The rise and rise of E-COMMERCE in India

The Insights division of Tonic Worldwide
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 VS 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 spoilt 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?

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?

pandemic video platform home customers experience product
new products friends country member
purchases new product
over data content services
information
social media products
data
world users

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

#instagramshop #facebookmarketing #pinterestmarketing #facebookshop
#retailtherapy

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

THE RISE AND RISE OF E-COMMERCE IN INDIA | GIPSI | TONIC WORLDWIDE
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.
Why waste time scrolling through so many search results, when I can get exactly what I want on Amazon or Flipkart?

- 30, Male, Delhi

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

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

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

What are these about?

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

+79% \( \uparrow \)

CONVERSATIONS

Seamless WhatsApp p... 3bn conversations intelligent virtual...

payment collection send bills & payments product

fastest integration growth channel and...

customer acquisition clicks use conversation payments world/users growth

channels first touchpoint customer queries

customers Waba handle conversational comm...

commerce channel native collections ai-driven conversational commerce consumers platforms deep integration

ALL ABOUT ELEVATING CUSTOMER CENTRIC EXPERIENCES

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

The rise and rise of e-commerce in India - GIPSI | TONIC WORLDWIDE

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

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

CONSUMER SEARCHES

CONVERSATIONS

2.5X ↑

+799% ↑

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

Facebook shopping 24%

Youtube shopping 17.2%

Pinterest Shopping 0.9%

Instagram Shopping 55%

CONVERSATIONS

+76% ↑

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

CONSUMER SEARCHES
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.

+1447%↑, 3X
CONVERSATIONS   POSITIVE SENTIMENT

2.5Mn+
AVG MONTHLY SEARCHES

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

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

25K+

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

THE RISE AND RISE OF E-COMMERCE IN INDIA | GIPSIL | TONIC WORLDWIDE
Rise of small commerce to 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 practice of cataloging to conversion within WhatsApp itself, encourages small businesses to sell easy!

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

9x Positive sentiment

Shopify App downloads

155% ↑

The Rise of Small Commerce

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

1.5Mn consumer searches

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

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 POSITIVE SENTIMENT

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

E-COMM DELIVERY SYSTEMS MEET TECH TO ATTRACT CUSTOMER ATTENTION

THE RISE AND RISE OF E-COMMERCE IN INDIA | GIPS | TONIC WORLDWIDE
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

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

#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.

+146% #Thrifting Reach 70.3Mn interactions
Summary: The Rise and Rise of E-commerce

The Rise in types of E-commerce

The Rise of "Surfing" in E-commerce

The Rise of "Search" in E-commerce

The Rise of "Apps" in E-commerce

The Rise of "Experience" in E-commerce

The Rise of "Entertainment" in E-commerce

The Rise of "Visual and Video platforms" 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 anjali@tonicworldwide.com