

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

INTRODUCTION:

- The purpose of this study is to analyse the factors that contribute to the success of e-commerce players
- And most importantly analyse the factors that affect the repeat purchase mentality of customers.
- 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 combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively.

ABOUT THE DATASET:

- This data set consist of data collected from various people residing and doing online purchase in India.

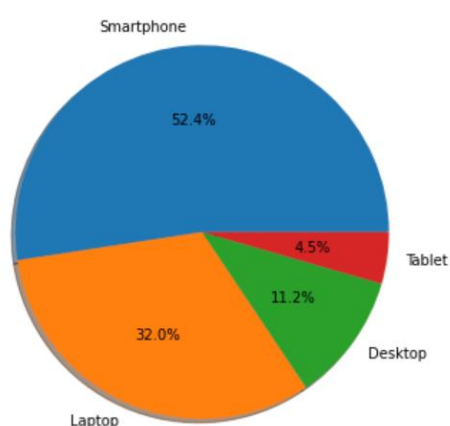
FIRST IMPRESSIONS ON DATASET:

- The dataset has all values in object except pin code
- There are no null values in data
- The size of data is 269 Rows and 71 Columns
- The dataset has female survey data nearly 67%
- Survey conducted to people of age below 20 years is less only 7%
- Data collected majority from Delhi and Noida compared to other parts of India

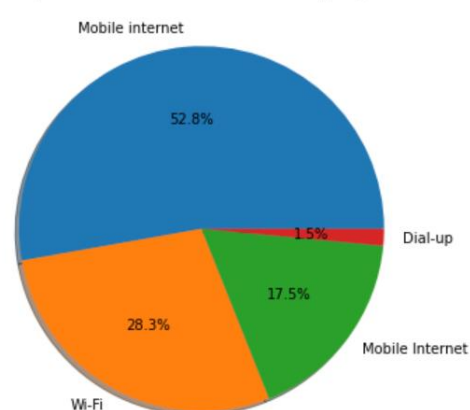
KEY FACTORS:

- Mobile phone and mobile internet made it possible for this mass reach of e commerce sites
- Search engine also plays a major role in attracting people to e commerce sites for first time

Which device do you use to access the online shopping?

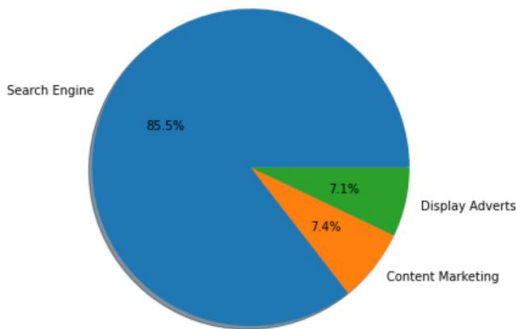


How do you access the internet while shopping on-line?



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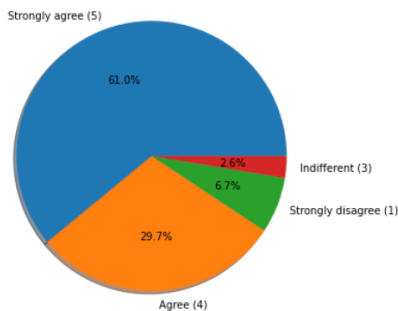
Which channel did you follow to arrive at your favorite online store for the first time?



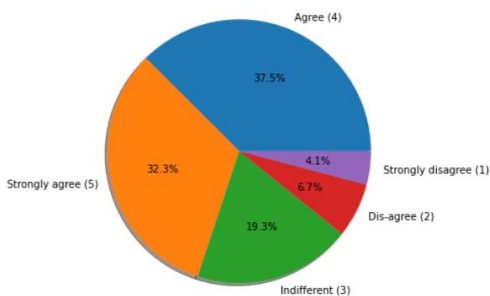
FEATURES CUSTOMER EXPECT FROM E COMMERCE SITES

- The content of website must be easy to read and understand
- Information of similar product to be highlighted for comparison
- Complete information of listed seller and product being offered is important for purchase decision
- All relevant information on listed products to be stated clearly
- Ease of navigation in website, loading and processing speed
- User friendly interface of website, convenient payment methods
- Trust that online retail store will fulfil its part of transaction at stipulated time
- Empathy towards the customers, being able to guarantee the privacy of customer, responsiveness
- availability of several communication channels
- Return And Replacement Is Much Expected

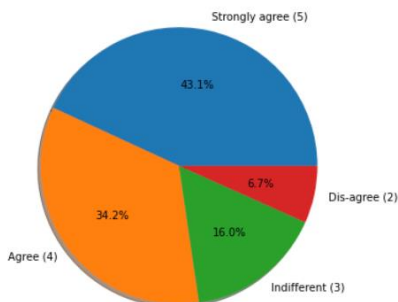
The content on the website must be easy to read and understand



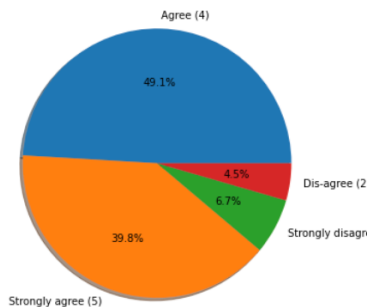
Complete information on listed seller and product being offered is important for purchase decision.



Information on similar product to the one highlighted is important for product comparison

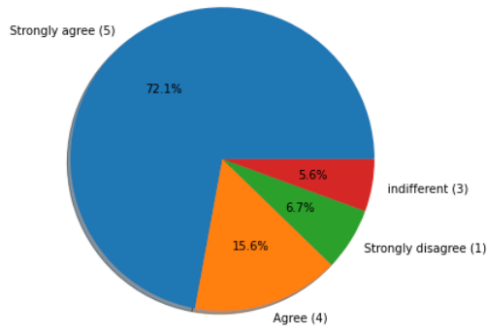


All relevant information on listed products must be stated clearly

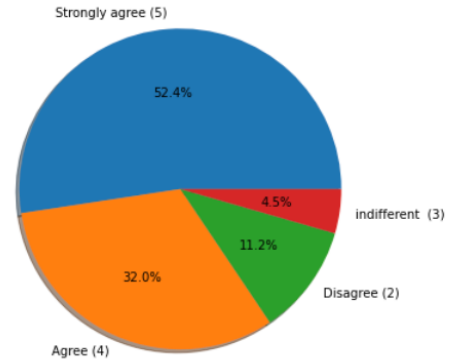


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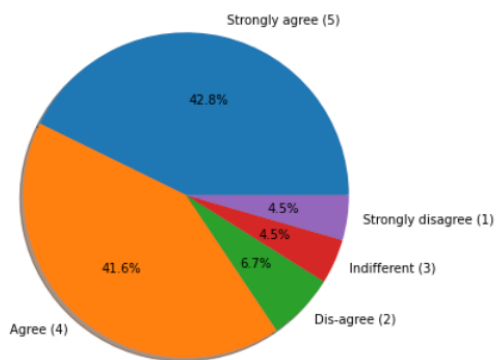
Empathy (readiness to assist with queries) towards the customers



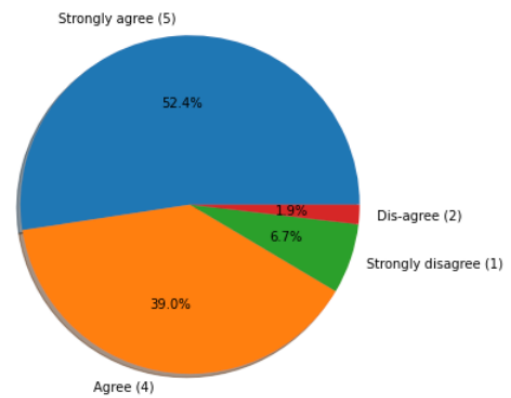
Trust that the online retail store will fulfill its part of the transaction at the stipulated time



Loading and processing speed



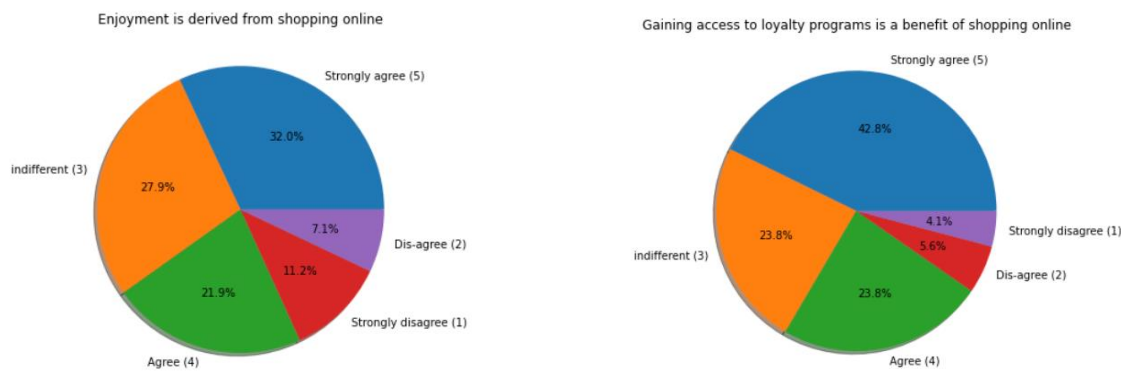
Ease of navigation in website



CUSTOMERS PREFER ONLINE SHOPPING FOR FOLLOWING:

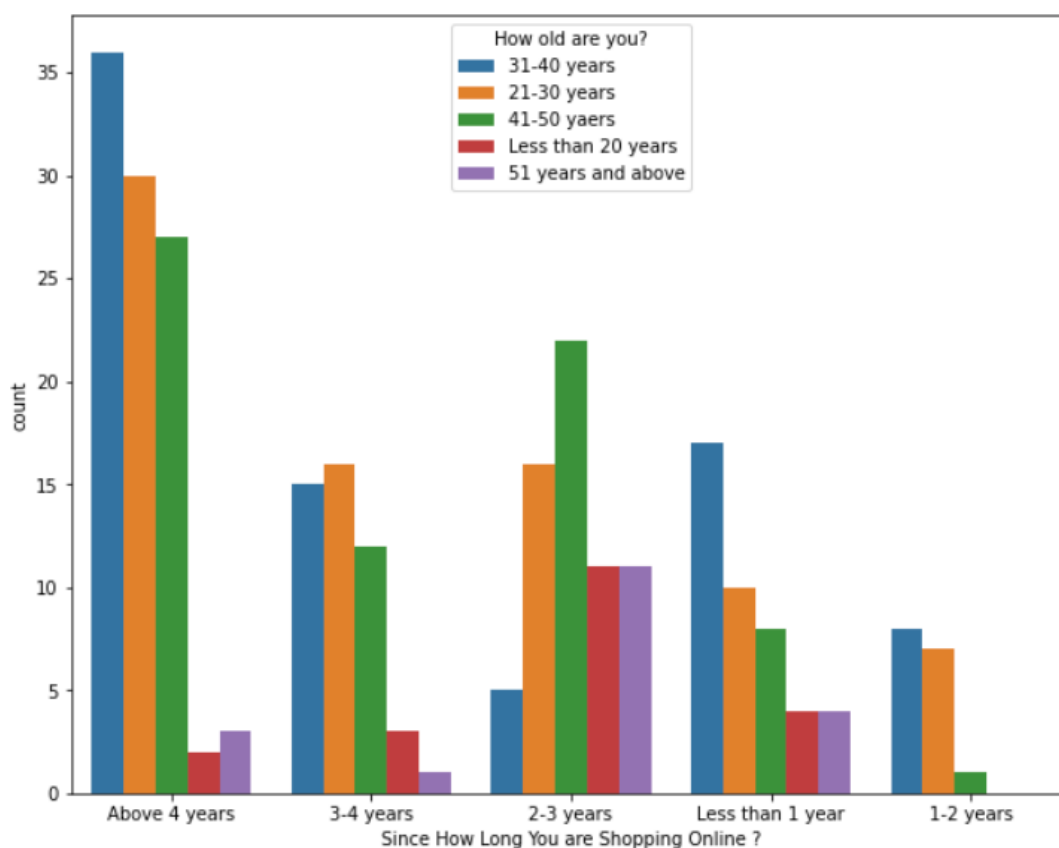
- Online shopping gives monetary benefit and discounts
- Shopping online is convenient and flexible
- Enjoyment is derived from online shopping
- Gaining access to loyalty programs is benefit of shopping online
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e tailer enhances your social status
- The feel gratification shopping on your favourite e tailer
- Getting value for money spent

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MATURITY OF ONLINE CUSTOMERS:

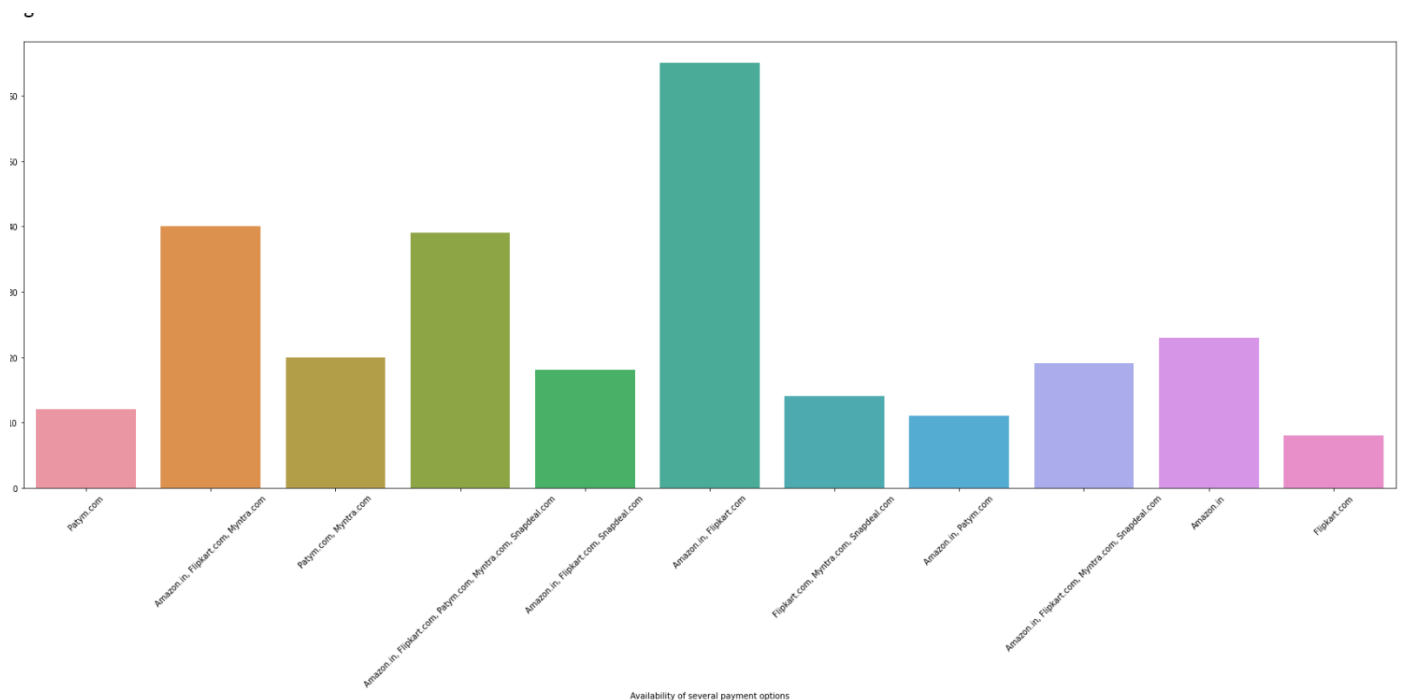
- It seems online customer are matured enough as we see people are more who shop for more than 4 years
- And people between age 31-40 do shopping online more than other age group
- People in age below 20 and above 51 do online shopping very least amount of time



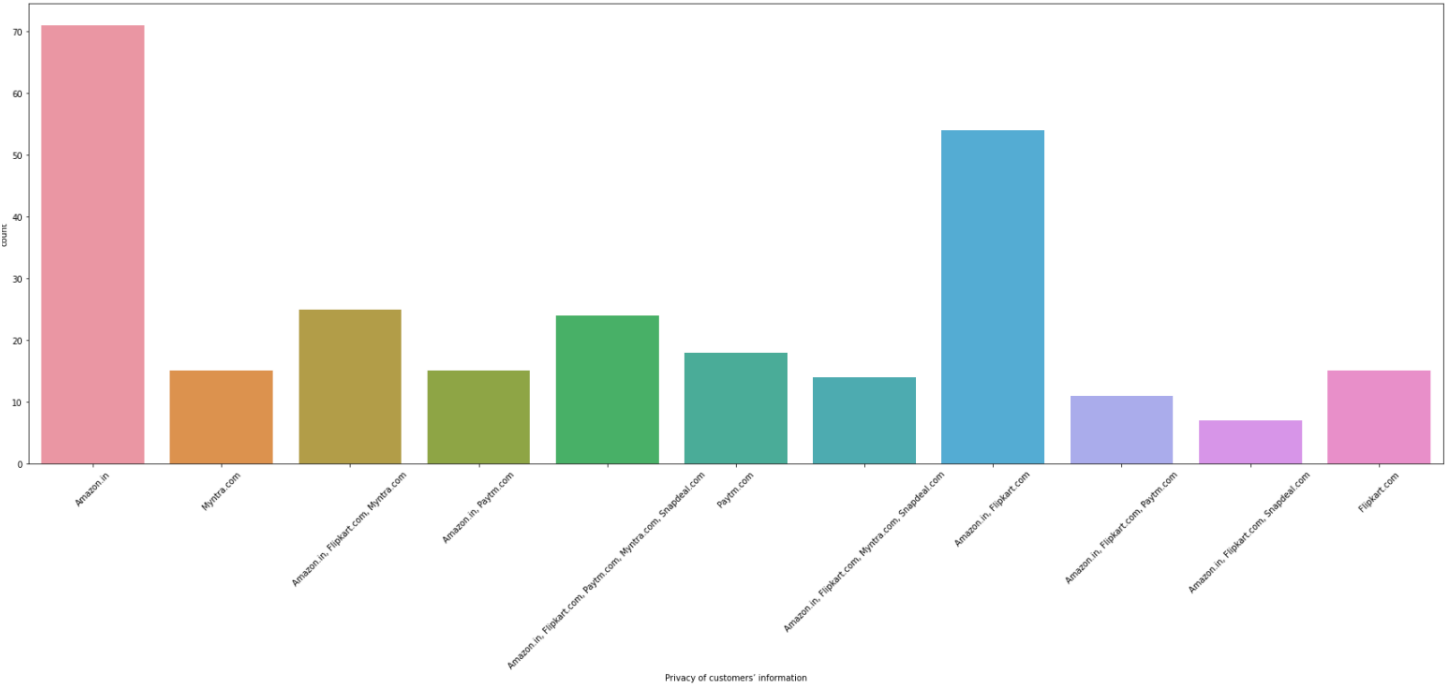
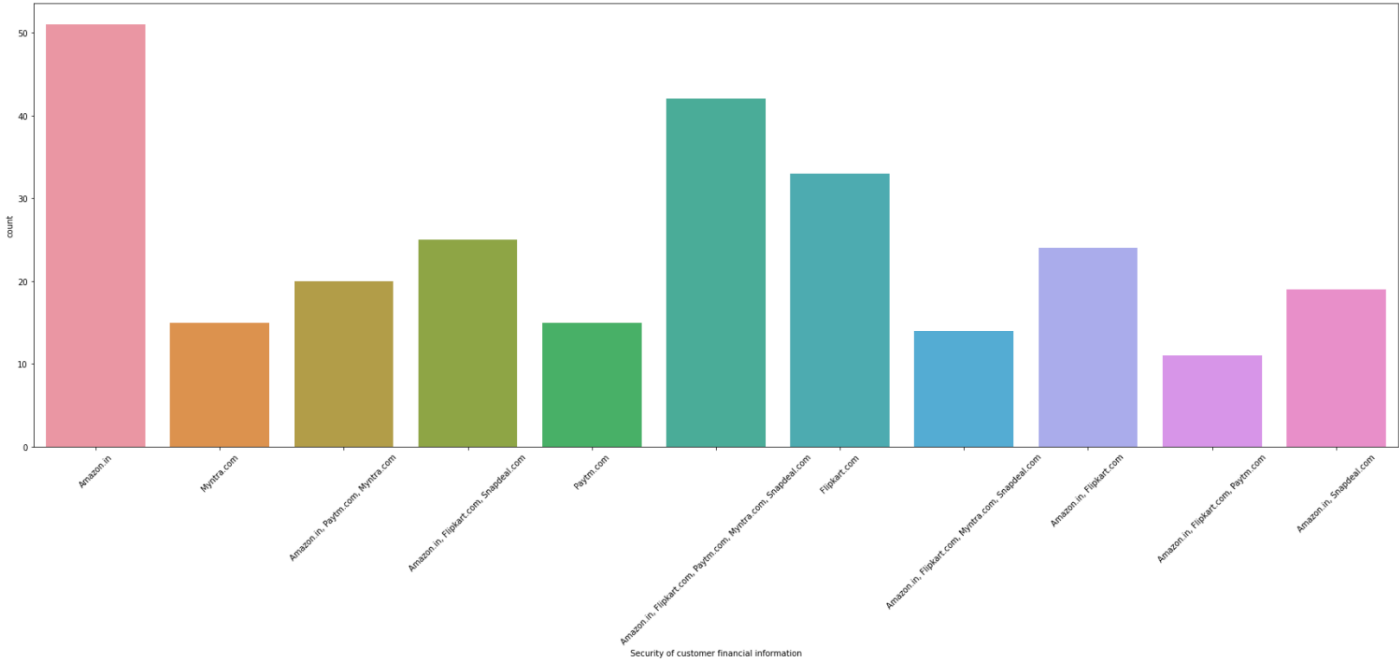
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SET OF POSITIVE FEATURES ABOUT E COMMERCE PLAYERS:

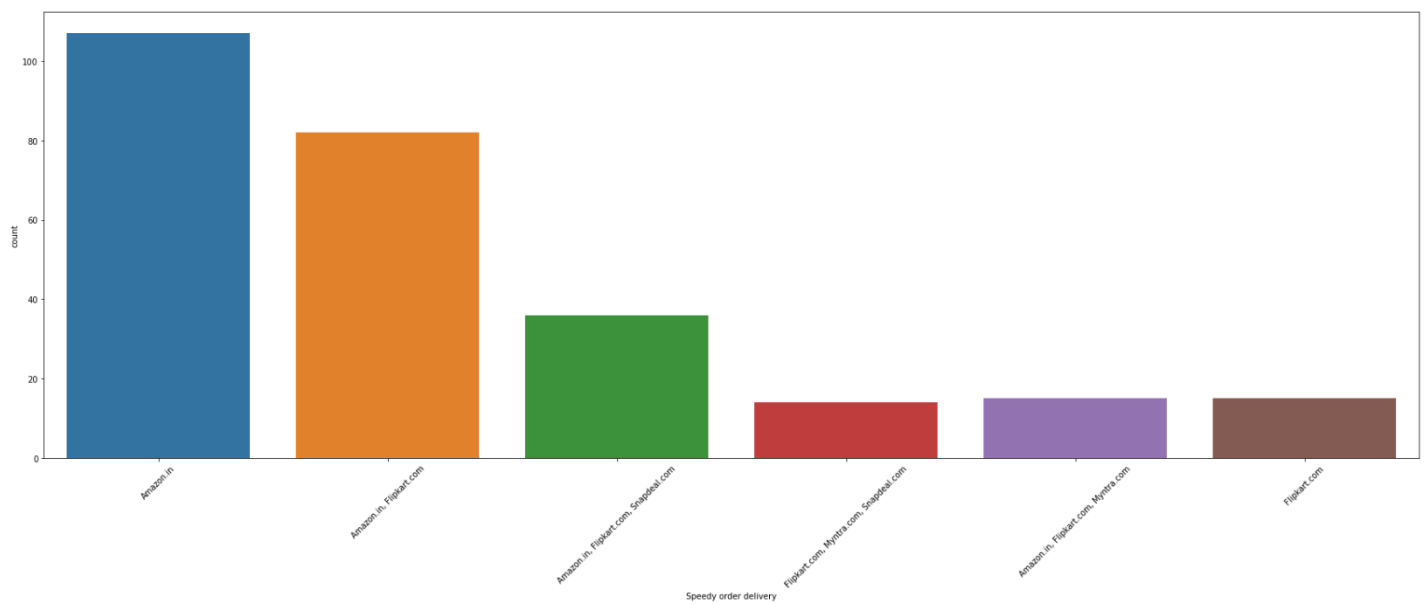
- Easy to use website or application,
- Visual appealing web-page layout, Wild variety of product on offer,
- Complete, relevant description information of products,
- Fast loading website speed of website and application,
- Reliability of the website or application,
- Quickness to complete purchase,
- 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



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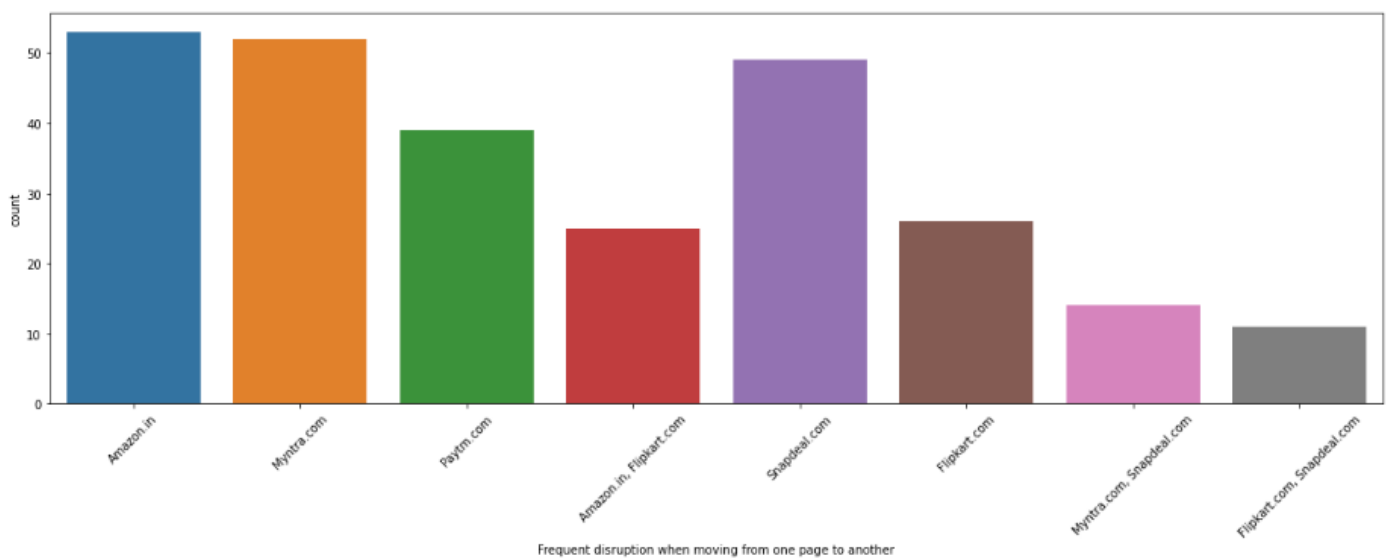
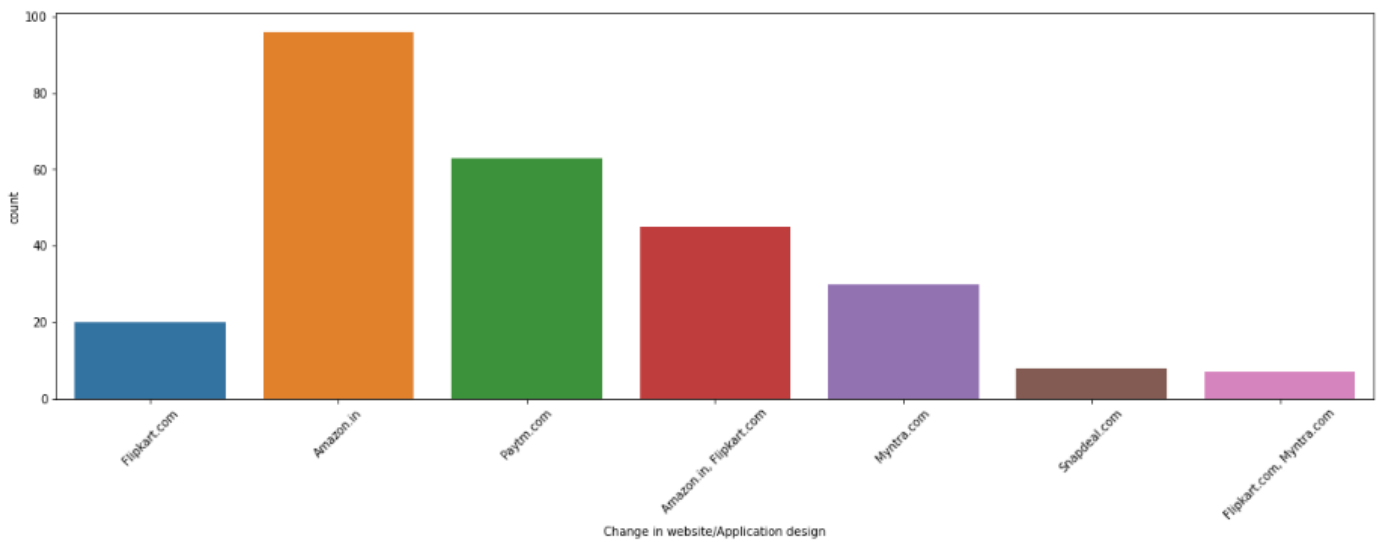
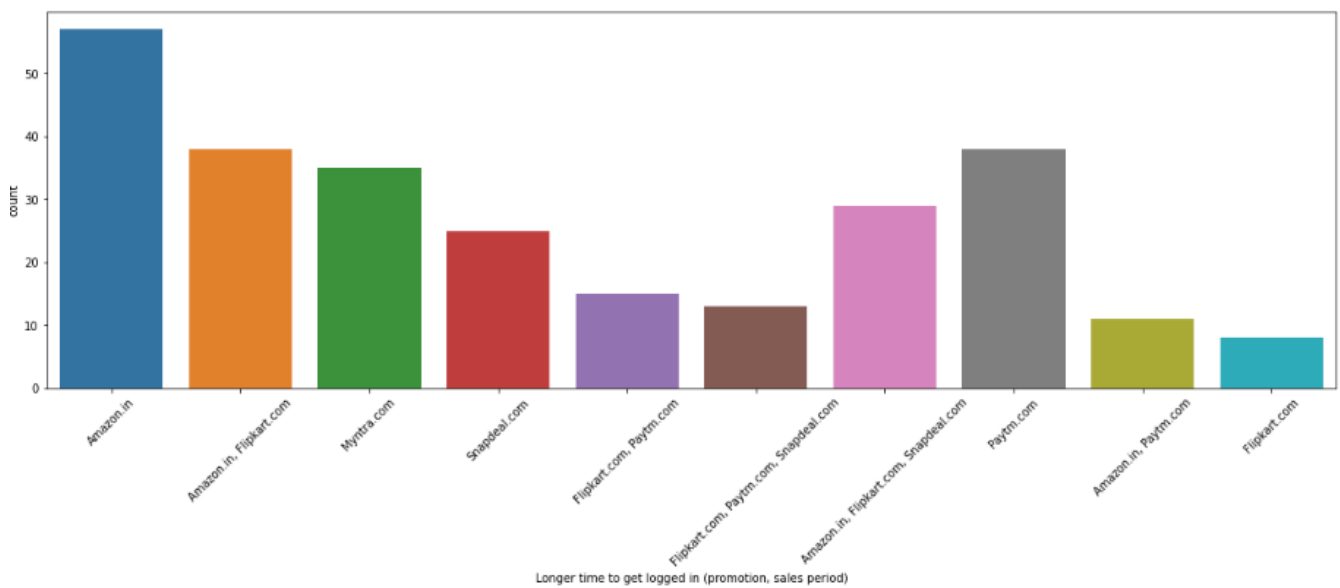
OBSERVATIONS:

- All the positive features mentioned above Amazon and Flipkart seem to score best

SET OF NEGATIVE FEATURES ABOUT E COMMERCE PLAYERS:

- 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.

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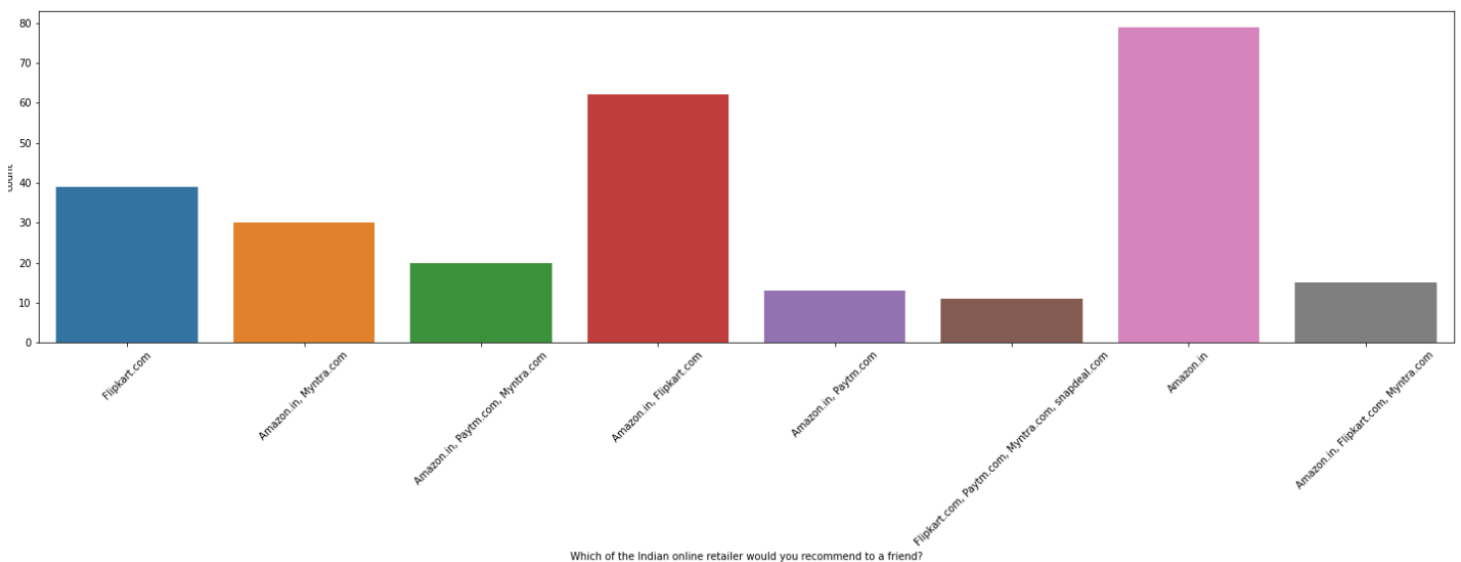


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OBSERVATIONS:

- All the Negative features mentioned above Amazon and Flipkart seem to have more negative score

CUSTOMER'S BEST E COMMERCE PLAYER:



OBSERVATION:

- EVEN THOUGH NEGATIVE POINTS ARE HIGHER FOR AMAZON AND FLIPKART PEOPLE PREFER THEM AND TO BE NOTED POSITIVE POINTS ALSO HIGHER FOR AMAZON AND FLIPKART

CONCLUSION:

- **THE KEY REASON INDIA BECOME TOP HOTSPOT FOR E COMMERCE PLAYER'S ARE HIGH INTERNET AND MOBILE PENETRATION. WE CAN SEEN IN SURVEY DATA MORE THAN 50% ONLINE PURCHASE HAPPEN THROUGH MOBILE PHONES AND MOBILE INTERNET**
- **AND FOR FIRST TIME ECOMMERCE SHOPPERS MORE THAN 80% ARRIVE THROUGH SEARCH ENGINE FOR SITES. THIS IS KEY FACTOR FOR ECOMMERCE PLAYER THEY SHOULD STAY ON TOP ON SEARCH ENGINE RESULTS TO GET BETTER REACH**

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- **CUSTOMERS USE ONLINE SHOPPING PORTAL FOR MAIN FACTORS LIKE, CONVENIENCE, VALUE FOR MONEY, GRATIFICATION FEELING AFTER SHOPPING IN ONLINE & BENEFITS FROM LOYALTY PROGRAMS.**
- **CUSTOMERS EXPECT SOME IMPORTANT FEATURES FROM E COMMERCE PLAYER'S WHICH INCLUDE RETURNS AND REPLACEMENT CONVENIENCE, TRUST WORTHINESS OF SELLERS LISTED IN E COMMERCE SITES, EASY NAVIGATION, BETTER DESIGNED WEBSITES, CONVINENT PAYMENT METHODS.**
- **ON FINAL NOTE AMAZON AND FLIPKART MANAGED TO BE SUCCESFUL WINNERS AMONG OTHER COMPETITIORS. FROM MY POINT OF VIEW AFTER ANALISING THIS DATA THE MAIN REASON IS BECAUSE OF THEIR POWER TO MAKE PEOPLE TRUST THEM BY OFFERING VARIOUS FEATURES LIKE EASY RETURN AND REPLACEMENT AND OFFERS TO MAKE CUSTOMER FEEL SATISFIED AFTER EVERY PURCHASE WHICH IS MAIN REASON THAT TRIGGER REPEAT PURCHASE MENTALITY.**