WE | Brands in *Motion*

India | 2018

A country in motion

- India's economy continues to grow at a steady pace of close to 8% on the back of a large potential consumer base amongst the 1.43 billion population.

- However, the growth has been below expectations for a few reasons:
    - Domestically, the introduction of economic policies of demonetization and GST (Goods & Services Tax) have resulted in slowing down the economy.
    - The impending general elections in 2019 have made current policy focus more populist, and the rise of 45 million new voters is changing political discourse.
    - On the global front, renegotiation of trade tariffs and economic sanctions on trade partners have led to uncertainty, but there is a silver lining in a possible trade agreement with a post-Brexit UK.

- The spread of rumors, misinformation and "fake news" on social media has led the government to consider regulating speech on those platforms.

- India has leapfrogged into the smart device era and most of the country doesn't understand the risks of poor data security.

Indian expectations are high

With rapid evolution and adoption of tech, Indian consumers have come to expect levels of innovation and service unheard of only a few years ago. We asked "over the next few years, to what extent do you think technology will allow companies and their products/services to…?"
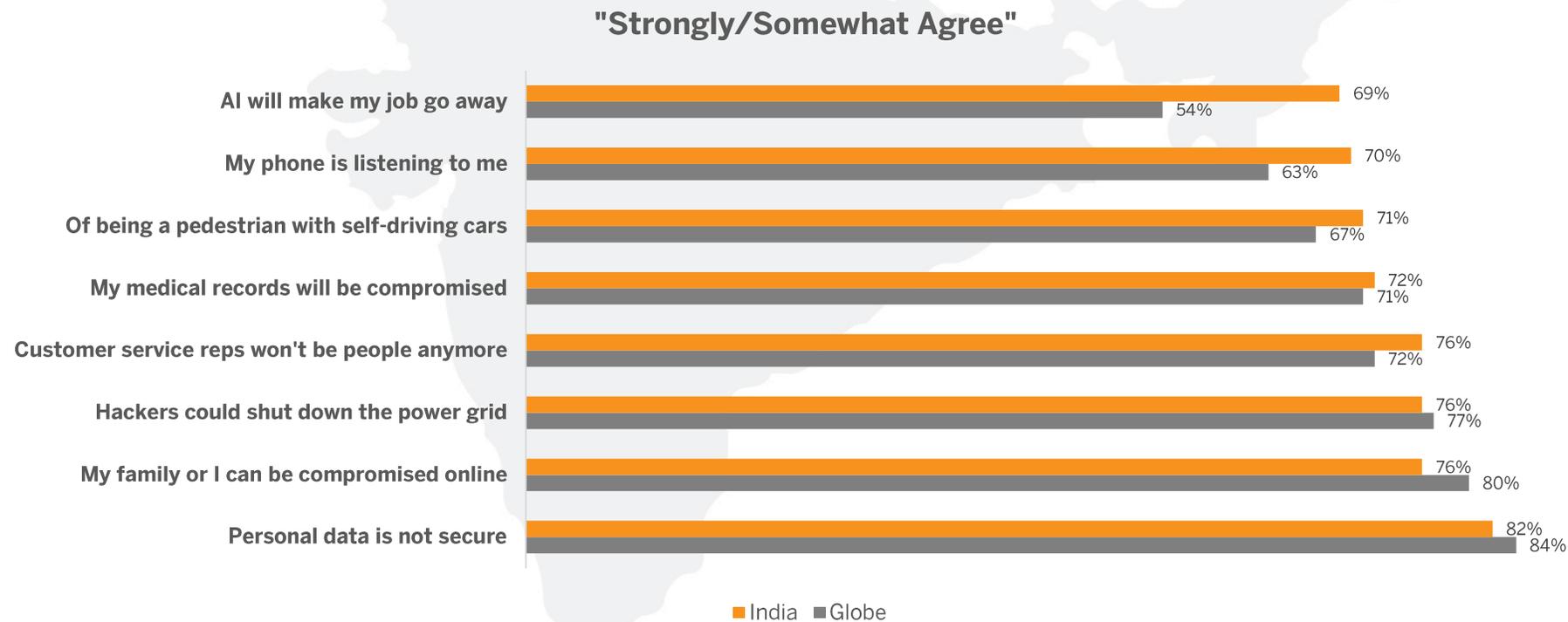
"Absolutely Will"

Category	India	Globe
Make mistakes	19%	31%
Do more amazing things in less time	59%	48%
Provide more for less money	48%	39%
Customize my experience	58%	47%
Be more environmentally friendly/sustainable	60%	47%
Develop products and services I haven't dreamed of yet	56%	49%
Provide me the ability to touch and see products before buying them	56%	41%
Deliver an online experience to assess products and services	63%	52%

■ India ■ Globe

Respondents were able to choose "Absolutely," "Maybe," or "Not at all".

Fear of AI and automation

Indian consumers' fears of technology stuck close to the global averages, except if AI was involved. The concern that AI-enabled automation would eliminate jobs was particularly strong in India.

We asked to what extent respondents agree they are fearful of several scenarios.

"Strongly/Somewhat Agree"

Scenario	India	Globe
AI will make my job go away	69%	54%
My phone is listening to me	70%	63%
Of being a pedestrian with self-driving cars	71%	67%
My medical records will be compromised	72%	71%
Customer service reps won't be people anymore	76%	72%
Hackers could shut down the power grid	76%	77%
My family or I can be compromised online	76%	80%
Personal data is not secure	82%	84%

■ India ■ Globe

Respondents were able to "Strongly agree", "Somewhat agree", "Strongly disagree" or "Somewhat disagree".

Ethics, who is responsible?

We asked to what extent respondents agree that companies have a responsibility to use technology ethically, and to what extent the government has a responsibility to ensure companies use technology ethically.

"Somewhat/strongly agree"

96% 86% 97% 96% 96% 96% 99% 95% 98% 96% 93% 90% 97% 97% 97% 96%

■ Companies
■ Government
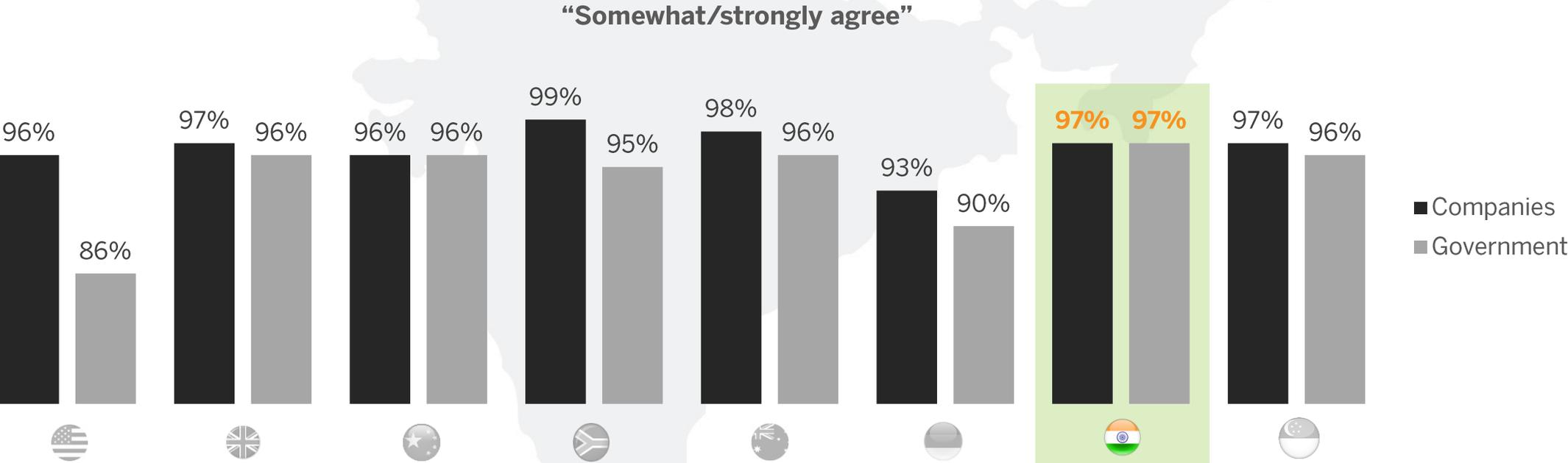
2017 Realities: Truer Than Ever

REALITY #1

Stability is an element of motion

REALITY #2

Cutting-edge is transcendent
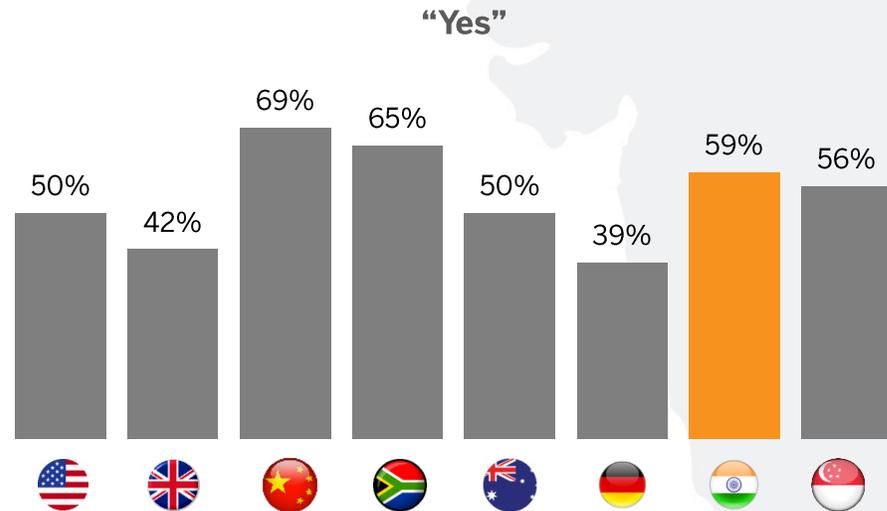
REALITY #3

Good product, good purpose

REALITY #4

Love you today, shame you tomorrow

Reality 1: Stability is an element of motion
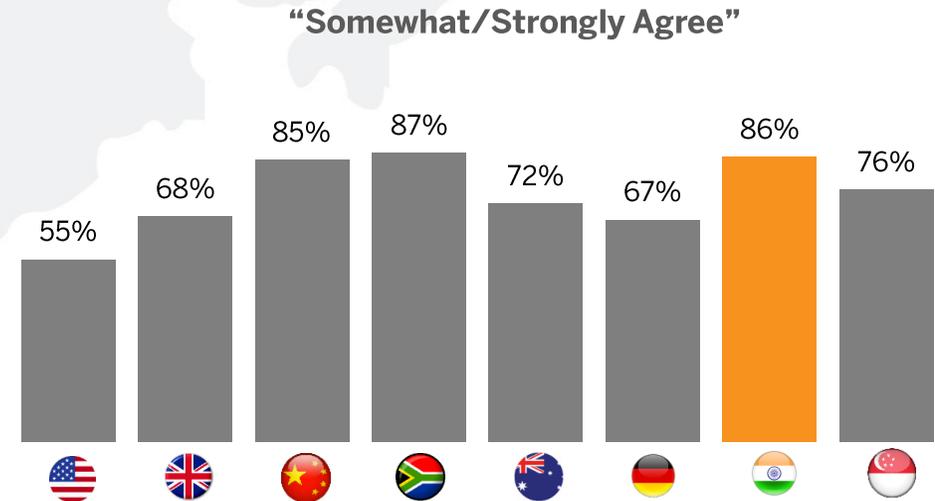
Can brands provide stability?

We asked "in a climate of uncertainty, do brands/businesses have the capability to provide stability?"

"Yes"

50%	42%	69%	65%	50%	39%	59%	56%

59% of respondents believe brands can.

Should brands take a stand?

We asked "How much do you agree with the statement 'I expect brands to take a stand on important issues.'"

"Somewhat/Strongly Agree"

55%	68%	85%	87%	72%	67%	86%	76%

86% of respondents have an expectation.

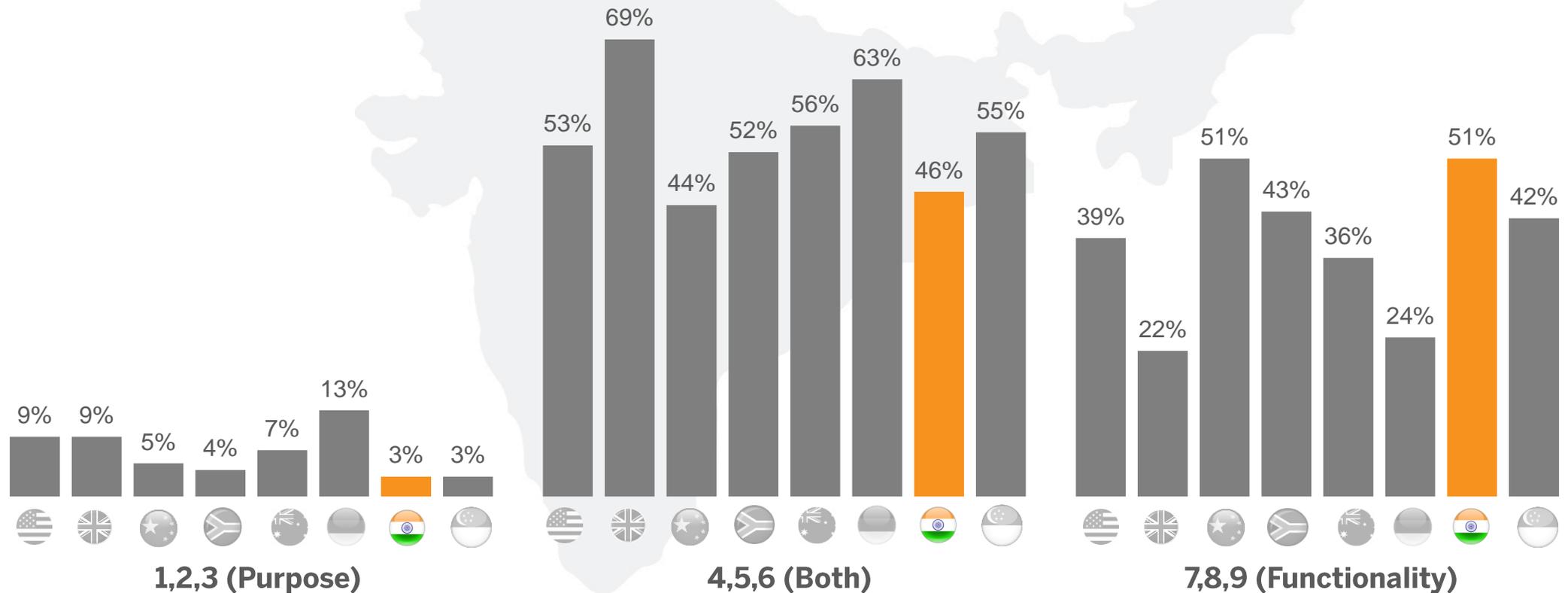(agree or somewhat agree)

Reality 2: Cutting-edge is transcendent

Being viewed as cutting edge, whether enabled by technology or inspired by it, leads to positive brand outcomes in areas that transcend product.

	How they correlate with innovation		
	Common good OR Does harm	It's a pleasure OR Completely miserable	Love OR Hate
🇺🇸	0.63	0.61	0.67
🇬🇧	0.59	0.57	0.61
🇦🇺	0.65	0.69	0.69
🇿🇦	0.52	0.61	0.62
🇳🇿	0.63	0.64	0.68
	0.52	0.54	0.58
🇮🇳	**0.56**	**0.64**	**0.62**
🇸🇬	0.62	0.69	0.68

Reality 3: Good product, good purpose

We asked the question "Are you more likely to support a brand that has a high level of purpose or a high level of functionality?"

1,2,3 (Purpose): 9%, 9%, 5%, 4%, 7%, 13%, 3%, 3%

4,5,6 (Both): 53%, 69%, 44%, 52%, 56%, 63%, 46%, 55%

7,8,9 (Functionality): 39%, 22%, 51%, 43%, 36%, 24%, 51%, 42%

Reality 4: Love you today, shame you tomorrow

No matter how much consumers say they love a brand, or a category, if they step out of line they will gladly shame them. (7 of 8 categories would be shamed in India.)

DEFEND VS. SHAME

Motion Matrix: Understanding the axis points

This is the first year Brands in Motion has surveyed India. With an average emotional response across all categories of 52, and an average rational response of 55, India was the most optimistic market we surveyed in 2018.

Other optimistic markets include China, South Africa and Singapore.
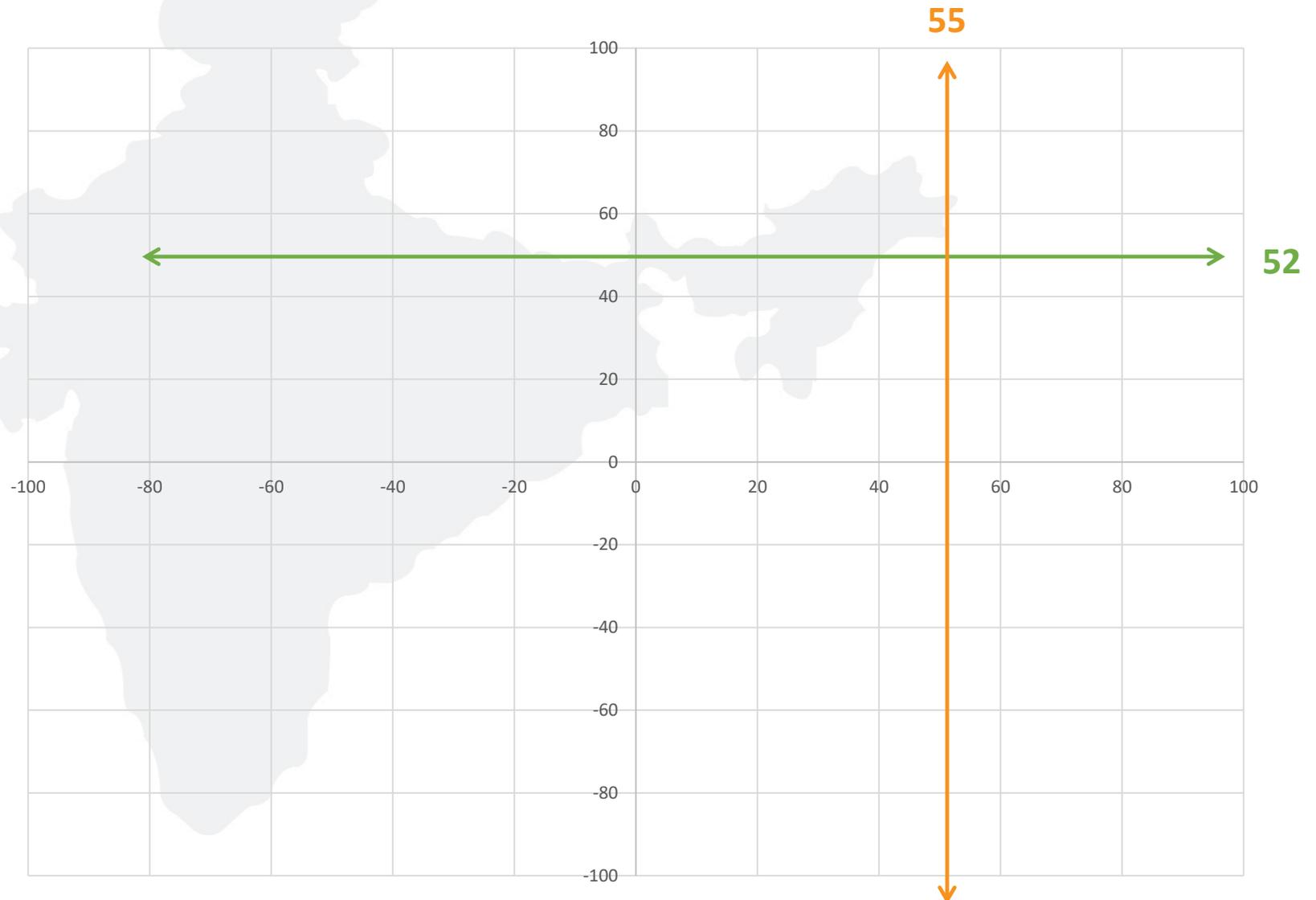
Category	2018 Emotional	Rational
Computing Devices	59	62
Smart Home	58	61
Automobile	54	59
Finance	49	53
Health and Wellness	48	51
Technology B2B	60	63
Prescription Health	48	49
Food & Beverage	42	46
Matrix Axis (Average)	52	55

55

52

Motion Matrix: Key observations

With exceedingly high average rational and emotional scores, it's difficult to be a mover in India. The similarity between 2018's movers? An embrace of technology.

- With 300 million smart phones and growing, India is the world's hottest market for **computing devices**. Consumers have embraced IoT tech, and while **smart home** market penetration may not be as strong as countries like the US or China, Indians love it. It's also embedded in cars—nobody thought the **automotive** sector was more innovative in their market than Indian consumers.

- Meanwhile, **tech B2B** is seen as the embodiment of India's economic liberalization at the turn of the century, and the category is still wildly popular. It is the only category that a majority of Indians would defend rather than shame.

Provider

2018

Mover

Technology B2B

Computing Devices

Smart Home

Automobile

Emotional Axis (46)

Finance

Health and Wellness

Food & Beverage

Prescription Health

Defender

Agitator

Rational Axis (50)

APPENDIX

ABOUT BRANDS IN MOTION

WE | **Brands in Motion**

2018 STUDY

8 MARKETS
CHINA, UK, US, SOUTH AFRICA, GERMANY, AUSTRALIA, SINGAPORE*, INDIA*

26,897 consumers and B2B decision makers

8 CATEGORIES

1. Business Technology Solutions
2. Computing Devices
3. Smart Home
4. Automobile
5. Finance and/or Banking Products
6. Health & Wellness
7. Prescription Health*
8. Food & Beverage*

What WE Measured

RATIONAL DRIVERS

1. Executive behavior*
2. Innovative*
3. Intent to purchase*
4. Necessary*
5. Financial performance
6. Industry leader
7. Quality
8. Responsible
9. Value
10. Easy to work with

EMOTIONAL DRIVERS

1. Customer experience*
2. Defend or shame*
3. Disappeared*
4. Love/hate*
5. Overall impression*
6. Social impact*
7. Buzz
8. Forgive/not forget
9. Life impact
10. Shared values

* Measured at the category level
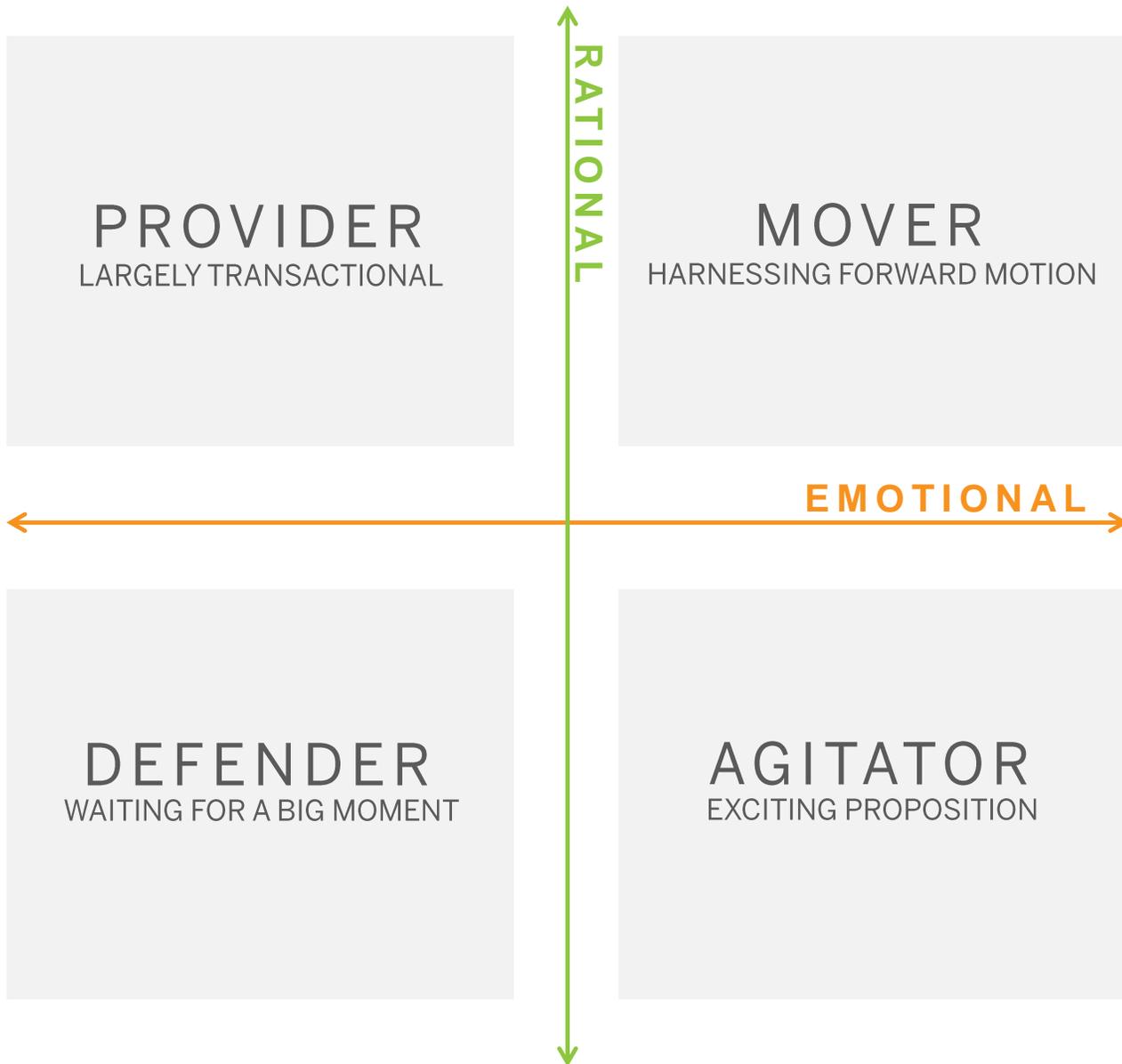
Defining the Quadrants

MOTION MATRIX QUADRANTS

1. Movers: Harnessing forward motion
2. Agitators: Exciting proposition
3. Providers: Largely transactional
4. Defenders: Waiting for a big moment