



aski

aroscop

MARKET OUTLOOK AND  
SENTIMENTS TOWARDS  
**BUYING CONSUMER  
ELECTRONICS** THIS FESTIVE  
SEASON

12<sup>th</sup> October 2021



# AGENDA

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AROSCOP SOLUTION SUITE

The logo for 'aski' is centered within a dark blue circle that has a yellow ring around its perimeter. The word 'aski' is written in a lowercase, sans-serif font. The letters 'a', 's', and 'k' are white, while the letter 'i' is a light blue color. The dot above the 'i' is a white circle.

aski

Aroscop **Ask1** is a Consumer Insights tool specifically designed to identify a micro cohort of users that have a certain behaviour and ask them questions using **specially designed interactive creatives**.

Backed by Aroscop's data science (DART), audience and contextual cohorts (COMPASS), and programmatic advertising platform (DSP), the solution aims to create highly relevant target or test groups, reach the right users at the right time (based on several signals), and programmatically deliver interactive display ads to generate credible responses.

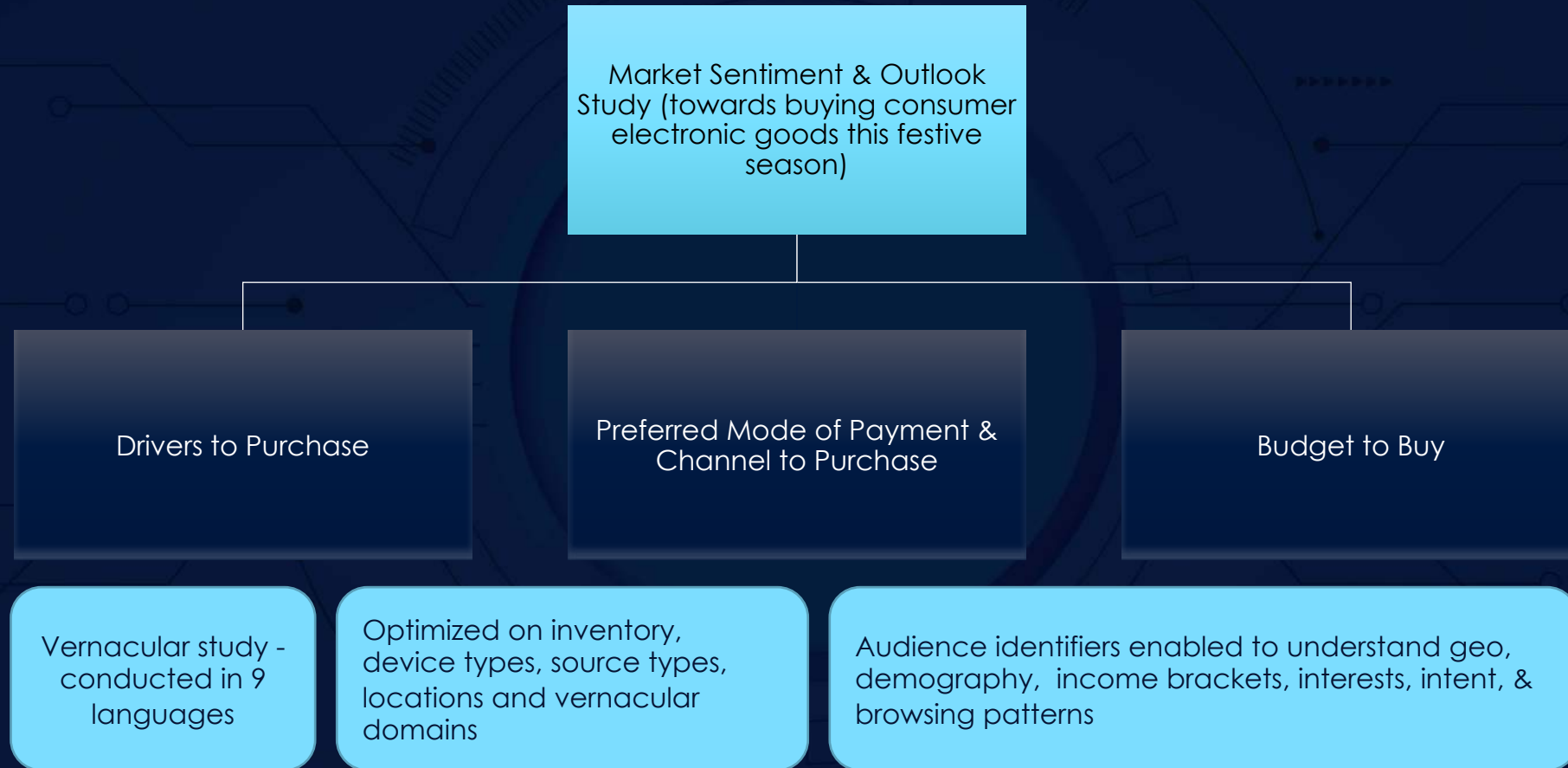




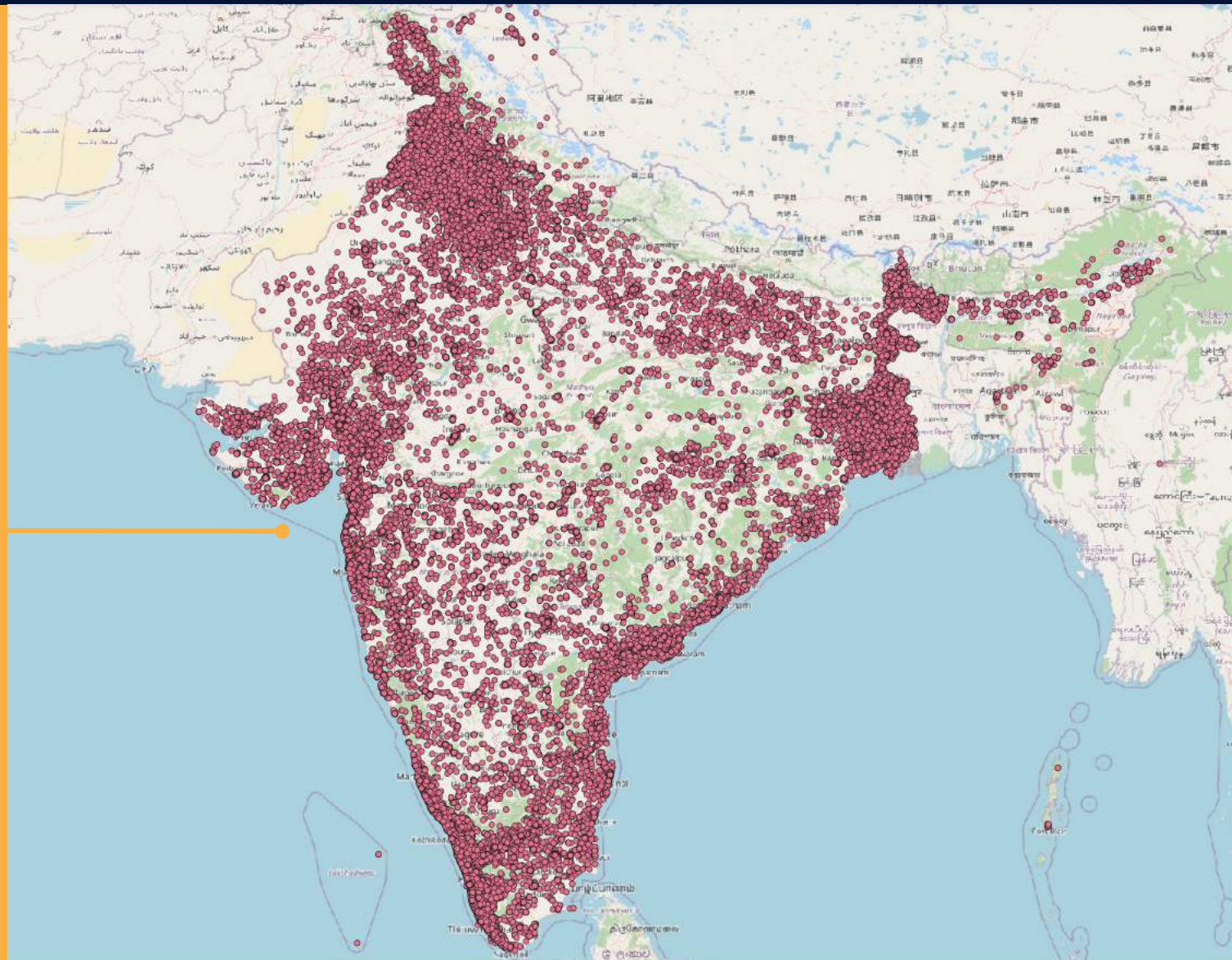
## RESEARCH OBJECTIVE

To understand the market sentiments, price sensitivity, preferred payment modes and offers to purchase consumer electronic goods among audiences this festive season.

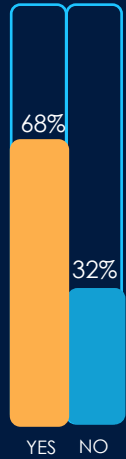
# RESEARCH SETUP



THE STUDY  
COVERED THE  
LENGTH &  
BREADTH OF  
INDIA



# MARKET OUTLOOK TOWARDS ELECTRONIC GOODS



68% of the respondents said that they are looking forward to purchasing consumer electronic products this festive season (Dussehra-Diwali)



65% of the respondents who are planning to purchase electronic goods this festive season said they will be shopping online



The festive season will bring back the customers to the consumer durables (electronics) brands where most are looking for online channels to make purchases



# KEY TAKEAWAYS & INSIGHTS

## —● Rs. 25,000

Most respondents say they will spend less than Rs 25k this season on consumer electronics

## —● FREE SERVICE

Respondents cite free service and cash discounts as their key criteria in deciding

## —● UPI PAYMENT

Is only next to cash as the preferred mode of payment while shopping for electronic goods

## —● MOBILE PHONES

Will be the most bought product in the consumer electronics segment

## —● RURAL INDIA

Respondents from rural parts say they will be increasing their budgets this year.

## —● URBAN INDIA

UPI payments will be at par with Cash as the mode of payment. Cards may take a back seat.

## —● EAST INDIA

Is expected to have a larger cart size than other regions and will predominantly use cash as payment mode.

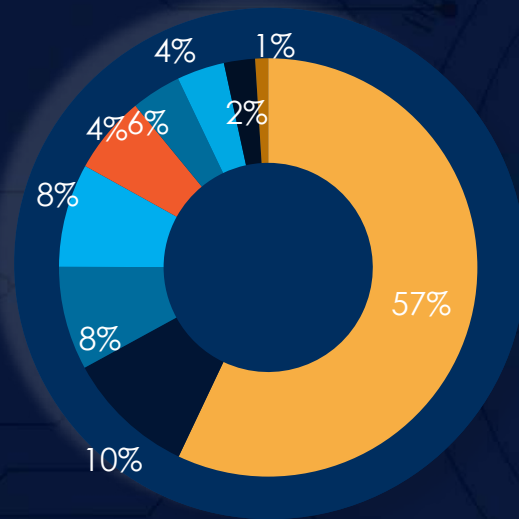
## —● SOUTH INDIA

Prefers cash discounts over any other form of offers. Residents from this region may spend same as they did last year.

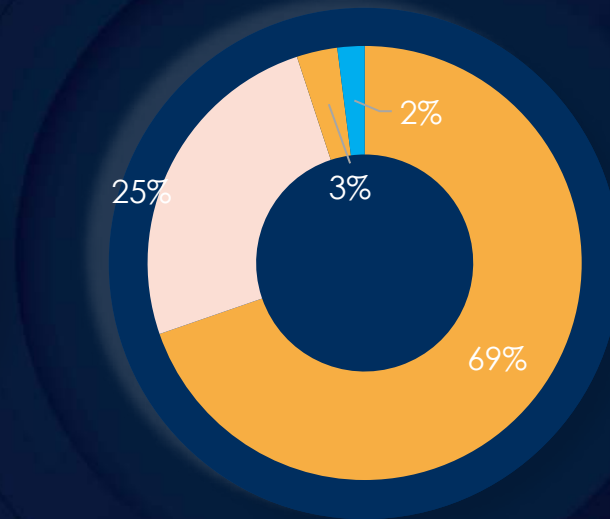


# SAMPLE & AUDIENCE SPLIT

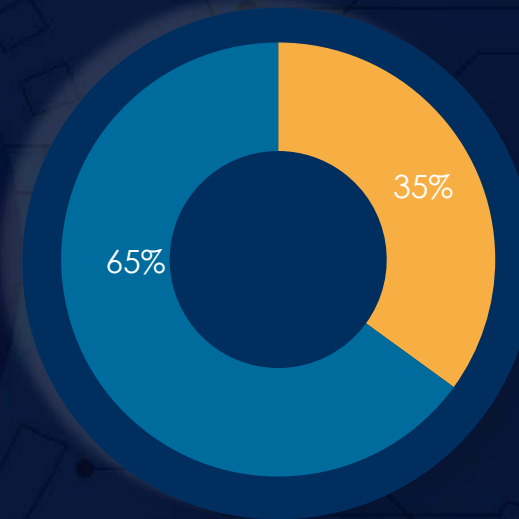
The majority (94%) of respondents belonged to the age-group of 18-34 years. In terms of language of the survey questions, most (57%) of the responses came from English creatives while 43% came from vernacular creatives. Rural population made up 35% in the sample while 65% came from urban areas.



English Hindi Marathi  
Gujarati Bengali Telugu  
Kananda Malayam Tamil



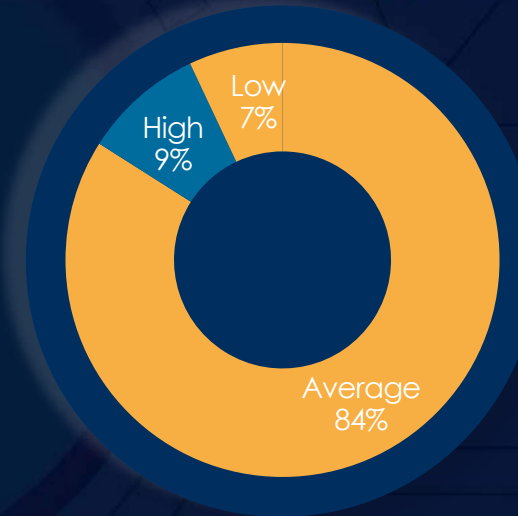
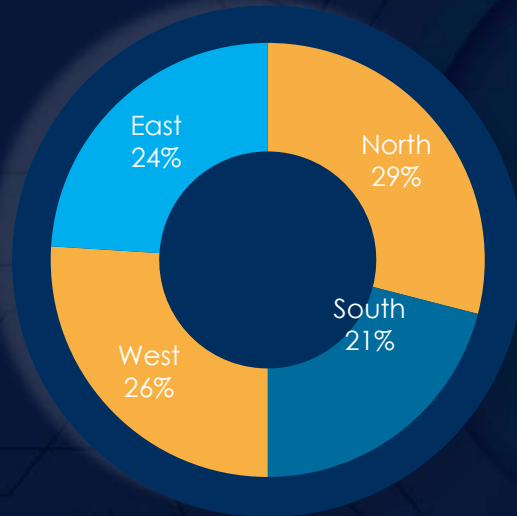
25-34 18-24 35-44 45-54



Rural Urban

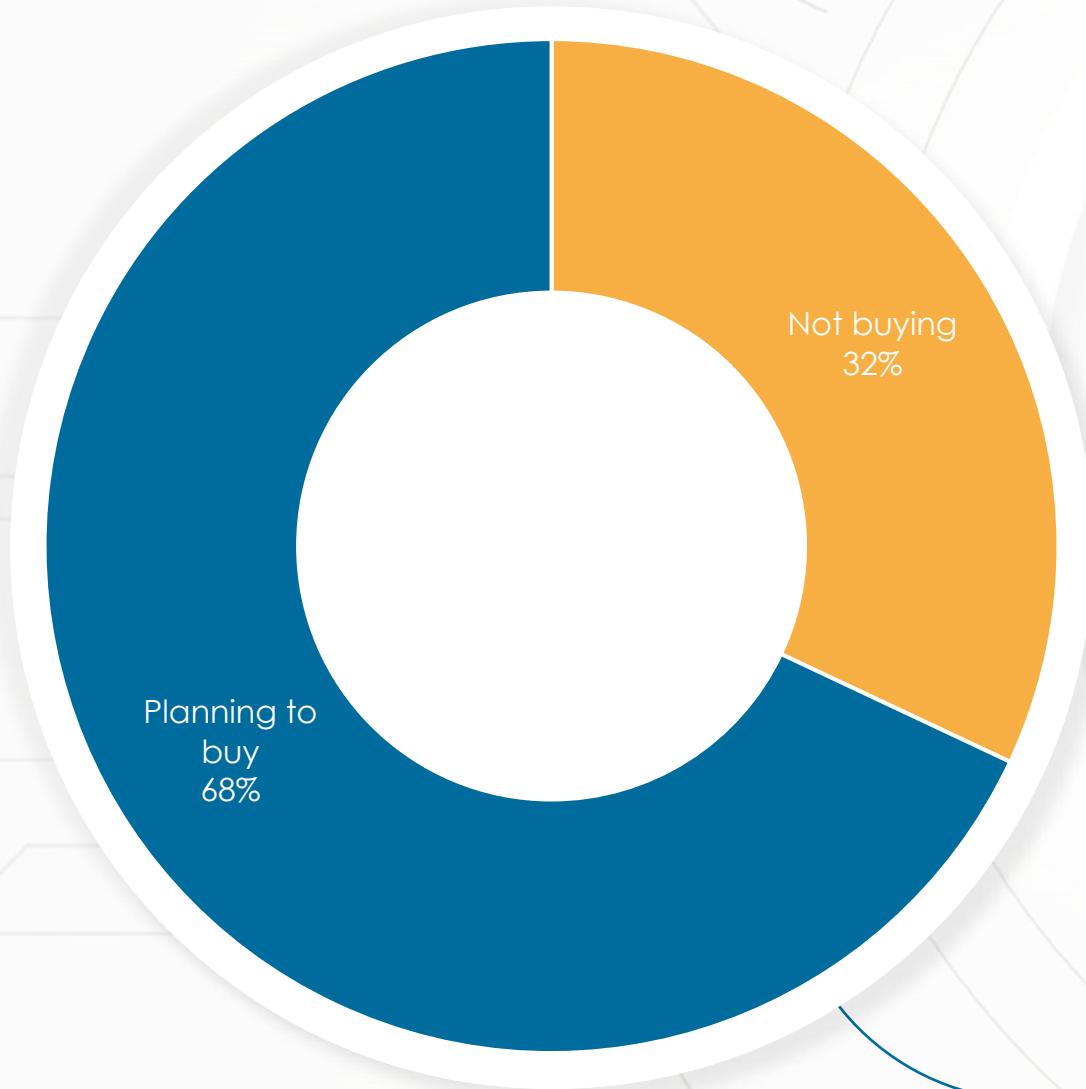
# SAMPLE & AUDIENCE SPLIT

All 4 regions (North, South, East, West) have near equal representation in the sample, with North contributing slightly higher than other regions. In terms of income category of the respondents, most belonged to the average income households.





# RESEARCH FINDINGS



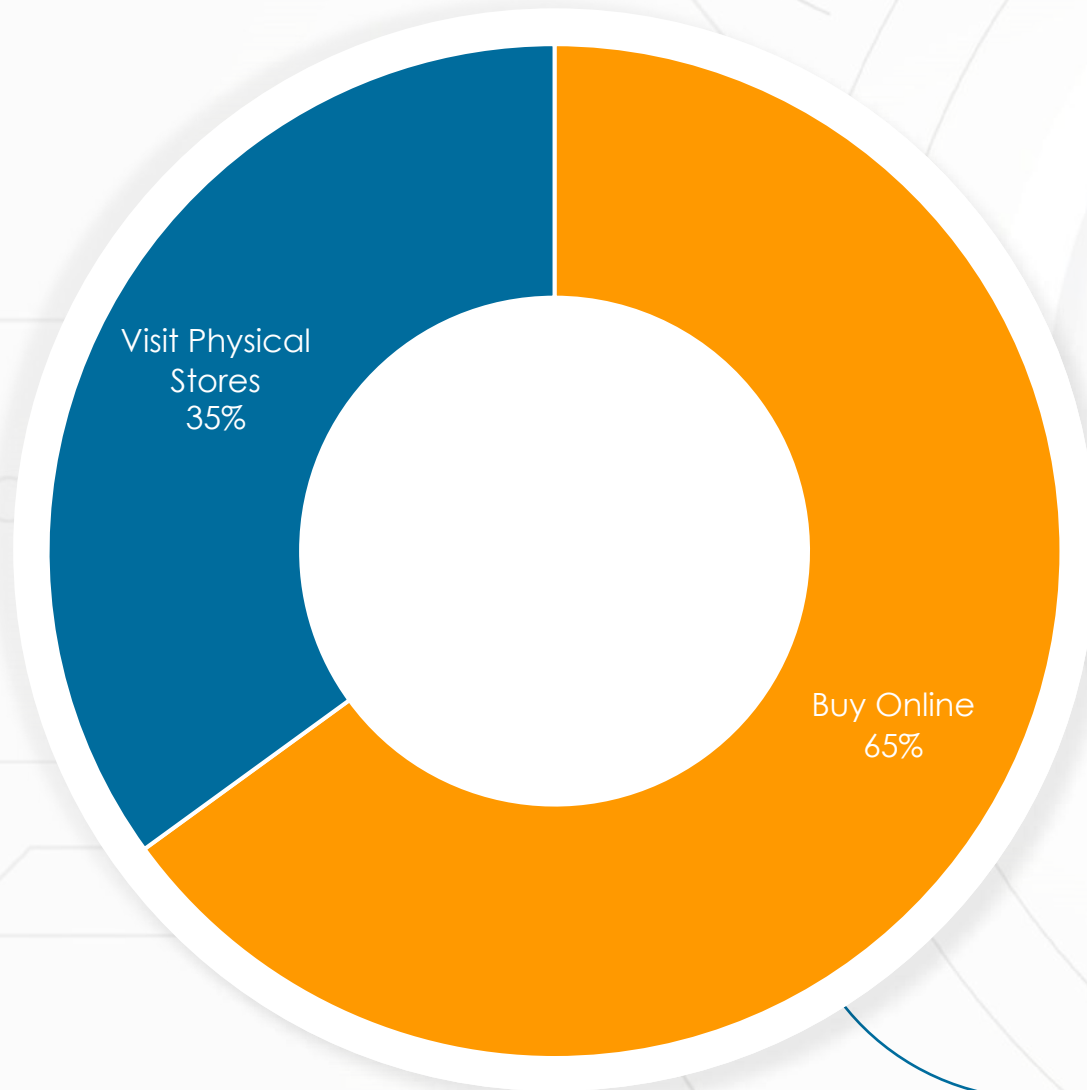
## FESTIVE SEASON WILL BOOST SALES

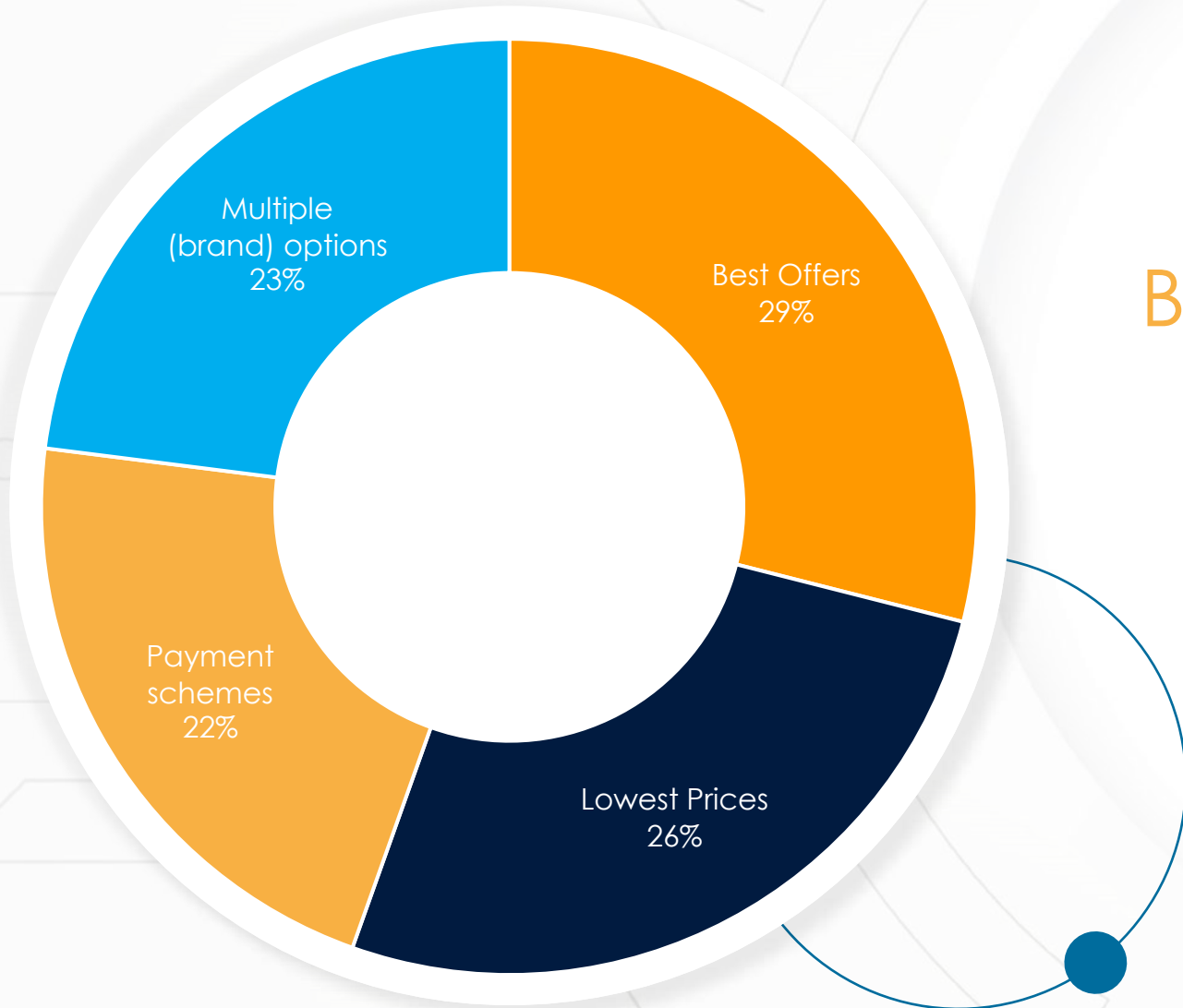
A MAJORITY OF RESPONDENTS WILL BE BUYING ELECTRONIC GOODS THIS FESTIVE SEASON



# ECOMMERCE ON THE RISE

OF THE RESPONDENTS WILLING TO BUY CONSUMER ELECTRONIC GOODS, 65% SAID THEY WILL MAKE THE PURCHASE ONLINE. REST 35% WILL VISIT AN OFFLINE STORE TO BUY THE GOODS.



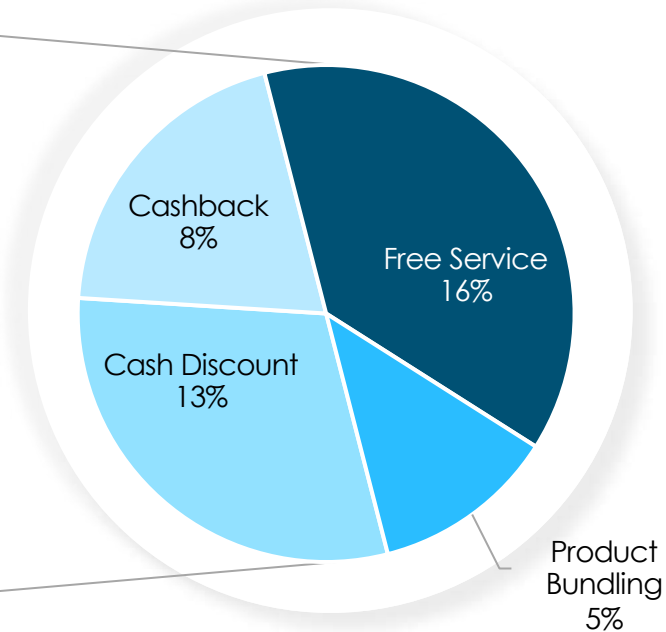
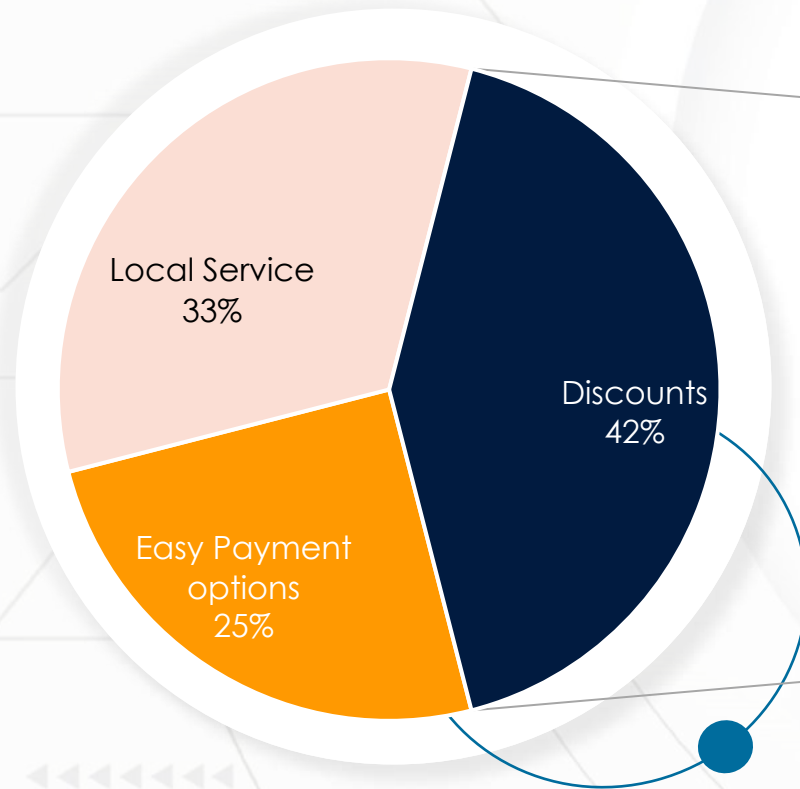


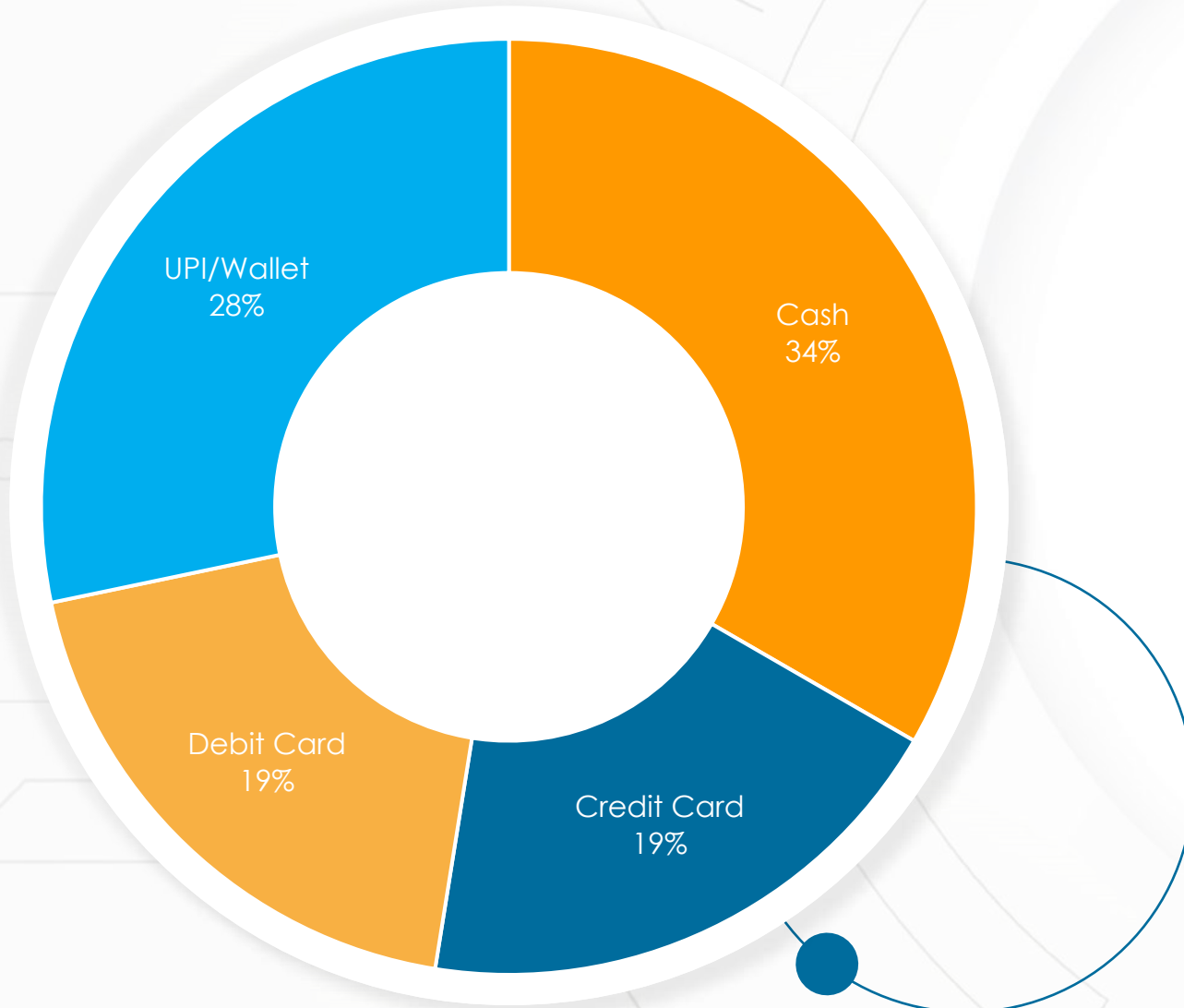
## BEST OFFERS WILL DRIVE SALES

BEST OFFERS (29%) WILL BE IN MORE DEMAND THAN LOWEST PRICES (26%). WITH 22% PAYMENT SCHEMES RANK THE LOWEST AMONG THE DRIVERS.

# FREE SERVICE AND CASH DISCOUNTS WILL ATTRACT CUSTOMERS

ON ASKED WHAT THEY CONSIDER AS BEST OFFERS, RESPONDENTS PLACED DISCOUNTS (42%) AS THE MOST PREFERRED OPTION. AMONG THE TYPE OF DISCOUNTS, FREE SERVICE AND CASH DISCOUNT COME ON TOP. THERE AREN'T MANY TAKERS OF PRODUCT BUNDLES.

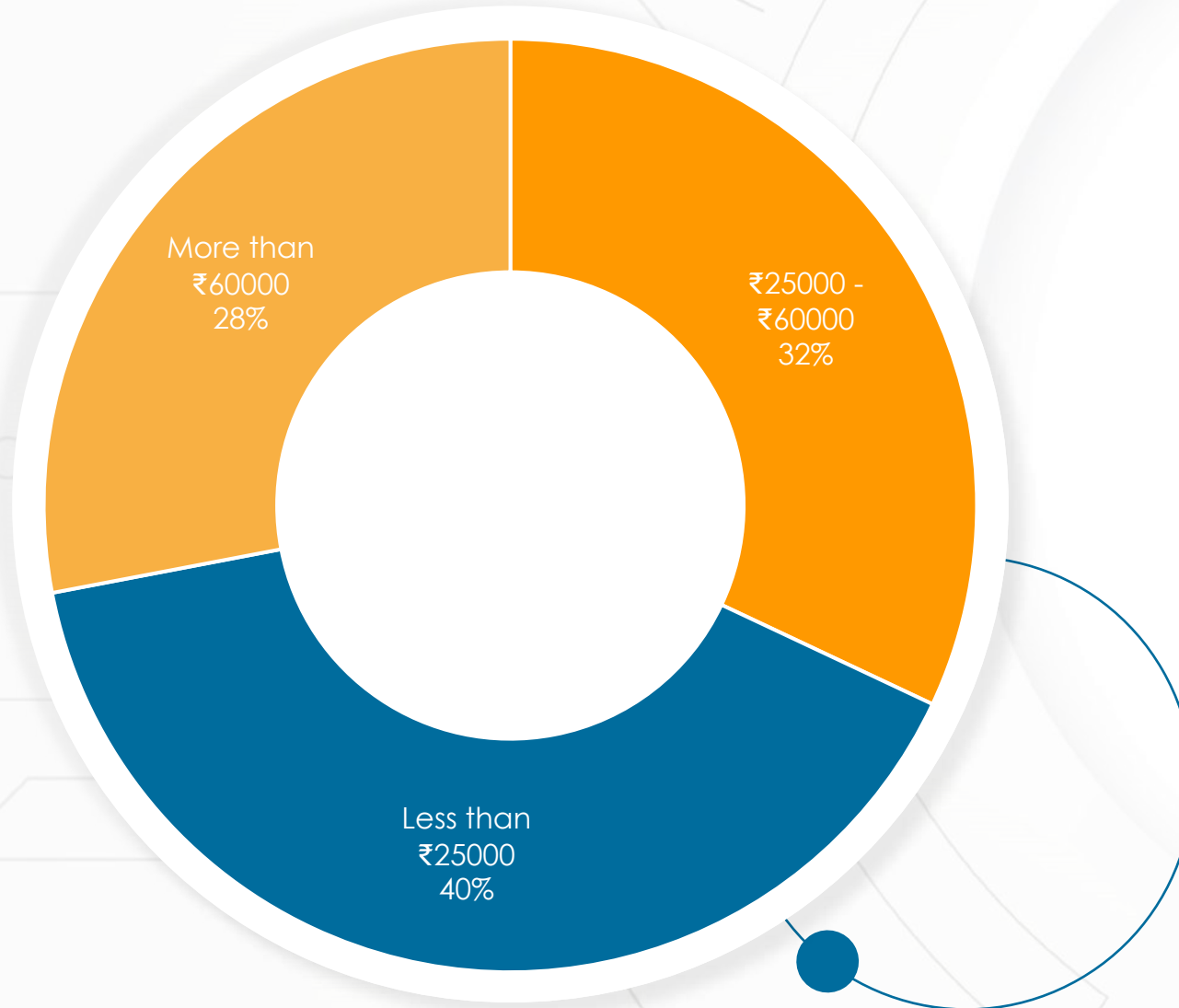




## MODE OF PAYMENT

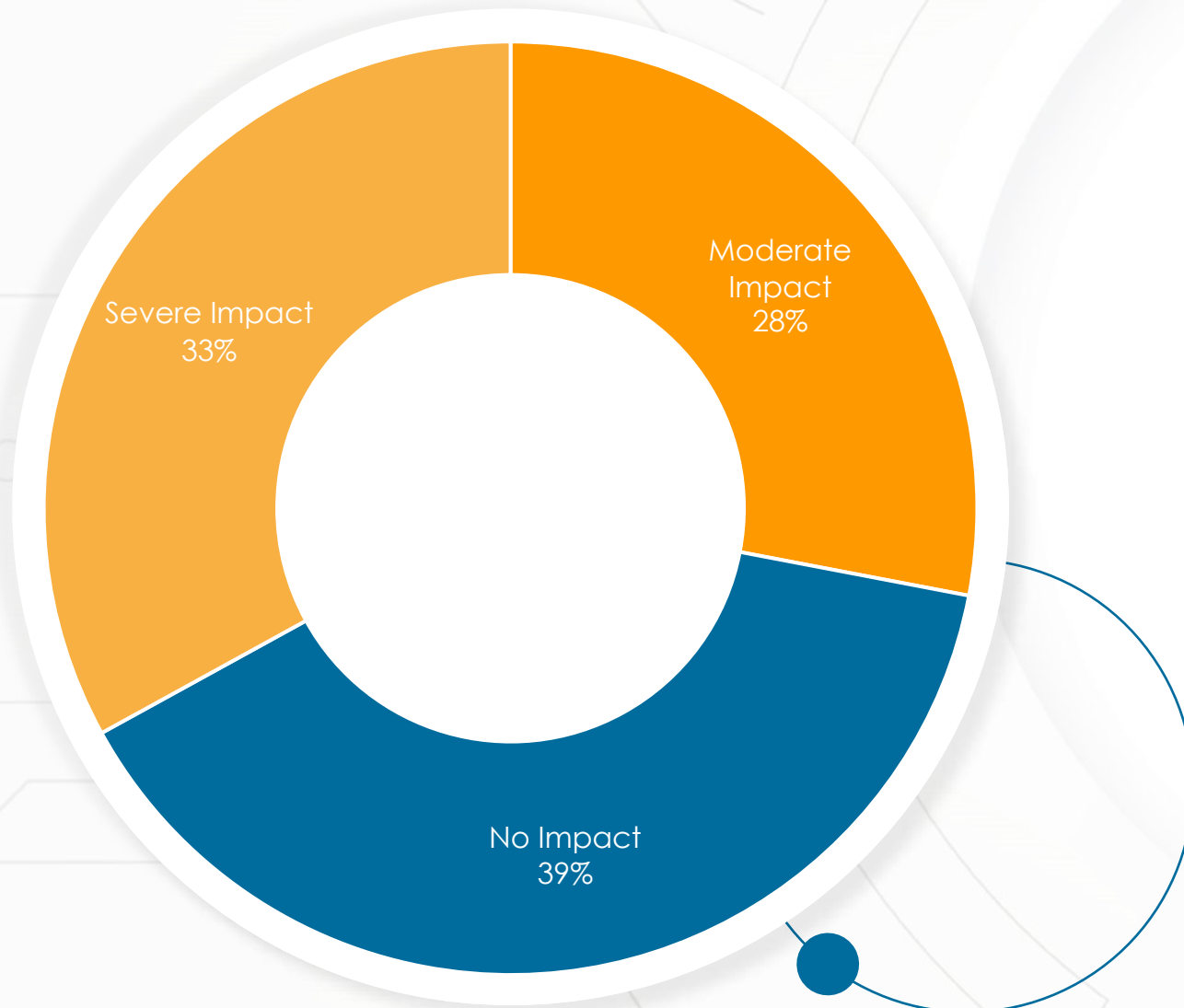
CASH REMAINS THE PREFERRED (34%) MODE OF PAYMENT FOR ELECTRONIC GOODS PURCHASES. 28% OF THE RESPONDENTS SAY THEY WILL BE USING UPI AND/OR WALLETS.





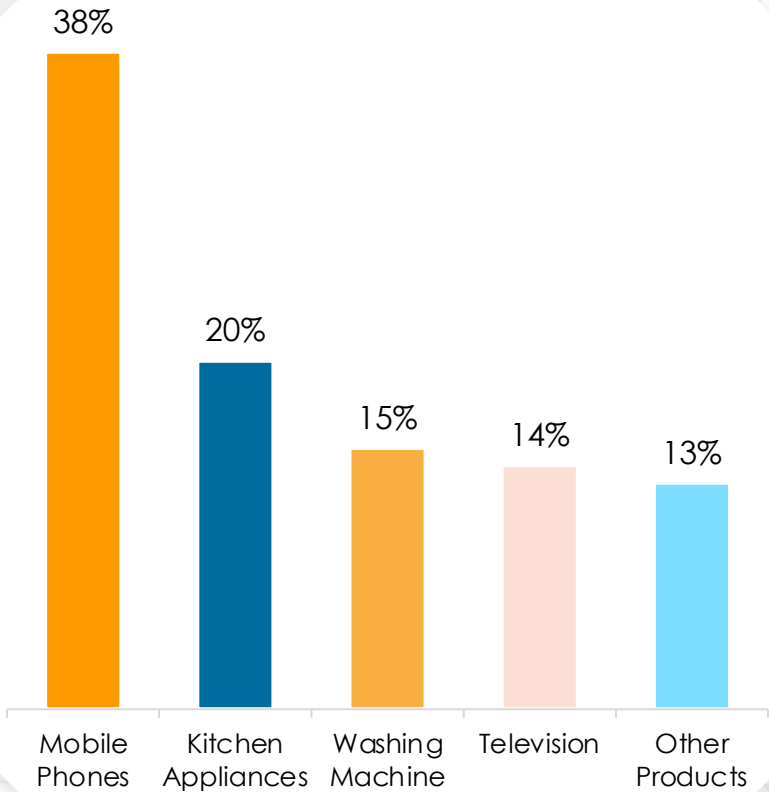
## BUDGET TO BUY

MOST (40%) RESPONDENTS WILL BE BUYING ELECTRONIC GOODS FOR LESS THAN ₹25,000. 28% OF THE RESPONDENTS WILL BE SPENDING MORE THAN ₹ 60 THOUSAND ON ELECTRONICS THIS FESTIVE SEASON.



## IMPACT OF COVID

61% OF THE RESPONDENTS REPORTED MODERATE TO SEVERE IMPACT OF THE PANDEMIC ON THEIR DECISION TO PURCHASE ELECTRONIC GOODS THIS FESTIVE SEASON. THESE USERS INDICATED NOW THEY MUST GO FOR CHEAPER ALTERNATIVES OR DEFER THE IDEA TO BUY ELECTRONIC GOODS THIS YEAR.



# MOBILE PHONES WILL LEAD THE SALES

38% OF THE RESPONDENTS SAID THEY ARE LOOKING FORWARD TO BUY MOBILE PHONES THIS SEASON.



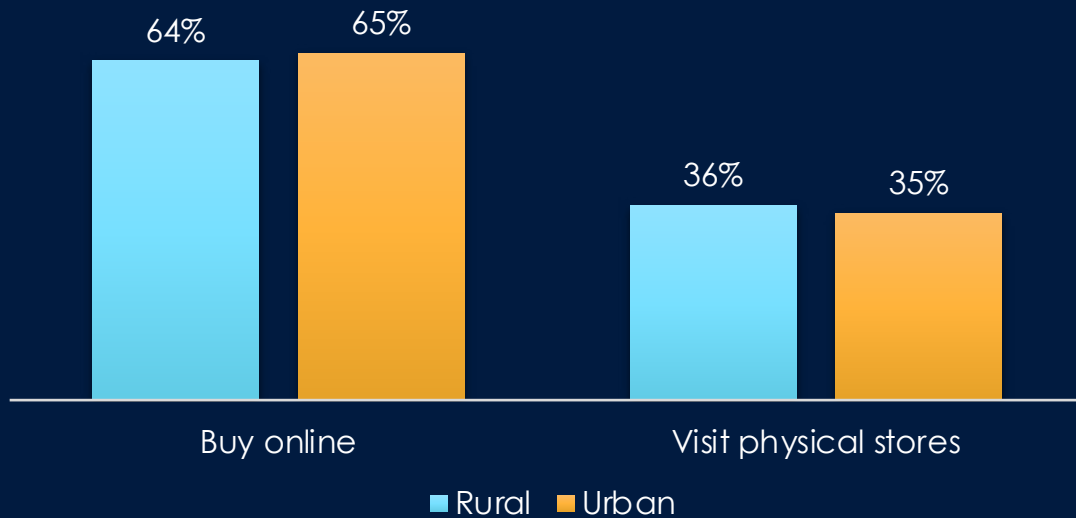
**GET INTO THE  
SEGMENTS**  
**RURAL VS URBAN**



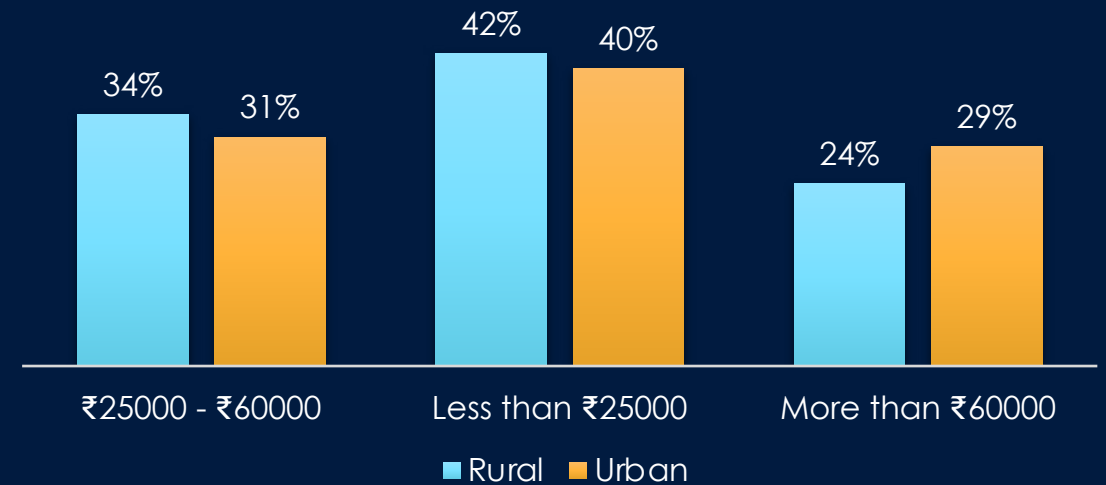
# URBAN INDIA WILL BUY ONLINE AND MAY SPEND MORE

Rural India will be purchasing electronic goods primarily from offline stores. When asked about their budget, 60% of respondents from Urban areas said they may spend more than ₹25,000 on electronic goods compared to 58% of those living in rural areas.

## ONLINE VS OFFLINE



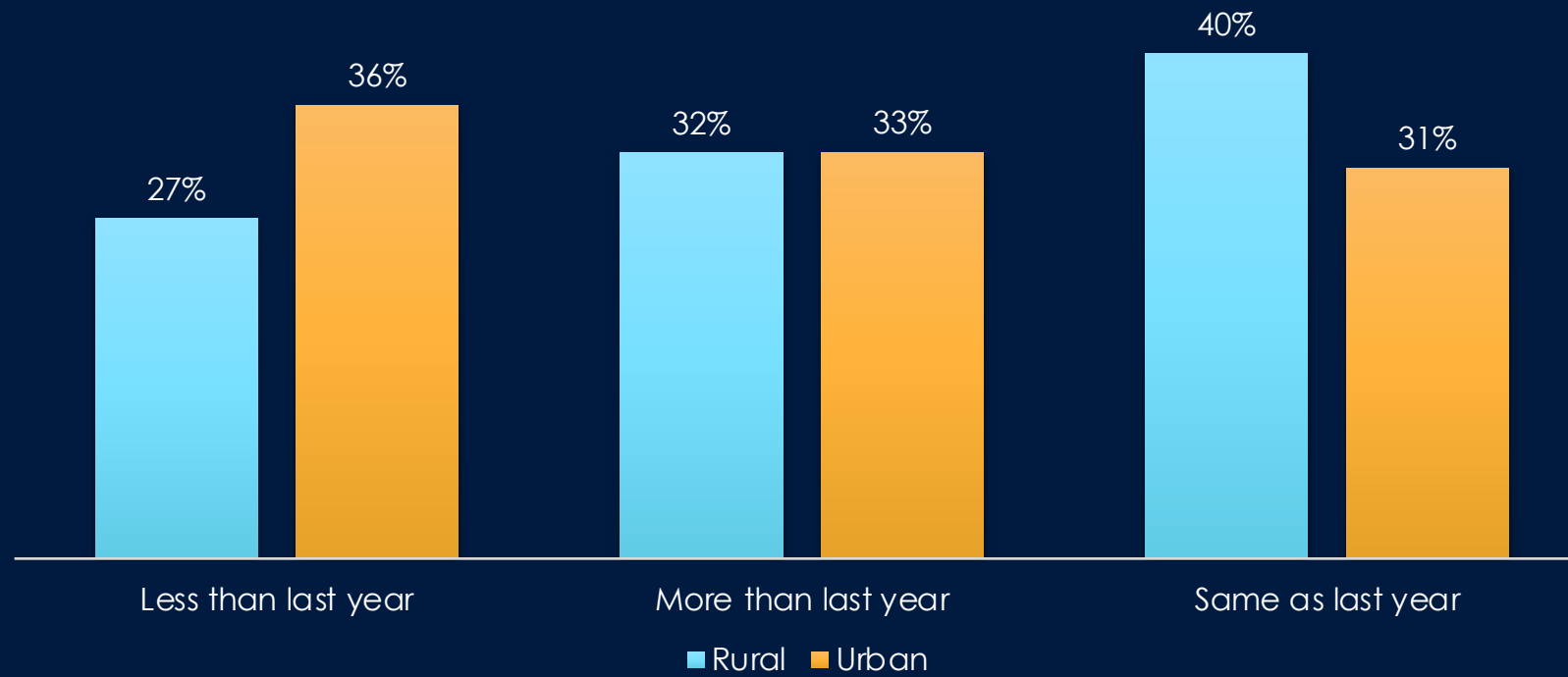
## BUDGET TO BUY



# RURAL POPULATION WILL INCREASE THEIR BUDGET THIS YEAR

Though residents from the rural parts of India may spend less compared to their urban counterparts, they are expected to increase their budget this year (72% will be spending same of more than last year)

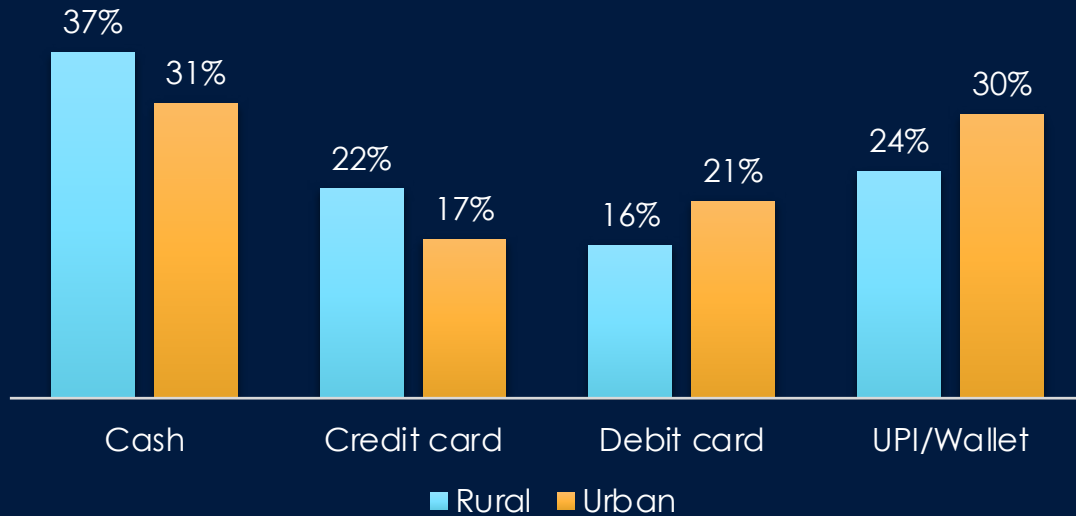
## SPEND COMPARED TO LAST YEAR



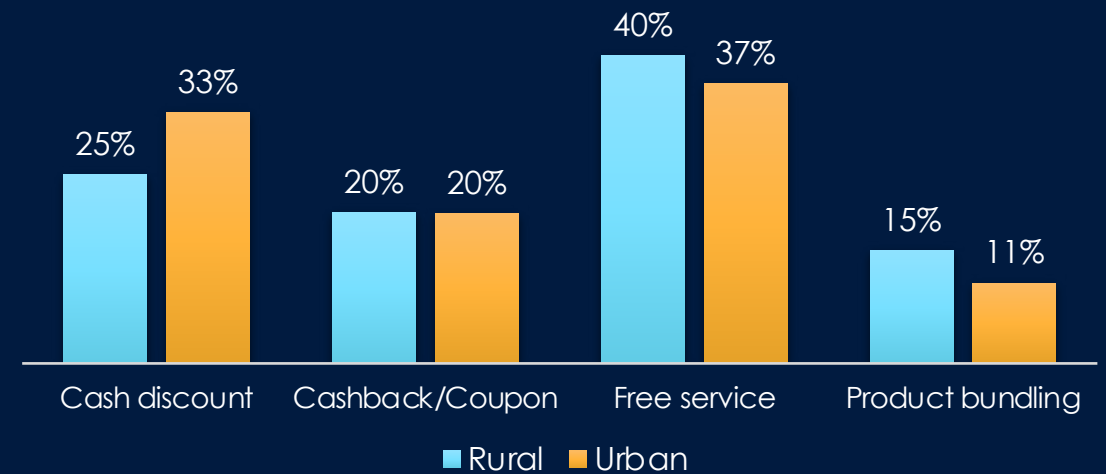
# RURAL INDIA PREFERS TO PAY IN CASH

Free service matters more to urban as well rural population.  
Product bundling works comparatively better for urban dwellers.  
Respondents living in urban areas value cash discounts more than those living in rural India.

## PREFERRED MODE OF PAYMENT



## PREFERRED OFFERS





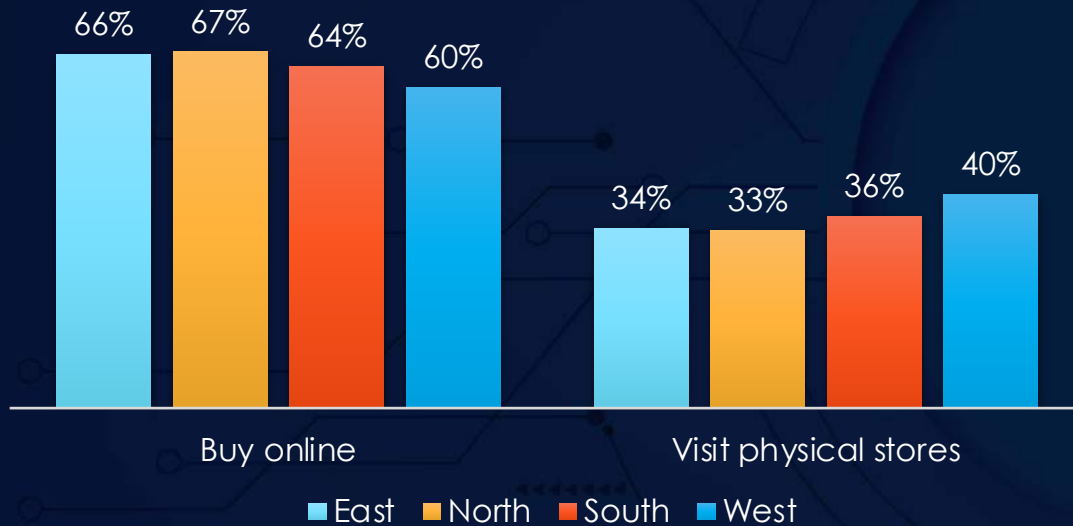
**GET INTO THE  
SEGMENTS  
REGIONS**

# EAST INDIA WILL SPEND MORE AND BUY ONLINE

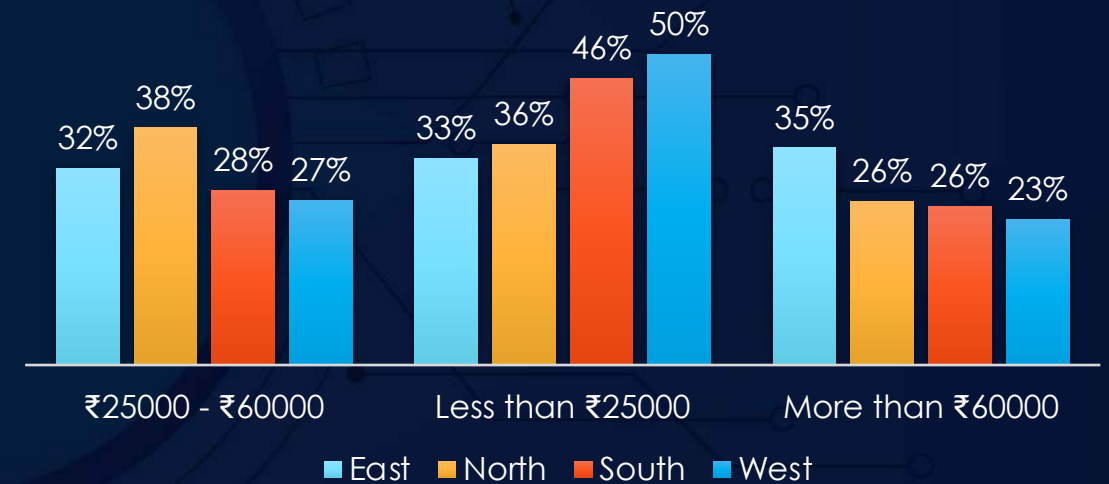
50% of the respondents from western states say they will be spending less than ₹25,000 on electronic goods this season.

35% (highest among the 4 regions) of the respondents from east region said they will be spending more than ₹60k this festive season on consumer electronics.

## ONLINE VS OFFLINE



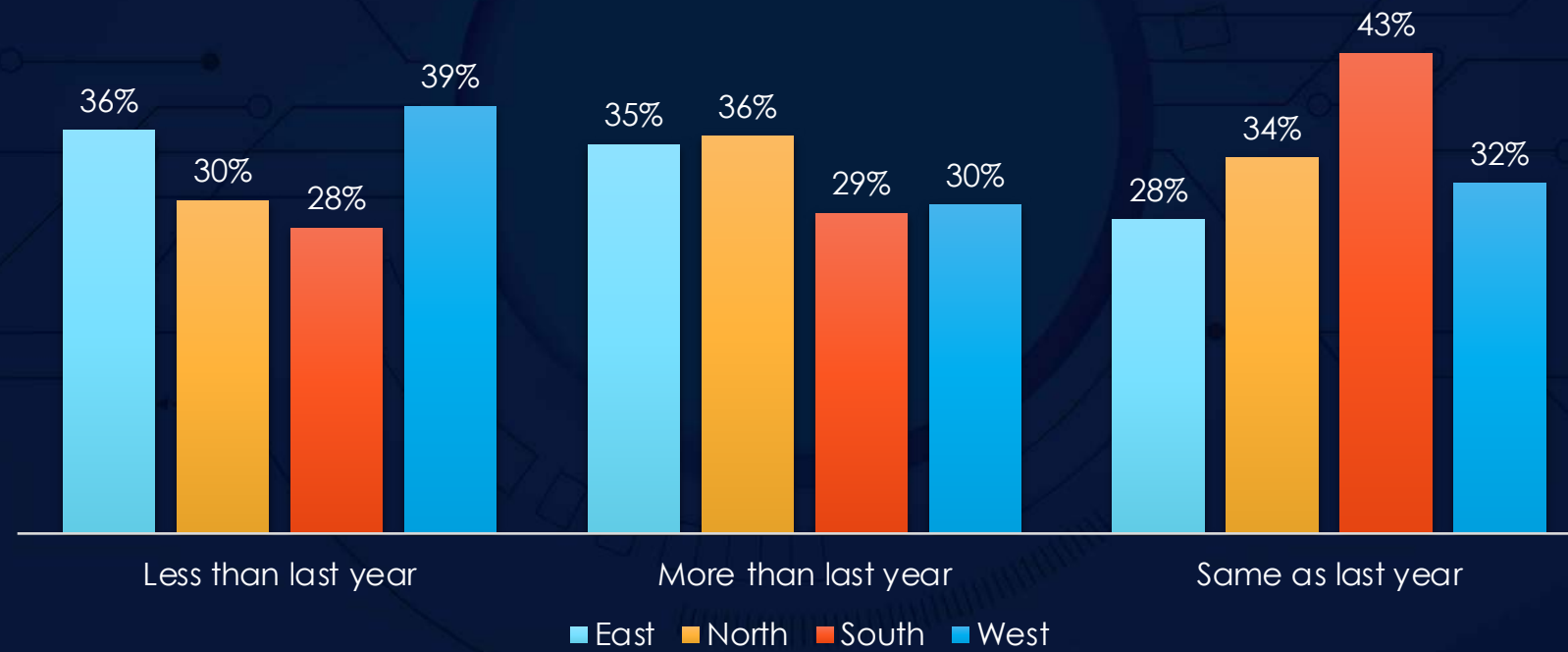
## BUDGET TO BUY



# WESTERN STATES WILL SPEND LESS

39% of the respondents living in the western part of the country said that they will be less on electronic products compared to last year. 36% of those from north India said they'll increase their budget this year.

## SPEND COMPARED TO LAST YEAR

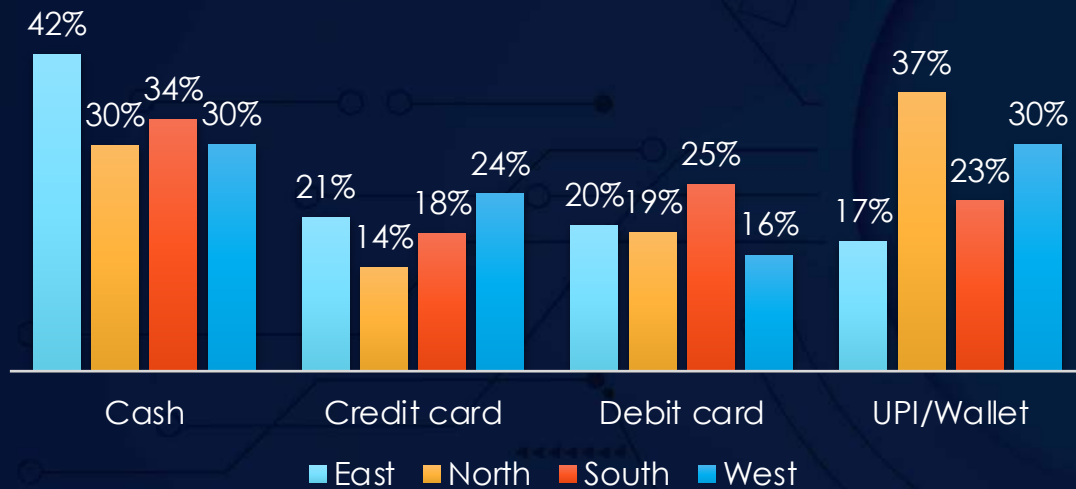




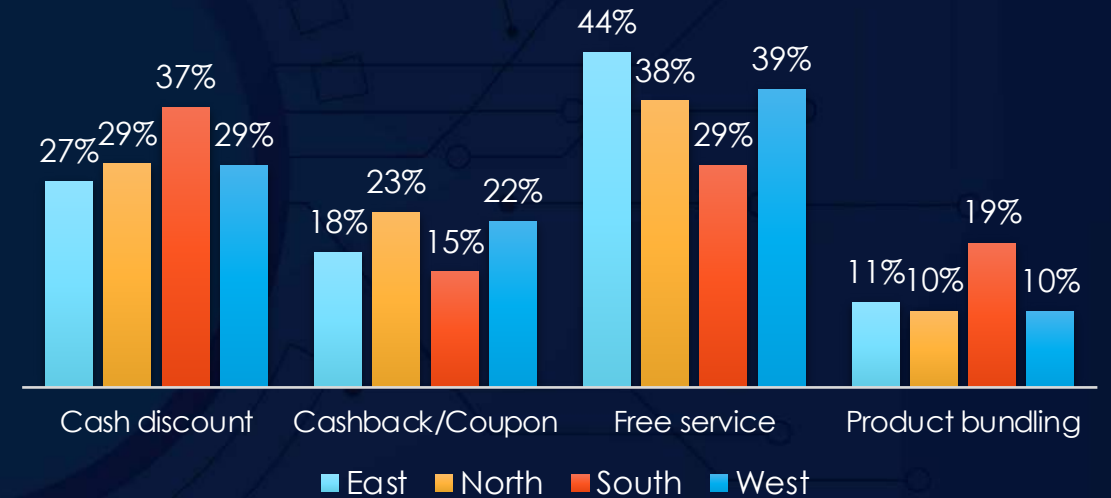
# NORTH & WEST INDIA PREFER UPI PAYMENTS & WALLETS

Majority of respondents from east, west & north Indian states prefer free service over every other offer & discount types, while the southern part of the country prefers cash discounts over everything else.

## PREFERRED MODE OF PAYMENT



## PREFERRED OFFERS





**AROSCOPI**  
**INSIGHTS**  
**SOLUTION SUITE**

# AROSCOP INSIGHTS SOLUTION SUITE BEHIND THE STUDY



**COMPASS** (COHORT BASED MEDIA PLANNING AND AUDIENCE SEGMENTATION SYSTEM) ALLOWS IDENTIFICATION OF THE RIGHT SUPPLY SOURCES, DOMAINS, URLS, AREA OF RESIDENCE (URBAN VS RURAL), ZONES (NORTH, SOUTH, EAST, WEST) AND SEGMENTS TO APPROACH FOR THE STUDY.

**DART** (DATA ANALYTICS FOR RESPONSE & TARGETING) MAPS THE RESPONDENTS TO INDIVIDUAL USERS PROVIDING RICH DATA INCLUDING DEMOGRAPHICS, LOCATION, INCOME BRACKET, INTERESTS, INTENT AND BROWSING PATTERN AMONG OTHER SIGNALS.

TARGETED DELIVERY OF INTERACTIVE (QUESTION) ADS GIVES UNPRECEDENTED CONTROL ON WHO IS PARTICIPATING IN THE RESEARCH.

# AROSCOPI INSIGHTS SOLUTION SUITE – FEW USE CASES

## BRAND

- Brand Recall
- Brand Recognition
- Brand Identity
- Brand Image
- Brand Loyalty
- Expansion Analysis
- Customer Profile
- Consumer Sentiments
- Brand Affinity

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compass

dart

INTERACTIVE CREATIVES TO RECORD RESPONSES

FIND THE RIGHT CONTENT & CONTEXT OPPORTUNITIES

MAP RESPONSES TO INDIVIDUALS USING DMP & DATA SCIENCE

AROSCOPI DEMAND SIDE PLATFORM (DSP)

## INDUSTRY

- Market Segmentation
- Product Testing
- Gap Analysis
- Competitor Research
- Identifying New Segments
- Trend Analysis

## CAMPAIGN

- Advertising Testing
- Channel Efficacy
- Creative Testing
- Brand Lift Study
- Reach Analysis
- Location Analysis
- Ad Recall Study
- Audience Mix
- Sentiment Analysis



## GET IN TOUCH

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