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NPS Study for Local E-Commerce

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WHAT IS

NET PROMOTER SCORE

Net promoter score (NPS) is a customer satisfaction benchmark which measure the likelihood of your customer recommending your product or service to their friends or family. It measures the overall perception of a product or service instead of perception of one purchase or interaction. NPS is done through a market survey in which customers are asked to rate the likelihood of them recommending the brand to their friends or family on a scale on 0 to 10 with 0 being the lowest and 10 being the highest.

To dig deeper into "why" a certain score is given buy the respondent, a qualitative feedback is obtained from the customer probing the customer to give reasons behind their score and what changes may make them give the company a higher score. This makes NPS a holistic benchmark for determining current perception and possible factors of success of a business. If the companies make changes according to the feedback of the customers, NPS survey is done again in order to determine how much the company has progressed.

In order to get a true picture of Pakistan's e-Commerce landscape and its perception in the minds of their customers, we conducted a research revolving around the NPS. We did a comparative analysis of major leading e-Commerce marketplaces and asked the users how likely is it that they will recommend the same marketplace to their friends or family. Along with that, we also did the survey for all verticals in the online landscape in Pakistan to get a better understanding of the e-Commerce in Pakistan.



WHY IS NPS IMPORTANT?

In the words of Bain & Company

"A Net Promoter System is a management philosophy, a way of running a business. Net Promoter companies commit to specific processes and systems that help everyone focus on earning the passionate loyalty of both customers and employees."

Before making any purchase decision, customers research on their own. In today's day and age, the first thing most customers do is search the internet or take the opinion of people around them. Global Trust in Advertising Report by Nielsen says that 83% of respondents trust family and friends' recommendations than any other form advertisements. Even if the branding is right but the customer experience is not up to the expectation of the customer, they will not recommend the stores to their family or friends.

And based on this, the customer will become a detractor and drive potential customers away from the business, or they will become a passive customer at best.

NPS helps understand the 'whys' behind customer perspective and help a company make improvements for the customers according to what the customer wants and not based on what the company thinks the users might want.



NEXT STEP

HOW IS NPS CALCULATED?

Based on the score the respondents give to the NPS question, they are divided into three groups called Detractors, Passives, and Promoters. Detractors are those who give a score between 0-6 and the likelihood of them recommending the product/service is close to none. These are the people who do not have a very good perception of the company in their minds and hence will not recommend it to others. Passives are those who rate the company on 7 or 8 and they are indifferent to the product or service the company offers. They may become promoters or switch to the competitor so they're in a grey area. Promoters are loyalists who will definitely recommend the product/service to people in their social circle and bring new customers to your business.
To calculate NPS, the percentage of detractors among total respondents is subtracted from the percentage of promoters. The final score lies somewhere between -100 to 100.



NPS GOALS

- To determine customer loyalty
- Know areas of improvement
- Listen to what the customer has to say
- Know how customer percieve you

NPS OF PAKISTAN'S ONLINE ECOSYSTEM

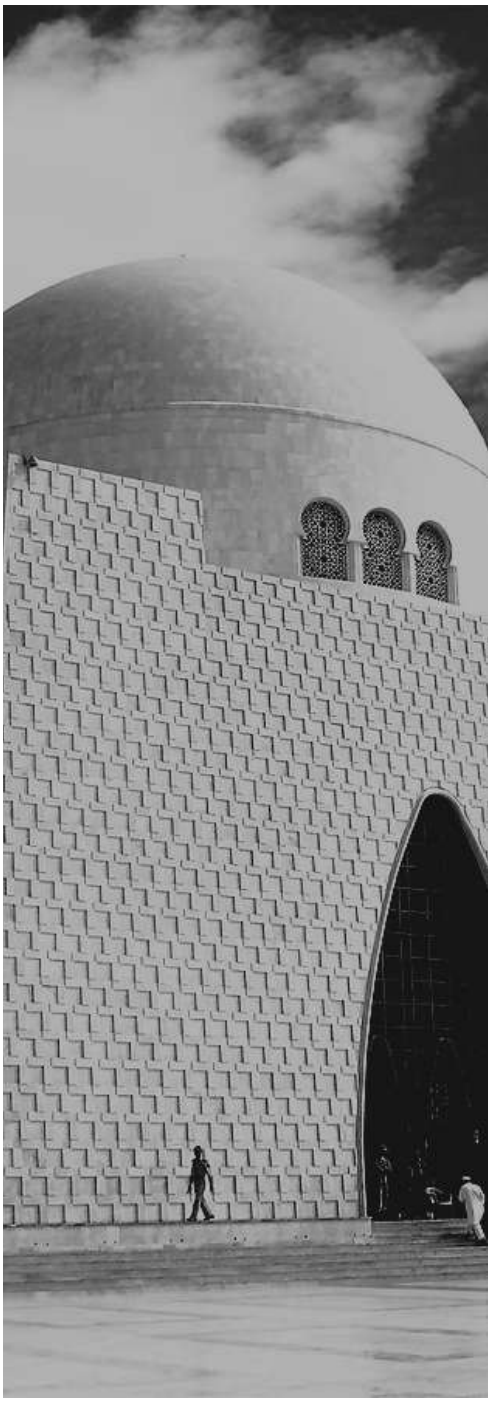
We conducted an NPS survey of market leaders of different verticals operating in the online space in Pakistan to understand the market dynamics and how the customers perceive the online businesses. We conducted a thorough research on each vertical separately and ask the customers their perspectives on some of the key players in each industry. Some of these e-Commerce players are solely dependent upon the internet to reach their customers such as Daraz while others, such as Sapphire, work on a click-and-mortar business model but in either case, we only focused on the online part of the company and how the customers perceive the brand's online persona.



A CUSTOMER TALKING ABOUT THEIR EXPERIENCE WITH YOU IS WORTH TEN TIMES THAT WHICH YOU WRITE OR SAY ABOUT YOURSELF.
- DAVID J. GREER,

NPS OF

ONLINE BUSINESSES IN PAKISTAN



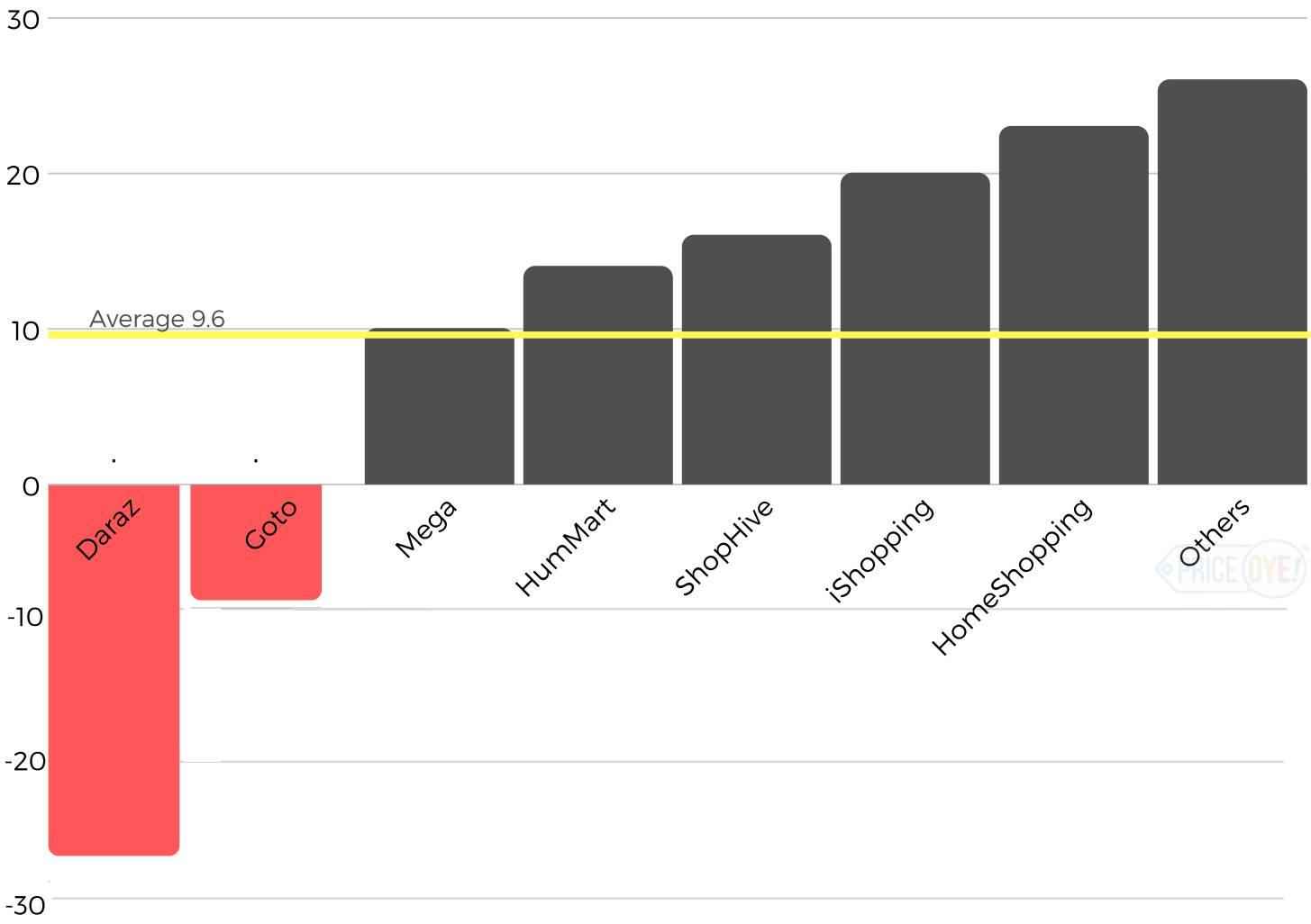
94%
E-COMMERCE GROWTH RATE

52%
INTERNET USERS SHOP ONLINE OR KNOW SOMEONE WHO DOES

Pakistan has shown tremendous growth in the online spending with more and more people getting drawn to online shopping in Pakistan. The growth numbers are in double digits yet the Pakistani e-Commerce market is not the go-to solution for Pakistanis. How customers perceive online shopping has a lot to do with why majority of internet users in Pakistan prefer traditional shopping.

THE NPS SCORES OF

ONLINE MARKETPLACES IN PAKISTAN



Online marketplaces first entered in Pakistan around a decade ago and since then it has seen immense growth. According to UNCTAD's B2C e-Commerce Index, Pakistan ranked 120 out of a total of 144 on e-Commerce readiness index in 2017, however, the e-Commerce sector in Pakistan has witnessed tremendous the years following 2017. The number of e-Commerce merchants almost doubled in 2018 and so the options of products available online vastly increased.

There are some obvious market leaders operating in the online shopping sphere in Pakistan but small, independent online sellers also play a huge rule in driving the growth of the e-Commerce sector in Pakistan. There is still a long way to go before Pakistan's e-Commerce services are at par with that of Amazon, as Amazon alone has an NPS of 62[1] while the NPS of online shopping in Pakistan stands at 10.

[1] https://www.retently.com/blog/companies-high-nps/

-27 NPS

Daraz is the leading E-commerce Marketplace in South Asia and the market leader of e-Commerce Marketplaces in Pakistan in terms of userbase and revenue. It offers a wide range of products to its customers from items as small as hairpins, to large appliances like refrigerators, Daraz sells it all.

Since Alibaba acquired Daraz in 2018, things have gotten better for Daraz.pk customers. Their all new app improves the user experience further by making it user friendly for the customers and making the ordering process easy.

DarazMall has official stores created by the brands themselves so that customers can buy original products directly from the brands through Daraz instead of purchasing counterfeit products that many sellers on Daraz may sell. Despite all these efforts by Daraz in Pakistan, it has **the lowest NPS of -27 among all the online marketplaces**. An NPS score of -27 means that customers are more likely to turn away for Daraz and what's even worse is that they may discourage potential customers from choosing Daraz for online shopping. While it may seem that Daraz is driving e-Commerce growth in Pakistan, our NPS score shows that it is actually turning people away from online shopping.

Detractors:
With a negative NPS score of Daraz, we know that the detractors outweigh the promoters. When products are browsed and purchased online, their remains an apprehension about the quality of the product. The customer believes the product photos and description written on the product page to be accurate and places an order keeping that in mind. But upon receiving the product, the customer realizes that they have been scammed. Some of the respondents complained that they purchased a phone but received a pack of milk from Daraz.
There needs to be a strict quality check on Daraz sellers so that customers don't feel cheated upon and choose online shopping for themselves and their peers in the future.

Promoters:
Among the promoters, 32% of the promoters mentioned delivery time as the top reason why they would recommend Daraz to their friends or family for online shopping. Since **Daraz launched DEX, its delivery time has improved.** DEX has an improved, and transparent tracking system which lets customer know where their products are in the shipment process which gives customer mental satisfaction of knowing where their product is.



Goto is one of the key players in the e-Commerce landscape of Pakistan. Joining Daraz in the field of negative NPS scores is Goto with an NPS of -6.7. Goto.com.pk has approximately 925.87K monthly visitors[2] compared to 7.99M million monthly visitors of Daraz [3] which means that the small fraction of customers that is actually coming to Goto for purchase is probably never returning and also encouraging their peers to do the same. **Hence despite having an NPS score better than Daraz, Goto is actually in trouble.**

[2] https://www.similarweb.com/website/goto.com.pk#overview
[3] https://www.similarweb.com/website/daraz.pk#overview

-6.7 NPS



Detractors:
Despite the Goto Promise, there is one thing the customers absolutely dislike about Goto and that is its prices. Customers complained that the **prices listed on Goto are a lot higher** than the rest of the stores selling the same product online. While Goto may justify it by selling original products, but it needs to rethink if it is actually worth the cost of losing customer.

Promoters:
With 38% of the promoters praising the quality of products sold on Goto, it is the most quoted reason by the user for recommending Goto to their friends and family. Even their website promises 100% original products to the customer with timely delivery. The data shows that **Goto actually stays true to its promise** as delivery time is the second-best reason why customers would recommend it to their friends and family.



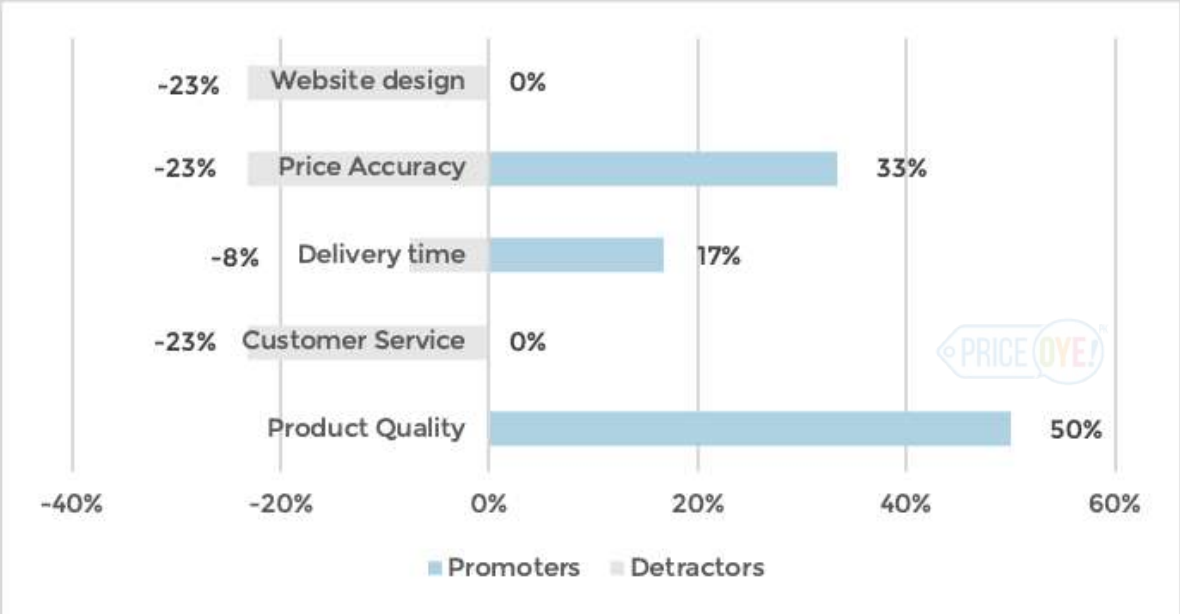
MEGA.PK

10 NPS

It appears Mega.pk is just sailing through e-Commerce seas without doing much. With an NPS score of 10, Mega is at average in the online marketplaces sphere.

Detractors:
Mega.pk is the only website with website design being the top reason for customers to not recommend it to their friends and family. Price accuracy is another reason for Mega customers to not recommend it to their peers. **Some of the products listed on Mega.pk for obnoxious prices do not even exist in the market.**

Promoters:
Product quality was the leading reason for promoters to recommend mega to their friends and family followed by price accuracy. The few products that Mega does sell is up to the expectations of the customer which explains its positive NPS of 10.



HumMart.com

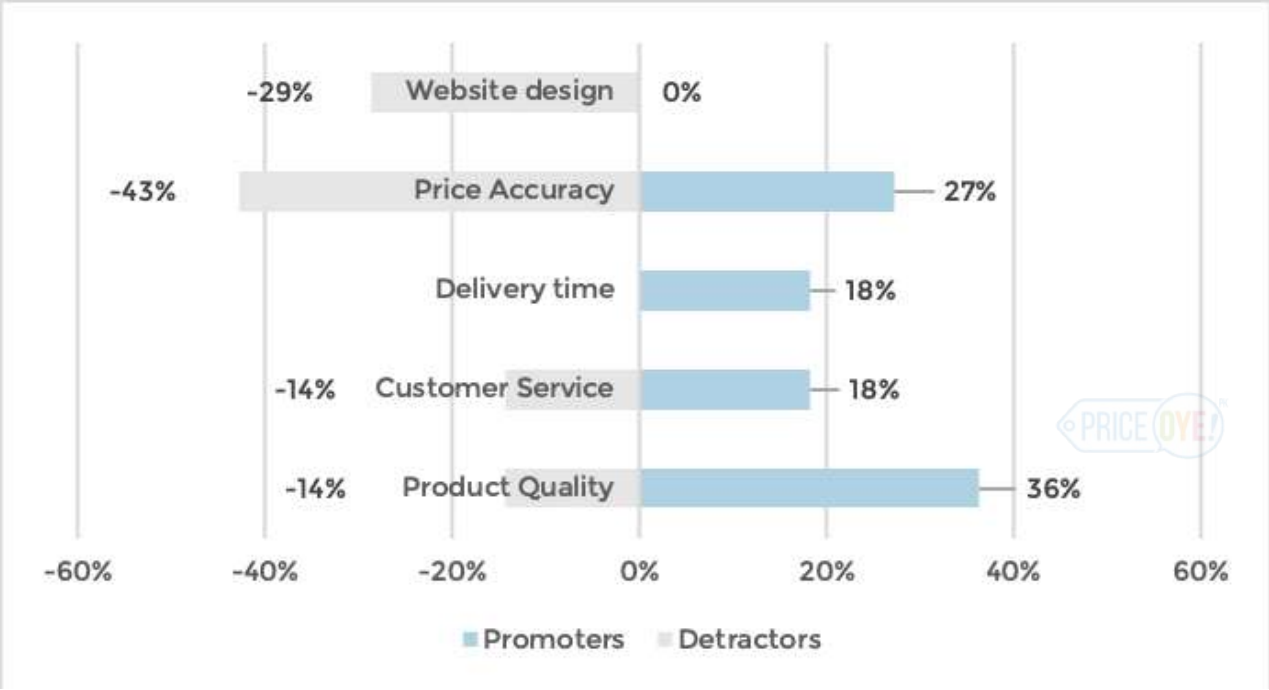
HumMart is the youngest entrant in the Pakistani e-Commerce landscape. It is an online grocery store with operations in Karachi only, so far. It seems to be building a good consumer base as its NPS is 14. For such a young store, it seems promising but then again, it is not satisfying all the customers it is serving. HumMart has a small consumer base right now so **even a small increase or decrease in absolute number of customer results in a greater increase or decrease in percentages.**

14

NPS

Detractors:
Price accuracy was the main reason for customers to not recommend HumMart to others. Grocery items are readily available in thousands of stores across Pakistan so people are well aware of the prices of these FMCGs. **They do not check for prices when they visit the website but come with the intention of buying the products**. To become a trusted grocery shopping option for the customer, HumMart needs to up its game as Daraz has also started delivering grocery on the same day it is ordered.

Promoters:
Product quality and price accuracy are the top two reasons for customers recommending HumMart to their friends or family.



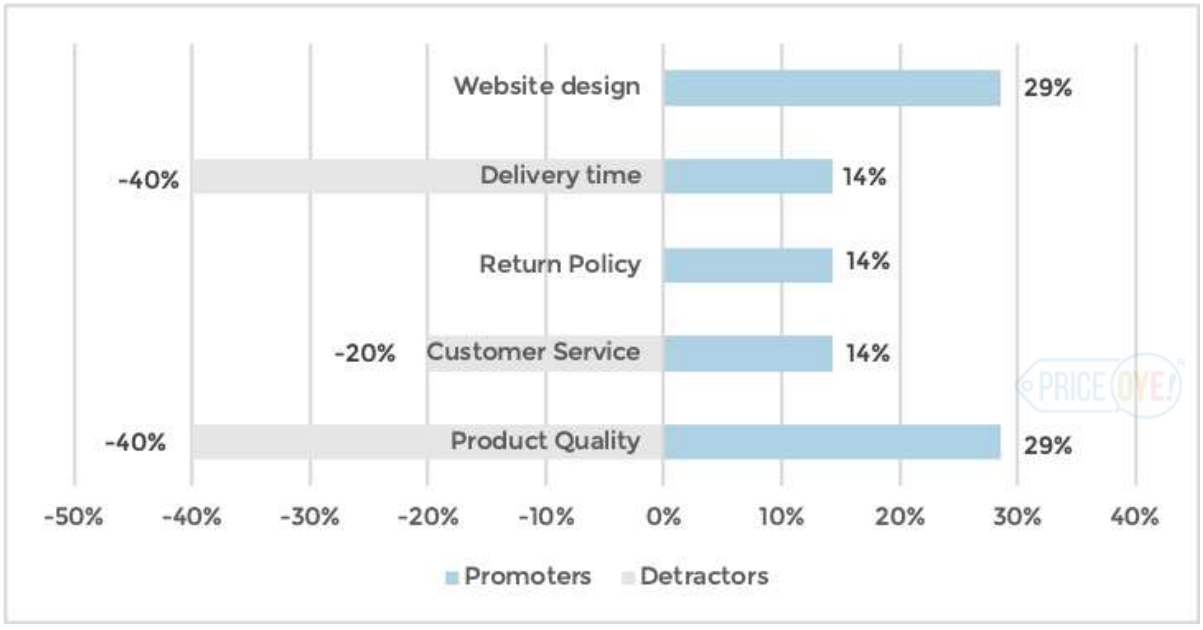
Shophive

16 NPS

Shophive is one of the oldest e-Commerce stores in Pakistan and despite it not focusing much on the marketing campaigns, it has an NPS score of 16.

Detractors:
The number of detractors was less compared to the absolute number of promoters hence the big percentages. So, **a -40% for product quality is actually less than a 29% of product quality.** Regardless, the customers were not happy with product quality and the delivery time by this store.

Promoters:
Shophive customers love the design of the website, as they should, because the browsing and order process is only a few clicks long. The product quality is another leading factor for promotion of Shophive among the customers.

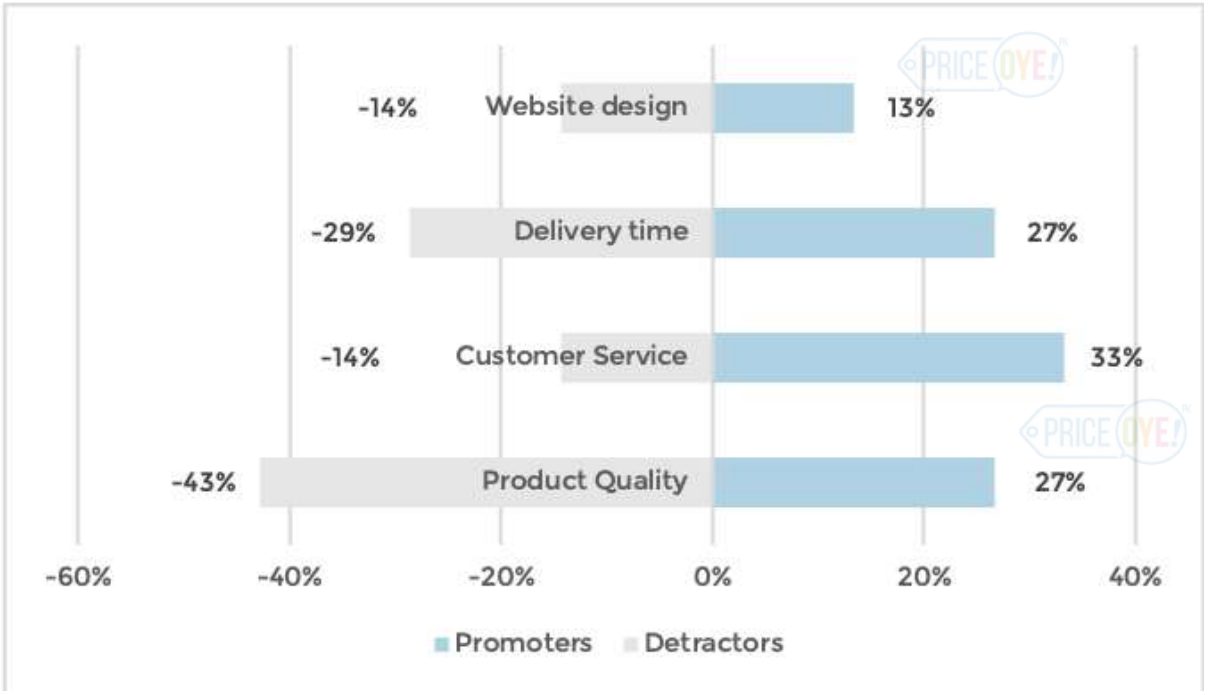


20 NPS

Another old market player, Ishopping, is now left behind in the race as well in terms of consumer base. It has an NPS of 20 which is double the industry average, so it must be doing something right.

Detractors:
Most of the detractors listed quality as the reason why they wouldn't recommend Ishopping to their friends or family. Ishopping also sells multiple small merchants' products which results in **inconsistent quality of products sold online**. In fact, some customers highlighted that Ishopping has listed non-PTA approved handsets on their website which they only found out about after they made the purchase. But Ishopping has an NPS score of 20 because make up for quality through the customer service they provide.

Promoters: Customer service was the top reason why people would recommend it to their friends or family. **It seems like a good customer support team makes up for the lack of quality** by the merchants selling their products through iShopping.



HomeShopping

23 NPS

HomeShopping is the second largest e-Commerce marketplace in terms of user base and it stands at an NPS of 23 which also happens to be the second highest in Pakistan among the marketplaces.

Detractors:
Consistency of quality is one of the biggest issues in services provided in Pakistan and the data shows just that as the Promoters and Detractors quoted Product Quality as the main reason for promoting it among their users and not recommending it altogether. Since HomeShopping is a marketplace with various small sellers using the platform to reach their customers, there is not a very strict check and balance on the quality of the products sold to users. In some cases, **prices of products such as mobile phones are listed as low as Rs. 999** to lure the customer but once the customer lands on the product page, the find out that the product is sold out and the price was just to lure the customer to the product page. This makes the customer frustrated and hence **it ruins the customer experience**. The product descriptions also lack quality and do not address all the points the customer comes looking for. Compromise of quality makes the position of Homeshopping very weak as new competitors as entering the market every day.

Promoters:
The promoters were **overall satisfied with the services of HomeShopping** as can be seen from the reasons they gave for giving HomeShopping a 9 or 10. Website design, prices, and product quality fared equally for HomeShopping.



OTHERS

26

NPS

The small online stores, including independent sellers selling products through Facebook/Instagram, have an NPS score of 26 which is the second highest in the industry. 72% of the promoters voted Product Quality as the reason for recommending it to people in their social circle. Most of these small businesses bring branded products that are not available in Pakistan and sell it to the customers. They rely heavily on customer reviews for gaining more customer. Customer satisfaction is extremely to them hence they maintain a one-to-one relationship with the customer which makes the customer feel important and valued as these stores go out of their way to address customer complaints.



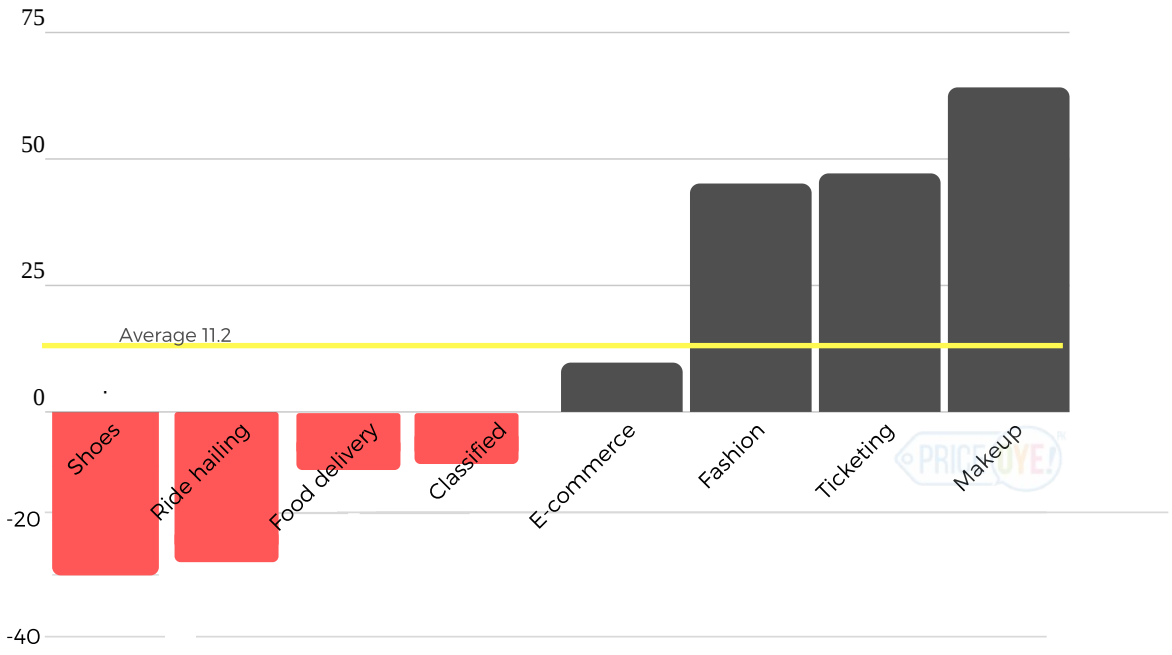
THE NPS SCORES OF

ONLINE VERTICALS IN PAKISTAN

10.8

NPS

Pakistan's e-Commerce landscape has market performers beside the marketplaces that play a vital role in how customers perceive e-Commerce as a whole. Their perception is developed by the interactions of customer with the brand online, whether they are making a purchase or simply browsing through the website, or they know someone who has availed the services provided by the company online.
Unlike online marketplaces, most of the stores in these verticals have an offline presence as well since they operate on a click-and-mortar business model as opposed to online or traditional stores only. For our research, we only focused on the online persona of these companies but how they are perceived online has a lot of do with their traditional market reputation. We studied 7 verticals across the e-Commerce market so that we know how marketplaces fares in the overall e-Commerce landscape and what steps we can take to make it the go to shopping choice for customers.



In the graph above, the average NPS for each industry is shown, including online Marketplaces. Based on these averages, we calculated an overall average of e-Commerce in Pakistan which stands at 9.6.
We conduced our survey from the internet users across Pakistan and calculated an average NPS score for each vertical so that we may know what perspectives customers have regarding online shopping and how much of their perspectives are being affected by the recommendations and reviews of their peers.

SHOES

-30 NPS

In Pakistan, very few shoe makers run their operations online only. Most shoe businesses have traditional retail outlets along with online stores of their own through which they reach their customers. These include click and mortar like Servis, Bata, ECS, and online only shoe manufacturers such as Jooti shooti, mojari, etc. Now with shoes, comfort comes first but it cannot be determined through product photos as it depends on various factors such as the material and cut of the shoe. In addition to comfort, the shoe sizes also vary for each brand, hence when people have the option to go to their physical store and make a purchase, they do not recommend online shopping to their friends and family which is why shoes have the lowest NPS of -30 among all verticals.



Why did customers buy shoes online?
Those who did buy shoes online did so because of exclusive online sales or because the prices listed online were much lower than what they could find in the market.

Promoters:
A majority of the promoters had shopped only from Servis and they were happy with the quality of the product they received. Since Servis is an established and trusted shoe brand, there was less of a risk for people to purchase shoes from the website of the brand they trust.

Detractors:
Most of the online shoe buyers had issues with shoe size, color, and comfort which is why they did not recommend it to their peers. They said that they did not receive the product in the color they ordered or that the size was different than the one they wanted.

RIDE HAILING

-27 NPS

Ride Hailing services entered Pakistan in 2015 and since then it has only grown. Uber, Careem, and Bykea are the leading ride hailing operators in Pakistan. Uber and Uber acquired Careem both operate on the same business model. Bykea, a local player, solely offers bike rides to go from one point to another or for getting products delivered to people in the city. Recently, SWVL and Airlift have also entered the sphere. These are both bus services which makes travelling around much cheaper.



Promoters:
The promoters of the ride hailing services used the service because they did not have a car when they used this service and quoted price as the reason why they would recommend Ride hailing apps to their friends and family.

Detractors:
The detractors quoted safety and professionalism of the drivers as the reason for not recommending the apps to their peers. Uber had the lowest NPS of -57 among the ride hailing services while Careem had 50 and Bykia had an NPS score of 40.

FOOD DELIVERY

-10 NPS

Food delivery is becoming increasingly common in Pakistan. A few years ago, there were limited options to get food delivered from because not all restaurants delivered food. Third part delivery services changed the dynamics soon after they came to Pakistan and started delivering food from different restaurants. FoodPanda is the market leader with a major chunk of the food delivery market. Cheetay and Eat Mubarak have recently entered the market offering amazing deals to attract the customer.
We surveyed the users and calculated an average of -10 for Food delivery vertical.



Promoters:
The promoters were mainly those who had ordered directly from restaurants such as Pizza hut and McDonalds. Since they order directly from the restaurant, they do not face many issues with the food they receive.

Detractors:
Foodpanda customers complained about the delivery time and used it as a reason for not recommending it to their peers. Those customers who used food delivery applications also said that prepayment was always a risk because it takes a good 14-21 days for their money to be reimbursed which ruins the whole customer experience.

CLASSIFIED

-9

NPS

These are the websites where you can go and find what you are looking. Many websites have developed their own niche by listing a certain type of products such as real estate on Zameen.com, cars on Pakwheels.com, and everything on OLX if you are lucky.
With these 3 players in the market, the average NPS score was -9.



Promoters:
Most promoters came from Pakwheels as they said that it was easier for them to find car sellers who were interested in selling the car model the user wanted to buy for genuine prices and that it was easier for the users to sell their cars as well as they did not park their cars in a showroom for people to come and see but they could actually keep using the car till they found the right buyer.

Detractors:
The detractors complained that the prices listed on the website were not accurate and the product photos of the product were old which meant it looked newer than it presently was. It was the most quoted reason for customers not recommending Classified websites to their friends or family.

FASHION

45 NPS

Most fashion companies operate on a click and mortar business model, i.e. companies selling clothes through websites as well as traditional retail channels such as Khaadi, Sapphire, etc. Our research only focused on the online wing of the company and how likely is that that the customer would recommend shopping from the brand's website. Fashion was the category customers spent the most money on, and shopped most frequently compared to the rest of the categories.
Customers were very comfortable with the idea of buying clothes online from the brand websites primarily because these brands have a very strong presence in the traditional retail market.



Promoters:
The customers were happy with the product quality as it was exactly how it is in retail stores. They shopped online because of online sales on the respective websites and said that it was easier to buy online than going to retail stores and buying the products. But they would hesitate buying from a clothing brand that has no traditional store as the risk is high for such brands.

Detractors:
The detractors, however said that they received the wrong product in terms of product colors, and size, which is why they wouldn't recommend it to their friends or family but they would give online shopping for clothes another chance.

TICKETING

47 NPS

Some websites sell ticket for various events, travelling, movies, etc. We asked customers about these websites that sell tickets which include official company websites like Serene Air that sell their tickets through their website, and other platforms such as Bookme.pk that sells tickets of various businesses from one website.
Ticketing websites had one of the highest NPS with Bookme.pk being customer's favourite online ticketing website. Airblue, came close.



Promoters:
People trust these websites with their booking and payment methods. They used online ticketing websites for convenience purposes and found it easy to buy tickets online. They also said that buying tickets online was cheaper than going to a ticketing company and getting the tickets.

Detractors:
Those who never bought tickets online was because they do not own a debit/credit card through which they could make the payment online. The detractors said that once they paid through the card, and if they cancelled the ticket it took them a long time to get their tickets refunded. Although the refund process is handled by the bank but it was a pain point customer associated with their ticket buying process through these websites, not the bank.

MAKEUP

64 NPS

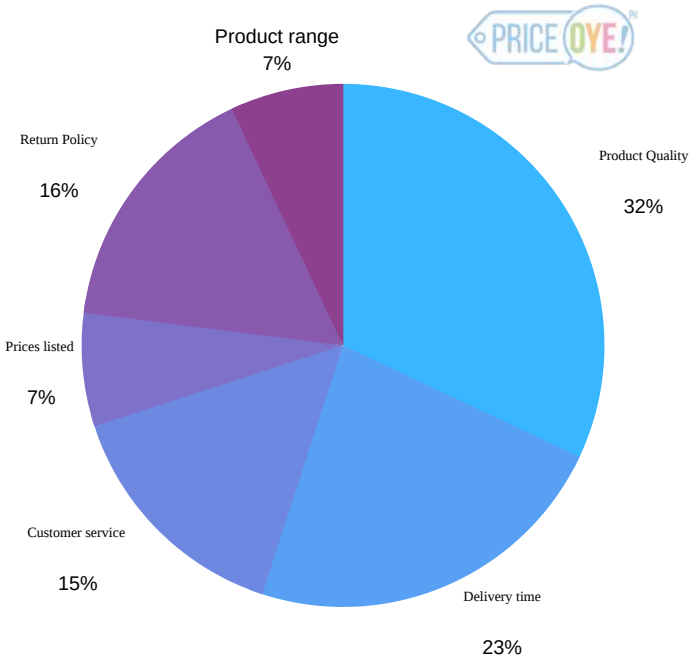
These are the websites that sell makeup products to customers. Marketplaces are not included in this vertical, but the websites that exclusively sell makeup were our focus for the research.
Online makeup shopping had the highest NPS score among all the categories with a whooping 64 NPS score. People shopped for products online if it wasn't available in the market, and they had heard good reviews from their friends/family about the website selling original products. For branded products, Aodour and Vegas.pk was the top choice for customers.



Promoters:
Customer said that the quality of products was a reason why they would recommend these websites to their friends and family. The products sold were original, which are not available in Pakistan otherwise.

Detractors:
The detractors said that the product images were deceiving and did not show the right color/shade of the product. They also said that the products were sold at extremely high prices as compared to their original prices.

PROBLEMS WITH PAKISTANI E-COMMERCE



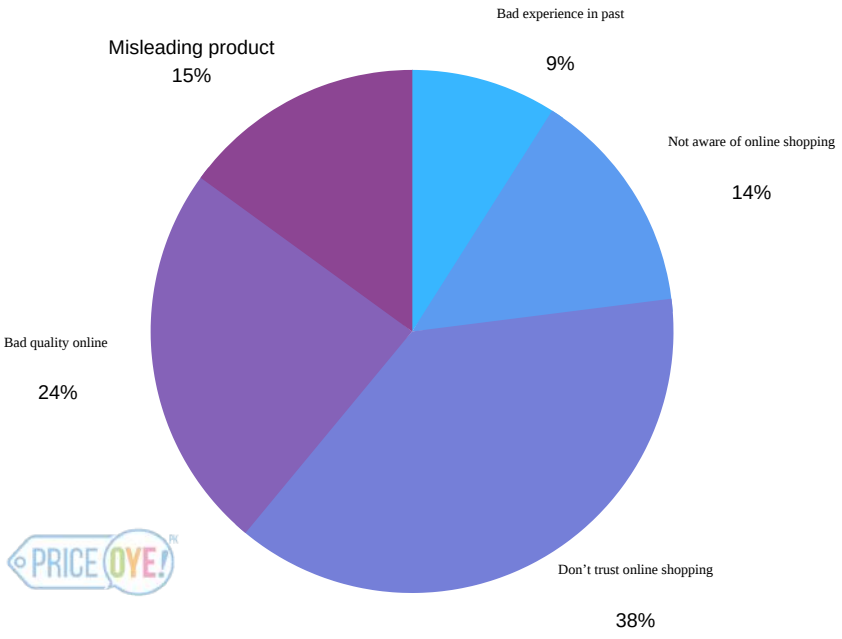
Pakistani e-Commerce come with its fair share of problems for the customers. Both the e-Commerce stores and the government policies are focusing a lot on the payment methods in the digital ecosystem but that is not the main pain point for the customers.

Among the customers we surveyed, 32% of them complained about the quality of products sold online. This is more than just an apprehension for customers because many small sellers who sell through the marketplaces use online shopping as an opportunity to sell faulty products at the price of original, fresh products.

Quality might not have been such a big issue if the marketplaces resolved customer queries proactively but 15% of the customers complained about customer service of these stores. While not all vendors do this, but one bad experience of the customer cost business to other vendors too. Customers share their bad experiences with others which makes users fearful of being scammed by online marketplaces and hence not indulge in online shopping.



WHY DO PEOPLE NOT SHOP ONLINE?



According to our survey, the internet users who do not shop online quoted mistrust as one of the key reasons for never dipping their toes in online shopping. These customers have never shopped online, yet there is a lack of trust which is due to the experiences of their peers and the reviews they read online.
38% of the respondents explicitly said that they do not trust online shopping. While 15% said that the product photos online were misleading and do not represent what the seller is actually selling and 24% of them believed that the products sold online were low quality products and not worth their money.

These figures are alarming because these show that online shopping, which is still relatively new in Pakistan, already has a negative connotation attached to it as people are sharing their negative experiences with their peers which is making them steer clear of online shopping.
According to a report by White House Office of Consumer Affairs, dissatisfied customers tell 15-20 people about their bad experience. It roughly takes 40 good reviews to make up for one bad review and people are less likely to share their good experiences unless probed. And around 10% of all users who have good experiences share it with others.
Customer experience is a key factor in growth of online shopping as mouth of word is encouraging people to make their purchase from a certain online marketplace.



WHAT CAN BE THE SOLUTION?

The concept of online shopping is still relatively new in Pakistan. Most of the Pakistani population is hesitant buying in a product without having to take a look at it and inspect it beforehand. Small value items are still purchased online but the risk with high value items is so high that people do not consider the convenience of online shopping worth the cost of the trouble they have to go through if the item shipped to them is not what was promised.
For the e-Commerce market of Pakistan to flourish and go above and beyond the projected rate, the whole ecosystem needs to be changed.

TRUST
The biggest hurdle for e-Commerce platforms in customer acquisition is trust. The mistrust is caused by the bad experience customers share with others through social media or word of mouth. Since customers are less likely to share positive reviews and shopping experiences with others, there needs to be a system which encourages users to share their good experiences. This can be done by giving customers a commission for every sale that happens through their positive review or experience with a marketplace.

AFFILIATE NETWORKS
Influencer marketing is all the buzz these days. It is a form of marketing where people influence their followers to buy a certain product in return for a commission for the number of sales generated through them. Amazon Affiliate Program is the best example for this and it can be replicated in Pakistan to fuel the growth of e-Commerce market. Instead of each player in the market developing their own affiliate network, a third-party player can provide the affiliate marketing services to all the online stores in Pakistan as it is a quicker, and cost-effective way to accelerate the growth.

PRODUCT QUALITY
The most common issue buyers have with online shopping is the Product quality. Customers have complained that they did not get the product they paid for or the product they received was not brand new as the store had claimed. Since most marketplaces have small vendors selling their products online, there needs to be a strict check on quality of products sold through them. There needs to be a high penalty for the sellers misusing the platform and cheating the customers because losing customers increases the cost of acquiring new customers.

CONTENT QUALITY
A key reason why customers have trust issues with the e-Commerce sellers is because they do not get what they see on the page. The product pages should have all the details the customers want to know including the correct product photos, right prices, and accurate product descriptions so that the customer is well aware of the product they will be receiving. Once trust is established between users and online businesses, it will all be uphill from there.



RESEARCH METHODOLODY

In order to understand the industry dynamics of online market, our sample was made up of internet users only. We conducted interview of people who had signed up on PriceOye.pk. These people were from varying socio-economic backgrounds, belonging to different demographic segments, with diverse interests, hence it was a true representation of the internet users in Pakistan. We conducted the research over a period of three months and interviewed people from Karachi, Lahore, Islamabad/Rawalpindi, Quetta, Faisalabad, Hyderabad, Peshawar, Multan, and Gujranwala. 29% of our interviewed customers were between 18-24 years of age, 59% were from 25-34 years old, and 12% were above 35.

Quantitative vs. Qualitative data

Our surveys were a mix of quantitative and quantitative research questions. The NPS score was taken on a linear likert scale where user rated the likelihood of recommending a website/application to their friends or family. After their scoring, we asked qualitative questions to dig deeper into the minds of the users and understand their perceptions about online marketing. For a rating of 0-8 we asked the user improvement of what factor would make them give the online business a higher rating. For those who rated the website 9-10 were asked the reason behind their rating.

Sampling

We gathered our data from 1200 internet users from different cities of Pakistan.

We used two sampling techniques. The first was random sampling which we used to understand the realities of the market, how aware internet users were with different online stores, services, and websites. Those who shopped online were asked questions about their experience and those who did not, we asked them why they did not do so.

Since NPS scores were the main focus of our report, we applied a booster sample to make data for stores significant. For this we targeted users who had shopped from certain online stores or used certain websites/apps and asked them why they did so. We asked those users the likelihood of them recommending the online service to their friends or family and deep dived into why they would or wouldn't. For example, if we had 10 daraz customers in random sample who gave their score for NPS, we searched for 20 more daraz customers to make the data significant and true representation of the population.

Calculations

To calculate what proportion of internet users are online shoppers, why customers do not shop online, why they do, etc. we used our results from our random sampling. For NPS however, booster sample was used.