

Shopping Preferences : Online vs Offline Among Students

Shopping Frequency By Offline

Shopping Frequency By Online

Total Students

196

Online Students

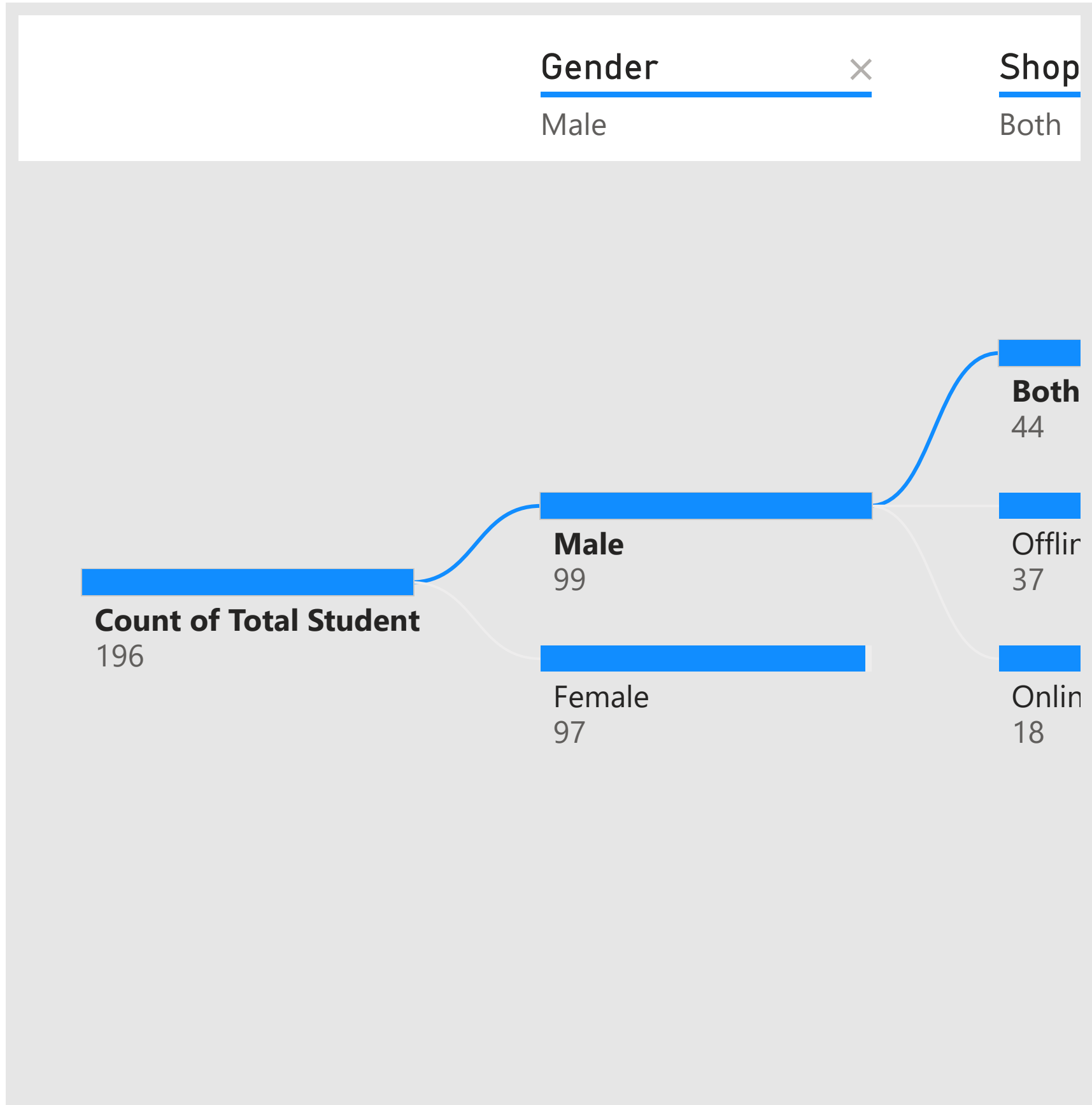
40

Offline Students

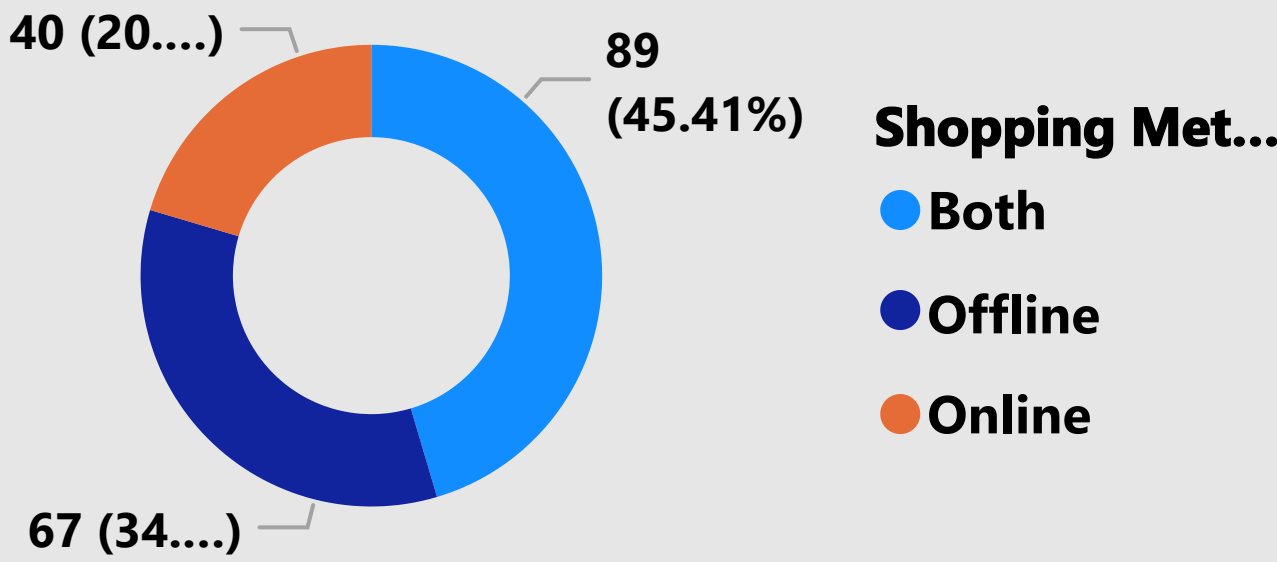
67

Both Online & Offline

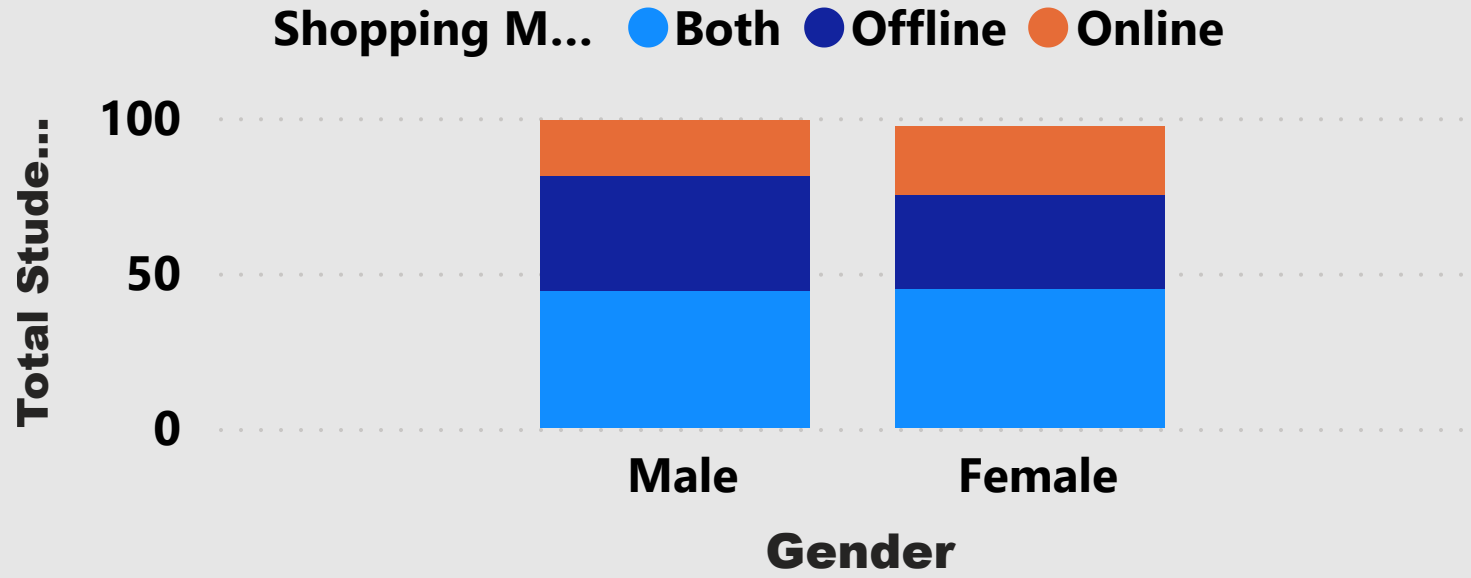
89



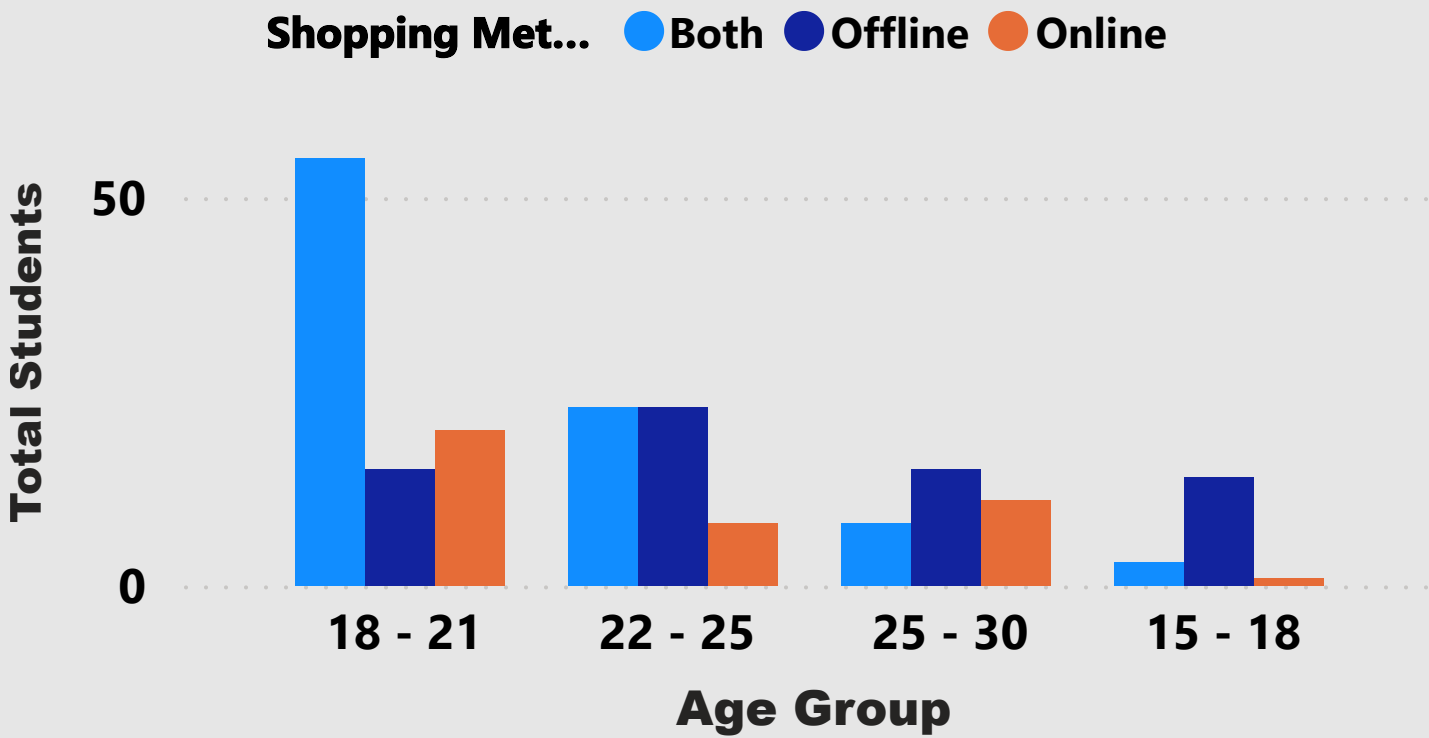
Total Students by Shopping Method



Total Students by Gender and Shopping Method



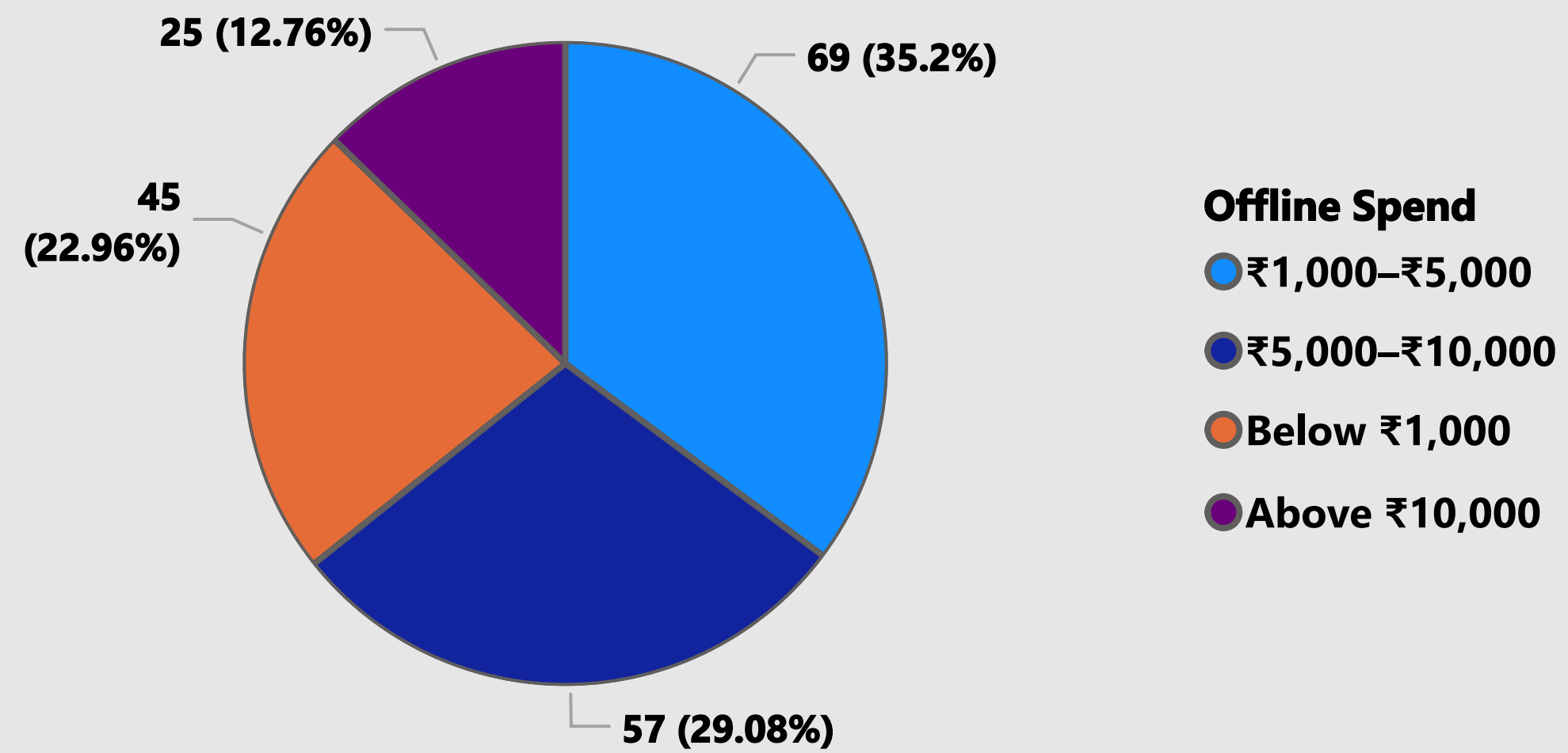
Total Students by Age Group and Shopping Method



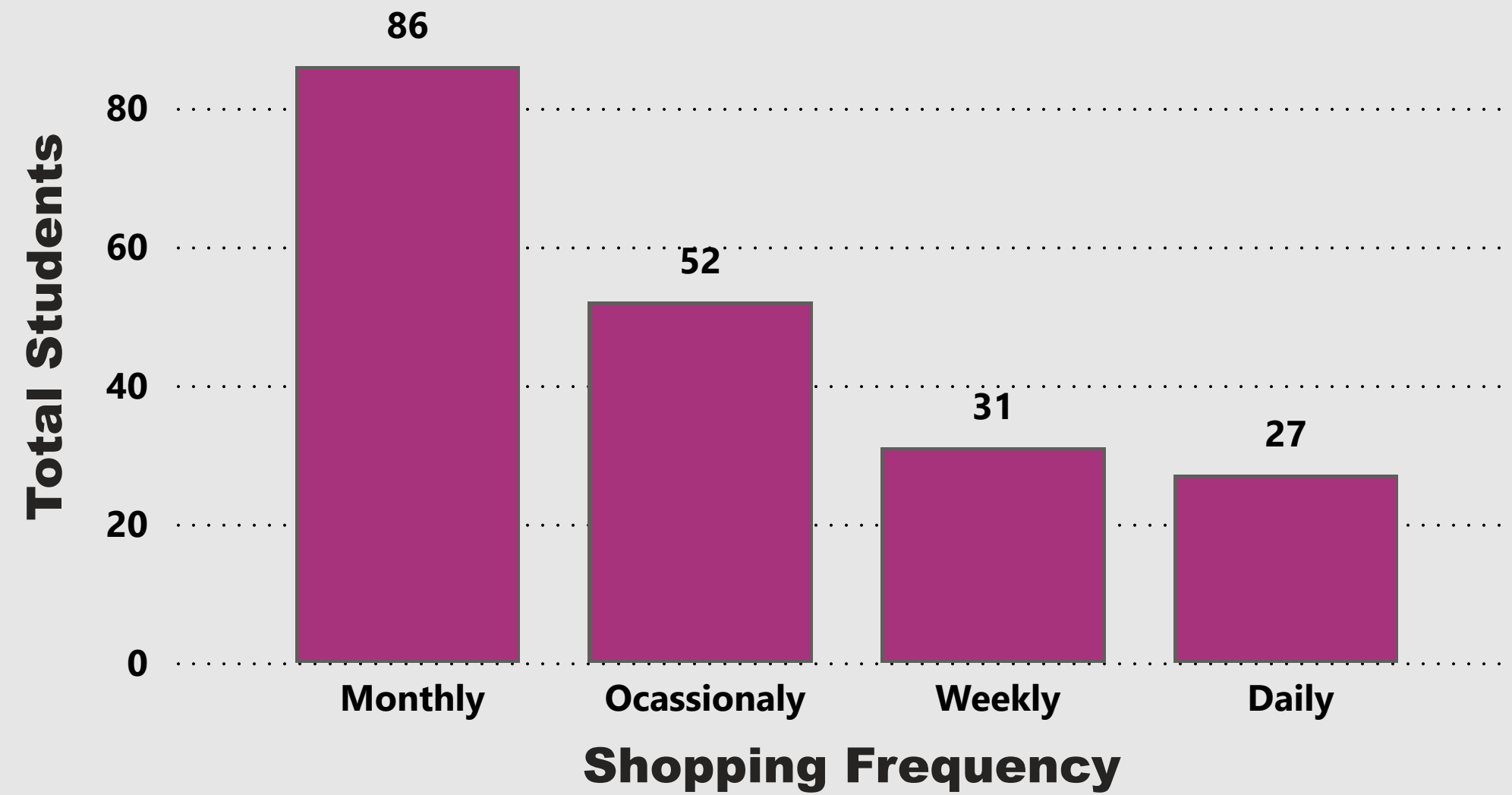
Total Students by Trust Preferences



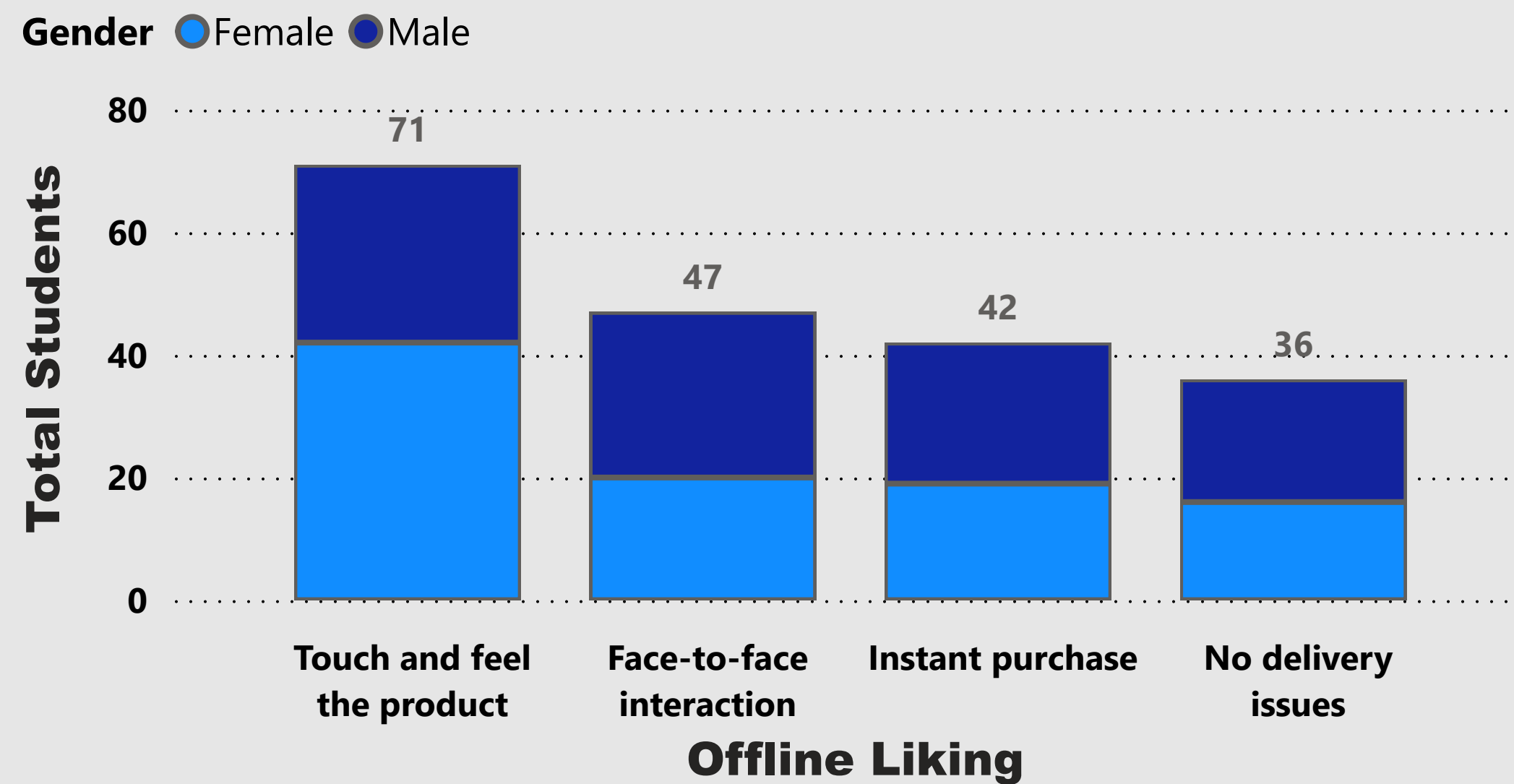
Total Students by Offline Spend



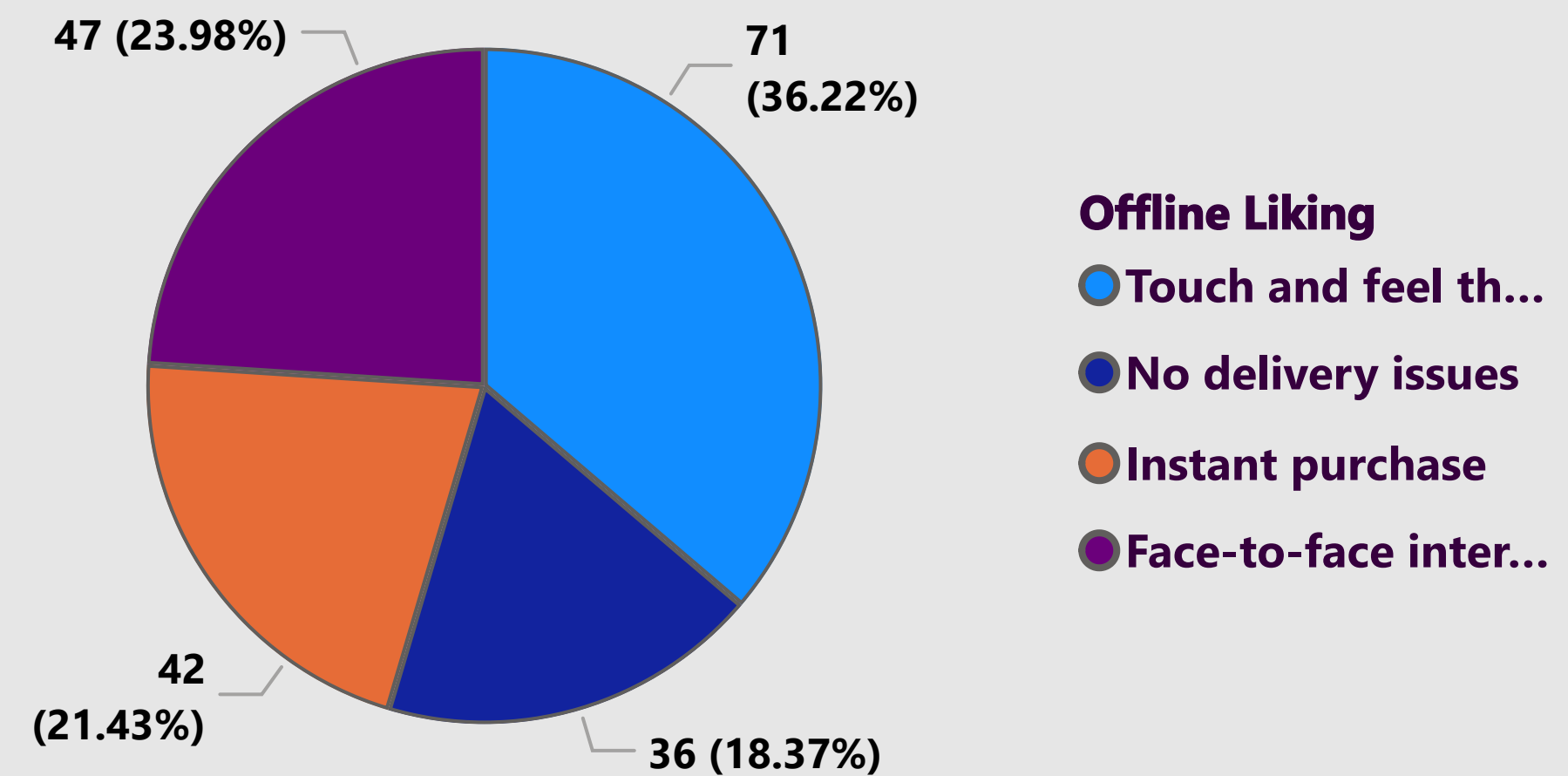
Total Students by Shopping Frequency



Total Students by Offline Liking and Gender



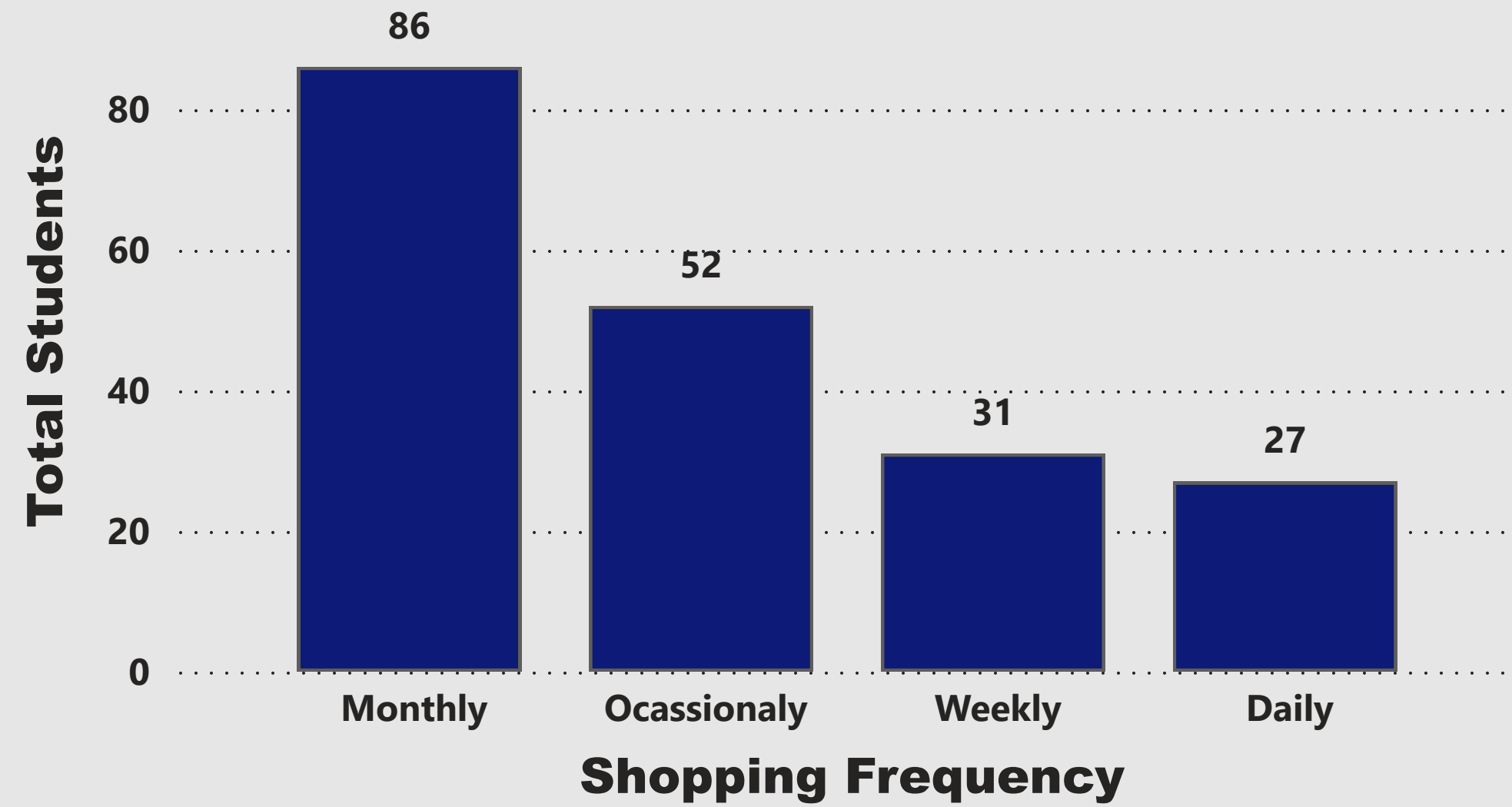
Total Students by Offline Liking



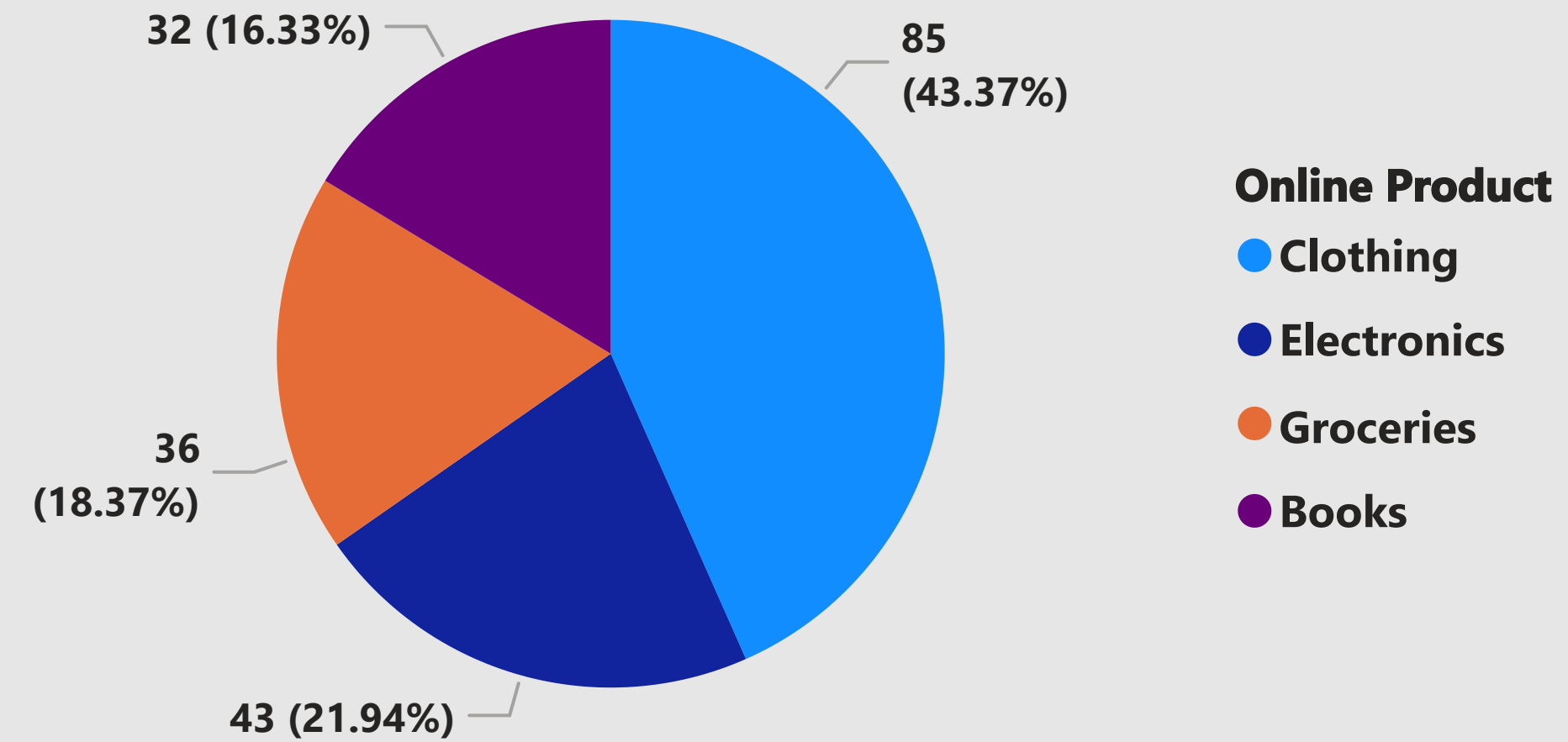
Age Group

- 15 - 18
- 18 - 21
- 22 - 25
- 25 - 30

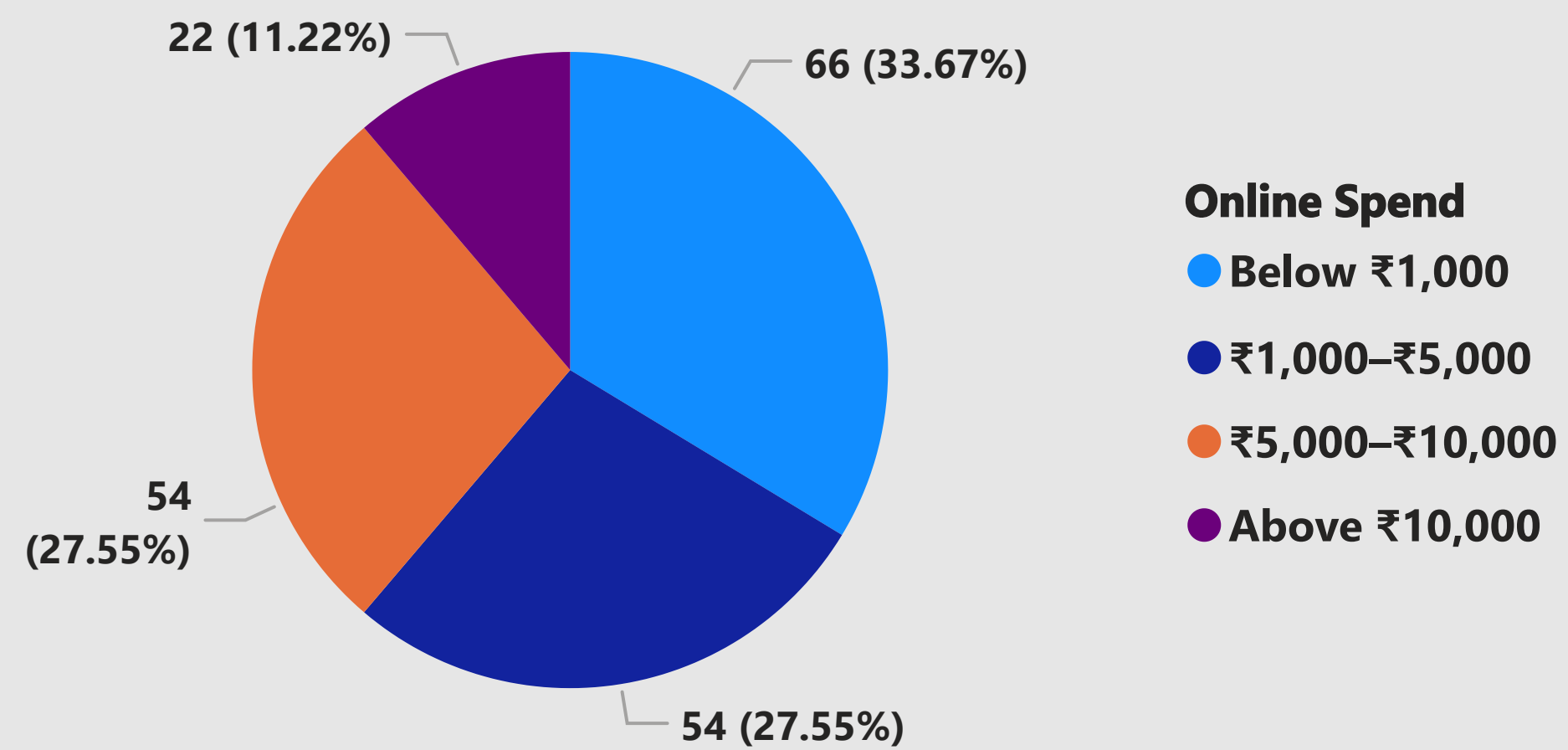
Total Students by Shopping Frequency



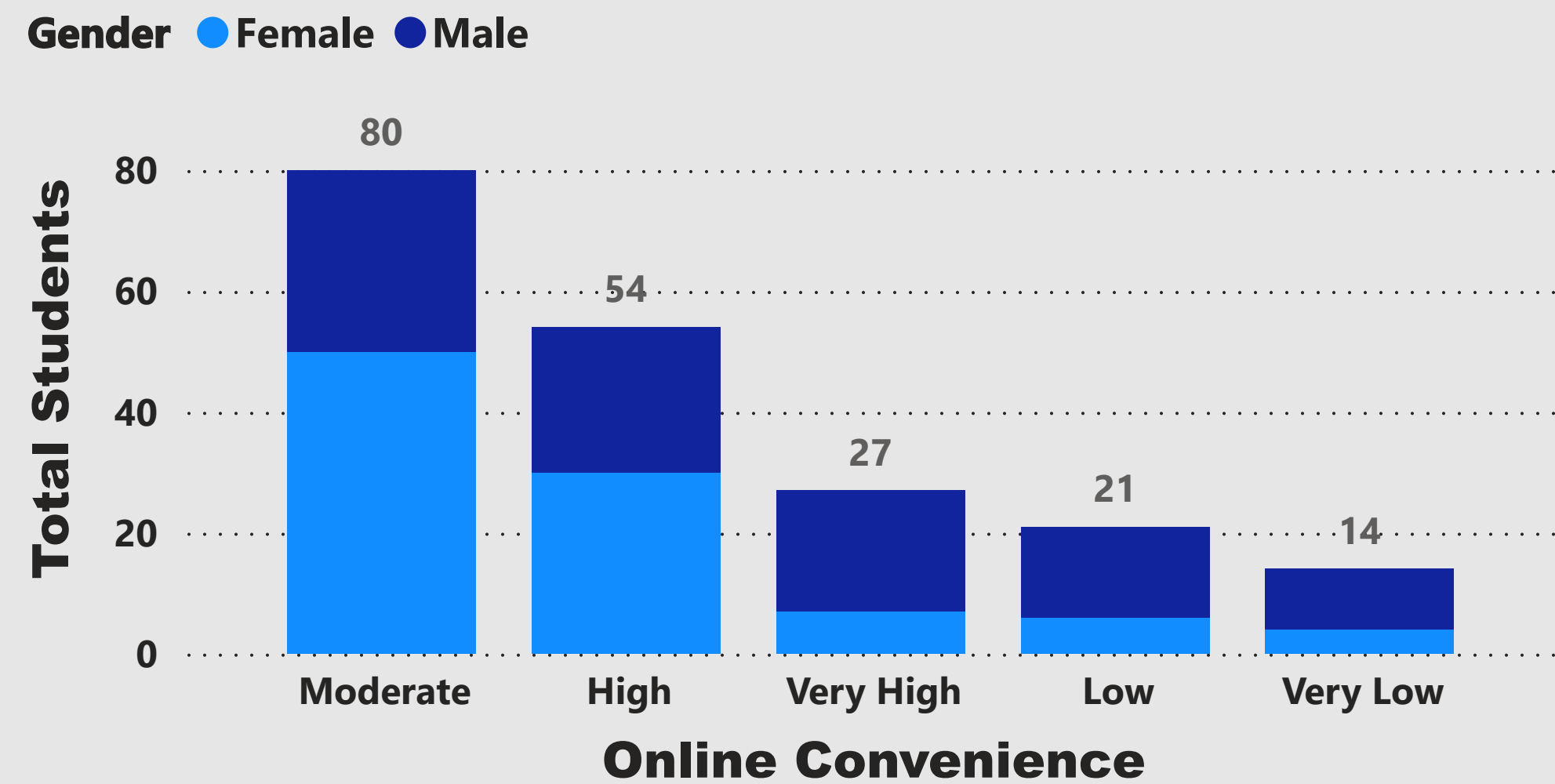
Total Students by Online Product



Total Students by Online Spend



Total Students by Online Convenience and Gender



Shopping Frequency

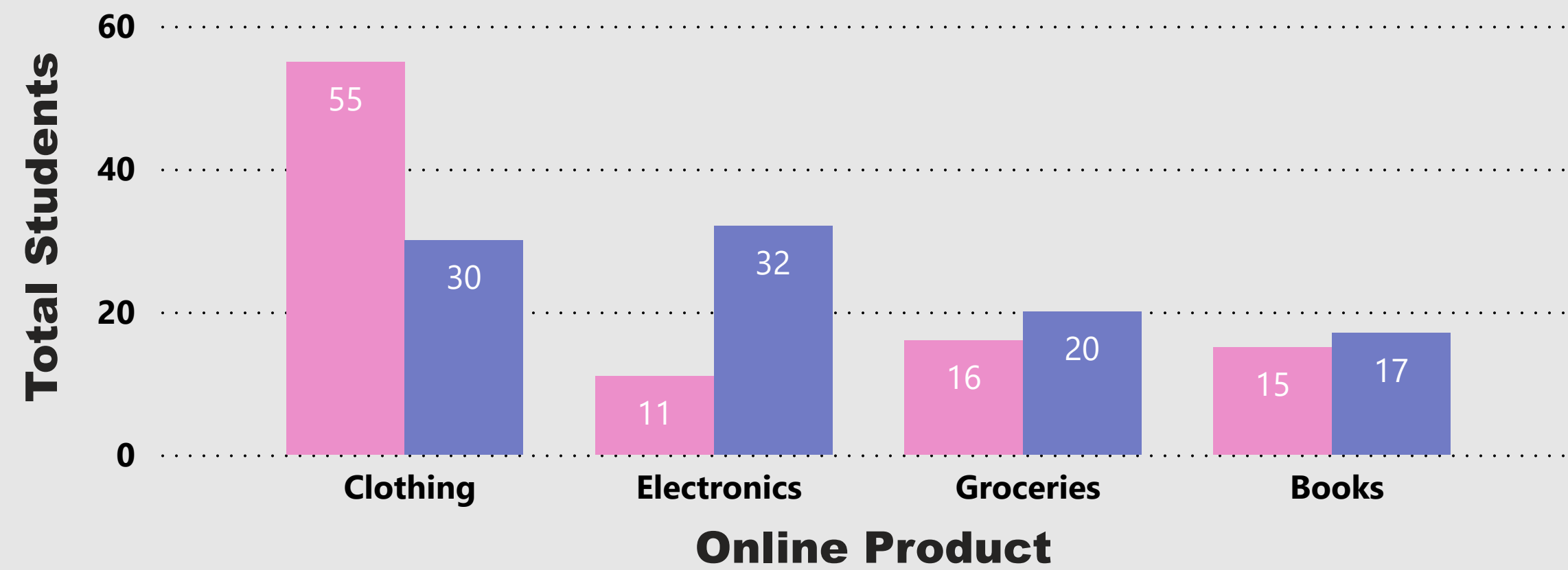
- ☐ Daily
- ☐ Monthly
- ☐ Ocassionaly
- ☐ Weekly

Age Group

- ☐ 15 - 18
- ☐ 18 - 21
- ☐ 22 - 25
- ☐ 25 - 30

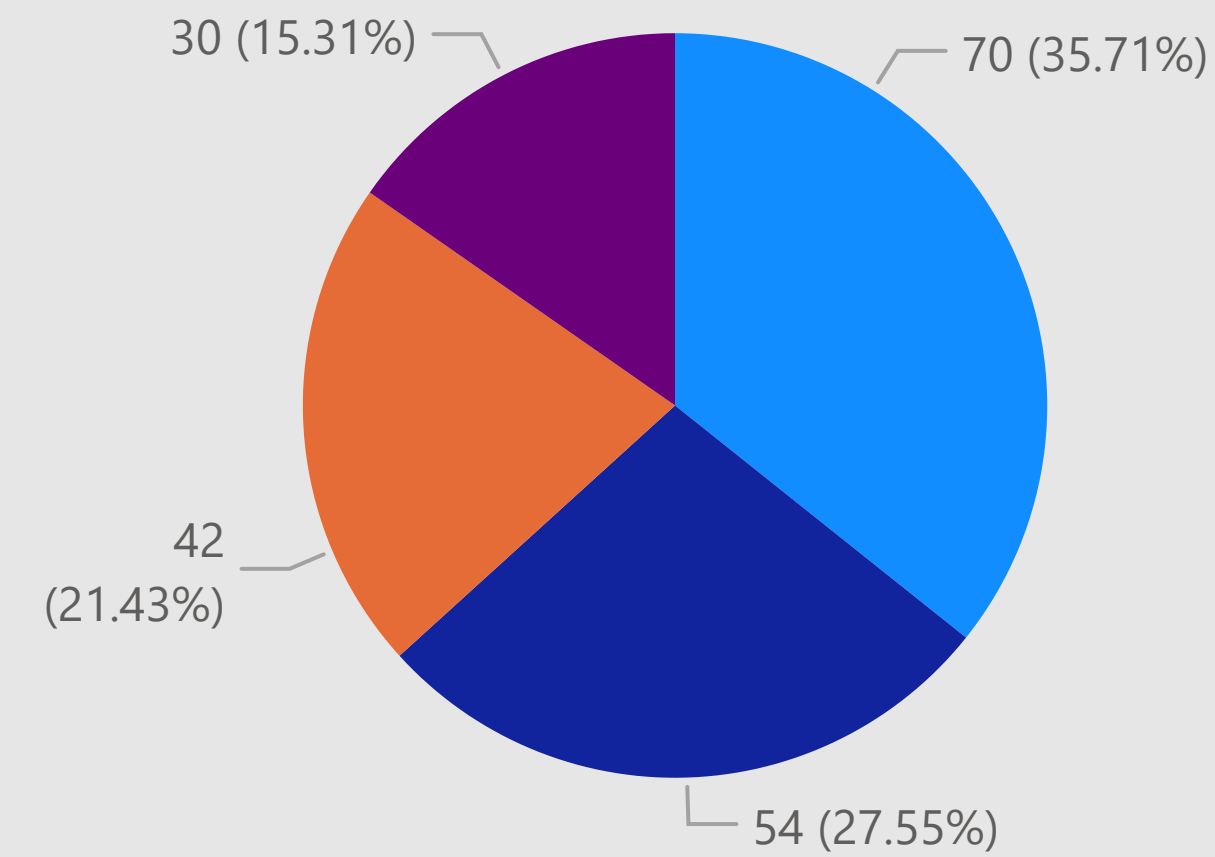
Total Students by Online Product and Gender

Gender ● Female ● Male



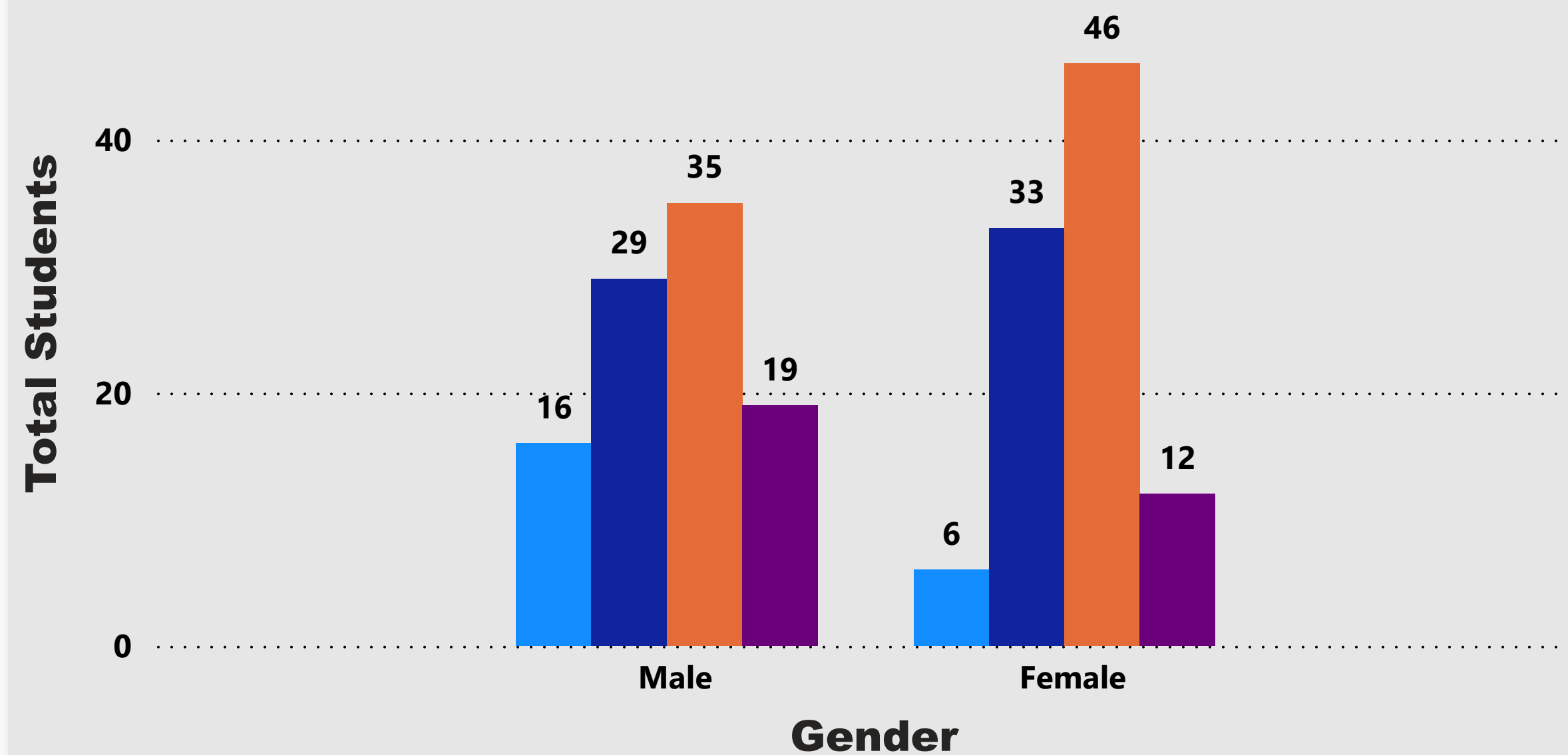
Total Students by Time Saving

Time Saving
 ● Depend on product
 ● Online shopping
 ● Offline Shopping
 ● Both take equal time



Total Students by Gender and Online Issues

Online Issues ● Never ● Rarely ● Sometimes ● Yes, many times



Total Students by Shopping Method

