

PROJECT REPORT

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

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

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 shopping applications etc.

Gender of respondent How old are you? Which city do you shop online from? What is the Pin Code of where you shop online? 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', 'Wide 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

Here 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.

Conclusion

According to the data Female between the age group(31-40) and (21-30) years are the most active customers of online shopping.

Delhi, Greater-Noida, and Noida are the cities where customers prefer online shopping more and Merrut and Moradabad are the cities where online shopping is least preferable. Smartphones are the most preferred device for doing online shopping and a Dial-up internet connection is the least preferred device. Most of the customers prefer above 5.5 inches as the display size and 5 inches is the least preferred size. Google Chrome voted for the most preferred browser gets 210% and Mozilla Firefox gets the least preference which is only 2%. Customers use Search Engine the most for arriving to their favorite online store. Highest customers purchases that occurred in past one year is (11-20) times and (42) times is the least purchases that occurred in past one year. Android is the most preferred operating system for online shopping. After that Windows Mobile, iOS/Mac, Direct URL and E-mails. Social media is the least most searched operating channel. Around 120% of customers take more than 15 mins for exploring e-retail store before making a purchase decision and 20% of the customers use less than 1 min which is the least. 98% of the customers are shopping online from more than 4 years and only 16% of the customers shopping from 2 years.

Cash on delivery is the most preferred payment method with 148% of customer votes and E-wallets is the least preferred method with only 45% of customers votes. The most common reason for abandon the shopping cart is that the customers find a better alternative option. and the least reason for this is the customers didn't get their preferred mode of payment. Amazon and Flipkart are voted as the best recommended Indian online retailer sites to recommend to a friend. and Snapdeal and Paytm are the least. 51% of customers prefer Amazon and 11% of the customers prefer Paytm on the basis of security of customer financial information. On the basis of reliability Amazon is preferred by 60% of the customers which is the highest and Flipkart only

gets 15% of votes. Amazon gets 75% votes and Paytm gets only 10% of votes on the basis of perceived Trustworthiness.