

DIGITAL TRENDS – INDIAN CONSUMER – 2019

Increase adoption of smartphones among non-users. Use the digital way to reach out to consumers about brands and social issues.



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Report Content

- What you need to know

EXECUTIVE SUMMARY

- Drive consumers to shop online with greater trust and enhanced features; use social media to reach out to people for important matters
- eCommerce is gaining momentum in India
- The current state of ecommerce
- eCommerce festive sales drive online shopping
- Brands must protect data!
- Upgrade passive internet consumers to active internet users
- Leverage the online world to talk to consumers about social and environmental issues
- Key takeaways

KEY DRIVERS

- What you need to know

Key trends

- Low data and smartphone costs
- Convenience – on-the-go entertainment
- OTT platforms
- Expanding role of social media to establish connections across boundaries

Global trends and how they are playing out in India

- eCommerce is supporting consumers' desire to save time
- Online meat shopping changes the way meat and seafood is delivered

CONSUMER INSIGHTS

- What you need to know

Internet usage patterns

- Devise marketing campaigns to build on the growing internet penetration currently skewed towards men
 - Graph 1: Ownership of personal technology, select – by age and gender, May 2019
- Highlight the advantages of smartphone apps to help transition consumers of South India to smartphones from basic phones

- Graph 2: Ownership of personal technology, select – by region, May 2019

- Highlight the advantages of smartphones apps to help transition consumers of South India to smartphones from basic phones
 - Reach out to women in North and South India to adopt new age technology, provided via smartphones
 - Leverage the aspirations of low tier cities to push online content consumption, including ecommerce
 - Talk to mothers about the need for them to own smartphones
 - Highlight the education and entertainment apps which are useful for kids' development
 - Curate offers which encourage married consumers to own smartphones
- Graph 3: Ownership of personal technology, select – by marital status, May 2019

Passive vs active usage

- Promote more active online engagement among internet users
 - Graph 4: Online activities carried out by internet users, by gender, May 2019
- Explore different online platforms to promote brands the digital way
- Upgrade consumers from passive to active internet users with lucrative offers which are price-sensitive and convenient
 - Graph 5: Online activities undertaken in the last three months, by age group, May 2019
- Build on usage of online financial instruments of West Indian consumers to drive online purchases across food, clothing and electronics
 - Graph 6: Online activities carried out by internet users, by region, May 2019
- Drive online shopping through offers and promotions on social media
- Position Tier 1 cities as the torchbearer for online transactions
- Curate offers for students to help drive online transactions
 - Graph 7: Online activities carried out by internet users, by employment status, May 2019

Leverage social media to reach out

- Be conscious of the social media footprint in order to stay relevant to the men in India
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- Don't ignore seniors as they slowly incorporate technology into their lives
- Extend the messaging which was showcased by Visa
- Strategise deep discounts for consumers from East India across online platforms including financial tools
- Promote the convenience and information provided by online platforms to parents
 - Graph 8: Attitudes towards online activities, by parental status, May 2019

MARKET APPLICATIONS

- Opportunities: what you need to know

Opportunities

- Go the video route for advertisements
- Drive social issues through social media

- Boost online shopping with enhanced features
- Offer bulk and group deals to reach out to mass consumers

Who's innovating

- Rise of a new social media platform
- Some of the most popular digital platforms in recent times

Global innovations

- Ordering by voice – the next step for Indian ecommerce
- eCommerce company Etsy is set to offset all of their shipping emissions
- Overcoming the packaging barrier
- eCommerce is driving package innovation and industry opportunity like nothing before it
- Colour cosmetics lead the way – Buxom and Spotify partnership
- Connecting with fragrances through music
- Amazon is expanding its diaper offerings
- Customisation highlights brands' online appeal
- eCommerce is helping consumers discover new flavours
- Marie Claire UK has ventured into ecommerce
- Tmall Genie Queen – Alibaba's voice-activated mirror
- Creating more individualised online consumer experiences

APPENDIX

- Consumer survey methodology

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02

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