*A Report On*

E-Retails Factor
For
Customer Retention:

Case Study from Indian E-Commerce
Customers
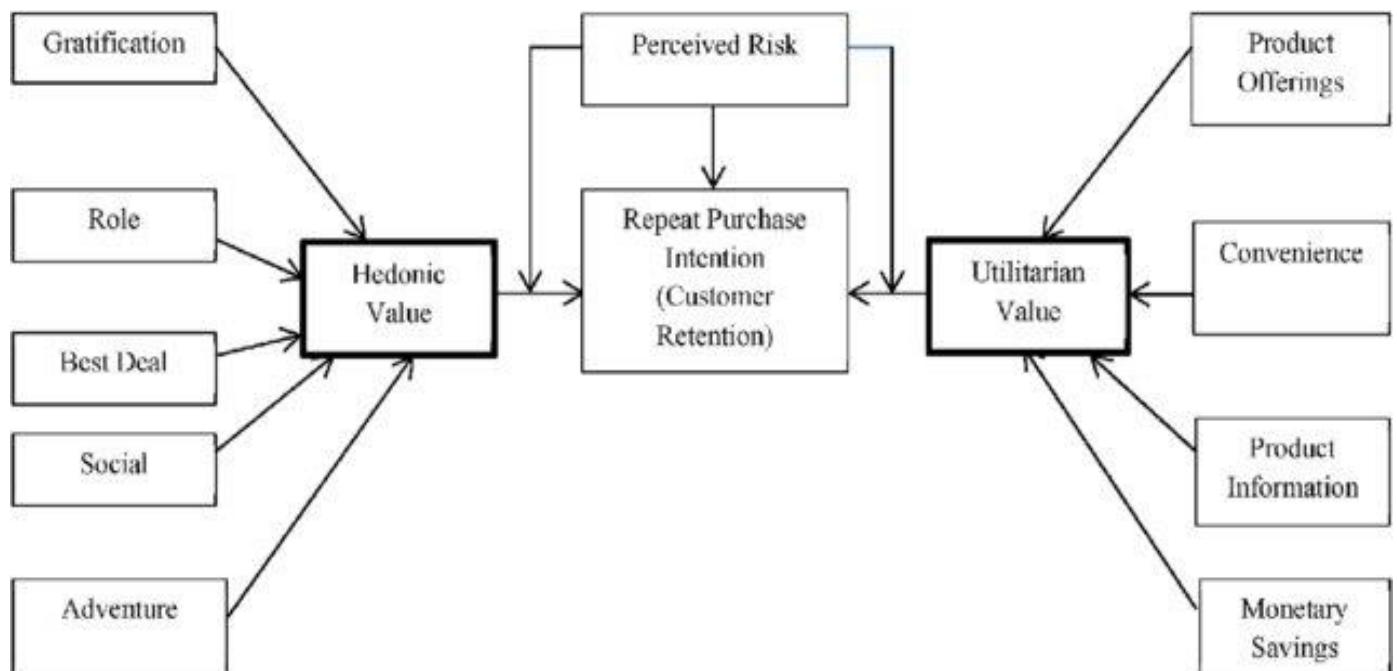
Submitted By:

Rohit Kachhal

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 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.

From the above figure i can say that Hedonistic values and Utilitarian value play an Important role for Customer Retention. **Gratification, Role, Best Deal, Social marketing and Adventure** are major factor for Hedonistic values. **Product Offerings, Convenience, Product Information and Monetary Savings** are major factor for Utilitarian value. The combination of **Hedonistic values and Utilitarian value** gives a good impact on customers. Customers show the interest to visit the e-commerce platform again for online shopping. The process of visit by customer's on same site for online shopping is known as Customer Retention.

Important Libraries Used for Analysis of Data:

```python
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

import warnings
warnings.filterwarnings('ignore')
```

Data Frame:

	1Gender 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? \t\t\t\t\t	10 What is the operating system (OS) of your device? \t\t\t\t	11 What browser do you run on your device to access the website? \t\t\t	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? \t\t\t\t	14 How much time do you explore the e-retail store before making a purchase decision?
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
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
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
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
4	Female	21-30 years	Bangalore	530068	2-3 years	11-20 times	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	Safari	Content Marketing	Via application	more than 15 mins

15 What is your preferred payment Option? \t\t\t\t	16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart? \t\t\t\t\t\t	17 Why did you abandon the "Bag", "Shopping Cart"? \t\t\t\t	18 The content on the website must be easy to read and understand	19 Information on similar product to the one highlighted is important for product comparison	20 Complete information on listed seller and product being offered is important for purchase decision.	21 All relevant information on listed products must be stated clearly	22 Ease of navigation in website	23 Loading and processing speed	24 User friendly Interface of the website	25 Convenient Payment methods	26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time	27 Empathy (readiness to assist with queries) towards the customers
E-wallets (Paytm, Freecharge etc.)	Sometimes	Lack of trust	Agree (4)	Indifferent (3)	Indifferent (3)	Agree (4)	Agree (4)	Strongly disagree (1)	Dis-agree (2)	Dis-agree (2)	Disagree (2)	Strongly agree (5)
Credit/Debit cards	Very frequently	Promo code not applicable	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)
E-wallets (Paytm, Freecharge etc.)	Sometimes	Promo code not applicable	Strongly agree (5)	Agree (4)	Agree (4)	Agree (4)	Agree (4)	Agree (4)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)
Credit/Debit cards	Never	Better alternative offer	Agree (4)	Agree (4)	Indifferent (3)	Agree (4)	Strongly agree (5)	Agree (4)	Strongly agree (5)	Strongly agree (5)	Agree (4)	Strongly agree (5)
Credit/Debit cards	Frequently	Better alternative offer	Strongly agree (5)	Indifferent (3)	Indifferent (3)	Agree (4)	Agree (4)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Agree (4)	Strongly agree (5)

28 Being able to guarantee the privacy of the customer	29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)	30 Online shopping gives monetary benefit and discounts	31 Enjoyment is derived from shopping online	32 Shopping online is convenient and flexible	33 Return and replacement policy of the e-tailer is important for purchase decision	34 Gaining access to loyalty programs is a benefit of shopping online	35 Displaying quality Information on the website improves satisfaction of customers	36 User derive satisfaction while shopping on a good quality website or application	37 Net Benefit derived from shopping online can lead to users satisfaction	38 User satisfaction cannot exist without trust	39 Offering a wide variety of listed product in several category
Agree (4)	Agree (4)	indifferent (3)	Strongly disagree (1)	Dis-agree (2)	Dis-agree (2)	Agree (4)	indifferent (3)	Strongly agree (5)	Agree (4)	Strongly agree (5)	indifferent (3)
Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)
Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Agree (4)	Strongly agree (5)
Strongly agree (5)	Agree (4)	Agree (4)	indifferent (3)	indifferent (3)	Agree (4)	indifferent (3)	indifferent (3)	Agree (4)	indifferent (3)	Agree (4)	Agree (4)
Agree (4)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Dis-agree (2)	Agree (4)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Agree (4)

40 Provision of complete and relevant product nformation	41 Monetary savings	42 The Convenience of patronizing the online retailer	43 Shopping on the website gives you the sense of adventure	44 Shopping on your preferred e-tailer enhances your social status	45 You feel gratification shopping on your favorite e-tailer	46 Shopping on the website helps you fulfill certain roles	47 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	Wild variety of product on offer	Complete, relevant description information of products
indifferent (3)	Disagree (2)	indifferent (3)	Agree (4)	Agree (4)	Strongly agree (5)	Agree (4)	Strongly agree (5)	Amazon.in, Paytm.com	Paytm.com	Flipkart.com	Flipkart.com	Snapdeal.com
Strongly agree (5)	Strongly agree (5)	indifferent (3)	indifferent (3)	indifferent (3)	Strongly agree (5)	Strongly agree (5)	Strongly agree (5)	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com	Amazon.in, Myntra.com	Flipkart.com, Myntra.com	Amazon.in, Flipkart.com, Myntra.com
Strongly agree (5)	Strongly agree (5)	Agree (4)	Agree (4)	Agree (4)	indifferent (3)	indifferent (3)	Agree (4)	Amazon.in, Paytm.com, Myntra.com	Amazon.in, Paytm.com, Myntra.com	Amazon.in, Paytm.com, Myntra.com	Amazon.in, Myntra.com	Amazon.in, Paytm.com, Myntra.com
Agree (4)	Strongly agree (5)	Agree (4)	Agree (4)	Strongly agree (5)	Agree (4)	indifferent (3)	Agree (4)	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...	Amazon.in, Flipkart.com	Amazon.in, Flipkart.com
Agree (4)	Strongly agree (5)	Agree (4)	indifferent (3)	Strongly disagree (1)	Strongly agree (5)	Strongly disagree (1)	Strongly agree (5)	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...	Myntra.com	Myntra.com	Amazon.in, Flipkart.com, Paytm.com, Myntra.com...

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)
Snapdeal.com	Paytm.com	Paytm.com	Patym.com	Amazon.in	Amazon.in	Amazon.in	Flipkart.com	Paytm.com	Amazon.in	Amazon.in
Amazon.in, Flipkart.com, Myntra.com	Myntra.com	Amazon.com, Flipkart.com, Myntra.com	Amazon.in, Flipkart.com, Myntra.com	Amazon.in, Flipkart.com	Myntra.com	Myntra.com	Myntra.com	Amazon.in, Flipkart.com, Myntra.com	Amazon.in, Flipkart.com	Myntra.com
Amazon.in, Paytm.com	Amazon.in, Paytm.com, Myntra.com	Amazon.com, Paytm.com, Myntra.com	Patym.com, Myntra.com	Amazon.in	Amazon.in	Amazon.in, Paytm.com, Myntra.com	Amazon.in, Myntra.com	Myntra.com	Myntra.com	Myntra.com
Amazon.in, Flipkart.com, Snapdeal.com	Amazon.in, Flipkart.com, Paytm.com	Amazon.com, Flipkart.com, Paytm.com	Amazon.in, Flipkart.com, Myntra.com	Amazon.in, Flipkart.com, Snapdeal.com	Amazon.in, Flipkart.com, Myntra.com	Amazon.in, Flipkart.com, Snapdeal.com	Amazon.in, Flipkart.com, Snapdeal.com	Amazon.in, Flipkart.com, Myntra.com, Snapdeal	Snapdeal.com	Myntra.com, Snapdeal.com
Amazon.in	Amazon.in, Paytm.com, Myntra.com	Amazon.com, Flipkart.com, Paytm.com, Myntra.co...	Amazon.in, Flipkart.com, Patym.com, Myntra.com...	Amazon.in	Amazon.in, Paytm.com	Paytm.com	Amazon.in, Myntra.com	Amazon.in, Myntra.com	Flipkart.com, Paytm.com	Paytm.com

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?
Flipkart.com	Flipkart.com	Amazon.in	Paytm.com	Flipkart.com	Amazon.in	Amazon.in	Flipkart.com
snapdeal.com	Snapdeal.com	Snapdeal.com	Snapdeal.com	Amazon.in	Myntra.com	Amazon.in, Flipkart.com	Amazon.in, Myntra.com
Myntra.com	Myntra.com	Amazon.in	Paytm.com	Paytm.com	Paytm.com	Amazon.in	Amazon.in, Paytm.com, Myntra.com
Myntra.com	Paytm.com	Paytm.com	Paytm.com	Amazon.in, Flipkart.com	Amazon.in, Flipkart.com	Amazon.in, Flipkart.com, Paytm.com	Amazon.in, Flipkart.com
Paytm.com	Paytm.com	Snapdeal.com	Paytm.com	Amazon.in	Snapdeal.com	Paytm.com	Amazon.in, Myntra.com

Data Frame Explore:

a) **Data Frame Shape**

(269,71)

There are 269 rows and 71 columns in the data frame.

b) **Data Frame 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?'
- 'How do you access the internet while shopping on-line?'
- 'Which device do you use to access the 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 on line store for the first time?'
- 'After 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 an 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 similar product to the one highlighted is important for product comparison'
- 'Complete information on listed seller and product being of fered is important for purchase decision.'
- 'All relevant information on listed products must be stated clearly'
- 'Ease of navigation in website', '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 benefit 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 satisfaction of customers'
- 'User derive satisfaction while shopping on a good quality website or application'
- 'Net Benefit derived from shopping online can lead to user s satisfaction'
- 'User satisfaction cannot exist without trust'
- 'Offering a wide variety of listed product in several category'
- 'Provision of complete and relevant product information'
- 'Monetary savings'
- 'The Convenience of patronizing the online retailer'
- 'Shopping on the website gives you the sense of adventure'
- 'Shopping on your preferred e-tailer enhances your social status'
- 'You feel gratification shopping on your favorite etailer'
- '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', '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'
- '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?'

c) Unique Values in Each Column
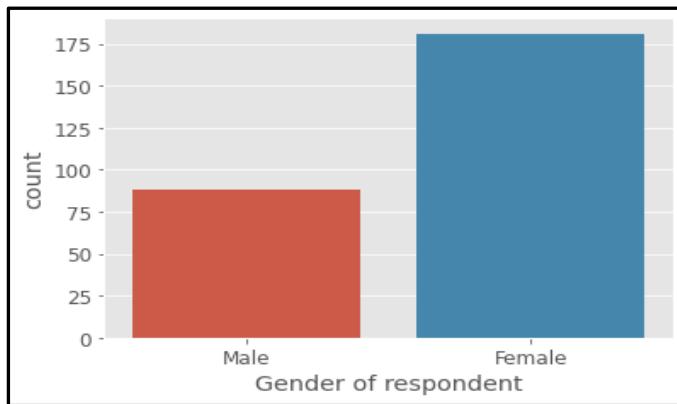
- Gender of respondent   2
- How old are you?   5
- Which city do you shop online from?   11
- What is the Pin Code of where you shop online from?   39
- Since How Long You are Shopping Online ?   5
- How many times you have made an online purchase in the past year?   6
- How do you access the internet while shopping on-line?   4
- Which device do you use to access the online shopping?   4
- What is the screen size of your mobile device?   4
- What is the operating system (OS) of your device?   3
- What browser do you run on your device to access the website?   4
- Which channel did you follow to arrive at your favorite online store for the first time?   3
- After first visit, how do you reach the online retail store?   5
- How much time do you explore the e- retail store before making a purchase decision?   5
- What is your preferred payment Option?   3
- How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?   4
- Why did you abandon the "Bag", "Shopping Cart"?   5
- The content on the website must be easy to read and understand   4
- Information on similar product to the one highlighted is important for product comparison   4
- Complete information on listed seller and product being offered is important for purchase decision.   5
- All relevant information on listed products must be stated clearly   4
- Ease of navigation in website   4
- Loading and processing speed   5
- User friendly Interface of the website   5
- Convenient Payment methods   3
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time   4
- Empathy (readiness to assist with queries) towards the customers   4
- Being able to guarantee the privacy of the customer   3
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)   4
- Online shopping gives monetary benefit and discounts   5
- Enjoyment is derived from shopping online   5
- Shopping online is convenient and flexible   4
- Return and replacement policy of the e-tailer is important for purchase

- decision   3
- Gaining access to loyalty programs is a benefit of shopping online   5
- Displaying quality Information on the website improves satisfaction of customers   3
- User derive satisfaction while shopping on a good quality website or application   3
- Net Benefit derived from shopping online can lead to users satisfaction   4
- User satisfaction cannot exist without trust   5
- Offering a wide variety of listed product in several category   4
- Provision of complete and relevant product information   4
- Monetary savings   4
- The Convenience of patronizing the online retailer   3
- Shopping on the website gives you the sense of adventure   5
- Shopping on your preferred e-tailer enhances your social status   5
- You feel gratification shopping on your favorite e-tailer   5
- Shopping on the website helps you fulfill certain roles   5
- Getting value for money spent   3
- From the following, tick any (or all) of the online retailers you have shopped from;   9
- Easy to use website or application   10
- Visual appealing web-page layout   10
- Wild variety of product on offer   9
- Complete, relevant description information of products   11
- Fast loading website speed of website and application   10
- Reliability of the website or application   10
- Quickness to complete purchase   9
- Availability of several payment options   11
- Speedy order delivery   6
- Privacy of customers' information   11
- Security of customer financial information   11
- Perceived Trustworthiness   9
- Presence of online assistance through multi-channel   10
- Longer time to get logged in (promotion, sales period)   10
- Longer time in displaying graphics and photos (promotion, sales period)   10
- Late declaration of price (promotion, sales period)   8
- Longer page loading time (promotion, sales period)   11
- Limited mode of payment on most products (promotion, sales period)   8
- Longer delivery period   6
- Change in website/Application design   7
- Frequent disruption when moving from one page to another   8
- Website is as efficient as before   8
- Which of the Indian online retailer would you recommend to a friend?   8
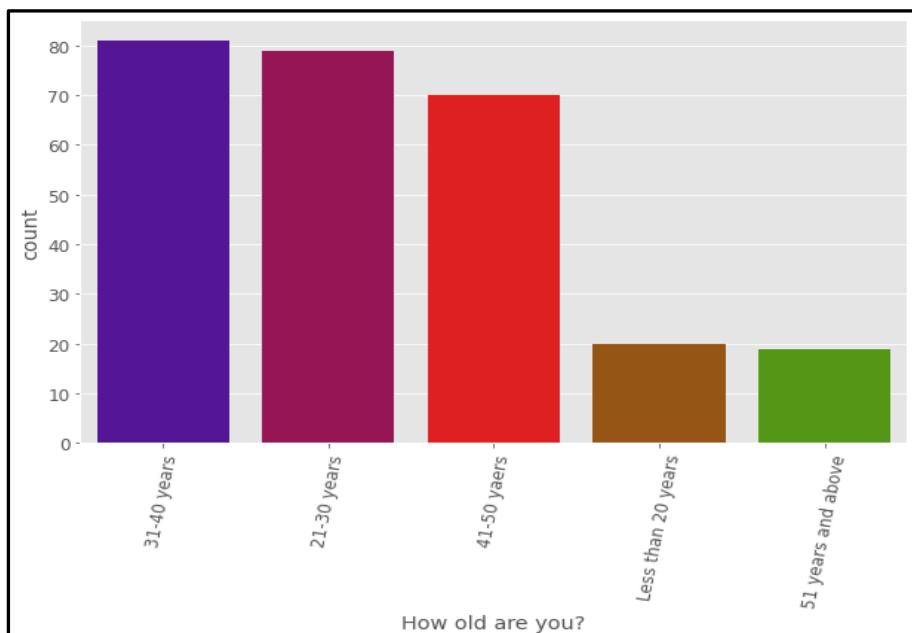
Data Preprocessing

Column "How do you access the internet while shopping on-line?" have 4 type of values Mobile internet, Wi-Fi, Mobile Internet, Dial-up. **Mobile internet and Mobile Internet** are of same type. So I am combining **Mobile internet** into **Mobile Internet.**
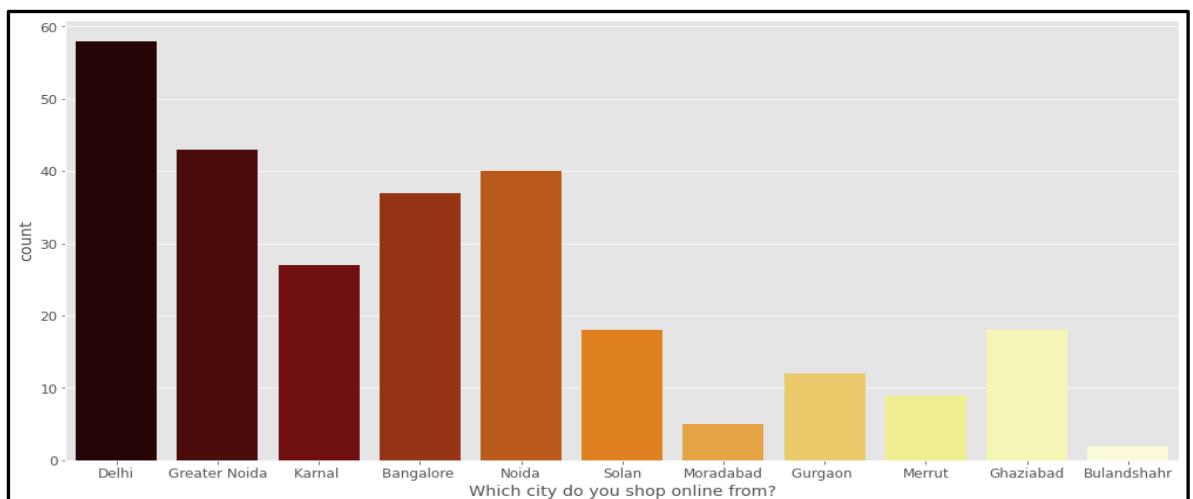
Exploratory Data Analysis
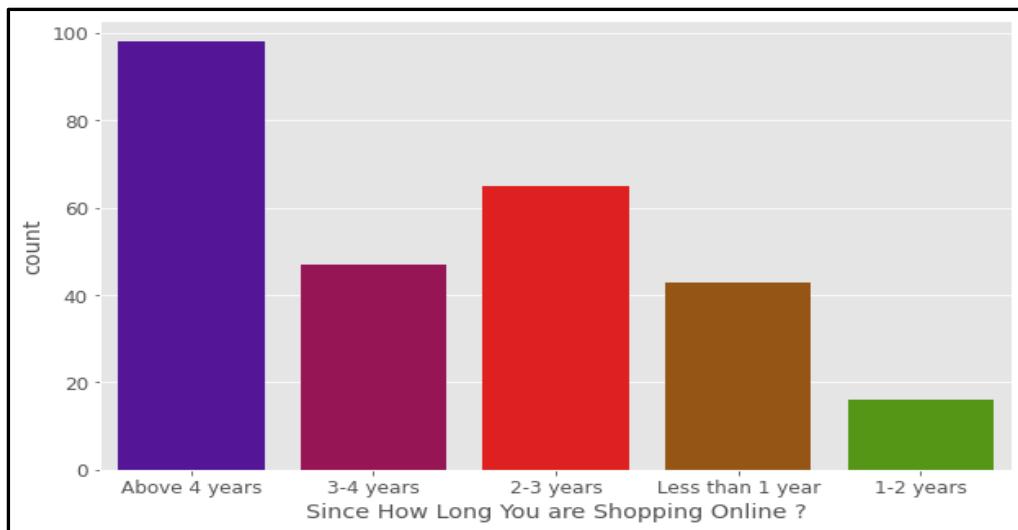
- The Female respondent are more than the Male respondent. Female respondent are almost double.
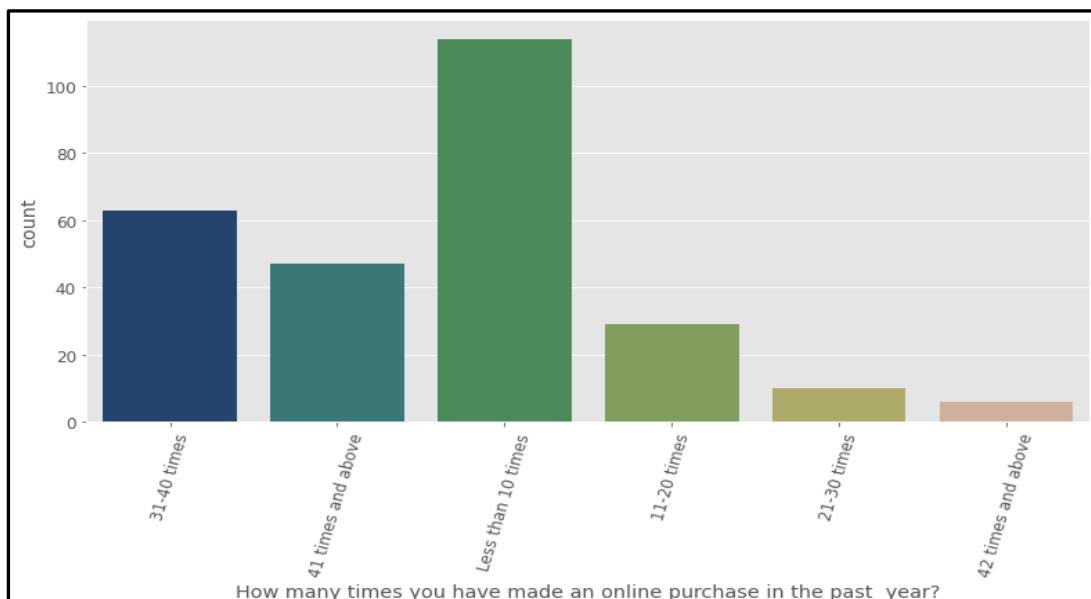
- Those who from age group 31-40 years are most.
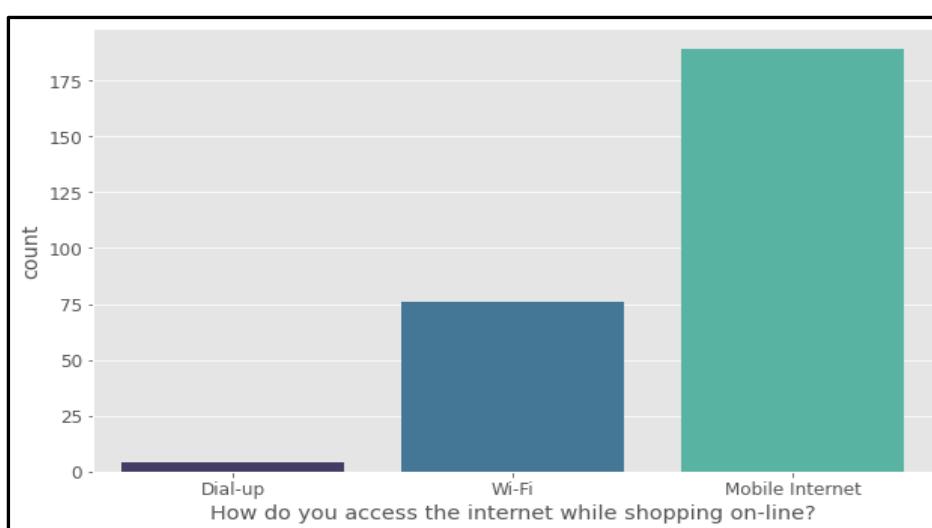
- Those who shop online from Delhi are most.
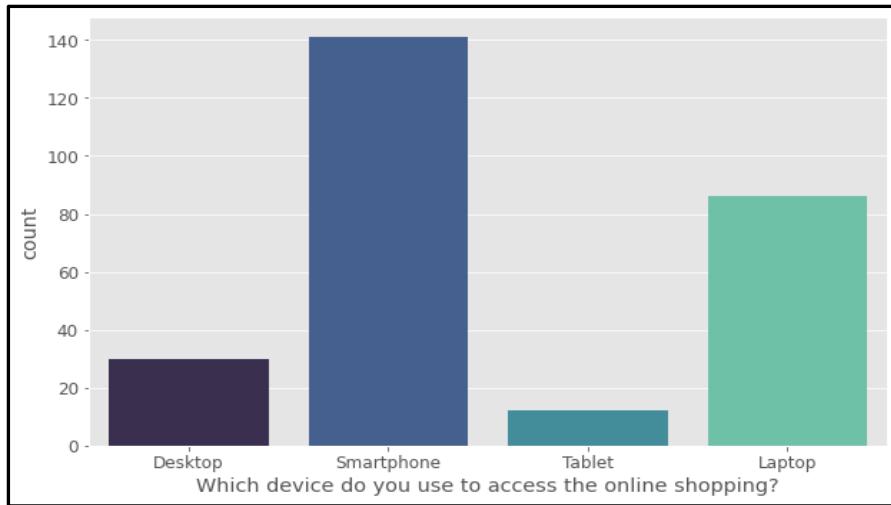
- Those who shopping Online Above 4 years are most.
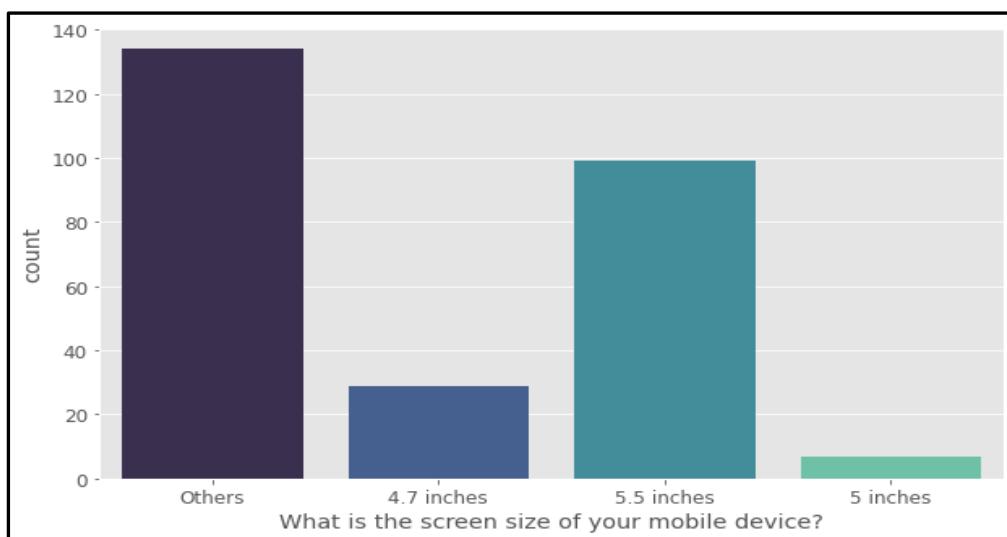
- Those who made online purchased Less than 10 times in the past year are most.
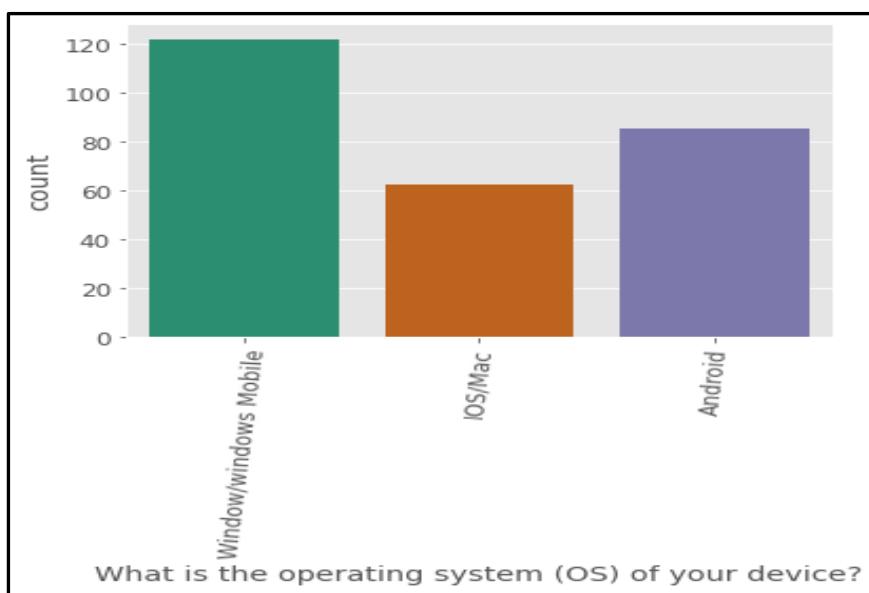
- Those who access the internet while shopping on-line by Mobile Internet are most, followed by Wi-Fi and then by Dial-up.
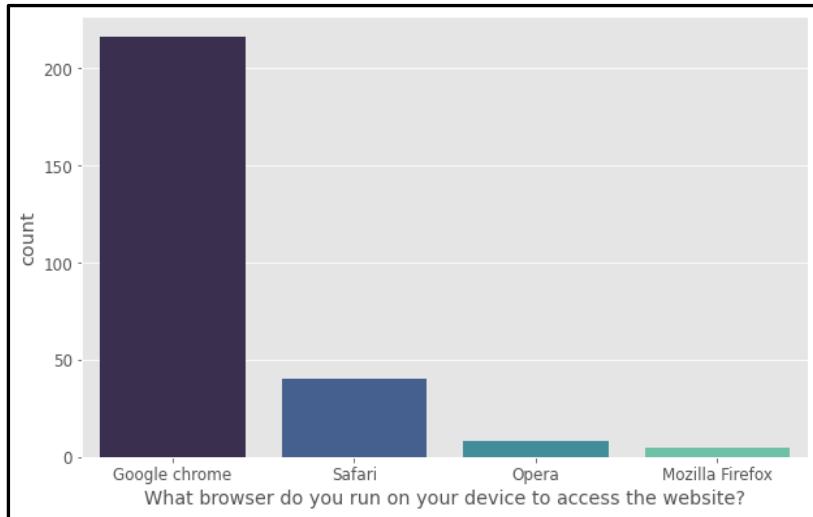
- Those who are using Smartphone as device to access online shopping are most, followed by Laptop.
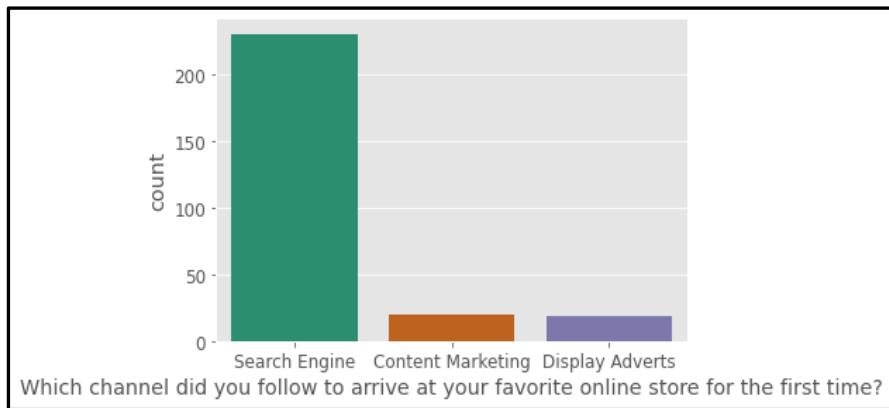
- Whose mobile device screen size is other than 4.7,5,5.5 inches, are most.
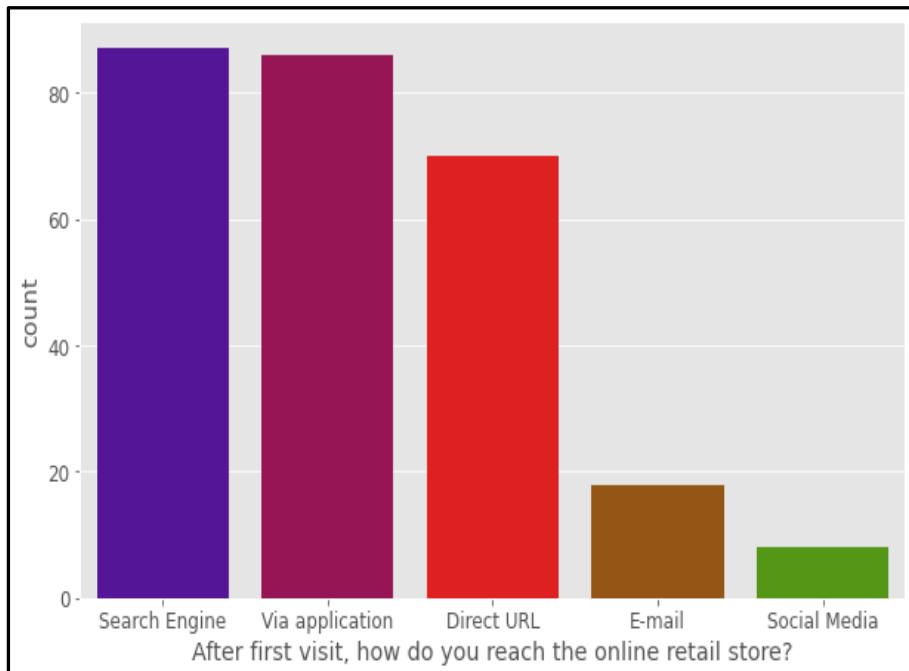
- Those who have Window/windows Mobile are most.
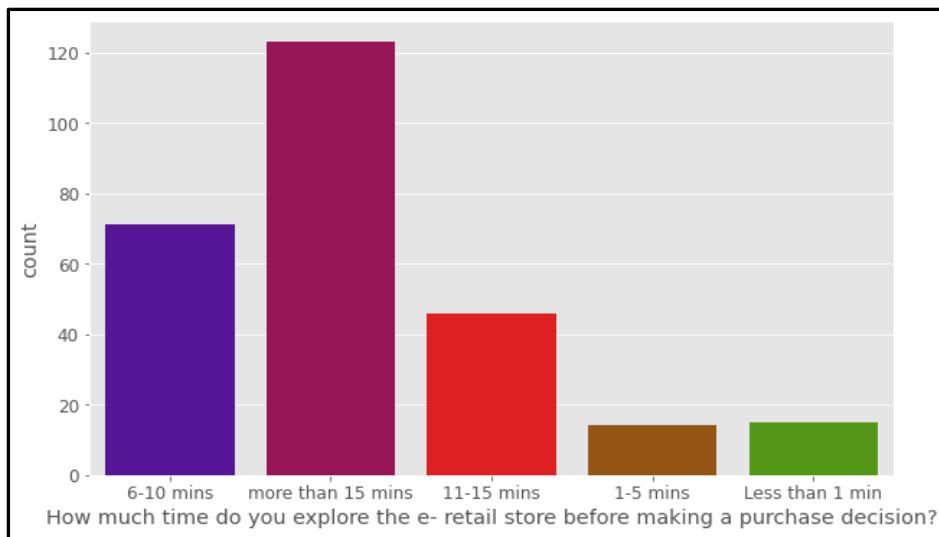
- Those who using Google chrome as browser to access the website are most.
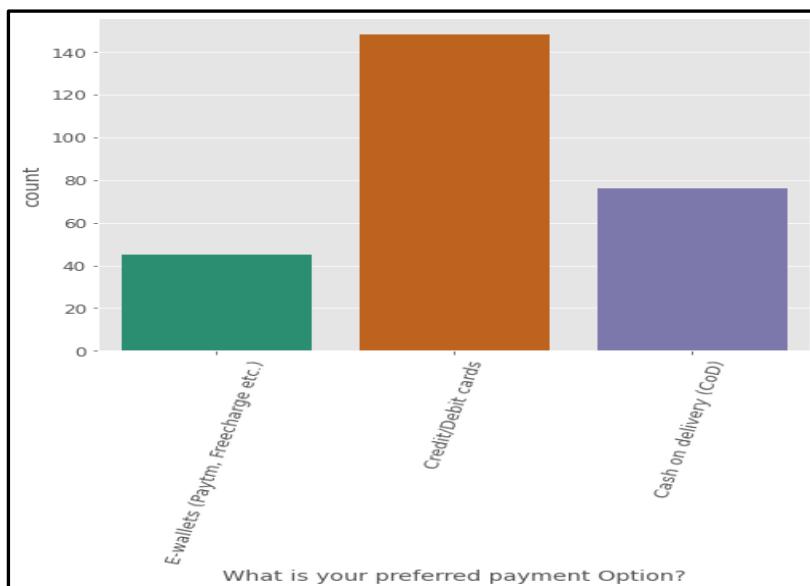
- Those who arrive at their favorite online store for the first time by Search Engine are most, and followed by Content Marketing and Display Adverts.
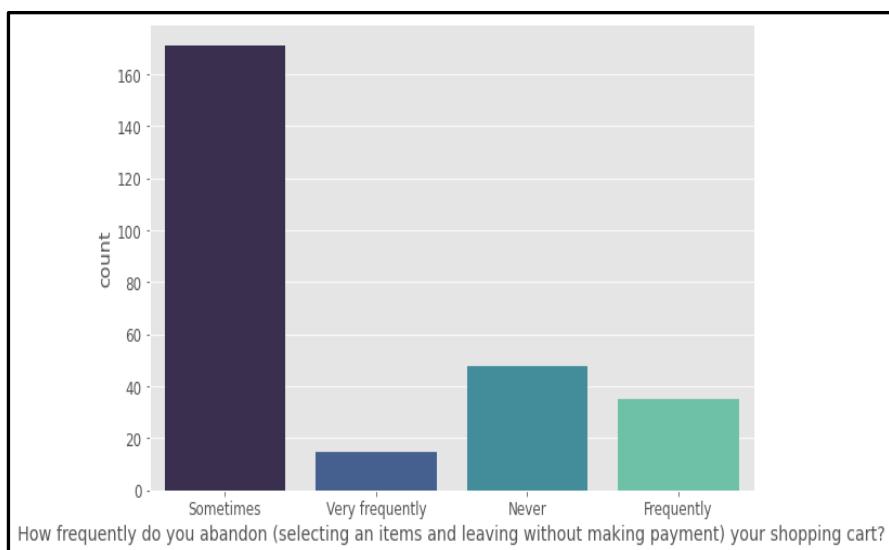
- Those who reach the online retail store after first visit by Search Engine and Via application are most.
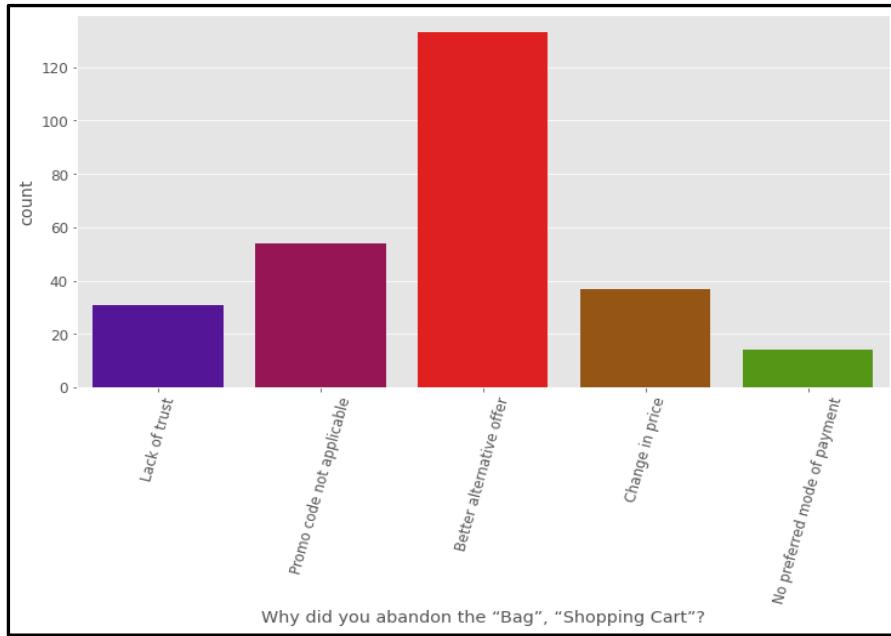
- Those who took more than 15 mins to explore the e- retail store before making a purchase decision are most.
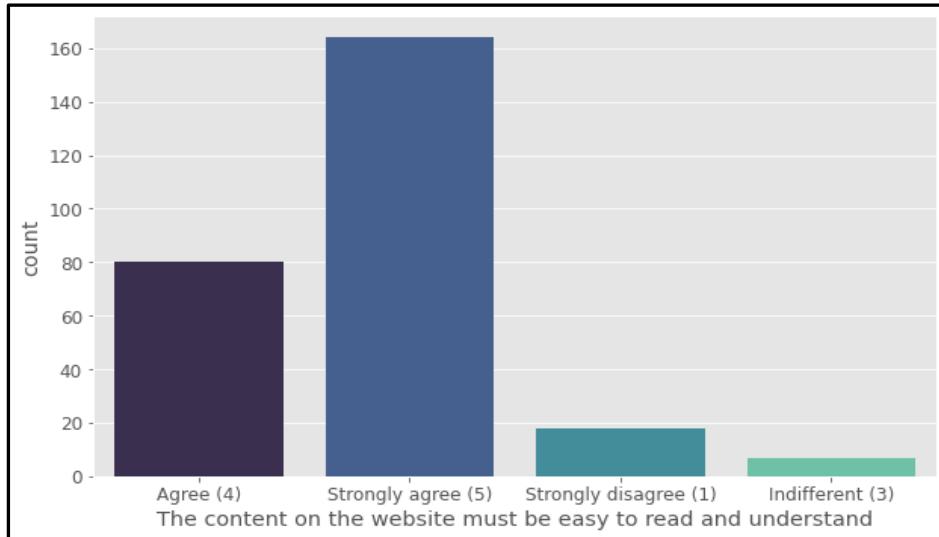
- Those who preferred Credit/Debit cards as payment Option are most.
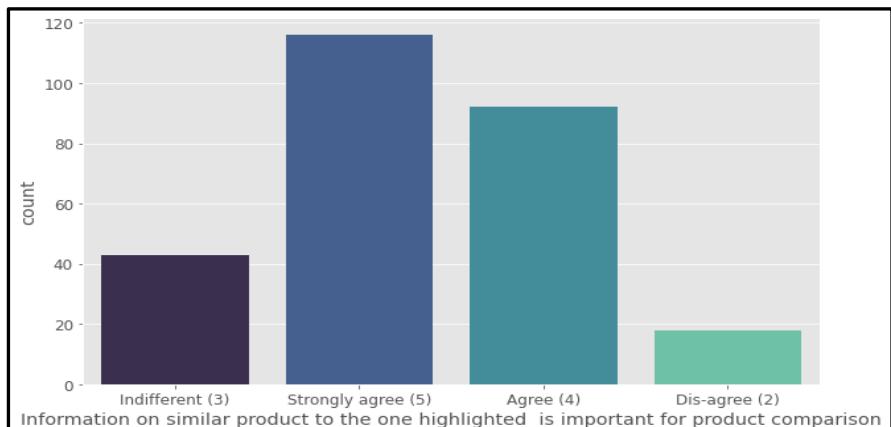
- Those who selecting an item and leaving without making payment are least.
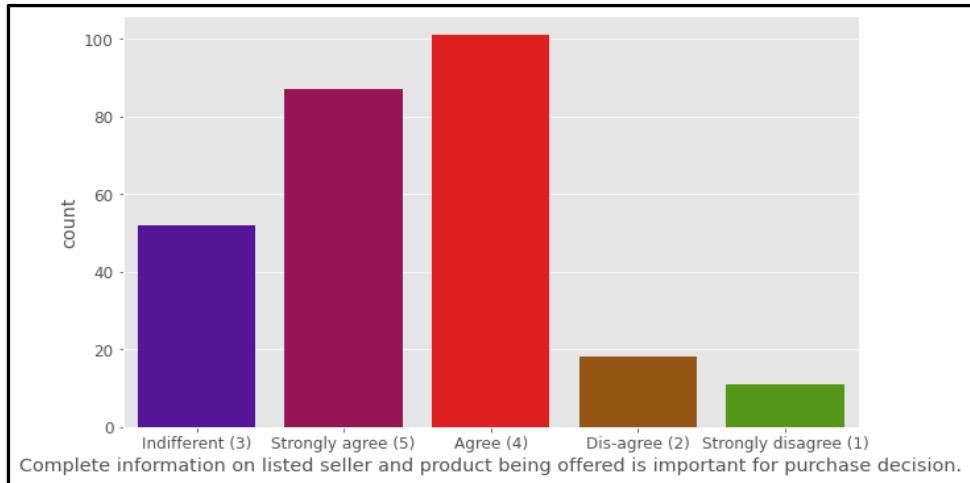
- Those who abandon the "Bag", "Shopping Cart" due to Better alternative offer are most.
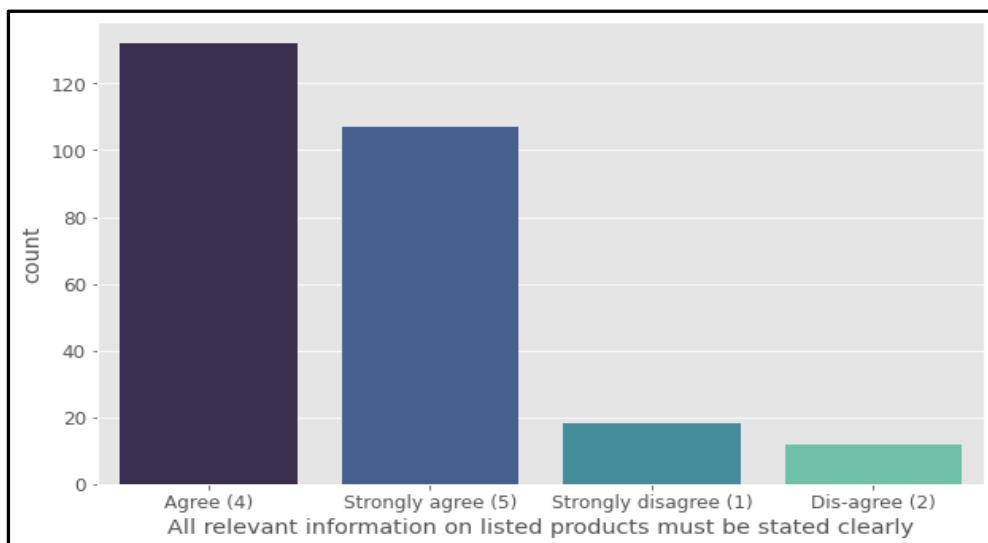
- Those who Strongly agree that The content on the website must be easy to read and understand are most. So, the content on the website must be easy to read and understand.
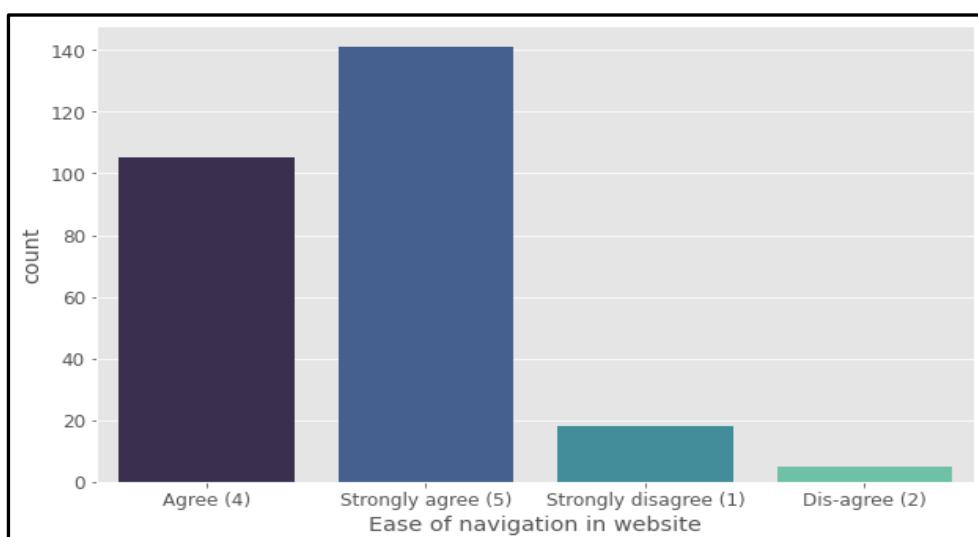
- Comparison of highlighted product with similar product will impact on user for decision. Those who Strongly agree on this fact are most.
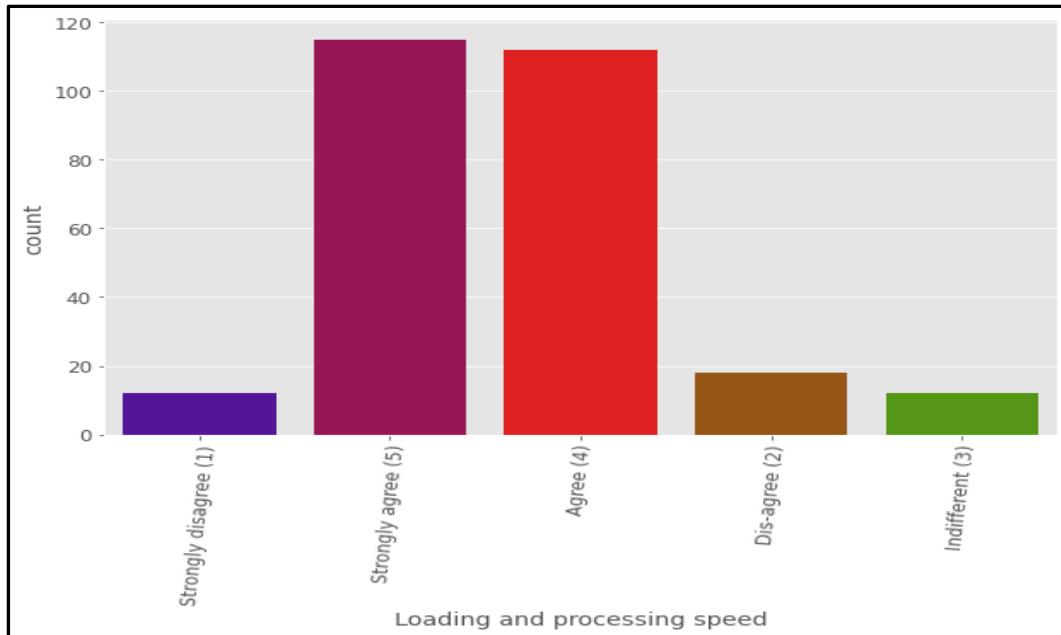
- Those who Agree that Complete information on listed seller and product being offered is important for purchase decision are most.
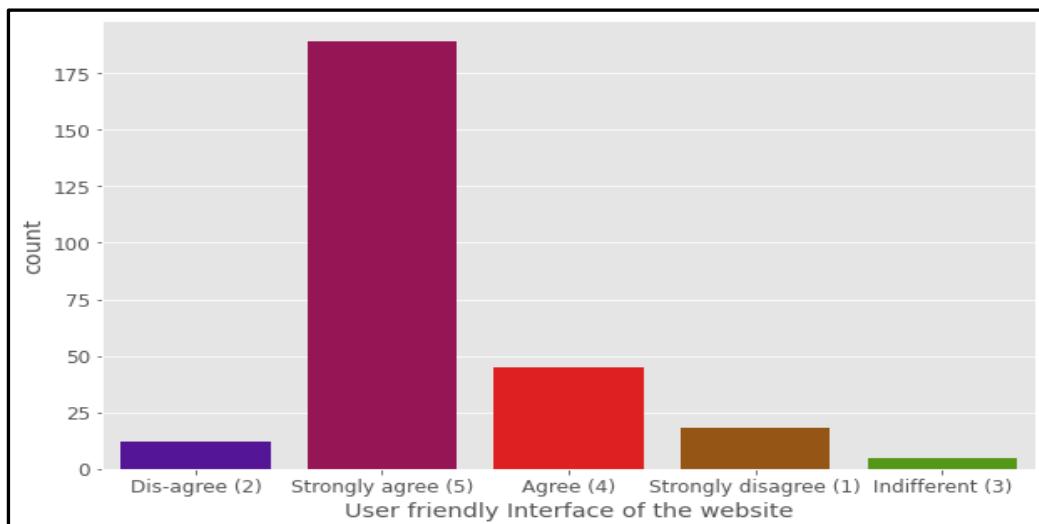
- Those who agree that All relevant information on listed products must be stated clearly, are most and followed by Strongly agree.
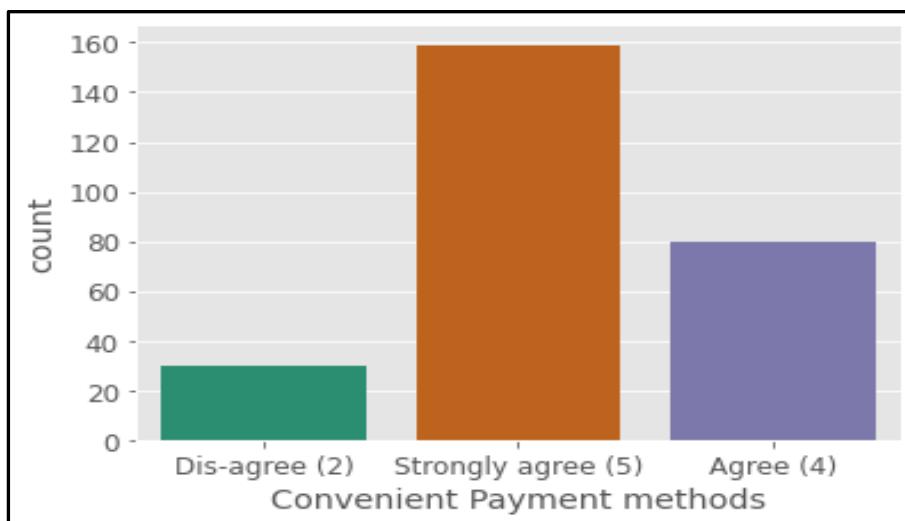
- Those Respondent who Strongly agree for Ease of navigation in website are most, followed by those who agree.
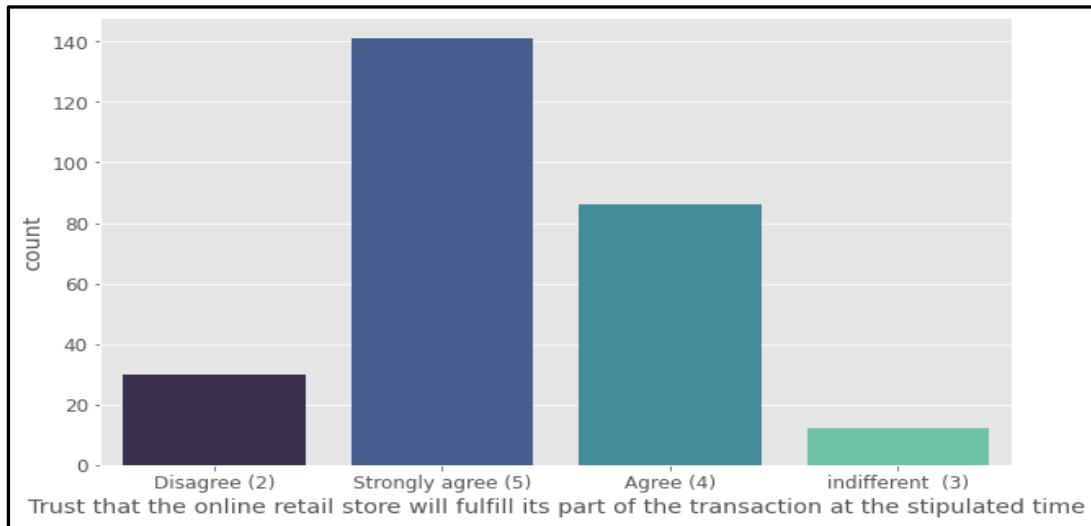
- Those who Strongly agree that the Loading and processing speed must be excellent are most followed by those who are Agree.
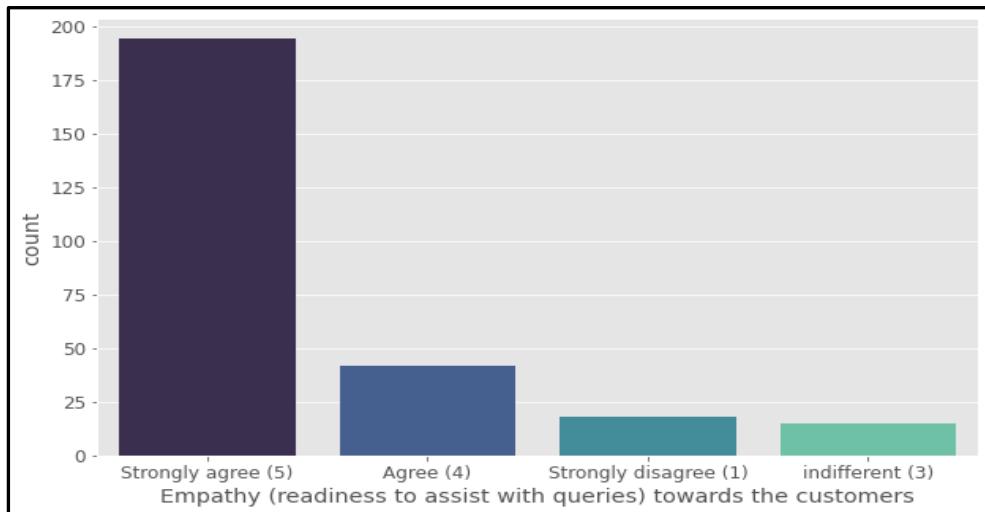
- Those who Strongly agree that website must have User friendly Interface are most.
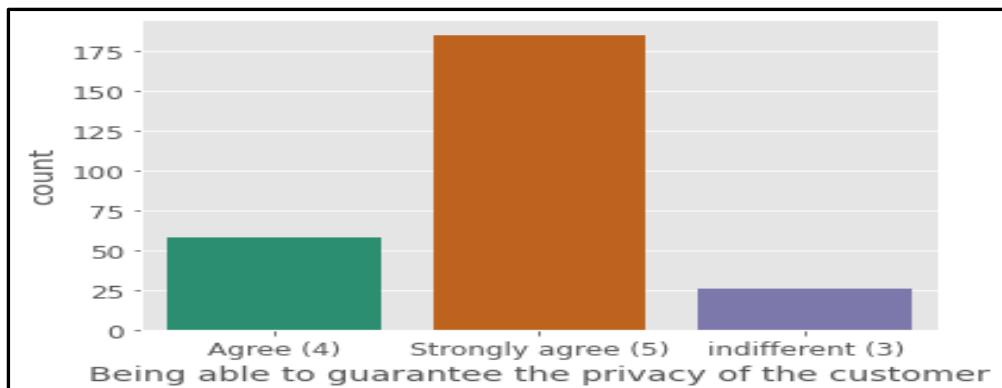
- Those Respondent who Strongly agree on Convenient Payment methods are most.
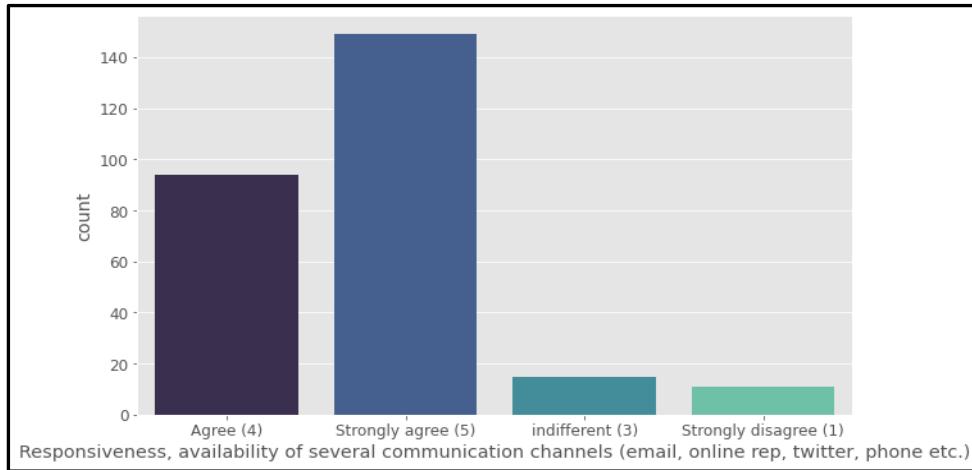
- Those who strongly agree and trust that the online retail store will fulfill its part of the transaction at the stipulated time, are most.
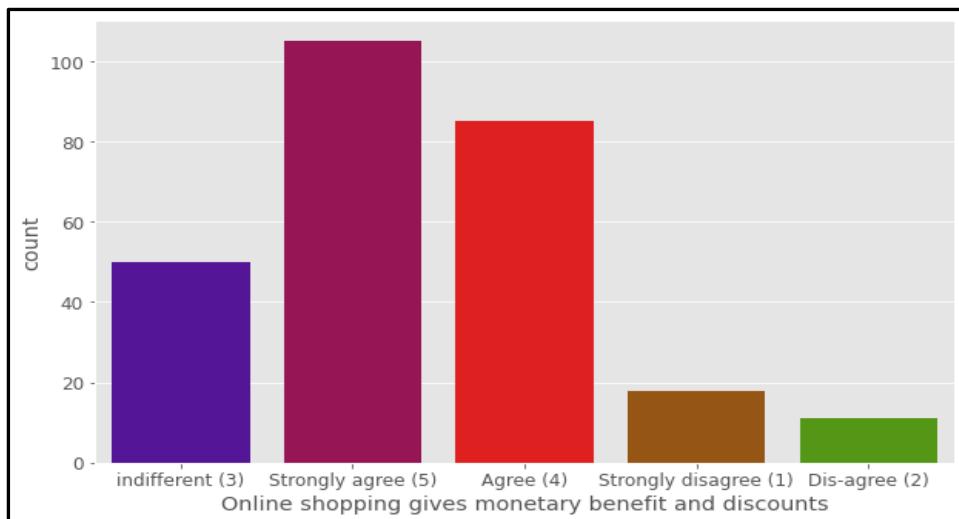
- Those who Strongly agree on Empathy (readiness to assist with queries) towards the customers are most.
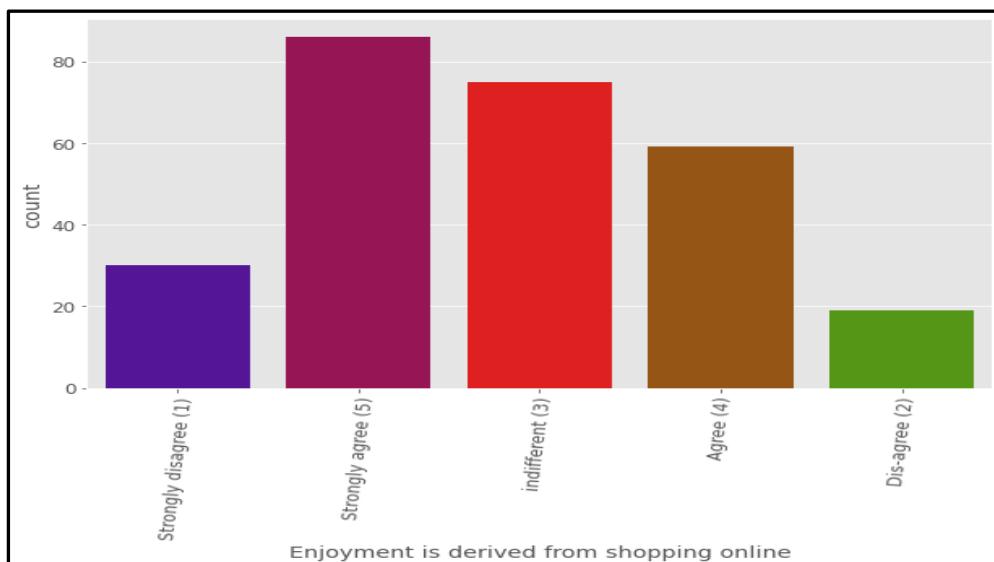
- Those Respondent who Strongly agree that Being able to guarantee the privacy of the customer are most. Respondent is concerned about their privacy and it should be the responsibility of e-commerce website to guarantee the privacy of the customer.
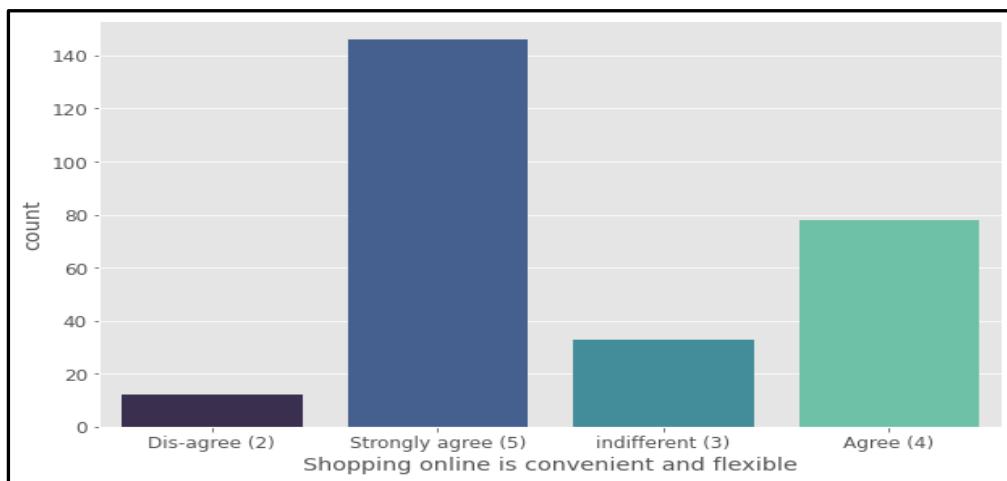
- Those Respondent who Strongly agree that Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.) are most. So, e-commerce company should have multiple communication channel.
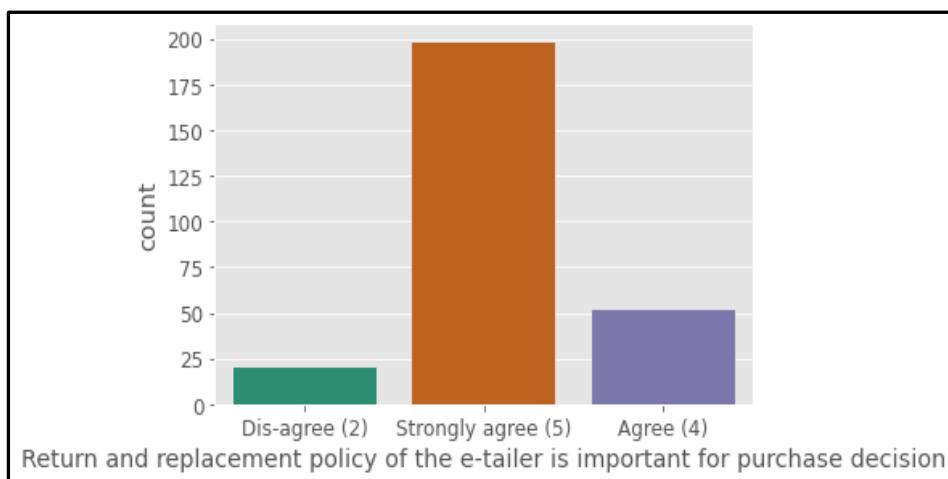
- Those who Strongly agree that Online shopping gives monetary benefit and discounts are most.
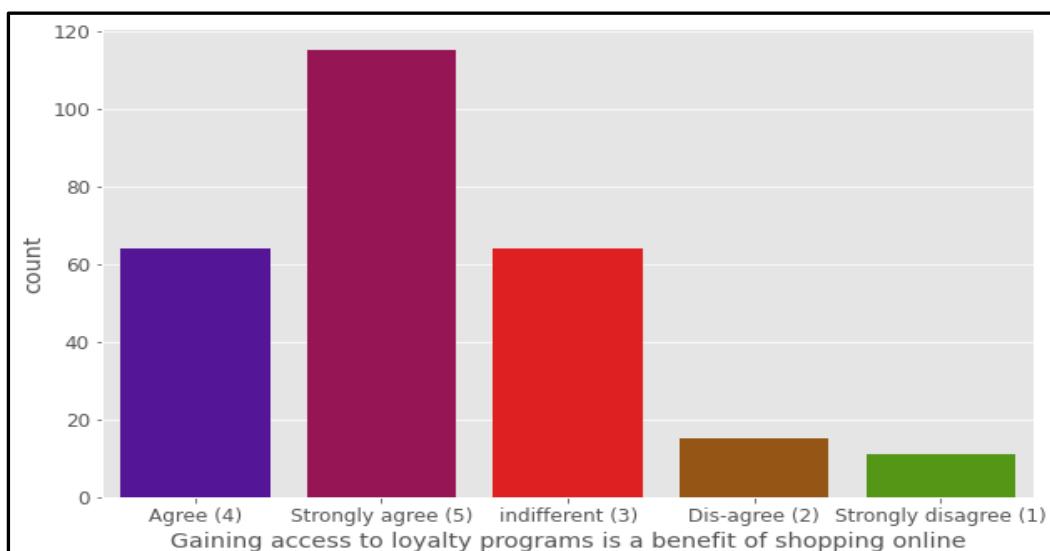
- Those who Strongly agree that Enjoyment is derived from shopping online are most.
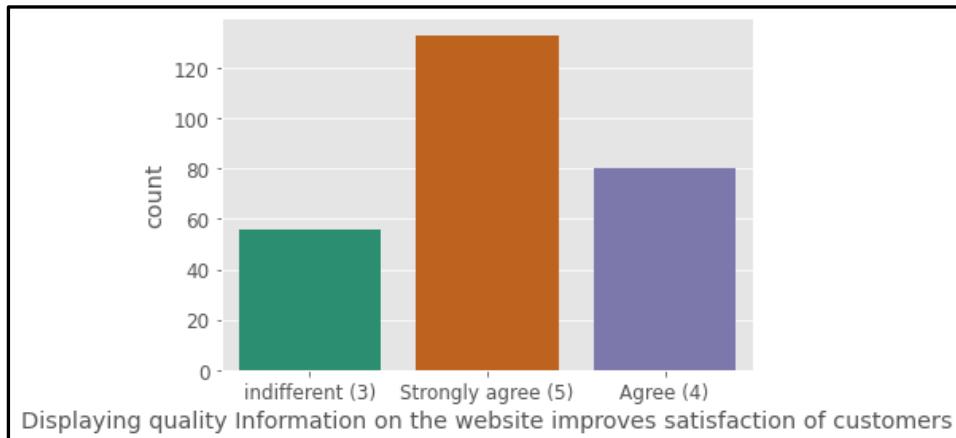
- Those who Strongly agree that Shopping online is convenient and flexible are most.
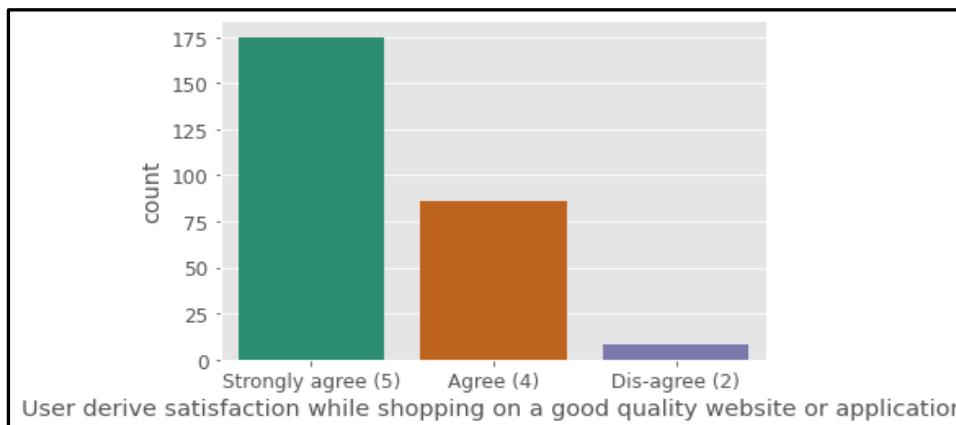
- Those Respondent who Strongly agree that Return and replacement policy of the e-tailer is important for purchase decision are most. So, Return and replacement policy play an important role and must be transparent.
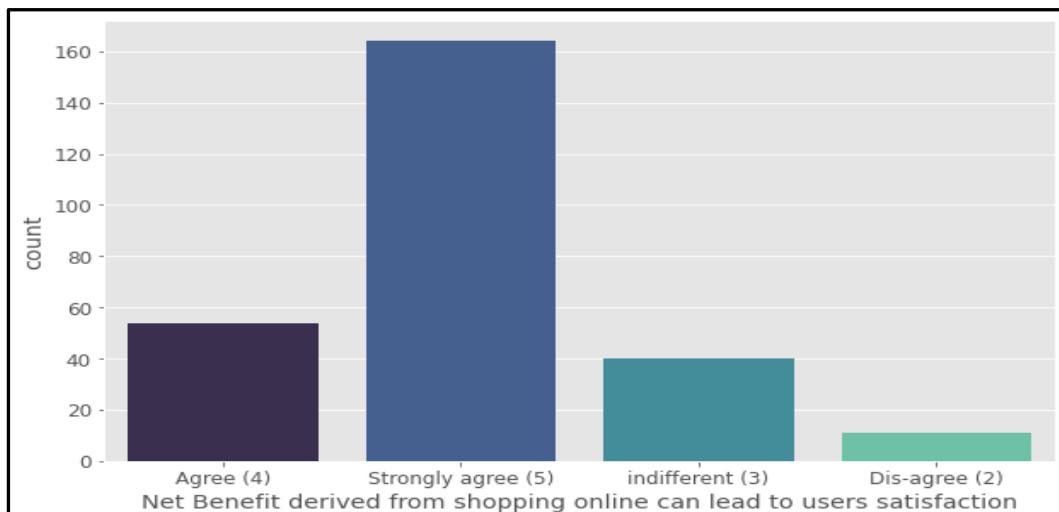
- Those who Strongly agree with the fact that Gaining access to loyalty programs is a benefit of shopping online are most.
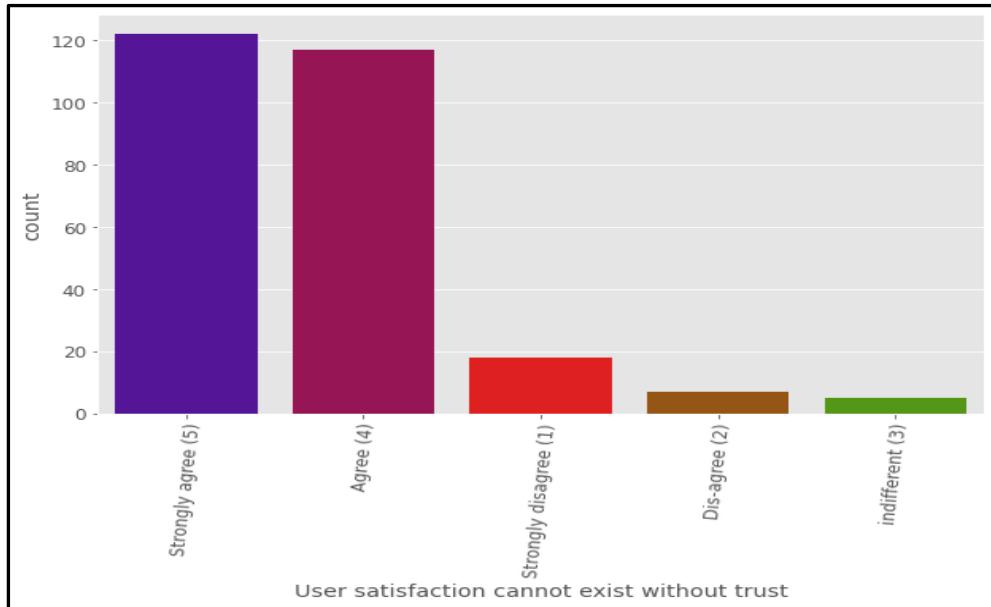
- Those Respondent who Strongly agree that Displaying quality Information on the website improves satisfaction of customers are most. So, displaying quality Information on the website plays an important role.
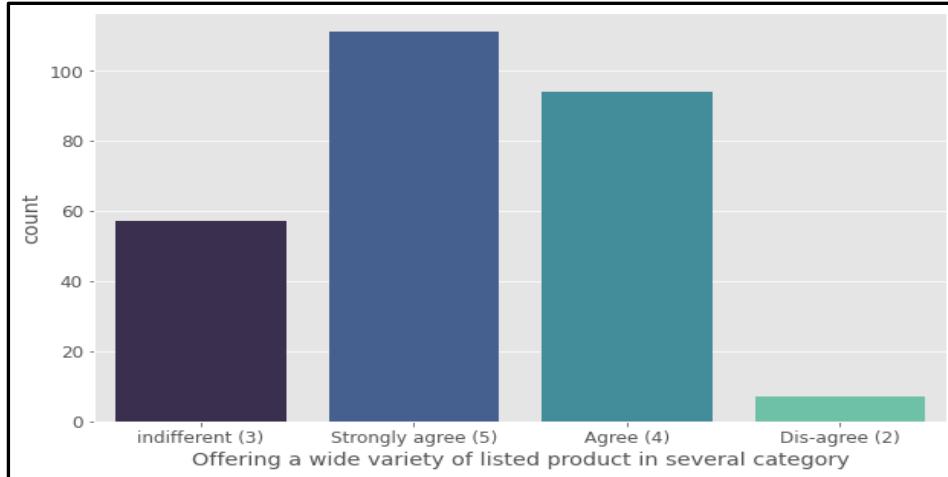
- Those Respondent who Strongly agree that satisfaction while shopping on a good quality website or application are most. So, good quality website or application plays an important role.
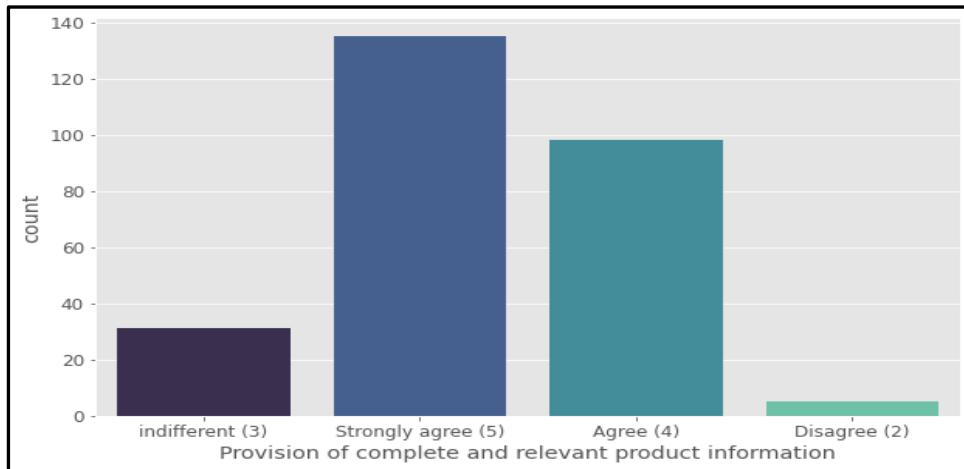
- Those Respondent who Strongly agree that Net Benefit derived from shopping online can lead to user's satisfaction are most.
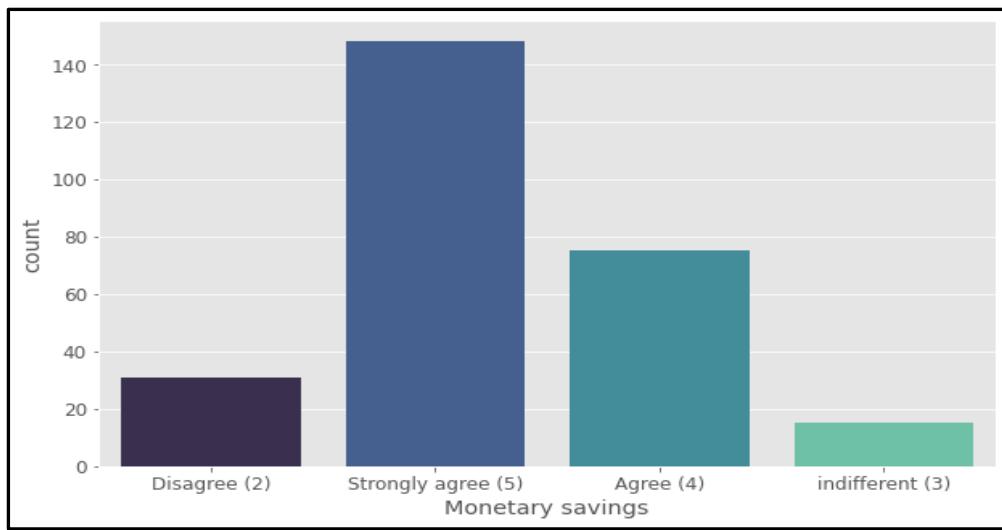
- Those who Strongly agree that User satisfaction cannot exist without trust are most followed by those who are Agree.
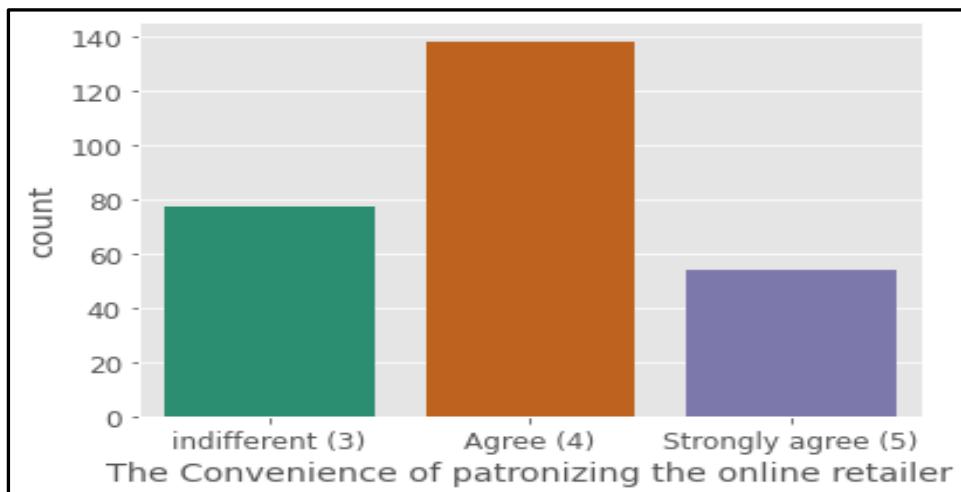
- Those who Strongly agree with this fact that e-commerce Offering a wide variety of listed product in several category are most.
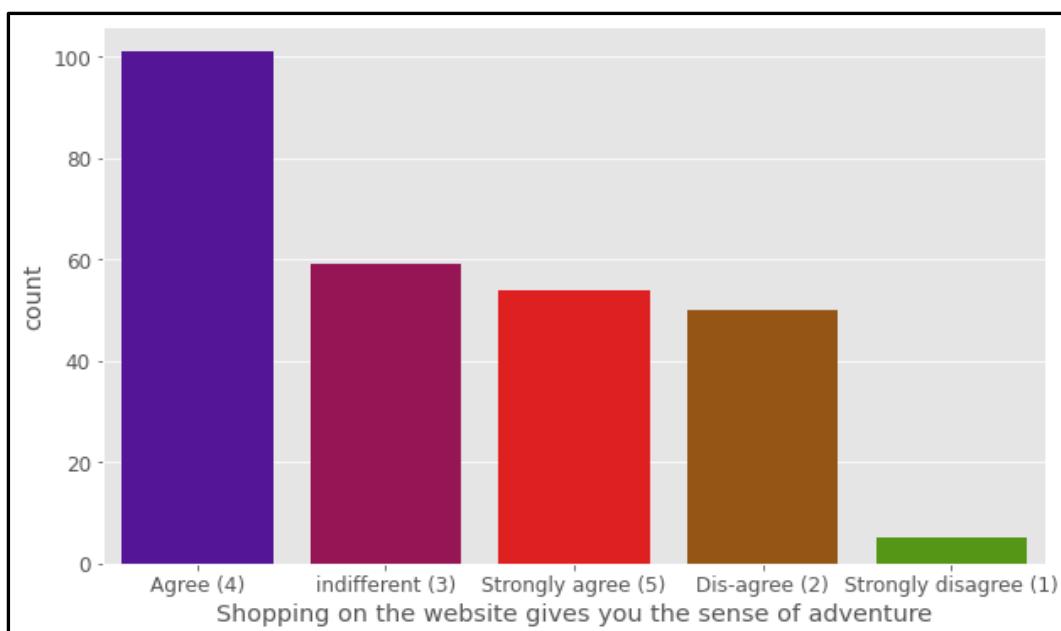
- Those who Strongly agree with this fact Provision of complete and relevant product information are most.
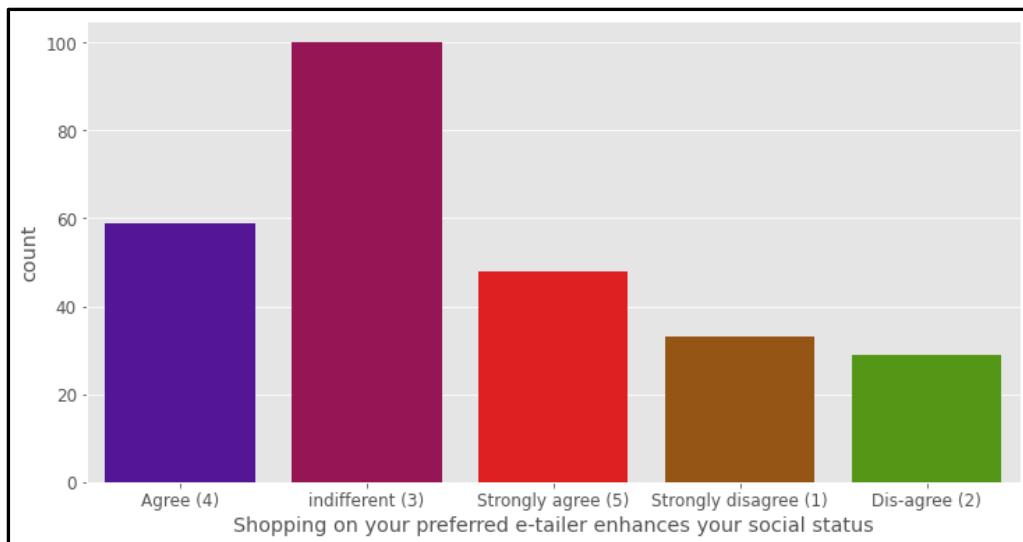
- Those who Strongly agree on Monetary savings are most.
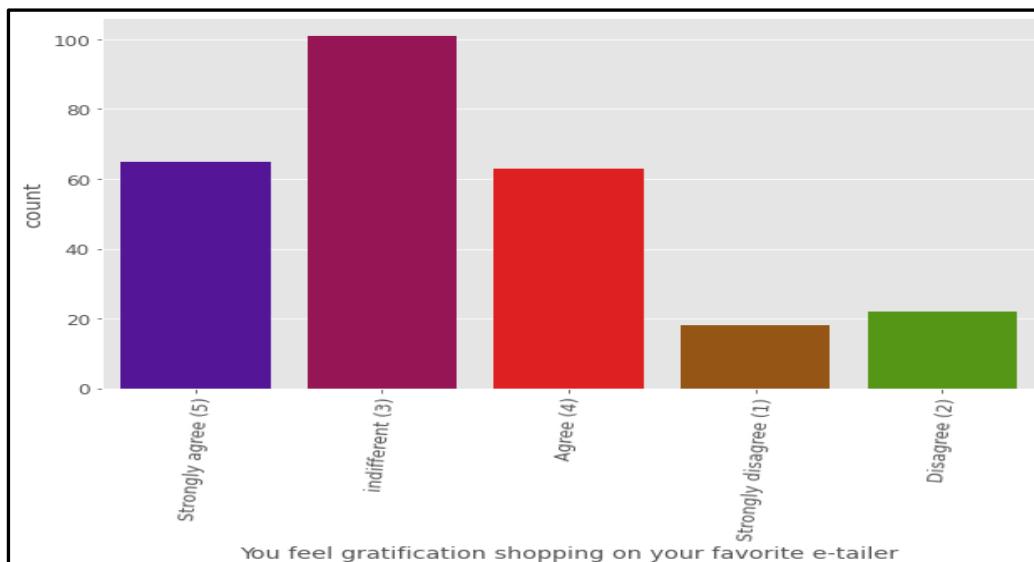
- Those Respondent who agree The Convenience of patronizing the online retailer are most.
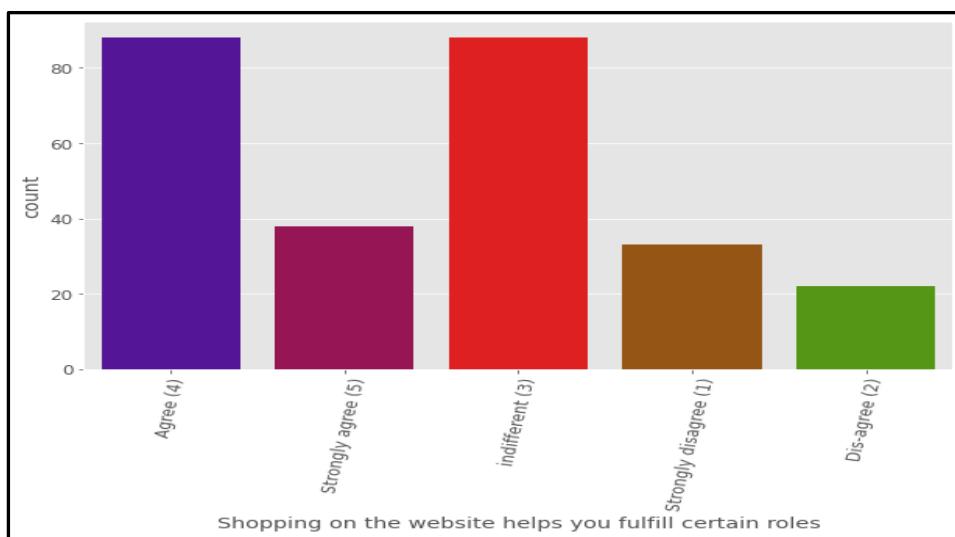
- Those who agree with the fact that Shopping on the website gives you the sense of adventure are most.
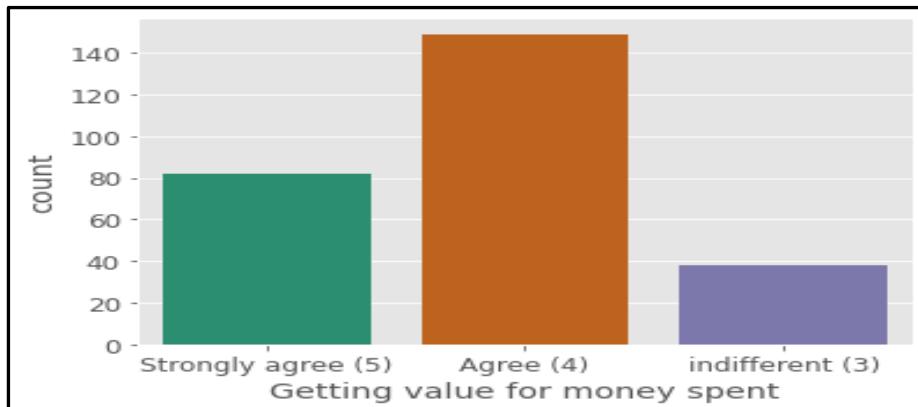
- Those who indifferent on the fact that Shopping on your preferred e-tailer enhances your social status are most.
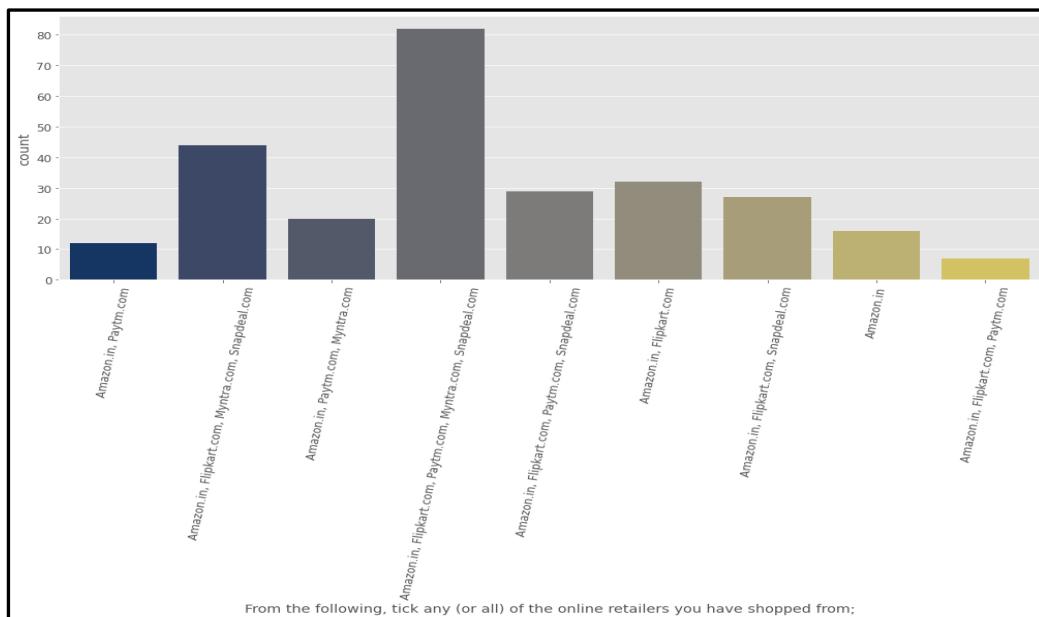
- Those who indifferent for feeling gratification shopping on your favorite e-tailer are most.
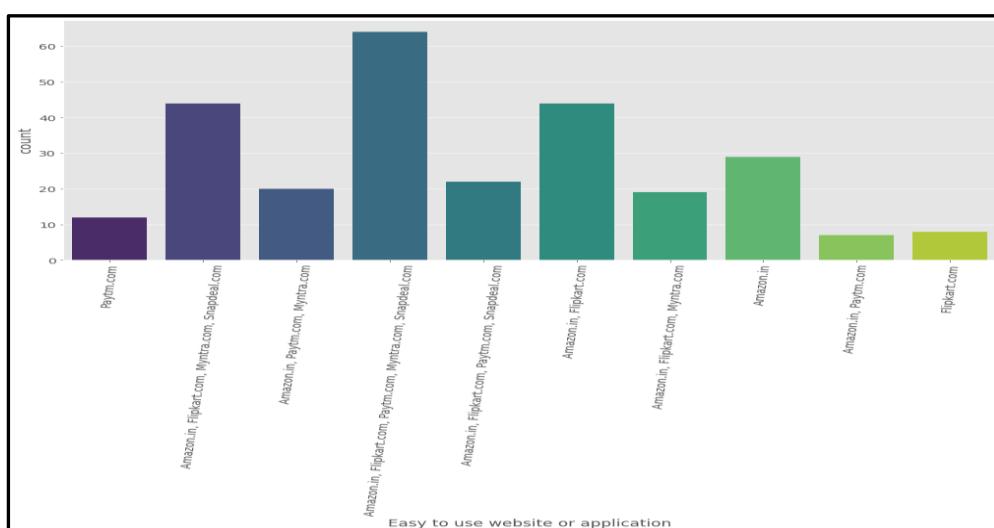
- Those who Agree and indifferent for Shopping on the website helps you fulfill certain roles, are most.
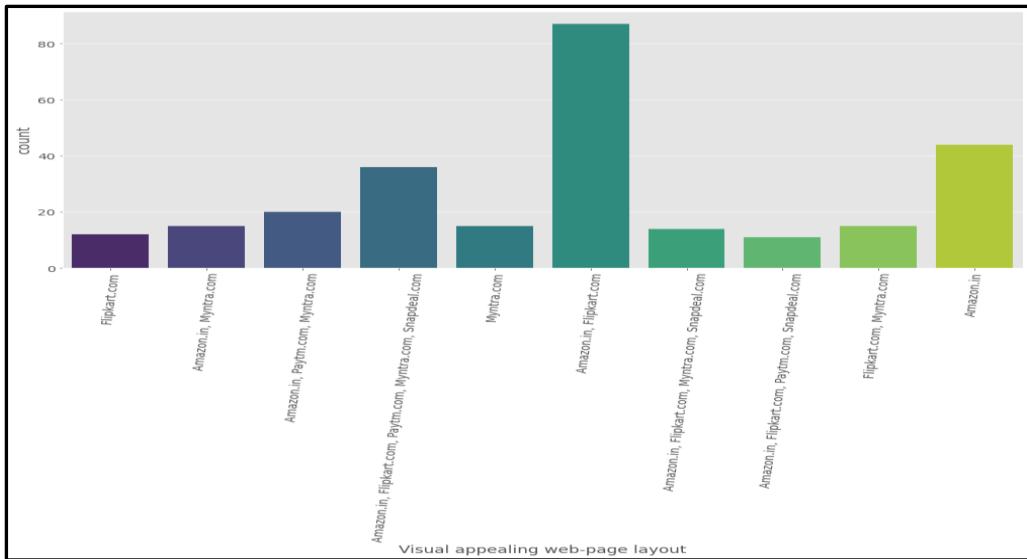
- Those Respondent who agree that it is worth to buy this product at this price are most.
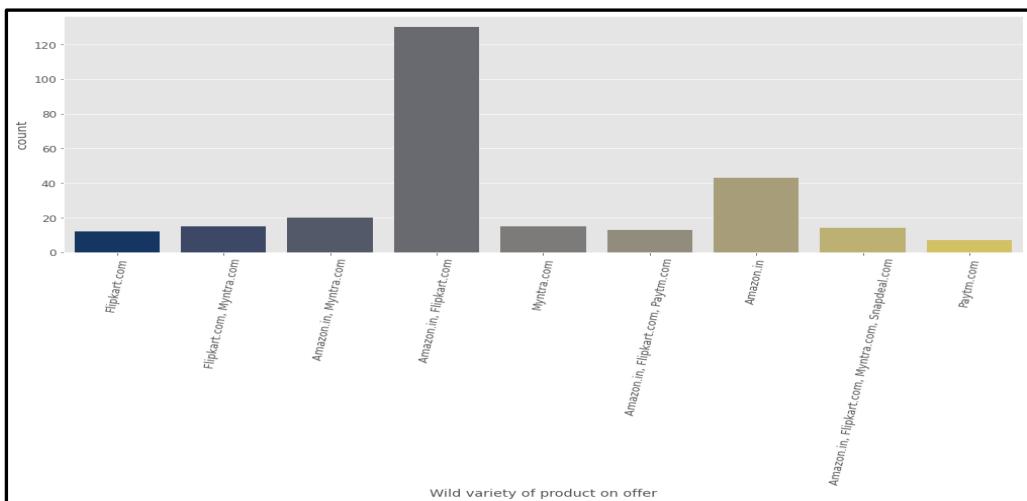
- Those who have shopped from Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are most.
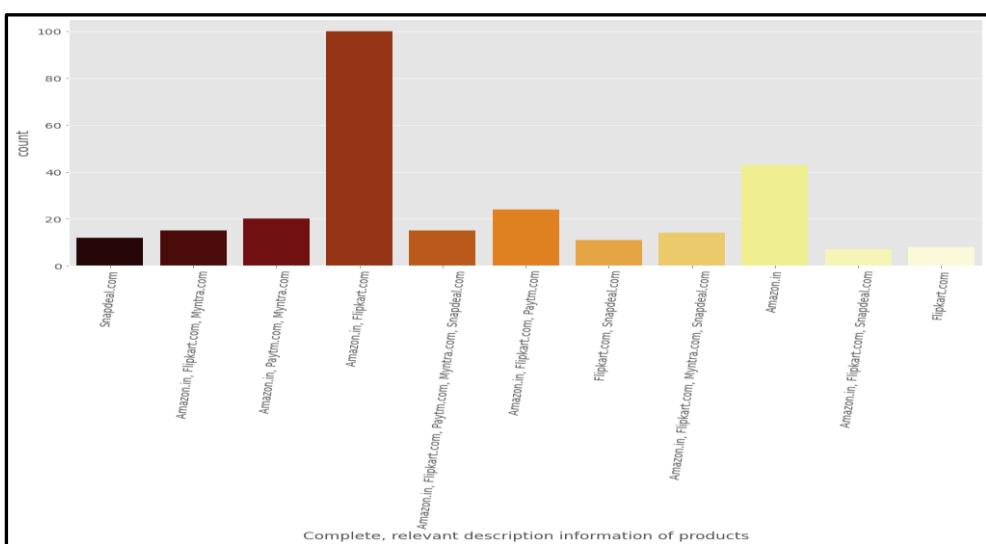
- Those who believe Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com are Easy to use website or application, are most.
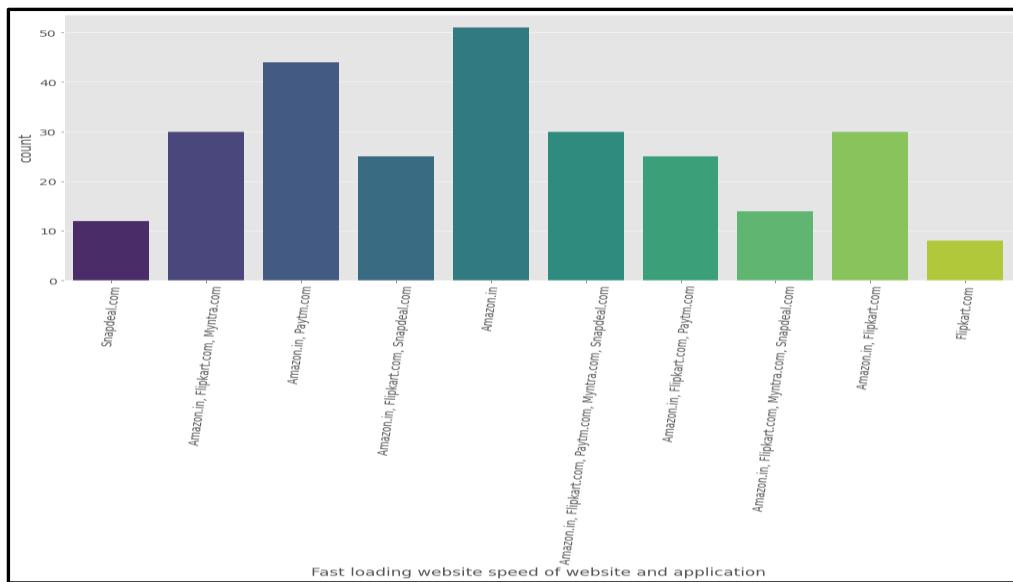
- Maximum are those who believe Amazon.in and Flipkart.com have Visual appealing web-page layout better.
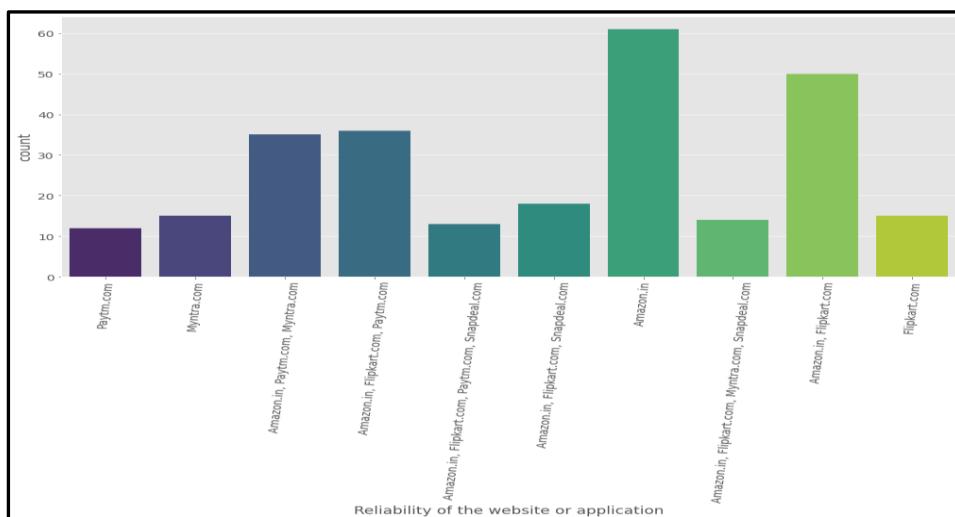
- Those who believe Amazon.in and Flipkart.com have Wild variety of product on offer are most.
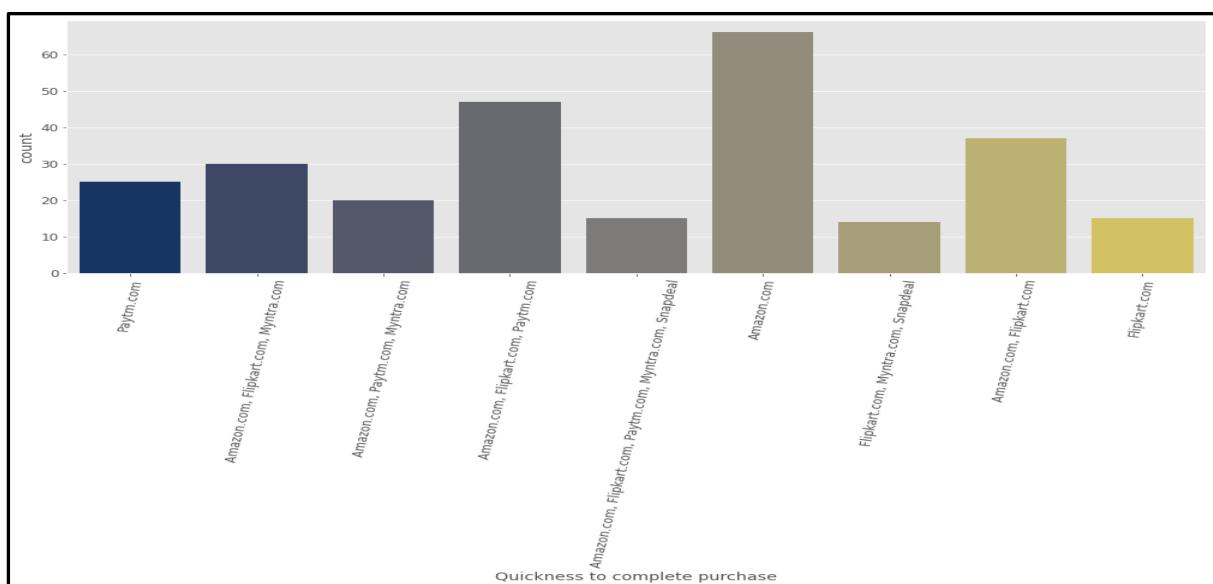
- Those who believe Amazon.in and Flipkart.com have Complete, relevant description information of products are most.

Fast loading website speed of website and application
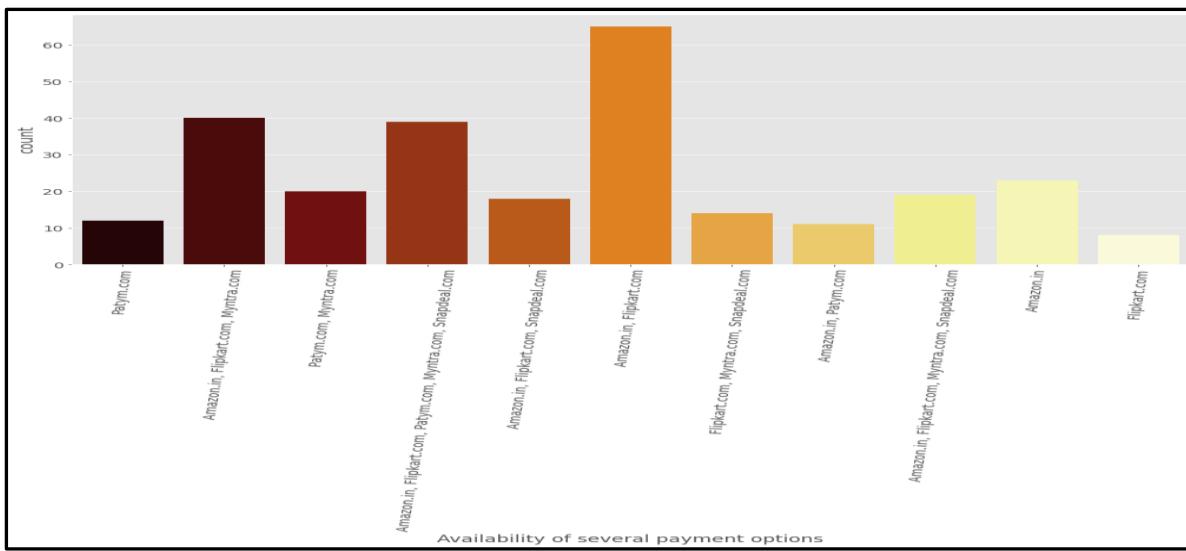
- Majority believe that Amazon.in has Fast loading website speed of website and application.

Reliability of the website or application
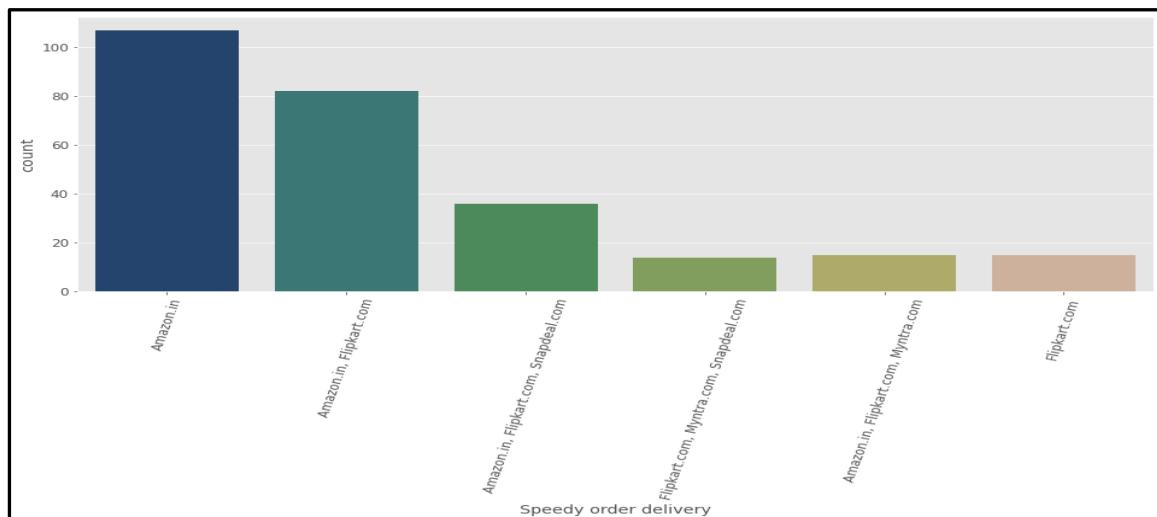
- Those who believe that Amazon.in and Flipkart.com have Reliability of the website or application are most.


Quickness to complete purchase
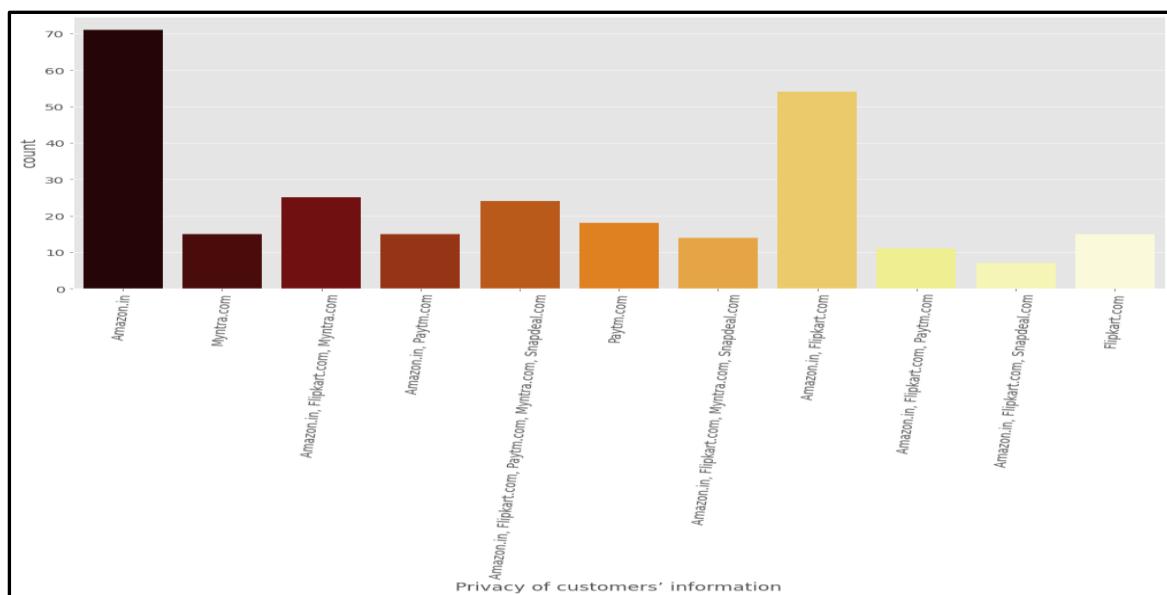
- Those who believe that Amazon.in has Quickness to complete purchase are most.
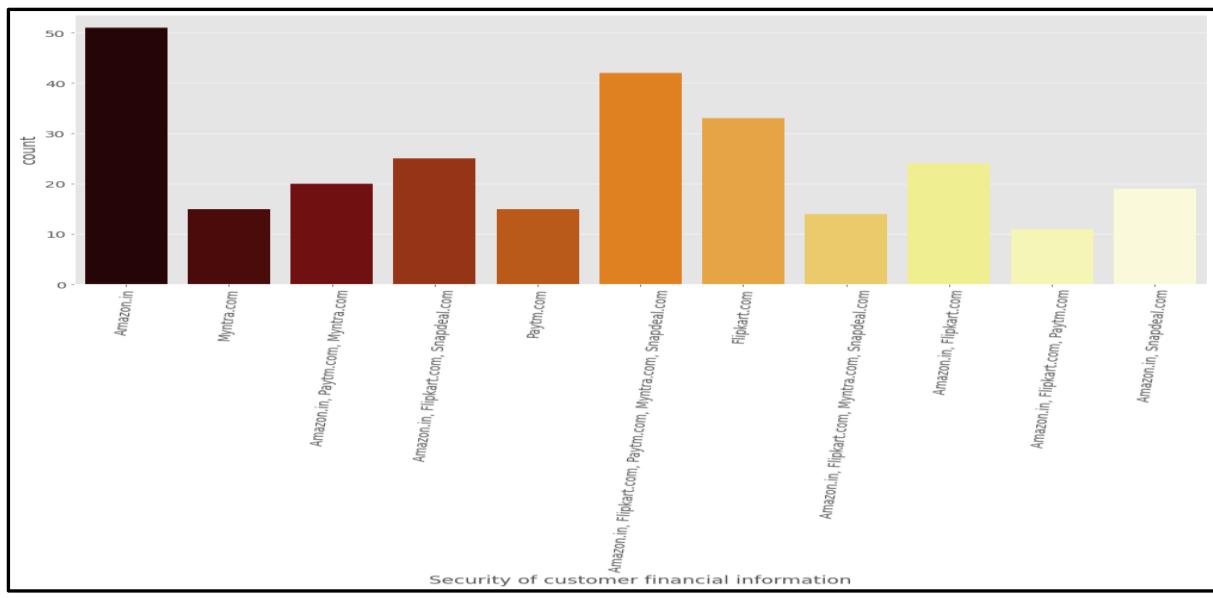
- Majority believe that Amazon.in and Flipkart.com have Availability of several payment options.
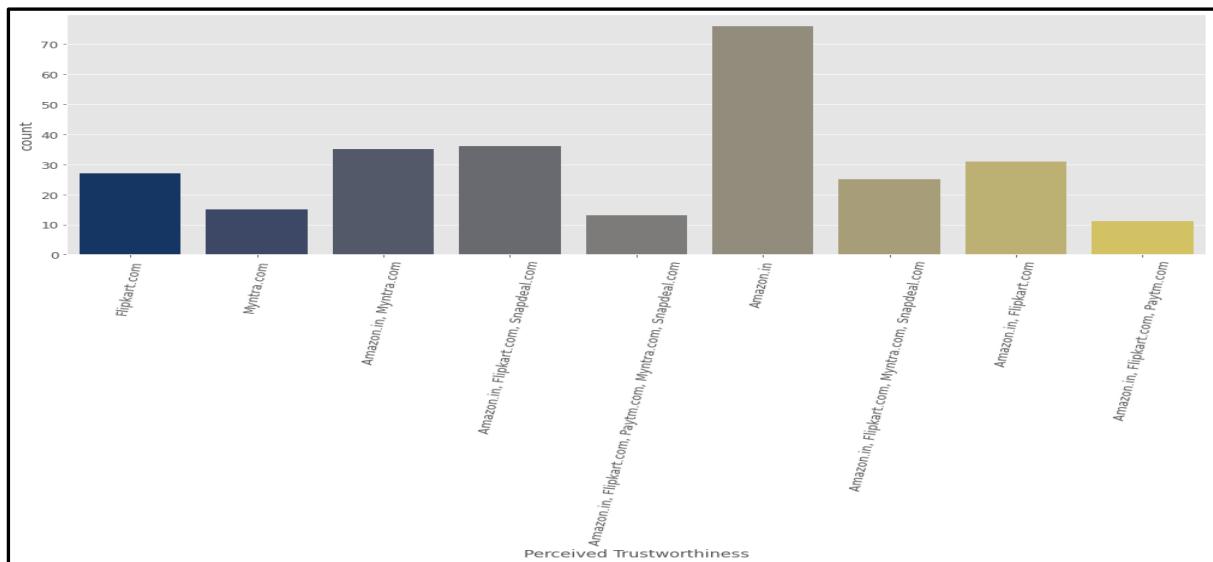

- Those who believe that Amazon.in have Speedy order delivery are most.
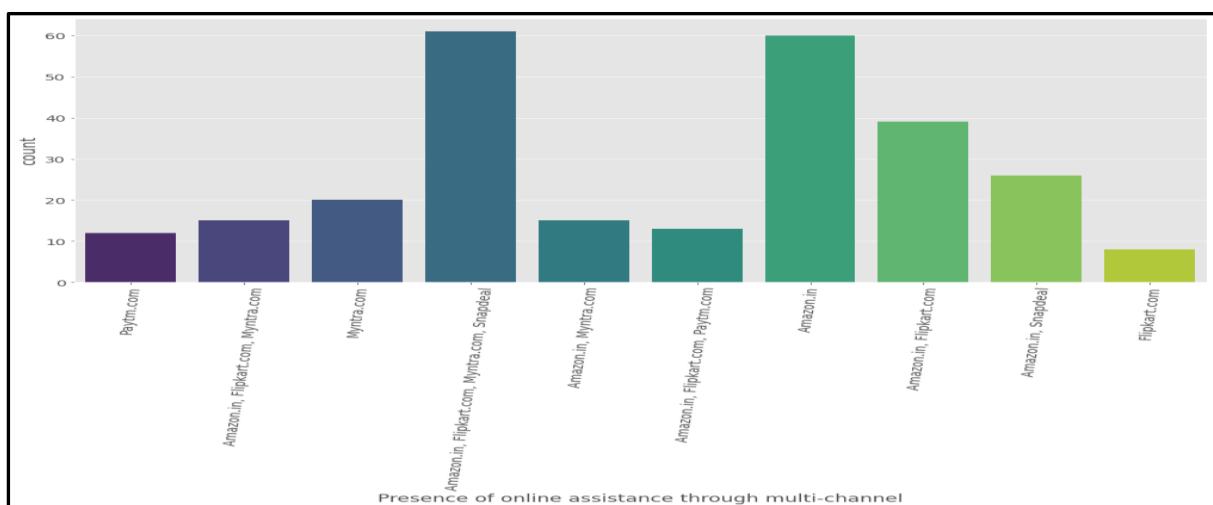

- Those who have trust on Amazon.in that it has Privacy of customers' information are most.
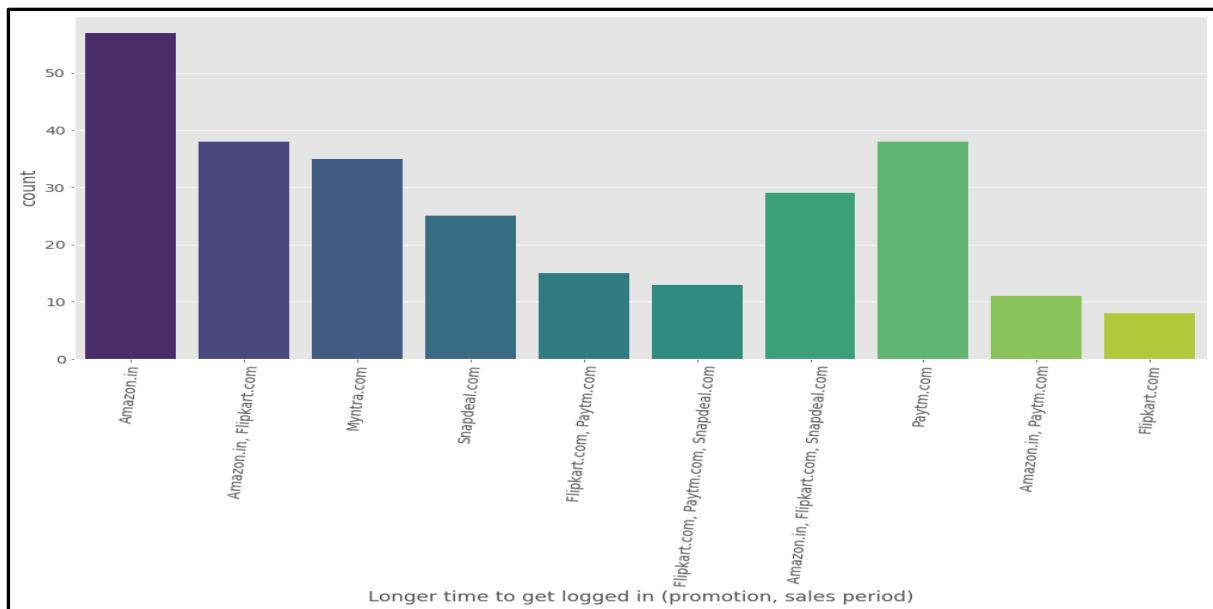
- Those who have trust on Amazon.in that it has Security of customer financial information are most.
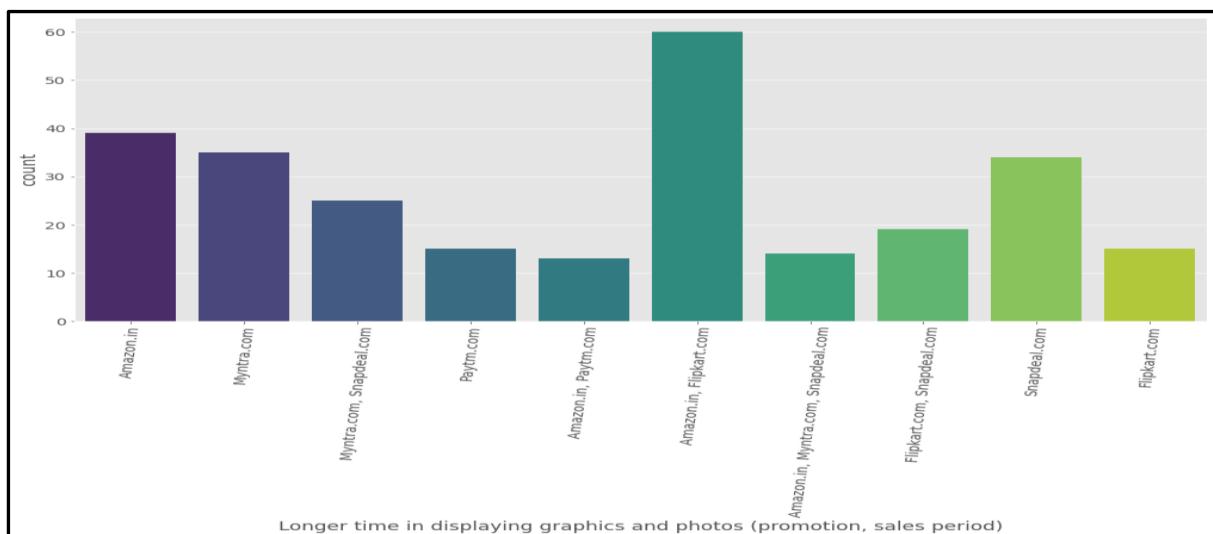

- Those who believe that Amazon.in is Perceived Trustworthiness are most.
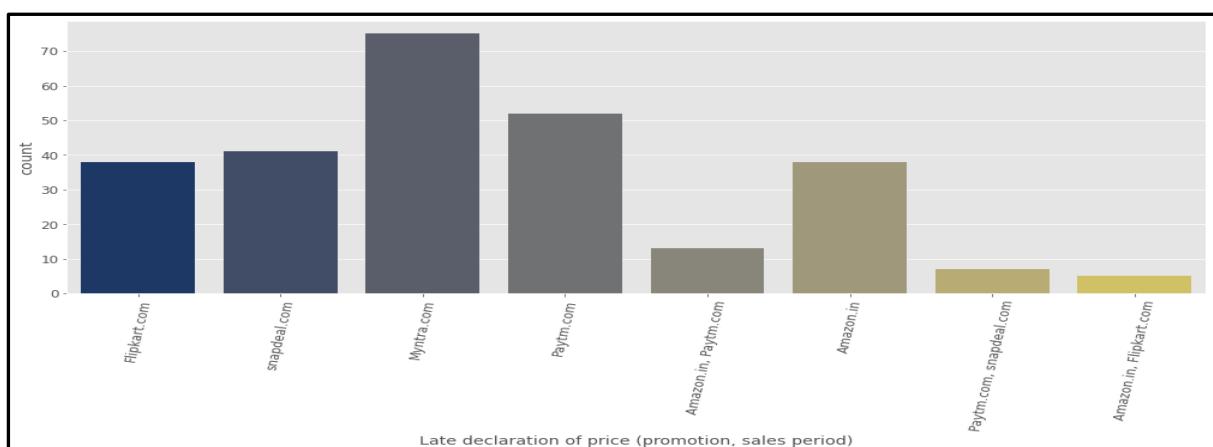
- Those who believe that Amazon.in has Presence of online assistance through multi-channel is very good, are most.
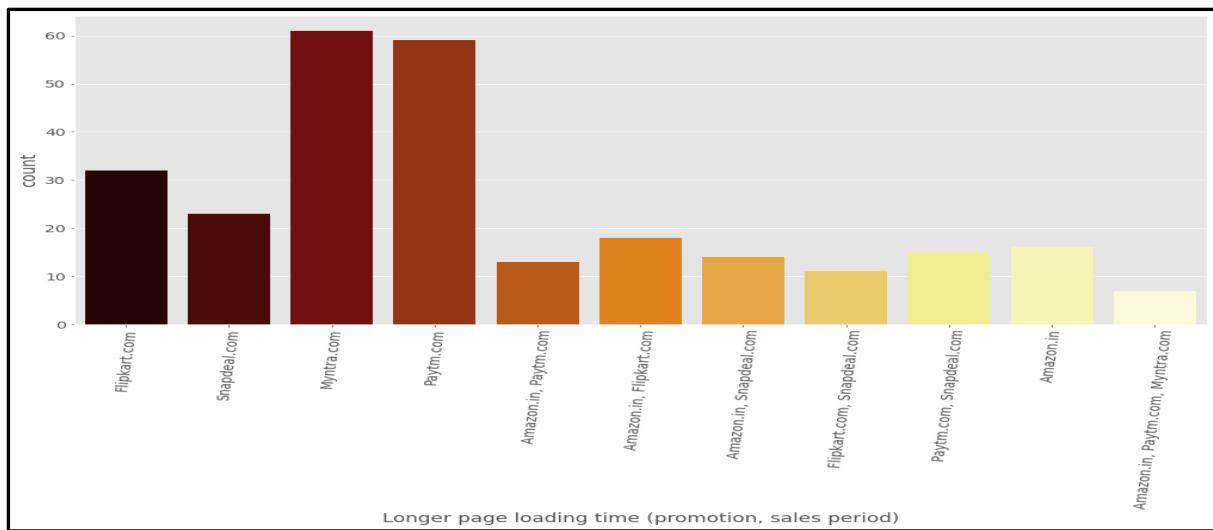
Those who believe that Amazon.in take Longer time to get logged in (promotion, sales period) are most.
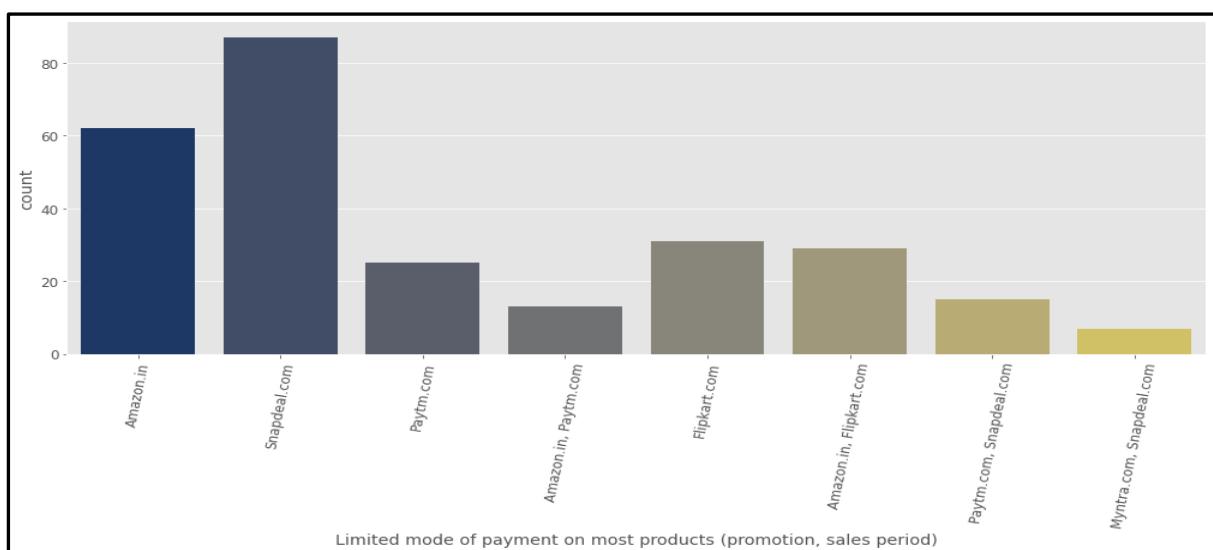

- Those who believe that Amazon.in and Flipkart.com take Longer time in displaying graphics and photos (promotion, sales period) are most.
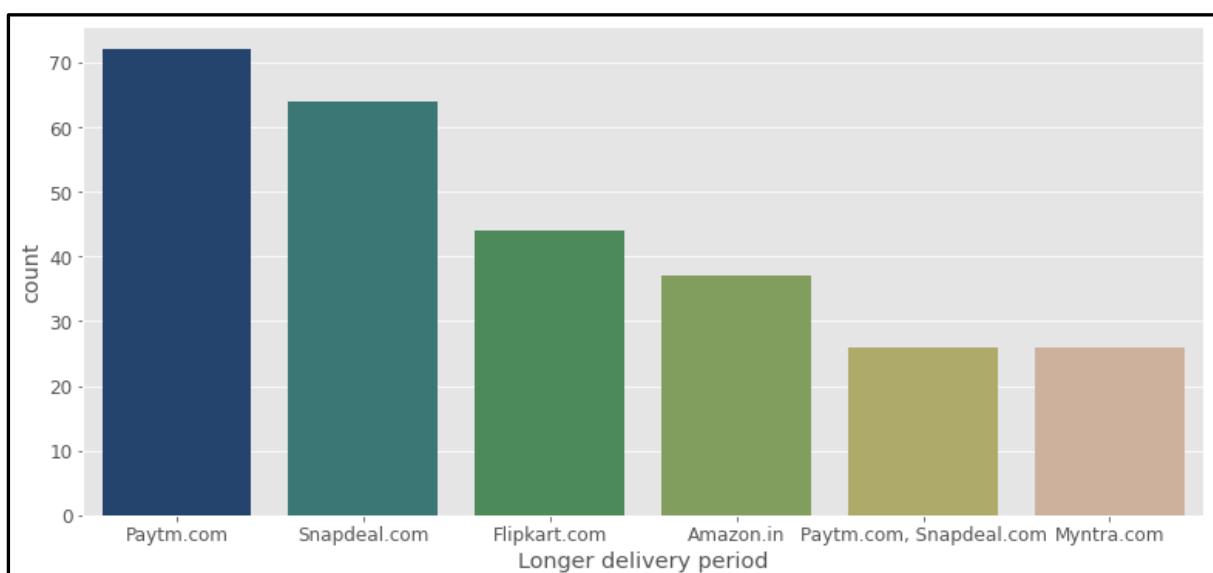
- Those who believe that Myntra.com declares the price (promotion, sales period) Late are most.
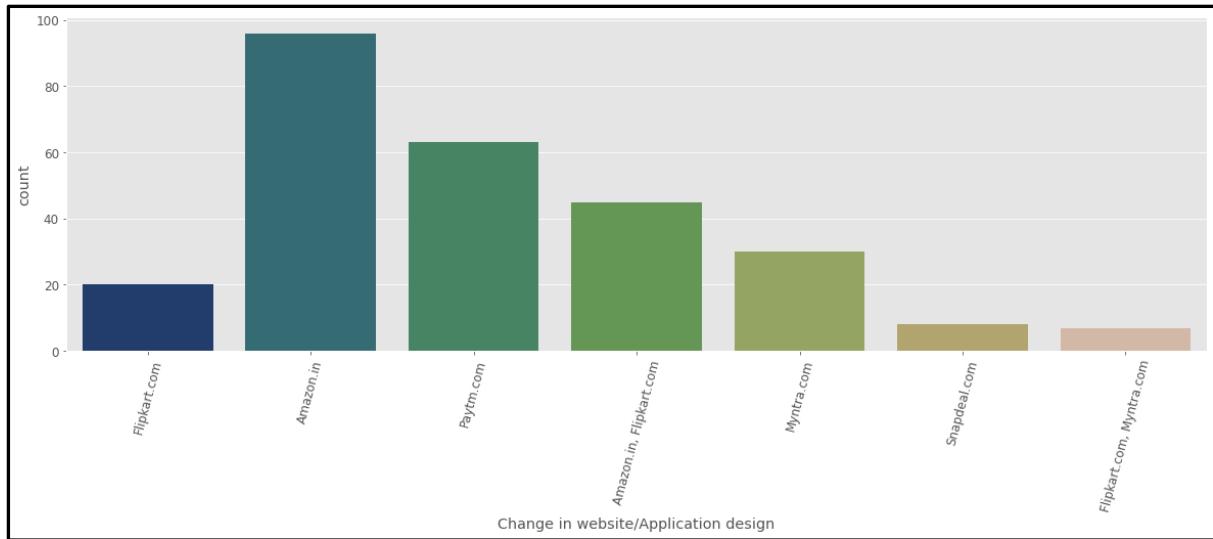
- Those who believe that Myntra.com and Paytm.com have Longer page loading time (promotion, sales period) are most.
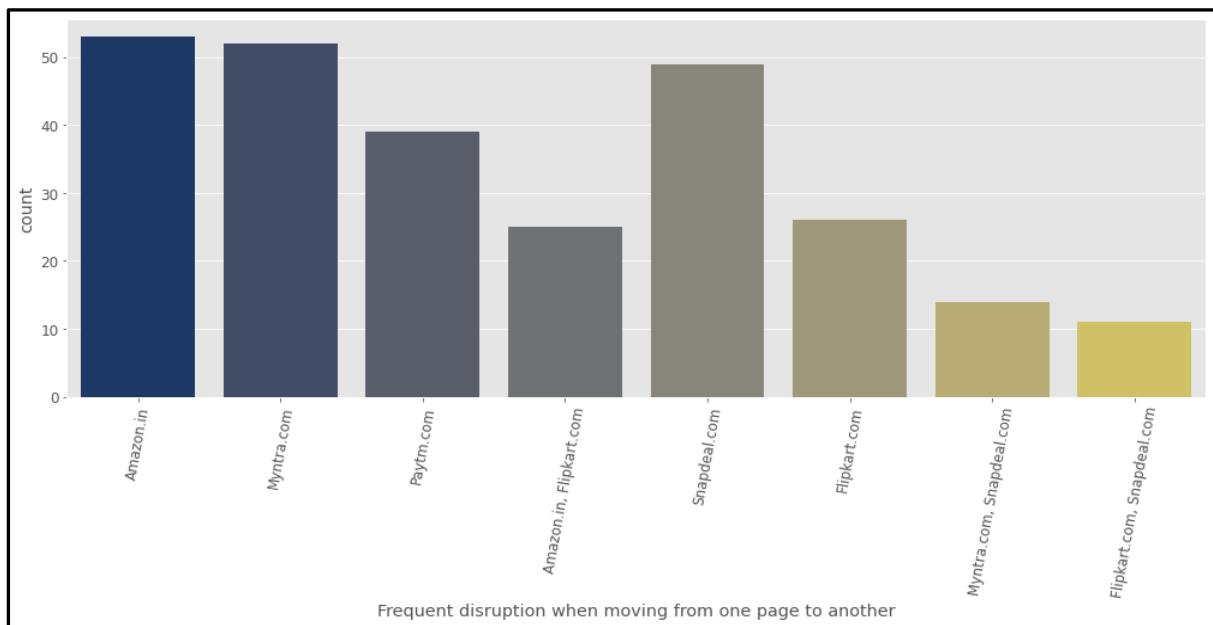
- Those who believe that Snapdeal.com provide Limited mode of payment on most products (promotion, sales period) are most.
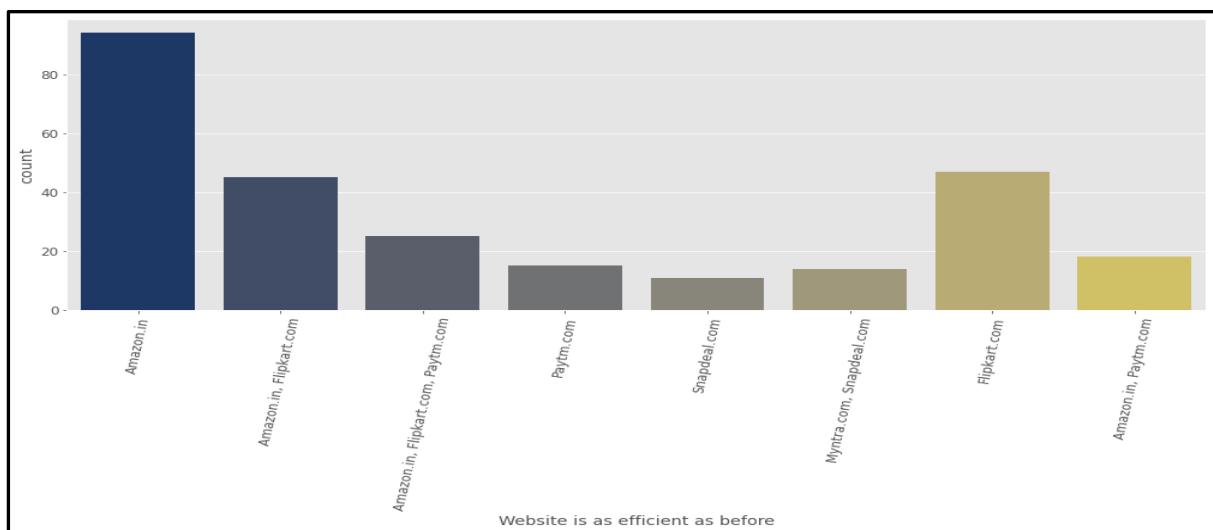
- Those who believe that Paytm.com has Longer delivery period are most.
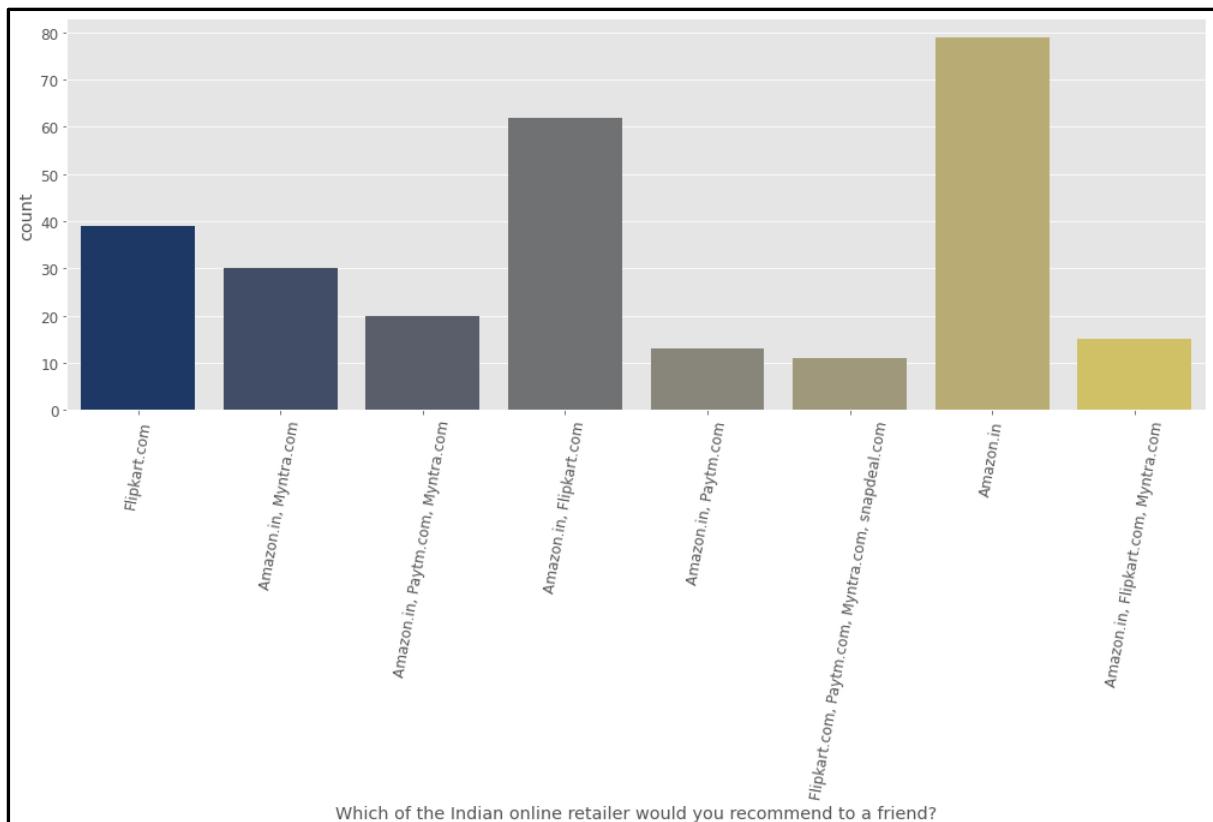
- Those who want to Change in website/Application design of Amazon.in are most.


- Those who believe that Amazon.in and Myntra.com have Frequent disruption when moving from one page to another are most.

- Those who believe that Amazon.in Website is as efficient as before are most.

Which of the Indian online retailer would you recommend to a friend?

- Those who like Amazon.in and would like to recommend it to a friend are most.

Conclusion:

➢ Customer's:

- Most of them are Female respondent.
- Most of them are from Age group 31-40 years.
- Most of them are from Delhi.
- Most of them who are shopping Online Above 4 years.
- Most of them who made online purchased Less than 10 times in the past year.
- Most of them used Mobile Internet to access the internet while shopping on-line.
- Most of them used Window/windows Smartphone as device to access online shopping.
- Most of them used Google chrome as browser to access the website.
- Most of them are taking more than 15 mins to explore the e- retail store before making a purchase decision.
- Most of them preferred Credit/Debit cards as payment Option.

➢ Customers Tendency:

- Customers attract by better offer as they get better alternative offer, they abandon the "Bag", "Shopping Cart". Comparison of highlighted product with similar product, Complete information on listed seller and product being offered is important, and All relevant information on listed products must be stated clearly will impact on customers to take decision.

- Customer always prefers those e-commerce platform content on the website must be easy to read and understand, Ease of navigation in website should be smooth, Loading and processing speed must be excellent, website must have User friendly Interface, Convenient Payment methods.

- Customers like those e-commerce platforms in which 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 benefit and discounts, Enjoyment is derived from shopping online, Shopping online is convenient and flexible.

- Customers also expect from e-commerce platform Return and replacement policy of the e-tailer should be transparent, should feel that Gaining access to loyalty programs is a benefit of shopping online, Displaying quality Information on the website that improves satisfaction of customers, they have satisfaction while shopping on a good quality website or application, Net Benefit derived from shopping online that can lead to user's satisfaction, e-commerce Offering a wide variety of listed product in several category, Provision of complete and relevant product information, Monetary savings.

- Customers also think that User satisfaction cannot exist without trust, There should be the Convenience of patronizing the online retailer, Shopping on the website gives you the sense of adventure, Shopping on your preferred e-tailer enhances your social status, it is worth to buy this product at this price.

➢ Features of different e-commerce platform:

- Customers are using Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com for shopping.

- Most of the customers believe that Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com are Easy to use website or application

- According to majority, Amazon.in and Flipkart.com both of them have Reliability of the website or application, Visual appealing web-page layout better, Wild variety of product on offer, Complete, relevant description information of products, Availability of several payment options, will take Longer time in displaying graphics and photos (promotion, sales period).

- According to some customers Myntra.com and Paytm.com have Longer page loading time (promotion, sales period), Myntra.com will Late declare the price (promotion, sales period). Paytm.com have Longer delivery period.

- According to some customers Snapdeal.com provide Limited mode of payment on most products (promotion, sales period).

- According to some customers Amazon.in and Myntra.com have Frequent disruption when moving from one page to another is much, are more.

➤ Best e-commerce platform :

Based on the analysis I found that Amazon.in as best e-commerce platform. Every platform has its pros and cons. Below are the pros and cons of Amazon.in:

❖ Pros :
- It is Easy to use website or application.
- It has Reliability of the website or application.
- It has Visual appealing web-page layout better.
- It has Wild variety of product on offer.
- It has Complete, relevant description information of products.
- It has Availability of several payment options.
- It has Fast loading website speed of website and application.
- It has Quickness to complete purchase.
- It has Speedy order delivery.
- It has very good Presence of online assistance through multi-channel.
- It has awareness about Privacy of customers' information.
- It has awareness about Security of customer financial information.
- Customers are Perceived Trustworthiness.

❖ Cons:
- It takes Longer time to get logged in (promotion, sales period).
- It takes Longer time in displaying graphics and photos (promotion, sales period).

❖ Suggestion by Customers for Amazon.in:
- Change in website/Application design.
- Website is as efficient as before.