

NO SINGLE SOLUTION: MULTIPLE OPPORTUNITIES

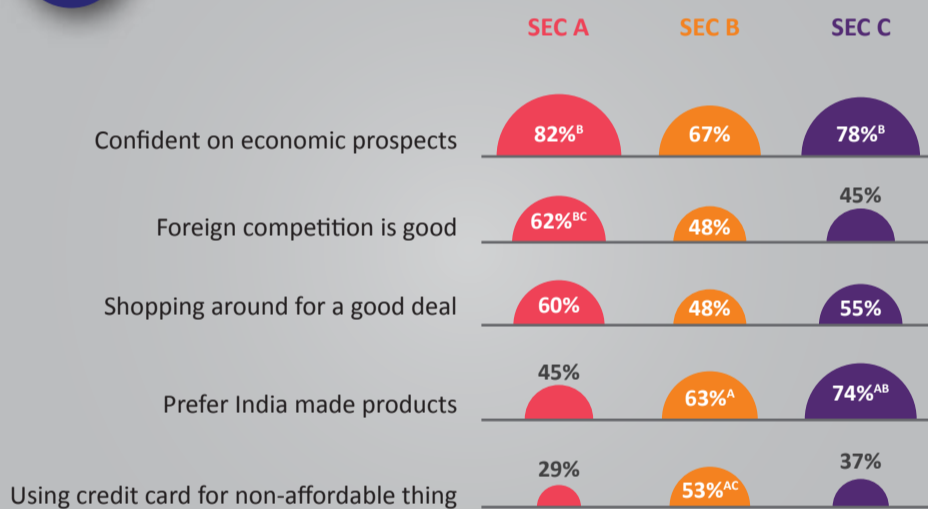


- CONSUMER OUTLOOK
- MOTIVATION OF SPENDING: WHAT IS MONEY FOR?
- LOYALTY DEFINITION



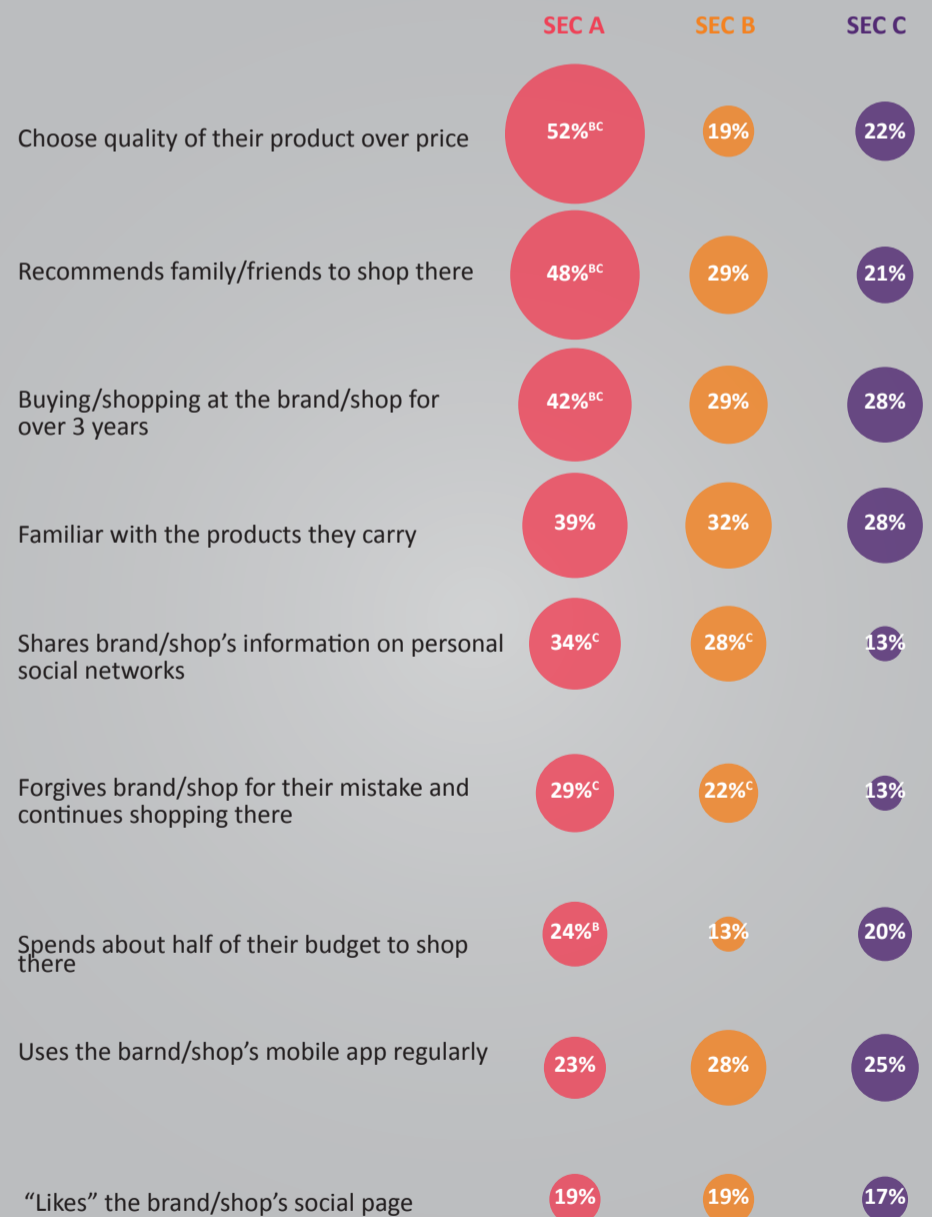
- SOURCES OF INFORMATION BEFORE PURCHASE
- PREFERRED CONTACTED CHANNELS

CONSUMER OUTLOOK



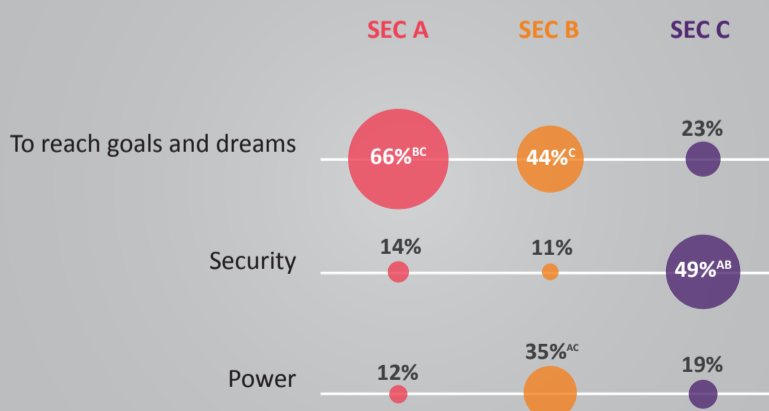
Weighted base: SEC A N=105, SEC B N=114, SEC C N=181
 Q1: Please indicate how much you agree or disagree with each of the following statements. (Trust and outlook)
 Please use the scale from 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree". (10-point scale)
 A/B/C indicates significantly higher at 95% confident level
 SEC = Socio Economic Class here adopts the new 2011 SEC classification of Indian consumers

LOYALTY DEFINITION



Weighted base: SEC A N=105, SEC B N=114, SEC C N=181
 Q6: Below is a list of different customer experiences with a fictitious company called "Company X". Please read each experience and indicate for each how loyal you think that customer is to "Company X". Please use a scale from 1 to 25 where 1 means "not at all loyal" and 25 means "very loyal".
 (Displaying results of the top 5 boxes, i.e. the range of points 21-25)
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MOTIVATION OF SPENDING: WHAT IS MONEY FOR?



Weighted base: SEC A N=105, SEC B N=114, SEC C N=181
 Q2: People have different beliefs about money, which statement is most true for you?
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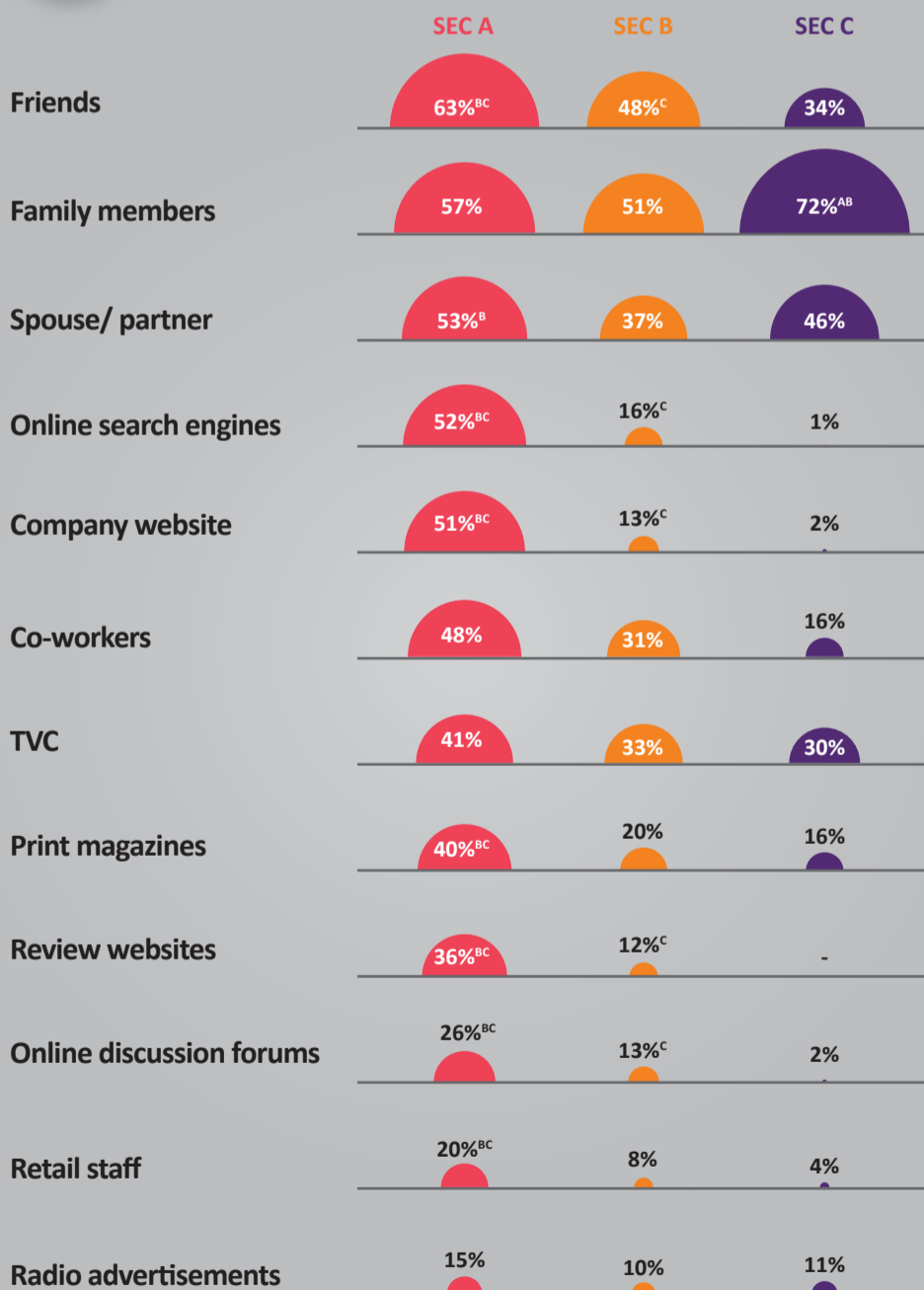
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SOURCES OF INFORMATION BEFORE PURCHASE



Weighted base: SEC A N=105, SEC B N=114, SEC C N=181
 Q14: Please indicate which, if any of the following, influence your decisions when deciding whether or not to purchase or sign up for a product or service.
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PREFERRED CONTACTED CHANNELS



Weighted base: SEC A N=105, SEC B N=114, SEC C N=181
 Q9: Overall, what are your preferred channels for receiving information from your favourite companies?
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