



Press Note

85% respondents looking forward to shop this festive season

...finds RAI through its Festive Shopping Index 2018, which reveals consumer preferences on several aspects of shopping

Retailers Association of India, the apex body of the retail industry in India, in partnership with LitmusWorld has been engaging with consumers since last year to understand the key shopping criteria for consumer during festive season. There have been significant changes in consumer sentiments towards shopping during the festive season compared to last year.

Big changes have been observed in the way consumers want to buy electronics and jewellery. The percentage of consumers wanting to buy electronics has increased from 36% in 2017 to 45% this year. This is a significant trend about shopping preferences. Similarly, jewellery, that failed to gain significance last year (19%) has experienced a traction and has gone up by 4% to reach 23% this year.

The figures indicating the overall shopping budget of consumers are encouraging this year with as many as 25% willing to spend from Rs 15,000 to Rs30,000 and 20% wanting to spend Rs30,000 to 1,00,000. A significant 11% are willing to spend more than Rs1 lakh this festive season.

One of the thing that stood out this year in terms of factors influencing purchase decision is that 60% consumers are clear that they want a discount. A whopping 64% felt that product features are important to them, which is similar to last year. However, there has been a jump in the percentage of consumers putting a premium on consumer experience from just 26% last year to 41% this year. This indicates that consumers are becoming more and more uncompromising and do not necessarily want to a trade-off between price and consumer experience.

“The Festive Shopping Index is an effective way of understanding what consumers want to do during festive season. It provides important insights about what consumers want, which retailers can use to formulate their strategies for the season to become more consumer centric,” said Kumar Rajagopalan, CEO, Retailers Association of India.



“Results from this year’s conversation with consumers indicate that retailers will have to really hone-up their skills to ensure that they give consumers the right product with right amount of information as well as the right amount of consumer experience which becoming increasingly important for consumers,” he added.

Speaking about the Index, Ramesh Natarajan, Co-founder/COO, LitmusWorld said, “The consumer voice is out. Brands cannot afford to ignore the emotions of their consumers. Customer Experience (CX) is here to stay and will be the not-so-secret weapon for digital transformation.”

Other important findings include:

- Like last year, this year as well clothes (66%) dominated the shopping category. Electronics (45%) and Mobiles (38%) were ranked second and third.
- As many as 20% consumers are willing spend from Rs30,000 to Rs1,00,000. Another interesting insight was 11% consumers plan to spend over Rs. 1 lakh.
- Online (65%) was the most preferred channel followed by malls (64%)
- Credit card was the most preferred modes of payment (42%) while debit card came distant second at (26%) followed by cash (19%).
- The most influential advertising media was dominated by ads seen on social media- Online (69%). Ads seen on television came second with a share of 39% followed by newspaper at 35%.

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