

Highest number shopping online among male respondent is 31-40 years group. This indicator is 21-30 years group among female respondent. Lowest number shopping online among male respondent is 51 years and above groups and less than 20 years group among female respondent

Highest number have been shopping online for above 4 years and least 1-2 years. While reviewing dataset we see that Google Chrome is most demanded browser in all age groups and has drastic effect aside from Bangalore on male and Female for access online shopping in all cities. People who are shopping online Above 4 years reach store with Direct URL, shopping online 1-2 years users get via application. Above 4 years, 3-4 years and Less than 1 year groups are reach online shop lack of Social Media. But, Social Media has important effect on 1-2 years group for reach online store.

The vast of majority people in all cities access the online shopping with smartphone. Laptop seen second choice also, same with smartphone such as Delhi and Noida cities. People who are living in Solan, Moradabad, Gurgaon, Ghaziabad and Bulandshahr never use desktop while access the online shopping. People who are living in Moradabad use only tablet for accessing online shopping

Amazon.in customer the most loyal because of Offering a wide variety of listed product in several category and recommended these platform to their friend. Flipkart customer also more loyal and recommended with Amazon to their friend. Amazon.in and Flipkart customers think shopping on these platform helps them fulfill certain roles. Fast loading speed of website and application, availability of several payment options, Speedy order delivery and Online assistance through multi-channel increased service quality for Amazon and create probability new customer so that loyal customer recommended. Availability of several payment option and Speedy delivery order in Flipkart also good effect on loyal customer.

Ease of navigation, User friendly interface, Convenient Payment methods, provide loyal customer to Amazon.in and Flipkart. Customer agree with that Loading and processing speed is good when they use Amazon.in and Flipkart. Customer not have particular interest or sympathy shopping for enjoyment. People strongly feel convenient and flexible while shopping on Amazon.in and Flipkart. Customer strongly satisfy User derive while shopping is highest for Amazon.in. Users are strongly feel sense of adventure while shopping on Amazon but, this these thoughts for Amazon.in and Myntra.com. Flipkart also meet the customer wishes for sense of adventure. People recommended Amazon.in and Flipkart because of easy use and Visual appealing web-page layout

Amazon.in and Flipkart customers strongly think these portals content is easy to read and understand. Information about seller and product effect on purchase decision on Amazon.in is highest also has a good rate for Flipkart.com, Paytm.com and Myntra.com. Customers strongly agree that Amazon.in and Flipkart products stated clearly. Users strongly agree if Flipkart and Amazon.in provide quality information their satisfaction will rise for this portal. Customers seem more loyal to Amazon.in and Flipkart because of complete, relevant description information of products

Customers strongly agree Flipkart and amazon.in are have empathy towards the customers and Being able to guarantee the privacy of the customer. The customer think amazon.in is most reliable portal. amazon.in and Flipkart also reliable for their information keep confidential

Customers strongly agree amazon.in and Flipkart portals give monetary benefit and discounts and monetary savings. While some users strongly thinking shopping on amazon.in and Flipkart enhance their social status, some users stills indifferrent about this. amazon.in and Flipkart customers agree with that their get value while spending money

As we seen above analyse the websites were not equally preferred by users. Amazon was the most preferred followed by Flipkart. It depends on different factors such as reliability, convenient, system and service quality, reliable information, speed of website and etc.