

MARKET OUTLOOK AND SENTIMENTS TOWARDS BUYING GOLD JEWELLERY THIS FESTIVE SEASON

12th October 2021





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**.

OSK

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, and key motivators & barriers to purchase gold and gold jewellery among audiences this festive season.



RESEARCH SETUP

Market Sentiment & Outlook Study (towards buying gold this festive season)

Purpose to Buy

Barriers to Buy

Vernacular study conducted in 9 languages Optimized on inventory, device types, source types, locations and vernacular domains

Audience identifiers enabled to understand geo, demography, income brackets, interests, intent, & browsing patterns

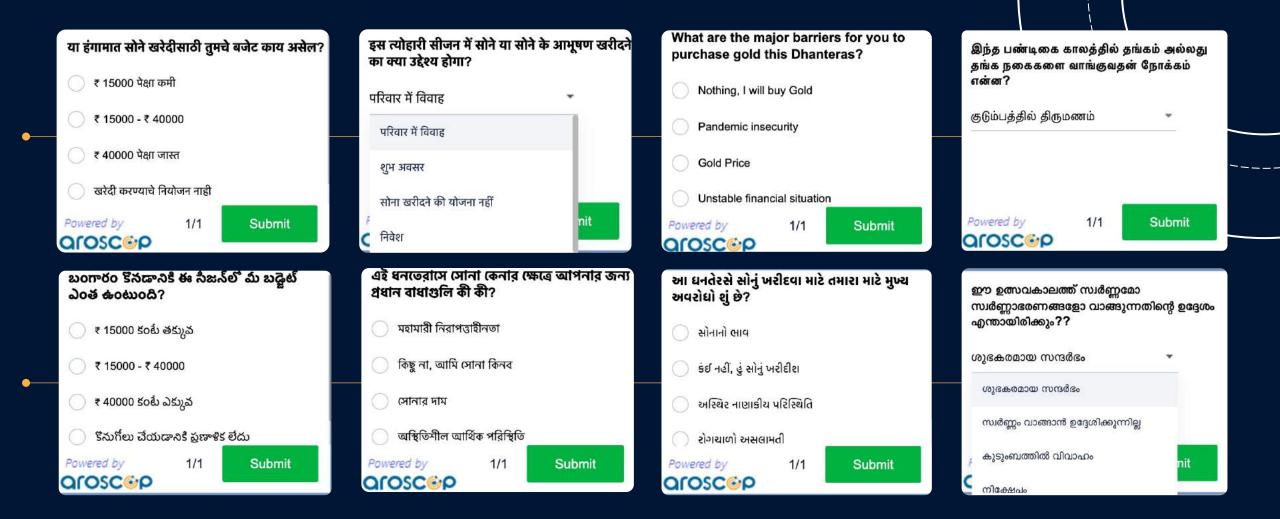
Budget to Buy



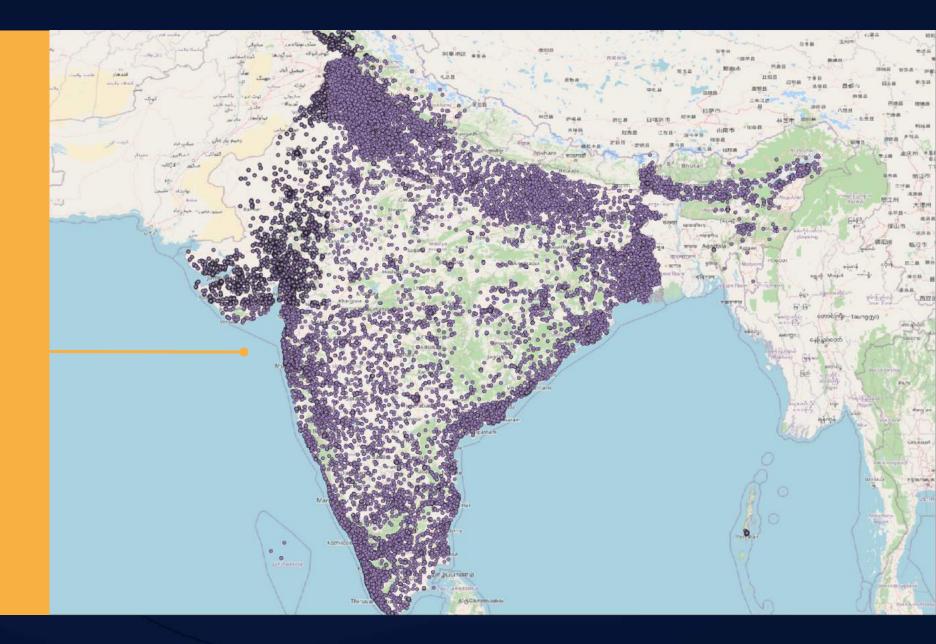
dart



QUESTIONS IN MULTIPLE LANGUAGES TO INCREASE REACH AND GENERATE CREDIBLE RESPONSES

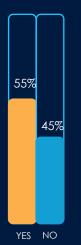


THE STUDY COVERED THE LENGTH & BREADTH OF INDIA





MARKET OUTLOOK TOWARDS BUYING GOLD



Majority of the respondents said that they are looking forward to purchase gold this festive season (Dussehra-Diwali)



Gold price & unstable financial conditions will be the major barriers for people in buying gold.



Overall, the market looks optimistic when it comes to festive shopping for gold & gold jewelry.



KEY TAKEAWAYS & INSIGHTS

- Rs. 15,000

Most respondents say they will spend less than Rs 15k this season on gold.

- DHANTERAS

Auspicious occasion is the top driver followed by investment

- RURAL INDIA

Rural India will buy more for Marriage in the family, may spend more per purchase and is more price conscious

- URBAN INDIA

Urban India will, primarily, buy gold for the festivities and auspicious occasions

→ 35-44 YRS → 45-54 YRS

year old's see gold buying as an investment

People in this age-group are least affected by gold prices and unstable financial situation but are highly concerned about the ongoing pandemic

- EAST INDIA

Will buy for the festivities while those in west state investment as their primary reason to buy gold

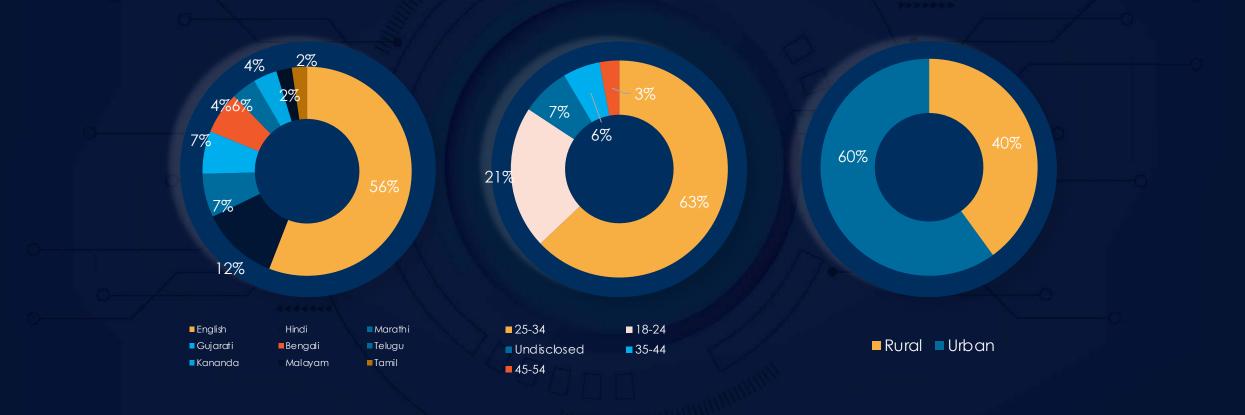
- PANDEMIC FEAR

The country is largely out of the pandemic fear and will make the most of the upcoming shopping events



SAMPLE & AUDIENCE SPLIT

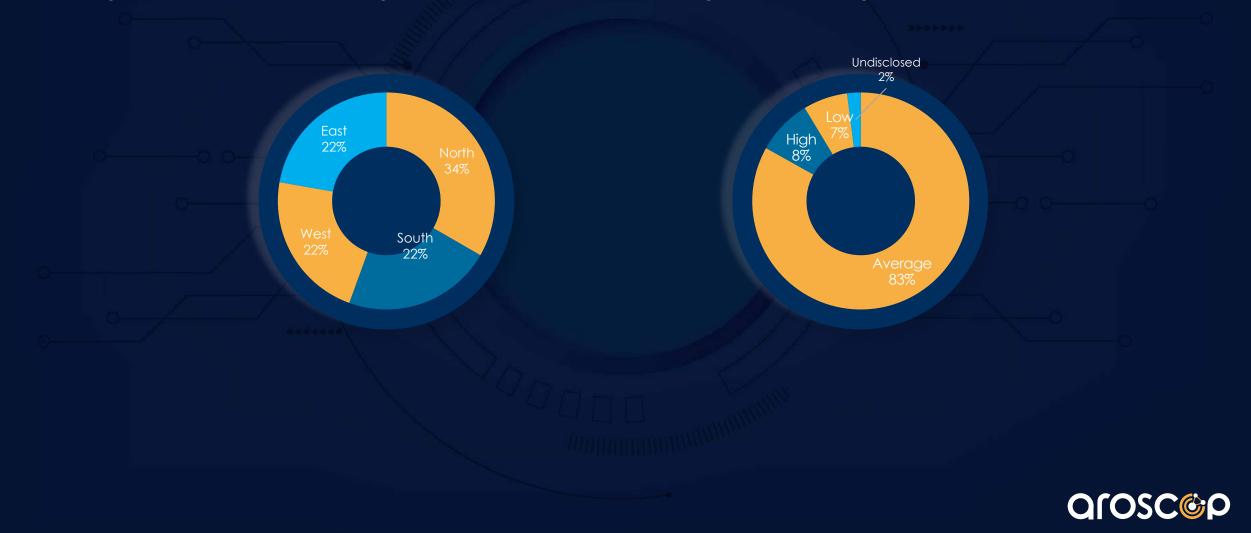
The majority (84%) of respondents belonged to the age-group of 18-34 years. In terms of language of the survey questions, most (56%) of the responses came from English creatives while 44% came from vernacular creatives. Rural population made up 40% in the sample while 60% came from urban areas.





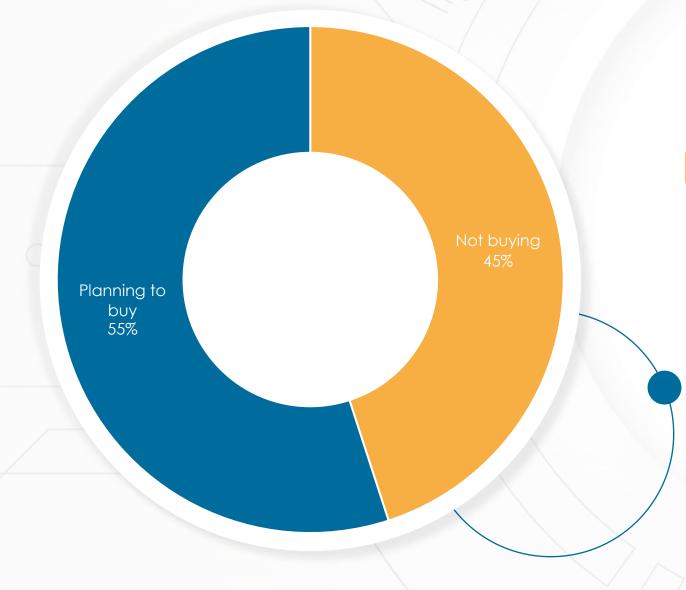
SAMPLE & AUDIENCE SPLIT

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

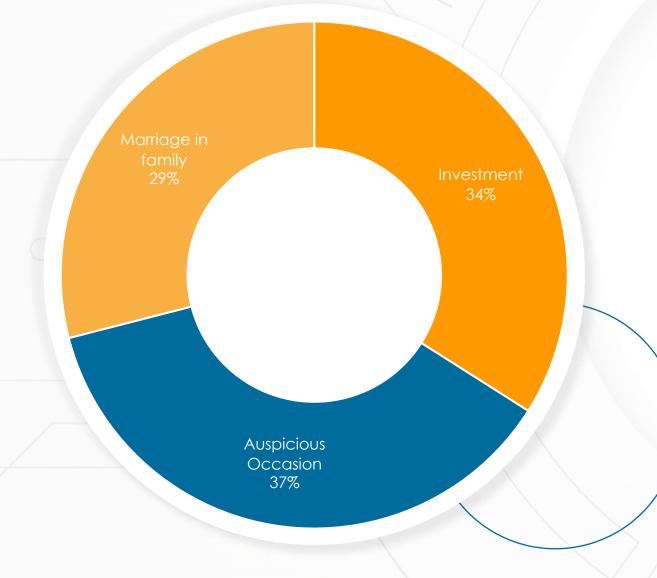




FESTIVE SEASON WILL BOOST SALES

A MAJORITY OF RESPONDENTS WILL BE BUYING GOLD THIS FESTIVE SEASON

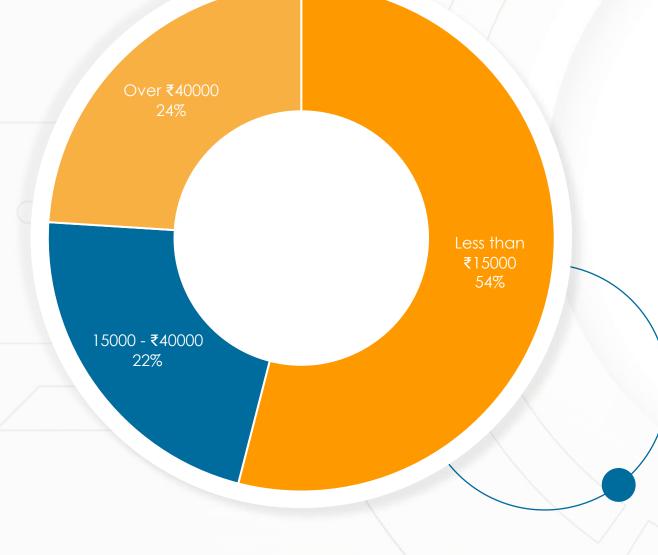




PURPOSE TO BUY GOLD

37% OF THE RESPONDENTS WILL BE BUYING GOLD BECAUSE OF THE AUSPICIOUS OCCASION (DHANTERAS), 34% SEE IT AS AN OPPORTUNITY TO INVEST WHILE 29% WILL BE BUYING GOLD BECAUSE OF AN UPCOMING MARRIAGE IN THE FAMILY

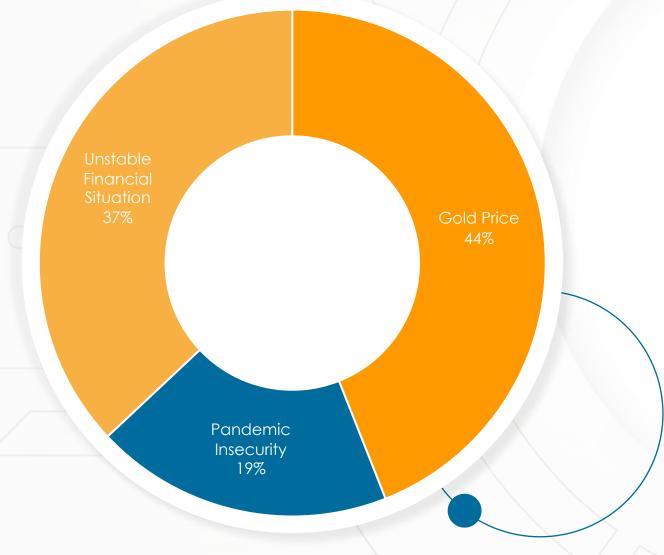
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BUDGET TO BUY GOLD

Majority (54%) OF THE RESPONDENTS ARE LOOKING TO SPEND LESS THAN RS 15K ON GOLD THIS SEASON. RESPONDENTS IN THE SECOND LARGEST SEGMENT (OF THE USERS WILLING TO BUY) ARE WILLING TO SPEND MORE THAN RS. 40K.

QLOSC@P



BARRIERS TO BUY

ON ASKED WHAT DO THE USERS SEE AS MAJOR BARRIERS FOR THEM TO BUY GOLD THIS FESTIVE SEASON, HIGH GOLD PRICE COMES AT TOP WITH 44% FOLLOWED BY UNSTABLE FINANCIAL SITUATION. PANDEMIC INSECURITY COMES AT THIRD WITH 19% INDICATING THAT THE MARKET IS LARGELY OVER THE FEAR OF COVID.

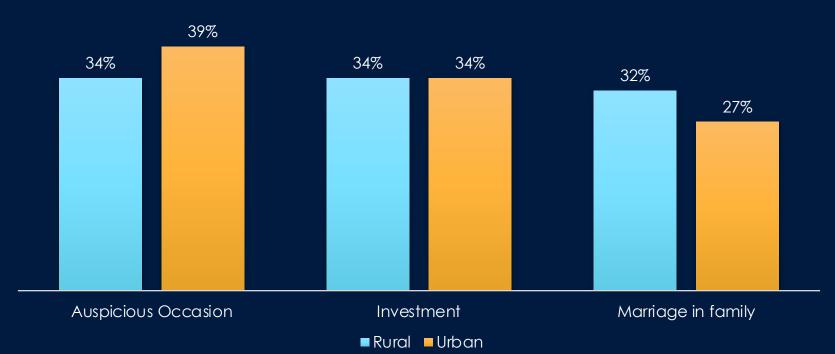


GET INTO THE SEGMENTS RURAL VS URBAN



RURAL INDIA BUYS FOR MARRIAGE

While auspicious occasion during the festivities will be their key driver to buy gold for the entire country, "Marriage in family" takes a larger share of mind of rural population.



PURPOSE TO BUY

GLOSC@P

RURAL POPULATION MAY SPEND MORE

Most respondents say that they will spend less than Rs 15k on gold this season.

51% of the audiences living in rural India and 42% of those in urban areas are willing to spend more than Rs 15k on gold this festive season.

Since "Marriage in family" was stated more by rural India than urban as a reason for buying gold, per ticket value may be higher for rural customers.

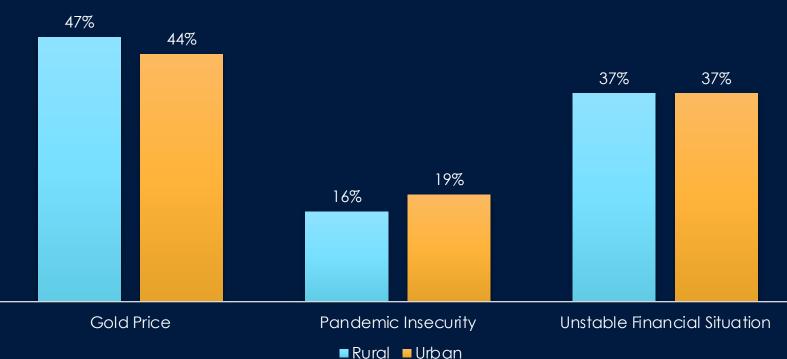
58% 49% 27% 19% 19% 19% €15000 - ₹40000 Less than ₹15000 ● Rural ● Urban

BUDGET TO BUY GOLD



RURAL INDIA IS SLIGHTLY MORE PRICE CONSCIOUS

High gold prices seems to be a slightly bigger concern for rural India than those living in urban areas. At the same time, the urban dwellers are more cautious of the ongoing pandemic than rural population.



BARRIERS IN BUYING

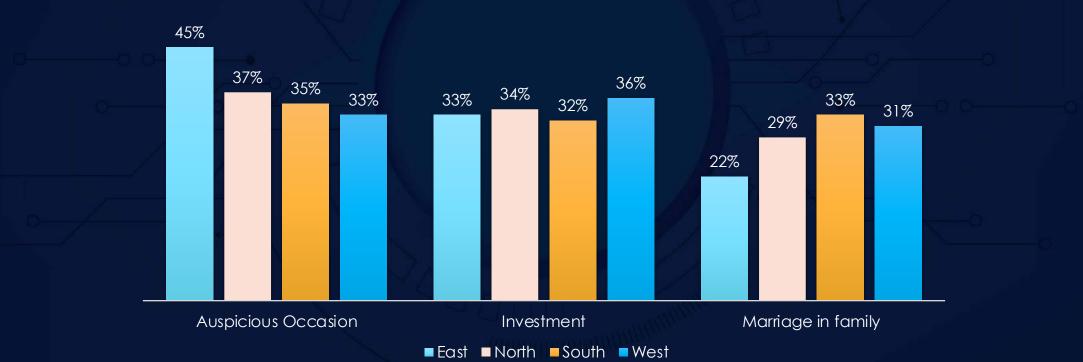


GET INTO THE SEGMENTS REGIONS



EAST INDIA WILL SHOP FOR AUSPICIOUS OCCASION

45% of those from east India, 37% of the respondents from the north part of India and 35% of those from south India, state auspicious occasion as the primary region to buy gold during festivities.
33% respondents from south believe marriage as an important reason to buy gold.
Respondents from western part of the country cite investment as the top reason to buy gold.



PURPOSE TO BUY



LOWER CART SIZE ACROSS REGIONS

Most respondent say that they will spend less than Rs 15k on gold this season. 48% of the audiences living in north India are willing to spend more than Rs 15k on gold this festive season.

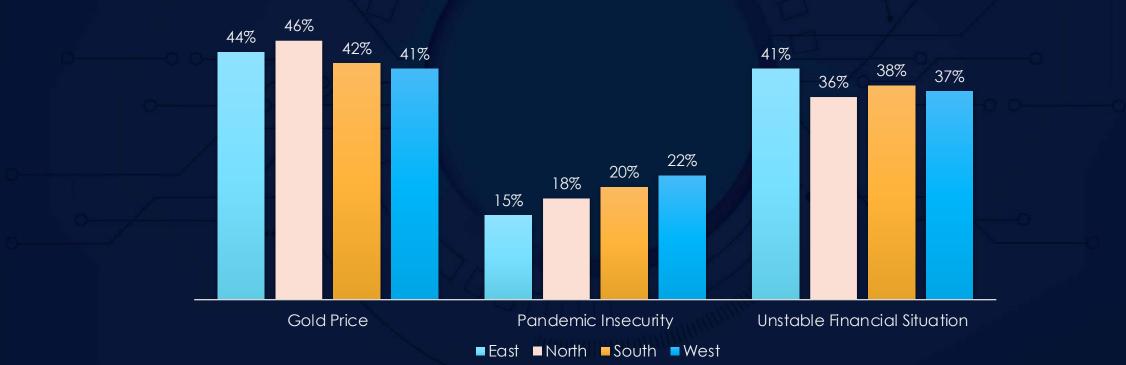
BUDGET TO BUY GOLD





NORTH INDIA IS SLIGHTLY MORE PRICE CONSCIOUS

Eastern states are likely to be least affected by the pandemic insecurity while purchasing gold. High gold prices remain the top challenge for respondents from all the four zones. Among the four, west zone seems to be most cautious by the pandemic insecurity (22%) while comparatively less bothered about the gold prices.



BARRIERS IN BUYING



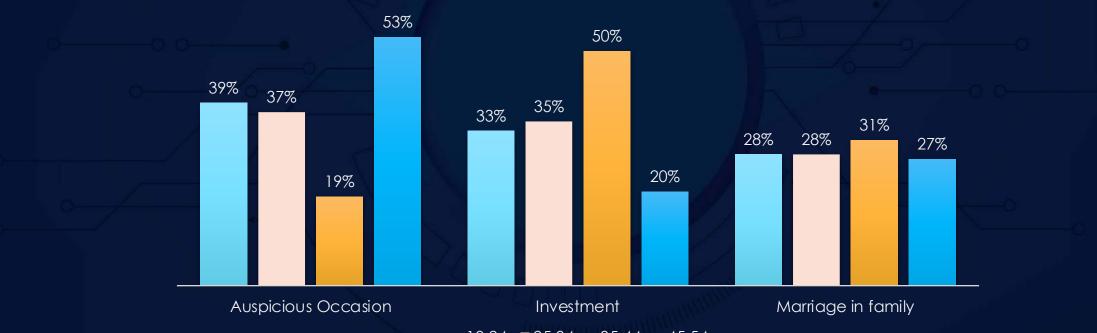
GET INTO THE SEGMENTS AGE-GROUP



35-44 YEAR OLDS SEE GOLD AS INVESTMENT

50% of respondents in the 35-44 years age group see investment as the key purpose for them to buy gold this season. People in the age group of 45-54 years cite auspicious occasion as their primary driver to buy gold during Dussehra & Diwali.

For the younger population (18-24 years), auspicious occasion (39%) is the top motivators to buy followed by investment (33%)



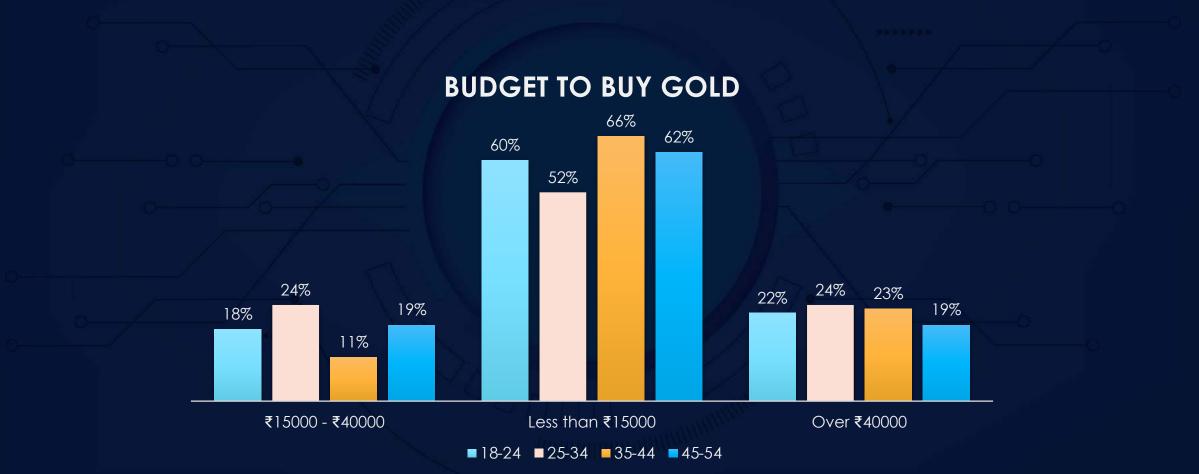
PURPOSE TO BUY

■18-24 ■25-34 ■35-44 ■45-54



LOWER CART SIZE ACROSS AGE-GROUPS

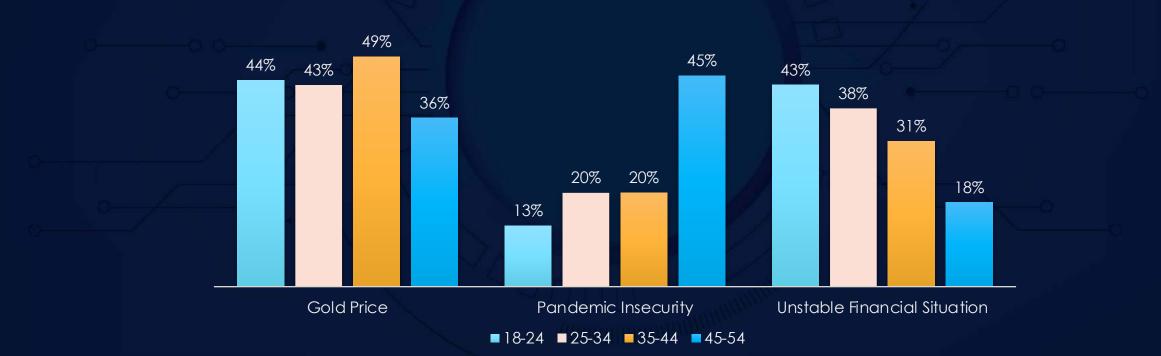
Most respondent say that they will spend less than Rs 15k on gold this season. 48% of the audiences in the age bracket of 25-34 years are willing to spend more than Rs 15k on gold this festive season.





45-54 ARE STILL CONCERNED OF COVID

Only 13% respondents in the 18–24-year age group say that pandemic insecurity affects their decision to buy gold. While the older age group (45-54) are fearful of the pandemic, they are less bothered of the gold prices (36%) and unstable financial situation (18%).



BARRIERS IN BUYING



AROSCOP 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.



AROSCOP INSIGHTS SOLUTION SUITE – FEW USE CASES









GET IN TOUCH

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