

VOCAL FOR LOCAL

Is India Ready?





*“In times of crisis,
this Local has
fulfilled our
demand, this Local
has saved us. Local
is not just the need,
it is our
responsibility also”
– PM, Narendra
Modi*

Propelled by
the speech,
brands jumped
on the
bandwagon to
leverage their
Indian roots



Parle-G

Bharat ka apna biscuit is going
vocal for local

Support
swadeshi businesses!

Bharat Ka Apna Biscuit

MAKING IN
INDIA SINCE 1947
BE VOCAL ABOUT LOCAL



METRO
SHOES

GO LOCAL,
BUY LOCAL,
EAT LOCAL.
(Wow, can't wait)



BALAJI

'SNACK LOCAL
BE VOCAL'

FROOTI

PROUDLY INDIAN
#VOCALFORLOCAL



Dabur
RED PASTE

DESH KA
NO. 1
LOCAL AYURVEDIC PASTE



SUPPORT
#VOCALFORLOCAL
DABUR INDIA - SINCE 1884

Glucon-D'

VOCAL FOR LOCAL



Nourishing an
#AtmanirbharBharat



#VocalForLocal
DABUR INDIA - SINCE 1884

HAJMOLA

BHARAT KA
No. 1
CHATPATA
BRAND

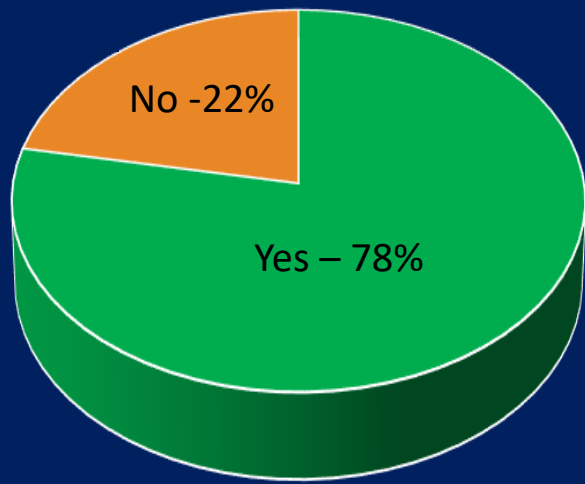


Support #VocalForLocal

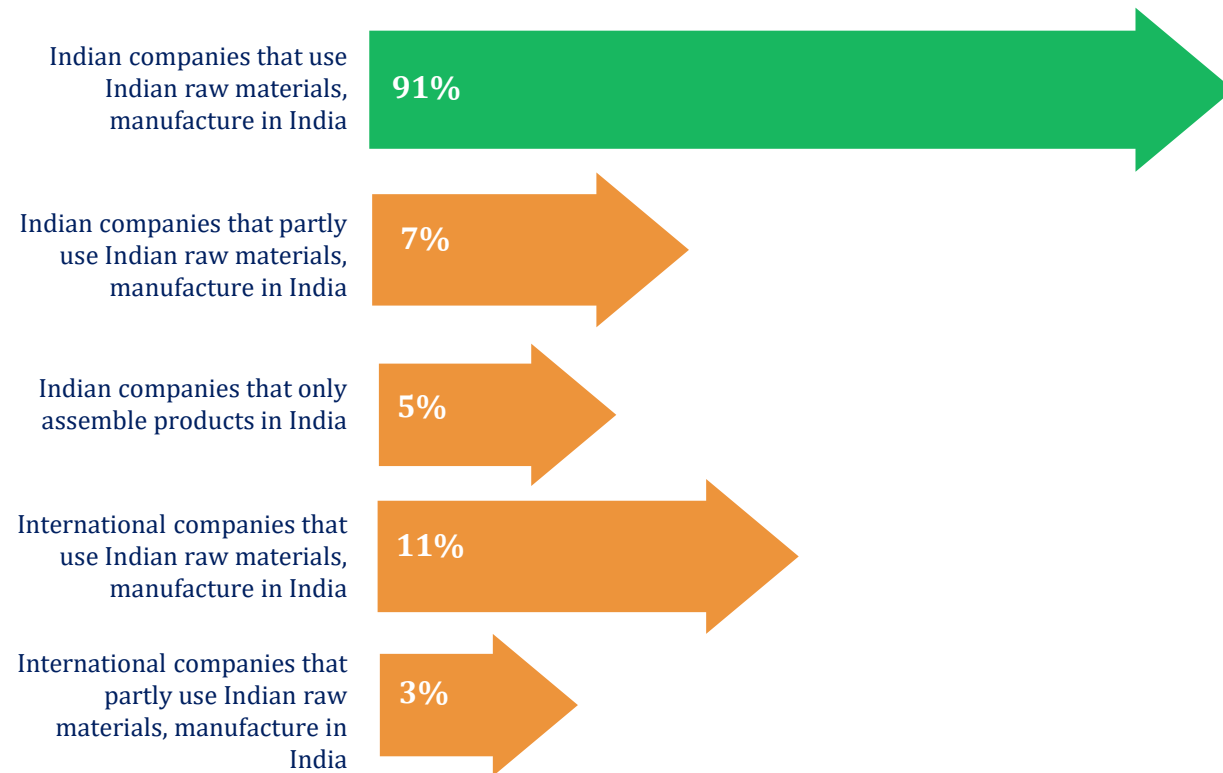


Thinking Hats conducted a research via its proprietary Digital Platform *“APPtitude”* to capture consumer understanding and inclination to support ‘Vocal For Local’ initiative.

1800 consumers belonging to NCCS A and B1 in the age group of 18-50 years were targeted across Mumbai, Delhi, Bengaluru, Chennai and Hyderabad.



More than 75% claimed that they understood the meaning of 'Vocal For Local'



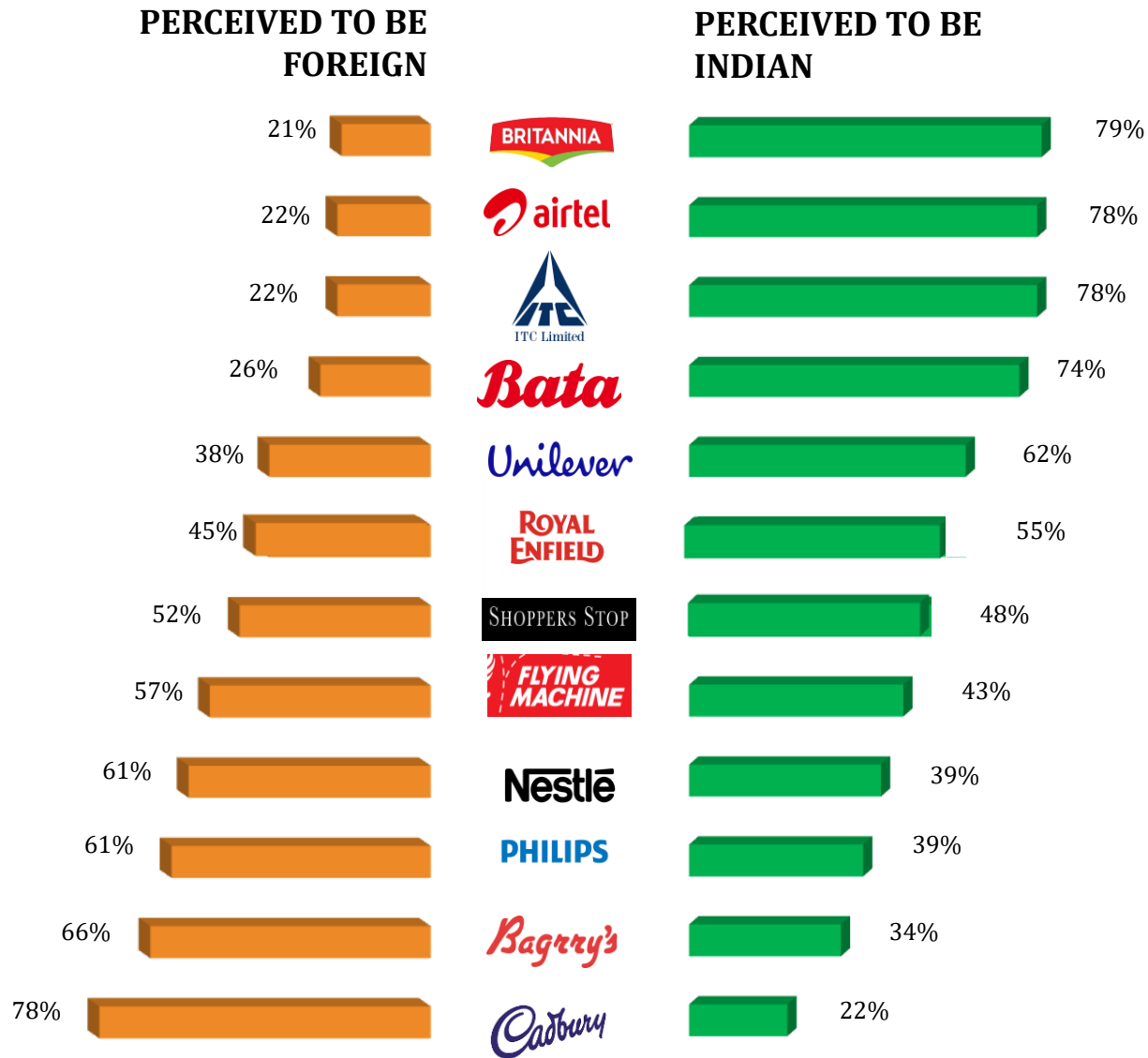
On further probe, there was some ambiguity around comprehension

9 out of 10 consumers felt that the initiative promotes the companies which are Indian, use raw materials of India and manufacture in India.

On the contrary, International companies which use Indian raw material (89%) or Indian companies that partly use Indian raw material (93%) were not considered to be a part of this campaign.

**None of the respondents selected the option 'International companies that only assemble products in India'*

**Multiple choice answers*



THE MISCONCEPTION OF ORIGIN

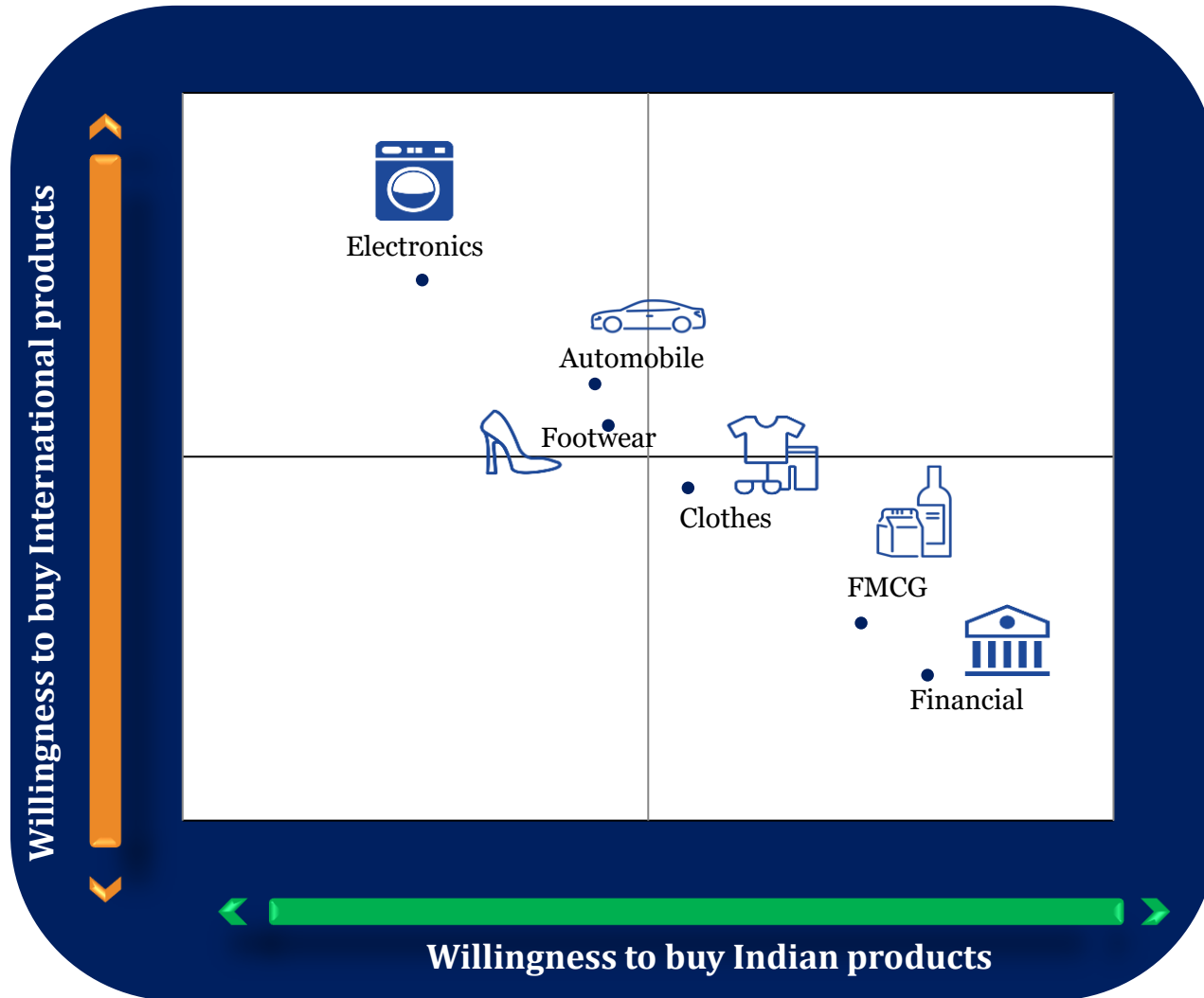
Surprisingly, International conglomerates like Bata and Unilever were seen as Indian companies due to local marketing efforts.

Another significant observation is that out of 39% consumers who recalled Nestle as an Indian company, more than 2/3rd belonged to NCCS B.

FAST CHECK

Britannia, Airtel, ITC, Royal Enfield, Shoppers Stop, Flying Machine and Bagrry's are Indian companies.
Bata, Nestle, Unilever, Philips and Cadbury are international companies.

SENTIMENT OF BUYING 'LOCAL' VARIED ACROSS CATEGORIES



Consumers showed high intention to purchase Indian products for **HIGH ENGAGEMENT CATEGORIES** like **FMCG** and **FINANCE**, as they were perceived to be close to home and trustworthy.

INDULGENCE CATEGORIES like **FOOTWEAR** and **CLOTHES** are considered to be status symbol. Thus, inclination to purchase International brands was still seen.

On the contrary, in the **TECHNOLOGY DRIVEN SECTORS** like **AUTOMOBILE** and **ELECTRONICS**, intention to purchase was the lowest.

Advancement in technology was perceived to be greater outside our hometown in these categories. Buying a car manufactured in India is not a top consideration for almost 2/3rd male consumers.

IS INDIA READY TO BE 'VOCAL FOR LOCAL'?

FOR MORE INSIGHTS, LIKE & SHOW SUPPORT
FOR YOUR LOCAL RESEARCH PARTNER



THINKING HATS

Connect with us: contactus@thinkinghats.info