#COVID-19

State Of The Indian Consumer

Frrole ai

Week 14 (March 30 - April 5, 2020)

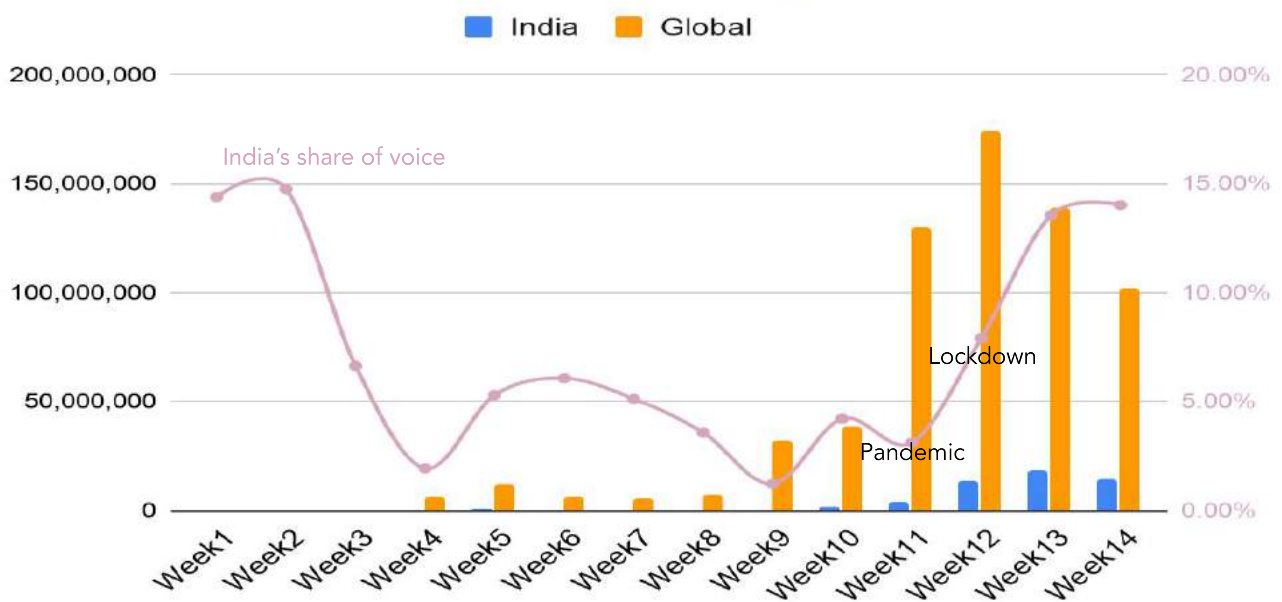
KEY METRICS IN WEEK 14

	Total Mentions		Sentiment		Mood : Anxiety	
India	14.2M	24% ↓ From Week 13 1869% ↑ From Week 1	-20%	2.2% ↑ From Week 13 43% ↑ From Week 1	60%	1% ↑ From Week 13 25% ↓ From Week 1
Global	101M	26% ↓ From Week 13 1919% ↑ From Week 1	-38%	4% ↓ From Week 13 21% ↑ From Week 1	71%	4% ↑ From Week 13 11% ↓ From Week 1

The numbers above are based on all conversations referring to Coronavirus/COVID-19

GLOBAL AND LOCAL TRENDS SINCE JANUARY 2020

Total Mentions And Relative SOV

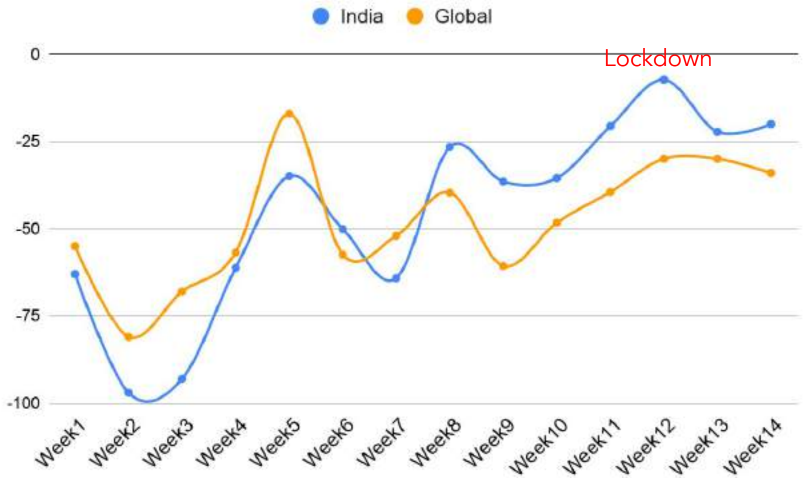


- Although global mentions are sizeable, the % of mentions from India seems to be increasing since the WHO declared COVID-19 as a pandemic in week 11 followed by the lockdown in week 12.
- India seems to have paid high attention to the epidemic in week 1 and week 2, which could likely be a lead indicator of India's strong response later on.

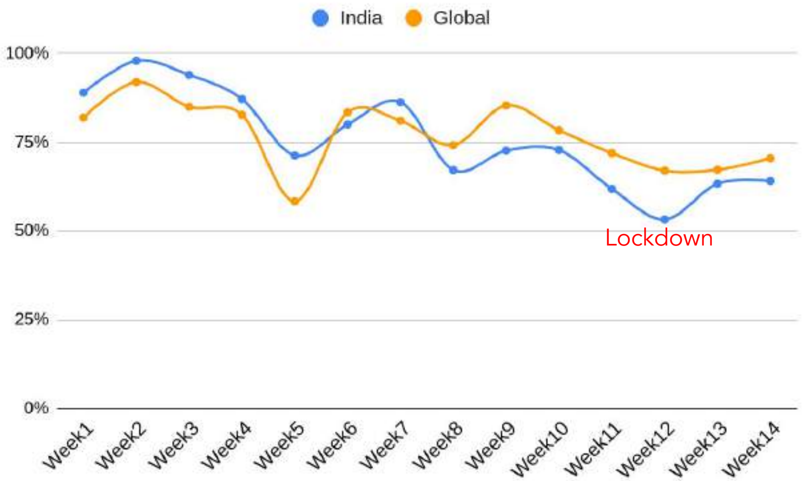
The numbers above are based on all conversations referring to Coronavirus/COVID-19

GLOBAL AND LOCAL TRENDS (ABOUT COVID-19)

Sentiment About COVID-19



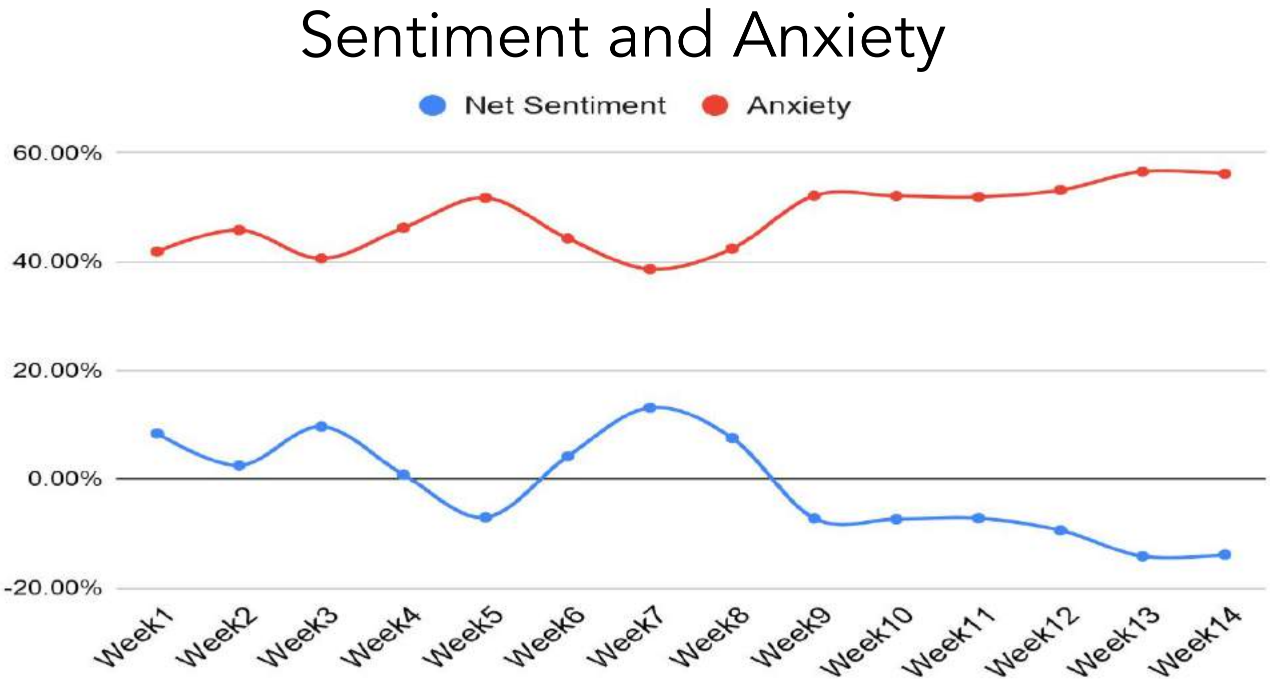
Anxiety About COVID-19



- Indians were feeling more negatively than the rest of the world during the initial 7 weeks. From week 8, the trend has reversed.
- 8th week onwards, Indian people's outlook has measurably improved compared to the rest of the globe. Sentiment is up and anxiety is down. However, this gap has reduced since the lockdown announcement.

The numbers above are based on all conversations referring to Coronavirus/COVID-19

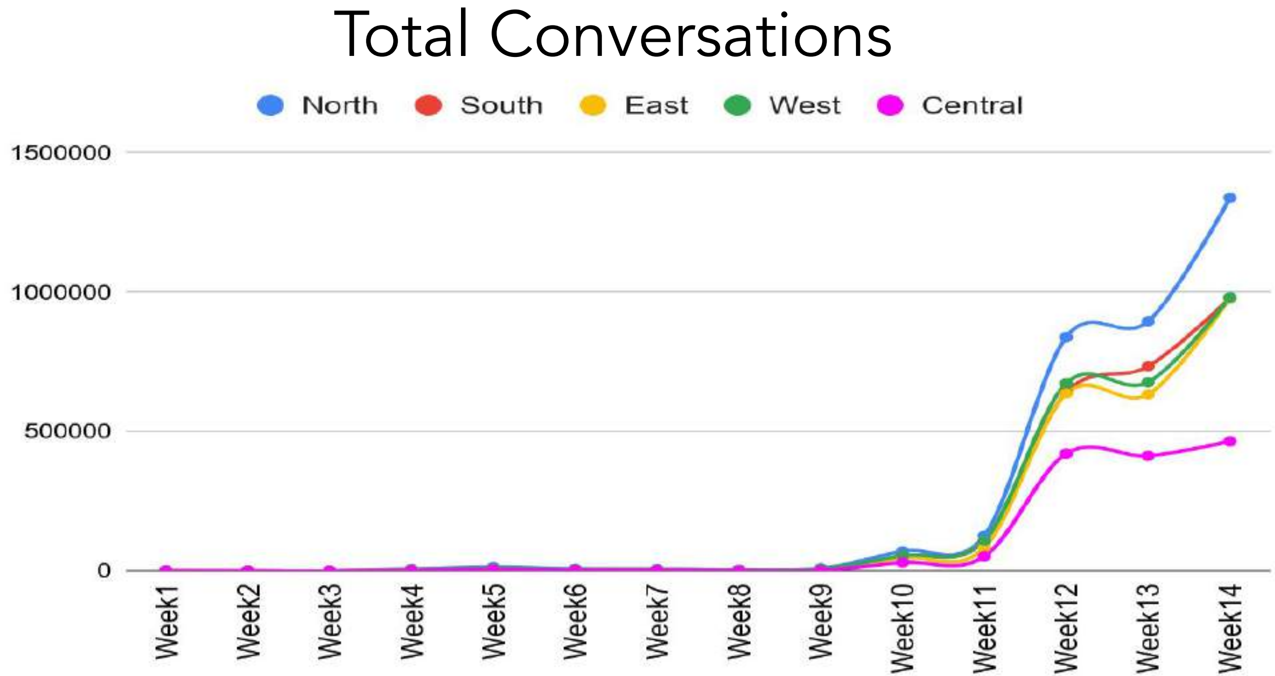
TRENDS IN INDIA (IN GENERAL)



- Sentiments of the Indian consumer has been trending down, crossing into the net negative zone during week 8. Anxiety has been on the rise.
- Both sentiment and anxiety have become more stable over the last couple of weeks. It remains to be seen if the trend would hold or reverse.

The numbers above are based on conversations across all topics, not just COVID-19

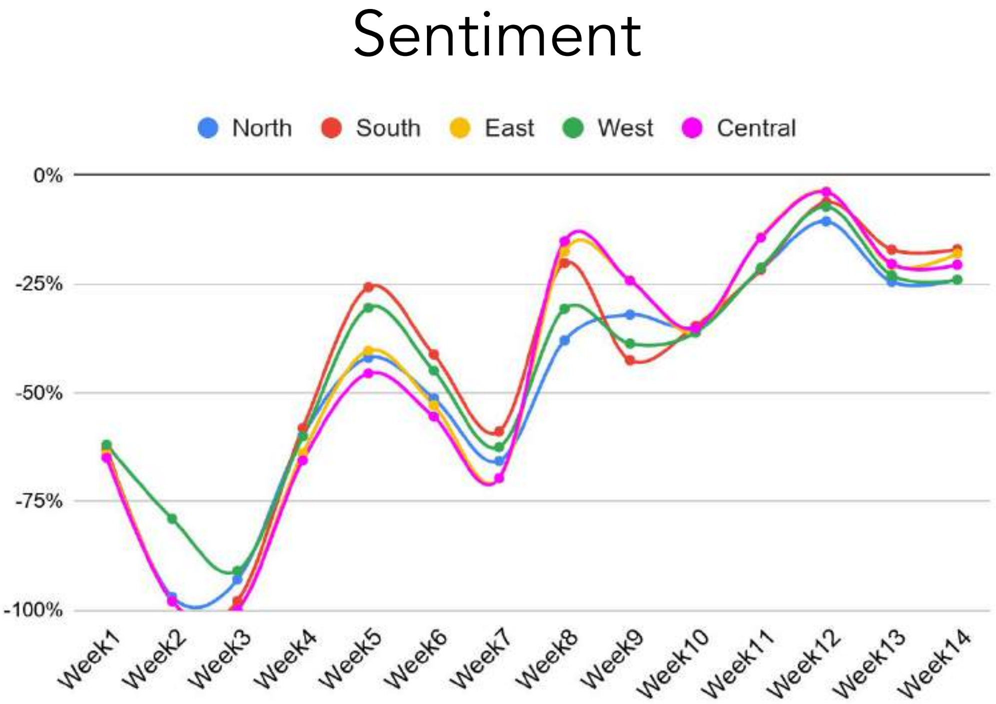
INDIAN CONSUMERS' REACTION BY REGION



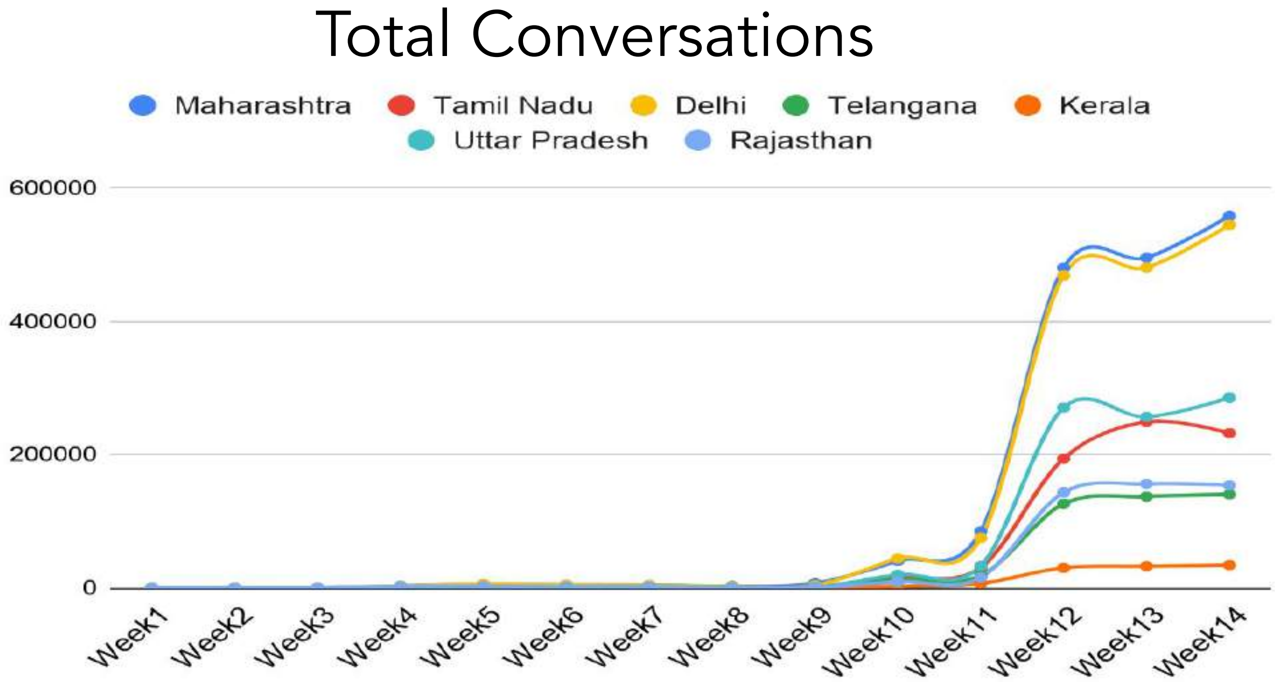
- COVID-19 started grabbing people's attention from week 11 after WHO declared it a pandemic. Week 12 noticed the highest jump.
- Conversations from northern India have seen the largest jump compared to the other regions.
- In central India, conversations have been low, corresponding to the minimal number of cases in the region.

INDIAN CONSUMERS' REACTION BY REGION

- Sentiment in southern India was relatively less negative towards COVID-19 during the initial weeks, i.e. from week 4 to week 8, but has dipped since.
- Post week 8, eastern and central India has shown relative positivity compared to the rest of India; very few COVID-19 cases from these regions being the likely factor driving people's reaction.



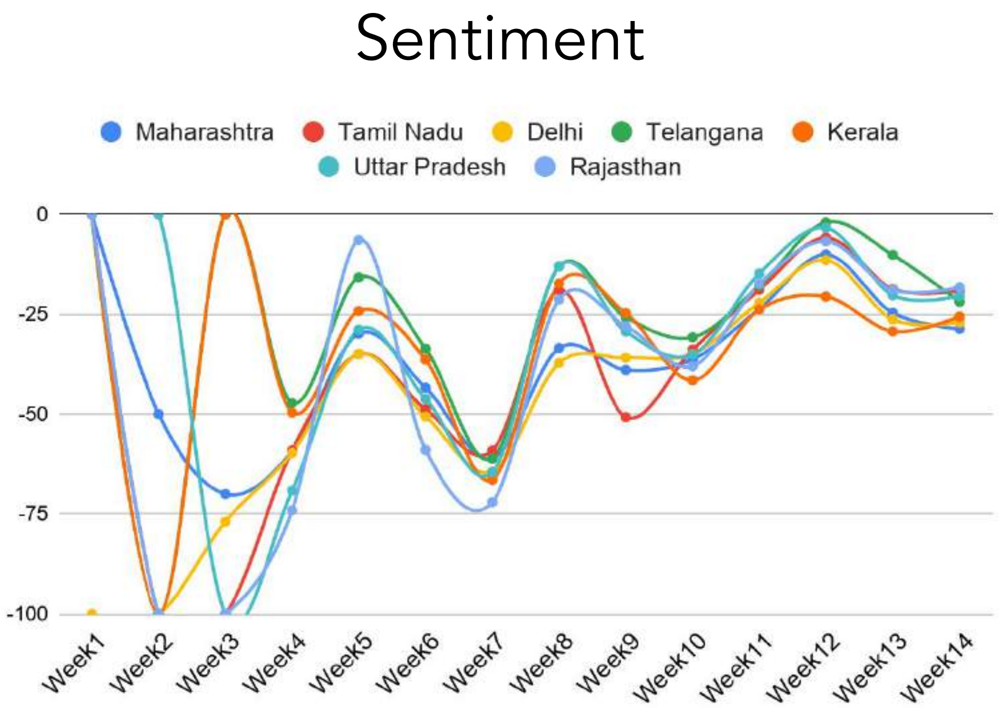
INDIAN CONSUMERS' REACTION BY STATE (KEY STATES ONLY)



- Maharashtra has the most number of conversations. As of week 14, it also has the most number of active cases in India.

INDIAN CONSUMERS' REACTION BY STATE (KEY STATES ONLY)

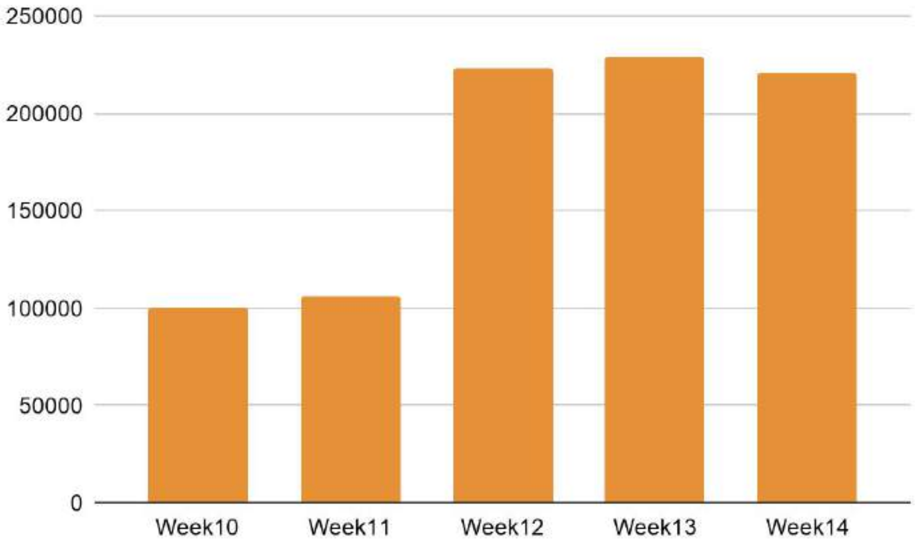
- Sentiment in Telangana has been declining rapidly since week 12.
- For Delhi, Rajasthan, Tamil Nadu and UP, the sentiment has remained roughly the same during week 14 as it was in week 13.
- Kerala has observed a slight improvement in the sentiment in week 14.



WHAT ARE THE BIGGEST CONSUMER CONCERNS AND NEEDS?

- Masks and sanitizers continue to be one of biggest concerns for consumers with around 70% of mentions coming from Tier-II and Tier-III cities.

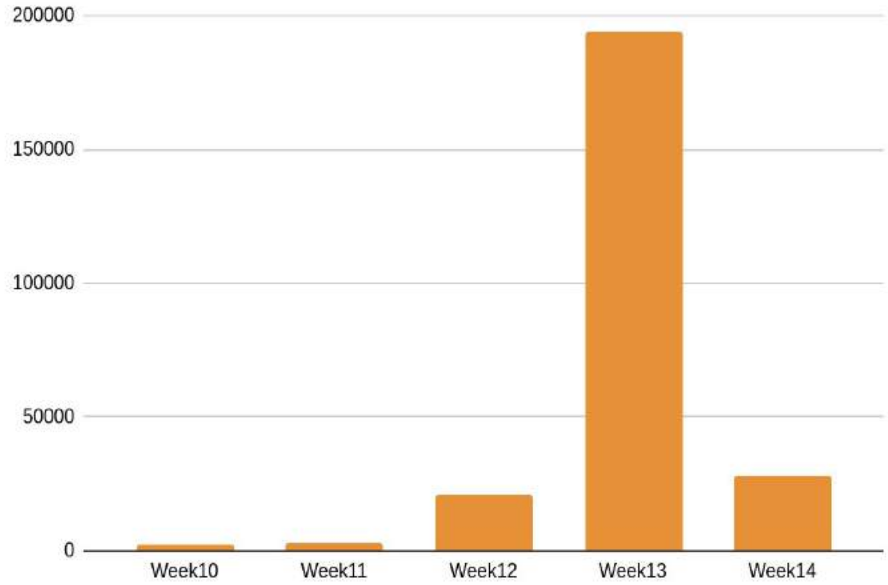
- Conversations about masks and sanitizers have doubled since WHO declared COVID19 as a pandemic in week 11. It has remained at the same level since then.



WHAT ARE THE BIGGEST CONSUMER CONCERNS AND NEEDS?

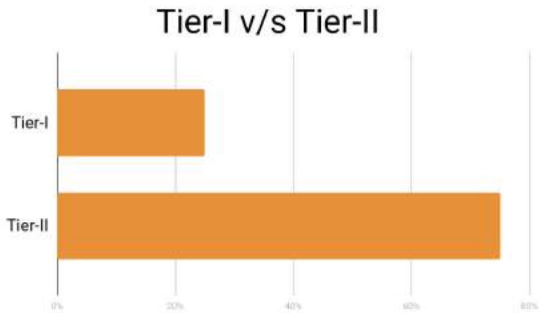
- There is an increase of 600% in conversation about home essentials in week 12 after the WHO declared COVID-19 a pandemic in week 11.

- The conversations about home essentials spiked by 822% in week 13 after the lockdown was announced due to panic buying. Subsequently, the concern has come down by 85% as situation has normalized and market access has become easier.



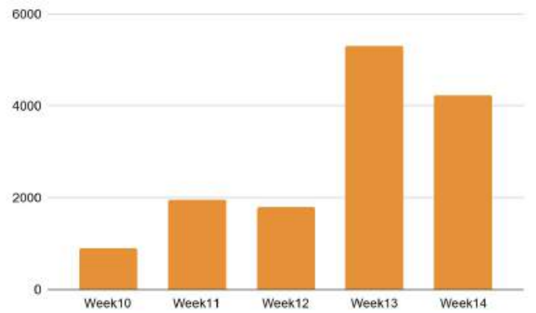
WHAT ARE THE BIGGEST CONSUMER CONCERNS AND NEEDS?

- There are tens of thousands of mentions regarding food out of which > 20% are regarding how poor/needy people should be helped and necessary steps taken to provide them food.
- Over 75% mentions about food for poor/needy people are coming from tier-II cities.

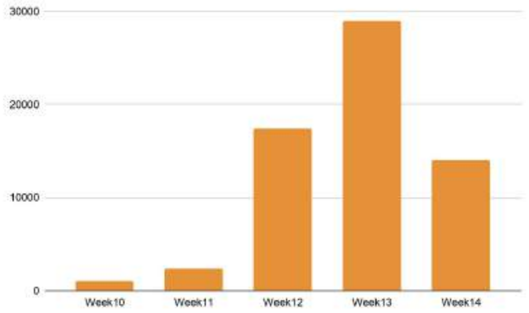


WHAT ARE THE KEY LIFESTYLE CHANGES AT PLAY?

- Since the announcement of the lockdown in week 12, conversations about home recipes have gone up by ~200% during week 13, dropping only slightly during week 14.
- Conversations about home workouts increased by 7x in week 12 after WHO declared COVID19 a pandemic in week 11, but have dropped this week.
- Conversations about home workouts spiked 1 week earlier than conversations around cooking & recipes.



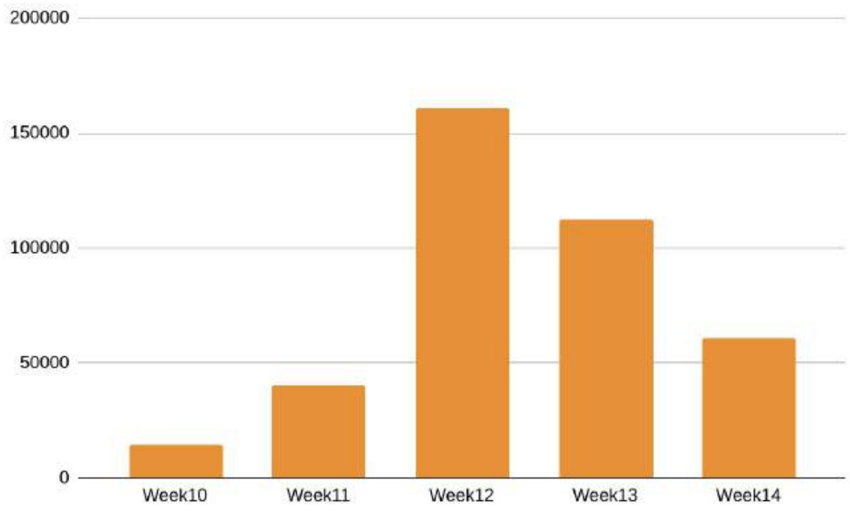
Conversations about cooking & recipes



Conversations about home workouts

IS 'WFH' WORKING FOR PEOPLE?

- Overall, the sentiment about 'WFH' is mixed. Whereas some people are excited about spending time with family and being more productive; others are complaining about more working hours due to non-specific timings.
- There was a large 300% increase in conversations about being productive in week 12 from week 11; just when companies started mandatory WFH in reaction to the global situation.The mentions have gradually been decreasing since week 12.



HOW IS THE PERCEPTION ABOUT 'WFH' EVOLVING WITH TIME?

- People have been anxious about their ability to be productive while working from home. However, it has trended towards calmness and positive activity over week 13 and 14 as people are quickly figuring out a balance and realizing the positive aspects of WFH.
- It would be interesting to observe it over the coming weeks and see how much of the impact becomes permanent, which would further impact other lifestyle choices.

ARE PEOPLE CONCERNED ABOUT A RECESSION?

- There has been a major shift in economy related conversations since week 13. Earlier, they revolved around India going into recession along with the rest of the world. However, after release of the UN Trade Report, people believe that India might escape a recession.
- More than 60% conversations about recession and layoffs are from Tier-II cities, although sentiment of people is seemingly similar for both groups of cities.

- After Tourism & Travel, IT industry is the most talked about when it comes to layoffs and job cuts.

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : SMOKING

- Conversations about cigarettes being essential is down by 73% since week 13.
- Nicotine replacement gum, Nicotex's campaign #21DayChallenge to quit smoking has witnessed a large increase in engagement across social channels. During March 2nd half, the average engagement/post has increased by a whopping 1114%, as compared to the first half of March.
- Conversations regarding availability and illegal selling of cigarettes have increased by 1.5x since week 13.

Total Conversations*

47K

45% ↓ From Week 13

39% ↑ From Week 1

Sentiment*

-44%

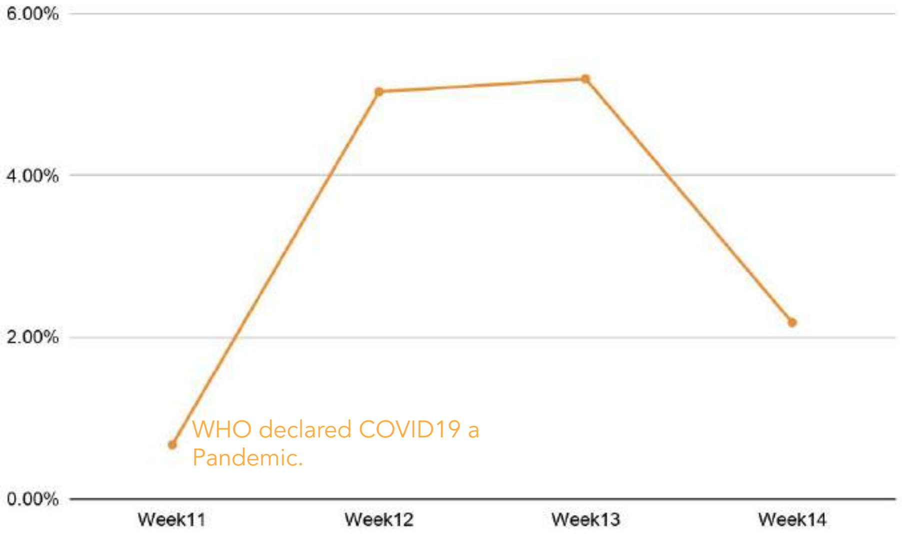
20% ↑ From Week 13

7% ↓ From Week 1

*The data shown in the graphs covers all conversations and sentiment related to smoking and cigarettes for Week 14 from India

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : SMOKING

- Conversations related to smokers being a high-risk group has increased multi-fold during the last 2 weeks of March. However, week 14 has seen a decline in such conversations, it would be interesting to watch how the trend shapes here on.



Percentage of smoking related conversations where health concerns are voiced.

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : DIGITAL PAYMENTS

- Conversation about digital payments have decreased from week 1 due to limited economic activity and daily commerce on account of lockdown.
- Around 36% of the mentions are about ‘relief funds’ and charitable donations to fight the pandemic.
- Due to the lockdown, elderly consumers are forced to learn how to do online payments; paying bills online could likely become a habit for some of them after the crisis gets over.

Total Mentions

138K

11% ↑
From Week 13

16% ↓
From Week 1

Net Sentiment

-18%

2% ↑
From Week 13

7% ↓
From Week 1

*The data shown in the graphs covers all conversations and sentiment related to digital payments for Week 14 from India

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : DIGITAL PAYMENTS

- Compared to February, conversations around bill payments, recharge, money transfer have reduced by 48% in March.
- The chatter has completely shifted towards UPI/online wallets being a safer option, as they allow users to pay in a contactless manner. The conversations on this topic have increased by 6.3X during the 2nd half of March (compared to the 1st half).
- Paytm's social content has all been around COVID-19 during the 2nd half of March. The number of posts by Paytm has increased by 63% and engagement/post has seen a jump of 15% during the 2nd half of March (compared to the 1st half).

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : AUTO

- The conversations about new car launches and car reviews have seen a 73% drop post the lockdown announcement.
- The conversations about second hand cars have seen a drop of 41% in March, as compared to February.
- Overall, the conversations related to auto segment during week 14 are down 22% from week 13. However, they are still up 10% since week 1 (which could just be because of the start of the year effect).

Total Mentions

23K

22% ↓ From Week 13

10% ↑ From Week 1

Net Sentiment

4%

6% ↑ From Week 13

4% ↓ From Week 1

*The data shown in the graphs covers all conversations and sentiment related to auto segment for Week 14 from India

SUMMARY OF CHANGES IN CONSUMER BEHAVIOR : AUTO

- Maruti and Hyundai have been acknowledged by the consumers for their contribution towards making ventilators and testing kits in March, but have not received as much consumer love as Tata Motors.
- Users conversations have developed a flavour of nationalism, centering around buying from Indian manufacturers like Tata Motors.
- About 13% of the auto-related conversations during the lockdown period have been about Tata Motors. Ratan Tata's big donation to fight COVID-19 has enhanced the brand love for Tata Motors.

WHICH BRANDS ARE CONNECTING WITH THE CONSUMERS RIGHT?

Brands	Posts	Photos	Videos	Engagement	Average Engagement
Nykaa	21	81%	19%	216.4K	10.3K
Shein	21	100%	0%	220.4K	10.5K
Xiaomi	5	100%	0%	71.2K	14.2K
Paytm	10	90%	10%	43.7K	4.4K
Zomato	7	72%	28%	27.4K	3.9K

The insights in this table are based on Instagram data, for Week 14.
They should be taken as indicative as they do not cover the brand universe exhaustively.

OVERALL SUMMARY FOR WEEK 14

- While sentiment is still going down and anxiety is increasing, the Indian consumer is doing better compared to the global consumer.
- Panic buying of home essentials seems to be coming down drastically for the Indian consumer. So contrary to the popular belief, consumer habits might not change permanently when it comes to bulk buying or stockpiling.
- Cooking vs. eating out, working out at the gym vs. at home, stepping out for entertainment (movies, malls) vs. at-home entertainment etc. could likely turn out to be the biggest permanent lifestyle changes for the Indian consumer. However, the jury is still out regarding the same.
- Working from home, making digital payments, quitting smoking are some of the other consumer habits that could see measurable change happen.

WHAT WILL WE STUDY IN THE COMING WEEKS

- Segment wise study - we would be analyzing the trends and changes at play segment by segment, across various demographic and psychographic segments.
- Brand strategy research - we will study what brands are saying to the consumers, what is working and what is backfiring.
- Tracking trend evolution - we will continue our research into consumer trends, changes and concerns and see how they evolve week by week.

STUDY METHODOLOGY - KEY POINTS

- This report is based on social activity by 10+ million Indian consumers across 3000+ cities, towns and villages.
- Twitter is the primary platform for this study; Facebook, Instagram and Youtube are the secondary platforms
- The weeks run Monday to Sunday, with week 1 starting on Dec 30 and week 14 starting on March 30.
- In a few places where exact numbers are not possible, either relative numbers have been used for comparison or the existing numbers have been extrapolated while maintaining relativity.

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