

Where do you usually take inspiration for new purchase?

46 out of 47 people answered this question

1	Phones & accessories	22 / 48%
2	Trends on social media	4 / 9%
3	Clothing	3 / 7%
4	Shoes	3 / 7%
5	Electronics & appliances	2 / 4%
6	Events	2 / 4%
7	Family	2 / 4%
8	Friends	2 / 4%
9	Hair and beauty products	2 / 4%
10	Office stationery	2 / 4%
11	Celebrities	1 / 2%
12	Furniture	1 / 2%
13	Fashion magazines	0 / 0%

Which of the following will influence your decision while shopping for clothes from online store?

47 out of 47 people answered this question

1	Product quality	21 / 45%
2	Product pricing	16 / 34%
3	Mode of Payment	3 / 6%
4	Mode of delivery	3 / 6%
5	Product branding	2 / 4%
6	Style	2 / 4%
7	Color	0 / 0%

8	Comfort	0 / 0%
9	Material	0 / 0%

Which mode of payment do you find more convenient while shopping online?

47 out of 47 people answered this question

1	Pay on delivery	41 / 87%
2	Online payment (before delivery)	6 / 13%

Which mode of delivery would you prefer for a product you just purchased online.

47 out of 47 people answered this question

1	Home delivery	30 / 64%
2	Pick-Up stations	17 / 36%

Which platforms give you optimized user experience while shopping online?

47 out of 47 people answered this question

1	Smartphone applications	27 / 57%
2	Store websites	20 / 43%

Which devices do you prefer for carrying out your online shopping activities?

47 out of 47 people answered this question

1	Smartphone	31 / 66%
2	Laptops and Desktop Computers	15 / 32%
3	Tablets	1 / 2%