

EVALUATING THE CUSTOMER JOURNEY

Guidance by:

Ravi Chandra Reddy

Dean – Academics

AIMS IBS BUSINESS SCHOOL, Bangalore

Krupa S K

MBA Student, Marketing Analytics

AIMS IBS Business School

Bangalore University, Bangalore, India

ABSTRACT:

This research paper aims to define and frame customer journey, by exploring associated consumer decision making which spotlight the key stages and touch point by categorizing into – (a) Brand owned (b) Partner owned and (c) Brand control.

Intricacies the decision-making stages by (a) pre purchase (b) purchase and (c) post purchase. The pioneering research offers to delves into the vibrant world of customer experience, new life into the concept of customer journey, which transfigure how we understand customer interaction and engagement enhancement also unveils and vivid the categorization by many questionaries, tabulation and charts these embarks on an innovative exploration into realm of customer experience leading to intricate landscape of customer interaction.

By the end of the report it ensures about how the business perceive revolution, gives the comprehensive framework providing valuable insights for firm aiming to enhance customer engagement satisfaction. Understanding and managing each aspect of the customer journey effectively, brands can be significantly improving their overall customer experience, strategy and myriad factors infusing consumer decision making. Because in today's competitive market landscape, understanding customer journey is paramount for business seeking to enhance their customer experience strategy.

KEYWORDS – Decision making, Customer relationship, Consumer journey, Customer interaction.

INTRODUCTION

In an era where customer expectations are continuously evolving, businesses are under increasing pressure to deliver exceptional customer experiences that not only meet but exceed these expectations. The customer journey, which encapsulates the entire experience a consumer has with a brand, from the initial point of contact to post-purchase interactions, has emerged as a critical focus for businesses striving to differentiate themselves in a competitive marketplace.

The customer journey is traditionally divided into three main stages: pre-purchase, purchase, and post-purchase. Each stage represents a different phase in the consumer's decision-making process and is characterized by various touchpoints, which are crucial moments of interaction between the consumer and the brand. Understanding and optimizing these touchpoints is essential for businesses aiming to influence consumer behavior and enhance customer satisfaction.

Touchpoints can be categorized into three distinct types: brand-owned, partner-owned, and brand-controlled. **Brand-owned touchpoints** are those that are directly managed by the company, such as its website, customer service, and retail outlets. These are critical as they provide the most direct opportunities for the brand to influence consumer perceptions and decisions. **Partner-owned touchpoints** involve third-party entities that collaborate with the brand, such as distributors or affiliates. While the brand may not have full control over these interactions, they play a significant role in shaping the overall customer experience. **Brand-controlled touchpoints** are those over which the brand has influence but not complete control, such as social media platforms, customer reviews, and word-of-mouth. These touchpoints are increasingly important in the digital age, where consumer-generated content and peer reviews can significantly impact brand perception.

The **pre-purchase stage** involves the consumer's initial interactions with the brand, where they become aware of the product or service and begin to gather information. This stage is crucial as it sets the foundation for the consumer's expectations and attitudes toward the brand. Effective management of brand-owned and partner-owned touchpoints during this stage can significantly influence the consumer's decision-making process, leading them toward a positive purchase decision.

During the purchase stage, the consumer makes the decision to buy the product or service. This stage is often influenced by the consumer's experience with brand-owned touchpoints, such as the ease of navigation on a website or the quality of customer service in a store. A seamless and satisfying experience at this stage can lead to a successful transaction and set the stage for post-purchase satisfaction.

The **post-purchase stage** is critical for fostering customer loyalty and advocacy. It involves the consumer's interactions with the brand after the purchase has been made, such as through customer support or follow-up communications. Positive experiences during this stage can lead to repeat business and positive word-of-mouth, while negative experiences can result in customer churn and damage to the brand's reputation. Brand-controlled touchpoints, such as customer reviews and social media interactions, are particularly influential during this stage, as they can amplify the consumer's experience to a wider audience.

In today's competitive market landscape, businesses must not only understand but also actively manage the customer journey to enhance customer experience and drive business success. This research aims to provide a comprehensive framework for understanding the customer journey, with a particular focus on the role of touchpoints and the consumer decision-making process. By exploring the intricacies of each stage of the journey and the impact of

different types of touchpoints, this study offers valuable insights for businesses seeking to refine their customer experience strategies and achieve long-term growth.

RESEARCH METHODOLOGY

Problem Statement

This research is driven by the critical need for businesses to understand and manage the complex customer journey in today's competitive market. As customer experience becomes a key differentiator, there is a growing demand for frameworks that categorize and analyze touchpoints across the pre-purchase, purchase, and post-purchase stages. Despite existing literature, there is a lack of structured approaches that link these touchpoints to consumer behavior. This study aims to fill this gap by offering practical insights and strategies to enhance customer engagement, satisfaction, and business success in a rapidly evolving digital landscape.

Objectives

1. Explore and Define the Customer Journey:

- Analyze the consumer decision-making process.
- Identify key touchpoints that influence consumer behavior.

2. Categorize Touchpoints:

- Brand-owned touchpoints.
- Partner-owned touchpoints.
- Brand-controlled touchpoints.

3. Study how these touchpoints interact within the three stages of the customer journey:

- Pre-purchase stage.
- Purchase stage.
- Post-purchase stage.

4. Offer recommendations for businesses to enhance:

- Customer engagement.
- Customer satisfaction.
- Overall customer experience.

Research Design and Approach

Quantitative Research:

- Questionnaires: This is a primary data which is collected by asking questions through the questionnaires to nearly 150 members through the google from which 117 responses have been collected, this data helps to know their experiences and satisfaction levels through which the customer journey can be analyzed.
 - Focus Groups: Focus groups with consumers is mainly with in an age group of 20-50 that too mainly interested to target the employers' segment of group.
 - Data Analysis: The survey data will be analyzed using Descriptive statistics to summarize the data, and inferential statistics mainly by **hypothesis testing**.
- 1) **The likelihood of consumers subscribing to premium services (e.g., membership, subscription, or prime) increases after a specific period of regular platform usage.**
- Null Hypothesis (H0): The likelihood of consumers subscribing to premium services does not increase after a specific period of regular platform usage.

- Alternative Hypothesis (H1): The likelihood of consumers subscribing to premium services increases after a specific period of regular platform usage.

Literature review

- **Framing the Customer Journey: Touch Point Categories and Decision-Making Process Stages** - This paper categorizes touchpoints into brand-owned, partner-owned, and brand-controlled, aligning with the stages of the decision-making process. It provides a comprehensive framework for understanding how these touchpoints influence consumer behavior at different stages of the customer journey. You can access the paper.
- **The Role of Consumer and Customer Journeys in Customer Experience Driven and Open Innovation** - This article explores the interplay between consumer and customer journeys and how they drive innovation in customer experience. It offers insights into how touchpoints and consumer goals interact and affect each other within the customer journey. You can find more information.
- **Exploring the Phases of Consumer Decision-Making and Marketing Strategies** - This resource delves into the decision-making phases, particularly focusing on how different marketing strategies can be applied to each stage to enhance customer experience. It provides a case study approach, which could be useful in illustrating real-world applications. More details can be found.

Limitations

Limited Duration Categories:

- **Limitation:** The study only categorizes usage duration into three broad categories ("Weak," "Month," and "Year"). This limited categorization might oversimplify user behavior and obscure important variations within each category.
- **Implication:** The lack of more granular duration categories might mask important trends or patterns in subscription behavior across different lengths of platform use.

Small Sample Size:

- **Limitation:** With a total sample size of 117 users, the statistical power of the analysis may be limited. Smaller sample sizes can lead to less reliable estimates and potentially higher variability in results.
- **Implication:** Results from a small sample may not fully represent the broader user base, and there might be insufficient data to detect more subtle relationships between usage duration and subscription.

Short Time Span for Duration Categories:

- **Limitation:** The usage duration categories are based on relatively short time spans ("Weak," "Month," and "Year"), which might not capture long-term trends or changes in user behavior over extended periods.
- **Implication:** Insights derived from short-term durations might not generalize well to long-term usage patterns or provide a complete picture of user engagement.

Potential for Response Bias:

- **Limitation:** The data collection method might be subject to response bias if users were self-reporting their subscription status and usage duration.
- **Implication:** Response bias could affect the accuracy of the data, leading to potential distortions in the observed relationship between usage duration and subscription.

Assumption of Independence:

- **Limitation:** The Chi-Square test assumes that observations are independent. If there are underlying dependencies or correlations between users (e.g., users influenced by similar marketing campaigns), this assumption might be violated.
- **Implication:** The results may be affected if there are dependencies between user behaviors that were not accounted for.

Future Research Directions**Expand Duration Categories:**

- **Future Research:** Include additional duration categories (e.g., "Less than a Week," "2-4 Weeks," "2-6 Months," etc.) to capture more detailed variations in user engagement.
- **Benefit:** More detailed categories can help identify finer distinctions in subscription behavior and provide a more nuanced understanding of how different usage lengths affect subscription likelihood.

Increase Sample Size:

- **Future Research:** Conduct studies with larger sample sizes to enhance the statistical power and reliability of the findings.
- **Benefit:** A larger sample size can improve the generalizability of the results and provide more robust insights into the relationship between usage duration and subscription.

Longitudinal Analysis:

- **Future Research:** Perform longitudinal studies to track user behavior over a longer period and analyze how changes in usage duration affect subscription decisions over time.
- **Benefit:** Longitudinal analysis can reveal trends and causal relationships that are not apparent in cross-sectional studies.

Incorporate Additional Variables:

- **Future Research:** Include additional variables such as user demographics, platform features, or marketing influences to better understand the factors affecting subscription.
- **Benefit:** Controlling for these variables can provide a more comprehensive view of the factors influencing subscription decisions and improve the accuracy of the analysis.

Qualitative Research:

- **Future Research:** Use qualitative methods, such as interviews or focus groups, to explore user motivations and perceptions regarding platform usage and subscription.
- **Benefit:** Qualitative insights can provide deeper context to the quantitative findings and help understand the reasons behind subscription behavior.

Examine Seasonal and Contextual Factors:

- **Future Research:** Investigate if seasonal or contextual factors (e.g., special promotions, platform updates) influence the relationship between usage duration and subscription.
- **Benefit:** Understanding these factors can help identify external influences on user behavior and refine strategies for increasing subscriptions.

By addressing these limitations and pursuing these future research directions, you can enhance the depth and applicability of your findings, leading to more actionable insights and a better understanding of how usage duration impacts subscription behavior.

DATA ANALYSIS AND INTERPRETATION

The data reflects responses to various questions, likely designed to gauge opinions, behaviors, or preferences of the respondents. The responses seem to be structured, possibly including multiple-choice questions or Likert scale items, which provide quantitative data for analysis.

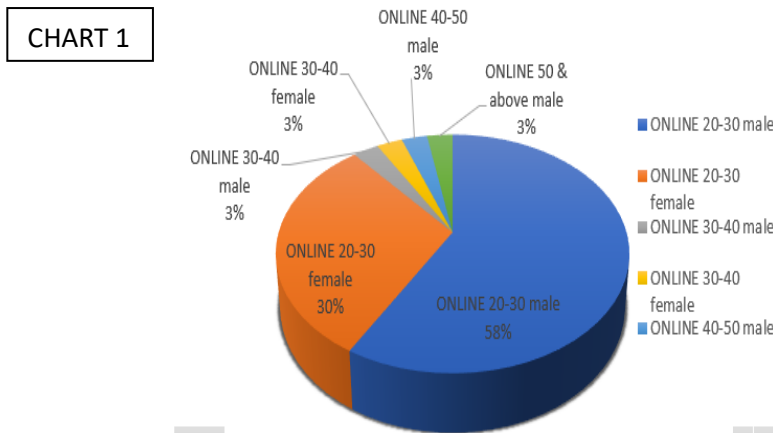
1. Age Group with their choice of online or offline mode of purchase

The data provides insights into shopping preferences by age and gender, comparing online and offline shopping habits. The analysis below focuses on how to influence and enhance the online market.

Online Shopping Preferences:

FIGURE 1

Row Labels	Count of Preferred to shop	Count of Your age lies between	Count of YOUR GENDER
ONLINE	72	72	72
20-30	64	64	64
male	42	42	42
female	22	22	22
30-40	4	4	4
male	2	2	2
female	2	2	2
40-50	2	2	2
male	2	2	2
50 & above	2	2	2
male	2	2	2
Grand Total	72	72	72



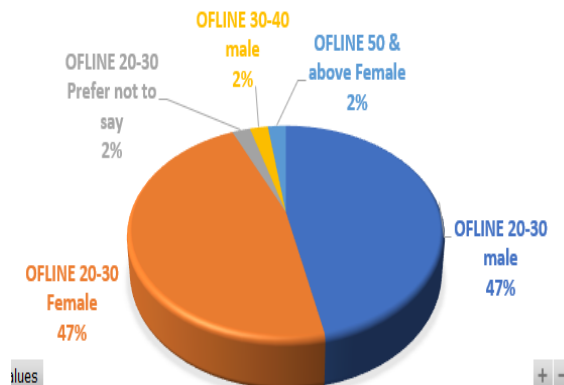
- **20-30 Age Group:** 42 males (58%) and 22 females (30%) prefer online shopping. Males in this age group dominate the online shopping space.
- **30-40 Age Group:** 4 males (3%) and 2 females (3%) prefer online shopping, with a slight engagement from this age group.
- **40-50 Age Group:** 2 males (3%) prefer online shopping, showing that a small segment in this age group engages online.
- **50 & above Age Group:** 2 males (3%) prefer online shopping, indicating some online engagement even in older demographics.

Offline Shopping Preferences:

FIGURE 2

Row Labels	Count of Preferred to shop	Count of Your age lies between	Count of YOUR GENDER
OFLINE	45	45	45
20-30	43	43	43
male	21	21	21
Female	21	21	21
Prefer not to say	1	1	1
30-40	1	1	1
male	1	1	1
50 & above	1	1	1
Female	1	1	1
Grand Total	45	45	45

CHART 2



- **20-30 Age Group:** An equal number of males and females (21 each) prefer offline shopping, making up 47% each of this demographic.
- **30-40 Age Group:** Only 1 male prefers offline shopping, indicating a minimal preference (2%).
- **50 & above Age Group:** Just 1 female prefers offline shopping, also making up 2%.

Interpretation

- **Strong Male Dominance in Online Shopping:** The 20-30 years of age group, particularly males, represents the largest segment of online shoppers. This demographic should be the primary focus for expanding the online market.
- **Lower Engagement in Older Age Groups:** Although online shopping is preferred by younger age groups, there is minimal engagement from the 30-40, 40-50, and 50 & above age groups. However, the presence of even a small percentage of older users suggests potential for growth in these segments.
- **Opportunity in Balancing Gender Participation:** While males dominate the online market, there is an opportunity to increase female participation, especially in the 20-30 age group where they are underrepresented compared to males.

Findings

- **Key Demographic:** The 20-30 years of age group, particularly males, is the most engaged with online shopping.
- **Growth Potential:** There is untapped potential in increasing online shopping engagement among females and older age groups (30-40, 40-50, 50 & above).

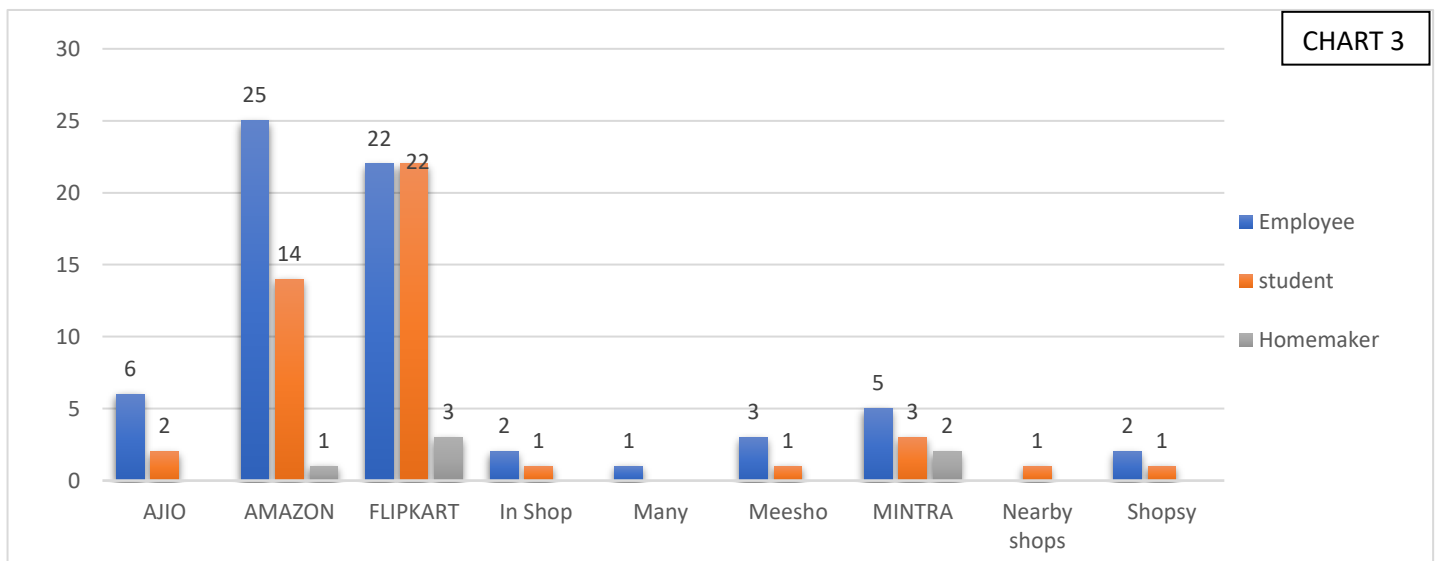
- **Offline to Online Transition:** Many in the 20-30 years of age group still prefer offline shopping, indicating room to convert these users to online shoppers.

Suggestions for Enhancing the Online Market

- **Targeted Campaigns for Young Males:** Since males aged 20-30 years of are the most active online shoppers, tailor campaigns that emphasize convenience, speed, and the variety available online to solidify their loyalty and increase their spending.
- **Incentivizing Female Participation:** Develop marketing strategies that specifically appeal to females in the 20-30 years of age group. Consider personalized recommendations, community-driven features, and promotions on products that align with their interests.
- **Engaging Older Age Groups:** Introduce user-friendly online interfaces, loyalty programs, and educational content to encourage older users (30-50+) to shop online. Highlight the safety, reliability, and customer support available in online shopping to ease their transition.
- **Converting Offline Shoppers:** For those in the 20-30 years of age group who still prefer offline shopping, offer exclusive online deals, free shipping, and easy return policies to entice them to switch to online shopping.

Conclusion: To influence and grow the online market, focus on reinforcing the engagement of young male shoppers, while also targeting initiatives to increase female participation and bring more older users online. By addressing these key areas, the online market can expand, tapping into the full potential of all demographics.

2. Their professional along with the shopping platform used



Analysis and Interpretation:

➤ Platform Popularity:

Amazon and Flipkart are the most popular shopping platforms across all professional groups, with a significant number of users. Amazon is especially popular among employees, while Flipkart is equally popular among students. **AJIO** is also used by a good number of employees, though it's not as popular as Amazon and Flipkart. Other platforms like Meesho, Myntra, and Shopsy have relatively low usage among all professional groups.

➤ **Professional Group Preferences:**

Employees are the dominant group using these platforms, especially for Amazon and Flipkart.

Students show a strong preference for Flipkart, with an equal number of users as employees.

Homemakers show the least engagement across all platforms, with only a few using Amazon, AJIO, and Flipkart.

- **Diversity in Usage:** There's a noticeable concentration of platform usage among Amazon, Flipkart, and AJIO, while other platforms are underutilized. In Shop and Nearby shops are rarely used, indicating a strong preference for online platforms over offline shopping.

Findings:

- **Employees (25 users):** Amazon is widely recognized for its reliability, fast delivery, and broad product range, which makes it a preferred choice for employees who may prioritize convenience and efficiency in their shopping experience.
- **Students (14 users):** Students also find Amazon appealing due to its competitive pricing, frequent discounts, and wide variety of products, especially electronics, books, and study materials
- **Employees (22 users):** Flipkart's extensive range of products, competitive pricing, and strong brand presence make it a top choice among employees.
- **Students (22 users):** Flipkart is popular among students, similar to Amazon, due to frequent sales, discounts, and a wide selection of products, particularly in categories like electronics and fashion.
- **Dominance of Amazon and Flipkart:** These two platforms dominate the market among all professional categories, particularly employees and students.
- **Low Engagement Among Homemakers:** Homemakers seem to have minimal interaction with online shopping platforms compared to employees and students.
- **Negligible Use of Smaller Platforms:** Platforms like Many, Meesho, Myntra, and Shopsy have significantly lower user bases, indicating either a lack of awareness or preference for these platforms.

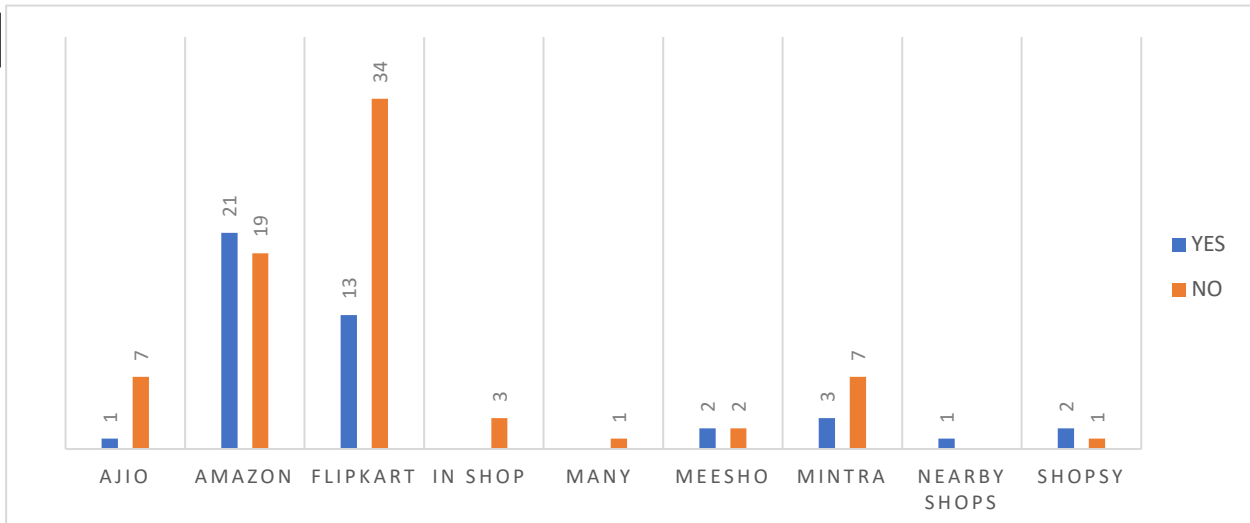
Suggestions:

- **Expand Awareness of Smaller Platforms:** Lesser-known platforms like Meesho and Shopsy should increase their visibility and offer incentives to draw users from the more dominant platforms like Amazon and Flipkart.
- **Enhance Employee and Student Engagement:** Amazon and Flipkart could further strengthen their hold on employees and students by offering more specialized deals or loyalty programs.

Conclusion: The data reveals a strong preference for Amazon and Flipkart across all professional categories, with employees and students being the most active online shoppers. Smaller platforms struggle to gain significant market share, and homemakers represent an under-engaged demographic in the online shopping space. To maintain and grow their user bases, online platforms should focus on increasing engagement through targeted marketing and expanding their reach to underrepresented groups like homemakers.

3. The platform used and changes that is made in the platform

CHART 4



Analysis and Interpretation:

- **Overall Platform Changes:** Out of 117 users, **43** have made changes to the platform they are using, while **74** have not. This suggests that a majority of users are content with their current platform settings or experiences.
- **Platform-Specific Changes:**

Amazon has the highest number of users making changes (21 users), almost evenly split between those who made changes and those who did not. This could indicate that while Amazon is popular, some users feel the need to adjust or customize their experience.

Flipkart follows Amazon, with 13 users making changes. However, a larger number of users (34) did not make any changes, suggesting higher satisfaction or less need for customization.

AJIO and **Myntra** have very few users making changes, indicating a relatively stable user experience, though the overall user base for these platforms is smaller.

Meesho, Shopsy, and In Shop platforms have very low engagement in terms of changes, with only a few users interacting with these platforms in this manner.

- **Low Interaction with Certain Platforms:** **In Shop, Many, and Nearby Shops** have minimal interaction in terms of platform changes. This could indicate limited usage or lower engagement levels with these platforms.

Findings:

- **Amazon and Flipkart Lead in Engagement:** Both Amazon and Flipkart are the most engaged platforms, with users more likely to make changes, reflecting either a desire for a more personalized experience or the availability of more customization options.
- **High Satisfaction or Low Customization Needs:** The majority of users (74 out of 117) have not made any changes to their platforms, indicating overall satisfaction or a lack of awareness or need for making adjustments.

- **Smaller Platforms Show Less Activity:** Platforms like AJIO, Myntra, and Shopsy have lower user engagement in terms of changes, possibly due to smaller user bases or a more straightforward user interface that requires fewer changes.

Suggestions:

- **Enhance Customization Features:** Platforms, especially those with higher engagement like Amazon and Flipkart, should continue to offer and possibly expand customization options to cater to users who seek a more tailored experience.
- **User Education:** Educate users on how to optimize their platform experience by highlighting available customization features, particularly on platforms where fewer changes are made, like AJIO and Myntra.
- **Improving User Experience on Smaller Platforms:** Smaller platforms should consider improving their user interface and offering more personalization features to encourage greater user interaction and satisfaction.

Conclusion: The data indicates that while the majority of users are satisfied with their current online shopping platforms, a significant number, particularly on Amazon and Flipkart, are making changes to enhance their experience. Smaller platforms see less user interaction in terms of customization, which may be due to lower usage rates or simpler interfaces. To maintain user satisfaction and engagement, platforms should focus on offering flexible, user-friendly customization options and educating users on how to make the most of these features.

4. Reasons for Shifting Platforms:

FIGURE 3

Reason for the shift in the platform	AJIO	AMAZON	FLIPKART	In Shop	Many	Meesho	MINTRA	Nearby shops	Shopsy	Grand Total
As influenced by others into new platform		5	4	1			2			12
More shipping charges	1	1	5				1			8
Not delivered on time		4	8	1						13
Nothing		1								1
Price							1			1
Quality defect	1	10	5	1		2	1		1	21
Return policy			1							1
To compare with the quality	1	9	6					1	1	18
To explore			1							1
(blank)	5	10	17		1	2	5		1	41
Grand Total	8	40	47	3	1	4	10	1	3	117

Analysis:

Exploration is the most common reason for shifting platforms, with **41** users indicating they moved to a different platform out of curiosity or to explore new options. Flipkart has the highest number of users (17) shifting due to exploration.

Price is the next significant factor, influencing **21** users to switch platforms. Amazon has the highest number of users (10) citing price as their reason for switching.

Comparison for Quality also plays a critical role, with **18** users wanting to compare the quality across different platforms. Again, Amazon and Flipkart are the most common platforms where users shift for this reason.

Delayed Deliveries are another key reason for platform shifts, affecting **13** users, with Flipkart and Amazon leading in dissatisfaction due to delivery times.

Influence by Others accounts for **12** users shifting platforms, indicating the impact of peer recommendations or social influence.

Quality Defects and **Return Policies** seem to be minor issues, with **10** users combined citing these reasons.

High Shipping Charges influenced **8** users to switch, showing sensitivity to additional costs.

➤ **Platform-Specific Insights:**

Flipkart has the highest number of users shifting platforms for almost all reasons, particularly for exploration and issues like delivery delays.

Amazon also shows significant shifts, especially due to price concerns, quality comparisons, and exploration.

AJIO and **Myntra** have minimal issues but still see some users switching due to various reasons like price and exploration.

Smaller Platforms like Meesho, Shopsy, and Nearby Shops show very limited user shifts, possibly due to a smaller user base or more consistent service.

1. Amazon:

Change in Platform: 21 users made changes, 19 did not.

Reasons for Shift: The primary reasons include quality defects, pricing issues, and curiosity to explore other platforms.

Interpretation: Amazon faces challenges with product quality and pricing, leading to a significant number of users exploring alternatives. However, many users remain loyal, indicating a generally strong customer base.

2. Flipkart:

Change in Platform: 13 users made changes, 34 did not.

Reasons for Shift: Users were mainly driven by delivery issues, high shipping charges, and the desire to explore other platforms.

Interpretation: While Flipkart retains most of its users, it needs to address delivery reliability and shipping costs to further reduce customer churn.

3. AJIO:

Change in Platform: 1 user made a change, 7 did not.

Reasons for Shift: Exploration and quality defects were the main reasons for shifting.

Interpretation: AJIO has a strong retention rate, but needs to focus on quality to prevent future shifts.

4. Myntra:

Change in Platform: 3 users made changes, 7 did not.

Reasons for Shift: Price and quality defects were the primary reasons.

Interpretation: Myntra retains a loyal customer base, but pricing and quality issues could be potential risk areas.

5. Shopsy:

Change in Platform: 2 users made changes, 1 did not.

Reasons for Shift: Users shifted primarily to compare quality with other platforms.

Interpretation: Shopsy is relatively new and small, with users curious about how it compares to other platforms in terms of quality.

6. In-Shop Purchases:

Change in Platform: 3 users made changes.

Reasons for Shift: Issues with delivery time and shipping charges led users to shift to online platforms.

Interpretation: The convenience and offers available online are drawing users away from traditional in-shop purchases.

7. Meesho:

Change in Platform: 2 users made changes, 2 did not.

Reasons for Shift: Price was the main reason for the shift.

Interpretation: Meesho's competitive pricing is critical, but it needs to maintain it to prevent losing users.

8. Nearby Shops:

Change in Platform: 1 user made a change, 1 did not.

Reasons for Shift: The shift was largely driven by the desire to explore online options.

Interpretation: The convenience of online shopping is beginning to overshadow the benefits of shopping at nearby physical stores.

Findings:

- **Exploration:** A significant number of users are exploring other platforms, indicating curiosity and a willingness to try new options.
- **Quality and Pricing Issues:** These are the most common reasons for users leaving a platform, highlighting areas that require attention.
- **Delivery and Shipping Concerns:** Users are sensitive to delivery times and shipping costs, which can influence their platform loyalty.
- **Social Influence:** Recommendations from others play a role in influencing platform shifts, showing the importance of word-of-mouth marketing.

Suggestions:

- **Improve Quality Control:** Platforms should focus on ensuring product quality to reduce the likelihood of users leaving due to defects or dissatisfaction.
- **Competitive Pricing:** Regularly review and adjust pricing strategies to remain competitive and attractive to price-sensitive users.
- **Enhance Delivery Services:** Invest in logistics to improve delivery times and reduce shipping costs, making the shopping experience more convenient.
- **Leverage Social Influence:** Encourage satisfied customers to share their positive experiences to attract new users and retain existing ones.
- **User Retention Strategies:** Implement loyalty programs or personalized offers to retain users who might be tempted to explore other platforms.

Conclusion: The data shows that while platforms like Amazon and Flipkart maintain a strong user base, there are significant opportunities for improvement, particularly in product quality, pricing, and delivery services. Users are increasingly exploring other options, driven by dissatisfaction in these areas. Addressing these concerns through targeted strategies will be crucial for retaining customers and reducing platform shifts.

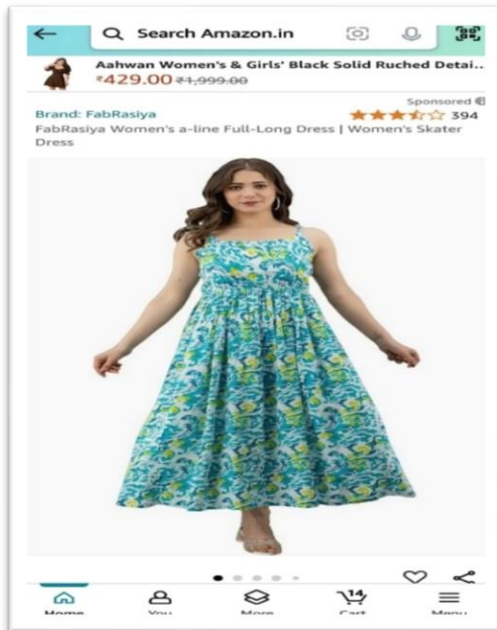


FIGURE 4

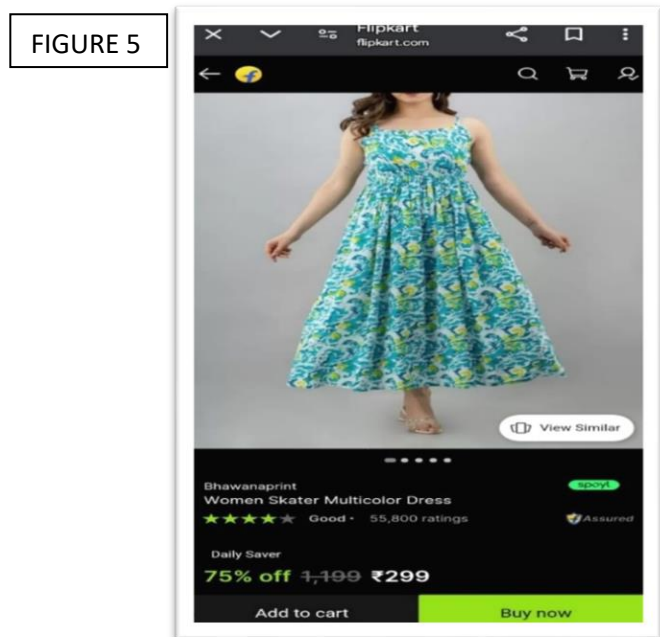


FIGURE 5

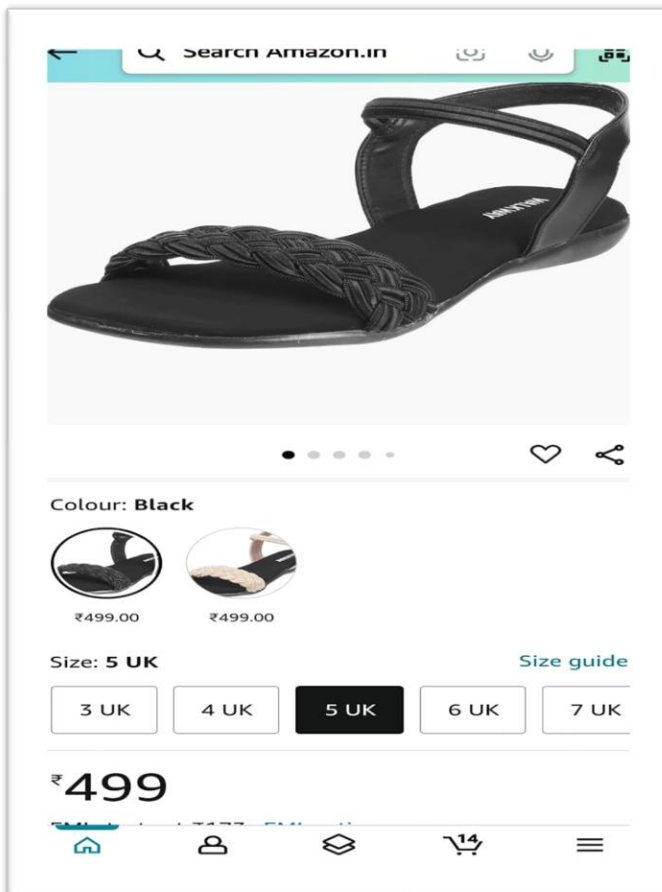


FIGURE 6

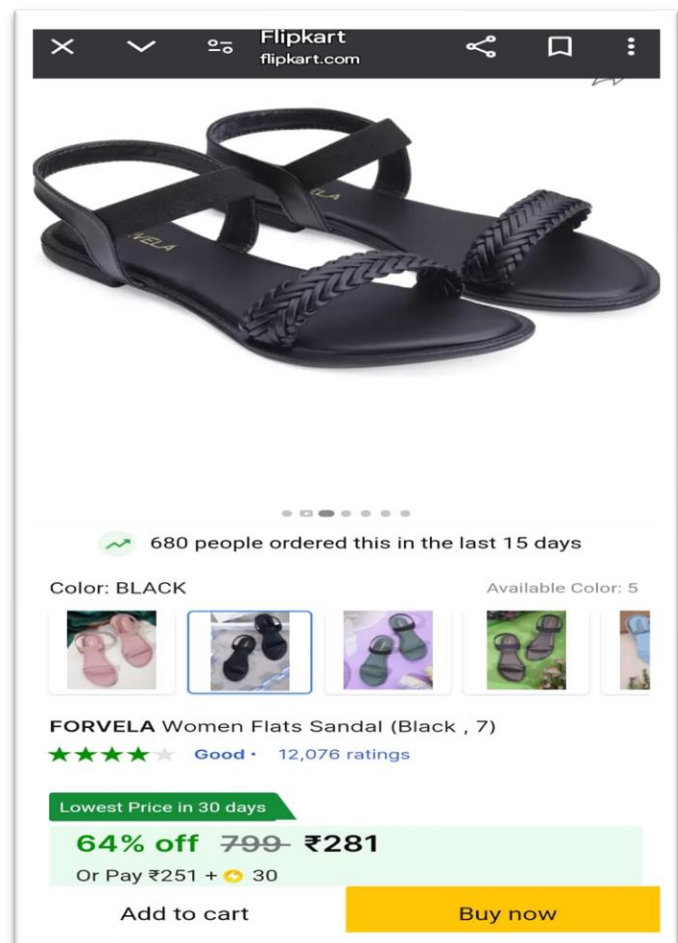


FIGURE 7

The images show the same or a very similar sandal being sold on Amazon and Flipkart, but there are noticeable differences in pricing and possibly branding. Here are some possible reasons for these differences:

- **Branding and Manufacturer:** Even if the sandals look identical, they might be produced by different manufacturers or sold under different brand names. The Amazon sandal might be branded differently from the Flipkart one, leading to differences in pricing.
- **Discounts and Offers:** The Flipkart product shows a discount, reducing the price significantly from ₹799 to ₹281. On the other hand, the Amazon product is priced at ₹499 without any discount shown. Different platforms offer varying discounts depending on sales, promotions, or stock clearance.
- **Platform-Specific Pricing:** Amazon and Flipkart often have different pricing strategies based on their target audiences, vendor agreements, and market conditions. This can lead to price variations for similar or even identical products.
- **Seller and Stock Availability:** Different sellers on each platform may have varying pricing, based on their costs, margins, and stock levels. If the product is in high demand or low stock on one platform, the price might be higher.
- **Shipping and Additional Costs:** Sometimes, the displayed price might not include all costs like shipping, which could differ between platforms.
- **Quality and Authenticity:** In some cases, even visually similar products can vary in quality. One platform might sell a more premium version, while the other sells a cheaper variant.
- If we are considering purchasing the sandals, it's essential to check the details on both platforms carefully, including the brand, product reviews, return policies, and any additional costs that might be involved.

5. The products that are preferred at the morning, afternoon, evening and at night times

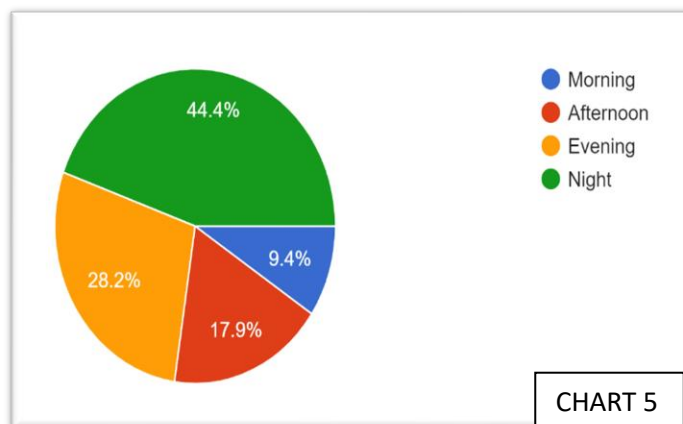


TABLE 1

What are the products that you prefer to look into at the morning times							
Products	STUDENTS		EMPLOYEE		HOMEMAKER		Total
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Glossary item	7	3	5	1	0	0	16

Cleaning products	0	3	1	2	0	0	6
clothing	9	7	12	18	1	2	49
Cosmetic's	0	1	3	2	0	0	6
Foot wears	8	1	4	2	0	0	15
Phone accessories	2	0	9	0	1	1	13
Toys	0	1	1	0	1	0	3
OTHERS	2	2	3	2	0	0	9
Total	28	18	38	27	3	3	117

TABLE 2

What are the products that you prefer to look into at the afternoon times							
Products	STUDENTS		EMPLOYEE		HOMEMAKER		Total
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Glossary item	4	3	1	2	0	0	10
Cleaning products	1	1	2	4	1	0	9
clothing	6	7	13	8	2	1	37
Cosmetic's	1	0	1	2	0	0	4
Foot wears	8	4	6	4	0	1	23
Phone accessories	6	1	11	2	0	0	20
Toys	1	1	1	3	0	0	6
OTHERS	1	1	3	2	0	1	8
Total	28	18	38	27	3	3	117

TABLE 3

What are the products that you prefer to look into at the evening times							
Products	STUDENTS		EMPLOYEE		HOMEMAKER		Total
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Glossary item	4	2	2	2	0	0	10
Cleaning products	2	1	3	4	1	0	11
clothing	9	4	10	10	0	0	33
Cosmetic's	0	3	3	3	0	0	9
Foot wears	8	4	11	4	1	0	28
Phone accessories	2	1	4	2	0	2	11
Toys	2	0	1	1	1	0	5
OTHERS	1	2	2	2	2	1	10
Total	28	17	36	28	5	3	117

TABLE 4

What are the products that you prefer to look into at the night times							
Products	STUDENTS		EMPLOYEE		HOMEMAKER		Total
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Glossary item	2	3	3	1	0	1	10
Cleaning products	0	0	4	1	1	0	6
clothing	10	4	9	16	0	0	39
Cosmetic's	2	3	2	3	0	1	11
Foot wears	7	2	4	0	1	0	14
Phone accessories	4	1	7	3	0	1	16
Toys	2	3	1	1	1	0	8
OTHERS	2	2	2	3	2	2	13
Total	29	18	32	28	5	5	117

Analysis:

1. Morning Preferences:

Clothing: The most preferred product category in the morning with 49 views, particularly by female employees and male students.

Footwear: Also popular in the morning with 15 views, especially among male students.

Phone Accessories: Male employees show a strong preference for this category.

Glossary Items: Less preferred, but still notable with 16 views.

2. Afternoon Preferences:

Clothing: Continues to be the most preferred category with 37 views.

Phone Accessories: The interest increases in the afternoon with 20 views.

Footwear: Also remains popular, especially among male students and employees.

Glossary Items & Cleaning Products: Relatively less interest compared to clothing and footwear.

3. Evening Preferences:

Clothing: Again, leads in preference during the evening with 33 views.

Footwear: Maintains a strong presence, especially among male employees.

Phone Accessories: Continues to have moderate interest.

Glossary Items & Cleaning Products: Similar to the afternoon, interest is lower but consistent.

4. Night Preferences:

Clothing: Remains the top preference with 39 views, especially by female employees.

Phone Accessories: Popular at night, particularly among male students.

Cosmetics: Interest peaks slightly at night with 11 views.

Glossary Items: Lower interest compared to other categories.

Interpretation:

- **Clothing** is the most consistently preferred product category throughout the day, particularly among employees and students. This indicates that clothing is a priority for many consumers regardless of the time of day.

- **Footwear** and **Phone Accessories** also show significant interest, particularly in the morning and evening. This suggests that consumers may be considering these items during times of higher mobility (morning) and relaxation (evening).
- **Glossary Items** and **Cleaning Products** tend to have a lower preference overall but maintain a consistent presence, indicating that these are essentials but not necessarily top-of-mind products for consumers.
- The shift in preferences throughout the day may indicate that consumers' needs and interests change based on their daily activities and routines.

Findings:

- **Clothing** consistently tops the list of preferred products throughout the day, making it a key category for businesses to focus on for consumer engagement.
- **Footwear** and **Phone Accessories** are secondary preferences that show considerable variation in interest depending on the time of day.
- **Essential items** like glossary items and cleaning products maintain a steady, albeit lower, interest, suggesting these are routine purchases.

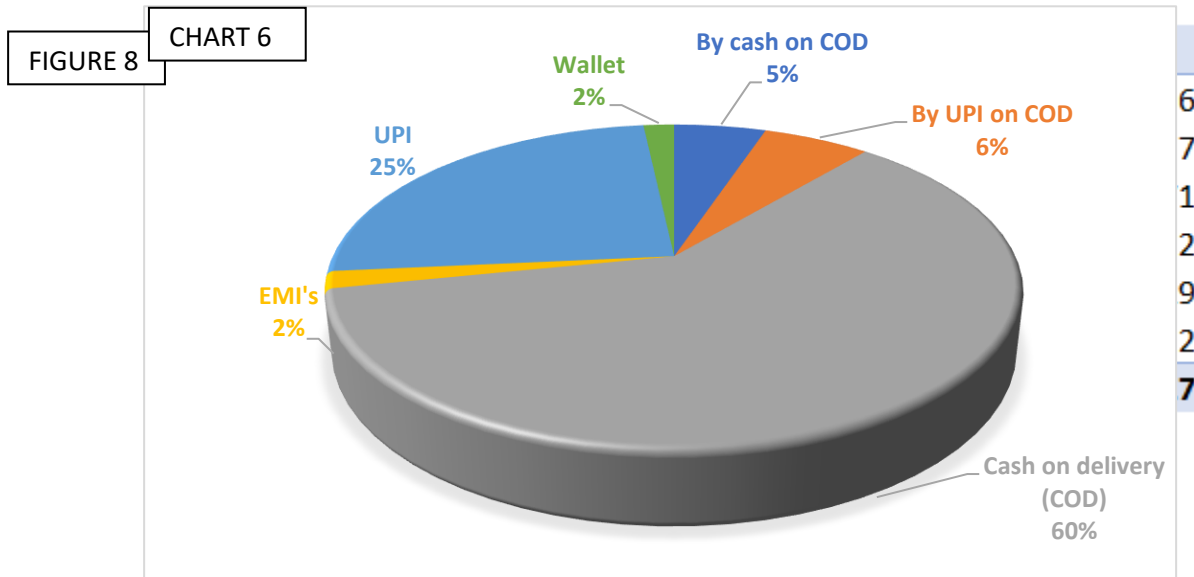
Suggestions:

- **Targeted Marketing:** Businesses should tailor their marketing strategies based on the time of day to align with consumer preferences. For example, promoting clothing items in the morning and evening could maximize engagement.
- **Dynamic Offers:** Introduce time-specific offers or discounts for different product categories based on consumer behavior patterns observed in the data.
- **Personalized Shopping Experience:** Utilize consumer data to personalize the shopping experience, suggesting products based on the time of day and consumer's previous behavior.
- **Mobile Engagement:** Since phone accessories are popular, particularly among students, mobile-based promotions could be effective in capturing this segment.

Conclusion:

The analysis highlights that clothing, footwear, and phone accessories are the most sought-after product categories across different times of the day. This pattern indicates that consumer preferences are influenced by their daily routines, with clothing being a primary interest throughout. Businesses can leverage these insights to enhance customer engagement by offering targeted promotions and a personalized shopping experience. Understanding these temporal shopping behaviors can significantly improve marketing strategies and customer satisfaction, ultimately driving business growth.

6. Method of payment made for the purchases



Analysis:

- **Cash on Delivery (COD)** is the most popular method of payment, used by 71 out of 117 respondents, representing 60% of the total transactions.
- **UPI** is the second most preferred payment method, with 29 respondents (25%) choosing this option.
- **By UPI on COD** and **By Cash on COD** are relatively less popular, accounting for 7 (6%) and 6 (5%) respondents, respectively.
- **Wallet** and **EMI's** are the least preferred methods, each with only 2 respondents (2%).

Interpretation:

- **Preference for COD:** The high preference for COD (60%) indicates that many consumers may still prefer to physically verify the product before making the payment. This could also suggest a lack of trust in online payment methods or a preference for convenience.
- **Rising Use of UPI:** With 25% of respondents using UPI, it indicates a growing acceptance of digital payment methods. UPI's ease of use, quick transactions, and increasing adoption across various platforms likely contribute to this trend.
- **Limited Use of Wallets and EMI:** The low preference for Wallets and EMI indicates that these payment options might not be widely recognized or perceived as beneficial by the consumers in this sample. It could also imply that consumers prefer more straightforward payment methods without the perceived complexity of EMI or Wallet options.

Findings:

- **COD Dominates:** The overwhelming preference for COD shows that a significant portion of consumers still rely on traditional payment methods.
- **UPI Gains Ground:** The growing use of UPI highlights the shift towards digital payments, particularly among younger and tech-savvy consumers.
- **Niche Use of Wallets and EMI:** The minimal use of Wallets and EMI options suggests that they are not yet mainstream among this consumer group.

Suggestions:

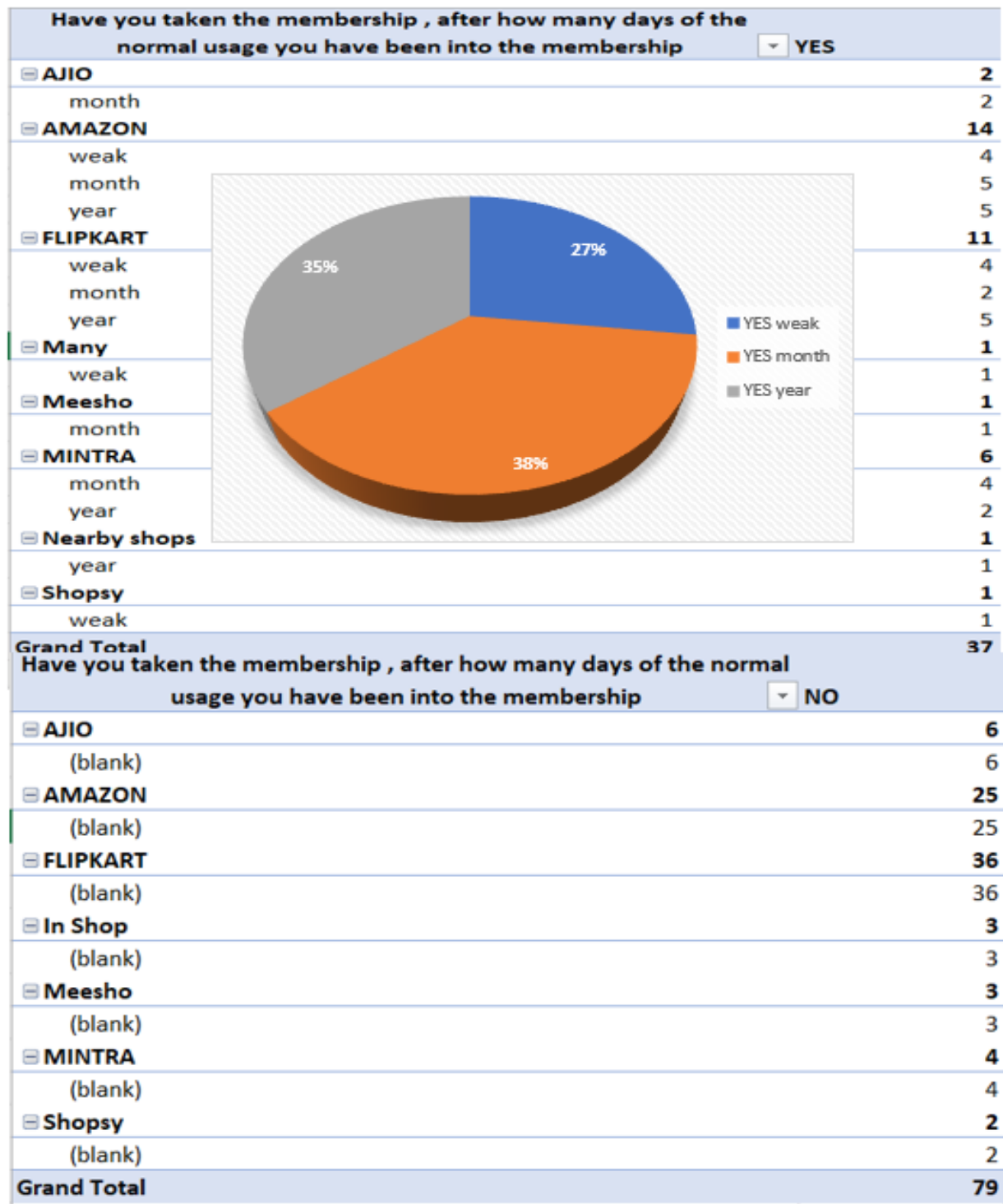
- **Promote Digital Payments:** To encourage the use of UPI and other digital methods, businesses could offer discounts, cashback, or rewards for using these options.
- **Increase Awareness and Benefits of EMI:** Educating consumers about the advantages of using EMI, especially for high-value purchases, could help increase its adoption.
- **Enhance Trust in Online Payments:** Building consumer trust in online payment methods by ensuring secure transactions and offering reliable customer support could reduce the dependency on COD.
- **Streamline Wallet Use:** Simplifying the wallet recharge process and integrating it with loyalty programs could make wallets a more attractive payment option.

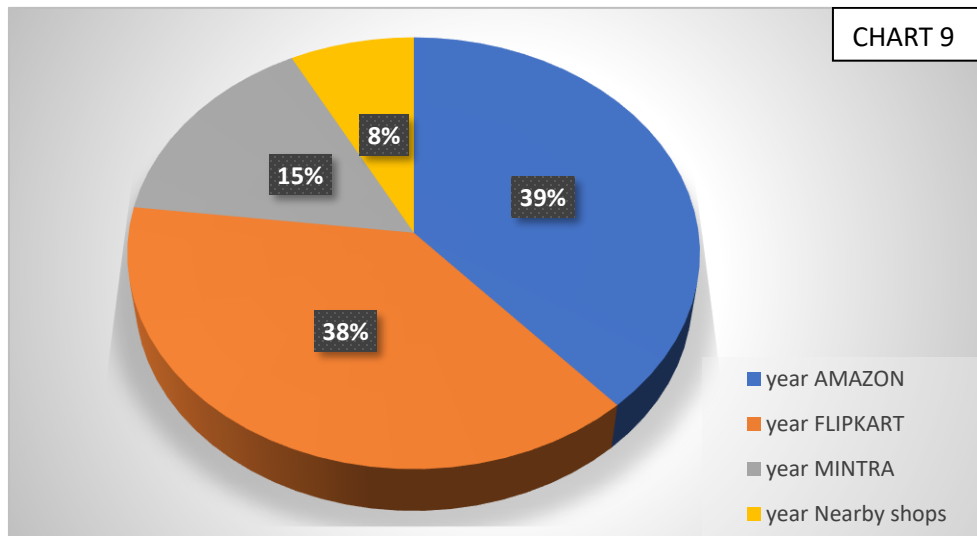
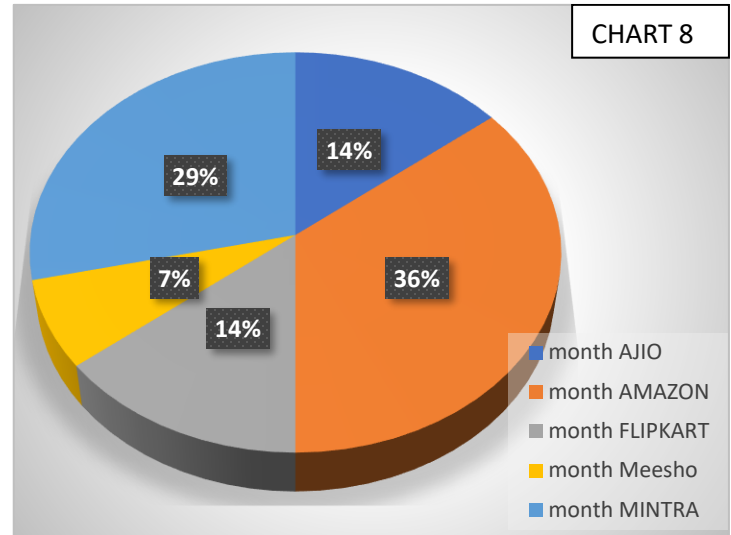
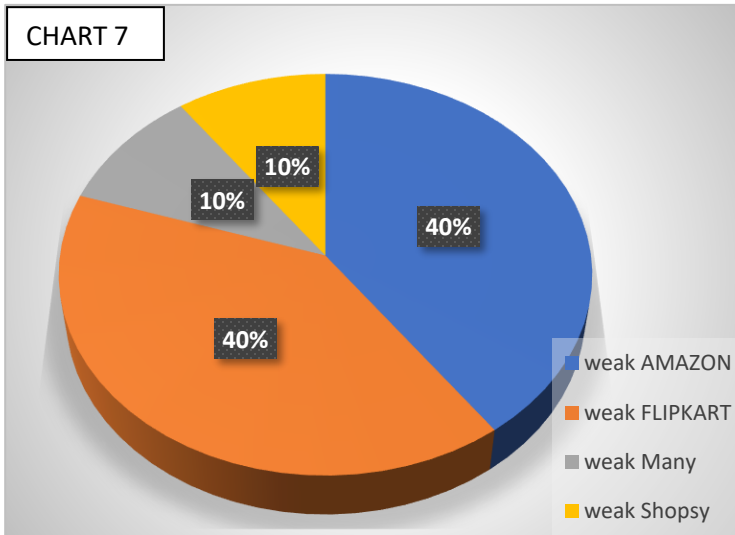
Conclusion:

The data reveals a clear preference for Cash on Delivery among consumers, though digital payment methods like UPI are gaining traction. There is an opportunity for businesses to further promote digital payments, especially UPI, by offering incentives and improving consumer trust. While EMI and Wallets are currently less popular, targeted efforts to educate consumers on their benefits could drive future adoption. Understanding these payment preferences allows businesses to tailor their strategies to meet consumer needs and enhance the shopping experience.

Pattern to membership taken

FIGURE 9





Analysis

Amazon: Has the highest number of users taking memberships, with 14 total, distributed across weak (4), month (5), and year (5). This suggests a consistent appeal to both short-term and long-term users.

Flipkart: Follows Amazon with 11 memberships, evenly split between weak (4), month (5), and year (2). This indicates strong retention and acquisition over different time frames.

Mynta: Shows 6 memberships, with a slight inclination towards short-term memberships (4 in weak and 2 in month).

AJIO and Nearby Shops: These platforms have fewer memberships, with only 2 and 1, respectively, all taken up after a longer usage period (year).

Shopsy: These have very minimal representation, with only 1 membership each. This could indicate lower brand loyalty or lesser appeal compared to the other platforms.

Findings

- **Amazon and Flipkart Lead:** Amazon and Flipkart are the leading platforms where users tend to take memberships, indicating their strong market presence and effective membership programs.

- **Membership Timing:** Most users opt for memberships within a month of regular usage (38%), followed by yearly memberships (35%) and weak memberships (27%). This suggests that a considerable number of users take some time before committing to memberships, possibly after evaluating the benefits.
- **Platform Loyalty:** Platforms like AJIO, Nearby Shops, and Shopsy show very low membership adoption, indicating either a lack of compelling membership benefits or lower customer engagement.

Suggestions

- **Targeted Marketing:** Platforms like AJIO and Nearby Shops should consider strengthening their membership offers or enhancing their marketing strategies to attract more users.
- **Enhance Long-Term Value:** Since a significant percentage of users opt for memberships after one month or more, platforms should consider offering long-term incentives or exclusive benefits that encourage early adoption.
- **Feedback Loops:** Collecting feedback from users who do not opt for memberships or those who take a long time to do so could provide insights into improving membership programs.

Conclusion

The data suggests that Amazon and Flipkart dominate the membership space due to their strong market presence and effective programs. However, there is an opportunity for other platforms to improve by offering more attractive and tailored membership benefits, particularly for users who might need more time or convincing before committing to a membership. The insights drawn can help these platforms strategize better to increase membership adoption rates.

Flipkart has a dominant position in the apparel segment, and is "neck and neck" with Amazon in the sale of electronics and mobile phones. The Flipkart VIP program provides additional benefits such as extra Super Coins on every order, and access to unique offerings such as 48-hour free delivery, return pickups, flight rescheduling and hotel booking discounts. Flipkart's VIP, Premium Plus, and Plus programs cater to its customers, providing a more fulfilling shopping experience.

Amazon offers a wide range of products, including retail goods, delivery, advertising, digital and media services. Amazon's Prime program provides fast and free shipping, exclusive access to Prime Video, Music, and Reading, along with a rewards program and excellent customer support. Amazon's Prime program offers comparable benefits and value to its customers, providing excellent service, convenience, and added value to customers. Both Flipkart's VIP program and Amazon's Prime program are designed to enhance customer loyalty and deliver an improved shopping experience.

HYPOTHESIS TESTING: RELATIONSHIP BETWEEN PLATFORM USAGE DURATION AND SUBSCRIPTION TO PREMIUM SERVICES

Step 1: Define the Hypotheses

- **Null Hypothesis (H0):** There is no significant relationship between the duration of platform usage and the likelihood of subscribing to premium services.
- **Alternative Hypothesis (H1):** There is a significant relationship between the duration of platform usage and the likelihood of subscribing to premium services.

Step 2: Data Organization

Given the data provided:

TABLE 5

DURATION OF USAGE	SUBSCRIBED (YES)	NOT SUBSCRIBED (NO)	TOTAL
WEAK	10	5	15
MONTH	14	15	29
YEAR	13	14	27
MORE THAN A YEAR	1	45	46
TOTAL	38	79	117

Step 3: Calculate Expected Frequencies

Chi-Square Test of Independence

To test the hypothesis, we use the Chi-Square Test of Independence. The steps are as follows:

a) Calculate the Expected Frequencies

The formula for the expected frequency E_{ij} is:

$$E_{ij} = \frac{\text{Row Total}_i \times \text{Column Total}_j}{\text{Grand Total}}$$

For each cell, we calculate:

- For "Weak" and "Subscribed (Yes)": $E_{11} = \frac{15 \times 38}{117} \approx 4.87$
- For "Weak" and "Not Subscribed (No)": $E_{12} = \frac{15 \times 79}{117} \approx 10.13$
- For "Month" and "Subscribed (Yes)": $E_{21} = \frac{29 \times 38}{117} \approx 9.38$
- For "Month" and "Not Subscribed (No)": $E_{22} = \frac{29 \times 79}{117} \approx 19.62$
- For "Year" and "Subscribed (Yes)": $E_{31} = \frac{27 \times 38}{117} \approx 8.38$
- For "Year" and "Not Subscribed (No)": $E_{32} = \frac{27 \times 79}{117} \approx 18.62$
- For "More Than a Year" and "Subscribed (Yes)": $E_{41} = \frac{46 \times 38}{117} \approx 15.37$
- For "More Than a Year" and "Not Subscribed (No)": $E_{42} = \frac{46 \times 79}{117} \approx 30.63$

b) Compute the Chi-Square Statistic

The Chi-Square statistic χ^2 is computed using:

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where:

- O_{ij} are the observed frequencies
- E_{ij} are the expected frequencies

Calculations for each cell are:

- For "Weak" and "Subscribed (Yes)": $\frac{(10-4.87)^2}{4.87} \approx 5.24$
- For "Weak" and "Not Subscribed (No)": $\frac{(5-10.13)^2}{10.13} \approx 2.55$
- For "Month" and "Subscribed (Yes)": $\frac{(14-9.38)^2}{9.38} \approx 2.55$
- For "Month" and "Not Subscribed (No)": $\frac{(15-19.62)^2}{19.62} \approx 0.97$
- For "Year" and "Subscribed (Yes)": $\frac{(13-8.38)^2}{8.38} \approx 2.66$
- For "Year" and "Not Subscribed (No)": $\frac{(14-18.62)^2}{18.62} \approx 0.17$
- For "More Than a Year" and "Subscribed (Yes)": $\frac{(1-15.37)^2}{15.37} \approx 14.45$
- For "More Than a Year" and "Not Subscribed (No)": $\frac{(45-30.63)^2}{30.63} \approx 10.14$

Adding these values gives:

$$\chi^2 = 5.24 + 2.55 + 2.55 + 0.97 + 2.66 + 0.17 + 14.45 + 10.14 \approx 38.27$$

c) Determine the Degrees of Freedom

Degrees of freedom (df) is calculated as: $df = (\text{number of rows} - 1) \times (\text{number of columns} - 1)$

In this case: $df = (4 - 1) \times (2 - 1) = 3$

- d) **Find the Critical Value and p-value:** Using a Chi-Square distribution table or statistical software for $df = 3$ at a significance level (α) of 0.05:
- The critical value is approximately 7.815.
 - The p-value for a Chi-Square statistic of 38.27 is much less than 0.05.
- e) **Make a Decision:** Since the computed Chi-Square statistic (38.27) is greater than the critical value (7.815), and the p-value is less than 0.05, we reject the null hypothesis.

Step 4. Conclusion

There is a significant relationship between the duration of platform usage and the likelihood of subscribing to premium services. This supports the alternative hypothesis (H_1). Specifically, the analysis indicates that the likelihood of subscribing to premium services varies significantly with the duration of platform usage.

Summary

Null Hypothesis (H_0): There is no significant relationship between the duration of platform usage and the likelihood of subscribing to premium services.

-Alternative Hypothesis (H_1): There is a significant relationship between the duration of platform usage and the likelihood of subscribing to premium services.

Based on the Chi-Square test results, with a Chi-Square statistic of 38.27 and degrees of freedom of 3, the p-value is significantly less than the typical significance level of 0.05. Therefore, we reject the null hypothesis and conclude that there is a significant relationship between the duration of platform usage and the likelihood of subscribing to premium services.

FINDINGS, SUGGESTIONS AND CONCLUSION

The Customer Journey is a crucial aspect of businesses that need to be evaluated from time to time to enhance customer interaction and experience. By understanding the customer journey and optimizing touchpoints, businesses can solidify customer loyalty and retain their market share. Understanding and optimizing touchpoints can provide businesses with a competitive advantage in the market. Therefore, this research aims to evaluate the customer journey of online shopping and provide a comprehensive framework for businesses to understand the impact of the customer journey's touchpoints and consumer behavior patterns.

Key Findings

- The 20-30 years of age group, particularly males, is the most engaged with online shopping, highlighting potential for increasing engagement among females and older age groups.
- Clothing is consistently the most preferred product throughout the day, suggesting businesses should focus on this category to engage customers.
- Cash on delivery (COD) is the overwhelming payment method of choice, followed by Unified Payment Interface (UPI).
- Amazon and Flipkart are the dominant platforms for memberships, while smaller platforms such as AJIO and Nearby Shops have low membership adoption.

Suggestions for Enhancing the Customer Journey

- Targeted Campaigns for Young Males: Tailor campaigns emphasizing convenience, speed, and variety to solidify loyalty and increase spending for this age group.
- Incentivize Female Participation: Develop marketing strategies that appeal to females in the 20-30 years of age group with personalized recommendations, community-driven features, and promotions on products that align with their interests.
- Engage Older Age Groups: Introduce user-friendly online interfaces, loyalty programs, and educational content to encourage users aged 30-50+ to shop online.
- Expand Awareness of Smaller Platforms: Meesho and Shopsy should increase their visibility and offer incentives to pull users from larger platforms.

- Enhance Customization Features: Platforms should continue to offer and expand on customization options to cater to users seeking a more tailored experience.
- Target Price-Sensitive Users: Offer price-match guarantees or loyalty discounts to retain users who are prone to switch due to price concerns.
- Encourage Digital Payments: Offer discounts, cashback, or rewards to promote the use of UPI and other digital payment methods.
- Improve Quality Control: Ensure product quality to reduce the likelihood of users leaving due to defects or dissatisfaction.
- Enhance Delivery Services: Invest in logistics to improve delivery times and reduce shipping costs, making the shopping experience more convenient.
- Improve Membership Benefits: Platforms should consider offering long-term incentives or exclusive benefits that encourage early adoption.

Conclusion

Evaluating the customer journey is essential for businesses seeking to deliver exceptional customer experiences, foster loyalty, and drive growth. With the insights presented, it is evident that focusing on optimizing touchpoints, expanding engagement, leveraging consumer behavior patterns, and addressing quality, pricing, and delivery issues can help businesses succeed in meeting the expectations of customers and driving long-term growth. Hence, businesses should take an all-around approach towards evaluating the customer journey to benefit from customer retention, advocacy, and recommendations, ultimately leading to increased revenue and market share.

QUESTIONNAIRES

1. Your professional
2. Preferred to shop
3. Your age lies between
4. Your gender
5. Which shopping platform you are using?
6. Since how many days you're using it
7. How often you'll be into the app/page?
8. What are the products that you prefer to look into at the morning times
9. What are the products that you prefer to look into at the afternoon times
10. What are the products that you prefer to look into at the evening times
11. What are the products that you prefer to look into at the night times
12. Have u made any changes in the platform
13. If yes what's the reason for it
14. Have u taken the membership, subscription or the prime
15. If yes after how many days of the normal usage you have been into
16. Method of payment you make

BIBLIOGRAPHY**1. Framing the Customer Journey: Touch Point Categories and Decision-Making Process Stages**

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69-96.

<https://journals.sagepub.com/doi/full/10.1509/jm.15.0420>

2. The Role of Consumer and Customer Journeys in Customer Experience Driven and Open Innovation

- Patrício, L., Gustafsson, A., & Fisk, R. P. (2018). Mapping Service Innovation in Customer Journeys and Experience. *Journal of Business Research*, 79, 317-328.

<https://www.sciencedirect.com/science/article/pii/S0148296318301470>

3. Exploring the Phases of Consumer Decision-Making and Marketing Strategies

- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The Consumer Decision Journey. *McKinsey Quarterly*.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>

4. Additional Resources for Customer Journey Research*

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69-96.

<https://journals.sagepub.com/doi/full/10.1509/jm.15.0420>

- Patrício, L., Gustafsson, A., & Fisk, R. P. (2018). Mapping Service Innovation in Customer Journeys and Experience. *Journal of Business Research*, 79, 317-328.

<https://www.sciencedirect.com/science/article/pii/S0148296318301470>

- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The Consumer Decision Journey. *McKinsey Quarterly*.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>