

To understand how consumers will be adopting to the 'New Normal', we analyzed the consumers' attitude and behavior from the needs structure viewpoint i.e. 'Basic Safety', 'Well-being' and 'Having Fun' .

**Key Finding**

**Basic Safety and Well-being continue to be a trend to improve quality of life.**

Safety such as wearing mask and using sanitizer has become basic behavior now.

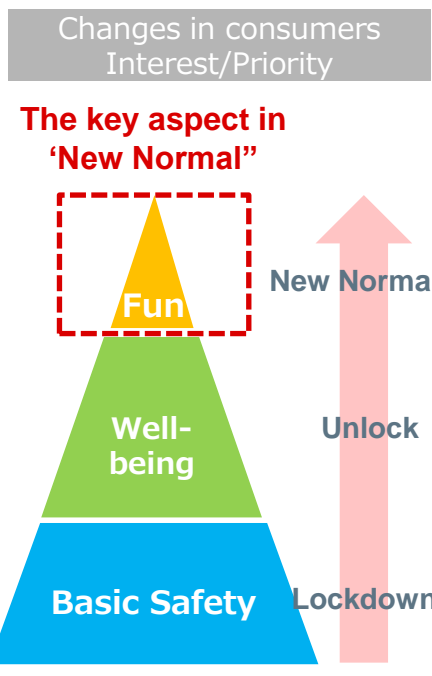
During the 'unlock' phase, one of the biggest challenge among consumers was to maintain mental health.

**Key Finding**

**Consumers are eager to go out from home, have fun and socialize.**






Going out from home and socializing are the activities that consumers are really looking for.






This should be the next key trend in order to make their life positive.



Changes in consumers Interest/Priority

The key aspect in 'New Normal'

Activities to be continued for future			
Top 5 changes (April vs August)	UP	Apr.	Aug.
 Wearing mask	20pt.	43%	63%
 Taking a bath more frequently	17pt.	14%	31%
 Focus more on immune boosting foods	15pt.	16%	31%
 Increased hours of watching TV	15pt.	10%	25%
 Increased watching movies online	13pt.	12%	25%

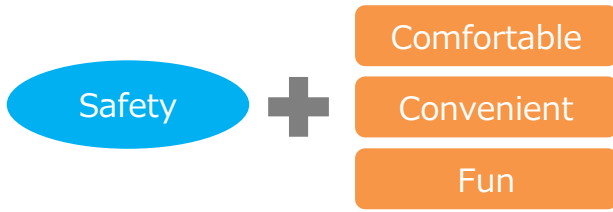
Activities missing in current life			
Top 5 changes (April vs August)	UP	Apr.	Aug.
 Watching movies in Multiplex	20pt.	27%	47%
 Going to religious places	17pt.	35%	52%
 Traveling	16pt.	51%	67%
 Going out for Shopping - Malls, Market	16pt.	41%	57%
 Going to neighborhood community center	13pt.	15%	28%

Data Source: Online survey across India in July-August 2020 (n= 555)

# Key for success in the "New Normal"

Product

In addition to the safety aspect which is must to have, items that make the life comfortable, convenient and/or fun must be with high potential demand.



Price

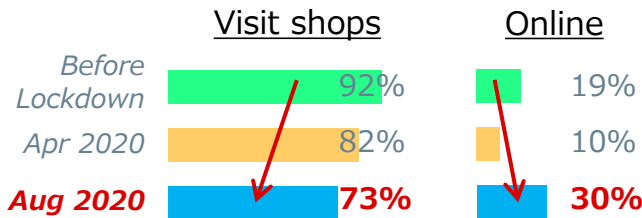
Consumers focus on quality more than price.



Place

Online shopping has got more popular than ever.

Fresh Food - Shopping Channel (%)



Promotion

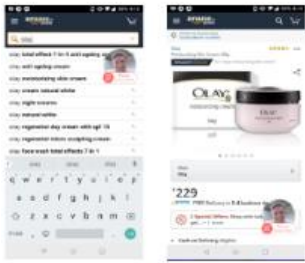
TV, Facebook and Youtube are the key media to reach consumers as the usage has increased after the lockdown has started.



'Increased' 74% 67% 84%

## Our Digital Solutions in the "New Normal"

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Improve your site to provide your customer the better experience.

### Online qualitative interview



Contactless method to understand your customer insight.

### Virtual Home visit



Understand your customer home/ cars via 360 degree virtual view

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