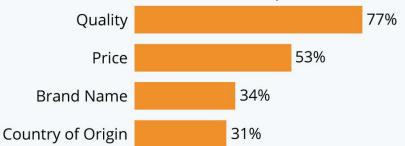
Market Analysis and Surveys

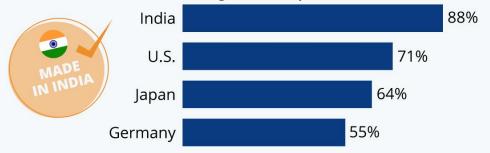
Does "Made in India" Matter to Consumers?

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

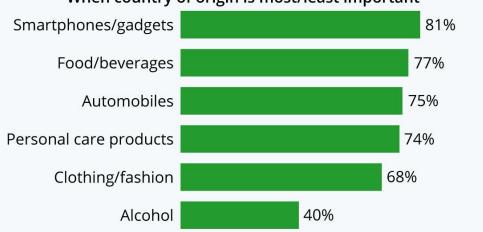
Which attributes are most important?



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



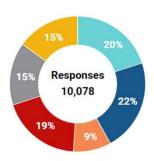






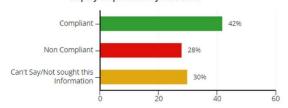
Only 4 in 10 consumers say eCommerce platforms are displaying the Country of Origin information for all products

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

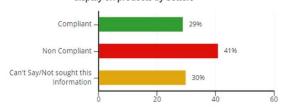


- Most platforms and most sellers now compliant
- Most platforms compliant but most sellers not compliant
- Most platforms not compliant but sellers make it available in product description, etc.
- Most platforms and most sellers not compliant Generally don't look for Country of Origin
- information when shopping via eCommerce sites/apps
- Oan't Say

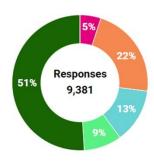




Consumer rating of Country of Origin information display on products by Sellers

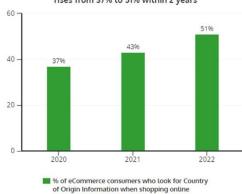


How are eCommerce platforms now complying with display of Country of Origin information on products?



- Price and Delivery Date
- Price, MRP, Discount and Delivery Date
- Price, Delivery Date, Ratings & Reviews
- Price, MRP, Discount, Delivery Date & **Best Before Date**
- Price, MRP, Discount, Delivery Date, Ratings & Reviews
- Price, MRP, Discount, Delivery Date, Ratings & Reviews, Best Before Date
- Price, MRP, Discount, Delivery Date, Ratings & Reviews, Best Before Date & Country of Origin

Percentage of eCommerce consumers looking for Country of Origin information when shopping online rises from 37% to 51% within 2 years



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.

