

A Study on Customer Time Engagement and Perception of Content for E-Commerce Sites in India

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I. Introduction

Consumer behaviour is changing rapidly with consumer becoming the king again and credit goes to growing strength of digital media, media fragmentation, consumer fragmentation, easy access to information source, education and growing bargaining capacity of consumers because of brand war, availability of alternatives and increasing consumer awareness.

They are more informed, compare brand price, analyse information available from different sources, share information, post reviews and read reviews posted by other consumers on digital and social media. Online information is playing a vital role in shaping the consumer buying decision.

Consumers are seeking more and more information and making an informed decision. Information is consumed across all the five stages of consumer buying process - problem statement, information search, alternate evaluation, purchase decision and post-purchase decision. Hence marketers are indulging in content marketing; they are trying to engage customers through innovative content and activities online.

Although consumer engagement through online content applies to both brick and mortar and online companies, it is more important for online companies or e-commerce companies. Customers can visit brick and mortar companies in person and see and feel the products themselves, but in-case of online companies this is impossible. Hence online or e-commerce companies depend mainly on their content to engage customer and give them a richer experience as compared to brick and mortar companies. The amount of time customer spends on e-commerce sites is an important metric to measure engagement (Solomon, 2013).

E-commerce portals provide multiple benefits like more options of price comparison, product ratings and rankings, product reviews, convenience of delivery, time saving, 24/7 access to store, easy return facility, experience sharing, ease of ordering and other facilities which gives it an upper edge over brick and mortar companies.

All these facilities and heavy discounts and offers round the year give these e-commerce sites preference over brick and mortar sites for purchasing. Some of the e-commerce sites getting more recognition based on their innovative content and engagement activities than others. These sites have emerged as the new age shopping malls. They give convenience of use, convenience of time, save energy, save money and transportation cost and experience of offline shopping malls.

1.2. Content as a marketing tool

Marketing effort to which includes creation, curation and communication of relevant content. It aims at attracting & retaining customers for an enhanced consumer experience (Baltes, 2015).

With the growth in-digital technology the consumer is being exposed to a sea of information and with customer becoming more knowledgeable and informed the demand for relevant and interesting content is growing. Digital media has opened immense opportunity for consumer journalism i.e., consumers can create, curate and distribute content which runs parallel to company's content (Rowley, 2008). The premise of content marketing is story telling. A company creates content related to brand in the form of a story it could be a TV commercial, a video or a show all have a storyline. But the story may not always be created by the company, with the emergence of social media which promotes customer post their opinions and comments; customer story telling is gaining importance. Hence brand storytelling can be divided into two phases – it starts with corporate storytelling which ends at brand purchase. This is followed by advocate (evangelist) storytelling carried forward by satisfied and loyal customers. Similar to all the other promotional content marketing ultimately aims at sales and ROI. A prospect consumes the content and shares it on various portals which spreads it virally even though the first customer stops there, s/he has generated leads in the form of his/her contacts who have access to the

content and who might be in the information search stage of purchase cycle. The task of marketers is to take these prospects from information search stage to brand purchase phase. Marketers make use of different metrics to measure content consumption, sharing, lead generation and sales(Zuk).

1.3. E-commerce

The increasing consumer dependence and faith in digital and electronic media has given a major boost to e-commerce. The retail industry has seen a paradigm shift from brick and mortar to brick and click to click only retail portals hence. These e-commerce portals are the choice of the new generation and hence have led to the brick and mortar stores to lose their market share.

Some of the factors leading to this change are offers, discounts, growing strength of digital media and smart phones, Good discounts / lower prices, Saves time and efforts, Convenience of shopping at home, Wide variety / range of products are available, detailed information of the product, you can compare various models / brands(Sashi, 2012).

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 560.01 million as of September 2018. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world(BrandEquity, 2018).

II. Literature Review

E-Commerce stands for electronic commerce. It denotes transactions of goods and services via e media. These E-Commerce portals act as a virtual market facilitating the exchange of goods and services with payments.

Asia is emerging as the most potential market for E-Commerce. Ability to understand the market and offering unique features is vital for the success of these e-commerce portals. In India, E-Commerce industry has seen a paradigm shift, with many new entrants and consolidation among the older ones. E-Commerce market in India is growing at an exponential rate with companies providing a wide range of products and services. E-commerce transactions majorly fall into the following categories: business to- consumer (B2C); business-to-business (B2B); consumer-to-consumer (C2C); business-to-government (B2G); and mobile commerce (m-commerce). Affordable digital devices and low cost of high bandwidth internet connection are believed to be the major causes of e-Commerce boost in India.

It is a "disruptive" innovation that is radically changing the traditional way of doing business. Recent trends indicate that E-Commerce companies are expanding into related (Depth) and unrelated (Width) categories. The major driving factors for E-Commerce sites are: Website Design, Easy Search, Product Range Availability, Genuine Products, Availability, Order Tracking, TAT, Payment Options, Shipping Cost Clarity, Coupons, Cash on Delivery, Intimation by E-Mail, Package Information, Ratings, Reviews & Recommendations, Return Policy, Price Comparison, Privacy Customer Support Online Chat, Social Media Link, Speed, Guest Checkout, Multi Device Friendly website, Pop-up interference and Permission Marketing. Indian consumers are showing greater appetite to transact online, fuelling the e-commerce boom. In addition to the above mentioned factors, relevant content has emerged as a key differentiator for attracting the target market in which different players are competing against each other(NinaKoiso-Kanttila, 2004)(Piercy, 2014)((Ramo'n & Carrión, 2014)(Zhang, Trusov, Stephen, & Jamal, 2017)(Bjarne & Stylianou, 2009).(Juneja & Mehta, 2017)

E-Commerce portals support information based business process for Customer Engagement and CRM. Indian E-Commerce is paying attention to aesthetics of website design/Content Design to provide a delightful customer experience.

The time spent by a customer on an E-Commerce site decides the potential for prospect conversion. Hence, it is imperative for the marketers to design their website so as to hold customer attention for a longer duration. This can be achieved through design and content that is interesting, satisfying, easy to use and matches user expectations. Such a design also gives competitive edge and helps enhance brand equity of the portals.

With the ever growing number of ecommerce companies the website content acts as the differentiating factor. Satisfaction of consumers plays an important role in selection of ecommerce portal for purchase(Detlor, Sproule, & Gupta, 2003).

A number of attempts have been made to evaluate contents of ecommerce sites. Customers are more informed with the advent of social commerce. Social commerce equips customers to make more informed purchase decisions. It is proved in past researches that customer generated content in the form of information shared on their social media pages indicates higher customer engagement and interest in content. Social

commerce makes use of Web 2.0 for e-transactions. It also has the potential to enhance customer relationship, increase website traffic and maximize the effect of promotional campaigns(Barnes & Vidgen , 2002).

Quality of content is important for customers and they value content which is relevant, accurate and useful with respect to information search, alternative evaluation and purchase decision. It also helps in improving the brand value of ecommerce portals (Yang et al. 2005).

It is imperative for ecommerce companies to understand customer perception of their website for continuous improvement, customer engagement and competitive advantage.

III. Research Gap & Research Problem

Customer engagement has emerged in the last few years as a topic of great interest to managers and consultants in diverse industries and companies worldwide

The digital consumers, more appropriately called netizens, indulge more in ecommerce sites for shopping as compared to brick and mortar stores. The online shopping portals offer efficiency, Less hassle, decreased purchase time, ease of use and problem solving, engagement, relevance, discount, offer and last but not the least personalized care and long term relationship building. Hence content plays a vital role in attracting the customers to digital platforms whether social media or ecommerce. It is the primer on which these sites attract customers.

Although products offered, discounts, quality, service and brands available decides the comparative ranking of these sites, more important aspect is communication about these facilities and offers. It can be achieved only through content management/marketing. Proper website design, layout, presentation and comprehensibility of content decide whether customers will prefer it over others for doing business or purchase.

It is important for the marketers to measure their website content. The common metrics available for assessment of website content are consumption metric, sharing metrics, lead generation metrics and sales metrics. Website content consumption and content sharing precedes lead generation and sales(Tsiotsou, Rigopoulou , & Kehagias, 2002).

IV. Research Objectives

The study aimed at the following research objectives:

- To find out customer time engagement on e-commerce sites
- To explore customer perception of content for e-commerce sites in India

V. Research Hypothesis

The following hypotheses have been formulated based on the above mentioned objectives:

H1: There is statistical difference in time spent by different customers on e-commerce sites. (H1 will be further divided into subcategories)

H2: Customers from different demographic groups have different perception towards e-commerce website content (H2 will be further divided into subcategories)

VI. Research Design

This study is a quantitative empirical descriptive research that aims to find out factors that are important to the customer with respect to website content of an ecommerce portal. A cross-sectional study is administered among youth using close ended structured questionnaire. As the final questionnaire had a total of 8 questions, 150 samples was found to be appropriate for the study. Convenient Quota Sampling technique was used.

The questionnaire consisted of 8 questions. There were 7 questions pertaining demographic parameters and 1 question with 28 content related parameters that were evaluated on the scale of 1 to 5, 1 as extremely irrelevant and 5 as extremely relevant.

Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	33

VII. Data Analysis

7.1 Sample Description

Table 1:

Sample Description										
Gender	Number	%		Age Group (Years)	Number	%		Marital Status	Number	%
Male	90	60%		below 18	20	13%		Single	99	66%
Female	60	40%		18-24	35	23%		Married	44	29%
Total	150			25-30	70	47%		Committed	7	5%
				31-35	10	7%		Total	150	
				above 35	15	10%				
Occupation	Number	%						Family Income per annum (lakhs)	Number	%
Student	46	31%		Total	150			1-3	6	4%
Service	82	55%						3-5	25	17%
Business	17	11%		Time Spent on e-commerce sites per day (hours)	Number	%		5-7	28	19%
Homemaker	2	1%		Less than 1	114	76%		Above 7	91	61%
Part-time Job	3	2%		1-2	23	15%		Total	150	
Total	150			2-3	3	2%				
				more than 3	10	7%				
				Total	150					
Family Type	Number	%								
Staying Alone	35	23%								
Nuclear Family	107	71%								
Joint Family	8	5%								
Total	150									

As seen in table 1, the sample was analysed on basic demographics and time spent on e-commerce sites.

7.2 Time Spent on e-commerce Sites and Demographics

7.2.1 Time Spent on e-commerce Sites and Gender

Table 2:

Time Spent on e-commerce sites per day (hours)* Gender				
Crosstab				
		Gender		Total
		Male	Female	
Time Spent on e-commerce sites per day (hours)	Less than 1	74	40	114
	1-2	10	13	23
	2-3	1	2	3
	More than 3	5	5	10
Total		90	60	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.068 ^a	3	.167
Likelihood Ratio	4.988	3	.173
Linear-by-Linear Association	2.240	1	.134
N of Valid Cases	150		

It is evident from Table 2 that gender is independent of time spent on e-commerce sites. Hence men and women behaviour towards time spent on e-commerce sites are not significantly different.

7.2.2. Time Spent on e-commerce Sites and Age Group

Table 3

Time Spent on e-commerce sites per day (hours)* Age Group in years							
Crosstab							
		Age Group in years					Total
		<18	18-24	25-30	31-35	> 35	
Time Spent on e-commerce sites per day (hours)	Less than 1	15	27	55	6	11	114
	1-2	5	6	8	3	1	23
	2-3	0	1	2	0	0	3
	More than 3	0	1	5	1	3	10
Total		20	35	70	10	15	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.119 ^a	12	.436
Likelihood Ratio	12.870	12	.379
Linear-by-Linear Association	3.790	1	.052
N of Valid Cases	150		

In Table 3 we see that time spent on e-commerce sites is also not different from respondents of different age groups.

7.2.3 Time Spent on e-commerce Sites and Occupation

Table 4

Time Spent on e-commerce sites per day (hours) * Occupation							
Crosstab							
		Occupation					Total
		Student	Service	Business	Homema	Part-time	
Time Spent on e-commerce sites per day (hours)	Less than 1	38	59	13	2	2	114
	1-2	8	12	2	0	1	23
	2-3	0	3	0	0	0	3
	More than 3	0	8	2	0	0	10
Total		46	82	17	2	3	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	9.587 ^a	12	.652
Likelihood Ratio	13.987	12	.302
Linear-by-Linear Association	1.448	1	.229
N of Valid Cases	150		

Time Spent on e-commerce sites is also same for respondents with different occupation as shown in Table 4.

7.2.4 Time Spent on e-commerce Sites and Relationship Status

Table 5

Time Spent on e-commerce sites per day (hours) * Relationship Status					
Crosstab					
		Relationship Status			Total
		Single	Married	Committed	
Time Spent on e-commerce sites per day (hours)	Less than 1	73	34	7	114
	1-2	15	8	0	23
	2-3	3	0	0	3
	More than 3	8	2	0	10
Total		99	44	7	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	4.521 ^a	6	.607
Likelihood Ratio	6.966	6	.324
Linear-by-Linear Association	2.237	1	.135
N of Valid Cases	150		

Respondents of different marital status have no difference in time spent on e-commerce sites as shown in table 5.

7.2.5 Time Spent on e-commerce Sites and Family Annual Income

Table 6

Time Spent on e-commerce sites per day (hours) * Family Income Per Annum (Lakhs)						
Crosstab						
		Family Household Income Per Annum				Total
		1-3	3-5	5-7	Above 7	
Time Spent on e-commerce sites per day (hours)	Less than 1	4	19	21	70	114
	1-2	2	4	4	13	23
	2-3	0	1	1	1	3
	More than 3	0	1	2	7	10
Total		6	25	28	91	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	3.598 ^a	9	.936
Likelihood Ratio	3.732	9	.928
Linear-by-Linear Association	.131	1	.717
N of Valid Cases	150		

Time Spent on e-commerce sites per day is independent of income groups as seen in Table 6.

7.2.6 Time Spent on e-commerce Sites and Family Type

Table 7

Time Spent on e-commerce sites per day (hours) * Family Type					
Crosstab					
		Family Type			
		Staying Alone	Nuclear Family	Joint Family	Total
Time Spent on e-commerce sites per day (hours)	Less than 1	24	35	55	114
	1-2	5	7	11	23
	2-3	1	1	1	3
	More than 3	5	3	2	10
Total		35	46	61	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	5.900 ^a	9	.750
Likelihood Ratio	5.993	9	.741
Linear-by-Linear Association	4.270	1	.039
N of Valid Cases	150		

Time Spent on e-commerce sites per day is independent of family type as seen in Table 7.

Hence, we can conclude that respondent’s time spent on e-commerce sites is independent of demographics. This accepts null hypothesis and does not support our hypothesis.

7.3 Customer Perception of e-commerce site Content

7.3.1 Customer Perception of e-commerce site content and Gender

Table 8

Independent Samples Test	
Website Content	Equal variances Assumed Sig. (2-tailed)
Website Design	.703
Easy Search	.703
Product Range	.921
Full Store Directory	.668
Genuine Products	.710
Supplier Information	.279
Availability of products in your area	.391
Date of Delivery	.955
Shipping Cost	.706
Coupon Deals	.073
Multi Payment Options	.586
User Friendly Transaction Flow	.935
Cash on Delivery Option Highlighted	.545
Receipt in e-mail	.971
Order Tracking System	.703
Packaging Information	.095
Reviews & Recommendations	.166
Return Policy	.767
Total Cost Transparency	.347
Privacy Statement	.343
Customer Support Online Chat	.197
Social Media Link	.359
Page Loading Speed	.649
Guest Check-out	.021
Multi Device Friendly Website	.394
Pop-up Interference	.341
Customization	.908
Permission Promotion	.942

Both men and women have similar perception towards the content. H2a is not supported.

7.3.2 Customer Perception of e-commerce site content and Age groups

Table 9

ANOVA between age groups					
	Sum of Squares	df	Mean Square	F	Sig.
Website Design	97.116	4	24.279	28.309	.000
Easy Search	152.985	4	38.246	41.002	.000
Product Range	104.547	4	26.137	23.832	.000
Full Store Directory	41.143	4	10.286	11.100	.000
Genuine Products	160.729	4	40.182	50.417	.000
Supplier Information	43.774	4	10.944	9.422	.000
Availability of products in your	120.790	4	30.198	39.043	.000
Date of Delivery	142.474	4	35.619	38.139	.000
Shipping Cost	116.411	4	29.103	31.152	.000
Coupon Deals	64.767	4	16.192	15.712	.000
Multi Payment Options	105.662	4	26.415	21.619	.000
User Friendly Transaction Flow	137.995	4	34.499	39.708	.000
Cash on Delivery Option	96.180	4	24.045	20.450	.000
Receipt in e-mail	52.860	4	13.215	10.131	.000
Order Tracking System	113.720	4	28.430	32.020	.000
Packaging Information	29.624	4	7.406	6.322	.000
Reviews & Recommendations	83.642	4	20.911	18.522	.000
Return Policy	146.983	4	36.746	46.376	.000
Total Cost Transparency	111.927	4	27.982	27.079	.000
Privacy Statement	27.803	4	6.951	5.929	.000
Customer Support Online Chat	28.335	4	7.084	7.079	.000
Social Media Link	3.004	4	.751	.620	.649
Page Loading Speed	103.662	4	25.916	26.315	.000
Guest Check-out	43.803	4	10.951	10.475	.000
Multi Device Friendly Website	84.846	4	21.211	19.338	.000
Pop-up Interference	6.272	4	1.568	.780	.540
Customization	21.783	4	5.446	4.695	.001
Permission Promotion	13.430	4	3.358	2.027	.094

Respondents from different age groups have different perception towards e-commerce site content as seen in Table 9. Further descriptives show that overall respondents below 18 years consider the e-commerce site contents most important followed by 18-24 years, 31-35 years, above 35 years and lastly 26-30 years. The details if the same can be seen in table 10.

Table 10

	Perception Ranking				
	Below 18	18-24	25-30	31-35	Above 35
Website Design	1	2	4	5	3
Easy Search	1	2	3	5	4
Product Range	1	2	3	4	5
Full Store Directory	1	2	4	3	5
Genuine Products	1	2	4	3	5
Supplier Information	1	3	5	4	2
Availability of products in your area	1	2	3	3	4
Date of Delivery	1	2	4	5	3
Shipping Cost	1	3	4	2	5
Coupon Deals	1	3	2	2	4
Multi Payment Options	1	3	5	4	2
User Friendly Transaction Flow	1	2	4	3	5
Cash on Delivery Option Highlighted	1	3	4	2	5
Receipt in e-mail	1	3	4	2	5
Order Tracking System	1	3	4	2	5
Packaging Information	1	2	3	5	4
Reviews & Recommendations	1	5	4	2	3
Return Policy	1	2	4	5	3
Total Cost Transparency	1	2	4	5	3
Privacy Statement	1	2	4	3	5
Customer Support Online Chat	1	3	4	2	5
Social Media Link	2	4	5	3	1
Page Loading Speed	1	2	4	3	5
Guest Check-out	1	4	3	2	5
Multi Device Friendly Website	1	4	5	3	2
Pop-up Interference	4	2	3	3	1
Customization	1	3	4	5	2
Permission Promotion	1	3	4	5	2
Overall	1	2	5	3	4

Hence H2b is supported. Respondents from different age groups have different perception towards e-commerce site content

7.3.3 Customer Perception of e-commerce site content and Occupation

Table 11

Between Occupation Groups ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Website Design	35.180	4	8.795	6.846	.000
Easy Search	85.039	4	21.260	15.170	.000
Product Range	63.817	4	15.954	11.581	.000
Full Store Directory	17.114	4	4.279	3.770	.006
Genuine Products	90.813	4	22.703	17.500	.000
Supplier Information	17.762	4	4.441	3.295	.013
Availability of products in your area	70.429	4	17.607	8.389	.000
Date of Delivery	67.753	4	16.938	11.482	.000
Shipping Cost	59.057	4	14.764	10.768	.000
Coupon Deals	22.005	4	5.501	4.080	.004
Multi Payment Options	60.216	4	15.054	9.672	.000
User Friendly Transaction Flow	82.040	4	20.510	15.966	.000
Cash on Delivery Option Highlighted	42.415	4	10.604	6.743	.000
Receipt in e-mail	23.722	4	5.931	3.926	.005
Order Tracking System	54.586	4	13.647	10.232	.000
Packaging Information	4.452	4	1.113	.849	.496
Reviews & Recommendations	37.035	4	9.259	6.190	.000
Return Policy	81.796	4	20.449	15.901	.000
Total Cost Transparency	74.715	4	18.679	14.132	.000
Privacy Statement	17.775	4	4.444	3.531	.009
Customer Support Online Chat	15.352	4	3.838	3.463	.010
Social Media Link	3.213	4	.803	.657	.623
Page Loading Speed	62.072	4	15.518	11.931	.000
Guest Check-out	24.162	4	6.041	5.066	.001
Multi Device Friendly Website	42.965	4	10.741	7.647	.000
Pop-up Interference	4.266	4	1.066	.520	.721
Customization	12.877	4	3.219	2.733	.031
Permission Promotion	9.973	4	2.493	1.545	.192

In Table 11, we see that except of packaging information, social media link, pop-up interference and permission promotion, all other parameters of e-commerce site design have significantly different perception for respondents from different occupation. Descriptives of the same show that student group considers most of the e-commerce site based content extremely important followed by part-time job, homemaker, service and business. However, the difference between the later 4 is very less but statistically significant. Details of each parameter ranking are in Table 12.

Table 12

	Perception Ranking				
	Student	Service	Business	Homemaker	Part-time Job
Website Design	1	4	3	2	5
Easy Search	1	3	4	2	5
Product Range	1	3	4	2	5
Full Store Directory	2	3	4	1	5
Genuine Products	1	4	5	2	3
Supplier Information	1	2	4	5	3
Availability of products in your area	1	4	3	2	5
Date of Delivery	1	3	2	4	5
Shipping Cost	1	2	3	5	4
Coupon Deals	1	2	4	5	3
Multi Payment Options	1	2	3	4	4
User Friendly Transaction Flow	1	4	5	2	3
Cash on Delivery Option Highlighted	1	2	4	5	3
Receipt in e-mail	1	4	2	5	3
Order Tracking System	1	3	4	5	2
Packaging Information	2	3	4	5	1
Reviews & Recommendations	1	4	2	5	3
Return Policy	1	3	4	5	2
Total Cost Transparency	1	4	5	2	3
Privacy Statement	1	4	2	5	3
Customer Support Online Chat	1	4	5	3	2
Social Media Link	4	3	2	5	1
Page Loading Speed	1	3	4	5	2
Guest Check-out	1	5	3	4	2
Multi Device Friendly Website	1	5	4	2	3
Pop-up Interference	3	4	5	1	2
Customization	2	4	5	3	1
Permission Promotion	2	4	3	1	5
Over All	1.0	3.0	5.0	4.0	2.0

Hence, H2c is supported.E-commerce site design has significantly different perception for respondents from different occupation

7.3.4 Customer Perception of e-commerce site content and Relationship Status

Table 13

ANOVA between Relationship Status					
	Sum of Squares	df	Square	F	Sig.
Website Design	7.668	2	3.834	2.636	.075
Easy Search	13.539	2	6.769	3.622	.029
Product Range	8.363	2	4.181	2.408	.093
Full Store Directory	.822	2	.411	.333	.717
Genuine Products	12.563	2	6.281	3.446	.035
Supplier Information	1.192	2	.596	.413	.662
Availability of products in your area	15.141	2	7.571	3.091	.048
Date of Delivery	12.942	2	6.471	3.521	.032
Shipping Cost	10.287	2	5.143	3.034	.051
Coupon Deals	4.221	2	2.110	1.450	.238
Multi Payment Options	3.072	2	1.536	.794	.454
User Friendly Transaction Flow	15.753	2	7.876	4.544	.012
Cash on Delivery Option Highlighted	10.265	2	5.132	2.886	.059
Receipt in e-mail	7.501	2	3.751	2.340	.100
Order Tracking System	7.455	2	3.728	2.263	.108
Packaging Information	6.974	2	3.487	2.734	.068
Reviews &	6.527	2	3.263	1.930	.149
Return Policy	19.435	2	9.718	5.693	.004
Total Cost Transparency	19.854	2	9.927	5.876	.004
Privacy Statement	2.488	2	1.244	.922	.400
Customer Support Online	2.427	2	1.214	1.026	.361
Social Media Link	2.850	2	1.425	1.180	.310
Page Loading Speed	3.574	2	1.787	1.055	.351
Guest Check-out	2.205	2	1.102	.828	.439
Multi Device Friendly Website	5.125	2	2.563	1.549	.216
Pop-up Interference	2.808	2	1.404	.691	.503
Customization	4.790	2	2.395	1.965	.144
Permission Promotion	2.088	2	1.044	.634	.532

ANOVA between respondents of different relationships status have different perception for some parameters like easy search, genuine products, availability of products in customer’s area, date of delivery, user-friendly transaction flow, return policy and total cost transparency. For all other parameters statistical differences are absent. Further, for the relevant parameters, it is seen that the perception of these contents is most for singles followed by committed and finally married respondents. This is shown in Table 14. Hence, H2d is partially supported.

Table 14

	Perception Ranking		
	Single	Married	Committed
Easy Search	1	3	2
Genuine Products	1	3	2
Availability of products in your area	1	3	2
Date of Delivery	1	3	2
User Friendly Transaction Flow	1	3	2
Return Policy	1	3	2
Total Cost Transparency	2	3	1
Overall	1	3	2

7.3.5 Customer Perception of e-commerce site content and Annual Family Income

Study shows perception of content does not change with income. Hence H2e is not supported.

7.3.6 Customer Perception of e-commerce site content and Type of Family

Study shows perception of content does not change with type of family. Hence H2f is not supported.

7.4 Factor Analysis

28 parameters of content had been identified; factor analysis was conducted on the data to find out the most important factors.

Table 15

Factor Analysis										
Total Variance Explained										
Component	Initial Eigenvalues				Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	14.348	51.241	51.241	14.348	51.241	51.241	9.295	33.195	33.195	
2	1.837	6.559	57.801	1.837	6.559	57.801	5.540	19.785	52.980	
3	1.295	4.624	62.425	1.295	4.624	62.425	2.519	8.998	61.978	
4	1.047	3.741	66.166	1.047	3.741	66.166	1.173	4.188	66.166	
5	.950	3.394	69.560							
6	.813	2.902	72.462							
7	.785	2.805	75.267							
8	.690	2.464	77.730							
9	.668	2.385	80.116							
10	.606	2.166	82.282							
11	.567	2.025	84.307							
12	.538	1.921	86.228							
13	.472	1.685	87.913							
14	.455	1.626	89.539							
15	.379	1.353	90.892							
16	.334	1.192	92.084							
17	.312	1.114	93.198							
18	.291	1.038	94.236							
19	.269	.961	95.197							
20	.224	.800	95.997							
21	.210	.751	96.748							
22	.207	.738	97.486							
23	.168	.600	98.085							
24	.143	.511	98.596							
25	.120	.429	99.025							
26	.108	.385	99.410							
27	.089	.319	99.729							
28	.076	.271	100.000							

Extraction Method: Principal Component Analysis.

Table 15 shows that 4 factors emerged through principal component analysis. Further Varimax with Kaiser Normalization method was used to explore the factors.

Table 16

All 28 parameters identified with respect to content of e-commerce sites were then grouped into the four factors. The rotated component matrix after 8 iterations is as following:

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
Website Design	*			
Easy Search	*			
Product Range	*			
Full Store Directory	*			
Genuine Products	*			
Supplier Information		*		
Availability of products in your area	*			
Date of Delivery	*			
Shipping Cost	*			
Coupon Deals	*			
Multi Payment Options	*			
User Friendly Transaction Flow	*			
Cash on Delivery Option Highlighted	*			
Receipt in e-mail			*	
Order Tracking System	*			
Packaging Information			*	
Reviews & Recommendations			*	
Return Policy	*			
Total Cost Transparency	*			
Privacy Statement			*	
Customer Support Online Chat			*	
Social Media Link				*
Page Loading Speed	*			
Guest Check-out	*			
Multi Device Friendly Website	*			
Pop-up Interference				*
Customization				*
Permission Promotion				*

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

As seen in Table 16, Factor 1 that has emerged as the most important factor and has 18 parameters, these parameters is related to website design, navigation and product related information. Factor 2 has 6 parameters related to additional information like supplier, receipt on e-mail, packaging, reviews and ratings and online customer support. Factor 3 comprises of social media inclusion, customization and permission promotion. Factor 4 has only one parameter and that is pop up interference.

We can hence conclude that Factor 1 is the primary and most important types of content that the e-commerce sites should not miss. Factor 2 is the secondary support content that enhances the overall customer experience and Factor 3 is the augmented factor that deals with customization and social media inclusion in e-commerce sites.

VIII. Conclusion

With increasing number of companies foraying into e-commerce, it is important for the companies to find out customer's perception of content. Strategically planned content can lead to competitive advantage. It's also very important to treat all customers on demographic segmentation as same. One of the very important customer engagements metric is the time customer spends on the site. This study reveals how different groups of customers engage with e-commerce sites. E-commerce companies can look at the content improvisations and improve customer engagement for their sites.

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