

COVID-19: A BEHAVIOR CHANGE AFTER THE LOCK-DOWN – 2ND WAVE

Brainchild



A brief study on the shifts in consumer's media consumption, buying patterns and anxiety levels pre and during Coronavirus lockdown

CHANGE IN DEVICE USAGE DURING LOCKDOWN



*INDEX



DEVICE CONSUMPTION WITH TV



There was an increase in laptop usage due to work from home routine



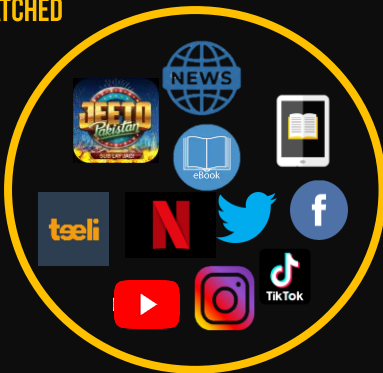
32%



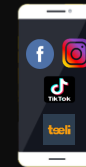
5%

Smartphone still remains the most used device while watching TV

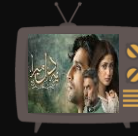
CONTENT WATCHED



Smartphones stayed at top for digital/social media content consumption followed by laptops



Consumers preferred TV to watch programs but relied more on phones to watch News



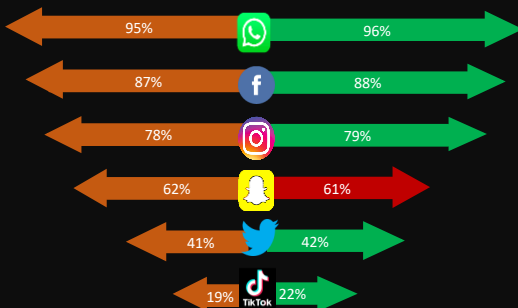
107% increase in people consuming more than 3+hours of digital content



SOCIAL MEDIA CONSUMPTION

Before lockdown

After lockdown



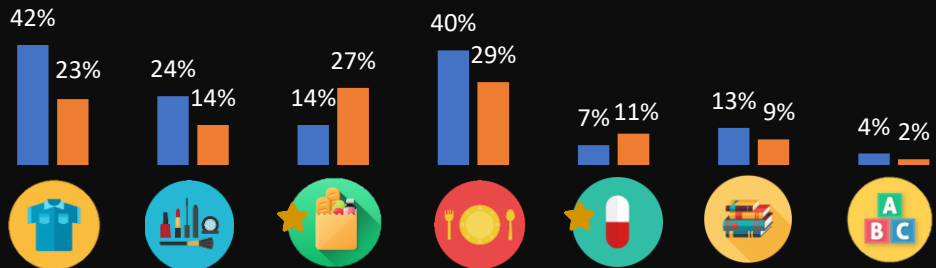
Though TikTok is not as popular as other platforms, but it had the highest rise (12%) in the number of new users



E-COMMERCE

Categories purchased online

Before After



Grocery had an increase in consumption as compared to pre lockdown due to people avoiding going to the public places followed by medicines as number of cases rise within the country



INSIGHTS



- SEC A and B preferred to go out for grocery fortnightly or once a week during the lockdown
- SEC C-E went grocery shopping on shorter intervals from once to thrice a week during the lockdown



- 51% decrease in respondents who ordered food as compared to pre lockdown
- SEC A and B respondents across all age groups are not ordering often as they did pre lockdown