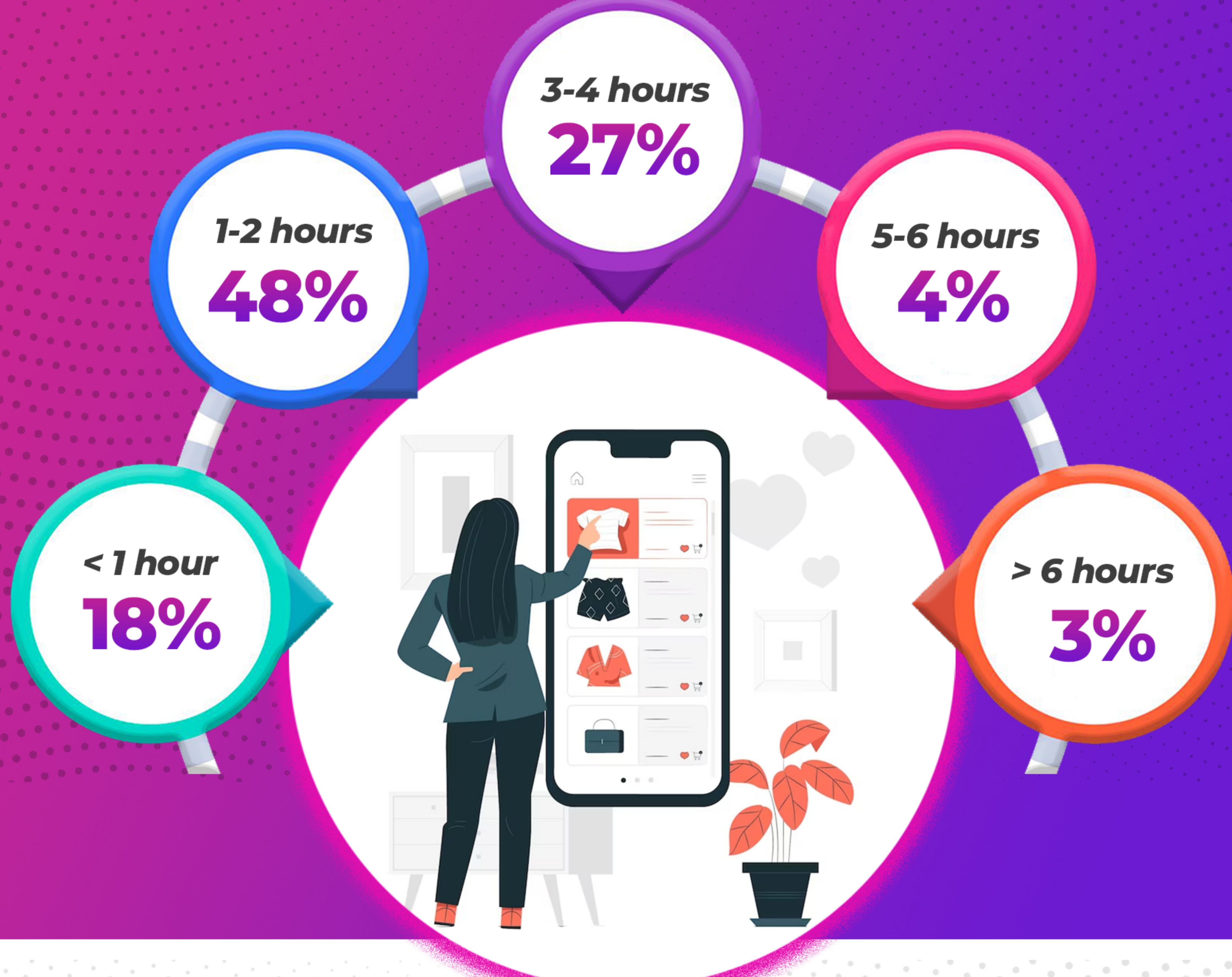


# CONSUMER ASPIRATIONS & E-COMMERCE IN BHARAT

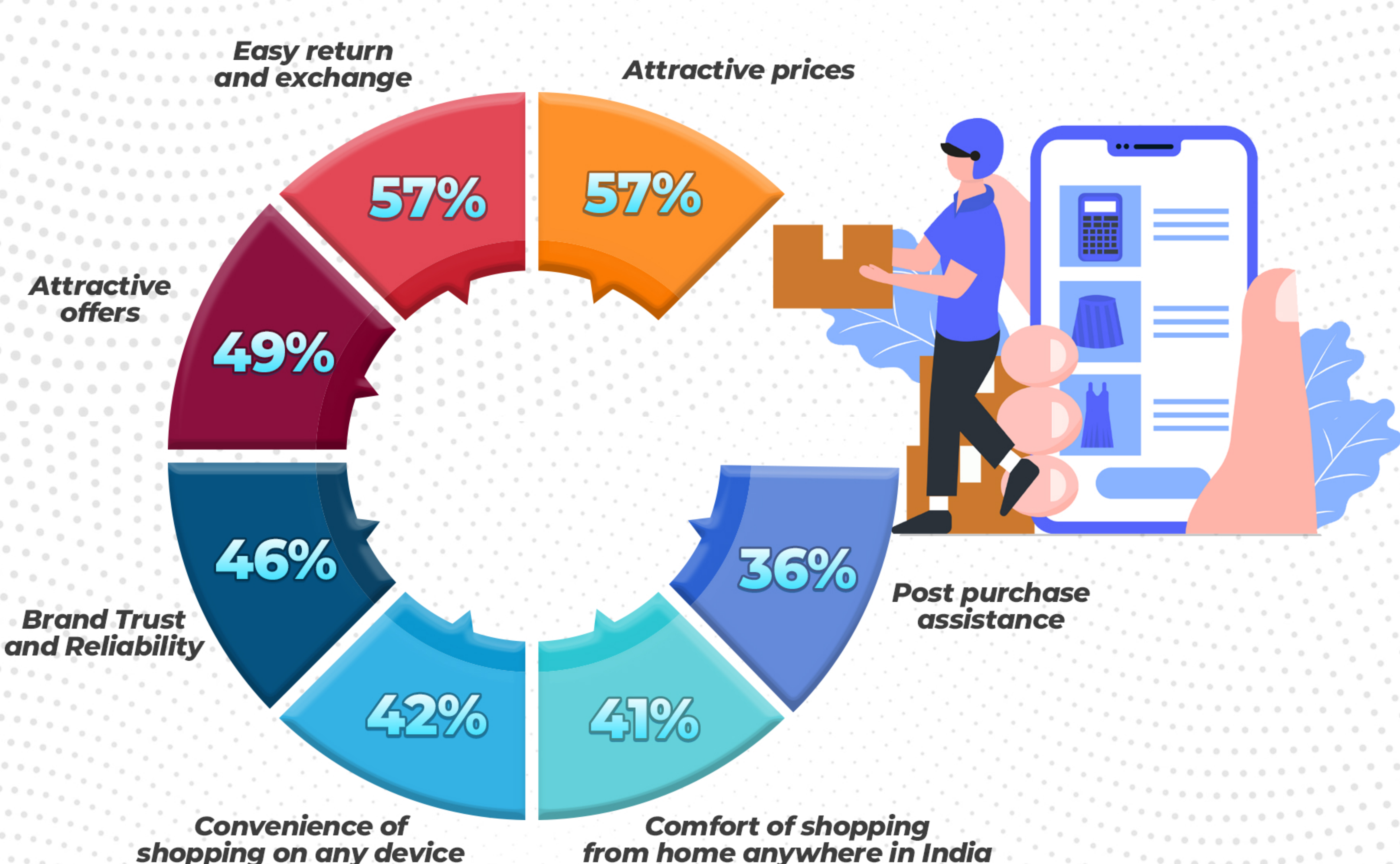
A PRIMARY SURVEY REPORT



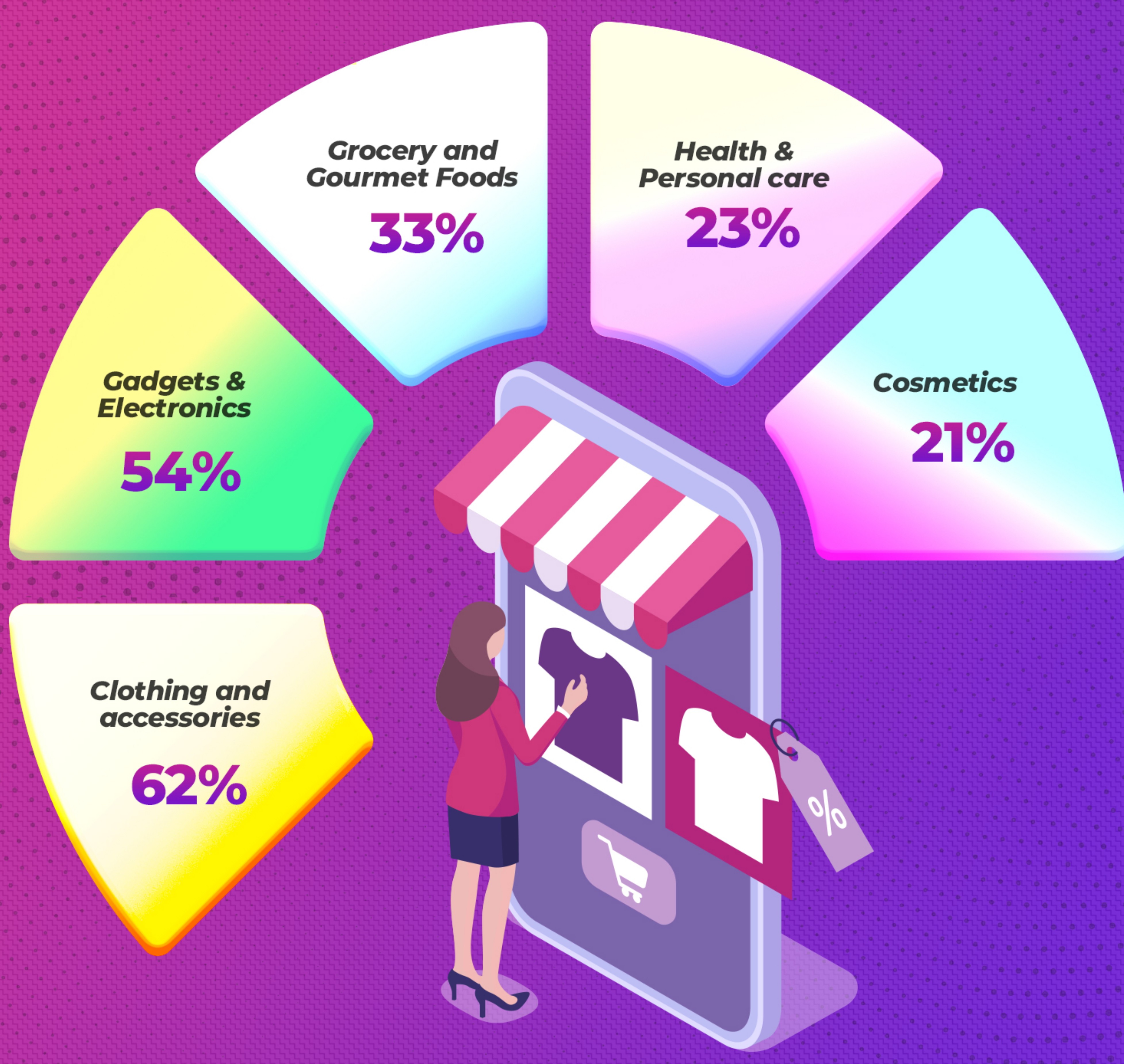
Indians from Aspirational India (Tier II cities and beyond) shop online for a whopping 124 hours annually!



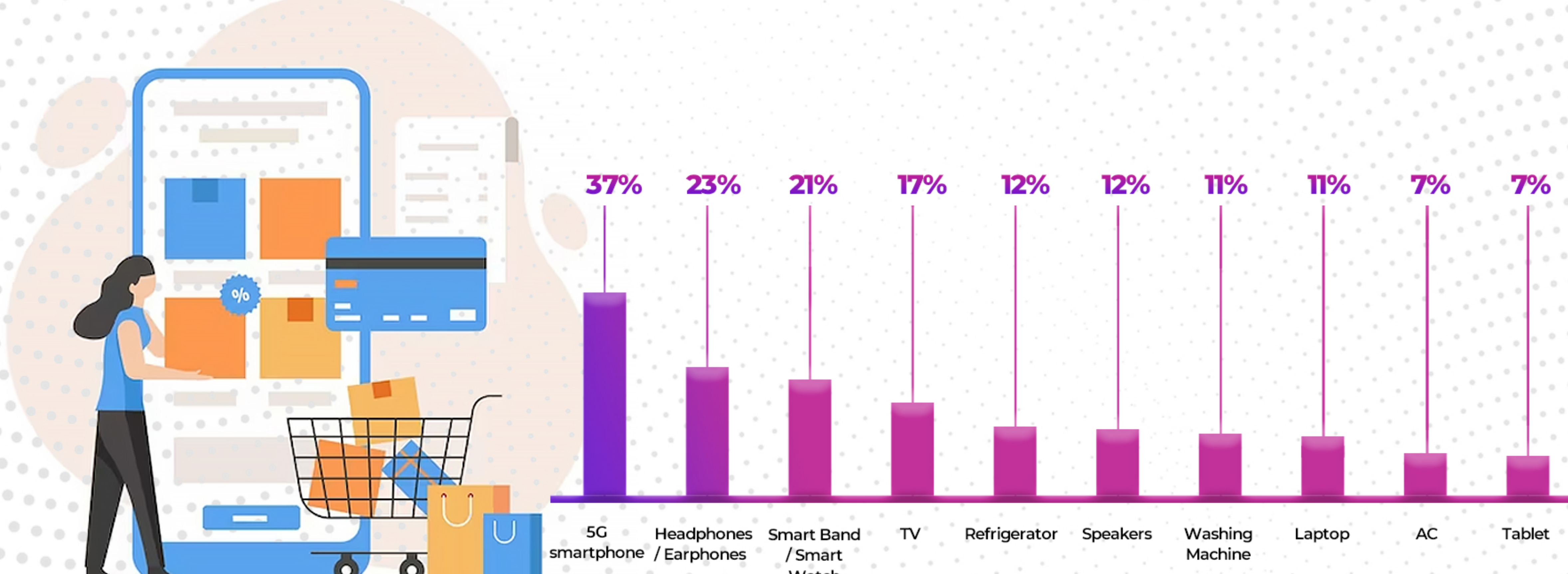
Consumers are driven by the convenience of online shopping, including the easy return and exchange policy, along with attractive prices, and offers.



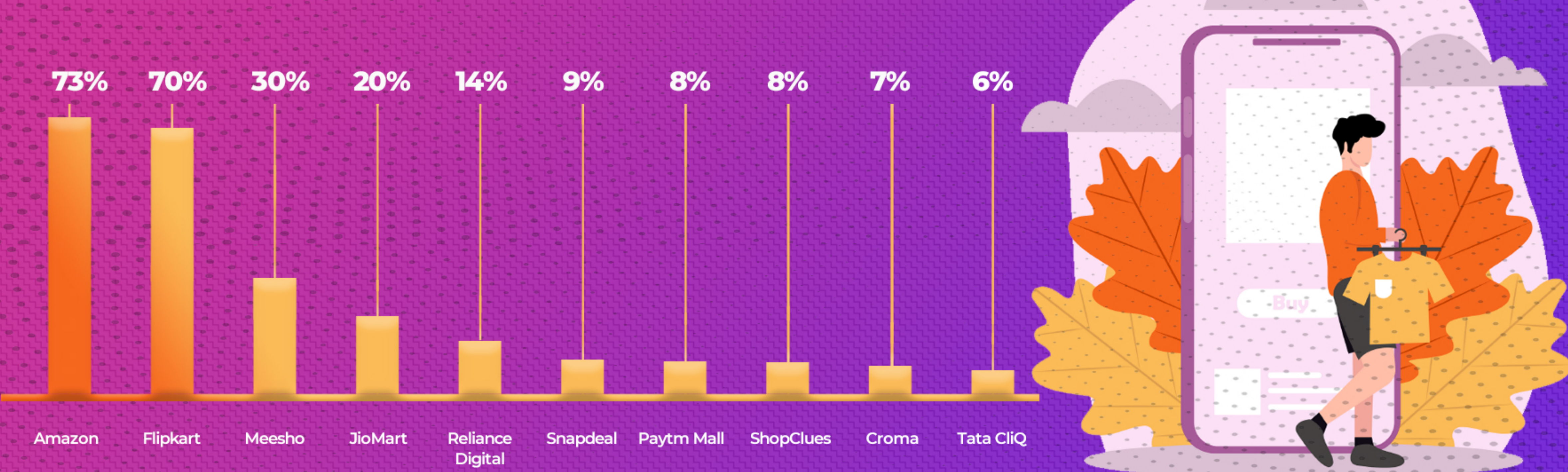
Consumers mostly shop for clothing and accessories, as well as gadgets and electronics online.



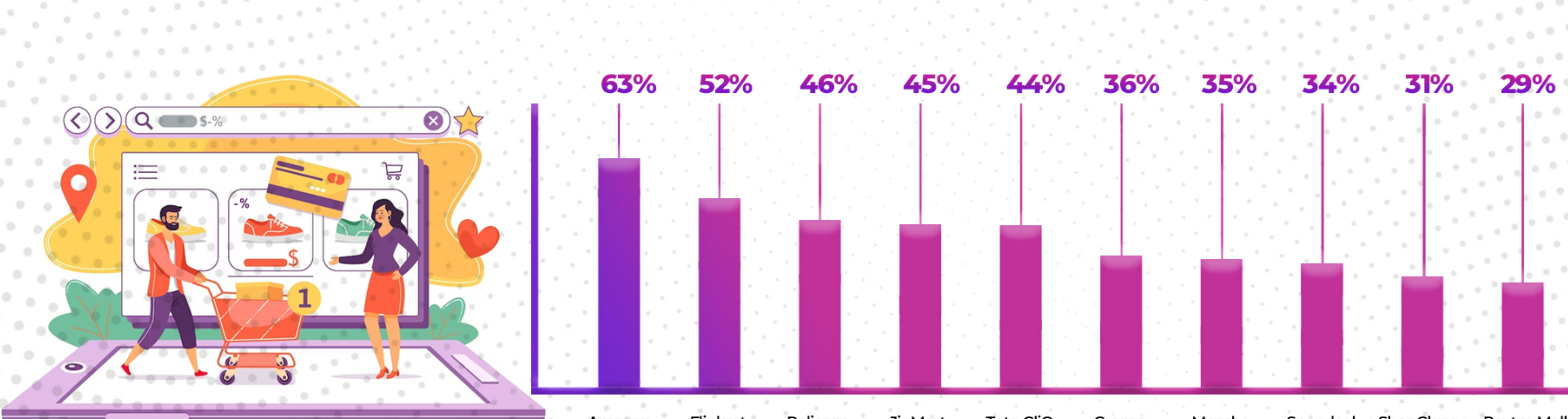
When it comes to electronic products purchased online, 5G smartphones are gaining traction.



In the past six months, consumers have overwhelmingly turned to Amazon and Flipkart as their go-to online shopping destinations.



Amazon reigns supreme in user satisfaction, claiming the top spot, with Flipkart placed second.



## About the Study

The CMR 'Consumer Aspirations and eCommerce in Bharat' study covered 3006 online shoppers, in the age group of 18 to 60 years.

The primary survey was conducted across the following Tier I and Tier II cities of India:

- Delhi
- Mumbai
- Bangalore
- Bhubaneswar
- Nagpur
- Coimbatore
- Lucknow
- Guwahati

For results based on a randomly chosen sample size, there is 99% confidence that the results have a statistical precision of plus or minus 3% of what they would be if the entire population had been surveyed.

