

Create Consumer-centric Values



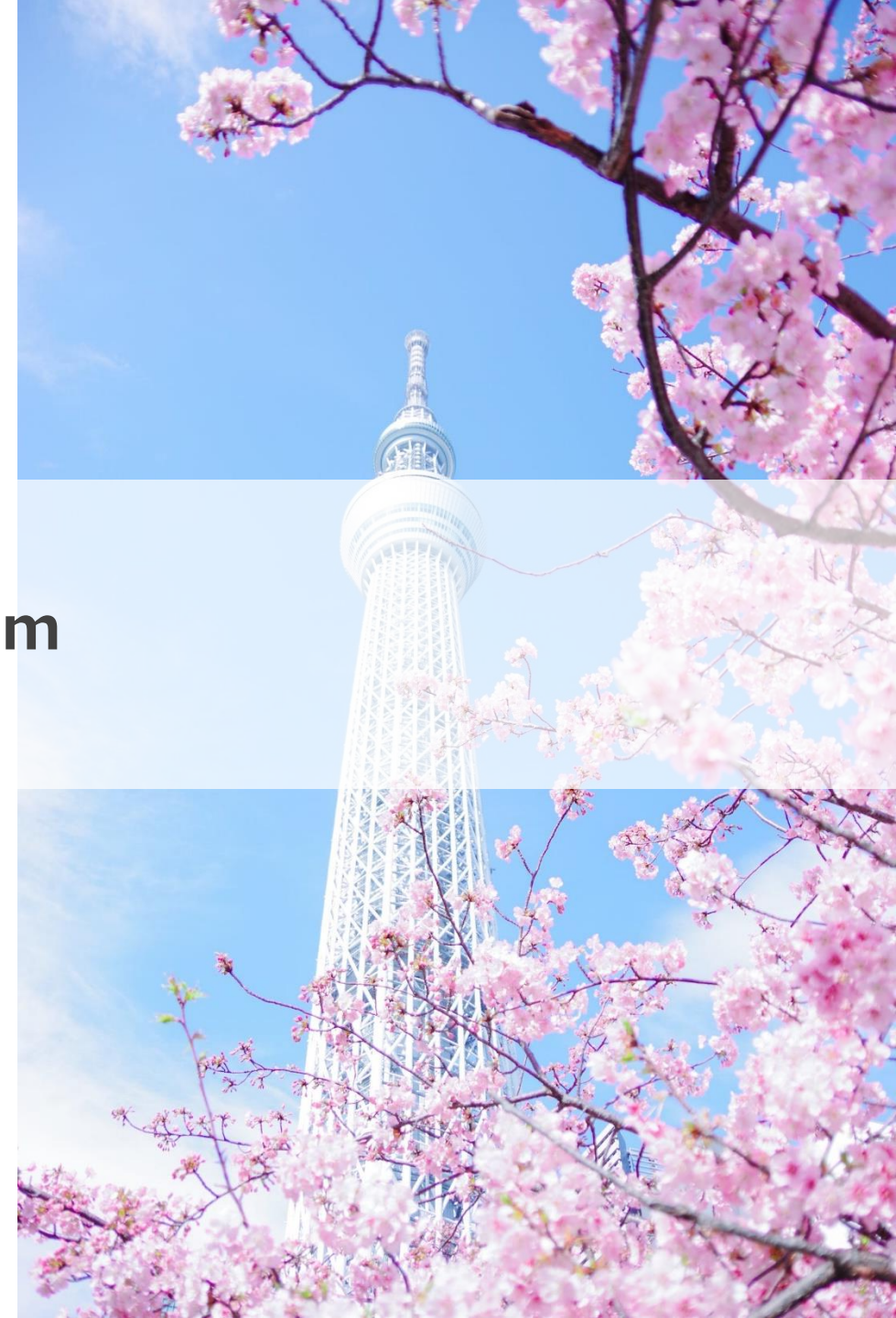
INTAGE INDIA Pvt. Ltd.

Report: Survey on perception towards Japan tourism among Indian consumers in Metro cities

September 2023

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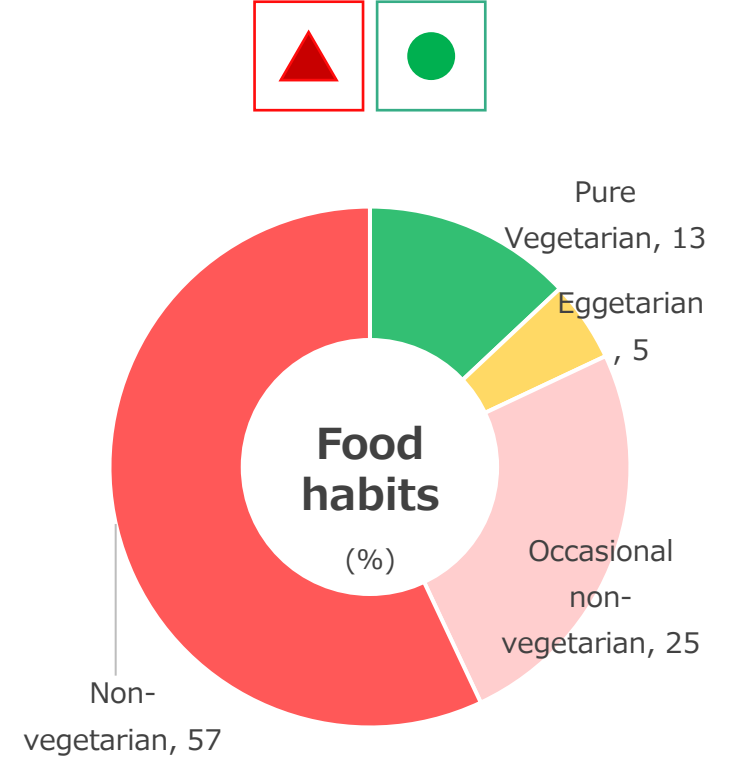
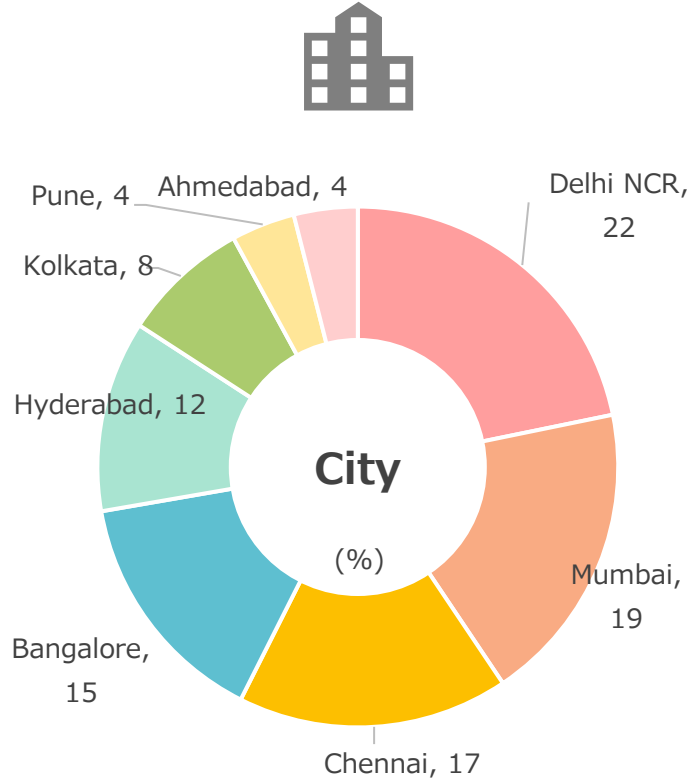
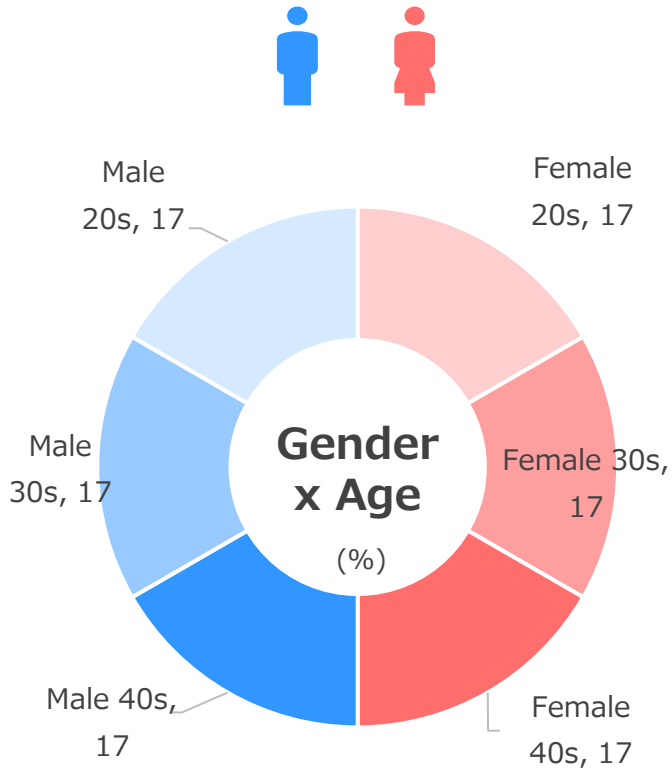


About the survey

Research design

Objectives	<p>The main objectives of this study are as follows:</p> <ul style="list-style-type: none"> • To understand what kind of travel plans Indian consumers are making for the 2023 festival season. • To gauge the awareness of Indian consumers regarding travel to Japan. • To explore the allure of visiting Japan for Indian travelers. 			
Methodology	Online survey (Asian panel)			
Period of survey	September 2023			
Respondent criteria	<ul style="list-style-type: none"> • Male and female aged 20 to 49 years old • Those lives in 8 Metro cities: Delhi NCR, Mumbai, Ahmedabad, Pune, Kolkata, Bangalore, Chennai, Hyderabad 			
Sample size	Total 600s			
Research topics	Following questions are covered in this survey:			
		Demographics	Travel plan for 2023	Japan tourism
		Gender	Travel plan	Attractive point traveling to Japan
		Age	Countries ever visited	Barrier for traveling to Japan
		City	Destination planning to visit	Products to buy in Japan
		HH Income level	Purpose of visit	Activities to do in Japan
		Personal Income level	Travel arrangement	Awareness of Japanese Cuisines
		Veg/Non-veg	Booking site awareness/ usage	Cuisines want to try in Japan

Demographics of the respondents



Average Monthly Personal Income

96,108 INR

Average Monthly Household Income

125,817 INR

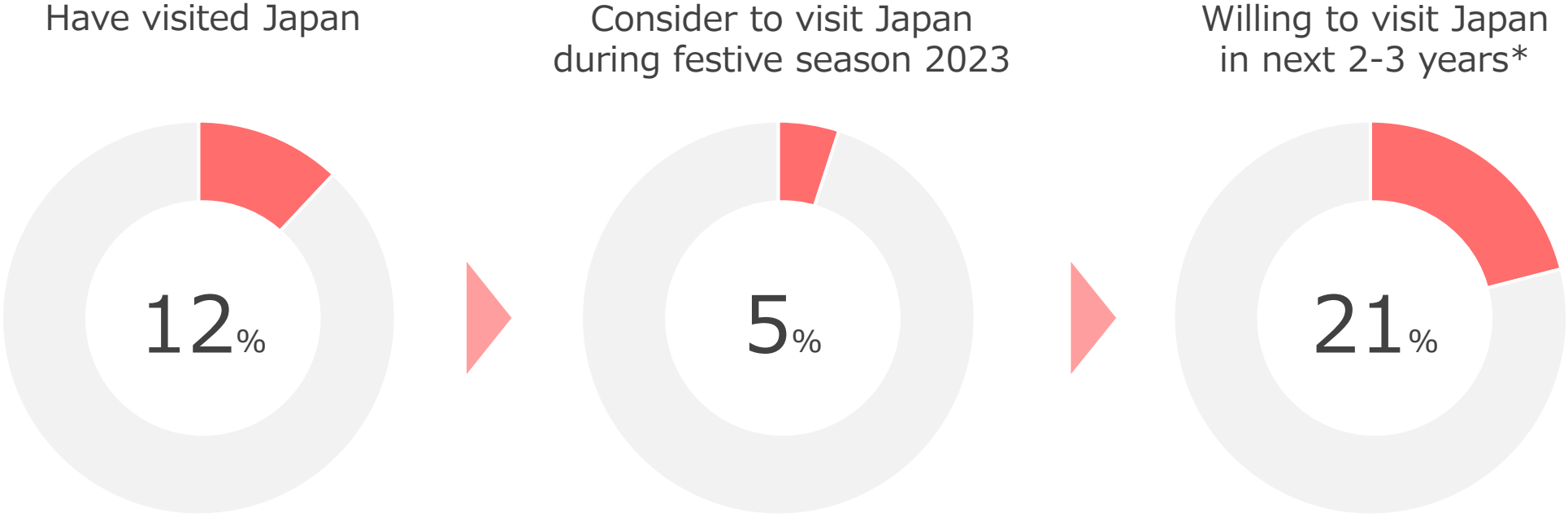
(Base: Total(N=600))



Key findings

Intention to visit Japan among Indian consumers

Indian consumers have limited experience visiting Japan, however, there is an anticipated increase in the number of potential visitors to Japan over the next two to three years."



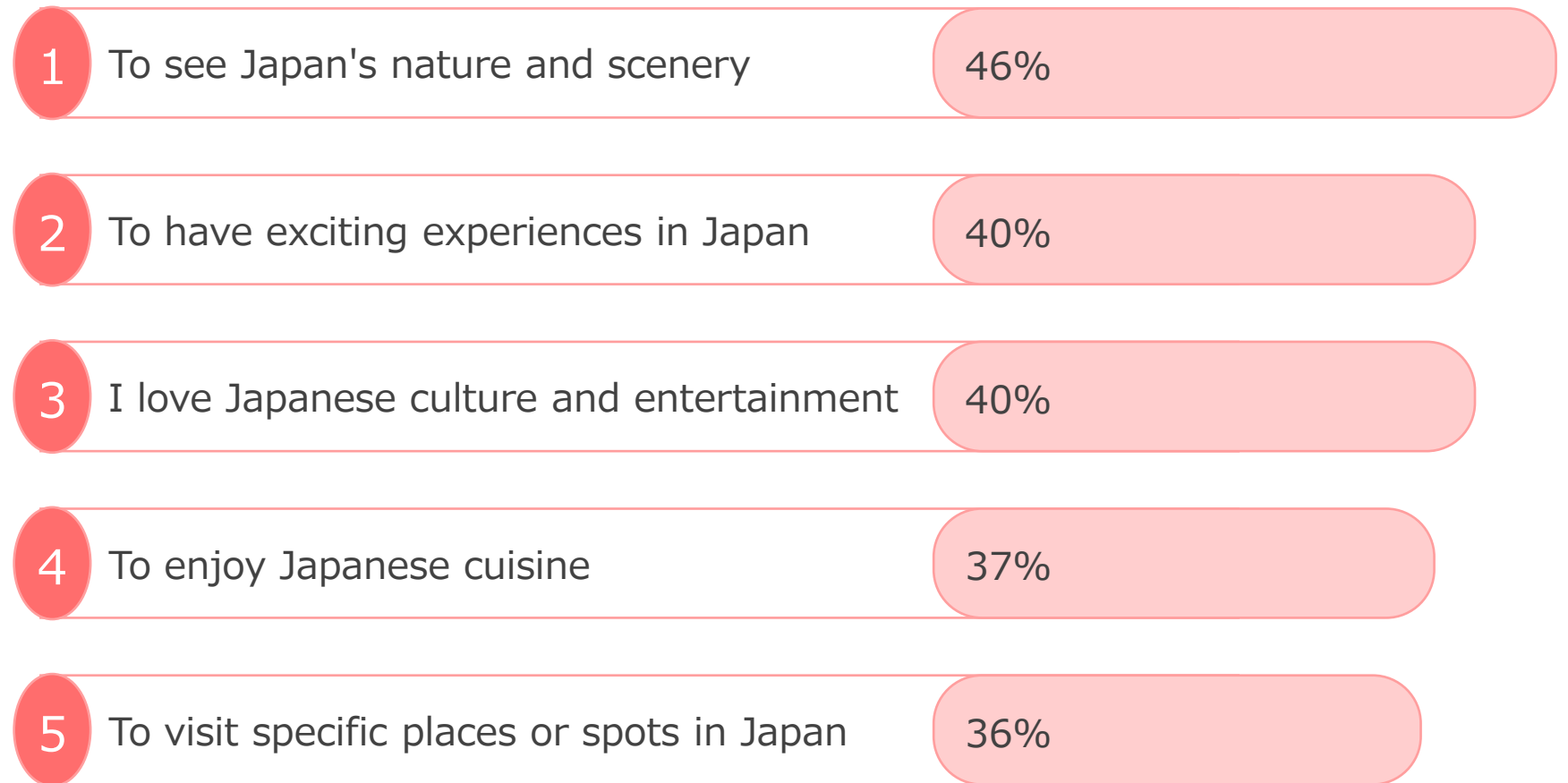
* % of Top Box out of 11-point scale

(Base: Total(N=600))

The reason for visiting Japan among Indian consumers (Top 5)



Indian tourists are thinking of visiting Japan in search of places and experiences that can only be found in Japan, such as its nature, historical place, culture, and cuisine.

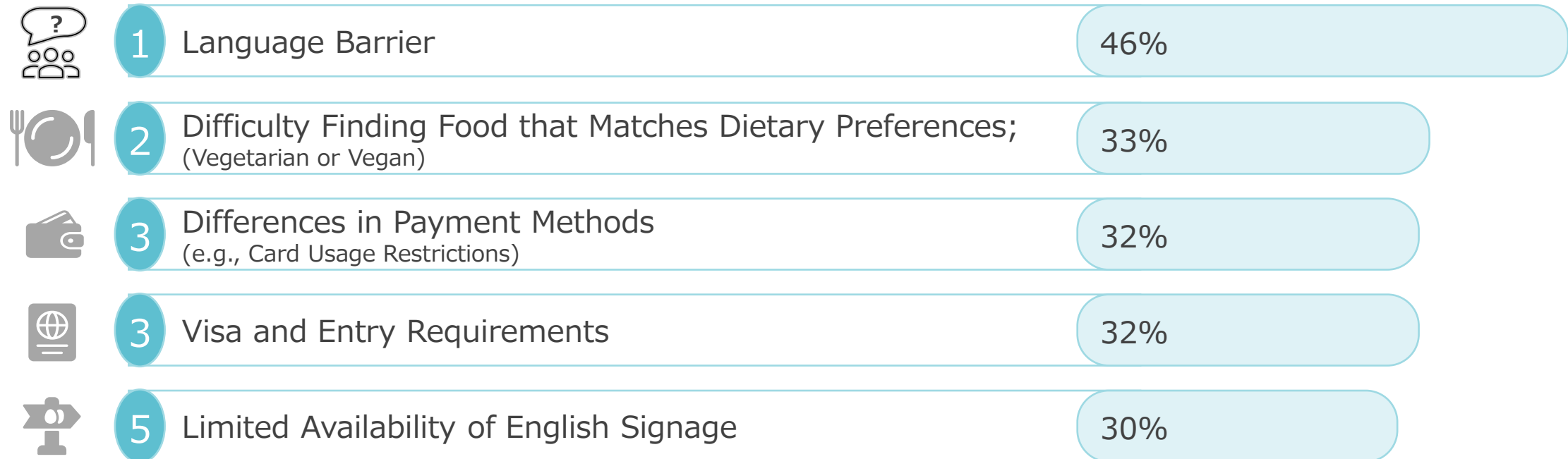


(Base: Total(N=600))

The barriers/ concerns for visiting Japan among Indian consumers (Top 5)



For Indian consumers, language is a significant concern when traveling to Japan. In addition, they also have worries about aspects of daily life such as foods, payment methods, customs.

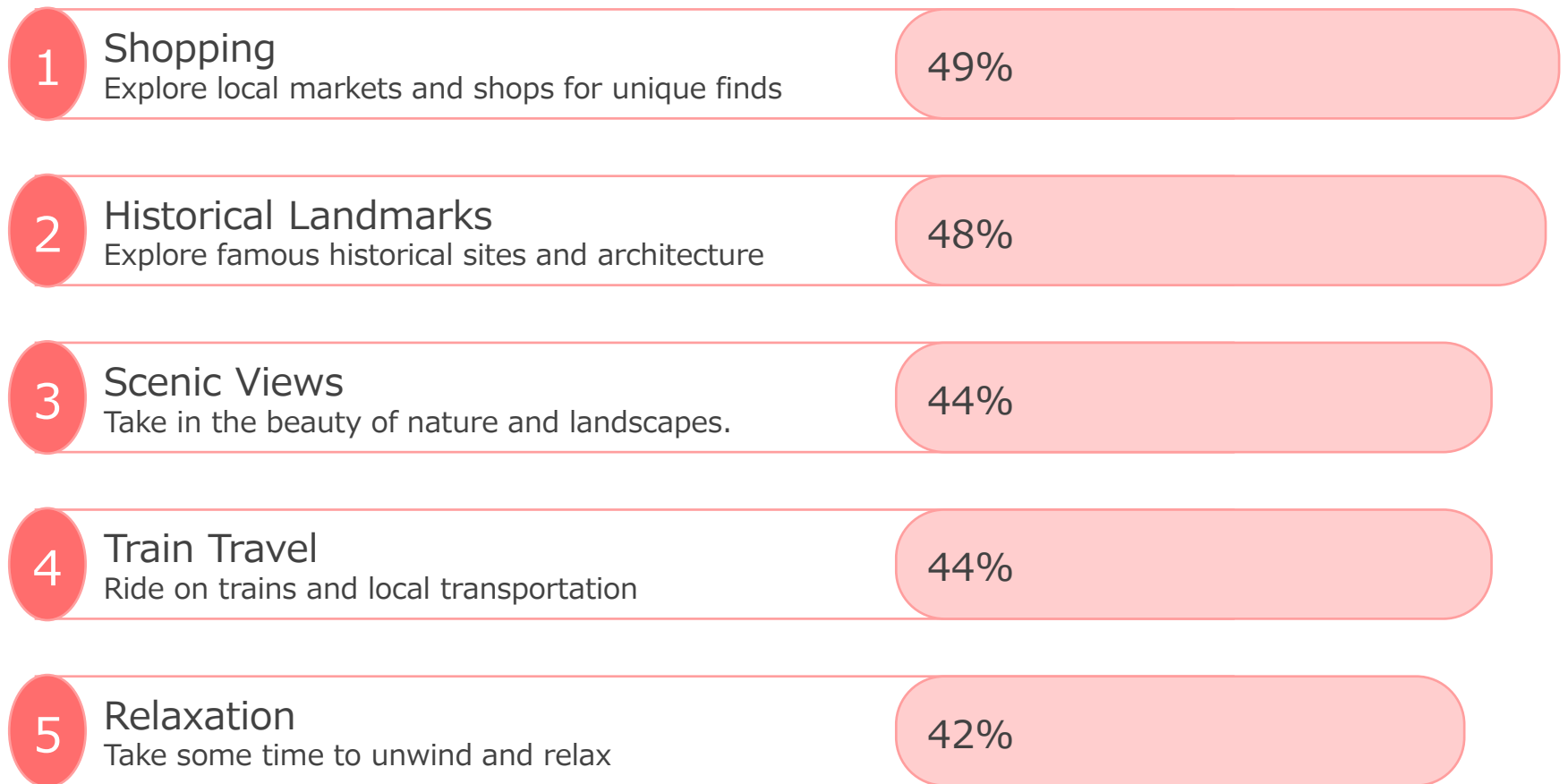


(Base: Total(N=600))

Activities Indian consumer are willing to experience in Japan (Top 5)



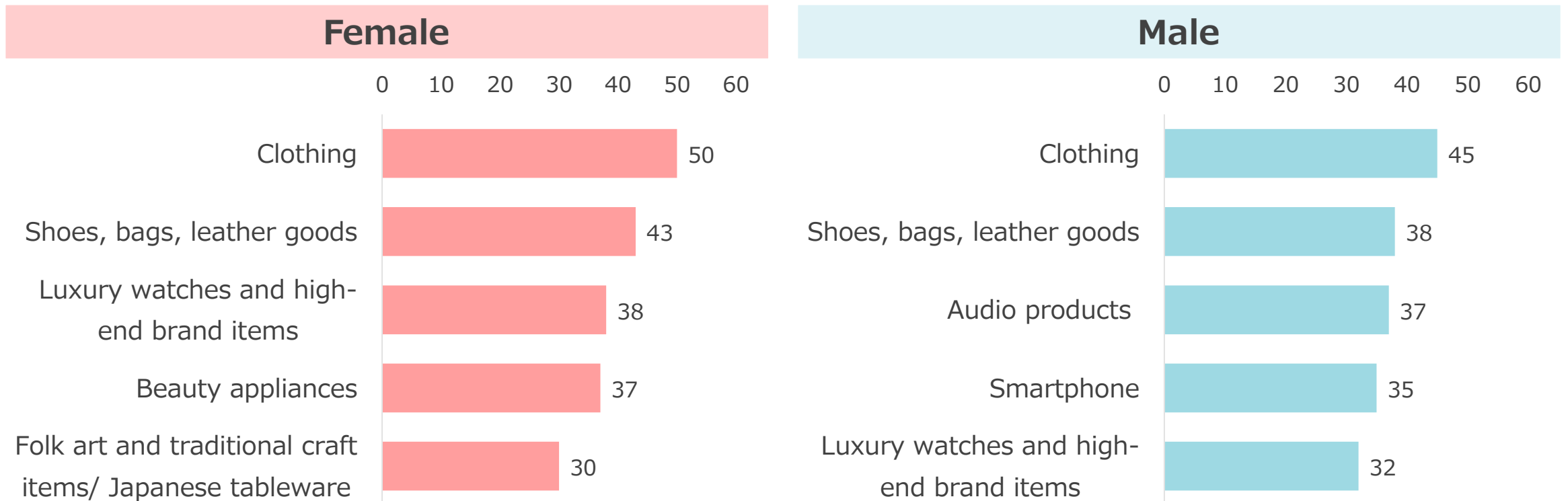
In addition to shopping, Indian consumers are willing to travel across Japan actively to see sightseeing spots.



(Base: Total(N=600))

Products Indian consumer are willing to buy in Japan (Top 5)

Shopping is the one of motivation for visiting Japan. Both female and male have a high intention to purchase clothing and fashion accessories. Women are considering the purchase of beauty appliances, while men are contemplating the purchase of gadgets.



(Base: Total (Female/ Male=300 each))

Foods/Beverages Indian consumer are willing to have in Japan (TOP 5)



Sushi/Sashimi



39%



Japanese tea/Matcha



29%



Ramen



28%



Fruit



27%



Onigiri



20%

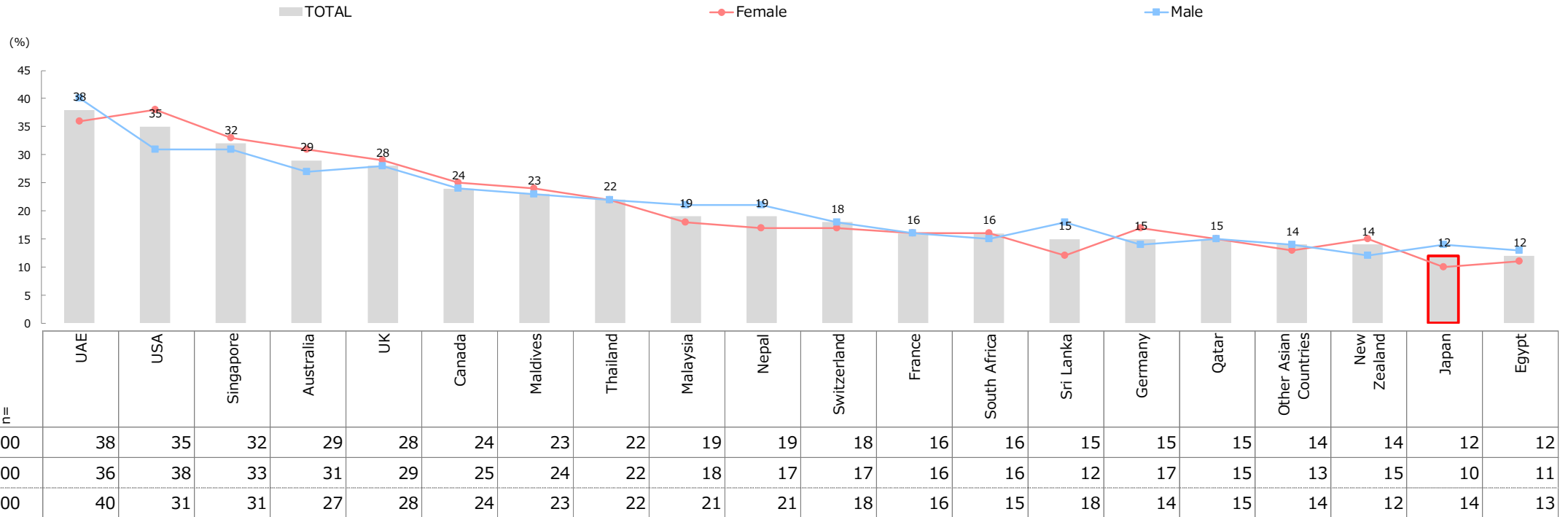
(Base: Total(N=600))



Detailed charts

Q6_1 Locations have visited (TOP 20)

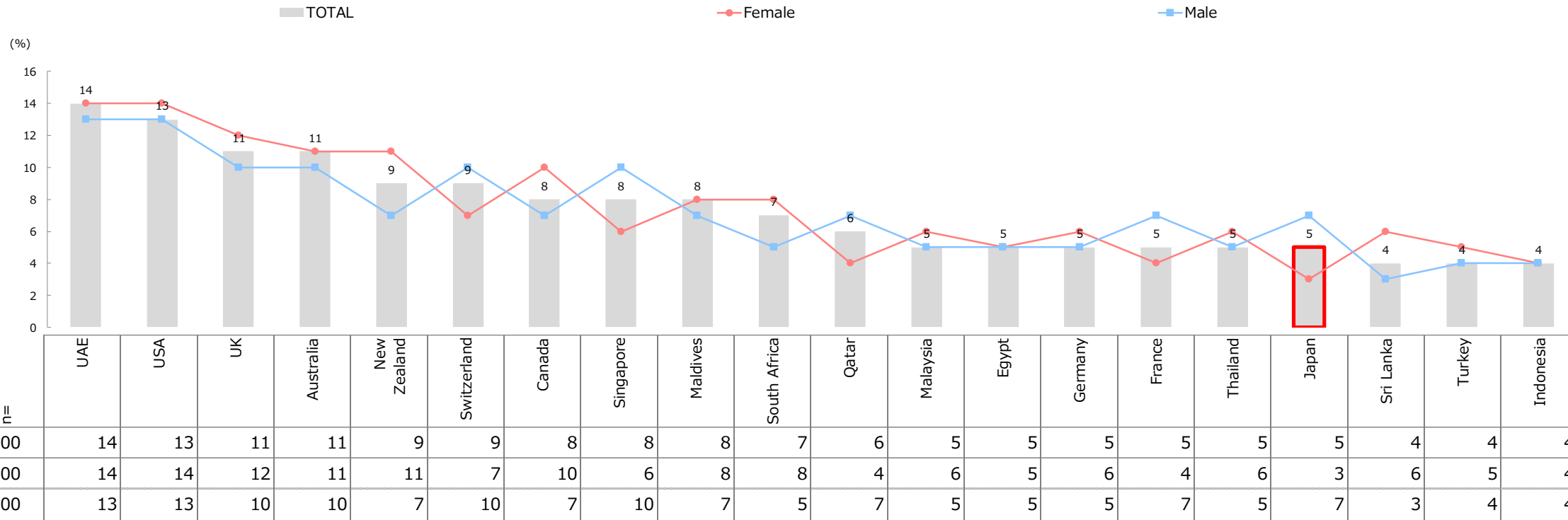
並び替え：
TOTALで降順



Q6 Please select ALL location you have visited in the past

Q6_2 Location will visit or consider to visit during this festival season in 2023 (TOP 20)

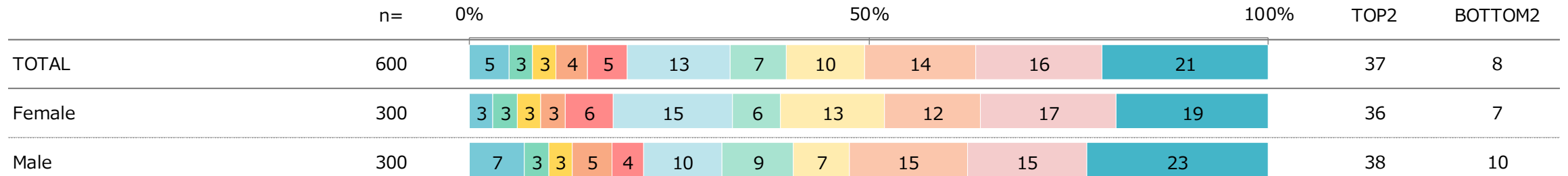
並び替え：
TOTALで降順



Q6 Please select ALL location you will visit or consider to visit during this festival season in 2023

Q10 Intention to visit the following countries in next 2-3 years: Japan

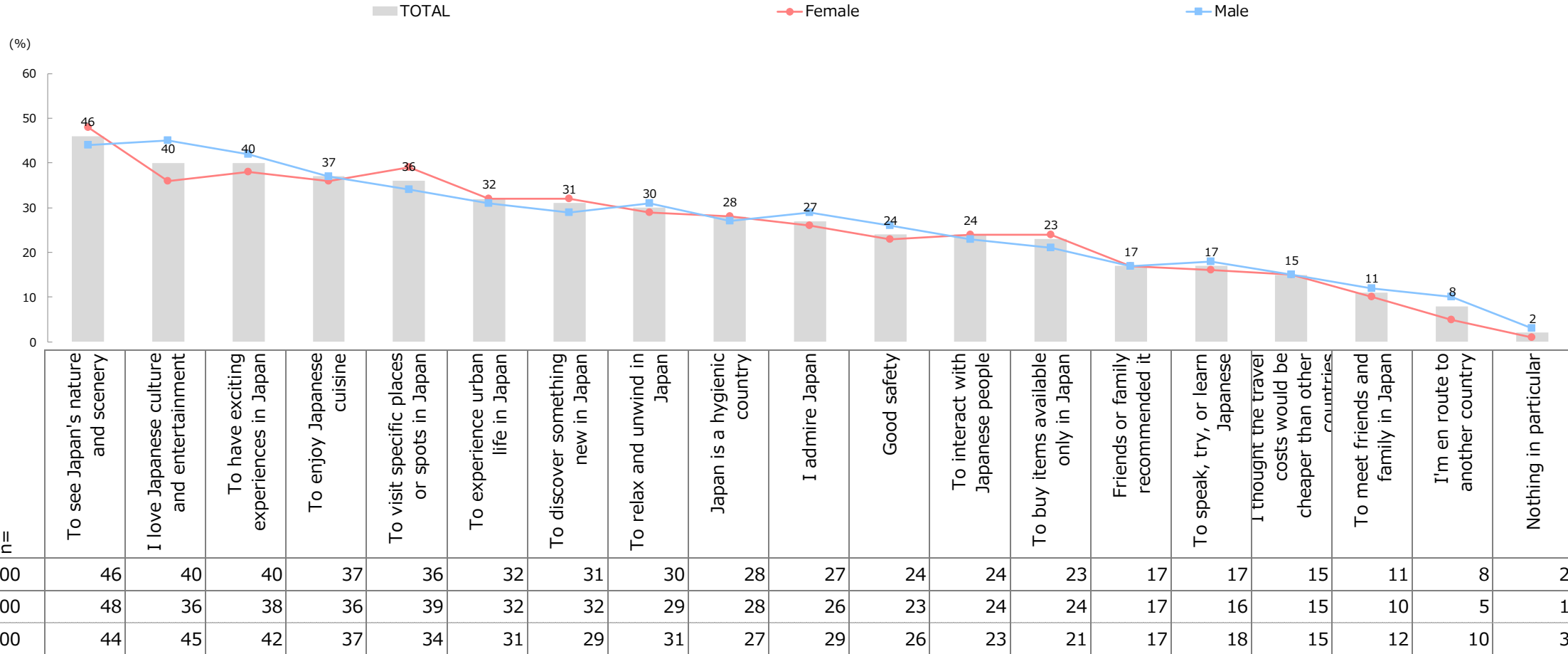
■ 0 Would not want to go at all
 ■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5 Can't say either way
 ■ 6
 ■ 7
 ■ 8
 ■ 9
 ■ 10 Absolutely would want to go



Q10 To what extent would you want to visit the following countries in next 2-3 years? [Japan]

Q11 Attractive points or reasons of traveling to Japan

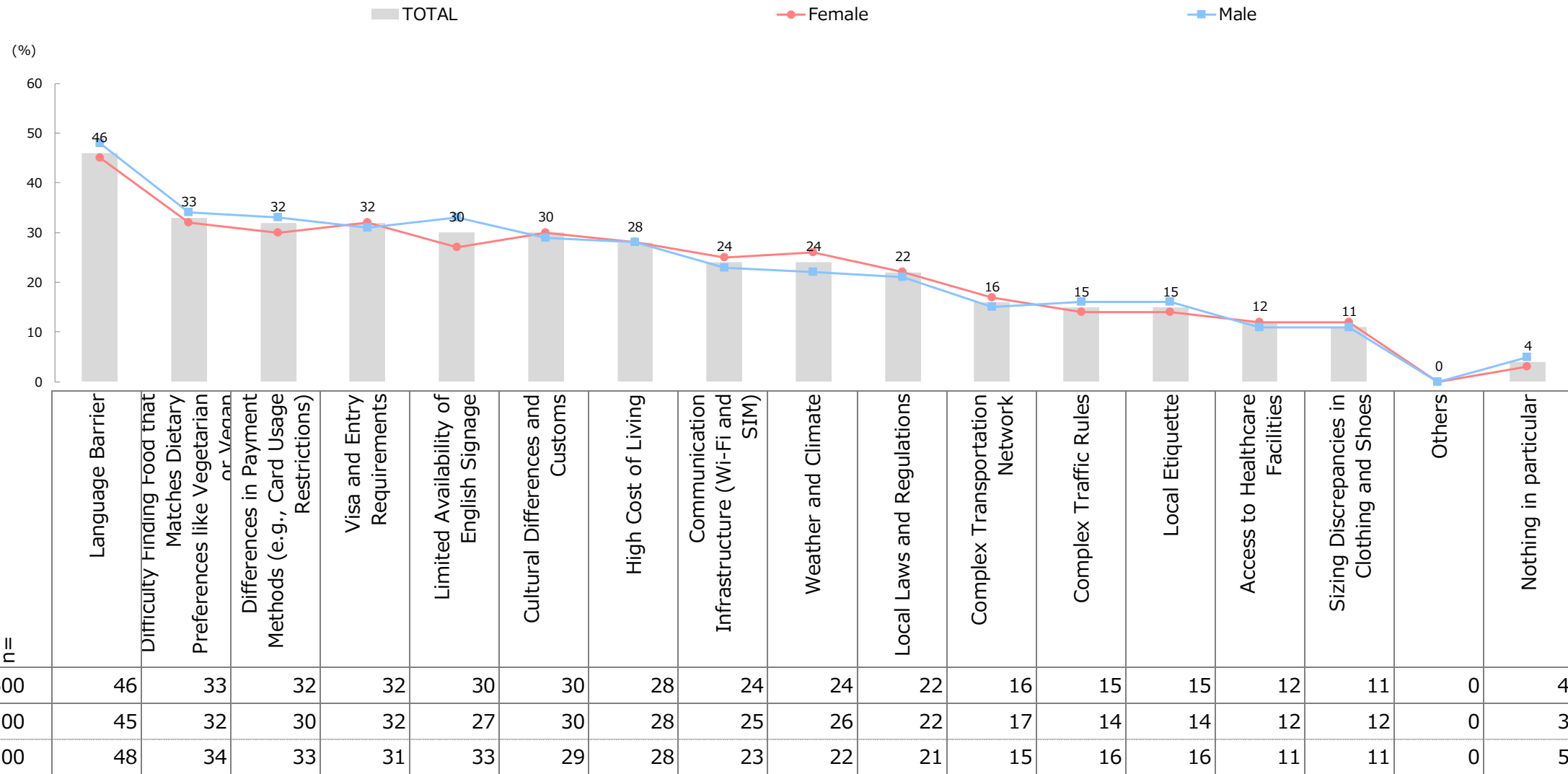
並び替え：
TOTALで降順



Q11 As per your opinion, what are the attractive points of traveling to Japan?

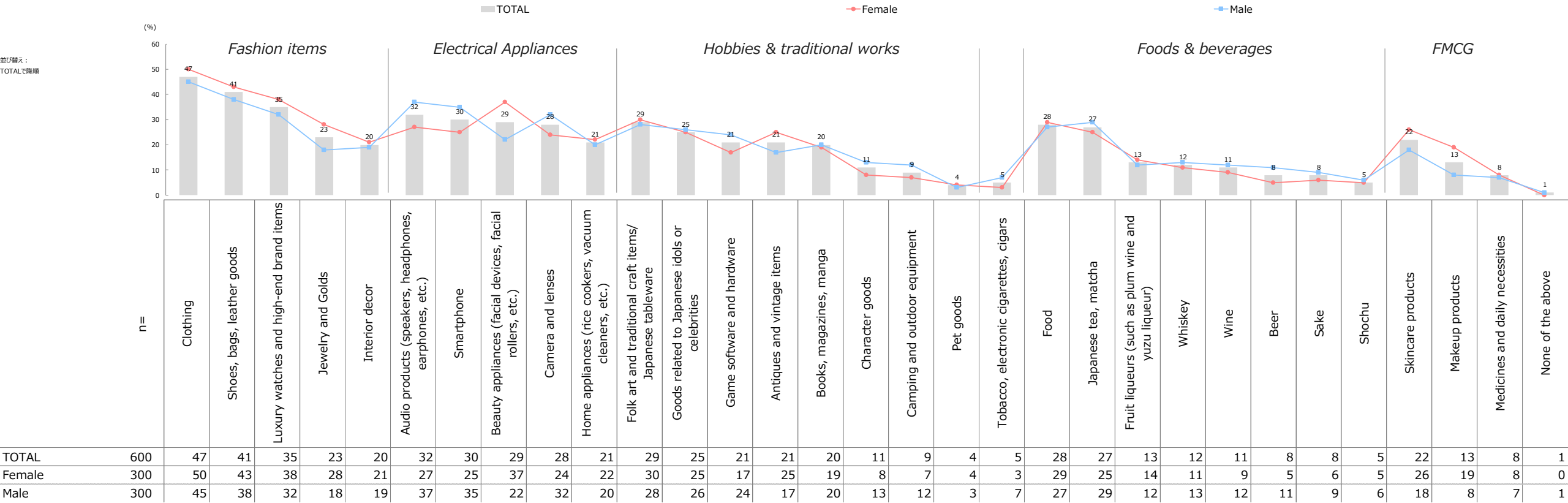
Q12 Challenges or barrier for traveling to Japan

並び替え：
TOTALで降順



Q12 What are the challenges or barrier for traveling to Japan?

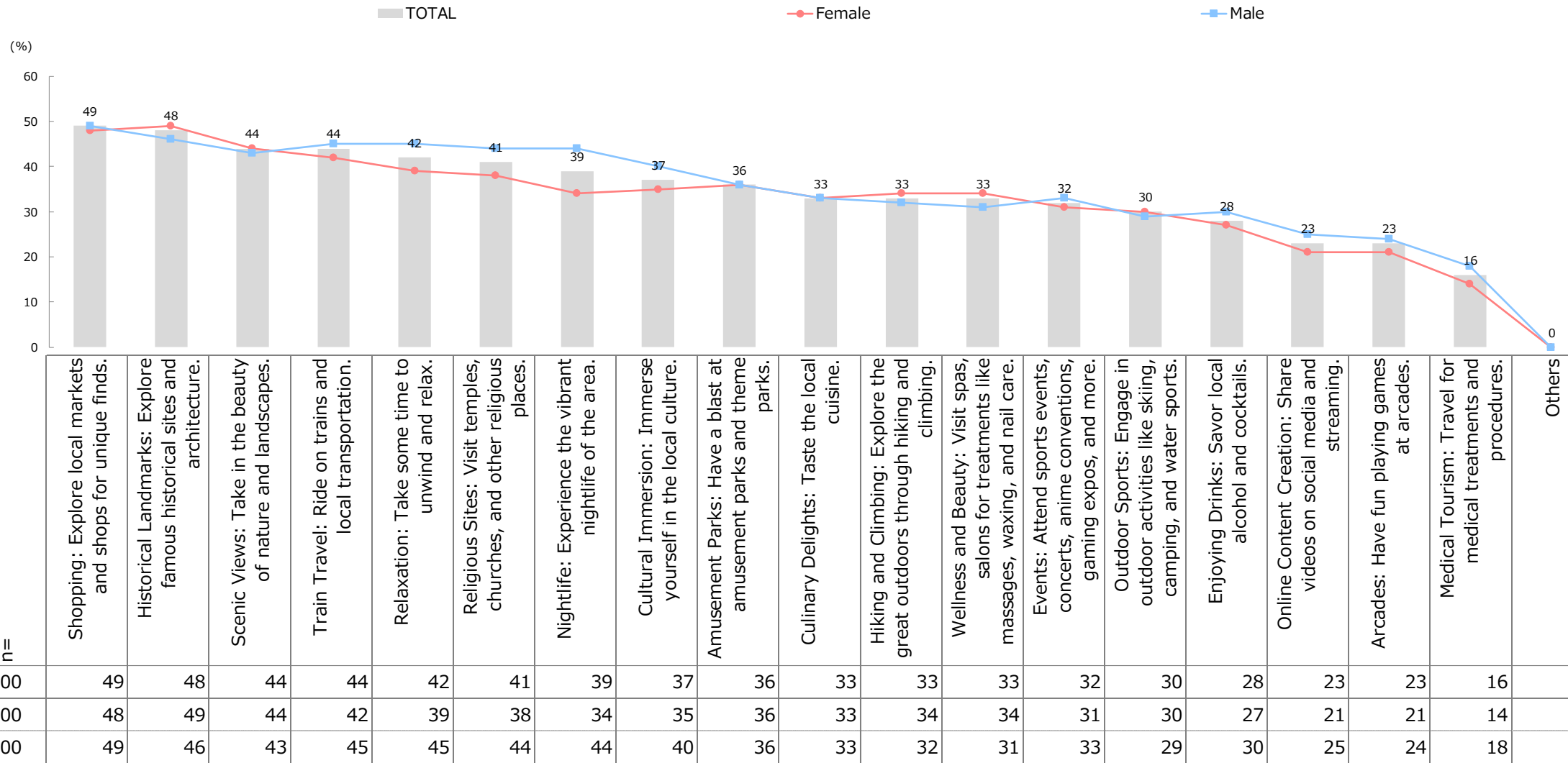
Q13 Products would like to buy if you would visit to Japan



Q13 Please tell me what you would like to buy if you would visit to Japan

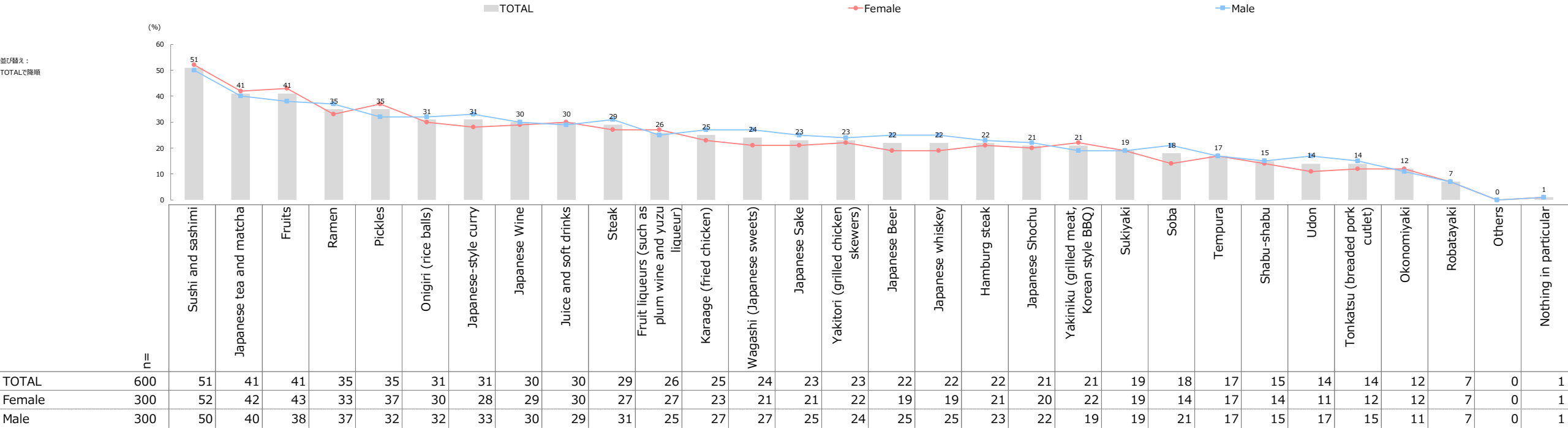
Q14 Activities you would like to do if you would visit to Japan

並び替え：
TOTALで降順



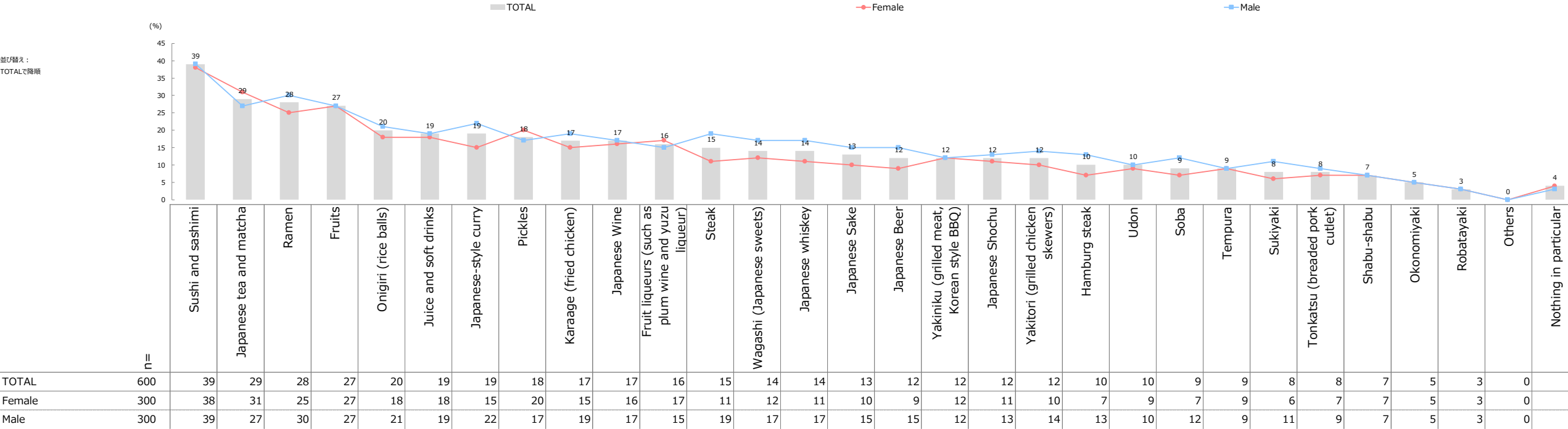
Q14 Please tell me what activities you would like to do if you would visit to Japan

Q15 Japanese foods heard about



Q15 Please select ALL Japanese foods you have heard about.

Q16 Japanese foods you'd like to have in Japan



Q16 Please tell me the Japanese foods you'd like to try and drinks you'd like to have in Japan



About Intage

INTAGE Group

INTAGE Group is the Asia leading provider of market information and consumers' understanding, which has global capabilities with market access practice across 10+ countries that enables us to provide clients with the most complete and comprehensive view of market & consumers.



No. 1
Market Leader in Asia



60+ years
Experience



10+
Countries & Regions

INTAGE INDIA – Snapshot

India Operation

Established

August 2012

Head Office

New Delhi

Regional Offices

Bangalore

Capital

INR 32.2 crores (INR 322 million)

Employees

Over 20 full-time staffs across India

We have established extensive and highly efficient field work execution network in across India

HQ: Delhi

Regional office: Bangalore

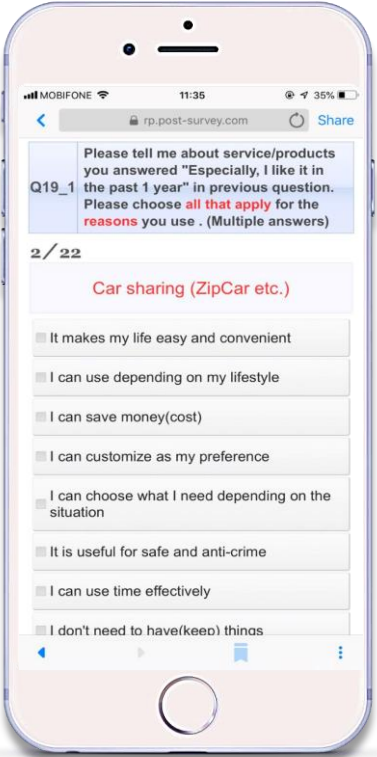


(Red) High demand center

Asian Panel (AP) : INTAGE's Online Research Panel (Online Survey)

Asian Panel

Quick and Decisive Insights



Strong community with more than 9 millions users+ in Asia.



User-friendly interface. Quick access to the survey anywhere at anytime.



Fast & reasonable price for all processes



Various types of information can be collected (photo, video, etc.)



COVERAGE

Extensive coverage and detailed profiling for your Asian research needs.
Our panels are always growing!

MARKET	PANEL SIZE
JAPAN	3,460,177
CHINA	3,119,243
KOREA	394,938
SINGAPORE	117,791
INDONESIA	2,344,717
THAILAND	1,624,036

MARKET	PANEL SIZE
VIETNAM	845,380
TAIWAN	337,877
HONG KONG	43,391
MALAYSIA	218,571
PHILIPPINES	688,387
INDIA	332,694

QUALITY CONTROL (1/2)

INTAGE applies the following standards to ensure quality data:



Recruitment and Registration

- Various channels
- Panel partner and media partner
- Double-opt-in process
- Human data checking
- Blacklist
- Filter vendors based on project run in the past and narrow them down



Feedback and Retention

- Engaging posts and discussions for respondents
- Variety of incentives per LOI and IR
- Periodic panel events to boost retention and engagement



Quality Check and Digital Fingerprinting

- Quality check surveys check response rate, quality score resulted by trap questions, and straight liners
- The digital fingerprint is automatically embedded on the respondent's browser to prevent them from joining the same survey

QUALITY CONTROL (2/2)



Panel Recruitment Management

- Maintain a representative online population by recruiting panelists through diverse routes: online advertising on local websites such as search engines, social networks, and online shopping sites
- Verify user's mobile phone and email address verification at the sign-up stage
- Analyze the access/usage log within one month after signing up



Detailed Panel Profiles

- 47 detailed profile questions at one-month/six-month/12-month intervals
- Profiles are updated with the latest information every month, like smartphone model details



Panel Activity Management

- Increase loyalty to panel website/mobile app access and activities through Daily Quickpoll
- Increase activity by rewarding panelists who complete surveys
- Open monthly event for all panels and specific ages



Data Quality Management

- Conduct a Tutorial Survey which educates panelist on precautions in online survey responses
- Minimize bad samples by reviewing the survey logic
- Send the notice/alert email to bad samples. Eliminate the panelists after three flags

Thank you!

INTAGE INDIA Pvt. Ltd.

[Contact]
info-india@intage.com