

# E-Commerce Consumer Trends and Preferences

Security Concerns  
Neutral

Frequent Retailer  
AliExpress

Attraction Factor  
Attractive discounts and promotions

Female

Male

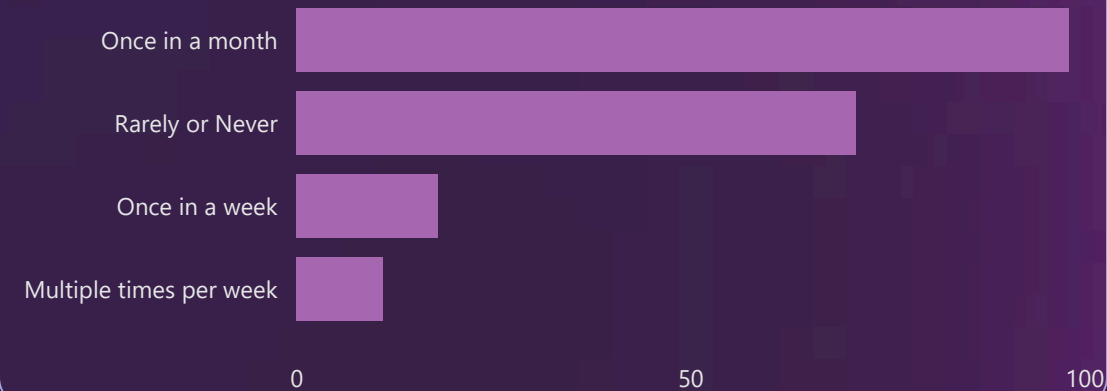
Frequent Marketplaces

All

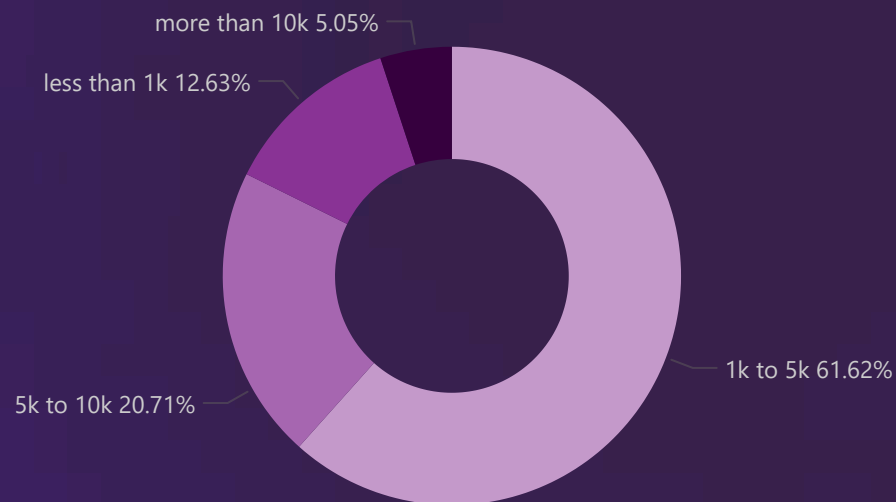
## Top 5 Product Categories



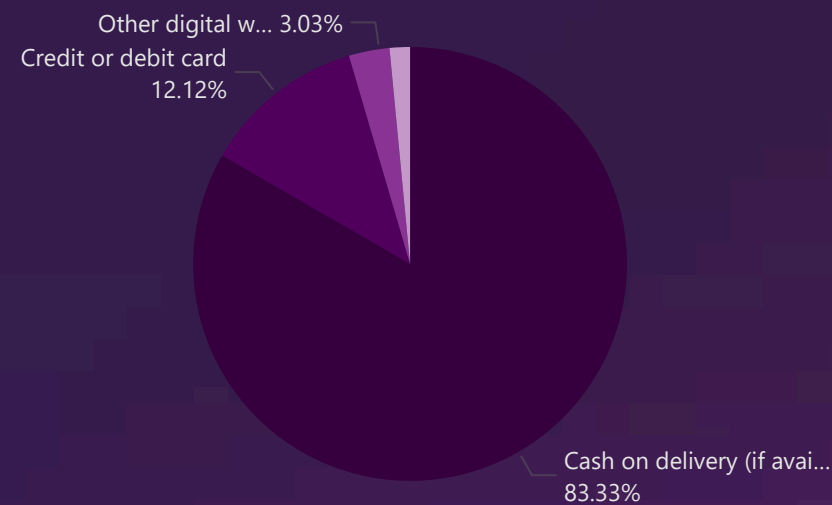
## Shopping Frequency



## Comfortable Price Range



## Preferred Payment Methods



## Retailer Selection Factor

