

THE VIEW

Consumer Insights | July 2020



B2C & B2B | MCKINSEY
Optimism about economic recovery has declined in many geographies

Net optimism about an economic recovery has declined in most countries in recent weeks. China and India remain the most optimistic, while Japan remains the least, and many countries in Europe have more consumers who are pessimistic than are optimistic.

B2C | IDC
US consumer technology spending is beginning to slow

While spending on video game consoles, smart home devices and phone accessories increased, it declined for popular categories like headphones, PCs, video games, and mobile phones since April 2020.

B2C | YOUNG
Young Americans most likely to support brands changing racist names

A new YouGov survey of more than 4,700 US adults shows 46 percent support a brand replacing an icon related to a racial stereotype (e.g., name, logo, image).



Emerging survey research trends in the times of COVID-19

Primary research is rapidly going digital. This is creating a host of new dependencies like device availability and internet accessibility. With face-to-face interviews out of the equation, research companies and industry analysts are evaluating alternatives that are here to stay.

COVID-19: The need for consumer insights in content marketing

Data shows that consumers want to hear more from brands in these times. But with consumer behavior changing with every major news event and development, knowing what and how to communicate with consumers can be baffling. How can consumer insights support content marketing in such a scenario?



Subscription business growth rates remain resilient and show a return to normalcy

While the Revenue Per Subscriber (RPS) growth for Consumer Memberships contracted, COVID-19 had an accelerated impact on RPS growth for IoT and E-learning subscriptions. On the other hand, growth rates slowed but remained positive for Software & High Tech and Media companies.

While the majority of companies are still seeing positive Revenue Per Subscriber growth, the rate has slowed

B2C & B2B | THE WALL STREET JOURNAL

Customer service is worse than ever and so is consumer dissatisfaction

A study suggests 58% of consumers who had experienced a problem with a product or service in 2020, got nothing in return. Customers with complaints are increasingly using email, live chat, and social media—43%, compared with 12% in 2017. Some 55% of complainants who reached out on social media and didn't get a response, meanwhile, said they expected the company to follow up with them on these channels.

B2B | GARTNER

COVID-19 has amplified uncertainties for B2B buyers considering a major purchase

According to Sharon Cantor Ceurvorst, Director, Research, Gartner for Marketers. "The average buying group now includes 11 active members and up to seven occasional participants, and buying groups spend an average of 15% of the buying cycle reconciling different information sources. In the face of shifting stakeholders and conflicting information, coupled now with the effects of a global pandemic, buyers feel more uncertain than ever about how to move forward."

B2C | EY

Five new segments may emerge as Indian consumers move beyond the pandemic

EY's latest survey engaging with over 1000 participants from an urban Indian background, finds radically changing consumer behavior trends in India with 60% consumers believing it will change the way they shop. EY's future consumer index points at 5 new consumer segments emerging post COVID-19: "Back with a bang" (38%), "Stay frugal" (29%), "Keep cutting" (19%), "Cautiously extravagant" (11%) and "Get to normal" (2%).

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