

## Observations:

1. more than 50% percent of people participated are womens
2. most of the participants are 21-30 years and most of them are females
3. most of the participants are from Delhi and are male!!!
4. most of them have been shopping for more than 4 years and are shopping from greater Noida
5. most of female participants use window/windows and mobile and most of the male participants also use window/windows and mobile
6. most of the participants use mobile internet
7. most of the participants have shopped from Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
8. most of the participants feel Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are easy to use
9. In terms of Visual appealing web-page layout Amazon.com and Flipkart.com seems to take the lead.
10. wild variety of products on offers are the highest in amazon.in and flipcart.com
11. the complete and proper description of the product are the best in amazon.in and flipcart.com
12. the speed of opening of loading the website is good in amazon.in compared to the other e-retail shops
13. reliability of website/app is the best in Amazon.in
14. the fastest purchase of objects can be done in Amazon.in according the customers
15. the availability of payment options are more in Amazon.in and Flipcart.com
16. the fastest delivery can be done in Amazon.in according to the customers
17. privacy of customers information in more secure in Amazon.in according to the customers
18. security of customers financial information is more secure in Amazon.in according to the customers
19. trust they built from customers is high/good in Amazon.in
20. online assistance is good in Amazon.in, Flipcart.com, Myntra.com and snapdeal.com according to the customers
21. Amazon.in takes longer time to get logged in according to the customers
22. Amazon.in and Flipcart.com takes longer time for displaying graphics and photos according to the customers
23. late declaration of price happens more in Myntra.com
24. Myntra.com takes the time for loading the page

25. there is only limited payment mode in snapdeal.com
26. snapdeal.com takes longer time in delivering
27. Amazon.in updates its design more frequently
28. according to the customers frequent disruption while moving from one page to another happens more in Amazon.in
29. Website efficiency is good in Amazon.in
30. most of the customers would recommend Amazon.in as a online retail shop to a friend