

Characteristics of Consumer Behavior

Taking consumer behavior characteristics into account can help businesses sell more and build loyalty. But what are they and how have they changed since the pandemic?

Changes in consumer behavior brought by the pandemic will endure

Over 60% of global consumers have changed shopping behavior.

Source: *McKinsey

40% of respondents have visited physical locations less frequently since COVID-19 hit.

Source: *Raydiant

Shopping across all channels increased in 2021

Frequently used shopping channels in March 2021 vs June 2021.

In-store	41% vs. 45%
Mobile	33% vs. 39%
PC	26% vs. 30%
Tablet	18% vs. 22%

Source: PwC

We have covered a “decade in days” when it comes to the adoption of digital

Increase in ecommerce deliveries - **10 years in 8 weeks**

Source: *McKinsey

However, many consumers still prefer to shop in person, rather than online

This is a 9% decline from 2020

33% - The ability to view, touch, and interact with physical products

26% - The overall experience that a physical location provides

13% - The immediacy that in-store experiences provide, as opposed to waiting for delivery

Source: *Raydiant

The pandemic pushed more consumers online

The percentage of people who bought online during the pandemic, having never done so before, divided by product categories in which they made online purchases.

Fashion	18%
Food	15%
Consumer electronics	15%
Books	14%
Medicine	14%
Household	13%
Beauty & care	13%

Source: Deloitte

Online and in-store experiences are interlinked

65% said that a good in-store experience makes them more likely to purchase other products online.

60.3% of respondents have abandoned a brand for good because of a poor in-store experience.

Source: *Raydiant

Preference for digital is quickly becoming the defining characteristic of consumer behavior. Investing in digital commerce is no longer an option for a business that wants to keep up with changing consumer behavior—it's a necessity.