New consumer research into the Chinese and Indian travelling shopper now available from The Moodie Davitt Report

The detailed reports uncover attitudes to air travel and shopping among Chinese and Indian consumers today

CHINA/INDIA. The Moodie Davitt Report and partner Voiceback Analytics (VBA) are pleased to announce the release of two new consumer research studies that examine the attitudes and likely shopping preferences of Chinese and Indian travellers post-COVID-19.

As reported, in September The Moodie Davitt Business Intelligence Unit unveiled the first stage of an ambitious new travel retail consumer research platform after striking an agreement with VBA (part of an umbrella consortium of alliances with appropriate partners in different areas of research and analysis).

The Bengaluru-based data analytics house uses the power of modern algorithms to extract actionable insights from raw data. The company is highly regarded across multiple sectors for its use of technology to differentiate results from existing consumer panel studies.

VBA's research provides an insight into how recovery might take shape, through detailed research into two of the world's most important travelling consumer nationalities.

The reports, titled 'Decoding Post COVID International Air Travel', provide in-depth research about consumer behaviour among Chinese and Indian travellers by age group, income and region. The findings show varying levels of confidence, perceptions of safety and appetites to purchase in airport and retail environments across traveller segments.

2,000 respondents in each market were surveyed to measure attitudinal and

behavioural changes and their likely impact on travel retail revenues in the different stages of market recovery.

The importance of the study into consumer behaviour comes at a critical time as sector stakeholders try to assess the behavioural impact of the pandemic – both during and post the crisis. The studies target Chinese and Indian consumers with market-specific analysis on consumer behaviour in the short and long term.

Key areas of focus:

1. Different impact of COVID-19 risk by product category in travel retail
2. Impact on turnover by product category
3. Impact on travel destinations and preference of flying direct or through connecting airports
4. Perception towards brand ambassadors and the importance of ambassadors in a post-COVID world
5. Future of retail design and importance of technology in developing non-human interaction aspects to the environment
6. Increase or decrease in use of self- operated applications or robotic dispensers over human intelligence
7. The development of Hainan's offshore business and consumer perception of that opportunity
8. Change of travel destination choices for Indian vacation passengers
9. The impact of changes in travel behaviour by key destinations for the Indian passenger
10. Changes in consumer purchase behaviour/perception resulting from the global surge in ecommerce usage and retailer deployment
11. Breakdown of travel retail by leisure and business travel in terms of the impact from COVID-19

The findings were previewed at the recent Virtual Travel Retail Expo (summarised in the video below) and the full reports are now available for purchase.

Pricing is US$2,000 for each country report, with both available for US$3,000.

For more information or to place an order, contact Senior Retail and Commercial Analyst Min Yong Jung at MinYong@MoodieDavittReport.com