



Indian E-Commerce Survey Part I - 2013

By DesiDime.com

India's Largest Online Shopping Community For Deals & Coupons

Oct - 2013

Which are India's Most preferred Ecommerce Stores ?



Who conducted the survey?

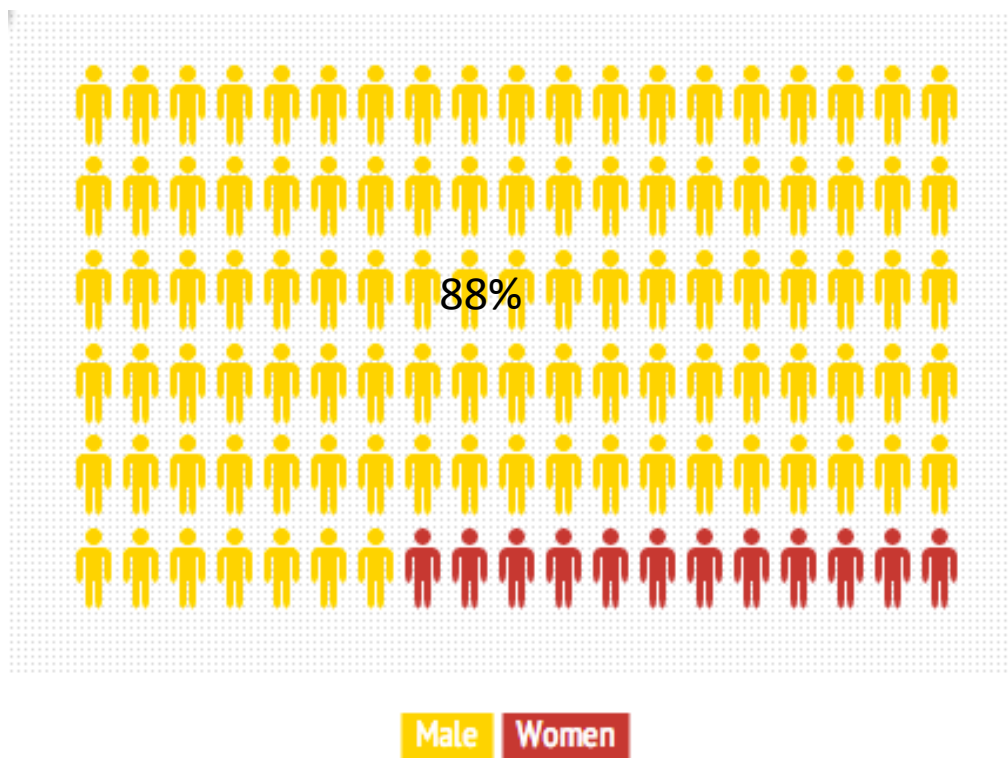
- DesiDime conducted a survey over a period of one month to understand the most preferred e-commerce store in India
- DesiDime is India's Largest Online Shopping Community for Deals & Coupons
 - Approx. 1.6 million visits every month
 - More than 1.1 million posts in DesiDime forums
 - 1.25 lakh fan following on Facebook
 - Aggregating deals and coupons for more than 500 stores
 - Alexa Rank: 275
- DesiDime provides a platform to shoppers to discuss about deals and online shopping in India

Data Sources for the Survey

- Data was collected using the following –
 - Feedback on www.DesiDime.com
 - DesiDime's Facebook page - <https://www.facebook.com/DesiDime>
 - DesiDime's Twitter page - https://twitter.com/desi_dime
 - Feedback from e-mailers sent to approx. 10 lakh transacting customer of an e-commerce company
- Overall 3371 responses were recorded for over more than 500+ [Stores](#)

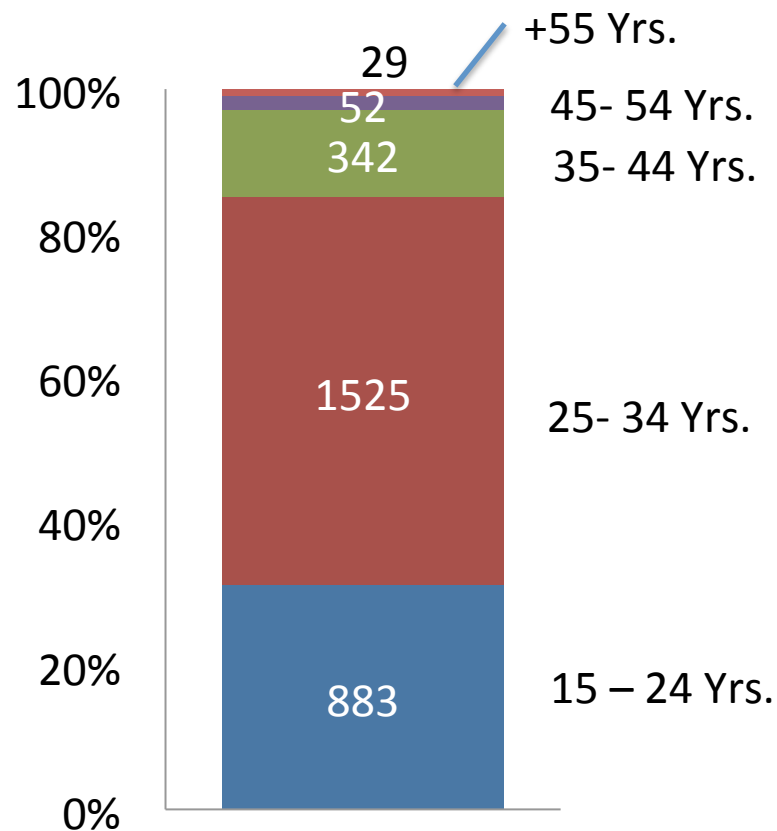
Off the overall responses, 90% were male and close to 45% were in the age group of 25 – 34 Years

Gender Distribution

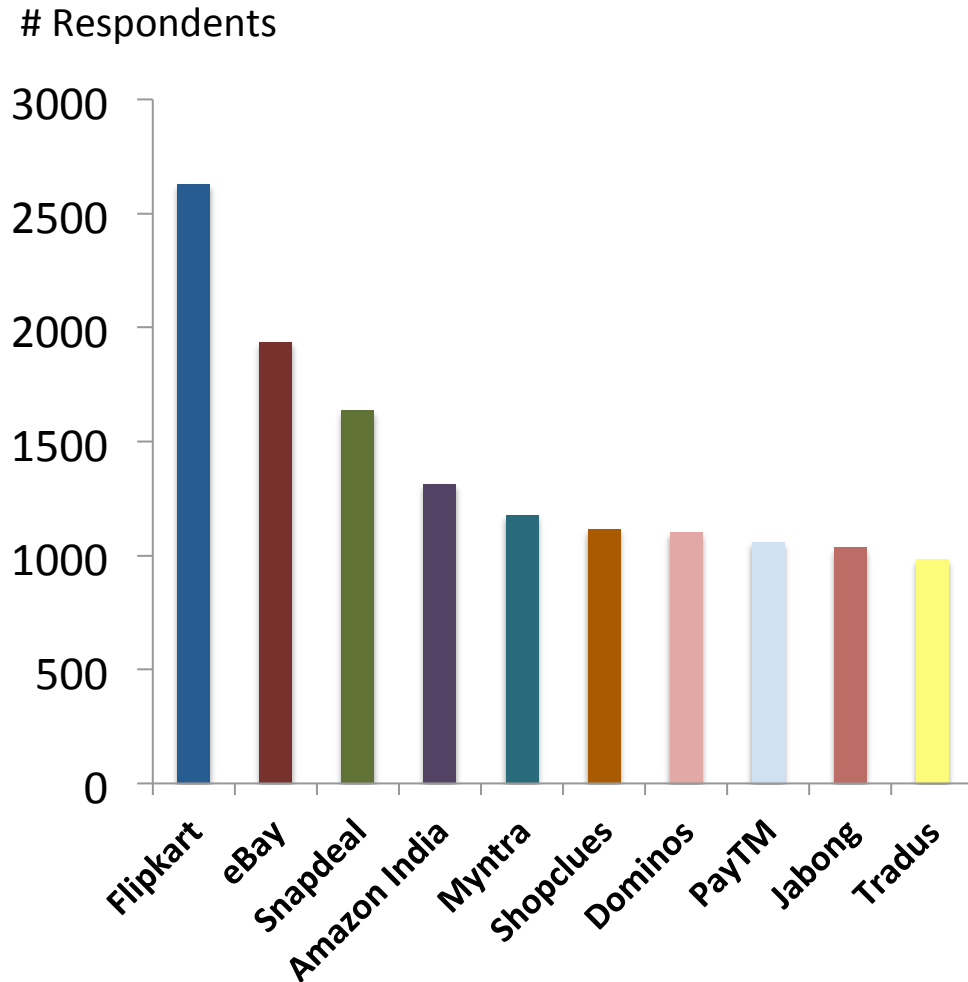


We believe in the Indian Ecommerce – Female would be at least 18 - 20% and hence this is slightly under represented

Age Distribution



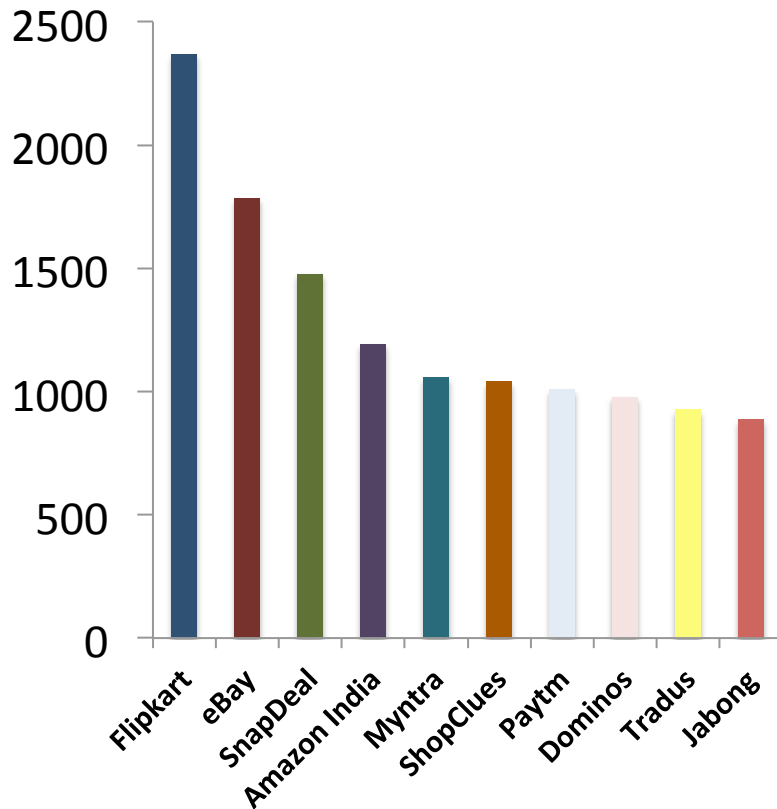
Flipkart: No 1 Preferred e-commerce store in India



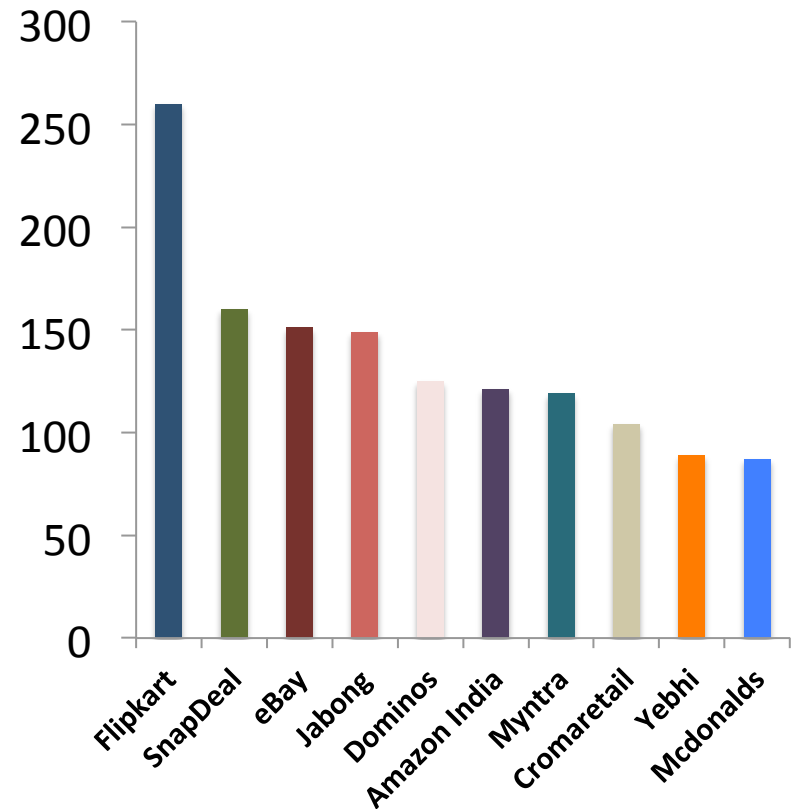
- 78% respondents have selected Flipkart as one their top 5 favorite ecommerce store in India, followed by eBay and Snapdeal
- Marketplace & Horizontal players have more popularity as compared to vertical specific players

While Flipkart remained the most favorite across gender, in case of women, Jabong saw a significant jump in Popularity

Male Respondents

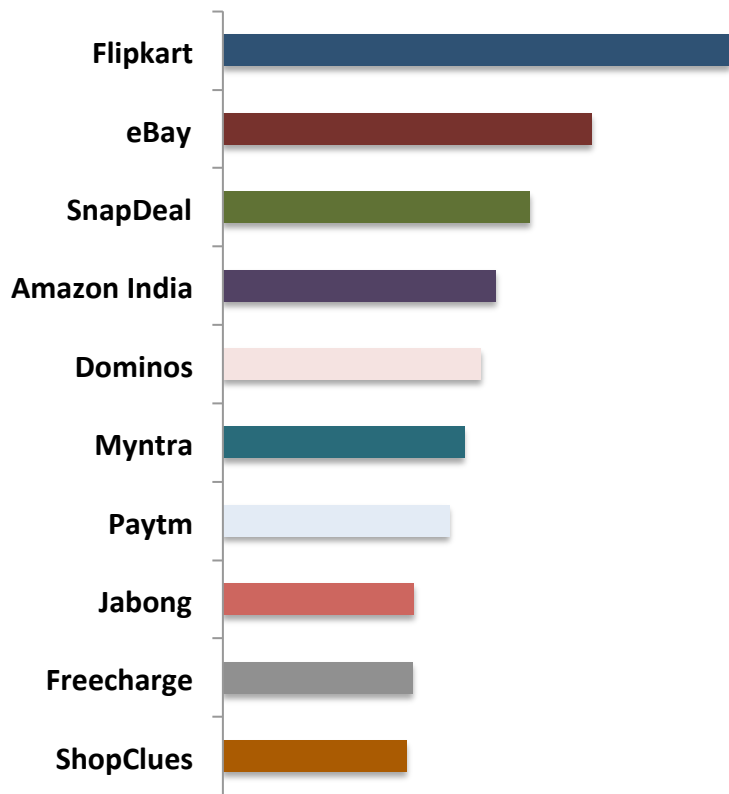


Female Respondents

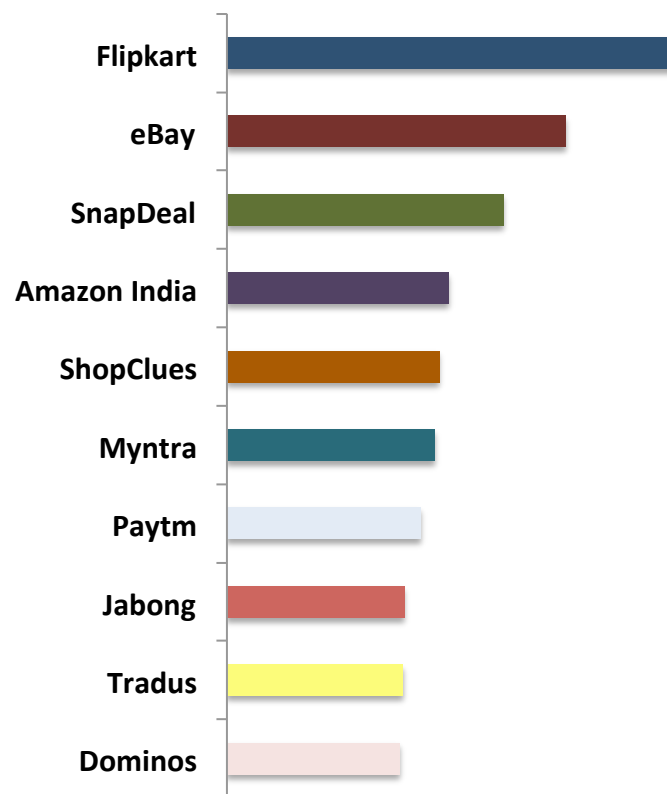


Amongst younger population, recharge and Pizza sites were more popular.

Age - 15 – 24 Yrs.

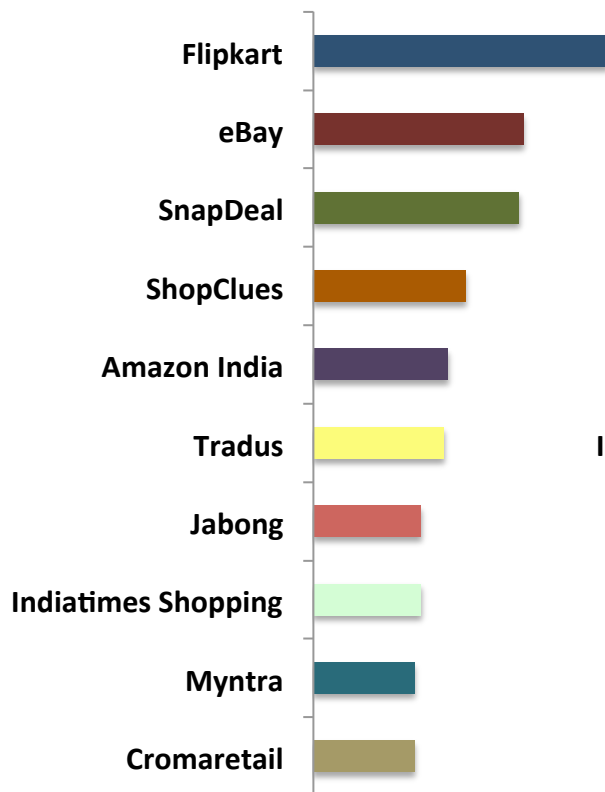


Age - 25 – 34 Yrs.



For the higher age groups, stores like Croma Retail, Indiatimes Shopping and Infibeam also start featuring in the top 10 sites

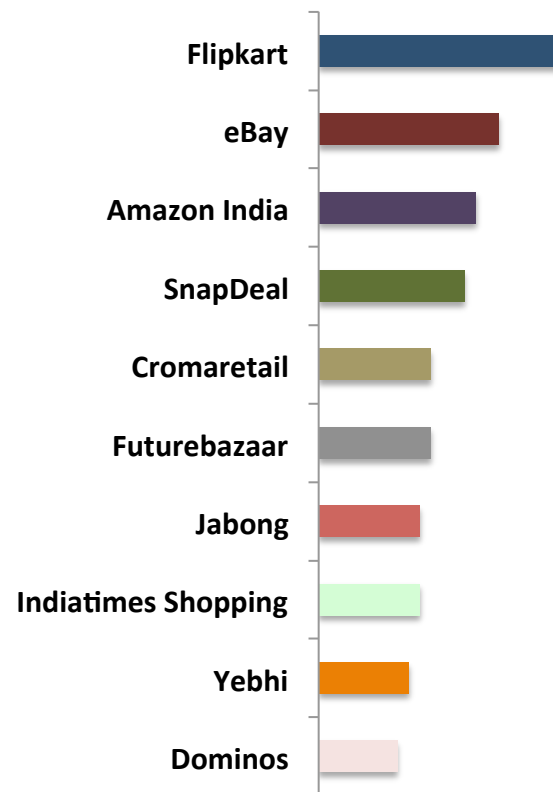
Age - 35 – 44 Yrs.



Age - 45 – 54 Yrs.



Age - +55 Yrs.





Conclusion and Way Forward

- By far, Flipkart, eBay India, Snapdeal and Amazon India have been the most popular stores among men and women shoppers. Jabong also emerged as favourite among female shoppers.
- This is the first part of a two part series covering the Indian ecommerce market. DesiDime's next step is to understand the type of products users prefer to shop online, how often people prefer to shop online, cities contributing the maximum to online shopping, how much importance does social media play and how much mobile is contributing to the overall transactions. This will in turn help to understand all the stakeholders Indian e-commerce market better.



DesiDime

www.DesiDime.com

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Contact Details:

Website: www.DesiDime.com
Press Contact: Mehul Jobanputra
Email: pr@DesiDime.com
Phone: +91-98337 3488

