

# Investigation of the E-Retail factors Affecting Customers Retention and Consumers purchasing decision in Indian E-Commerce

# Submitted by:

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# ACKNOWLEDGMENT

In this article I have explored the E-Retail factors that influence the shoppers purchasing choice and their maintenance. I have examined every one of the elements that influence the buyers purchasing choice. For this reason, we have utilized the overview of 269 web-based customers from various districts of the India. I'm very thank full to my loved ones who helped me through this review.

I have utilized internet-based asset and articles [1] [2] [3] [4] [5] [6] and [7] for writing search and researched the different elements which influence the purchaser’s purchasing choice and their maintenance with E-retailers.

# INTRODUCTION

In this article we will examine different e-retail factors which influence the shopper’s purchasing choice. Because of progression in the innovation and simple to get to internet providers e-retails industry in India has arisen one of the most powerful and quickly developing industry. As indicated by a report of award Thornton "Web based business in India keeps on acquiring footing, with complete market size expected to arrive at USD 188 billion by 2025", "974 million web clients, 220 million web-based customers in India by 2025". As per a Cyber Media Research (CMR) report, the normal use of cell phones in India is assessed to have expanded by 25% to right around seven hours every day, as individuals rely upon devices for work/study from home and diversion in the midst of the pandemic. With developing utilization of web and mobiles, buyers have changed from shopping centers, shops and stores to online commercial center for the acquisition of items from fundamental products to marked merchandise. Different internet-based retailers like Amazon, Flipkart and so on are alluring clients through creative advertising methodologies and administrations. In this quickly developing and cutthroat industry making trust and holding clients is exceptionally serious deal for e-retailers. In this article we will predominantly zero in on the variables which make the trust of the clients and assist the clients with settling on a purchasing choice.

## Problem Statement

## E-Retails ventures arose quickly from past many years and it has become quicker during Covid-19 pandemics. The culmination has expanded. We have goliaths like Amazon, Flipkart, Myntra, Snap bargain and Big Basket and so forth who are catching Indian market quickly through their web-based stage.

## • In such aggressive market holding clients and winning trust is extremely large test for e-retailers.

## • Understanding different variables that impact purchasing choice

## • Understanding client's discernment in regards to chosen online retailers.

## Conceptual Background of the Domain Problem

Our main problem statement is to investigate the factors affecting the customer’s retention and buying decision. Due to competitive market it become more challenging for e-retailers to retain the customers. During investigation we will study factors like Return and replacement policy, webpage content easiness, website and application interface etc. which are more important for attracting customers and retaining.

## Review of Literature

On this section of the article we will investigates the literature from online sources and make some relevant conclusion. The using of information technology in business applications is not only able to change the nature of the services that provided by the company but has also been able to make changes to the process of providing services. Factors that influence decisions of online shopping, are trust factor, which comprises the trust factor, security, e-service quality, and the convenience factor, price factor, which comprises price factor and web quality factors; and time factor which consisting of time and convenience [6].

The rapid changing Internet environment has formed a competitive business setting, which provides opportunities for conducting businesses online. Availability of online transaction systems enable users to buy and make payment for products and services using the Internet platform. Customers’ involvements in online purchasing have become an important trend. According to author there are various factor which affect the buying decision but there are eight factors, return policy, trust, cash back warranty and cash on delivery are factors that affect consumers purchase decision strongly. According to author e-retailers need to focus on trust, after sale service, cash back warranty and management of return in order to attract more consumers to transact on their site [7].

Main factors influencing consumers to shop online are convenience, simplicity and better price. Analysis of socio-demographical characteristics such as gender has shown that men shop more often online because of the lower price. The most beneficial factor of shopping online was identified as a possibility to compare prices and buy at a lower price. [1]

Retail industry in India has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It is over 10 per cent of the country’s Gross Domestic Product (GDP) and approx. 8 per cent of the employment. 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. Factors that influence

Motivation for the Problem Undertaken

Describe your objective behind to make this project, this domain and what is the motivation behind.

**Analytical Problem Framing**

* Mathematical/ Analytical Modeling of the Problem

Describe the mathematical, statistical and analytics modelling done during this project along with the proper justification.

* Data Sources and their formats

What are the data sources, their origins, their formats and other details that you find necessary? They can be described here. Provide a proper data description. You can also add a snapshot of the data.

* Data Preprocessing Done

What were the steps followed for the cleaning of the data? What were the assumptions done and what were the next actions steps over that?

* Data Inputs- Logic- Output Relationships

Describe the relationship behind the data input, its format, the logic in between and the output. Describe how the input affects the output.

* State the set of assumptions (if any) related to the problem under consideration

Here, you can describe any presumptions taken by you.

* Hardware and Software Requirements and Tools Used

Listing down the hardware and software requirements along with the tools, libraries and packages used. Describe all the software tools used along with a detailed description of tasks done with those tools.

**Model/s Development and Evaluation**

* Identification of possible problem-solving approaches (methods)

Describe the approaches you followed, both statistical and analytical, for solving of this problem.

* Testing of Identified Approaches (Algorithms)

Listing down all the algorithms used for the training and testing.

* Run and Evaluate selected models

Describe all the algorithms used along with the snapshot of their code and what were the results observed over different evaluation metrics.

* Key Metrics for success in solving problem under consideration

What were the key metrics used along with justification for using it? You may also include statistical metrics used if any.

* Visualizations

Mention all the plots made along with their pictures and what were the inferences and observations obtained from those. Describe them in detail.

If different platforms were used, mention that as well.

* Interpretation of the Results

Give a summary of what results were interpreted from the visualizations, preprocessing and modelling.

**CONCLUSION**

* Key Findings and Conclusions of the Study

Describe the key findings, inferences, observations from the whole problem.

* Learning Outcomes of the Study in respect of Data Science

List down your learnings obtained about the power of visualization, data cleaning and various algorithms used. You can describe which algorithm works best in which situation and what challenges you faced while working on this project and how did you overcome that.

* Limitations of this work and Scope for Future Work

What are the limitations of this solution provided, the future scope? What all steps/techniques can be followed to further extend this study and improve the results.

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