**E-retail factors for customer activation and retention: A case study from Indian**

**e-commerce customers**

Customer satisfaction has emerged as one of the most important factors that guarantee the success of

online store Customer satisfaction consists of **a customer's perceived quality, value and**

**expectations of your company and what you offer**.Not only is it a **leading indicator**

**used to measure customer loyalty and retention**, it enables businesses to identify

unhappy customers, reduce customer losses and negative word of mouth whilst increasing

revenue.Five major factors that contributed to the success of an e-commerce store have been identified

as: service quality, system quality, information quality, trust and net benefit. The research furthermore

investigated the factors that influence the online customers repeat purchase intention. The combination

of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention

(loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail

success factors, which are very much critical for customer satisfaction.

The result of the given data comes out as :

* The number of females are more than males
* **MOSTLY ACTIVE USERS ARE OF AGE BETWEEN 31-40 YEARS**
* a very large no.of people shopping from Delhi

city i.e in between 50 to 60.

* **Its clear that most of people were using/Depends up on \*\*Mobile Internet\*\***

**rather than \*\*Wifi or Dial-up\*\* for online shopping**

* **\*\*Smartphones\*\*are more popular devices used by public and then**
* **\*\*Laptop\*\* then \*\*Desktop\*\* & \*\*Tablet\*\*.**

**Public used Credit/Debit Cards while shopping. Then by Cash on Deleivey(COD)**

**and then E-wallets**

* **Sometimes most of the people do abandoned the items in list while shopping**

**online.**

* **Most people abandoned the items of their list because they have " Better\_alternative\_offers" followed by "Promo code not applicable".**

**Observations made from the analysis of the given dataset are:**

* **Mostly people strongly agree that "Website Content" is very much important.**
* **Very less people disagree with "Website Content" is very much important.**
* **Most people thinks Product comparison is very much need. For getting the better product.**
* **Most of people will show intrest in decission**

**whether to purchase the product or not in**

**maximum range.**

* **Most people will show intrest on the**

**information about the product if they**

**want to buy. So, there are above 120 in**

**number of people who are agree for this.**

* **Most people will agree network should be**

**speed enough**

* **Trust is the most important thing in business it**

**plays very crucial role. So in this Obviously all people**

**will strongly agree while purchasing an item.**

* **Most people will strongly agree for**

**purchasing the items in simple way.**

* **We can see that mostly people are recommending "Amazon.com" & "Flipkart.com" to others.**
* **Least were recommended website is "Paytm" & "Snapdeal".**