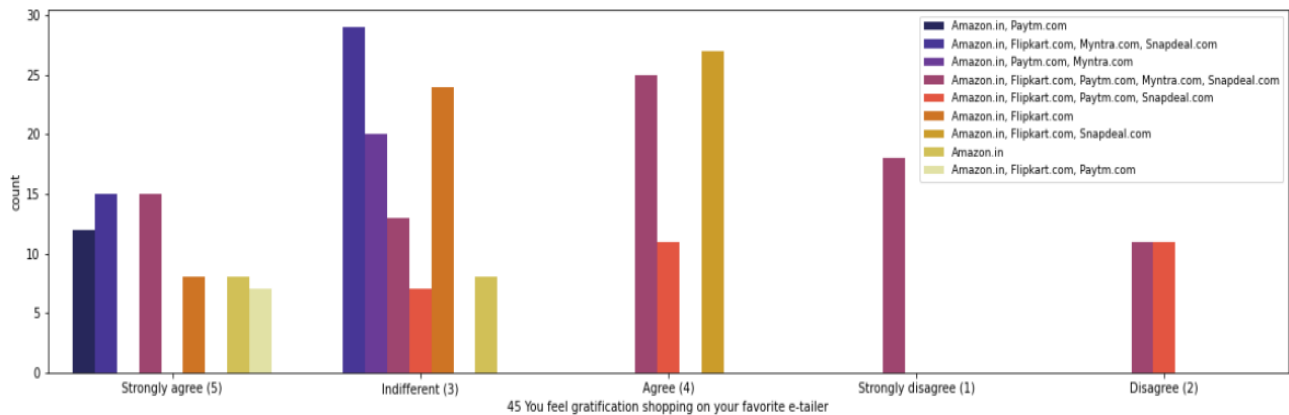
```
4]: <AxesSubplot:xlabel='44 Shopping on your preferred e-tailer enhances your social status', ylabel='count'>
```



max people seems like they didnt care about if shopping from any etailer would add to the social status.

```
4]: plt.figure(figsize = (20,5))
sns.countplot(x='45 You feel gratification shopping on your favorite e-tailer',
             hue='From the following, tick any (or all) of the online retailers you have shopped from;',
             palette="CMRmap",data=df)
plt.legend(prop = {'size':9}, loc = 'upper right')
```

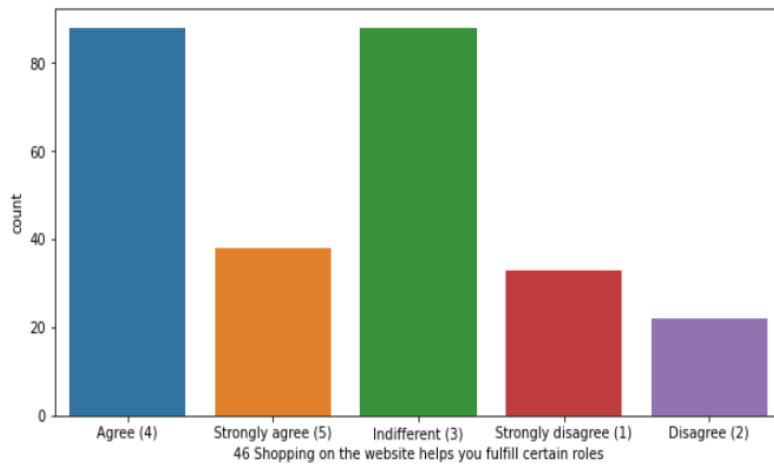
```
4]: <matplotlib.legend.Legend at 0x142beb41f10>
```



- Even though most people were indifferent to the idea of feeling gratification shopping on their favorite e-tailer, they seem to be recommending Amazon, Flipkart, Myntra and Snapdeal for shopping online.
- While those in agreement, seem to recommend Amazon the most.

```
[56]: plt.figure(figsize = (10,5))
sns.countplot(x='46 Shopping on the website helps you fulfill certain roles',data=df)
```

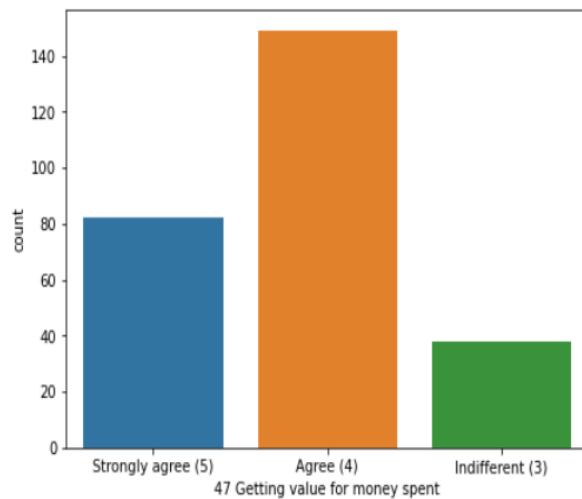
```
t[56]: <AxesSubplot:xlabel='46 Shopping on the website helps you fulfill certain roles', ylabel='count'>
```



For the question Shopping on the website helps you fulfill certain roles, asked to the customers, equal number of customers agreed and were indifferent to it too.

```
[7]: plt.figure(figsize = (7,5))
sns.countplot(x='47 Getting value for money spent',data=df)
```

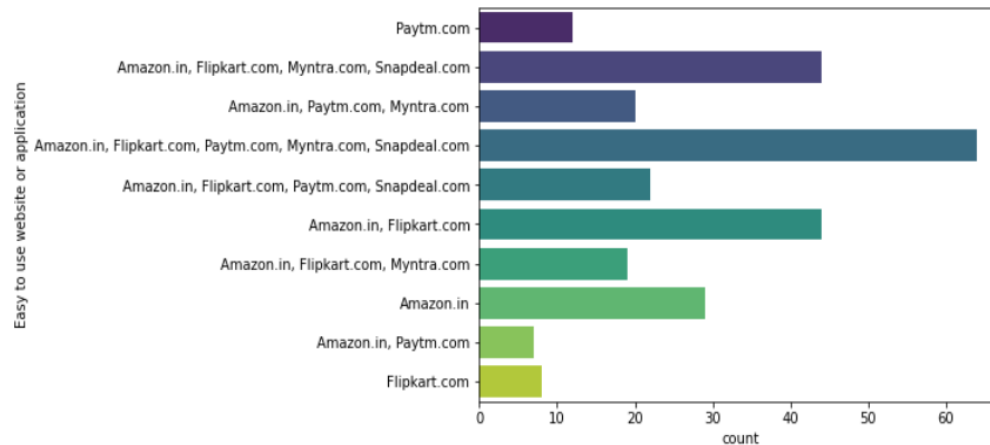
```
[7]: <AxesSubplot:xlabel='47 Getting value for money spent', ylabel='count'>
```



Maximum customers agreed that they were getting value for the money they spent while shopping online because of the discounts, variety of products and deals may be.

```
3]: plt.figure(figsize = (7,5))
sns.countplot(y='Easy to use website or application',palette='viridis', data=df)

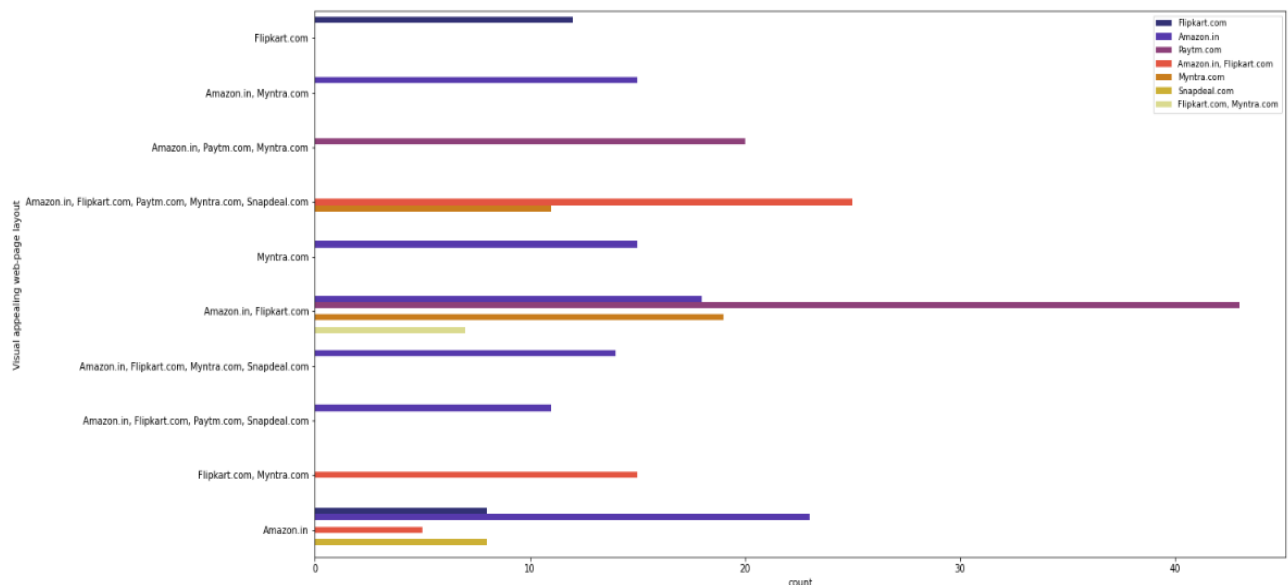
3]: <AxesSubplot:xlabel='count', ylabel='Easy to use website or application'>
```



Most people preferred Amazon, Flipkart, Paytm, Snapdeal when it came to using the application or website with ease, while almost equal number of customers voted for Amazon, Flipkart, Myntra Snapdeal combination, And Amazon, flipkart combination.

```
[59]: plt.figure(figsize = (20,10))
sns.countplot(y='Visual appealing web-page layout',
             hue='Change in website/Application design',
             palette="CMRmap", data=df)
plt.legend(prop = {'size':9}, loc = 'upper right')
```

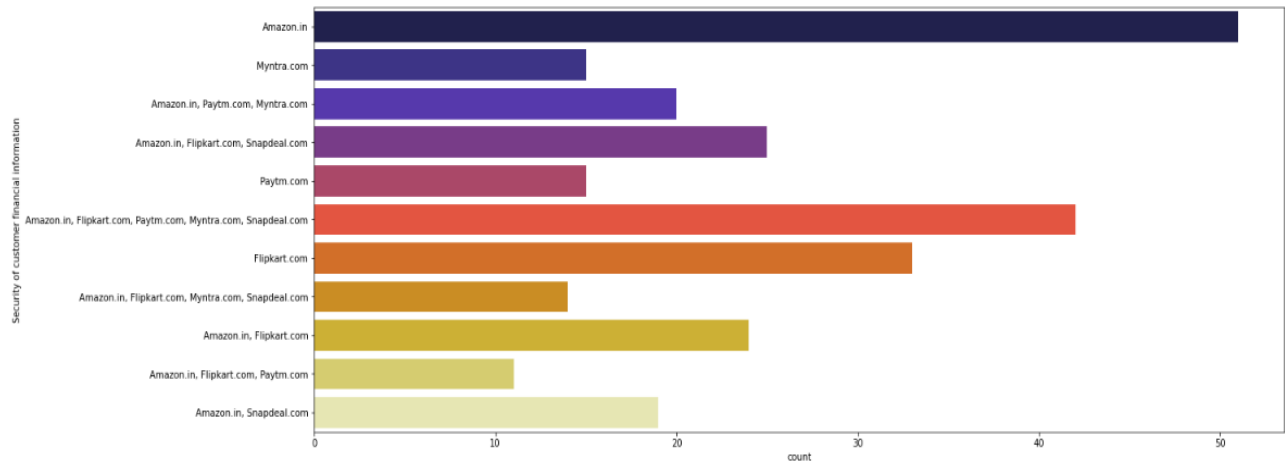
```
[59]: <matplotlib.legend.Legend at 0x142bc7a7ee0>
```



For the visual appealing webpage layout, maximum people preferred to use Amazon than the other e-tail sites

```
[60]: plt.figure(figsize = (20,8))
sns.countplot(y='Security of customer financial information',palette="CMRmap",data=df)

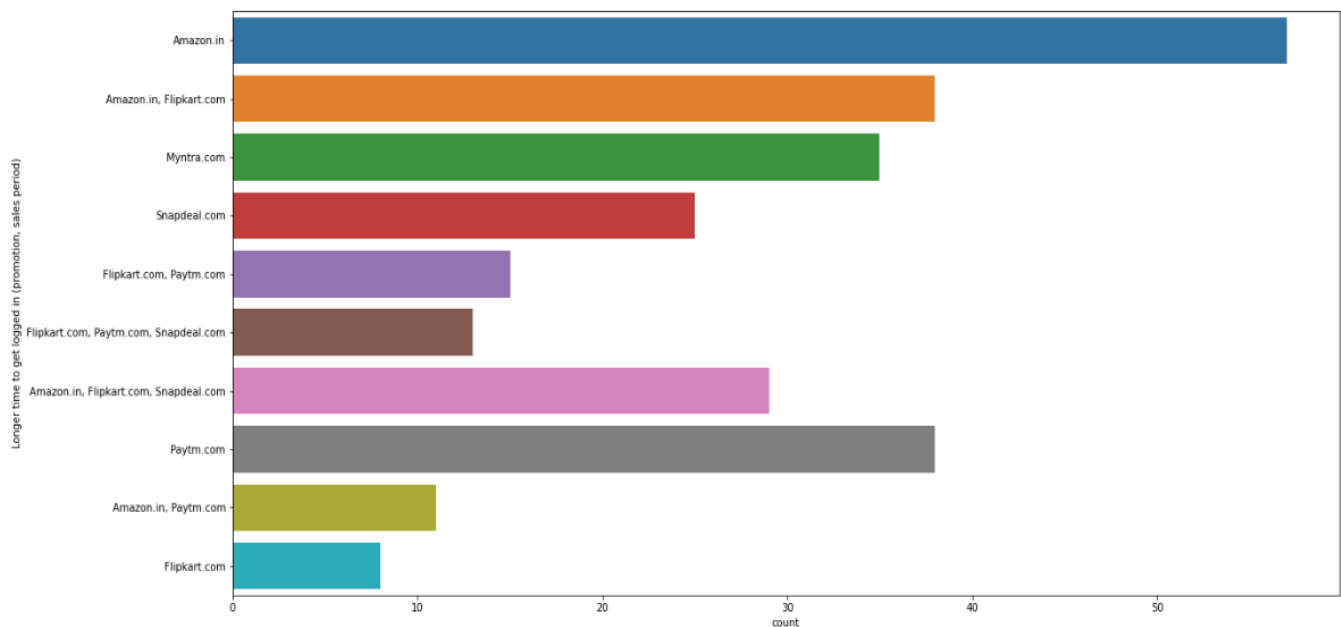
[60]: <AxesSubplot:xlabel='count', ylabel='Security of customer financial information'>
```



When it came to the customer's financial security aspect, the customers preferred shopping on Amazon the most.

```
plt.figure(figsize = (20,10))
sns.countplot(y='Longer time to get logged in (promotion, sales period)',data=df)

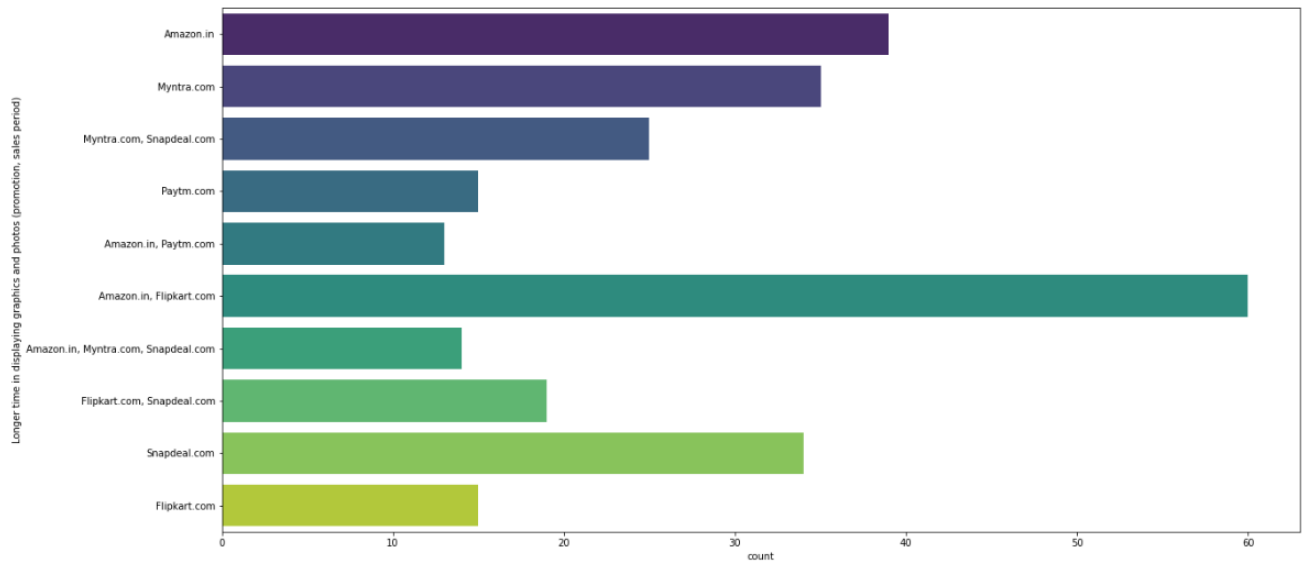
<AxesSubplot:xlabel='count', ylabel='Longer time to get logged in (promotion, sales period)'>
```



In case of festivals or sale on any retail site, Amazon seems to be the site where people faced problems logging in.

```
[62]: plt.figure(figsize = (20,10))
sns.countplot(y='Longer time in displaying graphics and photos (promotion, sales period)',palette='viridis',data=df)
```

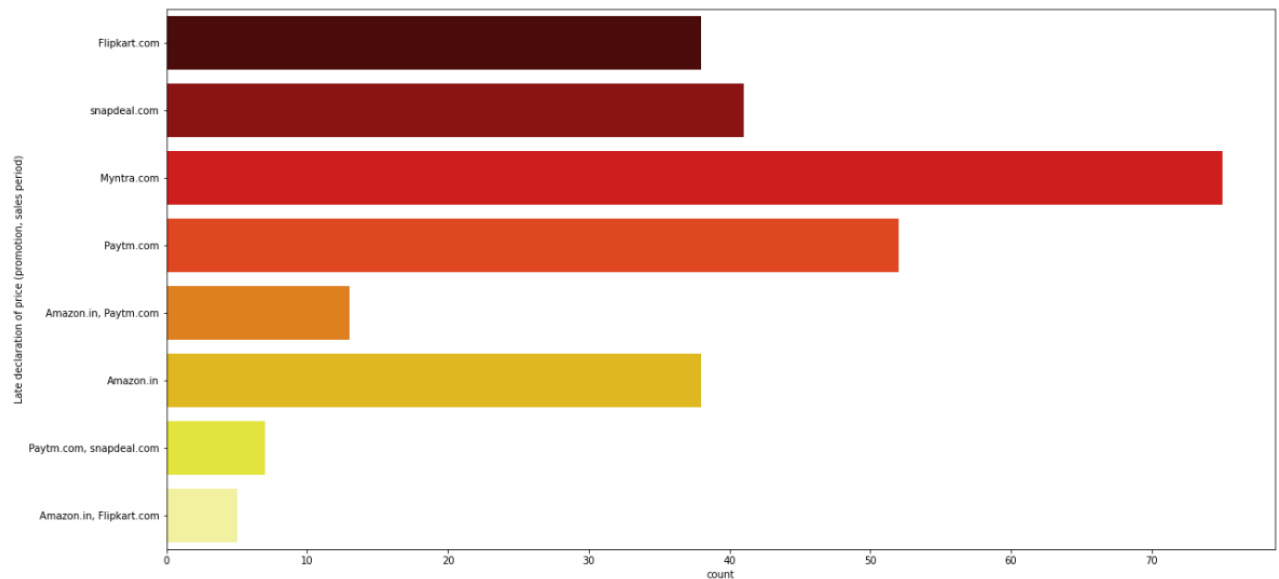
```
[62]: <AxesSubplot:xlabel='count', ylabel='Longer time in displaying graphics and photos (promotion, sales period)'\>
```



Amazon and flipkart seem to be facing issues as the per the surveys wrt loading the page during any festivals or deals.

```
[63]: plt.figure(figsize = (20,10))
sns.countplot(y='Late declaration of price (promotion, sales period)',palette='hot',data=df)
```

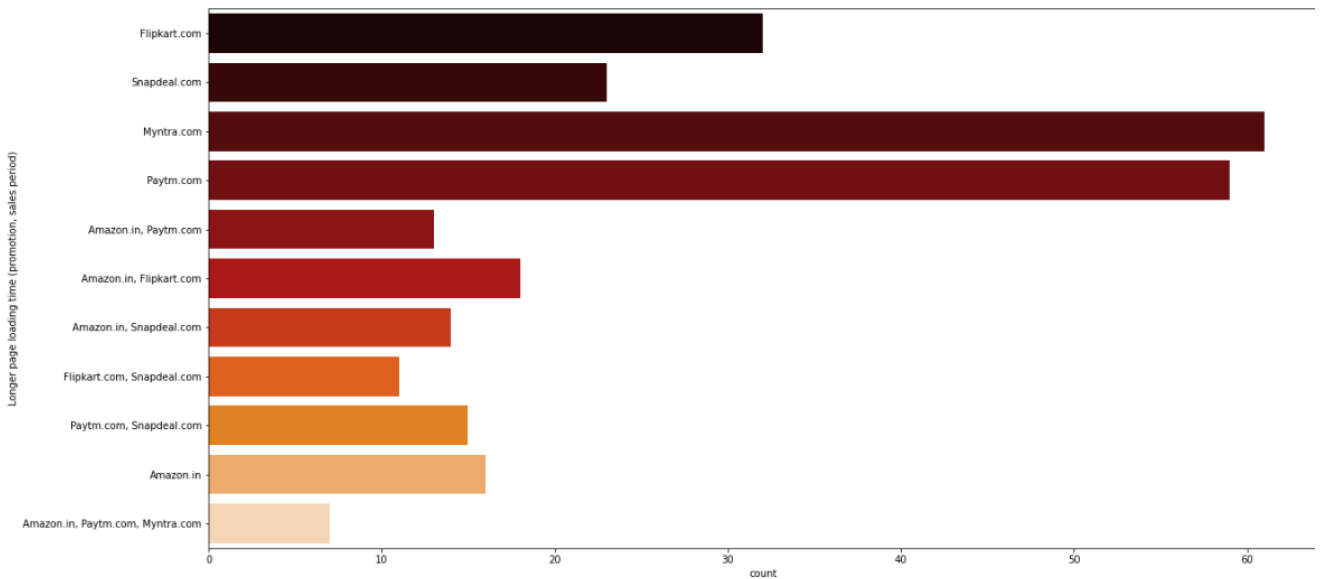
```
[63]: <AxesSubplot:xlabel='count', ylabel='Late declaration of price (promotion, sales period)'\>
```



As per the customer survey, Myntra seem to be the most voted site in late declaration of price during the deals and festivals.


```
[64]: plt.figure(figsize = (20,10))
sns.countplot(y='Longer page loading time (promotion, sales period)',palette='gist_heat',data=df)

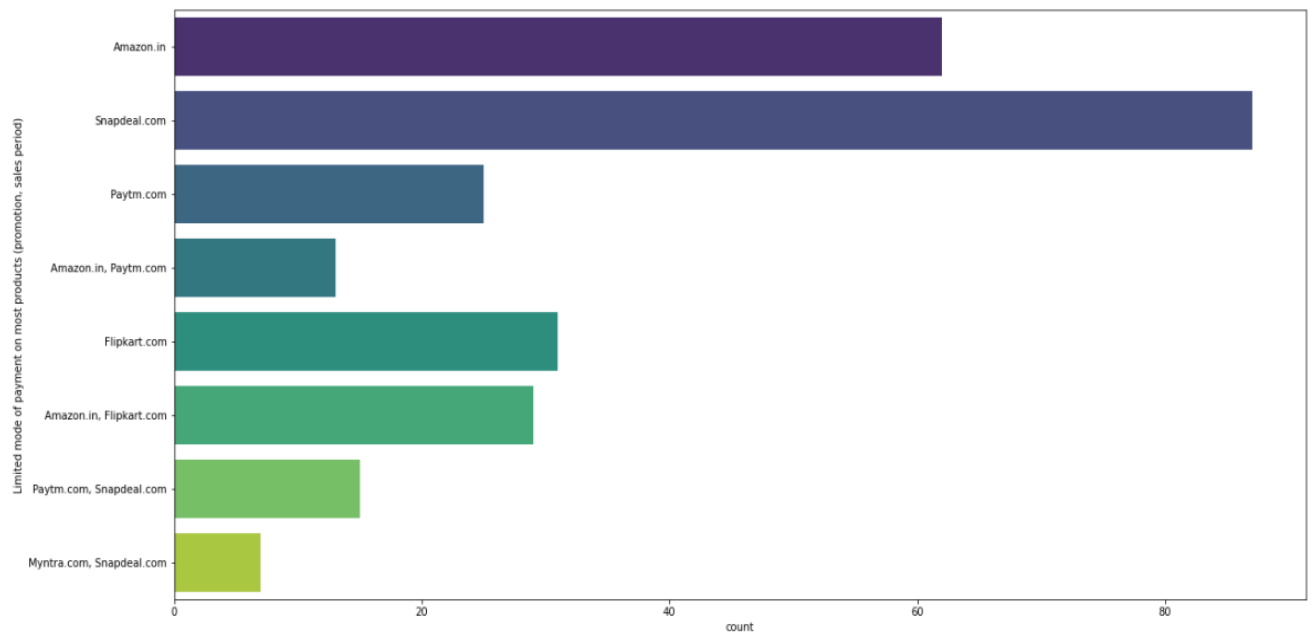
[64]: <AxesSubplot:xlabel='count', ylabel='Longer page loading time (promotion, sales period)'
```



Loading time of page seemed to be high on Myntra and Paytm, as per the customer survey, while it was least when Amazon was in picture.

```
[65]: plt.figure(figsize = (20,10))
sns.countplot(y='Limited mode of payment on most products (promotion, sales period)',palette='viridis',data=df)

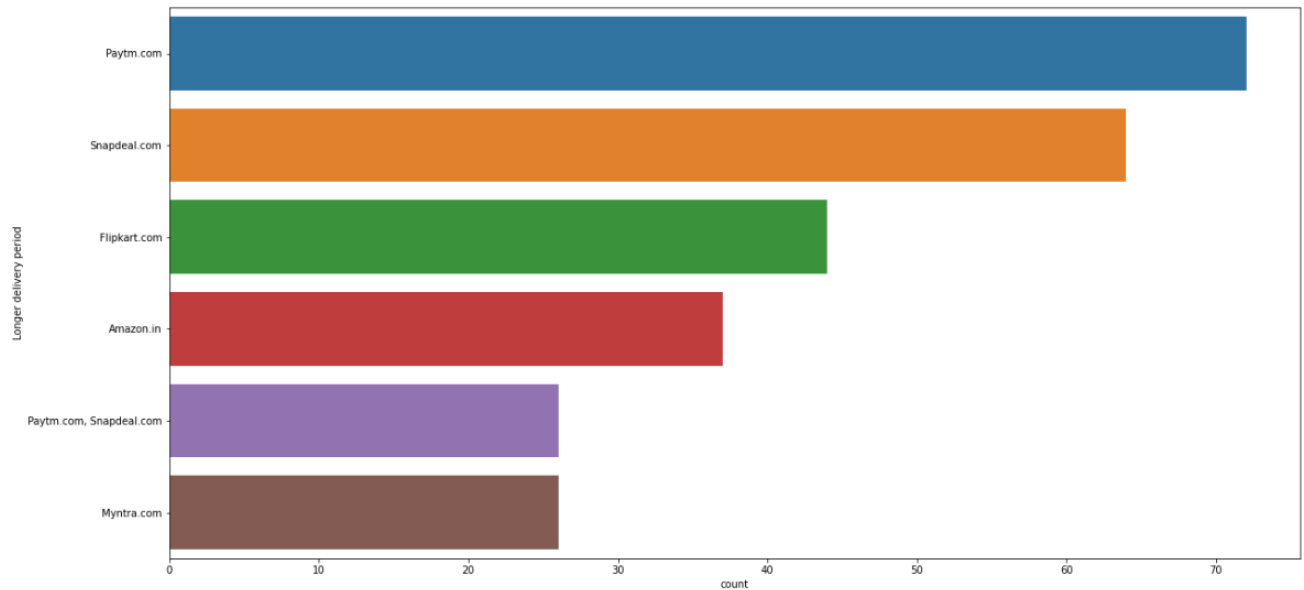
[65]: <AxesSubplot:xlabel='count', ylabel='Limited mode of payment on most products (promotion, sales period)'
```



Snapdeal showed the most limited mode of payment on products, while Myntra showed many options for mode of payment during the deal.promotions/festivals.

```
[66]: plt.figure(figsize = (20,10))
sns.countplot(y='Longer delivery period',data=df)
```

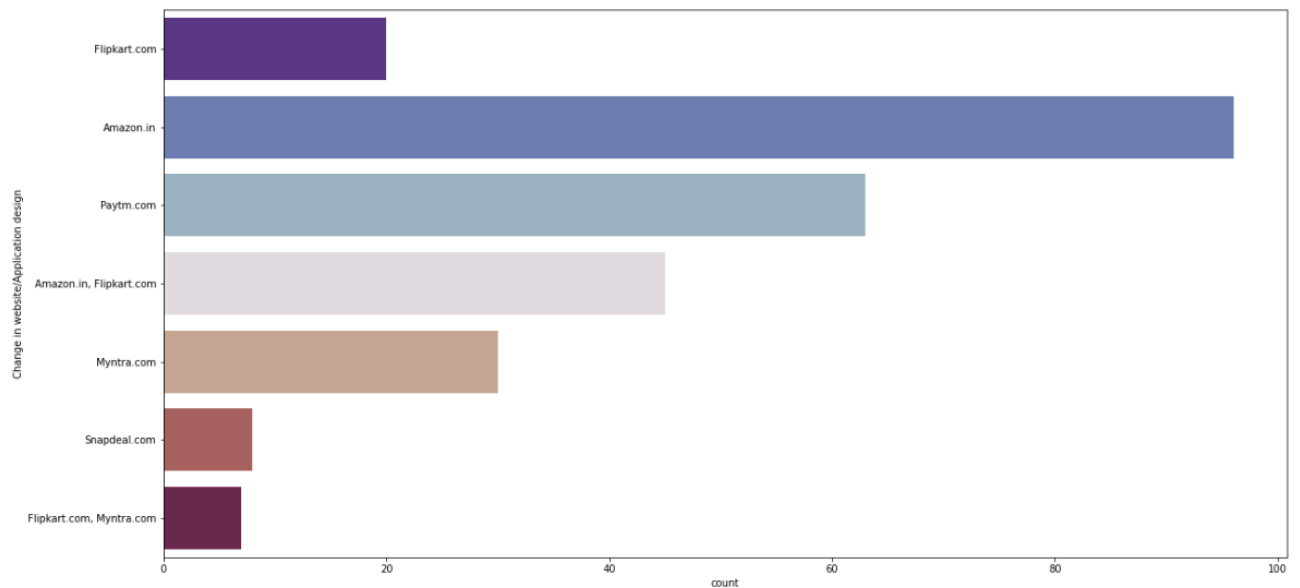
```
[66]: <AxesSubplot:xlabel='count', ylabel='Longer delivery period'>
```



Myntra delivered the products in least time, while Paytm had a longer delivery period as per the customers.

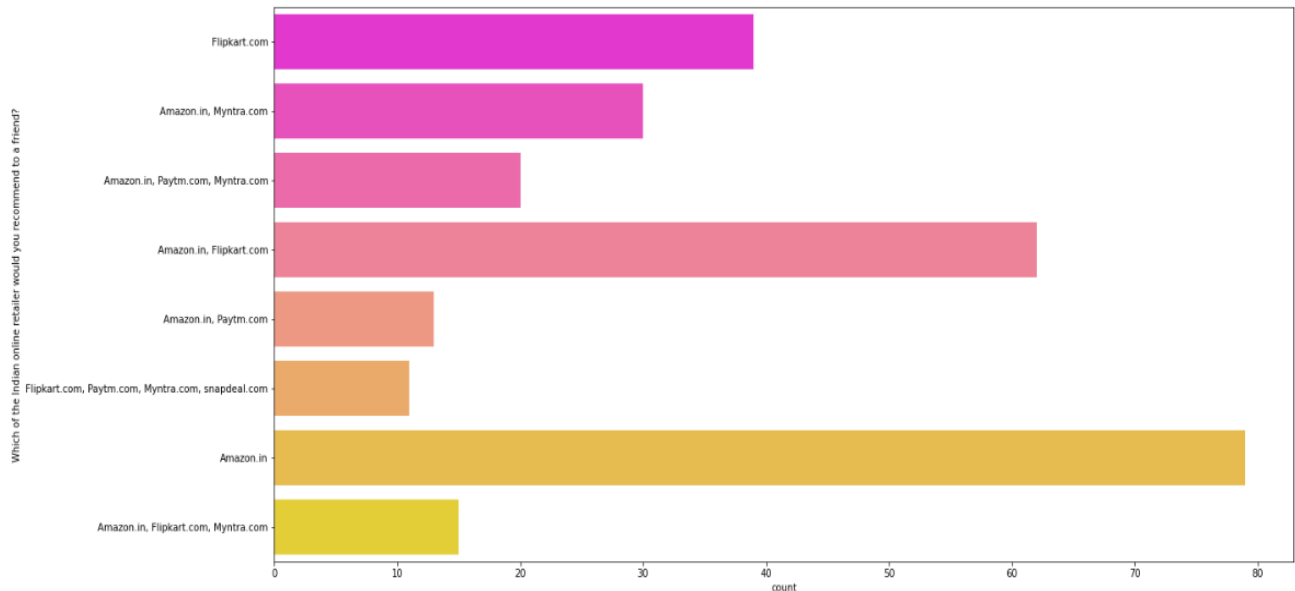
```
[67]: plt.figure(figsize = (20,10))
sns.countplot(y='Change in website/Application design',palette='twilight_shifted',data=df)
```

```
[67]: <AxesSubplot:xlabel='count', ylabel='Change in website/Application design'>
```



```
[68]: plt.figure(figsize = (20,10))
sns.countplot(y='Which of the Indian online retailer would you recommend to a friend?',palette='spring',data=df)

[68]: <AxesSubplot:xlabel='count', ylabel='Which of the Indian online retailer would you recommend to a friend?'
```



Amazon seem to be winner here, where customers were of the view that they would recommend their friends to shop online from Amazon, followed by both Amazon and Flipkart.

CONCLUSION:

1. Customers between 21-50 years old were more frequent online shoppers.
2. Females shopped more in these groups.
3. We can safely say that between 21-50 age, student and working class are present. So online shopping can be more preferred by these groups as wide variety is there and saves time as compared to shopping in malls etc. physically.
4. Metro cities shopped more online. Noida and Delhi men shopped more online because must not be having time to visit the shops and buy.
5. Solan And Meerut have no male shoppers while Moradabad and Bulandshahr have only female shoppers.
6. Noida and Bangalore have more female shoppers may be because these are huge cities and variety of products can be found online only.
7. Least population preferred online shopping in Moradabad, Bulandshahr and Gurgaon. Although Gurgaon showed an interesting observation that people above 51 years shopped online more.
8. The 5 cities involved in online shopping were Delhi>Greater Noida>Bangalore>Noida>Karnal
9. Delhi showed population between 41-50 to shop most, Greater Noida had population between 31-40 yrs. old, Bangalore - 21-30, Noida:31-40yo, And Karnal 21-30yo.
10. The pin code 201308 (Greater Noida), followed by 132001 (Karnal), followed by 201310(Ghaziabad) were the pin codes from where people shopped more online. while

least were from the pin codes 203202 (Bulandshahr), 203207, 560001 (Bangalore).

11. Most people have been shopping online since more than 4 years. And least people were shopping online for 1-2 years.
12. In the more than 4 years category, maximum people have shopped around 40 times in the past 1 year, followed by people who have shopped more than 40 times in last 1 year.
13. The least interest people who shopped online seem to have shopped less than 10 times in last 1 year.
14. Most people who shopped online preferred shopping online via mobile internet, while least people used the traditional Dial-up method to use for online shopping.
15. Maximum people preferred to use smartphone to shop online for their needs, followed by laptop. Of all the devices people used for online shopping, Windows/Windows mobile OS was mostly used.
16. Only in the Tablet device, Android OS was used, while desktop device showed the use of Windows only.
17. Smartphone showed maximum use of Android OS followed by iOS/MAC.
18. Laptop device as usual showed maximum use of Windows OS, and very less iOS use by the people.
19. The browsers which were used by the people for online shopping were Google Chrome, Safari, Opera, and Mozilla Firefox. From this maximum use of Google Chrome was done on a smartphone and Laptop for online purchases.
20. Laptop users used safari the least, while smartphone users used Firefox the least. Desktop and tablet users only used Chrome. Opera was only used was smartphone users.
21. Almost 80% of the population used search engine and apps of the store to get to the retail store website. Least used the means of social media to reach their online retail store. Around 70% used URL of the store too. Email was used by the population but it was merely around 20%.
22. Search engine was the most used channel by the population to get to their favorite online store for shopping, while Digital Advertising played a very less role in this as people used these channels like Content marketing and Display Adverts very less, compared to using the search engine.
23. Most people seem to have utilized more than 15 mins to make a single purchase. While around 17% of the people made their purchase decision between 1-5 mins.
24. Maximum people preferred to pay via Credit/debit cards when it came to online shopping, while least of the population used e-wallets. Mediocre people paid by COD
25. Of the max use of cards, people seem to have used the cards more on Amazon, Flipkart and Myntra. In E wallets, most preferred using the e-wallets on Paytm and Myntra. CoD was mostly used on the shopping websites Amazon, Flipkart, Myntra and Snapdeal.
26. Most of the online shoppers abandoned their carts without making the purchases, sometimes. People who seem to have abandoned the shopping cart "sometimes" were most in number than the people who have abandoned the shopping cart "very frequently." This abandonment was mostly may be because of the better alternatives they found elsewhere or change in the price. Other reasons to have made people to abandon their shopping carts were Lack of trust, promo code not available, No preferred mode of payment.
27. People were able to understand the content of the website pretty easily. Few of the population was in disagreement about not being able to understand the website content of Amazon and Flipkart.

28. Since most of the customers agreed to the convenient payment methods, they were satisfied with their financial security while shopping on Amazon the most, followed by Flipkart, Myntra, Paytm and Snapdeal collectively.
29. Maximum population agreed to the fact that they can trust the online retail store to fulfill the transaction within the given time period. Here also most were in favor of Amazon, followed by Flipkart, amazon and Paytm collectively. The ones who strongly agreed were in favor of Amazon, Flipkart and Myntra.
30. When the privacy of customer information was concerned, most of the customers strongly agreed that, they got the privacy when shopping online. Amazon and Flipkart were the most trusted followed by Amazon in the survey.
31. The survey showed that reaching to the customer support for queries when shopping online, maximum people agreed that they were able to get support, while maximum people again agreed that the assistance through the multichannel of email, phone etc were satisfactory with Amazon.
32. Maximum people (86%) in the survey agreed that they received enjoyment from shopping online, while 75% were indifferent and were of no views.
33. Maximum people agreed strongly that the shopping online experience is convenient and flexible, while the best speedy delivery was offered by Amazon.

Over all, maximum customers thought that shopping from Amazon was the best given the deals/promotions, ease of website navigation/loading of page/ Trust on the e-tailer, resolution of issues by the customer care, recommendation to friends etc. While Flipkart, Myntra followed after Amazon in these aspects. Snapdeal and Paytm were least opted by the customers for online shopping.

These were the observations which can be concluded from the survey performed with Indian Population keeping in mind the online shopping. There are few things which each of the mentioned companies can change to increase their efficiency.

Online shopping is based on following factors:

- Variety of products.
- Ease of navigating the website.
- Time in delivery of products.
- The return and refund policy along with reachable customer care 24*7.
- Trusted portal.
- Deal/promotions/festivals offering discounts which adds to monetary gain.
- Payment options which are feasible.

If the mentioned companies can work on these aspects, shopping experience for the customer can be much for happier and satisfactory.

THANK YOU