

Customer Retention Case Study

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

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.

While analyse the data I found some facts.

- 1.) Most of the Female customers are doing online shopping.
- 2.) Most of the customers aged between 21-50 years are doing online shopping.
- 3.) Most of the online shopping customers are from NCR. So, need to focus on other cities to increase the sale.
- 4.) Every age customer doing online shopping but most of the customers are doing more than 4 years and most of customers aged between 21-50 years are giving preference to online shopping.
- 5.) Last year trend in very bad. So, need to focus that why the last year was bad.
- 6.) While looking the sales platforms, Social media is not playing good role in online shopping. Need to focus on this platform to increase the sales.
- 7.) Most of the customers preferred payment options as Credit/Debit Cards. Need to improve the COD and E-Wallet options to improve the sale by giving some attractive offers.
- 8.) Need to focus to display the similar products for comparison why this product is best.
- 9.) Most of the customers leave the item in the Bag without payment and the reason is Promo Code is not available and better alternative offers available on other platforms.
- 10.) Have to display the quality information on website to improve the satisfaction of customers.