[**E-retail factors for customer activation and retention: A case study from Indian e-commerce customers**](https://www.researchgate.net/publication/346412647_E-retail_factors_for_customer_activation_and_retention_An_empirical_study_from_Indian_e-commerce_customers)

**Report-**

India is 9th rank in e-retail cross border sales as if now.

The Indian E-commerce industry has been on an upward growth trajectory and it is second largest E-commerce market in the world by 2034. India e-commerce sector will reach US$99 billion by 2024 from US$30 billion in 2019, expanding at a 27% CAGR.

That’s the reason tussle between Amazon and Reliance Jio to acquire Future group to capture more geographical area in retail segment.

We did analysis of available data and found the Amazon is leading brand in e-retail segment followed by Flipkart.

As per survey Female participate more than male in online shopping.

Age group 21-50 years old doing maximum online shopping and among them 31-40 years at marginally top compare to 21-30 years.

Amazon maintain no 1 position because of taking care of customer privacy, trusted and safe during online transaction, better website page ,product complete information ,display graphics of product is more realistic ,customer engagement.

Transparency is an essential element in building trust with customers, display product price and availability on website is convenient to order which Amazon doing ahead is this segment followed by Flipkart.

Smartphone user is maximum buyer in e-retail segment followed by laptop, e-commerce website, app must be mobile friendly.

Credit/Debit card user is highest among all buyer in e-retail segment

Offers and attractive discount always enjoying, moment for online shopping as a customers.

Many customers believe in loyalty program to get extra benefits.

Buyer using online shopping because of flexibility to use app at any time, no time bound.

Return and replacement of product in online shopping create faith in buyer to buy online products.

Customer query handle through various approach social media, email communication, phone call.

We have seen clearly that top brand which would you like to recommend your friend is Amazon followed by Flipkart.