Festive Survey Questions

August-September

Objective:
- To understand the potential buying behaviour of ShareChat and Moj users, ahead of the upcoming festive season
- Encourage advertisers to include ShareChat and Moj in their festive media plans

Hypothesis:
- ShareChat & Moj users are enthusiastic about the upcoming festive season and will form an important cohort of consumers who intend to spend more than INR 10,000 on festive shopping

Target sample size:
ShareChat - 2500 | Moj - 2500

Demographic segmentation:
Age: 20 yrs to 50 years
Gender Ratio: 50:50

Geographic segmentation:
- 70% of users based in metro and top tier I cities (Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Pune, Surat)
- 30% based in other cities

Questionnaire

1. Age
   a. 20-25
   b. 26-30
   c. 31-35
   d. 36-40
   e. 41-45
   f. 45-50

2. Gender
   a. Male
   b. Female
   c. Others

1. How do you plan to do most of your festive shopping this year?
   a. Ecommerce websites
   b. Directly on the brand's website
   c. Physical stores

2. Which product categories are you most likely to shop for during the festive season?
   a. 2-wheeler (Bike, Scooty)
   b. 4-wheeler (Car)
   c. Mobile phones
   d. Electronics and gadgets (Laptops, computers, music systems, headphones, tablets, etc.)
   e. Home appliances (TV, fridge, AC, washing machine, mixer etc.)
   f. Clothing
   g. Beauty products
   h. Jewellery
   i. Home Decor
   j. Others (please specify): _____

3. Which of these are you planning to gift to your loved ones this year?
   a. Mobile phones
   b. Electronics and gadgets (Laptops, computers, music systems, headphones, tablets, etc.)
   c. Home appliances (TV, fridge, AC, washing machine etc.)
   d. Clothing
   e. Beauty products
   f. Jewellery
   g. Home Decor
   h. I don't plan to gift

4. Which of the following food items are you planning to gift your loved ones this festive season?
   a. Mithai
   b. Namkeen
   c. Chocolates
   d. Dry fruits
   e. Home-made snacks and sweets

5. If you are planning to buy a mobile this festive season, which of the following

would best describe your reason for the purchase?

    a. Upgrading for better camera
    b. Old phone needs to be replaced
    c. Need a 5G-enabled phone
    d. Upgrading to a premium category of phones
    e. For gifting purpose
    f. Not planning to buy

6. How much would you be willing to spend on a new mobile?
    a. Up to Rs 10,000
    b. Rs 10,001 to Rs 15,000
    c. Rs 15,001 to Rs 25,000
    d. Rs 25,001 to Rs 35,000
    e. Rs 35,001 to Rs 50,000
    f. Above 50,000

7. If you are planning to buy a 2-wheeler this festive season, which of the following features are more likely to influence your purchase decision?

    a. Upgrading to a more advanced vehicle
    b. Switching to an electric vehicle (EV)
    c. Buying first 2-wheeler
    d. Not planning to buy

8. If you are planning to buy a 4-wheeler this festive season, which of the following features are more likely to influence your purchase decision?

    a. Upgrading to a bigger vehicle
    b. Switching to an electric vehicle (EV)
    c. Buying first 4-wheeler
    d. Not planning to buy

9. If you are planning to buy jewellery this festive season, which of the following are you most likely to purchase?

    a. Gold
    b. Silver
    c. Platinum
    d. Diamonds
    e. Not planning to buy

10. If you are planning to buy home appliances this festive season, which of the following will you purchase?

    a. Television
    b. Washing Machine
    c. Refrigerator
    d. Microwave/Oven
    e. Air conditioner
    f. Not planning to buy

11. From where are you most likely to purchase festive clothing this year?
    a. E-commerce websites
    b. Brand websites
    c. Physical stores
    d. Not planning to buy

12. Which of the following beauty products are you planning to buy this festive season?
    a. Perfumes
    b. Hair care products
    c. Makeup
    d. Skin care products
    e. Bath products
    f. Not planning to buy

13. Which of the following sources do you consider while researching beauty products?
    a. E-commerce websites
    b. Brand websites
    c. Blogs
    d. Reviews and ratings
    e. Social media
    f. Influencers and creators

14. How much are you planning to spend on festive purchases this year?

    a. Less than Rs 10,000
    b. Between Rs 10,000 and Rs 20,000
    c. Between Rs 20,001 and Rs 30,000
    d. Between Rs 30,001 and Rs 40,000
    e. Between Rs 40,001 and Rs 50,000
    f. Above Rs 50,000

15. What will be your preferred way of buying your upcoming big festive purchases?

   a. Savings
   b. EMIs (Credit cards)
   c. Loan (Personal loan, Gold loan etc.)
   d. Buy now pay later (LazyPay, FreeCharge, Sezzle, Amazon Pay Later)
   e. Borrow from friends and family
   f. Others. Please specify

16. What is your preferred mode of payment for festive season shopping?

   a. Credit/Debit Card
   b. UPI (e.g., Paytm, PhonePe, Google Pay)
   c. Cash
   d. Cash on delivery
   e. Online banking

17. On a scale of 1- 5: How inclined are you to shop from a specific brand this festive season?
   a. 1 (least likely)
   b. 2 (less likely)
   c. 3 (Neutral)
   d. 4 (Likely)
   e. 5 (Most likely)

18. What factors do you consider while making festive purchases? (Select all that apply)
   a. Discount and offers
   b. Brand
   c. Features and specifications
   d. Recommendations from friends and family
   e. Content creator recommendations
   f. Others

19. How do you discover products and offers?
   a. E-commerce websites
   b. Social media
   c. Content by influencers and creators
   d. Newspaper and magazine
   e. TV

    f. Radio

    g. In-store promotions

    h. Outdoor hoardings

20. On a scale of 1 to 5, how likely are you to be influenced by creator-led recommendations?

    a. 1 (least likely)

    b. 2 (less likely)

    c. 3 (Neutral)

    d. 4 (Likely)

    e. 5 (Most likely)