

CONSUMER ELECTRONICS – PURCHASE PREFERENCES

March 2023

The objective of the study is to understand consumer preferences for point-of-purchase and the associated influential factors. Consequently, further focus is on mapping the trend related to various products purchased from such purchase points



E-commerce/online

41% of respondents mentioned e-commerce as the **most preferred** purchase point due to the ease of placing orders, access to online customer reviews, and availability of discounts/ schemes



Multi-brand electronics chains

30% of respondents selected it as the purchase point due to the availability of discounts/schemes, in-store experience, and variety of brands that are offered



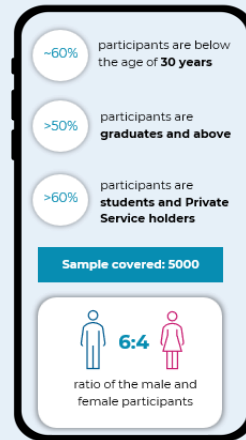
Retail outlets

17% of respondents prefer retail outlets for point-of-purchase, mainly driven by brand variety, in-store experiences, and discounts/schemes



Exclusive brand outlets

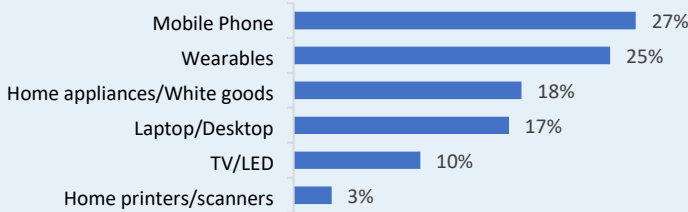
12% of respondents favor purchasing electronics from physical outlets like **LG, Samsung, Sony, Apple**, etc., mainly due to brand image, in-store experiences, and discounts/schemes



Survey period:
December 2022 &
January 2023

5000 randomly selected consumers, primarily **under the age of 30**, **students and private employees with graduate degrees or higher**, participated in the survey

Product purchase trends



Mobile phones and wearables are the **most purchased** products across different purchase points due to higher digitization and usage post-Covid

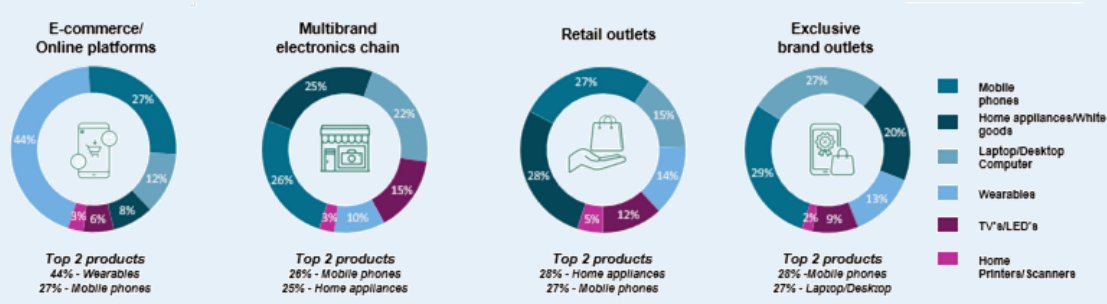
Home appliances & laptops/desktops were purchased by close to **18%** of the respondents, depicting an increase in usage

Demand for TV/LED and home printers is less, with just **10%** and **3%** of respondents purchasing the same, respectively

• Mobile phones have been purchased across different purchase points, indicating increasing usage

• Wearables are highly preferred to be purchased through e-commerce due to the availability of a variety of brands and ease of access to online reviews

• TV/LED are purchased through Multibrand electronics chain and Retail outlets due to in-store experience and discounts/schemes offered



Has your point of purchase changed in the last 1-2 years?

55% Yes

45% No, it is the same

Key reasons for shifting point-of-purchase

- Availability of varied brands
- Cost-effective schemes and discounts
- Ease of access to customer forums and reviews

Previous point of purchase

Multi-brand electronics chains

Exclusive brand outlets

Retail outlets

Changed preference to

28%

Retail outlets

22%

E-commerce

24%

Multi-brand electronics chains

17%

E-commerce

28%

E-commerce

Authors

Suyog Keluskar

Director – Operations, Consumer Insights
suyogk@avalonglobalresearch.com

Vikas Sahoo

Assistant Manager, Consumer Insights
vikass@avalonglobalresearch.com

Krupa Lilani

Analyst, Consumer Insights
krupal@avalonglobalresearch.com