



INDIA UNLOCKS!!!



THINKING HATS

**RESEARCH BY THINKING HATS
CONSUMER INSIGHTS**

JUNE 2020



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THINKING HATS, a premiere research organization, has actively been tracking changes in consumer behaviour during the disruption caused by COVID 19.

Our most recent survey, conducted on our Digital Platform: 'APPtitude', attempted to understand the lag in time before people are comfortable (perceived) in visiting several places.

1400 netizens belonging to NCCS A and B, in the age group of 18-45 years, were targeted across Bangalore, Chennai, Delhi, Hyderabad, Indore, Kolkata, Lucknow, Mumbai and Pune, between 14-31st May, 2020.





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**INDIA'S
WILLINGNESS TO
RESUME
VARIOUS ACTIVITIES**



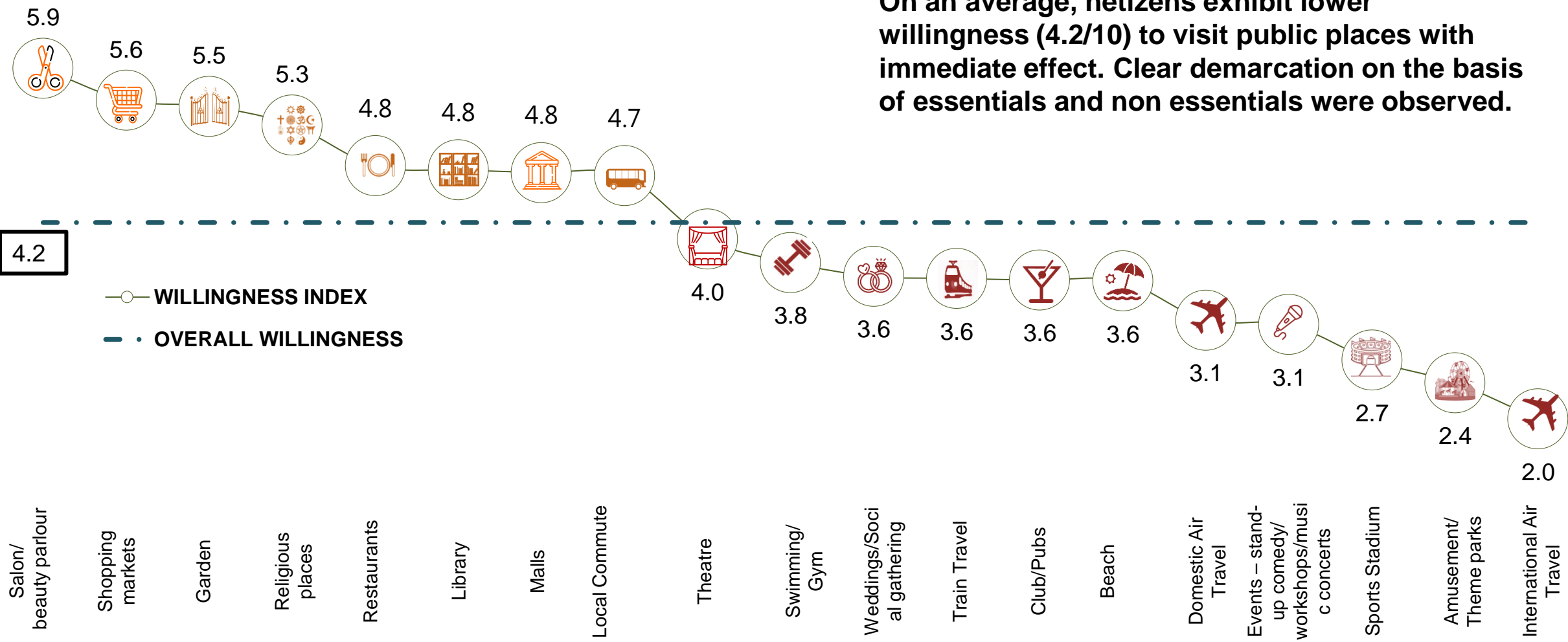
WILLINGNESS INDEX - OVERVIEW



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Willingness Index is measured on the basis of expected time taken to resume the activity post lockdown restrictions. Closer to 10 indicates faster engagement.

On an average, netizens exhibit lower willingness (4.2/10) to visit public places with immediate effect. Clear demarcation on the basis of essentials and non essentials were observed.



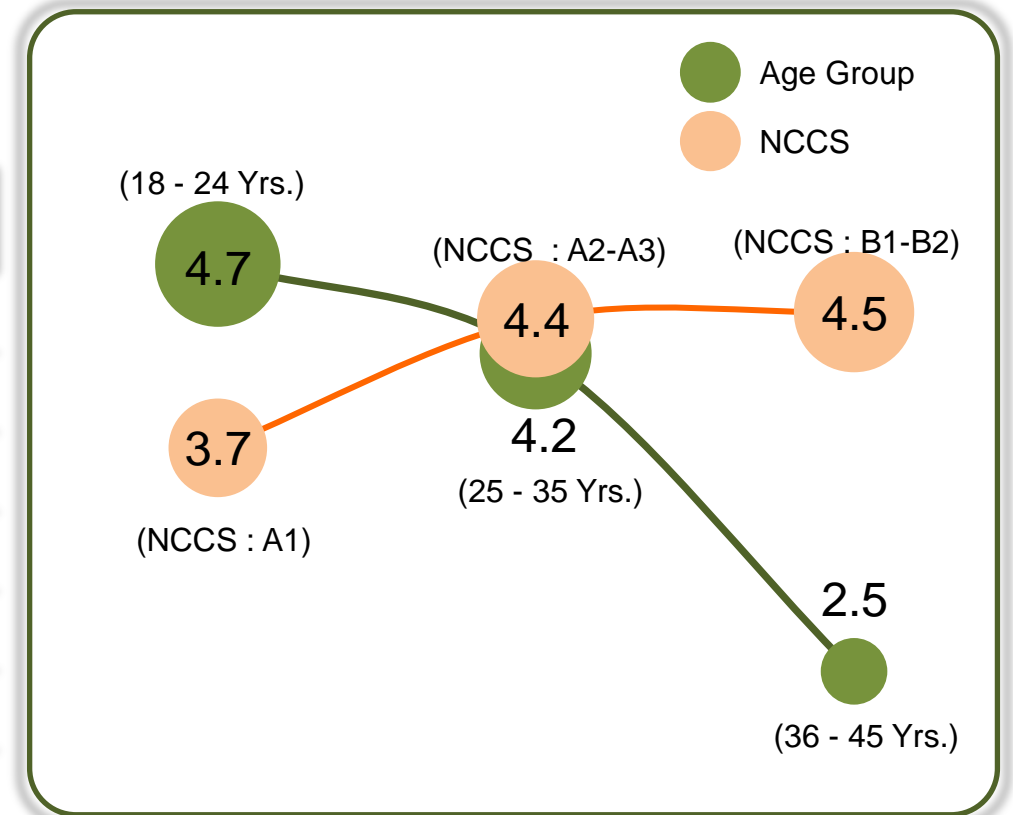


WILLINGNESS INDEX – DEMOGRAPHIC VIEW

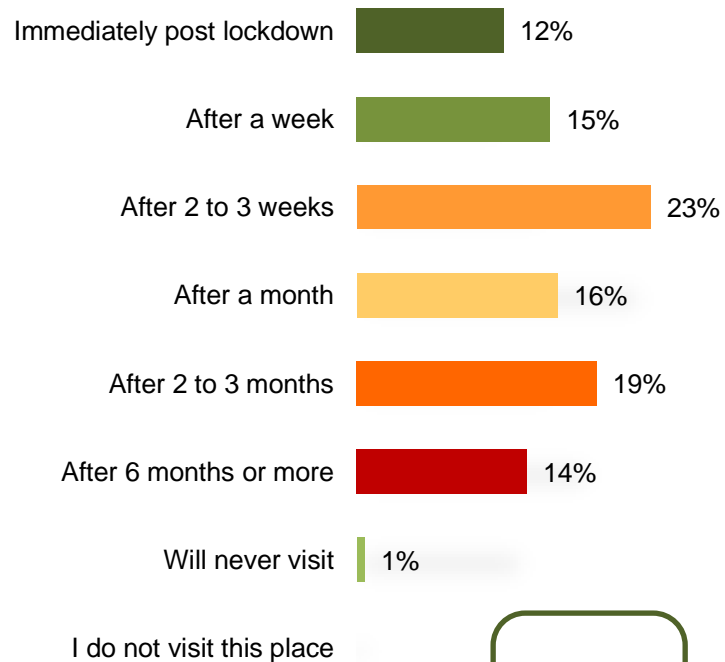
City	Willingness Index	COVID -19 Cases	Deaths	Mortality Rate
Hyderabad	6.4	1944	23	1.2%
Chennai	6.3	20955	198	0.9%
Lucknow	4.2	442	4	0.9%
Delhi	4.1	27654	761	2.8%
Mumbai	4.1	47354	1577	3.3%
Indore	3.8	3722	153	4.1%
Kolkata	3.5	2684	247	9.2%
Bangalore	3.2	452	13	2.9%
Pune	2.8	9289	400	4.3%

Figures as on 6th June, 2020

Source: <https://www.grainmart.in>

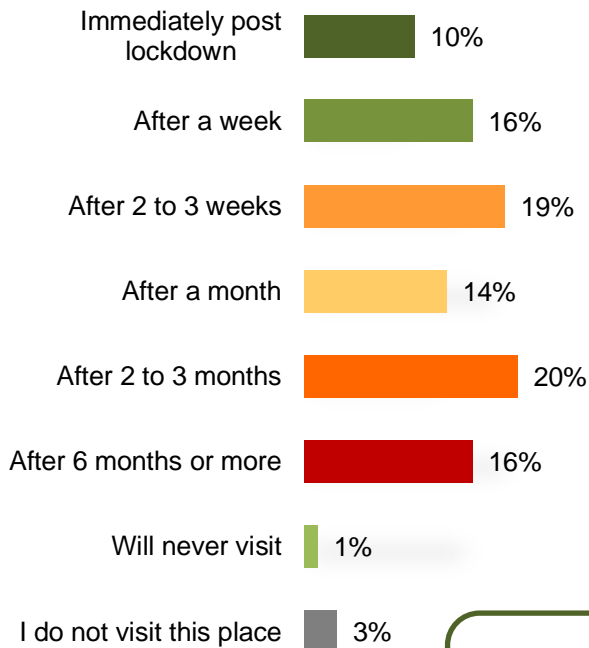


SHOPPING MARKET



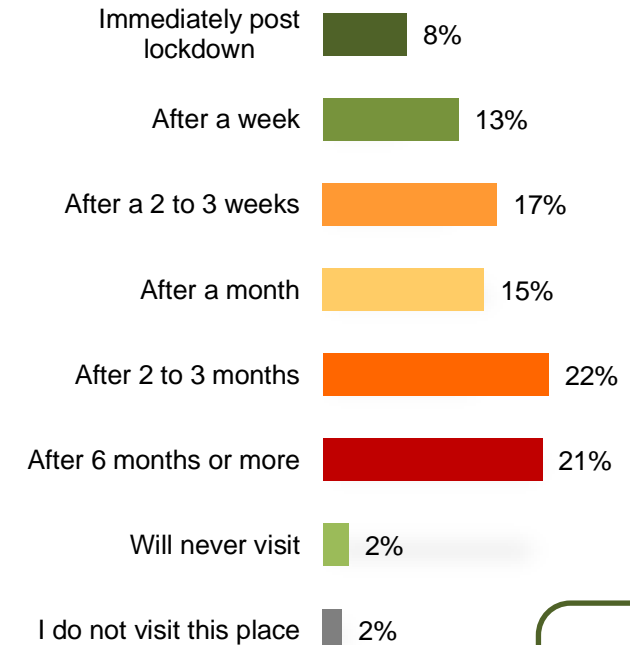
5.6

RELIGIOUS PLACES



5.3

LOCAL COMMUTE



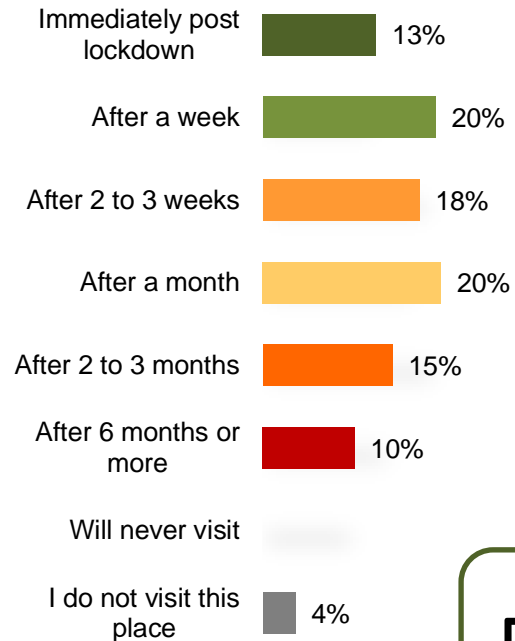
4.7



Eagerness to return to normal routine is clearly seen. However, the risk of contagion still looms over.

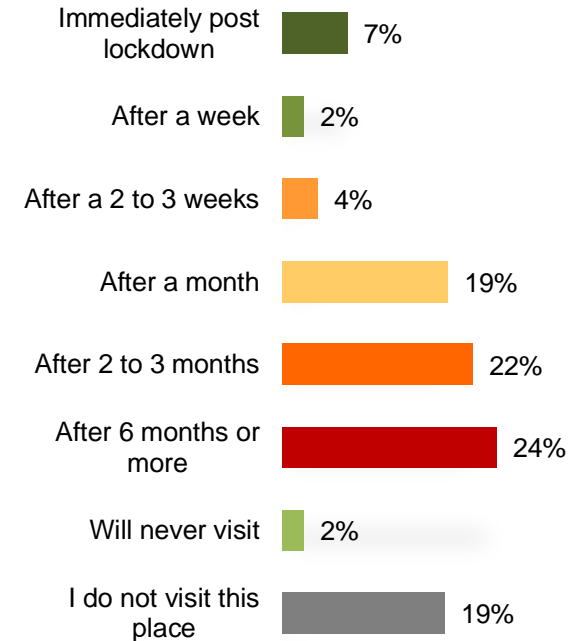
We may see the same activities being conducted with more care and caution.

SALON/ BEAUTY PARLOUR



5.9

SWIMMING/GYM



3.8



Indulgence as perceived 'self reward' for being locked indoors, usually see's a spike in behaviour initially. We saw this with online services as well. Personal grooming and health services do see majority consumers return in the first few months. However, price will be a factor for continuous engagement. Watch out! Discounts coming your way!

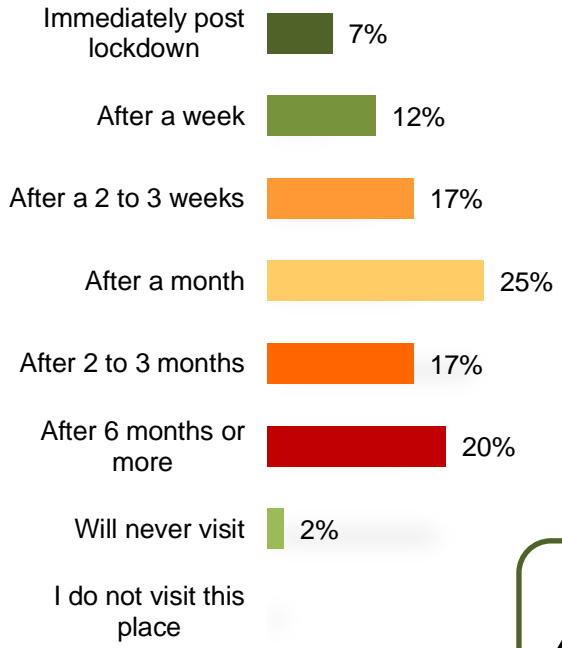


WILLINGNESS INDEX



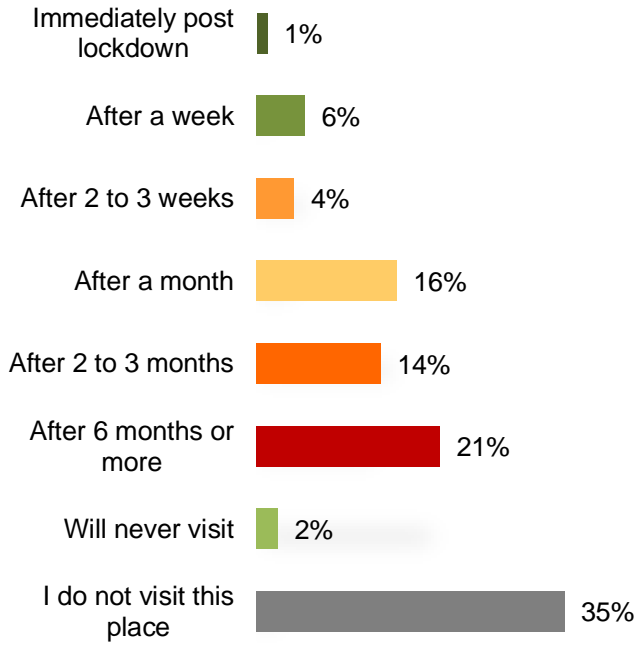
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RESTAURANTS



4.8

CLUBS/PUBS

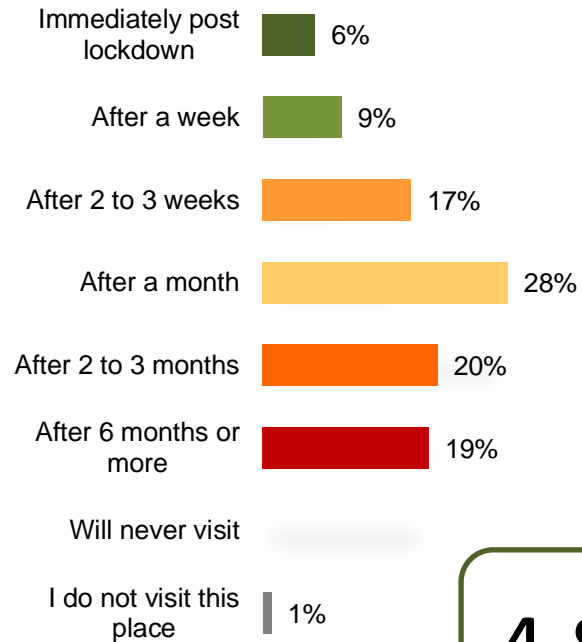


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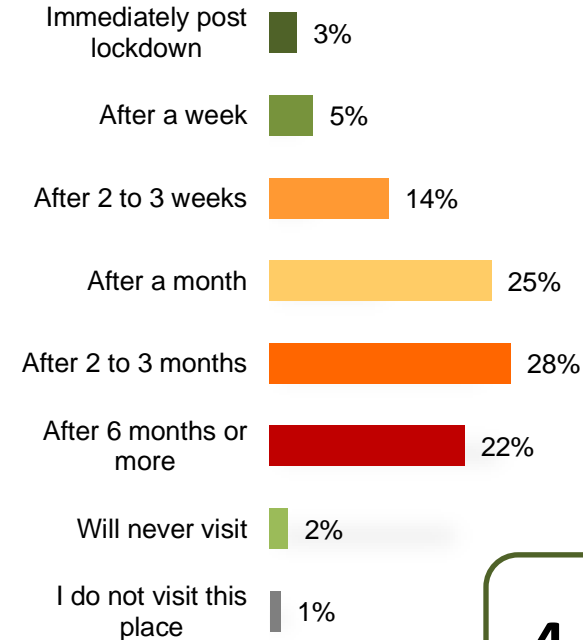
**Apart from satisfying those intense cravings, sitting down at a club to socialize seems to be taking a slow road to return.
The dating community may need to find some alternative – and quick.**

MALL



4.8

THEATRE

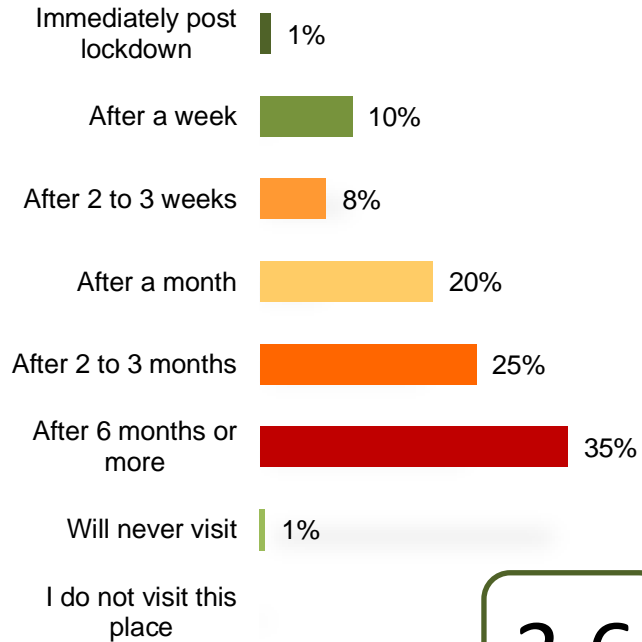


4.0



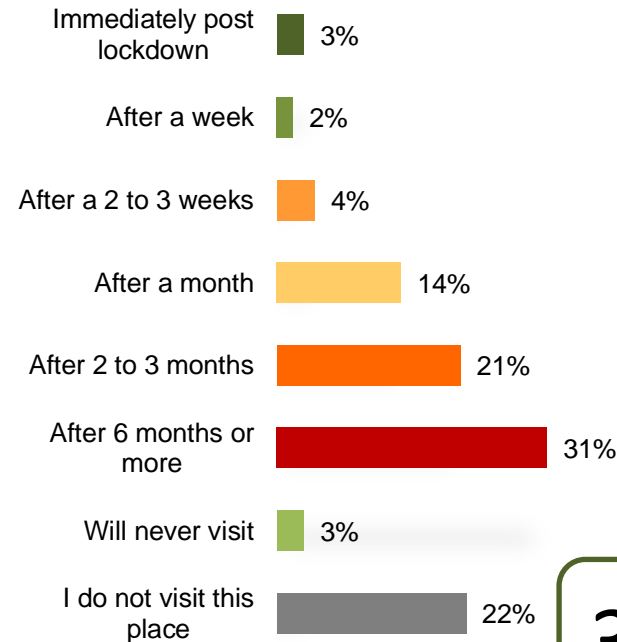
**After strong deprivation of entertainment and shopping, almost 1/3rd are willing to return within a month.
Diwali may see an upside after all!**

WEDDINGS/SOCIAL GATHERING



3.6

EVENTS



3.1

SPORTS STADIUM

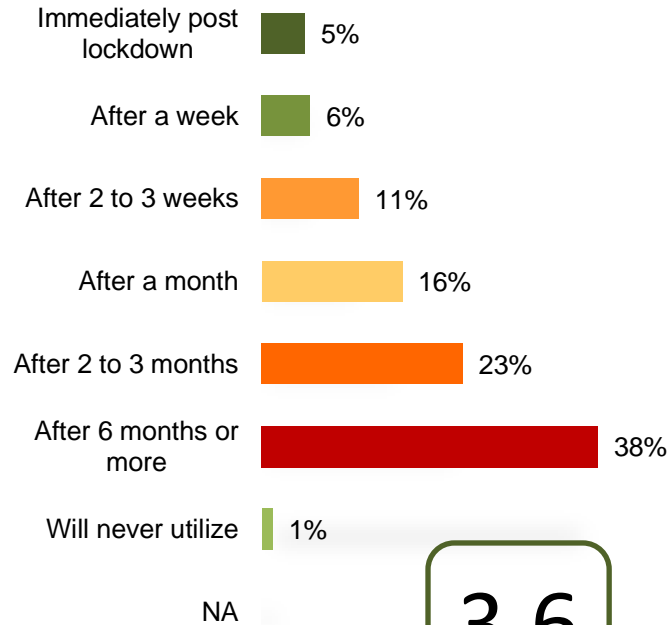


2.7



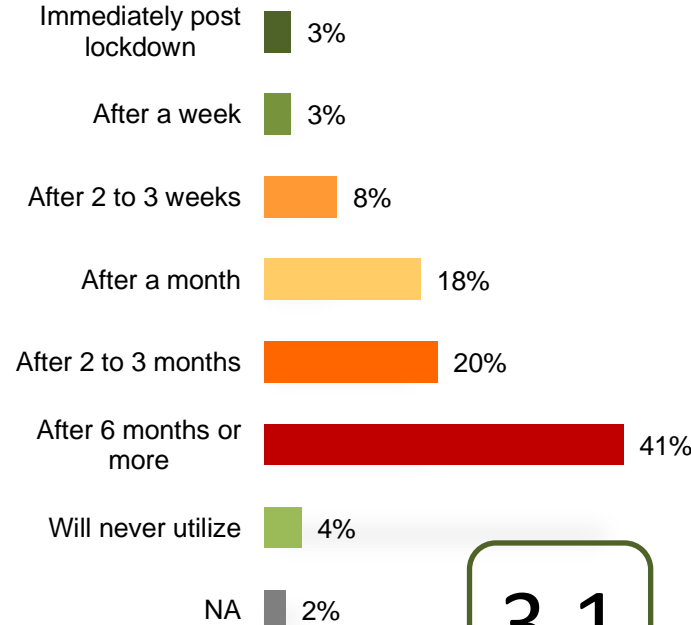
True enthusiasts will see a staggered return, while a sizable number willing to give up on it for most part of the year.
Netizens show preference for smaller, more intimate gatherings, rather than large crowds of unknown faces.

TRAIN TRAVEL



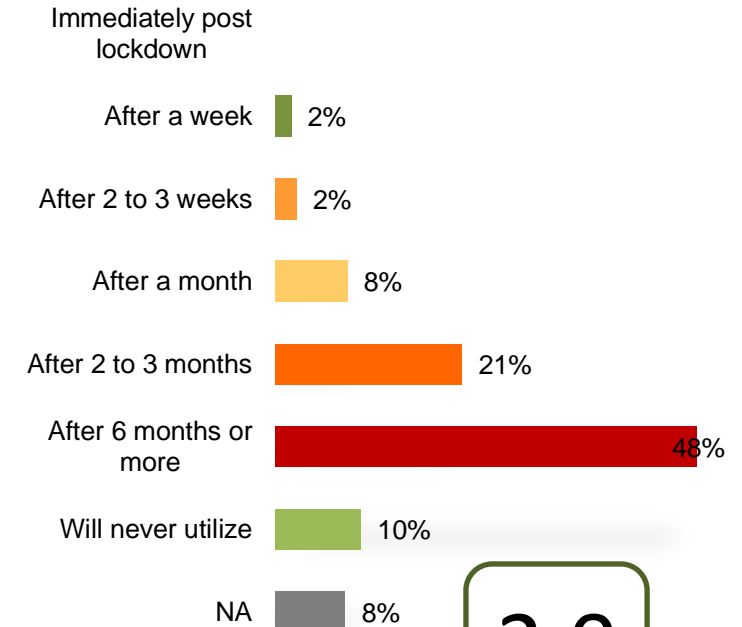
3.6

DOMESTIC AIR TRAVEL



3.1

INTERNATIONAL AIR TRAVEL



2.0



When it came to leisure, it appears international travel will take the longest to recover, whereas people are more accepting of domestic travel, which may see a gradual rise within a few months.

Looks like local tourism will get a boost this holiday season!

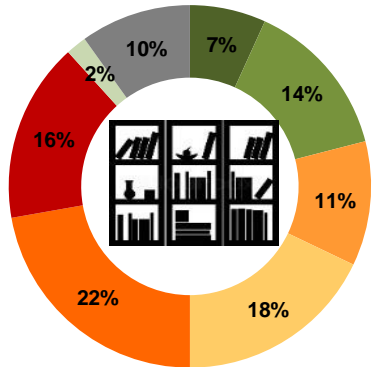


WILLINGNESS INDEX



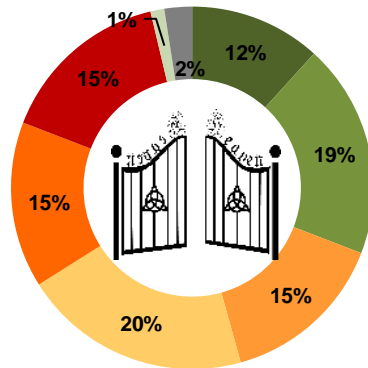
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LIBRARY



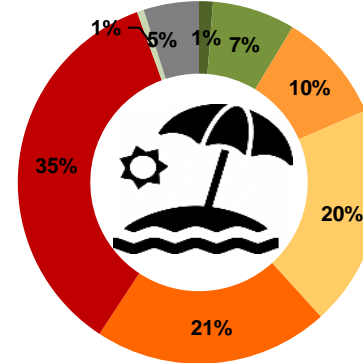
4.8

GARDEN



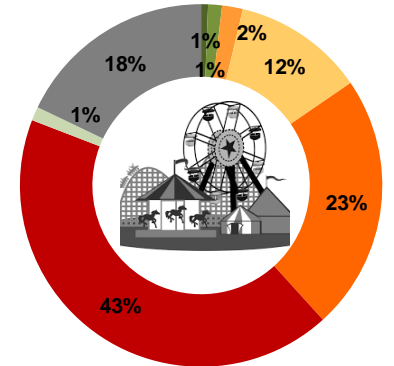
5.5

BEACH



3.6

AMUSEMENT/THEME PARKS



2.4

■ Immediately post lockdown ■ After a week ■ After 2 to 3 weeks ■ After a month
■ After 2 to 3 months ■ After 6 months or more ■ Will never visit ■ I do not visit this place

Garden spaces are appreciated after a tight lock up. However, outdoor entertainment is still low on their restart list.



That's all for now..

STAY SAFE!



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For more insights, reach us at
contactus@thinkinghats.info