

Decoding the Festive Shopper

HT Media readers reveal their shopping list

POWERED BY
aroscop ask1



September 2022

AGENDA

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- 02 Research Methodology
- 03 Research Objective
- 04 Key Takeaways
- 05 Industry Analysis
- 06 What Indians Missed in the Last 2 Years

Industry Analysis in detail

- 01 Automobiles
- 02 Jewlery
- 03 Mobiles
- 04 Laptops
- 05 Consumer Electronics
- 06 Large Appliances
- 07 Home Appliances
- 08 Small Appliances
- 09 Apparel & Footwear
- 10 Grocery & Home Care
- 11 Beauty & Personal Care
- 12 Others



Executive Summary

The Great Hindustan Shopping Season

With festivities around the corner, Indians are ready to indulge in celebrations. Celebrations call upon Indians to shop extravagantly for themselves or gifts for loved ones. This year Ganesh Chaturthi, Onam, Dusshera, Deepawali, and Christmas will be memorable, given the subdued celebrations in the last two years with limited mobility and constant underlying fear of the pandemic.

With things opening up and the overall consumer outlook improving, this year is expected to be the biggest in celebrations and shopping. Add to that the endless options of products and channels that an Indian shopper has today.

With the internet reaching every nook and corner of the country, eCommerce has seen exponential growth in recent times. Given the stiff competition from their online counterparts, the offline (physical) stores will leave no stone unturned to lure customers to their shops.

Overall, it will be a consumer's delight to see all the deals and discounts coming their way this festive season.

HT Media, in association with Aroscop, conducted a nationwide study to understand what the Indian consumer wants, expects, and aspires to this festive season. This report is packed with insights to help brands understand what's coming their way during **“The Great Hindustan Shopping Season”**.

Our festive insights report explores HT Media readers' shopping patterns and consumer behaviour. We also assess their brand affinities, the factors that motivate their shopping decisions, and the channels they prefer to direct their budget. Our report contains real insights from real people and thus is relevant for anyone looking to market their brand to this audience.



Research Methodology

Study Brief, Audience Targeting & Delivery

To understand how Indians will shop this festive season, HT Media Group commissioned Aroscop to conduct an Online Research Study on their owned digital properties.

The study is designed to gauge market outlook towards key product verticals –

Auto (4-wheeler & 2-wheeler),

- **Consumer Electronics,**
- **Consumer Durables (White Goods),**
- **Beauty & Personal Care,**
- **Apparel,**
- **Food & Beverages,**
- **Household supplies,**
- **Grocery & Homecare, and**
- **Jewellery.**

The study ran for a duration of 25 days and recorded **13,048 responses.**

This report consists of insights unearthed from these responses, post a rigorous quantitative analysis.

The study was conducted using **ASK1**, an online consumer insights tool from Aroscop, that delivers interactive banner ads to capture responses from targeted cohorts of users.

The audience in this study were limited to HT Media owned online platform users so that the outcomes of this study could be relevant for advertisers on the said platforms.





Research Objective

Understanding the Consumer Behavior during the upcoming festive season

The study intends to uncover the increasing shopping appetite in Indian consumers during this festive season, starting with Ganesh Chaturthi & ending with New Year, and important factors influencing their buying decision across categories.



Key takeaways

Positive Outlook

Consumers are planning to shop across categories and have different factors governing the purchase decision for each product category

01

Rising eCommerce

Shoppers are open to buy products online, in certain categories like Mobile(76%), Electronics(64%) and Beauty(61%) where they outperform the offline retail stores

02

Physical Stores

Categories like Jewellery(90%), Grocery & Homecare(56%) and Appliances(53%) will predominantly be bought in the offline physical stores

03

Missed Vacations

Nearly 1 in 2 Indians missed going on vacations with their families the most during the festive seasons in the last two years due to the pandemic

04





FOUR WHEELERS

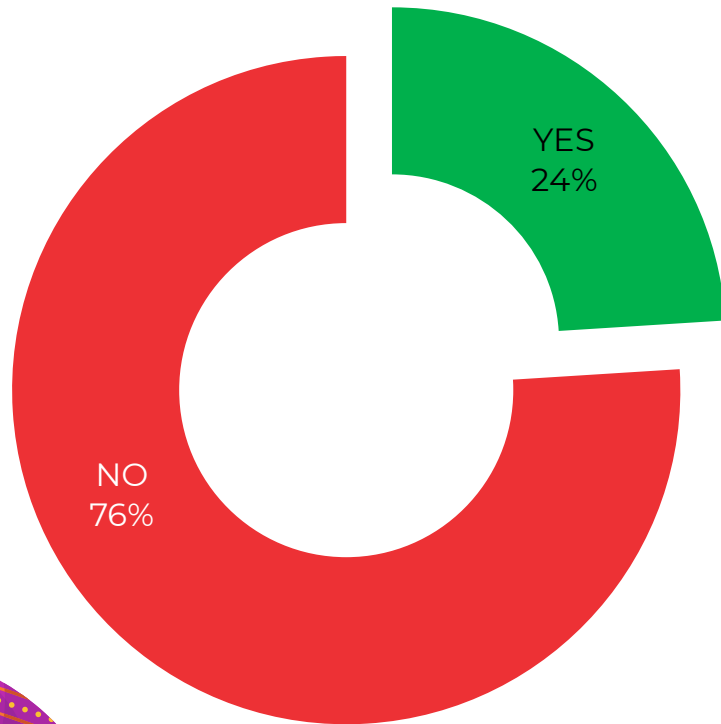




FOUR WHEELERS

Intent &
Consumption Insights





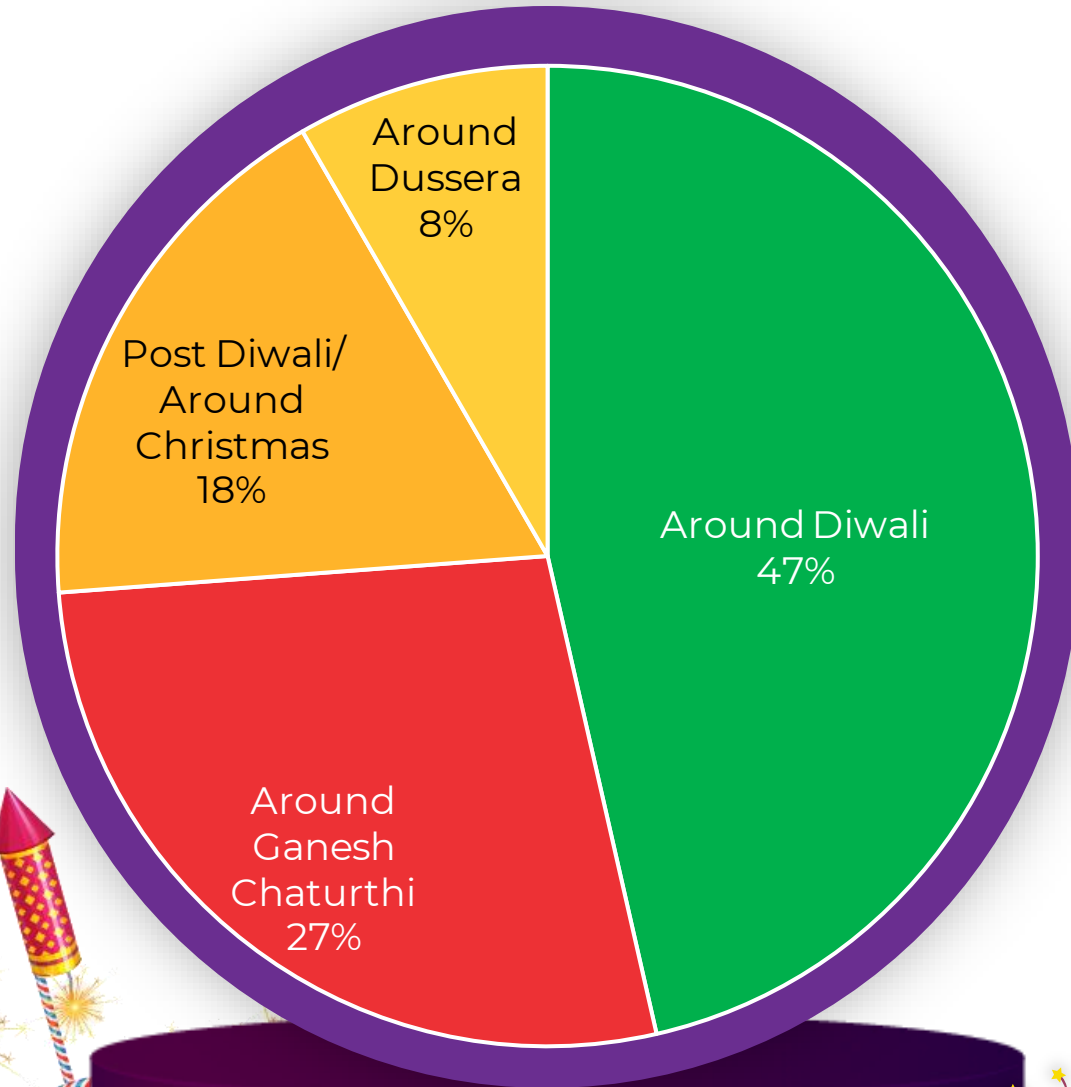
N = 3,693

Four-Wheelers

– Market Outlook

24% of the **HT Media readers** say that they are planning to buy a car this festive season.





Upsurge in sales during Diwali

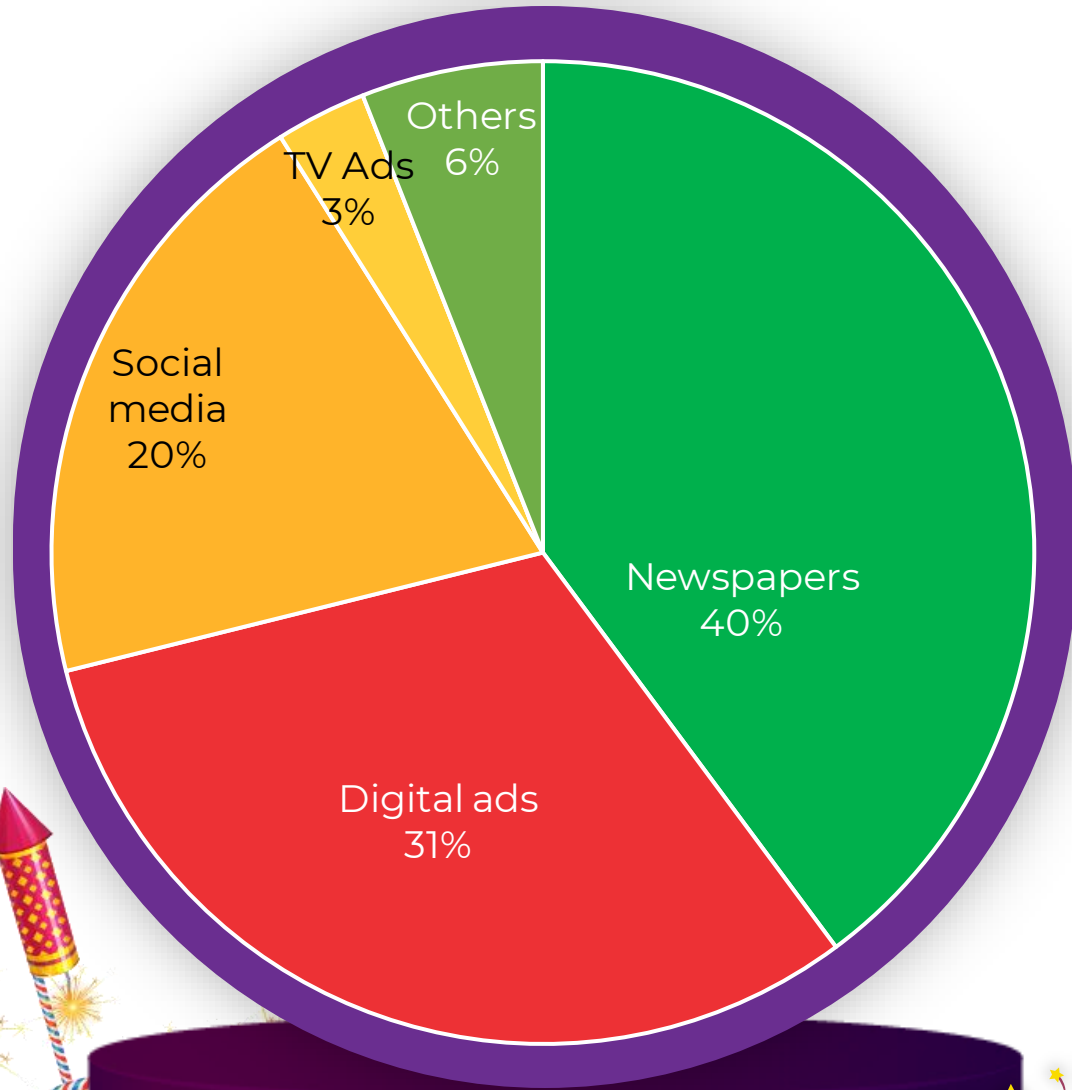
Almost half of the users prefer buying / booking cars during Diwali festival.

1 in 4 people plan to purchase a car during Ganesh Chaturthi.

Occasions when they plan to buy the car

N = 84





Newspapers Top the Information Sources

Digital ads and social media contribute to 50% in total

Source of Information on
4-wheeler models, features & discounts

N = 84





FOUR WHEELERS

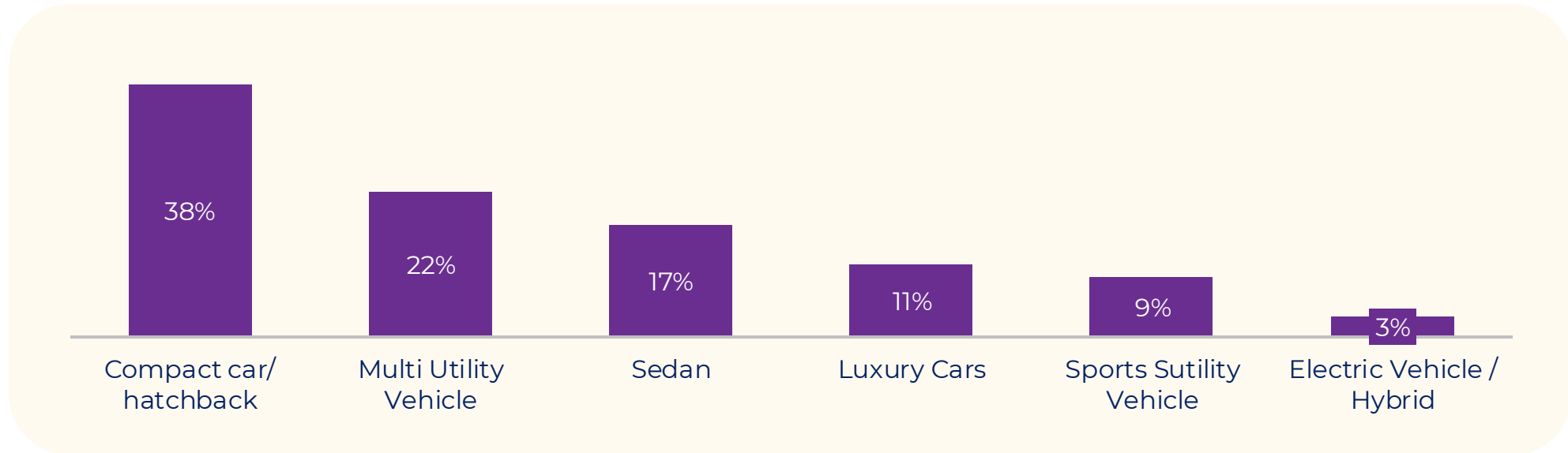
Sub-category Consumption
Insights





Four Wheelers – Market Outlook

38% of HT Media readers plan to buy a **Compact car/Hatchback** while 1 in 5 say they will be buying an **MUV (Multi-utility Vehicle)**.



N = 700

Types of Cars



FOUR WHEELERS

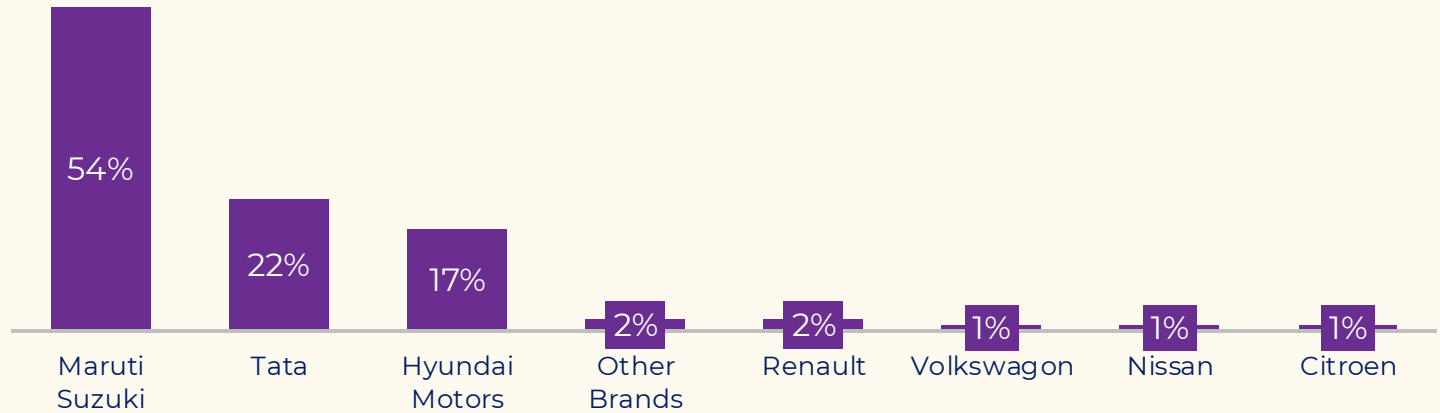
Brand Insights





Hatchback

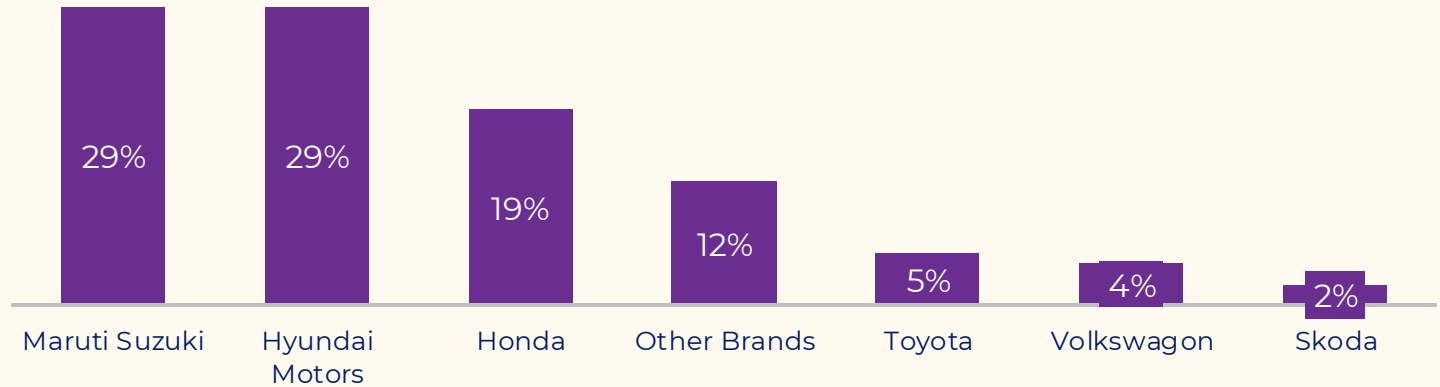
HT Media readers who plan to buy a Hatchback during the festive season, chose **Maruti Suzuki** as the top brand, followed by **Tata Motors**.



N = 259

Sedan

HT Media readers were divided when asked to choose the top sedan brands. **Maruti Suzuki & Hyundai** were most preferred with 29% followed by **Honda** with 19% votes.



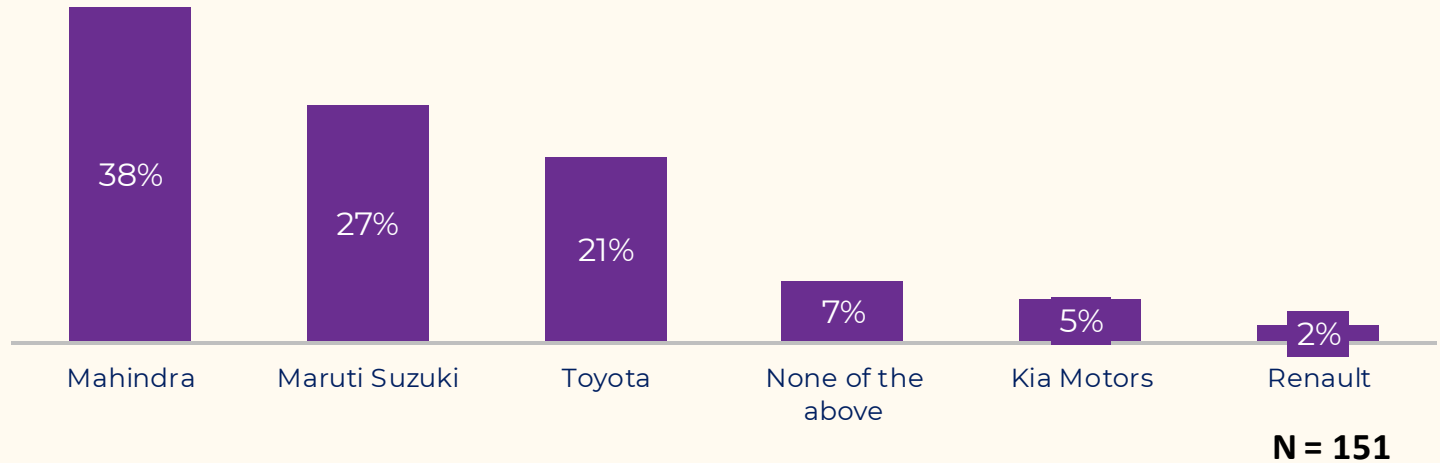
N = 129





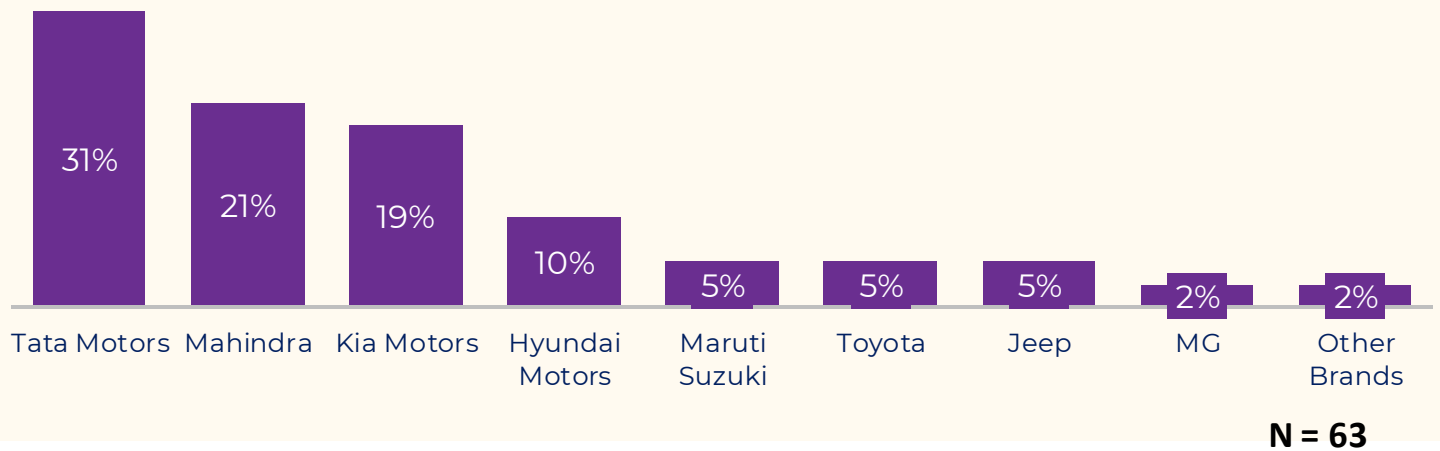
MUVs

Mahindra & Maruti Suzuki were clearly the favorite among users for MUV during the festive season with 65% share.



SUVs

Tata Motors topped the list while Mahindra & Kia Motors take close positions next in the SUV Segment as the most preferred cars for purchase during festive seasons



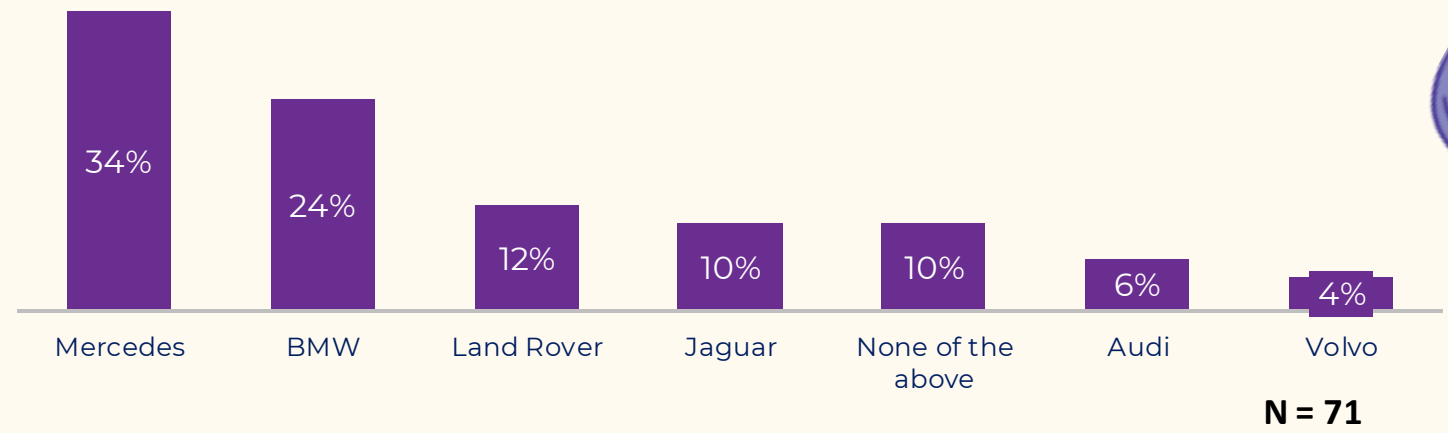
Popular Car Brands





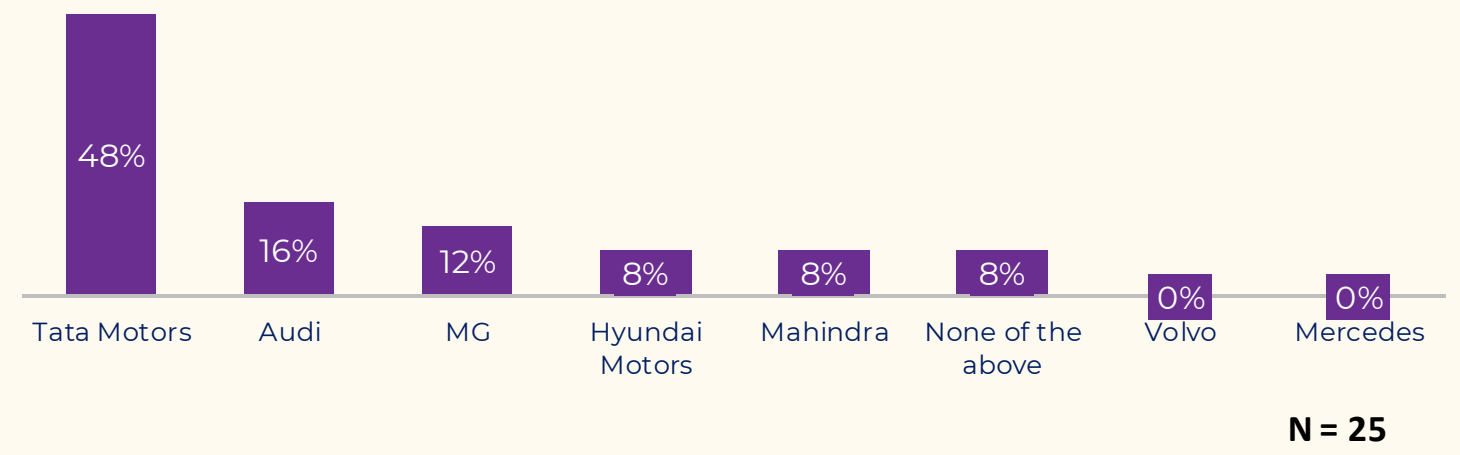
Luxury Cars

Mercedes & BMW rule the top of the minds of users looking to buy a luxury four-wheeler this festive season.



Electric Hybrid

Tata Motors shows a big edge over competitors in the EV space.



Popular Car Brands





FOUR WHEELERS

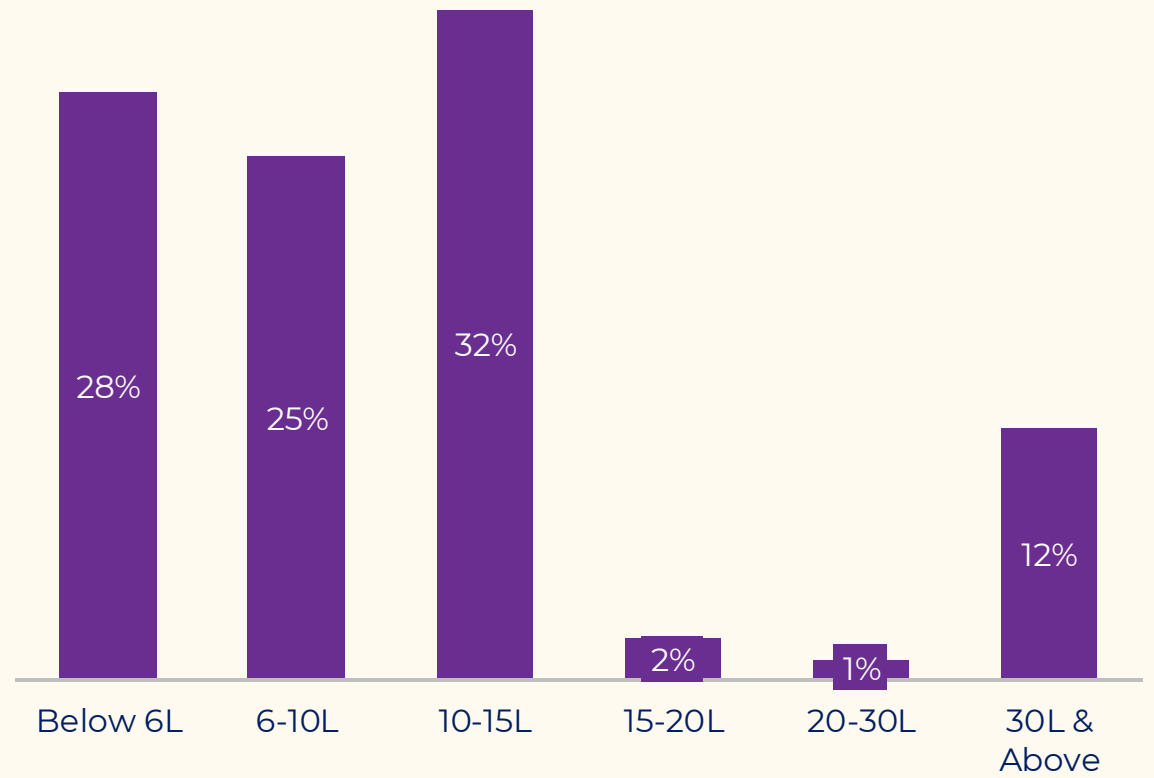
Purchase Attribute Insights





46% OF THE HT MEDIA READERS PLAN TO SPEND MORE THAN ₹ 10 LAKH ON A CAR

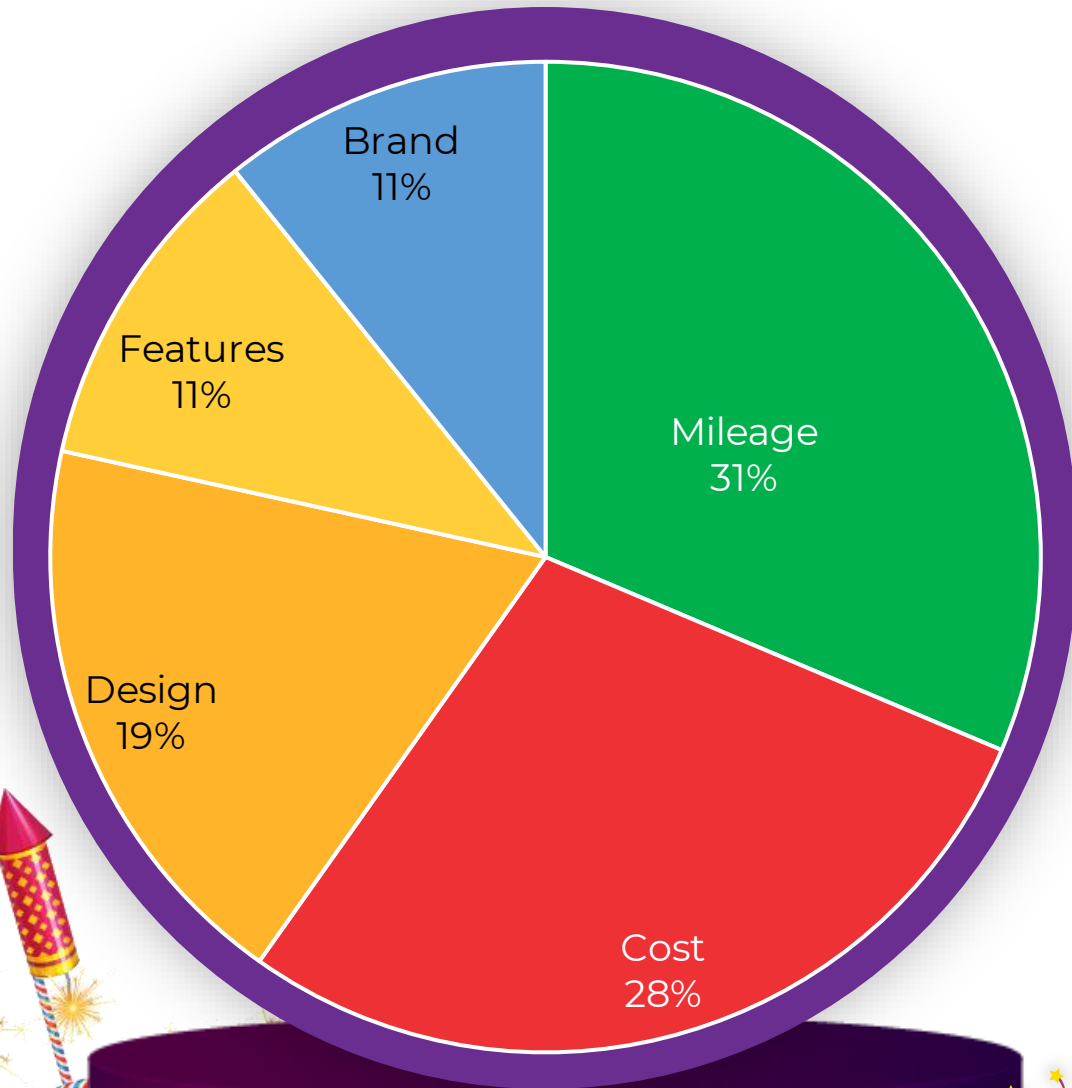
3% of the users (who are planning to buy a car) have a budget ranging between ₹ 15 – 30 lakh.
 At the same time, a sizeable (11%) set of users spend more than ₹ 30 lakh



N = 103

Price Range





N = 102

Efficiency Triumphs Cost

1 in 3 HT Media readers say mileage is the top factor governing the buying decision

Similar proportion of readers chose cost of the 4-wheeler as the top factor.

Factors impacting the buying decision





TWO WHEELERS

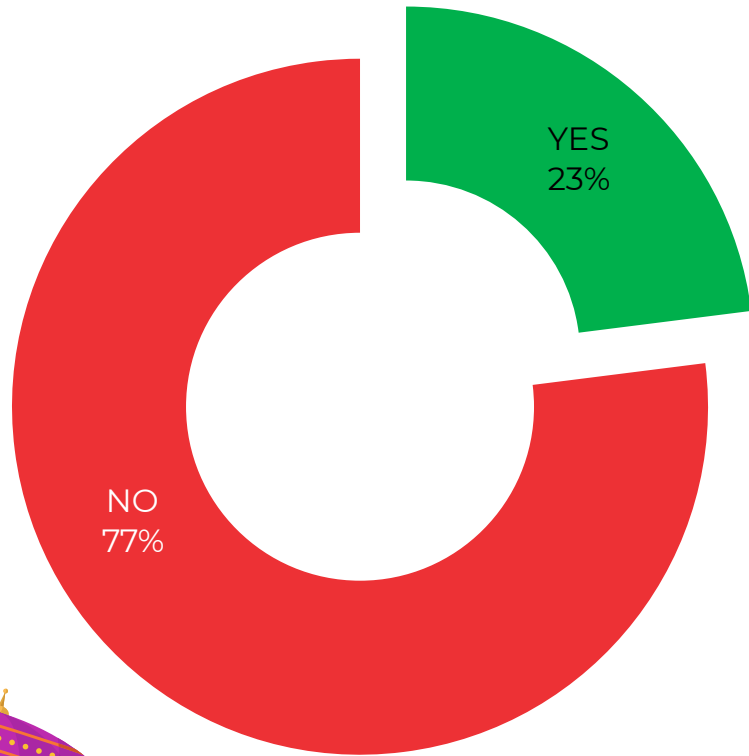




TWO WHEELERS

Intent
& Consumption
Insights





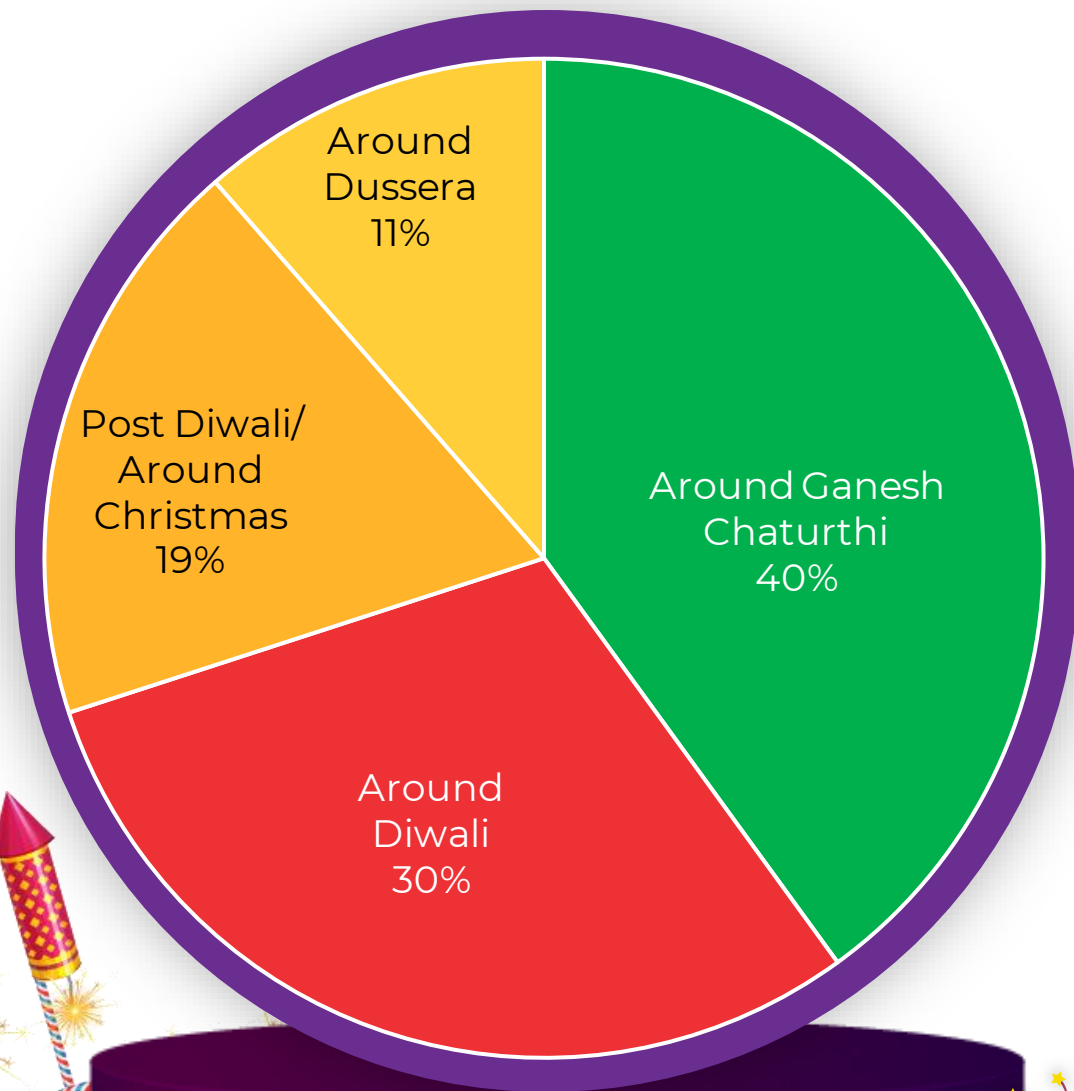
N = 2,135

Two-Wheelers

– Market Outlook

23% of the **HT Media readers** say that they are planning to buy a 2-wheeler this festive season.





N = 70

Sales to Boost From Ganesh Chaturthi

Around one third of the users plan to purchase during the most preferred season of the year-Diwali

Dussehra is the least preferred season where only 11% of users plan to buy two wheelers..

Occasion when planned to buy the car

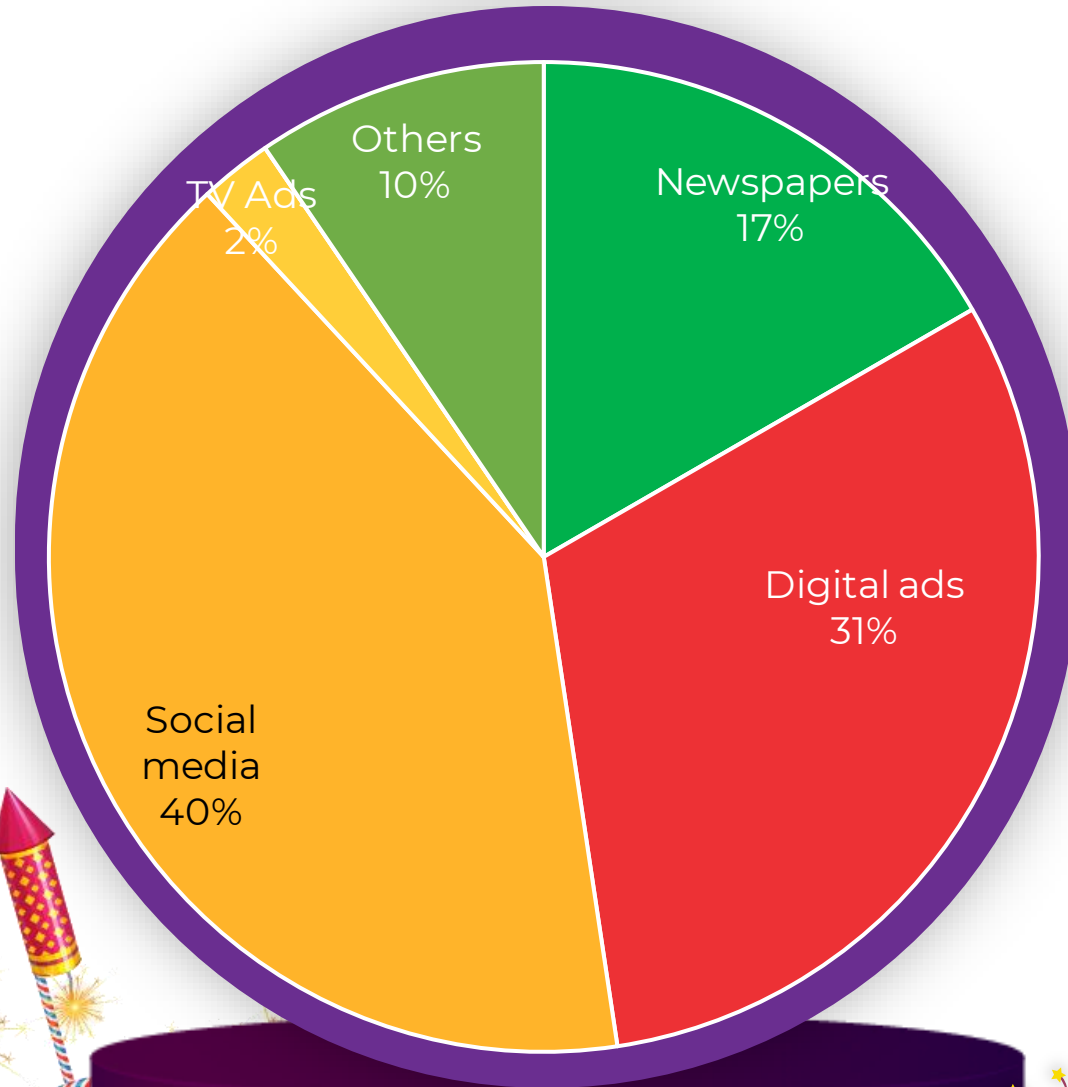




Digital Ads – Top Information Source

Social media come at the second with 40% share while Digital ads stands next with 31%, followed by newspapers

TV ads, with only 2%, feature last as an information source for two-wheelers.



N = 70

Source of Information on
2-wheeler models, features & discounts





TWO WHEELERS

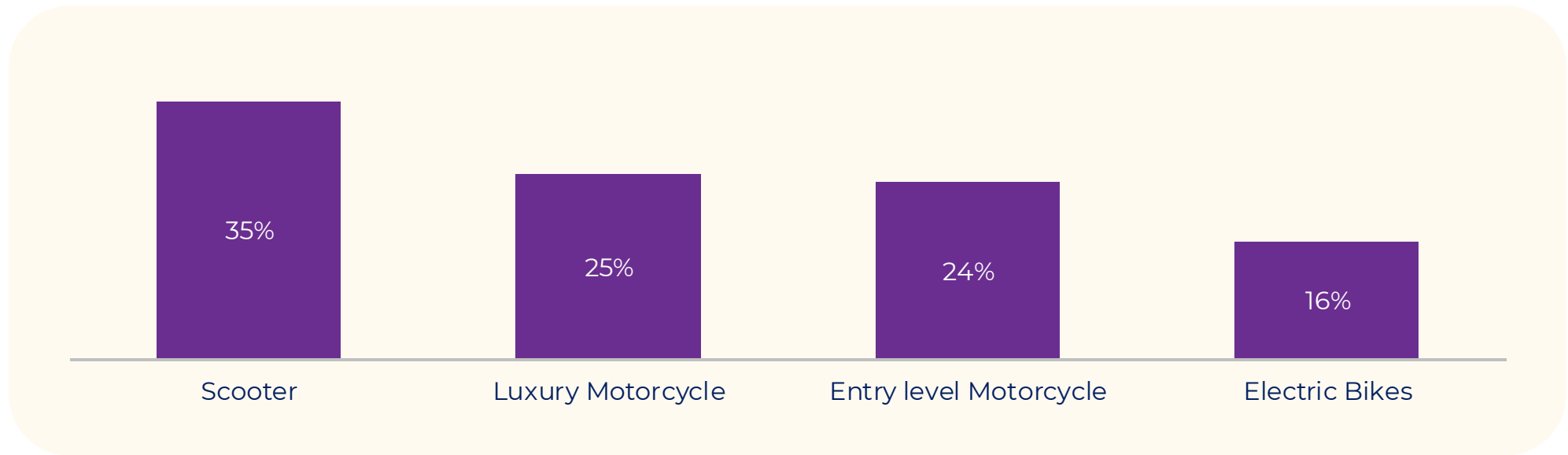
Sub- category
Consumption Insights





Two Wheelers – Market Outlook

35% HT Media readers plan to buy a **Scooter** while 1 in 4 say they will be buying a **Luxury Motorcycle** or an **Entry Level Motorcycle**.



N = 285

Types of Two Wheelers



TWO WHEELERS

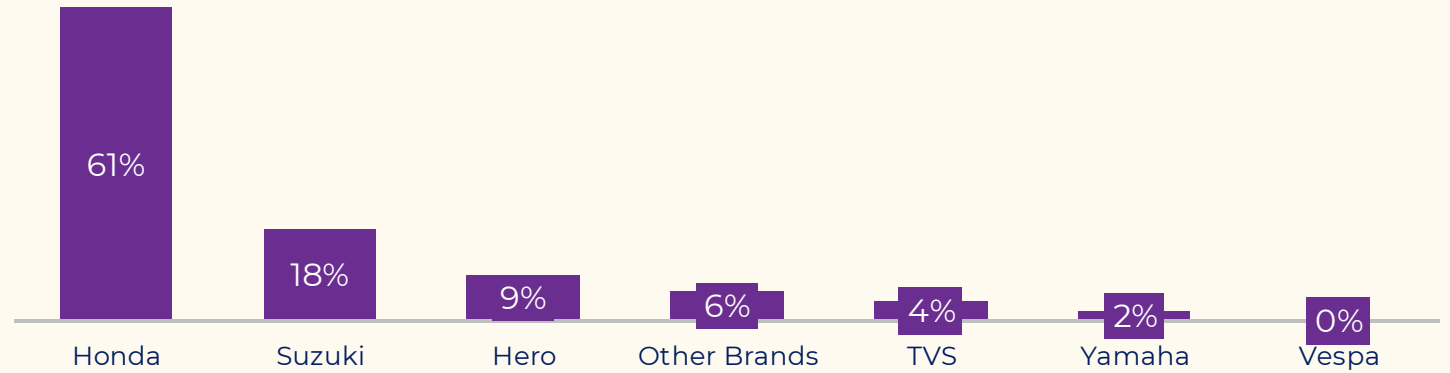
Brand Insights





Scooter

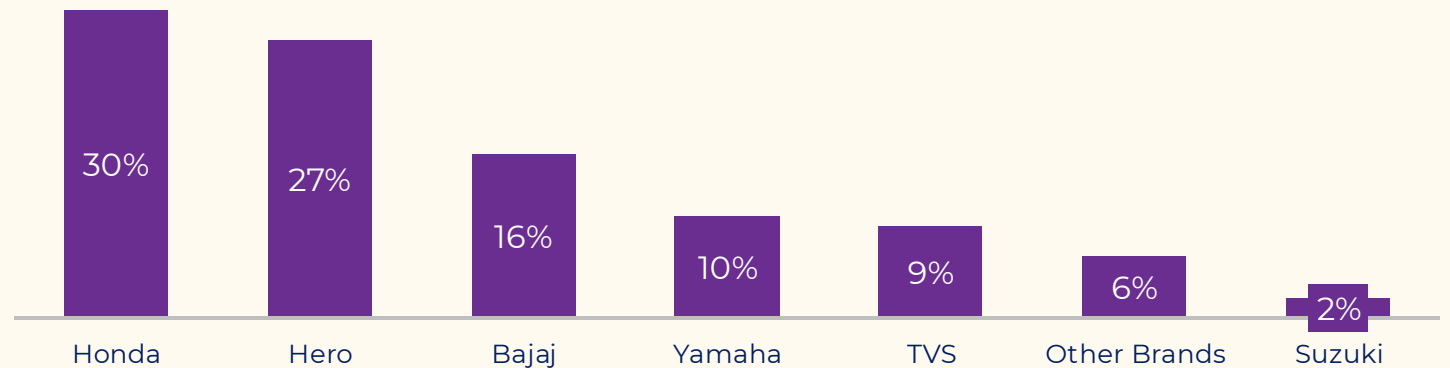
Honda leads by a huge margin in the scooter space, as the top brand followed by Suzuki. More than half of the respondents who plan to purchase a scooter this festive season will choose Honda.



N = 98

Entry Level Motorcycle

Honda is the first choice in this segment as well, though closely followed by **Hero**.



N = 67

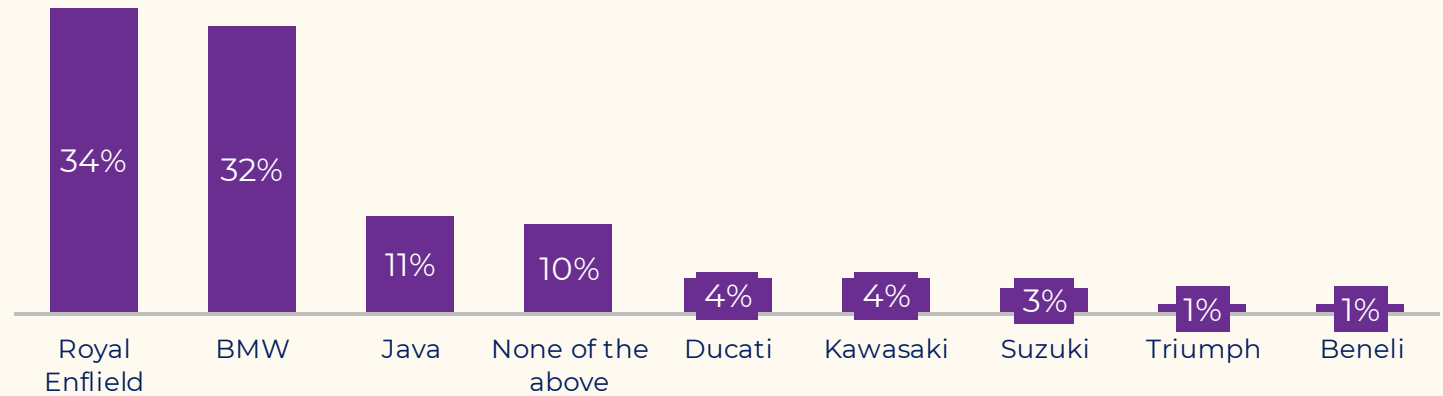
Popular two-wheeler brands





Luxury Motorcycles

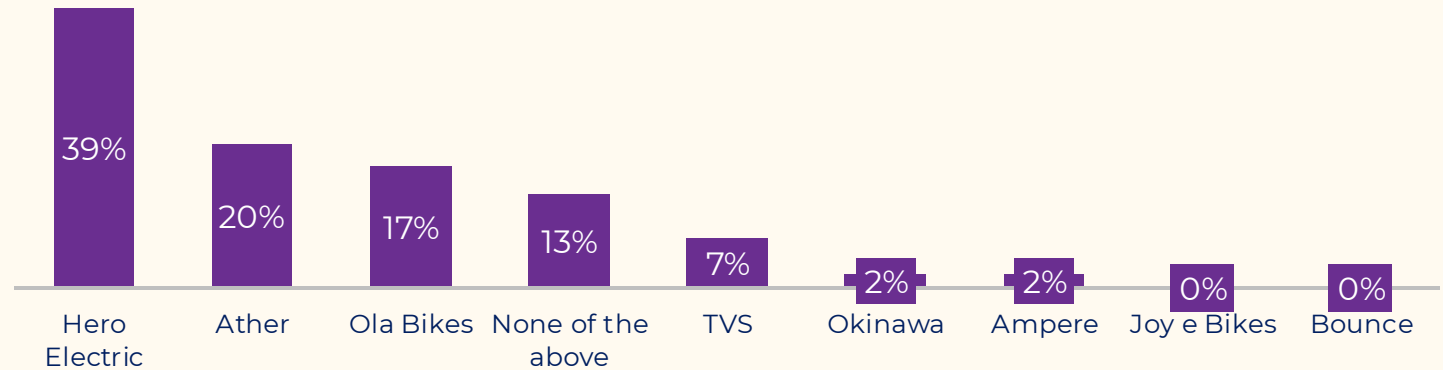
Royal Enfield & BMW together make up around **66%** of the mindshare of respondents who plan to buy a luxury motorcycle this festive season.



N = 71

Electric Bikes

Hero Electric leads in the segment with 39% of the users choosing the brand for their upcoming electric bike purchase. Ather & Ola Bikes come at distant second & third spot.



N = 46

Popular two-wheeler brands





TWO WHEELERS

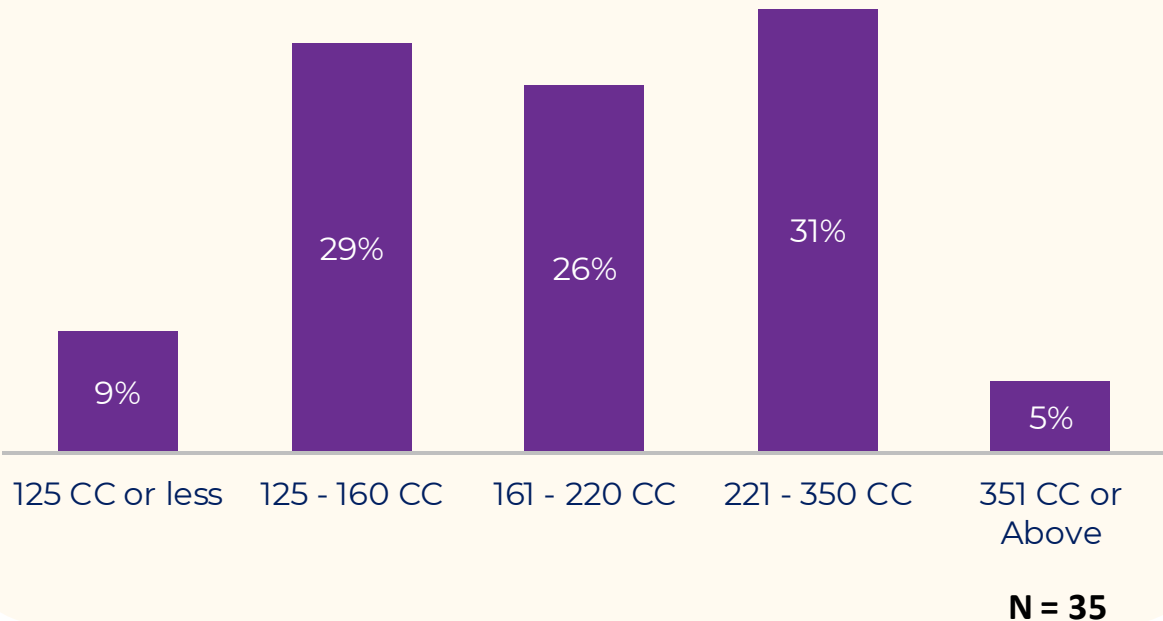
Purchase Attribute
Insights





Engine Power – Entry Level & Luxury Motorcycles

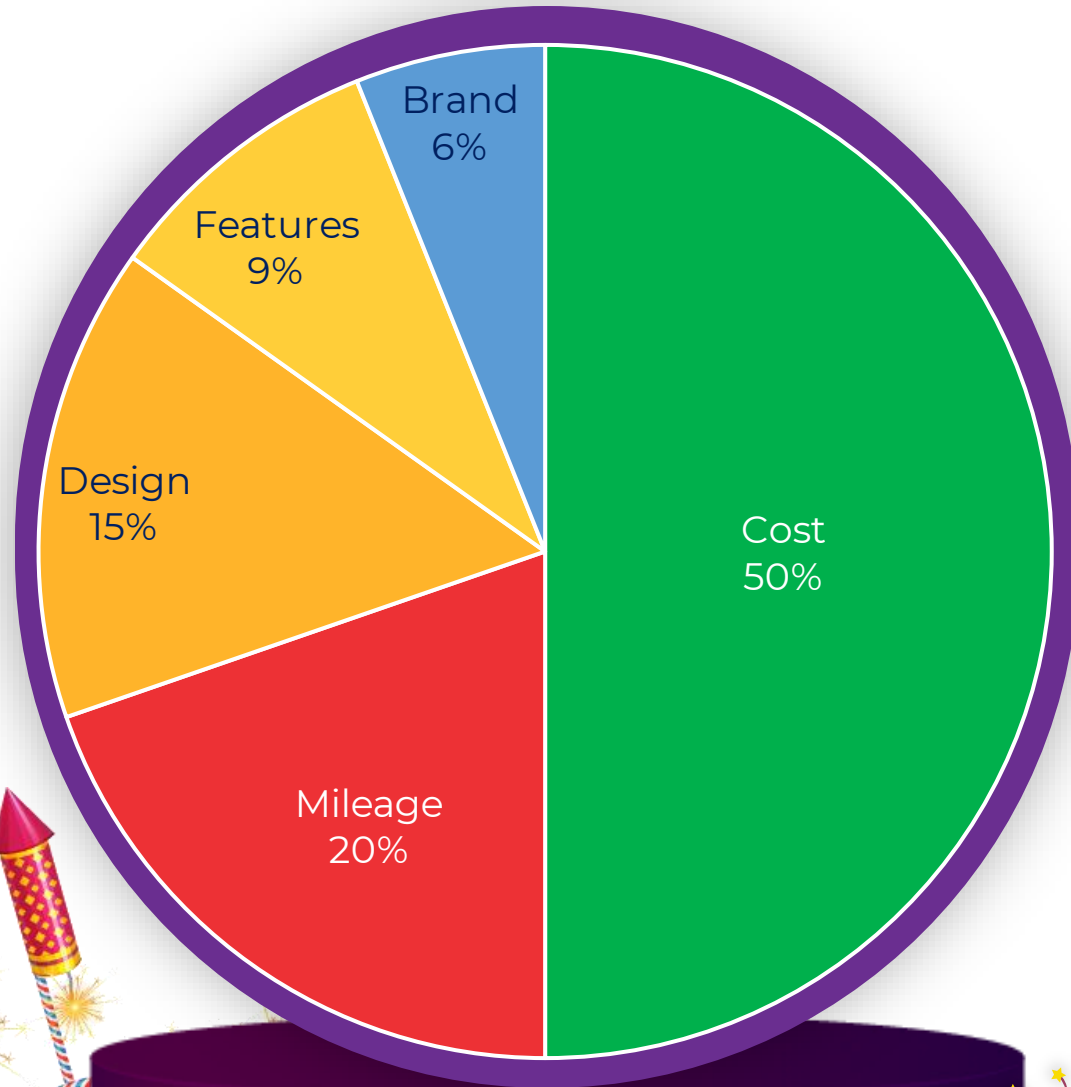
ENGINE POWER (CC)



Engine Power – Follow Normal Distribution

55% of users prefer motorbikes for the CC ranging between 125 to 220CC while 31% of the users prefer CC ranging between 221-350CC, mostly trend setters / youngers may form this class.





N = 66

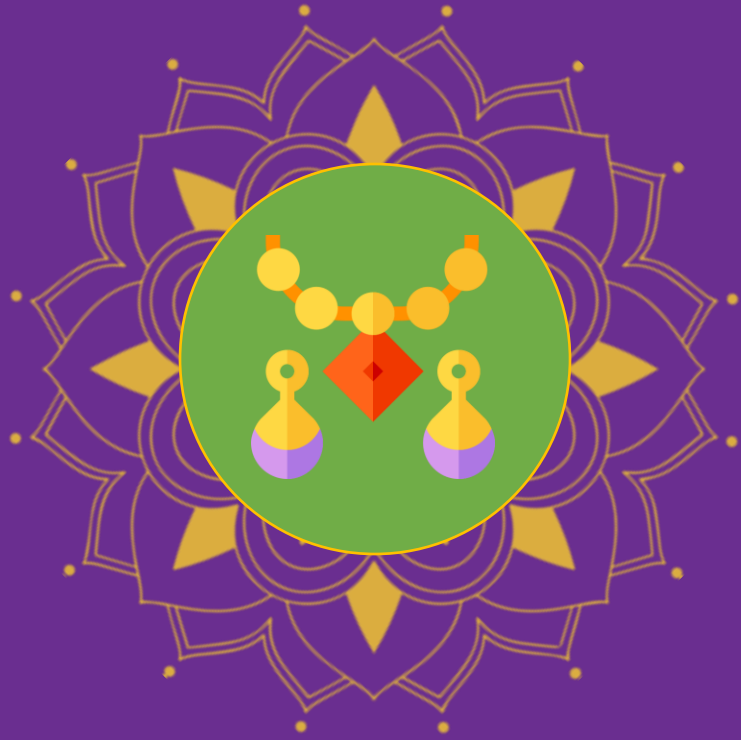
Cost Is Crucial to Purchase

50% of the users say 'Cost' of the two-wheeler is the main factor in choosing the bike.

Mileage is the second most important factor.

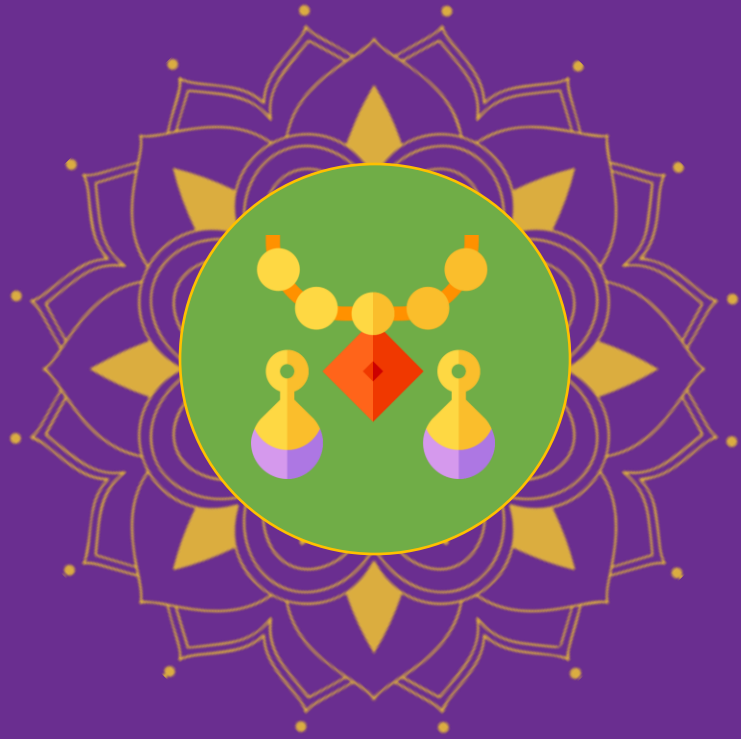
Factors impacting the buying decision





JEWELRY





JEWELRY

Intent & Consumption Insights

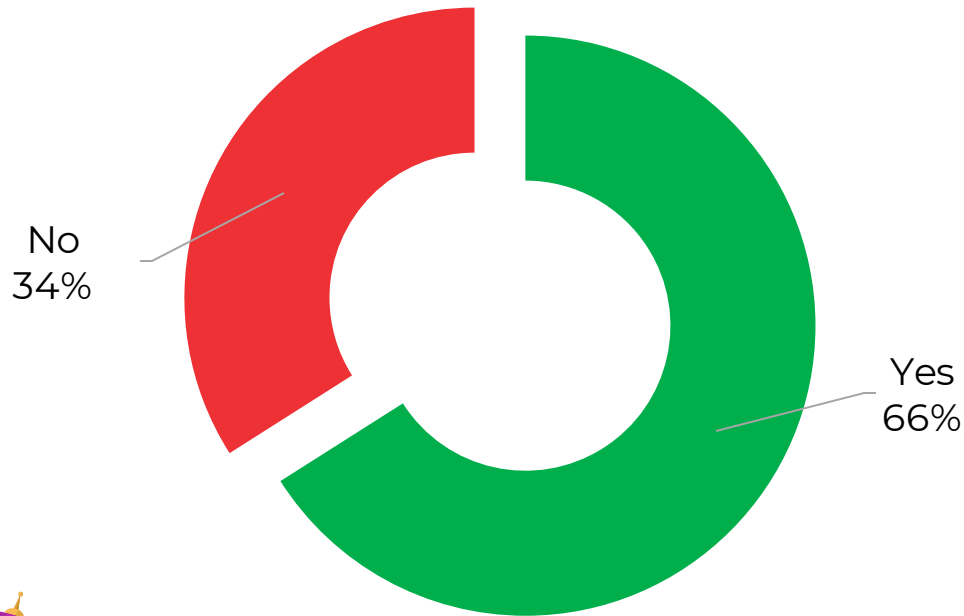




Jewellery

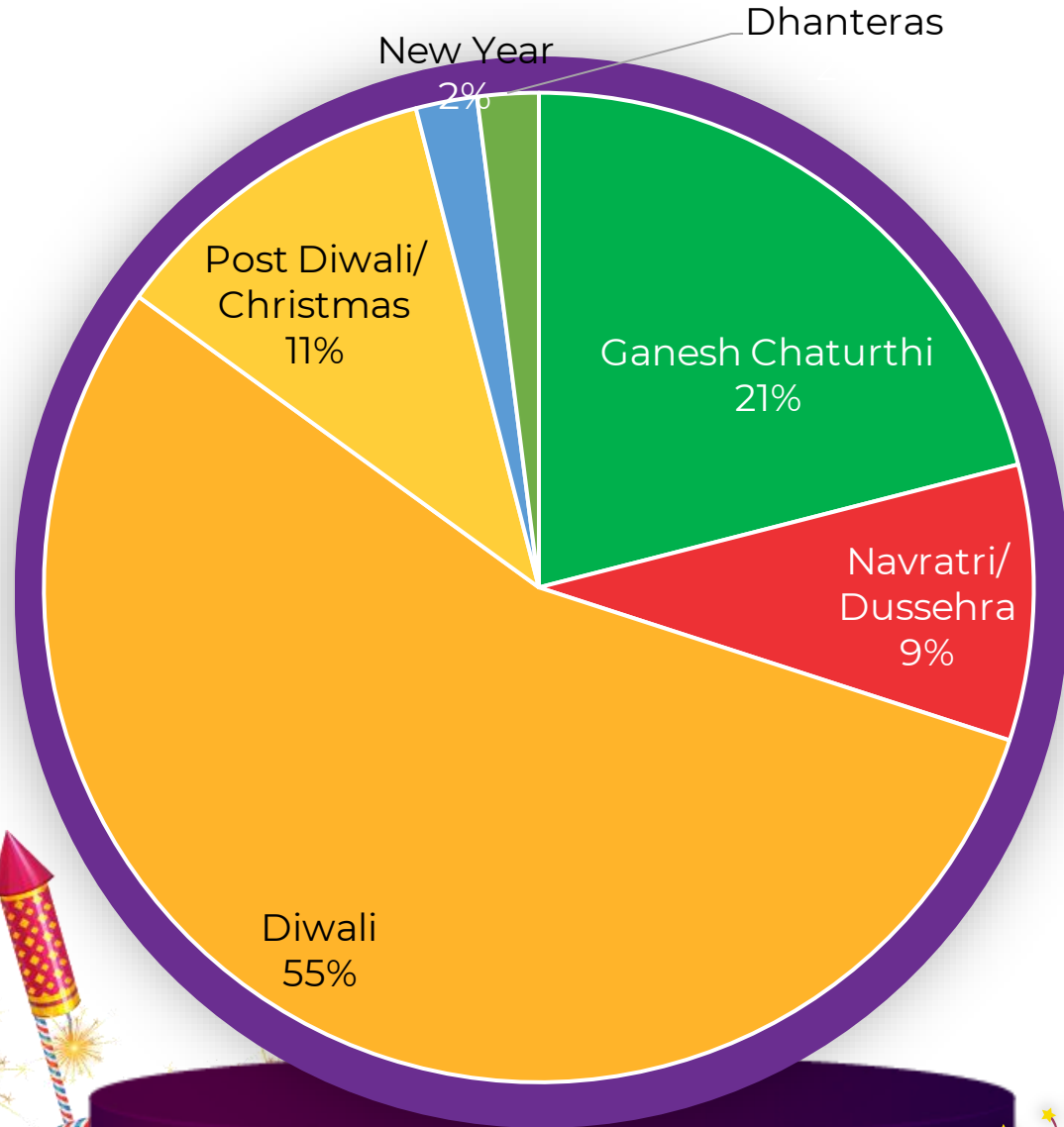
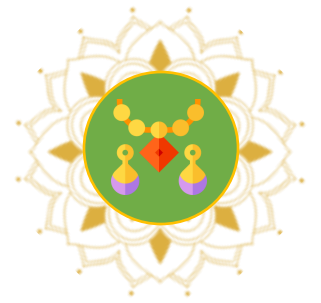
- Market Outlook

HT Media readers are looking forward to the festive season with zeal. **66%** of the **HT Media readers** say they may buy Gold, Jewellery or invest in Gold during the season.



N = 331





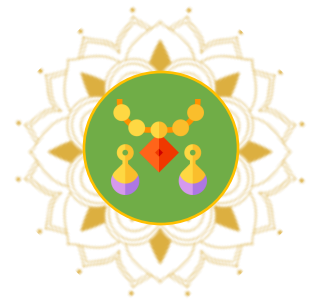
N = 47

Bumper Diwali sales ahead

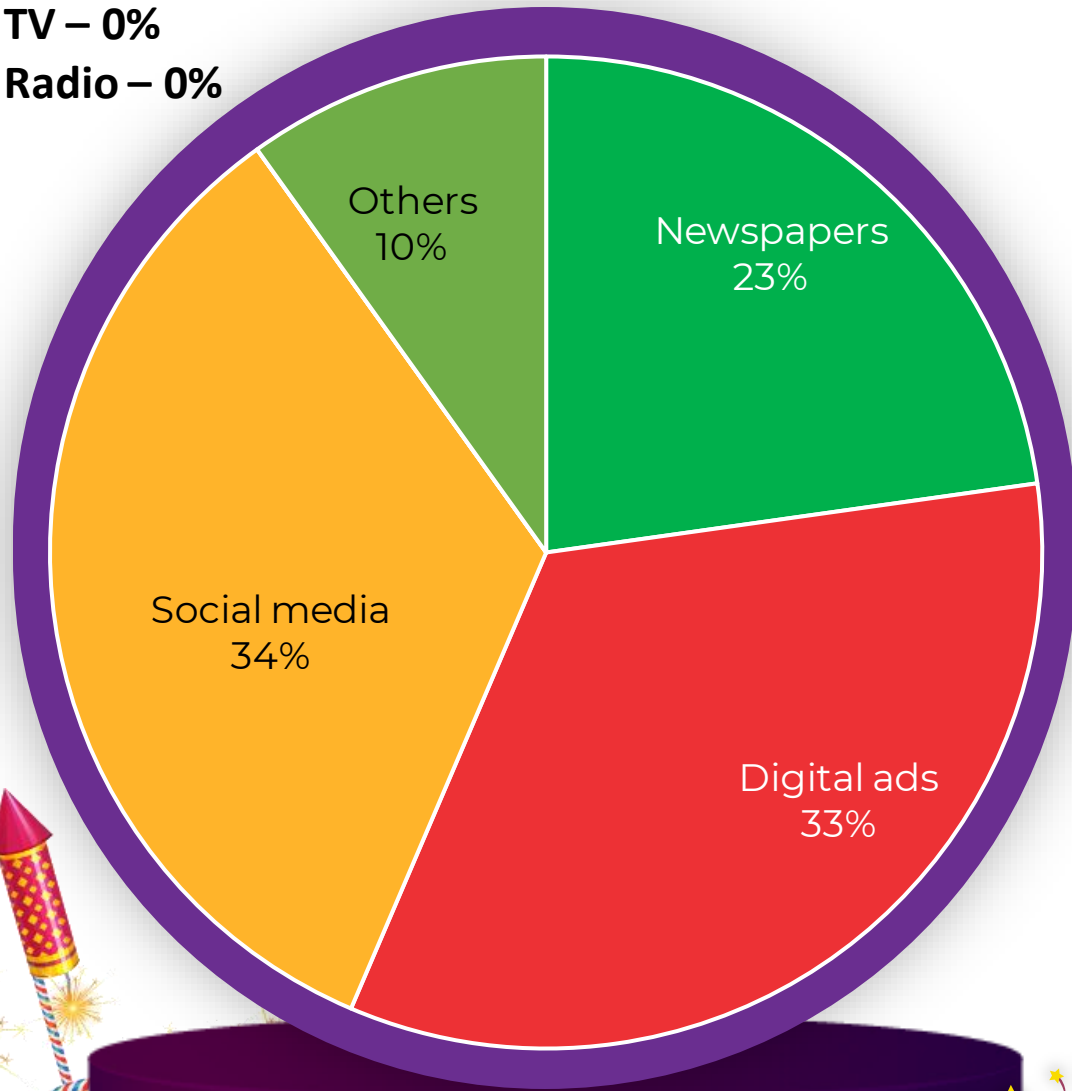
21% respondents plan to purchase around Ganesh Chaturthi. While 11% plan to buy post Diwali.



Occasion when planned to buy jewellery



TV – 0%
Radio – 0%



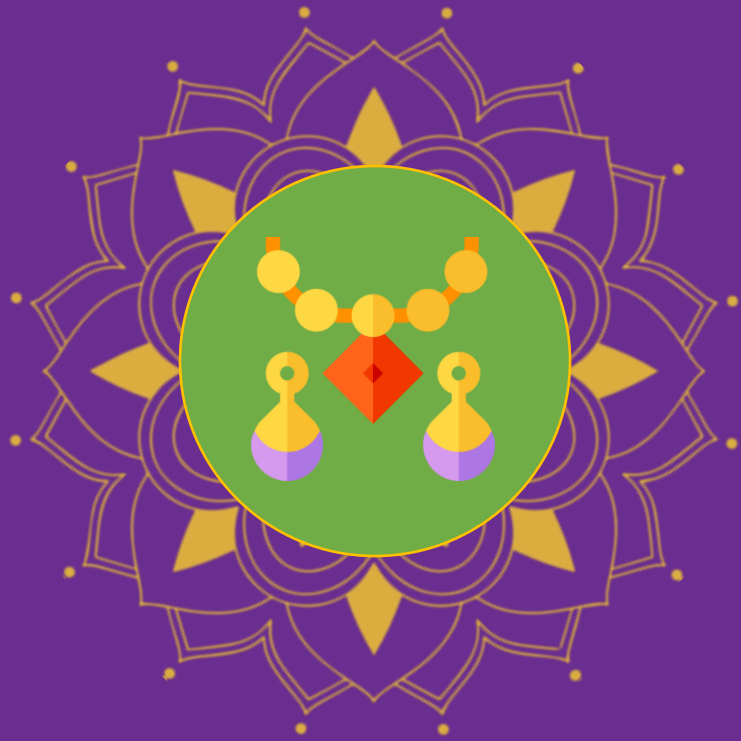
N = 62

Digital Ads & Social Media are top information sources

Information from Social media comes close with 32% while next are **Newspaper** with 25% share.

Source of Information on jewellery brands launched & discounts

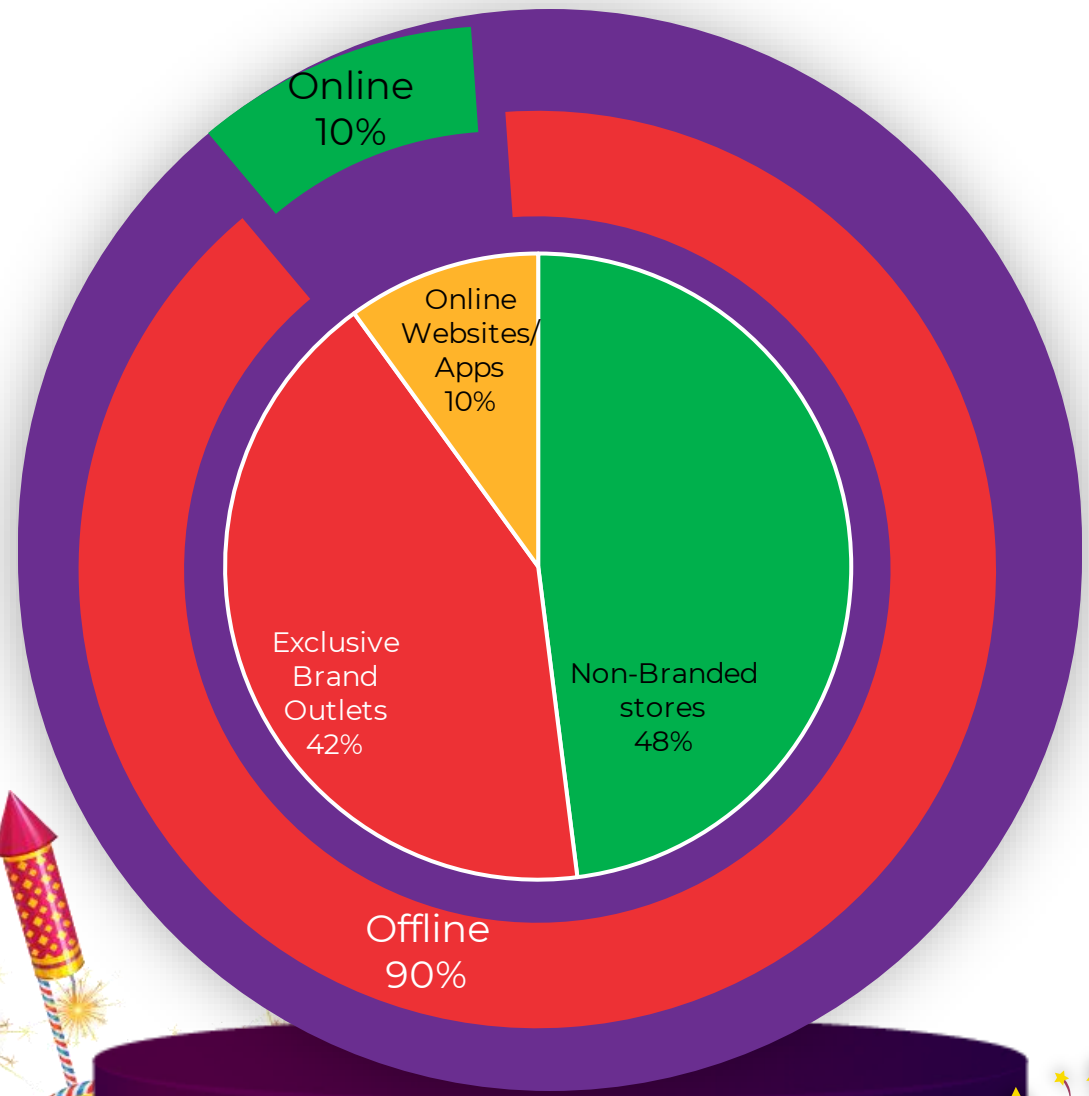
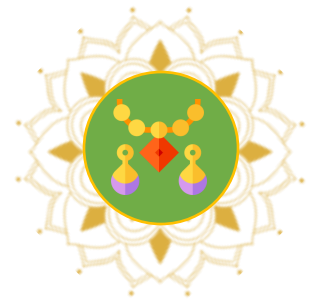




JEWELRY

Channel Preference





N = 138

Jewellery is Bought Predominantly Offline

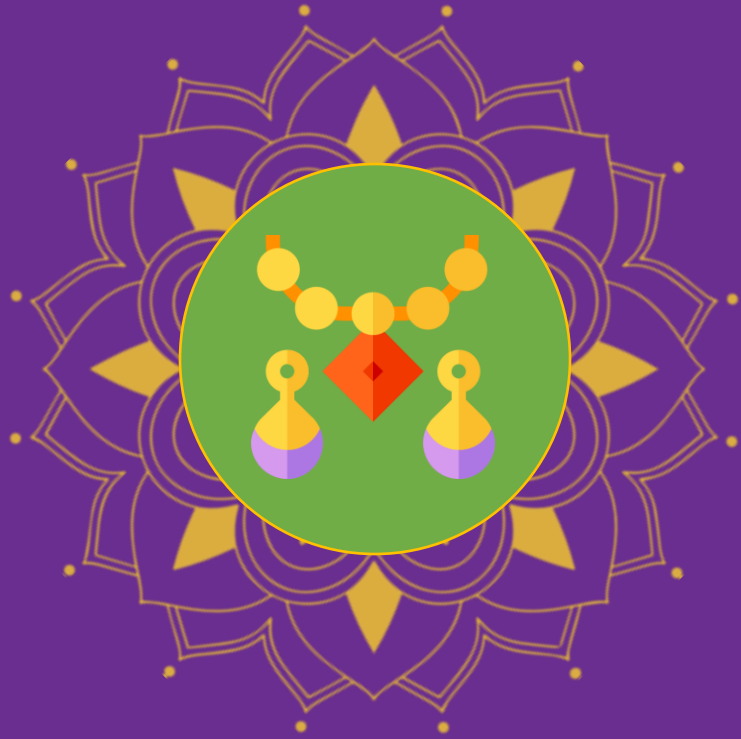
90% of the gold/jewellery shoppers will make the purchase offline.

48% of them will do so from non-branded local stores while 42% will choose exclusive brand outlets.

10% said they will be buying online.

If Buying Gold, Silver or Diamond Jewellery, from where will they buy from?

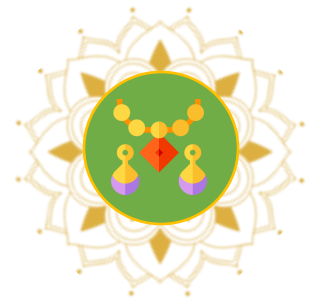




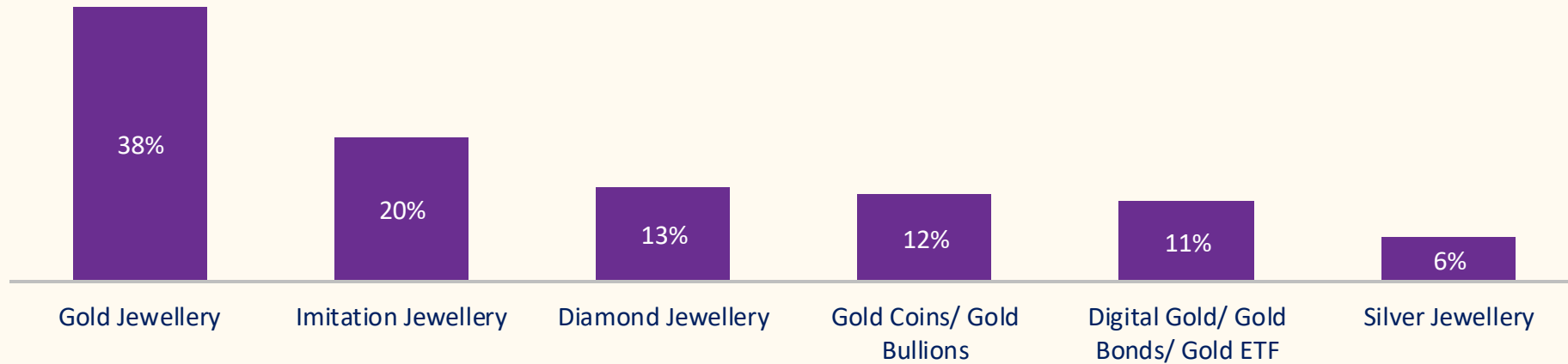
JEWELERY

Sub-category preferences





Gold Jewellery with **38%** leads the category.



Type of Jewellery / Investment

N = 233





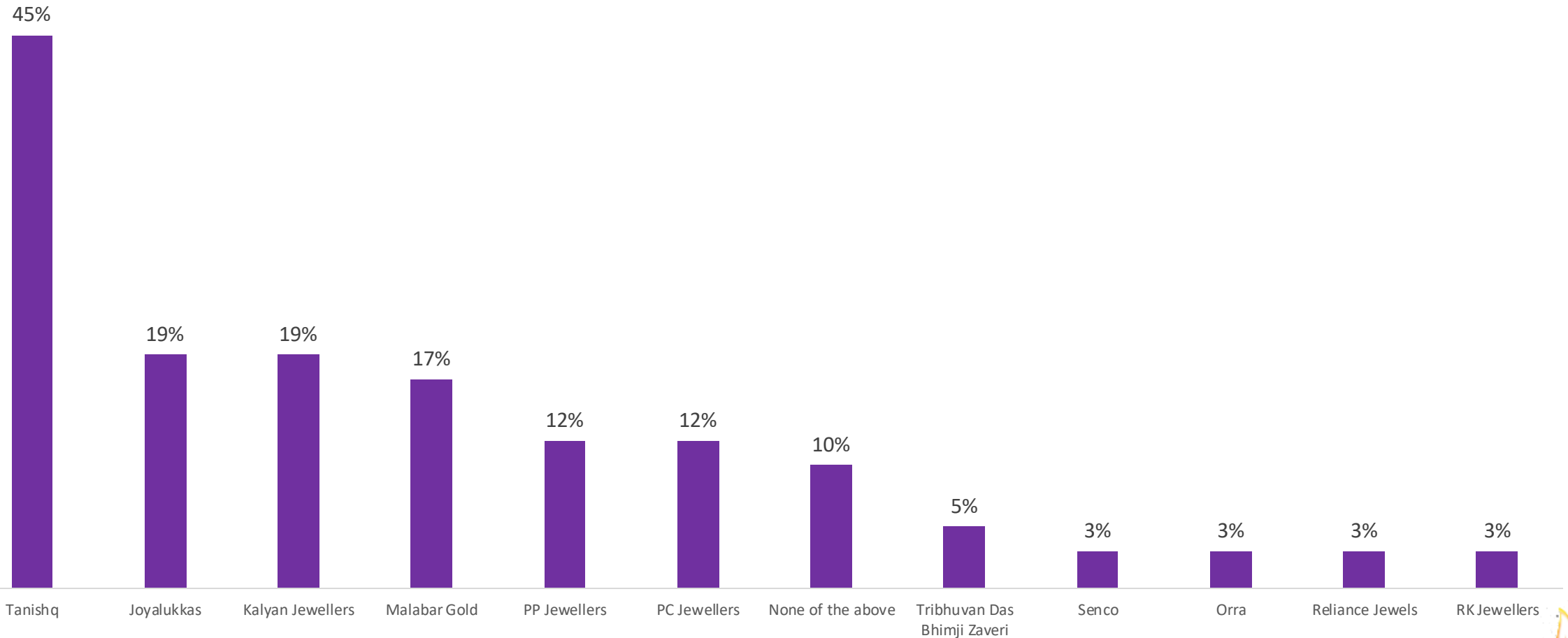
JEWELERY

Brand preferences



Jewellery – Top Offline Stores

Among the offline exclusive brand outlets, **Tanishq**, with 45% share, is at the top of the shoppers' consideration set. **Joyalukkas** and **Kalyan Jewelers**, with 19% each, come at second and **Malabar Gold** comes close with 17%



N = 58





MOBILE PHONES





MOBILE PHONES

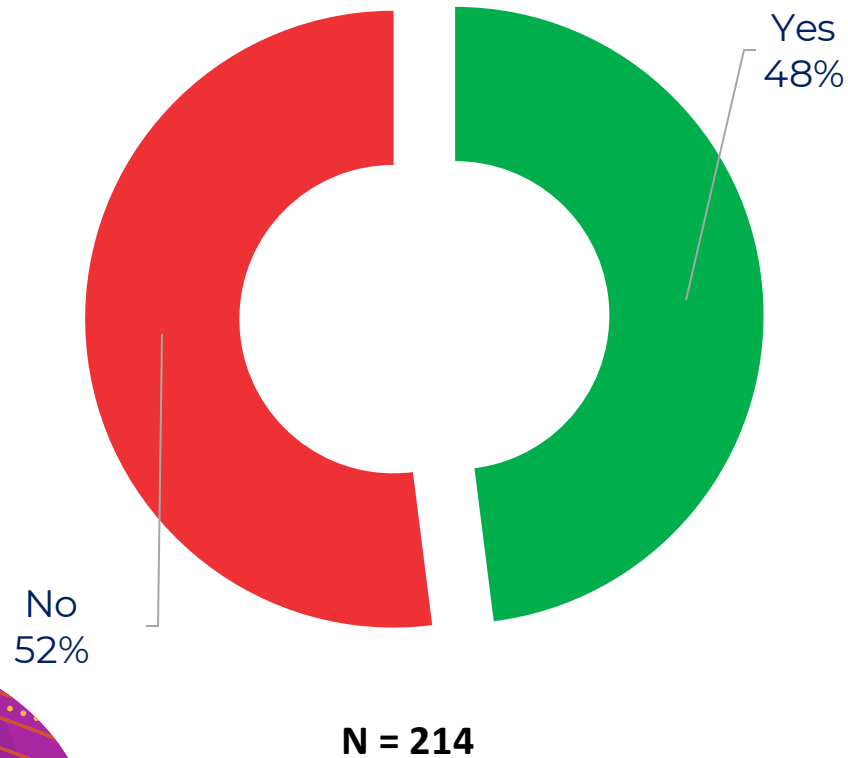
Intent & Consumption
Insights





Mobile Phones

– Market Outlook



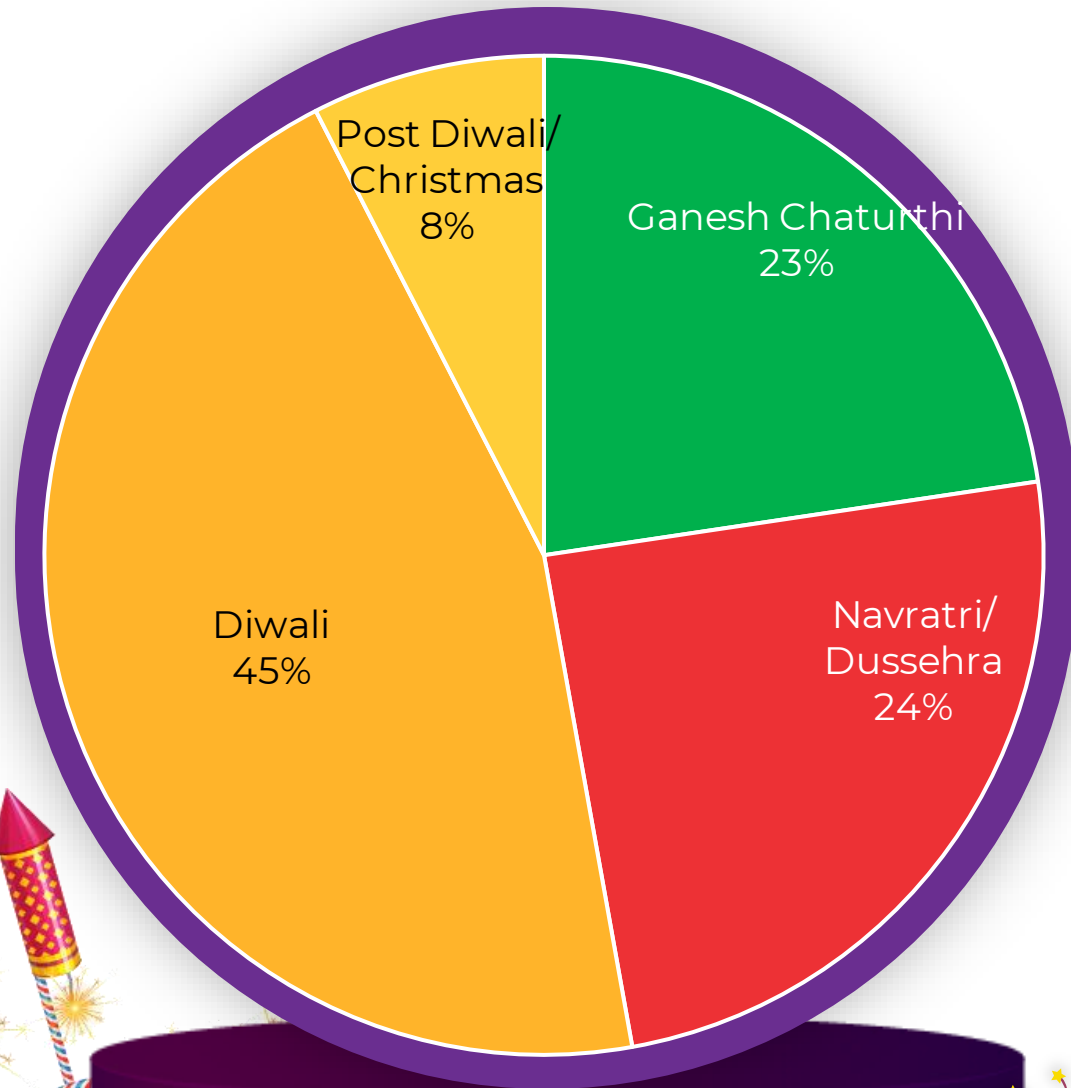
48% of the **HT readers** plan to buy Mobile Phones during festive seasons.





Diwali may bring Dhamaka for smartphone makers

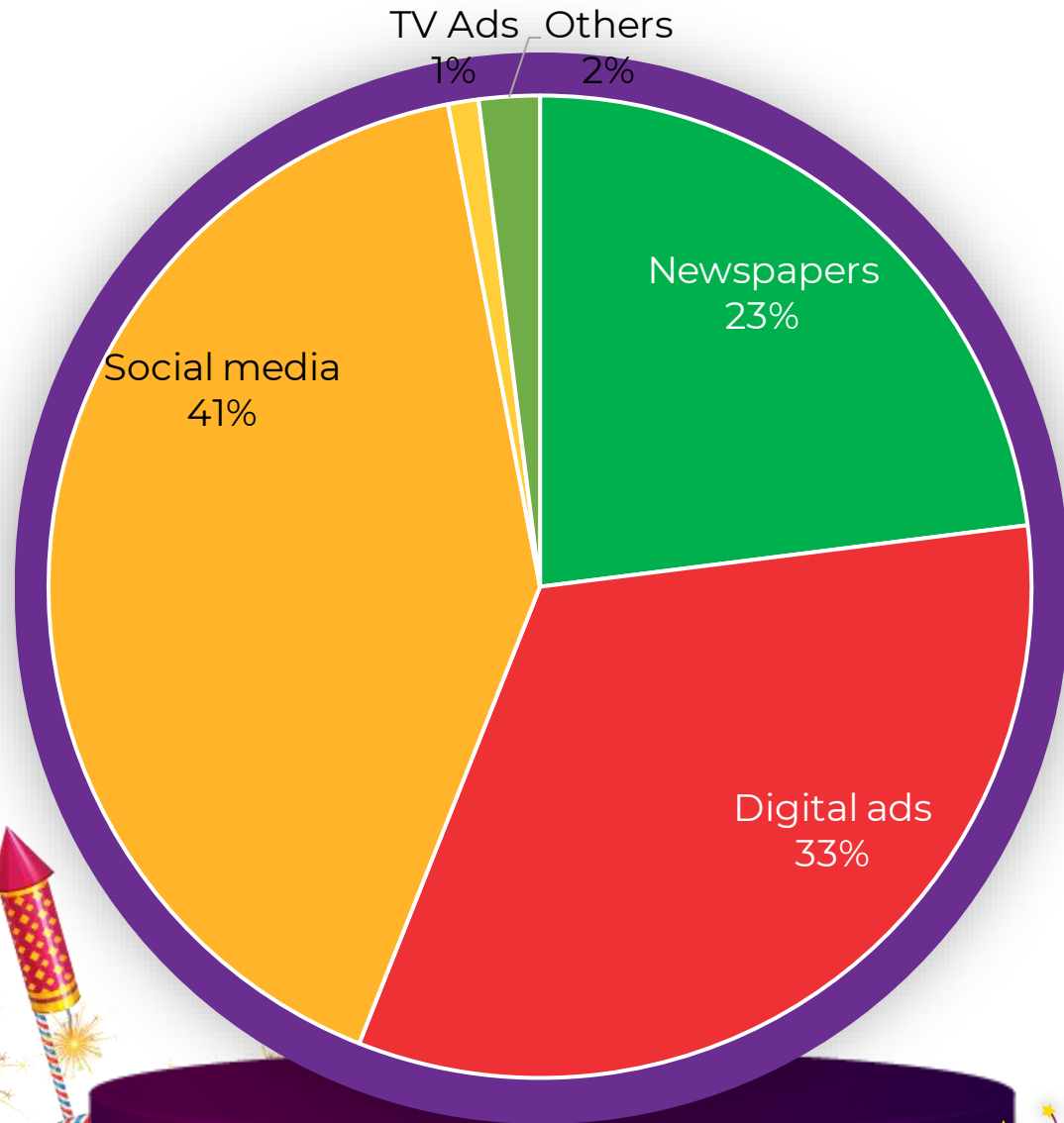
Nearly 50% of the HT Media readers may buy a smartphone during Diwali while the other half of the respondents may make the purchase during Navratri/Dussehra/ or Ganesh Chaturthi.



N = 106

Occasion when you plan to buy a mobile phone





N = 137

Social Media & Digital Ads are top sources

Information from **Newspaper** stands next with 23%

Source of Information on mobile brands launched & discounts





MOBILE PHONES

Brand & Channel
Preferences

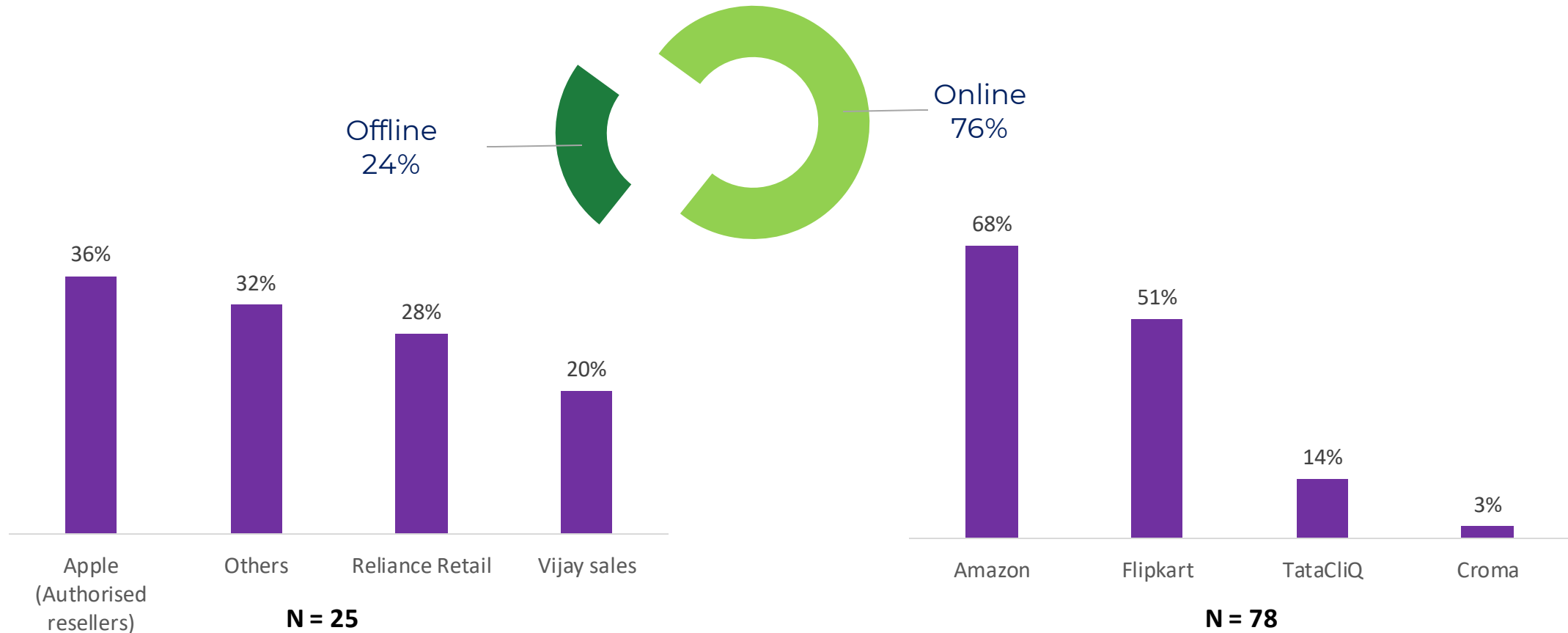




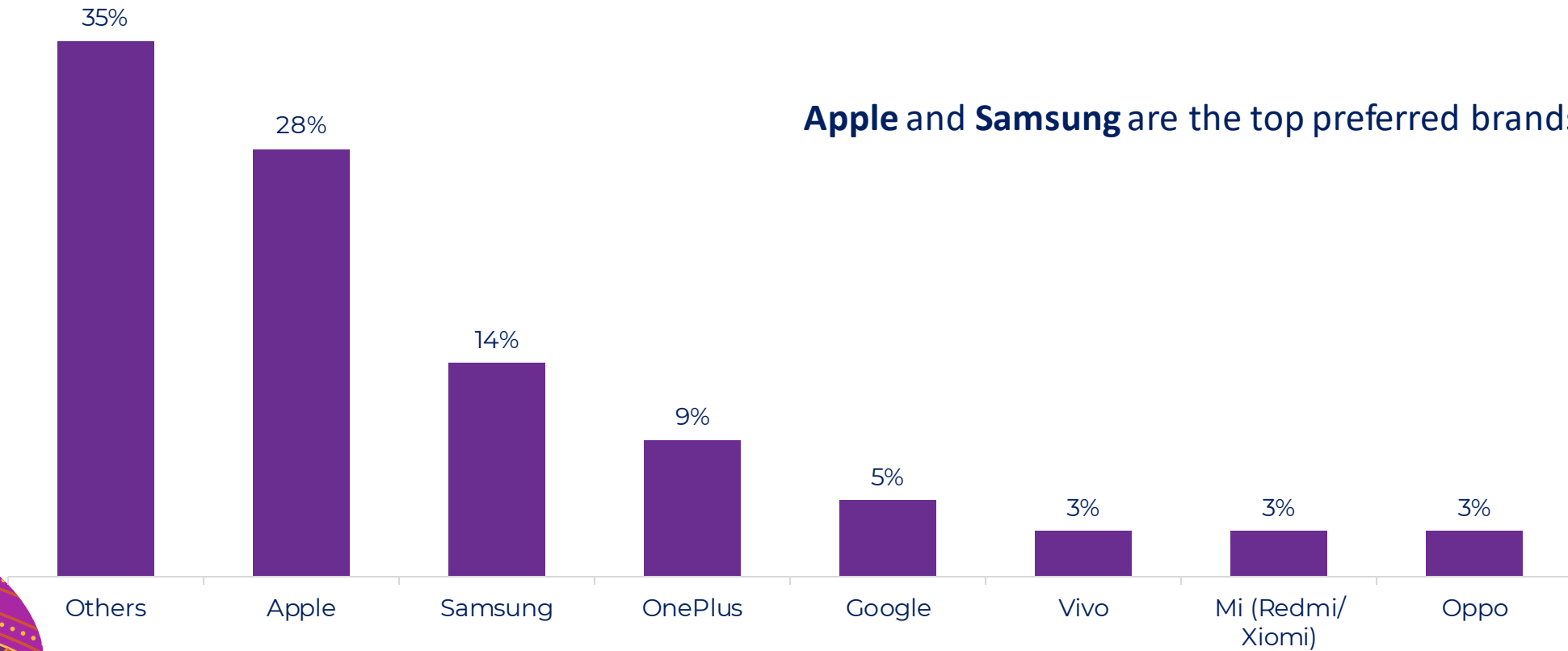
Mobile Phones – Modes of Shopping

76% of the HT Media readers chose online platforms as their preferred channel of buying mobile phones. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon & Flipkart are the top destinations for shopping online while, Apple(Authorized resellers) comes at top among the offline channels.



Mobile Phones – Top Brands



N = 345



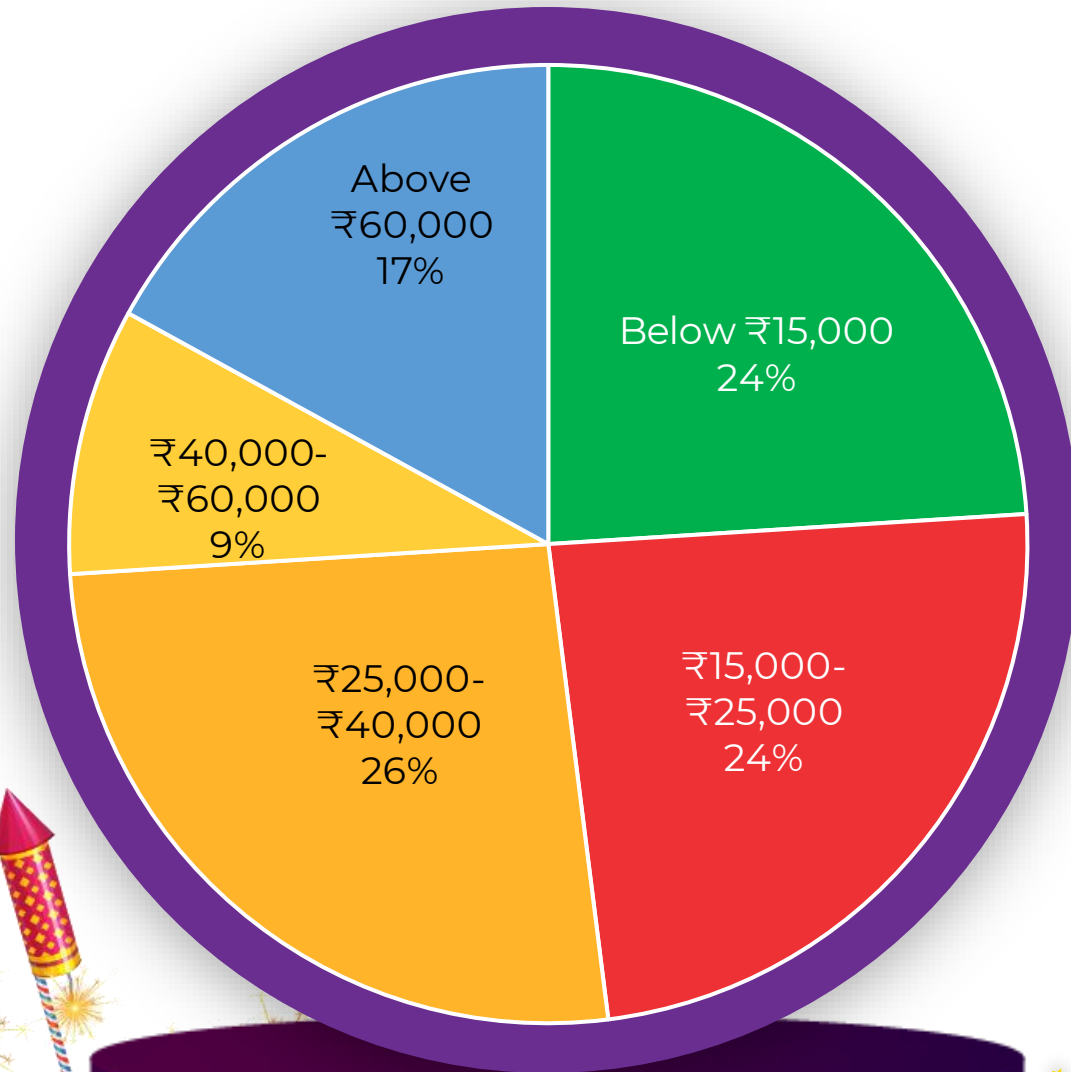


MOBILE PHONES

Purchase Attributes &
Factors impacting
channel preference



Mobile Phones – Price Range



52% of the HT Media readers said they will purchase a smartphone that costs more than **25K**

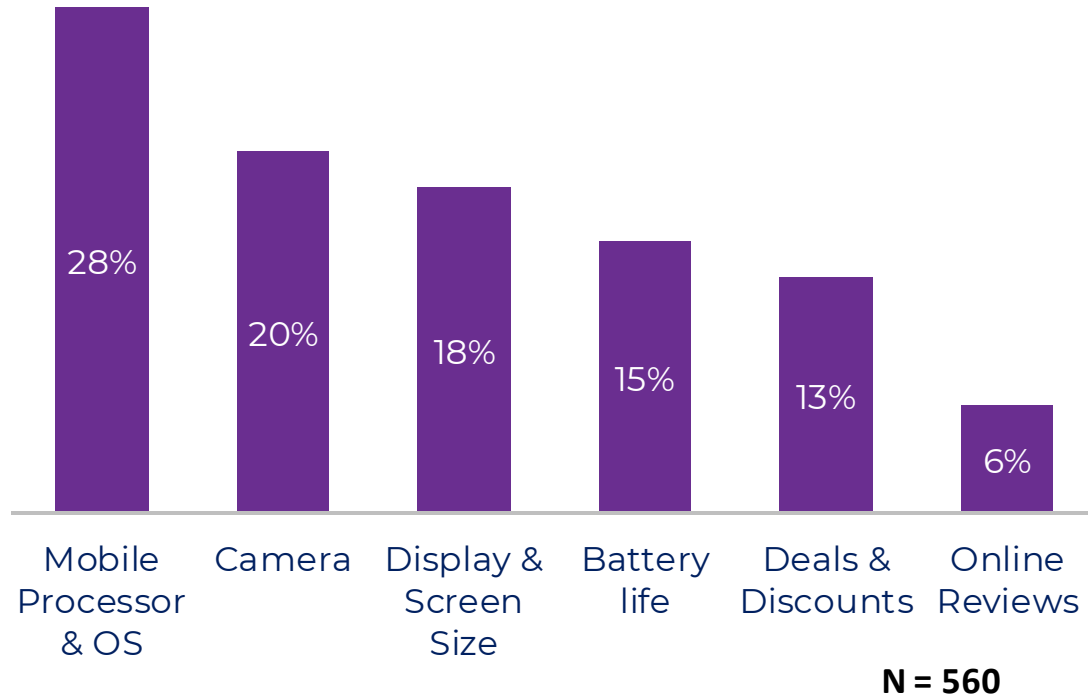
26% of HT Media readers are planning to **spend over Rs 40K** on a mobile this festive season.

N = 229

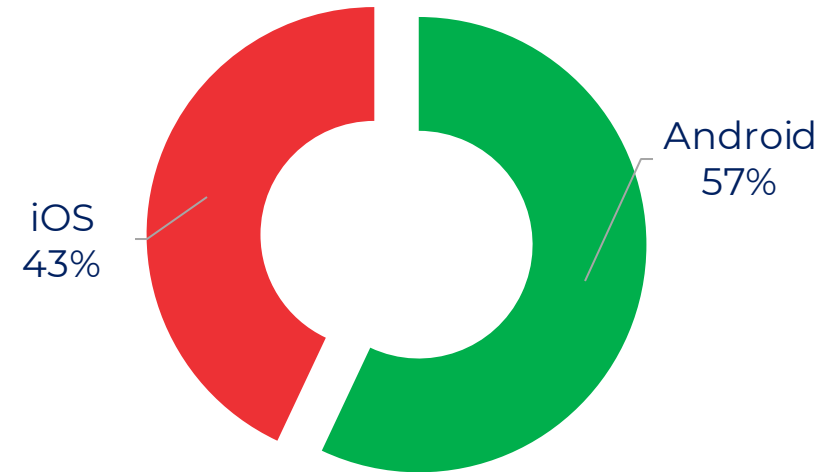




Factors influencing buying decision for Mobile Phones

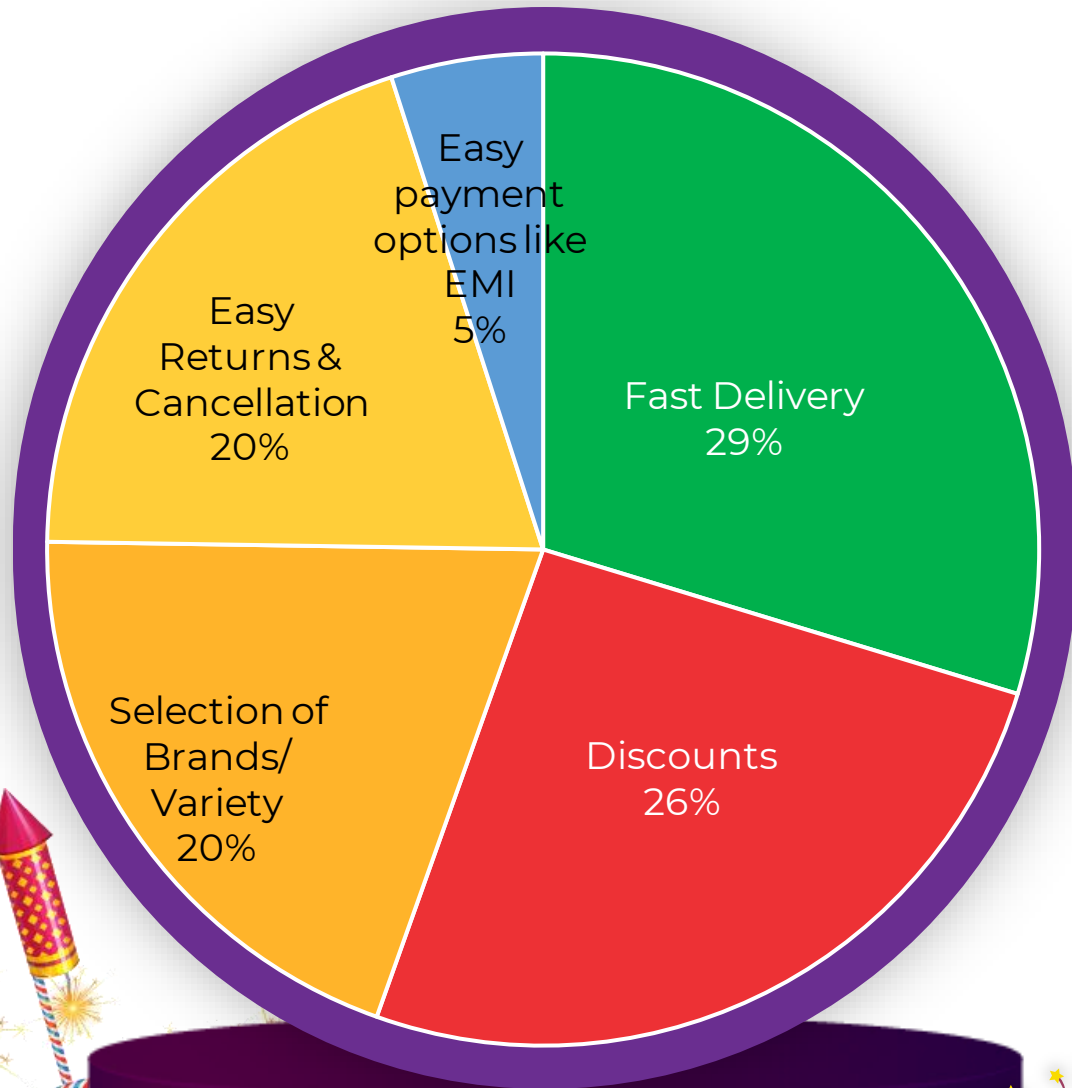


Mobile processor & OS are the main decision makers



57% users may buy an Android Phone





Consumers Want It Faster & Cheaper

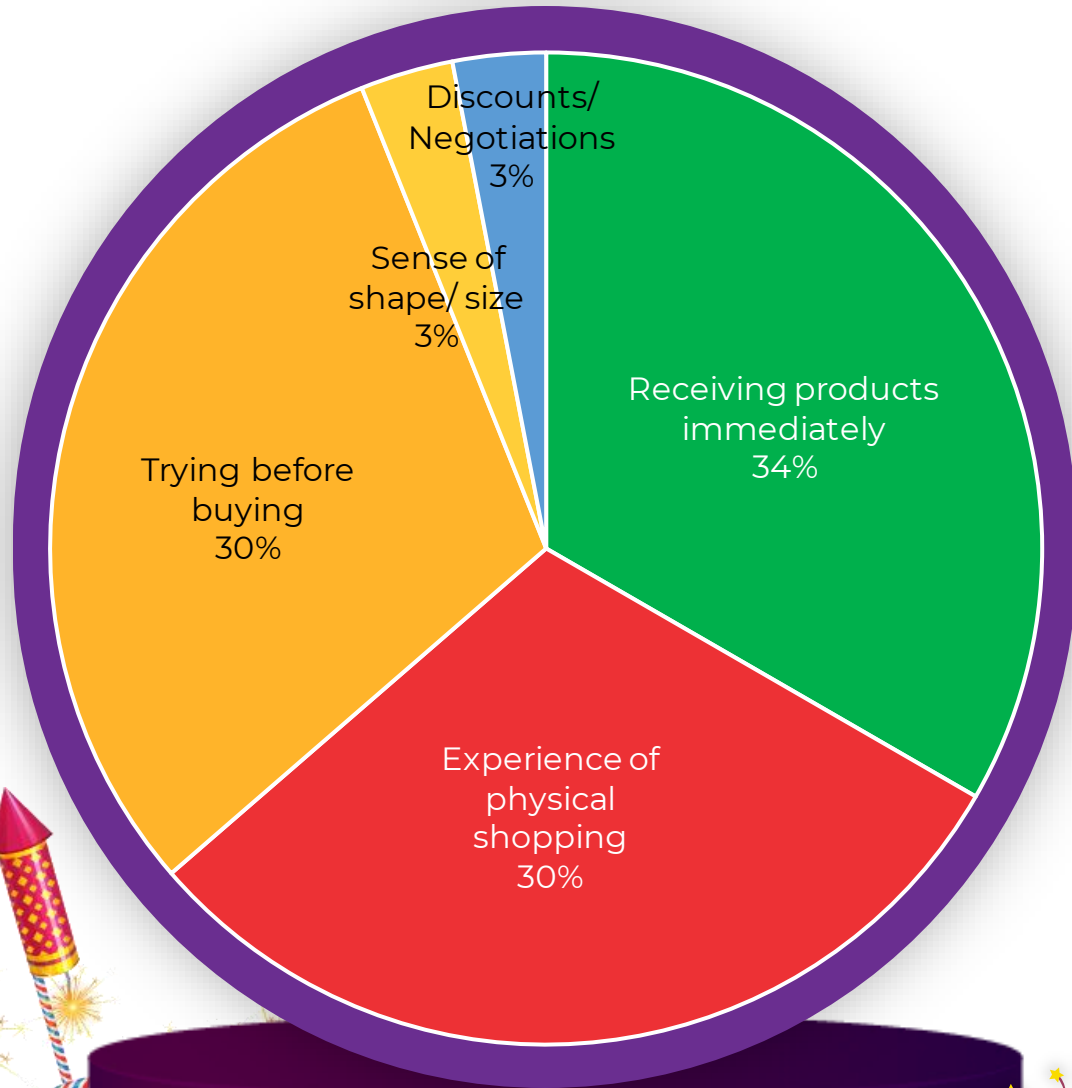
Fast delivery is slightly preferred over **Discounts** when it comes to choosing the online shopping portal.

1 in 5 mobile shopper also expects a **selection of brands** and 'easy returns' from the ecommerce platforms.

N = 149

Factors deciding **online platforms** for shopping **Mobile Phones**





Offline Shoppers Want Their Phones Now!

Immediate delivery is the topmost factor influencing the selection of offline stores while purchasing mobile phones. 'Experience of physical shopping' comes at the close second.

N = 33

Factors deciding **offline stores** for shopping for Mobile Phones





LAPTOPS

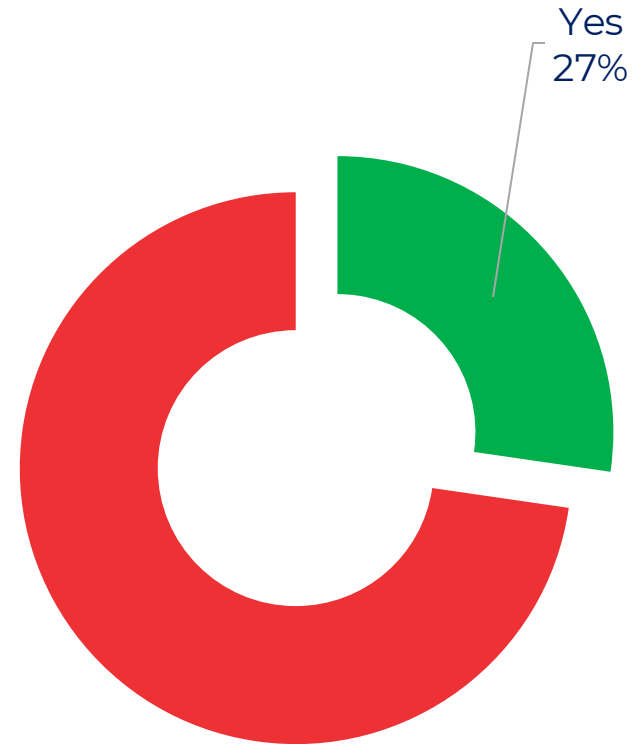




LAPTOPS

Intent &
Consumption
Insights





No
73%

Yes
27%

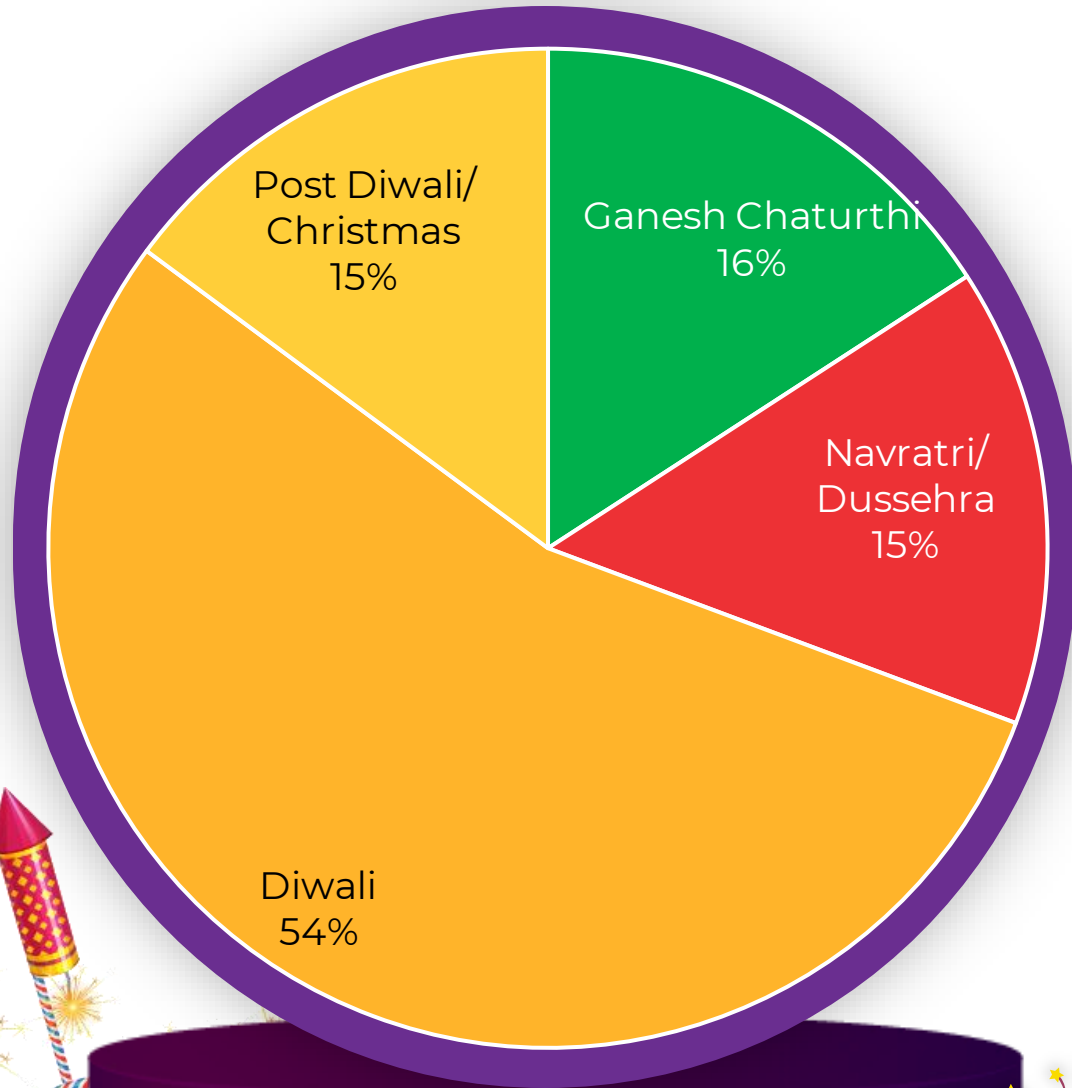
N = 370

Laptops

– Market Outlook

More than **one fourth of the HT Media readers** would prefer to buy Laptops during this festive seasons.





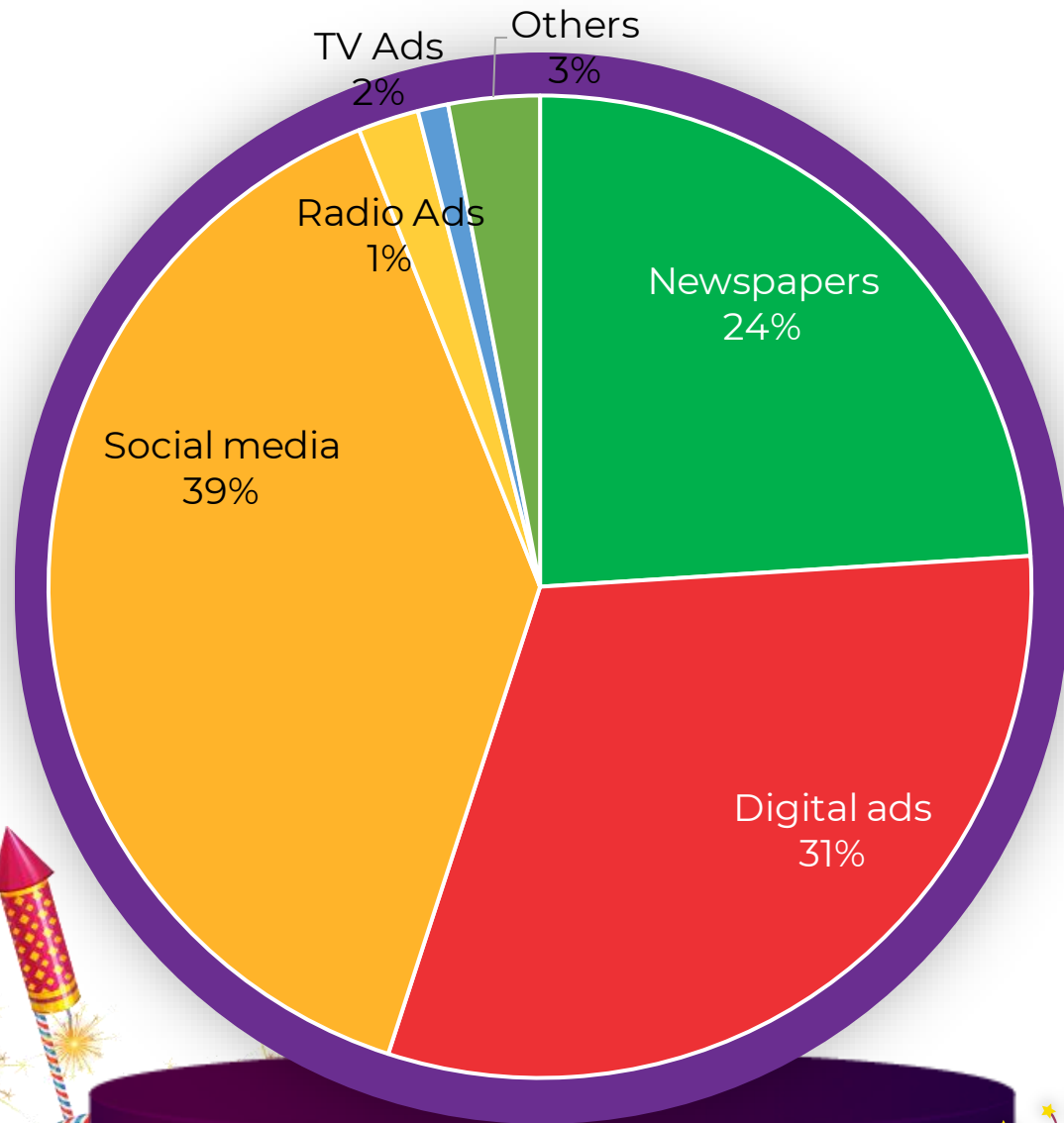
N = 102

Sales may peak during Diwali

Around 31% users plan to purchase during Ganesh Chaturthi and Navratri/Dussehra festivals.

Occasion when they plan to buy a laptop





N = 153

Social Media is the top information source

Information from **Digital ads** stands next with **31%** while one fourth of them prefer from Newspapers.

TV and Radio Ads sources are preferred as least.

Source of Information on laptop brands launched & discounts





LAPTOPS

Channel & Brand
Preference



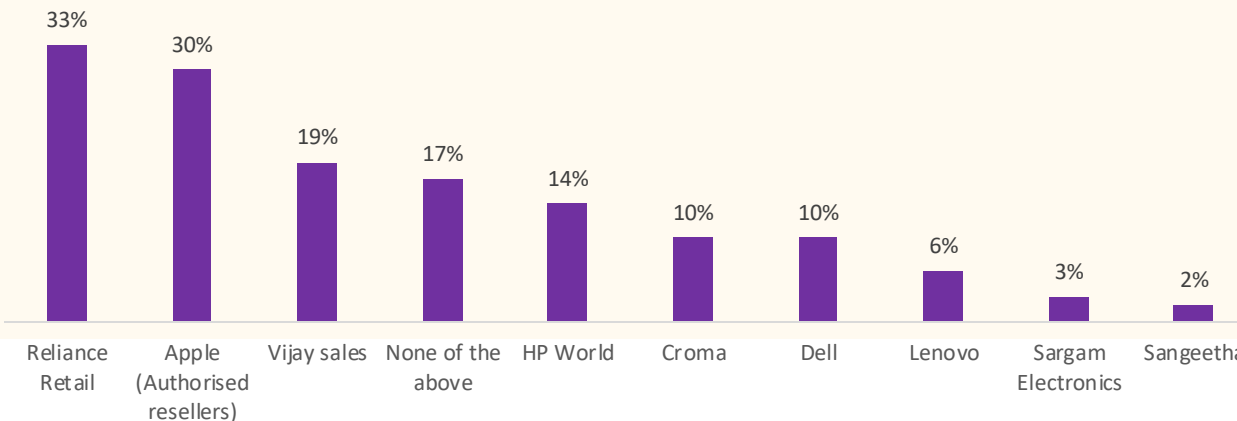
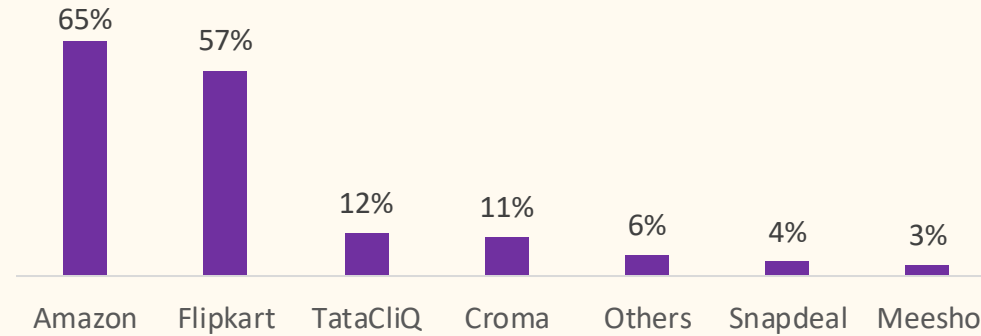
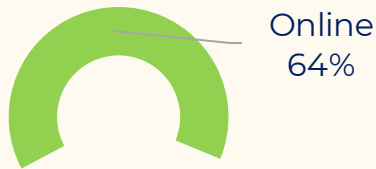


Laptops

- Modes of Shopping

64% of the tentative shoppers say they would prefer online channels to purchase a laptop this season. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon & Flipkart are the top destinations for shopping online while, Reliance Digital & Apple Stores stand out among the offline stores



N = 113

N = 63

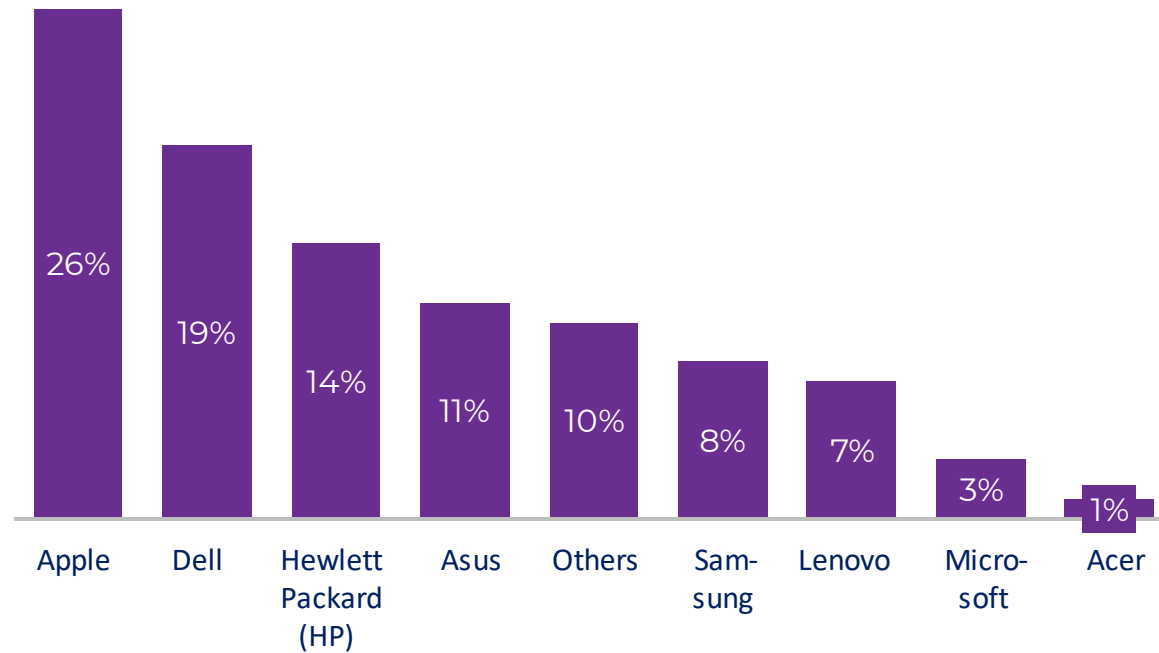




Laptops - Brands

Apple Tops the Brands

Among the Non-MAC OS laptops, Dell comes at the top with 19%, followed by HP at 14% mindshare.



N = 201

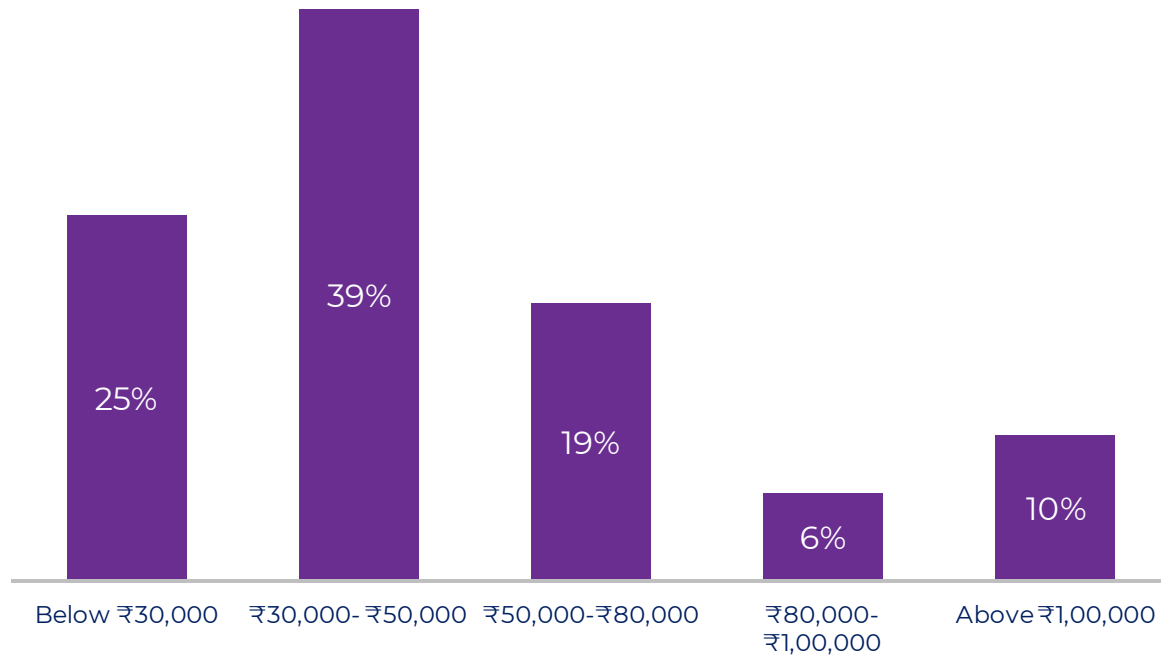




LAPTOPS

Purchase Attributes
& Factors
impacting channel
preference





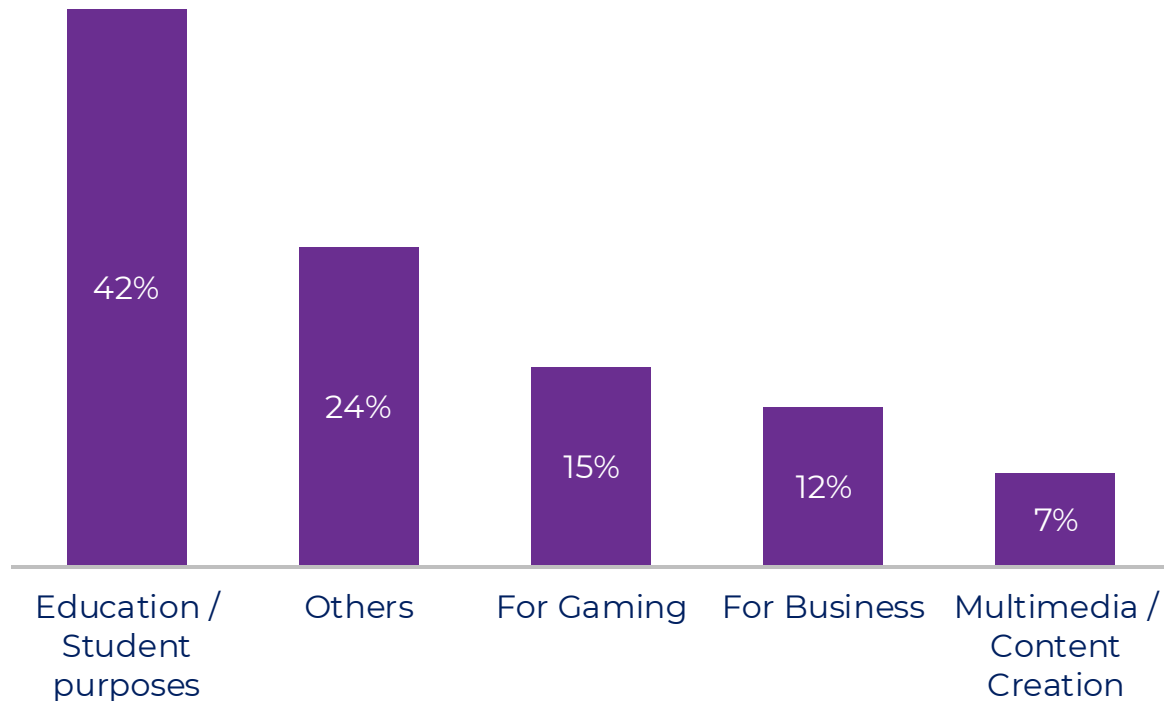
N = 139

Laptops – Price Range

35% of the HT Media readers said they plan to spend more than ₹50K

1 in 10 respondent may shell out more than ₹1 Lakh on a laptop this festive season.





N = 364

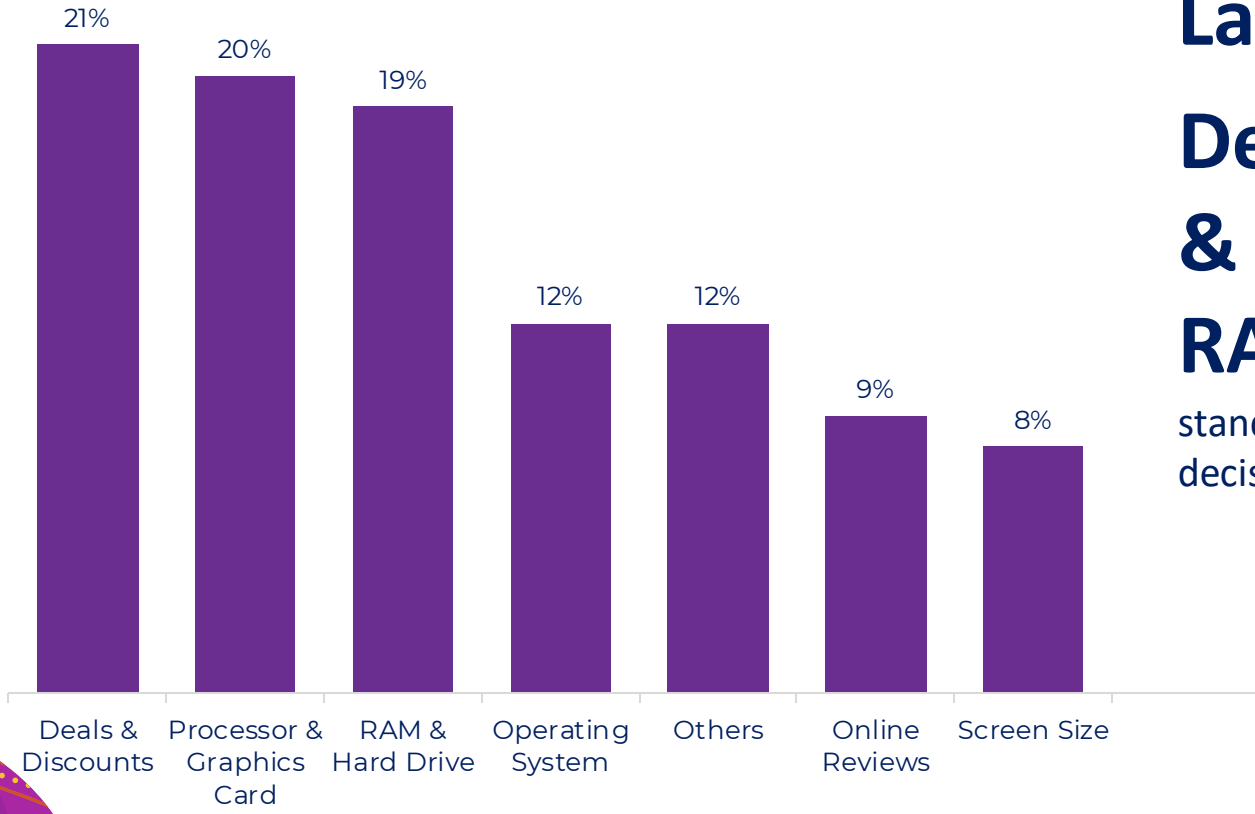
Laptops

Education is the top reason to purchase

15% of the tentative laptop buyers will buy it for Gaming while 12% say they need a laptop for Business

Reasons to buy a Laptop this festive season





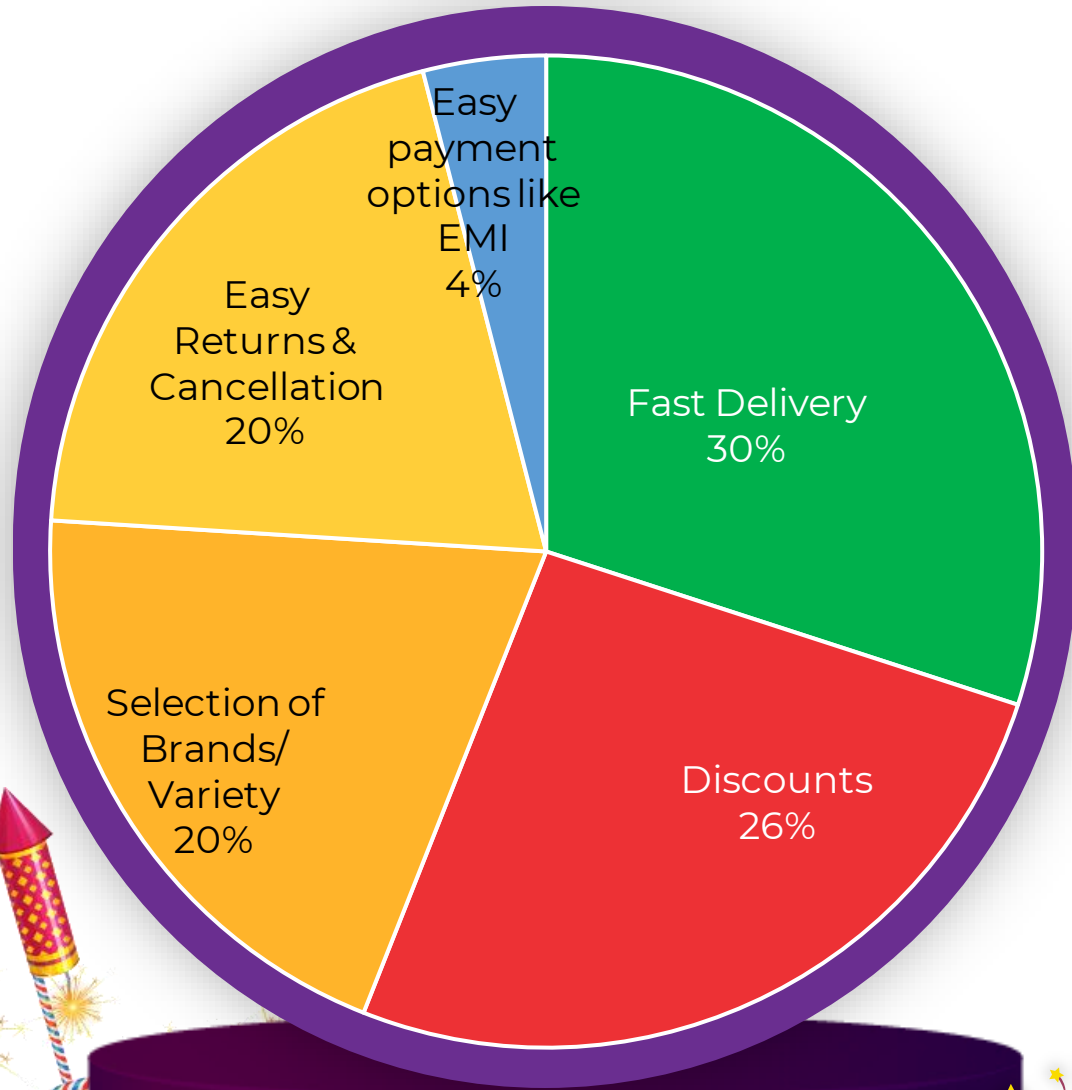
N = 113

Laptops – Factors

Deals & Discounts, Processor & Graphics Card followed by RAM & Hard Drive

stand out among the top factors influencing the buying decision.





N = 101

Discounts & Fast Delivery Decide the Online Channel

1 in 4 respondents will decide the online platform based on **Discounts**.

Only 4% of the shoppers will select the online platform based on 'Easy Payment Options'.

Factors deciding **online platforms** for buying **Laptops**



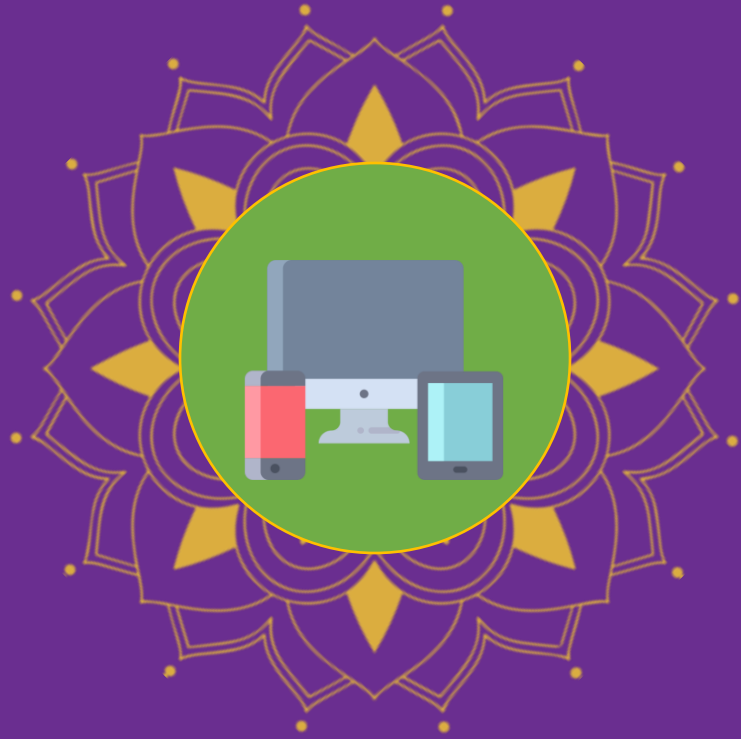


N = 34

Physical touch & feel drive offline Shopping

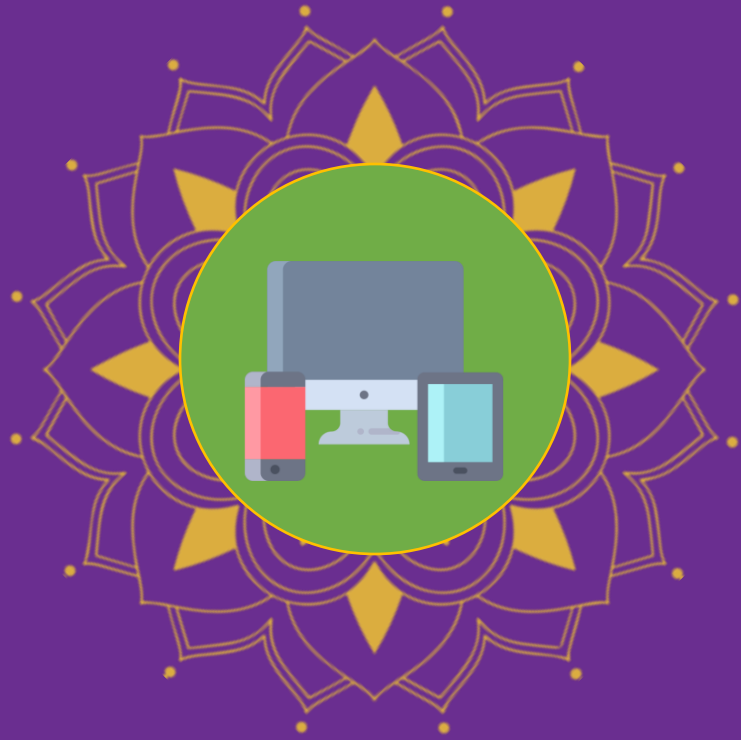
1 in 4 shopper chooses an offline store based on the sense of shape and receive products immediately.

Factors deciding **physical stores** for buying Laptops



CONSUMER ELECTRONICS

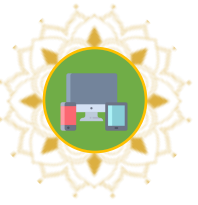




CONSUMER ELECTRONICS

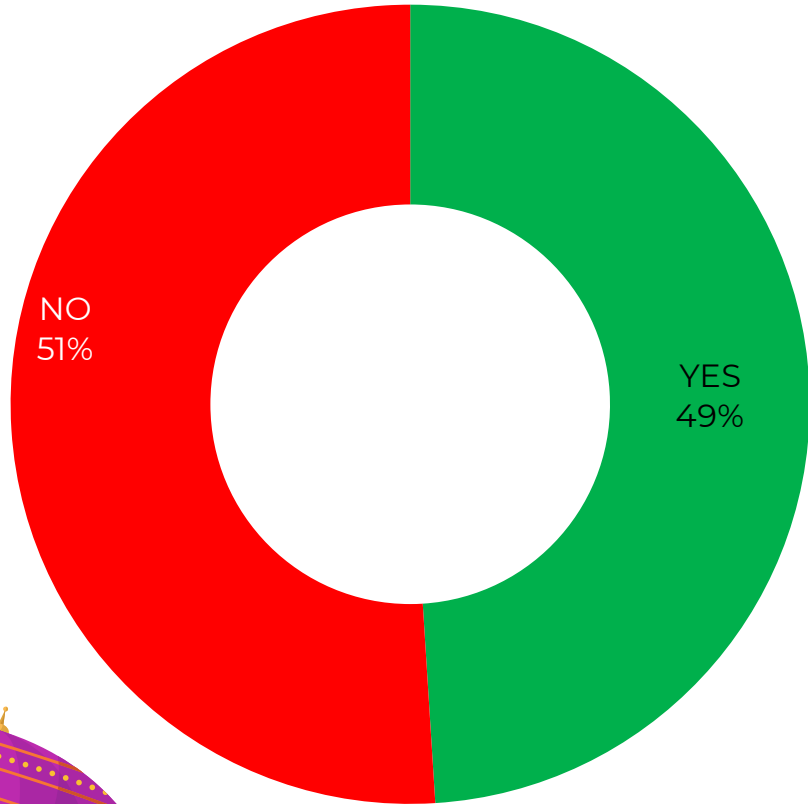
Intent &
Consumption
Insights





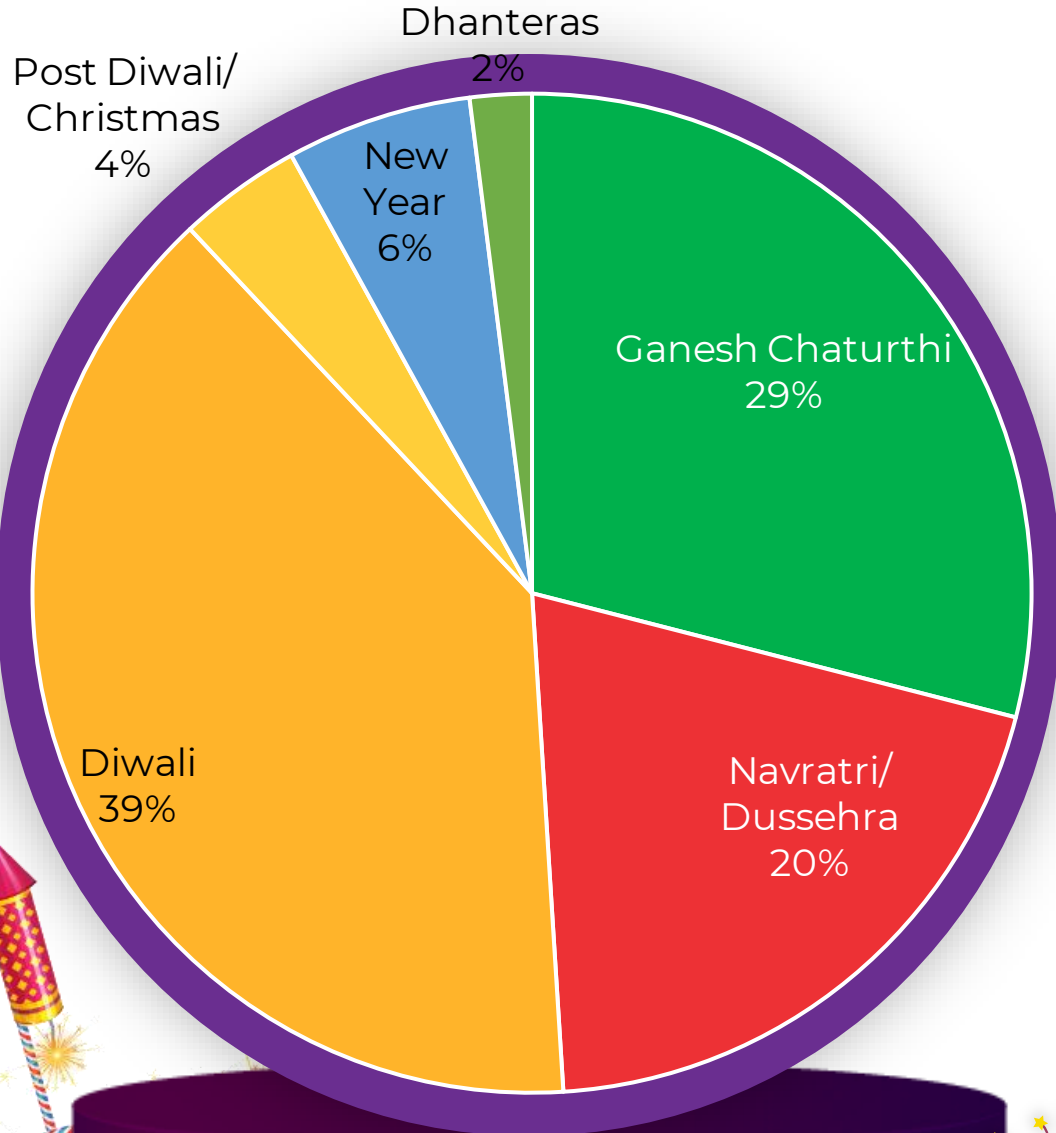
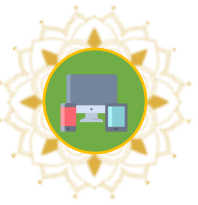
Consumers Electronics – Market Outlook

49 % of the HT Media readers plan to buy Consumer Electronics (TVs, Headphones, Speakers, Laptop) during this festive season.



N = 358





N = 49

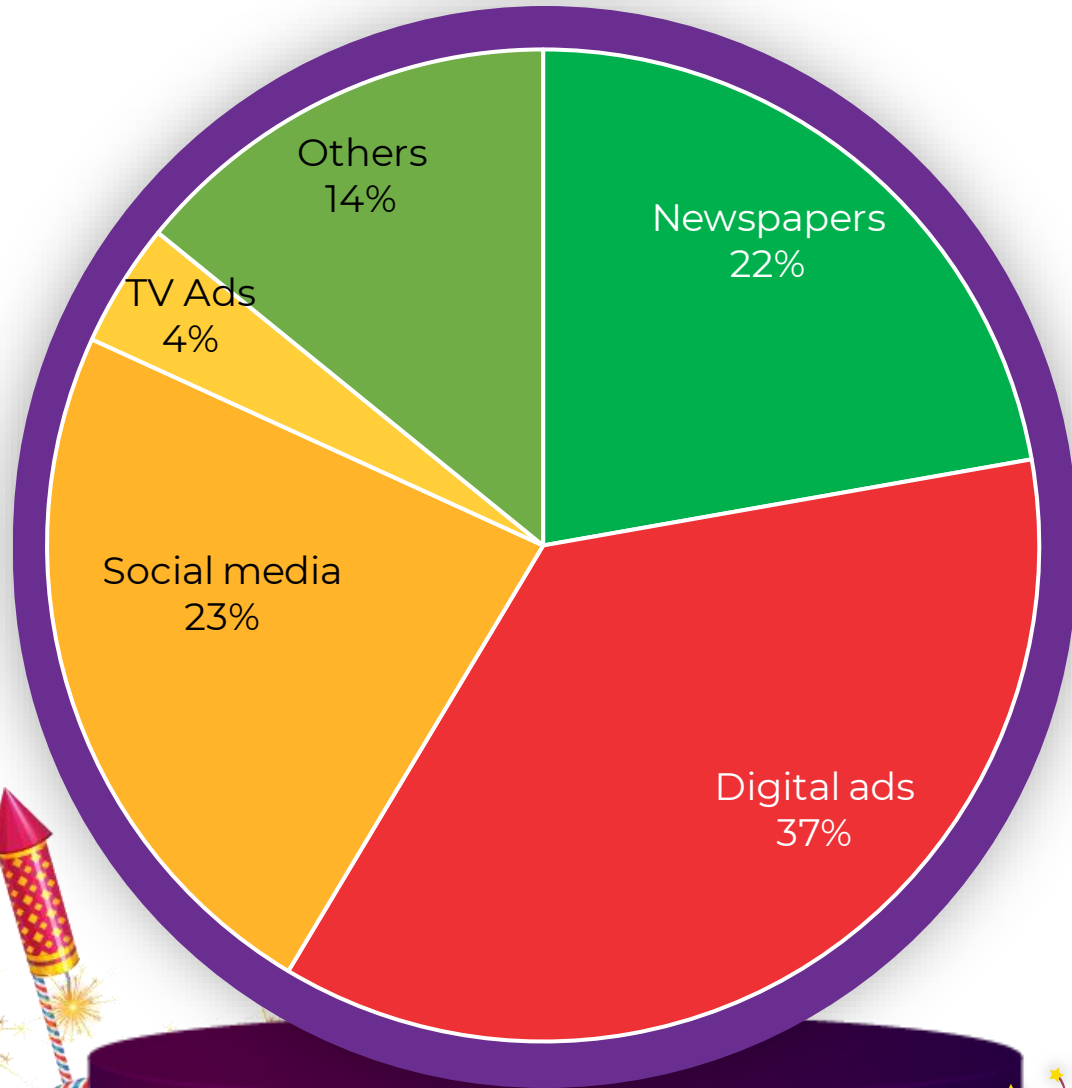
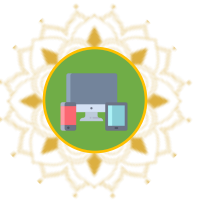
Diwali lights up with consumer gadgets

Nearly 30% of users prefer to purchase during Ganesh Chaturthi while 20% users plan at the time of Navratri/Dussehra season.

Christmas and New year are opted last preference.

Occasion when planned to buy consumer electro





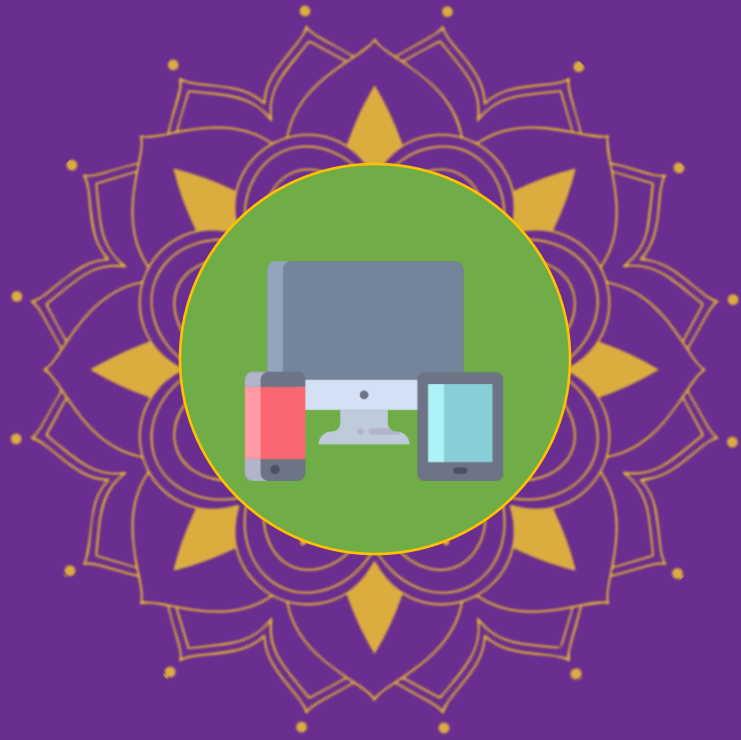
Digital Ads dominate the information flow

Sources from Social media & **Newspaper** come closer with more than 20% share each

N = 69



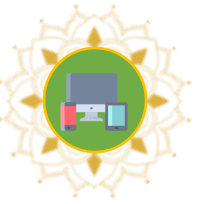
Source of Information on consumer electronics brand launched & discounts



CONSUMER ELECTRONICS

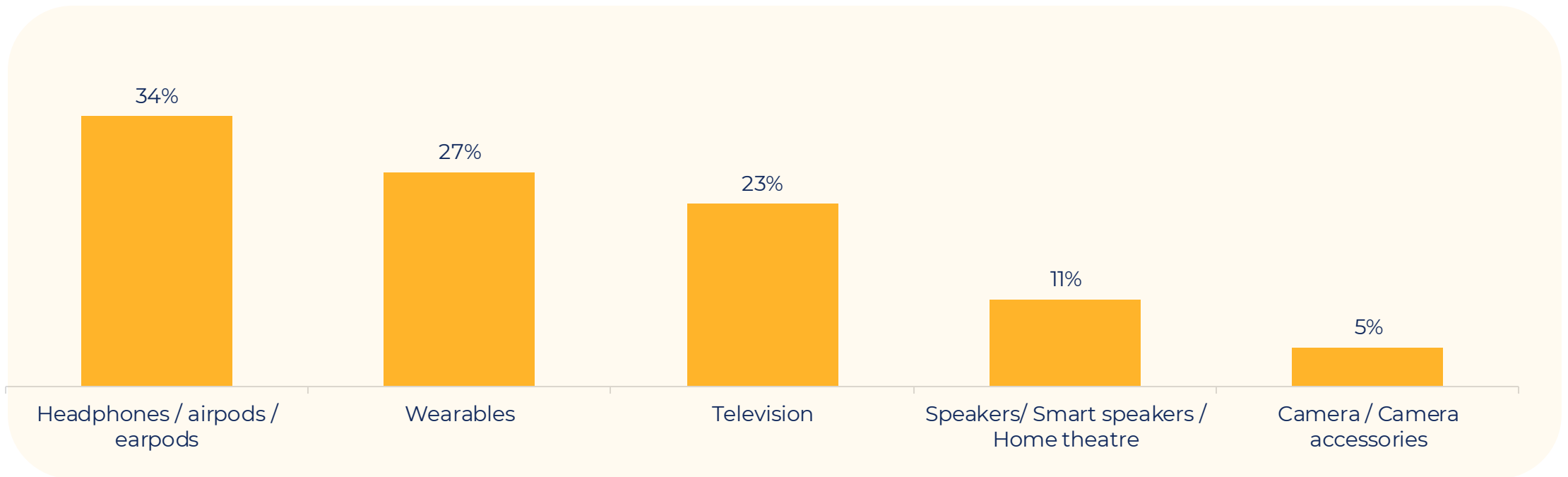
Sub-category
Consumption Insights



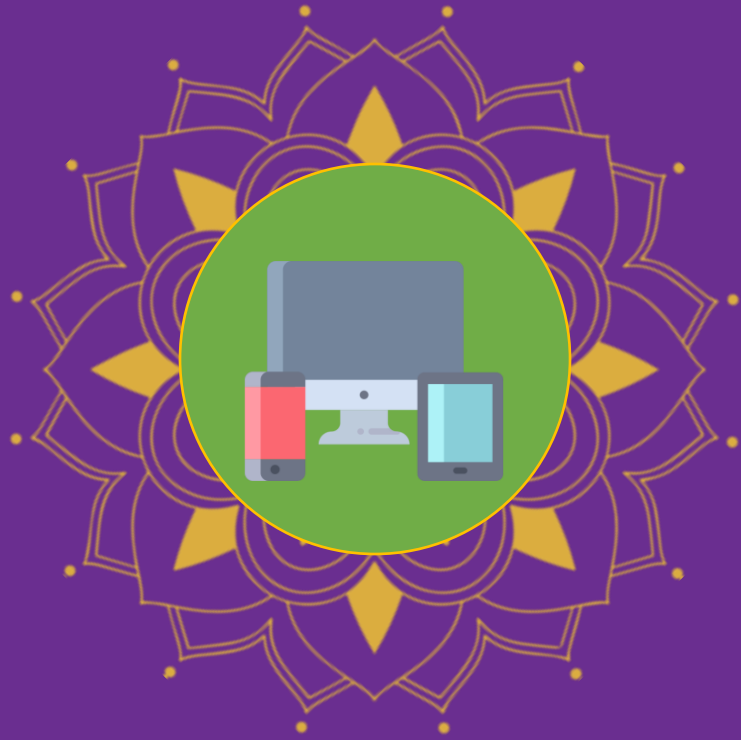


Consumer Electronics - Top Categories

1 in 3 respondents said they may buy Headphones/EarPods, followed by Wearables (27%) during the festive seasons.



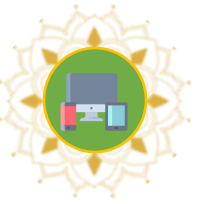
N = 110



CONSUMER ELECTRONICS

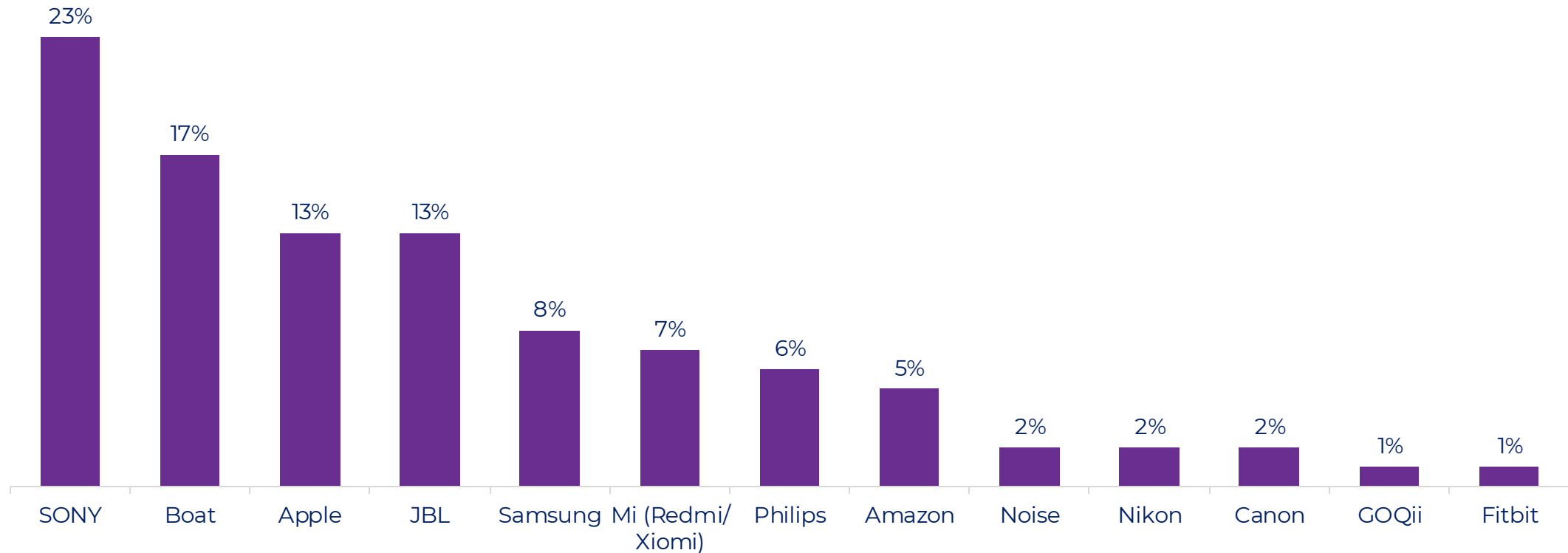
Purchase Channel
& Brand Insights



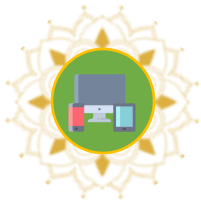


Consumer Electronics - Top Brands

Around **one fourth** of the HT Media readers prefer **'SONY'** when it comes to buying consumer electronics while 17% of them choose Boat as their preferred brand.



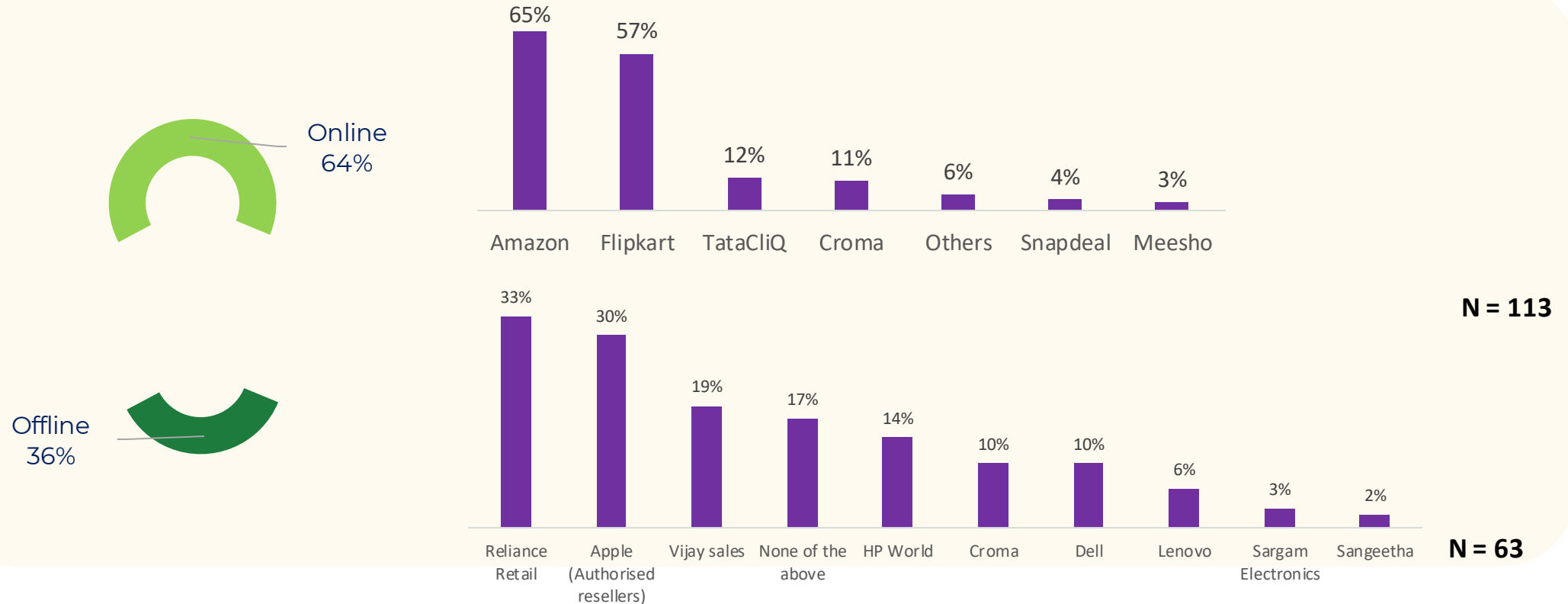
N = 119

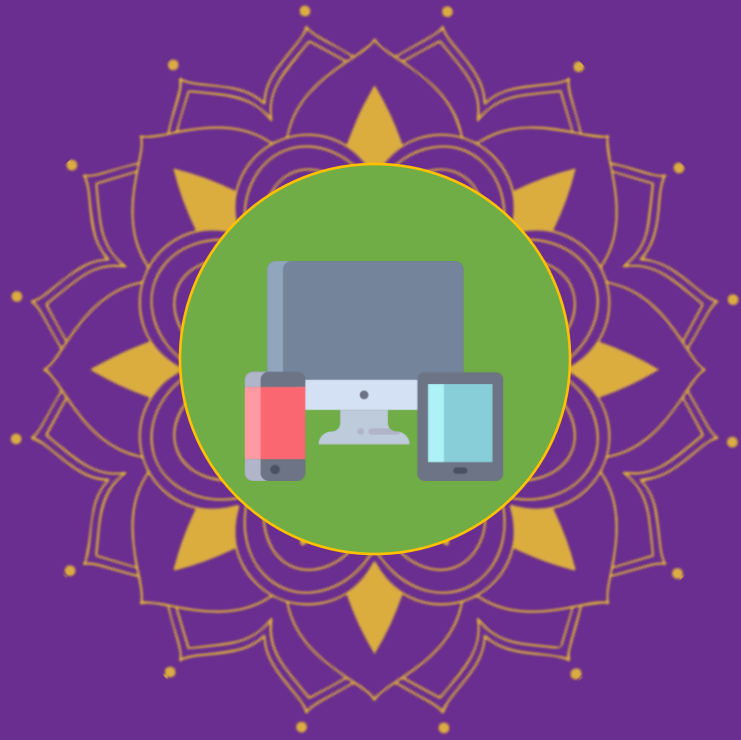


Consumer Electronics -Modes of shopping

Online remains the prominent channel to purchase consumer electronics with **64%** of the respondents, who plan to purchase a consumer electronics product, choose it over offline stores. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon & Flipkart are the top destinations for shopping online while, **Reliance Digital & Apple** are preferred among the offline stores.

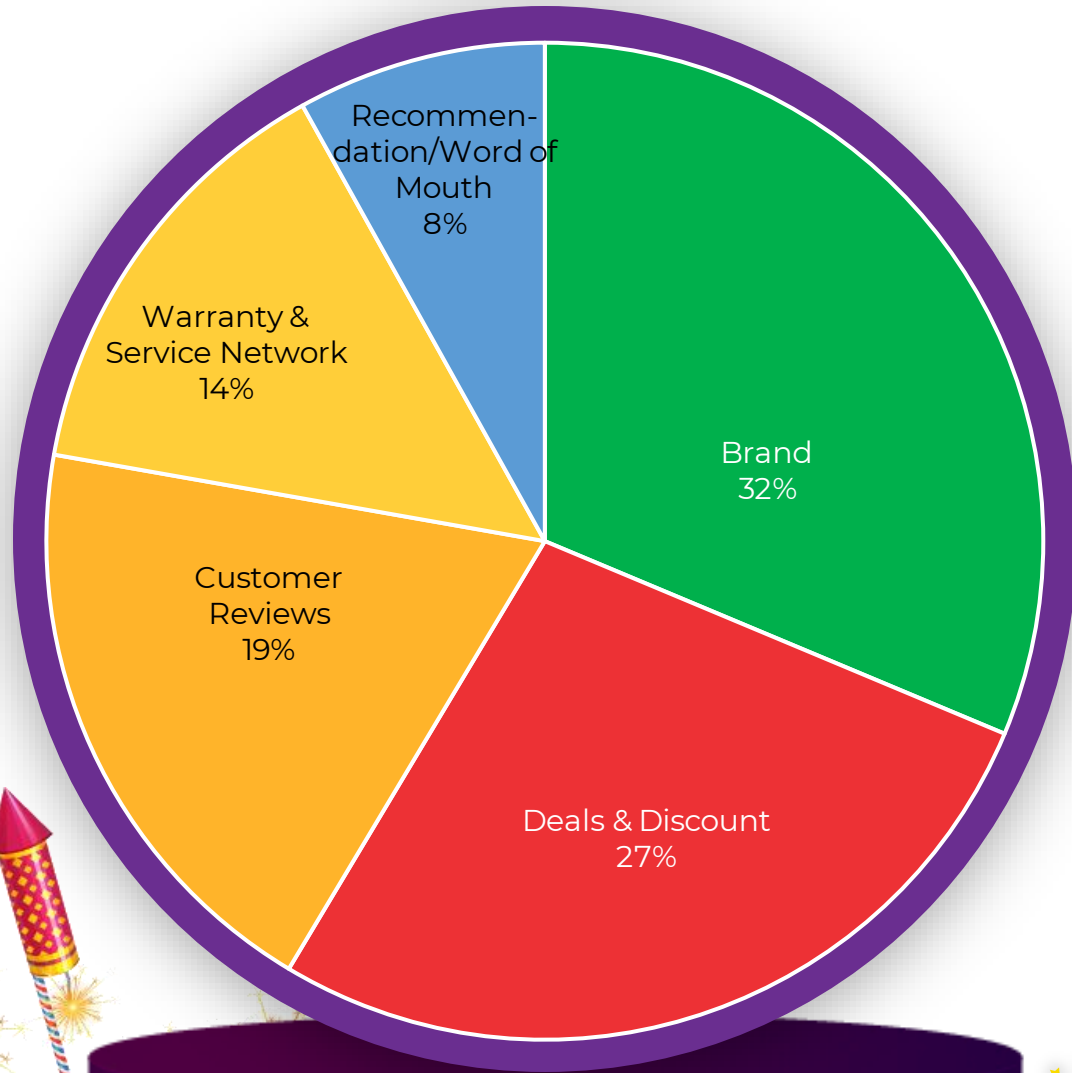
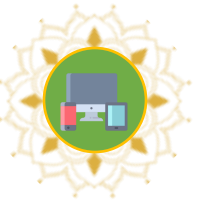




CONSUMER ELECTRONICS

Purchase Attributes
Insights



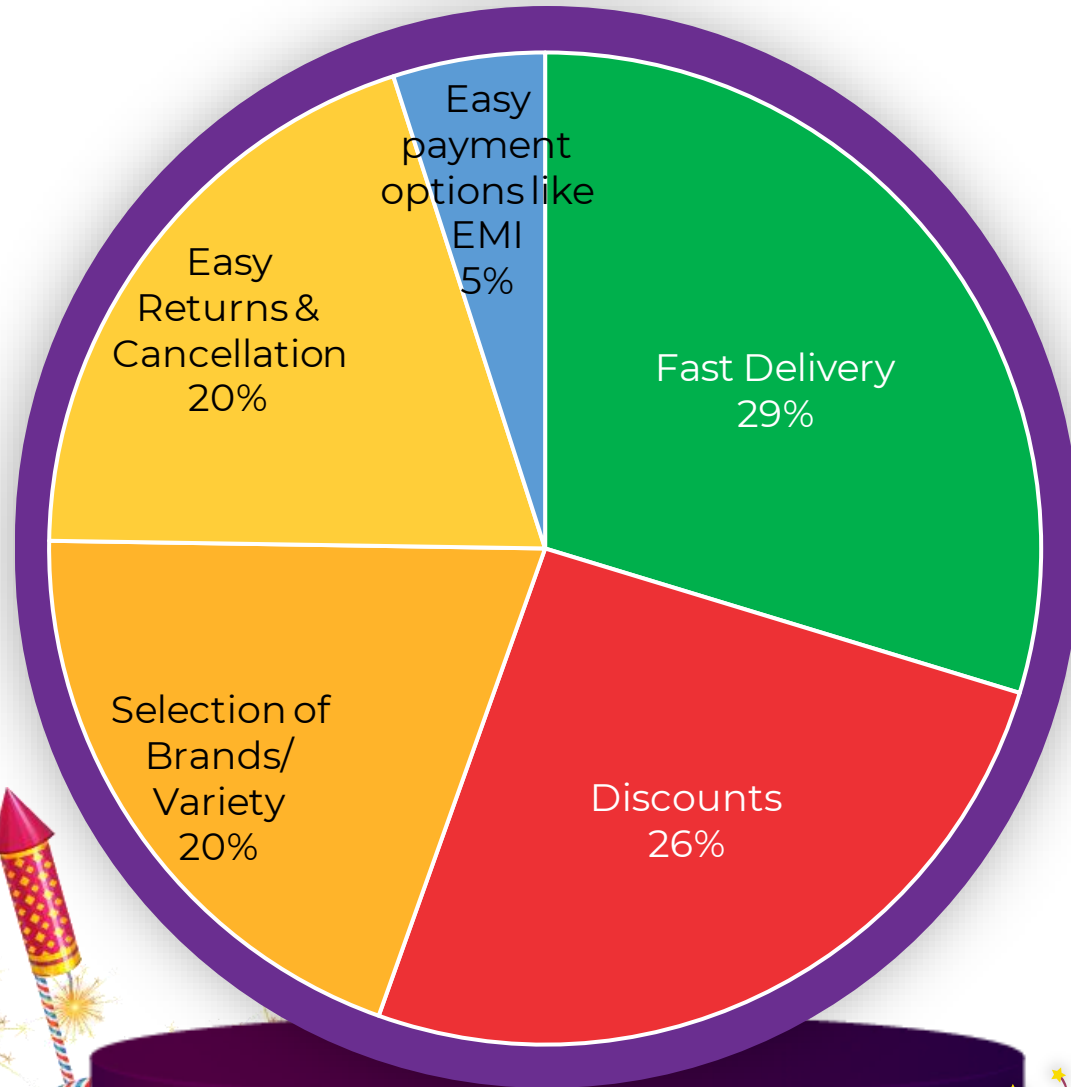
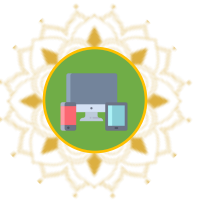


Consumer Electronics – Factors influencing purchase

Among the probable shoppers, one third cite Brand and 27% say Deals/Discounts as the major factor influencing their shopping decision.

N = 142





N = 101

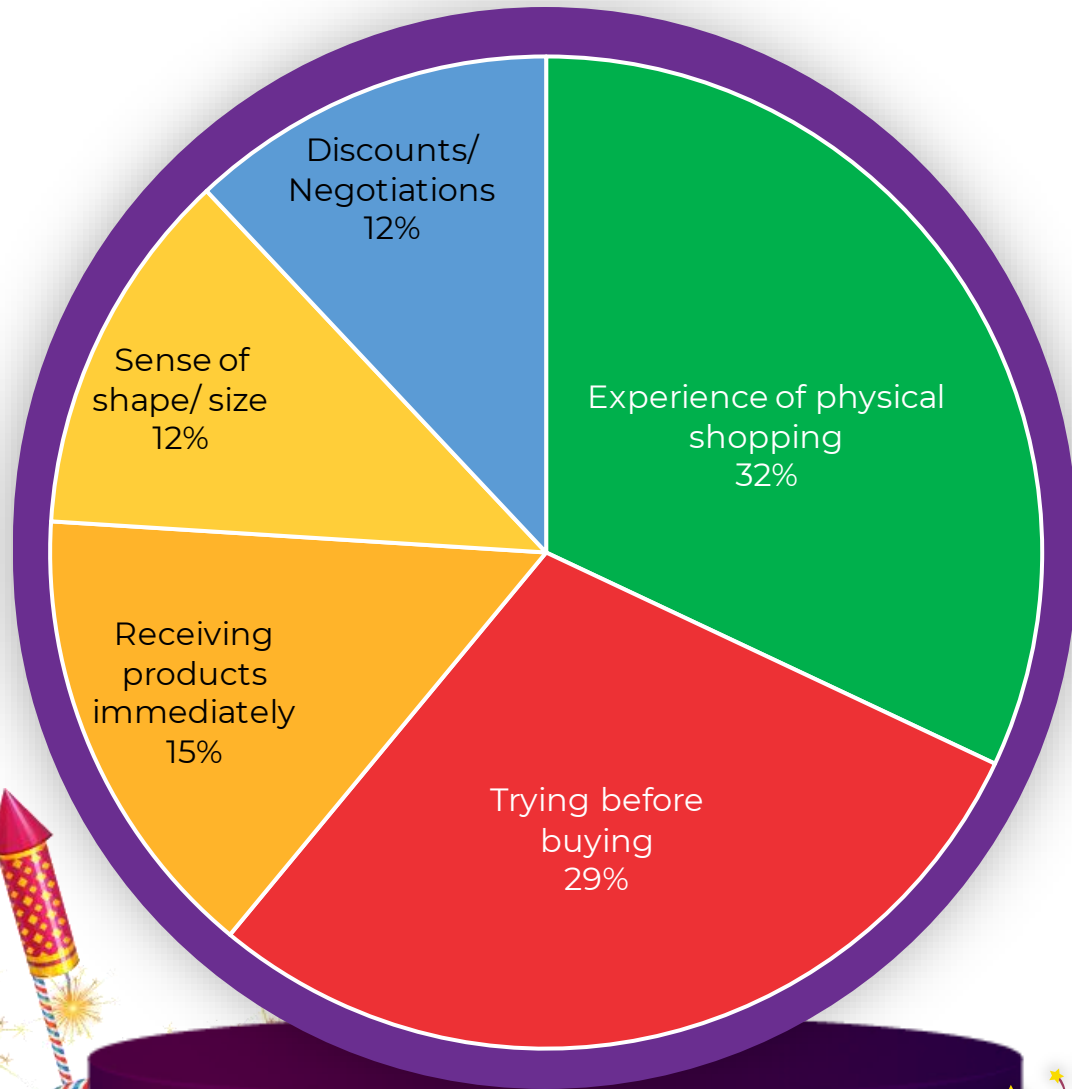
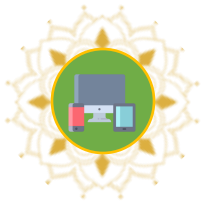
Fast Delivery Triumphs Discount

While selecting the eCommerce platform to buy a consumer electronics product, delivery is a more important factor than discounts.

5% of the shoppers say that 'Easy Payment options' is the most crucial factor.

Factors deciding **online platforms** for buying Consumer Electronics





N = 34

Touch & Feel of the Product is Paramount

For electronics shoppers, being able to experience the products physically is extremely important while choosing the offline store.

Factors deciding **offline stores** for buying Consumer Electronics





LARGE APPLIANCES





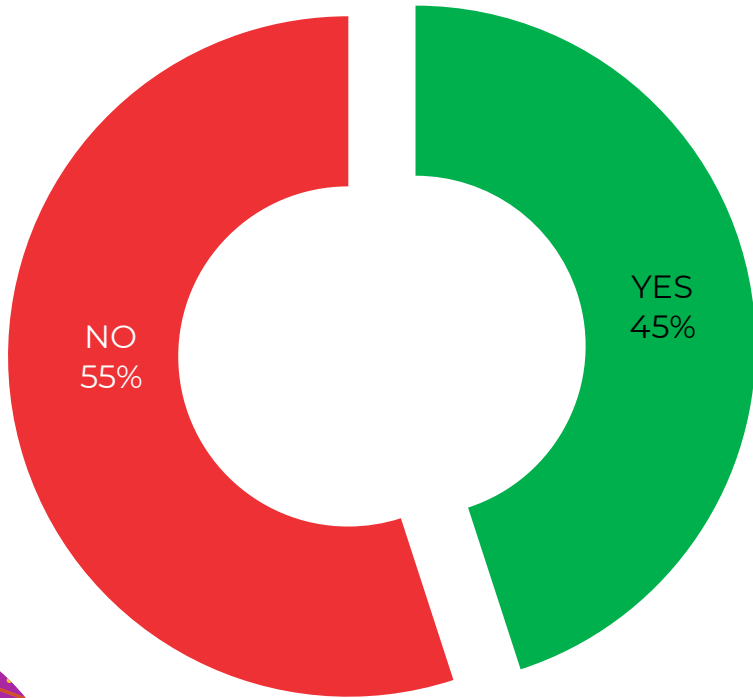
LARGE APPLIANCES

Intent &
Consumption
Insights



Large Appliances

- Market Outlook



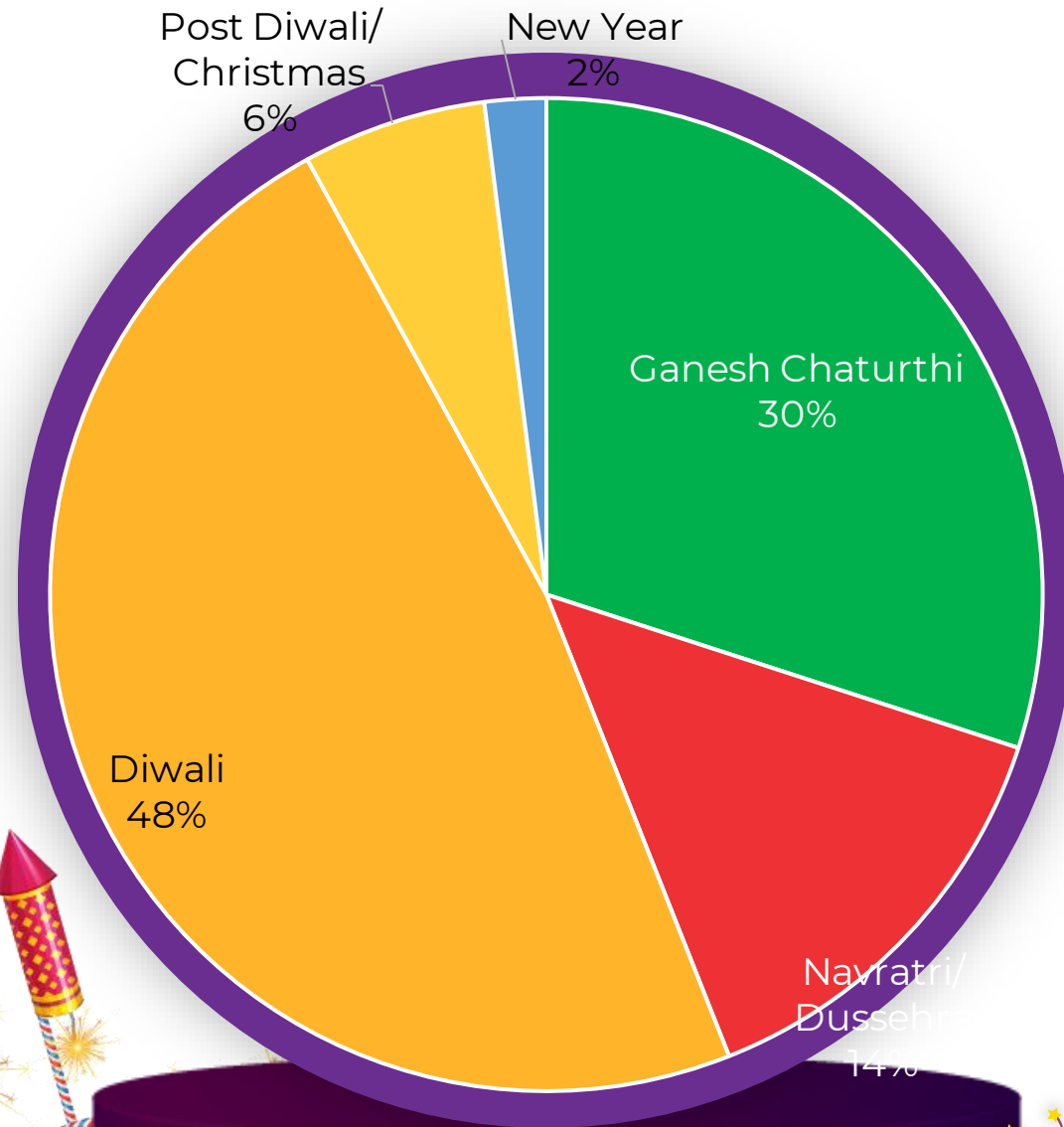
45% of the HT Media readers plan to buy large appliances ((AC, Fridge, Washing Machine) this festive season.





Sales increase can be seen during Diwali

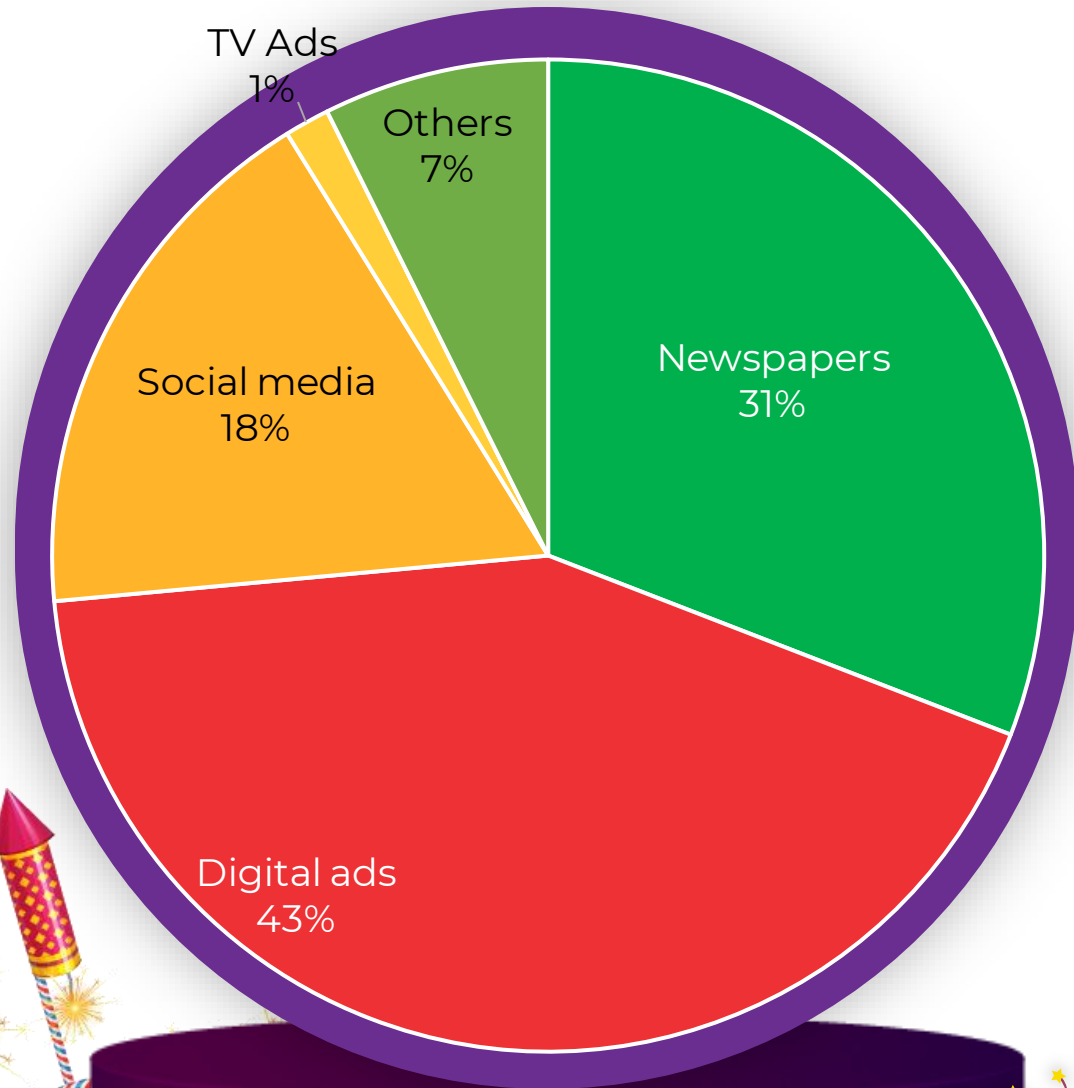
30% users plan to purchase during Ganesh Chaturthi while 14% plan on Navratri/Dussehra seasons.



N = 50

Occasion when planned to buy large appliances





N = 68

Digital Ads is the lead source of information

Newspapers, with 31%, stand at the second place as the source of information while Social media comes at third spot with 18%.

Source of Information on large appliances brands launched & discounts





LARGE APPLIANCES

Channel & Brand Preferences



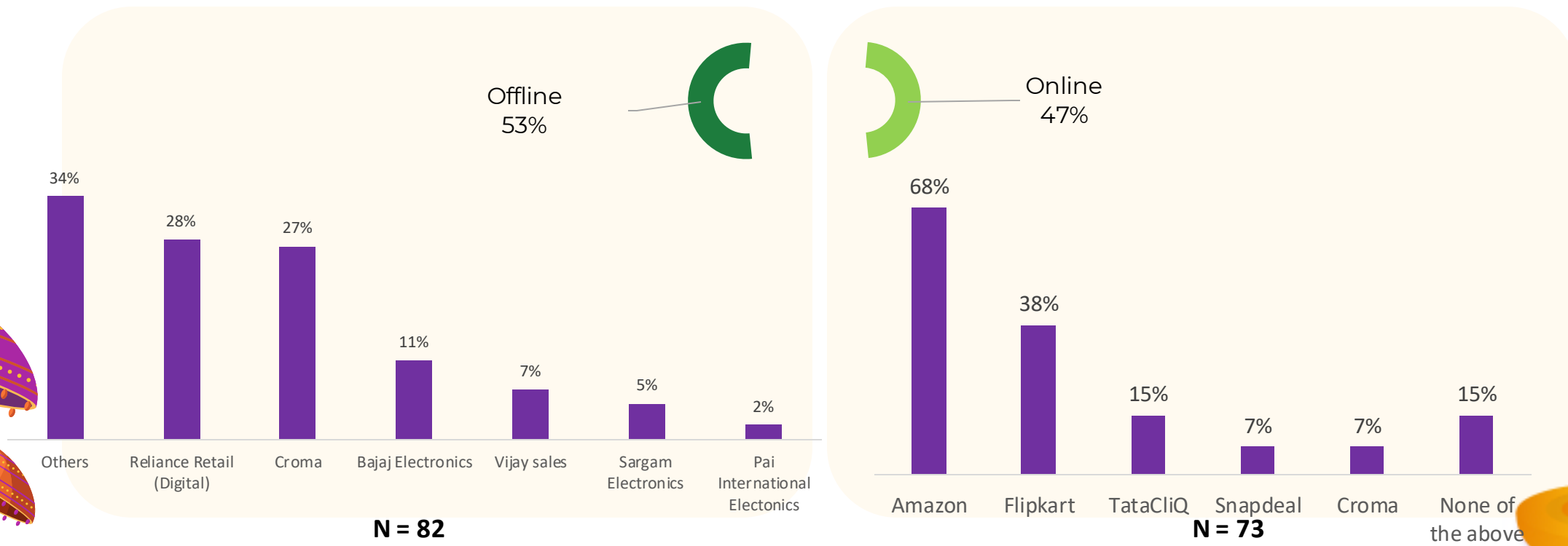


Large Appliances

- Modes of Shopping

In terms of channel of purchase, both online & offline modes are equally preferred, with offline stores having slight edge over their online competitors. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon stands out among the online platforms with 68% share followed by Flipkart with 38%. Among offline stores, regional players are chosen over the national retailers. Reliance Digital & Croma edge come second & third, respectively.

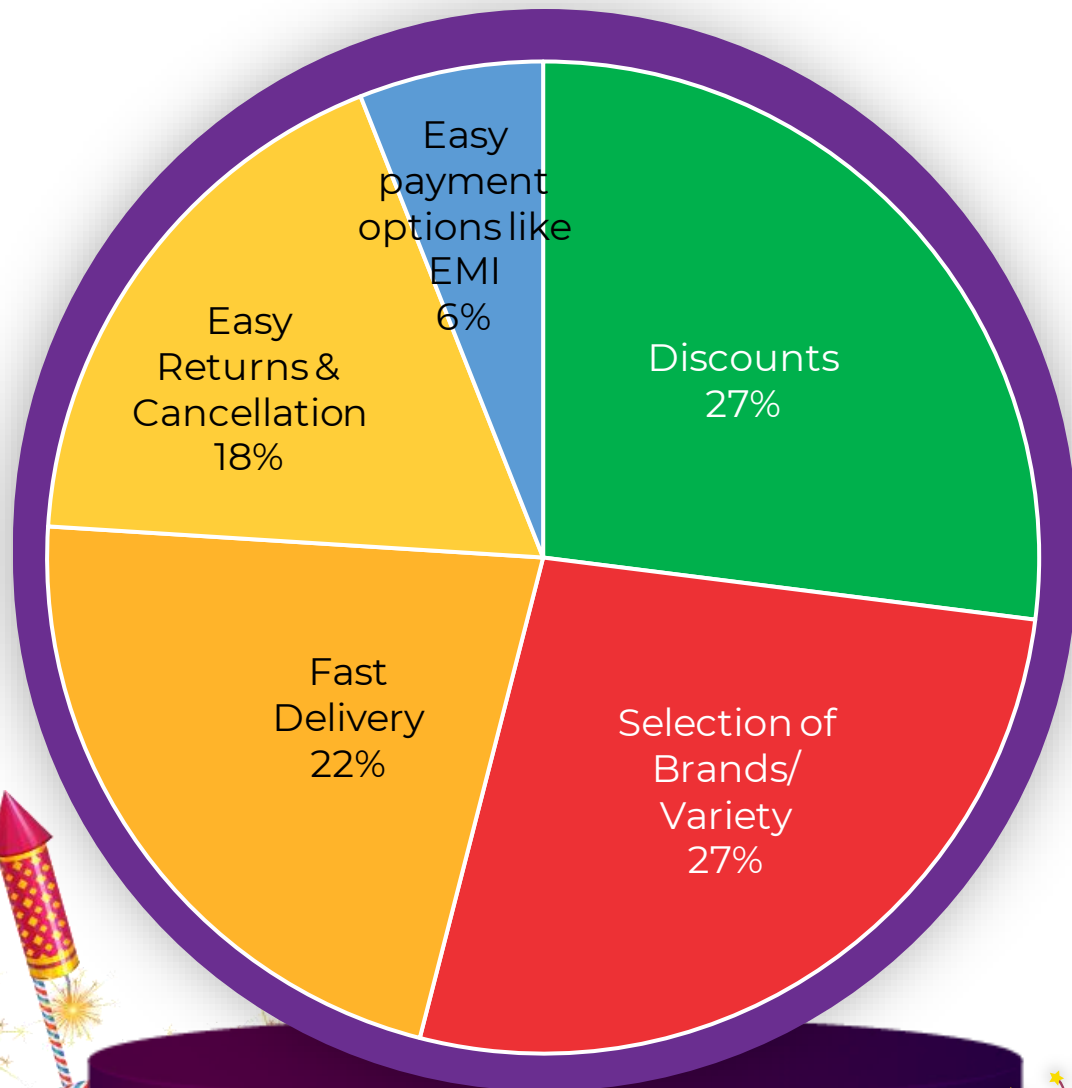




LARGE APPLIANCES

Purchase Attributes





Discounts & Brand Options Top the Charts

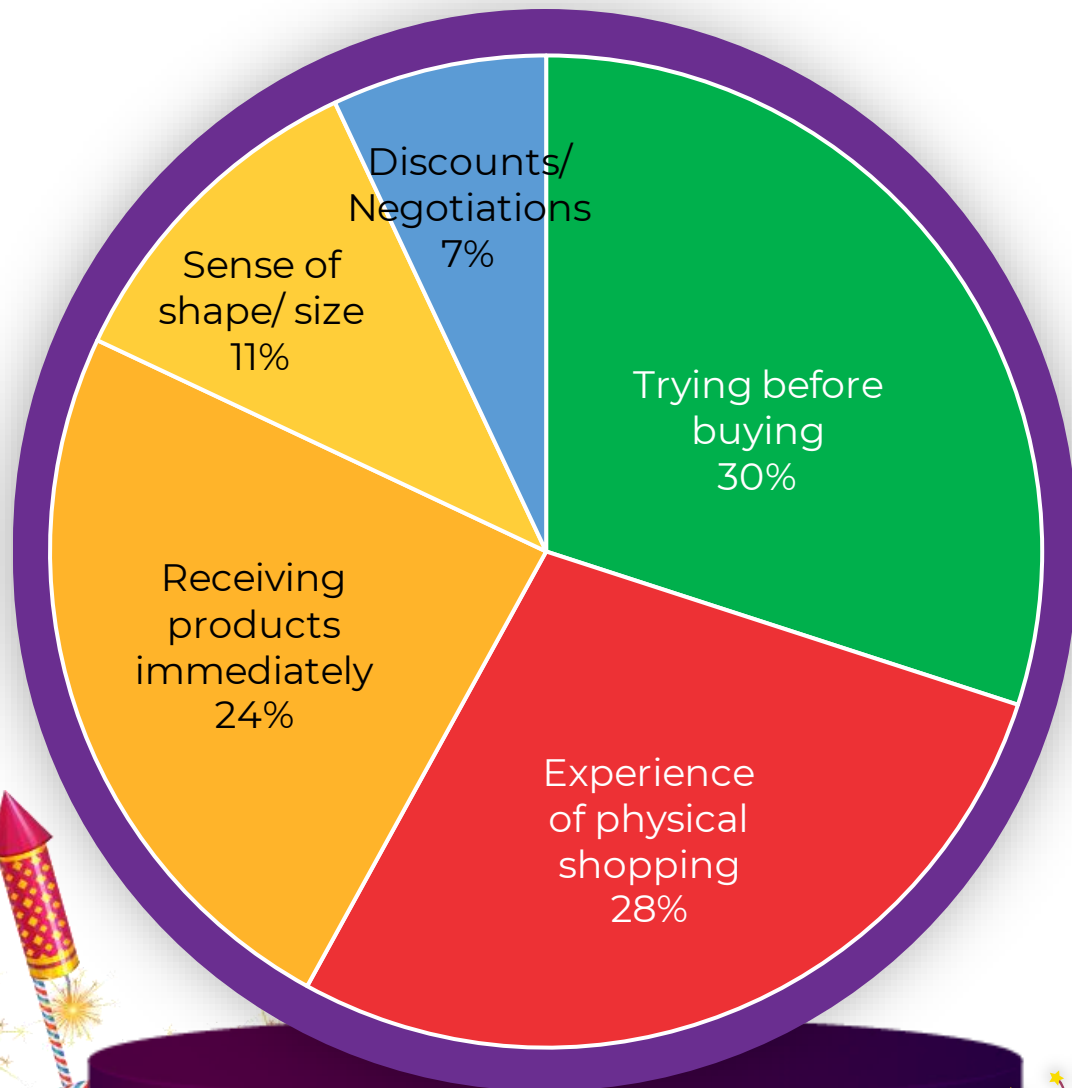
Shoppers look for best prices (**discounts**) and a **range of brands** to choose from before deciding on the eCommerce website or apps to shop appliances from.

Fast delivery is also an important factor.

N = 49

Factors deciding **online platforms** for shopping for Large Appliances





Inspecting the Appliance Before Buying is Crucial

In-store experience of inspecting and **testing** the appliances, a great **physical shopping experience**, and **receiving the products immediately** are the key factors for shoppers to choose the physical store to shop from.

N = 46

Factors deciding **offline stores** for shopping for Large Appliances





LARGE APPLIANCES

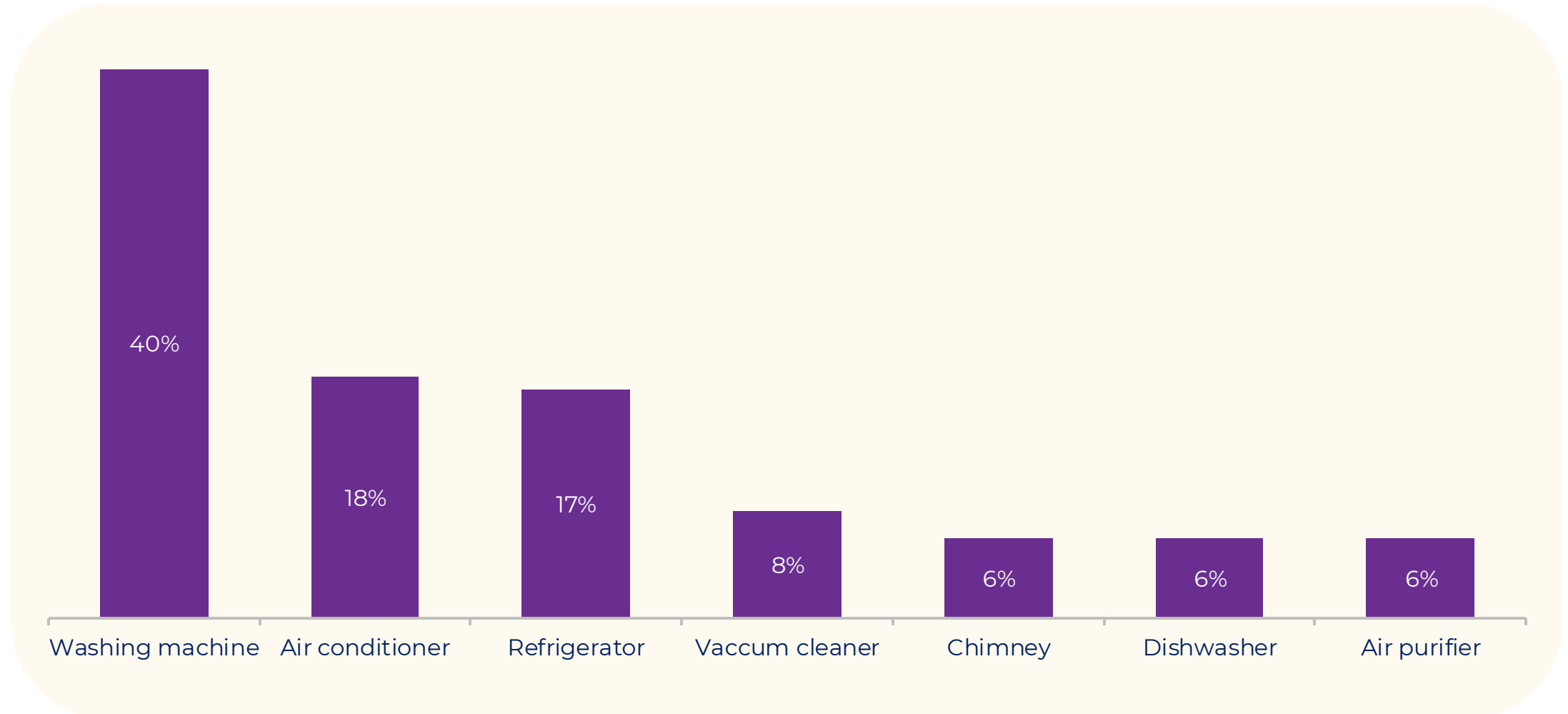
Sub-category
Consumption
Insights





Large Appliances – Top Categories

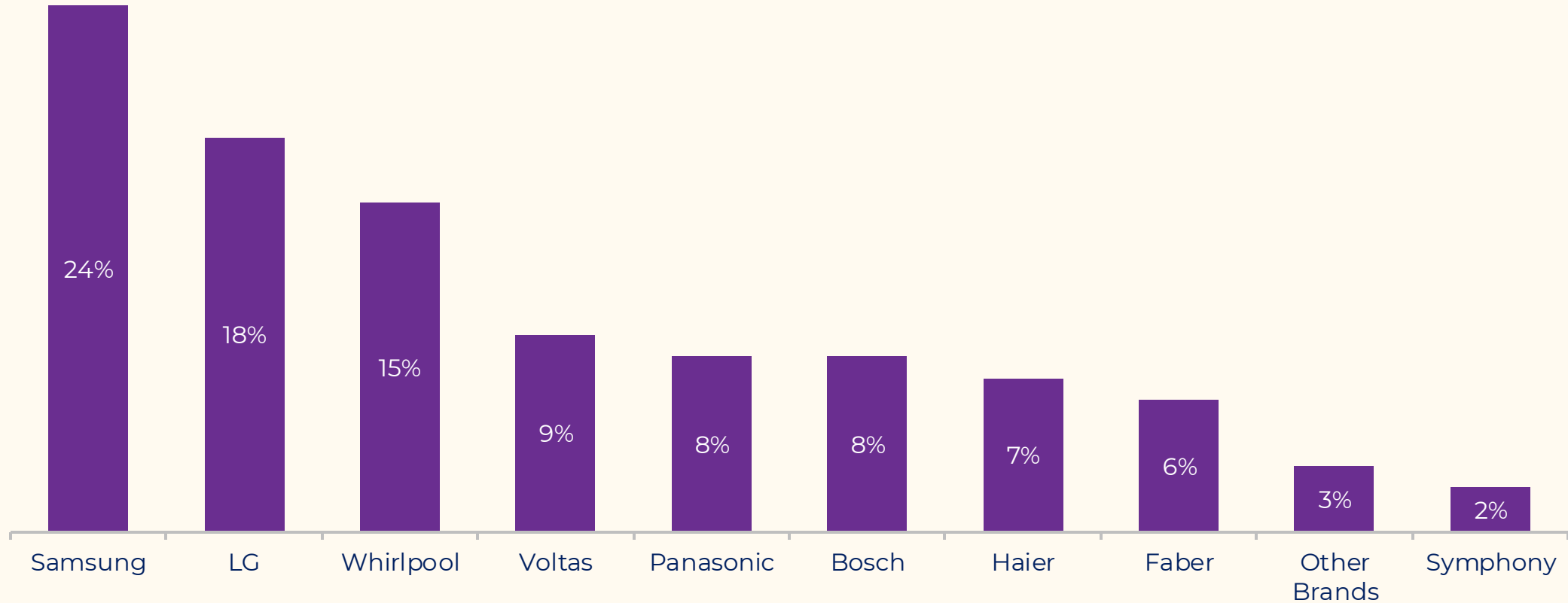
Among the large appliances, **40%** of the tentative shoppers look forward to buy a **Washing Machine** this season, While 18% say they may buy an Air Conditioner followed by 17% who opt for a Refrigerator.





Large Appliances – Top Brands

One in four shopper may choose **Samsung** while buying Large Home Appliances. **LG & Whirlpool** are the second & third favorite brands, respectively, this season.



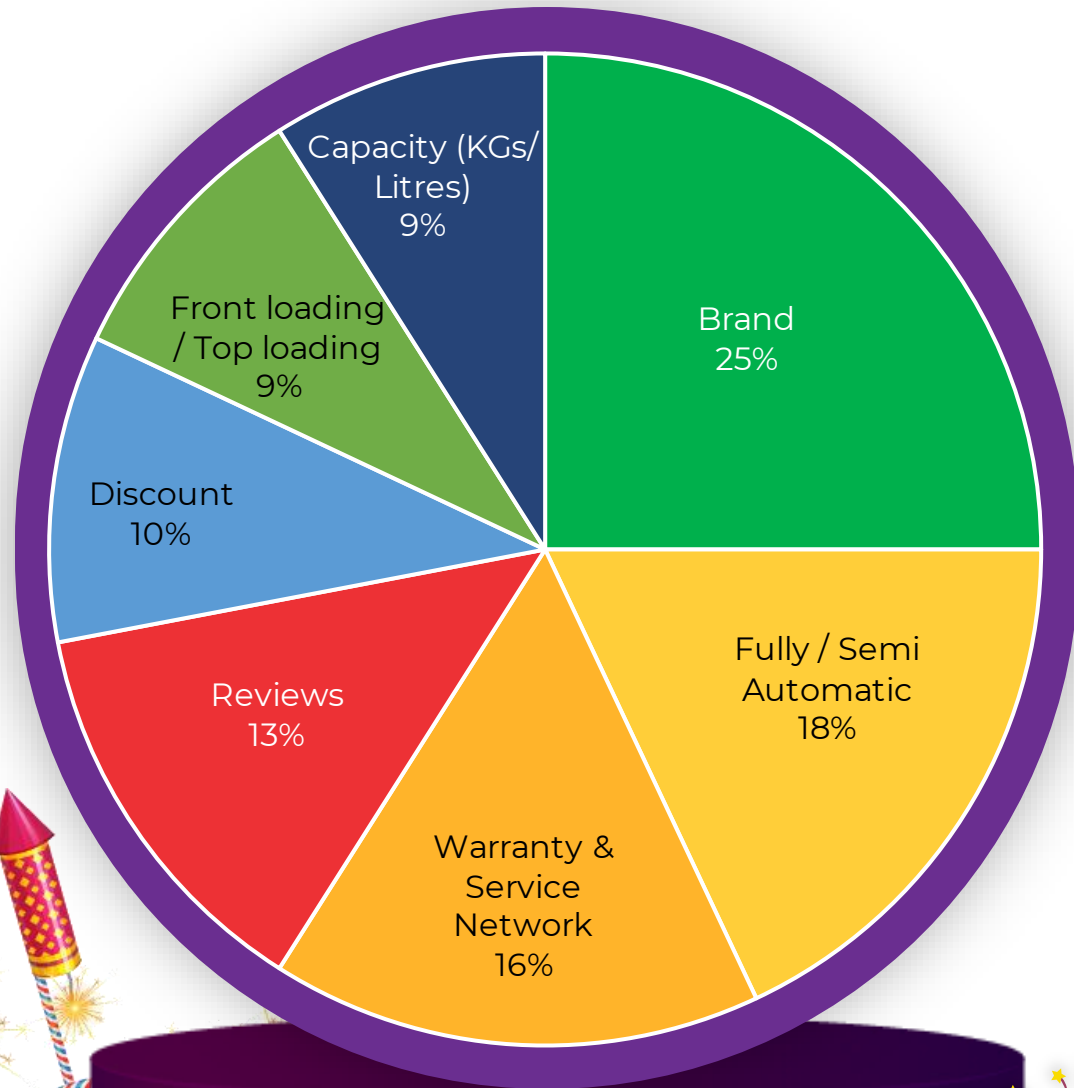
N = 229



LARGE APPLIANCES

Purchase Attributes





N = 96

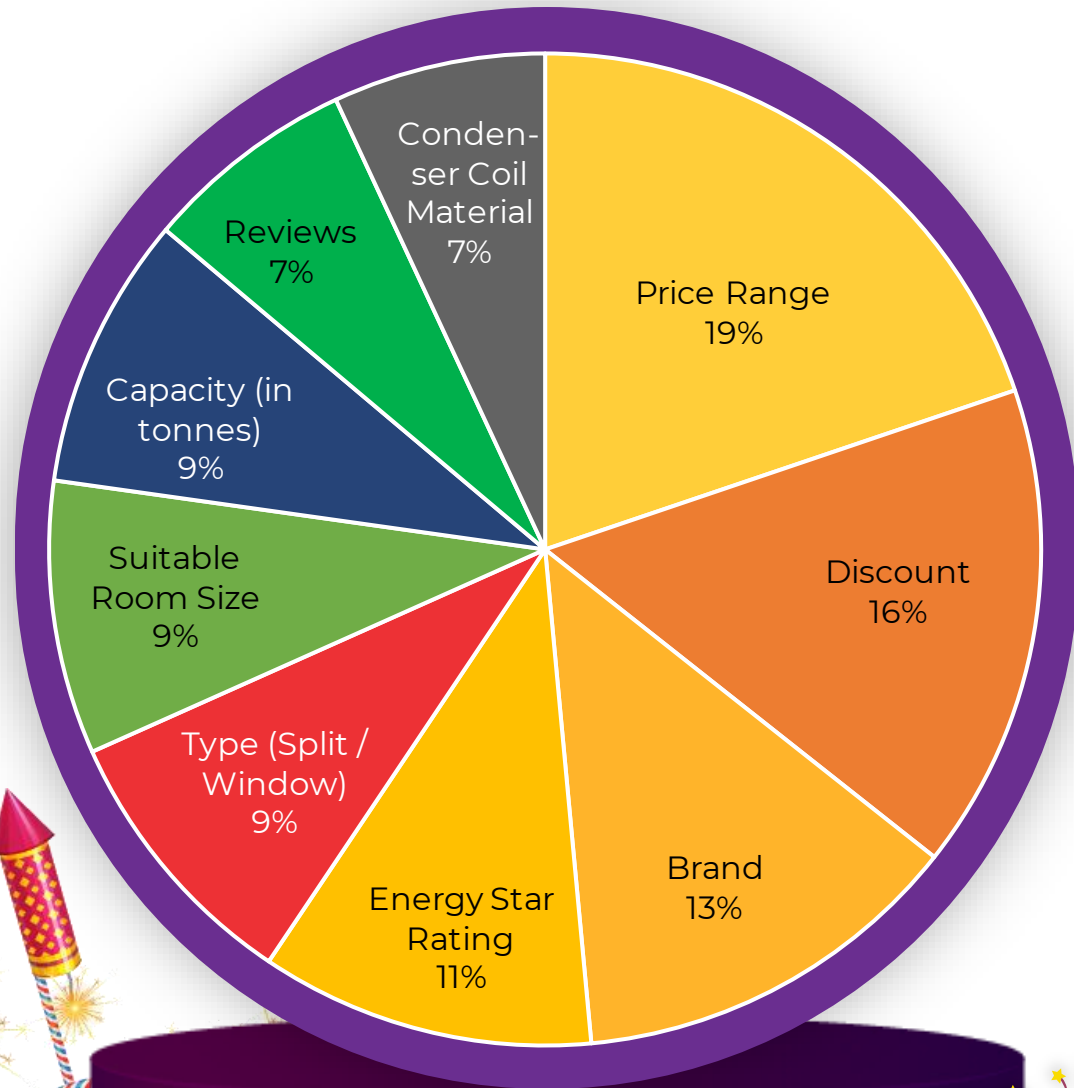
Brands sway the decision for Washing Machines

25% of the HT Media readers say that the 'Brand' is the top factor that will help them buy the Washing Machine.

Type of Washing Machine – Fully/Semi Automatic and Warranty & Service Network come at 2nd and 3rd spot, respectively.

Factors deciding the purchase of **Washing Machines**





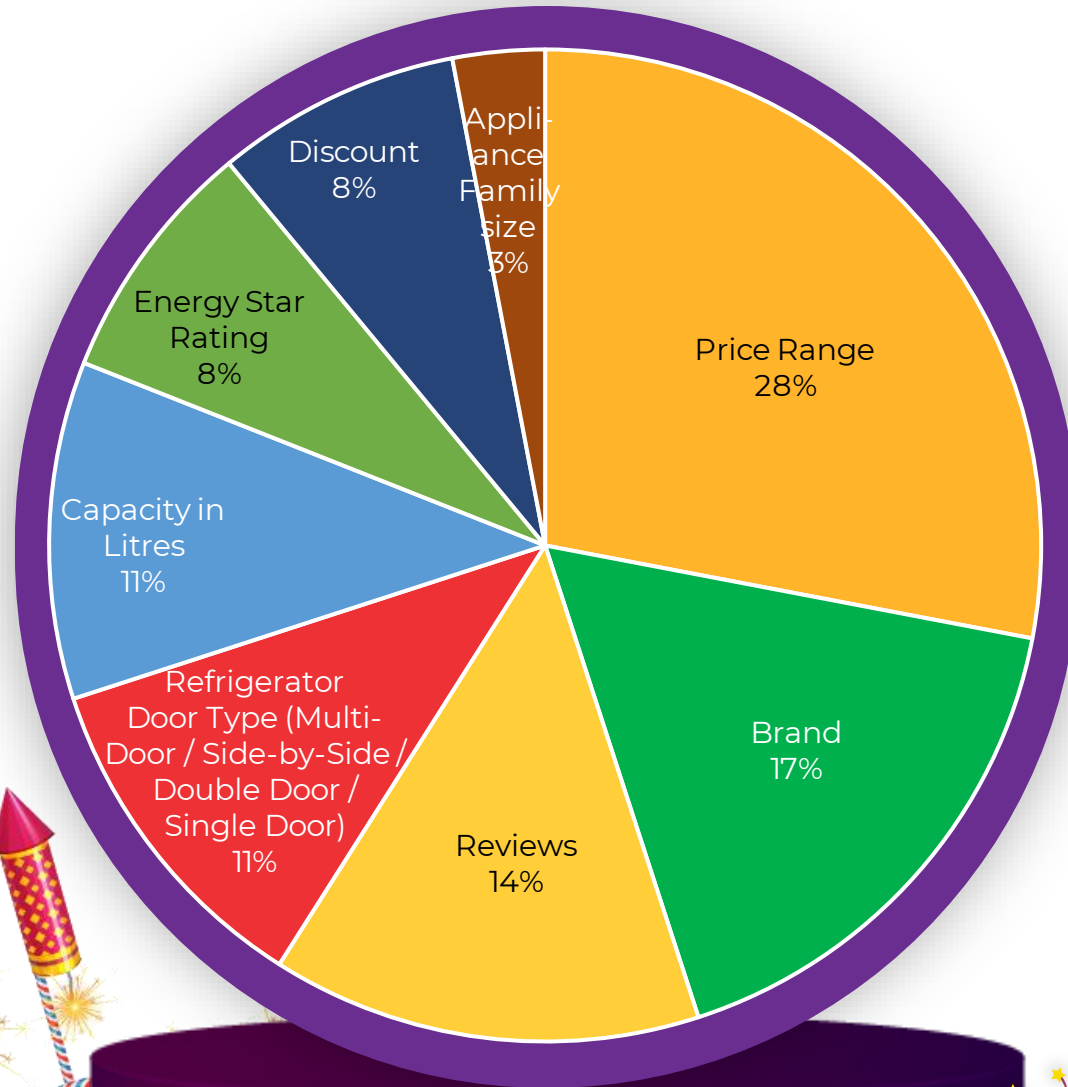
N = 45

Price & Discounts are the key to the AC Buying decision

While deciding on the Air Conditioner, the price range is the key deciding factor followed by Discounts, and Brands.

Factors deciding the purchase of Air Conditioners





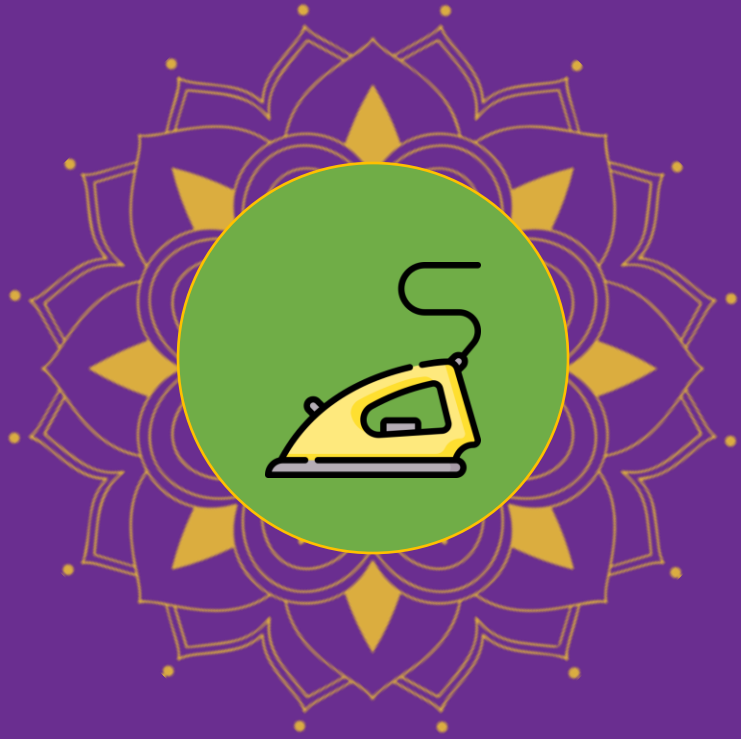
N = 36

Price & Brand influence the decision to buy a Refrigerator

Before choosing the refrigerator to buy, shoppers will evaluate the Price Range, Brands, and Reviews from other buyers.

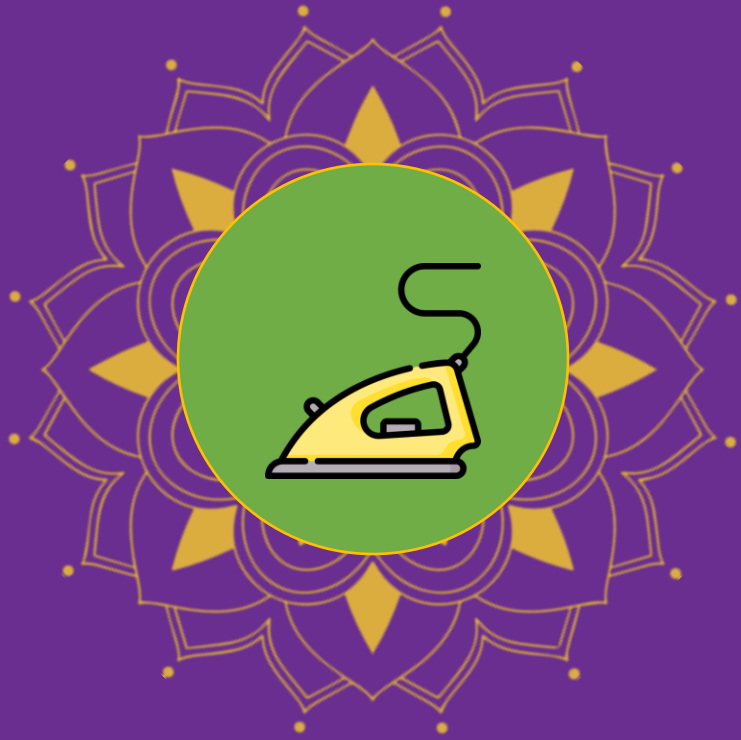
Factors deciding the purchase of Refrigerators





SMALL APPLIANCES





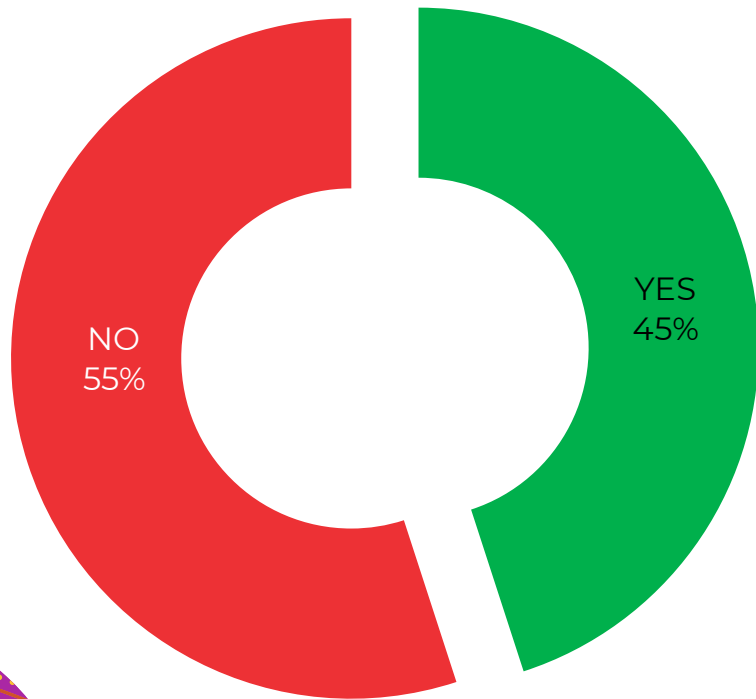
SMALL APPLIANCES

Intent &
Consumption
Insights



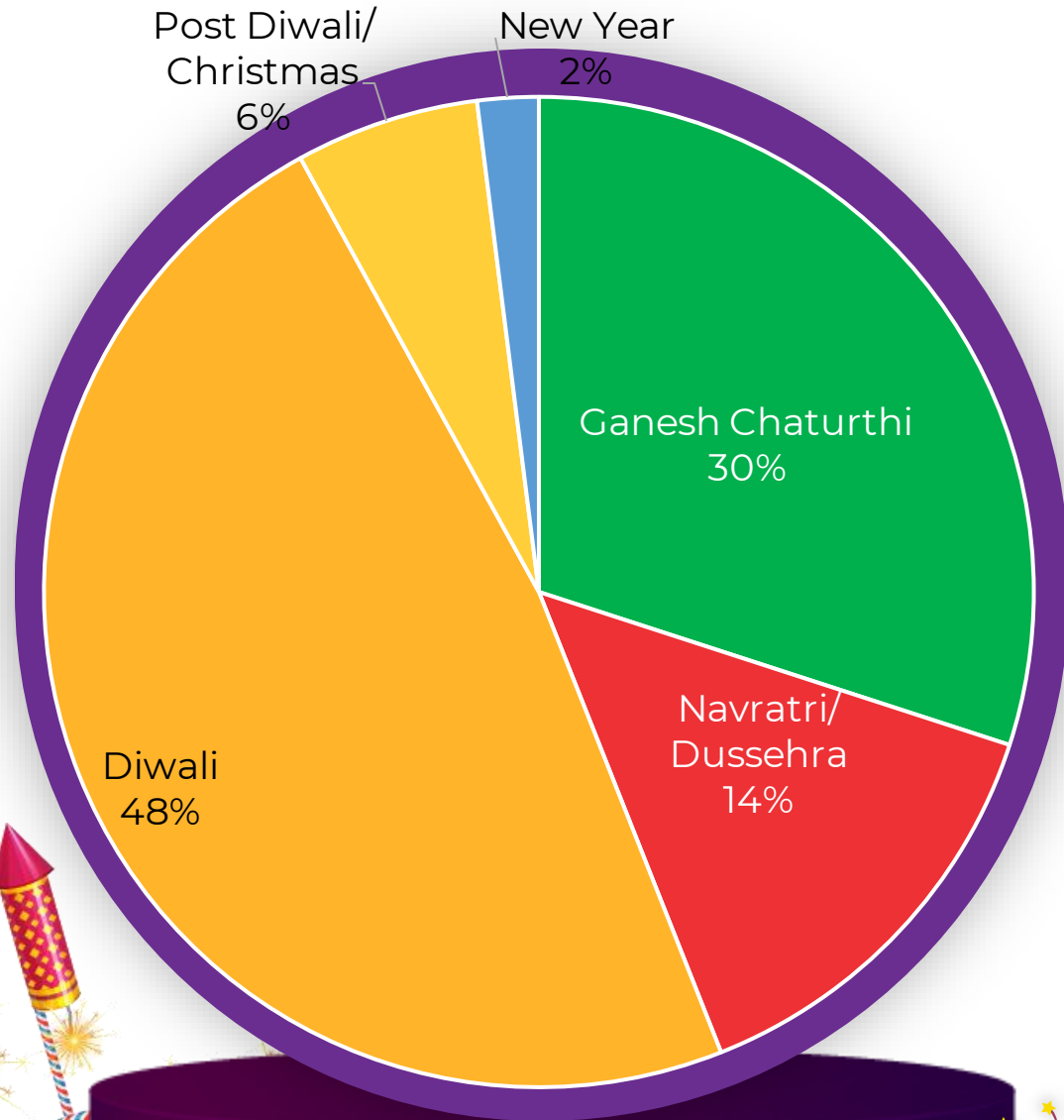
Small Appliances

- Market Outlook



45% of the HT Media readers plan to buy small appliances ((Mixer, Juicer, Water Purifier, Hair Dryer) this festive season.





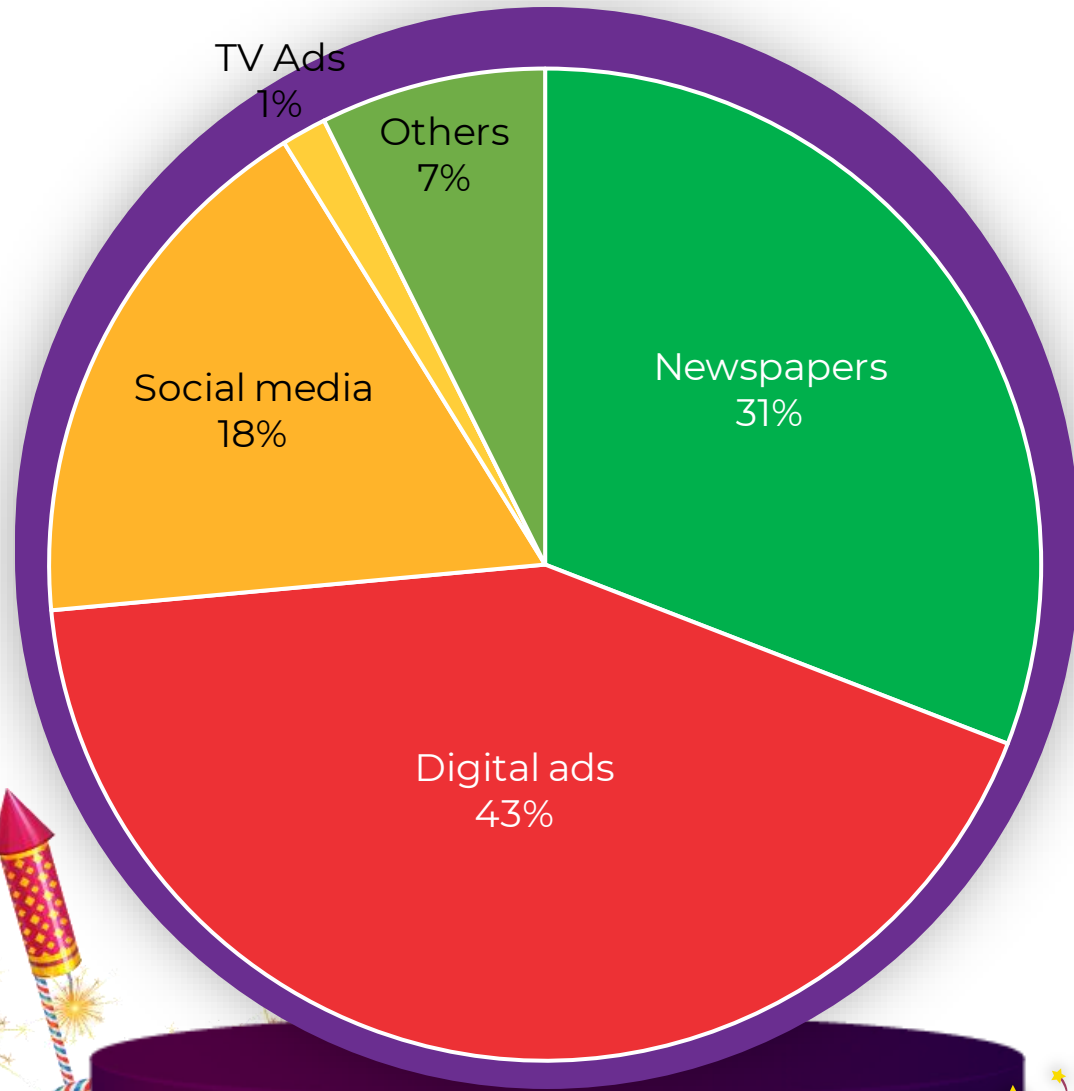
N = 50

Sales increase can be seen during Diwali

30% users plan to purchase during Ganesh Chaturthi while 14% plan on Navratri/Dussehra seasons.

Occasion when planned to buy small appliances





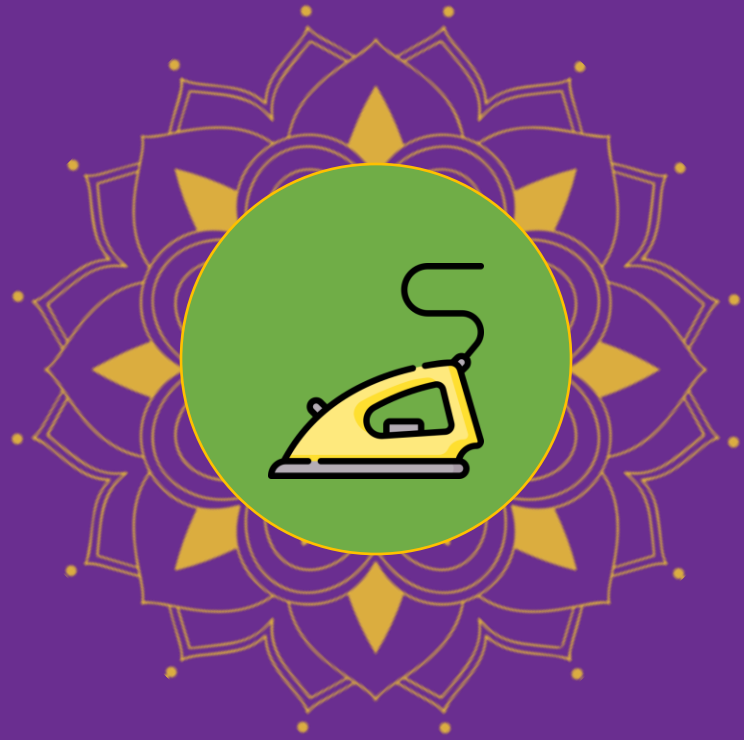
Digital Ads is the lead source of information

Newspapers stand at second spot with 31% while Social media holds the third spot with 18%.

N = 68



Source of Information on small appliances brands launched & discounts



SMALL APPLIANCES

Channel & Brand
Preferences



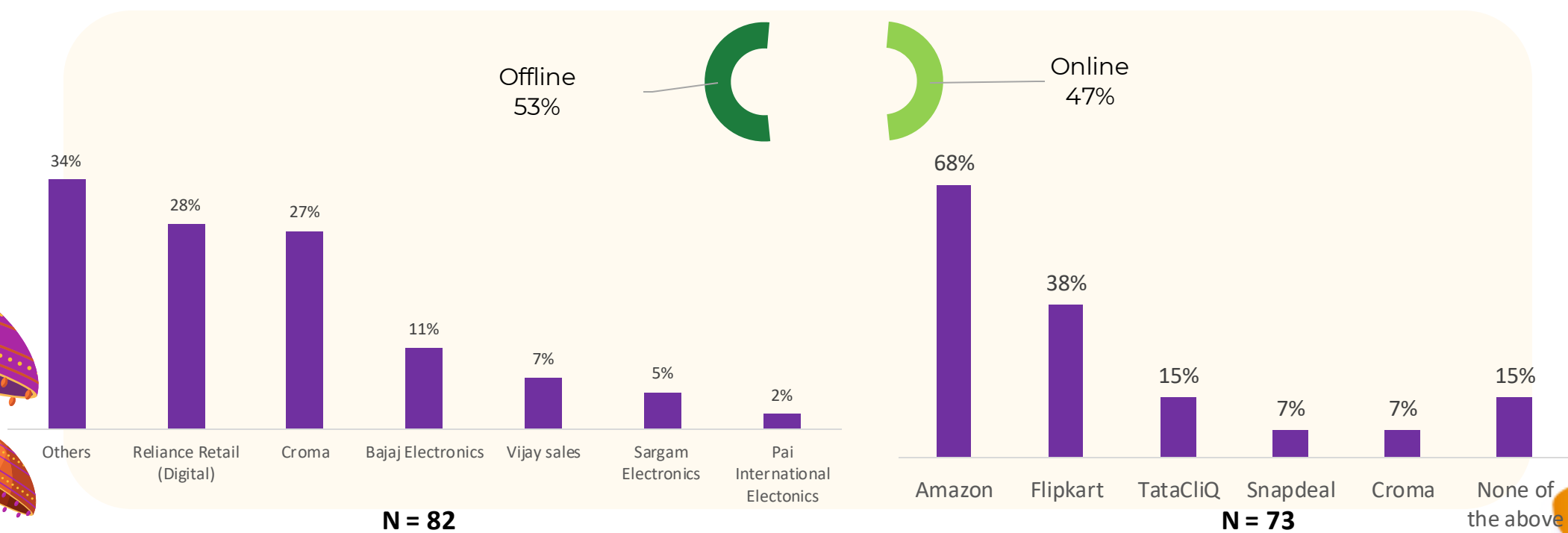


Small Appliances

- Modes of Shopping

In terms of channel of purchase, both online & offline modes are equally preferred, with offline stores having slight edge over their online competitors. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

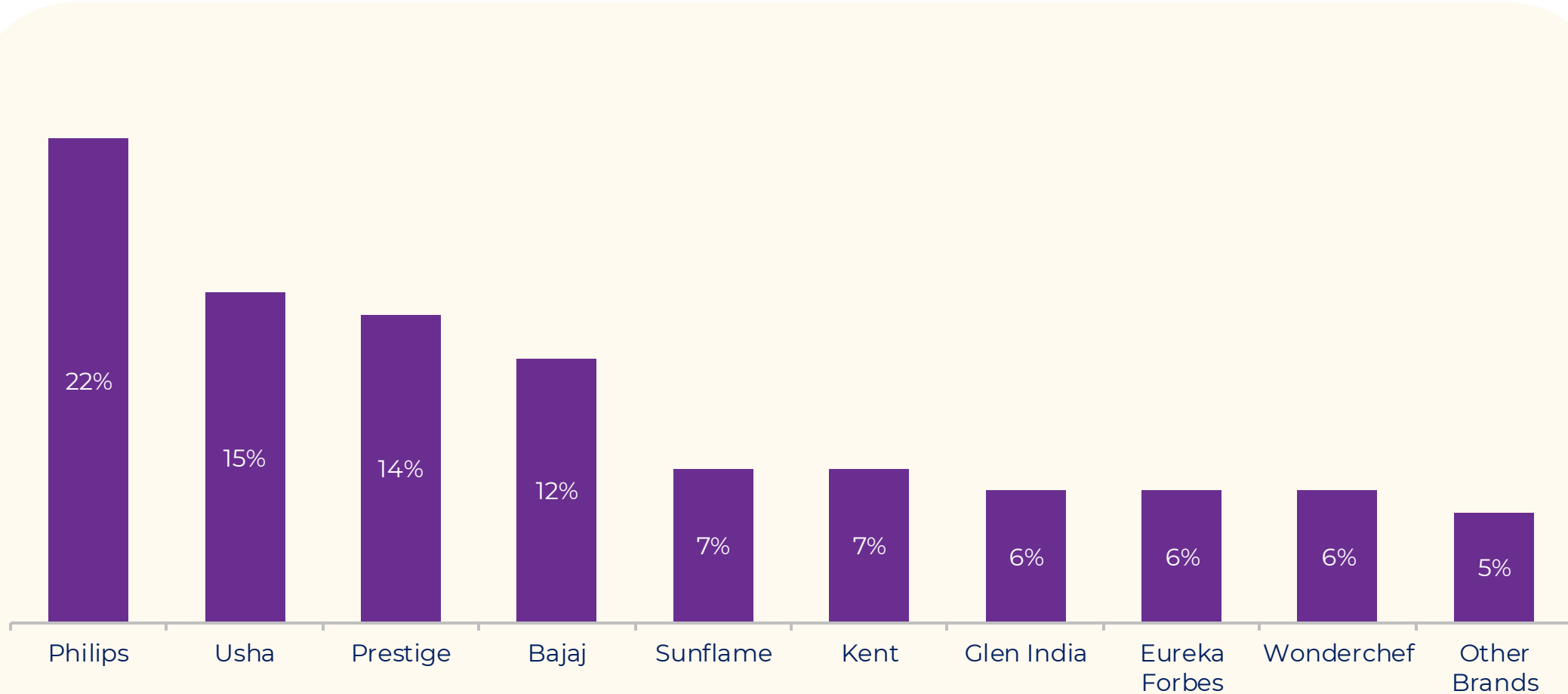
Amazon stands out among the online platforms with 68% share followed by Flipkart with 38%. Among offline stores regional players are chosen over the national retailers. Reliance Digital & Croma edge come second & third, respectively.



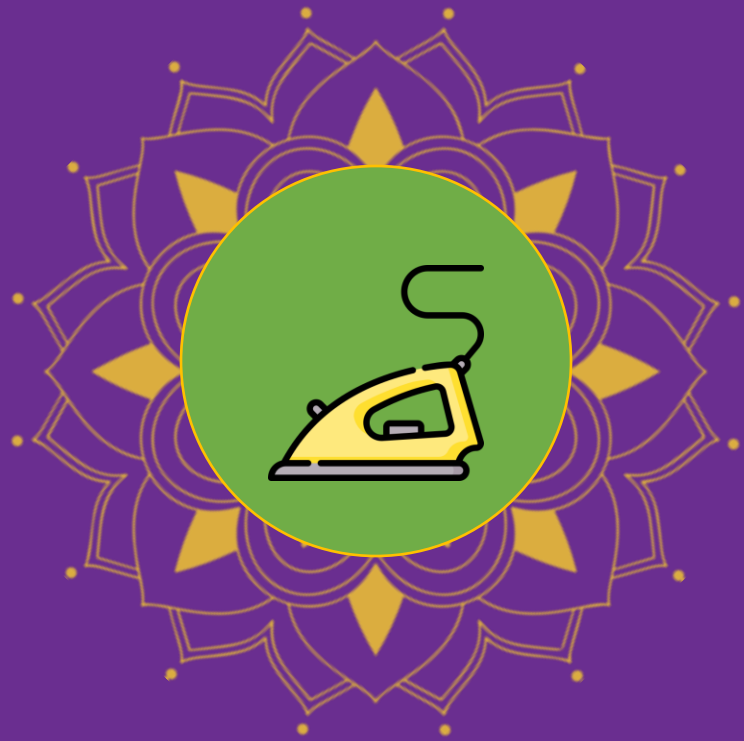
Small Appliances – Top Brands



Philips (22%) followed by **USHA (15%)**, **Prestige (14%)** and **Bajaj (12%)**, is the top brand in the consideration set of shoppers planning to buy small home appliances this festive season.



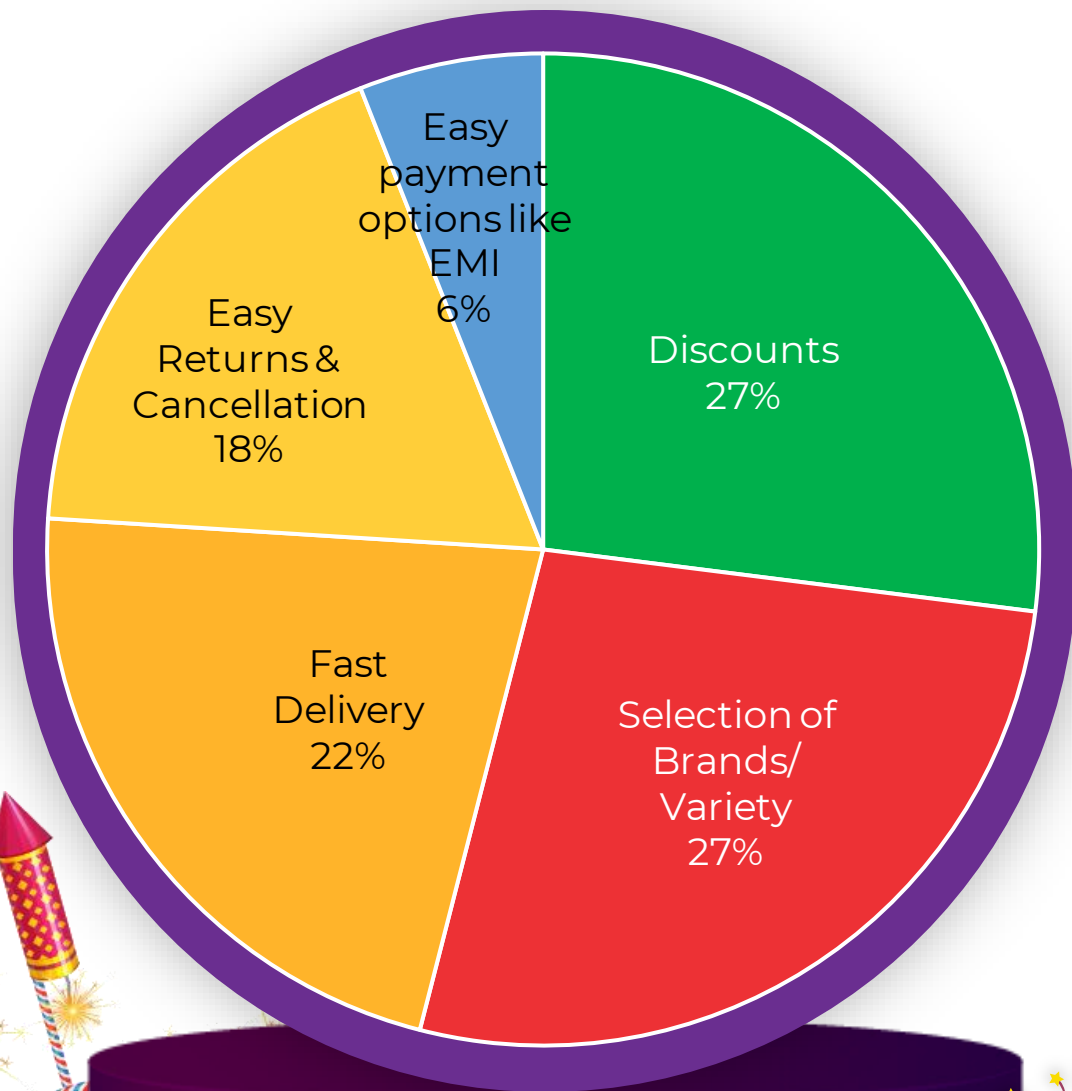
N = 125



SMALL APPLIANCES

Purchase Attributes





Discounts & Brand Options Top the Charts

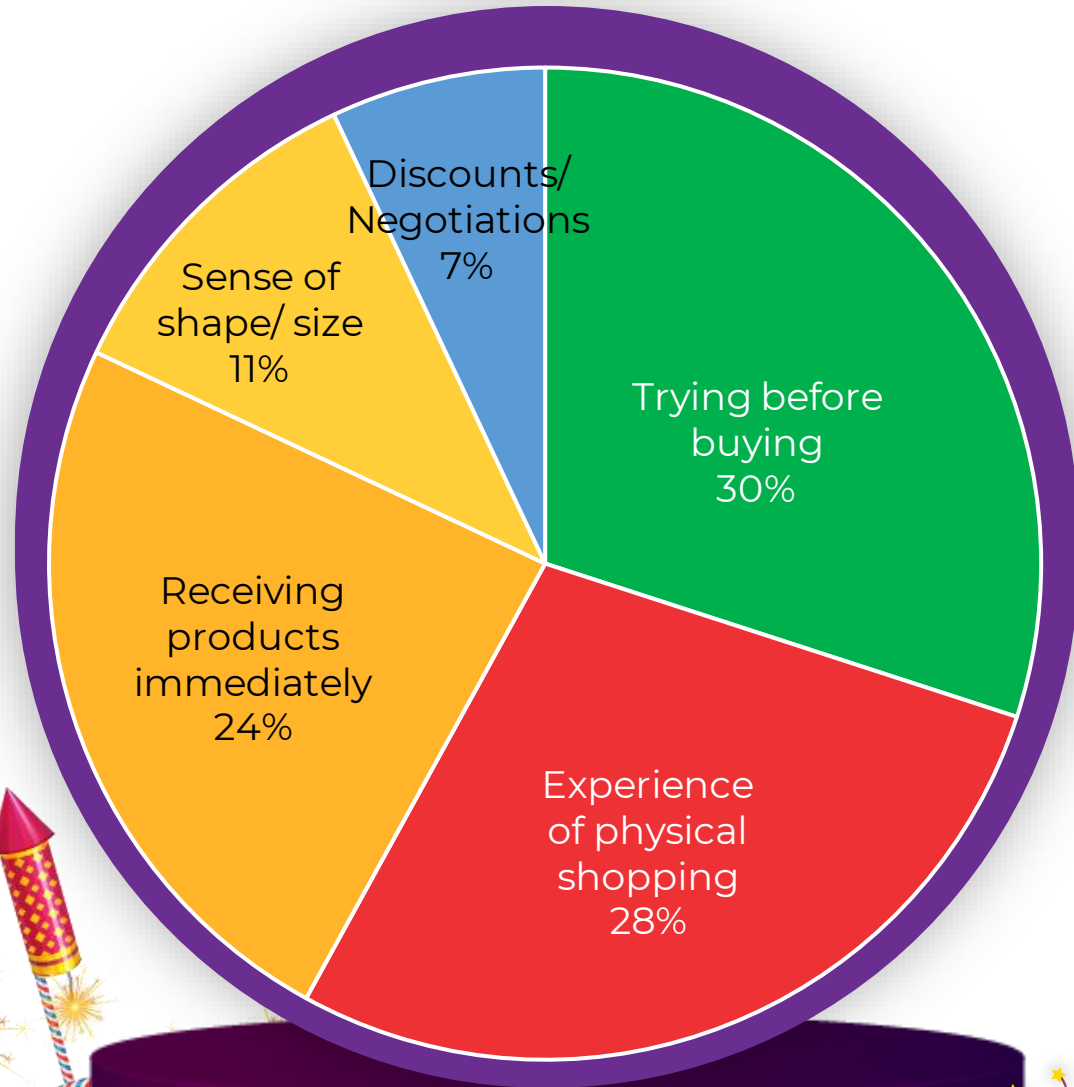
Shoppers look for best prices (**discounts**) and a **range of brands** to choose from before deciding on the eCommerce website or apps to shop appliances from.

Fast delivery is also an important factor.

N = 49

Factors deciding **online platforms** for shopping for Small Appliances





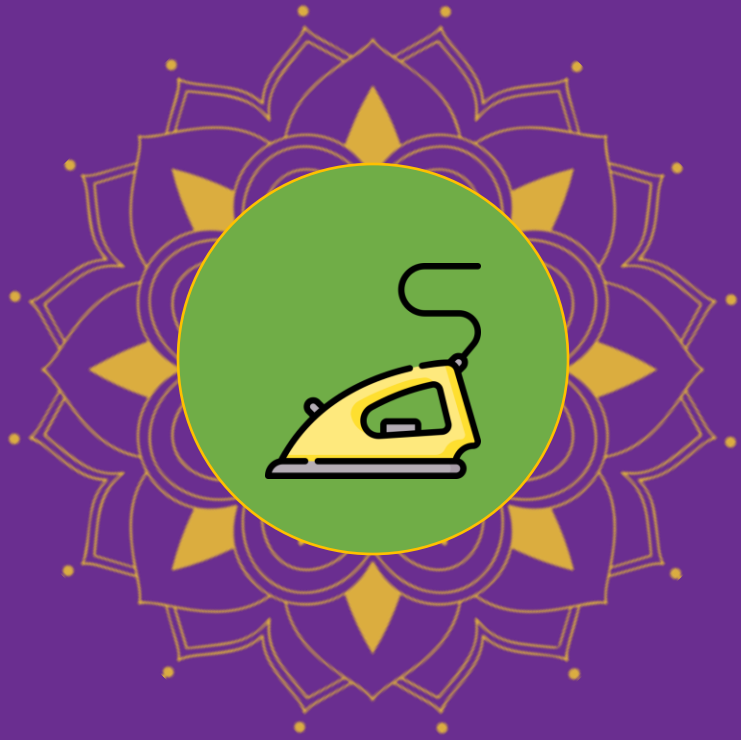
Trying the Appliance Before Buying is Crucial

In-store experience of **trying** and **testing** the appliances, a great **physical shopping experience**, and **receiving the products immediately** are the key factors for shoppers to choose the physical store to shop from.

N = 46

Factors deciding **offline stores** for shopping for Small Appliances





SMALL APPLIANCES

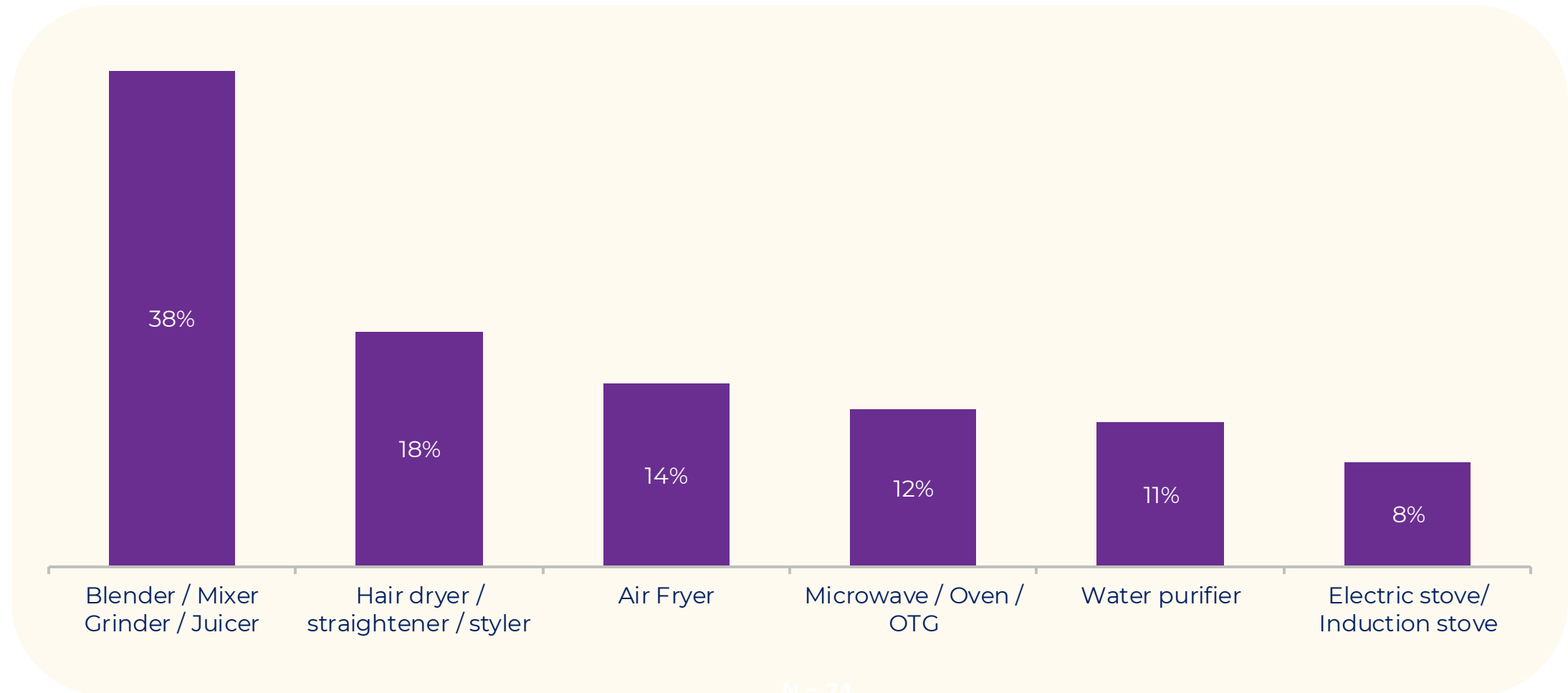
Sub-category Consumption Insights



Small Appliances – Top Categories

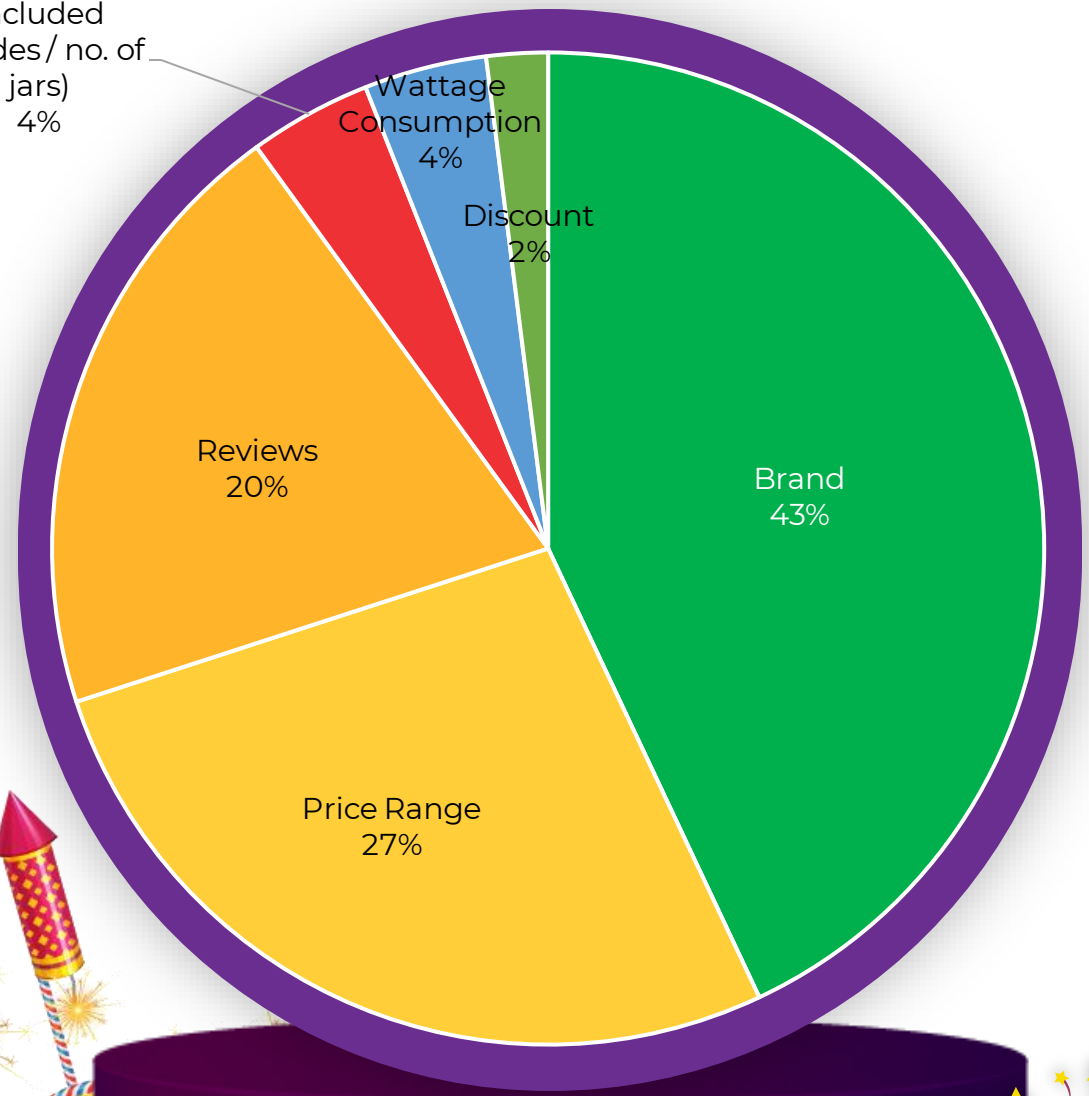


Among the small appliances, 38% of the tentative shoppers look forward to buy a **Blender / Mixer Grinder / Juicer** this season, While 18% say they may buy a Hair dryer / straightener / styler followed by 14% who opt for an Air Fryer.





Accessories included (blades/ no. of jars) 4%



N = 51

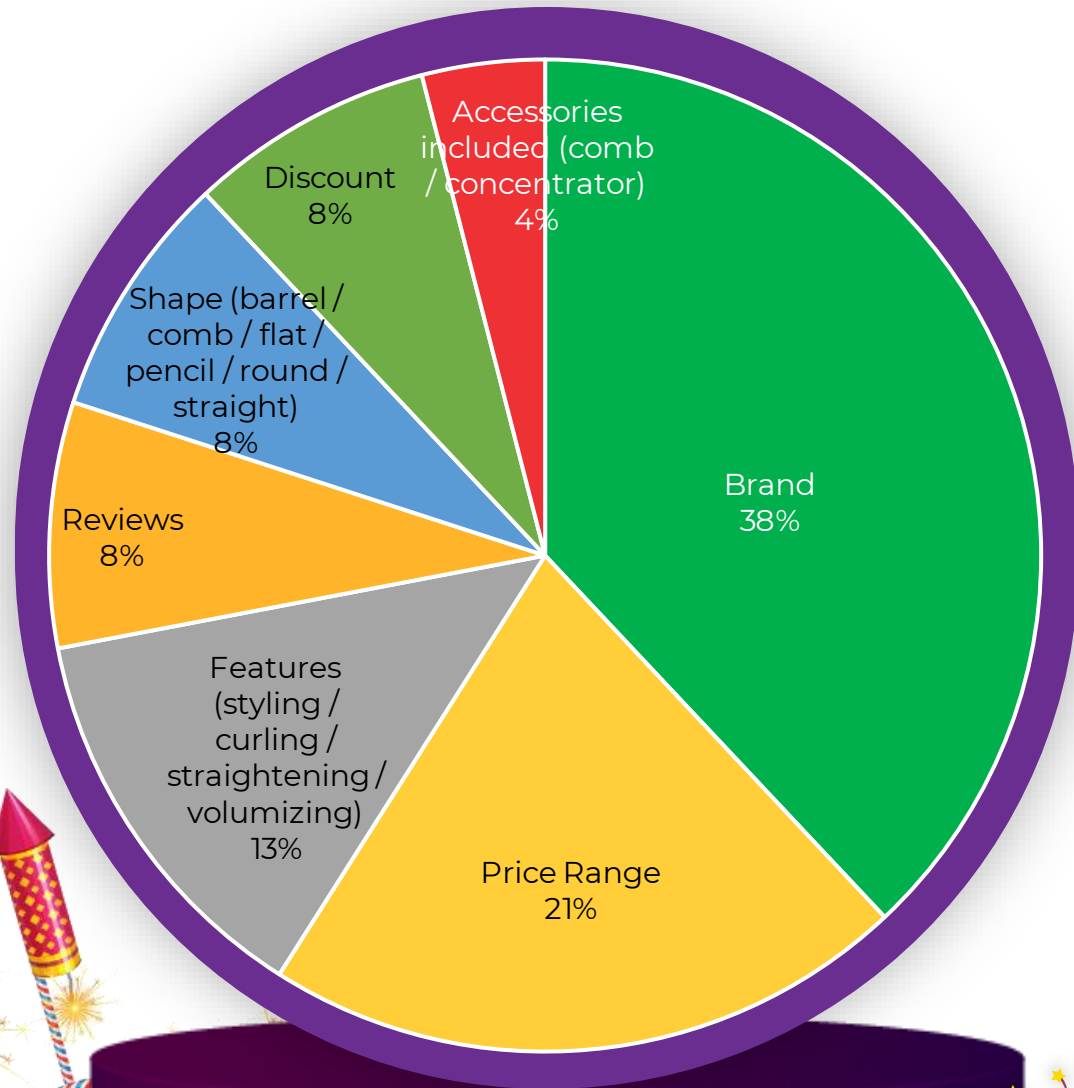
Brand is Paramount

Shoppers will select the Blender / Mixer Grinder / Juicer predominantly based on the **brand**.

Price range is the second most important factor.

Factors deciding the purchase of **Blender / Mixer Grinder / Juicer**





N = 24

Brand is Crucial

More than 1 in 3 shopper will decide on the Hair dryer / straightener / styler to buy based on the manufacturing **brand**.

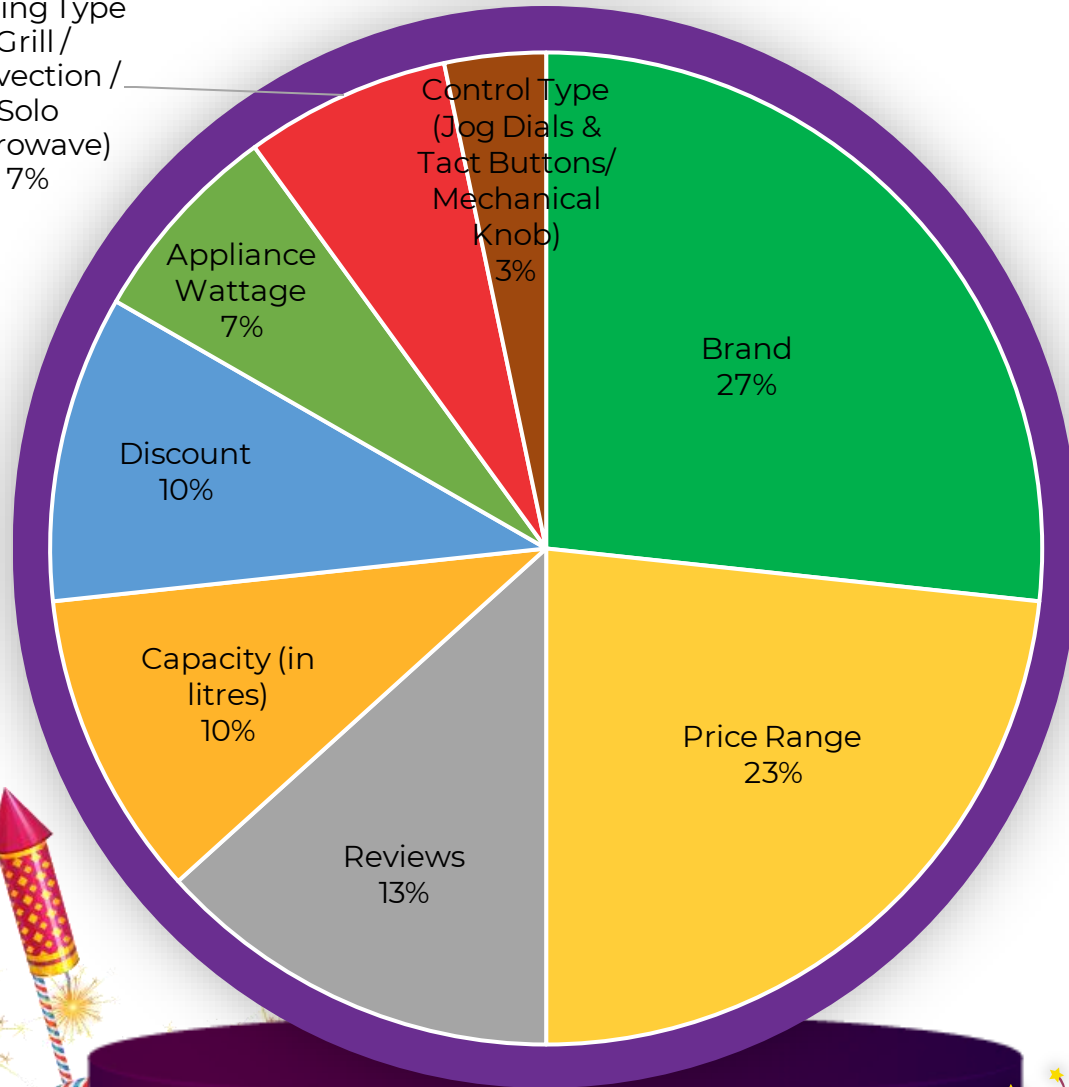
1 in 5 will see the price range before making the buying decision.

Factors deciding the purchase of Hair dryer / straightener / styler





Wall Oven
Heating Type
(Grill/
Convection/
Solo
Microwave)
7%



N = 30

Brands & Price are the key influencers

Brands & the Price Range are equally important for shoppers while they make the decision to buy a Microwave / OTG / OVEN.

Factors deciding the purchase of Microwave / Oven / OTG





APPAREL & FOOTWEAR

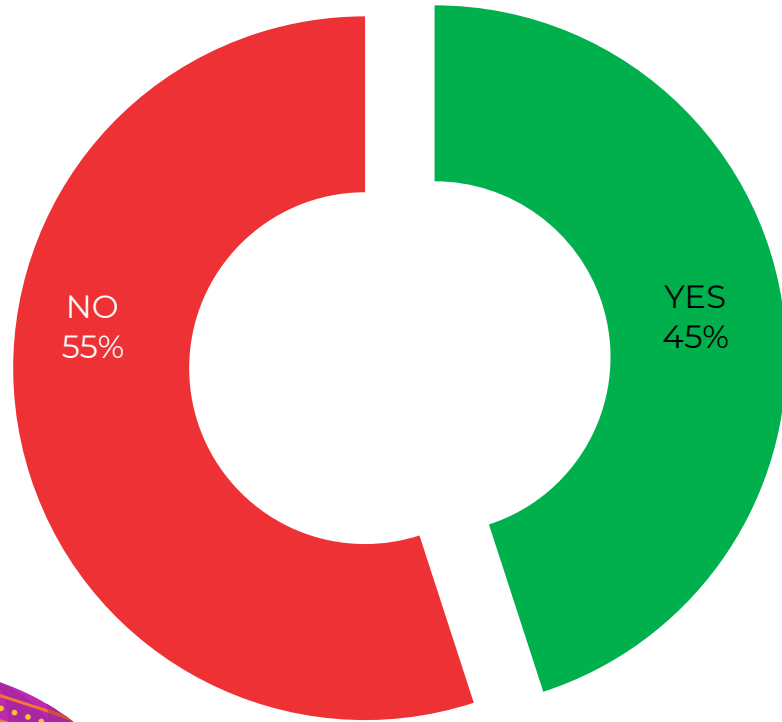




APPAREL & FOOTWEAR

Intent & Consumption
Insights





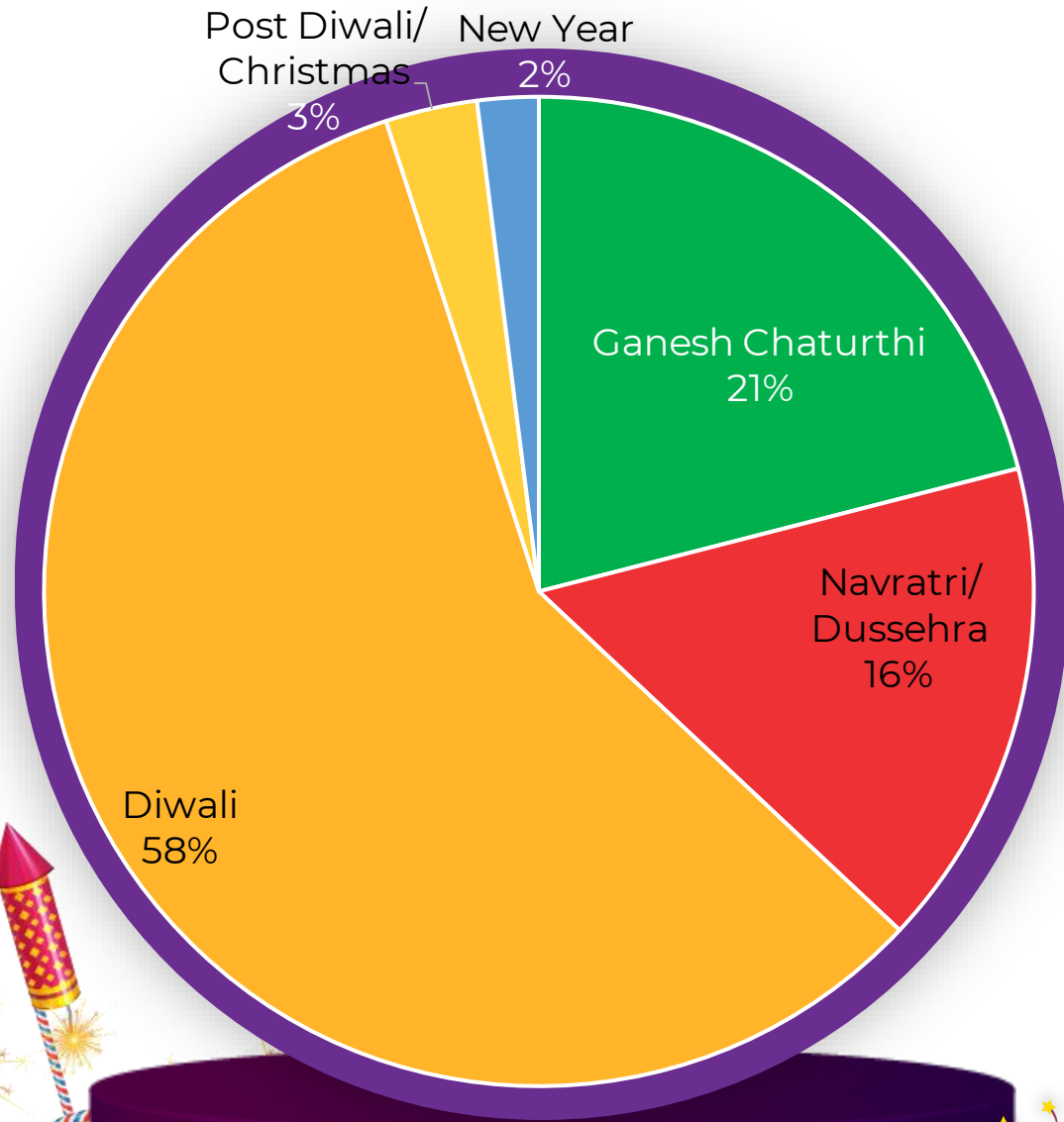
N = 352

Apparel & Footwear

– Market Outlook

45% of the **HT Media readers** plan to buy apparel & footwear this festive season.





N = 38

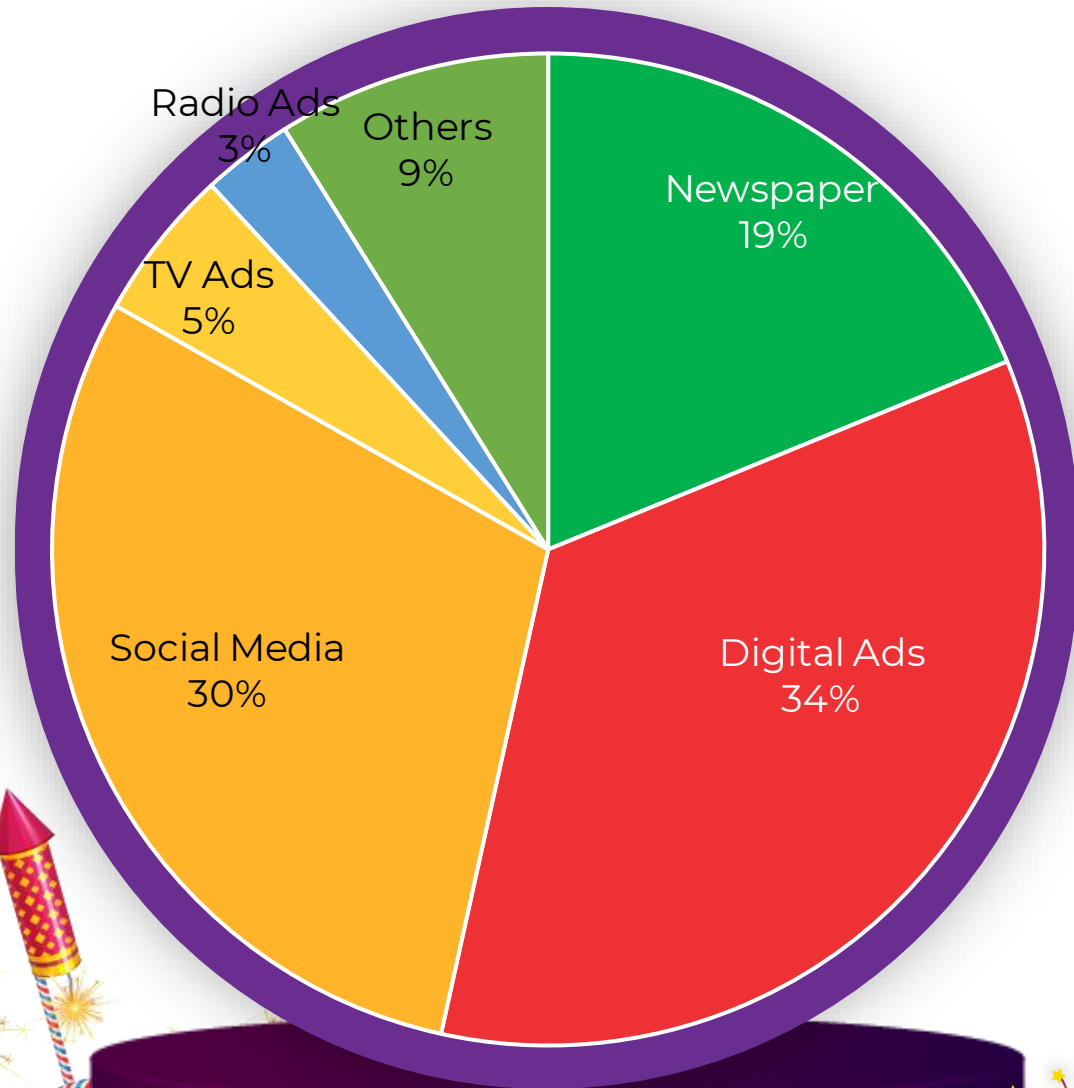
Sales to Boost during Diwali

Around 60% of users rock this Diwali with traditional outfits while others prefer to buy during Ganesh Chaturthi with 21%

Christmas and New year are opted last preference.

Occasion when planned to buy apparel and footwear





N = 57

Social Media & Digital Ads are the top sources

Information from **Newspapers** stands next with 30% share.
TV and Radio Ads sources are preferred as least figures with 8% in total.

Source of Information on apparel & footwear brands launched & discounts





APPAREL & FOOTWEAR

Purchase Channel &
Brand Insights

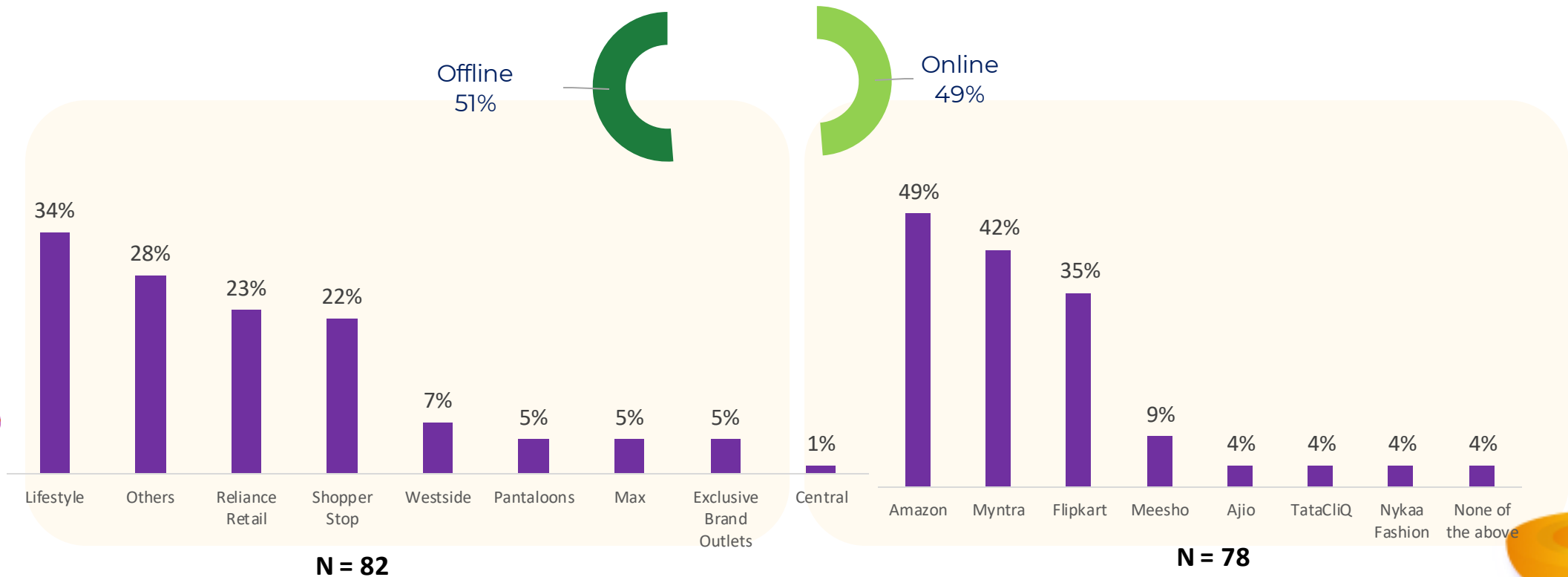




Apparel & Footwear – Modes of shopping

In terms of channel of purchase, both online & offline modes are equally preferred.

Amazon, Myntra & Flipkart are the top destinations for shopping online while, **Lifestyle** comes at top among the offline stores. Some readers said they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

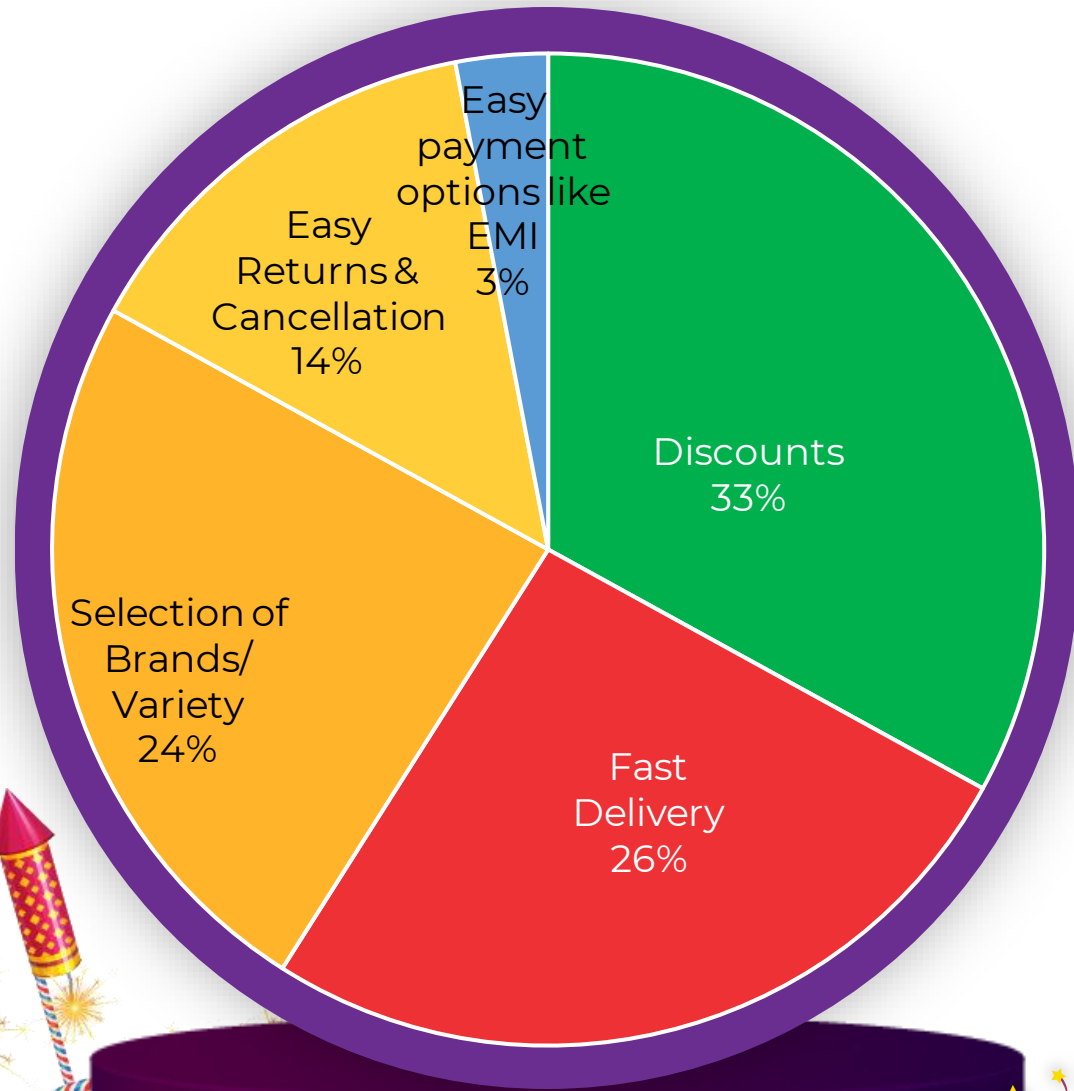




APPAREL & FOOTWEAR

Purchase
Attribute Insights





N = 72

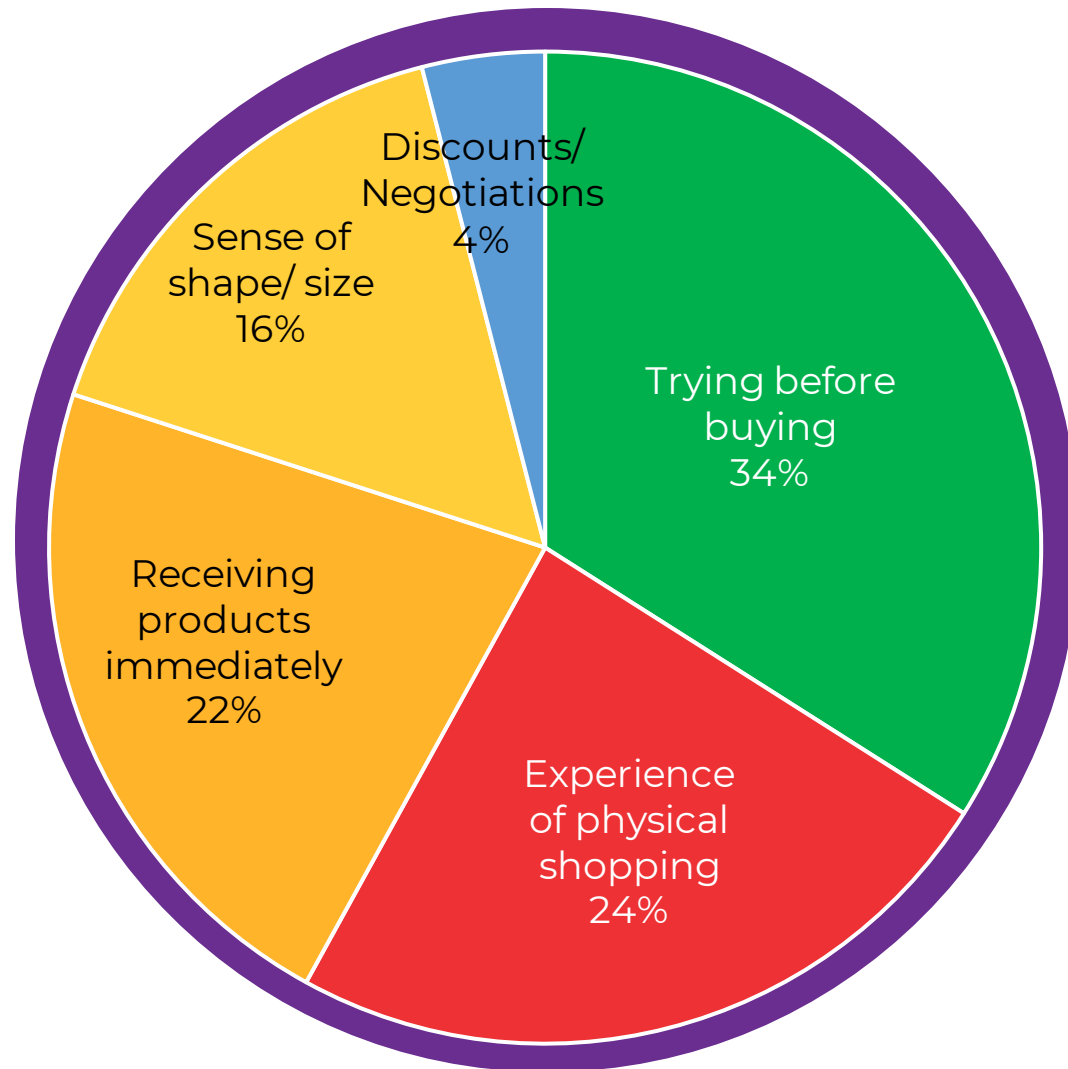
Discounts & Fast Delivery Decides the Online Channel

1 in 3 users say that higher 'Discounts' help them select the eCommerce platform for shopping apparel & footwear.

Only 3% of the shoppers will select the online platform based on 'Easy Payment Options'.

Factors deciding **online platforms** for buying Apparel & Footwear





N = 67

Offline Shopping Means Perfect Fittings

1 in 3 shopper chooses an offline store based on the ability to try products before buying.

While choosing the offline store to shop for Apparel & Footwear, 'Discounts' are the least important factor.

Factors deciding **physical stores** for buying Apparel & Footwear



GROCERY & HOMECARE





GROCERY & HOMECARE

Intent
& Consumption Insights





Grocery & Home Care

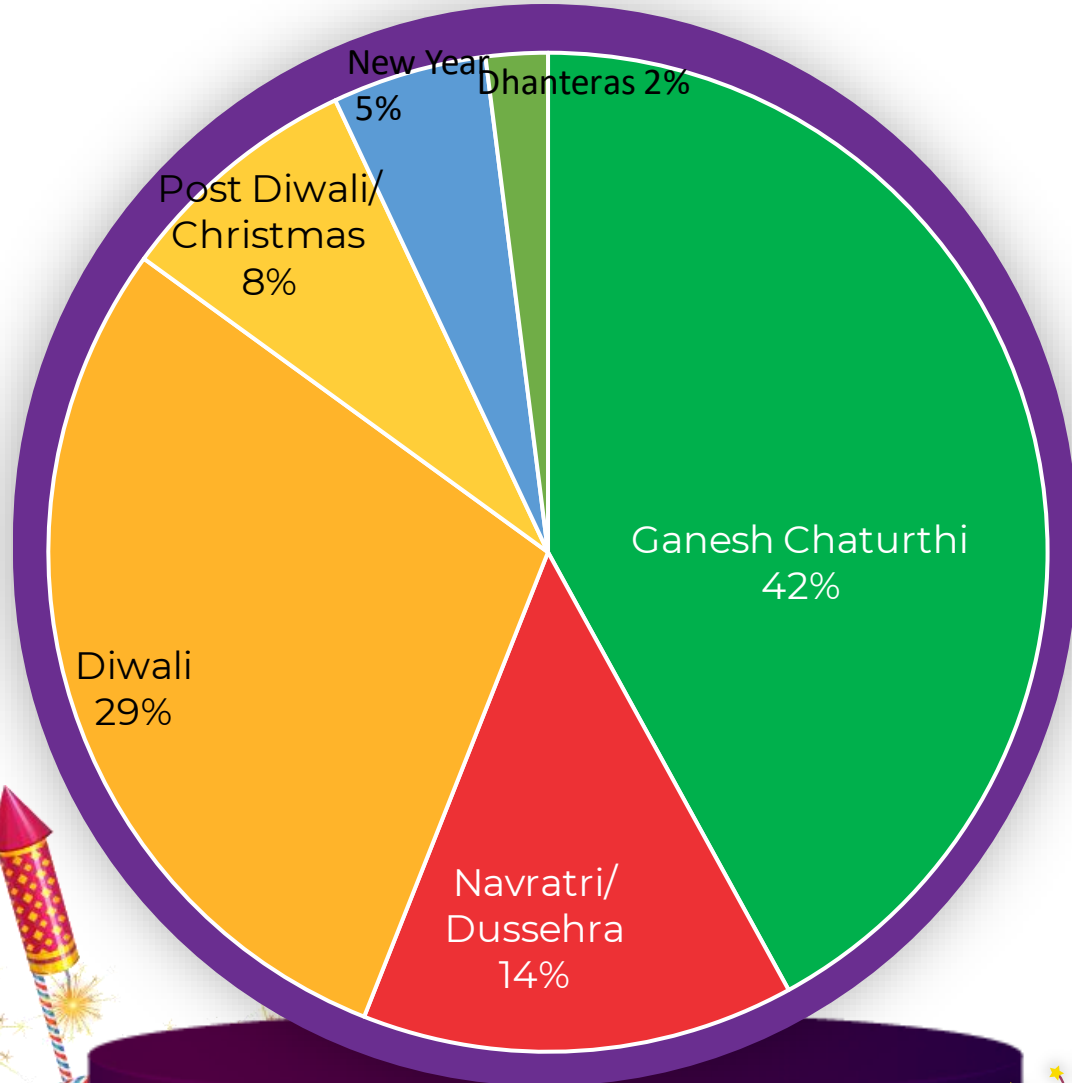
- Market Outlook



N = 251

55% of the **HT Media readers** say that they will buy Grocery & Home care products during festive seasons.





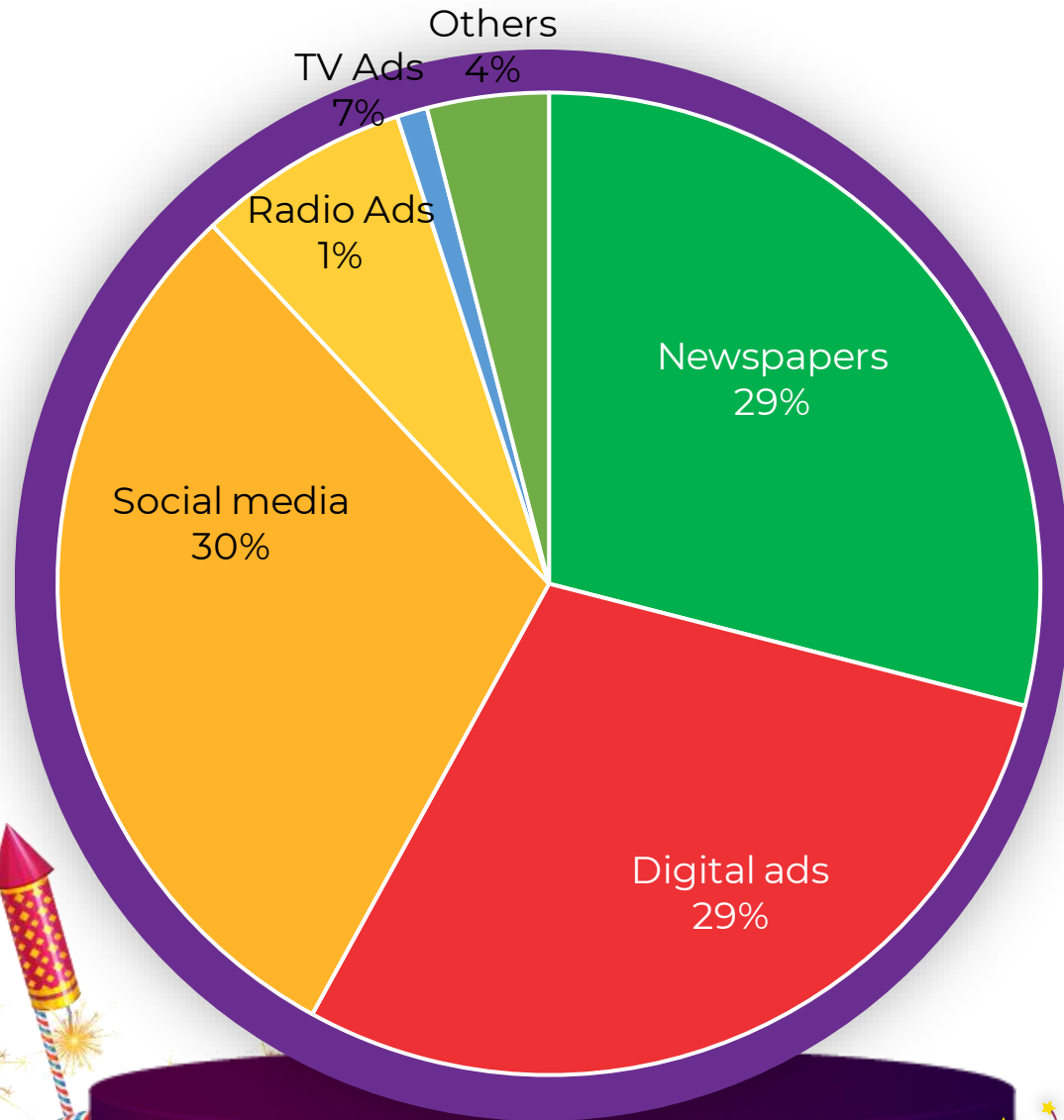
N = 65

Groceries shopping to kickoff during Ganesh Chaturthi

Around 29% users plan to purchase during Diwali, next comes Navratri/Dussehra seasons with 14% share

Occasion when planned to buy grocery and homecare





Shoppers rely equally on Social Media, Digital ads & Newspapers

HT Media readers get information about new launches, discounts and deals around groceries & home care products either from **Newspapers** or through **digital channels**.

N = 89

Source of Information on grocery and homecare brands launched & discounts





GROCERY & HOMECARE

Channel & Brand Insights



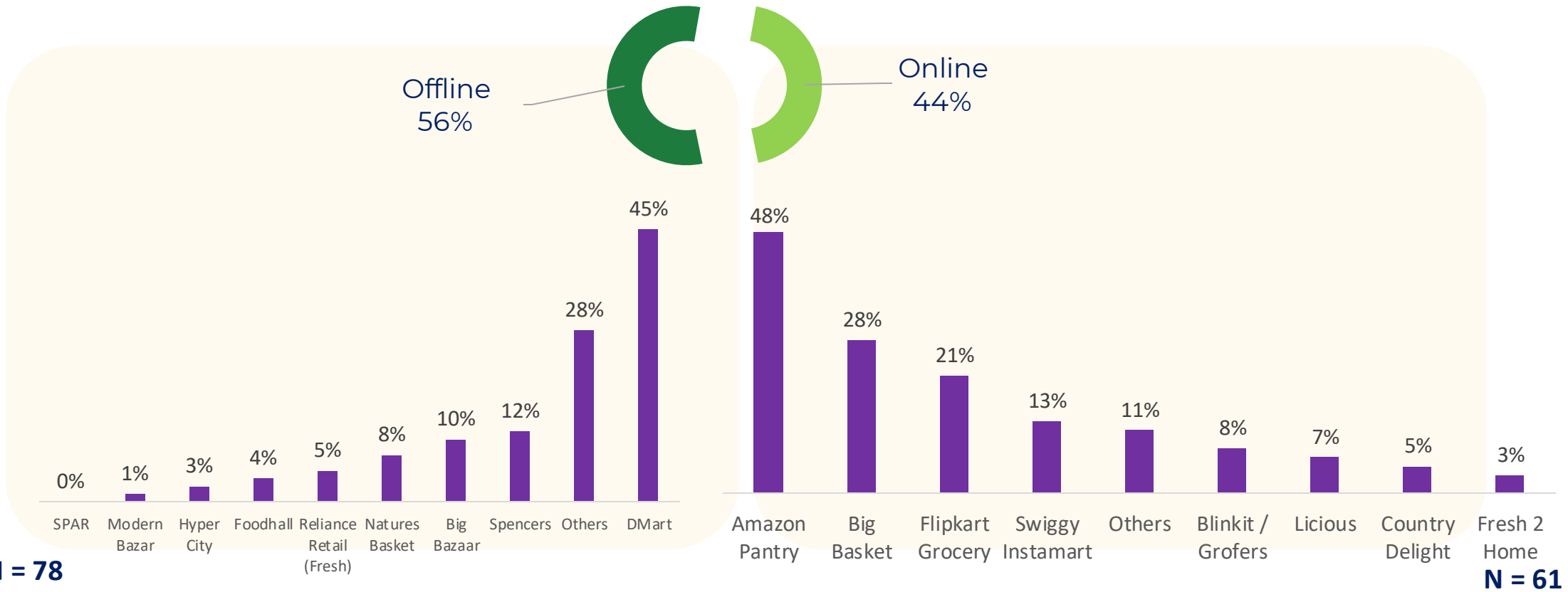


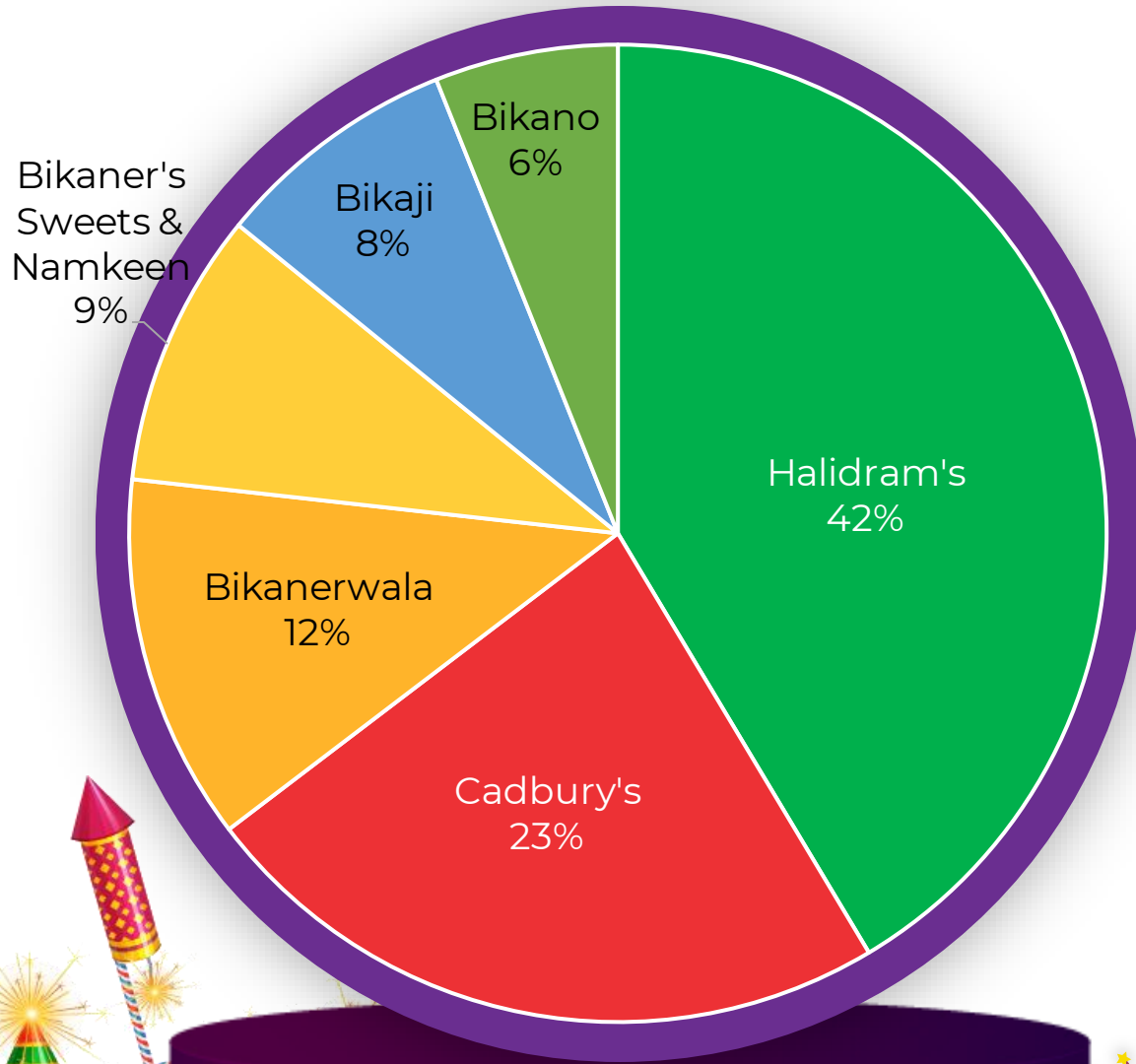
Grocery & Home Care

- Modes of Shopping

56% of the tentative shoppers may choose a physical store to shop for groceries & homecare products. Some readers indicated they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon Pantry, Big Basket & Flipkart Grocery are the top destinations for shopping online while, DMart, with 45% votes, stands out among the offline stores





Top Food Brands

Haldiram's is the Most Loved Brand

Followed by Cadbury's (23%).

N = 169





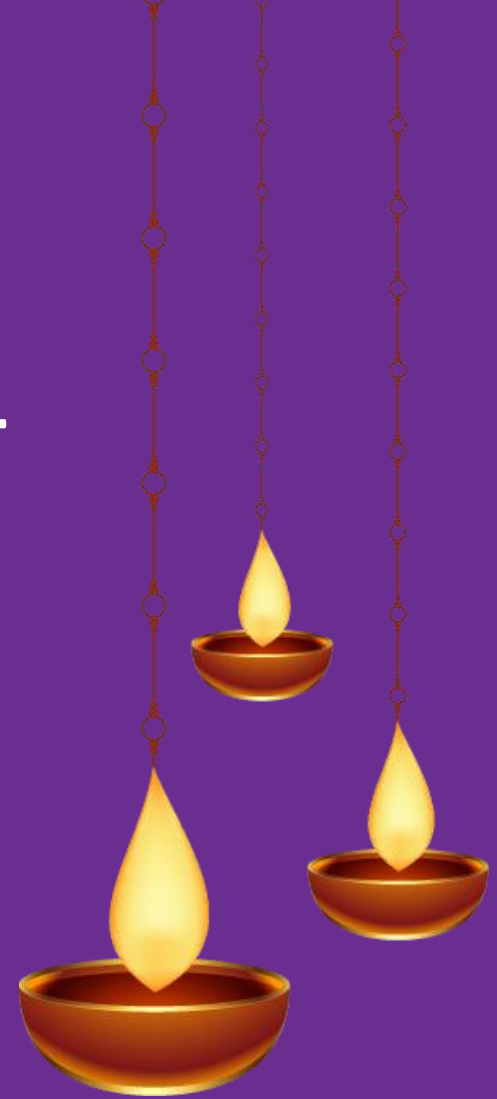
BEAUTY & PERSONAL CARE





BEAUTY & PERSONAL CARE

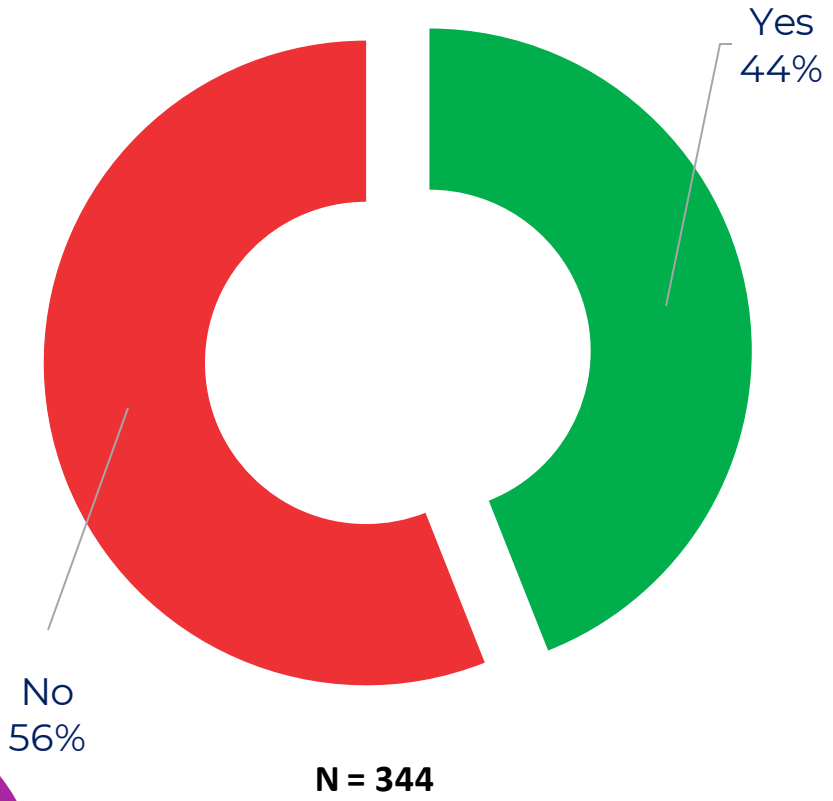
Intent &
Consumption
Insights





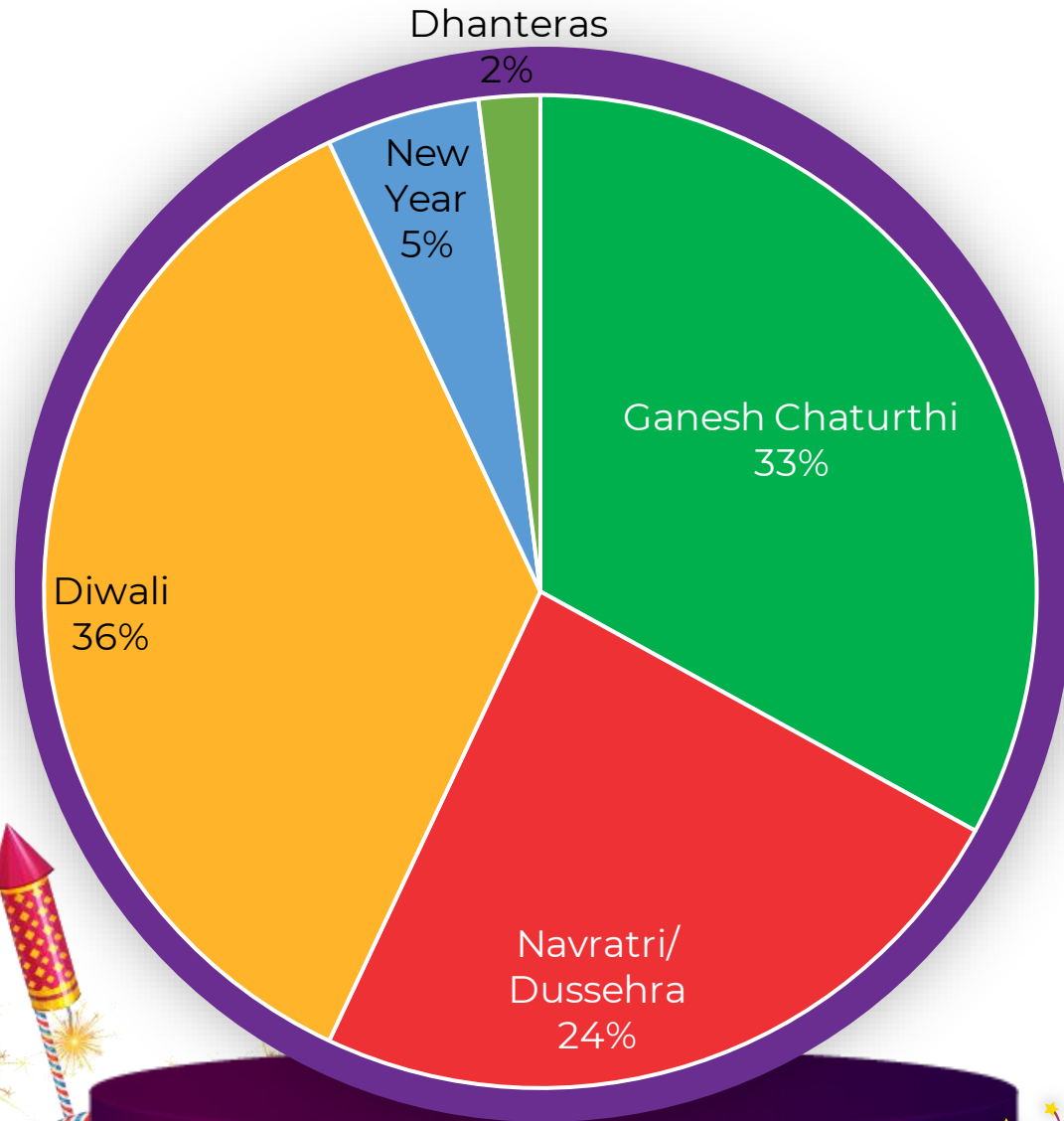
Beauty & Personal Care

- Market Outlook



44% of the **HT Media readers** say that they will buy Beauty & Personal care products during the festive seasons.





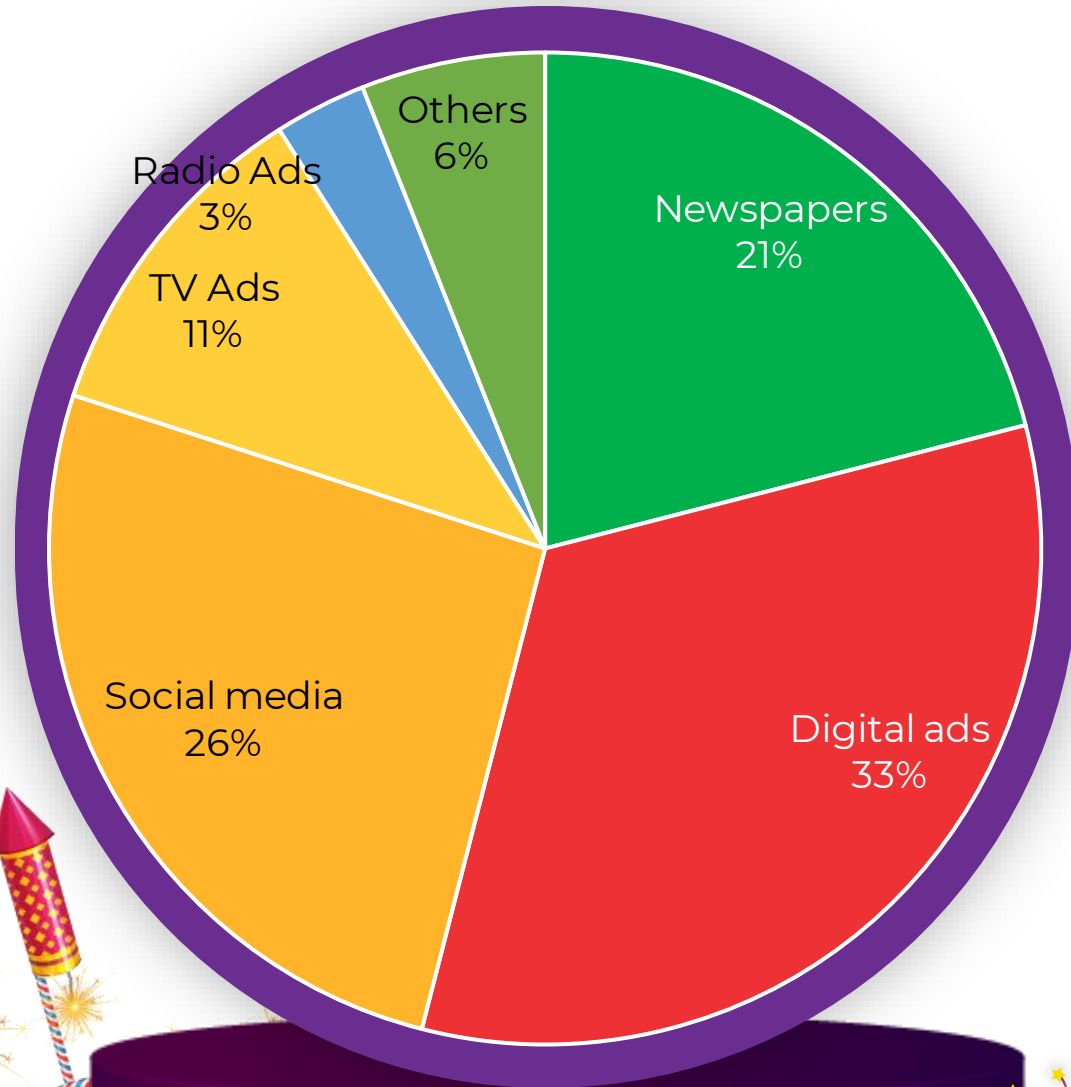
N = 42

Sales to boost during Diwali

Ganesh Chaturthi comes close with 33% while one fourth of the respondents may shop at the time of Navratri/Dussehra season.

Occasion when planned to buy beauty & personal care





N = 66

Digital ads dominate information source

More than one fourth of the users rely on social media as the source of information while newspapers contribute a decent share of 21%.

Source of Information on beauty & personal care brands launched & discounts





BEAUTY & PERSONAL CARE

Channel & Brand Preferences



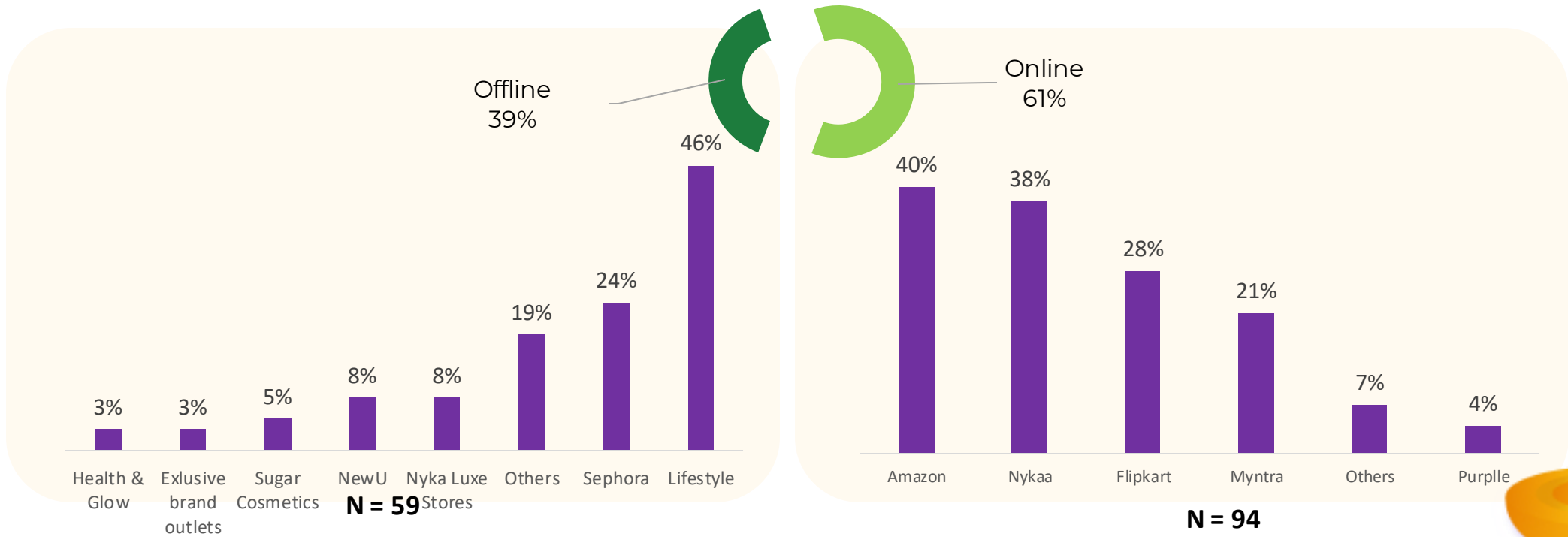


Beauty & Personal Care

- Modes of Shopping

Online channels are preferred by **61%** of the respondents for buying beauty & personal care products.

Amazon, Nykaa & Flipkart are the top destinations for shopping online while, Lifestyle and Sephora are the favorite offline stores in the category.

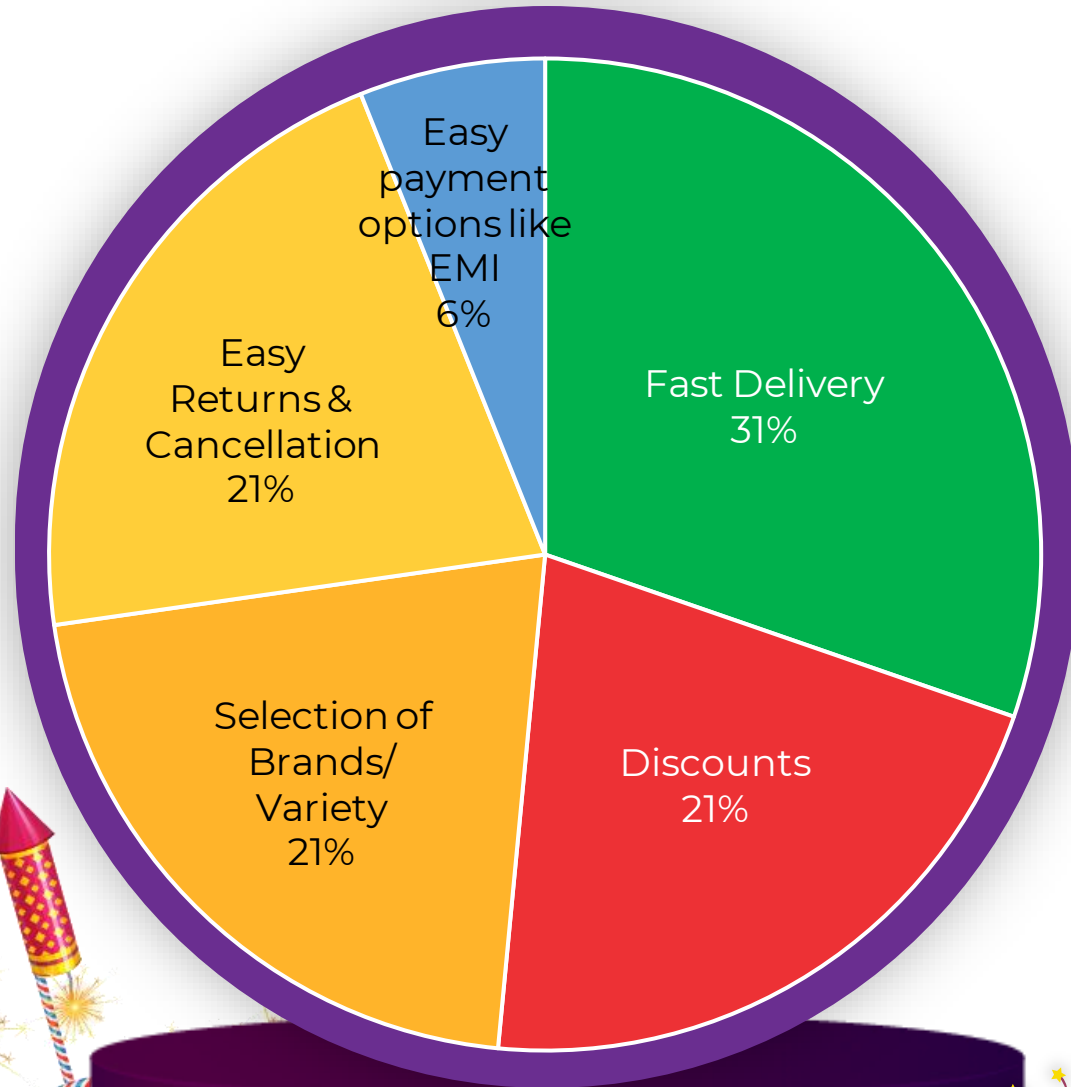




BEAUTY & PERSONAL CARE

Purchase Attributes





N = 66

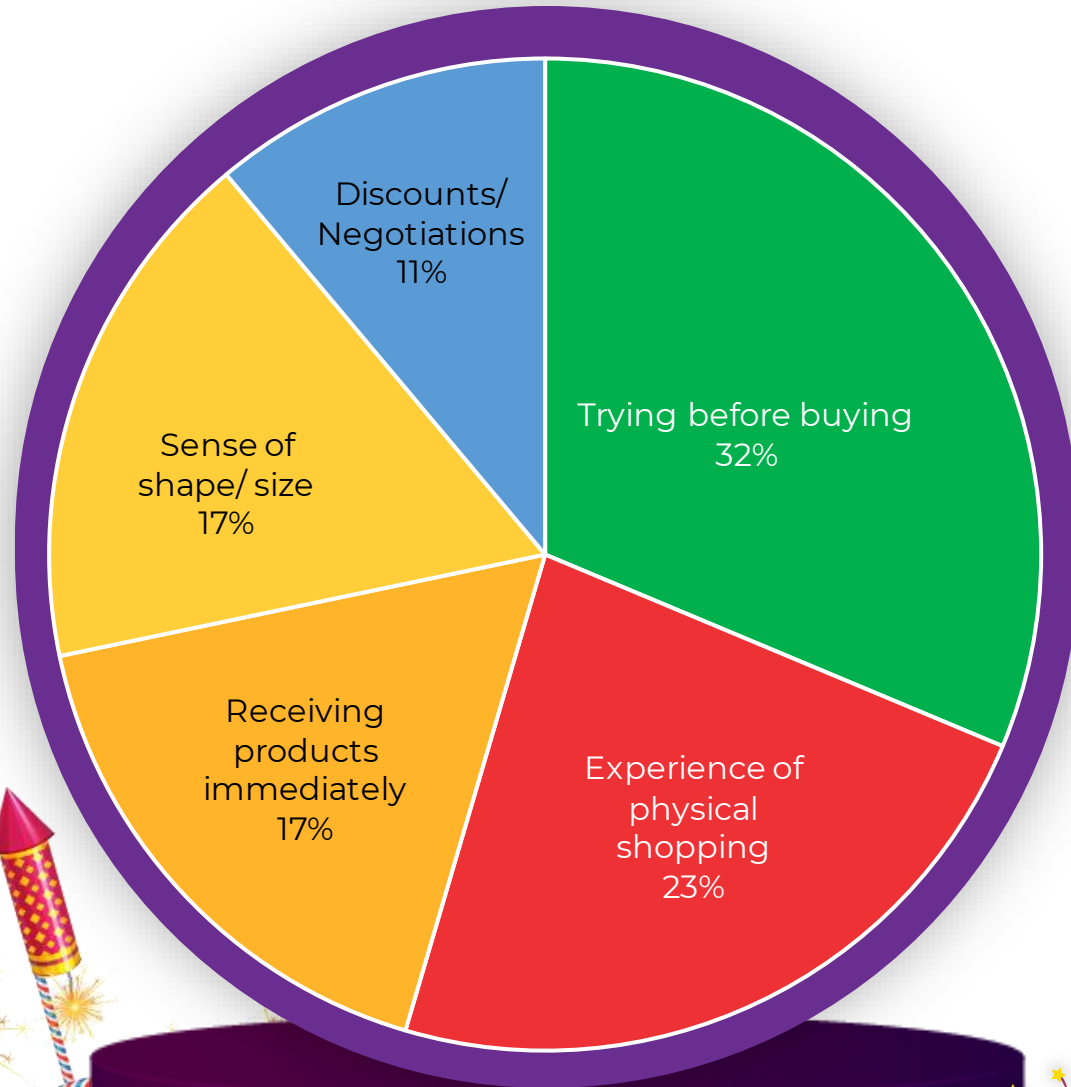
Consumers Want It Fast & Cheaper

Fast delivery is slightly preferred over **Discounts** when it comes to choosing the online shopping portal to buy Beauty & Personal care products.

1 in 4 beauty & personal care shopper also expects a **selection of brands** and **easy returns** from the ecommerce platforms.

Factors deciding **online platforms** for shopping for Beauty & Personal Care products





N = 35

Trying Before Buying is Critical

Before choosing the offline store to purchase Beauty & Personal care products, shoppers cite **trying the products** as the top factor. Experience of Physical shopping comes next.

Factors deciding **offline stores** for shopping for Beauty & Personal Care products





FOOD SUPPLIES





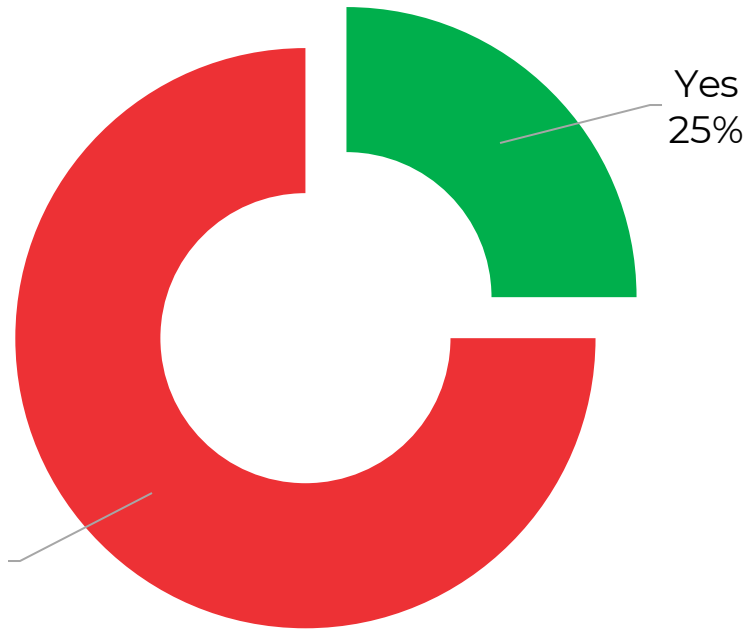
FOOD SUPPLIES

Intent &
Consumption
Insights



Online Food Ordering

- Market Outlook



N = 331

25% of the **HT Media readers** plan to order food online during the upcoming festive season.





FOOD SUPPLIES

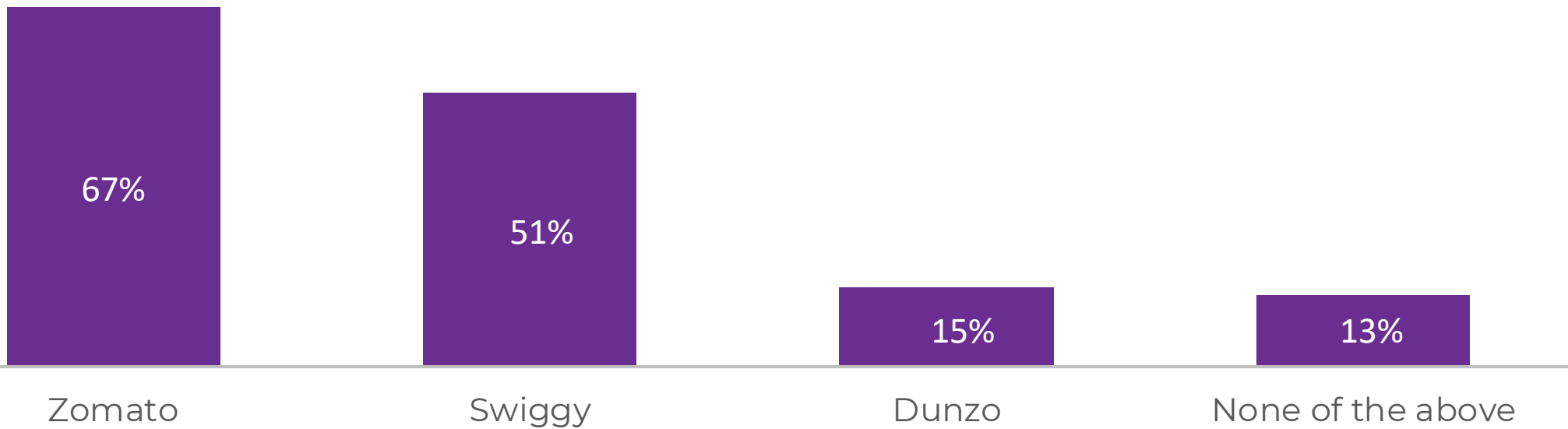
Brand preferences





Top Food Delivery Platform

Zomato with 67% share is at the top of consideration set of the shoppers followed by Swiggy.



N = 120

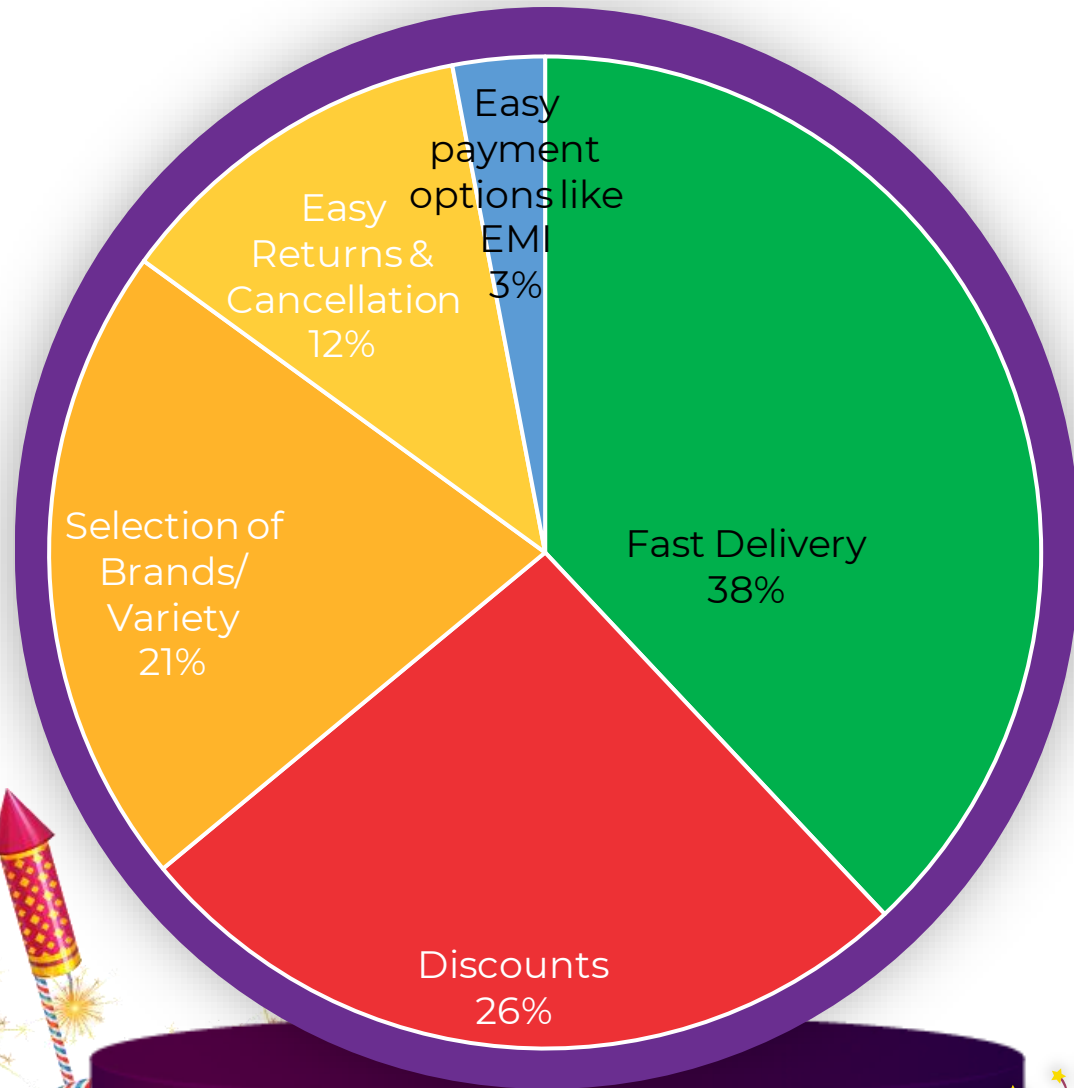




FOOD SUPPLIES

Purchase Attributes





N = 58

Consumers Want Their Food Fast

Fast delivery is the leading factor when it comes to choosing the online food delivery apps.

1 in 4 shopper also evaluate **Discounts** on the platform before ordering food online.

Factors deciding **online platforms** for ordering food





E-Commerce Insights Channel & Brand Preferences

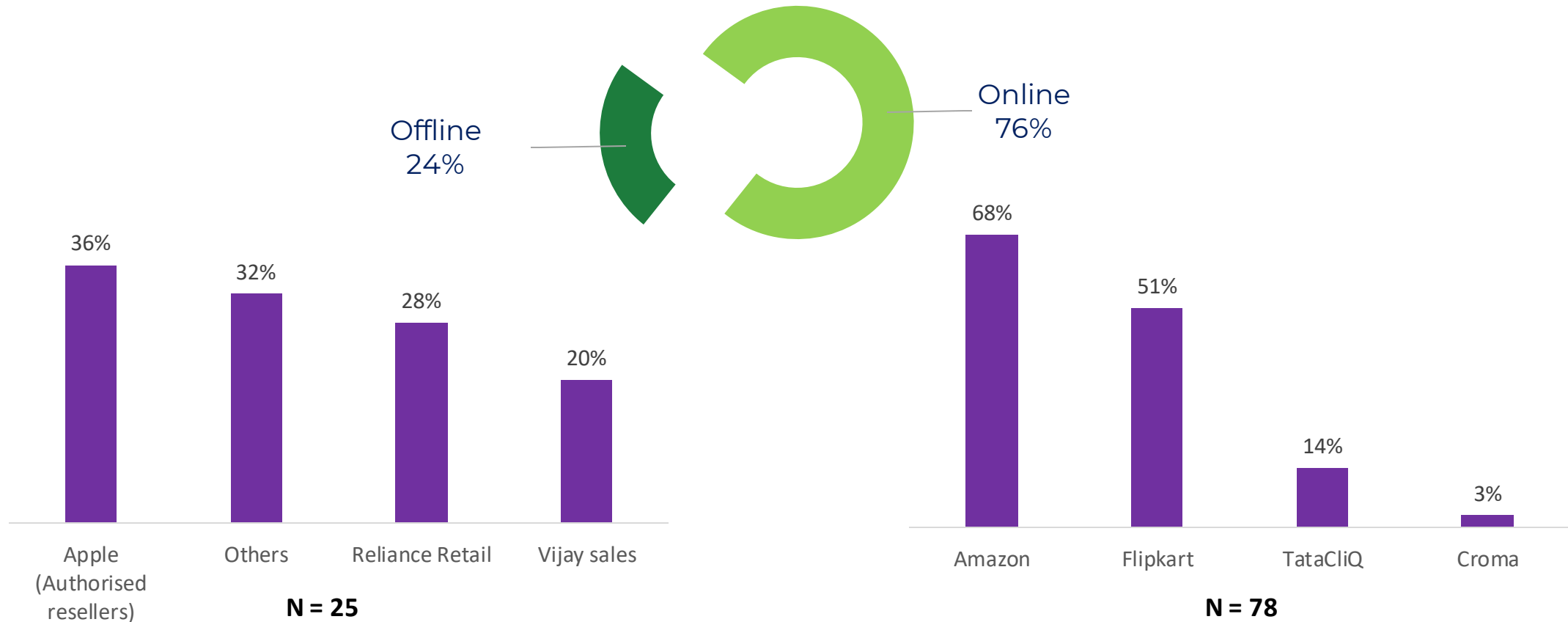




Mobile Phones – Modes of Shopping

76% of the HT Media readers chose online platforms as their preferred channel of buying mobile phones. Some readers indicated they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon & Flipkart are the top destinations for shopping online while, Apple(Authorized resellers) comes at top among the offline channels.



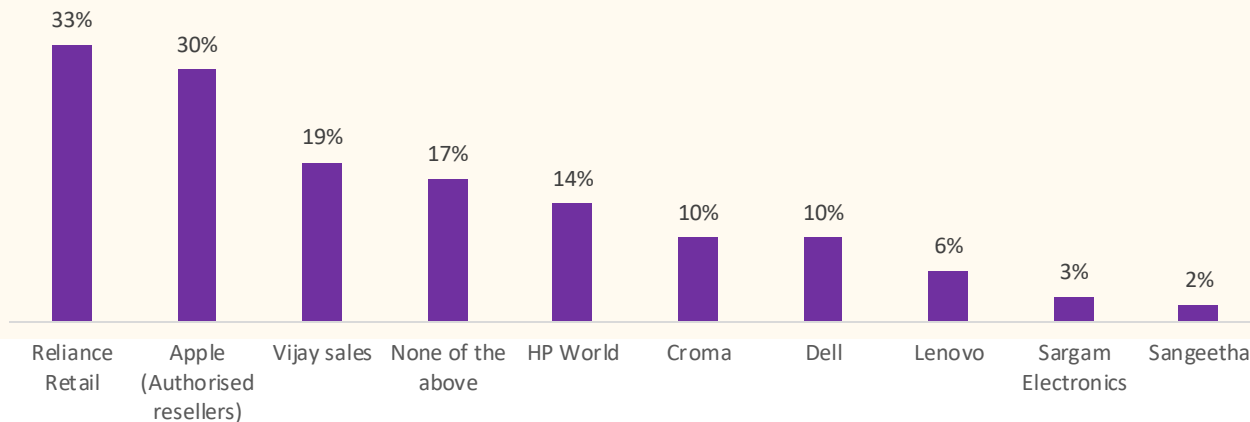
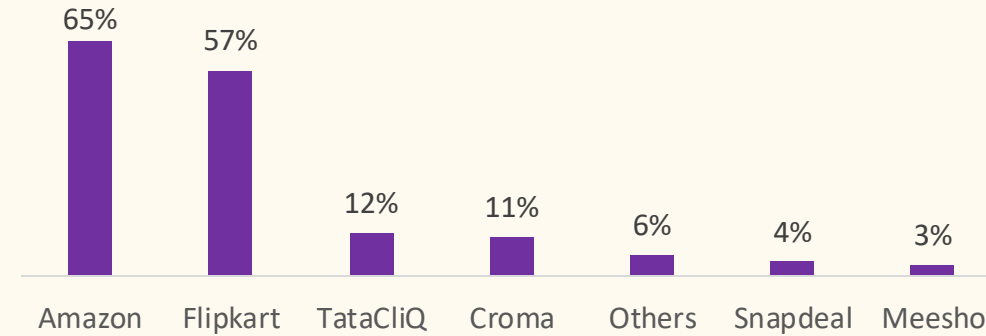
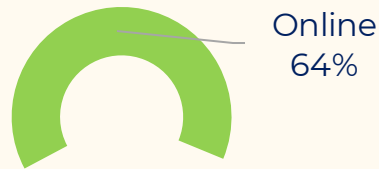


Laptops

- Modes of Shopping

64% of the tentative shoppers say they would prefer online channels to purchase a laptop this season.

Amazon & Flipkart are the top destinations for shopping online while, Reliance Digital & Apple Stores stand out among the offline stores



N = 113

N = 63



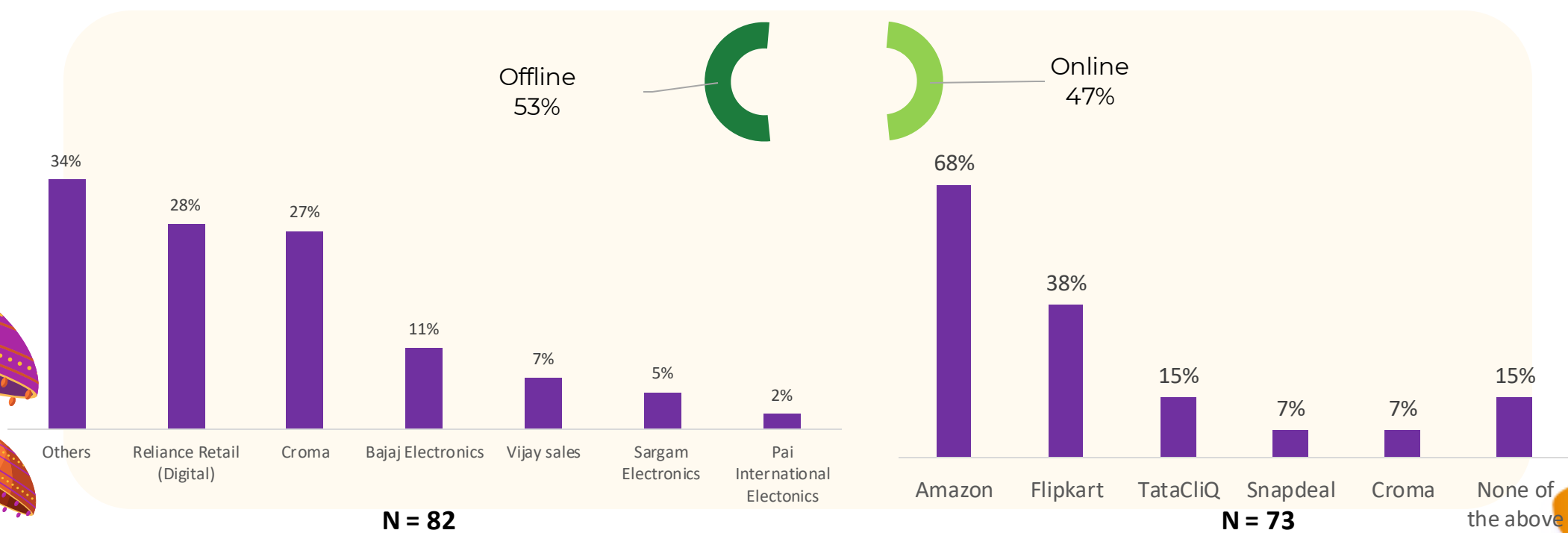


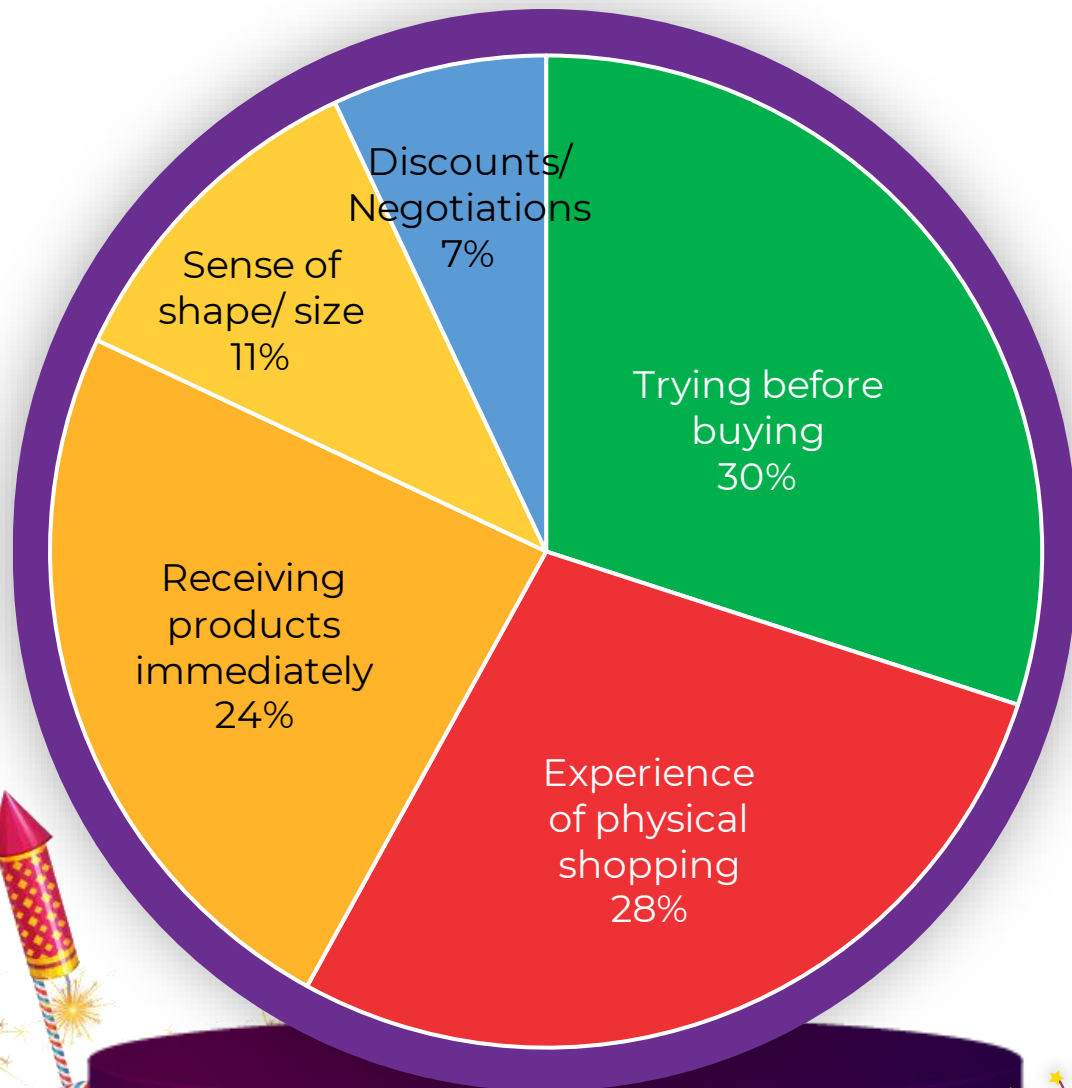
Appliances

- Modes of Shopping

In terms of channel of purchase, both online & offline modes are equally preferred, with offline stores having slight edge over their online competitors. Some readers indicated they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon stands out among the online platforms with 68% share followed by Flipkart with 38%. Among offline stores regional players are chosen over the national retailers. Reliance Digital & Croma edge come second & third, respectively.





Inspecting the Appliance Before Buying is Crucial

In-store experience of inspecting and **testing** the appliances, a great **physical shopping experience**, and **receiving the products immediately** are the key factors for shoppers to choose the physical store to shop from.

N = 46

Factors deciding **offline stores** for shopping for Large Appliances

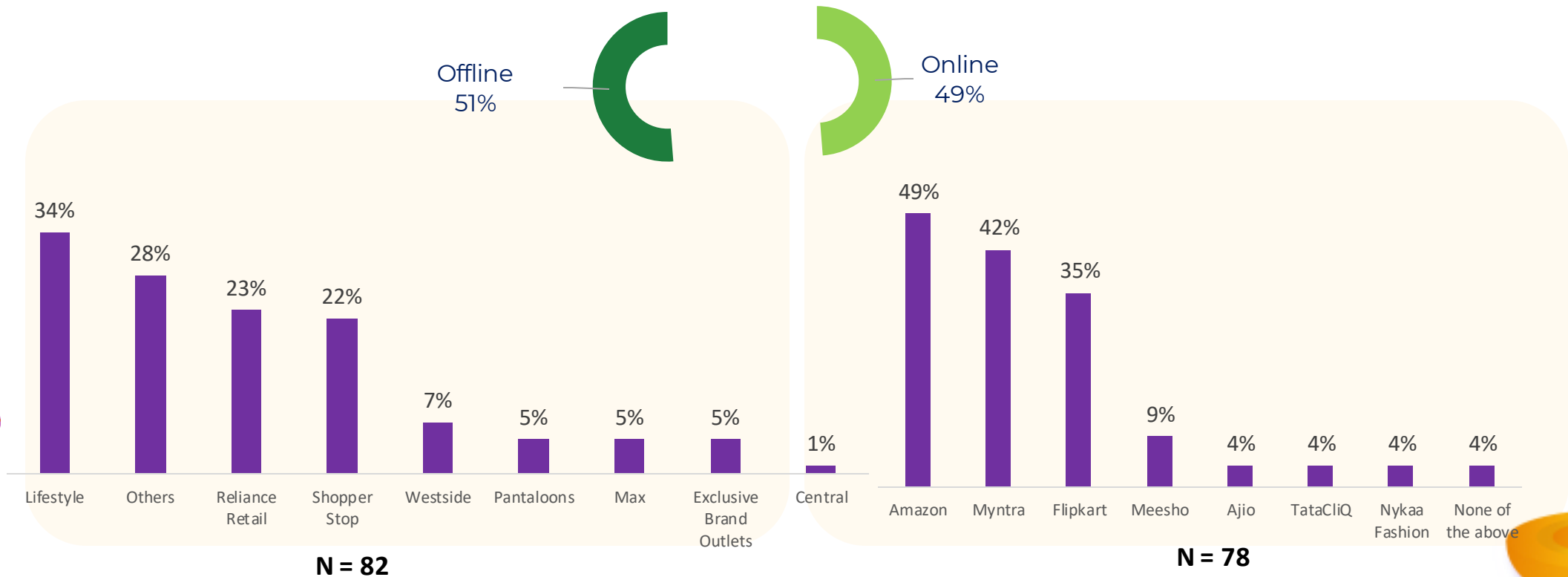


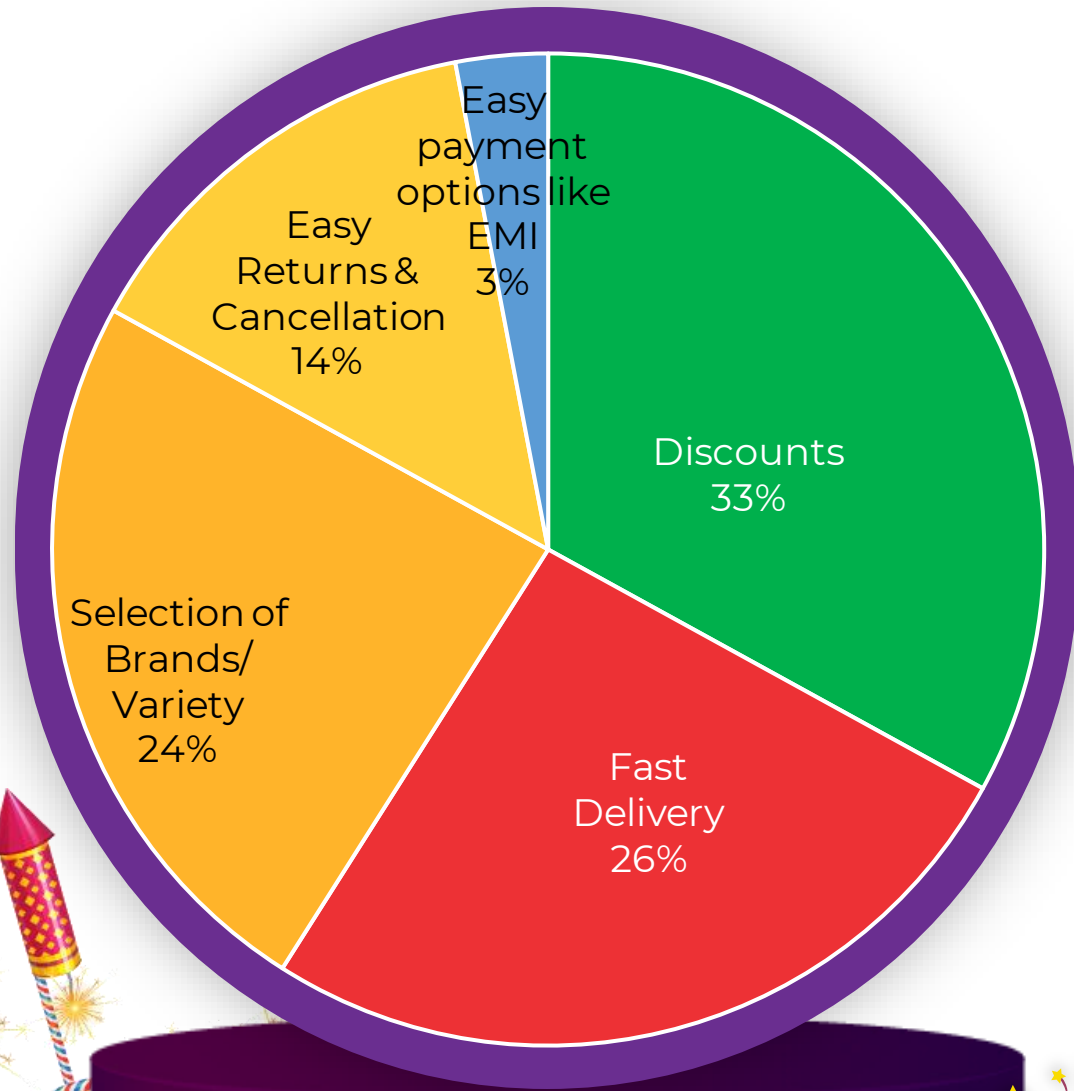


Apparel & Footwear – Modes of shopping

In terms of channel of purchase, both online & offline modes are equally preferred.

Amazon, Myntra & Flipkart are the top destinations for shopping online while, **Lifestyle** comes at top among the offline stores.





N = 72

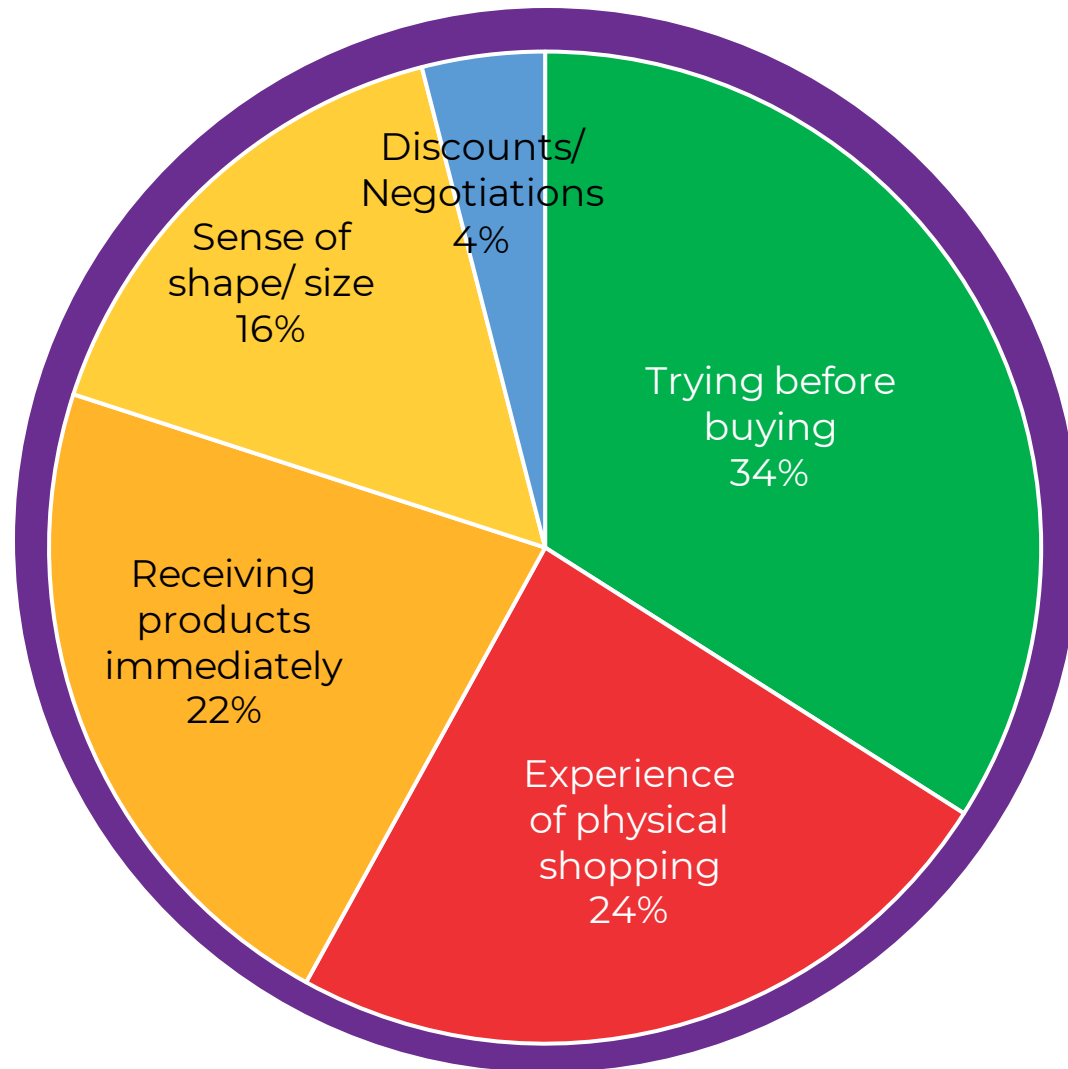
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Factors deciding **online platforms** for buying Apparel & Footwear





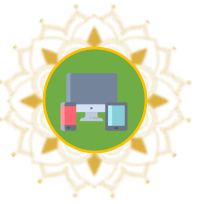
N = 67

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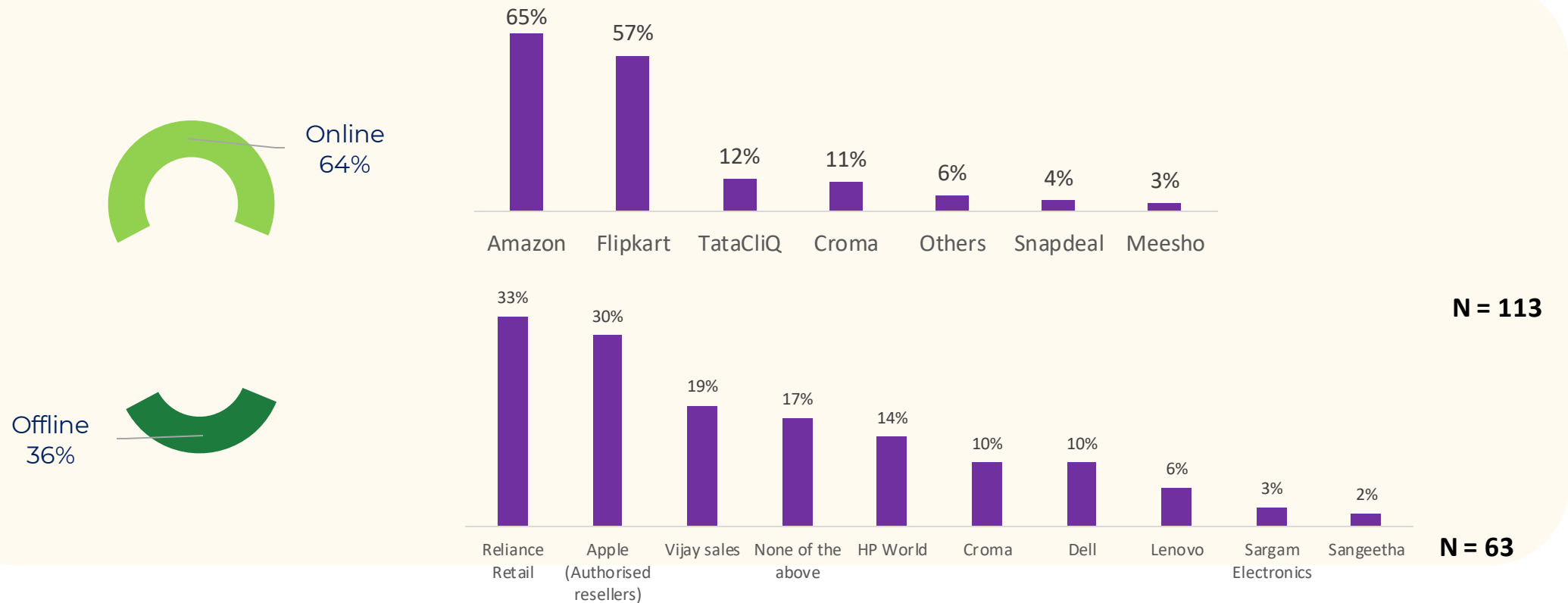
Factors deciding **physical stores** for buying Apparel & Footwear

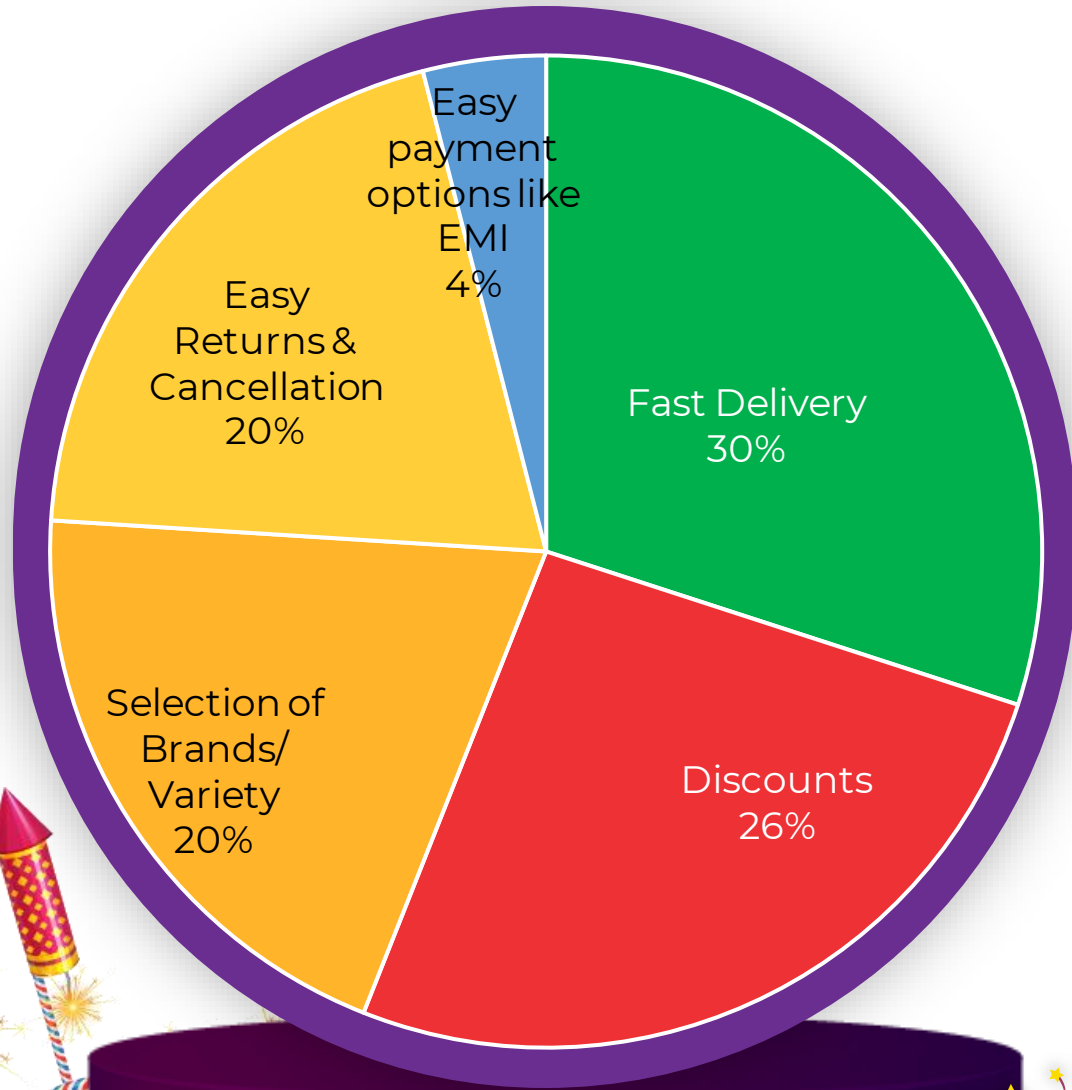


Consumer Electronics -Modes of shopping

Online remains the prominent channel to purchase consumer electronics with **64%** of the respondents, who plan to purchase a consumer electronics product, choose it over offline stores. Some readers indicated they would shop at/ explore more than one store/ platform, the same is reflected in the percentages.

Amazon & Flipkart are the top destinations for shopping online while, **Reliance Digital & Apple** are preferred among the offline stores.





N = 101

Discounts & Fast Delivery Decide the Online Channel

1 in 4 respondents will decide the online platform based on **Discounts**.

Only 4% of the shoppers will select the online platform based on 'Easy Payment Options'.

Factors deciding **online platforms** for buying **Laptops**



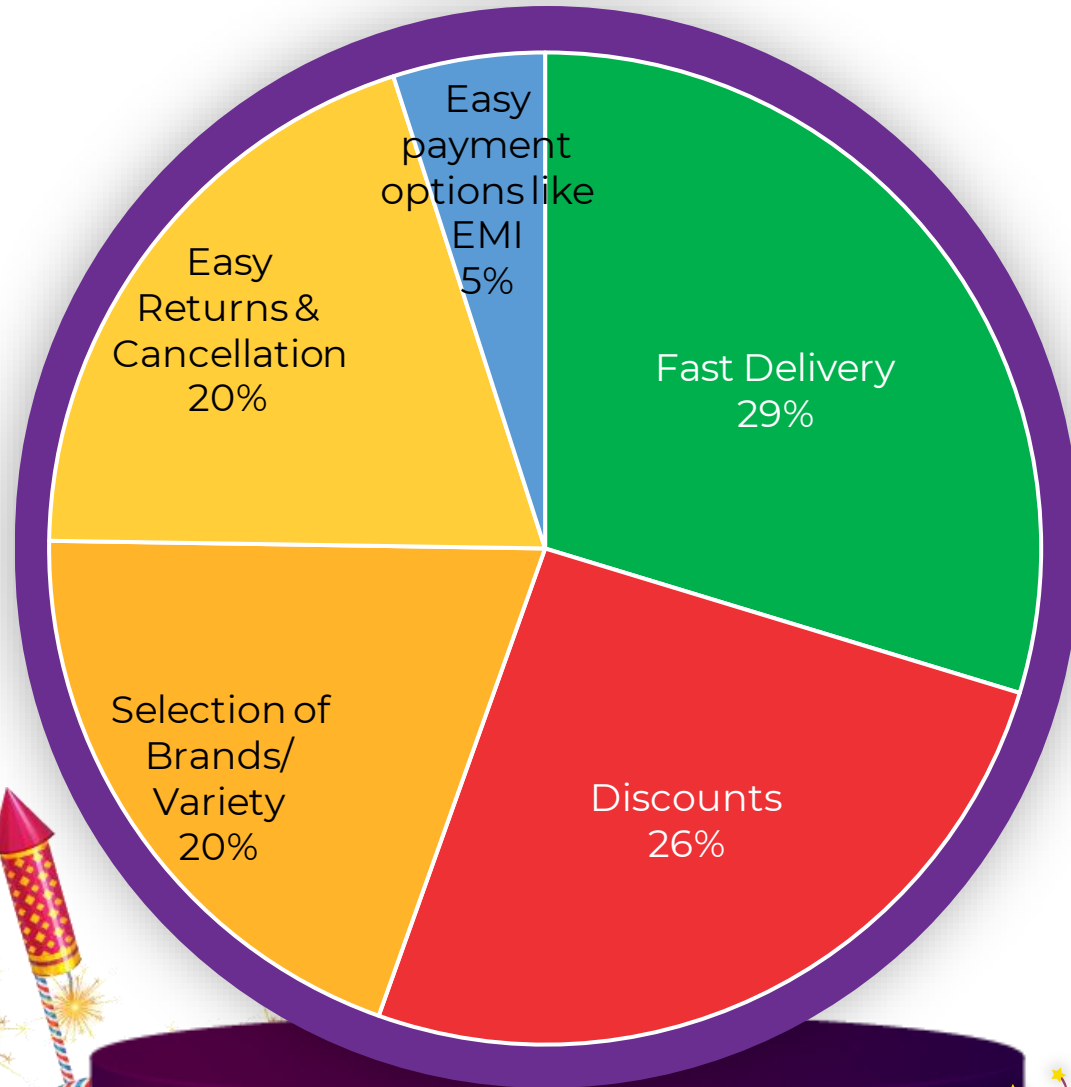
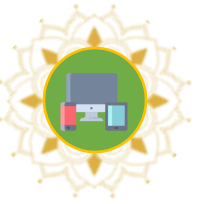


N = 34

Physical touch & feel drive offline Shopping

1 in 4 shopper chooses an offline store based on the sense of shape and receive products immediately.

Factors deciding **physical stores** for buying Laptops



N = 101

Fast Delivery Triumphs Discount

While selecting the eCommerce platform to buy a consumer electronics product, delivery is a more important factor than discounts.

5% of the shoppers say that 'Easy Payment options' is the most crucial factor.

Factors deciding **online platforms** for buying Consumer Electronics



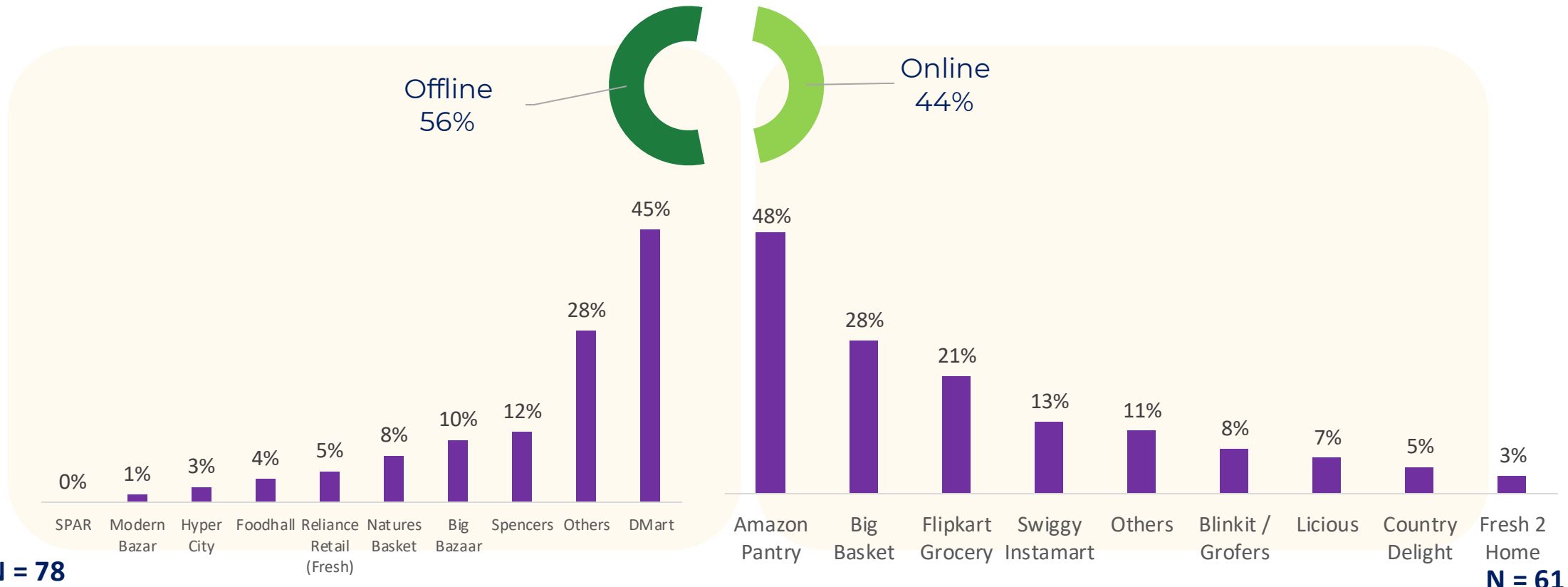


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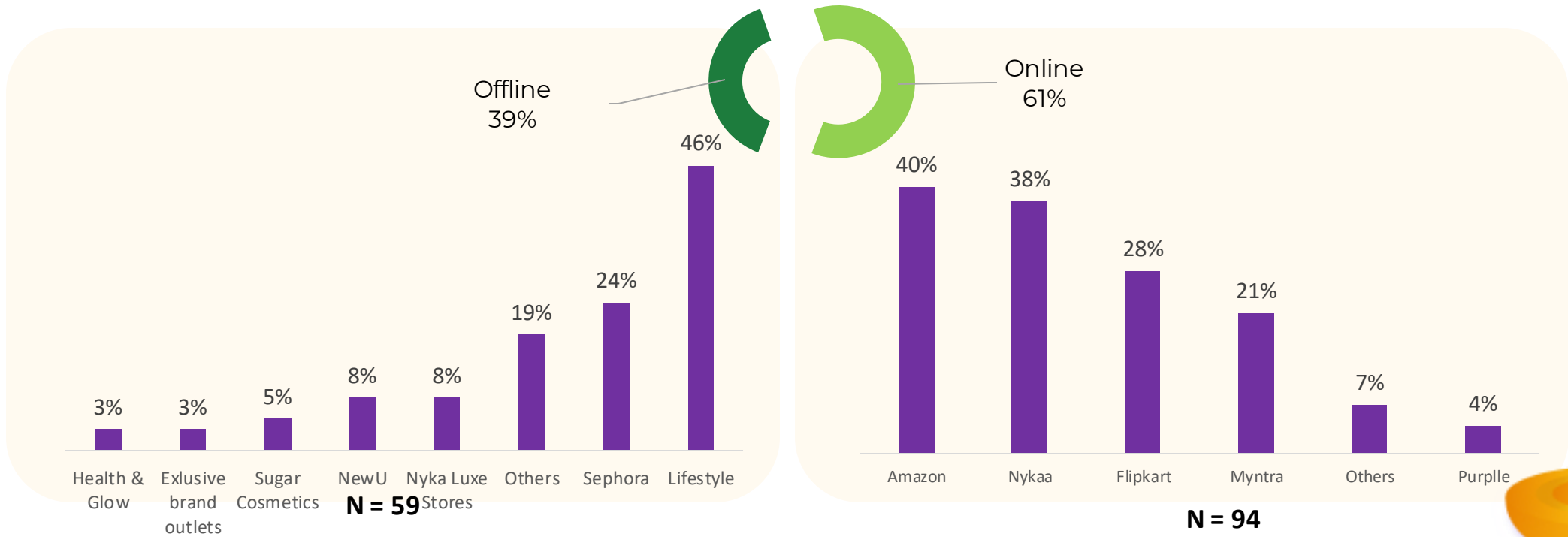


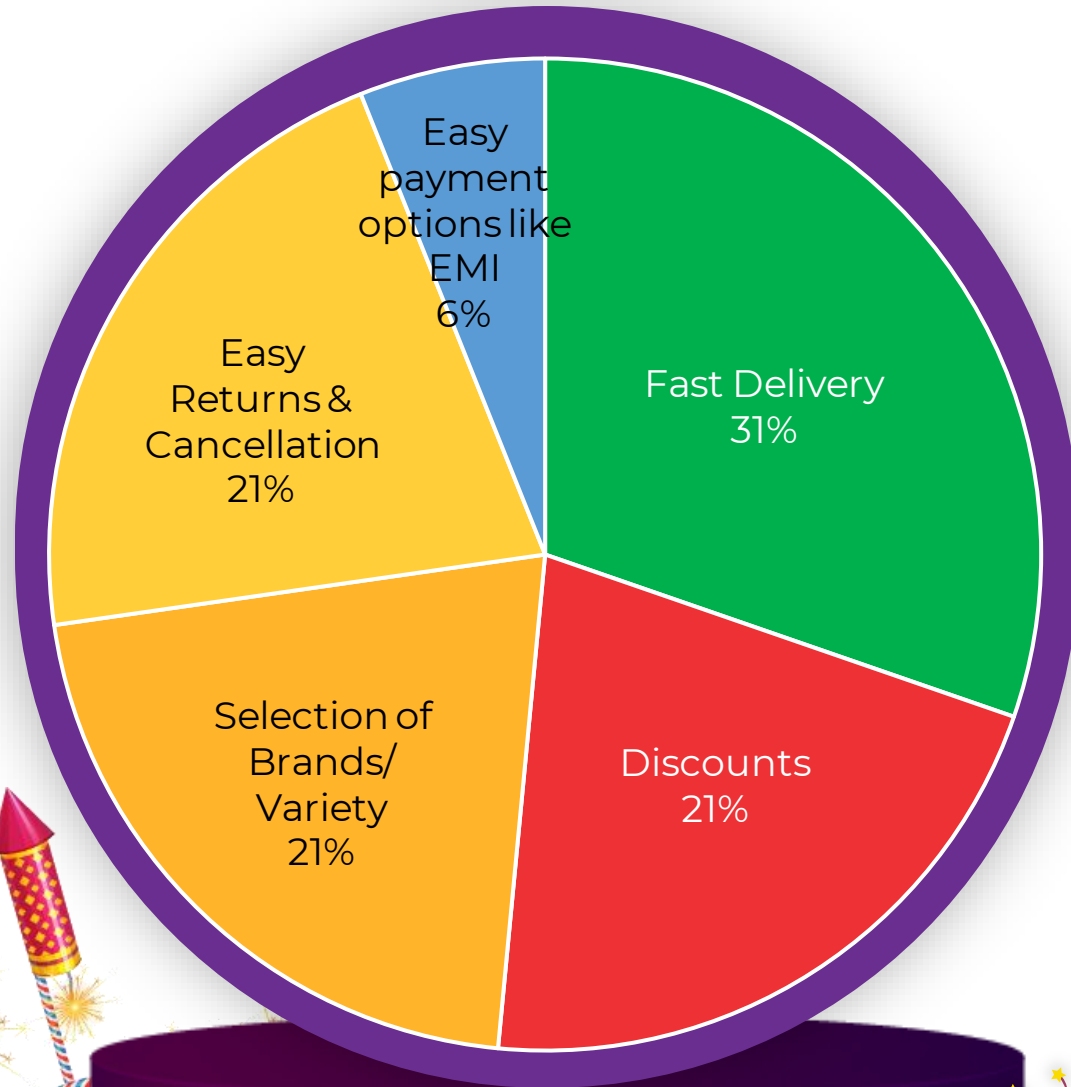
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N = 66

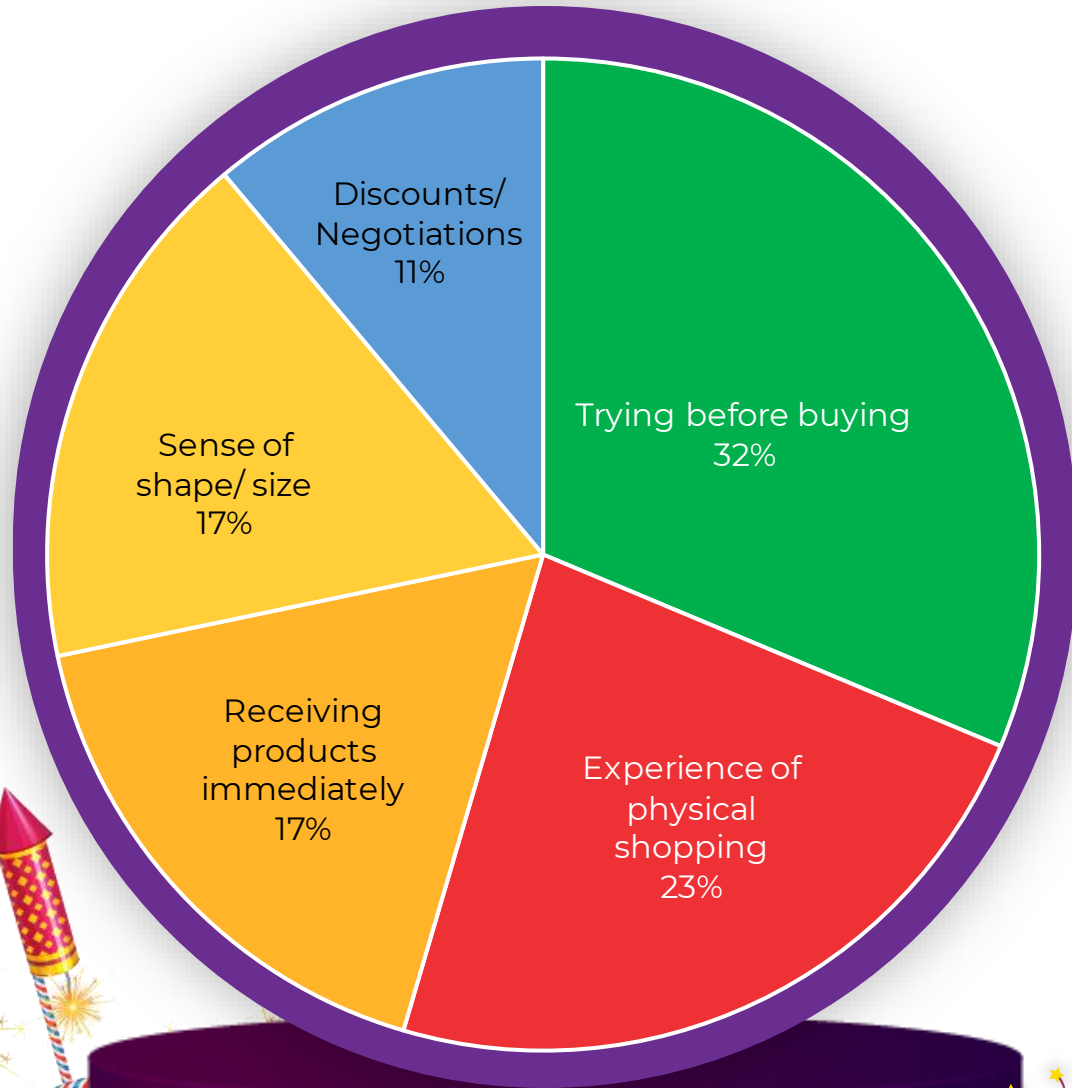
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N = 35

Factors deciding **offline stores** for shopping for Beauty & Personal Care products





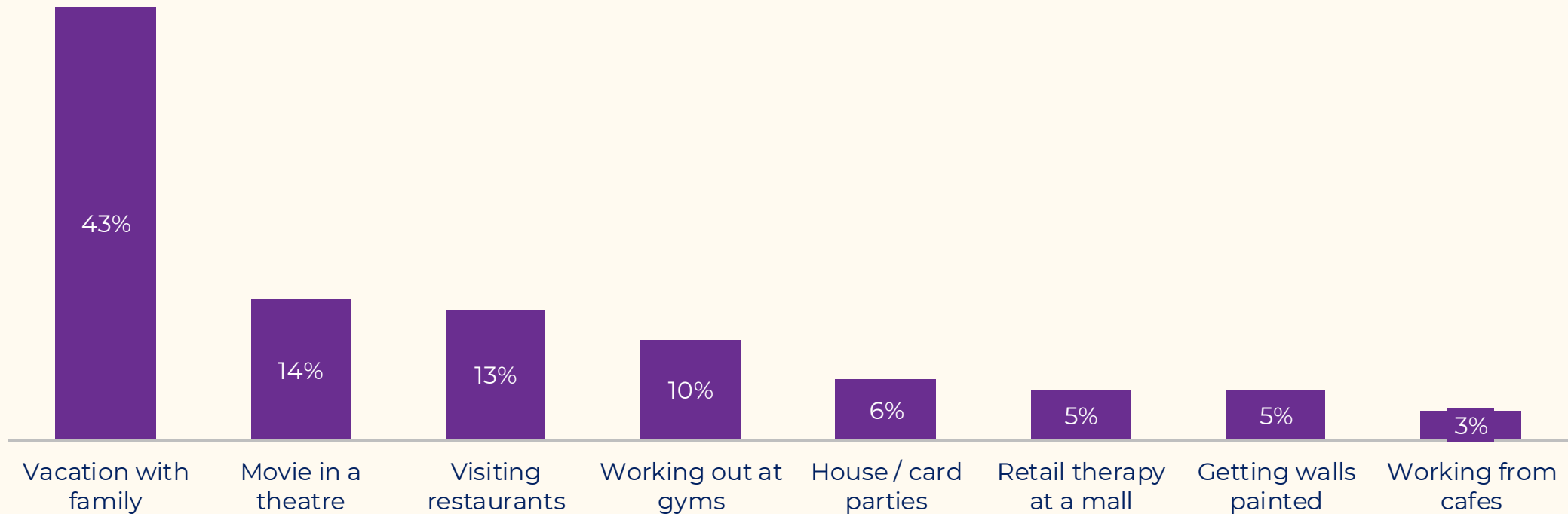
**MISSED DURING
FESTIVE SEASONS
LAST 2 YEARS**



What did Indians miss the most during last 2-years?

Vacationing with family is the most cited (43%) activity that Indians missed doing during the last 2 years because of the pandemic.

Going to a Movie Theatre was at the second spot followed by visiting restaurants.



N = 396

THANK YOU

