

Quora for Business

Key Festive 2024 Trends on Quora



Optimizing Market Impact During The Festive Season

Diwali marks a significant period in India, characterized by vibrant illuminations and widespread festivities. It is also a time for a surge in consumer activity, as **Quora** users engage in extensive shopping and gift-giving.

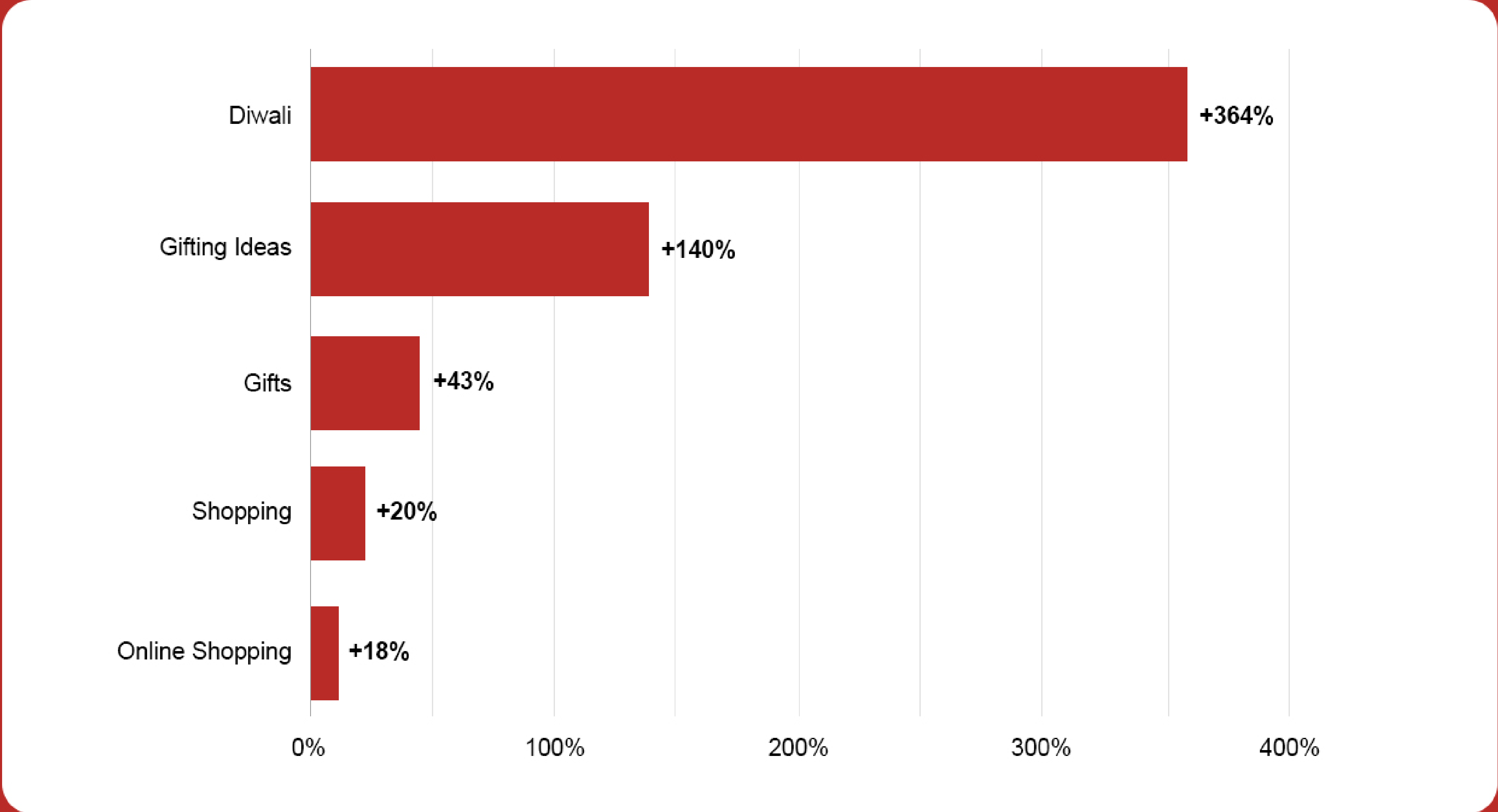
Leaned In Nature Of Shoppers On Quora During The Festive Season



Based on the GWI Core Q4 2023 survey of 3,631 participating Quora users aged 16-64 in India

Buzz Around Festive Shopping: Essential Topics For Consumers And Businesses

The festive season ignites a frenzy on **Quora**! Diwali-related questions see a staggering **364%** surge, while searches for gifts and shopping jump by **140%** and **20%** respectively.



Based on Internal Quora Data. Figures represent the percentage change in questions from October 2023 to November 2023

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Decoding Festive Car Buying Decisions



How Consumers Research, Trust & Purchase

Indian car buyers blend rational research with cultural practices, meticulously examining features and prices while considering auspicious purchase days. Marketers must understand this mix of logic and tradition.

40% of Quora users utilize loyalty programs, 53% trust online reviews, and 54% share information about new products with friends and family.

Festive Season Drives Automobile Purchases Among Quora Users

| 24%

planned to purchase a motorcycle during the last festive season

| 23%

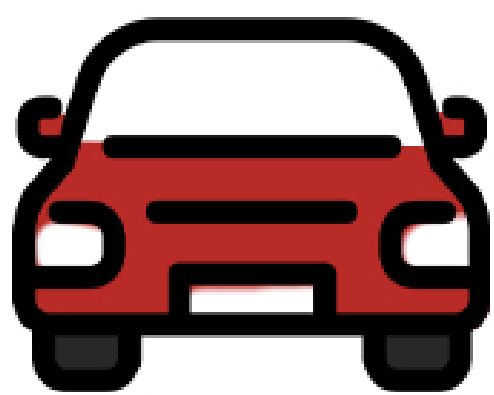
planned to purchase an electric vehicle

| 22%

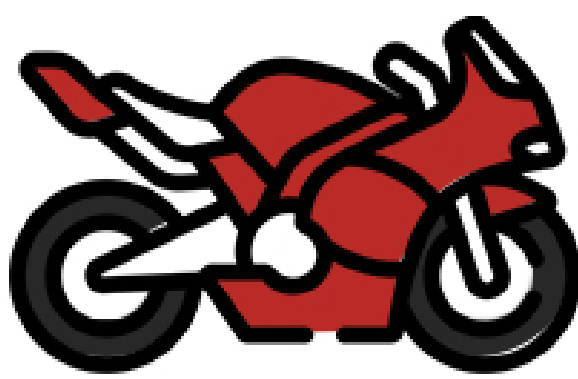
planned to purchase a car or automobile

Based on the GWI Core Q4 2023 survey of 3,631 participating Quora users aged 16-64 in India

Festive Season Boosts Auto Queries On Quora



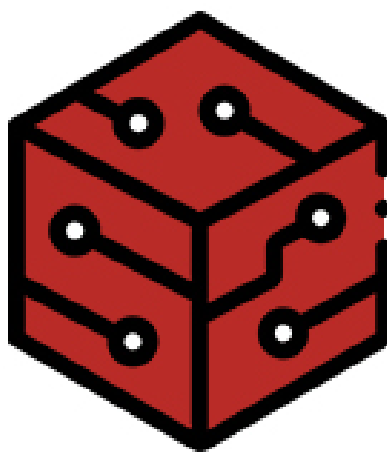
Car Recommendations
+174%



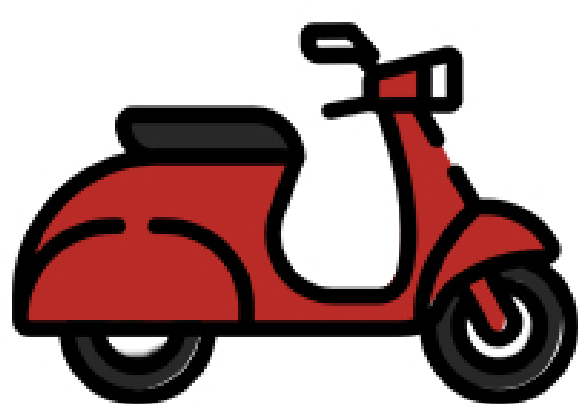
Motorcycles and Motorcycling
+28%



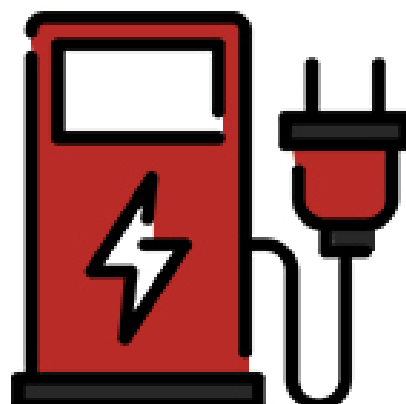
Cars in India
+106%



Tesla
+11%



Scooters and Mopeds
+29%



Electric Vehicles
+6%

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The Indian Fashion Market and the Festive Season



Engaging Festive Consumer Behavior

During festive seasons like Diwali, brands leverage social media, digital marketing, and engagement tools (virtual try-on, AR, AI) to captivate consumers, despite the constant allure of e-commerce.

Fashion on Quora: Unveiling User Behavior Trends

It is a time when Quora becomes vibrant community where fashion enthusiasts exchange advice, share trends, and discuss the latest in the fashion industry, highlighting the surge in activity and the importance of understanding consumer behavior during these peak times.

60%

spend time looking for the best deals

57%

use discount codes or coupons

47%

are interested in fashion

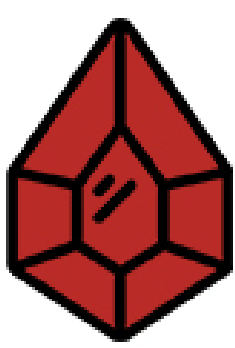
36%

planned to purchase jewelry during the last festive season

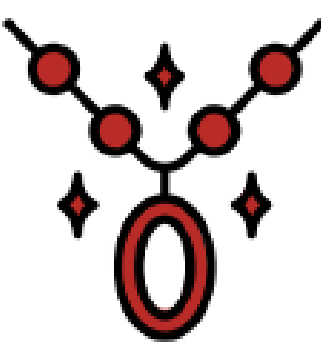
Based on the GWI Core Q4 2023 survey of 3,631 participating Quora users aged 16-64 in India

Fashion And Jewelry Topics On Quora Show High Growth In Questions During The Festive Season

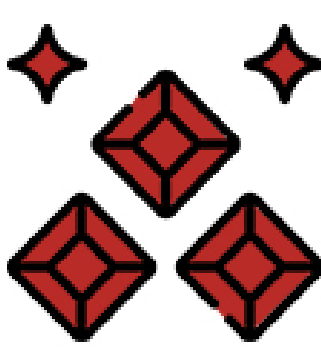
Quora data shows a notable rise in interest in festive fashion and jewelry shopping. Queries about gemstones, fashion jewelry, silver, and diamonds have all increased, indicating a strong consumer focus on accessorizing for the festive season.



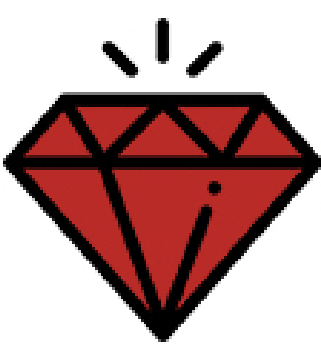
Gemstones
+52%



Fashion Jewelry
+40%



Silver
+30%



Diamonds
+26%



Women's Fashion
+7%

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Consumer Tech Takes Priority

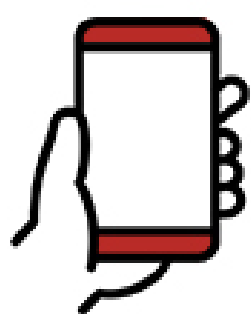


Consumer Tech Enthusiasts Find A Home On Quora During The Festive Season

Diwali triggers a surge in Quora tech inquiries, with smartphones leading the charge (up over 200%!). Laptops follow closely (up 40%). This points to festive shopping research, with a focus on mobile tech. Kitchen appliances also jump (up 78%), hinting at diwali gift-giving or upgrades.

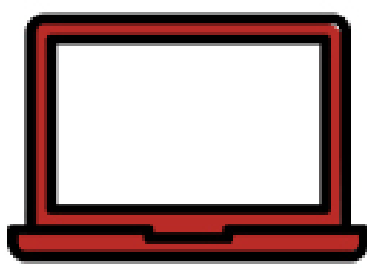
Festive Season Drives Consumer Tech Purchases Among Quora Users

Smartphone And Laptop Shopping



62%

planned to purchase a mobile during the last festive season



34%

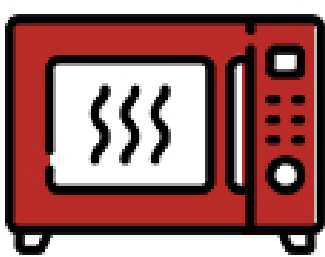
planned to purchase a Laptop or desktop PC

Consumer Durables And Appliances Shopping



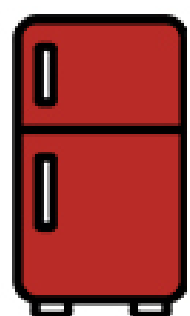
43%

planned to purchase a smart home appliance, smart home product or smart TV



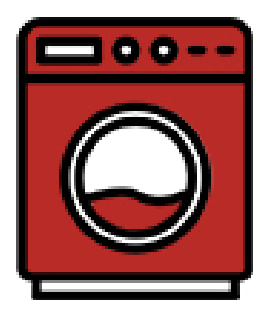
24%

planned to purchase a microwave oven



18%

planned to purchase a refrigerator

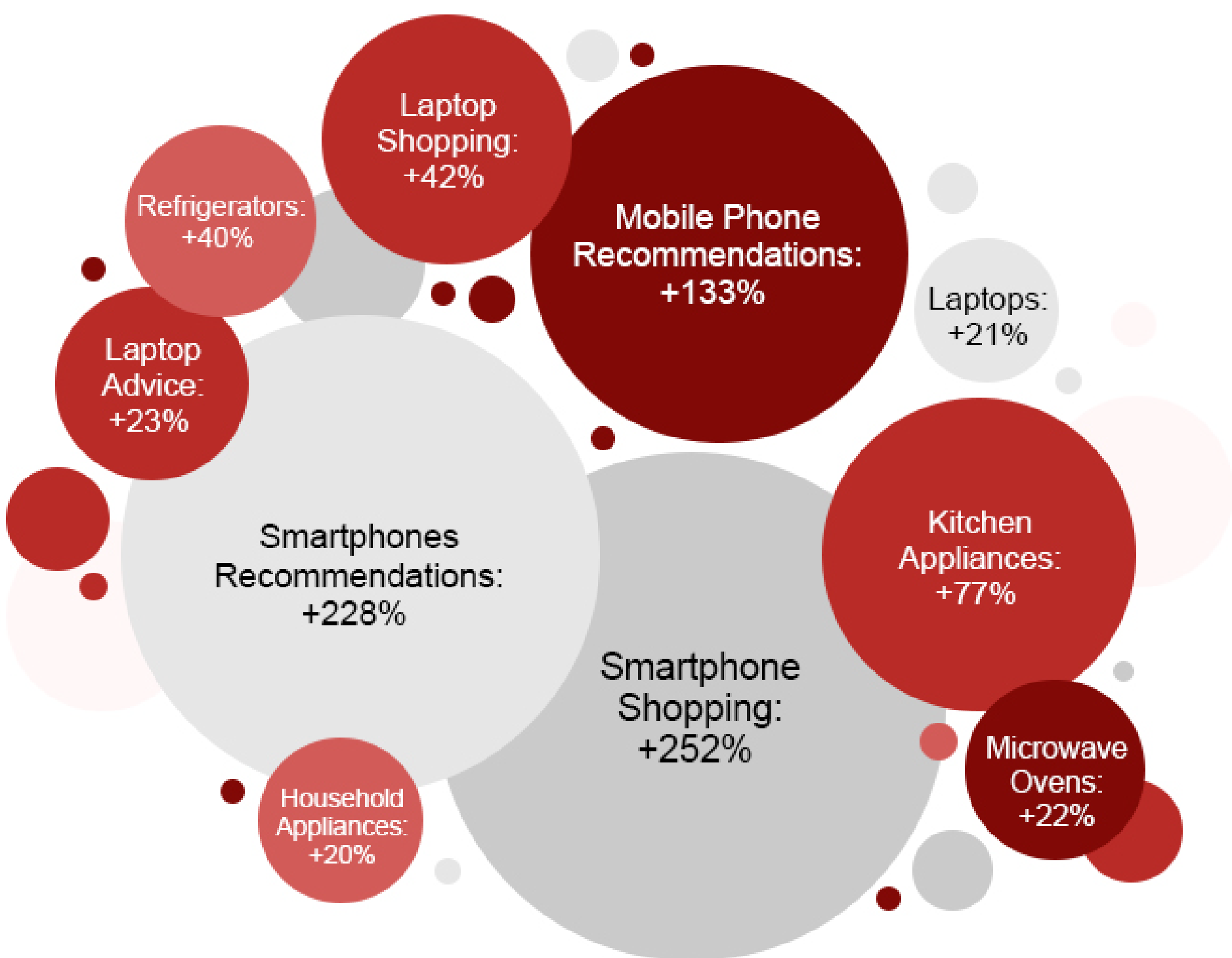


15%

planned to purchase a washing machine

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Festive Season Boosts Consumer Tech Queries On Quora



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Quora for a Successful Festive Marketing Campaign



Leveraging Quora For A Successful Festive Marketing Campaign

Quora presents a valuable platform for businesses to elevate their festive marketing strategies by connecting with a vast and engaged user base.

Here's How Quora Can Be Effectively Utilized



Uncover Audience Insights:

Leverage Quora's data to understand festive trends and target your campaigns effectively.



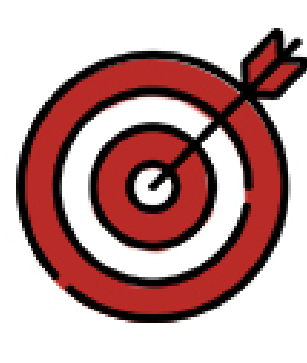
Engage & Build Trust:

Directly answer questions, participate in discussions, and share valuable content to build brand trust.



Content Marketing Made Easy:

Share informative content about your products and services to drive traffic and boost visibility.

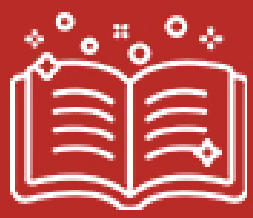


Target Advertising:

Utilize Quora ads (image, video, promoted answers) to reach the right audience during Diwali.

Best Practices For Engaging Festive Marketing Campaigns

To maximize captivation and audience engagement, consider incorporating these innovative strategies into your festive ad campaigns.



Interactive Storytelling:

Develop interactive advertisements that encourage user participation with the content.



Augmented Reality (AR) Experiences:

Integrate AR technology into your campaigns to offer users unique and engaging experiences.



User-Generated Content (UGC) Contests:

Encourage customer participation by hosting UGC contests on social media.



Personalized Video Messaging:

Utilize personalized video advertisements where content seamlessly aligns with viewer preferences and past interactions



Thematic Campaigns Rooted in Cultural Narratives:

Develop campaigns that revolve around festive cultural stories and traditions.

Add Quora to your marketing mix this festive season.

Contact us: india@quora.com