

DECODING THE SHOPPING BEHAVIOR OF THE HYPERCONNECTED CONSUMERS IN INDIA



HYPERCONNECTED CONSUMERS ARE MORE LIKELY TO ADOPT ECOMMERCE FIRST AND MORE BROADLY

Hyperconnected consumers



On an average



3.0 products bought online



4.3 products bought offline

All consumers



On an average



2.6 products bought online

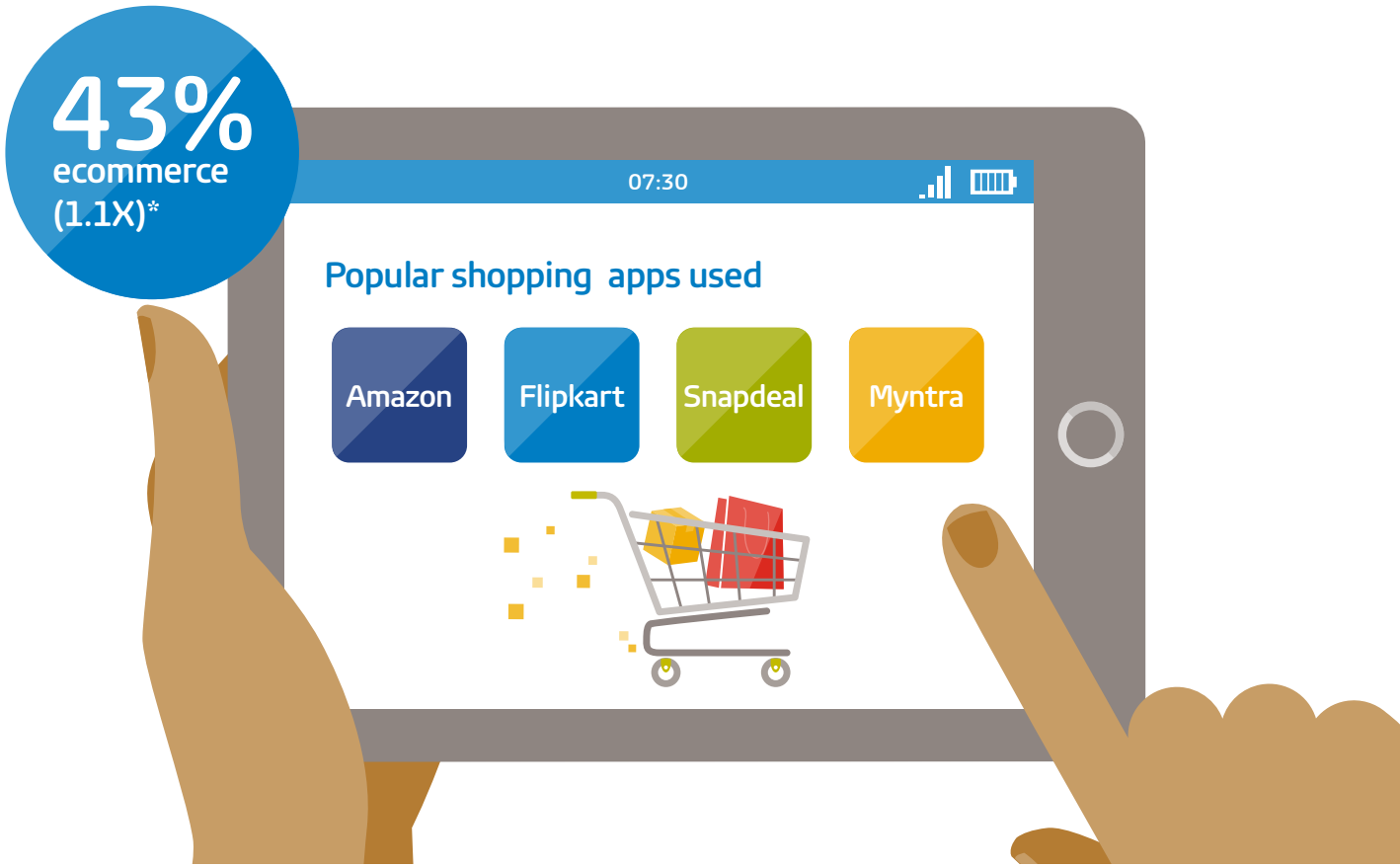


5.0 products bought offline

Purchased in last 3 months for short cycle and last 12 months for long cycle products

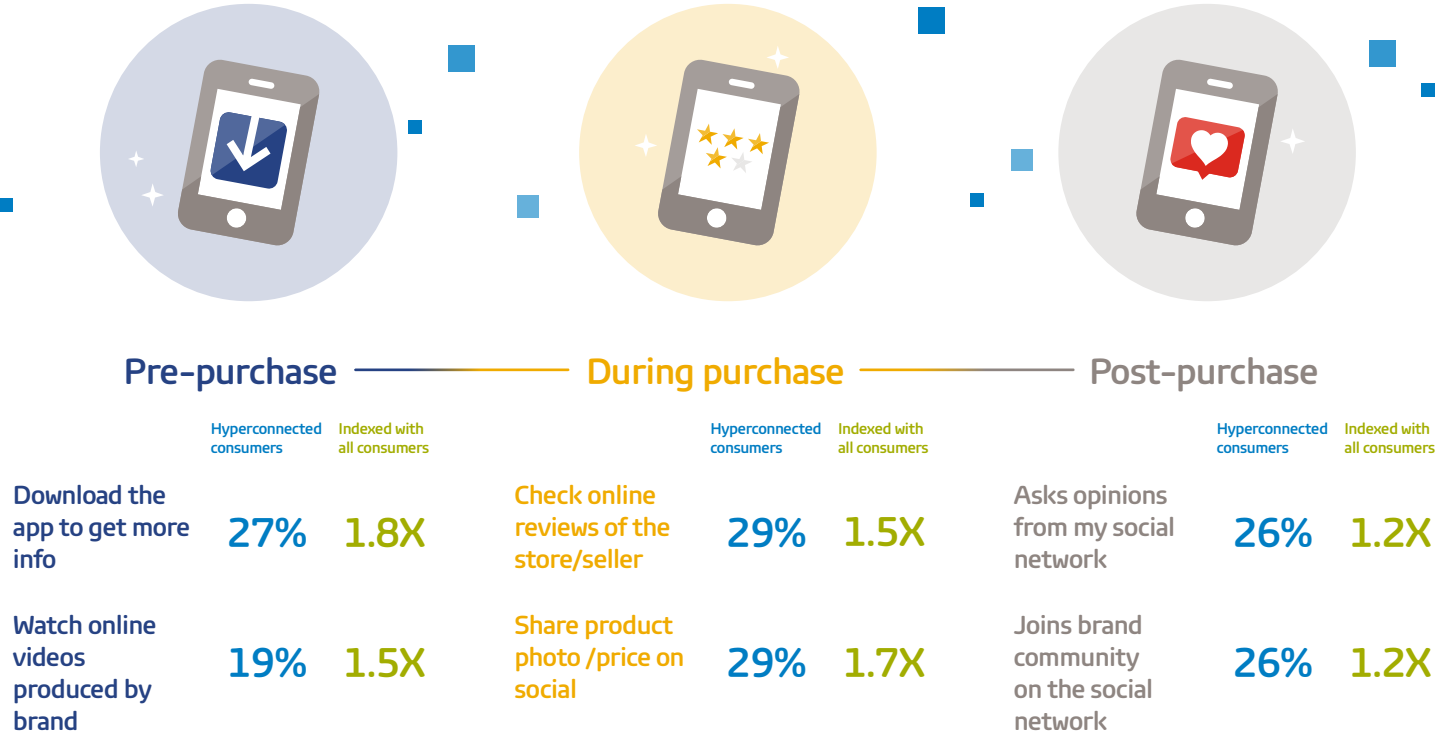
HYPERCONNECTED CONSUMERS USE ECOMMERCE APPS MORE OFTEN THAN ALL CONSUMERS

Weekly app usage behavior vs. all consumers



*Indexed with all consumers

PURCHASE IS COMPLEX AND OMNICHANNEL BEHAVIOR IS MUCH HIGHER AMONG HYPERCONNECTED THAN ALL CONSUMERS



Source:
The Hyperconnected Consumer Study in India.
GfK conducted The Hyperconnected Consumer Survey in India between June and August 2017. The face-to-face survey was done across nine cities among n=2,500 respondents, and a subset sample of n=750 respondents were also tracked on their Android smartphones for 5-6 six weeks to generate behavioral insights.