

# Instagram in India: User perspective

Research Report

**RECOGN**  
Research • Refer • Redefine

Your Research based Consulting Partner

Powered by

**WAT** Consult

Connect | Converse | Collaborate | Co-create





# Table of Content

<b>Executive Summary</b>	1
<b>Social Media Usage and Attitude</b>	3
Usage of Social Media platforms	
Perception of Social Media Platforms	
Reasons for usage	
<b>Instagram Usage and Attitude</b>	11
Frequency of Usage	
Time Spent	
Instagram Features used	
Content format upload preference	
Content category consumption preference	
Drivers for engagement actions	
<b>Attitude towards Instagram Influencers</b>	21
Influencer categories followed	
Reasons for following Influencers	
Influencer category - driver matrix	
<b>Advertisements and E-Commerce: Usage and Attitude</b>	27
Instagram e-commerce users	
Perception of ads	
Action taken on Ads	
Likelihood of contest participation	
Likelihood of shopping on Instagram	
Drivers to shopping on Instagram	
Shopping Experience on Instagram	
<b>Research Methodology</b>	38
Research Methodology and Profile	
Research Team for this Report	
Copyright and Disclaimer	



# Executive Summary

The Indian social media space has been witnessing substantial growth thanks to the increasing base of internet users in the country. With the growing popularity of Instagram, there is a need to understand how users perceive and use the platform.

According to our research, the **usage** of the social media platform **Instagram is one of the highest amongst the respondent base**. Users perceive Instagram to be the least boring as compared to other social media platforms. Moreover, they see it as informative, cool, fun and creative. Another primary reason for its popularity is the entertainment and the creative content from famous celebs and the freedom to express views.

Instagrammers prefer to upload experiential content of **travelling, food, leisure** in the form of images, videos, and stories. The younger group of Instagrammers enjoy and use various formats the platform offers.

Instagrammers follow celebrity influencers who they perceive to be popular and attractive. They engage with their content by liking and sharing. The influencers' content, recommendations and brand collaborations have a positive effect on the users about their likelihood of participating in contests and making product purchases.

Perception of advertisements on Instagram is different and varied depending upon the categories of ads and users take actions based on these categories. Advertisements that are perceived to be appealing leads to users searching for more information online for the products or services that are offered. They are also more likely to drive the users to shop for the said product/service.

**More than 75%** of the shoppers have had satisfactory experience while shopping from Instagram and a majority are likely to shop in the future.

## Instagram Usage in India



Monthly Active Users  
**117.1\***  
Million



Average Time Spent Per User  
**45\***  
Minutes



Frequency of Usage  
**51%**  
At least once a day



Time of the Day maximum usage  
**Early morning (6-9am)** **Evening (4-8pm)**



Likelihood of shopping on Instagram  
**63%**  
Very likely to shop

### Instagram Perception

Cool

Interesting

Trendy

Popular

Youthful

### Content Category followed

Photography

Fashion

Humour

Educational

Celebrities

### Reasons for Usage

Entertainment

Follow Celebs

Get inspired

See Creative Content

Stay updated

### Influencer Category followed

Celebrities

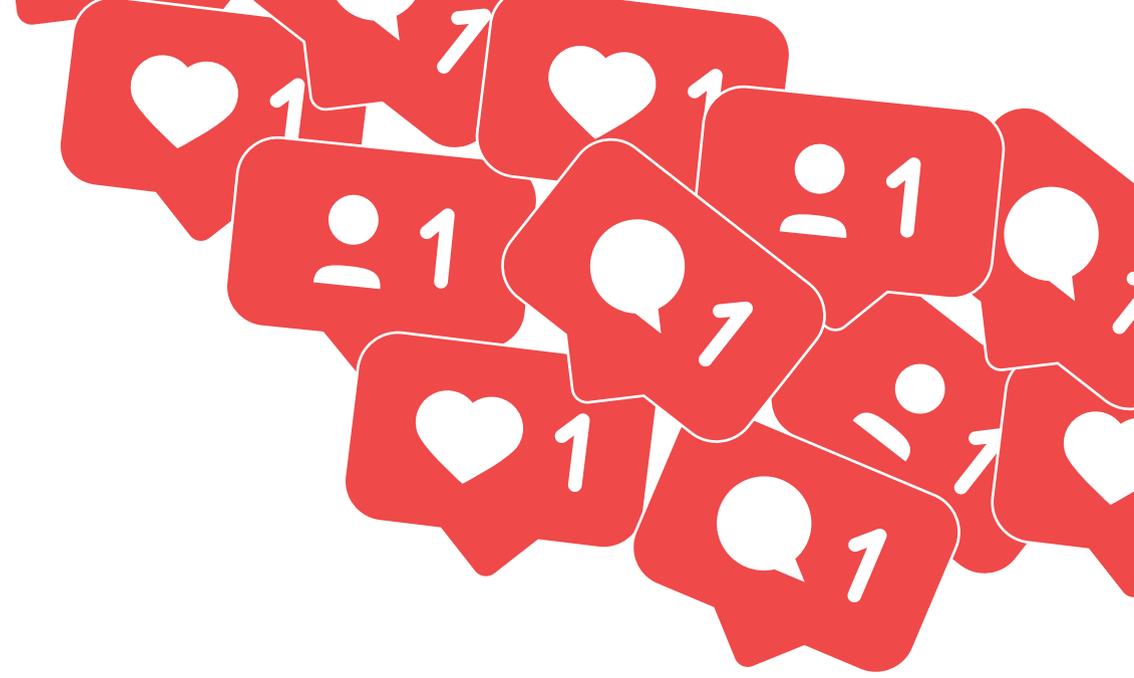
Photography

Fashion

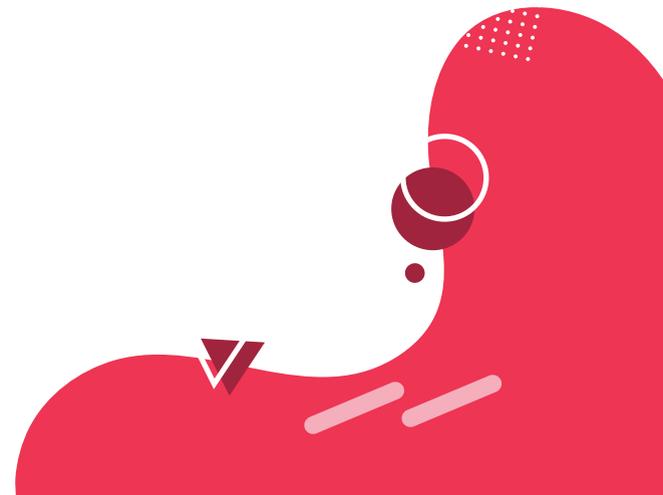
Sports

Movies / Shows





# Social Media Usage and Attitude

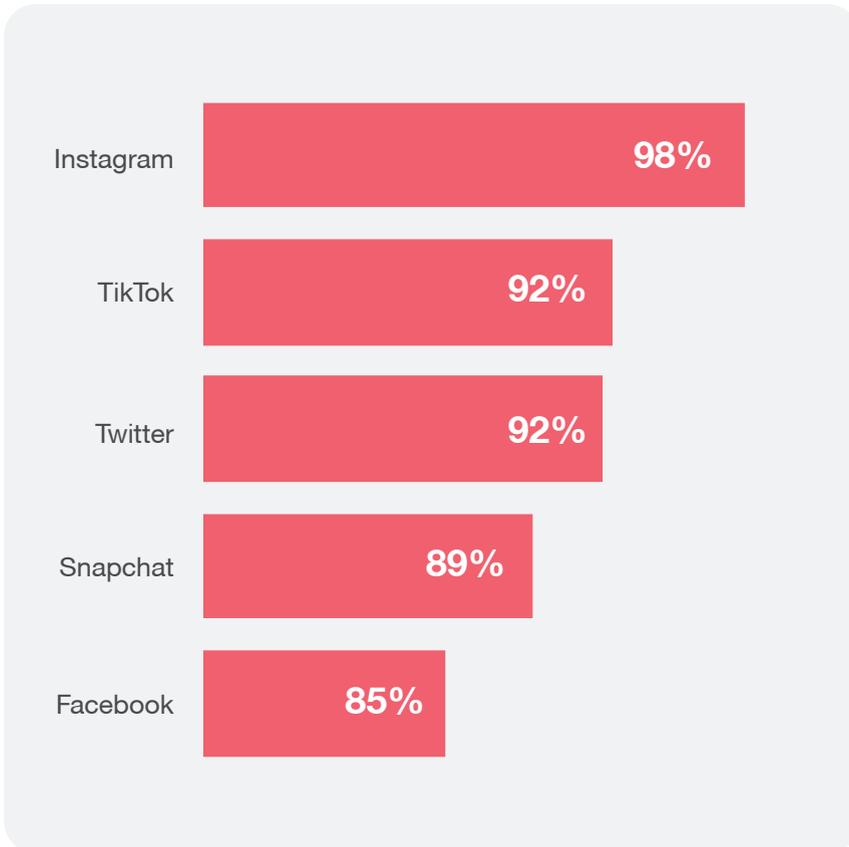




## Usage of Social Media platforms

There is a substantial level of growth in the user base of social media platforms worldwide. In India, more than half a billion of the population is now using the internet for social media platforms like **Facebook, Twitter, Instagram** and other platforms with **ByteDance's TikTok leading the market with the most downloads**. In just a few years social media has become an integral part of our lives with users consuming content on the platform, connecting, networking with other users. They also like to follow social media celebrities on these platforms as these celebrities are influencers acting as a bridge between customers and brands. Brands reach their audience by collaborating with influencers and encourage customers to be more engaged by participating in contests, giveaways and explore the brand experience on social platforms. Customers are much more likely to be active listeners and participants when they have already made an emotional connection with that brand.

With a focus on user perception, reasons for usage, experiences on these social media platforms, this report also considers the users' preference for liking and disliking a category of advertisement, the action was taken on ads and the features that they use and content they upload. Content management, presentation and communication via advertisements play an important role in engaging customers and expanding the base. This report goes deeper into the Indian Instagrammer's mind and seeks to act as a guiding light for brands to help in strategizing the communication message on Instagram.



Base: Overall respondents, Source: Recogn, Primary Survey

### Platform Perception - Overall



Base: Overall respondents, Source: Recogn, Primary Survey

This graph represents the strength of association / affinity of the rows with the columns and can be read both horizontally and vertically. Highest positive deviation row wise implies that the particular column has the highest affinity with the particular row compared to all other columns. Highest positive deviation column wise implies that the row has highest affinity with the particular column.

Here, we have identified the factors which have significant effect on perception basis on the importance of the parameters & are arranged in decreasing order.

# Perception of Social Media platforms

Among the social media platforms, **Instagram has the strongest perception of being cool, trendy** and somewhat interesting owing to the fresh content it offers. Because of this perception, **Instagram draws a large user base**.

Snapchat has the weakest association with being popular, informative, interesting and trendy. It has stronger association with being trustworthy. TikTok has the strongest association with being fun and enjoyable among all social media platforms thanks to the features that allow users to easily connect, socialize, and collaborate with others. People also perceive it to be quite fresh and young.

People perceive Facebook to be informative among the social media platforms, it has the strongest association with being popular and interesting. It has weak associations with being fun and trendy.

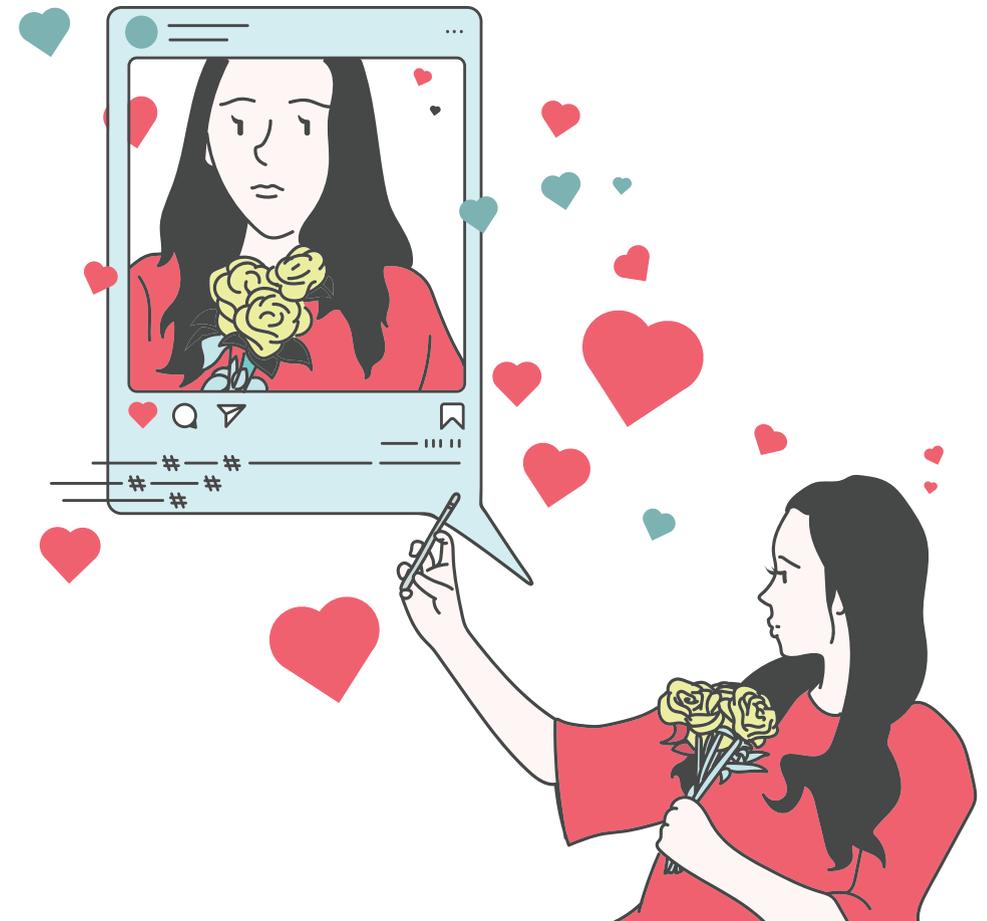
Twitter is the most trusted social media platform and people perceive it to be the most informative among all. The content on the platform is one of the primary sources to obtain information and get updates on happenings around the world. People perceive it to be less interesting and youthful.

"...I use both Facebook and Instagram, but I'm more of an Instagram person. Facebook has become quite boring & I only update my profile if required..."  
- Female, 25 years, Top 9 Metros

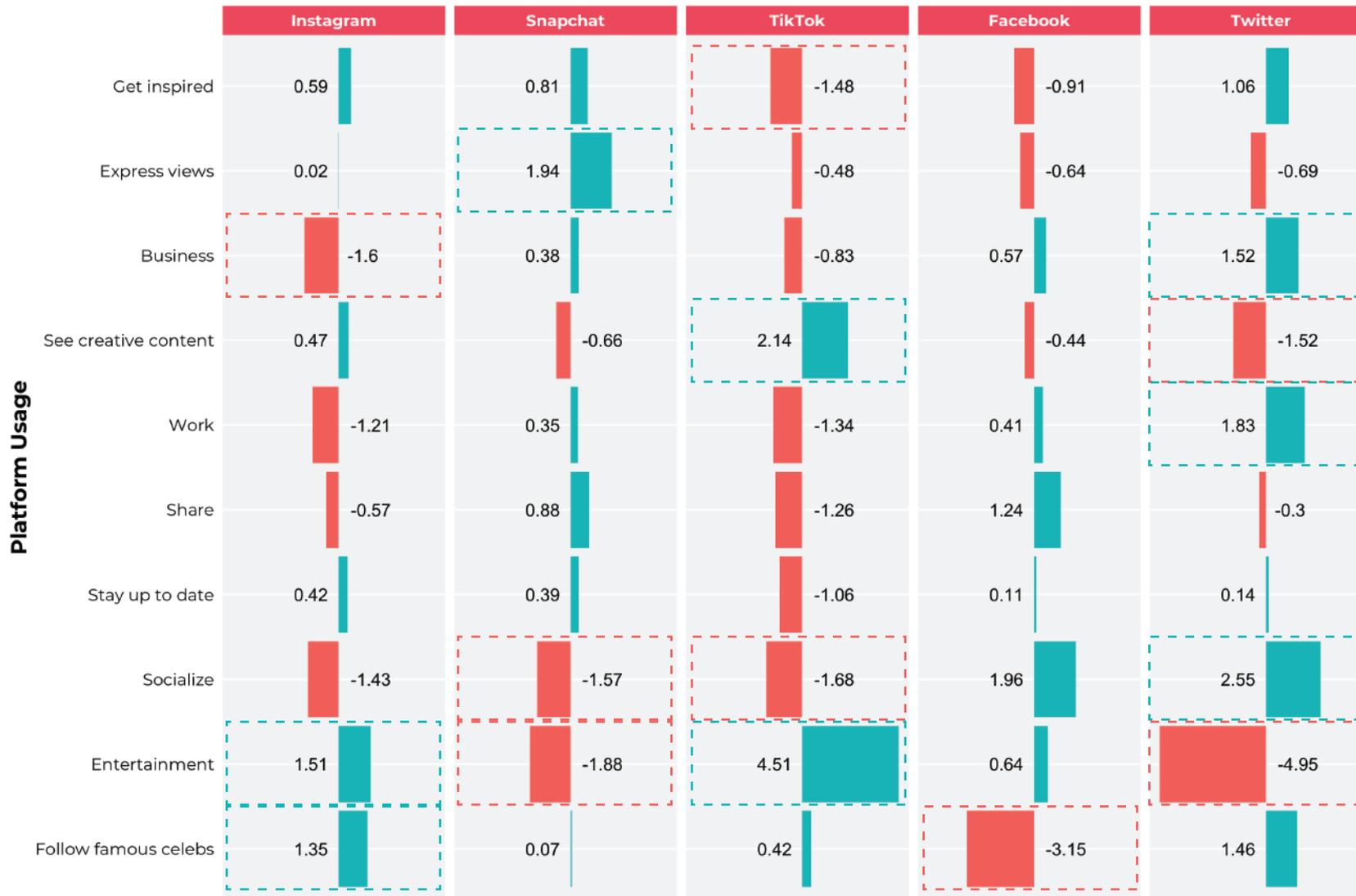
"...All my friends are on Instagram which made me join it. I use it for chatting and following food-related content..."  
- Male, 16 years, Top 9 Metros

On an overall level, the respondents prefer to use the social media platforms which are primarily informative, followed by being cool, enjoyable, popular and creative. Females like social media platforms which are primarily fresh, followed by being informative, cool, creative and youthful.

The **heavy users** prefer using **creative, cool** and **trendy platforms**. The regular users prefer the ones which are primarily fresh and informative while the light users go for the most informative ones.



## Platform Usage - Overall



Base: Overall respondents, Source: Recogn, Primary Survey

*This graph represents the strength of association / affinity of the rows with the columns and can be read both horizontally and vertically. Highest positive deviation row wise implies that the particular column has the highest affinity with the particular row compared to all other columns. Highest positive deviation column wise implies that the row has highest affinity with the particular column.*

*Here, we have identified the factors which have significant effect on perception basis on the importance of the parameters and are arranged in decreasing order.*

# Importance of Reason on Usage

Users access Instagram to get entertained and update themselves with the latest trends. They like to follow **celebrities and influencers** on the platform. Previously, brands relied heavily on communicating about the product and its message through advertisements on the platform. Nowadays, consumers have greater faith in these famous influencers and celebrities than brand advertisements. The platform usage to socialize and use for business purposes isn't prominent.

Users use Snapchat to express their views and opinions through the platform and share them with the world. TikTok is used to primarily get entertained and watch creative content on the platform. Facebook is majorly used by the users to socialize and share content on the platform. The users aren't interested in following celebrities and influencers on Facebook. Users prefer to access Twitter primarily to socialize with the world apart from work and business. They don't use Twitter for entertainment.

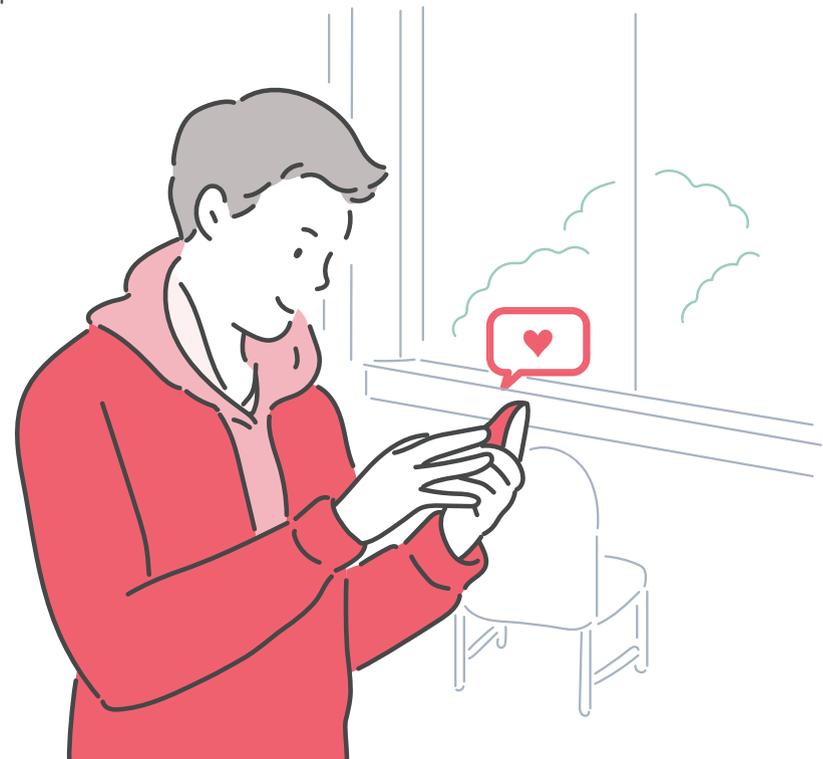
"... I use the platform to stay updated with fashion, celebrities and influencers whom I follow. I also like content related to technology and gadgets, music and food. I like to watch funny videos and memes. I feel that the platform is a source of entertainment."

- Female, 25 years, Top 9 Metros

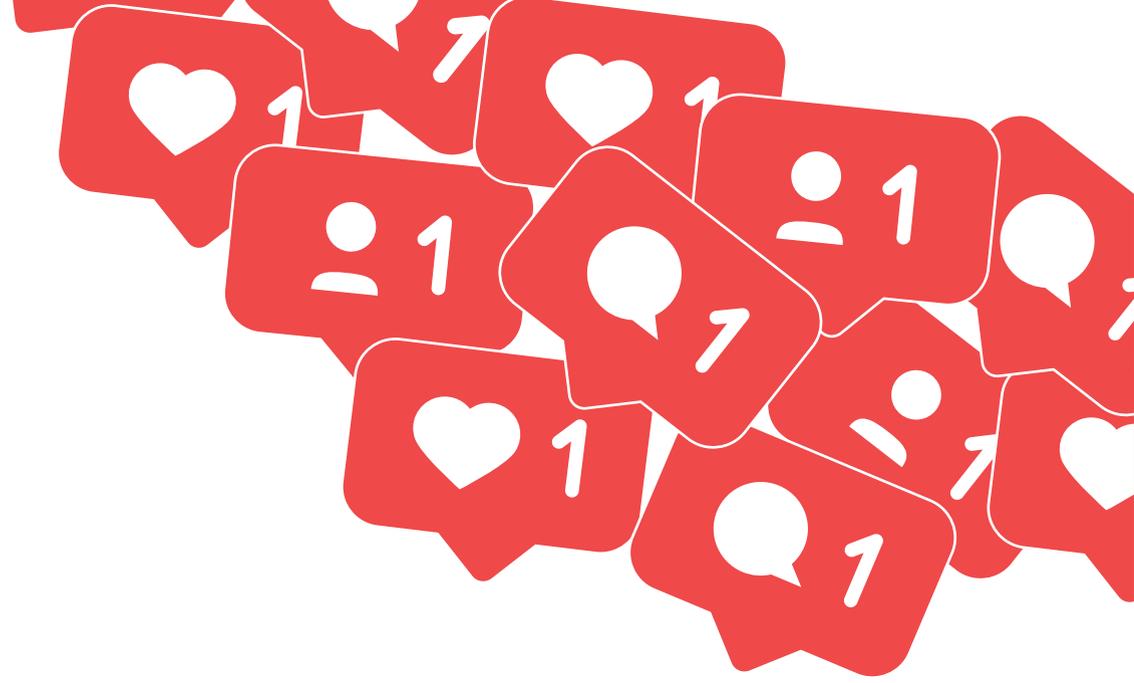
Respondents prefer to use social media platforms primarily to get inspired and then to express their views, view creative content and for business.

Males use social media mainly to get inspired while females use it to share content. Users **below 18 years** use it for **entertainment**, those **between 18 - 24 years** use it to **share content**, **25 - 34 year olds** for **socializing**, **35 - 44 year olds** to **share content** and the older age groups to get inspired. Users in the top 9 metros use it to get inspired, those in the small metros for staying up-to-date, and in small towns to share content.

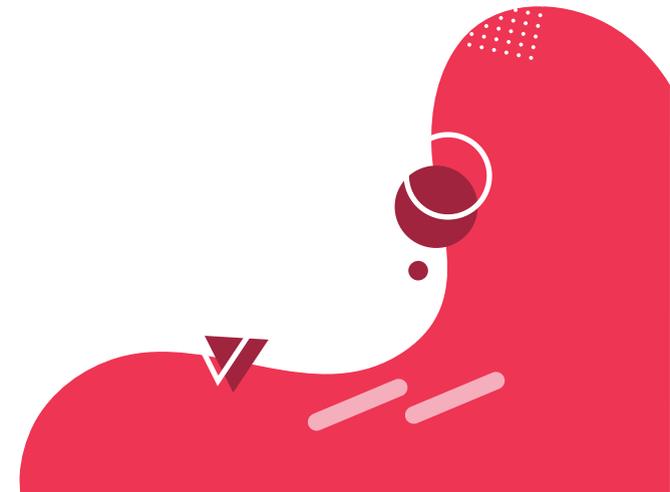
The light users access social media for entertainment and to socialize, regular users for work and socializing while the heavy users access it for business and to get inspired.







# Instagram Usage

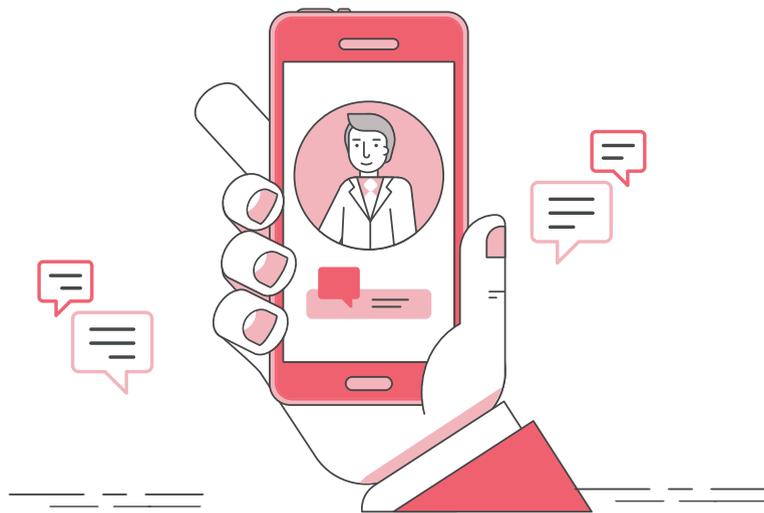




# Frequency of use

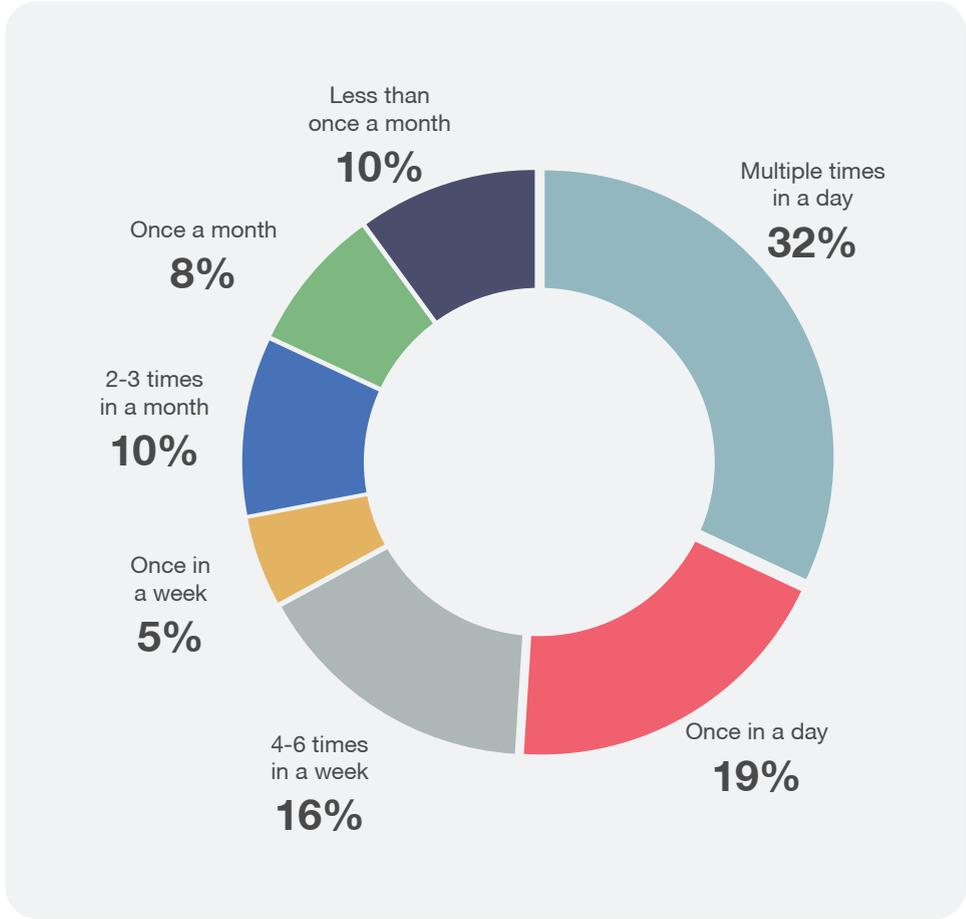
51% of the Instagrammers access it at least once a day with a large proportion of them accessing it **multiple times in a day (32%)**. This is followed by **16%** of the users accessing it at least **4 to 6 times a week**.

Males use the platform more frequently and access the platform multiple times in a day than females. Users belonging to the younger age group access the platform more frequently than the older age group.



"...I surf and browse the platform 7 - 8 times a day and use it randomly for an hour or so each time...I use it during morning, afternoons... evenings when I have free time, commuting or during breaks..."  
- Female, 22 years, Top 9 Metros

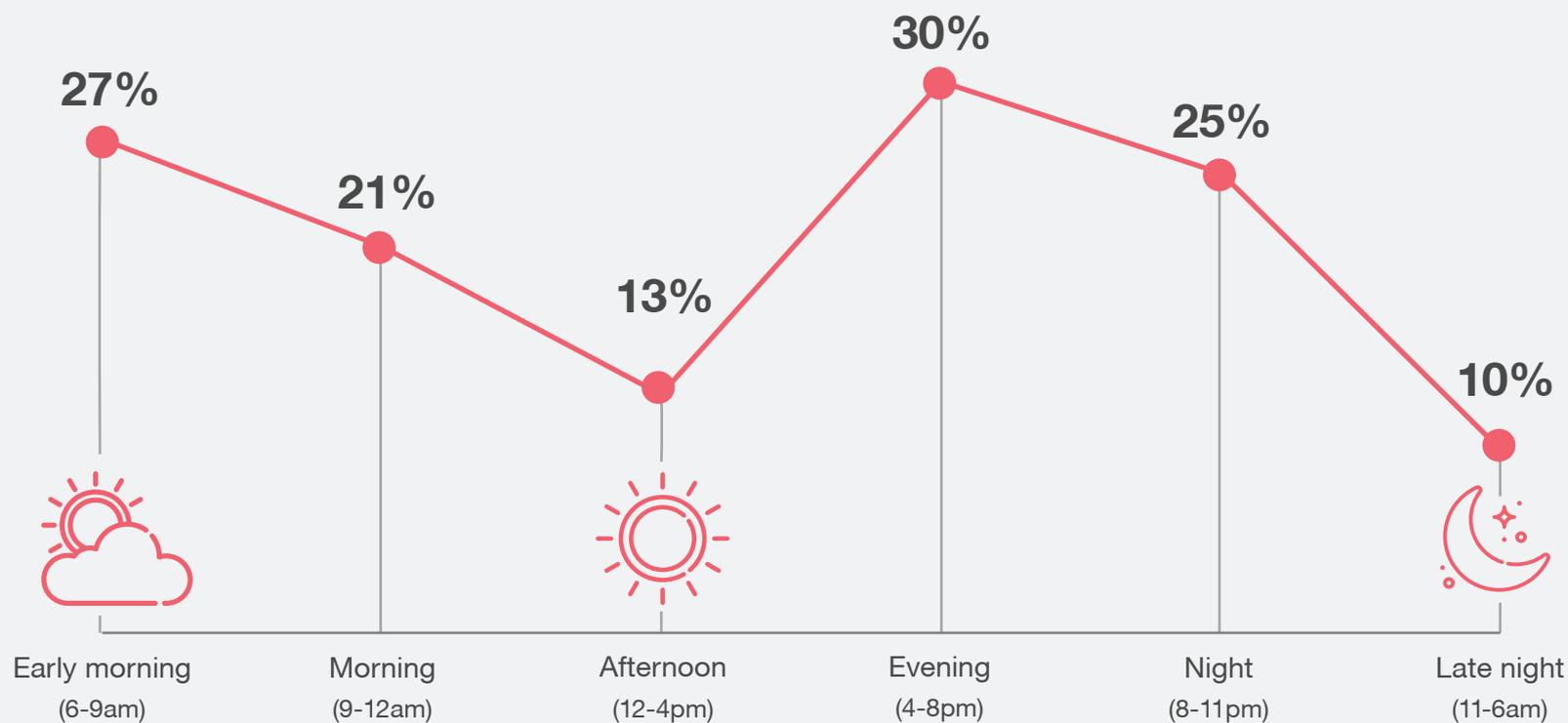
"...I am usually online all the time...mostly early in the morning... afternoon and late nights..."  
- Male, 16 years, Small Towns



Base: Instagram users, Source: Recogn, Primary Survey

# Time Spent

**Instagrammers spend most of the time on the platform in the evening between 4-8 PM.** Instagram users check for updates and notifications waking up early in the morning. Majority of the users prefer to access it towards the evening and night due to the availability of leisure time. Most of the working professionals prefer to browse through their feed during their evening commute.



# Instagram Features used

Instagrammers interact with the platform's features such as liking **posts**, **uploading stories / images / videos** etc. and **sharing content** with their family and friends.

A majority of the users prefer to like posts, upload and watch stories, followed by uploading images. The stories feature filters, boomerangs, GIFs, stickers and especially polls are used frequently.

A lesser percentage of users repost content that they like on their profile. IGTV video content upload is very low as many users are yet to get used to this recently introduced feature. Polls and quizzes put forward by the brands and online influencers encourage users to participate in contests and giveaways.

At an overall level, users who follow a page are also likely to like posts and view stories. Those who upload images are likely to **chat, socialize, save** and **share posts** and **discover new content**.

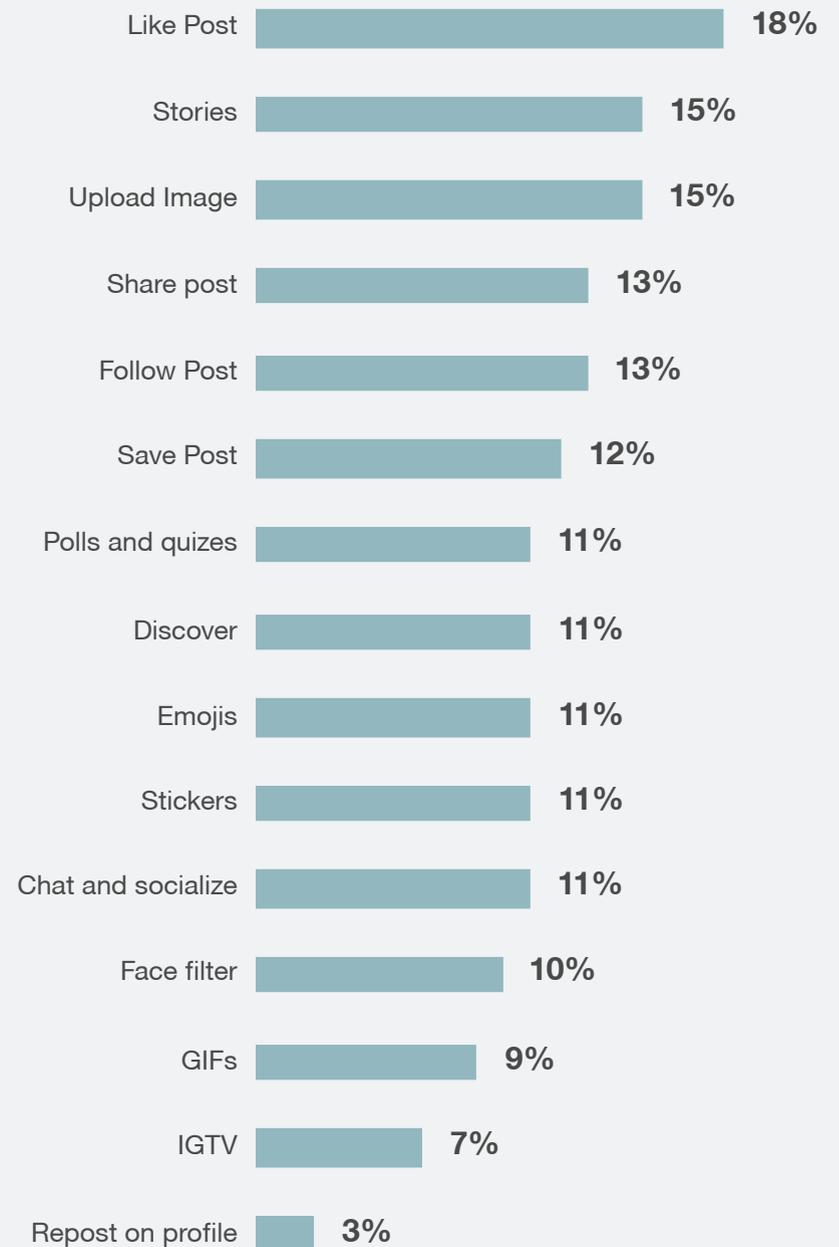
The younger users are very likely to use IGTV and discover new content. They also are very likely to **chat, socialize, stories, GIFs** and **emojis**.

"...I check out bloggers and other fashion pages...I like to browse, discover new pages and use Instagram just to make myself aware of the trends. I post once in a while, maybe upload 1 - 2 pictures in a month..."

- Female, 25 years, Top 9 Metros

"...I like to watch videos on YouTube, but I don't mind watching IGTV when compared to Facebook because there are no ads on IGTV..."

- Male, 16 years, Small Towns



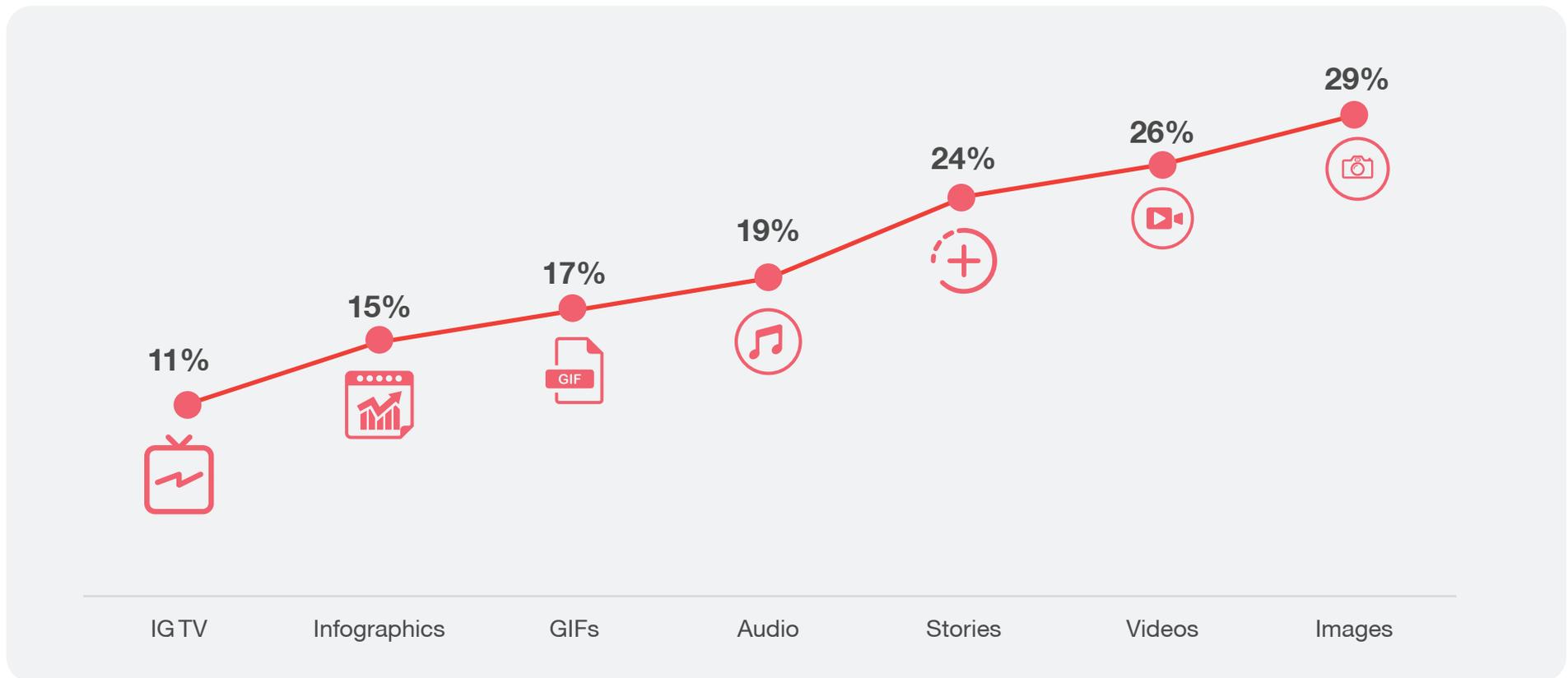
Base: Instagram users, Source: Recogn, Primary Survey

# Content format upload preference

Users prefer to upload images and videos that they find interesting and the content categories they resonate with. **29%** of the users prefer to upload images in the experiential categories or upload images of travelling, food etc. **26%** of the users like to upload videos and **24%** of the users upload stories, followed by using features likes **filters, stories, stickers, emojis**, etc.

Content related to food, travel are prominent categories that most of the users upload. The users belonging to the younger age group prefer to upload stories and videos on the platform. They like to use filters, boomerangs and stickers on their stories.

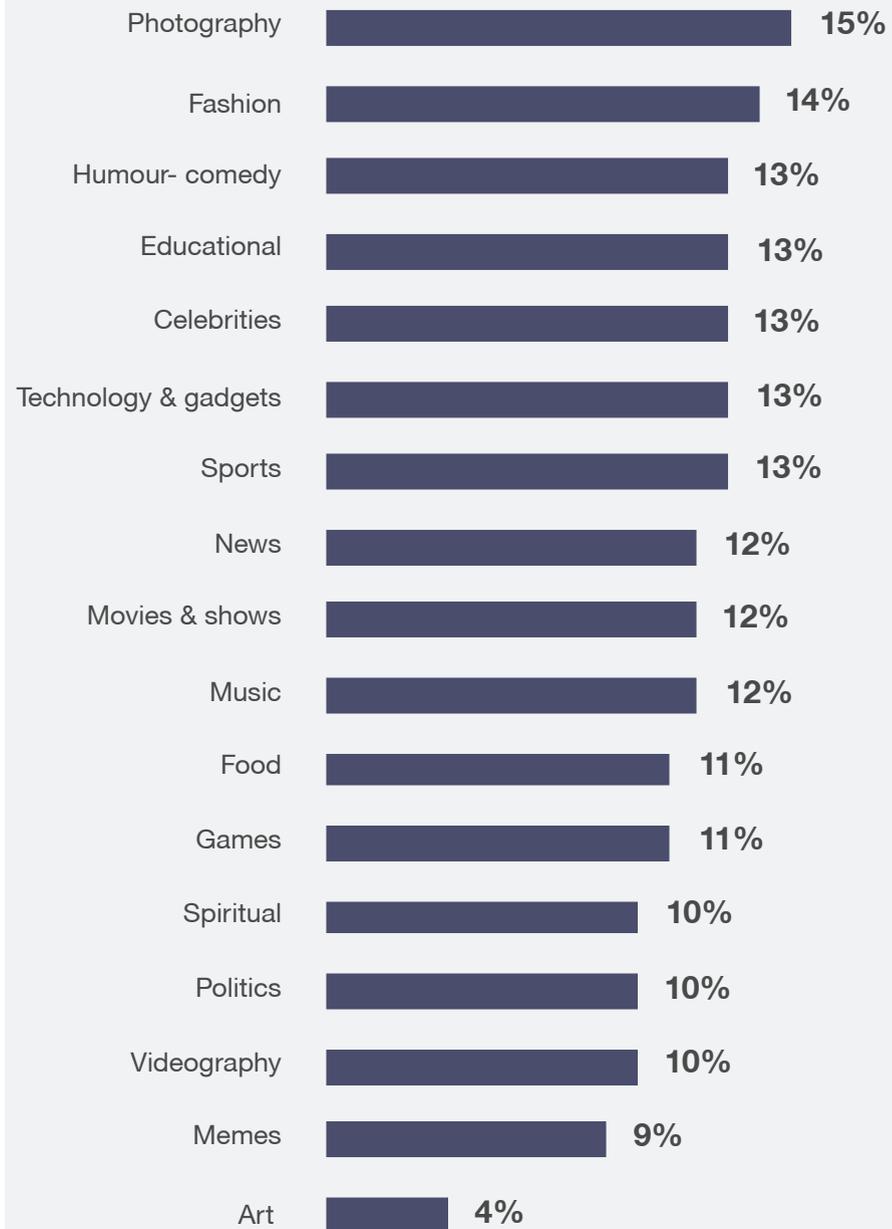
The younger age groups are more likely to upload IGTV videos, stories, videos and GIFs. The older age group is more likely to upload images and videos.



## Content category consumption preference

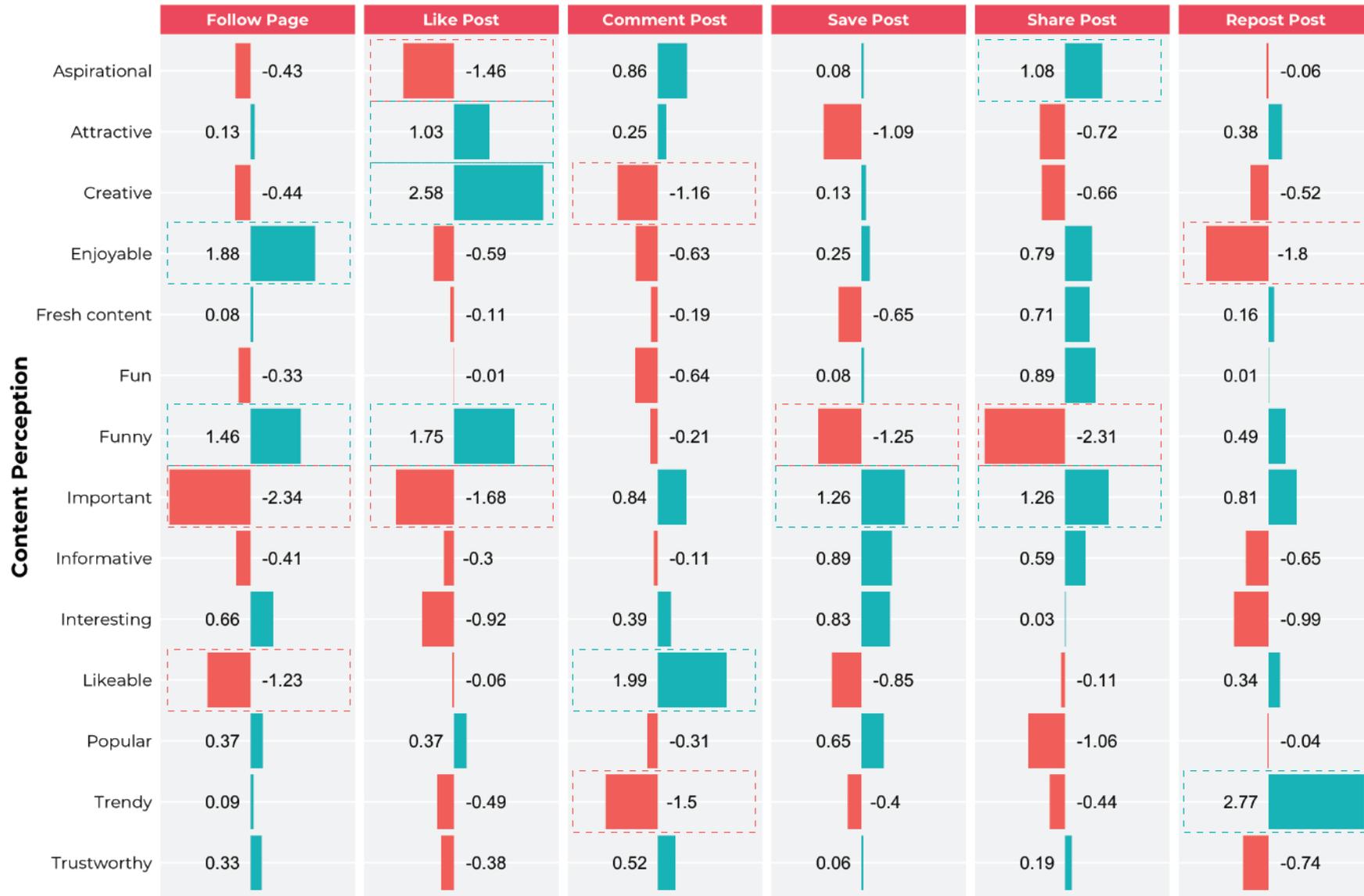
Instagrammers like to view content related to **photography and fashion** the most. Users like to engage with the content that they find humorous and funny.

The younger audience is inclined towards viewing content related to education. When it comes to content related to **sports (13%)** users follow cricket, football and wrestling players on the platform. Overall, users prefer to watch and share content uploaded from famous online influencers, sportspersons, and celebrities like **Virat Kohli, Ranveer Singh, Rohit Sharma, Will Smith, Alia Bhatt, etc.**



Base: Instagram users, Source: Recogn, Primary Survey

### Engagement Reasons - Overall



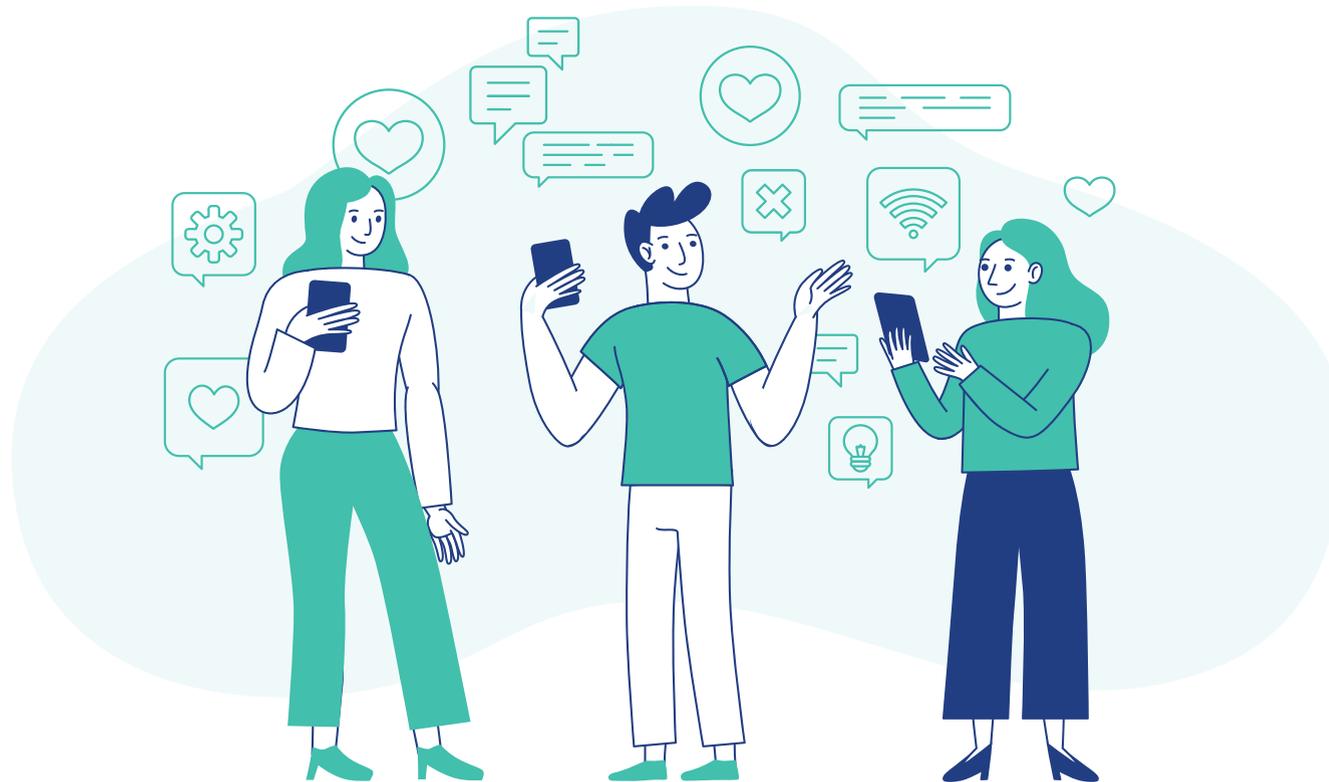
Base: Instagram users, Source: Recogn, Primary Survey

This graph represents the strength of association / affinity of the rows with the columns and can be read both horizontally and vertically. Highest positive deviation row wise implies that the particular column has the highest affinity with the particular row compared to all other columns. Highest positive deviation column wise implies that the row has highest affinity with the particular column.

# Drivers for Engagement Actions

The users follow accounts / influencers on the platform who post content that is **funny and enjoyable**, such as **@thescribbledstories**, **@yeahitschill**, **@sarcasm\_only**, etc. Users will not follow a page if the content is not likeable or important. They prefer to **like a post** if the content is **funny, fresh and creative**.

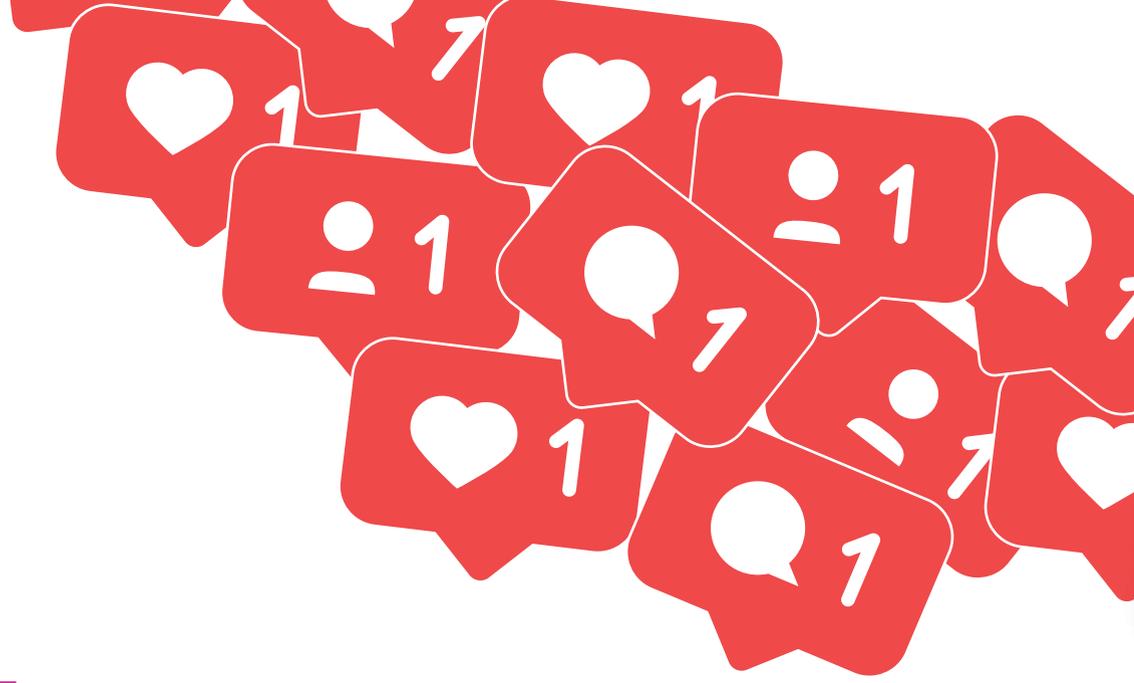
The users will comment on a post if they find the content **likeable**. Users save posts for later viewing and referring when they seem to be interesting, informative and important. Posts having an element of humour have higher chances of getting saved to be viewed later. Users like to share important and aspirational posts with their circle on Instagram and would repost content that they find trendy.



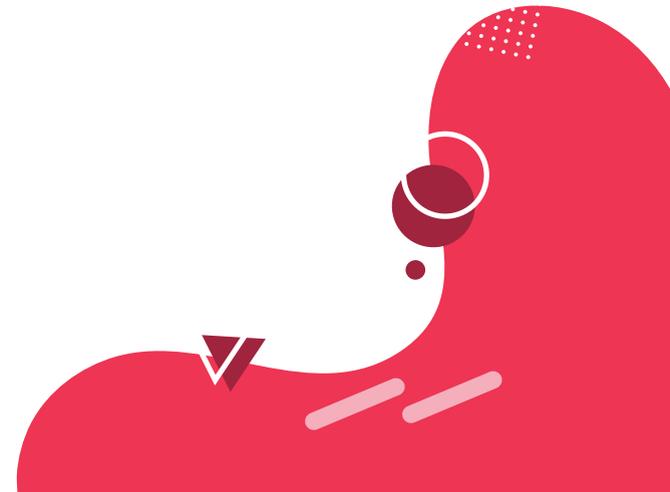
“...I forward funny memes and posts that I like to my friends and near ones... If I like something interesting and appealing, I share and re-post it. I like to skim through my feed most of the time...”

- Female, 25 years, Top 9 Metros





# Attitude towards Instagram Influencers

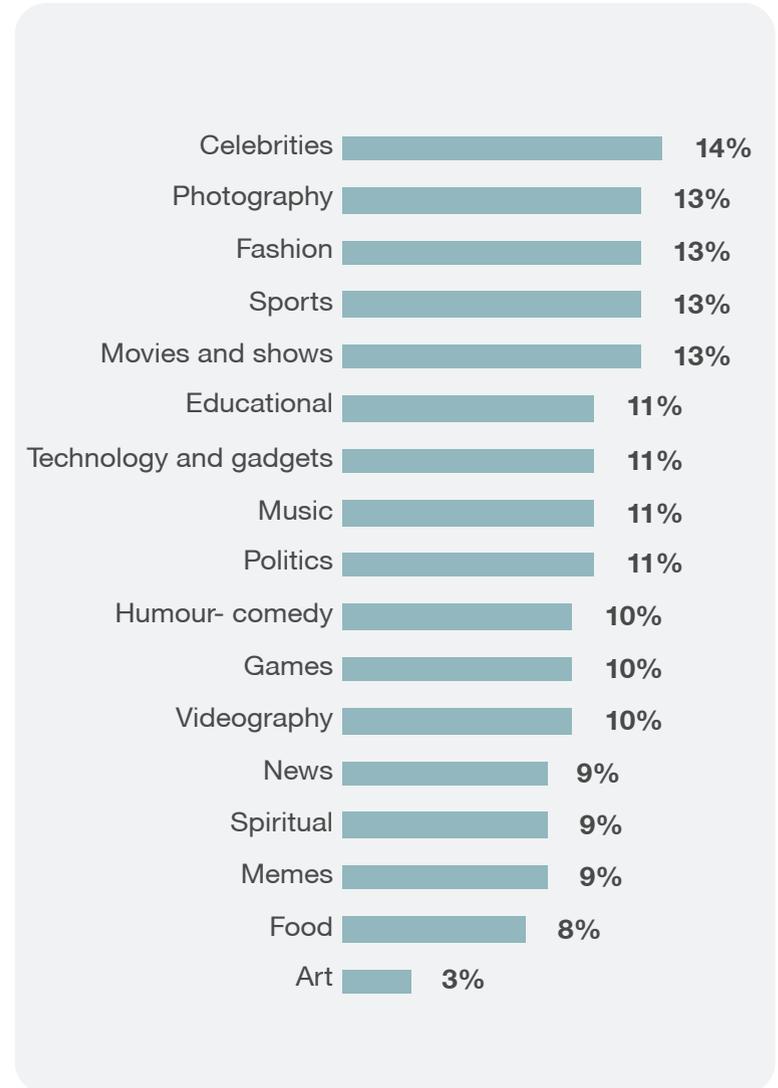
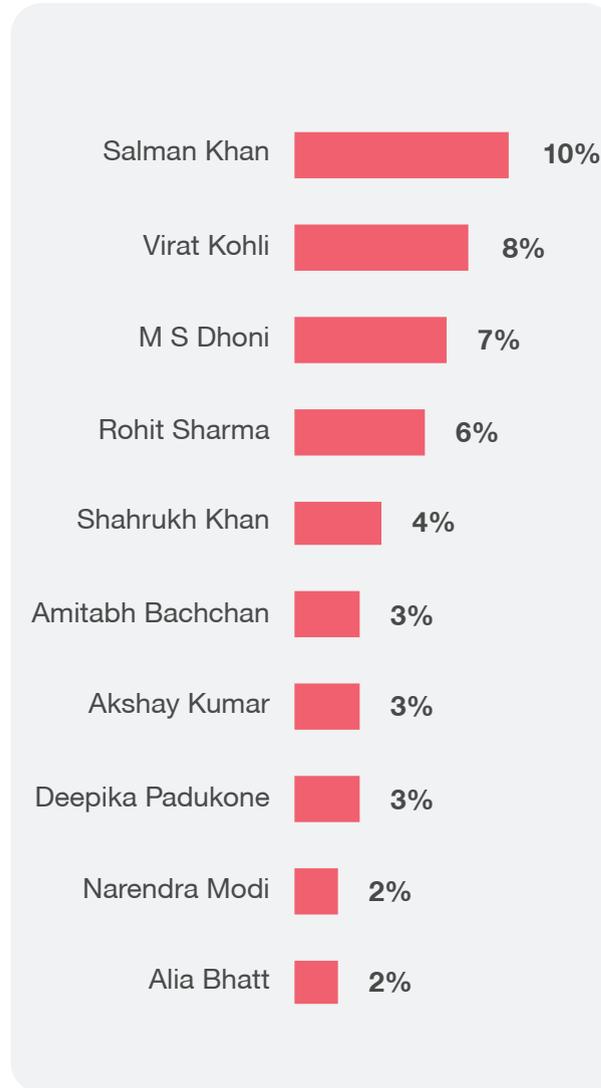




# Influencer Categories Followed

Users prefer to follow Instagram celebs the most. The celebrity influencers like **@amitabhbachchan**, **@Alia Bhatt**, **@iamsrk**, **@beingsalmankhan**, etc. have a large follower base by the users on the platform. **Photography, fashion accounts and sports influencers are followed by the users.** Fashion accounts like **@manishmalhotra05**, **@sabyasachiofficial** and fashion content creators like **@sejalkumar1195** are followed by the users.

In the category of sports influencers / personalities accounts like **@virat.kohli**, **@mahi7781** and **@rohitsharma45** are followed by the users and they like to engage with their content whenever they upload a post on their account. In the category of movies and shows the users follow accounts belonging to **@marvel\_india** and **@marvelstudios**. **@byjus\_app**, **@khanacademy** and the similar educational content creators are followed by the school and college students.



Base: Instagram users, Source: Recogn, Primary Survey

"...I like Marvel India's content about the movies. I check their updates regularly. I trust them since their account is the official page..."  
 - Male, 17 years, Top 9 Metros

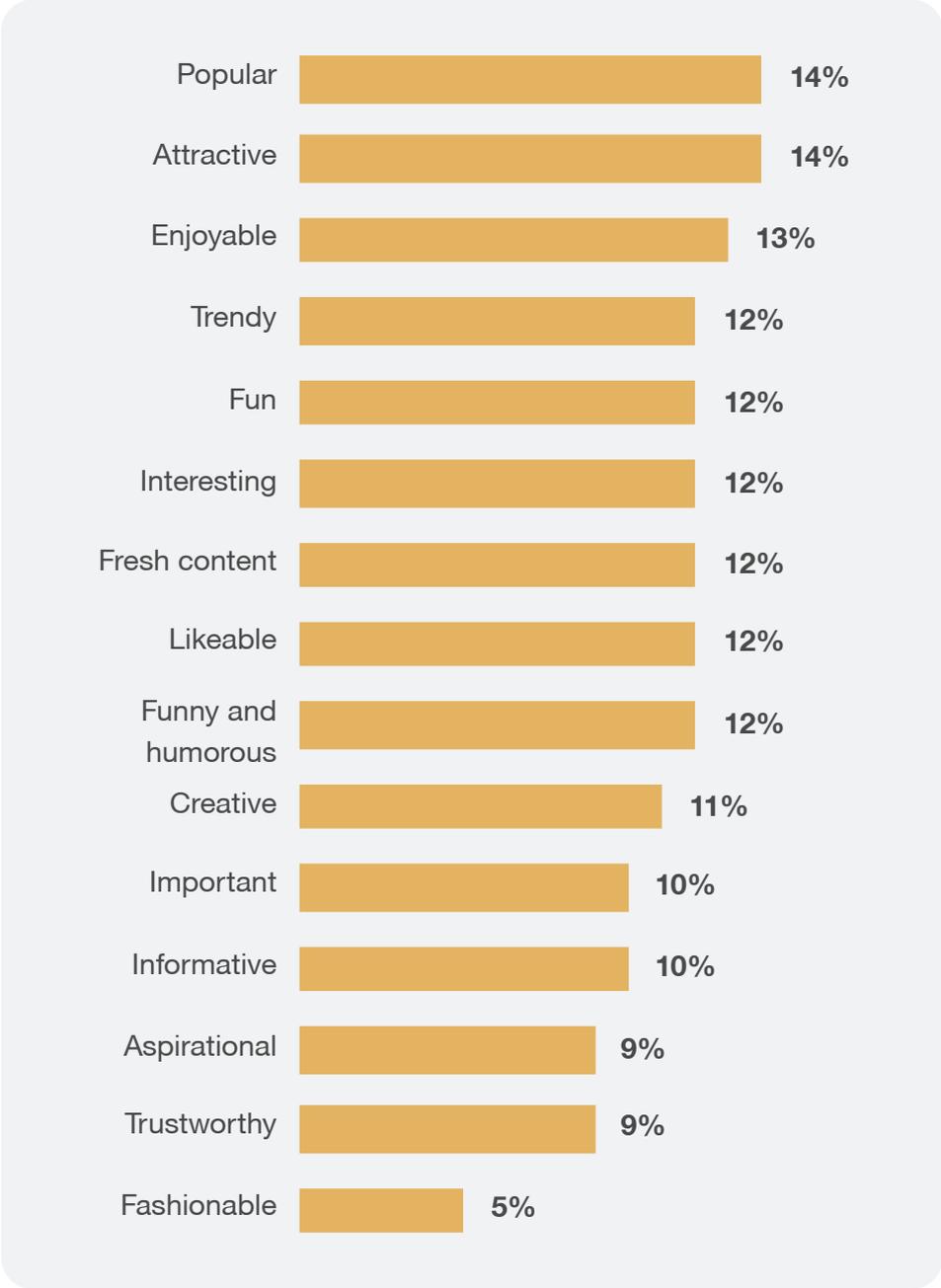
# Reasons for following Influencers

Popularity and attractive content are some of the main reasons for which the users of the platform follow famous **influencers, celebrities** and **sports personalities**. The content put up by these influencers are enjoyable. The influencers are trendsetters and the content they upload is fresh, likeable and interesting.

Users like to follow content that is humorous and funny, similarly and influencers like **Bhuvan Bam, Ashish Chanchalani**, etc. They create content that is creative in terms of writing and scripting, presenting and distinguishable characterization of their fictional characters.

"...if the verified influencers are using, recommending or suggesting some product, I would read about them more and somewhere it would influence my decision such that I might want to use / try the product..."  
- Female, 25 years, Top 9 Metros

"...The influencer collaboration with the brand will only get strengthened by trust...I would only purchase if the product quality is better and the influencer doesn't matter much..."  
- Male, 25 years, Small towns



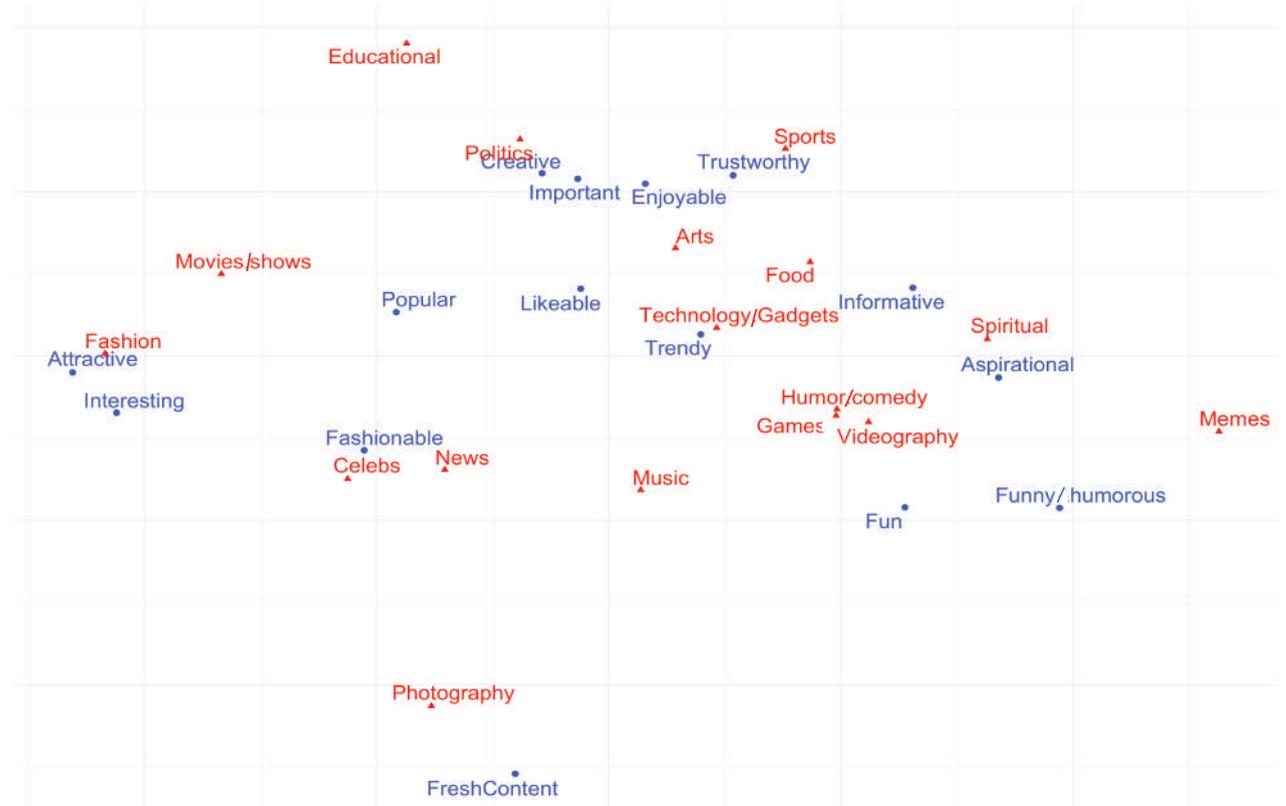
Base: Instagram users, Source: Recogn, Primary Survey

# Influencer Category - Driver Matrix

At an overall level, Instagrammers **follow celebs and fashion pages** as they see them to be **fashionable, attractive and interesting**. They follow photography pages for fresh content. They follow videography and games as they find these aspirational. Meme pages are followed by most since they are funny and humorous. Technology, gadgets and food content is followed as users feel they are trendy and informative.

The users in the **top nine metros follow celebs, movies and shows** because they find them fashionable, popular and attractive. The users in the small metros follow them because they find them informative, attractive and likeable. Those in the small towns follow photography and celeb pages because they find them to be fun, interesting, creative and fresh content.

# Influencer Content Category followed - Reasons for following- Overall



Legend: ● Drivers ▲ Category

Base: Instagram users, Source: Recogn, Primary Survey

The Influencer category matrix helps us evaluate the drivers for users to follow a certain influencer category. The terms in red are the influencer categories and those in blue denote the drivers for following them. The proximity of the influencer category to a driver denotes strong affinity.



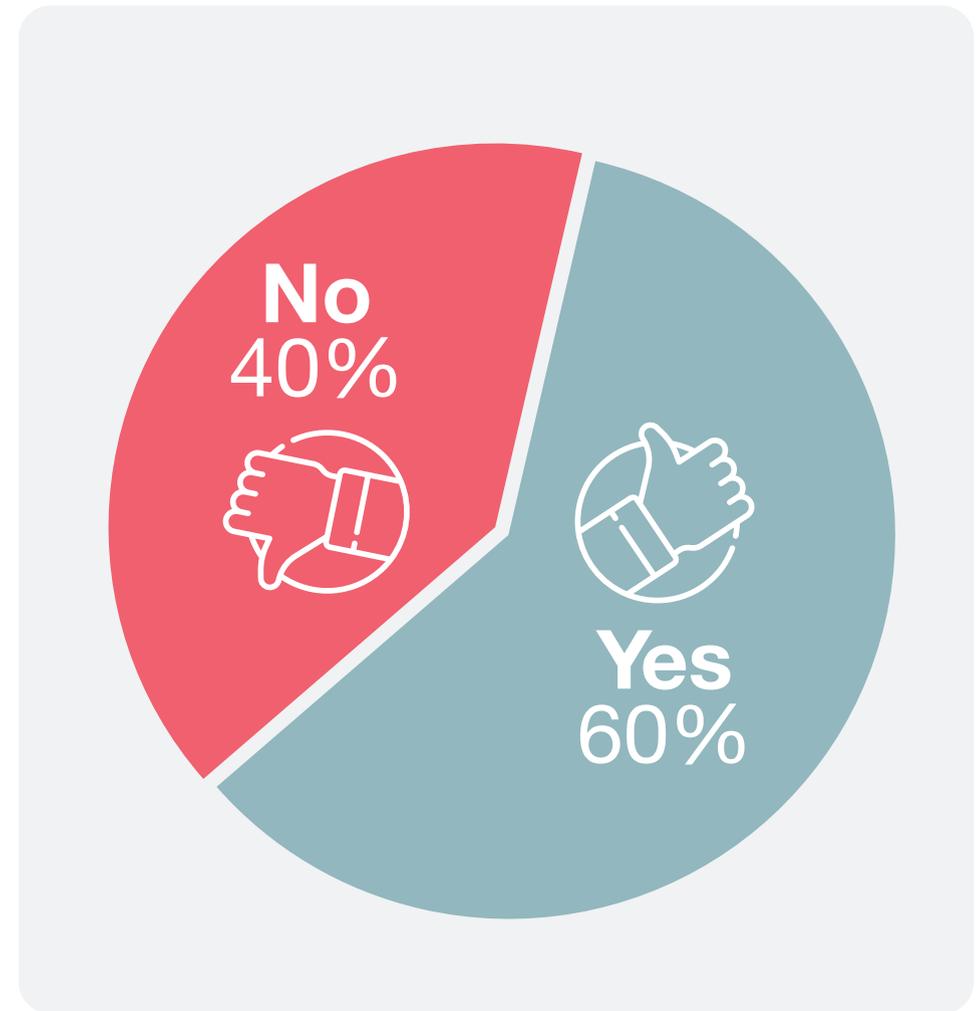


# Advertisements and E-Commerce: Usage and Attitude



# Instagram e-commerce users

More than half of the respondents have shopped on Instagram. Close to three fourth of the users from small metros and small towns have shopped on Instagram. The presentation of the product / service and the content of the post will turn into a purchase only if the brand or the supplier is trusted and is reputed.



Base: Instagram users, Source: Recogn, Primary Survey

"...I have shopped a couple of times from Instagram and received a good quality product...The experience was fine as the brand was a trusted one..."  
- Female, 25 years, Top 9 Metros

"...I have seen ads on Instagram...but I go e-commerce websites like Amazon to check more about it and make the purchase there..."  
- Male, 27 years, Top 9 Metros

### Ad perception - Overall



Base: Instagram users, Source: Recogn, Primary Survey

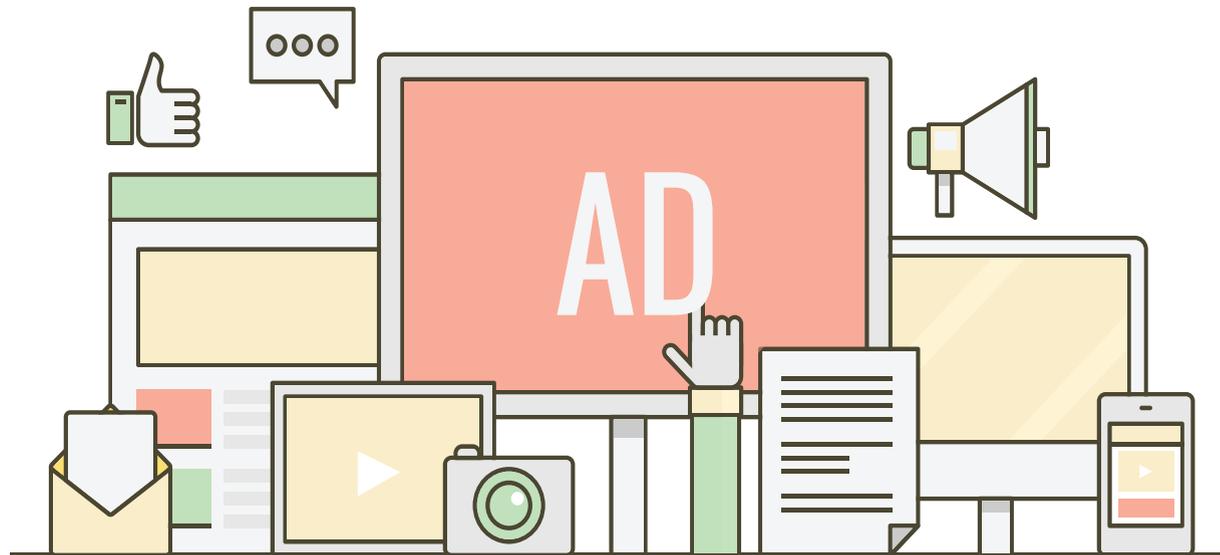
This graph represents the strength of association / affinity of the rows with the columns and can be read both horizontally and vertically. Highest positive deviation row wise implies that the particular column has the highest affinity with the particular row compared to all other columns. Highest positive deviation column wise implies that the row has highest affinity with the particular column.

# Perception of ads

The ads on Instagram for electronic items are perceived to be informative. The consumers with keen interest in lifestyle category perceive the **clothing and footwear ads** to be **very useful**, however, they find them to be less relevant. The ad communication messaging need to be made more relevant to the TG which will increase the sales. Ads for **movies, video games** and **music** are entertaining, for fashion and accessories it is perceived as authentic and home appliances are considered to be simply irritating. Moreover, health and fitness advertisements are seen to be engaging due to their visual representation, while grocery ads are less engaging.

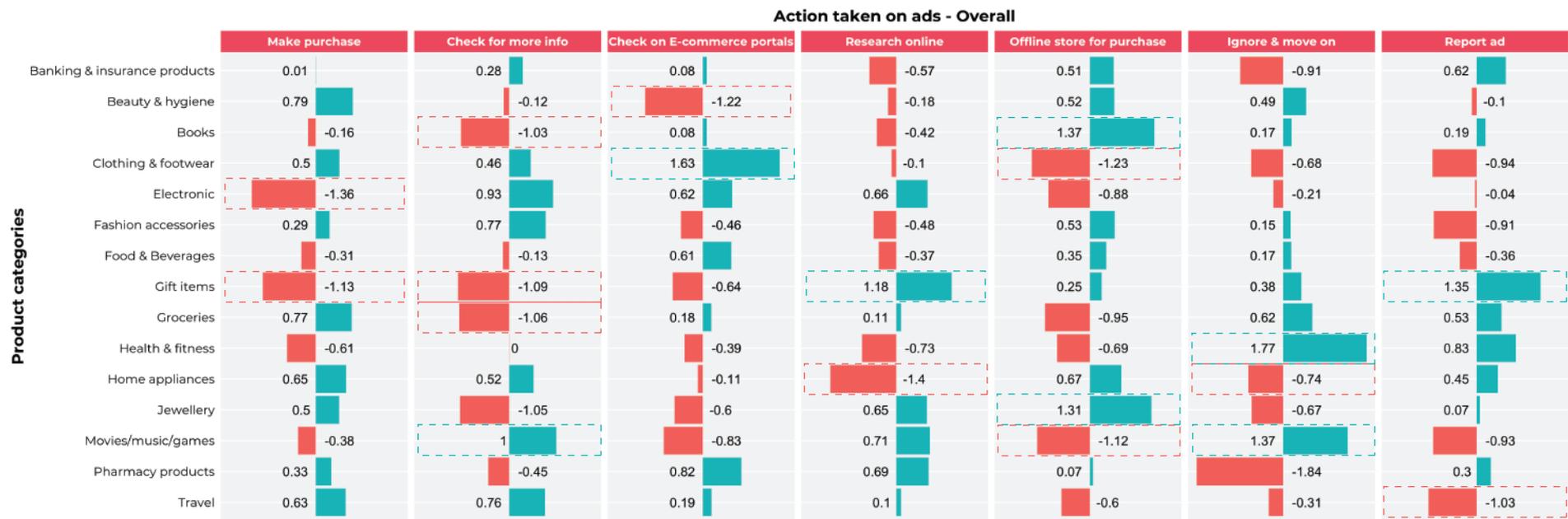
Pharmacy related products are perceived to be trusted according to the users of the platform although the level of engagement with this category is low, due to the less appealing visuals.

The users perceive the travel ads to be interesting, but the relevancy depends upon the type of offering the travel brands are providing and how significant are the ads to the consumers as per their present or future travel plans.



"...if I find the ad to be attractive and interesting...I click on them to know more..."  
- Female, 26 years, Top 9 Metros

"...sometimes these ads are interesting and sometimes they become quite annoying and look quite forced..."  
- Male, 25 years, Small Towns



Base: Instagram users, Source: Recogn, Primary Survey

This graph represents the strength of association / affinity of the rows with the columns and can be read both horizontally and vertically. Highest positive deviation row wise implies that the particular column has the highest affinity with the particular row compared to all other columns. Highest positive deviation column wise implies that the row has highest affinity with the particular column.

## Action taken on Ads

Users prefer to purchase electronic products offline and an immediate online purchase is less likely as people check for more information about these products after watching an online advertisement.

Similarly, for purchasing footwear and clothing products the consumers check and seek more information online after seeing the ads.

Health and fitness advertisements are ignored by the consumers as they don't take any action on them and prefer to move on. In the category of gift items, the users do not make an online purchase as they tend to question the authenticity, the product's condition and the delivery time. The users **prefer Food and Beverages ads** which are **interesting**, and they like to check more details on those. The ads of banking / finance and pharmacy products are ignored by the users. Users like to check for more information upon seeing the Travel ads.



"...I pay attention to the ads that are interesting and related to my choice of content, else I ignore them as they are a wastage of my time..."

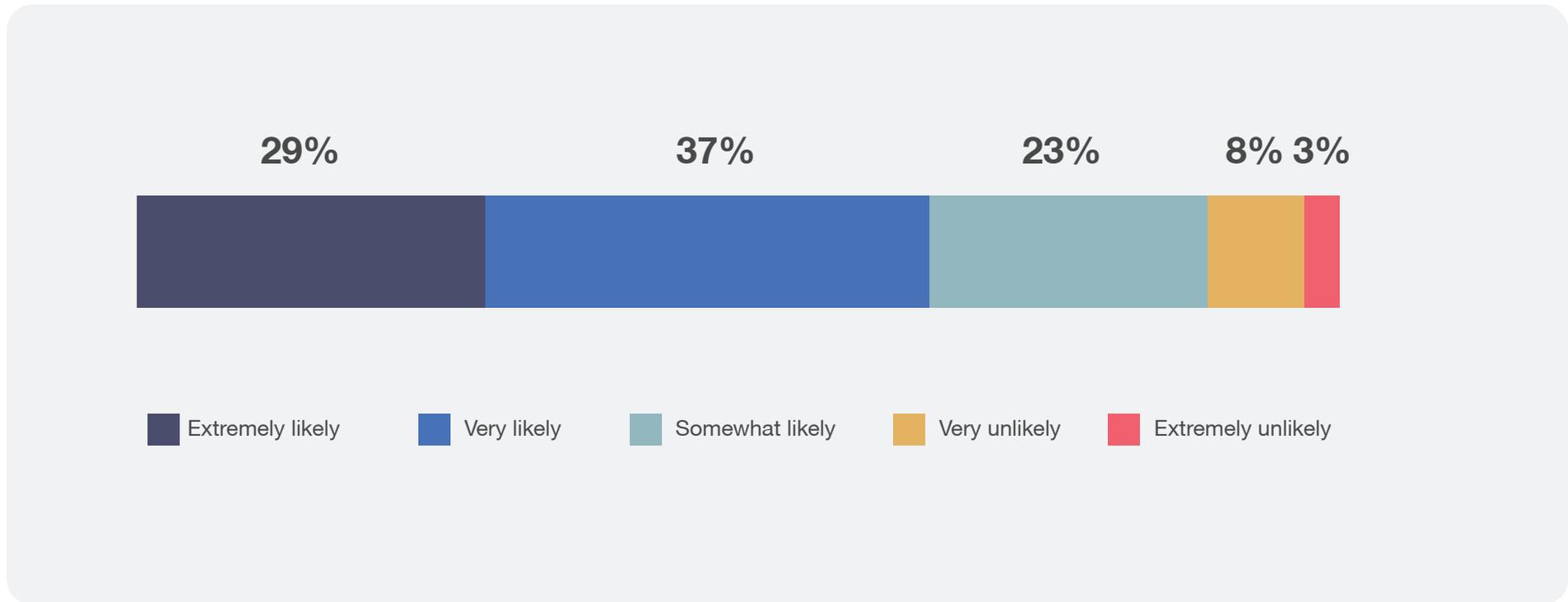
- Female, 22 years, Top 9 Metros

"...I like funny ads. I also like ads regarding music and acting..."

- Male, 16 years, Small Towns

# Likelihood of contest participation

66% of the users of the platform would be quite likely to participate in Instagram contests and giveaways. The older age group is more likely to participate in contests than the younger age groups. The contests and giveaways hosted by influencers and brand collaborations attract users.

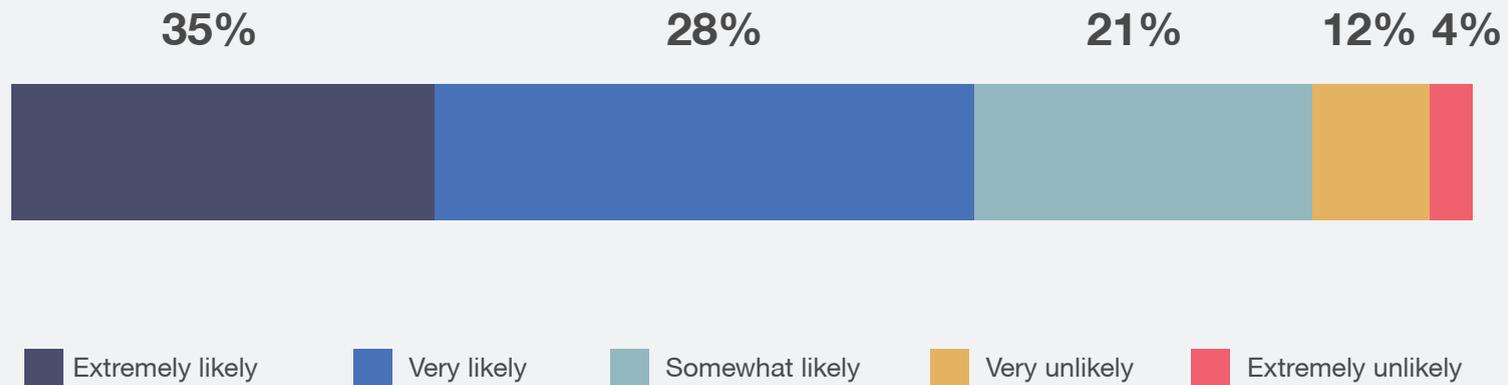


Base: Instagram users, Source: Recogn, Primary Survey

"...if my favourite influencer is collaborating with a brand, I would definitely participate in such contests and giveaways..."  
- Female, 22 years, Top 9 Metros

# Likelihood of shopping on Instagram

Instagram as a shopping platform allows brands and local vendors to directly connect with their customers either using messages or links in their bio. **63%** of the users are influenced by the platform resulting in higher likelihood to shops via Instagram. The heavy users are extremely likely to shop on Instagram than the other users. Users from the small metros and towns are quite likely to shop on Instagram. The users of the platform consider the authenticity of the brands while deciding on making a purchase.



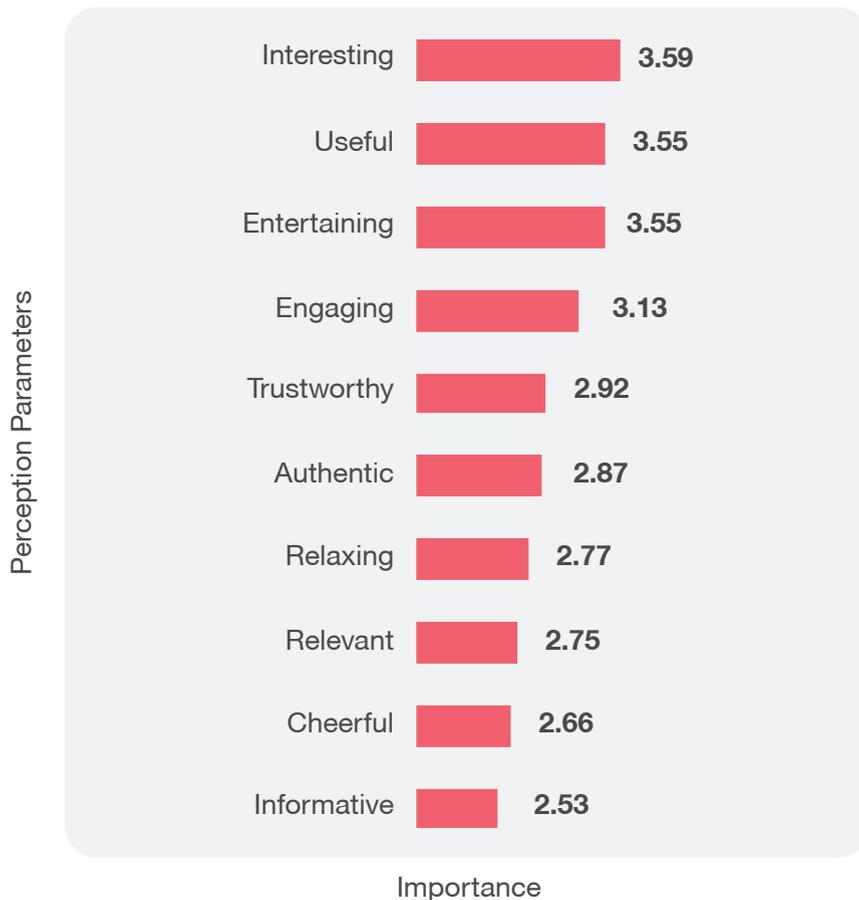
Base: Instagram users, Source: Recogn, Primary Survey

# Drivers to Shopping on Instagram

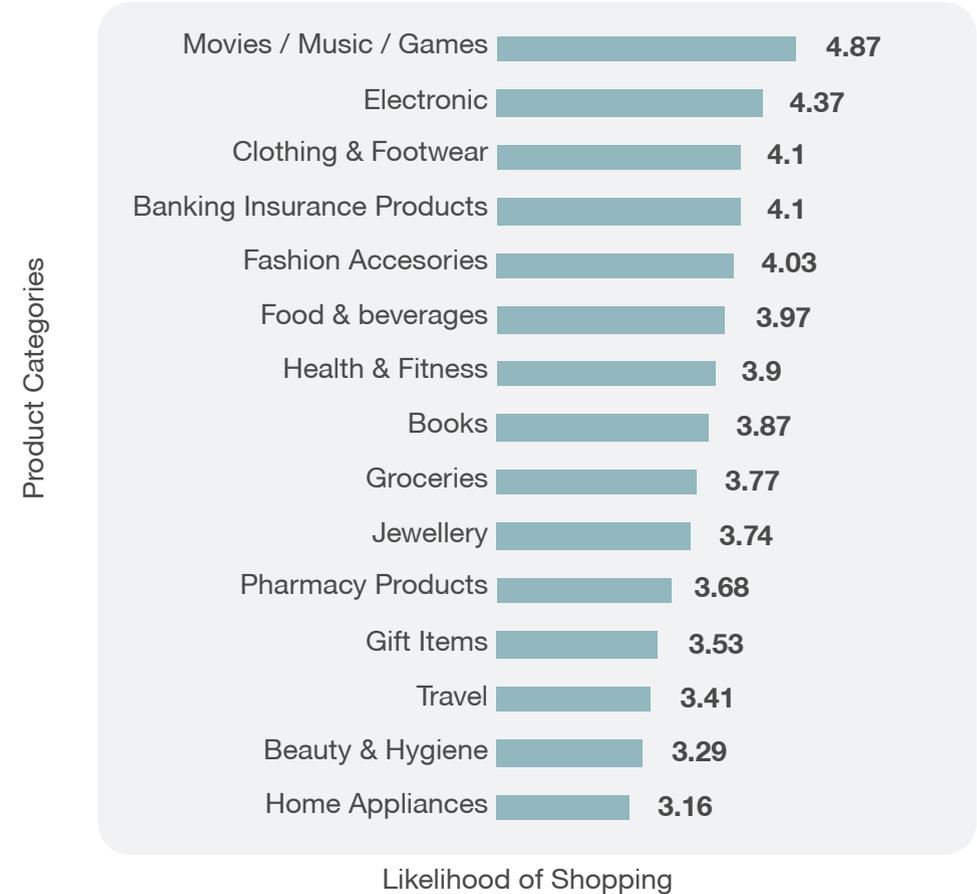
At an overall level, Instagrammers are very likely to shop based on the ads they find **entertaining, interesting, useful** and **engaging**. They are likely to shop primarily for movies / music / games and electronic items on Instagram.

It is the same for Instagrammers in small metros and towns for electronic items and fashion accessories. While those in the top nine metros are likely to shop for health / fitness products and gift items that they find trustworthy, interesting and engaging. On the other hand, light users opt to shop for movies / music / games, regular users purchase gift items and heavy users shop for travel items and more based on things they find authentic and interesting.

### Ad Perception Vs. Likelihood of Shopping on Instagram Overall

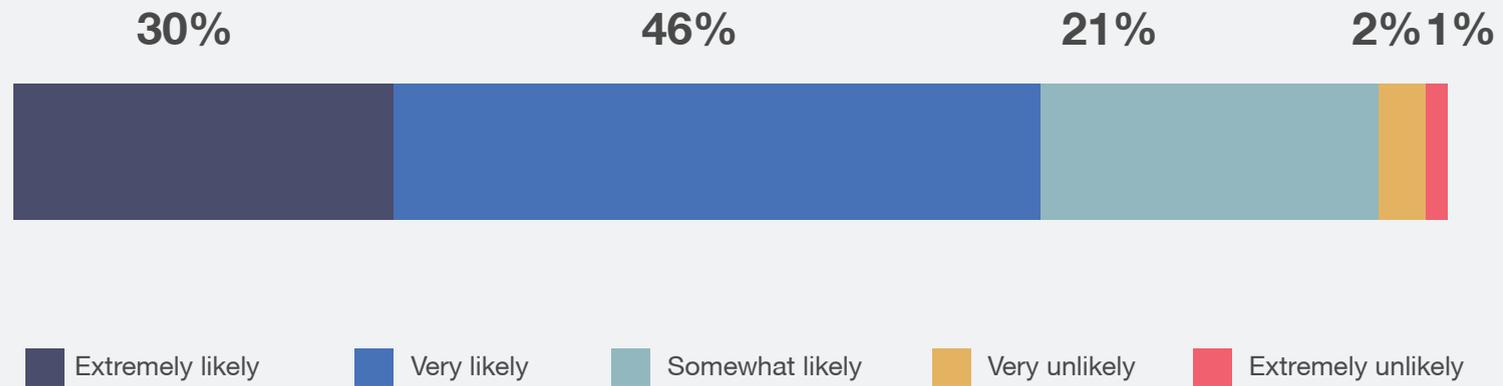


### Ad Category Preference Vs. Likelihood of Shopping on Instagram Overall

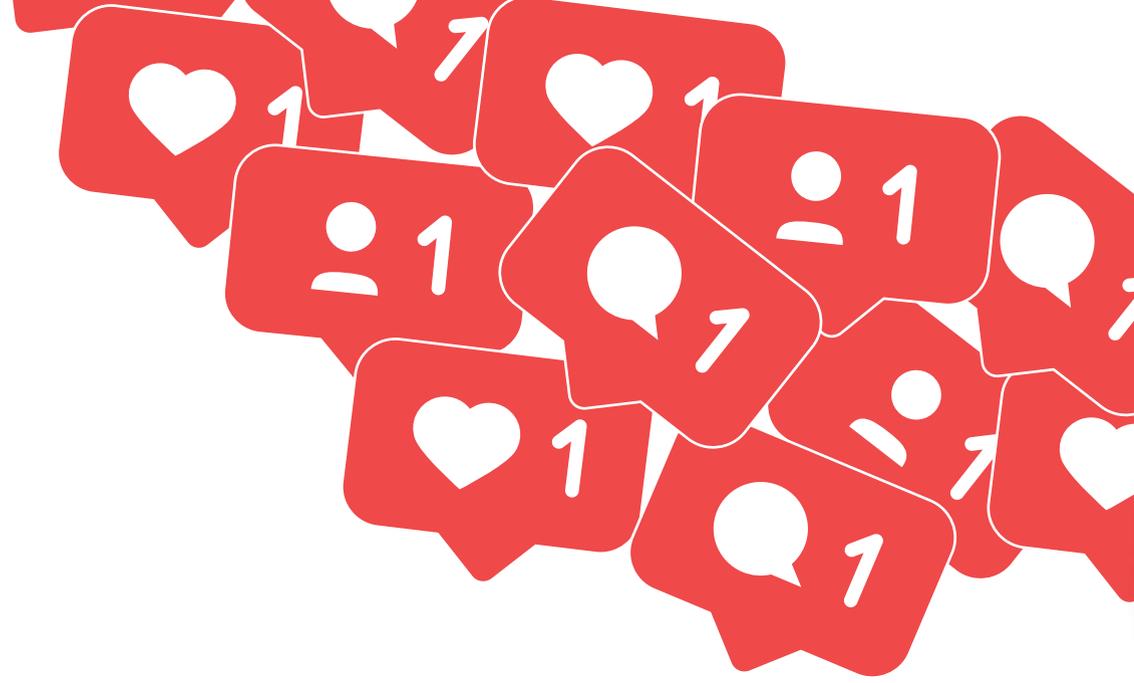


# Shopping Experience on Instagram

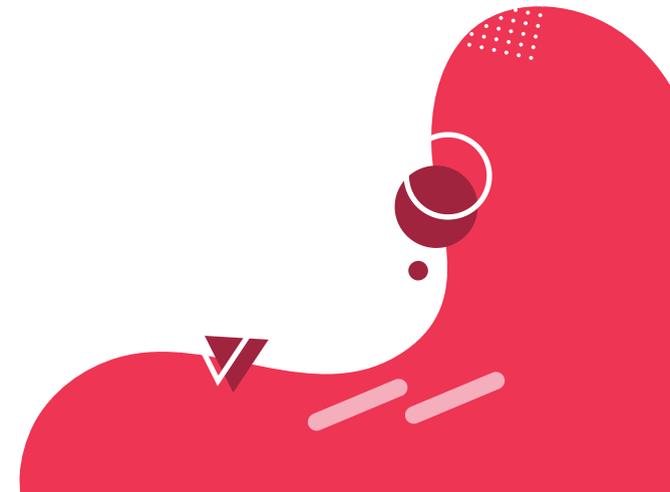
A large majority of the users are extremely satisfied with shopping on Instagram of which the users from the smaller metros and towns are the most satisfied.



Base: Instagram users, Source: Recogn, Primary Survey



# Research Methodology





# Research methodology and respondent profile

Gender	Overall	Instagram users	Town Class	Definition	Overall	Instagram Users
Female	566	537				
Male	1351	1068	Small Metros	Cities with population between 1 million to 4 million	475	386
			Small Towns	Cities with population below 1 million	491	373
			Top 9 Metros	Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Surat	951	846
<b>Total</b>	<b>1917</b>	<b>1605</b>	<b>Total</b>		<b>1917</b>	<b>1605</b>

Age Group	Overall	Instagram Users
Under 18 years	244	183
18-24 years	649	497
25-34 years	309	236
35-44 years	367	347
45-54 years	216	214
55+ years	132	128
<b>Total</b>	<b>1917</b>	<b>1605</b>

Heaviness of Instagram Usage	Definition	Instagram users
Heavy users	More than 10 hours of use	364
Light users	4 - 10 hours of use	327
Regular users	less than 4 hours of use	914
<b>Total</b>		<b>1605</b>

Occupation	Overall	Instagram users
Housewife	185	174
Not working currently	94	73
Professional with less than 10 years of experience	283	253
Professional with more than 10 years of experience	317	306
Self-employed	338	283
Student	700	516
<b>Total</b>	<b>1917</b>	<b>1605</b>

## Qualitative Research

In-depth interviews were conducted with 25 respondents across age groups, gender, occupation and town class to identify the qualitative aspects of social media and Instagram usage.

**Research duration: June - August 2019**

## Quantitative Research

Survey was conducted among a sample size of 1917 respondents across age groups, gender, occupation and town class using stratified random sampling to gather the required data.

**\* The figures for monthly active users and average time spend per user have been taken from SimilarWeb**

For detailed demographics insights, please visit - <http://recogn.in/watinsights/instagram.php>

# Research Team for this Report

**Abheek Biswas**, AVP Consumer Insights (abheek@watconsult.com)

**Prabhupreet Singh Ahuja**, Sr. Research Executive

**Sumit Bansode**, Lead Creative Designer

**Shweta Kadam**, Sr. Creative Designer

## About Recogn

Recogn, research-based consulting division of WATConsult, complements the agency's knowledge of digital media over a period of 10 years with the understanding of the digital audience. Recogn provides marketers with deeper insights into the minds of consumers and help create more focused marketing strategies. Recogn provides end-to-end research services like customized primary research into the domains of marketing strategy, brand strategy, product and communication strategies, among others.

Find more about Recogn at: [www.recogn.in](http://www.recogn.in)

## About WATConsult

Ranked as the second-best digital agency in the country as per the Agency Reckoner by Brand Equity, WATConsult is seasoned true hybrid full-service digital agency. The agency works with over 120 large Indian and global brands. Part of the Dentsu Aegis Network, it has a 340+ member team spread across Mumbai, Delhi & Bangalore.

Catering to the industry's diverse and ever growing needs, WATConsult has specialized divisions like **Social CRM 24/7** for ORM, In-Depth Analysis, and Social Listening, **Recogn** for consumer research and consulting, **InnoWAT** - the agency's very own tech innovation lab, **Ecommencify** for an end to end eCommerce solution for brands & **The Alter Project**, the agency's most recent venture into cause marketing and delivering campaigns for the greater good.

## Contact details

WATConsult

1076, Parijat House, Worli Naka, Mumbai – 400 018

Phone : +91 22 6709 9200 | Website : <http://www.watconsult.com>

## COPYRIGHT

All material contained in these Inter-Research Journals, including without limitation text, logos, icons, photographs and all other artwork, is the absolute and exclusive property of the WAT Media Pvt. Ltd. (WATConsult) and all rights, including any and all intellectual property rights and without limitation all copyright, vests absolutely and exclusively in WATConsult, unless otherwise specifically stated. No use shall be made of this material without the prior express permission in writing from WATConsult as the copyright holder thereof. Any and all use of this material is expressly prohibited and shall be an offence under the Copyright Act, 1957, unless specifically authorized previously in writing by WATConsult.

Without prejudice to the forgoing any material provided by any third party to WATConsult, including any non-proprietary material of WATConsult, obtained through links to other sites, which is a part of the Inter-Research Journals, or is displayed on WATConsult web pages, is the property of the original author (as may be disclosed in such material), or such third party, as the case may be, and a prior written permission for the use such material in any manner, must be obtained from the author or such third party, as the case may be.

## DISCLAIMER

WAT Media Pvt. Ltd. (WATConsult) has, to the best of its commercial ability, taken care to compile the information and material contained in this research work. Provided however, WATConsult does not warrant that the information and material contained in the research work, or any part thereof, is designed to, or will meet any person's requirements, or that it will be error free or free from any inadequacies, incorrectness, incompleteness, inaccuracies, or bug free. WATConsult hereby disclaims any warranty, express or implied, including, without limitation, any warranty of non-infringement, merchantability or fitness for a particular purpose, in respect of any information and / or material contained in the research work. WATConsult will not be held responsible for any loss, damage or inconvenience caused to any person as a result of any inadequacies, incorrectness, incompleteness, inaccuracies, or errors contained in these research reports. WATConsult holds and processes personal data, if any, in accordance with applicable law in force.



**WAT** Insights

---

**RECOGN**  
Research • Refer • Redefine

**WAT** Consult  
Connect | Converse | Collaborate | Co-create