

A study about the aspects of customer experience analysis in First cry (Baby shop – A Startup Company)

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Abstract

Startups are also the centers of innovation and are a great way to enhance employment creation in the economy. Customer experience analysis is receiving much attention in scientific and managerial community. Scholars and practitioners state that customer experience is the next area of competition. Its factor includes conviction, trust satisfaction, loyalty, goodwill, commitment, delight, experience. In the present modest world if any business organization has to endure it needs to keep a view on various forces operating in the market. More over competitors constantly try to win over others. In this scenario, every business organization needs to monitor the changes taking place in the market so that they are not caught by competitors.

Introduction

FirstCry.com's launched the first online store in December of 2010, with a style that there should be a sole, convenient and accessible platform for parents that can help them make well researched and informed choices for their kids. It has grown into a dynamic organization of a thousand employees serving more than a hundred million parents in the country, giving them a choice of more than thousand products. This company startup came from the issue faced by the CEO Supam Maheshwari as a first time parent. He use to travel far to pick up quality products for his baby and bring back products while returning from every foreign trip. The lack of products and abundance of opportunity spurred him up to start the Firstcry.

Primary Objective

- To study about the factors of customer experience analysis as prime differentiator in business

Secondary Objective

- To know about the Firstcry TOWS Analysis
- Its challenges on the way

Methodology of the study

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted.

Source

Primary source

Questionnaire

- A model questionnaire has been developed to provoke essential data.
- The Questionnaire is designed in nature and is based on Likert Scale method, Buying Propensity, Contingency Questions, Matrix Questions

Population

Customers and users of Firstcry

Selective Samples

Random sampling technique is used

Sample size : 91**Survey area:** Chennai

Secondary Source

Books, articles and Websites

Data Analysis and Interpretation

- Excel is used to analyze and interpret the data. Different Graphs, Tables, Charts and others tools are used to make presentable the research results (Findings).

| TOWS ANALYSIS | |
|--------------------------|---|
| Threats (T) | Online competitors such as Amazon, JL Morrisons, Hopscotch, Flipkart, Snapdeal, Shop clues, Story revolution, The pipal |
| Opportunities (T) | Tap new parents every month, Expansion of markets internationally |
| Weakness (W) | Mobile app need to be improved, `Coupons are ok but there is a confused state when using coupon, cannot use two coupons at a time for varied products but they give coupon code. |
| Strengths (S) | Prompt delivery or early delivery, Minimum order value of Rs 249, Loyalty cash, Easy returns policy, Shipping cost fee is free above 500, Varied Brands, Order tracking, Everyday discounts Community Based app, Expert interaction with users everyday based on different topics in respect to children and moms, Kiosk innovation in offline stores |

Challenges

Though the indicators are boosting, cornering the Indian e-commerce bowed out to be tougher and more lavish than predicted. Issue with logistics, payment gateways and forceful competition had companies struggling to survive. Guaranteeing timely delivery was not easy. A single courier company could cover the entire country. Orders made outside the major cities were usually fulfilled by small, often unreliable third party services that made delivery by bicycles since multinationals such as DHL and FedEx did not cover rural areas. People were not willing to use their credit cards to divulge their personal information through the internet. So COD was preferred. Users pay the full amount to the delivery person upon receiving orders. This extended the cash cycle flow since courier companies hold payments for as long as two weeks, forcing sellers to restock before receiving payments for their products. This delayed in delivery and so customers changed their mind and cancel their orders. This will eventually result in restocking the material and incurred restocking charges.

Data analysis and Interpretation

Table 1: Table showing Distribution of Respondents

| Attributes | Frequency | Percentage |
|----------------|-----------|------------|
| Home maker | 33 | 36.26 |
| Working Women | 21 | 23.08 |
| Working Father | 13 | 14.29 |
| Nanny | 24 | 26.37 |
| Total | 91 | 100 |

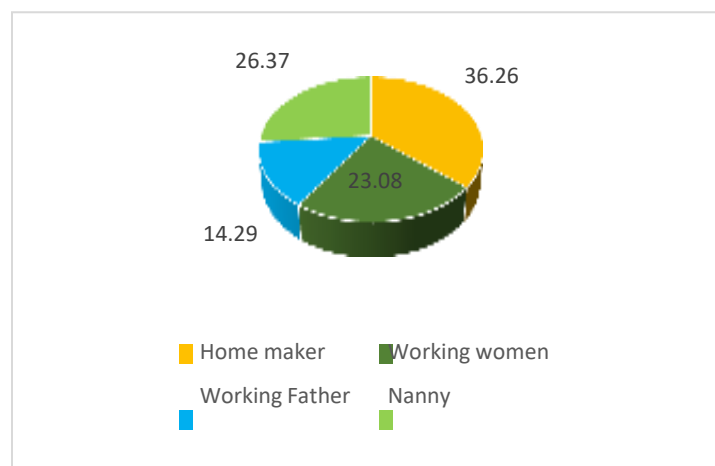


Figure 1: Figure showing the Distribution of Respondents

Inference: Homemakers play an important role in Firstcry market followed by Working Women, Nanny and Working Father

Table 2: Table showing Attitude towards advertisement

| Attributes | Frequency | Percentage |
|------------------------------|-----------|------------|
| Informative | 38 | 41.76 |
| Entertaining | 10 | 10.99 |
| Awareness | 22 | 24.18 |
| Weighing the benefits | 17 | 18.68 |
| Repetitive | 4 | 4.40 |
| Total | 91 | 100 |

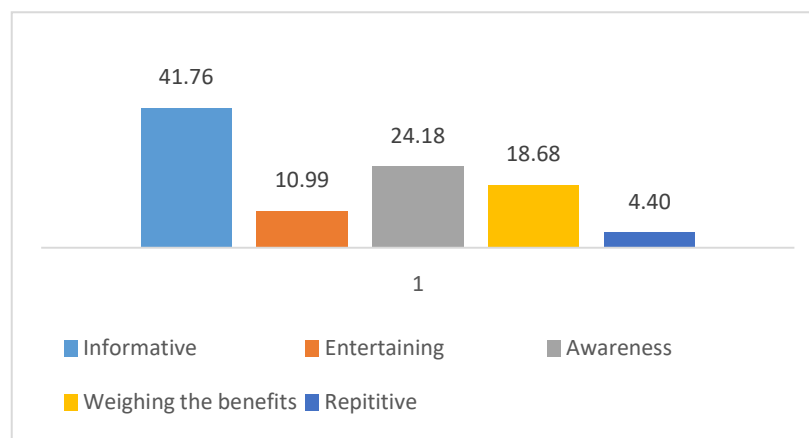


Figure 2: Figure showing the Attitude towards Advertisement

Inference: Attitude towards advertisement is informative, creates awareness.

Table 3: Mode of Advertising Influencing Intention to buy the Product

| Attributes | Frequency | Percentage |
|---|-----------|------------|
| Social Media - Blogs,Forum,Social Networking Sites | 19 | 20.88 |
| TV Commercials | 17 | 18.68 |
| Online Advertisement | 20 | 21.98 |
| Word of mouth | 29 | 31.87 |
| Magazine and Newspaper | 6 | 6.59 |
| Total | 91 | 100 |

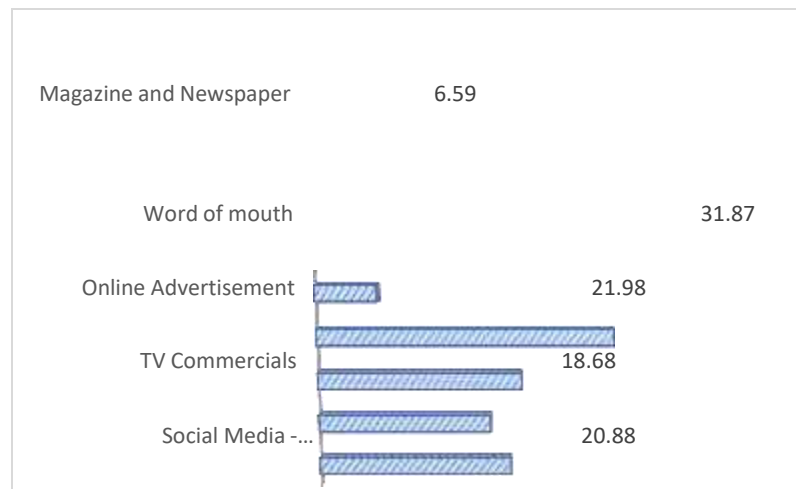


Figure 3: Figure showing the Intention to buy the Product through Advertising

Inference: The intention to buy the product is mostly through Word of Mouth, Online advertisement and Social Media.

Customer Experience Analysis

Table 4: Table showing General conviction about first cry products

| Attributes | Strongly agree | Agree | Neither Agree nor Disagree | Disagree | Strongly disagree | Total |
|--------------------|----------------|-----------|----------------------------|----------|-------------------|-----------|
| Trendy | 8 | 7 | 0 | 0 | 1 | 16 |
| Occasional | 7 | 9 | 1 | 1 | 0 | 18 |
| Traditional | 9 | 7 | 0 | 2 | 2 | 20 |
| Smart | 5 | 8 | 3 | 1 | 0 | 17 |
| Comfortable | 2 | 2 | 2 | 0 | 0 | 6 |
| Cost | 5 | 2 | 3 | 3 | 1 | 14 |
| Total | 36 | 35 | 9 | 7 | 4 | 91 |

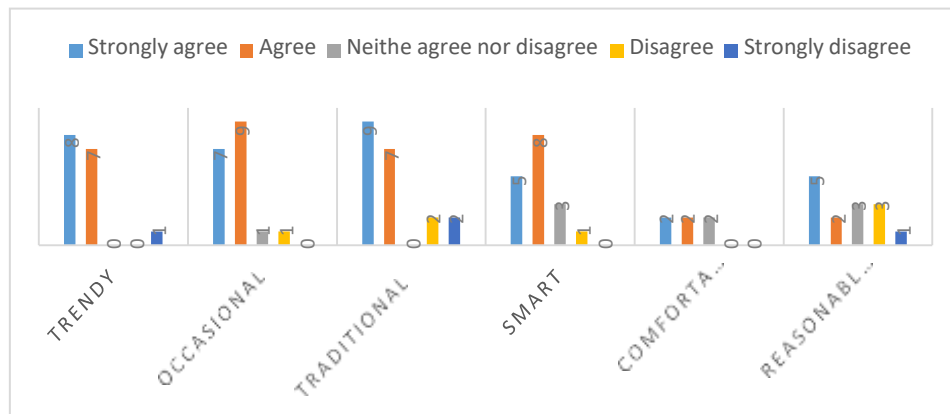


Figure 4: Figure showing general conviction about Firstcry Products

Inference: The general conviction about Firstcry products is traditional, occasional, smart and trendy.

Table 5: Table showing Preference and Trust of first cry products

| Attributes | Very satisfied | Somewhat satisfied | Neither satisfied nor dissatisfied | Somewhat dissatisfied | Very dissatisfied | Total |
|-----------------------------|----------------|--------------------|------------------------------------|-----------------------|-------------------|-----------|
| Responsiveness | 9 | 0 | 1 | 0 | 0 | 10 |
| Understanding of my needs | 5 | 0 | 0 | 1 | 0 | 6 |
| Professionalism | 10 | 5 | 0 | 0 | 0 | 15 |
| Quality | 2 | 7 | 0 | 3 | 0 | 12 |
| Relationship with customers | 6 | 9 | 0 | 1 | 0 | 16 |
| Brand selection | 11 | 4 | 0 | 0 | 0 | 15 |
| Cheaper than store | 8 | 2 | 0 | 1 | 1 | 12 |
| Save time | 2 | 3 | 0 | 0 | 0 | 5 |
| Total | 53 | 30 | 1 | 6 | 1 | 91 |

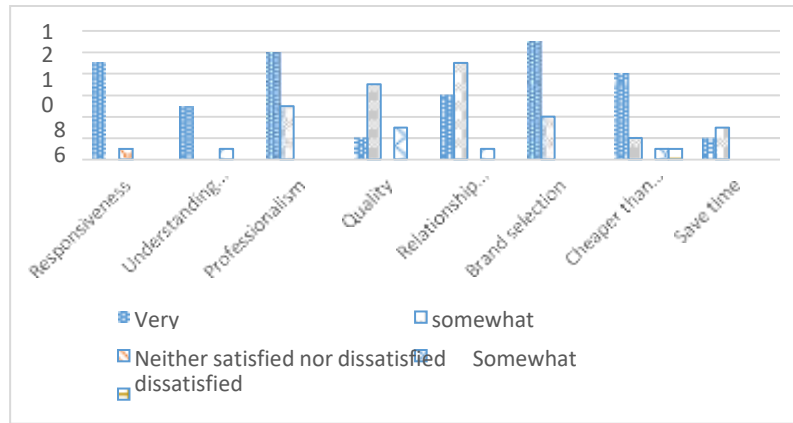


Figure 5: Figure showing Preference and trust of first cry products

Inference: The preference and trust is based mostly on customer relationship, professionalism, brand selection, quality and cheap cost.

Table 6: Table showing Rate the Level of Satisfaction in the following areas

| Attributes | Very satisfied | somewhat satisfied | Neither satisfied nor dissatisfied | Somewhat dissatisfied | Very dissatisfied | Total |
|-----------------------------------|----------------|--------------------|------------------------------------|-----------------------|-------------------|-----------|
| Convenience | 3 | 2 | 1 | 0 | 0 | 6 |
| Ease of finding products | 4 | 5 | 0 | 0 | 0 | 9 |
| Ease of comparison | 3 | 2 | 5 | 0 | 0 | 10 |
| Offer / discounted prices | 6 | 4 | 0 | 1 | 0 | 11 |
| Can find products | 1 | 7 | 0 | 0 | 4 | 12 |
| No need to deal with sales people | 3 | 2 | 0 | 0 | 0 | 5 |
| Known or famous brand name | 3 | 7 | 0 | 0 | 0 | 10 |
| Assurance of on time delivery | 11 | 6 | 0 | 0 | 0 | 17 |
| Ease of product return | 9 | 1 | 0 | 1 | 0 | 11 |
| Total | 43 | 36 | 6 | 2 | 4 | 91 |

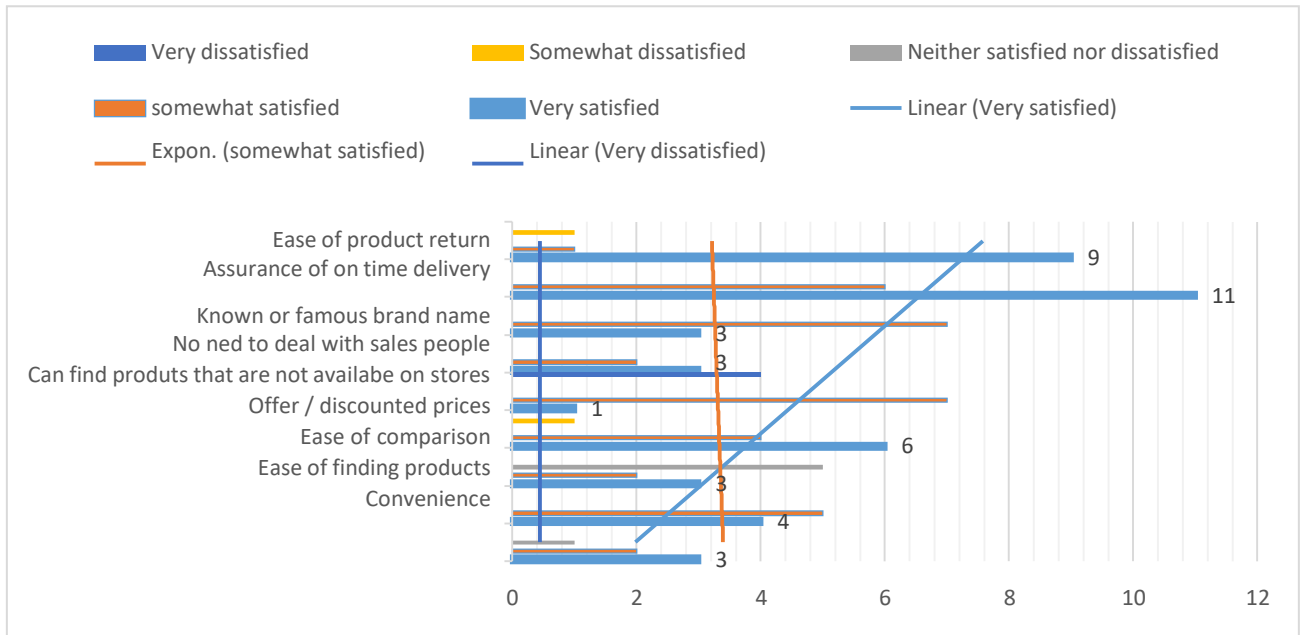


Figure 6: Figure showing Rate the Level of Satisfaction in the following areas

Table 7: Table showing Goodwill of store standards

| Attributes | Excellent | Good | Average | Below average | Poor | Total |
|--------------------------------|-----------|-----------|-----------|---------------|----------|-----------|
| Cleanliness | 10 | 5 | 2 | 0 | 0 | 17 |
| Clutter free | 5 | 6 | 2 | 0 | 0 | 13 |
| Neat and organized | 11 | 7 | 5 | 2 | 1 | 26 |
| Layout and ease to shop | 2 | 2 | 5 | 3 | 2 | 14 |
| Ease of parking | 4 | 5 | 2 | 5 | 5 | 21 |
| Total | 32 | 25 | 16 | 10 | 8 | 91 |



Figure 7: Figure showing Goodwill of store standards

Inference: Goodwill of store standards is neat organized, ease of parking, clean.

Table8: Table showing Loyalty and Commitment to shop in first cry

| Attributes | Strongly agree | Agree | Neithe agree nor disagree | Disagree | Strongly disagree | Total |
|---------------------------------|----------------|-----------|---------------------------|----------|-------------------|-----------|
| Proud of quality | 6 | 5 | 1 | 0 | 1 | 13 |
| Providing best service | 9 | 3 | 2 | 0 | 0 | 14 |
| Meets the customer needs | 5 | 2 | 2 | 1 | 1 | 11 |
| Best reputation | 6 | 4 | 1 | 0 | 1 | 12 |
| Varied brands | 8 | 2 | 2 | 0 | 1 | 13 |
| Satisfactory | 10 | 2 | 2 | 0 | 0 | 14 |
| Focus on long term goals | 8 | 3 | 2 | 1 | 0 | 14 |
| Total | 52 | 21 | 12 | 2 | 4 | 91 |

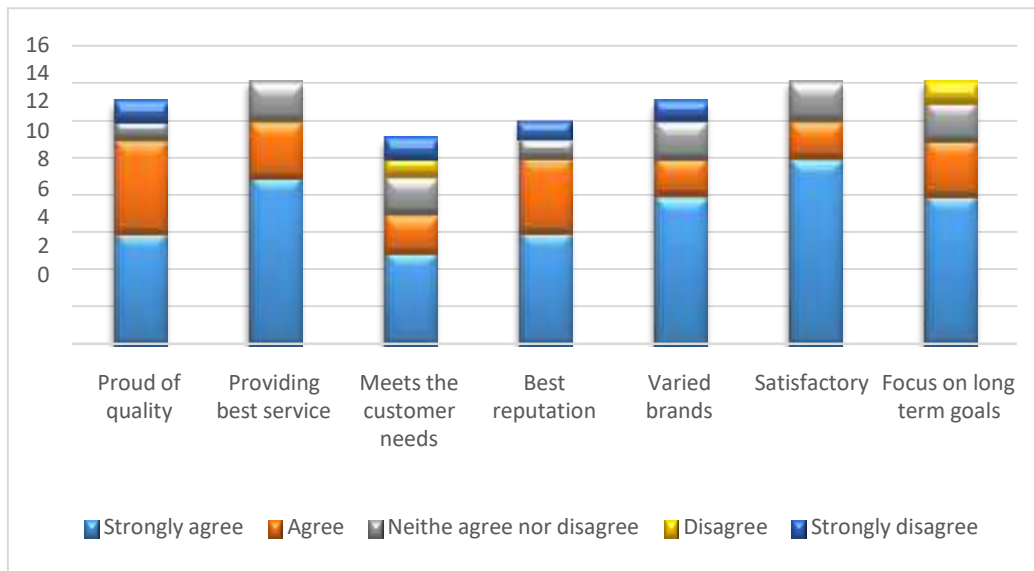


Figure 8: Figure showing Loyalty and Commitment to shop in first cry

Inference: Commitment involves providing best service, satisfied, long term goals, varied brands, and good quality.

Table 9: Table showing Delight of Customers using the app

| Attributes | Frequency | Percentage |
|----------------------------|-----------|------------|
| Less than a year or a year | 9 | 9.89 |
| 2 years | 15 | 16.48 |
| 3 years | 20 | 21.98 |
| 4 years | 23 | 25.27 |
| 5 years and above | 24 | 26.37 |
| Total | 91 | 100 |

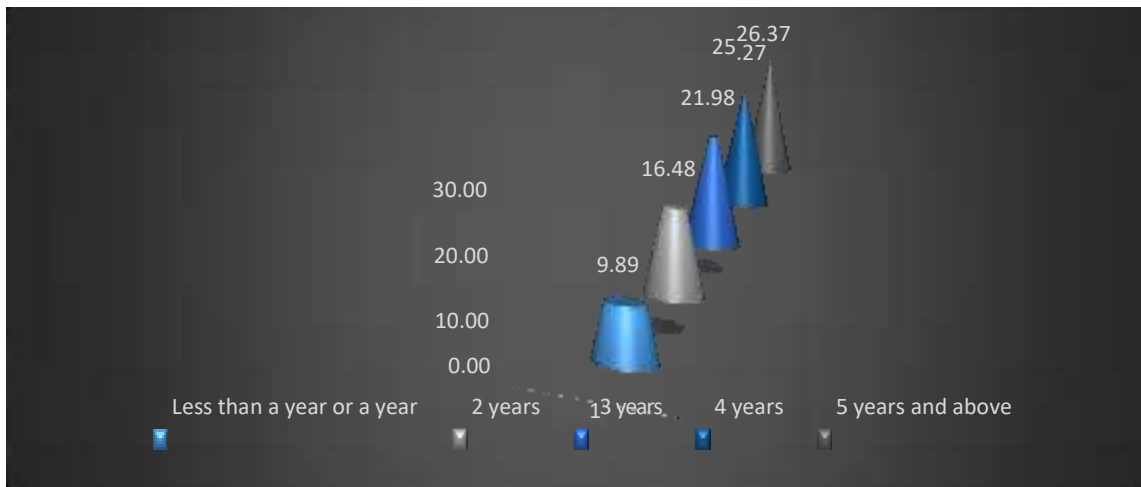


Figure 9: Figure showing the delight in using the app

Inference: Delight of customer is more than 5 years.

Table 10: Table showing Customer experience

| Attributes | Strongly disagree | Disagree | Neither agree nor disagree | Agree | strongly agree | Total |
|------------------------------------|-------------------|----------|----------------------------|-------|----------------|-------|
| Will shop frequently | 0 | 0 | 1 | 1 | 8 | 10 |
| Very confident while using the app | 0 | 0 | 0 | 2 | 4 | 6 |
| Website has a pleasing colour | 0 | 0 | 0 | 1 | 4 | 5 |
| keeps the promise in quality | 0 | 0 | 0 | 2 | 3 | 5 |
| Feel comfortable while shopping | 0 | 0 | 1 | 2 | 4 | 7 |
| Easy to find the products | 0 | 0 | 0 | 1 | 6 | 7 |
| Providing best service | 0 | 0 | 1 | 4 | 3 | 8 |

| | | | | | | |
|------------------------------------|---|---|---|----|----|----|
| Meets the customer needs | 0 | 0 | 0 | 0 | 4 | 4 |
| Varied brands | 0 | 0 | 1 | 1 | 1 | 3 |
| Satisfactory | 0 | 0 | 2 | 2 | 2 | 6 |
| Responsiveness | 0 | 0 | 0 | 1 | 1 | 2 |
| Professionalism | 0 | 0 | 0 | 2 | 3 | 5 |
| Quality | 0 | 0 | 0 | 1 | 5 | 6 |
| Relationship with customers | 0 | 0 | 0 | 1 | 2 | 3 |
| Cheaper than store | 1 | 0 | 0 | 3 | 6 | 10 |
| Save time | 0 | 0 | 1 | 2 | 1 | 4 |
| Total | 1 | 0 | 7 | 26 | 57 | 91 |

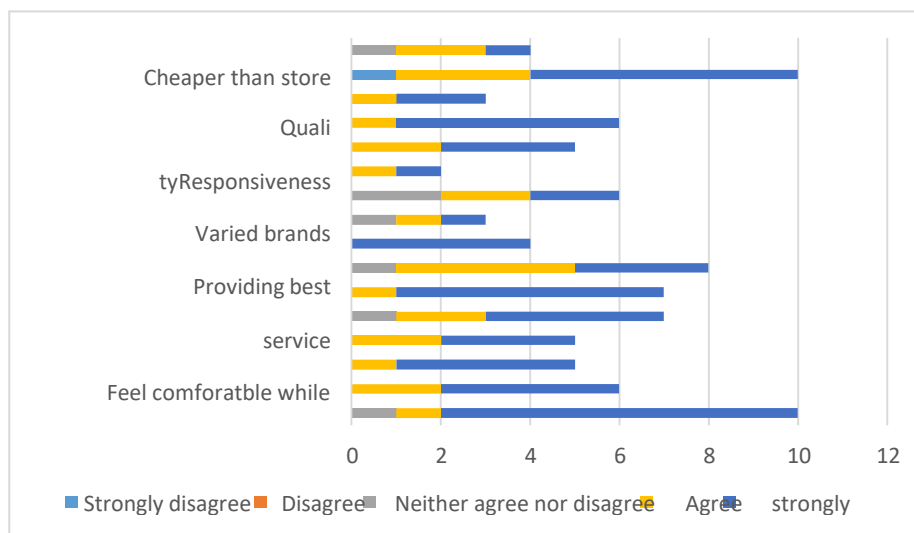


Figure 10: Figure showing Customer experience

Inference: The factors mostly go in with strongly agree and agree.

Conclusion:

Firstcry is becoming one of the leading baby product company where customer satisfaction is the main goal. The challenge is not only to produce satisfied customers but also to produce loyal and Delighted customer. This is competitive and customer driven market. It is high time for firstcry to satisfy and retain its existing customer.

Reference

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