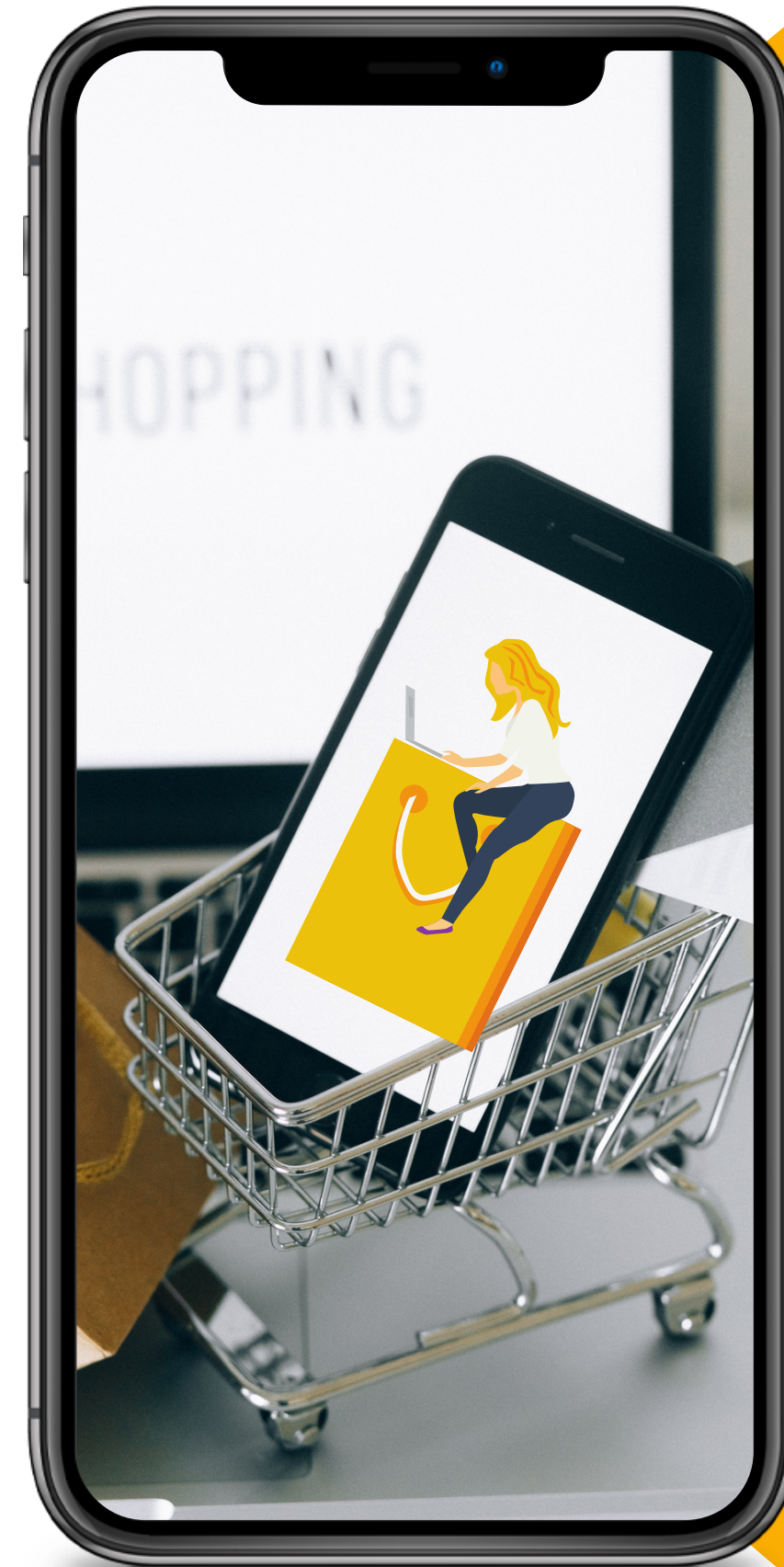


The rise and rise of E-COMMERCE in India



The Insights division of Tonic Worldwide





FOREWORD

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The testing times of pandemic pushed everyone to try, experiment and adopt behaviours which seemed further in the future. E-commerce is one of them! Buyers and sellers, both went online as pandemic left everyone with no choice but to embrace online shopping like never before.

The rise and rise of E-commerce is an inevitable phenomenon. Whether you are already riding, considering riding or fearing riding it, the action is a must. Pick the insights that suit your need and add to your E-commerce catch up with our GIPSI report.

The Rise and Rise of E-commerce

We're always consuming, wish-listing and adding items to multiple carts, across multiple E-commerce portals, consciously or unconsciously, especially due to pandemic-induced behaviour.

GIPSI, Tonic Worldwide's HI+AI (Human Intelligence + Artificial Intelligence) division applied its 'Deep Listening' methodology, triangulated with a survey (100 respondents) and 20 SME interviews to arrive at unique insights.

The data sources are multiple for 'Deep Listening' Method – it goes beyond digital conversations and maps the data with interests and searches, coupled with unique HI perspectives giving actionable insights.

ALL DATA COMPARES JAN 2021 TO JULY 2021, INDIA. WHEREVER APPLICABLE, IT COMPARES TO 2020 DATA V/S 2021.

The 'Rise of E-commerce' Decoded

Barrier for E-comm adoption Pre-Pandemic



CONTACTLESS

Role reversal from a barrier to a trigger



Trigger for E-commerce adoption as a Pandemic Effect



Clear majority of respondents have tried at least 2 new E-commerce shopping sites/ apps in the past year.

Have you ever seen a role reversal of trigger and barrier for adoption behavior?

The lack of human touch and physical presence was a barrier pre-pandemic. But Covid-19 turned the very barrier into a trigger for people to shop online.



Shopping online used to be only for offers pre-pandemic, as I loved the experience of visiting malls with my friends. But now, the safety and ease of going completely online even for my basic everyday groceries has become a routine.

- 28, Female, Surat



Rise in the Types of E-commerce

Social commerce, Conversation Commerce, Homegrown Small Commerce, Delivery commerce, Video commerce, Sustainable commerce, Thrift commerce, Gift commerce, Creator commerce.... the list is endless!

Digital audience of india is 620+Mn!
- Fans, Friends, Followers, subscribers, passive surfers.
If you are on digital, customers are everywhere. And wherever there is an audience, commerce will follow.



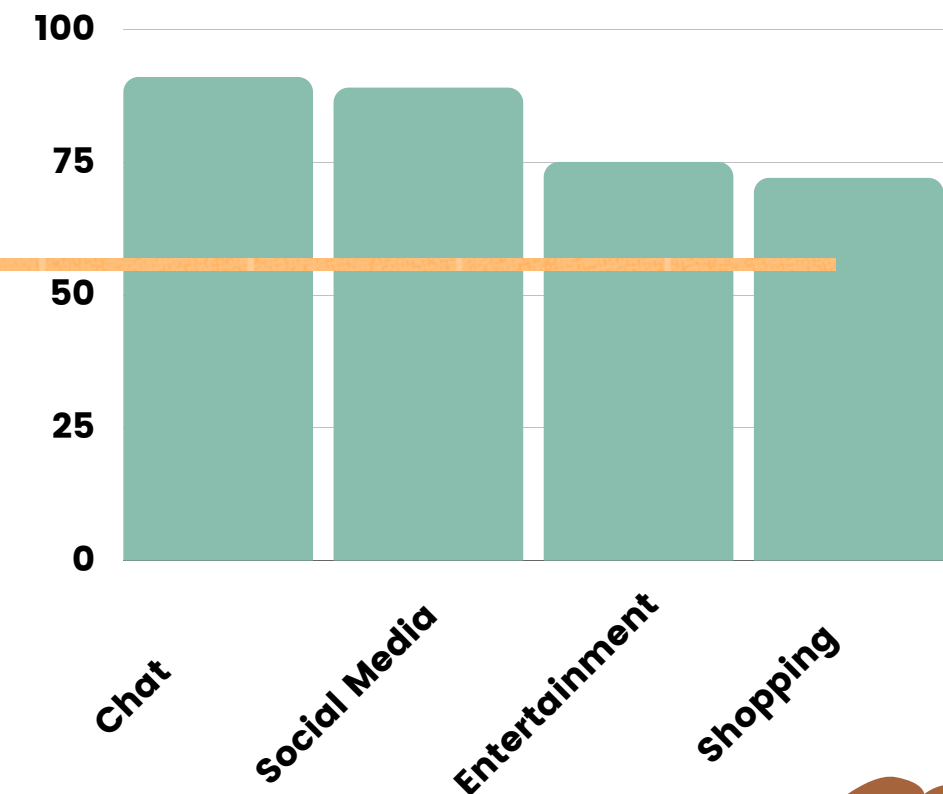
The Rise of 'Apps' in E-commerce

CURRENTLY, THERE ARE ~ 1103 MOST USED E-COMMERCE APPS IN INDIA

Consumers are flirting with E-commerce Apps! Sometimes out of need, and other times because they are spoiled for choice. Have you noticed that at least one E-commerce App has made your phone's home screen a permanent home?

Fight for the home screens has begun. Are you ready?

Shopping Apps have made it to the Top 4 categories in the list of Most Used Mobile Apps in India, in 2021.



“

First it used to be overload of social media and utility Apps, now my phone is taken-over by shopping apps. My most-used apps are on my home-screen and they keep changing. Currently, Milkbasket and Amazon are on the top, along with my usual Apps.

- 37, Male, Gurgaon



The rise of 'surfing' in E-commerce

This behaviour can be decoded in two ways - One, Commerce while 'surfing', and two, Commerce for 'surfing'. In the former, commerce is competing with content, whereas in the latter, commerce is content!

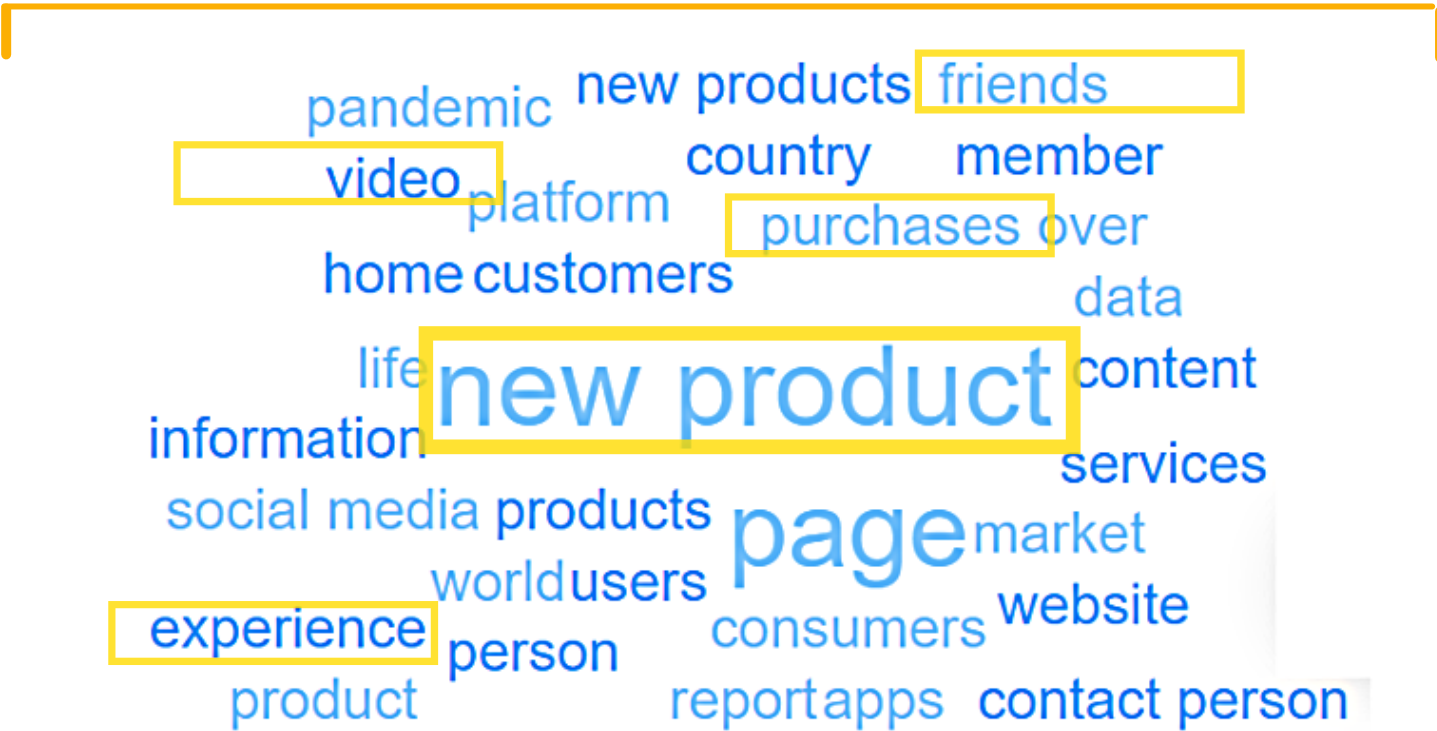
➤ **Only presence, is not enough! Your E-commerce content needs to be thumb-stopping.**

Rise of surfing in E-commerce

Searches rising month on month regarding social commerce.

620K AVG. MONTHLY SEARCHES

What are digital conversations on 'Social commerce about?'



THE AVERAGE INDIAN ON THE INTERNET SPENDS ABOUT 2.25 HOURS ON SOCIAL MEDIA EVERYDAY.

#instagramshop #retailtherapy
#pinterest #igshopping
#facebookmarketplace
#pinterestmarketing #facebookshop
#facebookmarketing
#instagramshopping

“

Whenever I'm bored, I find myself window shopping on Myntra. But the other day, I was scrolling through Facebook, and a pretty pair of earrings caught my eye and I ended up buying that!

- 29, Female, Delhi



Rise of "Search" in E-commerce

Product Search is a very common behaviour within E-commerce destinations. The reasons are multiple - research, comparisons and buying.



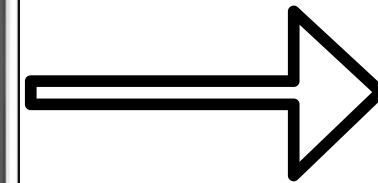
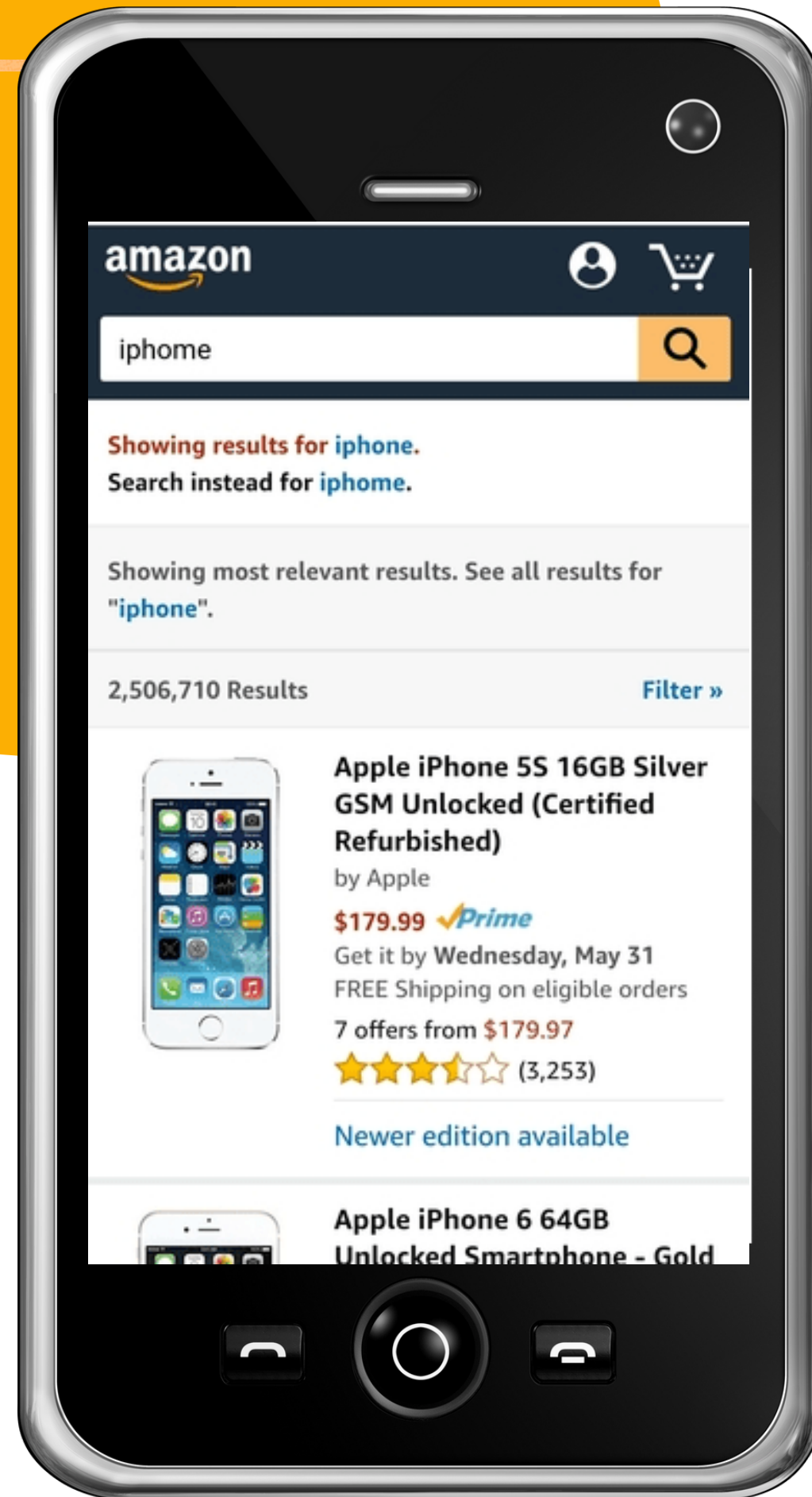
How discoverable is your brand?

Use Search behaviour to decode consumer's intent and interest.



Rise of "Search" in E-commerce

ABOUT 54+% OF PRODUCT SEARCHES TAKE PLACE ON AMAZON!

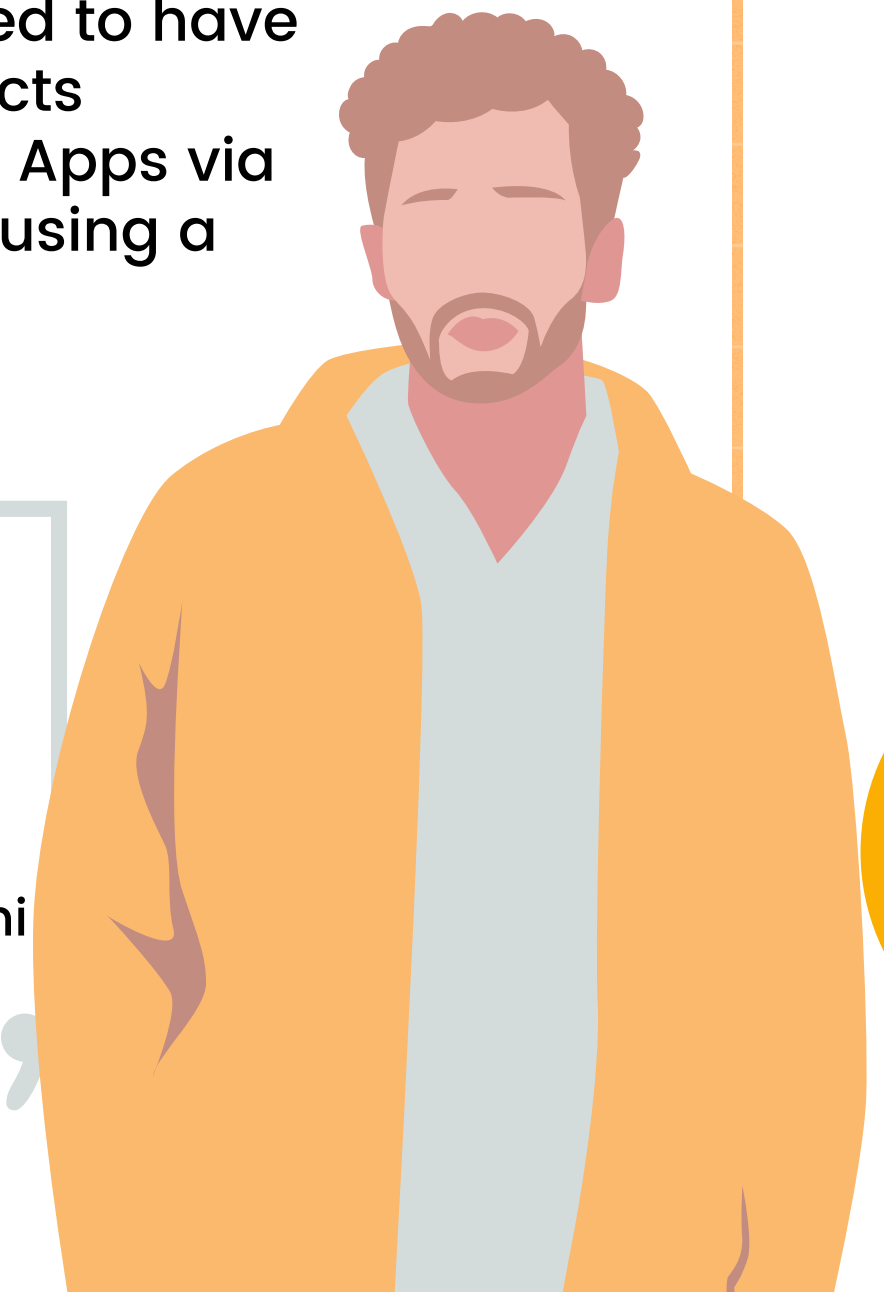


Respondents claimed to have looked up for products directly on E-comm Apps via mobile, rather than using a search engine.



Why waste time scrolling through so many search results , when I can get exactly what I want on Amazon or Flipkart?

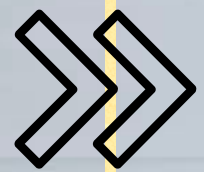
- 30, Male, Delhi



The Rise of 'Experience' in E-commerce

"Experience" was the missing jigsaw in online shopping for the longest time. But now with the increasing demand, it's high time that all brands realise the importance of experience. From chatbots, Live videos, conversation commerce to AR features, the options are plenty.

Gamification
Speed Shop
Video Shopping
VR Guide
CRM integration
Lifestyle Storytelling
Personalised Customer journey
Actionable content
Immersive interaction
Livechat



"Experience" can be your post-pandemic advantage. Invest in experiences now.



Rising industry-led talk on decoding conversational commerce, and the technologies involved:

+79% ↑
CONVERSATIONS

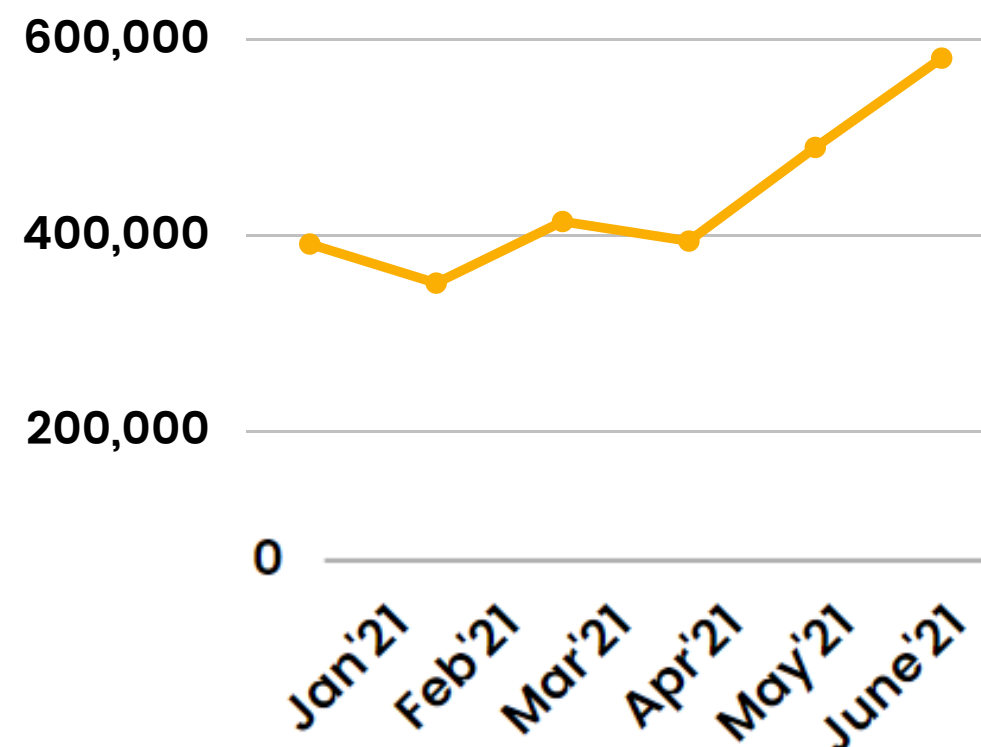
What are these about?

seamless whatsapp p... 3bn conversations intelligent virtual..
 payment collection send bills & paymen... product
 fastest integration growth channel and...
 customer acquisitio... clicks
 use conversation payments worldusers growth
 channels **customers** first touchpoint customer queries
 waba handle conversational comm...
 commerce channel native collections
 ai-driven conversat... haptik partners
 commerce consumers platforms deep integration

ALL ABOUT ELEVATING CUSTOMER CENTRIC EXPERIENCES

The Rise of Experience Commerce

INCLINATION TOWARDS CONVERSATIONAL COMMERCE PLATFORMS ON THE RISE



Steadily increasing traffic in 2021 on Top 5 preferred CC platforms, indicating an increase in interest among business.

“

I had to plan an extra-special gift for my wife, for our anniversary. A reputed jeweler guided me throughout the process - right from their website which understood my needs, and the final sales person who guided me on Whatsapp.

- 41, Male, Indore



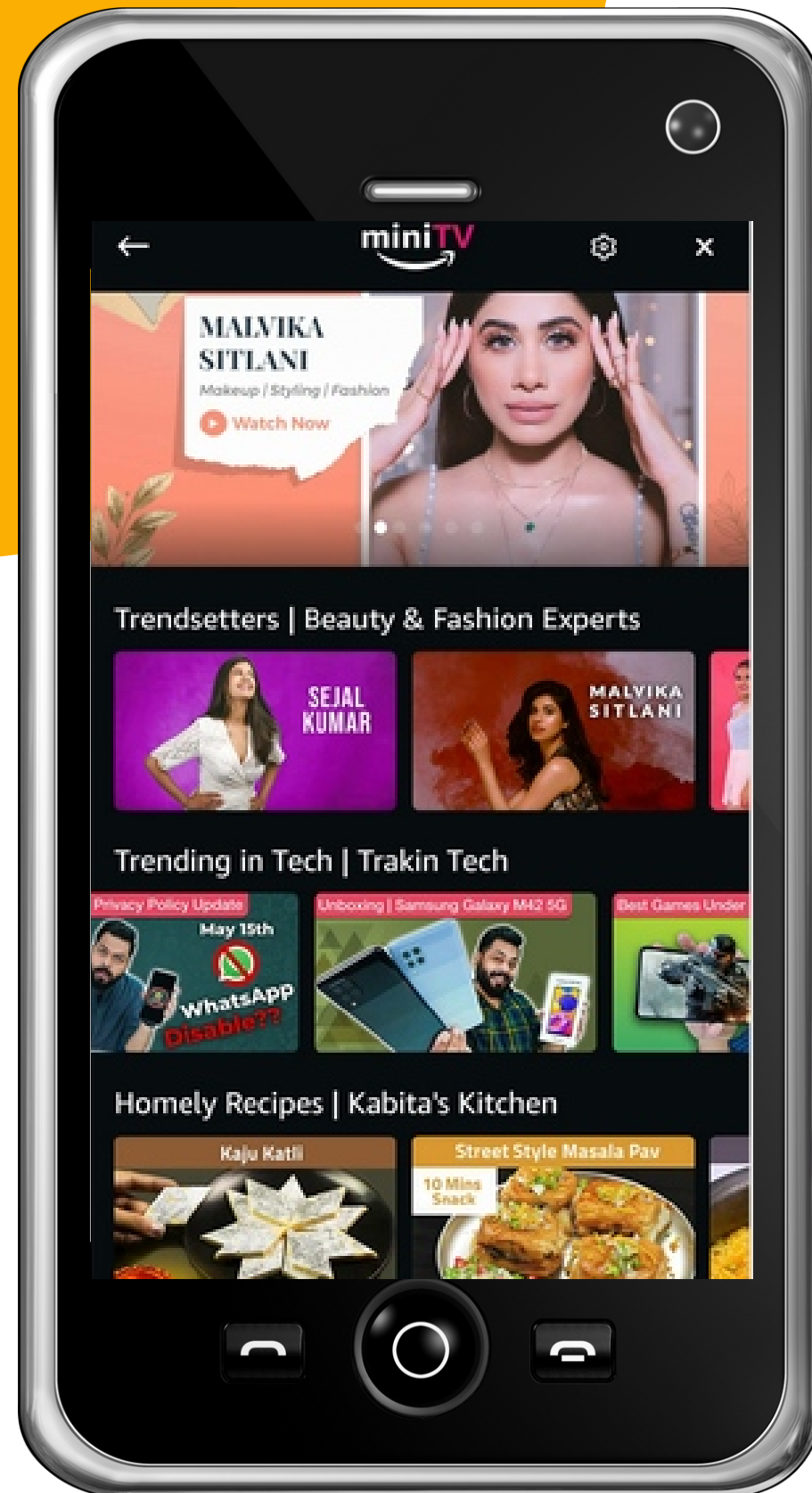
Rise of "Entertainment" in E-commerce

E-commerce destinations are now competing with Social Media networks and OTTs, with customers spending more and more time on these shopping destinations. Soon, this experience will replicate malls - with the option to watch movies, shop and order food, all in an 'E-comm mall'!

»» **E-commerce is not just a medium. It's now a Destination for Entertainment.**



The Rise of 'Entertainment' in E-commerce



Amazon MiniTV
Featured Articles Experiential
Flipkart video
Metaverse Zomato
Fun Zone originals
Myntra studio

E-COMM X ENTERTAINMENT
With these Apps becoming
entertainment hubs,
commerce has gone
beyond just transactional.

“

I'm hearing so much about this Amazon Mini TV. This sounds like a good option to me - no extra costs, and reminds me of shopping dates with my girls, topped up with a movie.

- 32, Female, Ludhiana

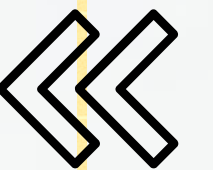




The Rise of shopping on 'Visual and Video platforms' in E-commerce

What's shopping without a visual delight? It's no surprise that these 'Visual platforms' are witnessing increasing traction. Insta is the new high street of fashion, and video commerce is a new norm!

**Make visual
platforms your
shop's new address.**



The Rise of shopping on 'Visual and Video platforms' in E-commerce

Increase in chatter about the newest phenomenon - Video commerce or "V-commerce".

2.5X↑
CONVERSATIONS

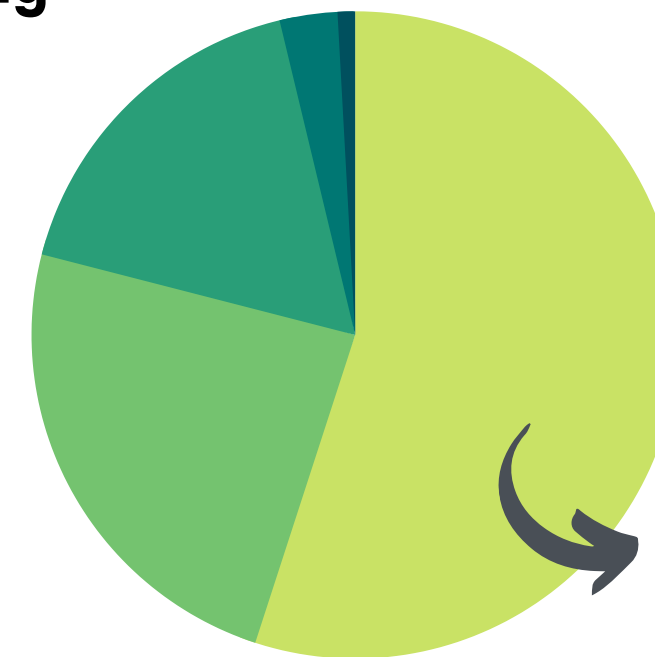
+799%↑
CONVERSATIONS



Surge in inclination towards visual searching and shopping on Pinterest, in 2021.

Youtube shopping
17.2%

Pinterest Shopping
0.9%



Instagram is now a leading shopping destination and a hub to access catalogues from across the world.

Instagram Shopping
+76%↑

CONSUMER SEARCHES

E-commerce websites mostly have only basic product pics, which does not give a true idea of the product. That's why I rely on IG and YouTube channels to help me decide.

- 23, Male, Hyderabad

Majority respondents believe visual appeal and 360-degree video/ photograph helps them with decision-making, hence visual channels are preferred.



The Rise of 'Reviews' in E-commerce

Reviews, recommendations and Influencers have become an important part of online promotions. Focused efforts on 'reviews' can take the brand to a serious consideration set in the consumers' minds.



Brands, what's your Review Quotient (RQ)?



The Rise of 'Reviews' in E-commerce

THE CREATOR ECONOMY PHENOMENON:

Social Media Creators use, review and recommend their favourite online stores and products, leading followers to sign up and purchase.

INCREASE IN CONVERSATIONS ON REVIEWS AND RECOMMENDATIONS ON E-COMMERCE DESTINATIONS, INCLUDING MOBILE APPS

25K+

+1447%↑, 3X

CONVERSATIONS

POSITIVE SENTIMENT

2.5Mn+ Going through multiple reviews of a product/ competitors has become a habit now, while purchasing. Especially holds good for appliances, automotive and beauty.

AVG MONTHLY SEARCHES

“

Some of my favourite tiktok creators are now on Instagram. I recently purchased some joggers that my favourite dancer wore in her videos and recommended, and I loved it!

- 21, Female, Coimbatore





Rise of small commerce → delivery commerce

Whatsapp orders, Payment Screenshots, Instant delivery and #Supportsmallbusiness, are born out of pandemic.

Brands, time to re-check
who's your competition. Don't forget to include
the new-shops-in-town.

The Rise of Small Commerce

155% ↑

QuickSell
Product Showcase
for WhatsApp

The practice of cataloging to conversion within Whatsapp itself, encourages small businesses to sell easy!

On topics related to build/set up E-commerce websites, free tools and related queries.



Clear majority of respondents have discovered / shopped / recommended local / small businesses, that are now online.



Now creators, home businesses and local stores have moreover taken their consumer experience ONLINE.

9x Positive sentiment

+46% ↑

Shopify App downloads

“My neighbourhood grocery mart recently set up their own online sabzi mundi and app, making things like order placing and payment so easy!”

- 40, Female, Chennai



The Rise of Small Commerce

>> Delivery Commerce

Growth of usership on popular hyperlocal delivery players from the start of 2021 - to now.

73% ↑ MONTHLY ACTIVE USERS



Quick and efficient delivery drives the adoption for E-commerce, especially now, reflecting in conversations across digital.

+44% ↑, 5X
CONVERSATIONS, POSITIVE SENTIMENT

E-COMM DELIVERY SYSTEMS MEET TECH TO ATTRACT CUSTOMER ATTENTION

“

Because of delivery services like Wefast and Dunzo, now I'm able to get home-baked cakes, Dosa batters and pickles as well from nearby small businesses whenever I want within minutes!

- 28, Female, Bengaluru



The Rise of 'Eco-activism' in E-commerce

The rise in the adoption of 'online shopping and #WFH is gradually making consumers realise the need for sustainable products and packaging. 'Eco-activism' is no more an expectation only from premium brands, but also from any commercial product.



Products, persona and packaging with an eco-filter is a must.



The Rise of 'Eco-activism' in E-Commerce

Conversations on the topic, with over 50% increase in 2021

+50% ↑, 45K

145K AVG. MONTHLY SEARCHES

Slight increase in shopper's attention to greener e-commerce practices, such as packaging, eco-friendly gifting, returns etc



#THRIFTING : Minimalism x sustainable online purchases are on the rise in India, led by Gen-Z, who are on the hunt for online thrift stores.

833K ↑

Conversations on eco-friendly and sustainable packaging.

“

I've begun to shop sustainable - I have stopped using 2 of my favourite fast fashion brands when I found out that they are not sustainable. I don't mind paying a little extra for sustainability. I also realised that as my online shopping increase, so did the amount of plastic and thermocol that came with it, which was startling!

- 28, Female, Pune

”

+146% **70.3Mn**
#Thrifting Reach interactions



Summary: The Rise and Rise of E-commerce

- The Rise in types of E-commerce
- The Rise of "Experience" in E-commerce
- The Rise of "Apps" in E-commerce
- The Rise of "Entertainment" in E-commerce
- The Rise of "Surfing" in E-commerce
- The Rise of "Visual and Video platforms" in E-commerce'
- The Rise of "Search" in E-commerce
- The Rise of "Reviews" in E-commerce
- The Rise of "Small Commerce" >> "Delivery Commerce"
- The Rise of "Eco-activism" in E-commerce

Thank you!

To learn more, please visit
www.tonicworldwide.com/deep-listening

For business queries, please reach out to
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