

Survey data was collected from 70 respondents. Below are the demographic details of the respondents of the survey results:

Q: How often you do shopping online

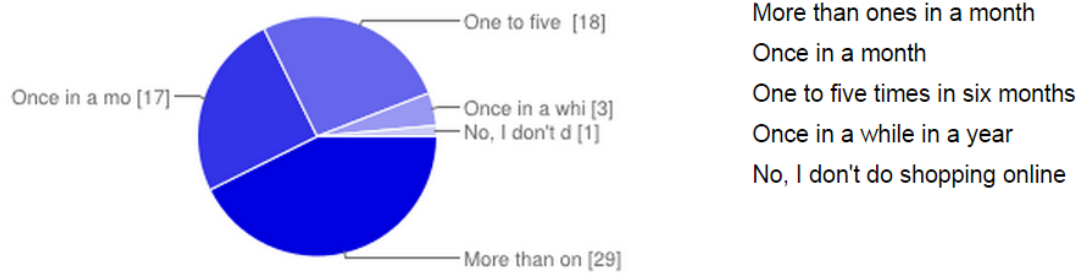


Figure 1: Online shopping frequency

Parameter	Characteristic	Frequency	Percentage
Online Shopping Frequency	More than ones in a month	29	40.80%
	Once in a month	17	23.90%
	One to five times in six months	18	25.40%
	Once in a while in a year	3	4.20%
	No, I don't do shopping online	1	1.40%

Table 1: Online shopping frequency

Q: How many different online websites/apps you have done online payments

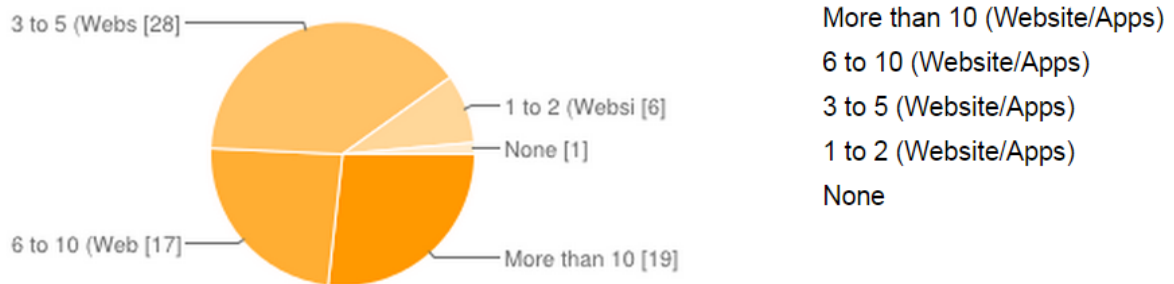


Figure 2: Online Website/apps used

Parameter	Characteristic	Frequency	Percentage
Online websites/apps used for payments	More than 10 (Website/Apps)	19	26.80%
	6 to 10 (Website/Apps)	17	23.90%
	3 to 5 (Website/Apps)	28	39.40%
	1 to 2 (Website/Apps)	6	8.50%
	None	1	1.40%

Table 2: Online Website/apps used

Q What mediums you use for online shopping payments- check all that apply

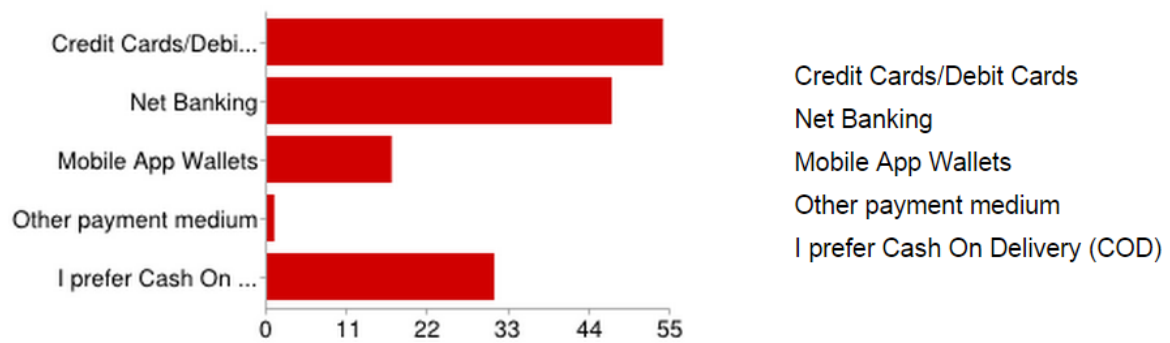


Figure 3: Online Shopping Payment Medium

Parameter	Characteristic	Frequency	Percentage
Online Shopping Medium	Credit Cards/Debit Cards	54	76.10%
	Net Banking	47	66.20%
	Mobile App Wallets	17	23.90%
	Other payment medium	1	1.40%
	I prefer Cash On Delivery (COD)	31	43.70%

Table 3: Online Shopping Payment Medium

Q How Many Laptops/Computers/Smartphones (all devices with internet connection) you have in your family

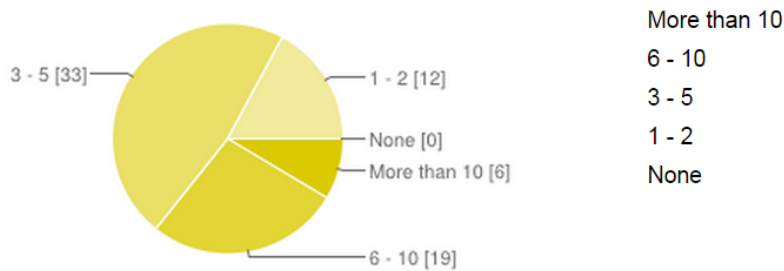
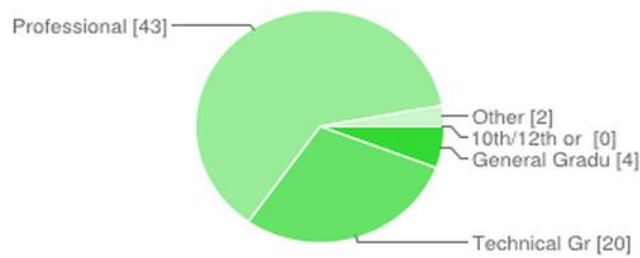


Figure 4: Internet connected devices per family

Parameter	Characteristic	Frequency	Percentage
Devices with Internet connection in Family	More than 10	6	8.50%
	6-10	19	26.80%
	3-5	33	46.50%
	1-2	12	16.90%
	None	0	0.00%

Table 4: Internet connected devices per family

Q What is your educational background



10th/12th or Pursuing

General Graduate/Post Graduate - Student/Pass-out (Science/Commerce/Arts)

Technical Graduate/Post Graduate - Student/Pass-out (B Tech/M Tech etc)

Professional Graduate - Student/Pass-out (MBA, CA, Lawyers, Doctors etc)

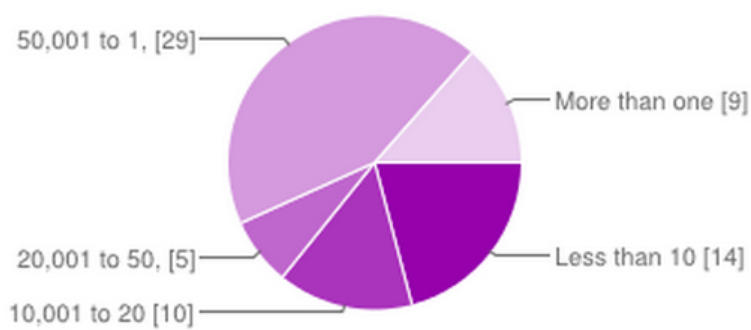
Other

Figure 5: Education Background of Survey Respondents

Parameter	Characteristic	Frequency	Percentage
Educational Background	10th/12th or Pursuing	0	0.00%
	General Graduate/Post Graduate - Student/Pass-out (Science/Commerce/Arts)	4	5.60%
	Technical Graduate/Post Graduate - Student/Pass-out (B Tech/M Tech etc)	20	28.20%
	Professional Graduate - Student/Pass-out (MBA, CA, Lawyers, Doctors etc)	43	60.60%
	Other	2	2.80%

Table 5: Education Background of Survey Respondents

Q What is your Monthly Income Range



Less than 10,000

10,001 to 20,000

20,001 to 50,000

50,001 to 1,00,000

More than one lakh

Figure 6: Monthly Income Range

Parameter	Characteristic	Frequency	Percentage
Monthly Income Range	Less than 10,000	14	19.70%
	10,001 to 20,000	10	14.10%
	20,001 to 50,000	5	7.00%
	50,001 to 1,00,000	29	40.80%
	More than one lakh	9	12.70%

Table 6: Monthly Income Range

Q Gender

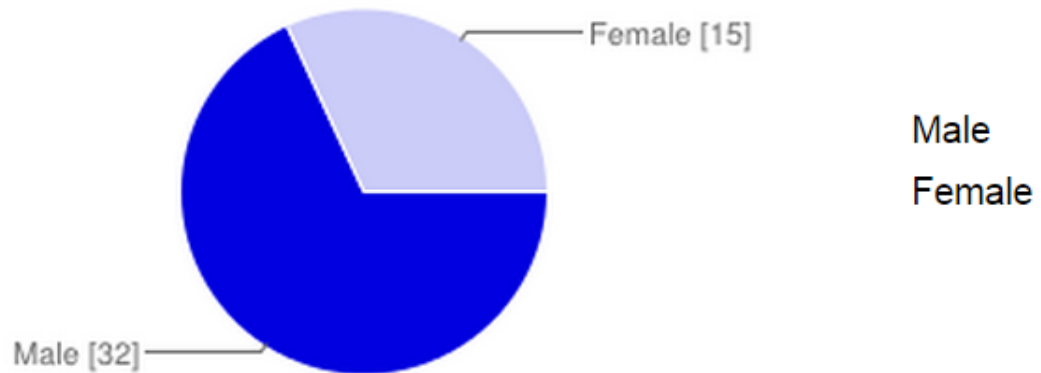


Figure 7: Gender division of respondents

Parameter	Characteristic	Frequency	Percentage
Gender	Male	32	45.10%
	Female	15	21.10%

Table 7: Gender division of respondents

Q Which age group you belong to

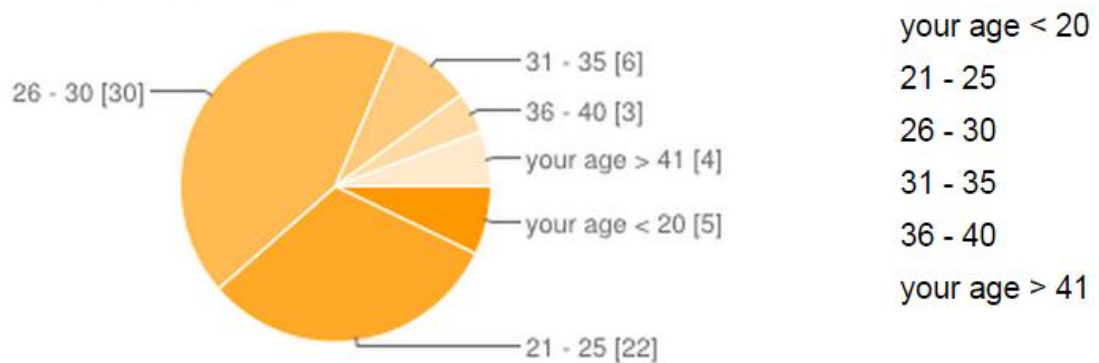


Figure 8: Age classification

Parameter	Characteristic	Frequency	Percentage
Age Group	your age < 20	5	7.00%
	21 - 25	22	31.00%
	26 - 30	30	42.30%
	31 - 35	6	8.50%
	36 - 40	3	4.20%
	your age > 41	4	5.60%

Table 8: Age classification