



**Investigation of the E-Retail factors Affecting  
Customers Retention and Consumers purchasing  
decision in Indian E-Commerce**

## **ACKNOWLEDGMENT**

In this article I have investigated the E-Retail factors that affect the consumers buying decision and their retention. I have analysed all the factors that affect the consumers buying decision. For this purpose we have used the survey of 269 online shoppers from different regions of the India. I am very thank full to my friends and family who helped me through this study.

I have used online resource and articles [1] [2] [3] [4] [5] [6] and [7] for literature search and investigated the various factors which affect the consumers buying decision and their retention with E-retailers.

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