# Data-set details:

***Variables***

**Timestamp**: Data collection time of each respondent

**Age**: Age of the Respondent, it is a categorical variable with 4 Levels

**Gender**: Gender of Responded (Male/Female)

**Marital Status**: Marital Status of Respondent (Single/Married/Single Again)

**Education**: Education of the Respondent

**Internet\_Access\_Device**: Devices used to access internet by Respondents

**Internet\_Browsing\_Time\_Zone**: At what time of day does Respondents prefer to browse internet

**Browsing\_Time**: Time consumed on browsing by each respondent **Working\_Time\_Zone**: At what time of the day Respondents go for working **Working\_Hours**: How many hours a day each Respondent spent on working **Felt\_Unhappy**: Level of Unhappiness felt by Respondent after buying a product online

**Felt\_Unsatisfied**: Level of Unsatisfaction felt by Respondent after buying a product online

**Felt\_Cheated**: Did the Respondent felt cheated after buying a product online

**Felt\_Uneasy**: Did the Respondent felt uneasy after buying a product online

**Felt\_Furious**: Did the Respondent felt furious after buying a product online

**Felt\_Made\_A\_Mistake**: Did the Respondent felt that he/she made a mistake after buying a product online

**Felt\_Irritated**: Did the Respondent felt irritated after buying a product online **Felt\_Dissappointed**: Did the Respondent felt disappointed after buying a product online **Felt\_Frustrated**: Did the Respondent felt high level of frustration after buying a product

online

**Felt\_Concerned**: Did the Respondent felt concerned after buying a product online

**Felt\_Done\_A\_Wastage**: Did the Respondent felt that he/she have done a wastage after buying a product online

**Felt\_Anxious**: Did the Respondent felt anxious after buying a product online

**Felt\_Angry**: Was the Respondent angry after buying a product online

**Felt\_Negative**: Did the Respondent had any negative feelings about the purchase after buying a product online

**Thought\_Of\_Corrective\_Action**: Did the Respondent thought of any corrective action after buying a product online

**Thought\_Of\_Other\_Choice**: Did the Respondent thought he/she could have been happier with some other choice after buying a product online

**Anxiety\_Than\_Satisfaction**: Did the Respondent thought Online Shopping brings anxiety than satisfaction after actual use of the product purchased online

**No\_Trust**: Did the Respondent thought he/she cannot trust the standard description about the products displayed online

**Not\_Sure\_About\_Quality**: After buyng online did the Respondent not sure about the quality of the product ordered online

**Delivery\_Of\_Same\_Product**: After buyng online did the Respondent not sure whether the same product has been delivered to him/her

**Good\_Deal**: Did the Respondent thought he/she recieved a good deal after buying the product online

**Not\_Good\_Bargain**: Is the Responded sure that he/she received a good online bargain after buying the product online

**Cash\_Payment\_Than\_Online\_Payment**: Did the Respondent thought payment in cash was more convenient than online payment

**Answer\_To\_Queries**: Did the Respondent wondered if he/she had someone to answer queries about the product

**Info\_About\_Product**: Did the Respondent wondered if someone can provide his/her more information about the product purchased online

**Negotiation\_For\_Better\_Deal**: Did the Respondent wondered if he/she could have negotiated with someone to buy a better deal

**Customer\_Reviews**: Did the respondent felt that it's easier to understand reviews if communicated by person rather reading them online

**Authenticity\_Of\_Online\_Review**: Does the Respondent not sure about the authenticity of review available online

**Made\_A\_Wrong\_Decision**: Does the Respondent kept on thinking that he/she has made a wrong decision

**Expectation\_Not\_Met**: Does the Respondent agrees with that online purchase product did not perform as per his/her expectation

**Buying\_From\_Same\_Retailer**: Does the Respondent agrees with that At times he/she keeps on buying from the same web retailer rather than checking other web retailers for best deal

**Fit\_Of\_Products**: Does the Respondent agrees with that he/she do worry about fit of products purchased

**Not\_Sure\_Of\_Performance**: Does the Respondent agrees with that he/she is not sure of the performance product purchased online

**Genuine\_Discounts\_Or\_Not**: Does the Respondent agrees with that he/she realizes that discounts available online are not genuine but are a mode of selling products with some issues/faults

**Increase\_In\_Spam\_Mails**: Does the Respondent agrees with that there was no increase in spam received after online purchase

**Selling\_Personal\_Data**: Does the Respondent agrees with that their personal data is sold by online retailers to third parties without his/her permission

**Selling\_Financial\_Data**: Does the Respondent agrees with that their financial data and banking details is sold by online retailers to third parties without his/her permission

**Accurate\_Info**: Does the Respondent agrees with that when they see an advertisement it's difficult to believe the information is accurate

**Keeping\_Promise**: Does the Respondent agrees with that online marketers do not keep their promises and obligations

**Missing\_Personal\_Touch**: After buying a product online does the Respondent agrees with that they miss a personal touch during whole transaction

**Need\_Of\_Sales\_Person**: Does the Respondent agrees with that after an online purchase they always felt that while comparing the products there should have been a sales person to explain me about product feature and its policy

**Smile\_Of\_Sales\_Person**: After buying a product online does the Respondent agrees with that they miss smile on sales person's face

**Return\_And\_Exchange\_Policy**: Does the Respondent agrees with that they should have read the return and exchange policy better after purchasing online

**Painful\_Product\_Replacemnt**: After buying a product online does the Respondent felt it's more of a pain to proceed for product replacements online

**Same\_Replaced\_Product**: After buying a product online does the Respondent felt that replaced product might bring the same apprehensions he/she had during their first purchase

**Product\_Information**: After buying a product online does the Respondent felt that it’s

really hard to trust the product information given by web retailers

**Authenticity\_Of\_Retailers:** Does the Respondent agrees with that it’s really hard to trust the authenticity of web retailer's reputation

**Decoding\_Shopping\_Pattern**: Does the Respondent agrees with that they feel uneasy web retailer's decoding their shopping pattern

**Why\_Purchase\_Online**: After buying a product online does the Respondent always feel 'Oh why did I purchase this online'

**Trail\_Of\_Product**: After buying a product online does the Respondent always feel 'I

should have tried the product once before buying'

**Satisfactory\_Experience**: For which product categories the Respondents had dissatisfactory experience while shopping online