

CONSUMER STUDY



INDIA

Festive Buying Goes Digital in India

How digital advertising and contextual relevance influence festive shopping



Unwrapping Context this Festive Season

Study objectives and design

Field Date

September 2022

IAS ran an online survey to explore how IN consumers are approaching the upcoming festive buying season.

Participation

n=505 IN consumers

We also want to understand the role of digital advertising in the consumer purchasing process, and how consumers perceive contextually relevant ads during this time.



Majority of consumers will start shopping before November

This year, IN consumers are kicking off their festive shopping early. The majority of consumers will start before November, with over half of them attributing earlier shopping plans to the effects of inflation— **60% of IN consumers** say they plan to start their festive buying earlier to avoid higher prices.

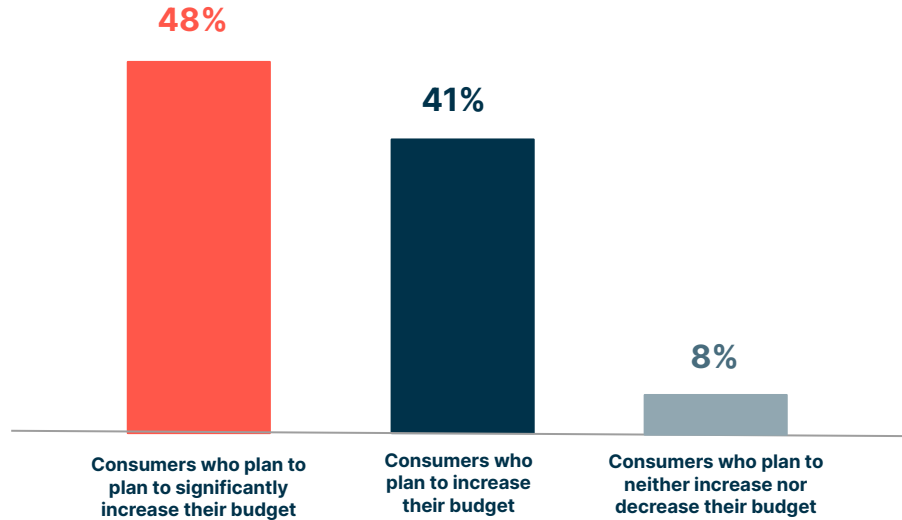


86%

of IN consumers will start
shopping before
November

Q. When did/do you plan to start your festive buying?; Please select all statements you agree with regarding inflation or other factors affecting your festive buying this year: "I plan to start my festive buying earlier this year to avoid higher prices."

Most consumers will **maintain or increase** their festive shopping budgets



96%

of IN consumers will maintain or increase their festive shopping budget from last year

Q. Thinking about your budget for festive shopping and gifts, how does your budget for 2022 compare to last year?

Inflation and higher costs for goods and services are also impacting consumer shopping plans

Consumers are taking inflation into consideration and are anticipating higher prices for goods and services this coming festive buying season. The majority of IN consumers are concerned about inflation impacting their purchasing plans this year and many of them are paying more attention to sales and discounts as well.

93%

of IN consumers are concerned about inflation impacting their festive buying plans this year

49%

of IN consumers plan to pay more attention to sales and discounts for their festive buying plans this year

Q. Please select all statements you agree with regarding inflation or other factors affecting your festive buying this year.

While in-person shopping is returning, IN consumers continue to prefer to shop online

As health guidelines continue to change, some consumers will choose to participate in more in-person shopping this year. However, the majority of consumers will still do most or all of their shopping online—and **only 2% of consumers** plan to shop exclusively in stores.

76%

of IN consumers plan to increase their in-person shopping this year compared to last year

85%

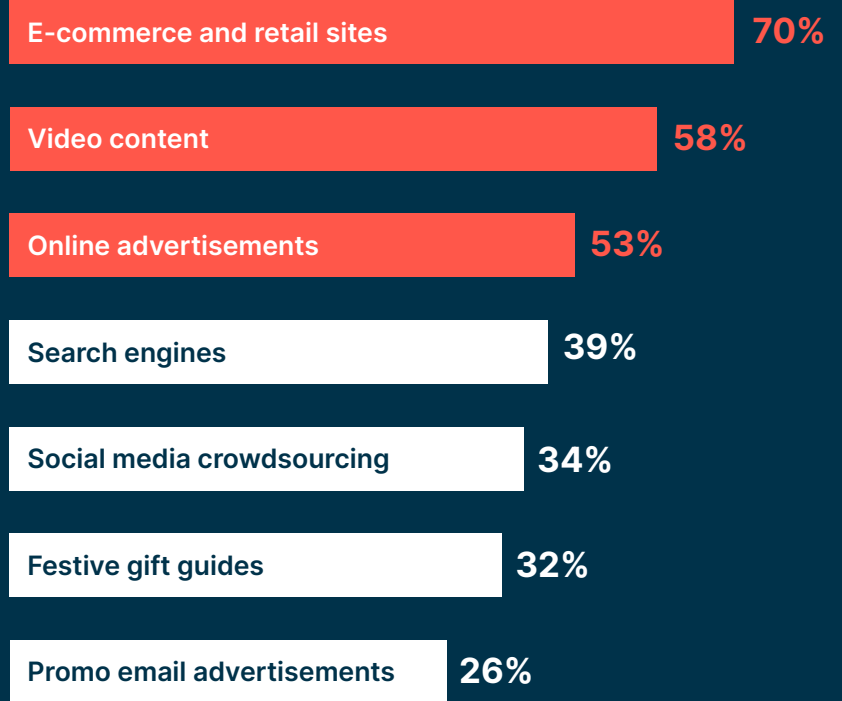
of IN consumers plan to do the majority or all of their festive buying online this year

Q. How are you planning to carry out your festive buying this season?; How much in-person Shopping are you planning on doing this festive buying season, compared to last year?

IN consumers look to ecommerce/retail sites, video content, and online ads for gift ideas

When it comes to searching for the perfect gift, consumers rely on e-commerce and retail sites and video content. But that's not all —over half of consumers say online advertisements help them research ideas for festive gifts.

Q. How are you researching online for ideas of products / gifts to purchase this festive buying season? Please select all that apply:



Consumers will purchase most gifts from **e-commerce** and **social platforms**

More than 81% of consumers plan to purchase their gifts on e-commerce sites, followed by **social platforms at 51%**. As consumers browse for gifts, advertisers are presented with an opportunity to reach shoppers throughout the purchasing process.



81%

of IN consumers will purchase their gifts on e-commerce sites

When shopping online, consumers will primarily use their **mobile devices**

Not only are consumers shifting toward digital channels for festive buying,, they're also going mobile. This year, **80% of IN consumers** will conduct most of their shopping on mobile devices, demonstrating the increased availability of retail through apps and social platforms.



80%

of IN consumers will mostly use their mobile device to shop online for the festive season.

Consumers are looking for ways to make online shopping **more convenient**

As consumers increasingly look to digital channels for their shopping needs, they're also seeking convenience. With the abundance of options available today, consumers want to easily find the ideal products and promotions they're looking for.

97%

of IN consumers find it important that they are able to easily find products and promotions online

Consumers consider digital ads **important** to the festive shopping experience

When festive buying, consumers look to digital ads to provide suggestions or highlight promotions. The majority of consumers agree that online ads are helpful and important to their gift search.

Q. How important is it that you're able to easily find products / promotions that match your festive needs and budget online this year? How helpful is online advertising in making it easy to find products/promotions that match your festive buying needs and budget online this year?

97%

of IN consumers consider online advertising helpful in finding products and promotions online

93%

of IN consumers find online advertising important in discovering new products and promotions

Consumers are **more receptive** to advertising while shopping

54%

of IN consumers think
online ads reduce festive
buying stress

51%

of IN consumers agree that
online ads help save time
researching for gifts

50%

of IN consumers are more
open to online ads during
the festive buying season

Q. Please select all statements that you agree with when it comes to online advertising during the upcoming festive buying season:

Contextually relevant ads are more **memorable** and **favorable** to IN consumers

With the majority of consumers planning to shop online, advertisers need to ensure their messages are reaching the right consumers and making an impact. In a **recent study**, IAS found that ads related to the content on a given page had more lasting, positive effects on consumers.

95%

of IN consumers are more likely to remember a contextually relevant ad

91%

of IN consumers have a more favorable opinion of brands with contextually relevant ads

IN Consumers prefer to see **contextually relevant ads on safe and reputable sites**

54% find online ads helpful when they recommend products/promotion based on what consumers previously purchased online

51% find online ads helpful on sites they consider to be safe and reputable

50% find online ads helpful when they feature promotional/discount messaging

46% find online ads helpful when they are relevant to the content being consumed

41% find online ads helpful when displayed more frequently leading up to and during the festive buying season

KEY TAKEAWAYS

1

Consumers are shopping online and have larger budgets

The majority of IN consumers will do most or all of their shopping online, and many of them are spending just as much - if not more - as last year.

85%

of IN consumers will do most or all of their shopping online

96%

of IN consumers will maintain or increase their shopping budget this year

81%

of IN consumers are planning to purchase products from ecommerce sites this year

KEY TAKEAWAYS

2 Consumers find online ads important to their festive buying

IN consumers agree that digital advertising is not only important for finding promotions or products, but can help relieve stress and save time.

97%

of IN consumers find online advertising helpful in finding products and promotions

51%

of IN consumers think online ads help them save time researching gifts

54%

of IN consumers think online ads help reduce shopping stress

KEY TAKEAWAYS

3

Consumers prefer ads that are relevant and on reputable, safe sites

IN consumers find digital advertisements most helpful on reputable, safe sites and alongside contextually relevant content.

51%

of IN consumers find online ads helpful on safe and reputable sites

46%

of IN consumers find contextually relevant ads helpful to festive buying

**Unwrap contextual
targeting to make
an impact this
festive season**



CASE STUDY

Future-Proofing for a Cookieless World

with IAS Context Control Targeting. Dentsu helped a major fashion retailer find a suitable contextual targeting solution that would deliver performance for their campaigns. After testing other PMP based solutions with little success, IAS's solution was able to deliver ROI and new customer results consistent with their KPIS, without the use of cookies.



ROI 

Return on Investment

6%

Increase

£53 average ROI achieved with IAS, 6% higher than their £50 baseline set for always on 3rd party targeting campaigns

5.5%

New Customers

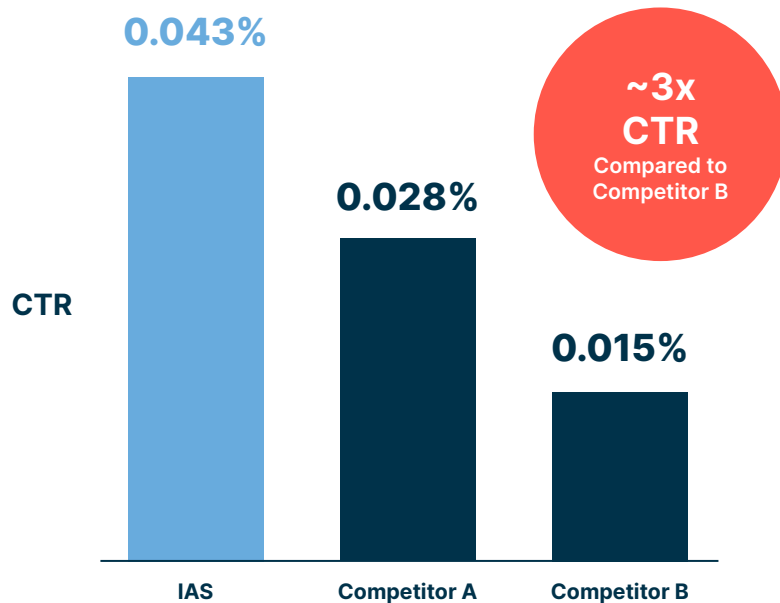
also in line with baseline KPI

IAS Context Control proved a valid cookieless alternative, now a permanent part of the advertiser's Always On strategy

CASE STUDY

Raising Brand Awareness for a Fashion Advertiser

with IAS Context Control Targeting. Xaxis Taiwan needed to raise brand awareness and drive as much website traffic as possible for a major fashion retailer. Xaxis used IAS's targeting solution alongside other competitors' solutions. IAS demonstrated the strongest results for both click through rate and site landings



How IAS Can Help

Context Control: Contextual Targeting



250+ segments available for pre-bid targeting to reach your ideal audience at scale

RECOMMENDED HOLIDAY SHOPPING CONTEXTUAL TARGETING SEGMENTS

- Diwali Festive Season
- Festive Shoppers
- Black Friday
- Indian Wedding Season
- Christmas

- Small Business Saturday
- Retail- Objects for Children
- Fashion- Kids Apparel
- Retail - Arts & Entertainment
- Food & Beverage Sweet Snacks
- Food & Beverage- Gourmet Food
- Travel: Family Holidays
- Games & Toys - Video & Online Games

ACTIVATE TODAY

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