

This consumer sentiment survey is being released by Retailers Association of India (RAI) along with LitmusWorld (under the LitmusWorld People Pulse initiative) to help retailers across India understand the retail shopping preferences and behaviour of Indian consumers post the lockdown.

## Respondent Profile



**4239**  
Total number  
of respondents

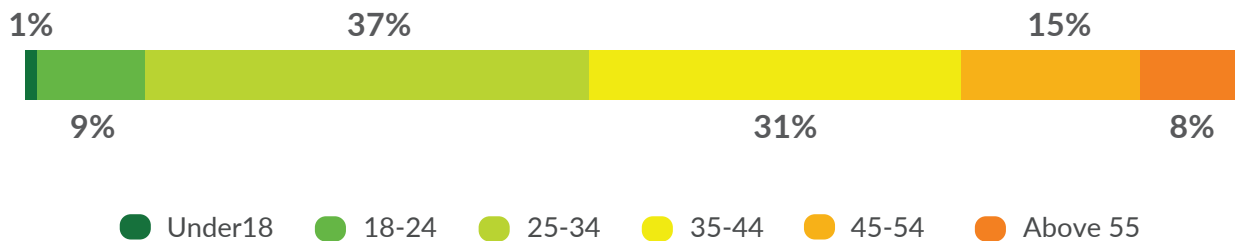


**73%**



**27%**

## Age Group



**Tier 1 cities**  
(Mumbai, Bengaluru, Chennai, Delhi, etc.)

**80%** respondents

**Tier 2 cities**  
(Agra, Amritsar, Chandigarh, etc.)

**12%** respondents

**Tier 3 cities**  
(Aurangabad, Jodhpur, Gwalior, etc.)

**8%** respondents



**33%** of consumers are excited to shop post lockdown.



**33%**

of consumers are excited to shop post lockdown.



**30%**

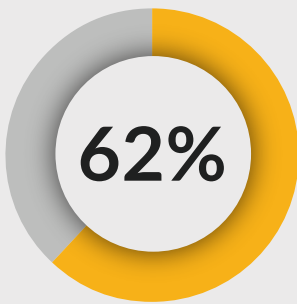
of consumers have a neutral shopping sentiment.



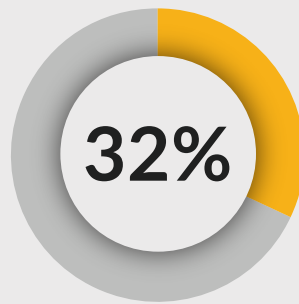
**37%**

of consumers are not excited to shop post lockdown.

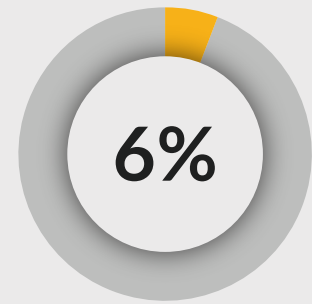
**There is a strong inclination of respondents to visit retail stores post lifting of the lockdown.**



of respondents are planning to visit the stores within the first **3 months**.



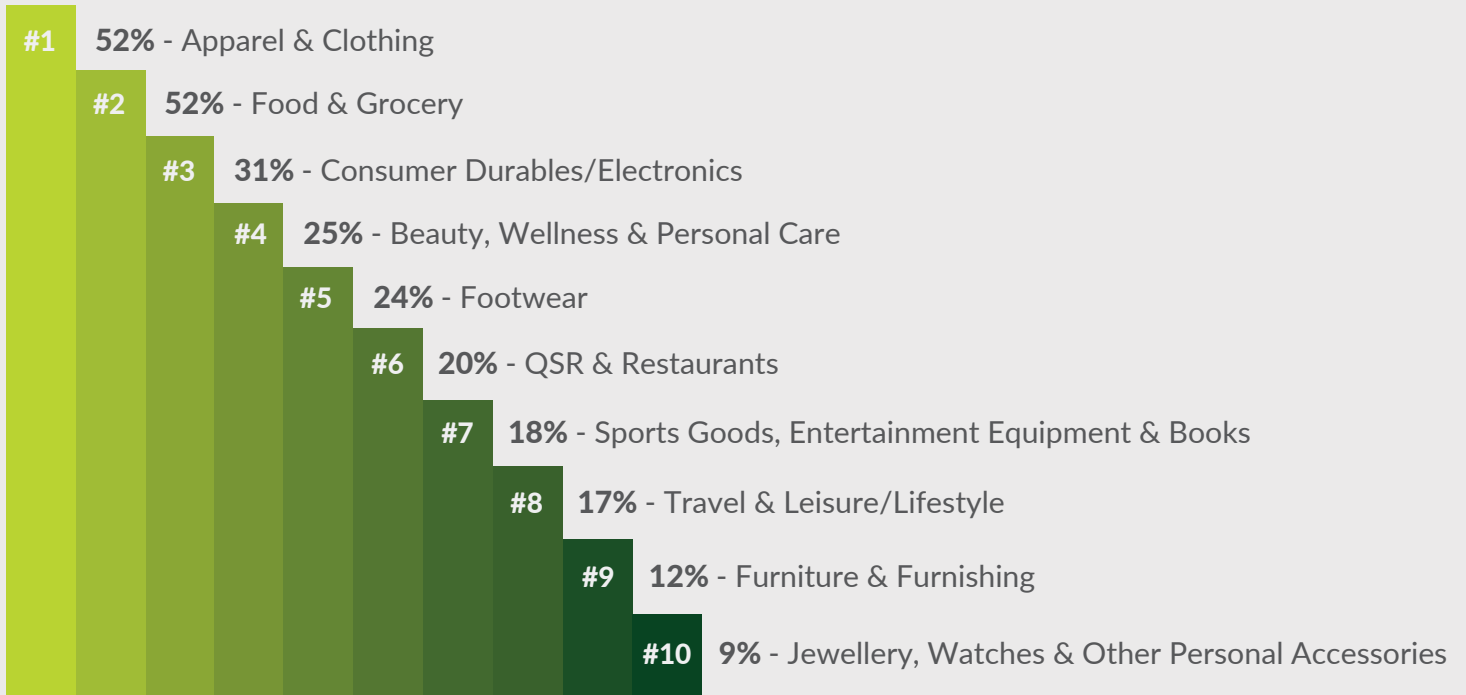
of respondents are planning to visit the retail stores in the next **3-12 months**.



of respondents will stay away from the stores for the **next 12 months**.

**75%** respondents in **Tier 2 and Tier 3 cities** are planning to visit Retail Store within the next 3 months

## Apparel & Clothing and Food & Grocery - top categories where consumers showed immediate interest.



% Customers with increased spend

% Customers purchasing within 3 months

Respondents who prefer shopping offline



Apparel & Clothing

**70%**

respondents across age brackets and locations prefer visiting retail stores.

**8.19%**

**75%**

**79.50%**



Food & Grocery

**75%**

of respondents from Tier 2 and Tier 3 cities prefer shopping in retail stores.

**6.04%**

**61%**

**66.30%**

% Customers  
with increased  
spend

% Customers  
purchasing within  
3 months

Respondents  
who prefer  
shopping offline



Consumer Durables/  
Electronics

**70%**

of Women prefer to buy online & 60% of Men prefer visiting retail stores.

**6.00%**

**64.5%**

**72.54%**



Beauty, Wellness  
& Personal Care

**60%**

of Women prefer buying online.

**6.86%**

**63.72%**

**69.59%**



Footwear

**70%**

of respondents across age brackets & locations prefer buying in retail stores.

**9.01%**

**73.8%**

**80.68%**



QSR & Restaurants

**20%**

of the respondents only, showed interest in spending on QSR & Restaurants.

**6.96%**

**71.85%**

**75%**



Sports, Entertainment  
Equipment & Books

**67%**

of Women prefer buying online & 62% of Men prefer visiting retail stores.

**6.86%**

**67.48%**

**74.32%**



Travel & Leisure/  
Lifestyle

**17%**

of all respondents only, intend to spend towards Travel & Leisure activities.

**9.18%**

**70.4%**

**73.47%**

% Customers with increased spend

% Customers purchasing within 3 months

Respondents who prefer shopping offline



Furniture & Furnishing

64%

of Women prefer buying online & 61% of Men prefer visiting retail stores.

9.25%

67.44%

74.71%



Jewellery, Watches & Others

70%

of respondents prefer purchasing from retail stores.

14.10%

73.4%

77.35%

## Consumer preferred measures to create a safe & hygienic shopping experience.



75%

of respondents prefer **Regular sanitization of stores.**



67%

of respondents prefer **Everyday body temperature checks** for all staff members.



57%

of respondents prefer **Minimal staff interaction.**



48%

of respondents prefer **Sealed products.**



43%

of respondents prefer **Home deliver/Pickup of returns.**



30%

of respondents prefer **Virtual trial rooms.**

## Change in Shopping Expenditure post lockdown.

**6%**

said their shopping expenditure will be higher

**16%**

said their shopping expenditure will remain the same

**37%**

said their shopping expenditure will decrease slightly

**41%**

said their shopping expenditure will decrease substantially

## Preferred mode of shopping post lockdown:

**67%**

respondents above the age of 45 prefer offline over online shopping.

**64%**

of Men prefer buying offline whereas 60% of Women prefer buying online.

**75%**

of respondents in Tier 2 & 3 cities prefer buying offline, Tier 1 shows equal preference to online & offline mediums.

### About RAI:

RAI is a lead trade association representing an entire gamut of retailers, from chain store retailers and department stores to independent emerging retailers, selling a wide selection of products across cities, towns, rural and virtual stores. RAI is a strong advocate for retailing in India and works with all levels of government and stakeholders. Its charter is to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities from coast-to-coast, and to enhance consumer choice and industry competitiveness.

### About LitmusWorld:

LitmusWorld is a leading enterprise SaaS platform enabling businesses to drive customer and employee experience programmes at scale. Built on a proprietary M.A.I Measure, Act & Improve® framework, the platform delivers actionable insights in real-time across the stakeholder journey. This empowers experience owners to measure experience across business processes, act on issues immediately and continuously improve by leveraging the analytics engine.