

Internet Usage and Habits of Cyber Cafe Users



5th November 2010

About the Study

Objective

To understand following data points on Cyber

Cafe Users:

Demographics

Internet Usage Habits

Lifestyle

Purchasing Power

Retail Uptake

Media Consumption

Methodology

Online Interviews @ Cyber Cafes

No Quota Sampling

The profile captured is the true representation of the universe of that location-without any bias

Duration: Aug 2010 to Oct 2010

Café Universe: 10,000

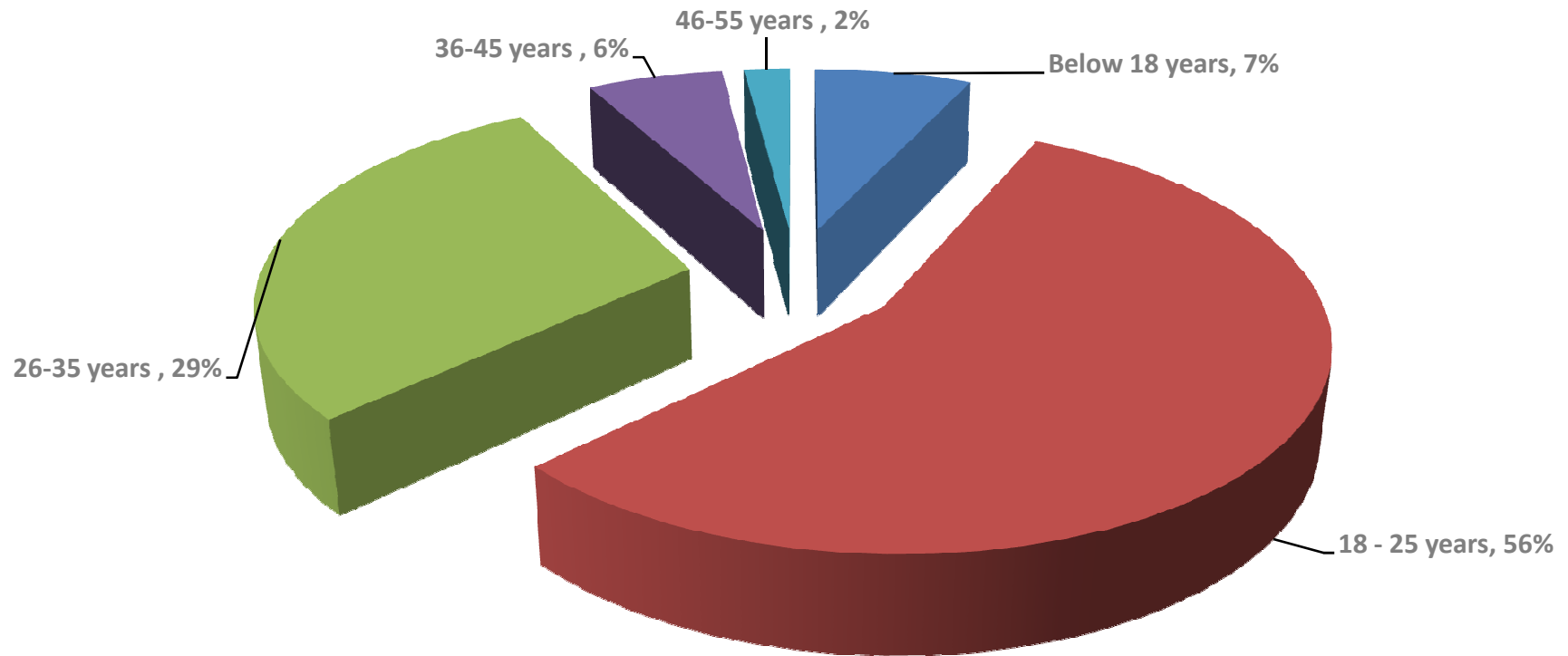
Respondents: 2,482

Cities		
Ahmedabad	Bhubaneswar	Nagpur
Allahabad	Calicut	Nashik
Amritsar	Chandigarh	Noida
Anand	Chennai	Pimpri Chinchwad
Bangalore	Cochin	Pondicherry
Baroda	Coimbatore	Pune
Bhatinda	Delhi	Thiruvananthapuram
Guwahati	Kanpur	Ghaziabad
Hubli	Kolkata	Mohali
Hyderabad	Lucknow	Mumbai
Indore	Ludhiana	Trichy
Jaipur	Madurai	Udupi & Manipal
Jalandhar	Mangalore	Vijayawada
Jammu	Vizag	

Summary

- ❑ 64% of Cyber Cafe Users are using Internet for the past 2 years
- ❑ More than 80% of the users have an Affluent Background: SEC A = 53% and SEC B = 29%
- ❑ Comfort Level of transacting online is high with 51% comfortable with Online Shopping and 45% carrying out Online Banking
- ❑ 59% of the users that visit Cyber Cafes have bought Financial Investment Products
- ❑ 53% of the respondents feel that advertising creates an impulse to purchase products
- ❑ 50% of Cyber Cafe Users that Search for Products, search for Consumer Durables

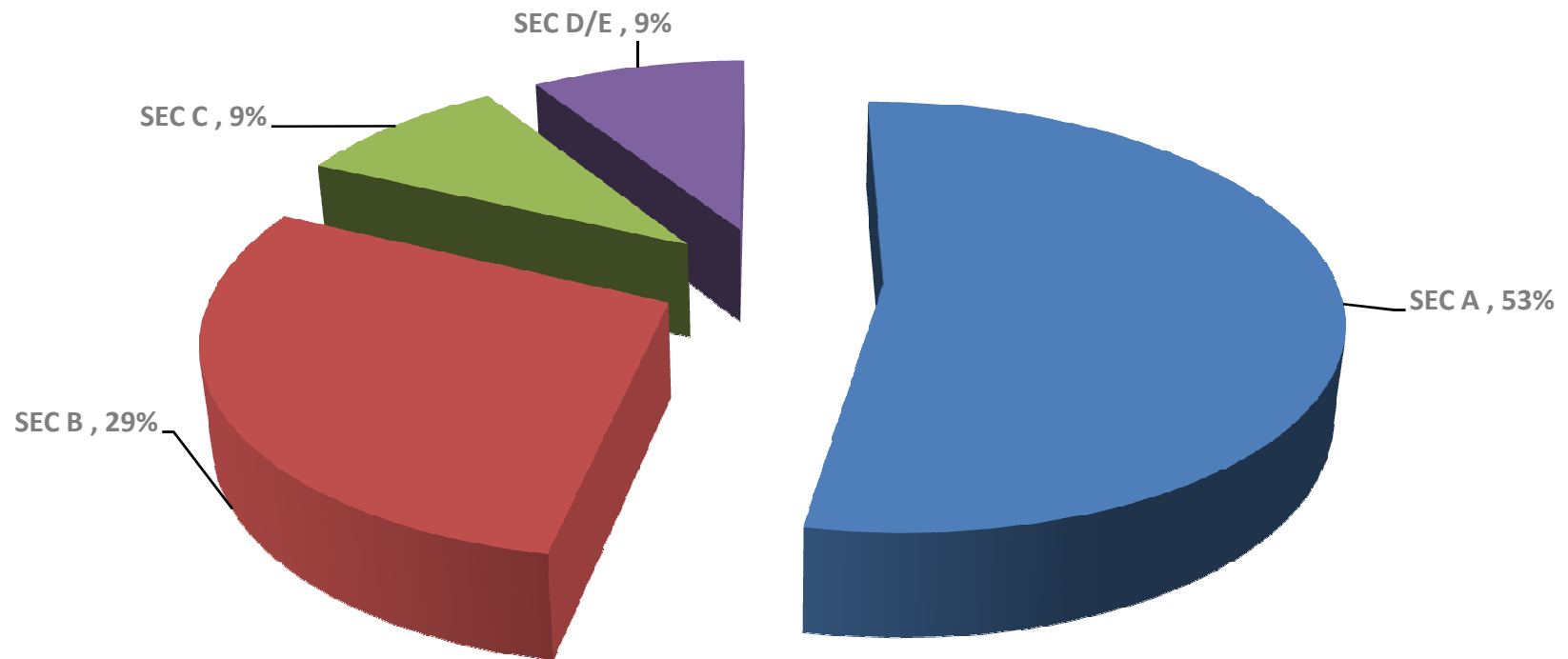
User Profile – Age



85% of Cyber Cafe Users are in the Age Bracket of 18 – 35

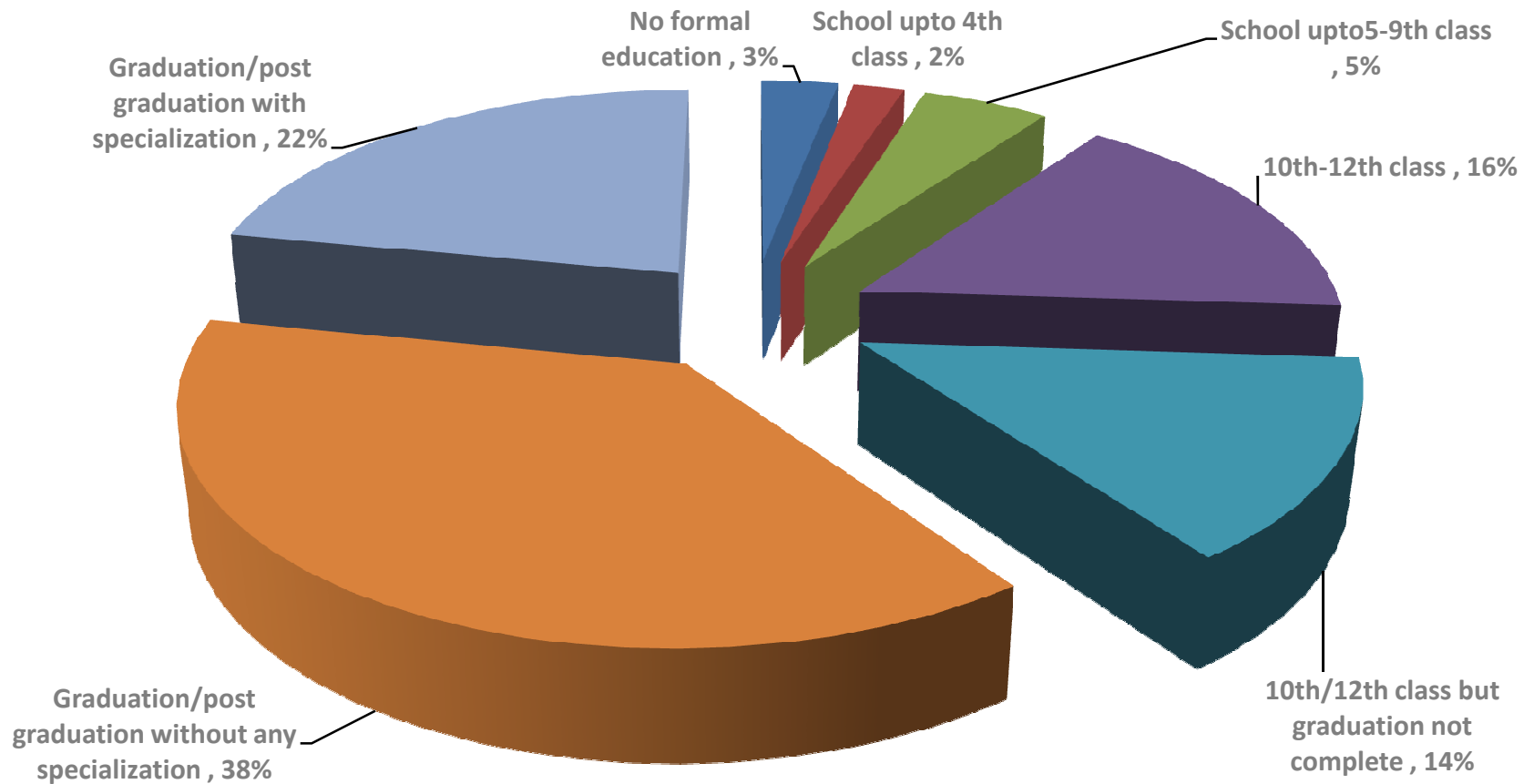
Average Age = 25 years

User Profile – Socio Economic Classification



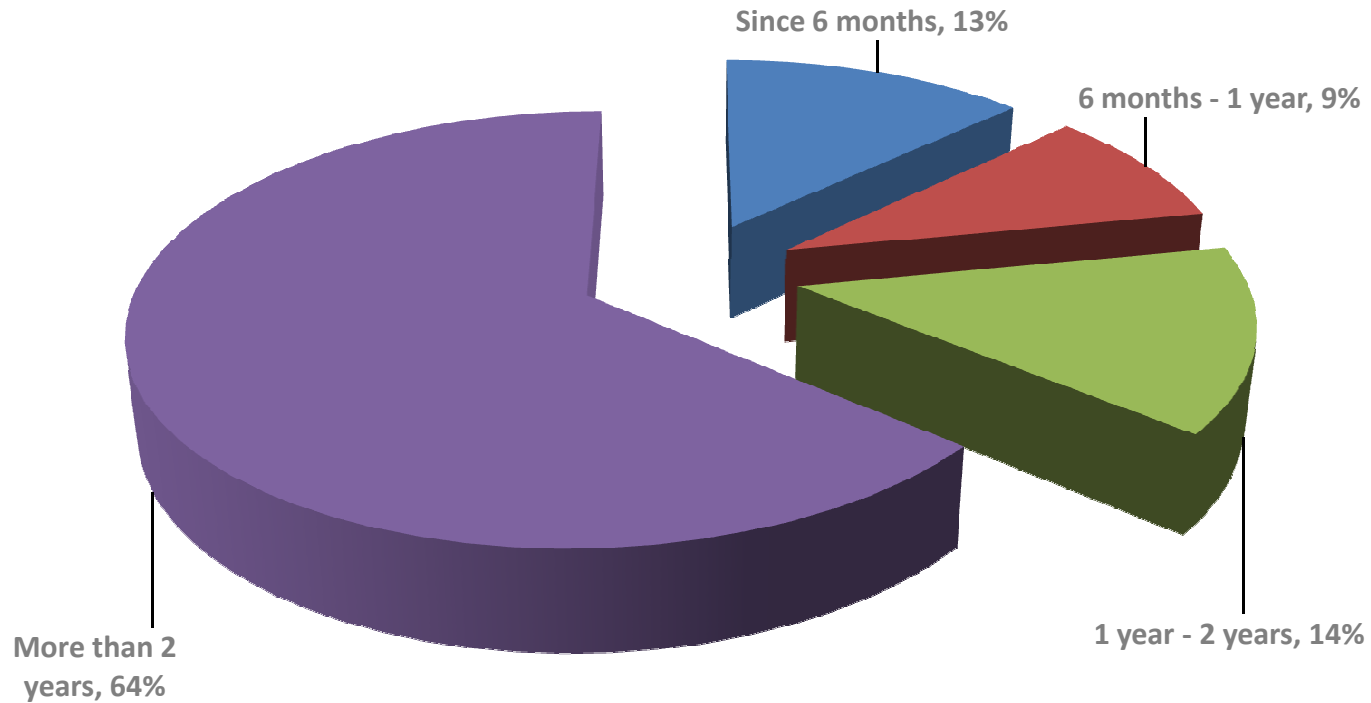
53% of Cyber Cafe Users are in the bracket of SEC A

User Profile – Education



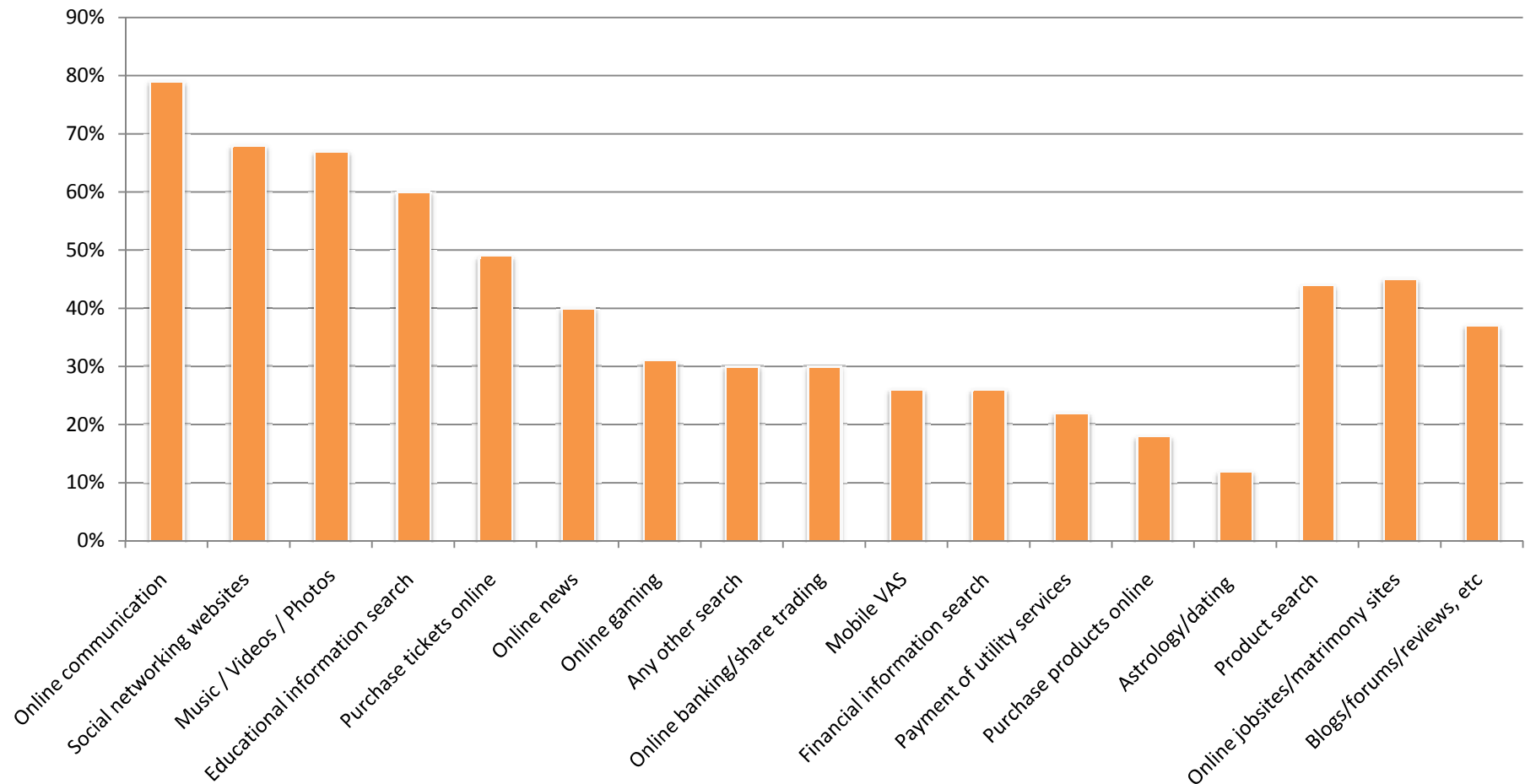
60% of the users are graduates and above

User Profile – Internet Usage Tenure



64% of Cyber Cafe Users are using Internet for the past 2 years

Online Activities in Cyber Cafes

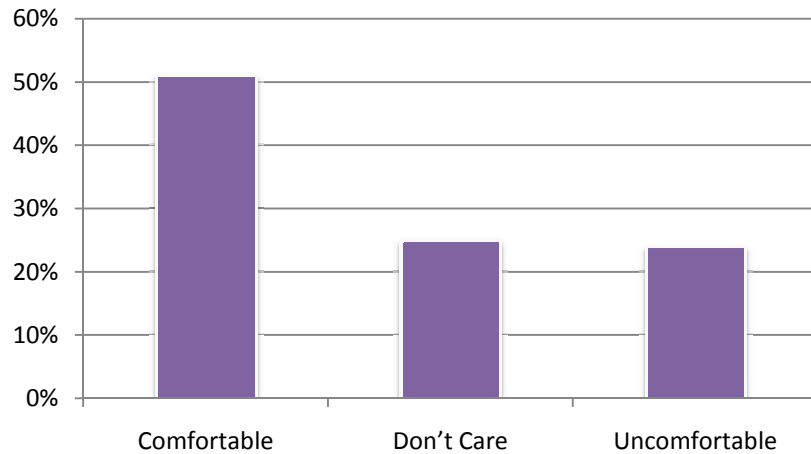


44% Cyber Cafe Users use Internet for Product Search

Online Activities – Any Access Point

Various activities online	Home	Cyber Cafe	Office	Offline Medium	Don't know/ Can't say
Net banking	32%	24%	18%	N/A	42%
Stock information	21%	26%	14%	7%	46%
Trading in stock market	19%	21%	12%	7%	50%
Financial Services (Ex: Paying insurance)	20%	18%	12%	10%	49%
Telecom Services (Ex: Bill Payment)	24%	22%	12%	13%	40%
Paying utility bills (Ex: Electricity Bill)	22%	20%	12%	13%	43%
Job search related activities	28%	46%	14%	7%	24%
Playing games	32%	51%	9%	8%	21%

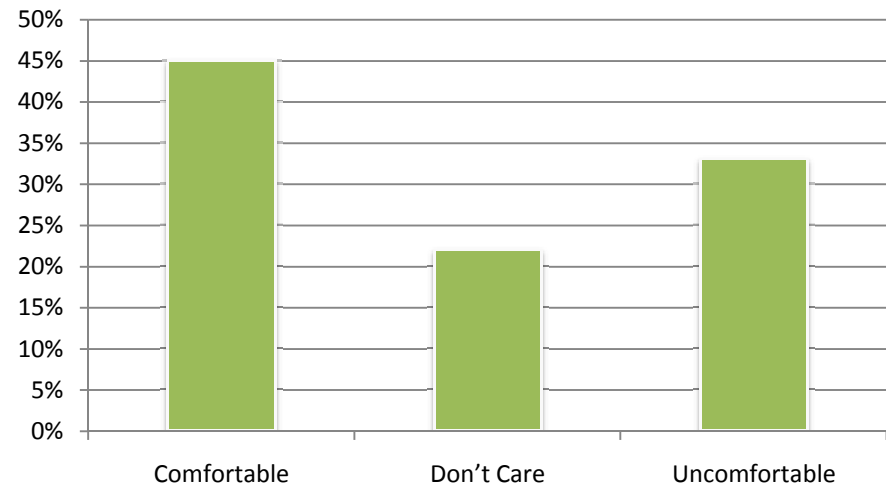
Comfort Level – Online Commerce in Cyber Cafes



Online Shopping

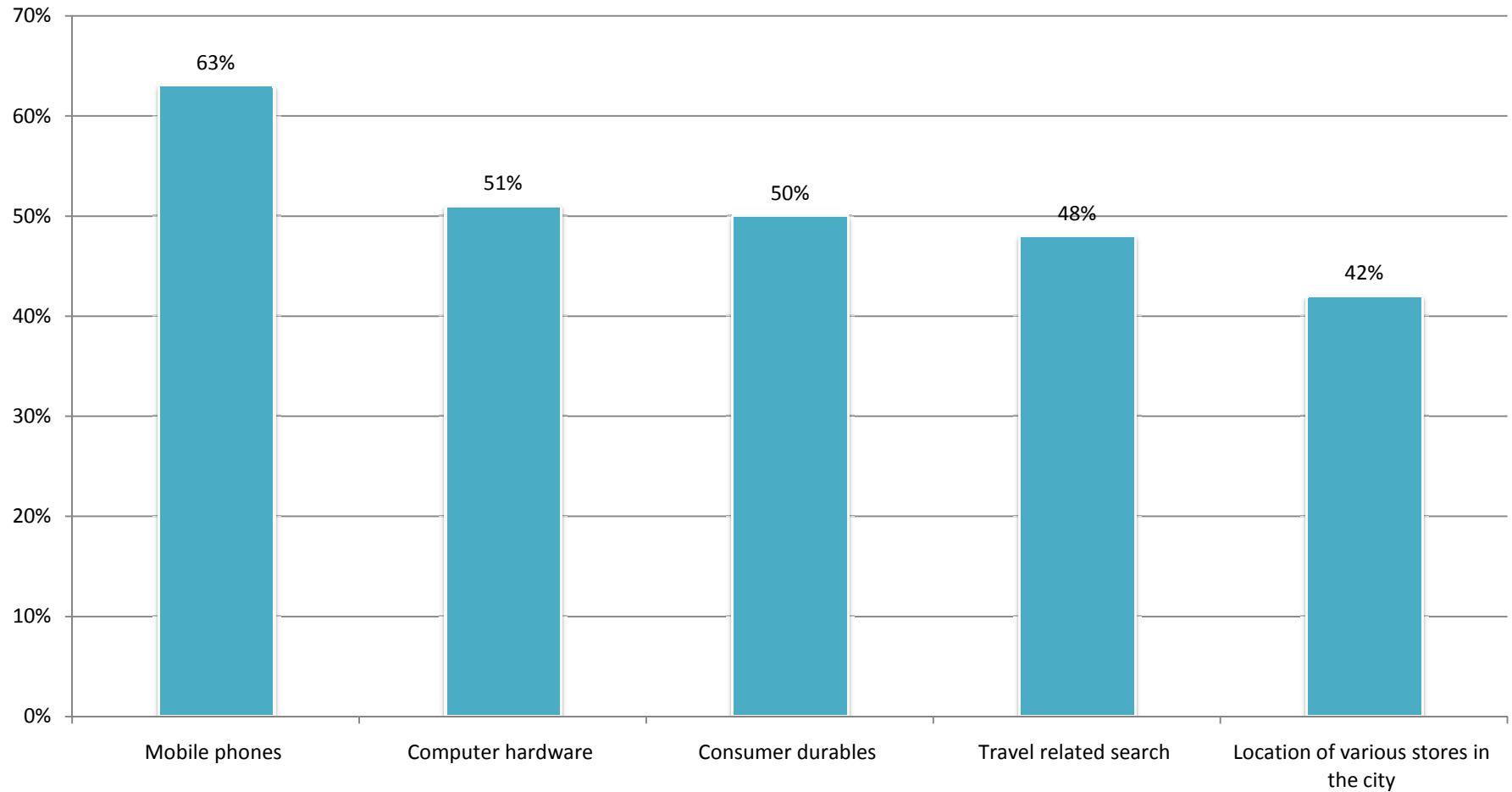
51% are comfortable Shopping Online

45% are comfortable with Online Banking



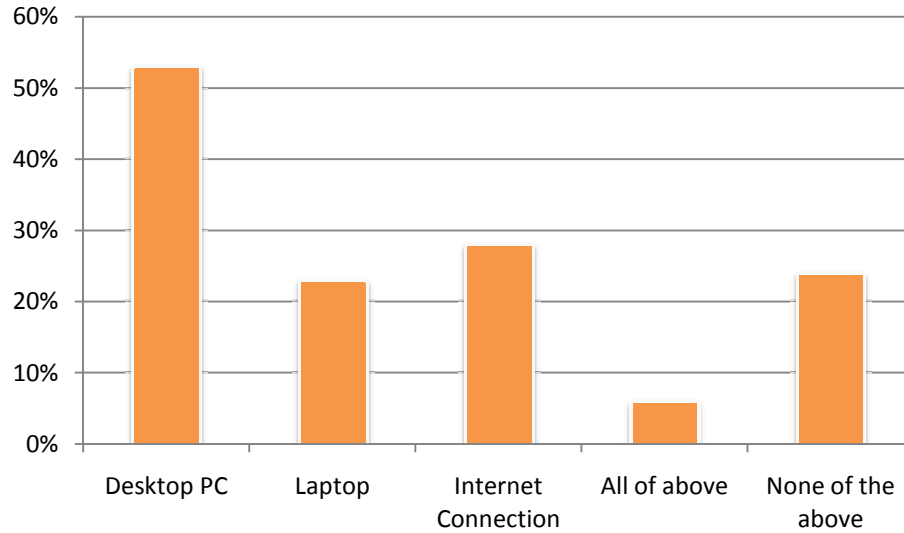
Online Banking

Product Search



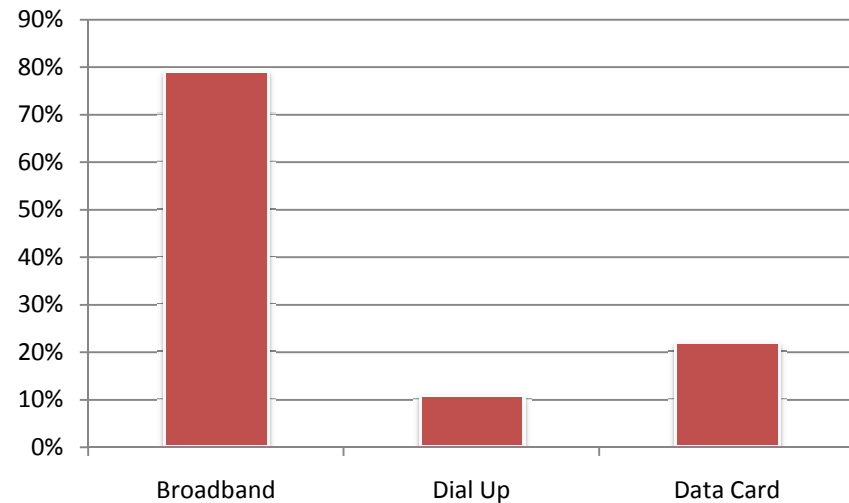
50% of Cyber Cafe Users that Search for Products, search for Consumer Durables

IT Products Ownership

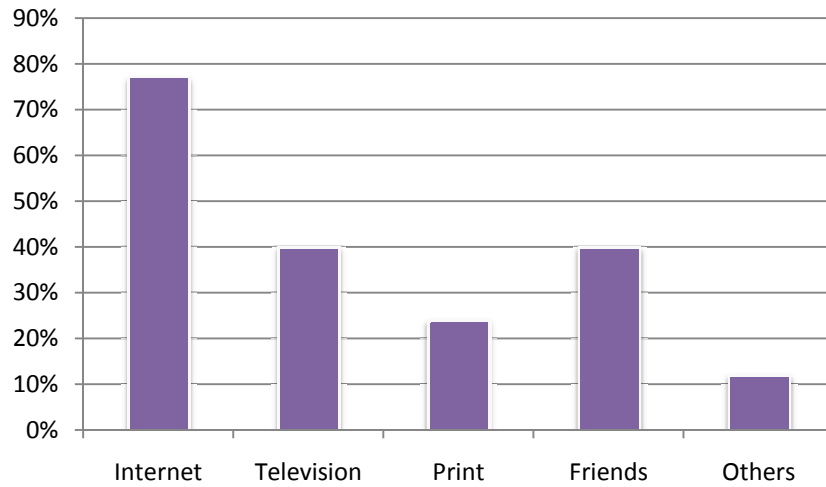


53% of Cyber Cafe Users own a Desktop PC at Home

79% of the Users who have Internet at Home, have a Broadband connection



Financial Products



Information Search

77% Users use Internet as a medium to find information on Financial Products

50% Users are Comfortable buying Financial Products Online



Purchase Point

Financial Products Ownership

Loans Availed for Self	Total
Personal Loan	14%
Education Loan	12%
Home Loan	11%
Vehicle Loan	10%
Consumer Durable Loan	3%
Any other type of Loan	3%

Insurance Availed for Self	Total
Life Insurance	48%
Medical Insurance	27%
Motor Insurance	24%
Travel Insurance	4%
Marine Insurance	2%
Any other type of Insurance	2%

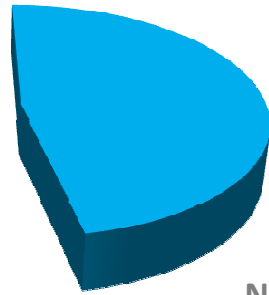
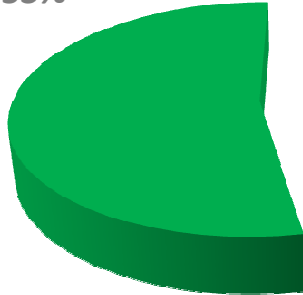
Financial products availed for self	Total
Fixed deposits	22%
Shares	20%
Mutual Funds	17%

Cards availed for self	Total
Debit Card	71%
Credit Card	26%

59% of the users that visit Cyber Cafes have bought Financial Investment Products

Retail Impact

Yes, 53%



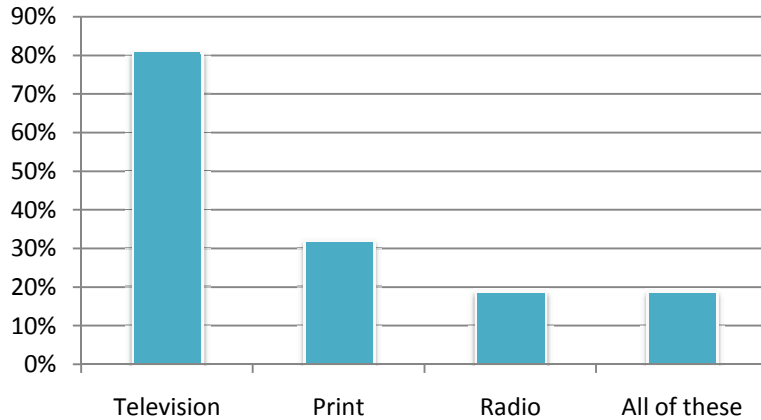
No, 47%

Does Advertising Create an Impulse to purchase the Product?

More than 40% of the Users who get influenced by Retail Advertising have an Impulse for FMCG Products

Product Purchase Impulse	Total
Telecom offers	55%
Beverages	51%
Snacks	47%
Chocolates	44%

Media Consumption – Non Internet Media



Television is rated as the Highest Media Channel with 81%

What do you watch on TV?	
Hindi Music	64%
Sports	58%
Bollywood Movies	57%
Hollywood Movies	56%

What do you read?	
Entertainment	71%
Sports	65%
Business	63%
Others	7%

What do you listen?	
Hindi	72%
English	44%
Regional	12%

thank you

Agency Contact

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