


COVID-19 - Impact and Trends

May 2020



SHAW
HOTELS
& CONSULTANCY
SERVICES PVT. LTD.

Expertise Born Of Experience
Established - 1991



The impact of the COVID-19 pandemic has been felt the world over and while we remain under lockdown, we conducted a survey in the month of May 2020 to understand and track consumer sentiment across India to gauge how people's expectations, incomes, spending, and behaviours have changed at the time of this crisis and what the future trends are.

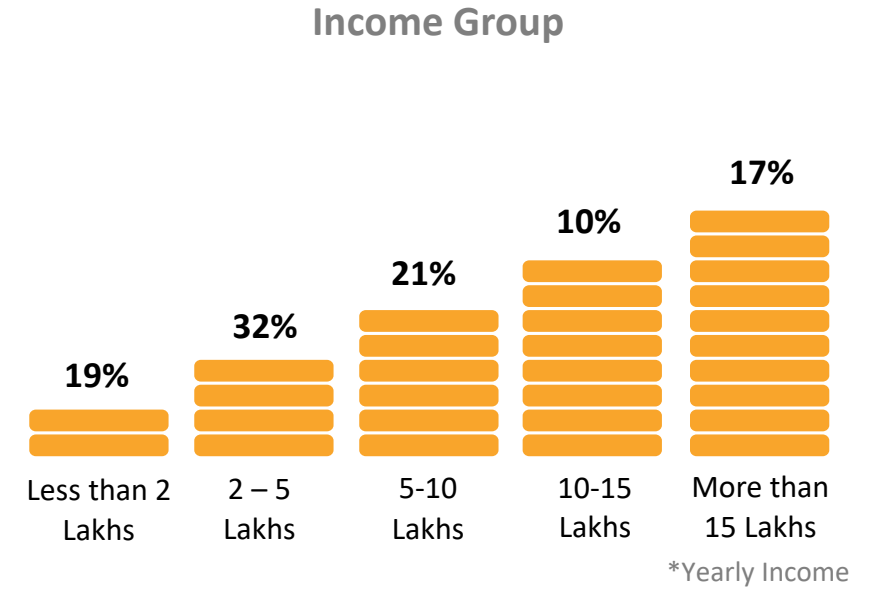
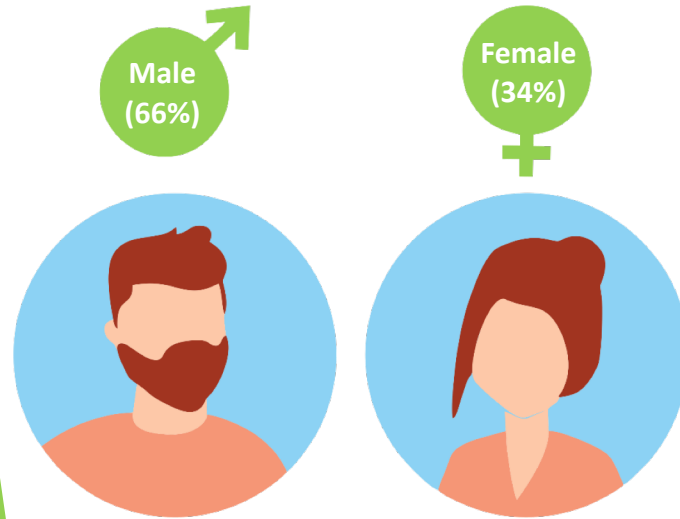
Stay Safe!

SHAW

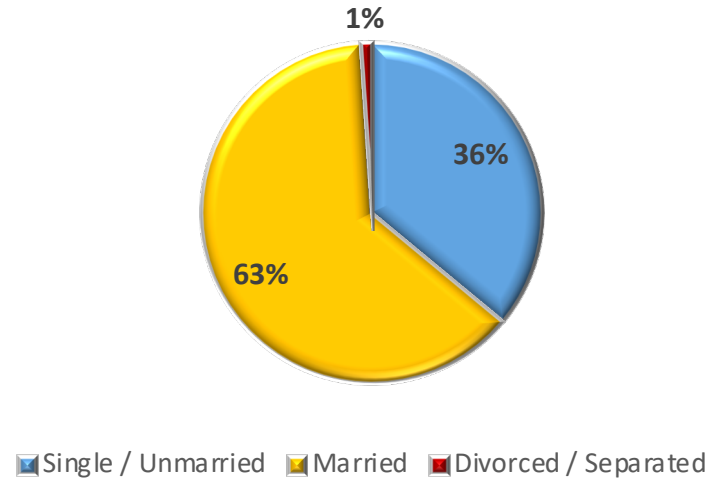
HOTELS
& CONSULTANCY
SERVICES PVT. LTD.

Expertise Born Of Experience
Established - 1991

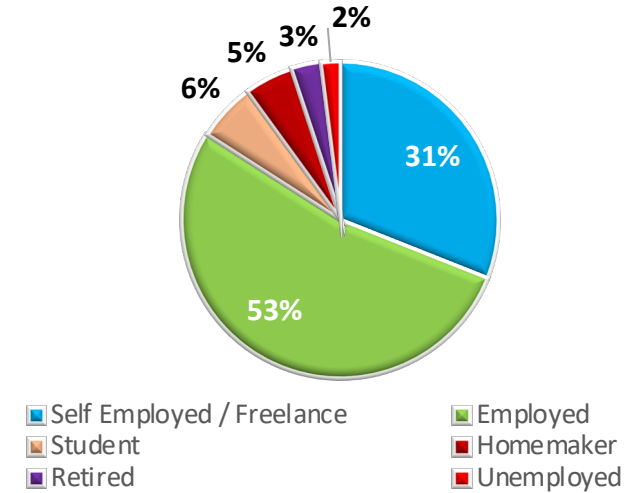
Demographics



Marital Status



Profession



Summary

India's overall sentiment remains optimistic despite the lockdown extension. Most respondents felt that it will take 4-6 months for the situation to normalize. Respondents did show a clear indication that online shopping has the least risk of virus exposure whereas transportation, social gatherings, concerts have been rated as high risk activities. Taking off from this thought, future trends show increased respondents opting for online shopping over shopping at physical stores.

During the crisis, consumers are definitely cutting back on expenses and being careful about their spending due to uncertainty of the economy and future. However, staying at home has increased awareness about Fitness and consumers are keen on spending more on Fitness, followed by Entertainment at Home during this period. In future, respondents would want to spend more on Preventive Health Care and Education / Skill Enhancement.

Consumer Perception of COVID-19

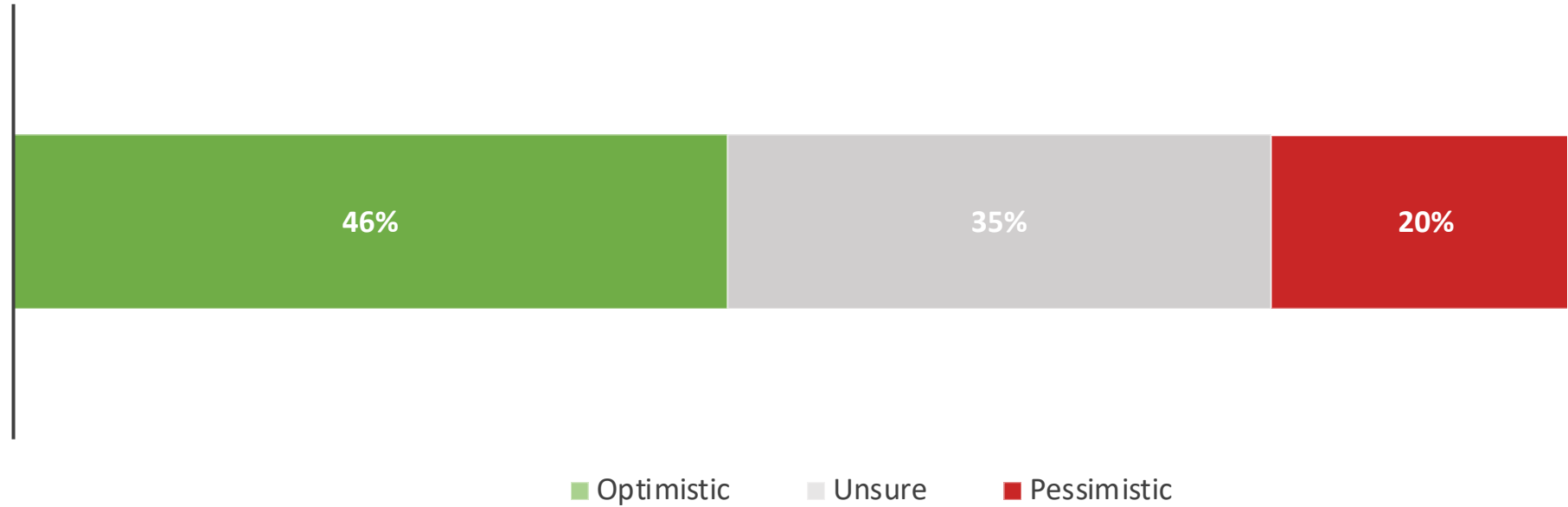
Many respondents experience fear in these times

Most respondents worry about their safety

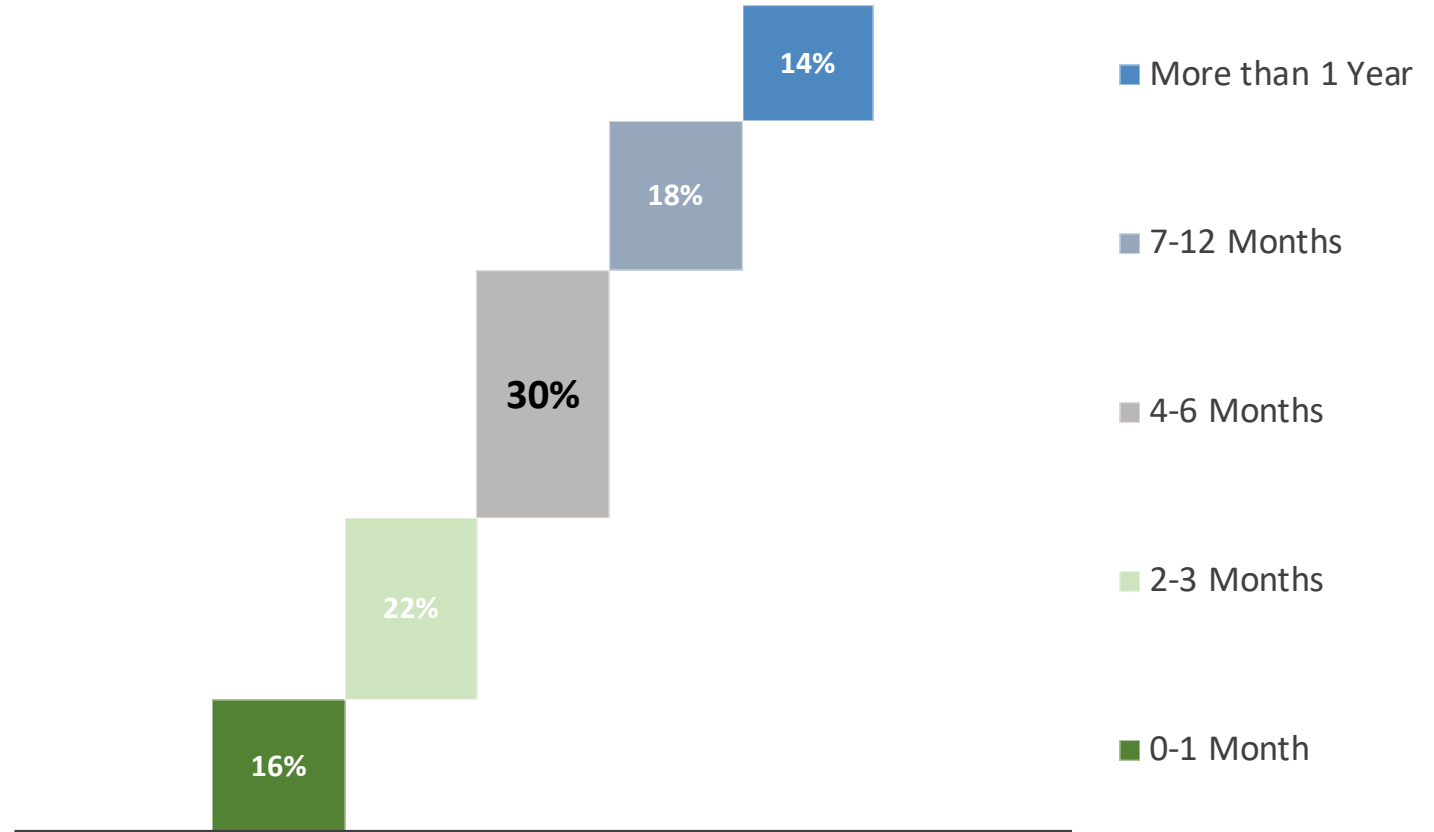


However, there is also some hope

Consumer Optimism



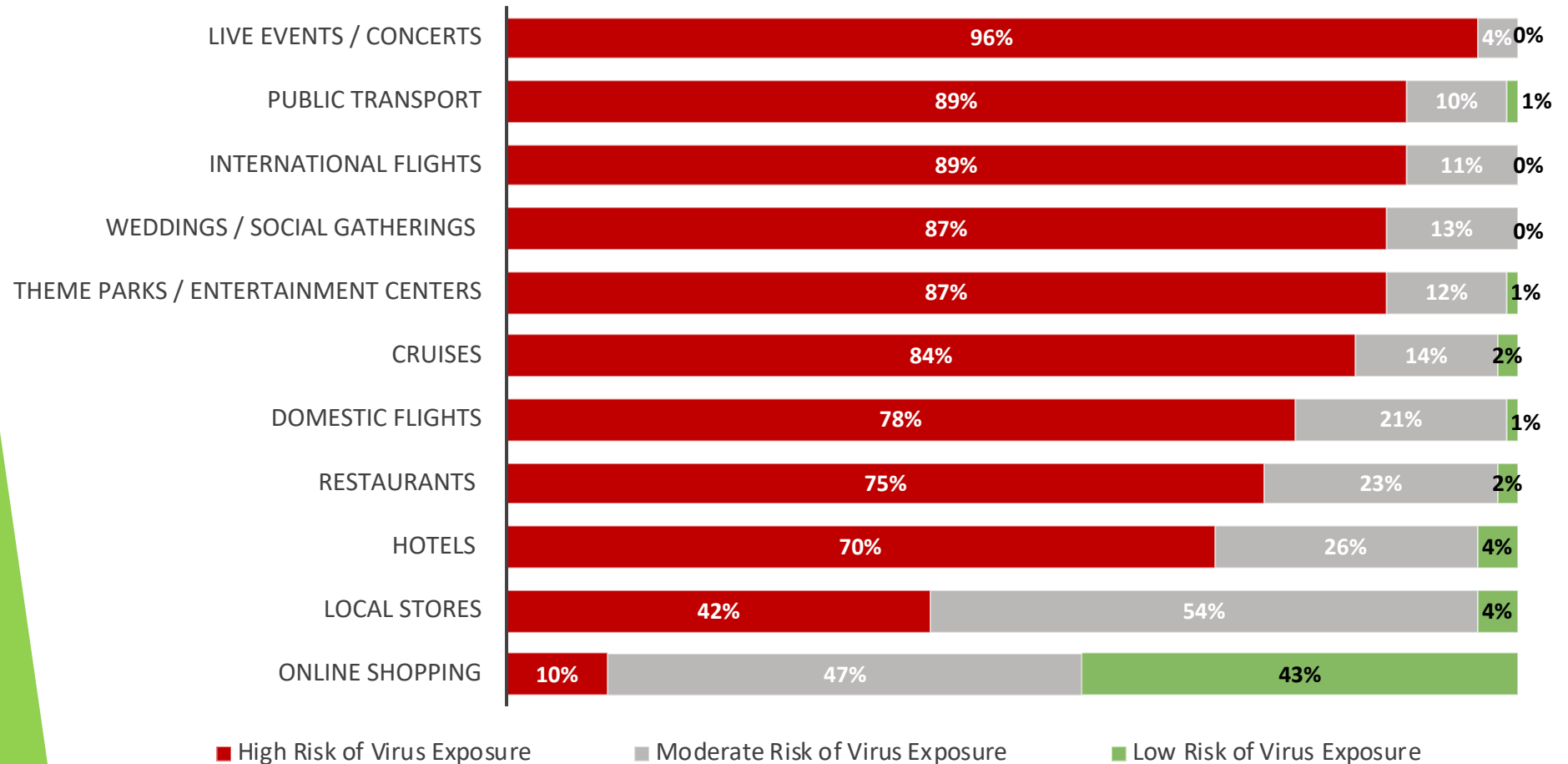
How long before we go back to normal?



Q - How long do you believe you need to adjust your routines given the current COVID-19 situation, before things return back to normal in India? Rated from 1 '0-1 Months' to 5 'More than 1 Year'

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

Risk Perception



Q - Which statement comes to mind when you think of the below activities - Rated from 1 'High Risk of Virus Exposure' to 3 'Low Risk of Virus Exposure'

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

Effect on Livelihood and Expenditure

GIVEN THE ECONOMY AND MY PERSONAL FINANCES, I HAVE TO BE VERY CAREFUL HOW I SPEND MY MONEY

93%

3% 4%

I AM CUTTING BACK ON MY SPENDING

91%

4% 6%

UNCERTAINTY ABOUT THE ECONOMY IS PREVENTING ME FROM MAKING PURCHASES / INVESTMENTS WHICH I WOULD OTHERWISE MAKE

84%

11% 5%

MY INCOME HAS BEEN IMPACTED BY COVID-19

82%

8% 10%

MY JOB HAS BEEN IMPACTED BY COVID-19

82%

9% 9%

Strongly Agree / Agree

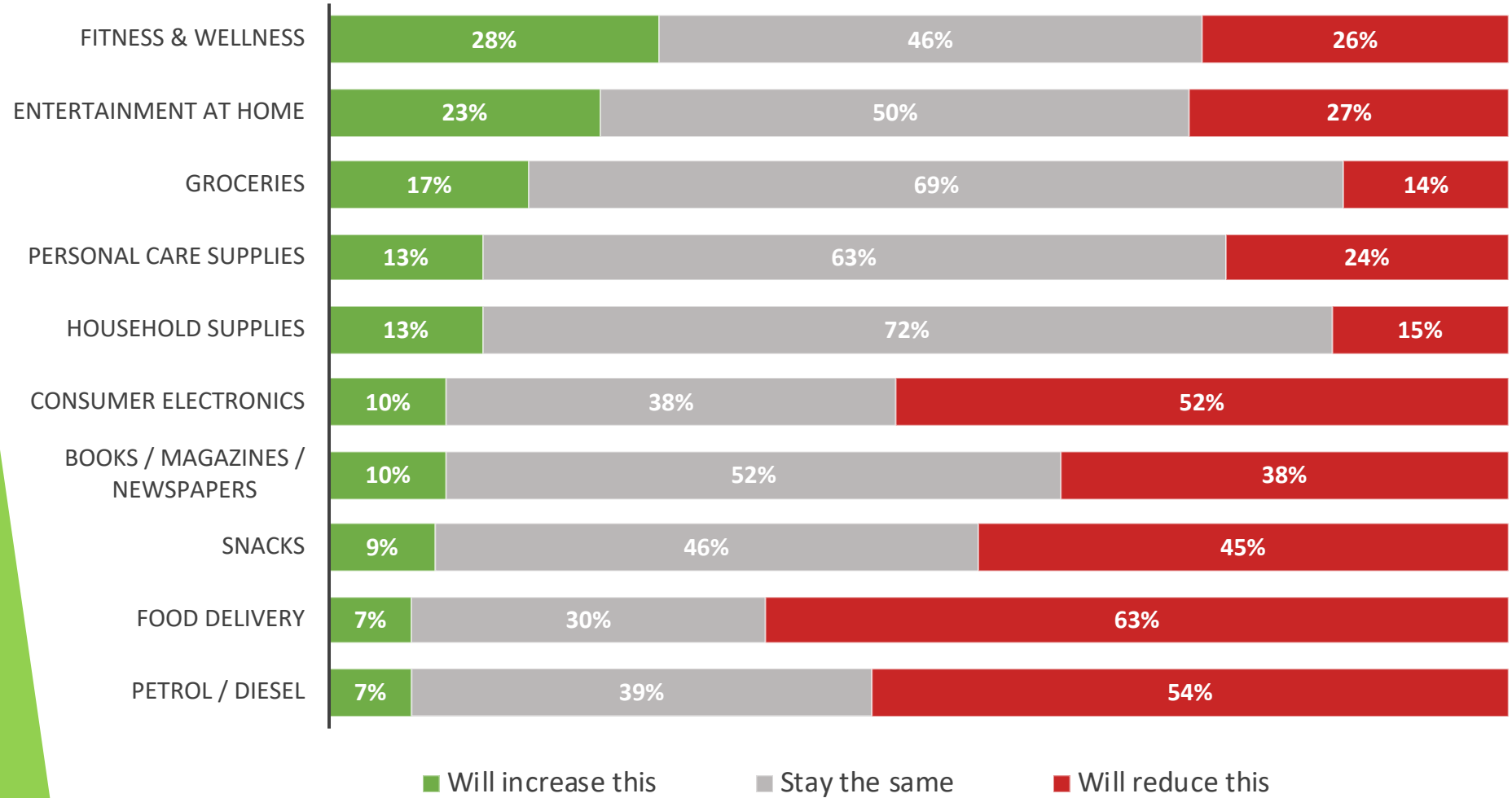
Neither Agree Nor Disagree

Strongly Disagree / Disagree

Q - Please indicate how strongly you agree or disagree with each of the following statements - Rated from 1 'Strongly Agree' to 5 'Strongly Disagree'. Figures may not sum to 100% because of rounding.

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

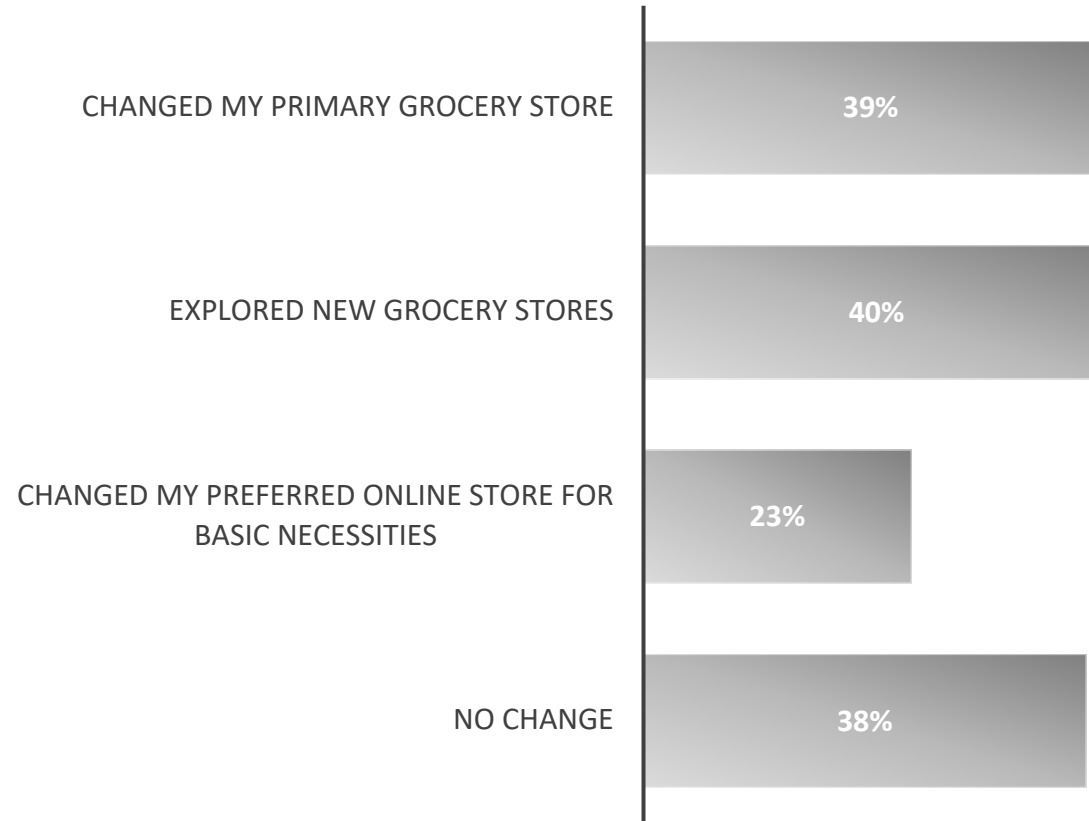
Spending Pattern during Lockdown



Q - Over the next 1 month, do you expect that you will spend less, just about the same or more money on these categories than usual? - Rated from 1 'Will increase this' to 3 'Will decrease this'.

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

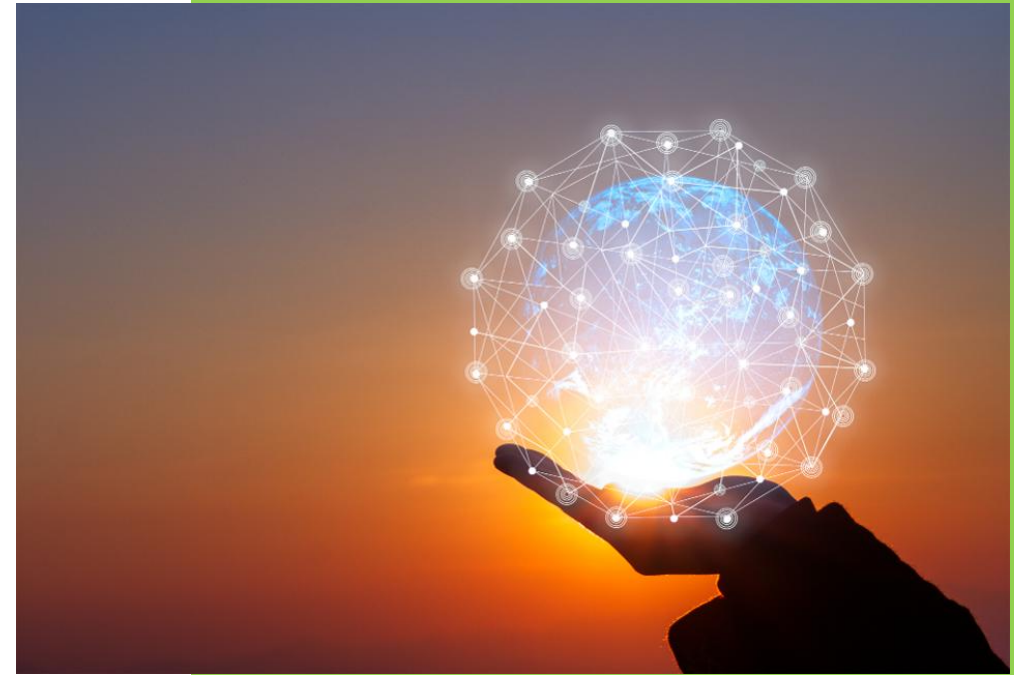
Changes in Shopping Pattern



Q - Have you used or done any of the following since the COVID-19 situation started? - Figures will not sum to 100% because of multiple selection.

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

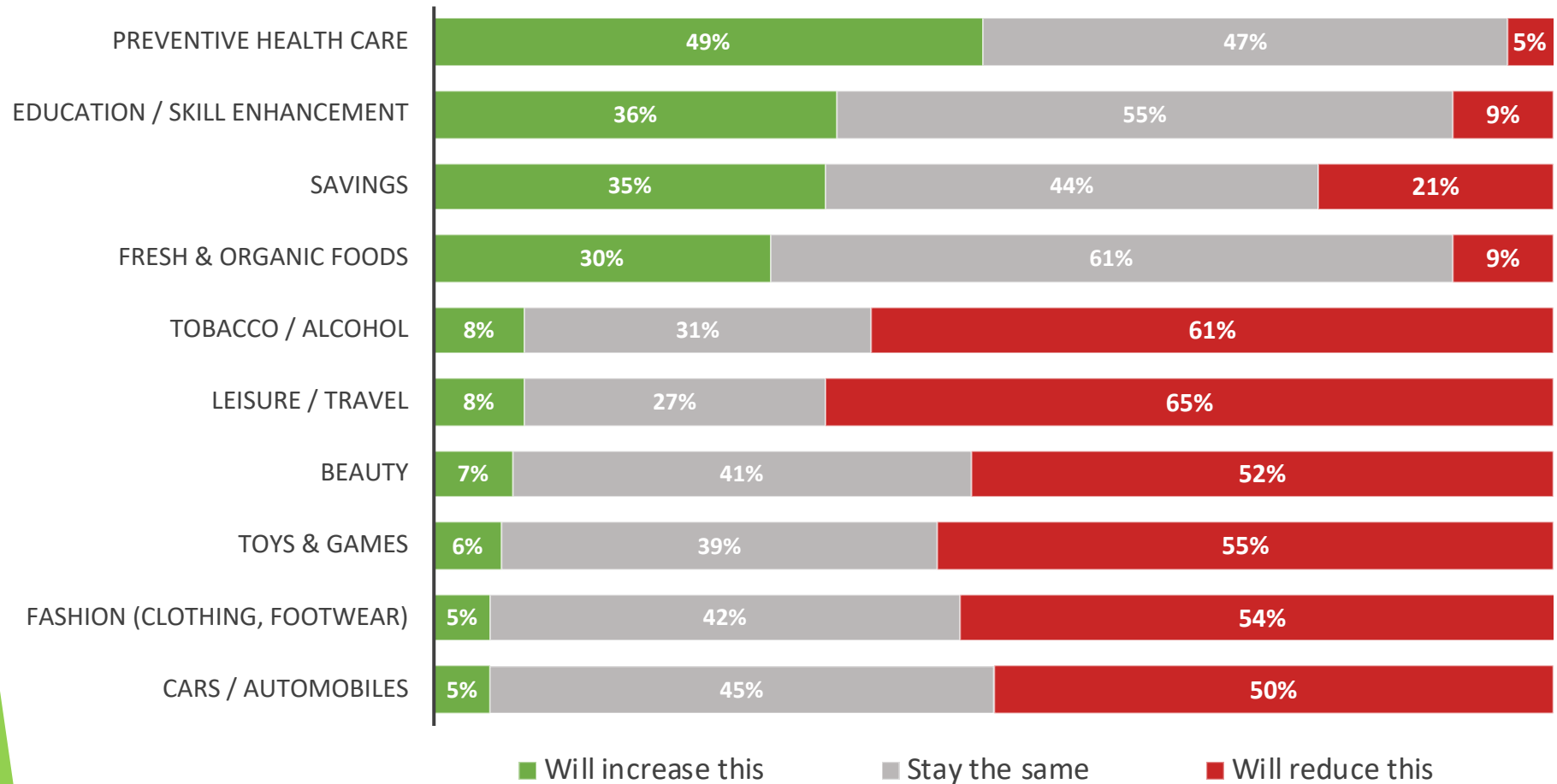
Future Trends – Looking Beyond COVID-19



SHAW
HOTELS
& CONSULTANCY
SERVICES PVT. LTD.

Expertise Born Of Experience
Established - 1991

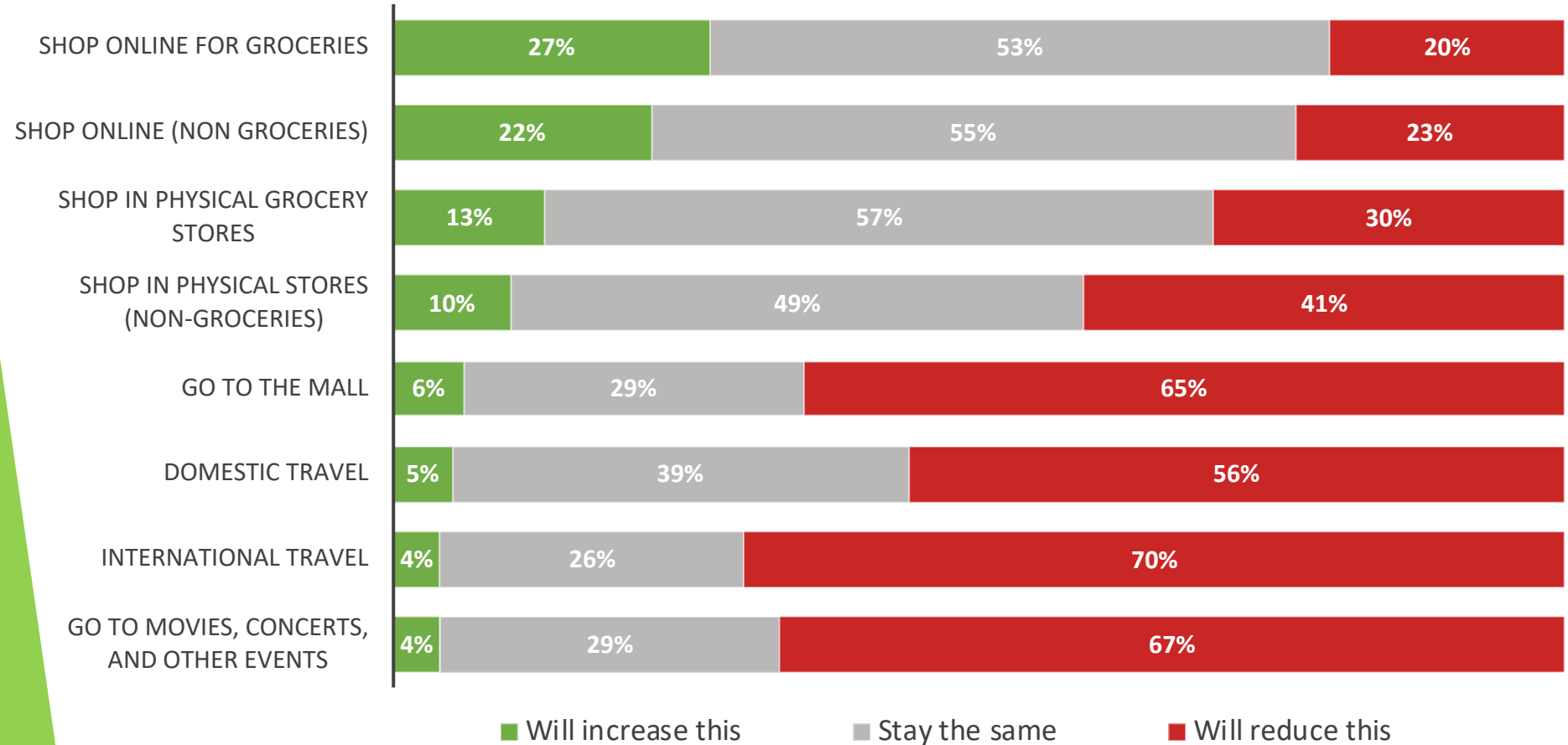
Future Spending Patterns



Q - How do you expect your spending to change once the COVID-19 situation subsides, as compared to before the COVID-19 situation, across the following Categories? - Rated from 1 'Will increase this' to 3 'Will reduce this'.

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

Future Trends



Q - Once the COVID-19 situation has subsided, which of the following do you think you will do more or less compared to before the COVID-19 situation started? - Rated from 1 'Will increase this' to 3 'Will decrease this'.

Source – Shaw Hotels & Consultancy Pvt. Ltd. COVID-19 - Impact and Trends

Our Anti COVID Services

Shaw Hotels & Consultancy Services Pvt. Ltd., can help your organization with the below Anti Covid Services -



Online Training on Customer Service in the post-COVID era



Guidelines/SOP Document for COVID-19 measures



Online / Delivery Audits with special emphasis on Anti-COVID-19 measures



Onsite Audits with Anti COVID-19 checks



Manpower Rationalization Studies

For more details, please contact us –

 **marketing@shawhotels.com**

 **+91 75062 00210**

Thank You!



Expertise Born Of Experience
Established - 1991



Members of -

