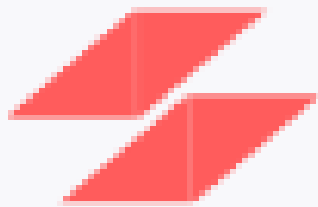


**“STUDY OF CUSTOMER RETENTION OF  
VARIOUS ONLINE SHOPPING WEBSITES.”**

Submitted by  
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In partial fulfilment of the degree  
of

**PG Program in Data Science, Machine Learning and  
Neural Networks**



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SHRUTI GAMNE

## TABLE OF CONTENT

Sr.no	Titles	Page no.
1	Executive summary	3
2	Objective of the study	4
3	Review of literature	5
4	Data interpretation and Analysis	6
5	Findings and suggestions	10
6	Conclusion	11

## **Executive Summary**

In today's corporate and competitive world. I find that Online shopping has the maximum growth potential as compared to the other sectors. It has the maximum growth rate. The growth potential attracts individuals to enter this sector and Flip Robo Technologies Company Ltd. has given me the opportunity to get a peek of highly competitive and enhancing sector. The major factors affecting the purchase of an online product are trust, service, product features and relationship with Customers. Websites like Amazon.com, Flipkart.com are favoured only because of being most efficient websites for online shopping as per the data. People are now getting aware of the various online shopping websites, apps etc available in the market. The masses in urban cities like Delhi, Noida has maximum number of customers shopping online. While talking about different customers, I found that their purchase decision was highly influenced by many other factors like longer delivery time, change in website, limited mode of payment, Security of customer financial information etc. They purchased the online products at the time when they needed it most, which according to them was at the time of high Requirement, where as product bought when the individual needs it least so that they can actually calculate the amount of requirement they need and the type of product they want. They can spread awareness by sharing details like good product quality, Less delivery time, affordable amount, variety of products for interested people and are much likely to purchase product again.

# OBJECTIVE OF THE STUDY

## TITLE OF THE PROJECT

“STUDY OF CUSTOMER RETENTION OF VARIOUS SHOPPING WEBSITES” has potential of further analysis

## OBJECTIVE OF THE STUDY

To study the shift of customers from Store shopping to online shopping

To study the service of online shopping websites

To study the various types of products taken by customers Online.

To induct with new perspective to lead the online shopping Industry.

## SCOPE OF THE STUDY

In this competitive world retaining the customers has become important part and parcel of the business activity, since in this arena the people who adopt to changes and new technologies will survive.

Customer retention is critical because **the cost of acquiring new customers is much higher than retaining existing customers**. Retained customers are also more likely to engage in word-of-mouth marketing or become brand ambassadors.

This study will help to understand customers need, preferences and what they require from the service station and this study will not only help me as a student but it will also help others as well.

## **Review of literature**

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within a certain time period. A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organization, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations. Or it might trace the intellectual progression of the field, including major debates. And depending on the situation; the literature view may evaluate the sources and advice the reader on the pertinent or relevant..

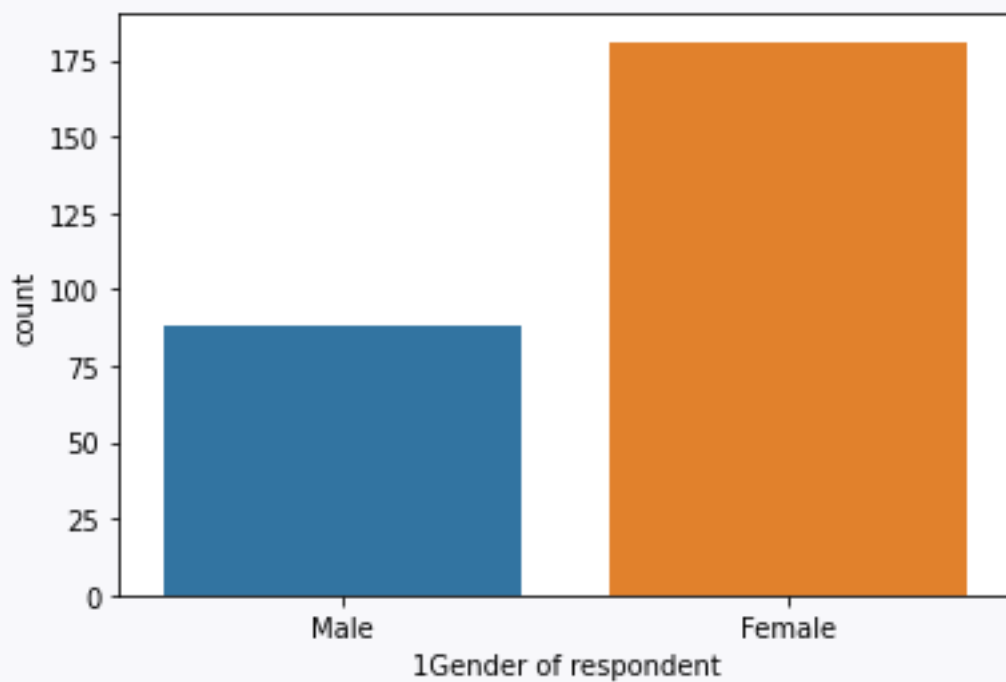
## **CUSTOMER RETENTION**

In today's challenging economy and competitive business world, retaining customer base is critical to organization success. If the company doesn't give their customer some good reason to stay, organization's competitors will give the customer a reason to leave. Customer retention and customer satisfaction drive profits.

## DATA INTERPRETATION & ANALYSIS

Gender of respondent:

Gender	No of respondents	Percentage
Female	181	67.28%
Male	88	32.71%

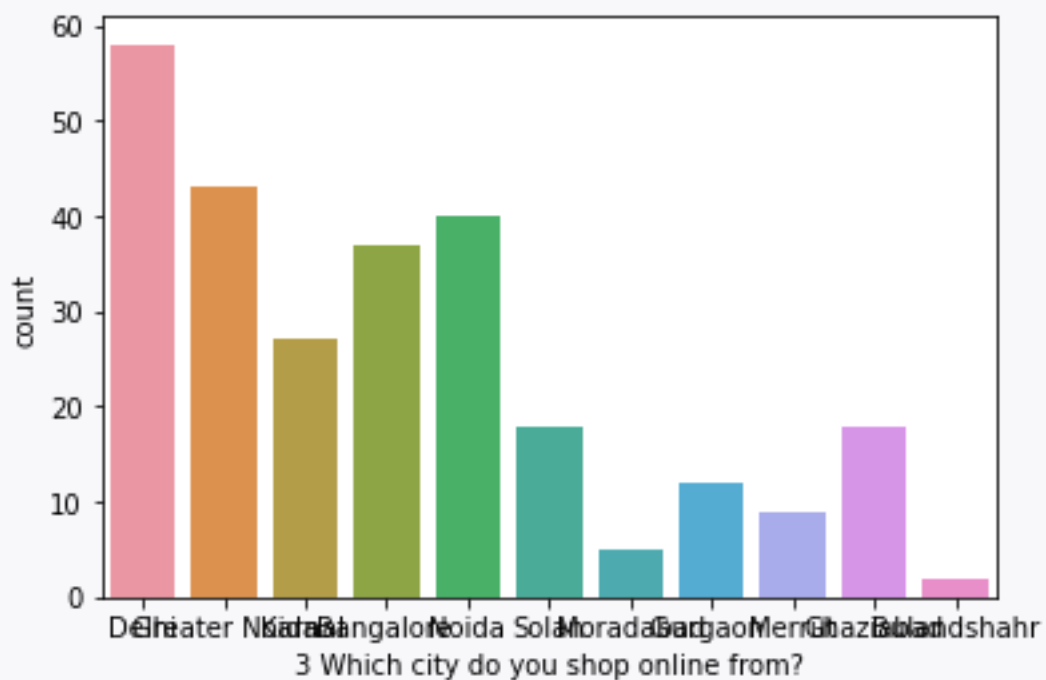


INTERPRETATION:

67.28% are female respondents and 32.71% are male.

City with No. of Respondents

City	No of respondents
Delhi	58
Greater Noida	43
Noida	40
Bangalore	37
karnal	27
Solan	18
Ghaziabad	18
Gurgaon	12
Merrut	9
Moradabad	5
Bulandshahr	2



Observation: cities where maximum online shopping is done are Delhi, Greater Noida and Noida

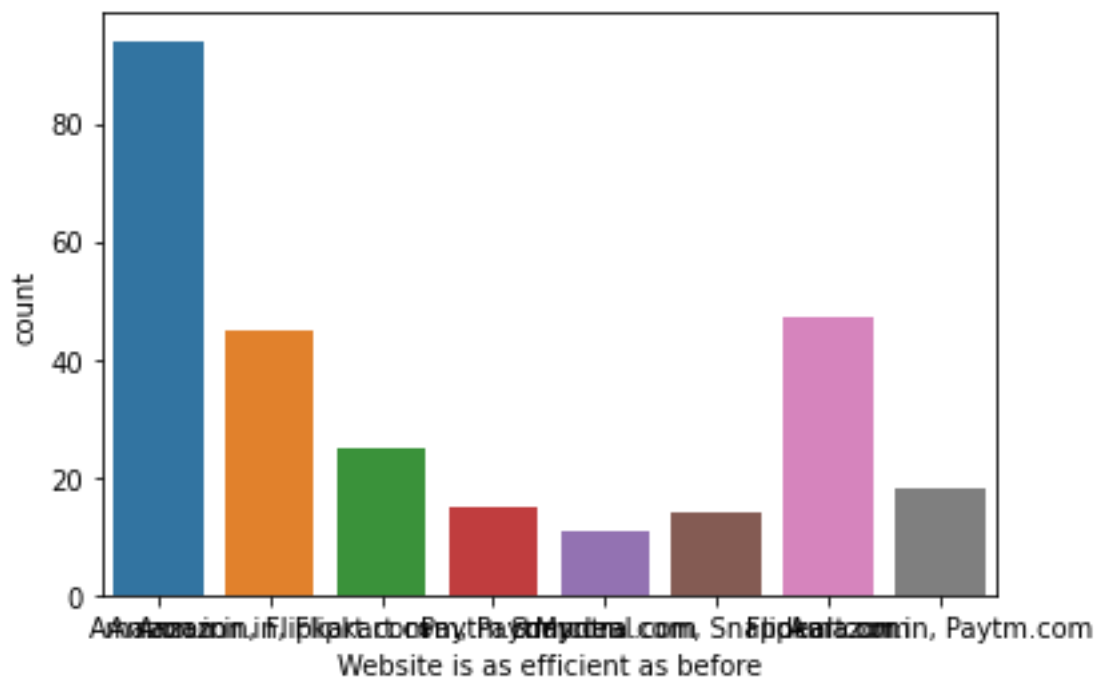
#### INTERPRETATION:

Maximum 21.56% respondents are from Delhi and 15.98% are from greater Noida



## Website which is most efficient and preferred:

Website	No of respondents	Percentage
Amazon.in	94	34.94%
Flipkart.com	47	17.47%
Amazon.in, Flipkart.com	45	16.72
Amazon.in, Flipkart.com, Paytm.com	25	9.29%
Amazon.in, Paytm.com	18	6.69%
Paytm.com	15	5.57%
Myntra.com, Snapdeal.com	14	5.20%
Snapdeal.com	11	4.08%



# **FINDINGS AND SUGGESTIONS**

## **FINDINGS:**

From the above analysis of Online Shopping Websites, I found that

1. 34.94% of the customers prefer Amazon.in, 17.47% prefer to use Flipkart.com.
2. Customers Strongly agree that content on the website is easy to read, All relevant information is Listed, Navigation is easy, has user friendly Interface of the website, has Convenient Payment methods, Online shopping gives monetary benefit and discounts
3. Many of them like Amazon.in, because of its services like speedy delivery, Availability of several payment options, Security of customer financial information Complete, relevant description information of products and Wild variety of product on offer
4. The study reveals that 36.43% of respondents are Shopping Online for above 4 years
5. The study reveals that 52.78% of respondents access the internet while shopping on-line instead of WIFI and dial-up.
6. It is found that majority of 21.56% people are from Delhi who purchase online products.
7. They want to know more about their products as they doesn't have brief knowledge about the products and the benefits given by them.

## **SUGGESTIONS**

Following are suggestions made for the benefits and augmentation of the sound working of the company

1. The work of speedy delivery, offering a wide variety of listed product in several category, It should not take Longer time to get logged in, mode of payment should not be limited. So these responsibility should be done properly will increase the productivity of the organization.
2. All the offers and variety of product should be updated time to time according to the customers requirement. Proper trainer should be provided to the agents.
3. Enjoyment is derived from shopping online hence friendly atmosphere should be there by proper service and fulfil demand/requirement of customers.

## CONCLUSION

Internship training is the best example for the trainee to learn about the company working, corporate culture under which he or she is operating the functions. Flip Robo Technologies is a Artificial Intelligence and development company under which I gained a significant knowledge with respect to development ,its importance and applicability which is conducive for the company to grow with more prosperity. What I learned in the data trained utilized them fruitfully leading to the best advantage to the company and to the best experience for mine.

At far I can conclude that Amazon.in, Flipkart.com has the maximum customer retention, also online shopping websites attract more customers to buy their products, sellers tend to give out more discount deals and coupon codes, which buyers can use to make purchases online. More bonuses are also available online when compared with offline stores and supermarkets.

With the growing financial sector I would like to choose this industry for my future career advancement and as an opportunity to service this industry.