

Column 1	Name	Age Group	How often do you shop online?	Which platforms do you frequently use for online	Which categories do you shop for the most?	What is your biggest concern when shopping online?	What feature would improve your online shopping?	What factors make you trust an online shopping platform?
	dvs	18-24	monthly	Amazon	clothing	Payment security	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options
	Dhameliya sanjana	18-24	Rarely	Nykaa	Beauty	Product quality	Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Verified customer reviews, Good brand reputation
	Naman	18-24	monthly	flipkart, Amazon	Electronic	Product quality, Fake reviews, Return/refund process	Virtual try-on (for clothes, accessories, etc.), Better delivery options	Strong return/refund policies, Good brand reputation
	Radadiya Riya	18-24	Rarely	Amazon	clothing	Product quality, Payment security, Return/refund process	Virtual try-on (for clothes, accessories, etc.)	Verified customer reviews, Strong return/refund policies
	Kavya choubey	18-24	monthly	flipkart	clothing	Product quality, Payment security, Return/refund process	Virtual try-on (for clothes, accessories, etc.), Better delivery options	Secure payment options, Verified customer reviews
	DRASHTI CHAG	18-24	weekly	flipkart, Amazon, Nykaa, Meesho, Other	clothing	Product quality, Fake reviews, Payment security	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options, Verified customer reviews
	Arati Paraliya	18-24	Rarely	flipkart, Amazon, Meesho	clothing	Product quality, Payment security, Return/refund process	Better customer support	Secure payment options, Strong return/refund policies
	Bhakti Gajipara	18-24	Rarely	flipkart, Amazon	clothing	Product quality, Fake reviews	Better customer support	Recommendation from friends
	Yashvi kachhadiya	18-24	Rarely	flipkart, Amazon, Meesho	clothing	Payment security, Late deliveries	Faster delivery options, More secure payment methods	Verified customer reviews, Good brand reputation
	Esha Doshi	18-24	monthly	flipkart, Meesho	clothing	Product quality, Fake reviews, Return/refund process	Better customer support	Secure payment options, Verified customer reviews
	Mahi D	18-24	monthly	Amazon, Nykaa, Meesho	clothing	Product quality, Fake reviews, Payment security, Late deliveries	Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options, Verified customer reviews
	Khushi Bhandari	18-24	Rarely	flipkart	other	Fake reviews	Better customer support	Recommendation from friends
	Gracy Jetani	18-24	weekly	flipkart	Book	Late deliveries	More secure payment methods	Good brand reputation
	Jake	18-24	monthly	flipkart, Amazon	Electronic	Product quality, Return/refund process	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options, Verified customer reviews
	Pushti	18-24	weekly	flipkart, Amazon	clothing	Product quality, Return/refund process	Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Strong return/refund policies
	Keyuri T	18-24	monthly	flipkart, Amazon	Electronic	Payment security, Late deliveries	Faster delivery options, More secure payment methods	Verified customer reviews, Strong return/refund policies
	Mansi Malaviya	18-24	monthly	Amazon	Accessories	Payment security, Return/refund process	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Verified customer reviews, Strong return/refund policies
	Rojasara Ravina	18-24	Rarely	flipkart, Amazon, Nykaa	clothing	Fake reviews, Payment security	Better customer support	Good brand reputation, Recommendation from friends
	Paras R	18-24	monthly	flipkart, Amazon, Nykaa, Meesho	Electronic	Product quality, Fake reviews, Payment security, Late deliveries	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options, Verified customer reviews
	Hemanshree	18-24	monthly	flipkart, Amazon, Nykaa	Book	Product quality, Fake reviews, Payment security, Late deliveries	Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Secure payment options, Verified customer reviews
	Kanani Kvinal	18-24	monthly	flipkart, Amazon, Nykaa, Meesho, Other	Electronic	Fake reviews	AI-based product recommendations	Verified customer reviews, Good brand reputation
	Nirjala K	18-24	weekly	Nykaa	Beauty	Return/refund process	More secure payment methods	Good brand reputation
	Pooja Gol	18-24	Rarely	flipkart, Amazon, Other	clothing	Product quality, Fake reviews	AI-based product recommendations	Strong return/refund policies, Good brand reputation
	Purvisha S	18-24	Rarely	Nykaa	Accessories	Payment security	Better customer support	Good brand reputation
	Anita B	18-24	weekly	Amazon	clothing	Fake reviews	Faster delivery options	Verified customer reviews
	Dobariya Shivangi	18-24	Rarely	flipkart, Amazon, Nykaa, Meesho	Beauty	Product quality	AI-based product recommendations, Virtual try-on (for clothes, accessories, etc.), Faster delivery options	Good brand reputation