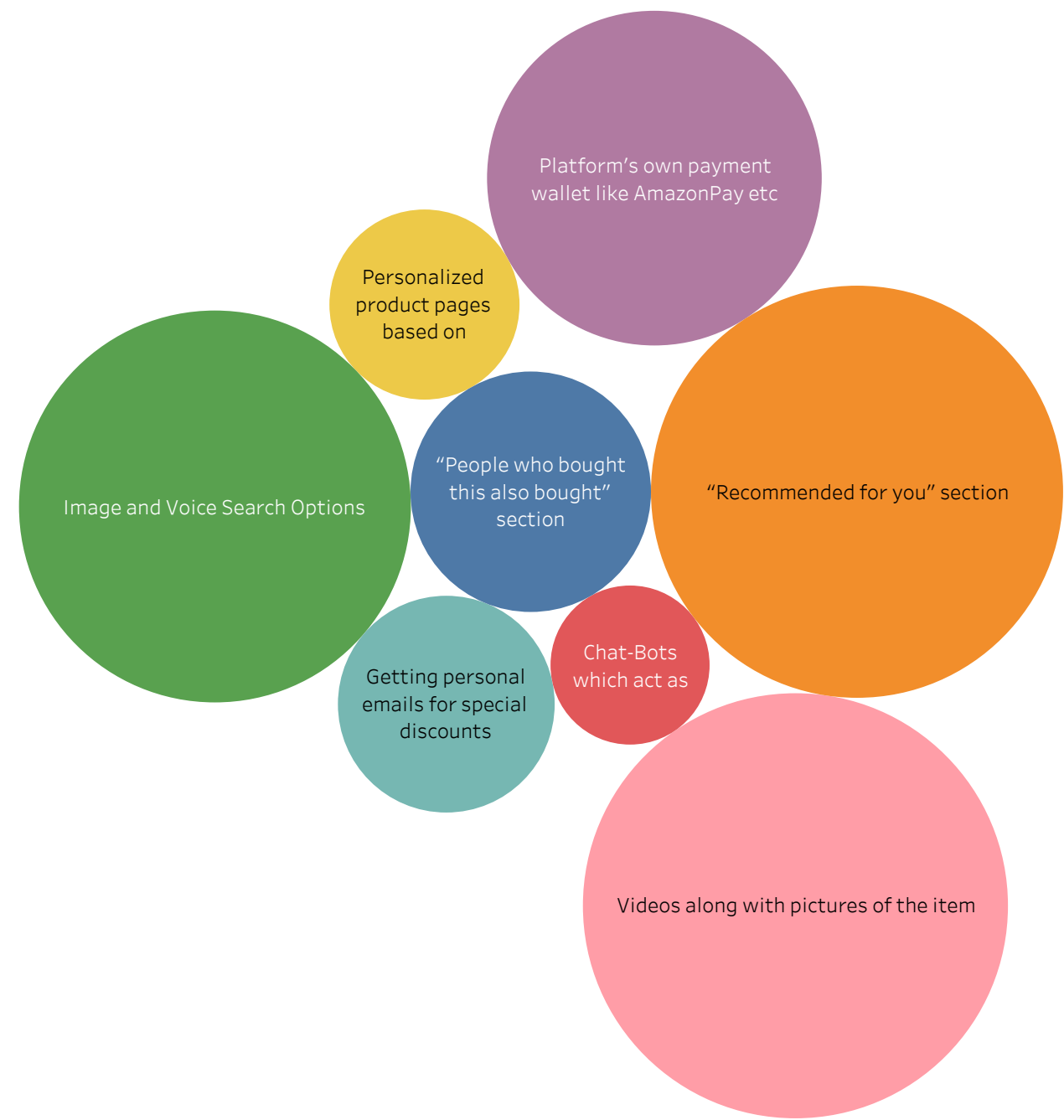


Value-additiin Service

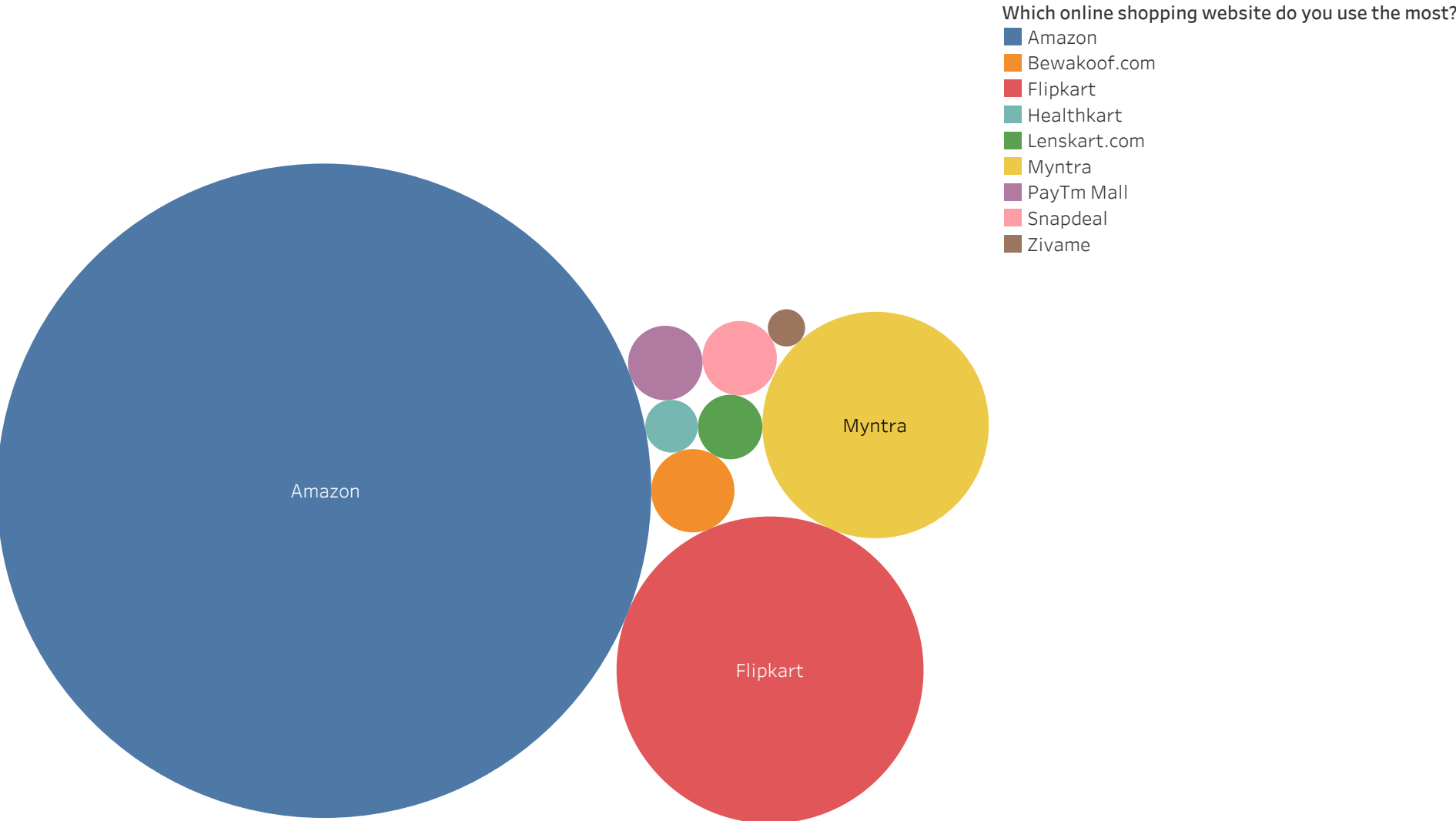


Which of the following value-addition services do you like the most on online shopping platform?

- “People who bought this also bought” section
- “Recommended for you” section
- Chat-Bots which act as virtual assistants
- Getting personal emails for special discounts
- Image and Voice Search Options
- Personalized product pages based on location
- Platform’s own payment wallet like AmazonPay etc
- Videos along with pictures of the item

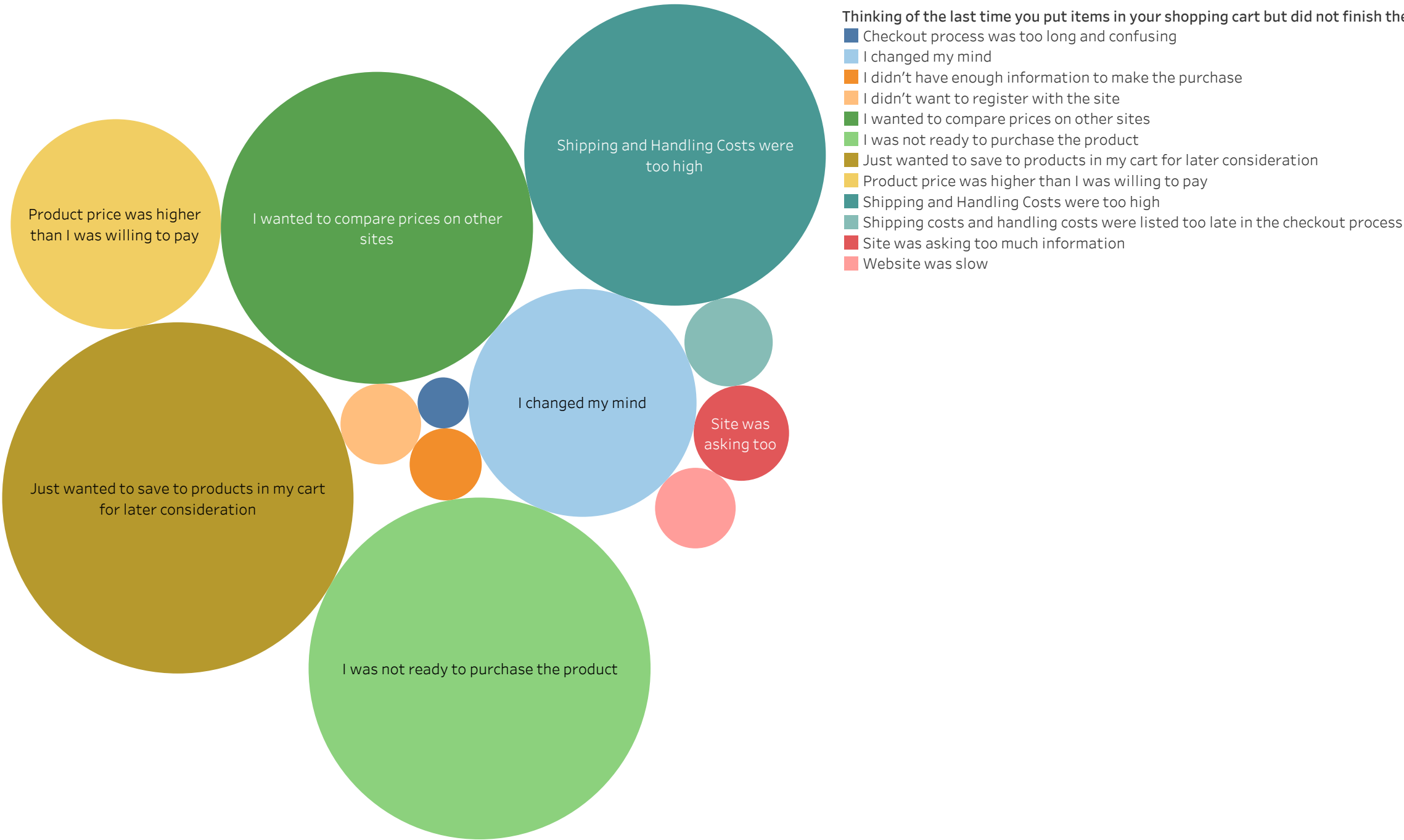
Which of the following value-addition services do you like the most on online shopping platform?. Color shows details about Which of the following value-addition services do you like the most on online shopping platform?. Size shows count of Which of the following value-addition services do you like the most on online shopping platform?. The marks are labeled by Which of the following value-addition services do you like the most on online shopping platform?.

Platform



Which online shopping website do you use the most?. Color shows details about Which online shopping website do you use the most?. Size shows count of Which online shopping website do you use the most?. The marks are labeled by Which online shopping website do you use the most?.

Last time

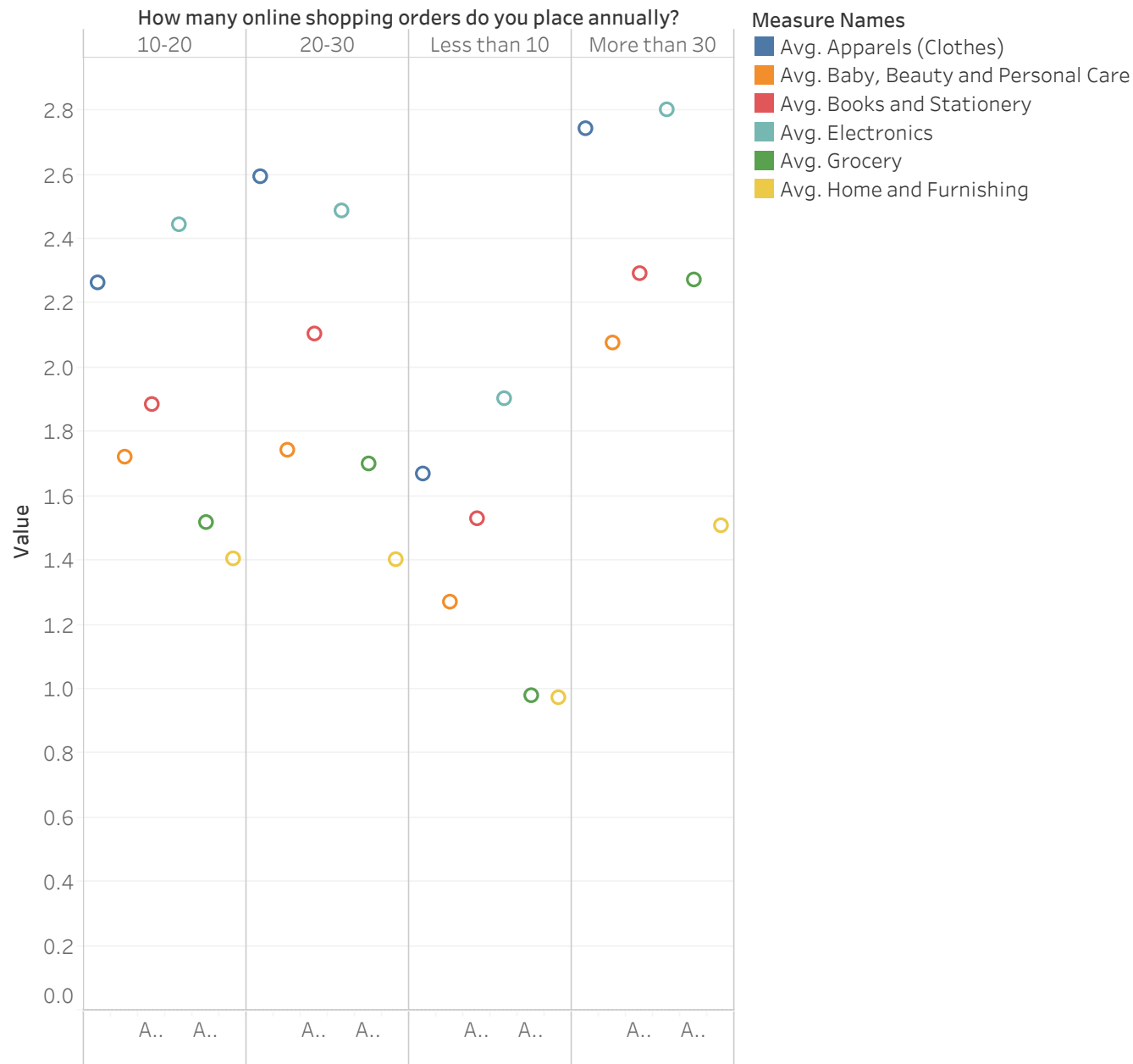


Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following de

- Checkout process was too long and confusing
- I changed my mind
- I didn't have enough information to make the purchase
- I didn't want to register with the site
- I wanted to compare prices on other sites
- I was not ready to purchase the product
- Just wanted to save to products in my cart for later consideration
- Product price was higher than I was willing to pay
- Shipping and Handling Costs were too high
- Shipping costs and handling costs were listed too late in the checkout process
- Site was asking too much information
- Website was slow

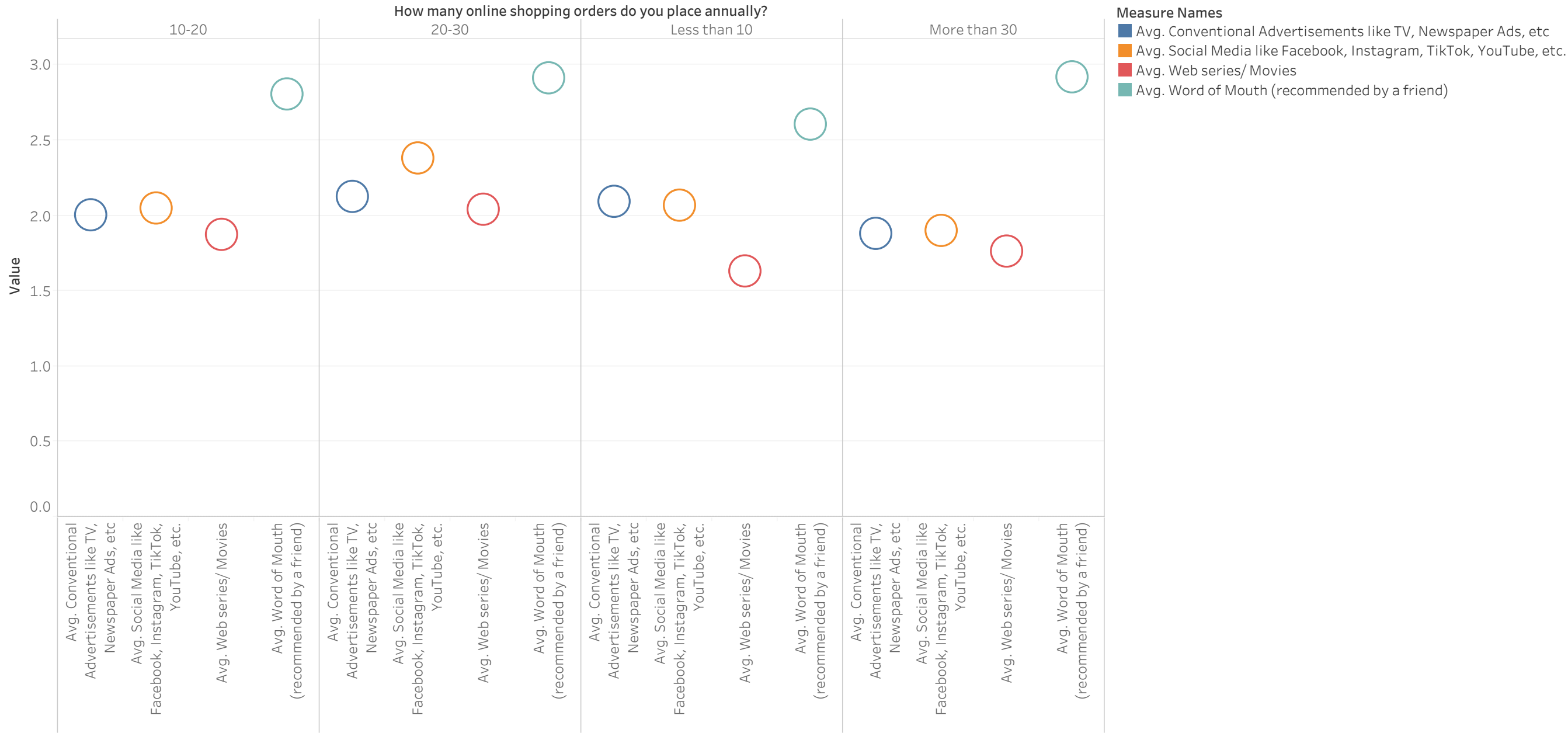
Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following de. Color shows details about Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following de. Size shows count of Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following de. The marks are labeled by Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following de.

Type of products



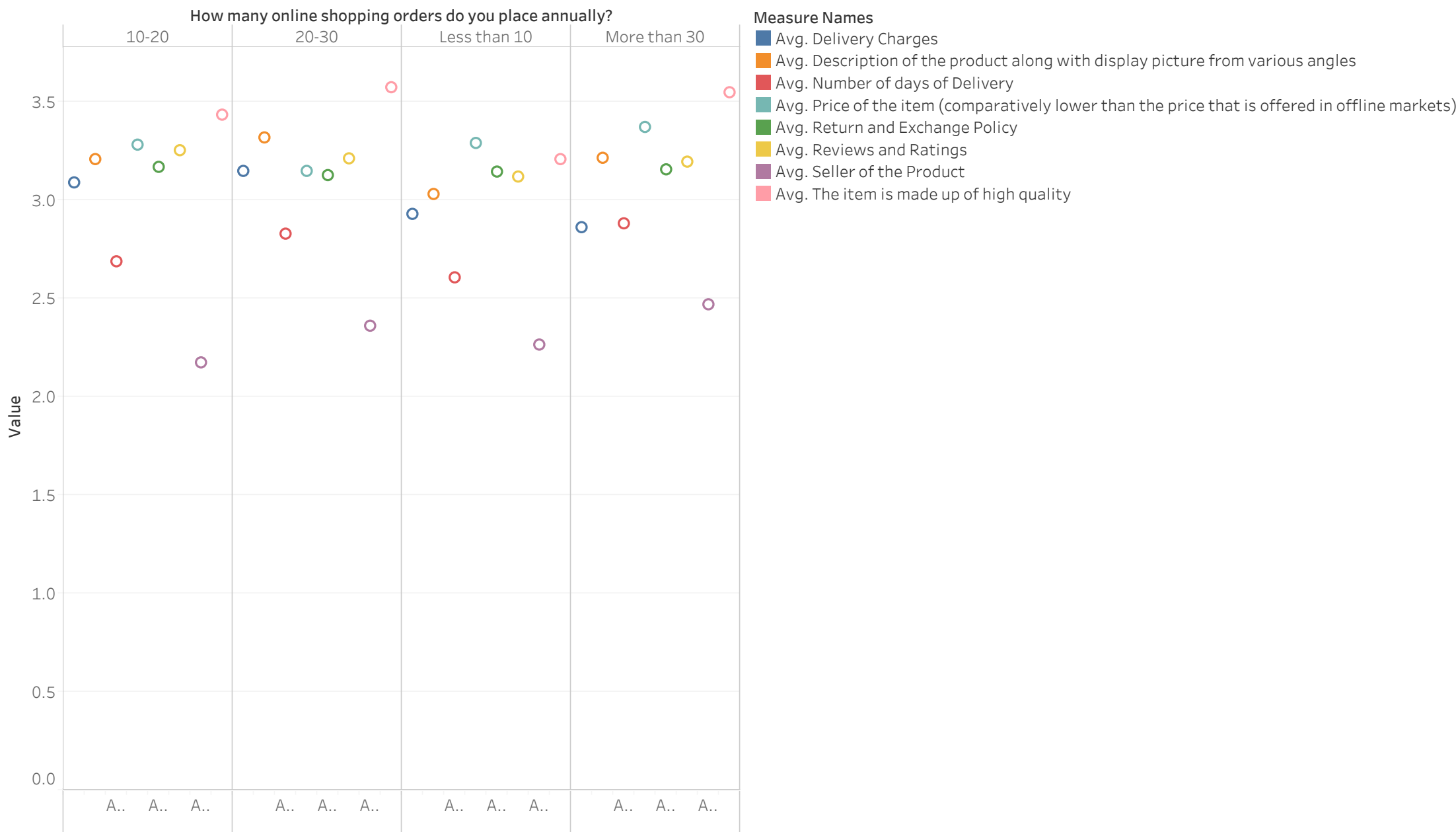
Avg. Apparels (Clothes), Avg. Baby, Beauty and Personal Care, Avg. Books and Stationery, Avg. Electronics, Avg. Grocery and Avg. Home and Furnishing for each How many online shopping orders do you place annually?. Color shows details about Avg. Apparels (Clothes), Avg. Baby, Beauty and Personal Care, Avg. Books and Stationery, Avg. Electronics, Avg. Grocery and Avg. Home and Furnishing.

Ads



Avg. Conventional Advertisements like TV, Newspaper Ads, etc, Avg. Social Media like Facebook, Instagram, TikTok, YouTube, etc., Avg. Web series/ Movies and Avg. Word of Mouth (recommended by a friend) for each How many online shopping orders do you place annually?. Color shows details about Avg. Conventional Advertisements like TV, Newspaper Ads, etc, Avg. Social Media like Facebook, Instagram, TikTok, YouTube, etc., Avg. Web series/ Movies and Avg. Word of Mouth (recommended by a friend).

Factors



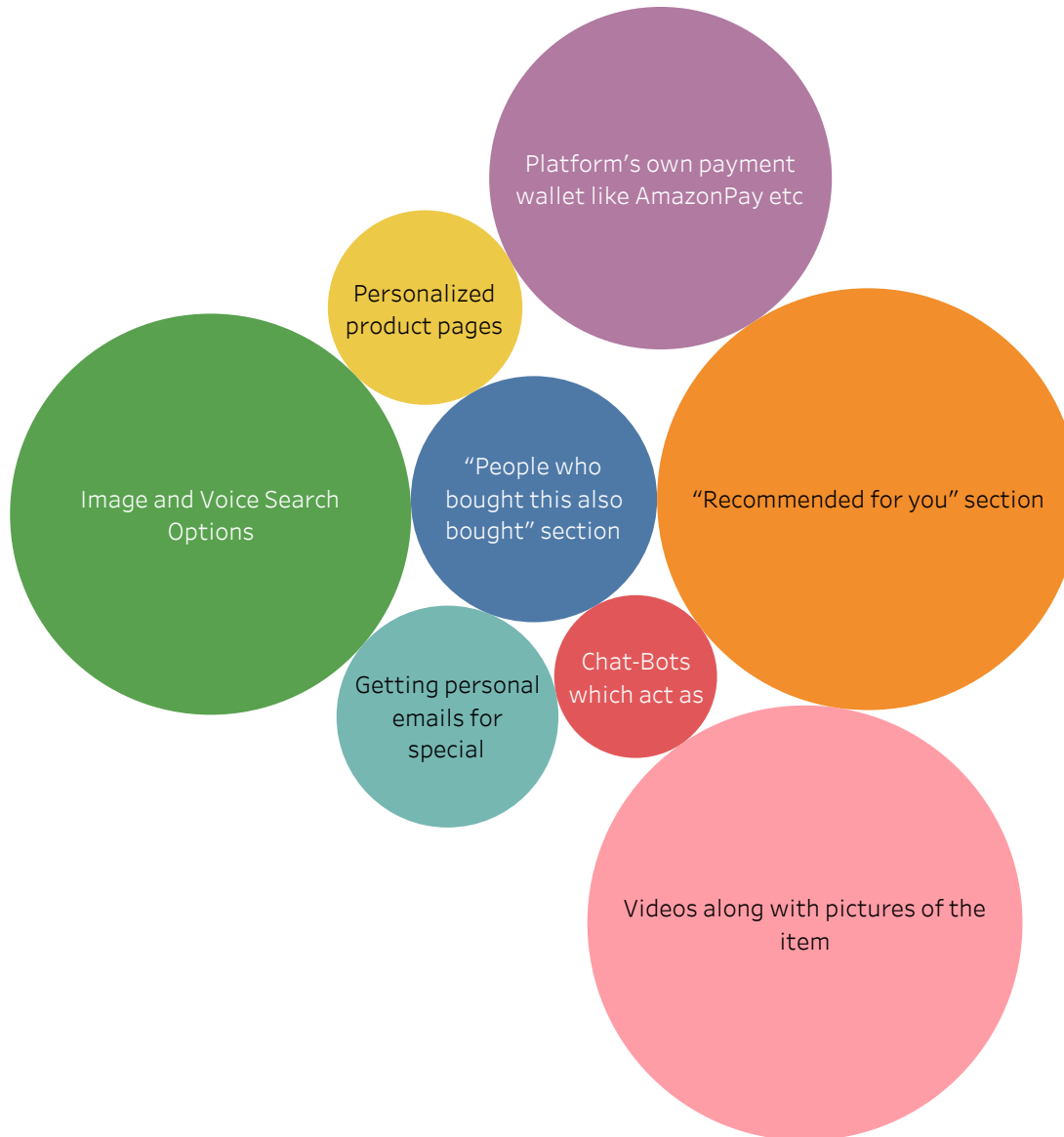
Avg. Delivery Charges, Avg. Description of the product along with display picture from various angles, Avg. Number of days of Delivery, Avg. Price of the item (comparatively lower than the price that is offered in offline markets), Avg. Return and Exchange Policy, Avg. Reviews and Ratings, Avg. Seller of the Product and Avg. The item is made up of high quality for each How many online shopping orders do you place annually?. Color shows details about Avg. Delivery Charges, Avg. Description of the product along with display picture from various angles, Avg. Number of days of Delivery, Avg. Price of the item (comparatively lower than the price that is offered in offline markets), Avg. Return and Exchange Policy, Avg. Reviews and Ratings, Avg. Seller of the Product and Avg. The item is made up of high quality.

Sheet 8

Value-additiin Service

Which of the followi..

- "People who bou..
- "Recommended f..
- Chat-Bots which ..
- Getting personal..
- Image and Voice ..
- Personalized pro..
- Platform's own p..
- Videos along wit..



Platform

Which online shoppi..

