

inMOBI™

**WINNING THE INDIAN
FESTIVE SEASON SHOPPER
IN 2018**



About The Research

Festivals are at the heart of peoples' lives in India. The festive season from September till the end of December is the most magical time of the year—for both consumers and retailers. It all starts with Ganesh Chaturthi, followed by 'Navaratri' – the nine-day festival and Diwali – the festival of lights and finally culminates with Christmas and New Year's.

This period is mostly considered an auspicious time for shopping in India. Consumers loosen their purse strings providing businesses the opportunity to capitalise with multiple new product launches and festive season sales.

To take full advantage of this bumper-shopping time and to entice Indian shoppers, it becomes important for marketers to understand the modern festive season shopper and the role mobile plays in their lives.

In August 2018, InMobi surveyed over 4000+ mobile users in India to find out how they plan to shop for the festive season this year. This research report details those findings.



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Research Objective

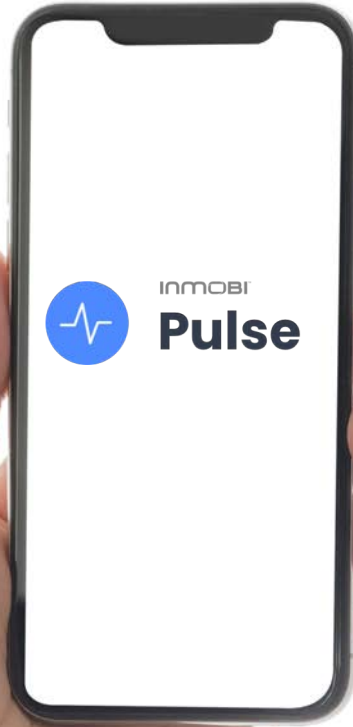
InMobi conducted this research study to better understand the shopping sentiments of Indian consumers this festive season, which in turn will provide marketers with a framework for fine-tuning their mobile strategies.

The main objectives of this study were to:

- Gain an in-depth understanding of how consumers plan to shop this festive season
- Understand the growing role of mobile devices in shopping and purchasing during festive season
- Deep-dive into Indian mobile shopping behaviour by audience segments, city tier cuts, income etc.



Research Methodology



An on-device survey
conducted over
InMobi Pulse



A sample of $n=4000+$
Indian mobile users



Respondents recruited
via InMobi mobile ad
network in India between
July 31 - 5 August 2018



Results targeted and
weighted to be
representative of the
India mobile population

2018 FESTIVE SEASON

THE OPPORTUNITY



Festive spending in 2018 is set to grow!

1 in 3 consumers will spend more than they did last year

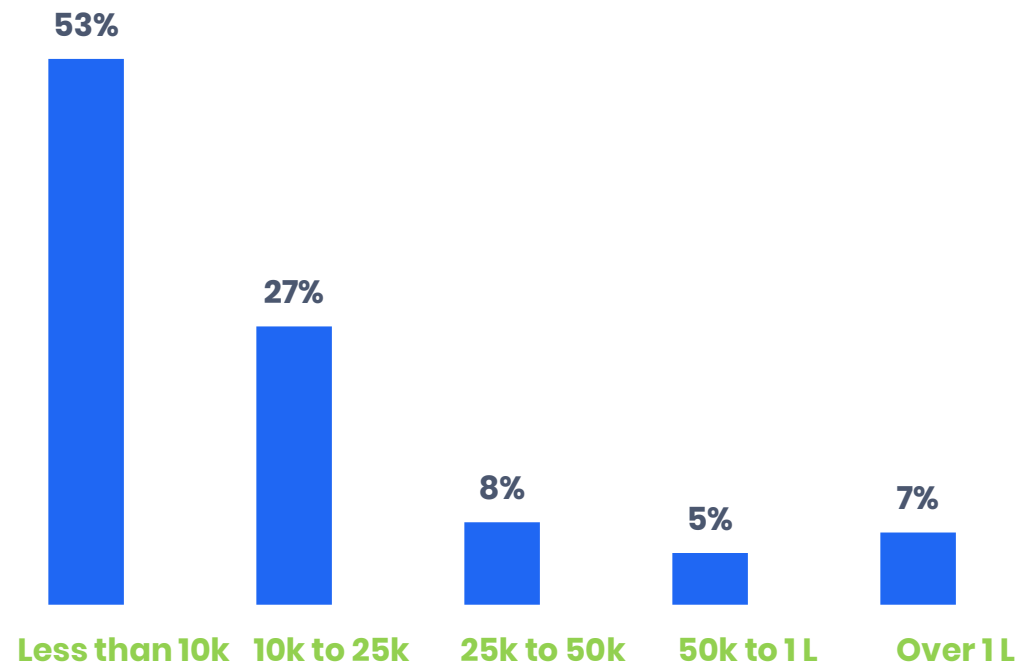
Over 50% of shoppers will spend the same, if not more than last year.



SPENDING INTENT – INDIA OVERALL

- 35% are willing to spend anywhere between ₹10,000–₹50,000
- 7% percent plan to spend >100K for festive shopping this year

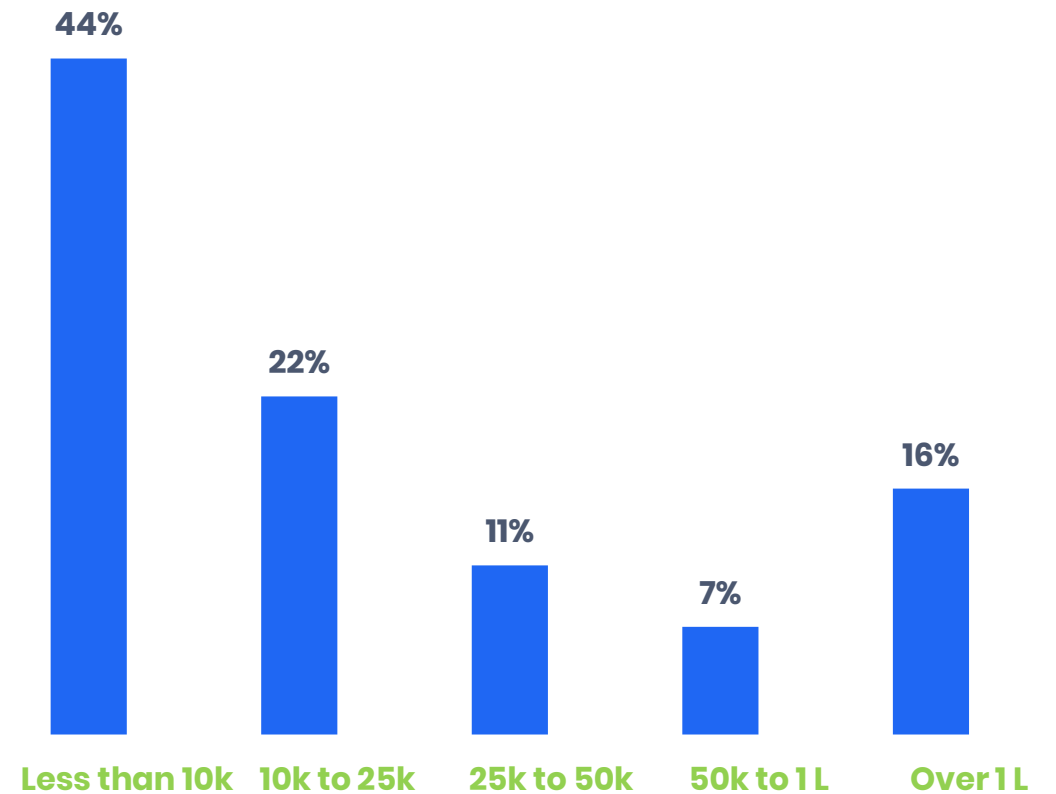
What Indians are willing to spend this festive season



SPENDING INTENT – TIER II CITIES

- Tier 2 cities will see bigger spending
- 16% of people living in tier-II areas are willing to shop for over ₹ 1,00,000 this festive season

What Indians living in Tier-II cities are willing to spend this festive season

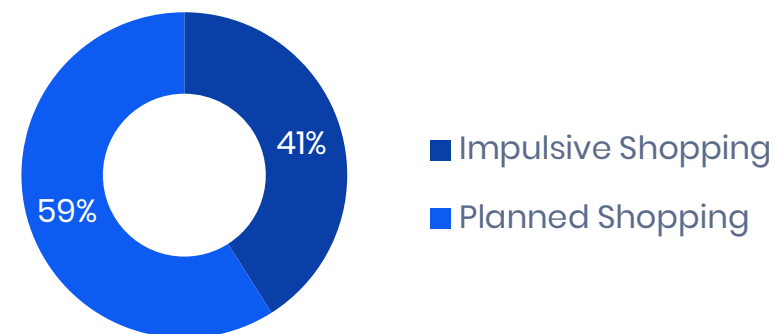


PLANNING NAHI, TOH SHOPPING NAHI

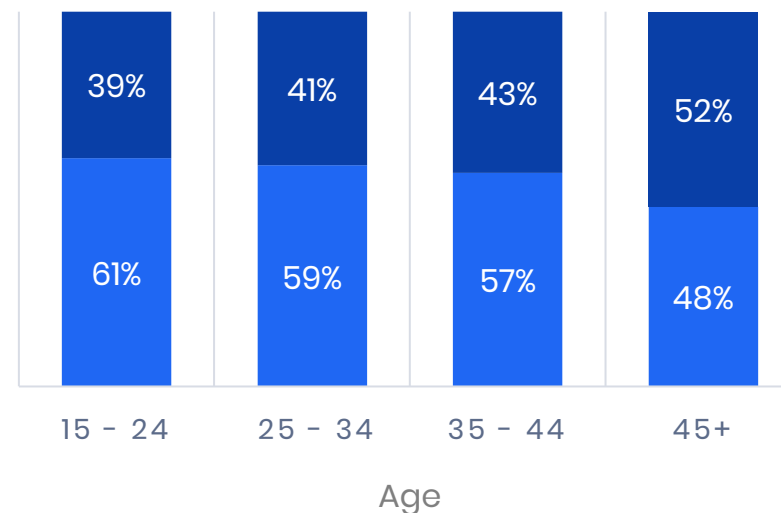
- Indians plan their purchases, especially for the festive season
- On an average, most Indians plan their shopping by doing research and making lists

Q. How would you describe your shopping style during the festive season?
n = 4000+

Shopping Style This Festive Season



Shopping Style This Festive Season by Age



SHOPPING & PLANNING WILL PEAK EARLY & PICK UP AGAIN JUST BEFORE DUSSEHRA AND DIWALI

Indians start planning their shopping early on, with the months of September and the time between Dussehra and Diwali being the most active.



TIER 2 RESIDENTS WILL TAKE TO FESTIVE SHOPPING VERY DIFFERENTLY



Big Spending

Festive season means a lot more to the Tier 2 city residents given a 60% higher willingness to spend above INR 1 Lakh



Late Planning

Unlike the rest of India that plans early, Tier 2 city residents seem to be more intent on making the best of the offers during Diwali - Dussehra period



Impulse Purchases

Over 70% of Tier 2 city residents don't intend to plan their festive shopping and will shop on the go making impulse purchases

FASHION, JEWELRY & HOME DECOR WILL BE TOP OF THE SHOPPING LIST FOR ALL INDIANS



Q. Which categories are you planning to spend the most this festive season?
n = 4000+

Top Five Shopping Categories This Festive Season



21%

Fashion



15%

Jewellery



11%

Home Decor



9%

Gadgets



9%

Home appliances



6%

Travel/Holidays

THE MANY INDIAS SHOP DIFFERENTLY

While Fashion/Clothing is important to most, Jewellery signifies celebrations across the East and West.

West

- Jewellery
- Home Appliances

North

- Clothing/ Fashion
- Home Decor

East

- Clothing/ Fashion
- Jewellery

South

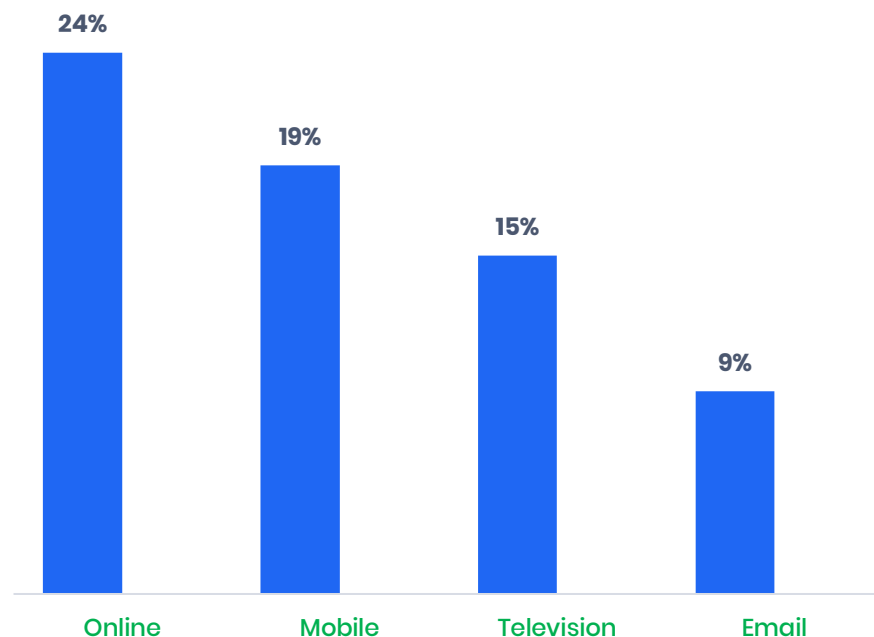
- Clothing/Fashion
- Gadgets

DIGITAL WILL UNITE THE MANY INDIAS THIS FESTIVE SEASON

From information to purchase, Mobile dominates

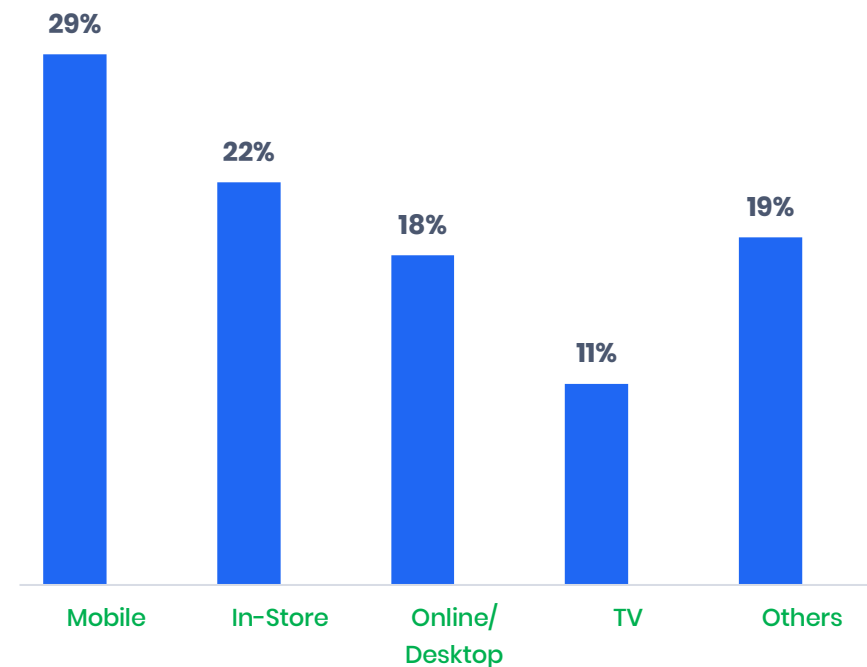
45% Indians will rely on digital media channels to stay informed about festive offers

Medium used for learning about offers



Q. Which channel do you use to learn about festive season sales/offers and other?
n = 4000+

Medium used for shopping



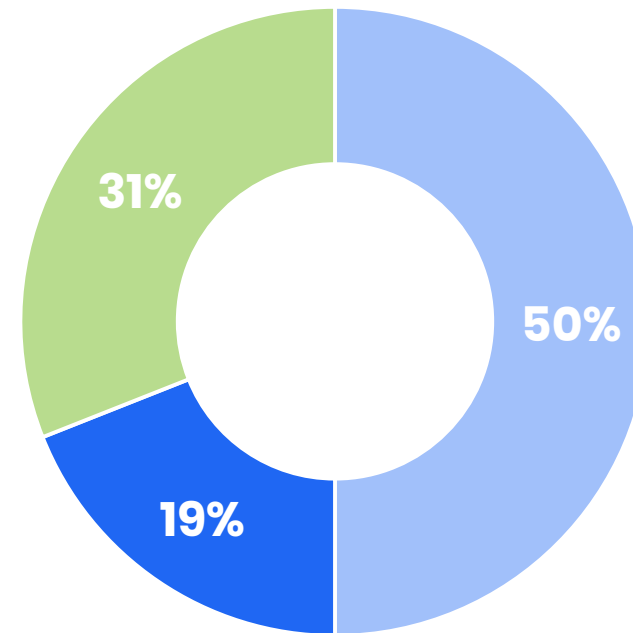
Q. How will you primarily shop this festive season?
Sample Size: 4000+

MOBILE MEANS APPS FOR INDIA

Preferred mode of shopping on mobile this festive season

80%

of consumers prefer
apps for shopping



■ Mobile Apps ■ Mobile Web ■ Both 1 & 2

THE ROLE OF MOBILE IN THE FESTIVITIES



SHOPPING IS A NEVER-ENDING HUNT FOR THE BEST DEAL

&

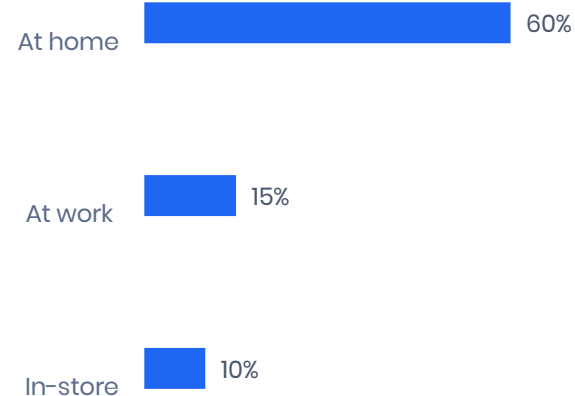
SMARTPHONES ARE THE ANYTIME, ANYWHERE ASSISTANTS

What will the consumer be looking for?



Q What information influences your buying decisions the most when shopping via a mobile website or app?
Sample Size: 4000+

Where will consumers use their smartphones?



Q. In which situations do you think you will use your mobile device to research/shop for the upcoming festive season?
Sample Size: 4000+

How will consumers use their smartphones?



Q How will you use your smartphone for your shopping?
Sample Size: 4000+

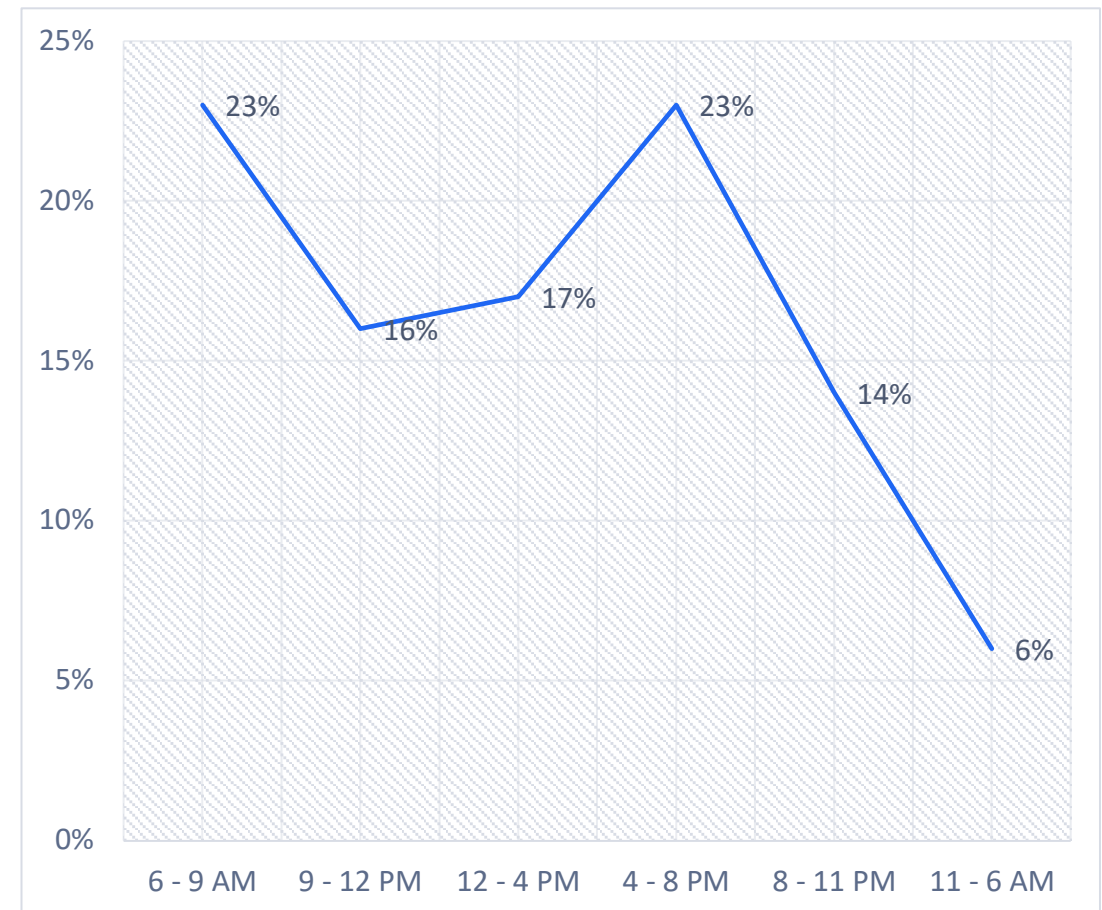
SUBAH SHAAM, SMARTPHONE KE NAAM

Indians will wake up and wind down with their smartphones, actively researching and shopping for upcoming festival offers.



Q. When do you typically research/shop the most, especially leading up to the festive season.
Sample Size: 4000+

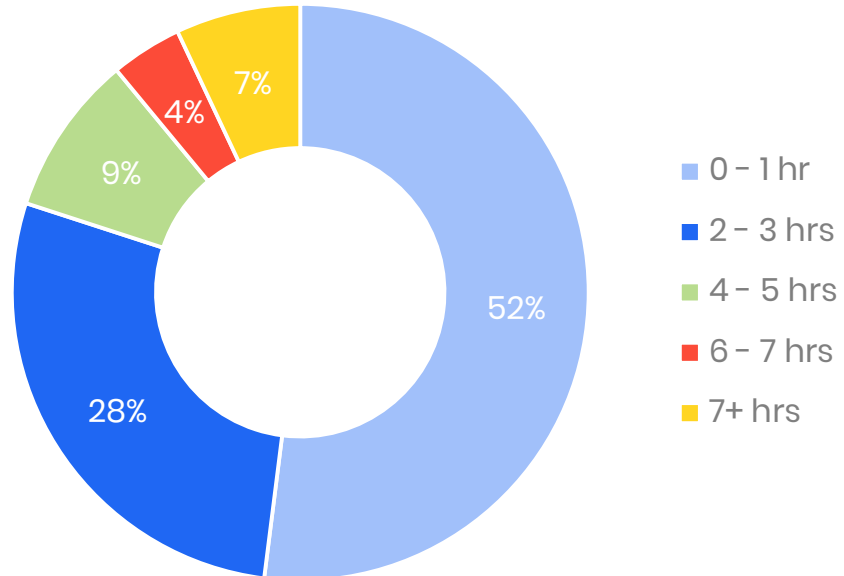
When will consumers use their smartphones to research/shop?



AN HOUR A DAY KEEPS THE ANXIETY AWAY

- Indians are planners. As festive season approaches, the planning moves into overdrive. Time spent specifically researching/shopping will come to account for 25%-33% of their total mobile app time as the clock ticks away.

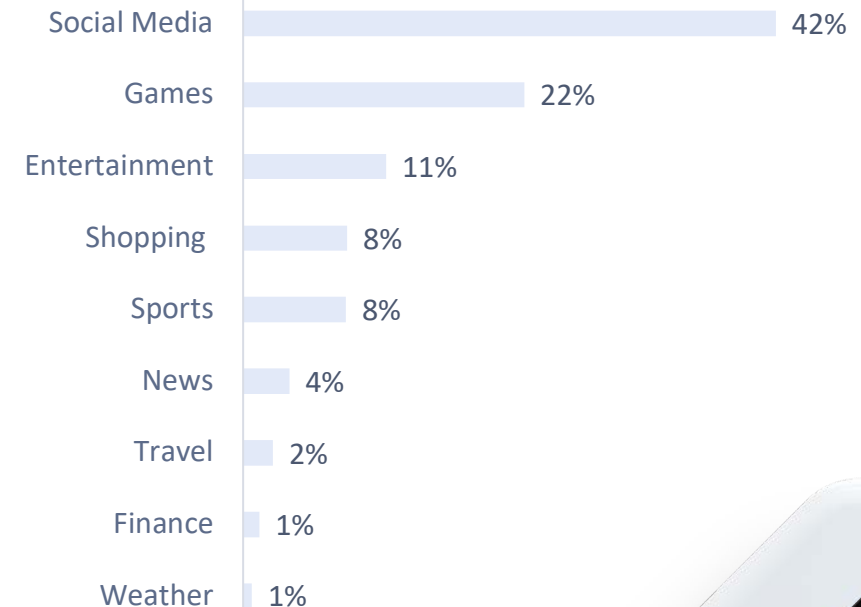
How much time will consumers spend on their smartphones to research/shop?



■ 0 - 1 hr
■ 2 - 3 hrs
■ 4 - 5 hrs
■ 6 - 7 hrs
■ 7+ hrs

- The average Indian spends ~4 hours on mobile apps gobbling up information from their favorite apps across gaming, entertainment, social media & so on

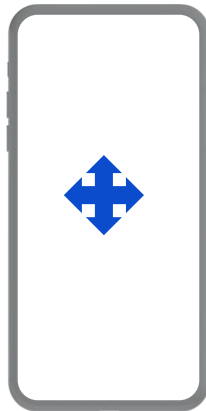
Type of Apps Consumers Access Regularly on Mobile



INDIA RUNS ON VIDEO

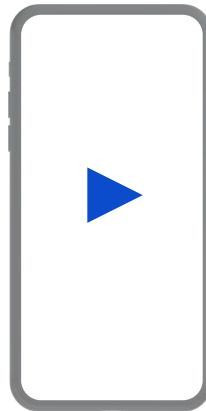
Consumers prefer Interactive and video ads over banner ads

Mobile Ad Formats Consumers Prefer This Festive Season



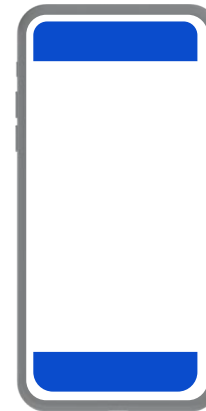
29%

Interactive Ads



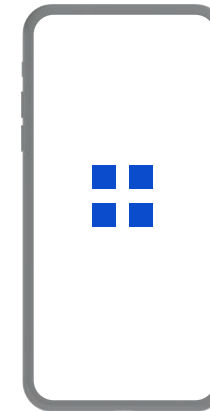
27%

Video Ads



24%

Banner Ads



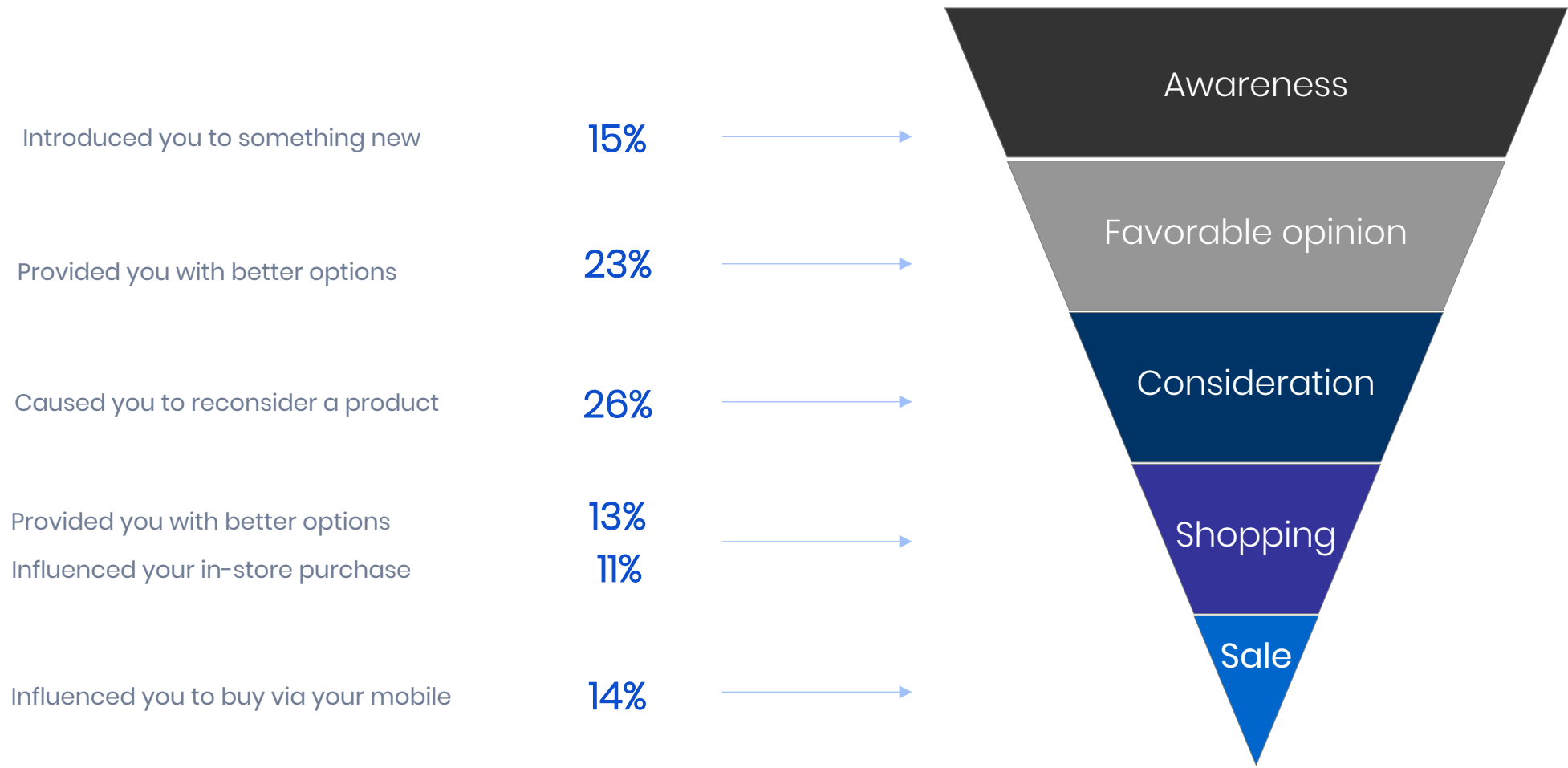
19%

QR Barcode

Q. Which types of mobile ads would you be most interested in seeing this festive season? Please select all that apply

Sample Size: 4000+

A MOBILE AD FOR EVERYTHING



Q. Select all that apply. Do you imagine mobile advertising during festive shopping could...
Sample Size: 4000+

TIME TO CRAFT YOUR FESTIVE SEASON MARKETING STRATEGY!

1. Make Mobile-Friendly Campaigns

Make your campaigns mobile-friendly & lead consumers to mobile-optimized websites so that their shopping experiences are as seamless as possible.

2. Target Digitally & Physically

Connect digital & physical retail experiences to cater to the majority of consumers who use smartphones while shopping in a store.

3. Maximize Engagement

Utilise a suite of products – such as Rich Media, Video & Direct Response ad units to highlight sales and in-store deals.

4. Add Personalization

Deliver meaningful content, product recommendations & offers to shoppers. Treat optimising the customer journey as a critical step in aligning with cost-conscious shoppers.

5. Build Relationships with Shoppers

Focus on sharing valuable offers and useful content, to connect your brand with the right shoppers at the right time and in the right context.

6. Engage Consumer's Propensity

Drive targeted, engaging mobile campaigns that play directly into the consumer's propensity and set the stage for a successful festive shopping season

About InMobi

InMobi is a global provider of cloud based intelligent mobile platforms for enterprise marketers. As a leading technology company, InMobi has been recognized as a 2018 CNBC Disruptor 50 company and as Fast Company's 2018 Most Innovative Companies.

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