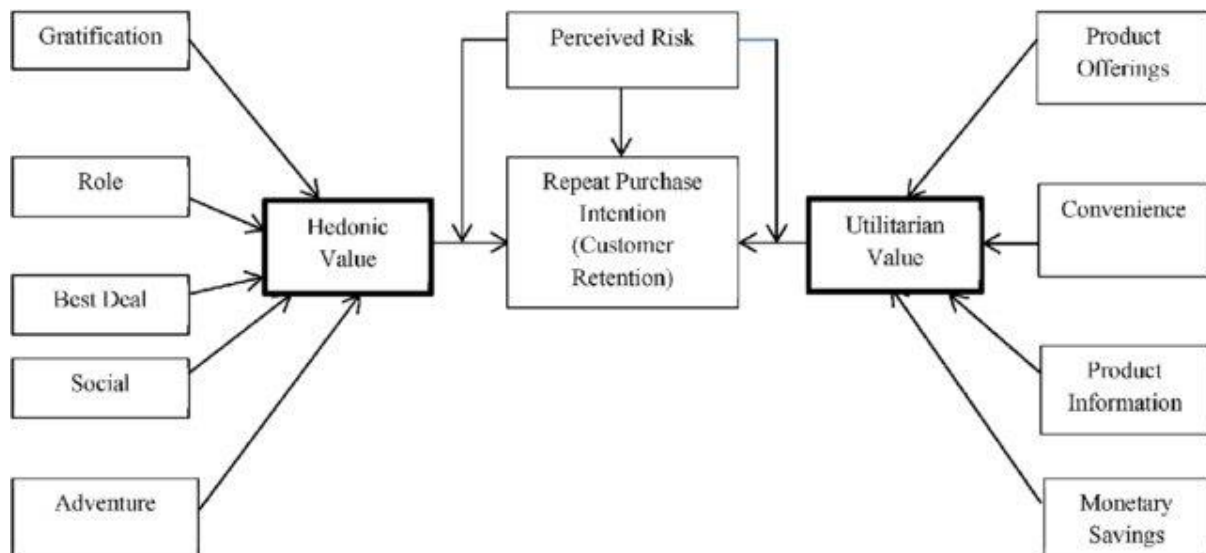


# E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

## PROBLEM STATEMENT -

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 customer 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.

# PRE-PROCESSING THE DATASET

Analysing the columns: -

- ▶ We can see the columns are not looking normal they are looking odd, so we have just cleared the data and formatted it into a simple and analysable column.
- ▶ Now we have also checked the null values which shows us there are no null data to be filled or removed.

## Univariate Analysis: -

We are analysing some of the info columns:-

- ▶ 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 year?

## **ANALYSIS FOR THE ABOVE CONCERNS: -**

- Here is double the number of women than men who have taken this survey.
- Most of the people are in their 30's followed by 20's, teenagers and senior citizen are the least in number.
- Most of the people belong from Delhi, Noida and Bangalore, ambiguity can also be seen as Noida has two categories (Noida and grater Noida) which need to be handled.
- Most of the people shopping online have been shopping from a long time.
- Majority of people shop online 10 times a year, ambiguity can also be seen for range 42 times and above which needs to be handled

## **Analysis on the basis of Various following factors:-**

### **1. Intention of Repeat purchase:**

- Heavy shoppers who shop more than 41 times a year shop from all the online brands, some of the people who shop for 32-40 and less than 10 times a year seem to exclude Myntra.
- People shop from Amazon and flip kart whatever be the case.
- Almost all the people who have shopped from amazon, flip kart and Paytm are satisfied.
- People who shop from a greater number of online brands doesn't seem to be satisfied.

- People shopping from amazon and Paytm are getting benefits from the loyalty points, flip kart and Snapdeal also seem to give such benefits but people who shop
- From almost everywhere disagree with this statement too.

### **Online Retailing:**

- Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online.
- For 1-2 years does not include teenager teenagers and elder people in lines, we can see that density of female customers is more than male.

- Men living in Bangalore and Ghaziabad shop have shopped online for less than 1 year.
- Highest number of men shopping online belong from Delhi and Noida, while men from Moradabad have been shopping online for the longest.
- Women from Meerut and Noida have shopped the longest.

### How long people are shopping:-

- Even though people who are shopping online for more than 3 years do not use the application
- Rather use search engine and direct URLs in large number which indicates that online brands should update all their platforms rather than just application.

## Brand image:-

We are analysing the image of these brand to the consumers:-

- ▶ 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 customer's information
- ▶ Security of customer financial information
- ▶ Perceived Trustworthiness
- ▶ Presence of online assistance through  
multi-channel



## **POSITIVE FOR BRANDS:-**

- i. Amazon, Flipkart have been had the highest votes for having all the positive points and
- ii. Have maintained a very good brand image followed by Paytm and the Myntra.

## **Why did you abandon the Shopping Cart**

1. We can clearly see that most of the time people abandon the bag is because they get a better alternative offer or promo code not applicable.
2. There is also lack of trust seen in amazon, flip kart and Paytm by some people.

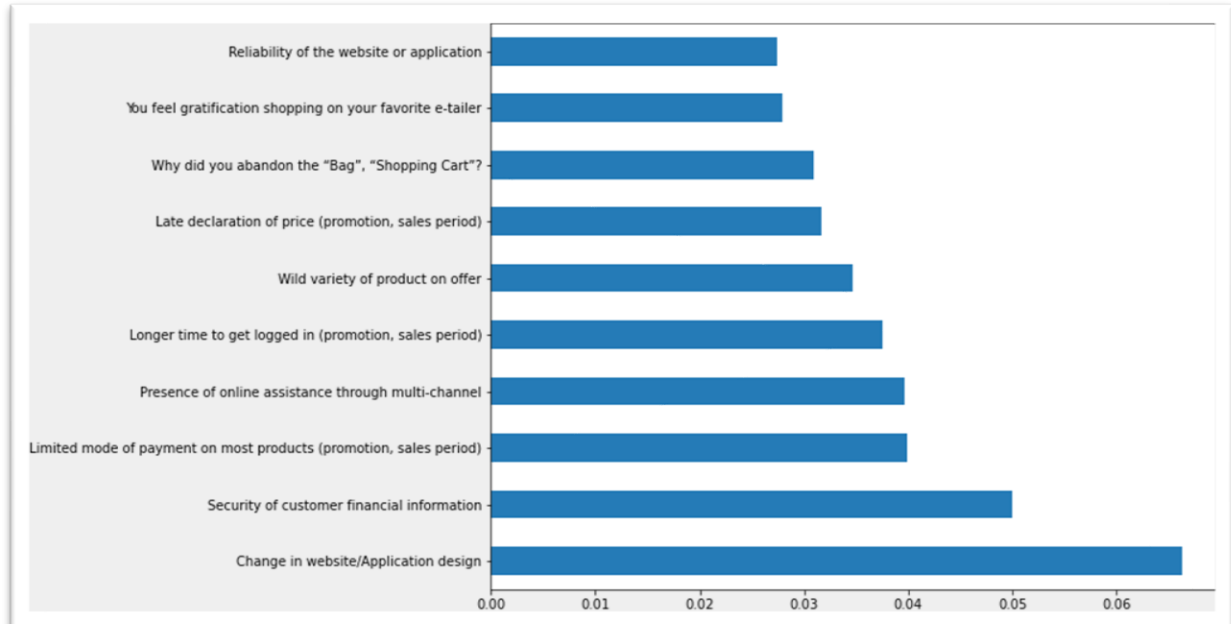
## LOYALTY:-

Loyal customers are those who keep using the same brand even if it is not good as other brands.

Collecting all the negative remarks about a brand:-

- ▶ 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

## Best Features for Building Model



In the above chart we can see that above features are of most importance in determining which platform will a customer recommend to his friend.

## CONCLUSION

- ▶ **The results of this study suggest following outputs which might be useful for E-commerce websites to extend their business**
- 1. The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behavior of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they

need to be sure of security of the online transaction. The return policies are important because in online retail customer does not get to feel the product. Thus, he wants to be sure that it will be possible to return the product if he does not like it in real. Whereas, the logistics factor, which included Cash on delivery option, one day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide.

2. All the websites were not equally preferred by online customers. Amazon was the most preferred followed by Flipkart. This can be explained easily by previous result that we got. These two companies are most trusted in the industry and hence, have a huge reliability. Also, the sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and Paytm which have more sellers from tier 2 and 3 cities. Also, these websites have the most lenient return policies as compared to others and also the time required to process a return is low for these.