

# India's habits are changing

Decoding the new Indian consumer

Powered by



Insights division of Tonic Worldwide



If there is anything that the marketers need right now, it is the consumer 'insights' and how do you get them without stepping out?

Digital data is a powerhouse of insights. Gipsi is the HI+AI insights division of Tonic Worldwide

This report is designed to decode 'covid lockdown' and give insights and implications for marketers

The data source– Gipsi's panel across metros, digital conversations, interests and searches have been analysed with unique perspectives giving actionable insights.

The data is from 1st Feb to 15th Apr



# Insight #1

India is learning  
to go online



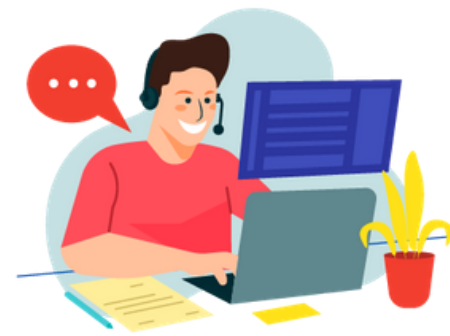
Pay bills online



Bank online



Shop online



Work online



and even pray online!

"This will continue to be the new normal"

# Surge in 'online' searches & interests

40% increase in WhatsApp Usage

313% increase in interest for Online Meetings on Google trends

4% increase in searches related to Online Banking

Whopping 73% increase in Live Aarti searches

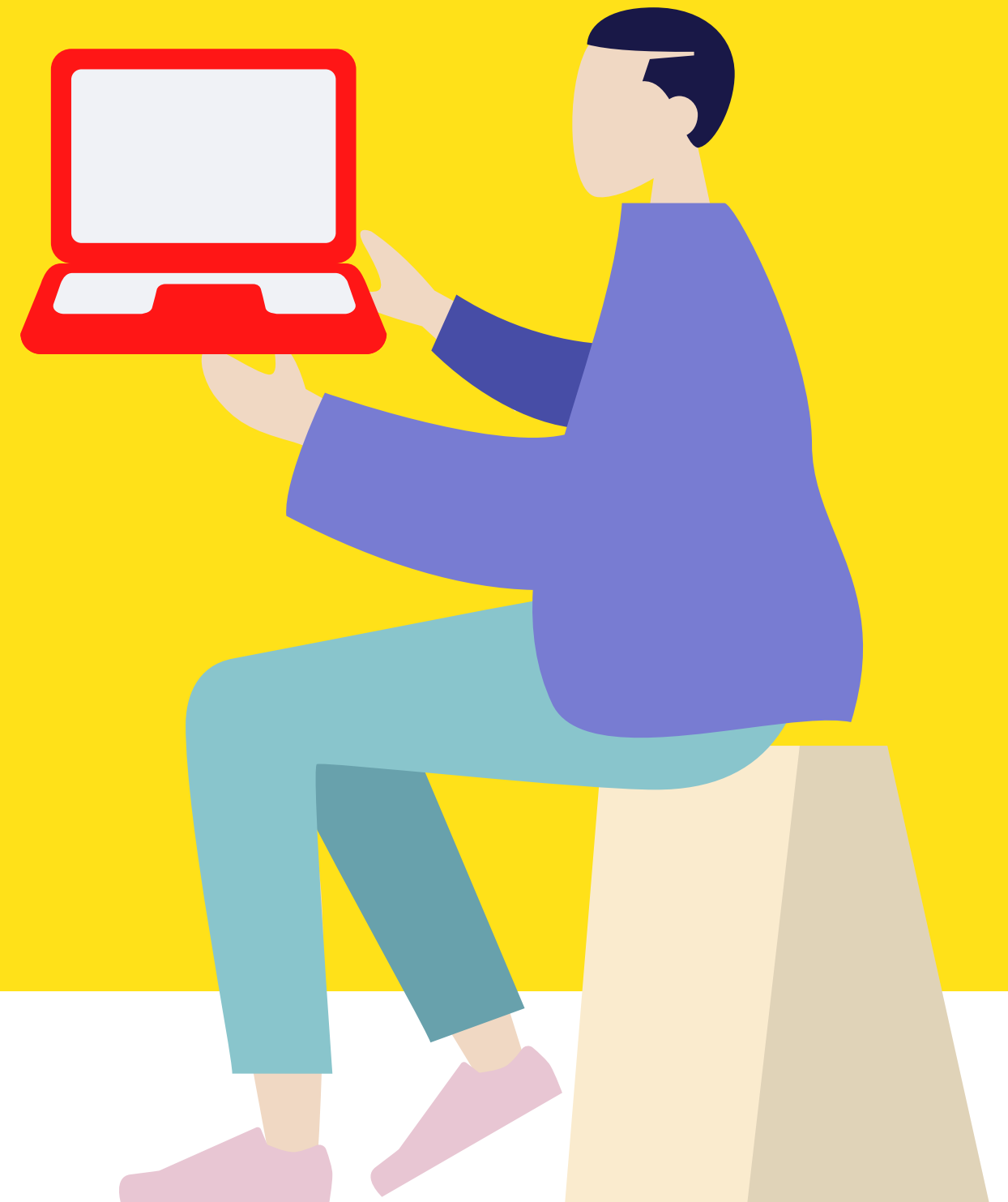
Increase of 32% in 'Online grocery'



# Implication #1

The forced learning has created new consumers across categories.

Consumers are ready for online buying, experience and exchange, are all brands ready for this change?



**"Digital is the new mainline!"**

## Insight #2

**'Covid Fear Factor' has upped the HQ (Hygiene Quotient)**

High personal and public hygiene standard is going to be the new normal



**"Gipsi survey reveals that 90% consumers intend to continue with the new hygiene standards adopted"**

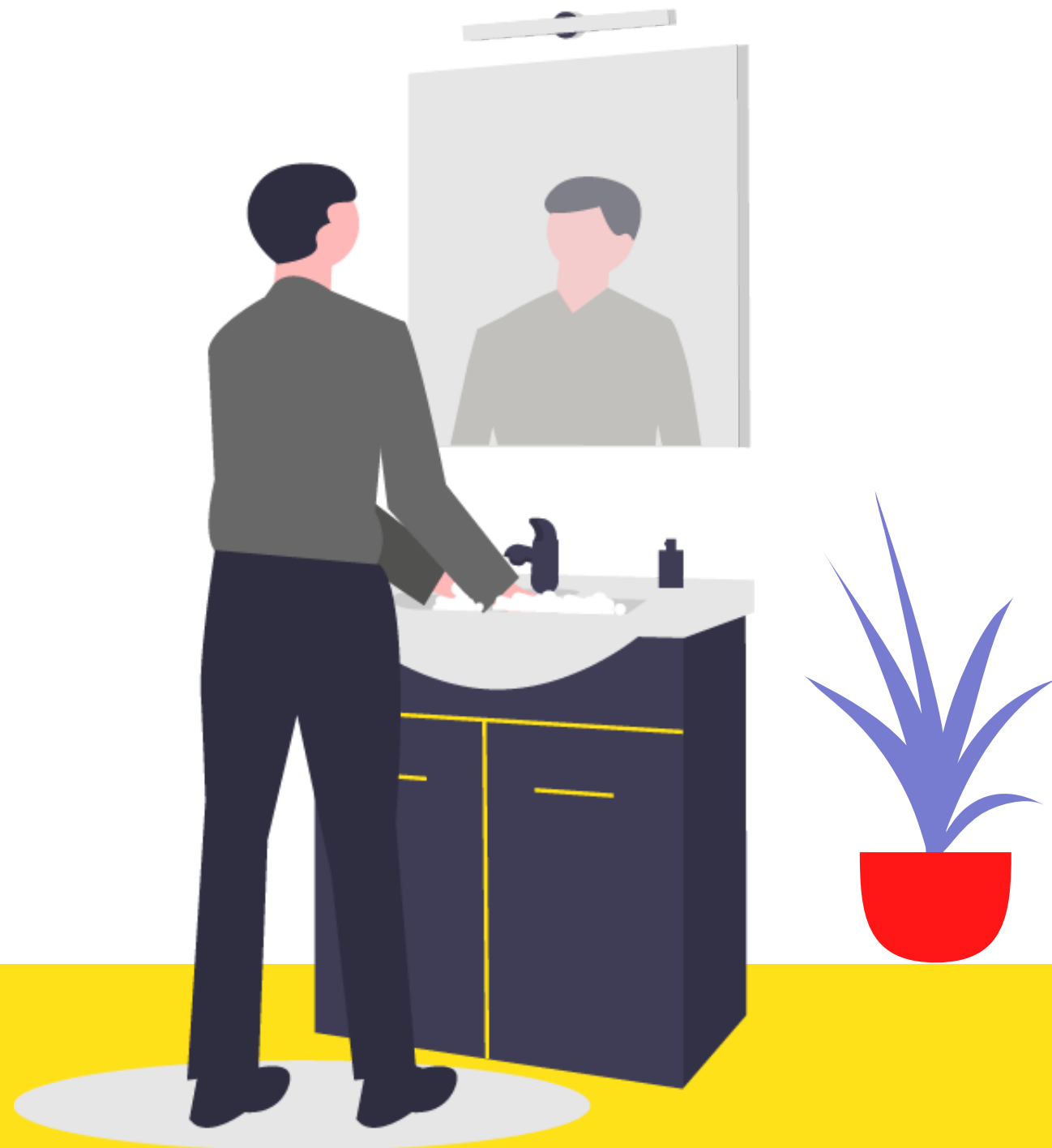
# '(HQ) Hygiene Quotient' was high online

5437% + increase in searches related to Sanitizers

3460% increase in searches related to Handwash

Increase in 'How to wash hand' searches by 643%

March also saw 108,579 conversations around 'hygiene'



## Implication #2

No category can escape the 'hygiene' filter in the post Covid world.



**Brands, what's your HQ (Hygiene quotient)?**



## Insight #3



India is not living in the 'present'!

Nostalgia and dreaming of the better future is how the lockdown is being dealt with.

"However this is going to be a temporary sentiment"

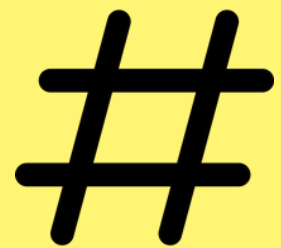


## Nostalgia of Old TV Shows is overwhelming

21% jump in viewership number on TV

13,323 conversations and content around #OldTVshows

60 times higher viewership for DD's 9AM to 9PM between 26 th March – 9 th April.



**81% surge in searches and 93,133 conversations around 'Throwback'**



**69,086 conversations around 'Motivation'**

# Implication #3

If you are a brand talking to the consumer, concerning present situation, then make sure you are being **'useful'** or else, better be a part of consumers **'happy memories/nostalgia'** or **'hopeful future/motivational'**

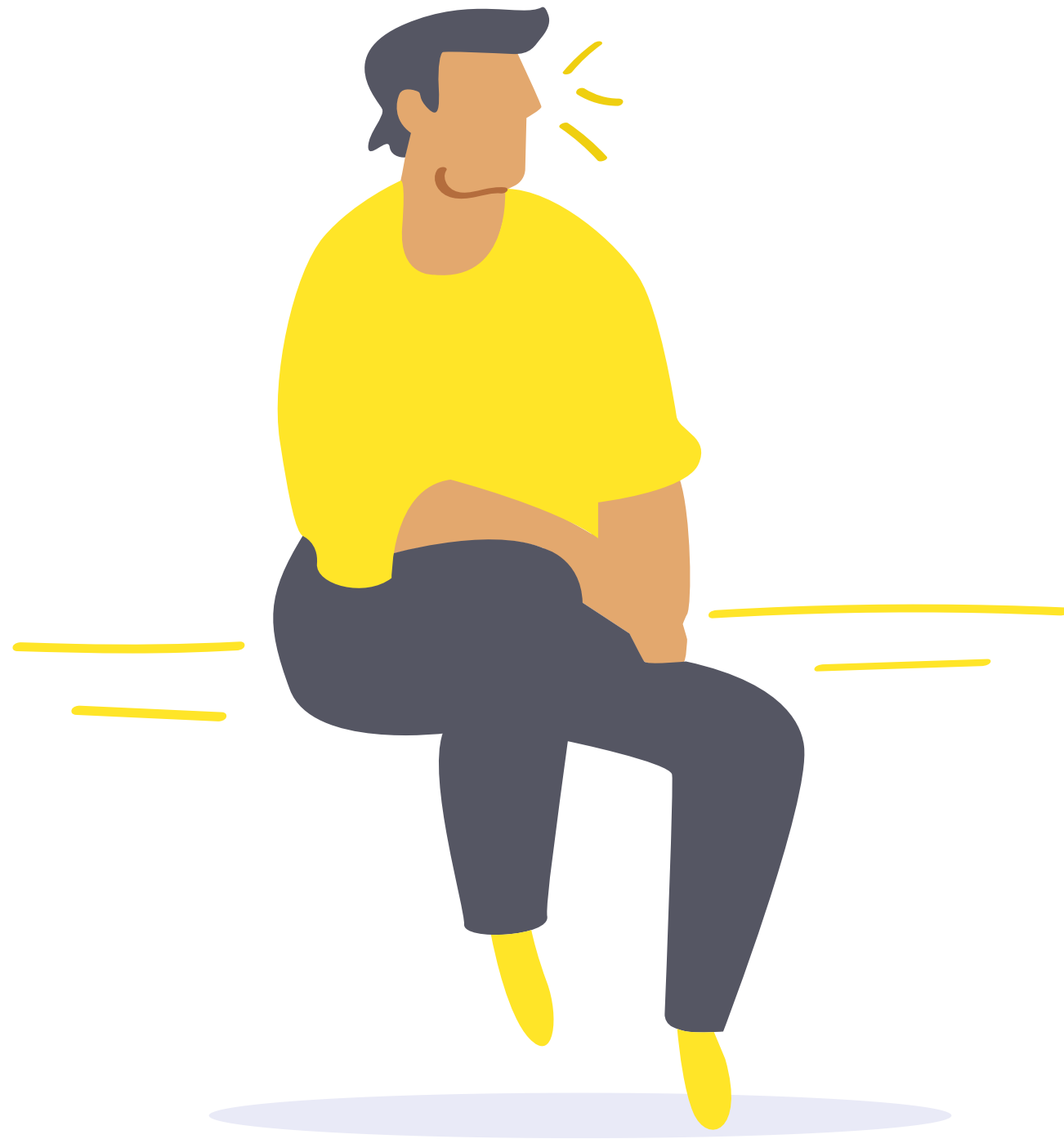


**"Which 'tense' are you engaging with? Past, Present or Future"**

## Insight #4

### Trying to quit smoking

The great habit battle of **'to quit or not to quit smoking'** gets intense with the deadly coronavirus. The **'intent'** and **'consumption'** are playing seesaw.



**This habit is high on 'quit intent'**

# Searches for 'quit smoking' have shot up 28.50% within a month

Content around 'quit smoking' and the hazardous nature of the habit, with respect to Covid-19 is high, however, data suggests that the consumption hasn't gone down.



## Implication #4

Any brand that helps in getting rid of this deadly habit will be respected



# Insight #5

## Hello WFH!

WFH will be the integral part of work culture even after Lockdown.

WFH content is the most humorous in the lockdown's cluttered panic content.



"WFH, here to stay"

## WFH

**115% jump in WFH searches in March**

**110,819 conversations around WFH**

**Interest for WFH memes increased to 27%**

## WFH apps

**220% increase in online meeting apps searches during Lockdown**

**94,454 conversations around online meeting apps**

## Gipsi Panel data

**Gipsi panel suggests that 65% of people tried video/online meetings for the first time**

**85% of Gipsi Panel think WFH should be integral to working, regardless to the pandemic**





# Implication #5

Work from home will need lot of assistance from brands. Right from beauty/makeup, wardrobe to Internet service providers, workstation accessories, furniture and content

WFH will require assistance from brands, because consumers are on a constant lookout for help in this area as it becomes the 'new work culture'



# Insight #6

## Namaste goes global

Indians take utmost pride in 'Namaste', as it becomes the global greeting gesture



**"This greeting is here to stay, for long!"**

**112% growth in 'Namaste'  
searches within a month!**

**86,231 conversations  
around Namaste**

**High conversations around  
#DontShakeHands**



## Implication #6

Namaste will have to reflect as new 'greeting gesture' in our video content.

Brands will have to help 'Namaste' transit safely from **cultural context** to a new global language.



**"How will you integrate Namaste in your content?"**

# Insight #7

## Kitchen debut

New members are debuting in the kitchen for cooking in every household. We have a new batch of 'cooking fans'.



**"They will continue to take interest in cooking even post lockdown"**

**Welcome the new  
chefs in each  
household**



**28% and 110% surge in searches for  
Cooking Recipes Easy-to-cook  
respectively**

**30% and 27% increase in Vegan Recipes  
and Healthy Recipes searches  
respectively**

# Implication #7

'Cooking' has become a new gender neutral survival skill. This new balance will have to reflect in the TG definitions for cooking category – groceries, appliances etc.

This newly debuted audience in the kitchen combined with WFH culture will call for innovations in this category.



# Insight #8

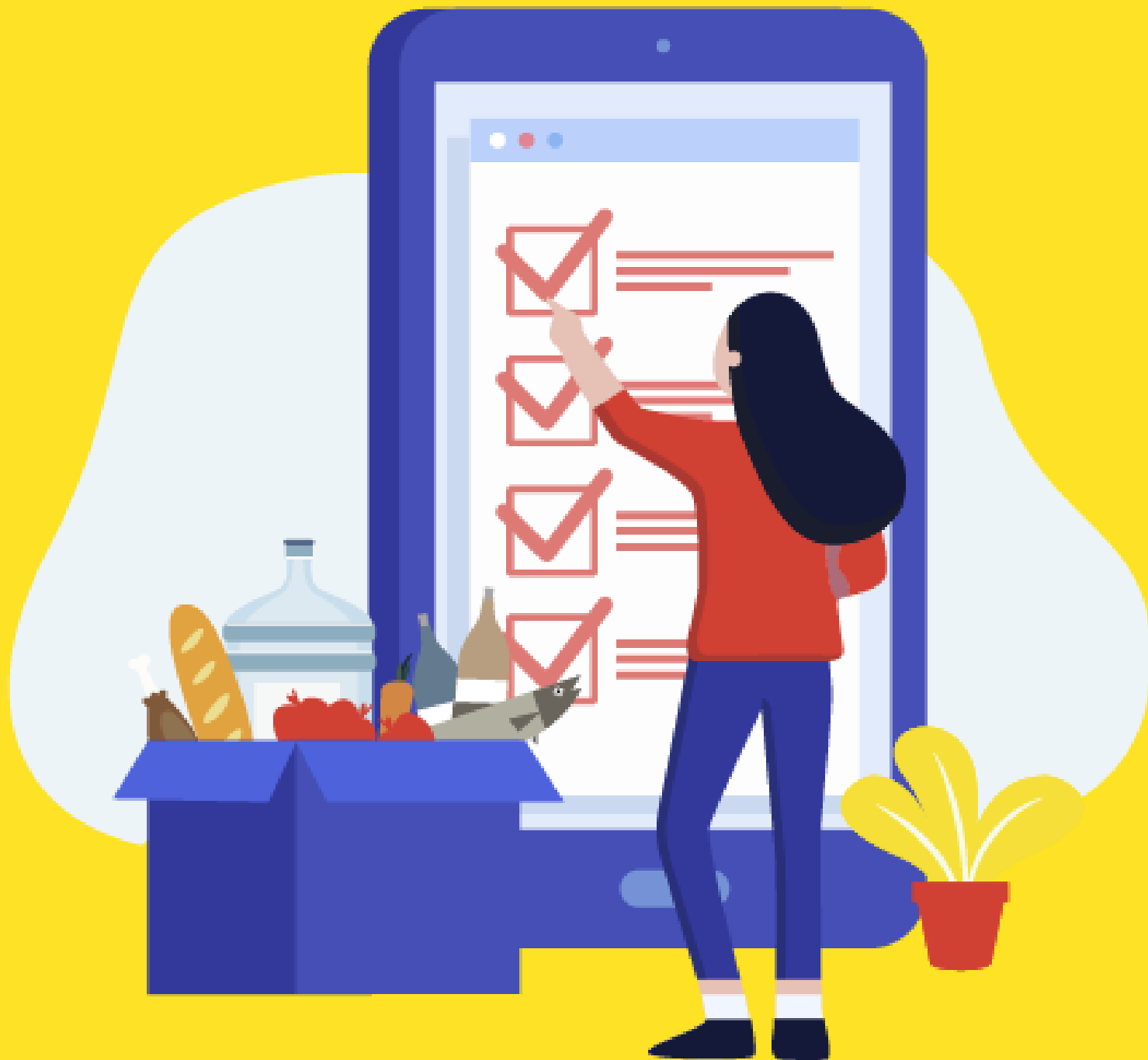
## Lockdown grocery list

Increase in the quantity of cleaning/washing agents.

At home beauty solutions which are replacing the professional solutions. E.g. hair removal creams/strips, face packs, hair color etc.

Also ready to make, ready to eat and new ingredients in every households are being experimented with.

Some items are temporary while the others will find a permanent place in the grocery list post lockdown





**100% increase in cleaning/ washing items**

**70% ordered ingredients which are not regular part of the grocery list**

**45% purchased new beauty aids like hair removal creams/ strips, hair colour, face pack, etc.**

**'Online Grocery' search interest increased to 32% in March**

**Gipsi Panel says...**



# Implications #8

Brands will need to take a fresh look at SKUs with respect to Cleaning / Washing / Hygiene products.

UI/UX of grocery apps will have to evolve considering there are new entrants across age groups and strata of consumers

Innovations with respect to upping the hygiene for deliveries can give a competitive edge

# Insight #9

## Learning is big on the agenda

Thanks to the quarantine effect that led to two key triggers:

- Finally finding time to pursue hobbies/ passion and new skills
- Prepping up for competitive workplace in uncertain times



**"While this seems temporary, once WFH becomes a common practice, the 'learning' will become the 'new constant'"**

# India is searching for learning content



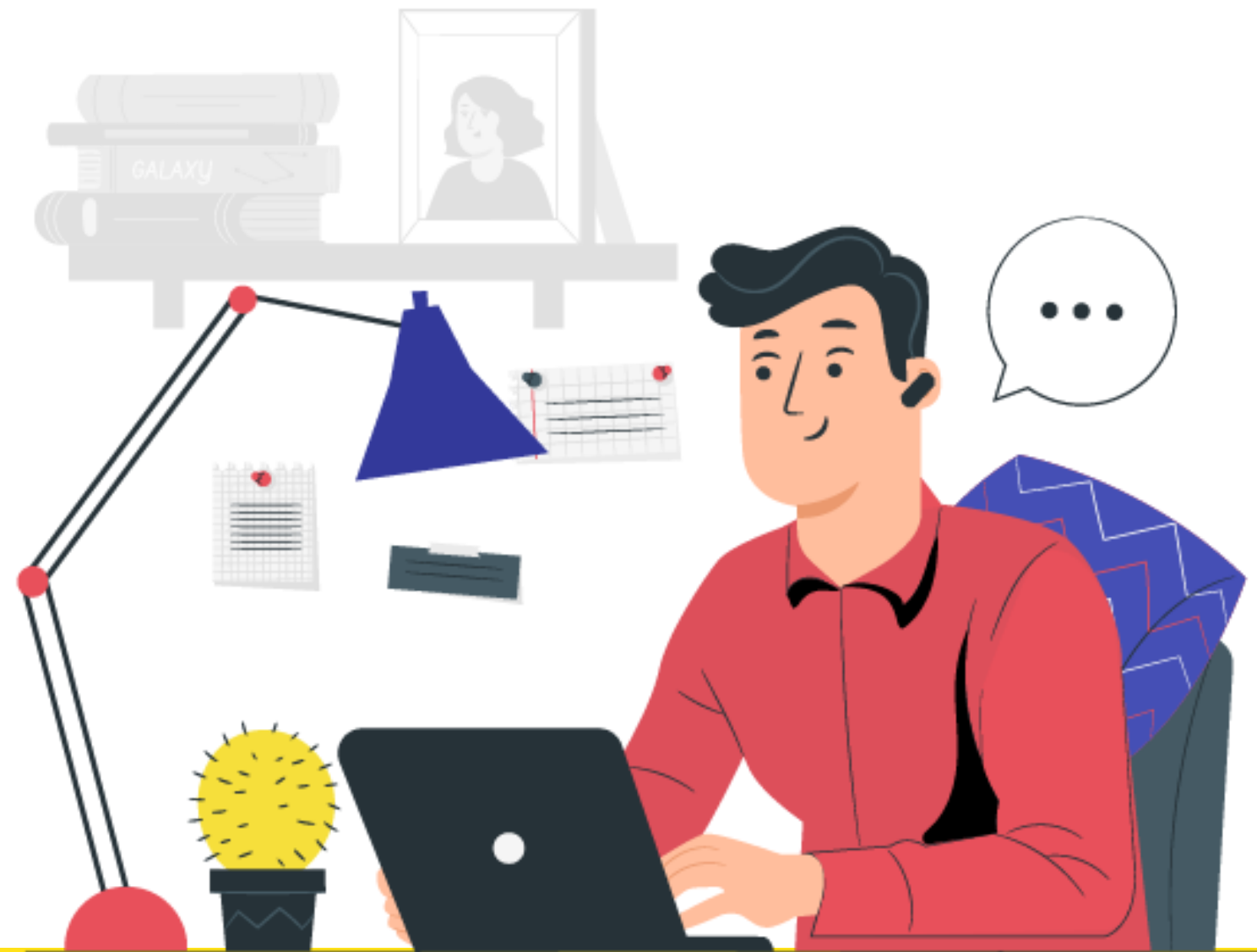
48% increase in online Courses  
69% increase in Online learning  
220% jump in Online Education

22% jump in Free Courses searches  
Searches related to Skillshare, LinkedIn,  
coursera, Lynda.com up by 60%

108% increase in Online training platforms  
2,076,124 'How to' conversations  
27,696 - Do it yourself conversations

# Implication #9

**Free** and valuable skill or **learning content** will be the best way to get consumer's attention, not only during lockdown, but also after, as **WFH culture** becomes the new normal



**"how are you contributing to their learning?"**

# Insight #10

## Wardrobe scrutiny

Wardrobes have gone through a deep scrutiny during lockdown.

Women are either wearing "night clothes" or Athleisure

Lack of comfortable 'Home wardrobe' is a new realization and that is very much on the list of things to buy asap



# Implication #10

Huge opportunity for fashion, apparel and athleisure brands to innovate and introduce **'Home wardrobe'**



# Insight #11

## Free advice, suggestions and questions

Consumers are constantly looking for answers online and they have a lot of suggestions, which they are sharing online.



**"listen to them before diving into cracking campaigns"**



**- Consumers are asking bra brands to make masks - interest in this topic increased to 25%**

**- Looking for sanitizer DIY videos -780 Feb vs 125,550 March**

**- Consumers want to help the poor and the ones in need - interest in this topic increased to 25% on Google trends. There are 17,940 conversations**

**- Consumers want to fight for healthcare staff and their rights and their safety**

**- Consumers want to know how to cook - 44% surge in 'cooking' and 'recipes'**

**- Mothers are on a constant look out for activities to engage their children - 47% growth in search**

**- Consumers want to know how to bank online - 15,655 conversation and higher search**

**Teacher are taking online classes to teach their students, looking for constant inspiration and help. Search volumes for related terms have increased by 111% in March**

# Implication #11

Brands need to be agile and not wait for long research processes to understand consumers.

Before taking your **brand digital**, make sure your research processes go digital.



# Thank you

To learn more, please visit  
[www.tonicworldwide.com/deep-listening](http://www.tonicworldwide.com/deep-listening)

