

17 Why did you abandon the
“Bag”, “Shopping Cart”?

Better alternative offer

Change in price

Lack of trust

Promo code not applicable

No preferred mode of payment

4.7 inches

5 inches

5.5 inches

Others

4.7 inches

4.7 inches

Social Media

Search bar

Via application

Direct url

Direct url

Complete information

Agree

Disagree

Search engine

6-10 min

11-15 min

More than 15 min

COD

Credit/Debit cards

E-mail

Direct URL

COD

E-wallet

Sometimes

Never

Very frequently

E-wallets (Paytm,

Credit/Debit cards