INDIAN E-COMMERCE | PSYCHOGRAPHIC STUDY | 2026

India's Online Shopper: Decoded by Psychographics

WHAT IS MINDLINK?

- An AI-powered psychographic profiling engine validated on a base of 100,000+ respondents across India
- Maps individuals to eight named archetypes across six psychological dimensions: outlook, wellbeing, ambition, expression, social engagement, and identity
- Captures the motivational "why" behind purchase decisions, going beyond observed behaviour
- Fields thousands of respondents in weeks, making niche audience profiling viable at category scale

WHY PSYCHOGRAPHICS FOR E-COMMERCE?

- Two shoppers of the same age, city, and income bracket can have opposite purchase triggers depending on their archetype
- Demographic segmentation explains category-level patterns; psychographics explains the individual decision
- For niche audiences (category enthusiasts, high-frequency buyers, loyalty-prone segments) MindLink provides the layer that age and gender cannot
- Archetype data maps directly to content strategy, acquisition messaging, and retention programme design

2,193	100%	8	153	57%	54%	39
RESPONDENTS	COMPLETION	ARCHETYPES	DAYS IN FIELD	GEN Z (15-24)	FEMALE	STATES COVERED
n	All questions answered	MindLink framework	Mar 1 to Jul 31, 2026	of sample	Male 42%	across India

PSYCHOGRAPHIC LANDSCAPE

Geek
24.4%
Comfort-seeking tech enthusiast drawn to stability and material enjoyment

Trailblazer
22.7%
Restlessly curious early adopter blending new trends with pragmatism

Explorer
16.9%
Harmony-seeking pragmatist with a moderate appetite for new experience

Reformer
12.5%
Driven professional pursuing achievement through hard work and convention

Ambitious
8.1%
Disciplined striver treating personal and social life as one growth project

Free-Spirited
7.0%
Minimalist who values authentic experience over wealth or status

Believer
4.8%
Contentment-first traditionalist who finds security in routine and familiar choices

Mediator
3.5%
Steadiness-first peacekeeper who values harmony and long-term stability

SINGLE UNIVERSAL TRUTH

Psychographic profile, not age, explains what Indian shoppers buy and how they decide.

Age splits one question out of five. Archetype splits all five. The purchase journey is psychographic at every stage: category choice, purchase trigger, comparison method, frequency, and browsing intent.

CATEGORY SIGNAL

+15pp

Gen Z leads Millennial+ on Fashion as their primary category. It is the only question where age alone predicts behaviour.

45% Gen Z vs 30% Millennial+ cite Fashion as their primary online category

EVIDENCE SIGNAL

83%

of purchases are closed by price, reviews or trust. Brand name accounts for 11.8% and delivery speed for 5%.

This category is decided on evidence rather than preference

FREQUENCY SIGNAL

3.5x

more of the shoppers who enjoy browsing buy at least monthly. Enjoyment predicts frequency better than age or archetype.

40% of those who enjoy browsing a lot shop monthly or more, against 12% of those who do not

TOP STATES BY RESPONDENTS

Maharashtra	16.8%	West Bengal	7.8%	Tamil Nadu	7.8%	Karnataka	7.6%
Uttar Pradesh	7.2%	Gujarat	5.4%	Kerala	5.2%	Delhi NCR	4.1%

Six signals for the category

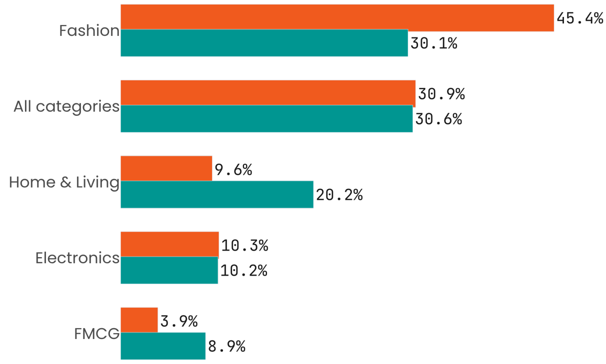
Statistically validated findings | n=2,193

SHOPPING CATEGORY

Gen Z is fashion-first. Millennial+ spreads across categories.

+15pp Gen Z lead over Millennial+ in fashion preference

- 45% of Gen Z name fashion their primary category vs 30% of Millennial+
- Millennial+ are twice as likely to prioritise FMCG and Home & Living
- Reformers lead the sample on fashion at 47%, against 39% overall



Gen Z   Millennial+

WHAT THIS MEANS
Fashion-forward platforms hold a structural advantage with the dominant cohort. Horizontal platforms need separate content layers to serve both audiences.

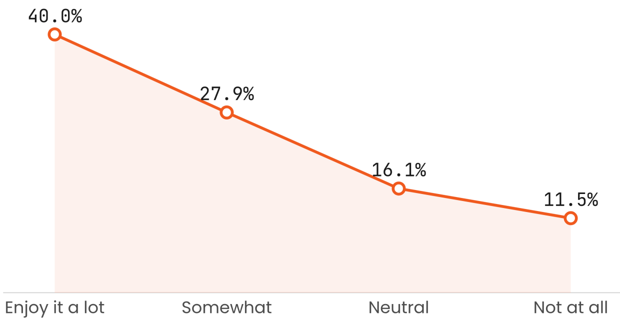
FREQUENCY DRIVER

Enjoyment is the engine of frequency.

3.5x more of those who enjoy browsing shop at least monthly

- 40% of those who enjoy browsing shop monthly or more, against 12% who do not
- The gradient holds across all four levels, with no step out of line
- Believers enjoy browsing most and shop weekly at 28% against 7% overall

Share shopping at least monthly, by how much they enjoy browsing



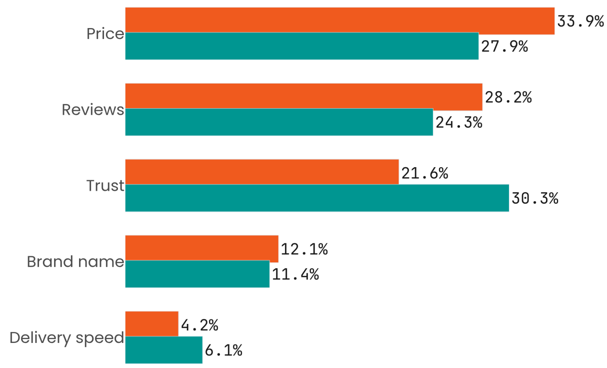
WHAT THIS MEANS
The browsing experience is itself a frequency lever, which makes session quality a retention metric rather than a design preference.

PURCHASE TRIGGER

Price pulls Gen Z. Trust earns Millennial+ loyalty.

9pp Millennial+ lead on Trust as their primary purchase driver

- Gen Z skews Price (+6pp) and Reviews (+4pp) vs Millennial+
- Explorer is the most trust-driven archetype at 34%, Believer the most price-led at 40%
- Brand name and delivery speed move neither cohort



Gen Z   Millennial+

WHAT THIS MEANS
Trust signals such as return policies, seller ratings and verified reviews yield disproportionate ROI with the maturing cohort.

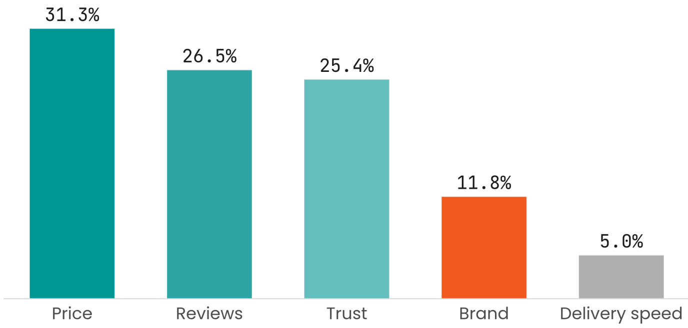
PURCHASE DRIVERS

Brand is the fourth thing they think about.

11.8% name brand as the biggest reason they click buy

- Price leads at 31%, with reviews at 27% and trust at 25% close behind
- Reviews and trust together decide 52% of purchases, so evidence outsells identity
- Price, reviews and trust close 83% of the category between them

Biggest driver of the decision to buy, all shoppers



WHAT THIS MEANS

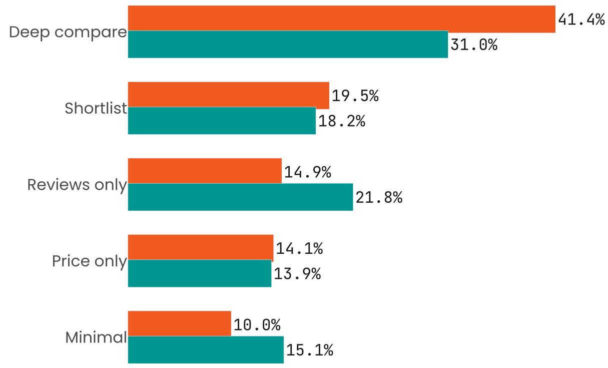
Fund review depth, ratings coverage and trust signals ahead of brand campaigns. The proof layer is the cheaper place to compete.

DECISION PROCESS

Indian shoppers research deeply. Gen Z researches more than Millennial+.

41% of Gen Z Deep Compare before buying vs 31% of Millennial+

- Deep Compare is the dominant decision mode for 37% of the full sample
- Believers are the most thorough at 47%, Ambitious the most decisive at 23% Minimal
- Millennial+ lean on reviews alone at 22% against 15% of Gen Z



Gen Z Millennial+

WHAT THIS MEANS

Rich product pages, comparison tools and curated reviews serve the primary decision mode directly. The deliberate buyer is underserved.

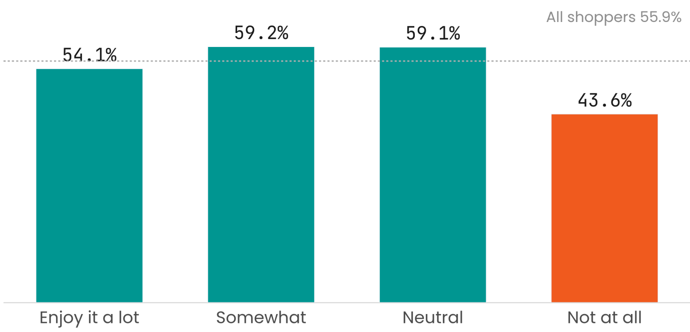
COMPARISON EFFORT

They do the homework anyway.

56% compare deeply or build a shortlist before they buy

- Among those who dislike browsing entirely, 44% still compare deeply or shortlist
- 18% decide on reviews alone, more than the 14% who decide on price alone
- Only 12% of the sample decides with minimal effort

Share who compare deeply or shortlist, by how much they enjoy browsing



WHAT THIS MEANS

Host the comparison yourself. Specs, side by side views and review depth keep the homework on your site instead of a competitor's.