

How online video is empowering consumers in India to take action

Online video has long been seen as a tool to build brand awareness. But after speaking to people around the world about why, how, and when they watch online videos, it's clear that consumers use video at every stage of their journey. Here, we share insights about consumers in India that marketers should take note of.



>1,200

YouTube channels in India have more than 1 million subscribers.¹

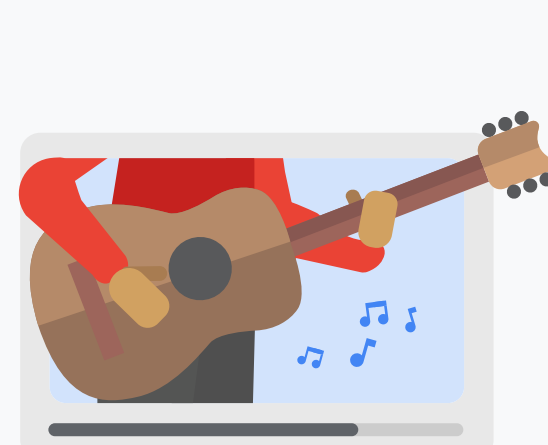
>36 minutes

is the average watch time of video entertainment content per day per user on smartphones.²

1. People watch online videos to learn new skills and pursue passions.

Online video is about more than viral content. People often watch YouTube for learning and self-improvement.

Growth in watch time for videos in India in 2018 (YoY)



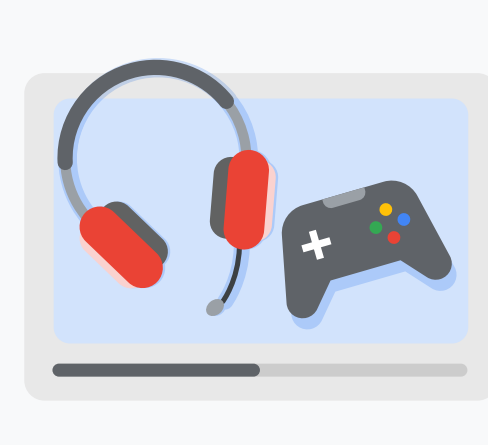
3X

hobby³



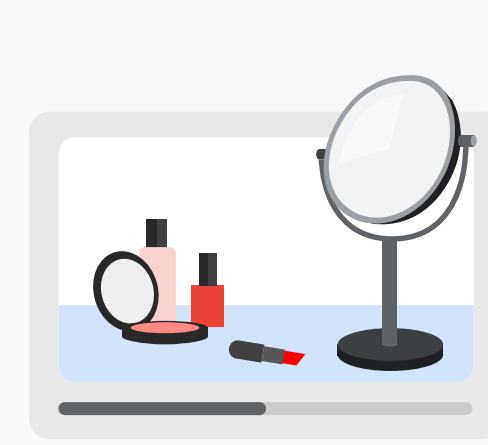
>2X

cooking³



2X

consumer electronics³



2X

beauty tip³

2. Videos can jump-start action.

Once viewers feel like they've learned enough online, they're ready to get started in real life. And that's when "can do" turns into "must buy."

>80% of online video viewers take action after watching an ad on YouTube.⁴

87% of auto buyers who watched an online video completed at least one follow-up action triggered by the video:⁵



52%

visited a dealer website.⁵



48%

located a dealer.⁵



45%

scheduled a test drive.⁵



40%

requested a price quote.⁵



27%

researched financing or lease offers.⁵

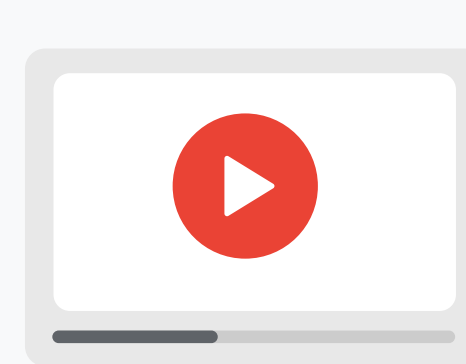
3. Video empowers people at every stage of their journey — even at the point of purchase.

Besides turning to online video to learn new skills, consumers use it to research specific products or brands and even to replace the traditional shopping list.



43%

of new car buyers watched vehicle walk-around videos before making a purchase.⁶



>55%

of global shoppers say they used online video while actually shopping in-store.⁷



4. Though people might not always watch a video with the intention of buying, they're open to discovery.

Consumers are open to brands and products that help them reach their goals. Viewers inspired by the potential of something new often conduct further research.



>60%

of online video viewers think highly of a brand that provides online content for them to learn about its products/services.⁷



>90%

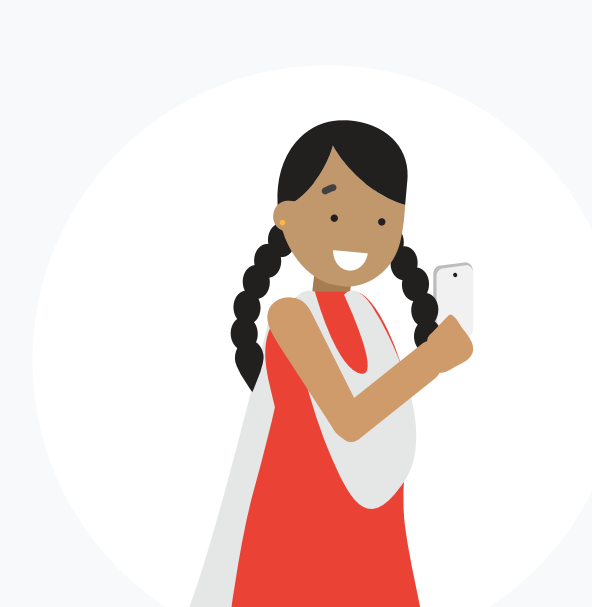
of people say they discover new brands or products on YouTube.⁸

No matter where consumers are in their journey, they're looking for brands to meet them with helpful and inspiring video content and ads.

Here's what your brand can do:



Position your brand as a helpful expert, and answer consumers' most common questions.



Help consumers discover new products and ideas — even when they aren't looking to buy.



Enable consumers to take action — and even purchase — with a seamless, immediate experience.

Sources

1 Google Data, IN, February 2019

2 Google Data, IN, 2018

3 Google/Kantar TNS, Gearshift Report, 2018.

4 Google/Ipsos, Online Video Landscape Report, 2018.

5 Google/Kantar TNS, Gearshift Report, 2018.

6 Autogearshift, 2017–2018.

7 Google/Ipsos, Global (U.S., CA, BR, U.K., DE, FR, AU, JP, IN, KR), "How People Shop with YouTube" Study, 18–64 year olds who go online at least monthly and have purchased something in the last year (n=24,017), July 2018.

8 Google/Magid Advisors, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "The Role of Digital Video in People's Lives," n=20,000, A18–64 general online population, August 2018.