

inMOBI

Understanding the Festive Shopper Journey

India | 2019

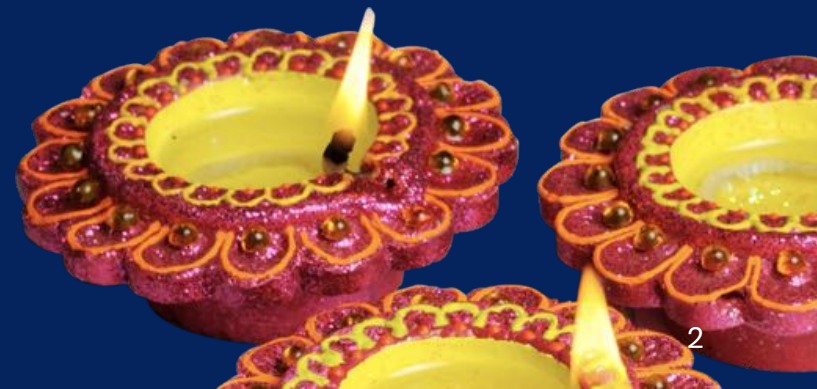


Executive Summary

Starting in September, the Indian festive season is a 4 month period marked by celebrations, ceremonies, get togethers, and of course shopping! This year, Indians will spend Rs 15,000 on average, majority of whom plan to increase their budgets from last year. This presents a tremendous opportunity for marketers to connect and engage with their existing and potential consumers.

But what makes the 2019 Festive Season different? This festive season is characterized by the emergence of the connected Indian consumer. Today's festive shopper owns multiple devices and is constantly multi-screening. 75% of consumers in India are constantly using more than one device simultaneously. With the multiple devices she owns, and the numerous channels before her, her shopping journey is now non-linear. Gone are the days when the consumer sees a TV ad, goes to a store and buys the product. When the connected consumer shops, she may learn about a product from a billboard, research about it on her mobile, and maybe buy it in a physical store. Likewise, there are infinite permutations and combinations of touchpoints and channels in the connected consumer's path to purchase. Of course, the very "connectedness" of the Indian consumer is being increasingly defined by the smartphone. With a whole new generation now experiencing the internet and living the connected experience through mobile, it is undoubtedly the go-to screen this festive season.

Now, this connected Indian festive shopper goes through different stages before she makes a purchase. While she is constantly surrounded by information on products – their prices, discounts, offers etc, she also researches about other products and looks for better deals and offers, before finally making the purchase from a channel she prefers. Hence, the shopping journey of the festive shopper begins at the learn phase, moves on to the explore phase and finally concludes at the buy phase. And as our research shows, mobile is the constant companion throughout this diversified shopping journey.



Executive Summary (continued...)

But, this festive shopping journey can very often be fraught with challenges for the consumer. These challenges or “frictions” can significantly decrease the consumer’s chances of discovering a brand, engaging or investing time in a brand, and consequently, purchasing the product. Hence, brands need to eliminate these frictions, be it information, experience, relevance or payment-related, to improve their chances of winning the connected Indian consumer. A frictionless consumer experience throughout the three phases of the festive shopping journey is paramount!

Thus understanding your audience, identifying them, and finally, engaging and acquiring them using mobile – all the while ensuring a frictionless consumer experience is the key to winning the connected Indian consumer this festive season. In an increasingly mobile-native economy like ours, marketers can effectively reach potential customers during the festive season through a comprehensive mobile marketing strategy that not only targets the right audience but does so in a creative, data driven and frictionless manner. While the festive season is ripe with opportunity for marketers across the nation, it’s imperative to have the right strategy in place well before the shopping frenzy begins to maximize impact!

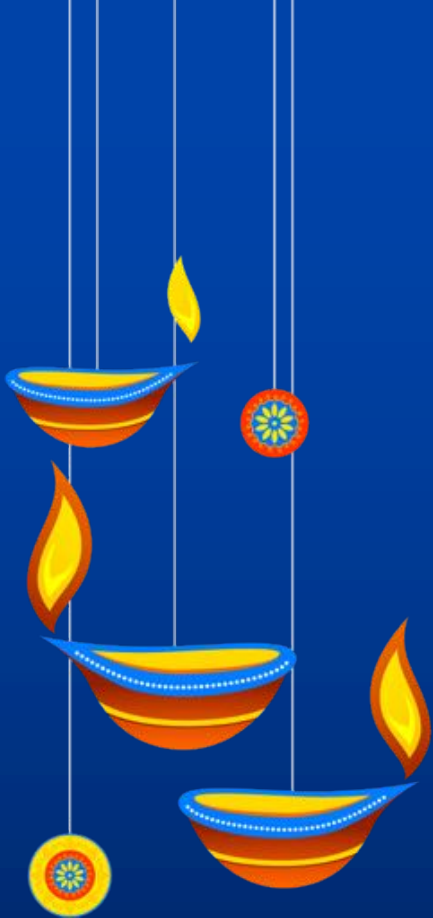


Research Objective

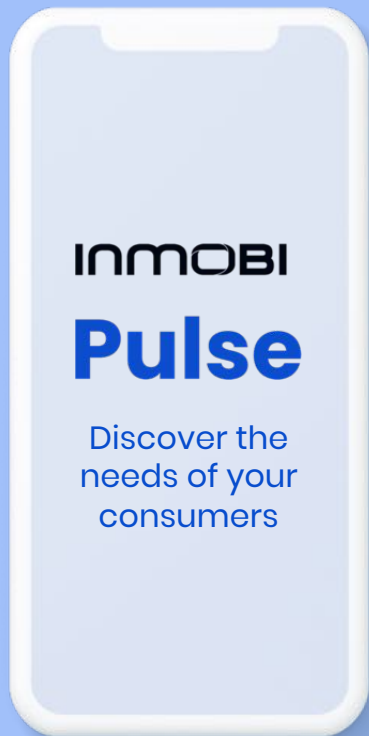
InMobi conducted this research study to better understand the shopping sentiments of Indian consumers this festive season, which in turn will provide marketers with deep insights to fine-tune their mobile strategies.

The main objectives of this study were to:

- Gain an in-depth understanding of how consumers plan to shop for the 2019 festive season
- Understand the points of friction faced by consumers in their online and offline shopping journeys
- Understand the role of advertising and mobile in their festive shopping journey



Research Methodology



An on-device survey
conducted over InMobi Pulse



A sample of n=1000+
Indian mobile users



Respondents recruited via InMobi
mobile ad network between July
20th and August 1st



Results targeted and weighted
to be representative of India's
mobile population

Contents

- The 2019 Festive Season – Trends and Opportunity
- Understanding the Festive Shopper Journey
 - Emergence of the Connected Indian Consumer
 - Deep-dive into the ‘Learning’, ‘Exploring’ and ‘Buying’ Frictions
- Winning the Connected Indian Consumer: Building a Frictionless Consumer Experience using Mobile

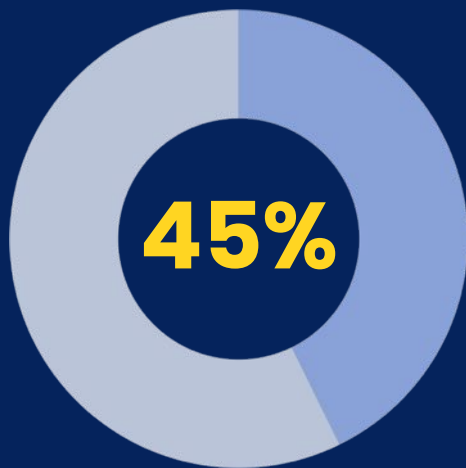


The 2019 Festive Season

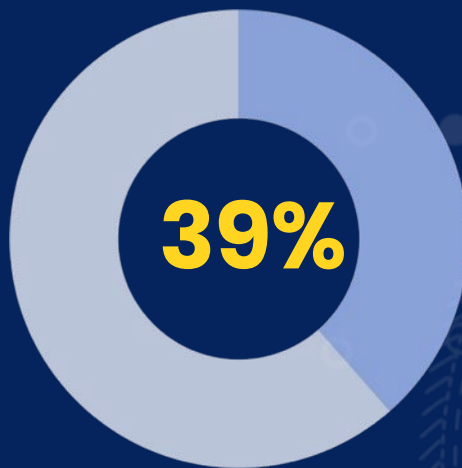
Trends and Opportunity

84% will spend same or more than they did last year!

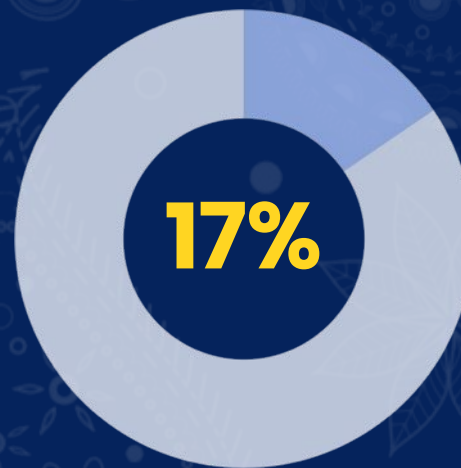
Spending Pattern This Festive Season



I will spend same as
last year



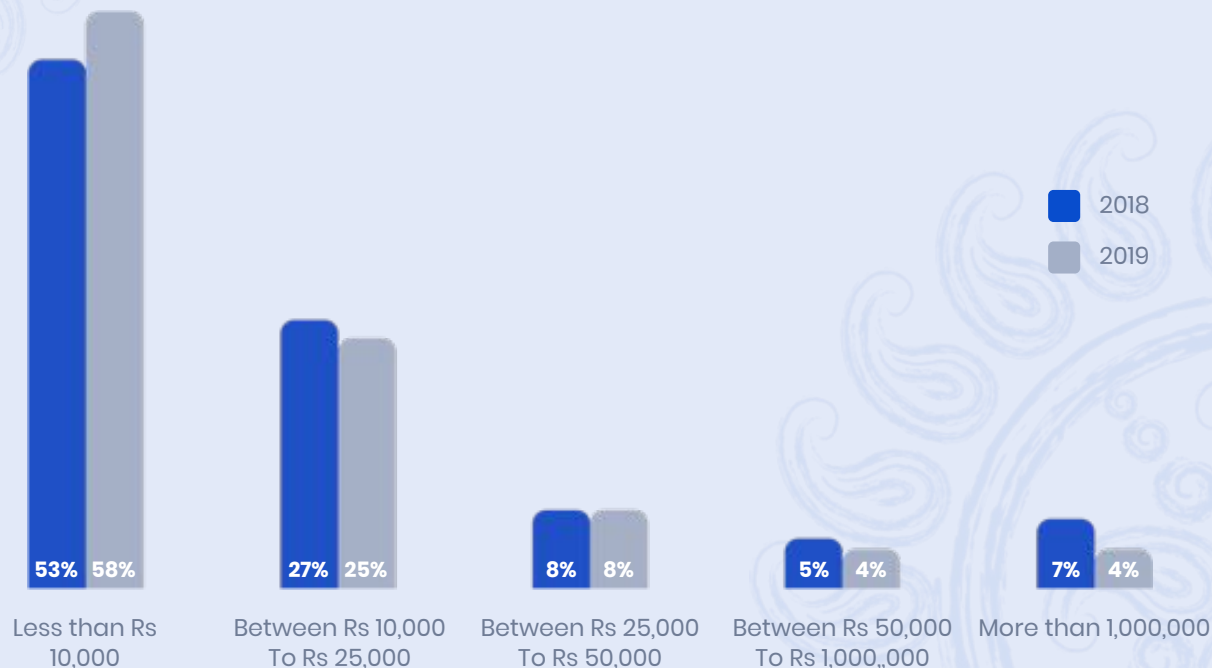
I will spend more
than last year



I am yet to decide

Indians will spend INR **15,000** on average this festive season

Festive Spending, 2019 vs. 2018



Apparel, Jewellery and Home Appliances rule the shopping list

Top Shopping Categories This Festive Season



56%

Clothing & Apparel



21%

Jewellery



20%

Home Appliances



18%

Food & Groceries



15%

Gadgets



12%

Gift Packs

Different Regions Shop Differently

While Apparel remains the favorite category across the nation, preferences vary from jewelry to appliances to groceries in different regions.

West

- Clothing and Apparel
- Home Appliances

North

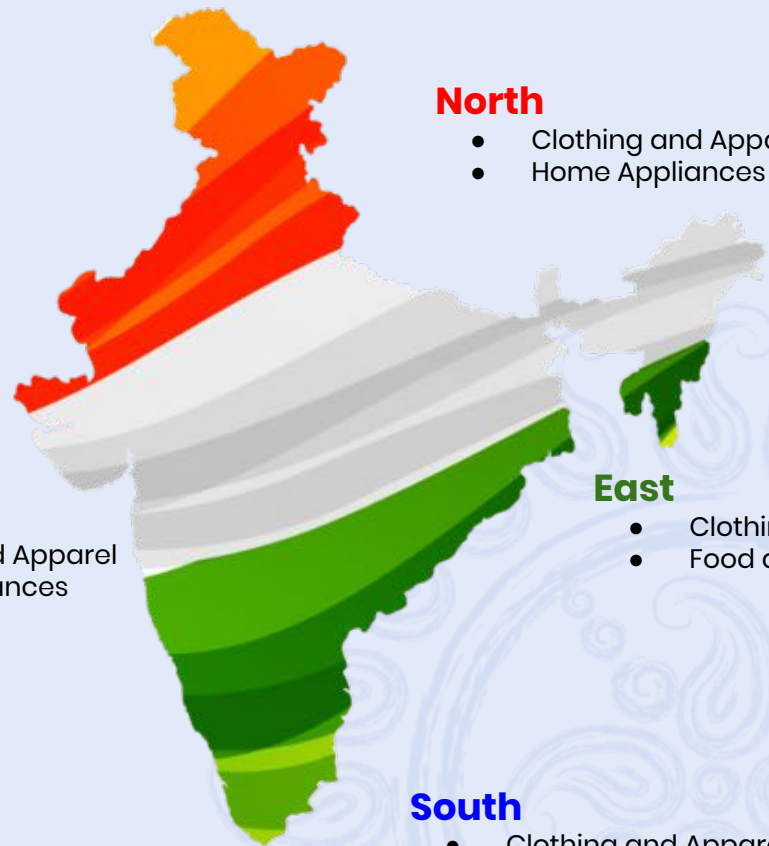
- Clothing and Apparel
- Home Appliances

East

- Clothing and Apparel
- Food and Groceries

South

- Clothing and Apparel
- Jewellery



Understanding the Festive Shopper Journey

The Connected Indian Consumer

The Connected Indian Consumer and their shopping journey

Connectivity is at the forefront of the evolving Indian consumer - redefining accessibility while changing the way consumers live, work, shop and play.

Multiple device ownership: The connected Indian consumer is defined by their multiple device ownership including mobile, desktop, TV and more. The connected Indian lives in a world of divided attention across these multiple devices and is constantly multi-screening.

Non-linear shopping journeys: The steps between awareness and purchase for the connected Indian consumer are many and varied, and often nonlinear. 32% of consumers learn about products through offline media, 89% explore and research on desktop & mobile, and 33% buy the product in a physical store¹. Consumers refer to at least three to four information sources pre- and post-purchase. The customer journey isn't what it used to be: you no longer see a TV ad, come into the store, and buy a product.

Connected Indian; Mobile-Native: Despite the multitude of devices, one device does emerge as a clear favourite: The Smartphone. The widespread penetration of affordable smartphones has a whole new generation of Indian consumers experiencing the Internet and living the connected experience. With over 400 million smartphone users, 4 hours of daily screen time², and innumerable transactions per day, mobile is now the go-to screen for the connected Indian consumer.



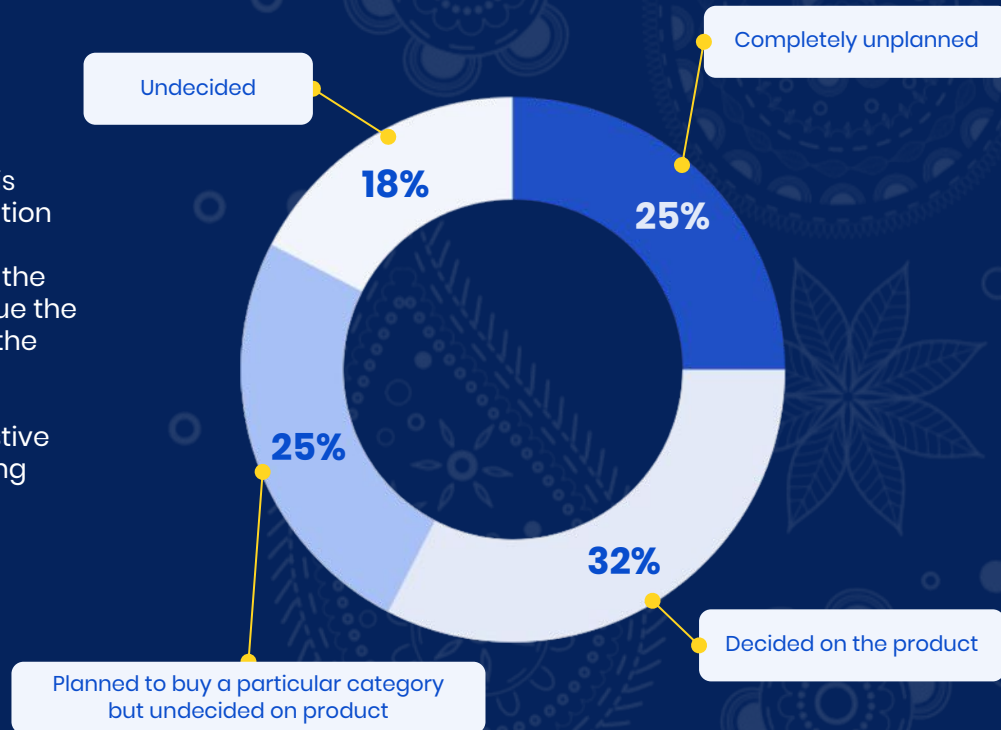
¹InMobi Festive Season Consumer Survey, India, 2019

²InMobi Annual Handbook, 2019

The Planned vs Impulse Shopping divide within the Connected Consumer

Conventionally a highly-planned affair, the festive season is witnessing a mixed bag of planned and impulse shopping. This change in consumer behavior is supported by shifting population demographics, access to a variety of choices and enhanced connectivity. India's connected consumer is being defined by the ever-growing millennial and Gen Z population, who highly value the shopping experience and prefer to learn, explore and buy on the smartphone.

With close to 43% of 'undecided' or 'completely unplanned' festive shoppers, brands have the opportunity to tap into the shopping moments of these consumers.



Planning peaks a month before Dussehra and Diwali

Over 60% of Indians start planning for festive shopping before Dussehra



A hand adorned with colorful bangles is lighting a small diya (oil lamp) on a bed of orange, yellow, and purple flower petals. A larger, ornate brass diya sits in the center, and another small diya is visible to the right. The scene is festive and celebratory.

Understanding the Festive Shopper Journey

The Learning, Exploring and Buying Frictions

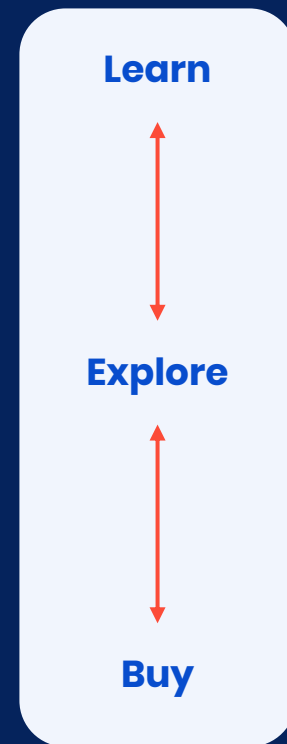
The 3 stages of the festive shopping journey

The connected consumer is constantly discovering new brands, browsing online for product information, exploring the product in-store for look and feel, searching for better deals on mobile while at the store, and completing the purchase online, in-store or via any other medium. Regardless of the varying touch points, they expect a seamless experience. The connected consumer journey is divided into three stages: Learn, Explore and Buy.

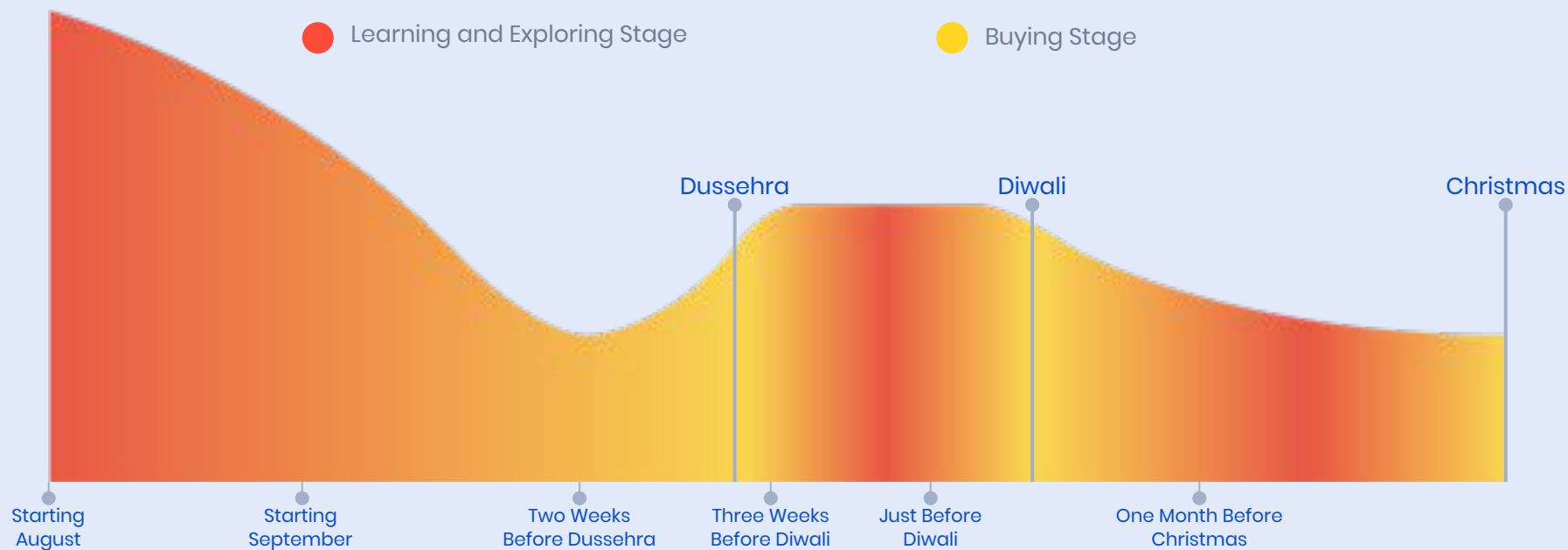
The **'Learning' stage** is the first touchpoint with a brand that introduces or piques the interest of consumers in its products, services and offerings. The 'Learning' stage becomes critical for (re)discovery of brands reflecting in increased brand awareness and recall. The consumer, subsequently, starts interacting, engaging and investing time in the brand and its offerings.

The **'Exploring' stage** involves extensive research on the products and its features, price comparisons, and user reviews. Relevant and in-depth content plays a key role in shaping the perception and favorability of the consumer during this phase.

The **'Buying' stage** is the ultimate touchpoint when a consumer is at the brink of becoming a customer. However, a consumer can seamlessly float between the Learn, Explore and Buy stages multiple times, before making the final purchase.



The 3 stages of the festive shopping journey



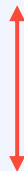
Mobile dominates every stage of the shopping journey

Mobile is critical to learn, explore and buy for consumers

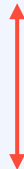
62% consumers learn about products on mobile, 77% consumers explore and research about products on mobile, and 67% buy on mobile. Whether the festive shopping is online or in-store, mobile is the constant companion for learning, exploring and buying in the customer's shopping journey.

Source: InMobi Festive Season Consumer Survey, India, 2019
Q. Where do you learn about festive season sales and offers?
/ Which channel do you use to research or explore for festive season shopping?
/ Which channel are you more likely to make a purchase this festive season?

Learn



Explore



Buy



62%

use **MOBILE** to learn and discover about products



9%

to learn and discover about products **IN-STORE**

77%

use **MOBILE** to research and explore about products

24%

research and explore about products **IN-STORE**

67%

use **MOBILE** to make purchases

33%

Make purchases **IN-STORE**

Learn: TV 21%, Desktop 10%, Print 6%, Billboards 5%
Explore: Desktop 12%

The **Learning** Friction in the shopping journey

'Learning' friction decreases the chance of a consumer to discover a brand or pique their interest in its products, services and offerings.

Consumers primarily face hassles with user experience, communication and relevance in the learning stage of the shopping journey.

Source: InMobi Festive Season Consumer Survey, India, 2019
Q. What are the biggest issues you face while learning/discovering about products on mobile for the festive season?



Learning Friction Factors

Experience Friction

- Having to register and fill forms
- Long Video Ad load times

Information Friction

- Lack of communication in local languages
- Too much or too little Information about brand/product
- Limited knowledge of sales staff

Relevance Friction

- Lack of better deals and offers
- Omnichannel experience not offered

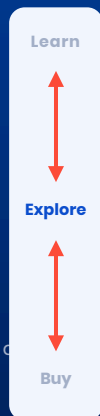
● Mobile ● In-store ● Both

The **Exploring** Friction in the shopping journey

‘Exploring’ friction decreases the chances of consumers interacting, engaging and investing their time with a brand.

Consumers primarily face hassles with the user experience, acquiring information and relevance of offers in the exploring stage of the shopping journey.

Source: InMobi Festive Season Consumer Survey, India, 2019Q. What are the biggest issues you face while researching for festive season shopping on your mobile?



Exploring Friction Factors

Information Friction

- Not enough reviews/ratings

Experience Friction

- Multiple steps for discovering products on website or in-app
- Lack of trialability
- Not mobile optimised

Relevance Friction

- Irrelevant product offers/suggestions

● Mobile ● In-store ● Both

The **Buying** Friction in the shopping journey

'Buying' friction decreases the chances of consumers completing the purchase and increases the tendency of dropping off.

Consumers primarily face hassles with the user experience, payments and relevance of offers in the exploring stage of the shopping journey.



Buying Friction Factors

Information Friction

- Actual product differs from online display
- Product/stock unavailability
- Limited/no discounts to encourage purchase

Experience Friction

- Multiple steps for completing purchase
- Checkout not mobile optimised
- Poor after-sales service (delivery, installation etc.)
- Long waiting time at queues

Payment Friction

- Transaction delay/failure
- Limited payment options

● Mobile ● In-store ● Both

Source: InMobi Festive Season Consumer Survey, India, 2019

Q. What are the biggest issues you face purchasing for the festive season on mobile?

A frictionless consumer experience is paramount

83% of consumers globally say they will immediately switch to a new brand if they have had a bad experience¹. 75% consumers expect a consistent brand experience wherever they engage² (e.g. website, social media, mobile, in person). Brands need to eliminate the various frictions – information, experience, relevance and payment related, to maximise their chances of winning the connected Indian consumer.

Building a Frictionless Consumer Experience

Omnichannel Experience

Brands should be able to provide a seamless experience across their web stores, apps and offline stores. A frictionless omnichannel experience can be provided by ensuring easy checkout on mobile or in-store, minimising steps for learning and exploration, providing enough payment options, doing away with registration/ form fills, providing enough ratings and user/ product reviews.

Mobile-first Thinking

A frictionless experience needs mobile-first thinking. Brands need to ensure that they optimise for mobile, build mobile-first video or interactive ads and partner with the right technology platforms.

Personalised Communication

Brands must deliver personalised communication through precise targeting with the right offers, relevant recommendations, and vernacular communication. Timing of such communication is critical – dynamic messaging depending on which phase the consumer could be in must be accounted for.

Winning the Connected Indian Consumer

Building a frictionless consumer experience using mobile

Marketers plan to spend big this festive season

28,000 Cr.

To be spent by
advertisers during the
festive season in India

8-12%

Higher advertising
spends across media
than 2018

**FMCG,
Retail, Auto
& Jewellery**

Top spenders during
the upcoming festive
season

The role of Ads in the festive planning cycle

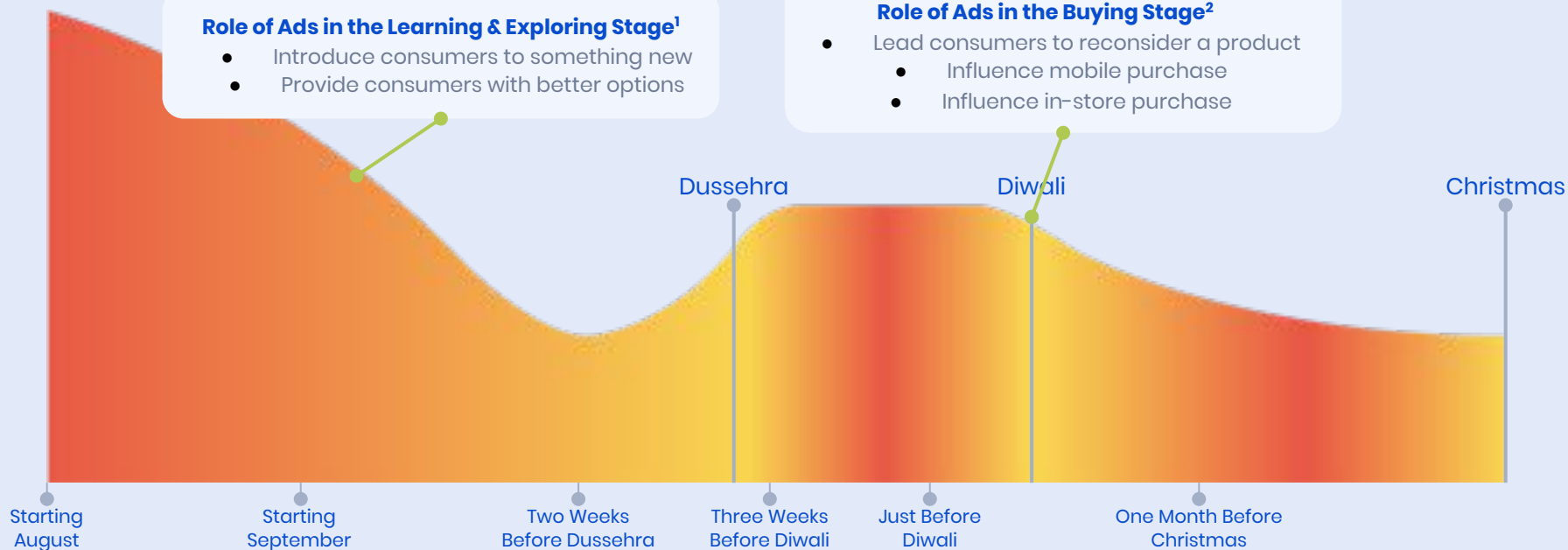
Ads play an important role in introducing consumers to brands, providing them with further information about the brands and nudging them to make a purchase during the festive season.

Role of Ads in the Learning & Exploring Stage¹

- Introduce consumers to something new
- Provide consumers with better options

Role of Ads in the Buying Stage²

- Lead consumers to reconsider a product
 - Influence mobile purchase
 - Influence in-store purchase



Building a frictionless consumer experience using mobile



Understand your consumers' needs and behavior with always-on insights

Identify audiences through micro segmentation to drive precise targeting

Engage and Acquire your audiences through contextual and relevant mobile marketing

Understand and Identify your consumers with always-on insights

Mobile provides marketers the opportunity to gather deep insights through in-app market research and mobile data signals.

Marketers can:

- Build a complete profile of your consumer by understanding their shopping behavior, journey, and media preferences and habits.
- Gather consumer insights 5X faster than conventional research techniques
- Capitalise on always-on insights by combining over 120 offline and online data signals to capture the ever-changing user-state in the shopping journey.



Understand and Identify your consumers with always-on insights

Lenovo gathers real-time feedback on in-store experience

Objective

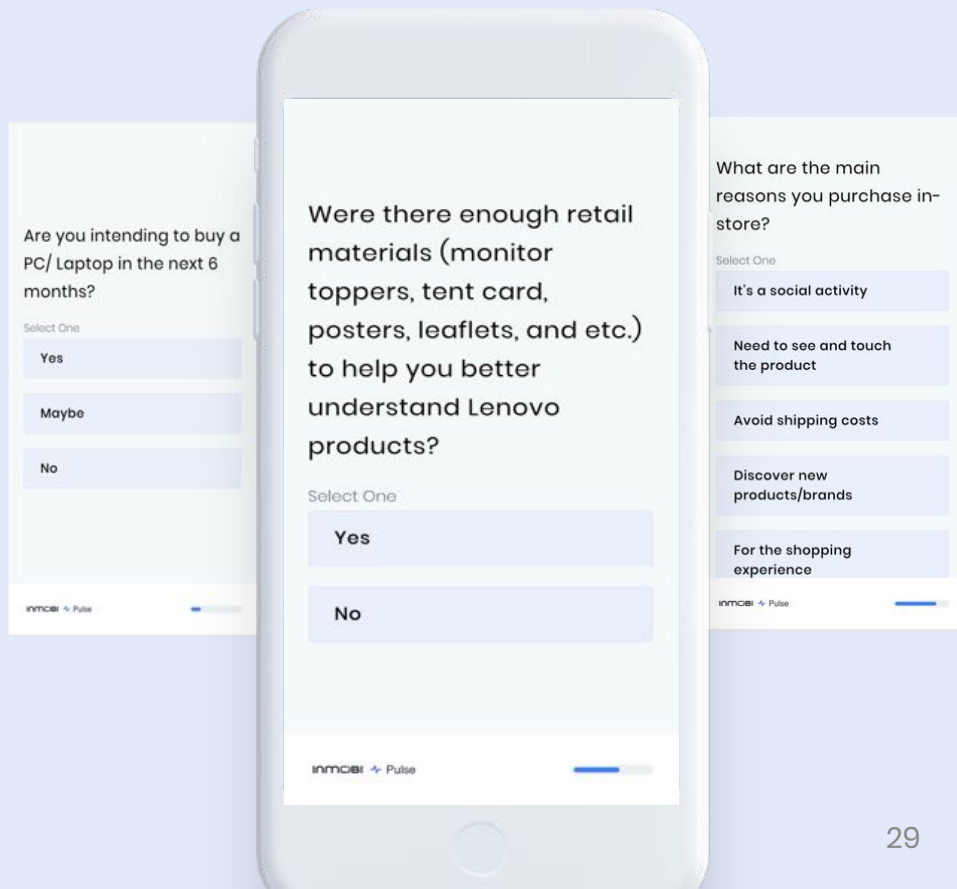
Lenovo aimed to gather shopper feedback and understand what consumers valued in the in-store experience across select cities in India

Solution

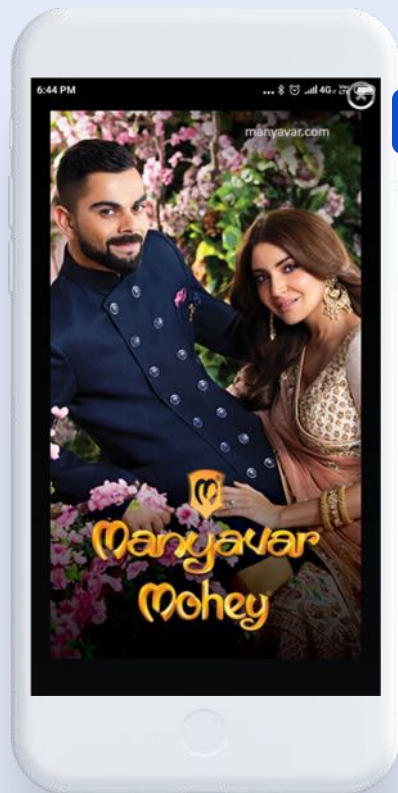
By leveraging InMobi's proprietary location polygons and large mobile audience segments, Lenovo was able to target mobile users who had visited Lenovo's retail outlets or competitor stores over seven days. These store visitors were then served and engaged via an in-app survey on InMobi Pulse, which covered questions on in-store displays, layout and customer service.

Results

- Lenovo garnered insights **4x faster than historical exit interviews** using mobile surveys
- The broad survey reach across visitors to both lenovo and competitor stores enabled them to fully understand the **key drivers of the in-store shopper experience** and validated a strong correlation between customer experience and sales.



Understand and Identify your consumers with always-on insights



Mobile audiences



OOH audiences

Manyavar identifies audiences to deliver a connected brand experience

Objective

Manyavar intended to drive footfall to its stores in Delhi and Kolkata through a connected and consistent brand communication across online and offline channels.

Solution

Manyavar planned to drive a unique and innovative “cross-media” advertising strategy. The “cross-media” solution used key mobile signals, especially location, as levers to precisely segment and identify its target audience.

Results:

- Audiences such as Fashion or Shopping Enthusiasts, Mall Visitors and Upscale Apartment Dwellers were created based on various in-app signals such as **location, app ownership & engagement, and ad interaction data**.
- The brand **leveraged location signals to build and manage user cohorts in real-time**. This included *users in the vicinity of Manyavar OOH ad boards, users who were earlier exposed to a Manyavar OOH ad, and users who are in the vicinity of Manyavar stores*.

Engage and Acquire consumers using mobile

Marketers can effectively acquire new customers and engage existing customers at scale using:

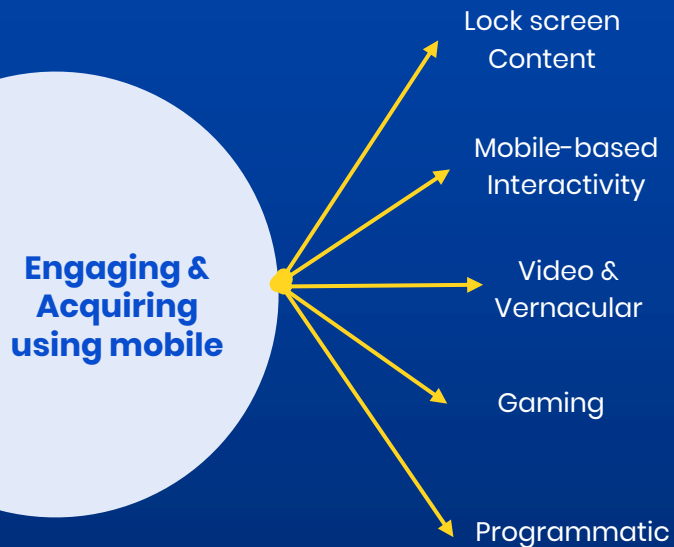
Lockscreen Content Marketing: Leverage content marketing platforms such as Glance to capture the attention of and to engage users with highly personalised and relevant brand experiences.

Mobile-based interactivity: The top 5 activities consumers will use their mobile for include¹: checking and comparing prices, getting store locations, discovering coupon codes, browsing online and researching. Marketers can engage and acquire consumers using highly personalised and interactive mobile experiences.

Video and Vernacular: Engage the consumer with mobile video with its high CTRs and viewability metrics. Also personalize the ad for the user by investing in vernacular messaging to maximise impact.

Gaming: Leverage mobile gaming as a marketing avenue to exploit the 250+ million Indian gamer base², especially through rewarded video ads.

Programmatic: Adopt programmatic media buying to reach audiences in a brand-safe and high-viewability environment using in-app mobile advertising.



¹InMobi Festive Season Consumer Survey, India, 2019

²The Power of Mobile Gaming in India, MMA, POKKT and Kantar IMRB, 2018

Engage and Acquire consumers using mobile

Objective

Contemporary ethnic wear brand, Melange by Lifestyle, wanted to create top-of-mind awareness among modern Indian women during the launch of its latest collection.

Solution

Lifestyle turned to Glance for engaging modern Indian women. Lifestyle tapped into the scale and power of visual storytelling that Glance offers to deliver their brand narrative.

Glance is a frictionless and beautiful way for consumers to know about what's going on. Glance introduces consumers to the content they love as a screen-zero experience on the smartphone. Consumers can immerse themselves in content by merely waking up their smartphone - without having to search, open an app or unlock the phone.

Results

- Peak awareness on weekend reaching **1.7 million users, 10 million glances** and **2.5% uplift** in aided brand recall.
- Disproportionate consumer mindshare accounting for **12% of total fashion content and 72s of consumer time on average**.
- Strong brand engagement **with over 78,000 interactions**

Lifestyle drives brand awareness using content marketing on the lock screen



GLANCE STEALS THE MINDS OF MODERN INDIAN WOMEN FOR LIFESTYLE

Glance is a frictionless and beautiful way for consumers to know about what's going on. Glance introduces consumers to the content they love as a screen-zero experience on the smartphone.

"Glance is the perfect experience for consumers when it comes to content and brand stories. It is an exciting combination of visual storytelling, guaranteed attention and phenomenal scale."

- Vasanth Kumar, Managing Director, Lifestyle

Engage and Acquire consumers using mobile

L'Oreal delivers interactive retail experience on mobile

Objective

Deliver an anytime, anywhere L'Oreal retail experience to female audiences in India

Solution

L'oreal built an interactive and immersive ad experience on mobile. Through its in-built facial recognition software, the ad unit identified the contours of a user's face. Once the facial features were captured, a carousel of the new collection of lipsticks allowed users to experiment with various shades on themselves, and instantaneously live the look!

Results

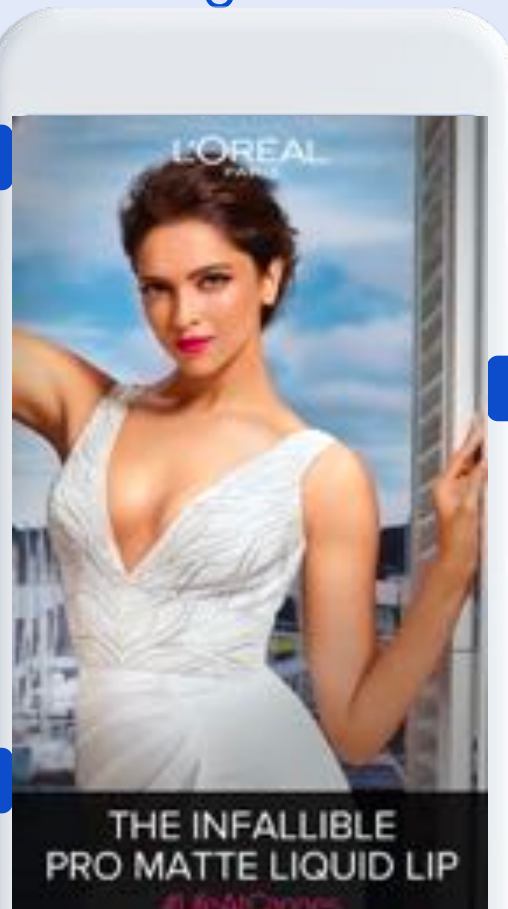
- Over **700,000 unique female users** faster than **historical exit interviews** experienced the ad
- The campaign had **2.43 million impressions**, over **19,000 clicks** and an **average dwell time of 60 seconds per user**. The dwell rate was 3X higher than the industry standards and almost every user who engaged with the creative visited the brand web store.

Learn more about [InMobi's media solutions](#).

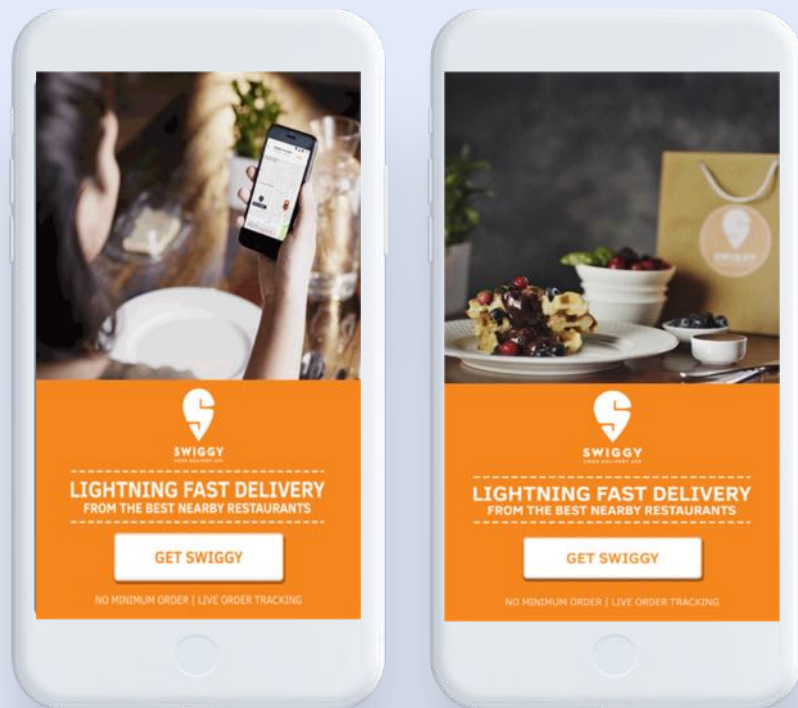
Mobile-first

Augmented Reality

Immersive



Engage and Acquire consumers using mobile



Swiggy acquires high-quality app users across metros

Objective

Drive high-quality app installs at scale across the top 7 metro cities in India.

Solution

Swiggy employed a data-driven strategy to achieve their user acquisition goals on mobile. Swiggy showcased its value proposition to target audiences using a combination of appographic, time-based and location targeting.

Results:

- Swiggy saw **2.6x higher installs** through its data-driven marketing approach
- The mobile campaign saw a **17% lower cost per install** and **6% lower cost per high-quality user acquired**.

Conclusion

The Indian Festive Season 2019 will witness the emergence of the connected consumer. The always-on consumer owns multiple devices, shops non-linearly across devices, touchpoints and channels, in addition to being mobile-native. The consumer, in her festive shopping journey, expects a seamless experience, whether she is learning of a product from an ad, exploring and researching offers, or when she's actually making a purchase. Hence, marketers must ensure that the consumer experience is frictionless, i.e. devoid of challenges related to information, experience, relevance or even payments. Additionally, with close to 70% of consumers using mobile to learn, explore and buy this festive season, it is even more important for marketers to deliver a frictionless consumer experience on mobile! By coupling the right mobile marketing strategies with the right technology partners, brands can fully capitalize on this year's festive shopping extravaganza!

About InMobi Group

InMobi Group's mission is to power intelligent, mobile-first experiences for enterprises and consumers. Its businesses across advertising, marketing, data and content platforms are shaping consumer experience in a world of connected devices. The group's portfolio companies include InMobi Marketing Cloud, TruFactor - a Secure Data Platform for businesses, and Glance - the world's first Screen Zero. InMobi Group has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com.



FAST COMPANY

Ranked 3rd among World's Top 10 Innovative Companies



MOBEXX

MOB-EX

iab.



2018 CNBC 50 Disruptor List



50 Disruptive Companies



MOBILE MARKETING ASSOCIATION
SMARTIES

