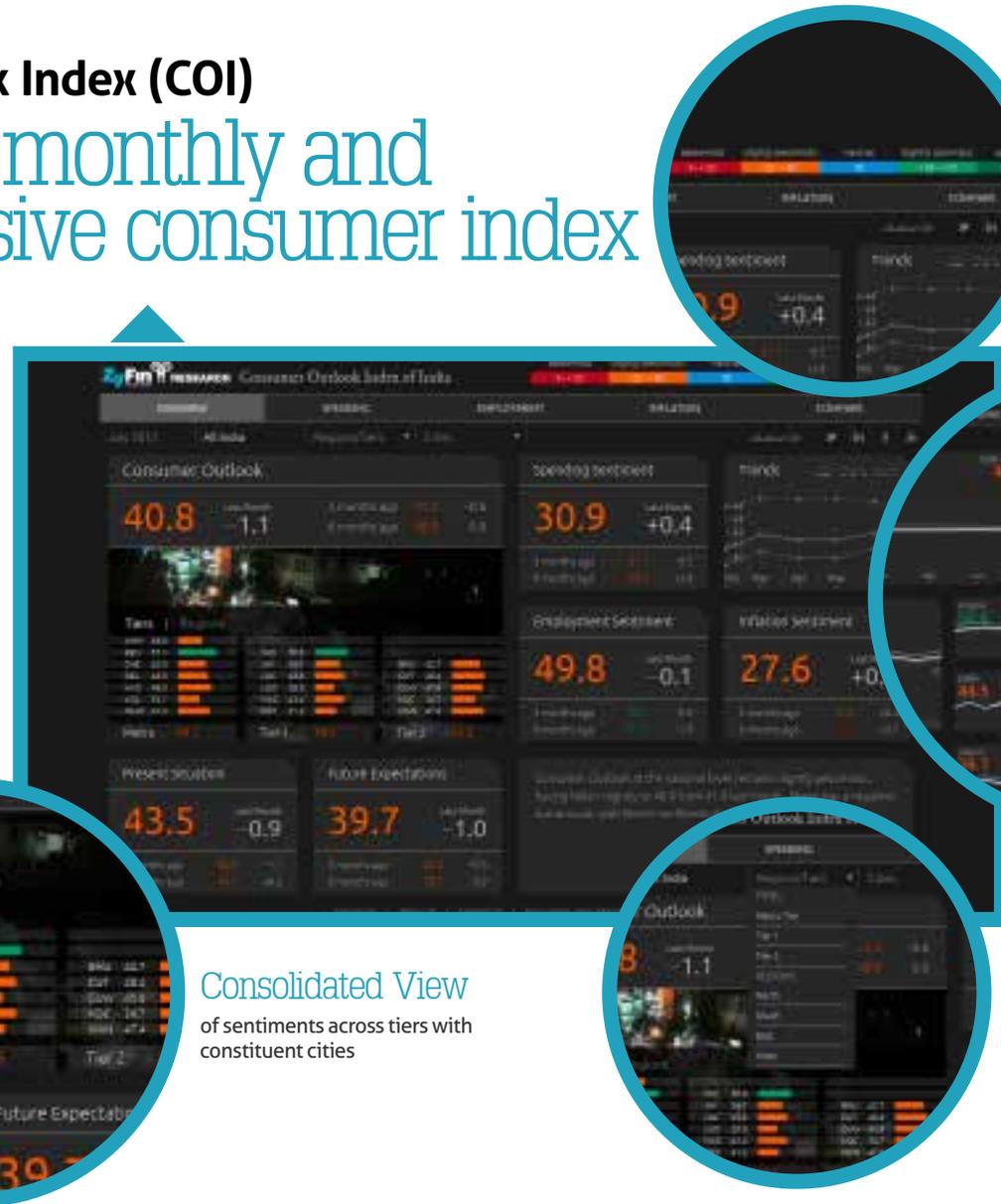# Consumer Outlook Index (COI)

India's first monthly and comprehensive consumer index

Consumer Outlook Index of India (COI) shows how urban consumers feel about the current economy and its prospects, and hence how likely they are to spend.
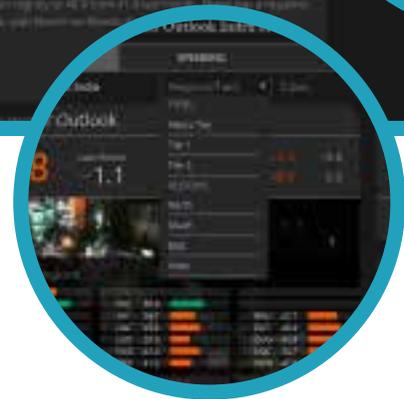
⧉ Visit App Website

Color coded scale

from pessimistic through neutral to optimistic, helps to quickly identify & compare consumer sentiments across tiers/cities

Graphical Comparison

of sentiments across cities/tiers over a timeframe

Easy Navigation

to change app views

Consolidated View

of sentiments across tiers with constituent cities

Key Facts
Consumer Outlook Index

Frequency
Monthly

Sample
3,000 respondents

Survey Type
Random, face-to-face

Coverage
Pan-India – 11 Cities

Questionnaire
26 closed-ended questions

Language
English and Vernacular

For Sales Enquiries
sales@zyfin.com
91-22-61108484

Feedback and requests for more information
info@zyfin.com

The ZyFin Research Consumer Outlook Index is the first monthly, statistically robust index of consumer sentiment in urban India. The COI is designed to provide reliable insights into the direction of the urban Indian national and regional economies. Released once a month, the index is computed from the results of a monthly survey in 11 cities and towns across India.

Consumer outlook is a key driver of economic growth and it is widely considered a leading economic indicator of household spending on consumption. Consumers tend to increase consumption when they feel confident about the current and future economic situation of the country and their own financial conditions. In economies such as India and the US, where personal consumption accounts for more than 60% and 70% of GDP respectively, consumer outlook has a particularly significant impact on the economy. Measuring it can provide critical insight into the economy's growth prospects. Consumer sentiment indices are essential tools used by global investors and will be an immense aid to individual and institutional investors in India.

The ZyFin Consumer Outlook Index was developed by a team of financial economists and statisticians led by Dr. Sam Thomas, Ph.D., Senior Advisor at ZyFin Research. Dr. Thomas is also Professor of Banking and Finance at the Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio.

The COI is computed through a scientific and rigorous process, as described below.

1.Questionnaire

The questionnaire is composed of a set of 26 core closed-ended questions distributed among the following groups

→ Overall Economic Outlook (current & expected)

→ Personal Financial Outlook (current & expected)

→ Employment Outlook (current & expected)

→ Willingness to Spend (current & expected)

Sample question

The level of job security, with respect to your family or other people you know personally, compared to 12 months ago has:

→ Become much stronger

→ Become somewhat stronger

→ Remained about the same

→ Become somewhat weaker

→ Become much weaker

Methodology

Step 1: Computing individual diffusion scores

Diffusion scores are computed for each of the 26 questions. These scores lie on a scale of 0-100 capturing pessimism/optimism regarding each question as reported by the respondents.

Step 2: Computing grand diffusion index

A weighted Diffusion Index is generated from the scores (computed in step 1) where every question is assigned a unique weight based on its statistical and economical level of significance.

A similar method is applied for computing the Current Sentiment Index and the Future Expectations Index. However, the sub-indices Inflation, Consumer Spending and Employment are equally weighted.

Each index is a number between 0 and 100, which denotes sentiment as follows:

0 to less than 25	**Pessimistic**
25 to less than 50	**Slightly pessimistic**
50	**Neutral**
Greater than 50 to less than 75	**Slightly optimistic**
75 to 100	**Optimistic**

Key Facts
Consumer Outlook Index

Frequency
Monthly

Sample
3,000 respondents

Survey Type
Random, face-to-face

Coverage
Pan-India – 11 Cities

Questionnaire
26 closed-ended questions

Language
English and Vernacular

For Sales Enquiries
sales@zyfin.com
91-22-61108484

Feedback and requests for more information
info@zyfin.com

2. Survey Sample

The survey is conducted through face-to-face interviews of more than 3,000 respondents selected randomly, residing in a representative set of 11 cities, as listed below. Every month a new set of respondents is surveyed.

The sample is designed using a stratification process that ensures adequate representation of the nation's demographic diversity, ensuring sufficient representation of sub-groups of interest. The sub groups are defined on the basis of the following demographics

→ Age

→ Employment

→ Gender

→ City of Residence

→ Education

→ Household Income

3. Index Components

Key Indices

→ Aggregate Consumer Outlook Index for India ® based on 26 questions regarding respondents' sentiment on current economy and expectations of its immediate future, covering a variety of economically significant factors.

→ Present Situations Index based on 8 questions relating only to current sentiment of respondents over a variety of economically significant factors.

→ Future Expectations Index based on 17 questions relating only to future sentiment of respondents over a variety of economically significant factors.

Sub-Indices

→ Consumer Spending Sentiment Index

→ Employment Sentiment Index

→ Inflation Sentiment Index

DELIVERY CHANNELS

Report
The monthly Consumer Outlook Index report summarises the results for the corresponding month and highlights existing and evolving trends among the sub components. It also includes commentaries from noted consumer experts on prevailing trends.

Data Subscription
Time series data is available in the form of Miscrosoft ® Excel Add-Ins, which allows auto download of relevant data fields.

Web/Mobile Application (App)
The data can also be easily viewed through our state-of-the-art web/mobile application with a user friendly interface that allows data views through multiple iterations.

Thematic Indices

→ Housewife's Outlook Index (non-working married females)

→ Onion Price Sentiment Index

→ Corruption Index

→ Borrowing Comfort Index

Data Sources

Primary data is collected every month from 11 centres through face to face surveys conducted by leading market research agency TNS. The data is processed through rigorous systematic quality control steps by TNS and ZyFin Research.

Disclaimer

This Report is a compilation of data presented in the form of statistics and analysis for ease of reference and user friendliness. ZyFin (to mean and include ZyFin Research Limited and its officers, directors, employees, affiliates, group companies, subsidiaries, parent companies, agents, representatives or subcontractors) does not, expressly or implied, warrant, guarantee or make any representations with respect to the information or notes contained therein, concerning the use, results of use or inability to use or contents of data, in terms of update, accuracy, reliability, completeness, correctness, prevailing, functionality, performance, continuity, timeliness or otherwise, fitness for a particular purpose. The information contained herein is for general informational purposes only. ZyFin is not liable for investment decisions which may be based on the views expressed in this Report. ZyFin especially states that it has no financial liability whatsoever to the subscribers/ users/ transmitters/ distributors of this Report. Nothing contained herein shall be construed as purporting to offer any information, advice or services in any manner to any person. ZyFin Research Limited is not an investment advisory service, is not an investment adviser, and does not provide personalized investment/financial advice or act as an Investment/ Financial advisor. It is not registered/licensed with any Financial/ Capital Markets regulator (whether in India or any other jurisdiction). Wherever possible, all the figures and data given are dated, and the same may or may not be relevant at future date. The information/graphs/charts contained herein are based on certain assumptions and have been compiled from sources, which ZyFin believes to be reliable, but cannot guarantee its accuracy or completeness. Any forward-looking word, phrase or expression is subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those contemplated by the said forward-looking word, phrase or expression. The opinions expressed and facts referred to herein are subject to change without notice and ZyFin is under no obligation to update the same. Any information or data provided may contain inaccuracies and/or typographical errors. By providing data, statistics, indicators and indices of various investment-oriented communities and platforms, no recommendation is made in any manner to invest in stocks, securities, financial products, communities or any other asset. The information or data shall not be used to create indices, databases, risk models, analytics, software, or in connection with the issuing, offering, sponsoring, managing or marketing of any securities, portfolios, financial products or other investment vehicles utilizing or based on, linked to, tracking or otherwise derived from the information/data without a valid license agreement from ZyFin. All the proprietary rights, statutory or otherwise contained in the information received by such person shall remain in exclusive property of ZyFin. Any reproduction, redistribution or transmission, for consideration or otherwise, of any such information contained herein is strictly prohibited and would constitute a breach of the applicable laws.

Research Private Limited
11th Floor, Nehru Centre,
Dr. Annie Besant Road,
Worli,
Mumbai – 400018
Web: http://zyfin.com/research
Email: info@zyfin.com