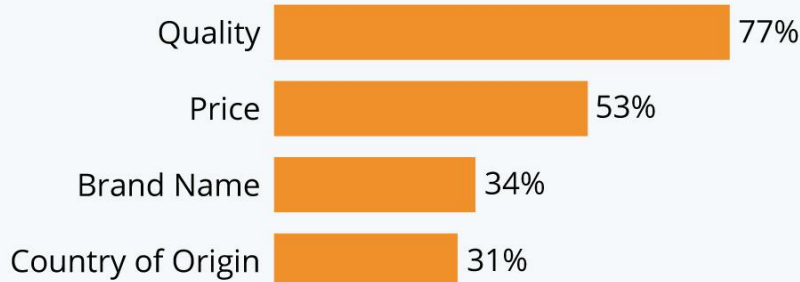


Does "Made in India" Matter to Consumers?

Attitudes of urban Indian respondents towards country of origin labels when purchasing a product (2020)

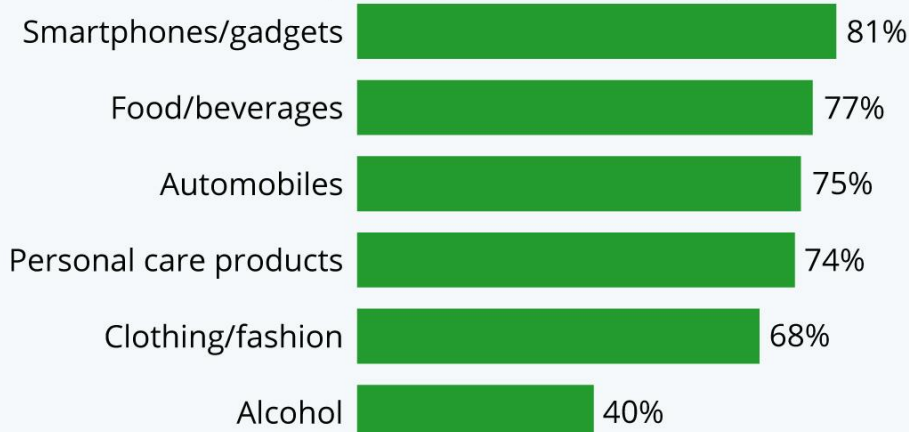
Which attributes are most important?



Which countries of origin have a positive influence?



When country of origin is most/least important



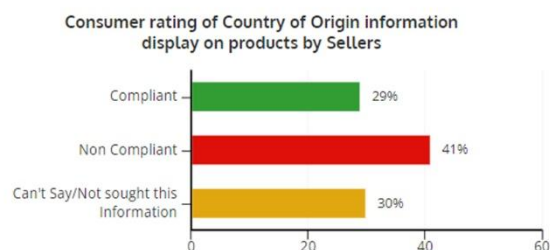
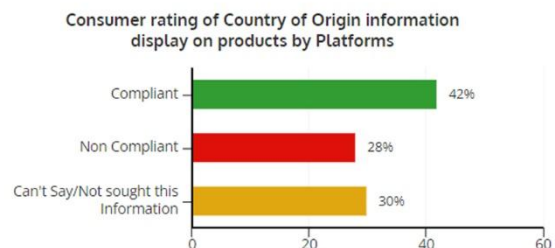
Survey of 1,024 urban Indians, June 23-26, 2020

Source: YouGov

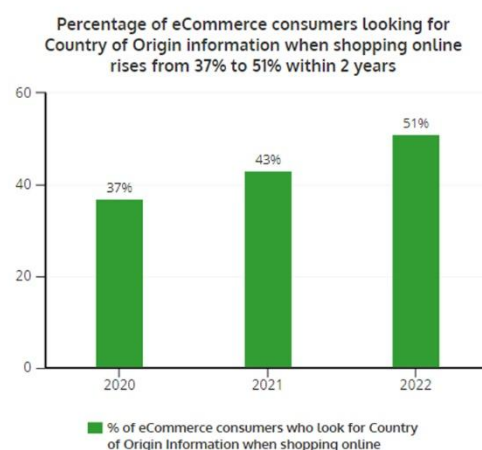


Only 4 in 10 consumers say eCommerce platforms are displaying the Country of Origin information for all products

How are eCommerce platforms now complying with display of Country of Origin information on products?



How are eCommerce platforms now complying with display of Country of Origin information on products?



The survey received over 19,000 responses from consumers residing in 309 districts of India. 66% respondents were men and 34% were women. 49% of respondents were from tier 1, 32% from tier 2 and 19% respondents were from tier 3, 4 and rural districts. The study was conducted via LocalCircles platform and all participants were validated citizens who had to be registered with LocalCircles to participate in this survey.

Before buying an item of clothing, I search for information about the fashion brand's sustainability policies, practices, and reputation but this is not a key factor in my decision.

