Gender

Men: 88
Women: 181

Age

Age	Count
31-40 YEARS	81
21-30 YEARS	79
41-50 YAERS	70
LESS THAN 20 YEARS	20
51 YEARS AND ABOVE	19
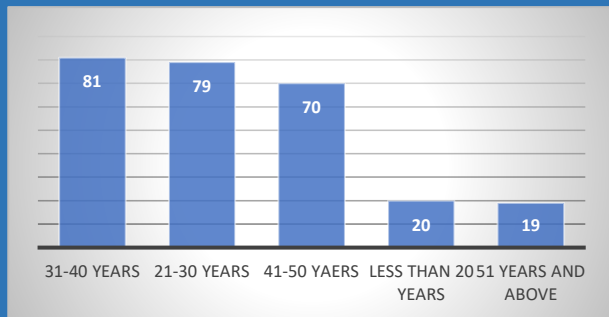
CITY SHOPPED ONLINE FROM

- Delhi — 21%
- Greater Noida — 16%
- Noida — 15%
- Bangalore — 14%
- Karnal — 10%
- Solan — 7%
- Ghaziabad — 7%
- 4%
- 3%
- 2%
- 1%
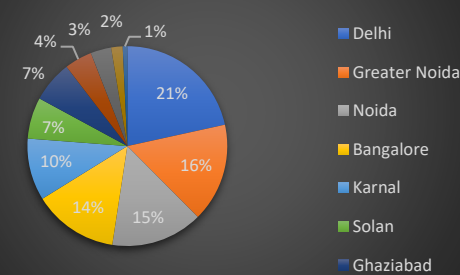
Preferred Payment

Credit/Debit cards	148
Cash on delivery (CoD)	76
E-wallets (Paytm, Freecharge etc.)	45

Loyalty

Reason	Agree/Disagree	Count
You feel gratification shopping on your favorite e-tailer	Indifferent	101
The Convenience of patronizing the online retailer	Agree	138

Reliability

Reason	Websites	Count
Reliability of the website or application	Amazon.in	61
Quickness to complete purchase	Amazon.com	66
Availability of several payment options	Amazon.in, Flipkart.com	65
Speedy order delivery	Amazon.in	107

Customer Satisfaction

Reason	Agree/Disagree	Count
Displaying quality Information on the website	Strongly agree	133
Satisfaction while shopping on a good quality website or application	Strongly agree	175
Net Benefit derived from shopping online can lead to users satisfaction	Strongly agree	164
User satisfaction cannot exist without trust	Strongly agree	122
Variety of listed product in several category	Strongly agree	111
Provision of complete and relevant product information	Strongly agree	135
Monetary savings	Strongly agree	148
Gives you the sense of adventure	Agree	138
Enhances your social status	Agree	101
Helps you fulfill certain roles	Agree	88
Getting value for money spent	Agree	149

Convenient/Easy to Use

Reason	Websites	Count
Easy to use website or application	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com	64
Visual appealing web-page layout	Amazon.in, Flipkart.com	87
Wild variety of product on offer	Amazon.in, Flipkart.com	130
Complete, relevant description information of products	Amazon.in, Flipkart.com	100
Fast loading website speed of website and application	Amazon.in	51

Assurance

Reason	Websites	Count
Why did you abandon the "Bag", "Shopping Cart"?	Better alternative offer	133
Privacy of customers' information	Amazon.in	71
Security of customer financial information	Amazon.in	51
Perceived Trustworthiness	Amazon.in	75
Presence of online assistance through multi-channel	Amazon.in, Flipkart.com, Myntra.com, Snapdeal	61

BAD REMARKS

Reason	Websites	Count
Time to get log in	Amazon.in	57
Time in displaying graphics and photos	Amazon.in, Flipkart.com	60
Late declaration of price	Myntra.com	75
Longer page loading time	Myntra.com	61
Limited mode of payment on most products	Snapdeal.com	87
Longer delivery period	Paytm.com	72
Change in Website/App design	Amazon.in	96
Disruption when moving from one page to another	Amazon.in	53