ONLINE DIWALI SHOPPING TRENDS
A Dip Stick Survey
November 2013
About The Survey

• A dip stick survey was conducted from **October 30 to November 4, 2013** to understand the online shopping trends during the Diwali festivities

• An online questionnaire was sent out to internet users among the age group of 18 to 65 years, in **15 cities**

• A total of **3480 responses** were received to the survey
48% of the respondents mentioned that they shopped online during Diwali, which is **slightly higher than the normal 10% of e-commerce transactions**. This can be attributed to the festive season and exciting deals offered by the e-tailing sites.
31% Of Online Shoppers Were From Delhi NCR

- Delhi NCR tops the list followed by greater Mumbai with 22% respondents. Bangalore was third with 12% respondents. ‘Other’ which comprises 8% of the respondents were from cities such as Coimbatore, Hapur, Kanpur, Kochi, Mysore, Lucknow, Guwahati etc.
43% of Respondents Were Between 26-35 Years

- 84% of the respondents who shopped online were male, while 16% were female. 43% of the respondents were in the age group of 26-35 years while 30% of the respondents were in the age group of 36-45 years.
43% Respondents Have An Annual Income Of More Than INR 10 Lakhs

- 28% of the respondents have an annual income of more than INR 15 lakhs, while 15% of the respondents have an annual income of INR 10-15 lakhs.
Electronics & accessories topped the list of online shoppers during Diwali with 56% respondents. 41% respondents said they purchased travel tickets online, while 39% said they purchased garments.
29% of the respondents mentioned that they purchased products in the range of INR 3000 to INR 5000. Interestingly, 20% of the respondents said that they purchased goods worth more than INR 10,000 and above. A mere 5% said they purchased goods worth INR 100 to INR 500.
59% of the respondents said that they shopped using credit card, while 40% said they opted for Cash on Delivery. Only 3% of the respondents said they used pre-paid cards to shop online.
69% Shopped From Flipkart

- **Flipkart** was the most frequented e-tailing site followed by **ebay, snapdeal & Jabong**. Among the booking sites, **IRCTC** was the top followed by **Bookmyshow, MakeMyTrip, Yatra and Cleartrip**

- Significantly, 22% of the respondents mentioned ‘Other’, which includes sites like **IndiaTimes, Yebhi, Zovi, futurebazaar.com, Ferns n Petals, Ibibo** etc.
The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, but in the last nine years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Nine years after its establishment, the association is still the only professional industry body representing the online and mobile VAS industry in India.

The association is registered under the Societies Act and is a recognised charity in Maharashtra. With a membership of 130 plus Indian and MNC companies, and offices in Delhi, Mumbai & Bangalore, the association is well placed to work towards charting a growth path for the digital industry in India.

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