



Best Options for Default Version

Title: Facts about the Online Consumer Behaviour in India

Submitted to: Team Mozilla

Submitted by: Team 21

Vijayendra Haryal (Team Lead)

Varun Mishra

Gaurav Dayal

Priyambhu Arya

Karthick D

Amir B

:

Most popular websites by activity

Online Activity	Website	% Prefer to Use
Cinema Content	Yahoo	13%
Dating/ Friendship	Yahoo	35%
Download Games	Yahoo	31%
Download Mobile Content	Rediff	23%
Download Music	Raaga	17%
E-mailing	Yahoo	37%
Financial Investments	Moneycontrol/ CNBC	12%
Information Search	Google	77%
Job Search	Naukri	49%
Matrimonial Search	Bharatmatrimony ³	33%
News & Events	Indiatimes	16%
Online Shopping	EbaY	38%
Sports Content	Espnstar	22%
Travel Ticketing	IRCTC	38%

Base: 20,268

Table 7: Share of Internet users engaged in other online activities

Other Activities	%
Blogging	86%
E-Greetings	57%
Net Banking	23%
Book Train Tickets	22%
Financial Info/ Rates	15%
Pay Bills	14%
Book Air Tickets	14%
Stock Trading	14%
Real Estate Info	11%
Net-Telephony	10%
Book Hotels	8%
None of the above	24%

Base: 17,263

Table 8: Preferred websites for Online Shopping

Top Online Shopping Websites	%
EbaY	38%
Rediff	29%
Indiatimes	11%
Yahoo	7%
Froogle	3%
Sify	2%
Shopping	1%
Fabmall	1%
Amazon	1%
MSN	0.4%

Base: 8,963

Table 10: Top of Mind (spontaneous) recall for websites

TOM recall for Websites	%
Yahoo	35%
Google	21%
Rediff	15%
Indiatimes	5%
Hotmail	5%
MSN	4%
Naukri	1%
Sify	1%
Moneycontrol	1%
Orkut	1%
EbaY	0.4%
NDTV	0.4%
Manoramaonline	0.3%
Timesofindia	0.3%
Freshersworld	0.2%

Base: 20,173

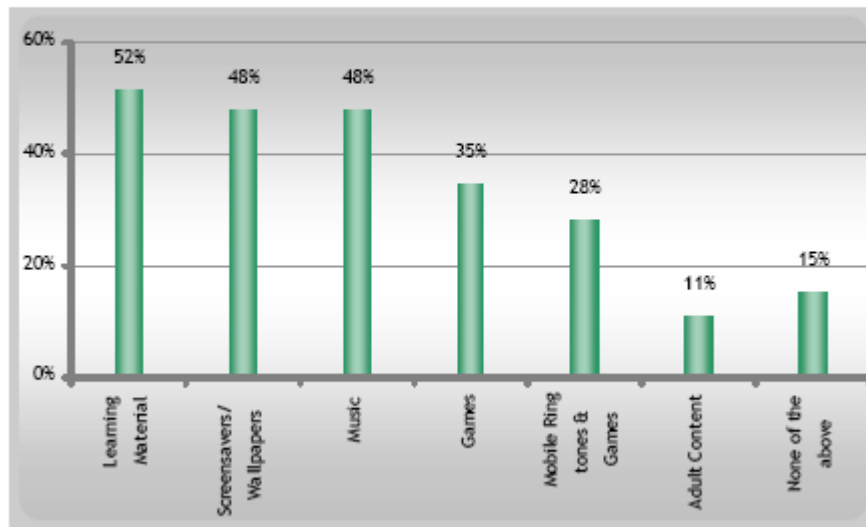
Personal activities carried on the internet

Activities	%
Emailing	89%
News & Events	53%
Chatting	49%
Product Search	36%
Sports	35%
Astrology	33%
Share Pictures	33%
Health & Lifestyle	32%
Dating/Friendship	27%
Cinema	25%
Personal Travel Info	17%
Matrimony	15%
Pursue Hobby	11%
None of the above	2%

Base: 17,277

Content downloaded from Internet by users

Chart 26: Downloading Activities of the Internet Users



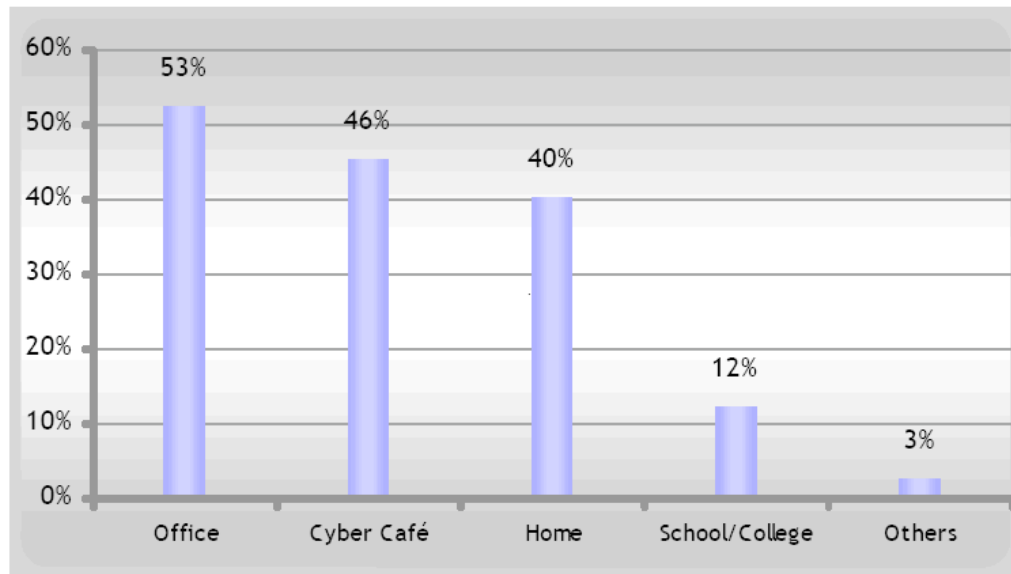
Base: 17,271

Around 85 % of net using population go for downloads (as per the above content).... So download speed would be one aspect we would have to stress on and prove about during marketing it.....

Almost half of the Internet users own a PC/ laptop and 64% have a landline connection at home. What makes it interesting is 85% of them are with mobile phones, possible opportunity for mobile handset manufacturers and service providers to convert the mobile phone into an Internet access device.

Cyber-cafes & workplace continue to lead the mass use of Internet

Chart 11: Primary Place of Access to Internet

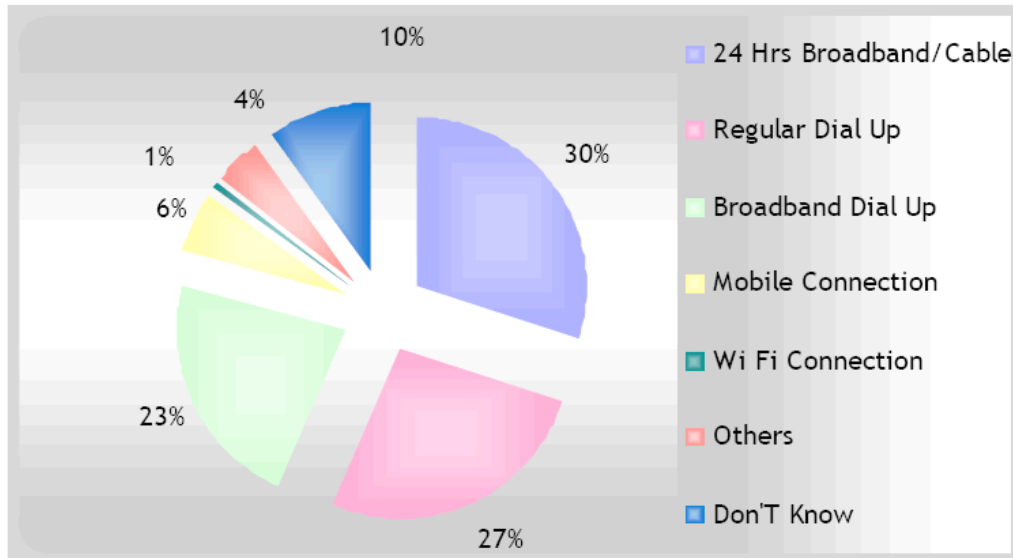


Base: 20,268

Internet is still accessed mostly from office (53%) followed by Cyber-cafes (46%). Increasing conversion of STD/ ISD/ PCOs to Internet Kiosks and concerted effort of service providers in creating more and more cyber-cafes would definitely lead to 'massification' of Internet.

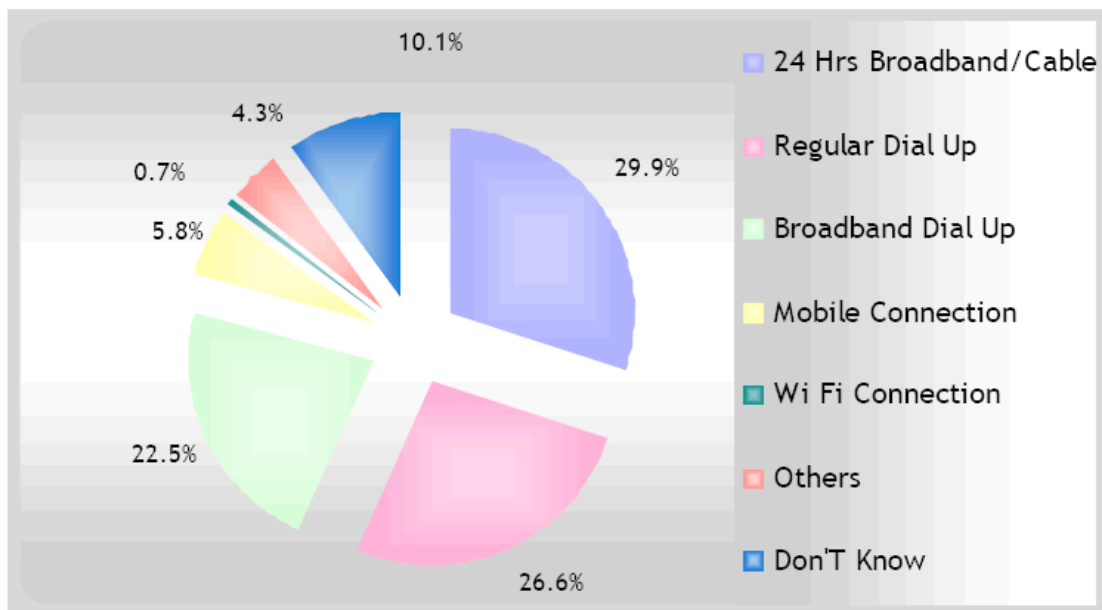
Type of internet service subscription at home

Chart 12: Type of Internet Connection for Access from Home



Base: 13,221

Chart 13: Type of Internet Connection for Access from Office



Base: 14,655

