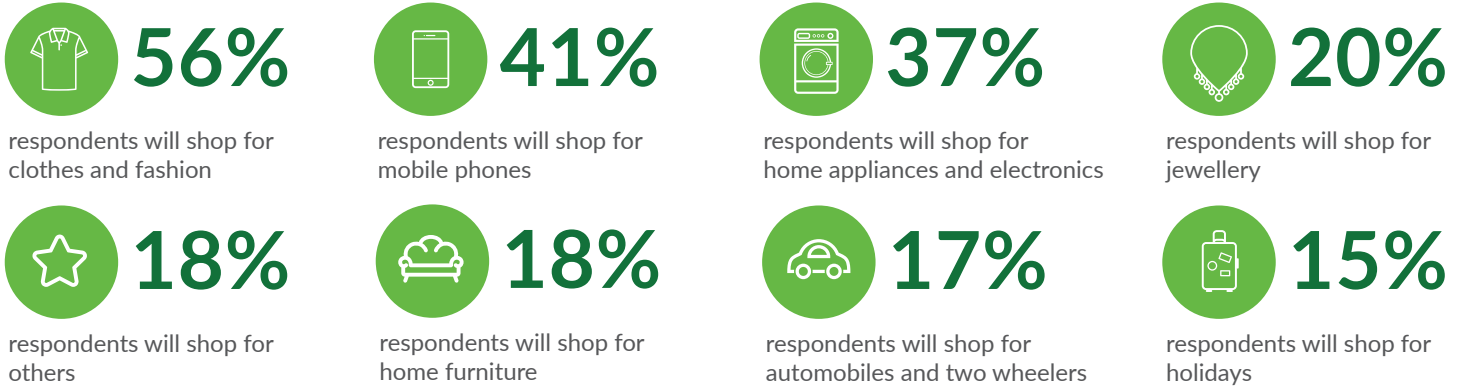


86%

respondents are looking forward to shop during this festive season

Respondents are looking forward to shop across the following categories



Respondents are planning to buy from the following places

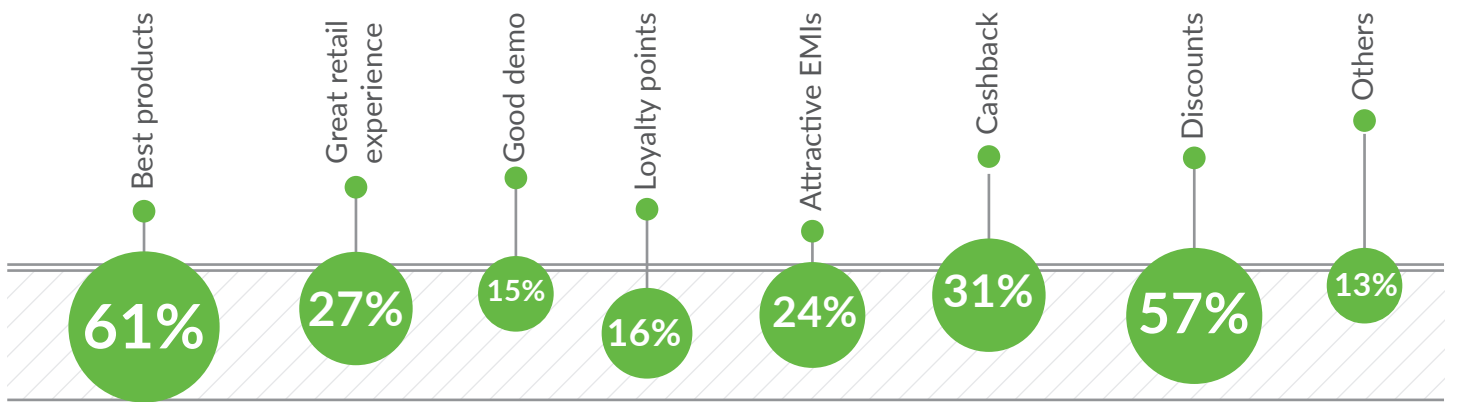


*Shopping channels on TV

Respondents saw ads in the following channels while deciding to buy



Respondents make their buying decision based on:



Frequently used keywords by consumers in this conversation. The colours denote the sentiment, red if they are not excited and green if they're really excited. The size refers to the frequency of words, large if they are used often and small if they're not used enough.



- Anonymous** Few seconds ago
 very excited want to have good deal shop with lots of surprise gifts and discounts available great grand masti
- Anonymous** 5 seconds ago
 Really excited in celebrating with lots of fun
- Anonymous** 20 seconds ago
 Thrilled
- Anonymous** 30 seconds ago
 Excited, something new to experience, more digitisation, improved shopper centric deals and customised offerings.
- Anonymous** 1 minute ago
 Don't require anything

- Mumbai shoppers are influenced by online and social media ads
- Kolkata shoppers are influenced by T.V ads
- Chennai shoppers are more excited than Mumbai shoppers

- Shoppers from Mumbai, Kolkata and Delhi prefer best products
- Shoppers from Chennai, Bangalore, Noida and Pune prefer discounts