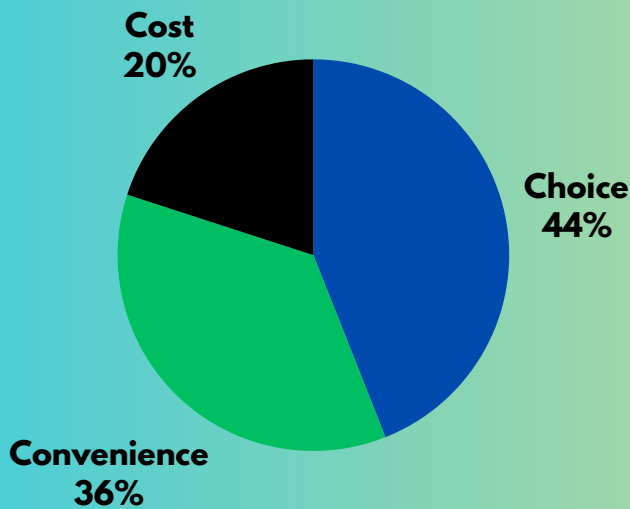


# Why do consumers buy smartphones online?

Findings based on buyers who purchased a smartphone online during festive period 2024



## Choice levers preference towards buying online

Availability of the desired model, variant and the colour makes consumers prefer buying online.



## Online helps informed buying

73% of respondents believe online buying helps in taking well informed decisions. They get adequate time to research, compare and review various options. They also can spend quality time in evaluating various options before deciding what to buy.

- 48% of these did compare price in offline channels before purchasing online.
- 56% found wider choice of accessories like covers, etc., available online to purchase along with buying a smartphone.
- 74% of consumers were getting brand and model of their preference in offline channels, but not the desired colour.
- 86% bought a 5G smartphone.
- 17% did evaluate the AI features available in the smartphones in their preferred price bracket.
- 81% did check ratings before adding to cart, while 33% did read positive and negative reviews.

4.5

## Consumers are confident buying smartphones online

- Overall 4.5 confidence level out of 5 in buying smartphones online within promised delivery timelines.
- Only 1% of these had experienced receiving a wrong / incomplete product in the past in any category.

**₹ 28,000** Average money they spent on buying a smartphone.

**87%** Upgraded their smartphones during the festive sales.

**23%** Availed exchange offers getting extra benefits,

**64%** Purchased smartphone for their own use.