

inMOBI | glance

The Marketer's Guide to the **Festive Season**

Insights to Shine Bright

India | 2023

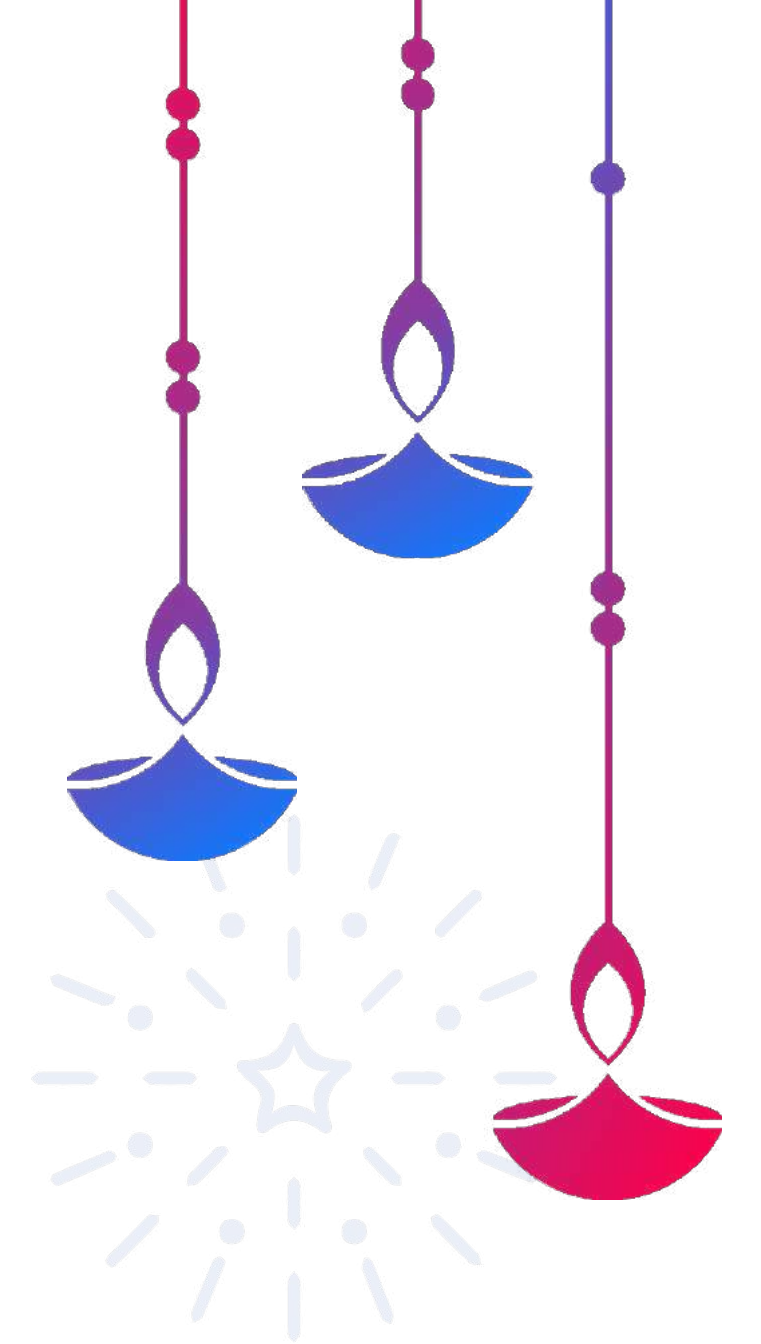


Executive summary

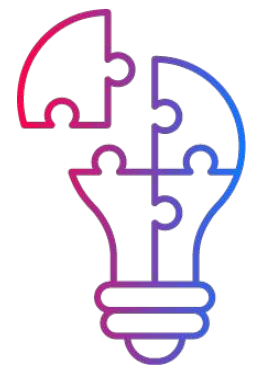
India is synonymous with festivity. Being a culturally rich and diverse country, its festive season lasts almost entirely for the second half of the year.

With the world changing every passing day, the Indian festive shopper has changed as well. But one thing that has remained is their love for celebration. In this report, we explore emerging **trends in consumer behavior** this festive season and how they shape **digital marketing trends** for brands to follow.

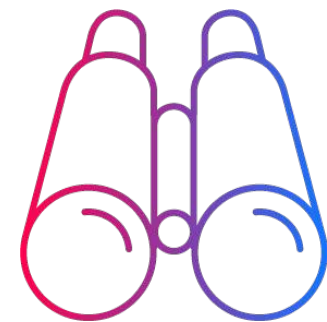
Research objective



InMobi conducted this research study to:



Understand how Indians are thinking
and planning for the 2023 festive season



Discover where the Indian consumer is
and how they can be delighted



Offer brands deep insights and ideas
to help drive their digital marketing efforts

Research methodology



- ✦ An on-device survey
- ✦ A sample size of $n=1,000$ Indian mobile users
- ✦ Respondents recruited between July 17 and 18, 2023
- ✦ Results targeted and weighted to be representative of India's smartphone population



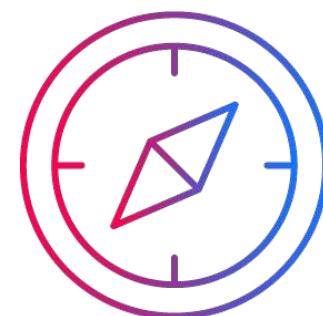
What sparks **celebration** in the nation

A glance at the festivities



Budgets look bright

Increased confidence shows in how **84%** of Indian consumers reported an increase in online shopping budgets compared to the previous year



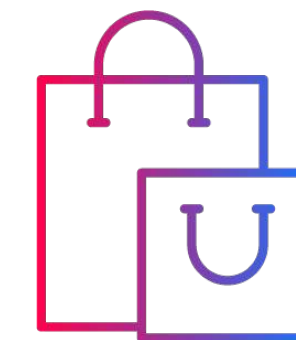
Exploring is exploding

Reduced price consciousness leads to an interest in exploring options, with **63%** reporting that they know what item to buy and are only left to decide on the brand



The festivities are phygital

Hybrid shopping leads with **54%** reporting they will combine online and offline shopping, followed by **44%** who said they would shop online only



Festivals drive sprees

Unplanned shoppers are inclined to shop closer to festivals, with **58%** planning to shop around Dusshera and Diwali, whereas about **36%** are looking to start as early as September

Q. With respect to last year, how has your budget changed for online shopping? | Sample size: 941

Q. How do you plan to shop for this festive season? | Sample size: 960

Q. Where will you shop this festive season? | Sample size: 960

Q. When do you expect to start planning your festival season shopping for this year? | Sample size: 187

Budgets boom

A vast majority of Indian festive shoppers are willing to spend more than ₹25,000 on festive season shopping.

66%
plan to spend over ₹25,000

33%
plan to spend over ₹50,000

Budget-wise distribution of Indian festive shoppers

Less than ₹10,000	7%
Between ₹10,000 – ₹25,000	26%
Between ₹25,000 – ₹50,000	33%
Between ₹50,000 – ₹1,00,000	23%
Over ₹1,00,000	9%
Not thought about it	1%

Self-love is on top of the priority list, especially for women

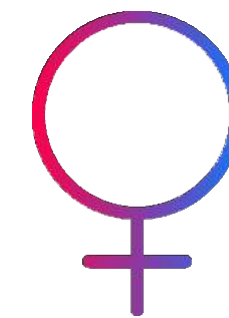
More Indians are making their own decisions regarding festive shopping in the household and prioritizing themselves while shopping.

67%

ranked themselves as the primary decision-makers for festive shopping

58%

ranked shopping for themselves as their first priority, followed by family and business associates



More women are putting themselves first

68%






of female respondents ranked themselves on top as both the primary decision-maker and the person they are mainly shopping for

Q. Who is the primary decision maker for festive shopping in your household? | Sample size: 960
Q. Who are you mainly shopping for this festive season? | Sample size: 153

Where the fireworks are

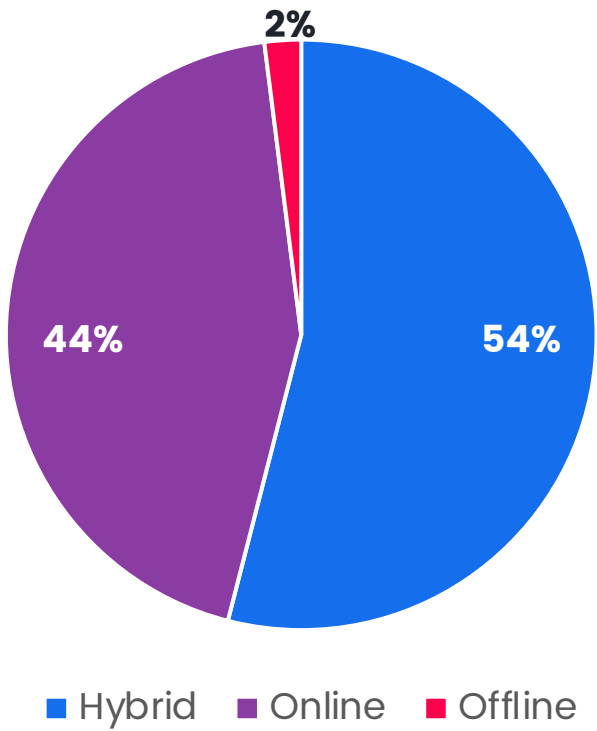
As people embrace their celebrations in the midst of freedom, they go back to the good old days, combining both online and offline activities.

Top categories

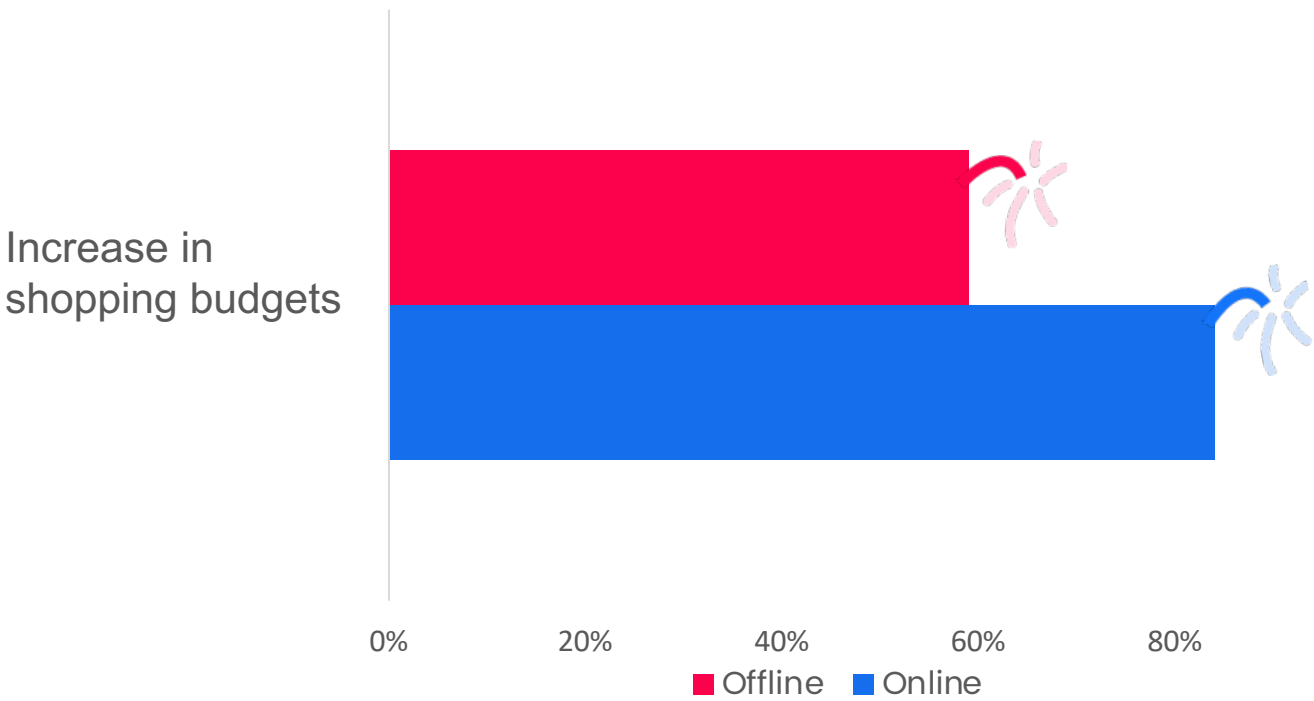
-  Clothing and accessories
-  Gadgets
-  Home appliances
-  Gift packs
-  Beauty products

Q. Where will you shop this festive season? | Sample size: 960
Q. With respect to last year, how has your budget changed for online shopping? | Sample size: 941
Q. With respect to last year, how has your budget changed for offline shopping? | Sample size: 537
Q. What categories of items are you planning to shop for during the festive season? | Sample size: 605

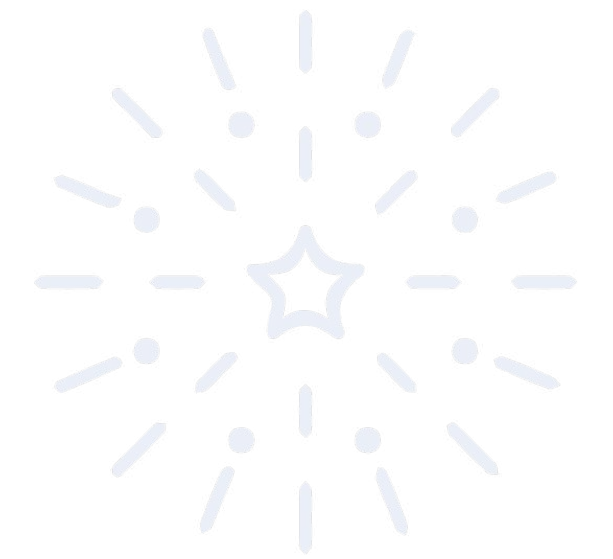
Festive shopping plans by channel



Shift in shopping budgets by channel



When online shopping soars



In the past couple of years, people stayed on their phones all day consistently across working hours, and even late in the nights. However, now, we see two distinct activity peaks earlier in the day – one around lunch and the other during the commute from work to home.

Peak 1

Leading to lunch: 10–2 pm

27%

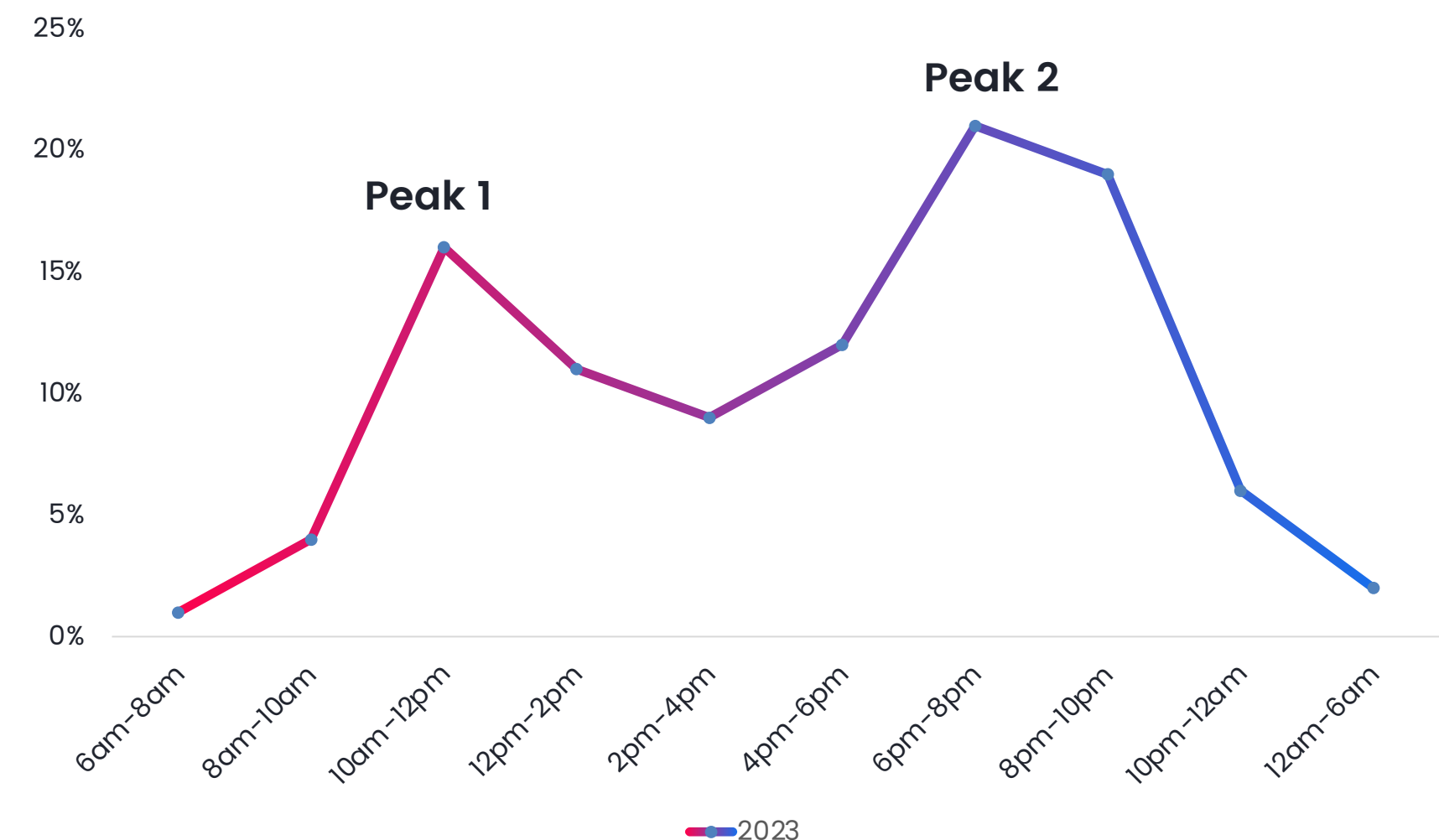


Peak 2

Commute and winding down: 6–10 pm

40%

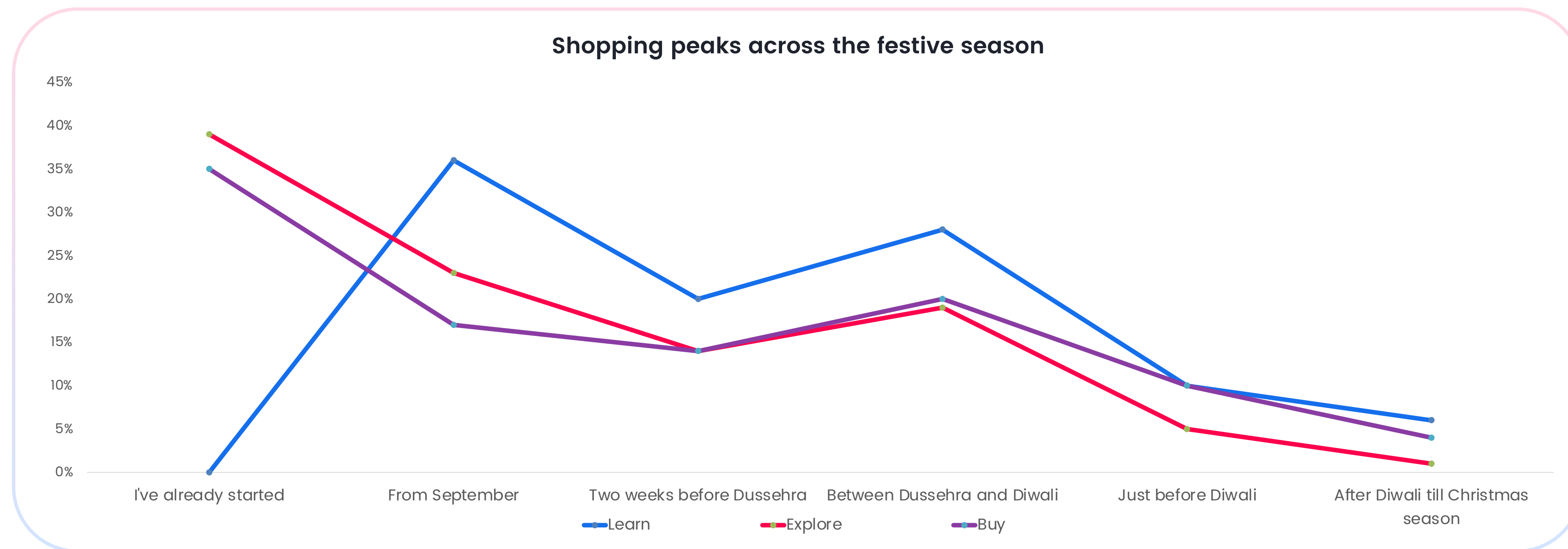
Online shopping activity across the day



Q. What time of the day do you usually shop online? | Sample size: 941

The sprees start months before the festivities

The months that lead to the festivities, especially around Dussehra and Diwali, are extremely important for brands as that is when most shopping explorations and purchase decisions are being made. It's a time to be visible, stay on top of minds, and spark inspiration. This is a notable difference compared to the previous year, when activity peaked around major sale times.



Q. When do you expect to start planning your festival season shopping for this year? | Sample size: 187
Q. When will you shortlist brands for the categories you plan to buy? | Sample size: 605
Q. When will you buy the particular brand/product? | Sample size: 168

Learn, explore, or buy – mobile ranks high

Desktop takes a back seat, a marked shift since 2021.



Learn

Mobile search/ads: **46%**
Brand websites/apps: **15%**
Physical store: **11%**
Family and friends: **7%**
Television: **7%**
Newspapers, magazines, and billboards: **6%**
Email/newsletters from brands: **4%**
WhatsApp nudges from brands: **3%**



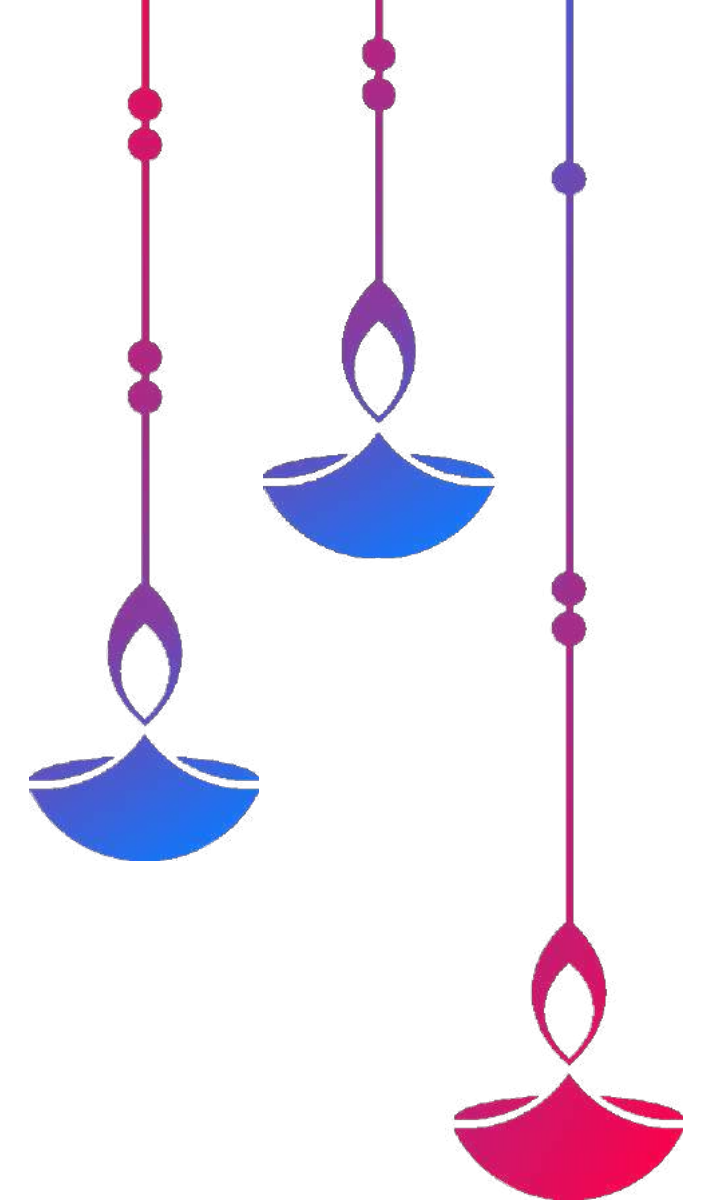
Explore

Mobile: **79%**
Physical store: **14%**
Desktop: **7%**



Buy

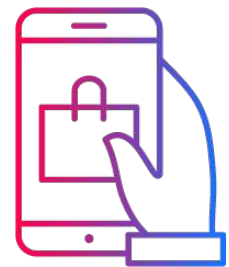
Mobile: **78%**
Physical store: **17%**
Desktop: **6%**



Q. Where do you learn about festive season sales and offers? | Sample size: 174
Q. Which channel will you use to research or explore for festive season shopping? | Sample size: 174
Q. Through which channel are you more likely to make a purchase this festive season? | Sample size: 174

Where each channel shines

Shopping on mobile is well-loved for ranges and discounts whereas offline shopping is driven by the need to experience the product tangibly.



Top three reasons Indians shop on mobile

App-only discounts: **47%**
Wide range of products: **47%**
Easy returns: **46%**



Top three reasons Indians shop offline

Getting to see or try the product: **80%**
In-store experience: **69%**
Lesser chances of buying the wrong product: **63%**

Q. What are your top three reasons to shop online on your mobile? | Sample size: 174

Q. What are your top three reasons to shop offline or physically at a store? | Sample size: 537



Third-party mobile apps: the one-stop shop

Across categories, shoppers are choosing third-party apps such as Amazon and Flipkart, that are not dedicated to a brand, to purchase the products they want to buy.



Clothing and accessories



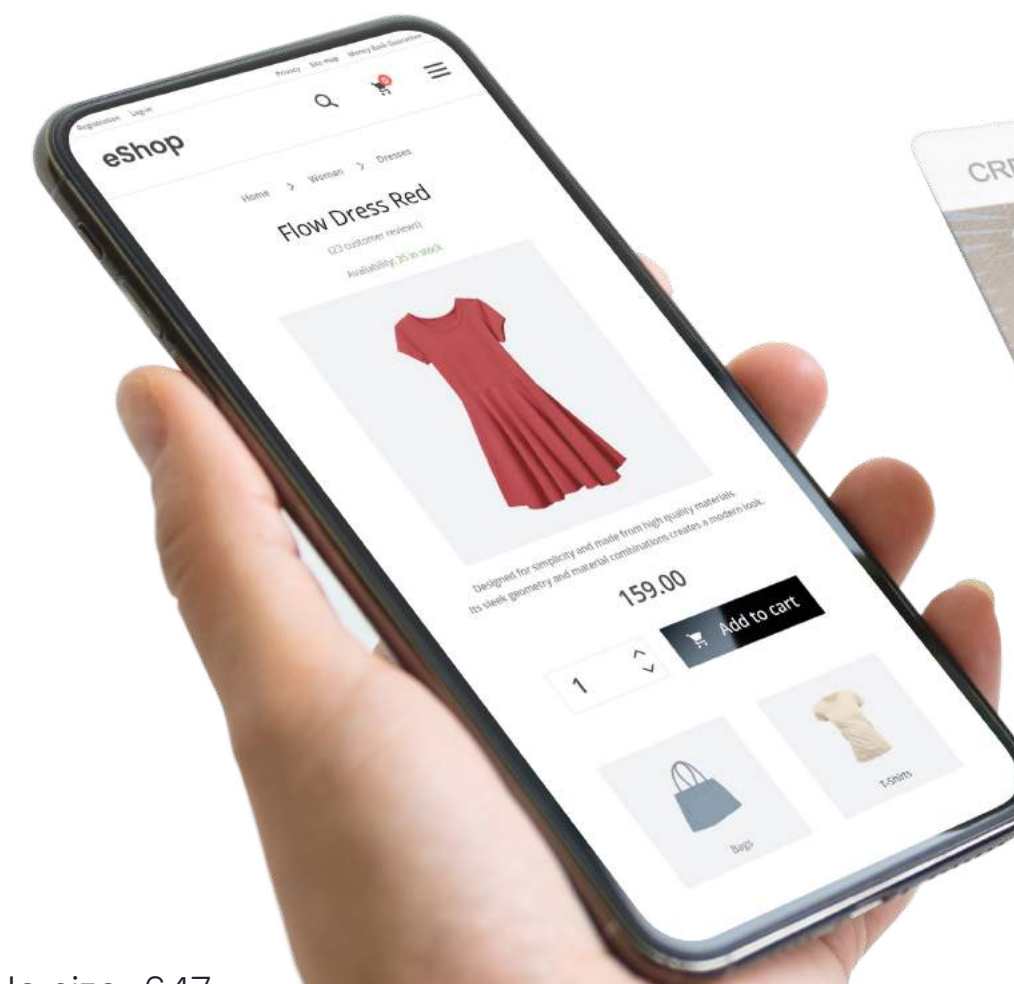
Gadgets



Beauty products



Home appliances



Q. Which channel will you use to shop for clothing and accessories during this festive season? | Sample size: 647

Q. Which channel will you use to shop for gadgets during this festive season? | Sample size: 559

Q. Which channel will you use to shop for beauty products during this festive season? | Sample size: 614

Q. Which channel will you use to shop for home appliances during this festive season? | Sample size: 472

What shoppers buy in-store

Indian festive shoppers are choosing to buy certain categories of products offline. These are products that people have been buying where the need to touch and feel a product is paramount.



Automobiles



Furniture and furnishings



Jewelry

Q. Which channel will you use to shop for automobiles during this festive season? | Sample size: 176

Q. Which channel will you use to shop for furniture, bedsheets, curtains, etc. during this festive season? | Sample size: 77

Q. Which channel will you use to shop for jewelry during this festive season? | Sample size: 385



Meet this year's **Indian festive** **shoppers**



Three distinct types of shoppers emerge



In 2023, we see three key buyer personas:

Unplanned shoppers

Shoppers who have not planned their purchases

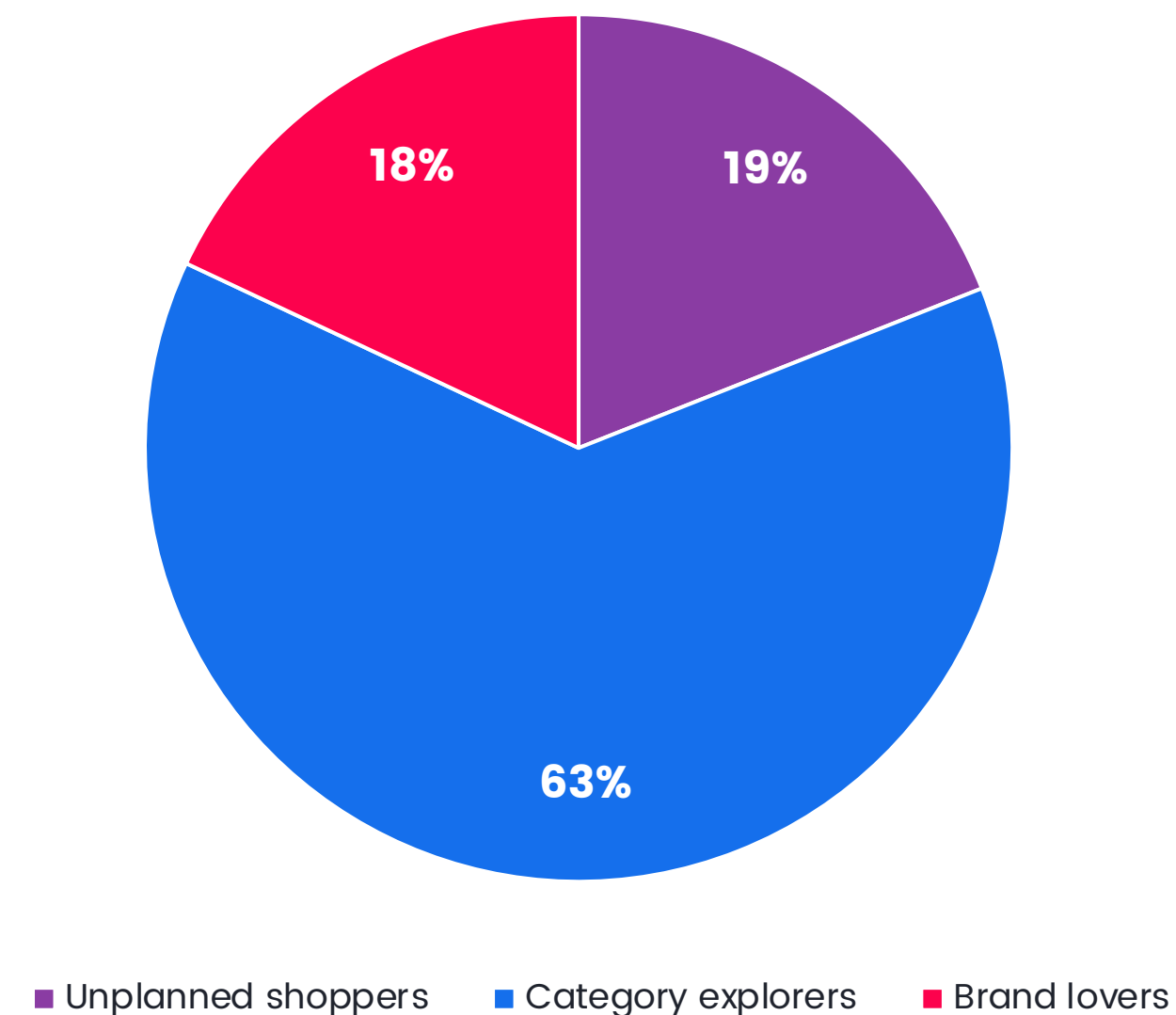
Category explorers

Those who have decided items to buy but not brands

Brand lovers

The ones who know both the items and the brands they want

Types of shoppers in 2023



More people are planning for the party



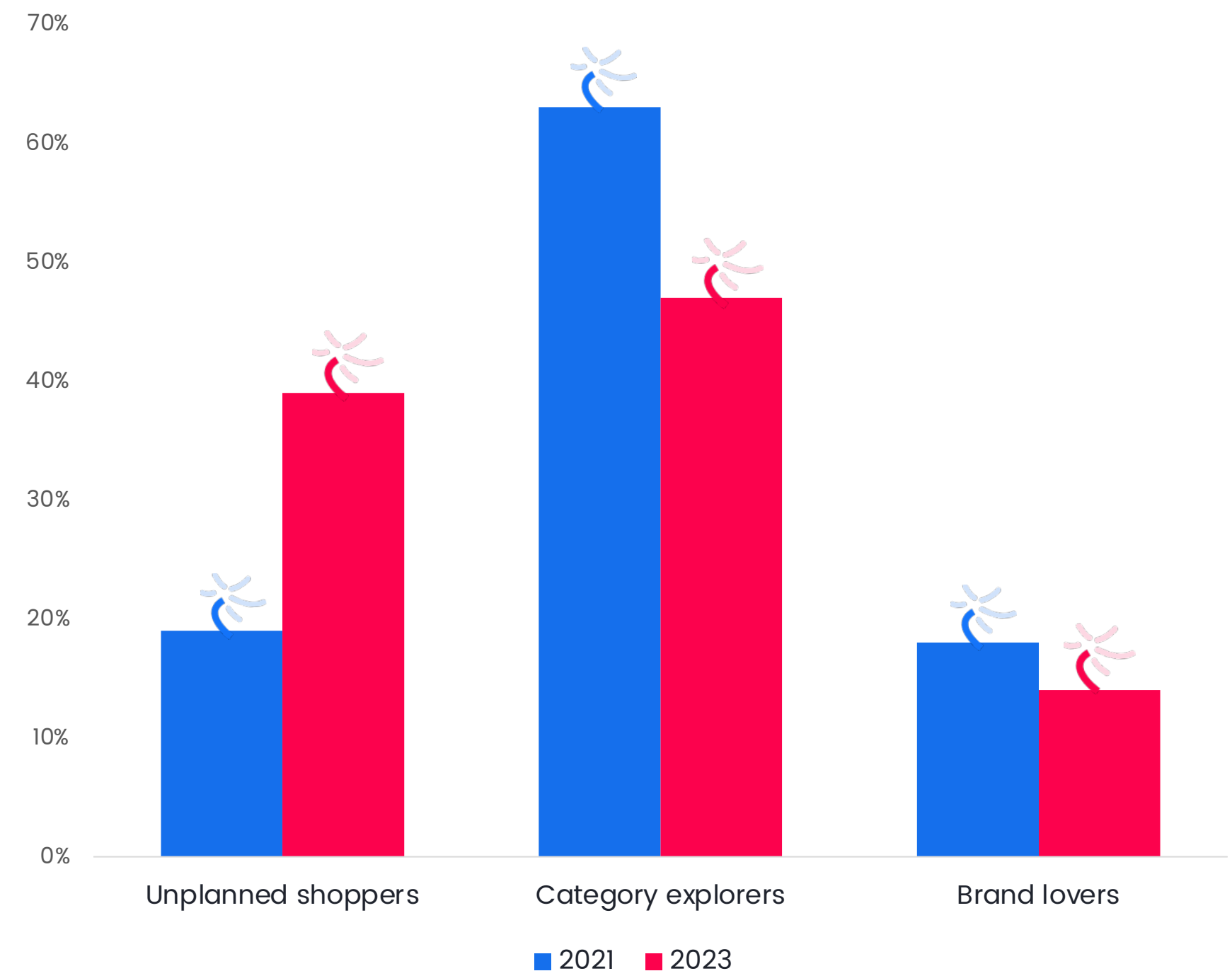
This year, more shoppers know what they want to make their festivities grand.

Compared to 2021, we see:

28% fewer unplanned shoppers

24% more explorers

Distribution of shopper personas 2023 vs. 2021



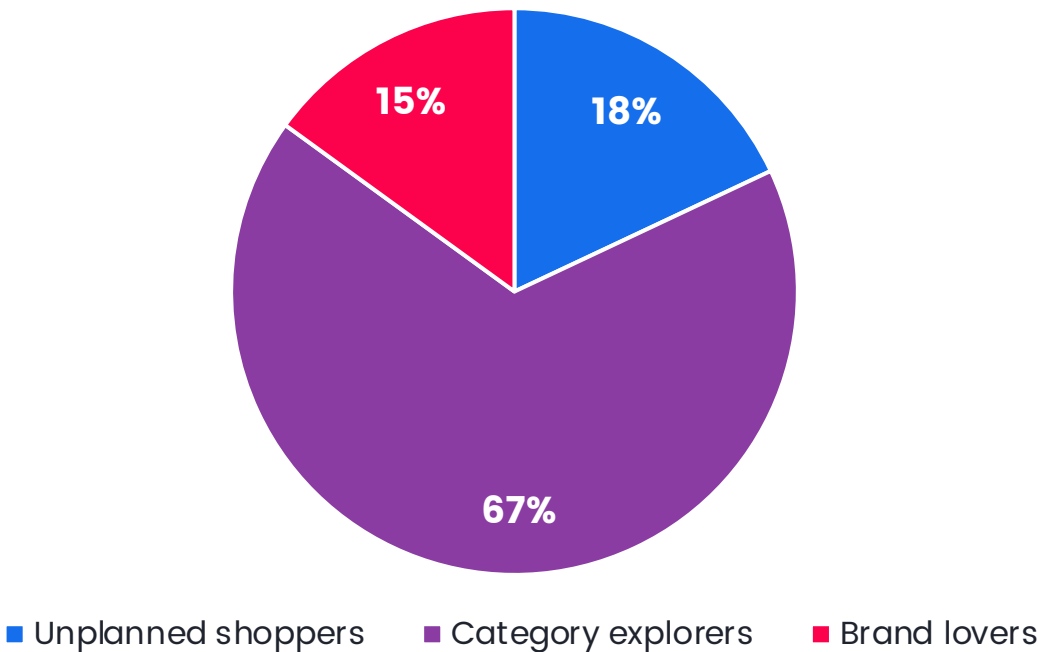
Exploring is big among both genders



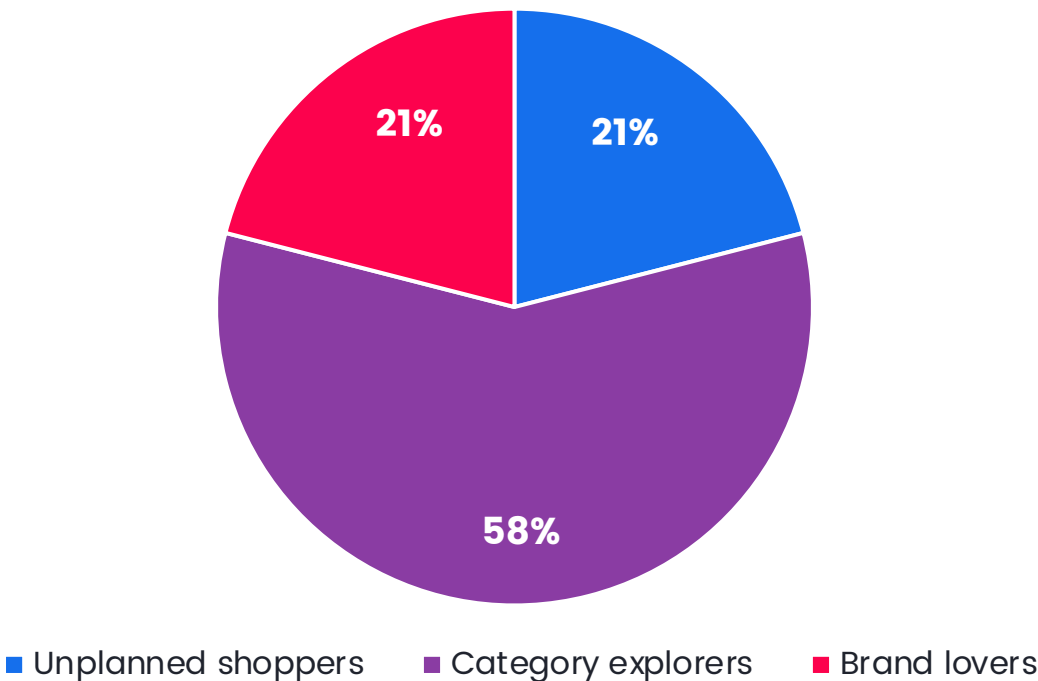
While the gender distribution across personas is fairly similar, category explorers have more men, while brand lovers have more women.

	Men	Women
Category explorers	67%	58%
Brand lovers	15%	21%

Distribution of male festive shoppers



Distribution of female festive shoppers



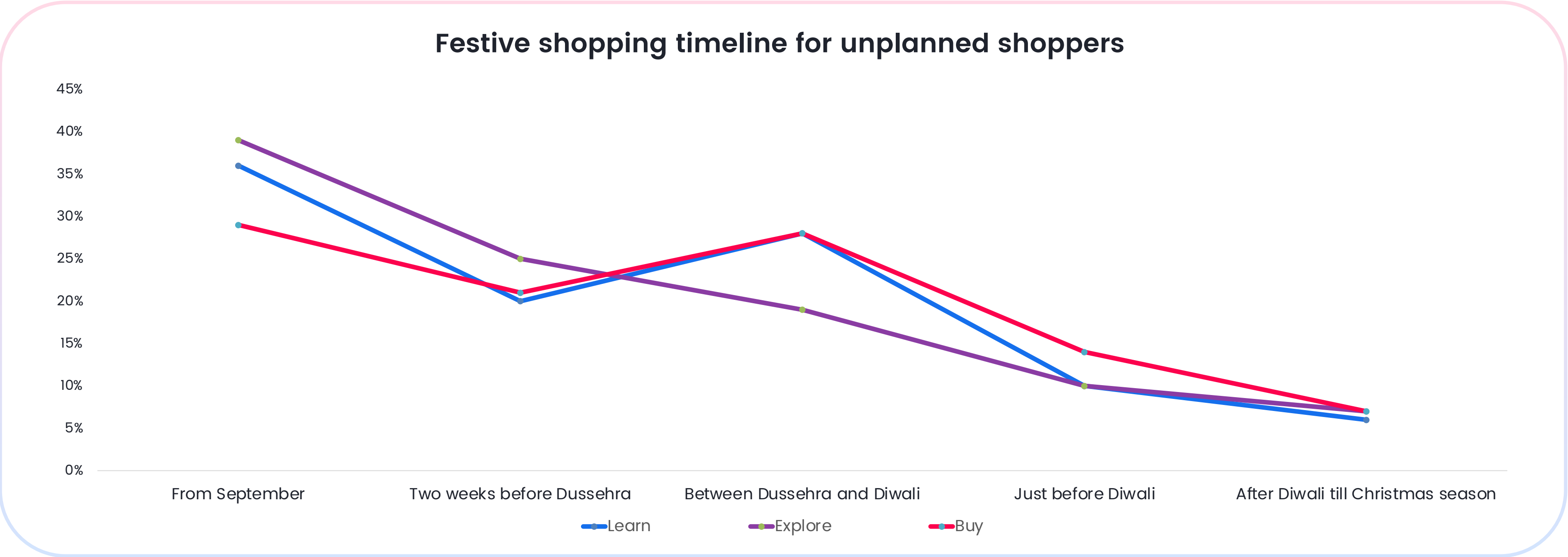


Meet the Indian unplanned shopper



They learn, explore, and buy on the go

Unplanned shoppers tend to learn about products, explore options, and make their purchases hand-in-hand. Surprisingly, most of them are starting as early as September, which indicates reduced price consciousness compared to 2021. That year, purchases peaked around festive offers.



Q. When do you expect to start planning your festival season shopping for this year? | Sample size: 187
Q. When will you shortlist brands and categories to buy? | Sample size: 187
Q. When do you plan to buy the particular brand/product? | Sample size: 187

Throwing light on the budgets



A large portion of unplanned shoppers plan to spend in the mid-range. This indicates deals can be important to them, although they no longer shop only around sale times.

63% of them plan to spend between **₹10,000 and ₹50,000**

16% plan to spend more than **₹50,000**

Less than ₹10,000	20%
Between ₹10,000 – ₹25,000	34%
Between ₹25,000 – ₹50,000	29%
Between ₹50,000 – ₹1,00,000	10%
Over ₹1,00,000	3%
Not thought about it	3%

Young or old, spontaneous shopping is lit

Across genders, there are fewer unplanned shoppers. A sizable portion of the youngest and the oldest shoppers have not planned their festive shopping hauls yet.

18% of men

21% of women

31% of boomers

26% of Gen Z

identify as unplanned shoppers

Q. How do you plan to shop for this festive season? | Sample size: 960



Meet the Indian category explorer

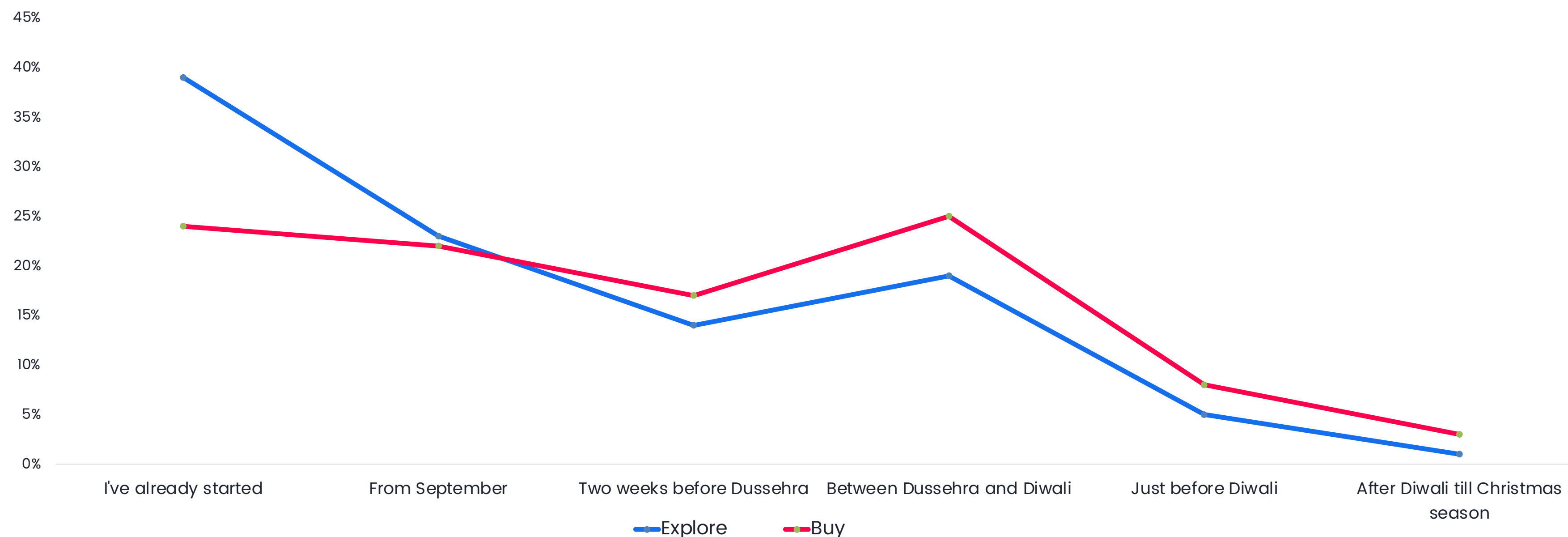




The exploration has begun

Category explorers have already begun their research to narrow down the products and brands they are interested in. Brands must not miss the chance to be their companion throughout their journey.

Festive shopping timeline for category explorers



Q. When will you shortlist brands for the categories you plan to buy? | Sample size: 605

Q. When do you plan to buy the particular brand/product? | Sample size: 605



Throwing light on the budgets



Interestingly, like unplanned shoppers, explorers also have a mid-range budget, but a substantial portion of them also have a higher budget.

- 37%** of category explorers plan to spend between ₹25,000 and ₹50,000
- 32%** of category explorers are willing to spend more than ₹50,000

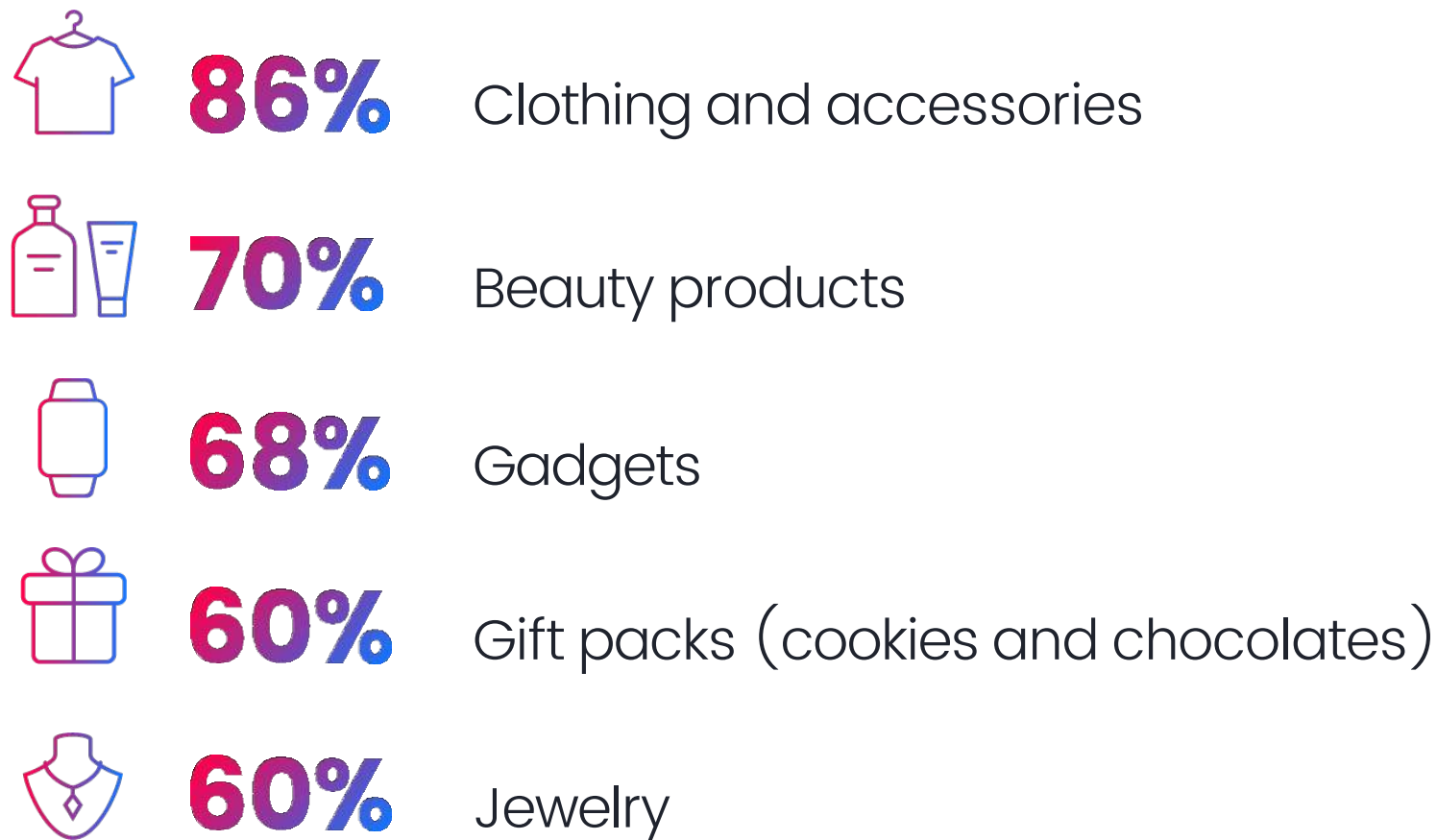
Less than ₹10,000	5%
Between ₹10,000 – ₹25,000	26%
Between ₹25,000 – ₹50,000	37%
Between ₹50,000 – ₹1,00,000	23%
Over ₹1,00,000	9%

What brightens their festivities

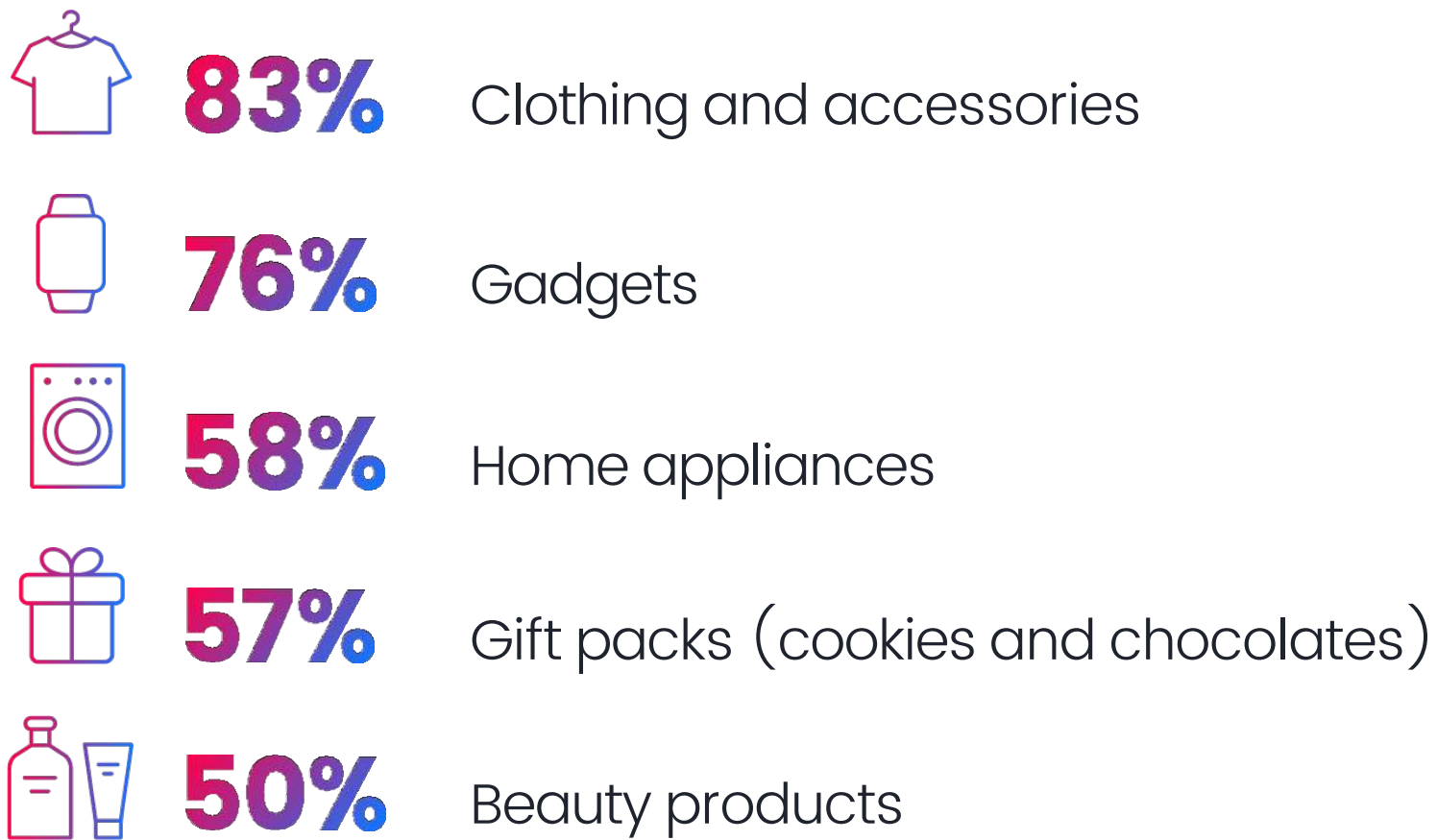


Clothing and accessories are a favorite among both men and women. Gadgets are also big this season. Besides these, home appliances, beauty products, and gift packs are also popular categories. Jewelry emerges among the top five for women, in line with Indian traditions.

Women



Men



Exploring is high across ages and genders

Everyone's exploring their options while shopping for the festive season. From Gen Z to boomers, the appetite to explore is high.

67% of men

58% of women

68% of Gen Z

64% of millennials

52% of boomers

identify as category explorers

Q. How do you plan to shop for this festive season? | Sample size: 960





Meet the Indian **brand lover**

Brand lovers have begun bagging their favorites

Brand lovers have already started their search, and even purchases, for the products and brands they know they want to buy. It's critical for brands to be present everywhere so they do not miss out on these high-intent customers.

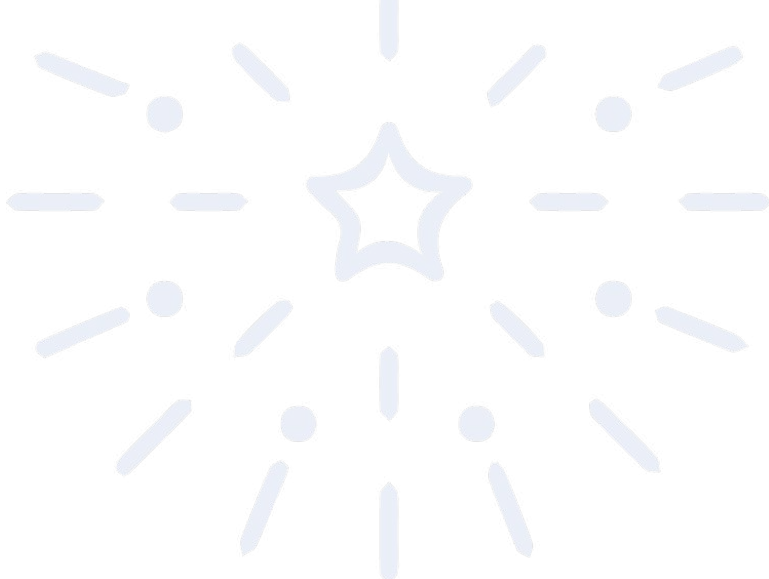
Festive shopping timeline for brand lovers



Q. When will you shortlist brands and categories to buy? | Sample size: 168

Q. When do you plan to buy the particular brand/product? | Sample size: 168

Throwing light on the budgets



As one would expect, brand lovers are willing to pay the price their favorite brand deserves, with a sizable **58%** of brand lovers planning to spend more than **₹50,000**.

39% are willing to spend between **₹50,000 and ₹1,00,000**

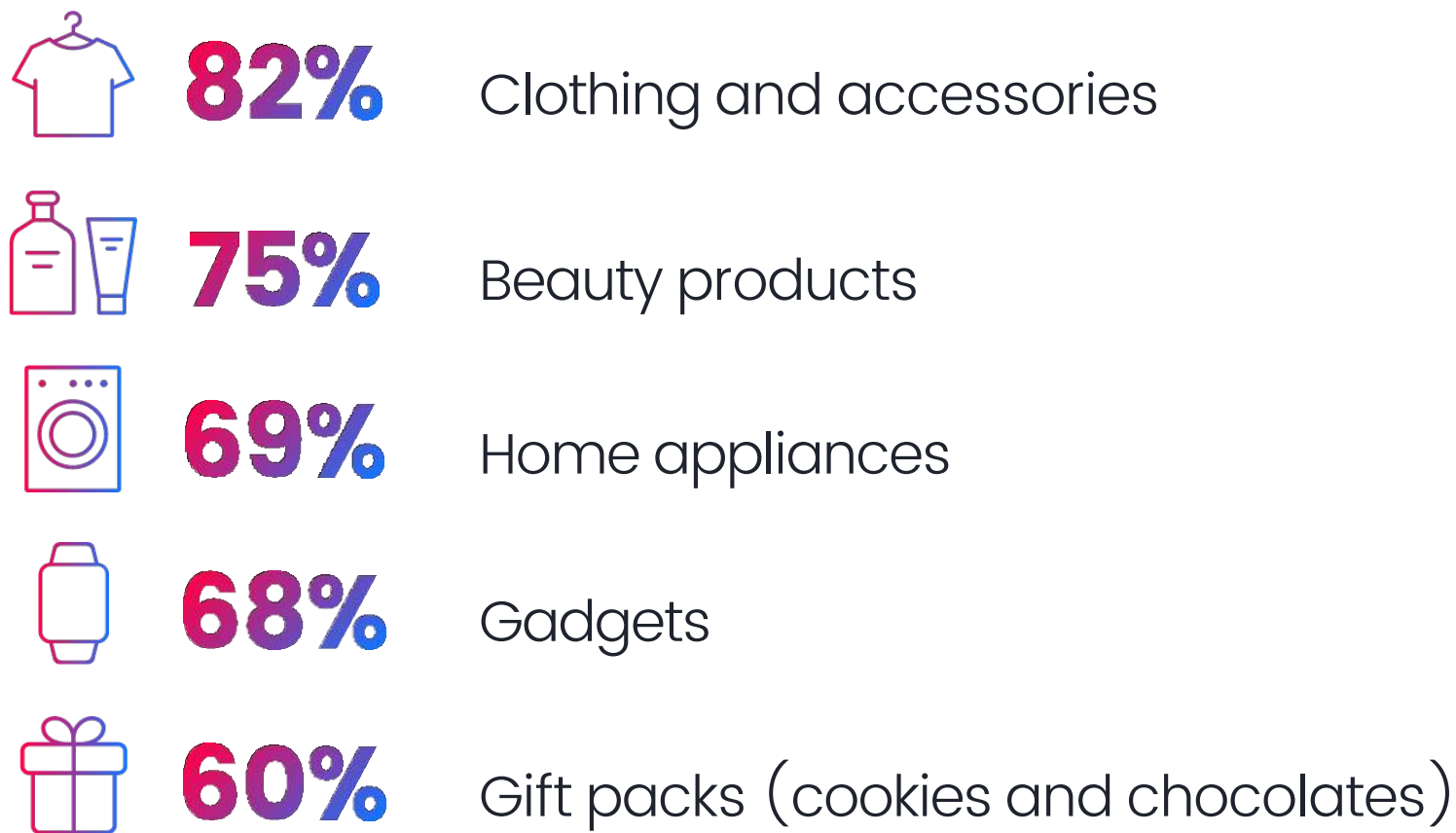
19% plan to spend over **₹1,00,000** – true-blue brand lovers

Less than ₹10,000	1%
Between ₹10,000 – ₹25,000	18%
Between ₹25,000 – ₹50,000	22%
Between ₹50,000 – ₹1,00,000	39%
Over ₹1,00,000	19%

What brightens their festivities

Just like with category explorers, clothing and accessories are a favorite among both male and female brand lovers. Home appliances, a big-ticket item, are big on their list. Gadgets and gift packs are huge as well. While both genders are shopping for similar products, women have beauty products in their top five and men have furniture and furnishings.

Women



Men



There's a niche audience that lights up for brands

Women, Gen X, and millennials love their brands.

21% of female festive shoppers

15% of male consumers

41% of millennials

17% of Gen X

identify as brand lovers

Q. How do you plan to shop for this festive season? | Sample size: 960



How brands can shine bright this festive season

Start at the first
mobile touchpoint

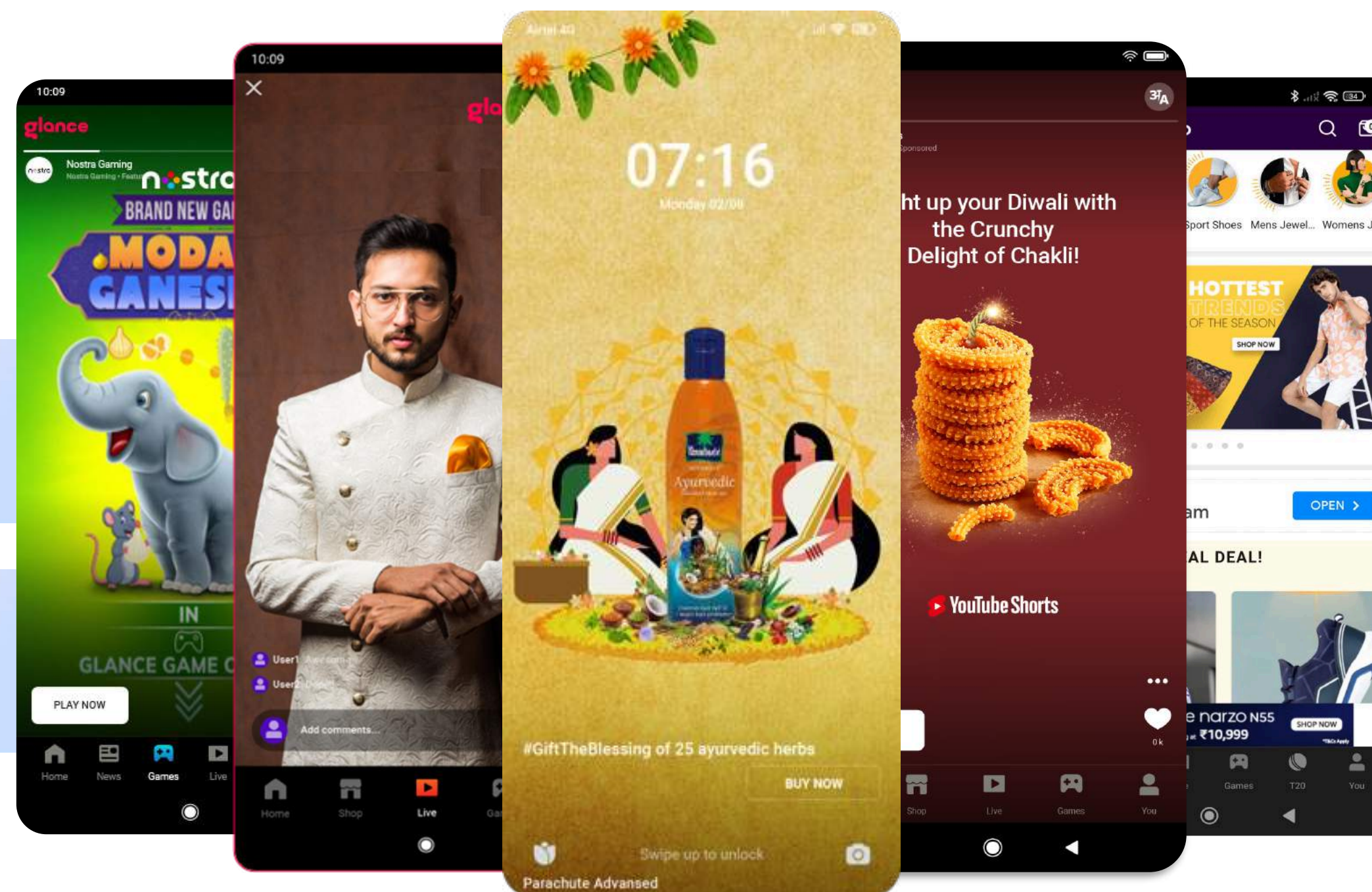


Spark new connections with seamless discovery on the front page of mobile

Engage your audience before they unlock their phone with one-click entertainment, shopping, and updates this festive season.

Give popular games a festive twist and make them download-free

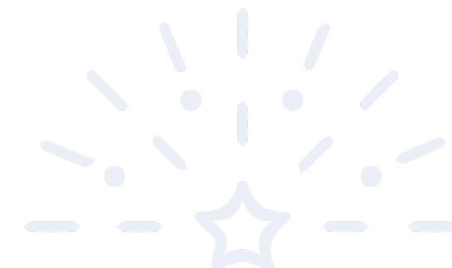
Be the go-to brand for one-click festive trends



Create one-click content for the Indian festive shopper

Offer exclusive, exciting one-click shopping experiences

Be where consumers are having a blast: The smart lock screen



Achieve your brand's goals across the funnel

The **marketing funnel** as we know it

How this is achieved on **the smart lock screen**

Awareness

Impact

Consideration

Engage

Action

Promote

Impact the celebrations like these brands did

amazon



Amazon generated mass awareness across Tier-1, Tier-2, and Tier-3 India about the Amazon Great Indian Festival on the smart lock screen.

Cadbury



Cadbury increased awareness about the festive edition of boxes among Indians celebrating the festival of Rakshabandhan.

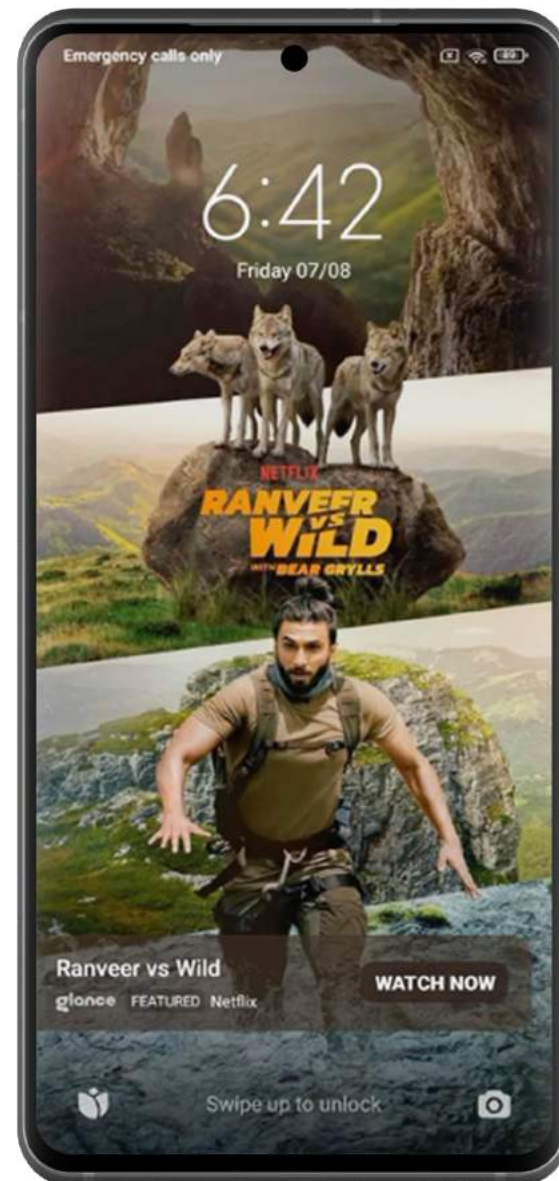
zomato



Zomato drove awareness and excitement for its [enticing Diwali deals](#) and kept the feast going.

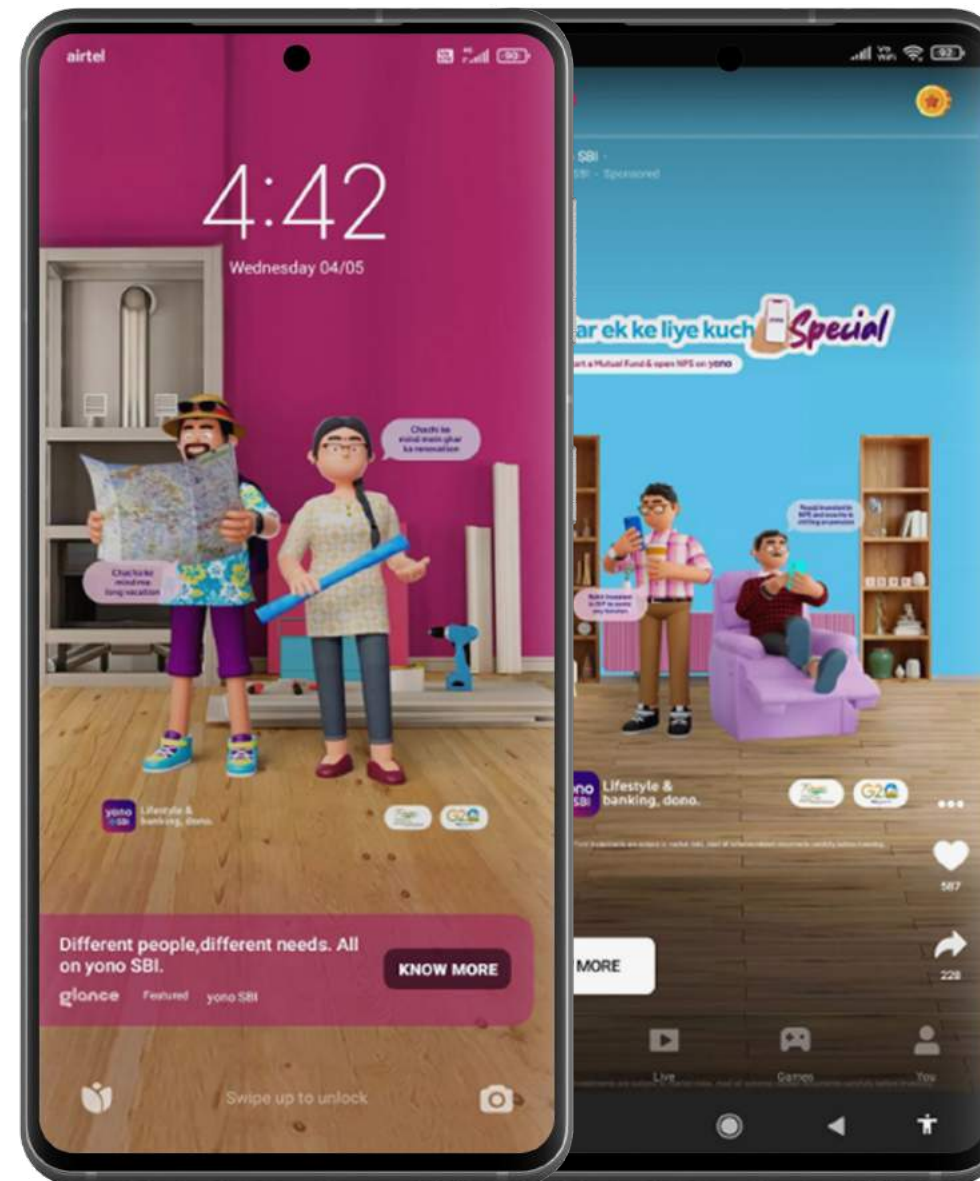
Engage millions like these cool brands

NETFLIX



To get people interested in *Ranveer vs Wild with Bear Grylls*, Netflix India created an immersive journey and recreated the interactive special on the smart lock screen.

yono
by SBI



SBI got people invested in the features and services that one can avail through its YONO app – therefore enhancing their banking experience through an enhanced one-click content experience.

Coca-Cola



Right after the pandemic, Coca-Cola engaged Indians with a custom Diwali experience, encouraging them to create and share personalized invites with loved ones, amplifying the brand's communication "Ab Milke Hi Manegi Diwali."

Promote your festive offerings like these new-age brands



The brand promoted the Diwali special offers on Swiggy Instamart, nudging people to make purchases through the app.



Nykaa showcased the festive offers on its app, encouraging users to install the app, explore the collections, and shop during the sale.

Make moments memorable



Use time-targeted one-click experiences during peak times to drive personalization and action.



Put your brand in the spotlight by strategically using prime-time slots for entertainment, shopping, and gaming to drive optimal awareness and engagement.



How brands can shine bright this festive season

Create wonders in
the app ecosystem



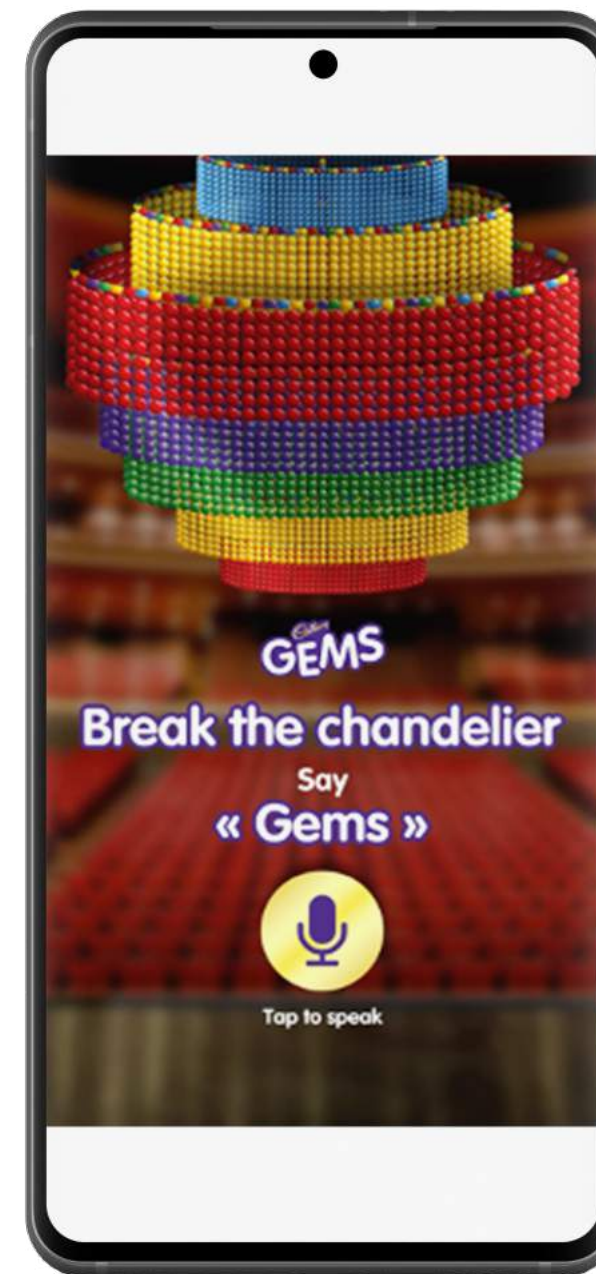
Create excitement and engagement with trending technology



Smile
Detection



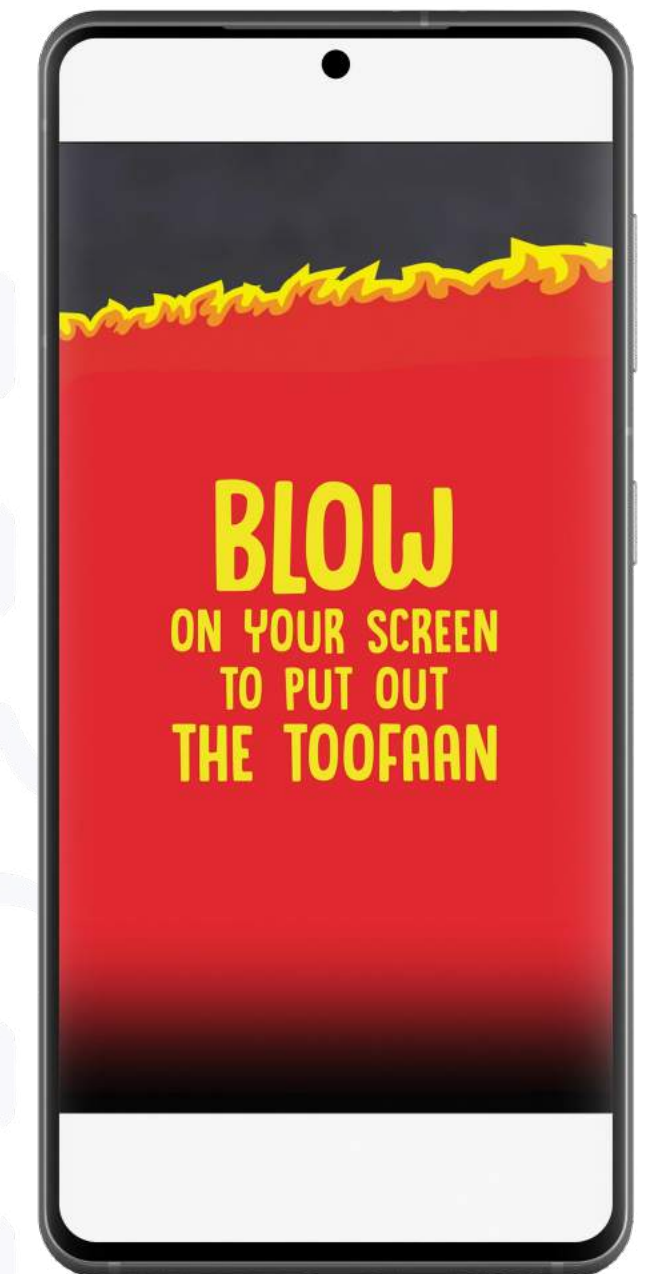
Augmented
Reality



Voice
Detection



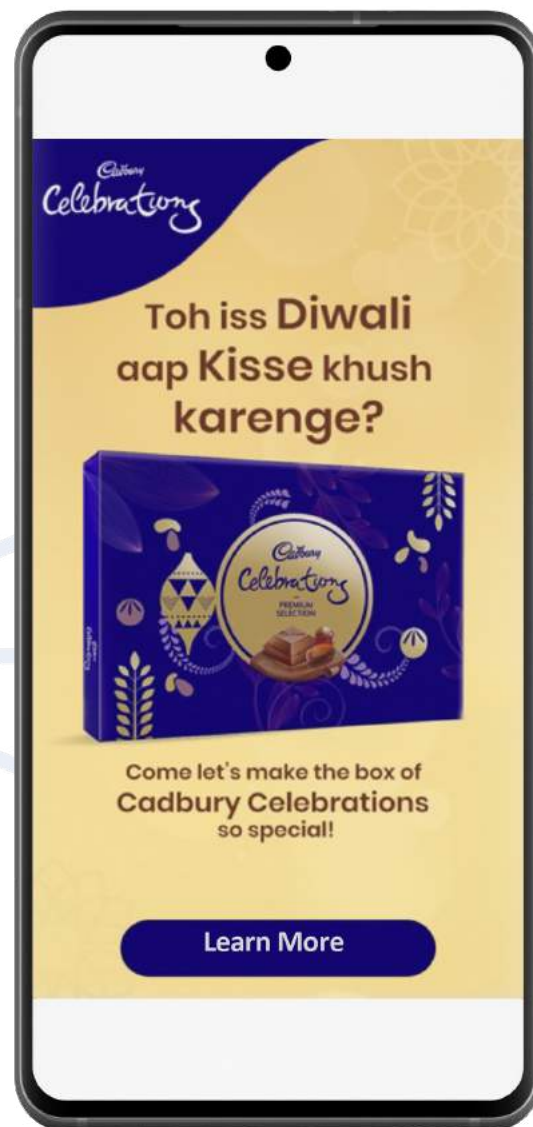
VR With
Pedometer



Blow
Technology

Adopt innovative interactive mobile solutions to delight festive shoppers

Achieve high engagement and ROI on mobile-first experiences.



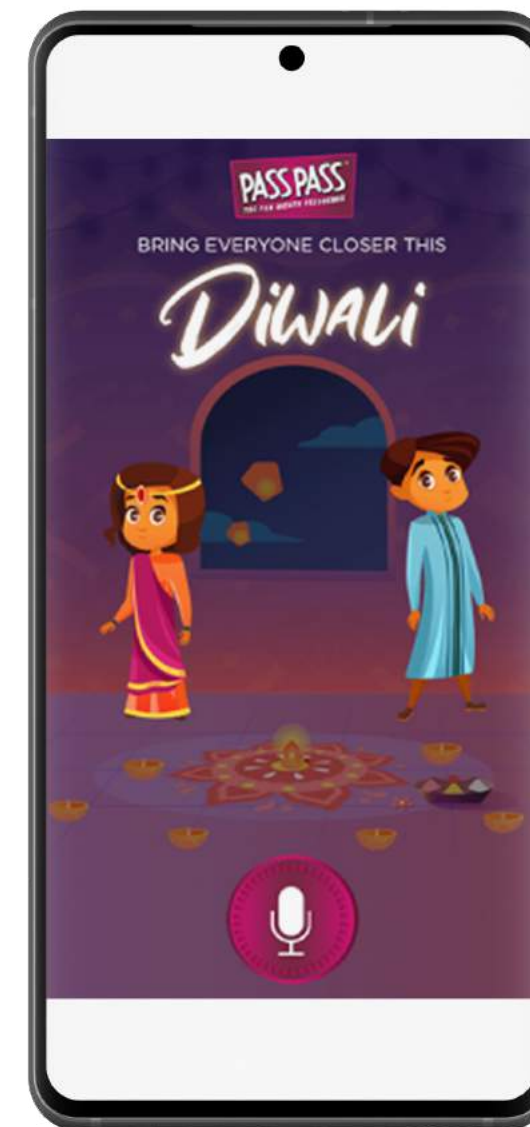
**Striking
Banners**



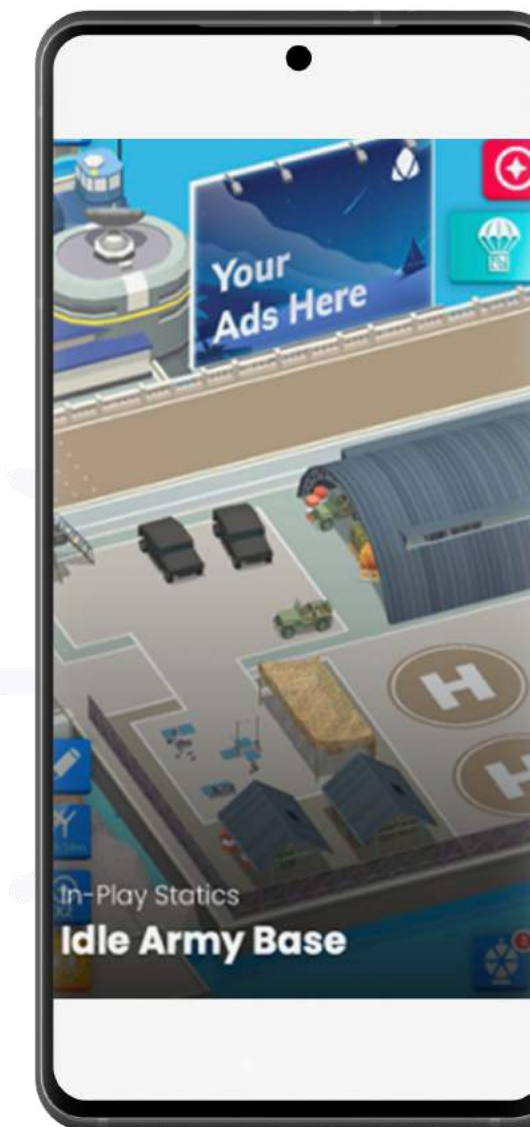
**Stunning
Videos**



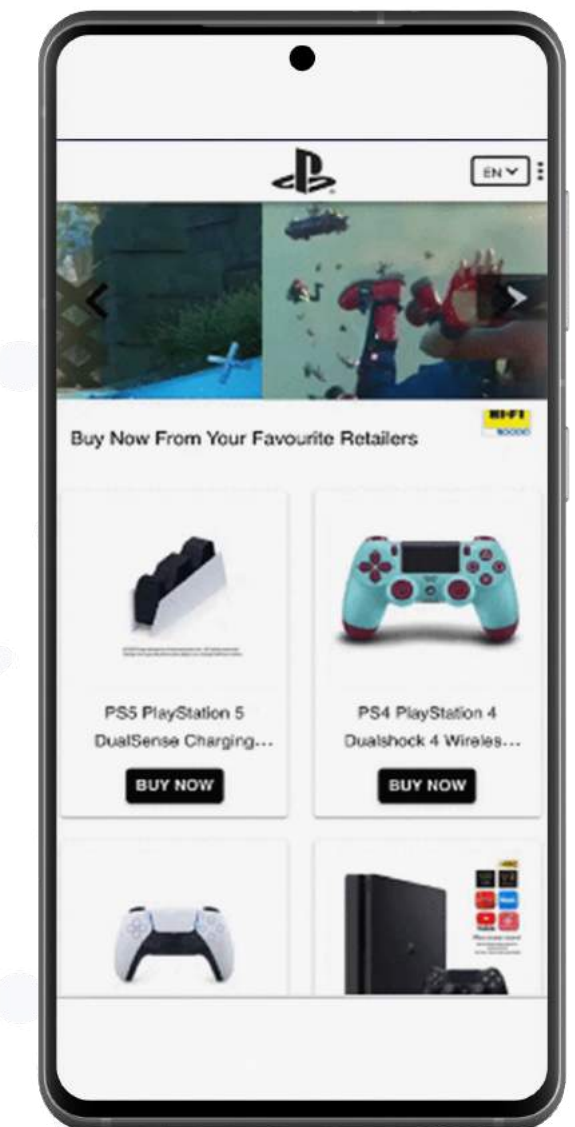
**Gamified
Units**



**Rich
Media**

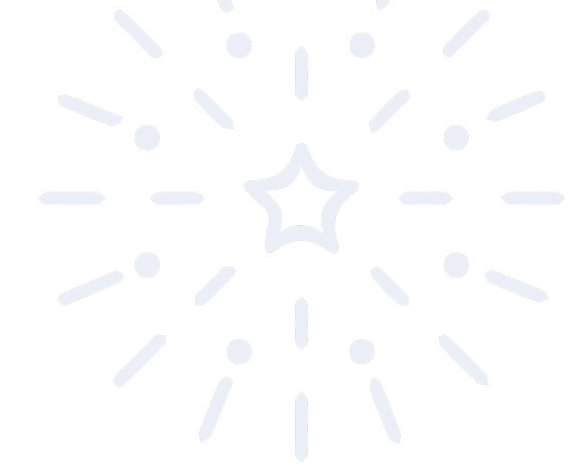


In-game



**Shoppable
Media**

Enrich experiences with engaging units



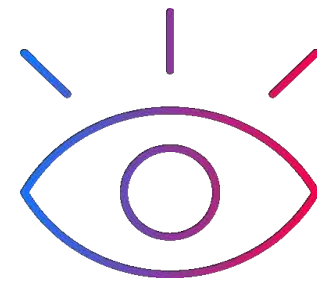
NEROLAC

The brand made Diwali brighter for its audience as well as its distributors by creating an interactive, creative, and seamless [online-to-offline journey](#) with InMobi.

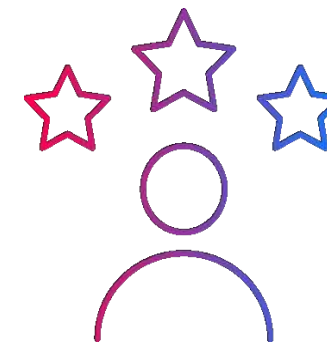
Top tips for this festive season



Understand the Indian festive shopper



Capture their attention by lighting up the front page of mobile




Delight them with immersive and innovative experiences across mobile touchpoints

For any queries, please feel free to reach out to mobilemarketing@inmobi.com



About InMobi

InMobi is a leading provider of marketing and monetization technologies. With deep expertise and unique reach in mobile, it is a trusted and transparent technology partner for marketers, content creators, and businesses of all kinds. InMobi's mission is to power its customers' growth by helping them engage their audiences and build meaningful connections. Its affiliated businesses – Glance, an unconsolidated subsidiary that offers a lock screen-based content discovery platform, and video platform Roposo – help InMobi create new content and commerce experiences in a world of connected devices. InMobi is headquartered in Singapore, maintains a large presence in San Francisco and Bangalore, and has operations in New York, Chicago, Kansas City, Los Angeles, Delhi, Mumbai, Beijing, Shanghai, Jakarta, Manila, Kuala Lumpur, Sydney, Melbourne, Seoul, Tokyo, London, and Dubai. To learn more, visit <http://www.inmobi.com/>.



About Glance

Founded in 2019, Glance is a consumer technology company that operates disruptive digital platforms including Glance, Roposo, and Nostra. Glance's 'smart lock screen' inspires consumers to make the most of every moment by surfacing relevant experiences without the need for searching and downloading apps. Glance Lock Screen is currently available on over 450 million smartphones worldwide. Roposo is a LIVE platform that is revolutionizing live experiences, through a unique, immersive, creator-led approach. Nostra is the largest gaming platform in India and Southeast Asia, offering gamers engaging ways to discover, play, watch, learn and compete.

Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit <https://www.glance.com/>, <https://www.roposo.com/> and <https://nostra.gg/>

