

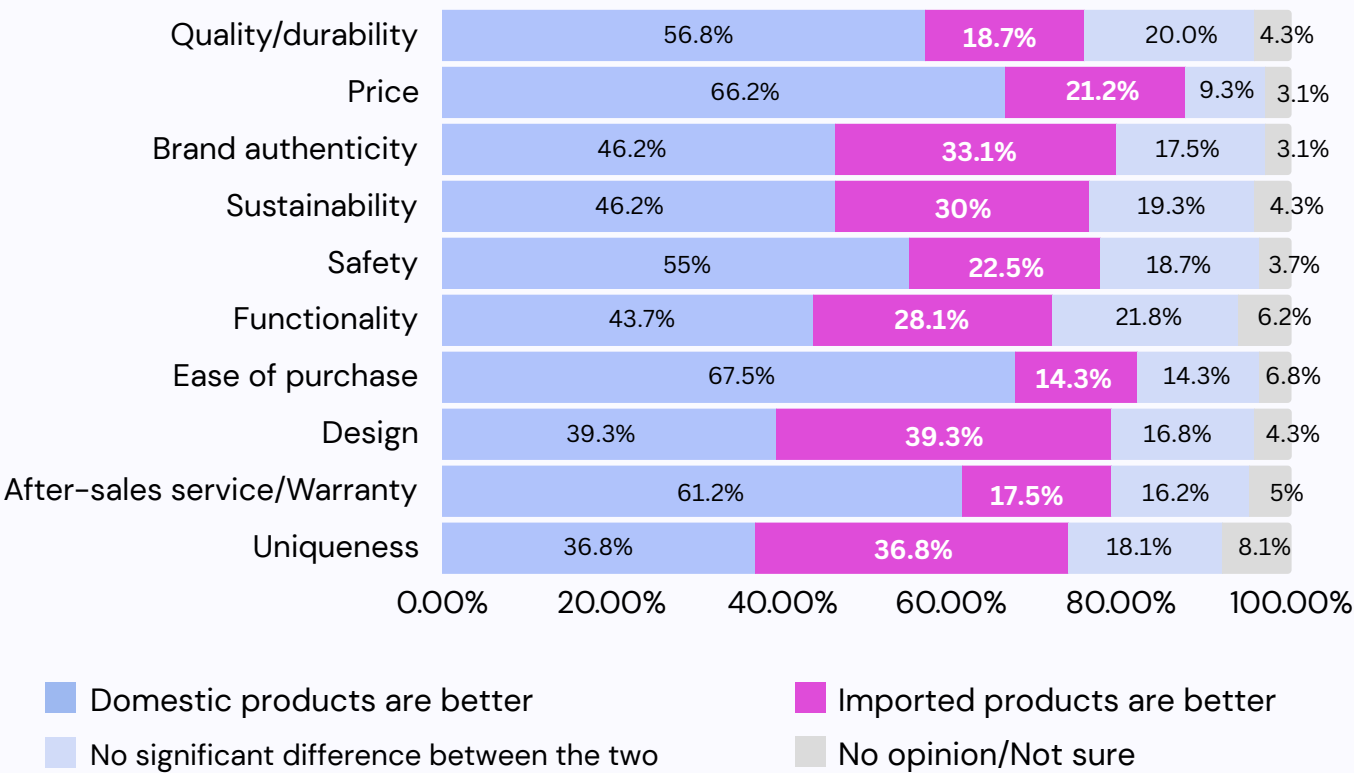


Exploring the Indian Market: Insights on Consumer Behavior Toward Imported Products

This report analyzes the differences in perceptions between domestic and imported products, the categories of imported products that consumers have experience purchasing, and the countries of origin that are highly recommended to family and friends.

DOMESTIC PRODUCTS VS. IMPORTED PRODUCTS

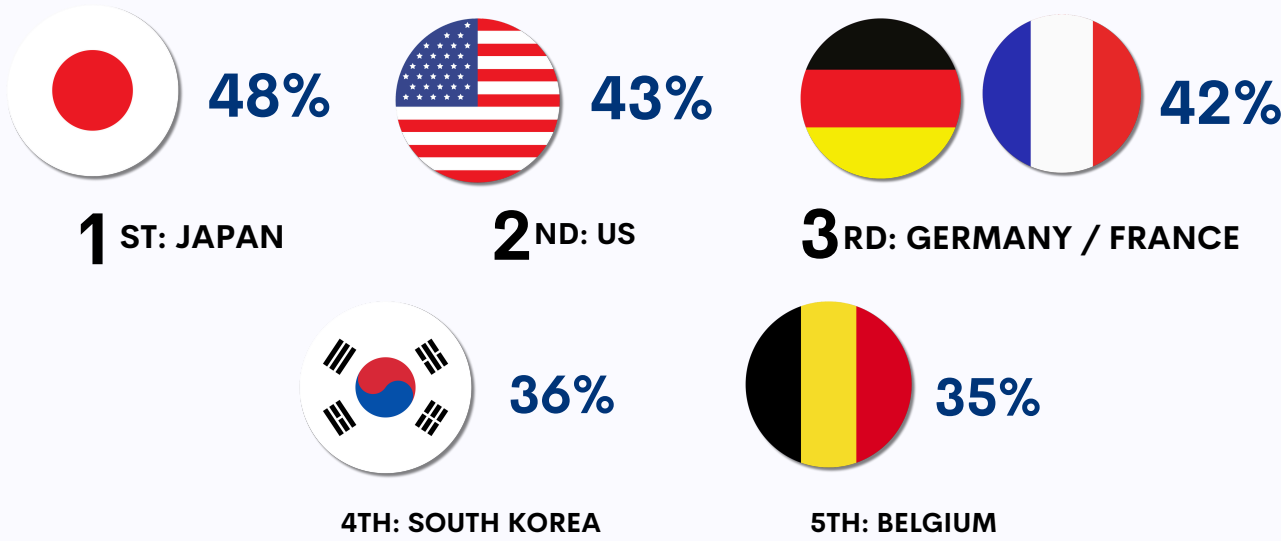
- ✓ For all items, the majority of respondents indicated that domestic products are better.
- ✓ On the other hand, for "design" and "uniqueness," the percentage of respondents who favored imported products was nearly the same as those who favored domestic products. This indicates that imported products are also highly valued in these areas.



TOP 5 EXPORTING COUNTRIES OF HIGHLY RECOMMENDED IMPORTED PRODUCTS

*Multiple-answer question

Japan stands out as the most recommended country, followed by the US, Germany, France.



*Calculated based on the percentage of respondents who answered "Very highly recommend," "Highly recommend," or "Recommend."

CATEGORIES OF IMPORTED PRODUCTS WITH PURCHASE EXPERIENCE

*Multiple-answer question

Consumers show a particularly strong interest in clothing, health and beauty products, and electronic appliances, which lead the overall consumption trends.

