

## Purchasing Behavior

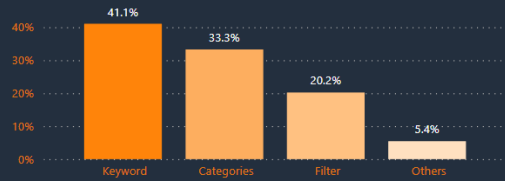
1147

Total No. of Respondents

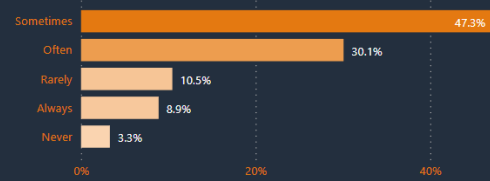
Female	Male	Others	Prefer not to say
0-17 years	18-34 years	35-54 years	55+ years



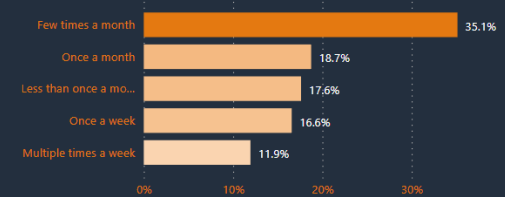
### Preferred Method for Searching Products



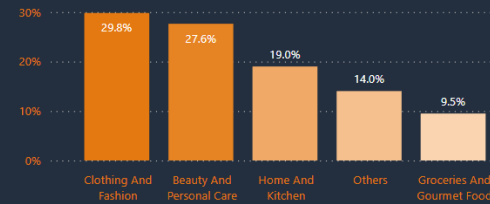
### Cart Completion Frequency



### Purchase Frequency



### Most Popular Product Categories



## Customer Feedback

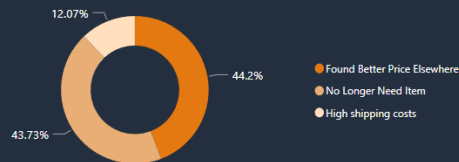
1147

Total No. of Respondents

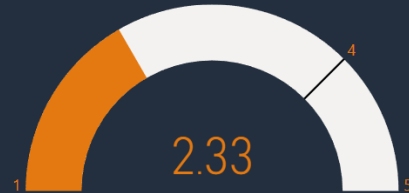
Female	Male	Others	Prefer not to say
0-17 years	18-34 years	35-54 years	55+ years



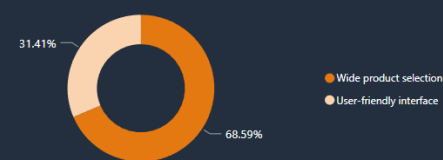
### Cart Abandonment Factors



### Average Shopping Satisfaction Score



### What Shoppers Appreciate Most



### Top 3 Areas of Improvement

