

Newsletter

Data Deep-Dive Series

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Research Tips



Research Snapshot of the Month

Challenges SMBs Face in the Current Business Landscape

Small and medium businesses today grapple with multiple hurdles, with **"finding skilled workers"** and **"competition"** topping the list across sectors. Other concerns include access to finance, infrastructure issues, and high operating costs. Addressing these challenges demands innovative, data-backed approaches. InsightCrunch provides actionable insights to help businesses navigate obstacles and devise tailored solutions for sustainable growth.

Deep Dive Research Summary

Deep Dive Research Summary: Festive Insights for 2024

How Indians Fund Their Festive Joy

Diwali 2024, 65% of consumers dipped into savings for shopping, while only 4% relied on credit. Middle-class households were three times more likely to turn to loans. These financial preferences revealed unearthened untapped opportunities for businesses to align their strategies with consumer behavior.

Shift in Shopping Patterns

Online shopping dominated metros, with 42% of consumers shopping exclusively online. Electronics topped the list of gifts, and 41% of consumers planned to travel during the season—indicating the growing importance of travel-ready and e-commerce-driven offerings.

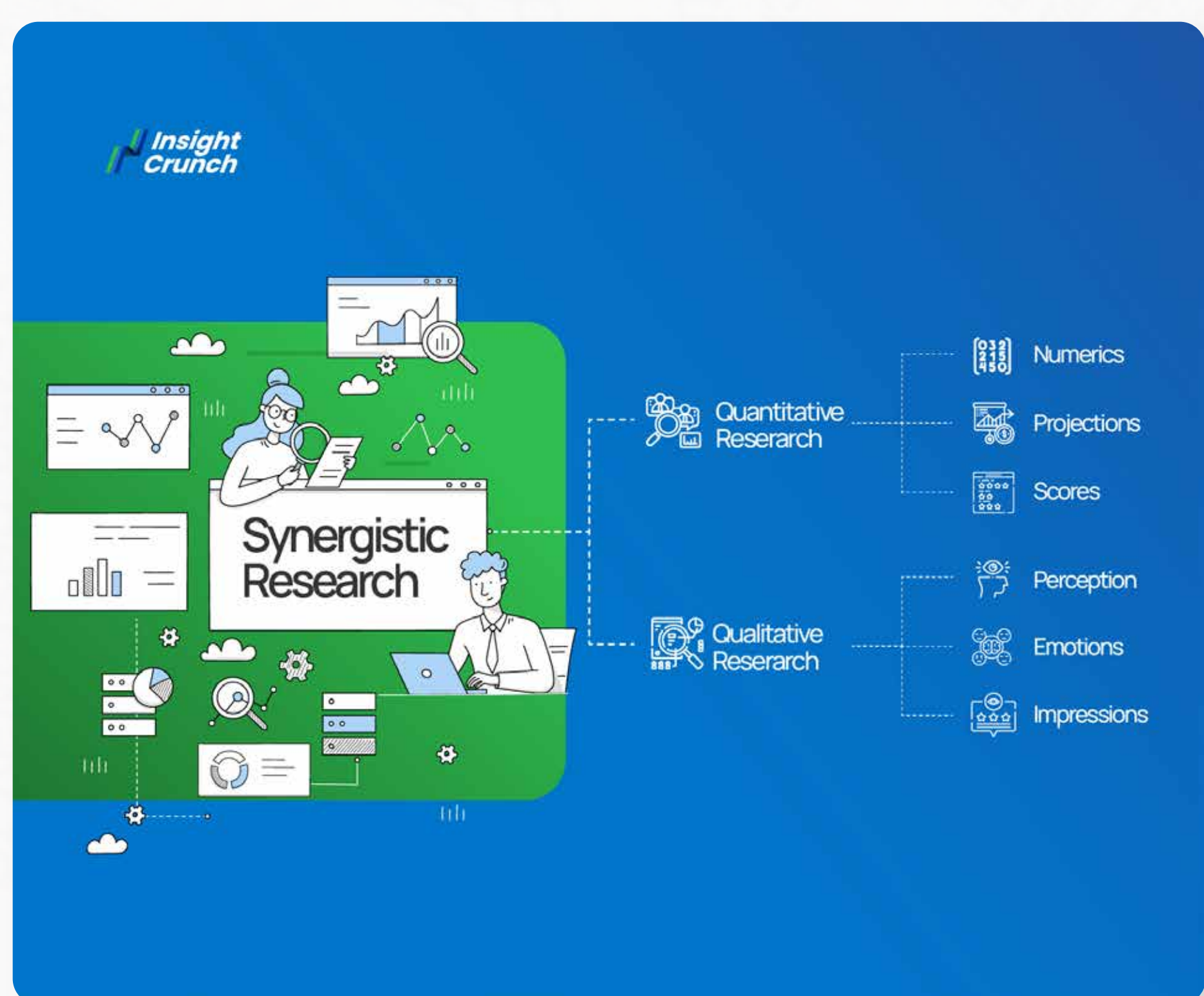
Understanding Buying Behavior

40% of Diwali spending concentrated in late October, with key influencers shaping consumer decisions. Buying habits varied generationally, highlighting opportunities to target Gen X, Millennials, and Gen Z differently.

Download InsightCrunch's exclusive report to navigate these trends and power your festive strategies!"

[Unlock These Insights](#)

In-Depth Articles/Blogs



Numbers Meet Narratives:

The Synergy of Qualitative and Quantitative Research

This article covers how combining qualitative and quantitative research methods provides deeper insights, enhances data authenticity, and strengthens decision-making through comprehensive, integrated approaches.

Festive Feeds:

How India Scrolled, Streamed, and Celebrated!

This article shows WhatsApp, Facebook, and Instagram led media consumption during the festive season, with regional and age-based preferences.



Far from Home:

Indian Festival Season Travel Trends 2024

This article reveals 41.4% of Indians traveled during the festive season, preferring local destinations and budget-friendly modes like personal vehicles and trains.

Research Tips:

Leverage Regional Insights

Incorporate diverse regional insights into your research to understand consumer behavior across India's dynamic landscape. At InsightCrunch, our coverage spans **99.4% of districts, 2.7 lakh villages, and 4,581 rural pulse points**. By tapping into these nuanced preferences, we help businesses uncover actionable insights to refine strategies for regional and national markets.



Upcoming Research

Stay tuned for our upcoming deep dive into Beyond the Holy Dip: Analyzing Brand Activations and Marketing at Kumbh Mela, where we explore how brands leverage one of the world's largest spiritual gatherings for impactful marketing strategies.

