

THE VIEW

Consumer Insights | August 2020

Consumers have been forced to adjust to new realities in the face of the pandemic. It has prompted them to embrace new habits and lifestyles, effectively altering product choices and purchase behavior. A renewed outlook towards consumers founded on reliable data and insights will be crucial to meet their needs in the post-pandemic world. In this edition, we bring together some strategic insights and other resources to help you respond better to this new normal.



B2C & B2B | Netscribes
How to increase technology product usage through customer behavior analytics

Know the key steps involved in performing customer behavior analytics with a focus on increasing product awareness and usage.

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B2C | PwC
69% urban city dwellers are now more focused on their mental health and well-being

A survey conducted on urban consumers across nine countries indicates higher volatility in spending habits and greater focus on safety.

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B2C | Netscribes
Understanding post-COVID-19 consumer behavior to shape brand strategies

The pandemic has fundamentally changed the world as we know it. Here are some foundational changes we're observing in consumer behavior.

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B2C | Netscribes
The advantages of social media listening for consumer brands

As social media becomes an intrinsic part of our lives, marketers need to utilize this rich source of consumer data to understand their changing needs and behavior.

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B2C | Ernst & Young
The local kirana goes digital in this new normal

The nationwide lockdown put the spotlight on the local kirana store that weathered the storm as neighborhood consumers flocked to stock up essential goods. EY's survey shows that with DIY preferences taking the forefront, consumers have a positive outlook towards kiranas that have now become a trusted point in the local ecosystem

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B2C | Brandwatch

The off-season surge in certain consumer products sets unexpected trends

With a disruption in seasonal consumer purchasing trends, four categories of electronics have been witnessing unseasonal and unexpected consumer interest during the lockdown. Beauty and grooming products like clippers and razors, printers and scanners, kitchenware like coffee machines and refrigerators, and gaming products hit an all-time high.

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B2C | Forbes

The importance of consumer behavioral psychology for CPG brands

With market researchers playing an important role in rebranding CPG brands, three key emerging areas of focus are: increasing brand preference through optimized messaging, identifying patterns of growth that stick for long term innovation success, and shopper insights for consistent top-line sales growth. Research grounded in studying consumer behavioral psychology will better help define a brand's future.

[Read more](#)

B2B | Gartner

Emotional understanding is key in building relationships with B2B clients

Decisions made in a B2B environment affect people both on a personal and business level. Make sure your personas include an emotional aspect: gather insight on their goals, needs, expectations, fears and challenges apart from the standard insight on KPIs and mission critical priorities. This will help marketing campaigns and sales pitches resonate on a personal level and lead to satisfaction, loyalty and advocacy.

[Read more.](#)

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