



Decoding the Festive Shopping Sentiment of Indian consumers

August 2022



Research Objective

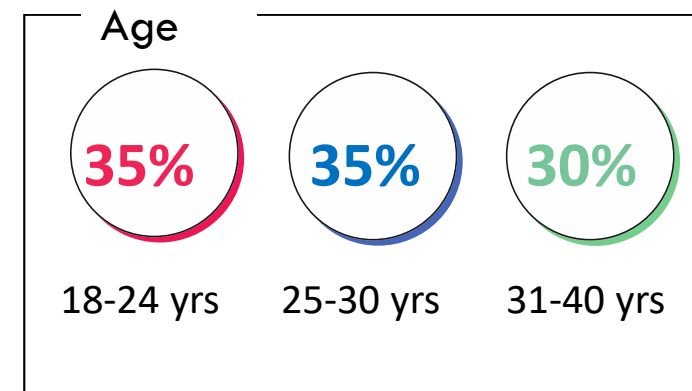
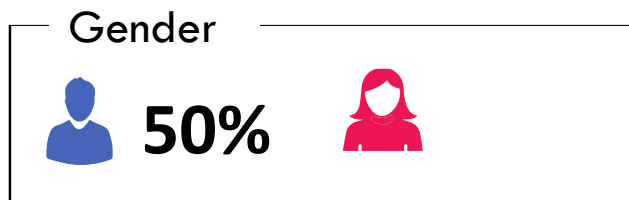
Disney+ Hotstar conducted this research to understand the shopping sentiments of Indian consumers this upcoming festive season, which will provide marketers with insights needed to fine-tune their media strategies.



Methodology

Online survey conducted among Disney+ Hotstar users between 23rd July to 2nd August 2022

A sample size of

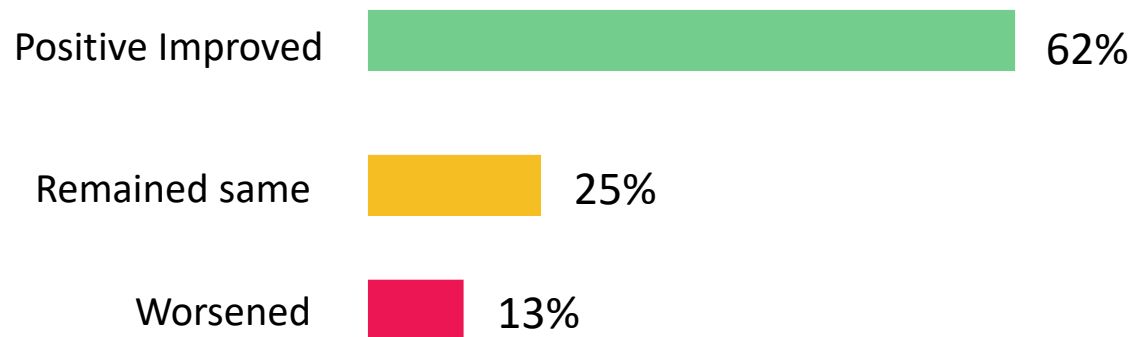


There is a **recovering appetite to spend** among the consumers

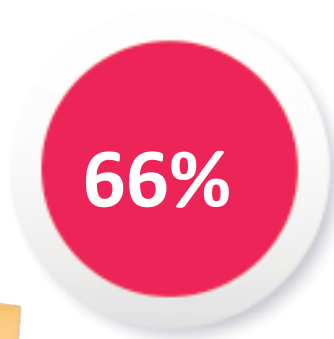
87%

consumers feel that their spending capacity has either improved or at least remained the same compared to a year ago

Spending capacity

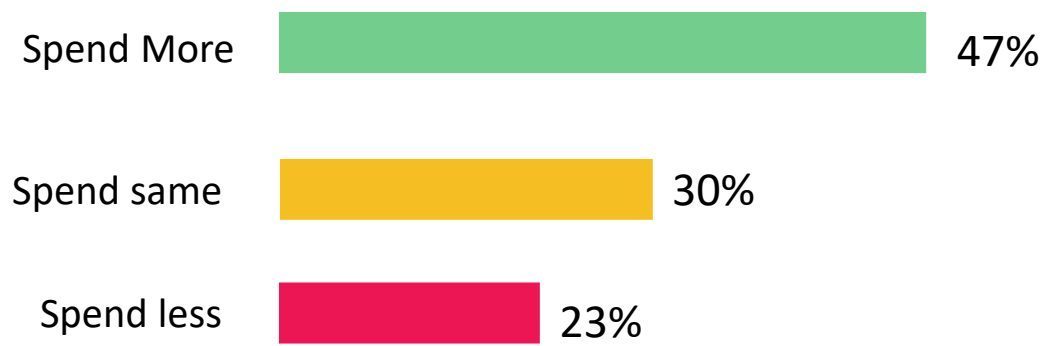


...leading to **growing spends on festive shopping** this year



consumers will spend more on festive shopping compared to last year, and another 22% will spend nearly the same

Spending capacity

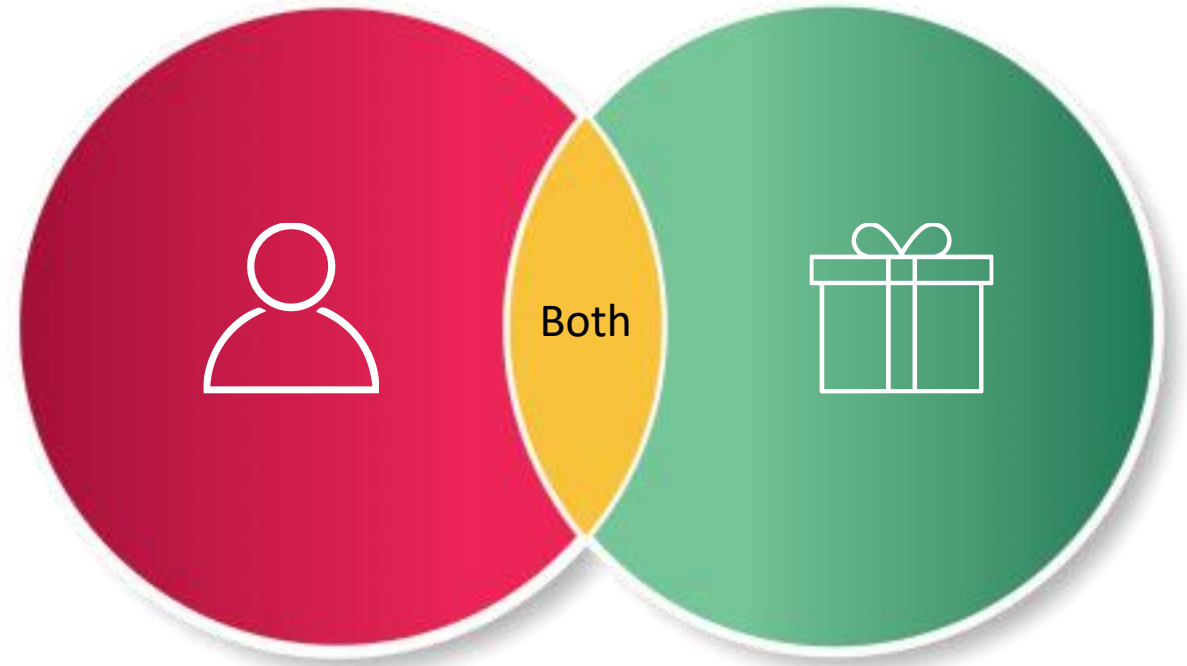


Q: Compared to last year, your spending on shopping during this festive season is expected to... (Increase, decrease, remain same) (N=1657: intended shoppers)

Consumers are planning to shop for themselves as well as for gifting




Purpose of shopping



Self
87%

Gifting
55%

 Both
42%

Consumers are planning to **shop for themselves as well as for gifting**

2 product categories will be purchased by consumers on an average

Top 3 product categories



32% Apparel & fashion



29% Mobile phones



27% Beauty & wellness

Average spending on festive shopping would be ₹15,000, with a higher spending among males



Purpose of shopping

₹15,000

would be the average budget for festive shopping among consumers this year

Average Budget



₹19,000

Among males



₹11,000

Among females



More purchases and higher spending on gifting this season



Average categories



1.6
Self



2.2
Gifting



Average budget



₹13,000
Self



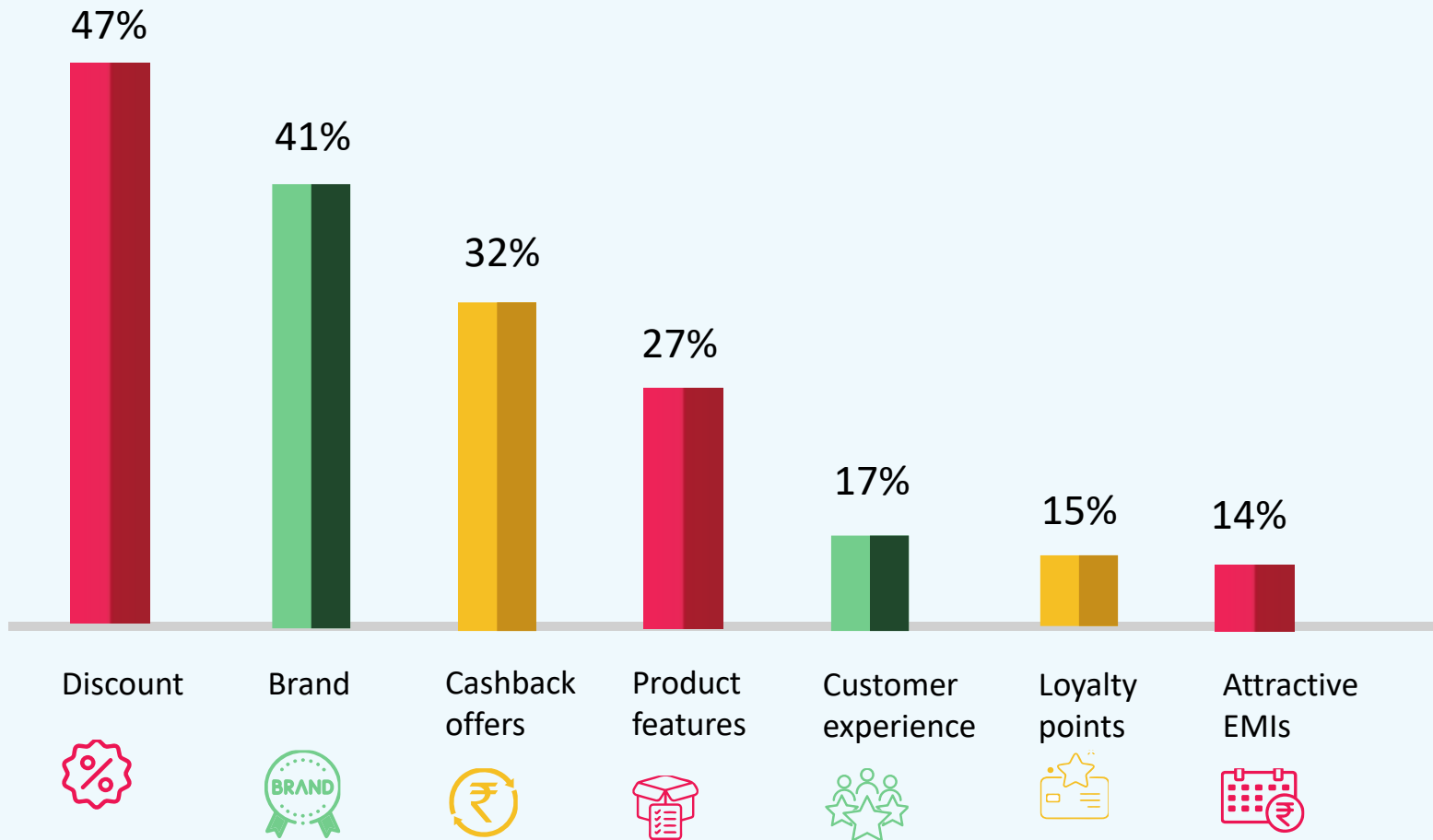
₹16,000
Gifting



Discounts, brands and cashback offers will be key drivers influencing festive purchases



Purpose factors



Q: Which of these factors will you consider most while shopping? (N=1657 : shopping intenders)

Online will be the preferred source of knowledge and purchase

Source of information



55%
Online ads



33%
TV



25%
Reco



13%
Newspaper



5%
Radio



4%
Outdoor

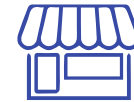
Place of purchase



68%
Online ads



39%
Mall



15%
Standalone
shops



7%
Social
media



4%
Teleshopping



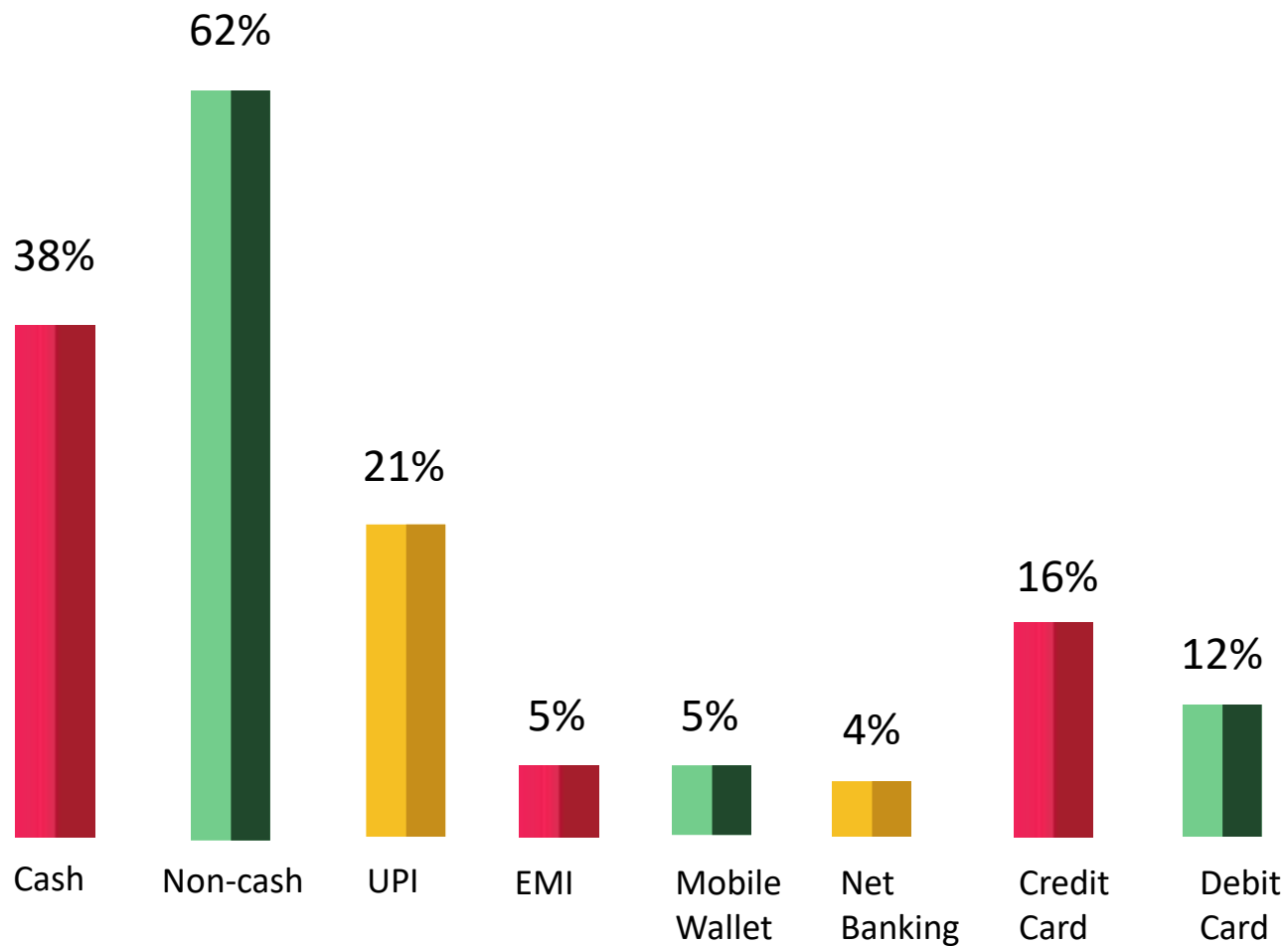
4%
Others

Q: From where are you planning to shop?

Q: From where do you learn about the product you are considering to purchase during the festive season?

Online will be the preferred mode of payment

Mode of payment



Q: From where are you planning to shop?

Q: From where do you learn about the product you are considering to purchase during the festive season?





Thank you