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The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Keeping up with the latest consumer behavior trends helps you stay ahead of the competition. It also helps you run better marketing campaigns to attract your target audience.Looking to 2025, the trends are showing a strong emphasis on cost-saving and financial restraint, as more households reallocate their budgets toward essentials, with housing costs and inflation remaining a primary concern.Ahead, youll learn 12 consumer behavior and shopping trends to look out for in 2025.Top 12 consumer behavior trends to adopt1. US consumers are adjusting online spending and becoming budget-consciousThe current cost-of-living crisis has caused people to change how they spend online, with 55% of people shifting toward methods that allow them to track spending more accurately.Faced with economic uncertainty, consumers are streamlining their budgets, re-evaluating their spending habits, and seeking deals and discounts. With personal savings rates at under 5%, which is a 10-year low , shoppers are managing tighter budgets, which affects their online spending choices.Consumers want to stay in control and keep their financial details safe and secure. According to Deloittes ConsumerSignals, consumer sentiment has declined, especially among middle- and lower-income households, with many choosing to prioritize savings and nondiscretionary expenses.Consumers are still buying, says Shelley Martin, founder of Skinician, but the items they spend their money on must be well worth the investment. Solve problems well, as many of them as possible with one product, then tell your consumers how your product makes life better.2. Inflation is still making an impact on spending habitsDespite inflation cooling from record highs, it remains above pre-pandemic levels, and 33% of people globally cite inflation as a top issue in their country.This financial environment is also influenced by federal interest rates, which are at a 20-year high. These rates create high mortgage payments for consumers, stretching finances and leading to cautious spending patterns.American consumers are using different strategies to save money, like:Driving lessShopping online or closer to homeStocking up when items are on saleUsing couponsFinding stores with lower pricesBuying store brandsInflation impacts all discretionary spending categories, like apparel, footwear, household goods, and dining out. Companies must proactively prepare for behavior changes as people navigate rising concerns related to inflation.Wholesale prices have increased at a higher rate than retail prices, squeezing retailer margins, while shipping container costs have reached their second-highest levels since the COVID-19 pandemic.3. A shift to value-driven shoppingAs economic pressures mount, consumers are increasingly focusing on value-driven shopping. This shift prioritizes essentials, as shoppers look for ways to save without compromising on quality.Deloittes financial well-being index dropped to 99.3 in August 2024, indicating that financial strain continues to affect spending behavior.This decrease reflects heightened caution among middle- and lower-income households, who continue to feel the strain of inflation and high living costs.A NIQ report corroborates Deloittes findings. Besides shifting to shopping at value stores and looking for value brands, consumers look for value through special offers, trials, bundles, payment plans, and more.While financial sentiment has shown improvement among higher-income groups, middle- and lower-income households have largely maintained flat spending intentions, focusing on essential items over discretionary purchases.This shift has also led to a growing demand for private labels, with industry reports projecting that private label brands could capture a 25% share of the grocery market in the next decade. Consumers now actively seek brands that offer quality and affordability, with many households ranking price as a top consideration.Industry players can navigate this trend by:Differentiating, innovating, and finding unique spaces for their products away from the cheaper alternative private labelsNurture and maintain collaborative retailer-manufacturer relationships4. Subscription services remain essentialWhile consumers spend less across the board, subscription services are one expense they will not cut out. Some 47% of respondents to Paysafes survey would choose to keep film and TV services out of all their subscriptions if they had to cut back overall.This trend is further supported by Deloitte's 2023 Digital Media Trends survey, which found that 88% of U.S. households subscribe to at least one paid streaming video service. These shifts suggest that while consumers are mindful of spending, they prioritize digital entertainment.Younger generations, including Millennials and Gen Z, are particularly engaged in the subscription economy. Millennials, for instance, spend more on paid streaming services than any other generation but also demonstrate the highest churn rates, opting to cancel and re-subscribe, to services based on content availability.5. Increasing demand for diverse payment optionsThe average consumer is willing to part with their disposable income if youre willing to meet their changing expectations. Another consumer behavior trend is the demand for more payment options beyond credit and debit cards.Paysafes Lost in Transaction report found that 52% of consumers are leaving their homes without a physical wallet and paying for everyday purchases with a mobile wallet, like Apple Pay or Shop Pay. Some 55% of respondents believe mobile wallets will replace physical cards over the next 10 years.Consumers are more lenient with smaller businesses when it comes to payment options. But if youre a large business, 73% of consumers expect you to offer all payment methods online, including digital wallets and eCash.Shop Pay stands out as a payment solution for speed and security during checkout. Customers can store their payment information securely in Shop Pay and check out faster than on other websites.6. Physical shopping still holds a strong appealThough ecommerce has seen a significant uptick in past years, in-person shopping is still the preferred method for many consumersespecially for big-ticket items.A survey from Pragma and Statista on why consumers shop in physical stores found that:20% of respondents said they wanted to acquire the desired product immediately.16% of respondents said trying the product and experiencing brand values are the greatest motivations for shopping in-store.14% of respondents said they shop in person because of close proximity to the physical store.The in-store experience becomes even more important when enhanced by first-party data. Retailers can create deeper connections with their customers when physical and digital channels are unified. A seamless data exchange between online and offline experiences allows sales associates to customize their service based on complete customer profiles, accessible from Shopify POS.This integration also works in reverse, with in-store interactions enriching online experiences by feeding valuable browsing and purchase data into sales and marketing funnels.A digitally native brand, Wildling decided to launch showrooms in Germany to let customers try on shoes before buying them. With Shopify POS, the brand saw a 50% higher rate of first-time shoppers in showrooms and a 5% increase in stock availability after integrating all sales channels.Read Wildlings story.7. Sustainable products are a must-have for shoppersAs shoppers become more conscientious, sustainable products become an important factor in purchasing decisions. According to a survey by PWC, 80% of consumers say theyd pay up to 5% more for sustainably produced goods.This eco-conscious mindset has translated into consumer expectations that brands will take visible steps to support sustainability. Nearly half of surveyed consumers reported buying sustainable products as a personal measure against environmental impact.In contrast, others are attracted to products with specific eco-friendly features, such as reduced packaging waste or biodegradable materials.The NYU Stern Center for Sustainable Business reports that products marketed as sustainable grew about two times faster, with a 17.3% market share, and achieved a five-year CAGR of 9.43% versus 4.98% for those not marketed as sustainable.A few forward-thinking companies like Allbirds have pioneered sustainability, but research shows that Gen Z consumers are driving the conversation.A recent report from First Insight and the Baker Retailing Center at the Wharton School of the University of Pennsylvania found that senior retail executives do not understand consumers preferences around sustainable offerings and shopping.The report also found that:Two-thirds of consumers from all generations will pay more for sustainable products.44% of consumers rank product sustainability higher than brand name.Three-quarters of consumers say sustainability is somewhat or very important to them.According to Insider, by 2030, Gen Z will earn 27% of the worlds income, surpassing millennials by 2031.To capture future market share, you must align with Gen Zs values before its too late.8. Personalization with first-party data is building customer loyaltyEcommerce personalization has become a hot topic, and for good reason. Personalization efforts can generate conversion-rate uplifts of between 2%-5% on average, and boost loyalty in 68% of consumers.Personalization is when a retailer uses unique customer data to show dynamic content. What a customer sees is based on their demographic segment, browsing history, past purchases, device, and more.As online shopping becomes more omnichannel, with multiple channels influencing purchasing behaviors, retailers are adapting their marketing strategies. You can now reach your customers with everything from emails and popups, to TikTok ads and text messages.Rather than guess what messages or products your customers will respond to, you can use first-party data to learn who your customers are. First-party data refers to any information a customer shares with you, such as their shopping habits or preferences, in exchange for better shopping experiences.Consumers love personalization, and theyre willing to share their data as long as they feel they benefit from the exchange and that their data is used responsibly. In Movable Inks report, 58% of consumers agreed that they share more personal information with the brands they are loyal to in exchange for more personalization.Monos, a minimalist luggage brand, successfully integrated their four online storefronts with physical retail locations through Shopify POS, achieving 40% year-over-year revenue growth in regions with physical stores.Their unified commerce approach enabled personalized experiences through features like customer profiles, complete purchase history access across channels, and flexible buying options such as "buy in-store and ship." The integration improved customer experience through seamless omnichannel shopping, and boosted operational efficiency.Read Monoss story.9. Social commerce thrives on TikTokFacebook and Instagram have led the social commerce movement, but TikTok is right behind them. TikTok has become a powerful social media platform for product discovery and ecommerce. Brands like Adidas and Chipotle have had major success with their TikTok campaigns, and many more are following suit.Much more than just a video app, TikTok has become the home of shoppable entertainment. Insider Intelligence reports that in 2023 TikTok gained more shoppers (11.6 million) than the net increase of Facebook, Instagram, and Pinterest combined (6.4 million). TikTok has continued to add social buyers in 2024, projected to reach a total of 40.7 million before the end of the year.People are using TikTok to discover, research, and review products, and they are ready for TikTok to become part of their shopping journey.According to TikTok, 61% of its users have engaged in ecommerce behaviors on the platform, and 48% are interested in purchasing on TikTok in the next three months. Brands that can play to the strengths of TikTok will be able to get more sales from social customers.10. More brands will adopt the direct-to-consumer modelDTC is booming. A report by Circuit showed 85% of businesses were using a DTC model, while 94% of tech leaders were interested in switching to it in the near future.Beyond the money, consumers simply prefer the experience DTC brands provide. PWCs study found that 63% of consumers had purchased products directly from a brands website, and another 29% had considered the DTC option.Half of consumers say the authenticity of products drives them to DTC websites, especially when shopping for electronics, fashion, beauty, and personal care items. Greater choice of products, better stock availability, and competitive pricing come in close behind as key purchase-drivers.11. Privacy-driven products and services gain importanceData privacy is more important than ever as consumers grow concerned about how their data is used.According to PwCs Voice of the Consumer Survey 2024, 83% of consumers consider data protection a critical factor in determining their trust in a brand.Additionally, 80% of respondents demand assurances that their personal information will remain private, while 71% express concerns about data security, particularly on social media platforms.These heightened concerns push companies to adopt robust data protection practices, not just for compliance, but as a foundation of customer loyalty.To adapt, brands can:Be transparent about data usage policiesOpenly discuss any advancements in AI and how they are using itInvest in security features that protect customer dataUse opt-in first-party data responsibly, offering tailored experiences that enhance customer trust12. Rising demand for health and wellness productsConsumer preferences are increasingly shifting towards health and wellness, particularly in diet.According to PwC's report, 52% of consumers plan to increase their intake of fresh fruits and vegetables. Some 22% are aiming to reduce their consumption of red meat, reflecting heightened awareness of both health and environmental considerations.The survey also highlights a disconnect between intentions and environmental impacts, as only 19% of consumers consider the ecological effects of their food choices.This presents an opportunity for companies to bridge the gap by aligning wellness offerings with sustainable practices, appealing to consumers who are increasingly mindful of personal health and environmental sustainability.Tap into consumer behaviors to influence buying decisionsUnderstanding the top consumer trends of 2025 is just the beginning. And truth be told, these 12 trends are only the tip of the iceberg.Recently, we conducted an in-depth analysis of Shopify dataa sample size of more than 875 million people who shop at businesses that run on Shopify. We uncovered even more trends and insights to help you as you put together your strategy for long-term, sustainable growth.For example, one key insight we found was that unified commerce drives clear efficiencies for retailers' back offices, unlocking opportunities to grow sales both in-store and online. This unification allows for better clienteling experiences and gives retailers and shoppers the flexibility of smoother shipping and pickup options.But then we take it a step further. Besides insights like these, we also offer up suggestions on how to take action on them and build the ecommerce experiences your customers expectand that your business needs to grow now and long into the future.Insights from over 875 million shoppersGet access to the data and insights shaping ecommerce and how the biggest brands are driving growth.Download the guide Consumer behavior refers to the actions taken by individuals when purchasing and using goods or services. This includes everything from the initial decision to purchase a product, to how the product is used and disposed of.Understanding consumer behavior can help you more effectively target marketing and advertising efforts. It can also help you develop products that better meet consumers' needs and wants, which improves customer satisfaction and brand loyalty.The five major factors that influence consumer behavior are:Psychological factorsSocial factorsPersonal factorsCultural factorsEconomic factorsRisk and reward - Edexcel The role of business - Edexcel Consumer behavior change encompasses the evolving preferences, purchasing habits, and decision-making processes of consumers, influenced by a myriad of factors including technological advancements, societal trends, economic conditions, and personal experiences. This shift in behavior is critical for businesses to understand as it directly impacts how products and services should be marketed and sold. At its core, consumer behavior change reflects the dynamic nature of human needs and desires in response to the changing world around them. Understanding these changes is not just about observing what consumers are doing differently, but also why they are doing it, and how these changes affect their overall consumption patterns. This understanding is crucial for businesses aiming to stay relevant and competitive in a fast-paced market environment. By analyzing consumer behavior, companies can tailor their strategies to meet evolving consumer demands, thereby enhancing customer satisfaction and loyalty. The analysis of consumer behavior change involves a comprehensive look at various factors such as demographic shifts, changes in consumer attitudes and expectations, the impact of digital technology on shopping habits, and the influence of social media on purchasing decisions. Additionally, it considers the psychological underpinnings of consumer choices, including how values, beliefs, and personal identity shape buying behavior. This holistic approach enables businesses to anticipate market trends and adapt their offerings accordingly, ensuring they resonate with their target audience and meet their needs in a meaningful way. Expectations about the future significantly influence consumer behavior, shaping how individuals make decisions about spending, saving, and investing. These expectations can be driven by a variety of factors, including economic forecasts, technological advancements, environmental concerns, and societal trends. For example, the anticipation of economic growth may encourage consumers to spend more freely, investing in big-ticket items and luxury goods. Conversely, fears of a recession can lead to more conservative spending behaviors, with a greater focus on saving and purchasing necessities. Technological expectations also play a crucial role, as the promise of new innovations can lead consumers to delay purchases in anticipation of newer, better products. Similarly, growing concerns about environmental sustainability are prompting more consumers to favor eco-friendly products and brands that demonstrate a commitment to reducing their environmental impact. These shifts in consumer behavior underscore the importance of businesses staying attuned to their customers future expectations. By understanding and anticipating these changes, companies can develop strategies that align with consumer values and priorities, thereby building stronger relationships with their audience. This involves not only tracking economic and technological trends but also engaging with consumers to understand their concerns, aspirations, and what they envision for their future. Through this deep understanding, businesses can tailor their marketing efforts, product development, and customer experiences to meet the evolving needs of their market, ensuring long-term success and sustainability. The Covid-19 pandemic has profoundly affected consumer behavior, leading to significant shifts across various industries including technology and durables, retail, FMCG, and e-commerce. One of the most notable changes has been the accelerated shift towards online shopping, as consumers sought to minimize physical contact and adhere to social distancing guidelines. This shift has not only increased e-commerce sales but also prompted traditional retailers to enhance their online presence and digital offerings. In addition to the rise of online shopping, the pandemic has also altered consumer priorities, with a heightened focus on health and safety. Products such as sanitizers, masks, and health supplements have seen a surge in demand, reflecting consumers increased health consciousness. Furthermore, the pandemic has led to changes in spending patterns, with consumers becoming more cautious and value-oriented, prioritizing essential goods and services over luxury items and discretionary spending. The impact of Covid-19 on consumer behavior also extends to the adoption of new technologies and digital services. With the closure of physical stores and restrictions on movement, consumers have increasingly turned to digital platforms for entertainment, fitness, and social interaction, leading to a boom in the digital economy. These changes highlight the need for businesses to remain flexible and responsive to consumer needs, emphasizing the importance of digital transformation and the ability to quickly adapt to changing market conditions. By understanding and responding to these behavioral shifts, companies can better position themselves to meet the evolving needs of their consumers, ensuring resilience and continued growth in the post-pandemic landscape. For a holistic approach to understanding and leveraging consumer behavior, explore our Strategic Analytics & Insights solutions. Our expertise empowers businesses to transform data into actionable strategies, driving growth and innovation. Explore our Strategic Analytics & Insights solutions Personal experiences, especially those influenced by significant global events like the Covid-19 pandemic, have a lasting impact on consumer behavior. These experiences can fundamentally alter consumer values, leading to shifts in purchasing priorities and brand loyalties. NielsenIQ (NIQ) is positioned to help businesses navigate these changes through their comprehensive consumer panel data and advanced analytics. By leveraging our solutions, companies can gain deep insights into consumer behavior trends. These insights enable businesses to make informed strategic decisions, tailor their offerings to meet changing consumer needs, and ultimately drive growth in a rapidly evolving market. In conclusion, the ability to understand and adapt to consumer behavior changes is crucial for businesses looking to thrive in todays dynamic market environment. With the expertise and tools provided by NIQ, companies can effectively respond to these changes, creating products and services that resonate with consumers and foster long-term loyalty. Explore our range of solutions to harness the full potential of consumer behavior change: NielsenIQs Homescan: Track, diagnose, and analyze consumer behavior from more than 250,000 households across 25 countries. NielsenIQs Omnishopper: Capture consumer purchases across online and offline channels for a complete view of changing omnichannel behaviors. Consumer analytics: Go deeper and create more clarity around shopper behavior with custom surveys and segmentation. Consumption moments: Reveal the true motivations behind customer consumption behavior and usage to guide product innovation and marketing strategy. gfknewron Market: Point of sales data supercharged in a digital platform with visualization, always-on insights, alerts, and search to know what sold, where, and when. gfknewron Predict: AI-powered market, brand and consumer intelligence and recommendations that put you in front of the rest. gfknewron Consumer: Understand your consumers behavior to redefine your success gfknewron Consumer Audience Profiler: Simplify the complex consumer journey into a single framework to know your buyers better than ever before GfK Consumer Life: A robust and stable international consumer segmentation study based on values, lifestyle, buying behavior and affinity for tech. Can be customized by market and product. Want to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET.Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished thanever.See What's NewExplore how consumers want to see climate stories told today, and what that means for yourvisuals.Download Our Latest VisualGPS ReportWant to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET.Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished thanever.See What's NewExplore how consumers want to see climate stories told today, and what that means for yourvisuals.Download Our Latest VisualGPS ReportYou may also like: There's no question about it: consumer behavior is changing faster than ever before.Specifically, what consumers want, where they want it, and when they want to access their products and services are constantly in flux.In this report, we're going to cover 10 of the most important consumer behavior trends in 2025 (and beyond).Explore competitors website traffic stats, discover growth points, and expand your market share. Shopping might be changing forever. Armed with $16.1T of spending power, consumers are spending in new ways.Just as ecommerce prompted a radical shift in the retail landscape, social commerce is now poised to do the same.Social commerce searches are up 65% in 5 years.Instead of lengthy sales funnels, consumers want to be able to see a product they like on social media and buy it seamlessly often without even leaving the platform.TikTok Shop launched in the US in September 2023.TikTok Shop was already popular in South-East Asia, and has been an early hit in the US.By February 2024, 81.3% of US sales came from returning customers, with consumers clearly satisfied with the experience.Some of those sales are generated through live shopping events on the platform. Beauty startup P Louise broke TikTok UKs record by making more than $2 million of sales over the course of a 12-hour livestream.But social commerce is the new window shopping. Consumers also want rapid results when they are seeking a specific product or service.As such, for consumer-facing websites, a high search ranking might be more important than ever.The top-ranking organic result on Google is 10x more likely to receive a click than the 10th result.The top organic search result on Google gets an average click-through rate of 27.6%.And less than 1% of consumers make it to the second page of Google results.Semrush is the best tool to analyze consumer behavior trends. It helps businesses to get in front of ever more impatient consumers by improving organic search ranking.Semrush searches are up 143% in 5 years.In a case study,a California bakery claimed the #1 Google search spot for macarons near me after adopting the Semrush toolkit.The Keyword Magic Tool helped Pastreez to identify this high-volume keyword, which was central to the companys growth. Today, 55% of its sales are driven through non-brand organic traffic.When customers want quick results, dont make them wait. Semrush Site Audits help Pastreez to keep an eye on site speed and performance.Semrush pricing starts at $117.33 per month when billed annually.2. Consumers Expect Multiple Payment OptionsHowever people are doing their online shopping, they expect a wide selection of different payment options from retailers.This includes offering different ways to pay (like accepting credit, debit, and PayPal payments).But also the ability to defer payments over time.The "Buy Now, Pay Later" (BNPL) industry is growing alongside the general growth in ecommerce as a whole.Searches for "BNPL" have grown 577% over the last 5 years.And there's no shortage of fintech startups cropping up to meet the demand for BNPL at checkout.Afterpay (known as Clearpay in the UK) is one of the leaders in this category. Theres also Klarna.Klarna searches are up 79% in the last 5 years.And there are several others, like Sezzle, making serious inroads. It is now the most popular BNPL provider in Canada.BNPL isnt the only development in the payment landscape. More and more consumers could soon be demanding open banking.Search interest in open banking has been steadily growing over a long period.Or more specifically, they could be demanding open banking Transaction APIs. Created by banks and utilized by third parties, they allow consumers to make seamless account-to-account (A2A) payments.Already used by almost one in five small businesses in the UK, open banking can make for a far smoother checkout experience.Excluding utilities bills, A2A payments in the US are forecast to exceed $200 billion by 2027.3. Shoppers Expect Everything Delivered (Quickly)Over the last few years, we've seen a surge in products delivered to the home.Including products that were traditionally only bought in-store: The best example of this trend might be the DTC mattress category.Brands like Nectar Sleep have seen rapid growth largely by delivering a product that was previously seen as too large and bulky to deliver to people's homes.Searches for "Nectar Sleep" are up 72% over the last 5 years.Supercharged by the pandemic, consumers now expect to be able to get pretty much any product they want delivered to the home.That makes last-mile services like Roadie valuable for businesses.Roadie lets businesses offer rapid delivery to consumers.Acquired by UPS in 2021, Roadie uses a crowd-sourced network of drivers to deliver to more than 20,000 US zip codes.Big and bulky items can be shipped. But another Roadie perk is the ability to offer same-day delivery.82% of consumers are more likely to buy from a retailer that offers same-day delivery. So small businesses are increasingly choosing to partner with logistics companies in order to compete with the major players like Amazon.Were also seeing the growth of hyper-fast delivery in certain areas.15-minute grocery delivery seemed destined to be a fad for a while. But it is garnering fresh interest as consumer delivery expectations rise.In India, quick deliveries account for $5 billion (45%) of the online grocery market. One of the major players is Blinkit.Blinkit has seen 99X+ search growth in the last 5 years.Even accounting for its name change from Grofers in 2021, search growth has been remarkably steep.And in Italy, Carrefour and Glovo recently partnered to offer a half-hour delivery service.To capitalize on this trend for rapid shipping, keep business listings updated. Be sure to advertise the fastest delivery services you offer.Semrush Listing Management makes it easy to keep an eye on the details youve added to directories like Google Business Profiles and Maps.4. Buyers Demand Ethical And Sustainable ProductsAccording to research by PwC, consumers are willing to pay a 9.7% sustainability premium when purchasing products.Consumers increasingly expect corporate sustainability from the businesses where they shop.On the other side of the same coin, according to Deloitte, 30% of consumers have stopped purchasing certain brands or products because of ethical or sustainability-related concerns.So there's no question that sustainable products from ethical companies is one of the biggest consumer behavior trends to keep an eye on over the next 3-4 years.Get a complete view of your competitors to anticipate trends and lead your marketAn example of a growing sustainable product category is bamboo clothing.Searches for "bamboo pajamas" have increased by 1329% over the last 5 years.Unlike traditional cotton, bamboo clothing is sourced from a plant with a relatively small negative environmental impact.As well as bamboo pajamas, bamboo shirts and bamboo linen have seen strong search growth. Theres also bamboo baby clothes.Bamboo baby clothes searches are up 183% in the last 5 years.The nature of baby clothes is that they will inevitably be too small before long. So consumers are increasingly seeking out more sustainable buying options.But its not all about inherently more sustainable products. Consumers are increasingly concerned about a brands story and its environmental and ethical choices.Businesses are getting to grips with the idea of carbon accounting.Searches for carbon accounting are up 353% in the last 5 years.Accurately tracking direct, indirect and supply chain emissions is increasingly essential from a regulatory standpoint, with 75% of countries having committed to some form of net zero target.But brands that can achieve net zero ahead of schedule can reap benefits in the form of consumer loyalty.5. People Take Care Of Their Health At HomeThe world has long since opened up following the Covid-19 pandemic, but interest in remote healthcare continues to rise.Searches for remote healthcare are up 450% in the last 5 years.Among healthcare practitioners in 11 major countries including the US, 86% view reducing transportation time for patients as an important success factor when it comes to offering remote appointments.Other major success factors of remote patient management include:Preventing the spread of infectionsReducing barriers to healthcare accessReducing delays in careWhat these all have in common is an improved outcome for the patient (or the consumer, although we might balk at that terminology in a medical context).Doctor visits are just one of many areas of health and wellness that have shifted toward the home.Another growing at-home health trend is at-home spa treatments. For example, red light therapy.Searches for "red light therapy device" have increased by 450% over the last 5 years.Red light therapy is the type of treatment that would traditionally be offered at a spa.But consumers are now using at-home red light therapy devices to take this routine into their homes.As well as skincare applications, red light therapy is used for muscle pain relief. Red light therapy bands are wearable devices designed to provide targeted treatment.Red light therapy bands have seen growing search interest.Light therapy is now a $1 billion industry.6. Influencers Increasingly Influence Buying DecisionsMillennials and Gen Z consumers continue to rely on influencers for product discovery, and for choosing which brands to trust. You can even throw much of Gen Alpha into the conversation now as well.In fact, 49% of Gen Alphas trust influencers as much as their own family and friends when it comes to product recommendations. And among Gen Z, influencer accounts have more impact than retail accounts on purchasing decisions.According to Klarnas Shopping Pulse study, influencers have a bigger purchasing impact than retailers on Gen Z consumers.This is why influencer marketing is still a growing marketing channel. And one that many marketers rely on.However, the way consumers interact with and buy from influencers is changing.Increased trust in influencers comes in part from increased closeness. And consumers often feel particularly close to micro-influencers.Searches for micro influencers are up 48% in the last 5 years.Micro-influencers, typically considered to be accounts with between 10,000 and 100,000 followers, might be more likely to engage with followers and foster more personal relationships. Their engagement rate tends to be correspondingly higher.And while there are some signs that brands could be turning back to the era of mega-influencers and celebrities, more than 60% of influencer marketers still intend to work with micro-influencers this year.The problem most marketers struggle to figure out is how to properly manage their influencer campaigns.With theSemrush Influencer Analytics app, you can find influencers that fit your brand, determine the costs of a specific influencer to forecast your campaigns, and track what your competitors are doing by analyzing what they spend and who they work with. The overall subscription market is now worth an estimated $3 trillion. 86% of US consumers actively subscribe to some kind of service.Average subscription order value is up year-over-year in a number of popular verticals, including beauty and personal care (15% increase), food and beverages (10%) and health and wellness (6%).This growth is largely due to the fact that consumers are more open to subscribing to monthly products and services than ever before.Subscription business model searches are up 135% in the last decade.From Amazon Prime to video streaming services, there's now a wide array of monthly subscription products to choose from.For example, video games have historically been one-off purchases. You see a game that you want. Buy it at a one-time price. And you can play the game for an unlimited amount of time.This is still largely the case. But we're also seeing Sony, Microsoft, and other gaming industry giants roll out subscription gaming services. These are essentially the Netflix version of video games.For example, the Xbox Game Pass service streams hundreds of titles for a monthly subscription fee. The Xbox Game Pass offering.Consumers are also increasingly willing to subscribe to individual creators as well as big companies. Creators on OnlyFans collected $5.3 billion in 2023, as the platform continues to grow at pace.Other platforms are growing too. SubscribeStar allows fans to support their favorite musicians, artists and educators.SubscribeStar searches have increased by 1329% in the last 5 years.Journalists, tech reviewers, political commentators, cartoonists and a wide ecosystem of other creators have found a home on the platform.8. Consumers Spend More On Their PetsThe global pet furniture market alone is worth $1.74 billion.And pet owners are now more willing than ever to shell out big bucks to increase their pets quality of life.US consumer spending on pets is growing steadily.A growing piece of the industry is based on luxury products.Get a complete view of your competitors to anticipate trends and lead your marketFor example, CBD for dogs, organic cat food, and pet probiotics.Probiotic bites have 99X+ search growth in the last five years.No matter the product: if it will make their pets happier, theres likely going to be a group of owners who will buy it.A few more examples:If Fido has too much ice cream (or too many Starbucks Puppuccinos) you can buy him a dog treadmill.Or help him get back in balance with some raw dog food or dog supplements.Searches for dog supplements have been rising each year.If Fido still isnt back in shape after that, it may be time to buy some pet insurance.But why are people spending so much on their pets now?Lockdowns brought about by the pandemic probably helped to speed things along.Owners were more willing to buy luxury pet products having seen their pets more often.But the trend has been growing for longer than that, and continues to expand now society has opened up again.As a long-term movement, luxury pet products are most likely related to the fact that fewer people in the US are having children. (And opting for fur babies instead.)This is a larger trend expected to continue in developed countries worldwide, with all of Europe now below the 2.1 children per woman required for full population replacement.9. The Mindfulness Market Continues To GrowThe global meditation market is expected to grow from $8.05 billion in 2024 to $18.21 billion in 2028 (at a 22.7% CAGR).Calm is an app that offers short, themed meditations for increasing concentration or tackling difficult emotions.Some of Calms daily content.And outside of its regular meditations, Calm features the voices of celebrities like LeBron James and Matthew McConaughey.Calm has a free basic plan as well as premium subscription pricing. You can also pay a one-off fee of $399.99 to get lifetime access to all features.A recent investment valued the company at $1 billion, making Calm the worlds first mental health unicorn.One of Calms biggest competitors is Headspace, founded in London in 2010 but now headquartered in California.It features guided meditations, mindfulness workouts and physical stretching exercises.Headspace raised $105 million in debt financing in 2023 as part of a push to expand its enterprise offering for employers and health plans.Meanwhile, Inner Explorer has designed a mindfulness system and app for schools.Searches for Inner Explorer are up 22% in the last 5 years.The non-profits daily exercises have reached more than 2 million students.Which they say has led to 28% higher student grades and a 43% decrease in teacher-reported stress.Other popular meditation apps include Insight Timer and Breethe.But its not all about meditation. Biofeedback startups offer another approach to the mindfulness space.Biofeedback consists of monitoring your bodys reactions (like heartbeat, breathing, and brain activity) so that you can try to control your stress, emotions, motivation, or ability to focus.Research shows that biofeedback may even help treat conditions like migraines and high blood pressure.One interesting biofeedback startup is Muse.The Muse headband.Muse makes EEG headbands designed to help users meditate and sleep better. Combined with its companion app, the device plays the sound of peaceful weather as you focus on your breathing. When your mind wanders, the noises turn stormy to remind you to relax.Dreem is specifically dedicated to sleep. Clients are provided with at-home sleep monitoring devices before being offered a personalized sleep plan.Sure enough, sleep is a rapidly growing part of the mindfulness vertical. Consumers are even seeking out sleep coaches to help them get a full night of rest.Sleep coach searches are up 93% in 5 years.Sleep gummies, sleep patches and sleep earbuds all have the same goal, and all have seen steep recent search growth.At the low-tech end of the mindfulness space, sound baths are an increasingly popular experience.Sound bath searches are up 163% in the last 5 years.Typically held in-person but also replicated through things like YouTube videos, sound baths immerse participants in calming noises.Personal journaling is another simple practice growing in popularity.Journaling is said to help people manage anxiety, focus on priorities, reduce distractions, and identify opportunities for growth.And its been recommended by famous personalities like Oprah Winfrey and Tim Ferriss.That may be why search interest in journaling is up:Searches for "journaling" are up 235% in 10 years.Journaling habits range from free-form writing to trademarked practices like Morning Pages and the Bullet Journal, to other structured forms like gratitude journaling.Such is its popularity, Apple has sought a slice of the action. It launched Apple Journal in December 2023.Here are a few other players in the journaling space:Day One is a journaling app thats been downloaded over 15 million times.Intelligent Change has sold over 2 million copies of its structured physical journals, The Five Minute Journal and Productivity Planner. It also sells app versions.Intelligent Change searches are up 174% in 5 years.And Grid Diary is designed to help people who might be new to journaling. As well as its novel grid layout, it provides writing prompts to users.10. The Home Becomes The HubThe average North American adult spends 90% of their time indoors.And with the rise in working from home now seemingly here to stay, a far greater proportion of that time is spent within the same four walls.Living and working at home are already starting to shift consumer behavior in a variety of ways.For example, theres a growing demand for smart home cleaning devices.Ecovacs sells robotic vacuums and mops.Searches for Ecovacs are up 213% in 5 years.The technology has been around for a while, especially when it comes to the vacuums. But price is coming down and performance is going up, making robot cleaners a reality in more and more homes.But robots have not taken over entirely just yet. More consumers are also looking to (human) home cleaning services.Searches for deep cleaning service are up 134% in 5 years.Robot or not, cleaners are all about freeing up time for the busy consumer. And theres a similar drive for efficiency in the kitchen.Air fryers continue to grow in popularity.Searches for air fryer are up 123% in the last 5 years.In fact, these gadgets are now more or less ubiquitous in the American home. Almost two thirds of US households own at least one air fryer.Connected air fryers are not yet so commonplace. But they take convenience to the next level.Connected air fryers are gaining popularity.Recipes can be loaded to the device, with cooking times and temperatures set automatically. This can all be monitored from a phone and controlled with Alexa.But consumers arent merely seeking to make their homes more efficient. They are also trying to make aesthetic enhancements to the spaces where they spend so much of their time.When it comes to aesthetics, boucl is all the rage at the moment.French for looped or curled, it is a thick and blanket-like fabric with a nubby texture.Boucle beds (and dog beds), boucle pillows and boucle rugs are all seeing exploding search growth.Boucle beds have 99X+ search growth in the last 5 years.That concludes our list of recent trends in consumer behavior to keep an eye on this year.Takeaways: Consumer Behavior TrendsWhat can we determine when we look at these consumer behavior trends as a whole?There are certainly patterns to take note of.Convenience ties many of these trends together. Consumers are willing to invest in products and services that save them time and effort. Theyll often pay a premium for that.We can see more focus on customer experience. As consumers increasingly opt for digital channels for browsing and buying, brands need to make sure that their digital experience is on par with what someone would get in-store.Finally, many of these trends show that the home has become a hub for many activities. From cleaning and kitchen appliances to gaming to at-home spa treatments, consumers are willing to pay for products that make their home more functional.Your marketing strategy can't stay stagnant if the people you're selling to are changing their behavior you have to adapt and learn how to cater to them. Marketers should look for observable differences in buyer behavior to continue meeting their needs. To help marketers and other business professionals make more data-informed decisions, we've conducted a bi-annual survey of 600+ U.S. consumers to better understand how adults spend their money.Using HubSpot Blog Research from our Consumer Trends Report, we'll explore the nature of the biggest consumer behavior changes between May 2022 and January 2023 so that you can keep up.Biggest Consumer Behavior Shifts1. Consumers are warming up to purchasing products through social media apps.In May 2022, only 12% of consumers preferred purchasing products through social media apps like Instagram Shop or Facebook Marketplace. In the past three months, 41% of social media users have shared that they feel comfortable purchasing on social media platforms.That behavior shift is astounding. More than ever, social media marketers are more likely to impact consumer behavior by sharing content that builds interest and trust through these channels.HubSpot Blog Research also found that the most popular social media platforms, Facebook, Instagram, YouTube, and TikTok, are the most preferred platforms for social shopping. Social shoppers also say Instagram and Facebook have the best in-app shopping experience.These apps have very easy-to-use shopping interfaces, and it's plain to see why they can sell or influence users. When consumers watch or interact with the content they enjoy and receive ads relevant to their interests, the products seem more valuable to their hobbies and lifestyles. 2. Gen X and Boomers are shopping through social media more, not just younger gens.29% of Gen X (up 16% from May 2022) and 16% of Boomers (up 60%) say social media is their preferred product discovery channel. This shift is huge for generations that typically claim to prefer learning about products through TV ads and internet search.Social media usage isn't just something teens use every day. Older generations use it just as often. Social networking provides entertainment, community, and a more dedicated space for window shopping.3. Support for small businesses isn't dying down it's growing.42% of consumers have chosen a product based on it being made by a small business in the last three months, up 8% from May 2022.The later effects of the pandemic may be behind this behavior shift. Many consumers saw some of their favorite mom-and-pop shops close due to lost funds from decreased traffic and customers. Now that the worst of COVID is over, many consumers haven't forgotten to support smaller businesses.Another reason for supporting small businesses is the shopping experience itself. Many consumers enjoy shopping small due to:Product diversity that chains don't offerMore hands-on and personable customer serviceThe positive feeling of giving back and building a community4. Consumers are shopping more consciously, supporting businesses with corporate responsibility.Along with support for the local community, consumers are giving more of their money to companies that take a political stand on issues they care about. These three causes are among the most important to them:Racial justiceClimate change initiativesLGBTQ+ rights Consumers want to support a company that pays it forward. They want to impact the world around them as they become more informed on news of global political unrest and other issues.Businesses have much to gain from implementing socially responsible initiatives, programs, or donations to attract and retain customers. It may be the leading decision factor behind your next customer's purchase between you and your competitor.Keep Up with Consumer Behavior TrendsOne of the most significant risks a marketing team can make is failing to adapt to changing consumer behavior shifts. Stay informed on your customers' behaviors and ensure you meet their needs even as they change.,the free encyclopedia that anyone can edit.111,866 active editors 7,011,342 articles in EnglishPaperback cover of JawsJaws is a American thriller film that was released on June20, 1975, directed by Steven Spielberg, and based on Peter Benchley's 1974 novel Jaws (paperback cover shown; for the film poster, see today's Picture of the Day). It stars Roy Scheider as police chief Martin Brody, who, with the help of a marine biologist (Richard Dreyfuss) and a professional shark hunter (Robert Shaw), hunts a man-eating great white shark that has attacked beachgoers at his summer resort town. The film was distributed by Universal Pictures to more than 450 screens, a wide release for the time. It was extensively marketed and followed by three sequels. Regarded as a watershed in motion picture history, Jaws was the prototypical summer blockbuster and the highest-grossing film of all time until Star Wars two years later; both films were pivotal in establishing the modern Hollywood business model. Jaws was in 2001 selected by the Library of Congress for preservation in the National Film Registry. (Fullarticle...)Recently featured: HistoryIan CarmichaelRusset sparrowArchiveBy emailMore featured articlesAboutWelsh presbytery meeting, 1940... that the term "middle judicatory", which many denominations use for their mid-tier organizations, originated in Presbyterian courts (example pictured) for church discipline?... that texting someone a poop emoji in Japan is a way to wish them good luck?... that American football player Dominic Vairo went from being forced off the freshman team at Notre Dame to becoming captain of the varsity team?... that an anime programming block that originally aired on the American television channel TechTV was the inspiration for the co-founder of a Japanese animation studio?... that ratline organizer Ivo Omranin once beat a suspected informant with an umbrella?... that a leak from a natural-gas storage field led to the destruction of or damage to almost 30 buildings in Hutchinson, Kansas?... that Lorenzo Pace performed a candlelit flute concerto at the outset of his dissertation defense?... that Queen Afua inspired New York City mayor Eric Adams to become vegan?... that the Fuck Tree has been described as a "physical embodiment of desire"?ArchiveStart a new articleNominate an articleAleksander BarkovIn ice hockey, the Florida Panthers (captain Aleksander Barkov pictured) defeat the Edmonton Oilers to win the Stanley Cup.In motorsport, Robert Kubica, Yifei Ye, and Phil Hanson of AF Corse win the 24 Hours of Le Mans.In the US state of Minnesota, state representative Melissa Hortman is assassinated and state senator John Hoffman is injured.Former president of Nicaragua and first elected female president in the Americas Violeta Chamorro dies at the age of 95.Ongoing: Gaza warRussian invasion of UkrainetimelineSudanese civil wartimelineRecent deaths: Alfred BrendelAli ShamkhaniHamilton WanasingheAfa Ah LooGeoff PalmerStella ChenNominate an articleJune 20: World Refugee Day; Eid al-Mubahalah (Shia Islam, 2025)Queen Victoria1837 Queen Victoria (pictured) acceded to the British throne, beginning a 63-year reign.1921 British Army officer Thomas Stanton Lambert was assassinated by the Irish Republican Army near Moydrum, Ireland.1959 The extratropical remnants of an Atlantic hurricane reached the Gulf of St.Lawrence in Canada, causing 22 fishing boats to capsize and killing 35 people.1979 Bill Stewart, an American journalist, was executed by Nicaraguan Guardia forces.1982 The International Conference on the Holocaust and Genocide, the first major conference in genocide studies, opened despite Turkish attempts to cancel it due to the inclusion of presentations on the Armenian genocide.John of Lancaster (b.1389)Fritz Koenig (b.1924)Edith Windsor (b.1929)Ulf Merbold (b.1941)More anniversaries: June 19June 20June 21ArchiveBy emailList of days of the yearAboutBoris Johnson's 56th birthday partyEvents of the UK's Partygate scandal began on 23 March 2020, when, in an effort to limit deaths during the COVID-19 pandemic, Prime Minister Boris Johnson announced new rules prohibiting gatherings of people who were not in the same household. Despite these regulations, regular social gatherings continued to take place in Downing Street and Whitehall, including a surprise party for Johnson's 56th birthday on 19 June (pictured). News articles about these events began to appear in late 2021, with the majority of them published by the journalists Pippa Crerar and Paul Brand. Johnson denied any wrongdoing, and stated that the rules were followed at all times. In January 2022, a criminal investigation into the scandal was launched by the Metropolitan Police. As a result, 126 fixed penalty notices were issued, including one to Johnson for attending his surprise birthday party, making him the first serving prime minister to be found to have broken the law. Johnson subsequently resigned as prime minister on 7 July, and as a member of parliament the following year. (Fulllist...)Recently featured: Songs by Gen HoshinoEmperors of the Ming dynastyAwards and nominations received by BiniArchiveMore featured listsThis famous design, by Roger Kastel, of a shark with a mouth filled with jagged teeth, rising towards an unsuspecting female swimmer, was completed in 1974. Its first appearance was as a book cover (illustrated as the image accompanying Today's Featured Article) with publication of the paperback edition of the novel by Peter Benchley, on January 1, 1975. Later that year, it formed the basis for one of the most iconic film posters in history (shown here) with the release of the movie on June 20, 1975. In 2014, the Review Board of the United States Copyright Office upheld the denial of a copyright for the artwork as there was no proper notice of copyright, since the only copyright notice in the paperback was that of Benchley's 1974 copyright of the text.Illustration credit: Roger Kastel; courtesy of the Everett Collection; retouched by Crisco 1492Recently featured: Dred ScottGarni TempleIgor StravinskyArchiveMore featured picturesCommunity portal The central hub for editors, with resources, links, tasks, and announcements.Village pump Forum for discussions about Wikipedia itself, including policies and technical issues.Site news Sources of news about Wikipedia and the broader Wikimedia movement.Teahouse Ask basic questions about using or editing Wikipedia.Help desk Ask questions about using or editing Wikipedia.Reference desk Ask research questions about encyclopedic topics.Content portals A unique way to navigate the encyclopedia.Wikipedia is written by volunteer editors and hosted by the Wikimedia Foundation, a non-profit organization that also hosts a range of other volunteer projects: CommonsFree media repository MediaWikiWiki software development Meta-WikiWikimedia project coordination WikibooksFree textbooks and manuals WikidataFree knowledge base WikinewsFree-content news WikiquoteCollection of quotations WikisourceFree-content library WikispeciesDirectory of species WikiversityFree learning tools WikivoyageFree travel guide WiktionaryDictionary and thesaurusThis Wikipedia is written in English. Many other Wikipedias are available; some of the largest are listed below. 1,000,000+ articles DeutschEspaolFranaisItalianoNederlandsPolskiPortugusSvenskaTing Vit 250,000+ articles Bahasa IndonesiaBahasa MelayuBn-lm-gCataletinaDanskEestiEsperantoEuskaraMagyarNorsk bokmlRomnSimple EnglishSloveninaSrpskiSrpskohrvatskiSuomiTrkeOzbekcha 50,000+ articles AsturianuAzrbaycancaBosanskiFryskGaeilgeGalegoHrvatskiKurdLatvieuLietuviNorsk nynorskShqipSlovenina Retrieved from " 2Calendar yearYearsMillennium2ndmillenniumCenturies18thcentury19thcentury 20thcenturyDecades1810s1820s1830s 1840s1850sYears1834183518361837 183818391840vteJune 20: Queen Victoria accedes to the British throne.1837 by topicHumanitiesArchaeologyArchitectureArtLiteraturePoetryMusicBy countryAustraliaBelgiumBrazilCanadaDenmarkFranceGermanyNew ZealandNorwayPortugalRussiaSouth AfricaSpainSwedenUnited KingdomUnited StatesOther topicsRail transportScienceSportsLists of leadersSovereign statesSovereign state leadersTerritorial governorsReligious leadersLawBirth and death categoriesBirthsDeathsEstablishments and disestablishments categoriesEstablishmentsDisestablishmentsWorks categoryWorksvte1837 in various calendarsGregorian calendar1837MDCCCXXXVIIAb urbe condita2590Armenian calendar1286 Assyrian calendar6587Balinese saka calendar17581759Bengali calendar12431244Berber calendar2787British Regnal year7Will.41Vict.1Buddhist calendar2381Burmese calendar1199Byzantine calendar73457346Chinese calendar (FireMonkey)4534 or 4327to (FireRooster)4535 or 4328Coptic calendar15531554Discordian calendar3003Ethiopian calendar18291830Hebrew calendar55975598Hindu calendars- Vikram Samvat18931894- Shaka Samvat17581759- Kali Yuga49374938Holocene calendar11837Igbo calendar837838Iranian calendar12151216Islamic calendar12521253Japanese calendarTenp 8()Javanese calendar17641765Julian calendarGregorian minus 12 daysKorean calendar4170Minguo calendar75 before ROC75Nanakshahi calendar369Thai solar calendar23792380Tibetan calendar(male Fire-Monkey)1963 or 1582 or 810to(female Fire-Rooster)1964 or 1583 or 811Wikimedia Commons has media related to 1837.1837 (MDCCCXXXVII) was a common year starting on Sunday of the Gregorian calendarand a common year starting on Friday of the Julian calendar, the 1837th year of the Common Era (CE) and Anno Domini (AD) designations, the 837th year of the 2ndmillennium, the 37th year of the 19thcentury, and the 8th year of the 1830s decade. As of the start of 1837, the Gregorian calendar was 12 days ahead of the Julian calendar, which remained in localized use until 1923. Calendar year January 1 The destructive Galilee earthquake causes thousands of deaths in Ottoman Syria.January 26 Michigan becomes the 26th state admitted to the United States.February 4 Seminoles attack Fort Foster in Florida.February 25 In Philadelphia, the Institute for Colored Youth (ICY) is founded, as the first institution for the higher education of black people in the United States.February Charles Dickens's Oliver Twist begins publication in serial form in London.March 1 The Congregation of Holy Cross is formed in Le Mans, France, by the signing of the Fundamental Act of Union, which legally joins the Auxiliary Priests of Blessed Basil Moreau, CSC, and the Brothers of St. Joseph (founded by Jacques-Franois Dujari) into one religious association.April 12 The conglomerate of Procter & Gamble has its origins, when British-born businessmen William Procter and James Gamble begin selling their first manufactured goods (soap and candles) in Cincinnati, Ohio.[1]April 24 The great fire in Surat, a city of India, begins. Over a three-day period, the fire kills more than 500 people and destroys more than 9,000 houses.May 10 The Panic of 1837 begins in New York City.May W. F. Cooke and Charles Wheatstone patent an electrical telegraph system.June 5 The city of Houston is incorporated by the Republic of Texas.June 11 The Broad Street Riot occurs in Boston, Massachusetts, fueled by ethnic tensions between the Irish and the Yankees.June 20 Queen Victoria, 18, accedes to the throne of the United Kingdom, on the death of her uncle William IV without legitimate heirs (she will reign for more than 63 years).[2] Under Salic law, the Kingdom of Hanover passes to William's brother, Ernest Augustus, Duke of Cumberland, ending the personal union of Britain and Hanover which has persisted since 1714.July 13 Queen Victoria moves from Kensington Palace into Buckingham Palace, the first reigning British monarch to make this, rather than St James's Palace, as her London home.[3]July Charles W. King sets sail on the American merchant ship Morrison. In the Morrison incident, he is turned away from Japanese ports with cannon fire.August 16 The Dutch colonial forces sack the fortress of Bonjol, Indonesia, ending the Padri War.September 19 First Carlist War: Battle of Aranzueque The liberal forces loyal to Queen Isabel II of Spain are victorious, ending the Carlist campaign known as the Expedicin Real.September 26 The destructive "Racer's hurricane" sweeps across the Caribbean, northeastern Mexico, the Republic of Texas and the Gulf Coast of the United States and lasts until October 9, after killing at least 105 people.[4]September 28 Samuel Morse files a caveat for a patent for the telegraph.[5]October 13 The French army under Sylvain Charles Vale captures the city of Constantine in French Algeria after a siege of three days.October 30 The Tsarskoye Selo Railway, the first in the Russian Empire, opens between Saint Petersburg Tsarskoselsky station and Zarskoje Selo (modern-day Pushkin), engineered by Franz Anton von Gerstner.[6][7]October 31 In what will become the world's leading consumer goods brand, Procter & Gamble is founded in Ohio in the United States.[8]November 6 Louis-Joseph Papineau begins the Lower Canada Rebellion in the Quebec city of Montreal.[9]November 7 American abolitionist and newspaper editor Elijah Lovejoy is killed by a pro-slavery mob, at his warehouse in Alton, Illinois.November 8 Mount Holyoke Female Seminary, later Mount Holyoke College, is founded in South Hadley, Massachusetts.November 17 An earthquake in Valdivia, south-central Chile, causes tsunamis that led to significant destruction along Japan's coast.[10]December 4 Samuel Lount begins the Upper Canada Rebellion by marching with rebel followers to Toronto, one month after a similar rebellion against British rule had begun in Lower Canada.[11]December 17 Fire breaks out in the Winter Palace, in Saint Petersburg, Russia killing 30 guards.December 23 The Slave Compensation Act is signed into law by the government of the United Kingdom. This paid a substantial amount of money, constituting 40% of the Treasurys tax receipts at the time, to former enslavers but nothing to those formerly enslaved.[12]December 29 The Caroline Affair, on the Niagara River, becomes the basis for the Caroline test for anticipatory self-defence in international relations.LAtelier de l'artiste. An 1837 daguerreotype by Louis Daguerre.Louis Daguerre develops the daguerreotype.The 5th century B.C. Berlin Foundry Cup is acquired for the Antikensammlung Berlin in Germany.The Olney Friends School is founded in the Appalachian Mountains of the United States.The first electric locomotive built is a miniature battery locomotive constructed by chemist Robert Davidson of Aberdeen in Scotland, and powered by galvanic cells (batteries).Atlanta is fixed as the terminal of the Western and Atlantic Railroad; it is originally named Marthasville.[13]J. P. MorganJanuary 2 Mily Balakirev, Russian composer (d. 1910)January 7 Thomas Henry Ismay, English shipowner (White Star Line) (d. 1899)February 5Dwight L. Moody, American evangelist (d. 1899)Edward Miner Gallaudet, American educator of the deaf (d. 1917)February 13 Valentin Zubiaurre, Spanish composer (d. 1914)February 20 Samuel Swett Green, American librarian, advocate (d. 1918)February 24 Nakamuta Kuranosuke, Japanese admiral (d. 1916)March 1 William Dean Howells, American writer, historian, editor, and politician (d. 1920)March 3 Jacques Duchesne, French general (d. 1918)March 7 Henry Draper, American physician and astronomer (d. 1882)March 18 Grover Cleveland, 22nd and 24th President of the United States (d. 1908)March 22 Virginia Oldoini, Countess of Castiglione (d. 1899)March 23 Sir Charles Wyndham, English actor, theatrical manager (d. 1919)March 27 Kate Fox, American medium (d. 1892)April 1 Luis Francisco Bentez de Lugo y Bentez de Lugo (d. 1876)April 5 Algernon Charles Swinburne, English poet (d. 1909)April 17 J. P. Morgan, American financier, banker (d. 1913)April 21 Fredrik Bajer, Danish politician, pacifist, recipient of the Nobel Peace Prize (d. 1922)April 27 Queen Cheorin, Korean queen (d. 1878)April 29 Georges Ernest Boulanger, French general, politician (d. 1891)May 5Anna Maria Mozzoni, Italian feminist, founder of the Italian women's movement (d. 1920)Theodor Rosetti, 16th Prime Minister of Romania (d. 1923)May 7 Karl Mauch, German explorer (d. 1875)May 9Adam Opel, German engineer, industrialist (d. 1895)Ben Hall, Australian bushranger (d. 1865)May 27 Wild Bill Hickok, American gunfighter (d. 1876)May 28George Ashlin, Irish architect (d. 1921)Tony Pastor, American impresario, theater owner (d. 1908)June 22Paul Bachmann, German mathematician (d. 1920)Paul Morphy, American chess player (d. 1884)Touch the Clouds, Native American Miniconjou chief (d. 1905)June 28 Petre P. Carp, 2-time prime minister of Romania (d. 1919)Anna FilosofovaJohn LearyEmpress Elisabeth of AustriaJuly 4 Carolus-Duran, French painter (d. 1917)July 15 Stephanie of Hohenzollern-Sigmaringen, Queen consort of Portugal (d. 1859)July 18 Vasil Levski, Bulgarian revolutionary (d. 1873)July 21 Johanna Hedn, Swedish

midwife, surgeon (d. 1912)August 1 (bapt.) Mary Harris Jones ("Mother Jones"), Irish-American labor leader (d. 1930)August 5 Anna Filosofova, Russian women's rights activist (d. 1912)August 24 Thodore Dubois, French composer (d. 1924)September 2 James H. Wilson, Union Army major general in the American Civil War (d. 1925)September 12 Louis IV, Grand Duke of Hesse (d. 1892)September 14 Nikolai Bugaev, Russian mathematician (d.1903)September 16 King Pedro V of Portugal (d. 1861)September 18 Aires de Ornelas e Vasconcelos, Portuguese Archbishop of Goa (d. 1880)September 24 Mark Hanna, United States Senator from Ohio (d. 1904)October 3 Nicols Avellaneda, Argentine president (d. 1885)October 4 Auguste-Ral Angers, Canadian judge and politician, 6th Lieutenant Governor of Quebec (d. 1919)October 5 Jos Plcido Caamao, 12th President of Ecuador (d. 1900)October 10 Robert Gould Shaw, Union Army general in the American Civil War, social reformer (k. 1863)October 26 Carl Koldewey, German explorer famous for the German North Polar Expedition (d. 1908)October 28 Tokugawa Yoshinobu, Japanese shgun, 15th and last of the Tokugawa shogunate (d. 1913)[14]October 29 Harriet Powers, African-American folk artist (d. 1910)November 2 mile Bayard, French artist, illustrator (d. 1891)November 5 Arnold Janssen, German-born Catholic priest, saint (d. 1909)November 20 Lewis Waterman, American inventor, businessman (d.1901)November 23 Johannes Diderik van der Waals, Dutch physicist, Nobel Prize laureate (d. 1923)December (unknown date) Bella French Swisher, American writer (d. 1893)December 9 Kabayama Sukenori, Japanese samurai, general, and statesman (d. 1922)December 11 Webster Paulson, English civil engineer (d. 1887)December 15 George B. Post, American architect (d. 1913)December 24Empress Elisabeth of Austria, wife of Emperor Franz Joseph I (d. 1898)Cosima Wagner, wife of German composer Richard Wagner (d. 1930)December 26Sir William Dawkins, British geologist (d. 1929)George Dewey, American admiral (d. 1917)Alexander PushkinOsgood JohnsonJanuary 8 Duke Wilhelm in Bavaria, Great-grandfather of Empress Elisabeth of Austria (b. 1752)January 20 John Soane, British architect (b. 1753)January 23 John Field, Irish composer (b. 1782)February 7 Gustav IV Adolf, ex-King of Sweden (b. 1778)February 10 Alexander Pushkin, Russian author (b. 1799)February 13 Mariano Jos de Larra, Spanish author (b. 1809)February 19 Georg Bchner, German playwright (b. 1813)March 31 John Constable, English painter (b. 1776)April 4 Louis-Sbastien Lenormand, French chemist, physicist, and inventor (b. 1757)April 28 Joseph Souham, French general (b. 1760)May 5 Niccol Antonio Zingarelli, Italian composer (b. 1752)May 20 Prince Frederick of Hesse-Kassel (b. 1747)June 14 Giacomo Leopardi, Italian writer (b. 1798)June 29 Nathaniel Macon, American politician (b. 1757)June 20 King William IV of the United Kingdom and Hannover (b. 1765)July 18 Vincenzo Borg, Maltese merchant, rebel leader (b. 1777)August 12 Pierre Laromiguire, French philosopher (b. 1756)September 7 Fabian Gottlieb von Osten-Sacken, Russian military leader (b. 1752)September 21 Pieter Vreede, Dutch politician (b. 1750)September 28 Akbar II, last Mughal emperor of India (b. 1760)October 1 Robert Clark, American politician (b. 1777)October 10 Charles Fourier, French philosopher (b. 1772)[15]October 12 Charles-Marie Denys de Damrmont, French governor-general of French Algeria (killed during the siege of Constantine) (b. 1783)October 17Johann Nepomuk Hummel, Austrian composer (b. 1778)Peter Lebeck, French trapper and namesake of Lebec, California (birth unknown)November 7 Elijah P. Lovejoy, American abolitionist (b. 1802)November 28 Sophie Botta, the Dark Countess, German woman of mysterious identityAnne Ppin, Senegalese Signara (b. 1747)Mary Dixon Kies, first American recipient of a U.S. patent (b. 1752)Thomas Noble, English poet and translator (b. 1772)^ "Procter & Gamble history" (PDF). Archived from the original (PDF) on January 17, 2016. Retrieved September 22, 2015.^ "Icons, a portrait of England 18201840". Archived from the original on September 22, 2007. Retrieved September 12, 2007.^ Penguin Pocket On This Day. Penguin Reference Library. 2006. ISBN0-14-102715-0.^ National Hurricane Center (January 20, 2016). "The Deadliest Atlantic Tropical Cyclones, 14921996". National Oceanic and Atmospheric Administration. Archived from the original on February 2, 2017. Retrieved January 20, 2017.^ Morse Timeline Archived May 13, 2014, at the Wayback Machine on memory.loc.gov (accessed on May 27, 2014)^ Haywood, Richard Mowbray (1969). 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Boston: Charles Bowen. 1838.Retrieved from " 3One hundred years, from 1701 to 1800For other uses, see 18th century (disambiguation).Millennia2ndmillenniumCenturies17thcentury18thcentury19thcenturyTimelines17thcentury18thcentury19thcenturyState leaders17thcentury18thcentury19thcenturyDecades1700s1710s1720s1730s1740s1750s1760s1770s1780s1790sCategories:Births Deaths Establishments DisestablishmentsvtePolitical boundaries at the beginning of year 1700Storming of the Bastille, 14 July 1789, an iconic event of the French Revolution.Development of the Watt steam engine in the late 18th century was an important element in the Industrial Revolution in Europe.The American Revolutionary War took place in the late 18th century. The 18th century lasted from 1 January 1701 (represented by the Roman numerals MDCCI) to 31 December 1800 (MDCCC). During the 18th century, elements of Enlightenment thinking culminated in the Atlantic Revolutions. Revolutions began to challenge the legitimacy of monarchical and aristocratic power structures. The Industrial Revolution began mid-century, leading to radical changes in human society and the environment. The European colonization of the Americas and other parts of the world intensified and associated mass migrations of people grew in size as part of the Age of Sail. During the century, slave trading expanded across the shores of the Atlantic Ocean, while declining in Russia[1] and China.[2]Western historians have occasionally defined the 18th century otherwise for the purposes of their work. For example, the "short" 18th century may be defined as 17151789, denoting the period of time between the death of Louis XIV of France and the start of the French Revolution, with an emphasis on directly interconnected events.[3][4] To historians who expand the century to include larger historical movements, the "long" 18th century[5] may run from the Glorious Revolution of 1688 to the Battle of Waterloo in 1815[6] or even later.[7] France was the sole world superpower from 1659, after it defeated Spain, until 1815, when it was defeated by Britain and its coalitions following the Napoleonic Wars.In Europe, philosophers ushered in the Age of Enlightenment. This period coincided with the French Revolution of 1789, and was later compromised by the excesses of the Reign of Terror. At first, many monarchies of Europe embraced Enlightenment ideals, but in the wake of the French Revolution they feared loss of power and formed broad coalitions to oppose the French Republic in the French Revolutionary Wars. Various conflicts throughout the century, including the War of the Spanish Succession and the Seven Years' War, saw Great Britain triumph over its rivals to become the preeminent power in Europe. However, Britain's attempts to exert its authority over the Thirteen Colonies became a catalyst for the American Revolution. The 18th century also marked the end of the PolishLithuanian Commonwealth as an independent state. Its semi-democratic government system was not robust enough to prevent partition by the neighboring states of Austria, Prussia, and Russia.In West Asia, Nader Shah led Persia in successful military campaigns. The Ottoman Empire experienced a period of peace, taking no part in European wars from 1740 to 1768. As a result, the empire was not exposed to Europe's military improvements during the Seven Years' War. The Ottoman military consequently lagged behind and suffered several defeats against Russia in the second half of the century.In South Asia, the death of Mughal emperor Aurangzeb was followed by the expansion of the Maratha Confederacy and an increasing level of European influence and control in the region. In 1739, Persian emperor Nader Shah invaded and plundered Delhi, the capital of the Mughal Empire. Later, his general Ahmad Shah Durrani scored another victory against the Marathas, the then dominant power in India, in the Third Battle of Panipat in 1761.[8] By the middle of the century, the British East India Company began to conquer eastern India,[9][8] and by the end of the century, the Anglo-Mysore Wars against Tipu Sultan and his father Hyder Ali, led to Company rule over the south.[10][11]In East Asia, the century was marked by theHigh Qing era, a period characterized by significant cultural and territorial expansion. This period also experienced relative peace and prosperity, allowing for societal growth, increasing literacy rates, flourishing trade, and consolidating imperial power across the vast Qing dynasty's territories. Conversely, the continual seclusion policy of the Tokugawa shogunate also brought a peaceful era called Pax Tokugawa and experienced a flourishment of the arts as well as scientific knowledge and advancements, which were introduced to Japan through the Dutch port of Nagasaki. In Southeast Asia, the KonbaungAyutthaya Wars and the Ty Sn Wars broke out while the Dutch East India Company established increasing levels of control over the Mataram Sultanate.In Africa, the Ethiopian Empire underwent the Zemene Mesafint, a period when the country was ruled by a class of regional noblemen and the emperor was merely a figurehead. The Atlantic slave trade also saw the continued involvement of states such as the Oyo Empire. In Oceania, the European colonization of Australia and New Zealand began during the late half of the century. In the Americas, the United States declared its independence from Great Britain. In 1776, Thomas Jefferson wrote the Declaration of Independence. In 1789, George Washington was inaugurated as the first president. Benjamin Franklin traveled to Europe where he was hailed as an inventor. Examples of his inventions include the lightning rod and bifocal glasses. Tpac Amaru II led an uprising that sought to end Spanish colonial rule in Peru.For a chronological guide, see Timeline of the 18th century.See also: Georgian eraMain articles: 1700s, 1710s, 1720s, 1730s, and 1740sEurope at the beginning of the War of the Spanish Succession, 1700The Battle of Poltava in 1709 turned the Russian Empire into a European power.John Churchill, 1st Duke of Marlborough17001721: Great Northern War between the Russian and Swedish Empires.1701: Kingdom of Prussia declared under King Frederick I.1701: The Battle of Feyiase marks the rise of the Ashanti Empire.17011714: The War of the Spanish Succession is fought, involving most of continental Europe.[12]17021715: Camisard rebellion in France.1703: Saint Petersburg is founded by Peter the Great; it is the Russian capital until 1918.17031711: The Rkczi uprising against the Habsburg monarchy.1704: End of Japan's Genroku period.1704: First Javanese War of Succession.[13]17061713: The War of the Spanish Succession: French troops defeated at the Battle of Ramillies and the Siege of Turin.1707: Death of Mughal Emperor Aurangzeb leads to the fragmentation of the Mughal Empire.1707: The Act of Union is passed, merging the Scottish and English Parliaments, thus establishing the Kingdom of Great Britain.[14]1708: The Company of Merchants of London Trading into the East Indies and English Company Trading to the East Indies merge to form the United Company of Merchants of England Trading to the East Indies.17081709: Famine kills one-third of East Prussia's population.1709: Foundation of the Hotak Empire.1709: The Great Frost of 1709 marks the coldest winter in 500 years, contributing to the defeat of Sweden at Poltava.1710: The world's first copyright legislation, Britain's Statute of Anne, takes effect.17101711: Ottoman Empire fights Russia in the Russo-Turkish War and regains Azov.1711: Bukhara Khanate dissolves as local begs seize power.17111715: Tuscarora War between British, Dutch, and German settlers and the Tuscarora people of North Carolina.1713: The Kangxi Emperor acknowledges the full recovery of the Chinese economy since its apex during the Ming.1714: In Amsterdam, Daniel Gabriel Fahrenheit invents the mercury-in-glass thermometer, which remains the most reliable and accurate thermometer until the electronic era.1715: The first Jacobite rising breaks out; the British halt the Jacobite advance at the Battle of Sheriffmuir; Battle of Preston.1716: Establishment of the Sikh Confederacy along the present-day India-Pakistan border.17161718: Austro-Venetian-Turkish War.1718: The city of New Orleans is founded by the French in North America.17181720: War of the Quadruple Alliance with Spain versus France, Britain, Austria, and the Netherlands.17181730: Tulip period of the Ottoman Empire.1719: Second Javanese War of Succession.[15]1720: The South Sea Bubble.17201721: The Great Plague of Marseille.1720: Qing forces oust Dzungar invaders from Tibet.1721: The Treaty of Nystad is signed, ending the Great Northern War.1721: Sack of Shamakhi, massacre of its Shia population by Sunni Lezgins.1722: Siege of Isfahan results in the handover of Iran to the Hotaki Afghans.17221723: Russo-Persian War.17221725: Controversy over William Wood's halfpence leads to the Drapier's Letters and begins the Irish economic independence from England movement.Mughal emperor Muhammad Shah with the Persian invader Nader Shah.1723: Slavery is abolished in Russia; Peter the Great converts household slaves into house serfs.[16]17231730: The "Great Disaster", an invasion of Kazakh territories by the Dzungars.17231732: The Qing and the Dzungars fight a series of wars across Qinghai, Dzungaria, and Outer Mongolia, with inconclusive results.1724: Daniel Gabriel Fahrenheit proposes the Fahrenheit temperature scale.1725: Austro-Spanish alliance revived. Russia joins in 1726.17271729: Anglo-Spanish War ends inconclusively.1730: Mahmud I takes over Ottoman Empire after the Patrona Halil revolt, ending the Tulip period.17301760: The First Great Awakening takes place in Great Britain and North America.17321734: Crimean Tatar raids into Russia.[17]17331738: War of the Polish Succession.Qianlong Emperor17351739: Austro-Russo-Turkish War.17351799: The Qianlong Emperor of China oversees a huge expansion in territory.17381756: Famine across the Sahel; half the population of Timbuktu dies.[18]17371738: Hotak Empire ends after the siege of Kandahar by Nader Shah.1739: Great Britain and Spain fight the War of Jenkins' Ear in the Caribbean.1739: Nader Shah defeats a pan-Indian army of 300,000 at the Battle of Karnal. Taxation is stopped in Iran for three years.17391740: Nader Shah's Sindh expedition.1740: George Whitefield brings the First Great Awakening to New England17401741: Famine in Ireland kills 20 percent of the population.17411743: Iran invades Uzbekistan, Khwarazm, Dagestan, and Oman.17411751: Maratha invasions of Bengal.17401748: War of the Austrian Succession.1742: Marvel's Mill, the first water-powered cotton mill, begins operation in England.[19]1742: Anders Celsius proposes an inverted form of the centigrade temperature, which is later renamed Celsius in his honor.1742: Premiere of George Frideric Handel's Messiah.17431746: Another Ottoman-Persian War involves 375,000 men but ultimately ends in a stalemate.The extinction of the Scottish clan system came with the defeat of the clansmen at the Battle of Culloden in 1746.[20]1744: The First Saudi State is founded by Mohammed Ibn Saud.[21]1744: Battle of Toulon is fought off the coast of France.17441748: The First Carnatic War is fought between the British, the French, the Marathas, and Mysore in India.1745: Second Jacobite rising is begun by Charles Edward Stuart in Scotland.1747: The Durrani Empire is founded by Ahmad Shah Durrani.1748: The Treaty of Aix-La-Chapelle ends the War of the Austrian Succession and First Carnatic War.17481754: The Second Carnatic War is fought between the British, the French, the Marathas, and Mysore in India.1750: Peak of the Little Ice Age.Main articles: 1750s, 1760s, 1770s, 1780s, 1790s, and 1800s1752: The British Empire adopts the Gregorian Calendar, skipping 11 days from 3 September to 13 September. On the calendar, 2 September is followed directly by 14 September.1754: The Treaty of Pondicherry ends the Second Carnatic War and recognizes Muhammed Ali Khan Wallajah as Nawab of the Carnatic.1754: King's College is founded by a royal charter of George II of Great Britain.[22]17541763: The French and Indian War, the North American chapter of the Seven Years' War, is fought in colonial North America, mostly by the French and their allies against the English and their allies.1755: The great Lisbon earthquake destroys most of Portugal's capital and kills up to 100,000.1755: The Dzungar genocide depopulates much of northern Xinjiang, allowing for Han, Uyghur, Khalkha Mongol, and Manchu colonization.17551763: The Great Upheaval forces transfer of the French Acadian population from Nova Scotia and New Brunswick.17561763: The Seven Years' War is fought among European powers in various theaters around the world.17561763: The Third Carnatic War is fought between the British, the French, and Mysore in India.1757: British conquest of Bengal.Catherine the Great, Empress of Russia.1760: George III becomes King of Britain.1761: Maratha Empire defeated at Battle of Panipat.17621796: Reign of Catherine the Great of Russia.1763: The Treaty of Paris ends the Seven Years' War and Third Carnatic War.1764: Dahomey and the Oyo Empire defeat the Ashanti army at the Battle of Atakpam.1764: The Mughals are defeated at the Battle of Buxar.1765: The Stamp Act is introduced into the American colonies by the British Parliament.17651767: The Burmese invade Thailand and utterly destroy Attuthaya.17651769: Burma under Hsinbyushin repels four invasions from Qing China, securing hegemony over the Shan states.1766: Christian VII becomes king of Denmark. He was king of Denmark to 1808.17661799: Anglo-Mysore Wars.1767: Taksin expels Burmese invaders and reunites Thailand under an authoritarian regime.17681772: War of the Bar Confederation.17681774: Russo-Turkish War.1769: Spanish missionaries establish the first of 21 missions in California.17691770: James Cook explores and maps New Zealand and Australia.17691773: The Bengal famine of 1770 kills one-third of the Bengal population.1769: The French East India Company dissolves, only to be revived in 1785.1769: French expeditions capture clove plants in Ambon, ending the Dutch East India Company's (VOC) monopoly of the plant.[23]17701771: Famine in Czech lands kills hundreds of thousands.1771: The Plague Riot in Moscow.1771: The Kalmyk Khanate dissolves as the territory becomes colonized by Russians. More than a hundred thousand Kalmyks migrate back to Qing Dzungaria.1772: Gustav III of Sweden stages a coup d'tat, becoming almost an absolute monarch.Encyclopdie, ou dictionnaire raisonn des sciences, des arts et des mtiers17721779: Maratha Empire fights Britain and Raghunathrao's forces during the First Anglo-Maratha War.17721795: The Partitions of Poland end the PolishLithuanian Commonwealth and erase Poland from the map for 123 years.17731775: Pugachev's Rebellion, the largest peasant revolt in Russian history.1773: East India Company starts operations in Bengal to smuggle opium into China.1775: Russia imposes a reduction in autonomy on the Zaporizhian Cossacks of Ukraine.17751782: First Anglo-Maratha War.17751783: American Revolutionary War.1776: Several kongsi republics are founded by Chinese settlers in the island of Borneo. They are some of the first democracies in Asia.17761777: A Spanish-Portuguese War occurs over land in the South American frontiers.1776: Illuminati founded by Adam Weishaupt.1776: The United States Declaration of Independence is adopted by the Second Continental Congress in Philadelphia.1776: Adam Smith publishes The Wealth of Nations.1778: James Cook becomes the first European to land on the Hawaiian Islands.1778: Franco-American alliance signed.1778: Spain acquires its first permanent holding in Africa from the Portuguese, which is administered by the newly-established La Plata Viceroyalty.1778: Vietnam is reunified for the first time in 200 years by the Tay Son brothers. The Ty Sn dynasty has been established, terminating the L dynasty.17791879: Xhosa Wars between British and Boer settlers and the Xhosas in the South African Republic.17791783: Britain loses several islands and colonial outposts all over the world to the combined Franco-Spanish navy.1779: Iran enters yet another period of conflict and civil war after the prosperous reign of Karim Khan Zand.1780: Outbreak of the indigenous rebellion against Spanish colonization led by Tpac Amaru II in Peru.1781: The city of Los Angeles is founded by Spanish settlers.George Washington17811785: Serfdom is abolished in the Austrian monarchy (first step; second step in 1848).1782: The Thonburi Kingdom of Thailand is dissolved after a palace coup.1783: The Treaty of Paris formally ends the American Revolutionary War.1783: Russian annexation of Crimea.17851791: Imam Sheikh Mansur, a Chechen warrior and Muslim mystic, leads a coalition of Muslim Caucasian tribes from throughout the Caucasus in a holy war against Russian settlers and military bases in the Caucasus, as well as against local traditionalists, who followed the traditional customs and common law (Adat) rather than the theocratic Sharia.[24]17851795: The Northwest Indian War is fought between the United States and Native Americans.17851787: The MarathaMysore Wars concludes with an exchange of territories in the Deccan.17861787: Wolfgang Amadeus Mozart premieres The Marriage of Figaro and Don Giovanni.1787: The Tuareg occupy Timbuktu until the 19th century.17871792: Russo-Turkish War.1788: First Fleet arrives in Australia17881790: Russo-Swedish War (17881790).1788: Dutch Geert Adriaans Boomgaard (17881899) would become the first generally accepted validated case of a supercentenarian on record.[25][26]Declaration of the Rights of Man and of the Citizen17881789: A Qing attempt to reinstall an exiled Vietnamese king in northern Vietnam ends in disaster.1789: George Washington is elected the first President of the United States; he serves until 1797.1789: Quang Trung defeats the Qing army.17891799: French Revolution.1789: The Lige Revolution.1789: The Brabant Revolution.1789: The Inconfidncia Mineira, an unsuccessful separatist movement in central Brazil led by Tiradentes1791: Suppression of the Lige Revolution by Austrian forces and re-establishment of the Prince-Bishopric of Lige.17911795: George Vancouver explores the world during the Vancouver Expedition.17911804: The Haitian Revolution.1791: Mozart premieres The Magic Flute.17921802: The French Revolutionary Wars lead into the Napoleonic Wars, which last from 18031815.1792: The New York Stock & Exchange Board is founded.1792: PolishRussian War of 1792.1792: Margaret Ann Neve (17921903) would become the first recorded female supercentenarian to reach the age of 110.[27][28]1793: Upper Canada bans slavery.1793: The largest yellow fever epidemic in American history kills as many as 5,000 people in Philadelphia, roughly 10% of the population.[29]17931796: Revolt in the Vende against the French Republic at the time of the Revolution.17941816: The Hawkesbury and Nepean Wars, which were a series of incidents between settlers and New South Wales Corps and the Aboriginal Australian clans of the Hawkesbury river in Sydney, Australia.1795: The Marseillaise is officially adopted as the French national anthem.Napoleon at the Bridge of the Arcole1795: The Battle of Nuuanu in the final days of King Kamehameha I's wars to unify the Hawaiian Islands.17951796: Iran invades and devastates Georgia, prompting Russia to intervene and march on Tehran.1796: Edward Jenner administers the first smallpox vaccination; smallpox killed an estimated 400,000 Europeans each year during the 18th century, including five reigning monarchs.[30]1796: War of the First Coalition: The Battle of Montenotte marks Napoleon Bonaparte's first victory as an army commander.1796: The British eject the Dutch from Ceylon and South Africa.17961804: The White Lotus Rebellion against the Manchu dynasty in China.1797: John Adams is elected the second President of the United States; he serves until 1801.1798: The Irish Rebellion fails to overthrow British rule in Ireland.17981800: The Quasi-War is fought between the United States and France.1799: Dutch East India Company is dissolved.1799: Austro-Russian forces under Alexander Suvorov liberates much of Italy and Switzerland from French occupation.1799: Coup of 18 Brumaire - Napoleon's coup d'etat brings the end of the French Revolution.1799: Death of the Qianlong Emperor after 60 years of rule over China. His favorite official, Heshen, is ordered to commit suicide.1800: On 1 January, the bankrupt VOC is formally dissolved and the nationalized Dutch East Indies are established.[31]Main articles: Timeline of historic inventions 18th century, and Timeline of scientific discoveries 18th centuryThe spinning jenny1709: The first piano was built by Bartolomeo Cristofori1711: Tuning fork was invented by John Shore1712: Steam engine invented by Thomas Newcomen1714: Mercury thermometer by Daniel Gabriel Fahrenheit1717: Diving bell was successfully tested by Edmond Halley, sustainable to a depth of 55ftc. 1730: Octant navigational tool was developed by John Hadley in England, and Thomas Godfrey in America1733: Flying shuttle invented by John Kay1736: Europeans encountered rubber the discovery was made by Charles Marie de La Condamine while on expedition in South America. It was named in 1770 by Joseph Priestleyc. 1740: Modern steel was developed by Benjamin Huntsman1741: Vitus Bering discovers Alaska1745: Leyden jar invented by Ewald Georg von Kleist was the first electrical capacitor1751: Jacques de Vaucanson perfects the first precision lathe1752: Lightning rod invented by Benjamin Franklin1753: The first clock to be built in the New World (North America) was invented by Benjamin Banneker.1755: The tallest wooden Bodhisattva statue in the world is erected at Puning Temple, Chengde, China.1764: Spinning jenny created by James Hargreaves brought on the Industrial Revolution1765: James Watt enhances Newcomen's steam engine, allowing new steel technologies1761: The problem of longitude was finally resolved by the fourth chronometer of John Harrison1763: Thomas Bayes publishes first version of Bayes' theorem, paving the way for Bayesian probability17681779: James Cook mapped the boundaries of the Pacific Ocean and discovered many Pacific Islands1774: Joseph Priestley discovers "dephlogisticated air", oxygenThe Chinese Putuo Zongcheng Temple of Chengde, completed in 1771, during the reign of the Qianlong Emperor.1775: Joseph Priestley's first synthesis of "phlogisticated nitrous air", nitrous oxide, "laughing gas"1776: First improved steam engines installed by James Watt1776: Steamboat invented by Claude de Jouffroy1777: Circular saw invented by Samuel Miller1779: Photosynthesis was first discovered by Jan Ingenhousz1781: William Herschel announces discovery of Uranus1784: Bifocals invented by Benjamin Franklin1784: Argand lamp invented by Aim Argand[32]1785: Power loom invented by Edmund Cartwright1785: Automatic flour mill invented by Oliver Evans1786: Threshing machine invented by Andrew Meikle1787: Jacques Charles discovers Charles's law1789: Antoine Lavoisier discovers the law of conservation of mass, the basis for chemistry, and begins modern chemistry1798: Edward Jenner publishes a treatise about smallpox vaccination1798: The Lithographic printing process invented by Alois Senefelder[33]1799: Rosetta Stone discovered by Napoleon's troopsMain articles: 18th century in literature and 18th century in philosophy1703: The Love Suicides at Sonezaki by Chikamatsu first performed17041717: One Thousand and One Nights translated into French by Antoine Galland. The work becomes immensely popular throughout Europe.1704: A Tale of a Tub by Jonathan Swift first published1712: The Rape of the Lock by Alexander Pope (publication of first version)1719: Robinson Crusoe by Daniel Defoe1725: The New Science by Giambattista Vico1726: Gulliver's Travels by Jonathan Swift1728: The Dunciad by Alexander Pope (publication of first version)1744: A Little Pretty Pocket-Book becomes one of the first books marketed for children1748: Chushingura (The Treasury of Loyal Retainers), popular Japanese puppet play, composed1748: Clarissa; or, The History of a Young Lady by Samuel Richardson1749: The History of Tom Jones, a Foundling by Henry Fielding1751: Elegy Written in a Country Churchyard by Thomas Gray published17511785: The French Encyclopdie1755: A Dictionary of the English Language by Samuel Johnson1758: Arithmetika Horvatzka by Mihalj ilobod Boli1759: Candide by Voltaire1759: The Theory of Moral Sentiments by Adam Smith17591767: Tristram Shandy by Laurence Sterne1762: Emile: or, On Education by Jean-Jacques Rousseau1762: The Social Contract, Or Principles of Political Right by Jean-Jacques Rousseau1774: The Sorrows of Young Werther by Goethe first published1776: Ugetsu Monogatari (Tales of Moonlight and Rain) by Ueda Akinari1776: The Wealth of Nations, foundation of the modern theory of economy, was published by Adam Smith17761789: The History of the Decline and Fall of the Roman Empire was published by Edward Gibbon1779: Amazing Grace published by John Newton17791782: Lives of the Most Eminent English Poets by Samuel Johnson1781: Critique of Pure Reason by Immanuel Kant (publication of first edition)1781: The Robbers by Friedrich Schiller first published1782: Les Liaisons dangereuses by Pierre Choderlos de Laclos1786: Poems, Chiefly in the Scottish Dialect by Robert Burns17871788: The Federalist Papers by Alexander Hamilton, James Madison, and John Jay1788: Critique of Practical Reason by Immanuel Kant1789: Songs of Innocence by William Blake1789: The Interesting Narrative of the Life of Olaudah Equiano by Olaudah Equiano1790: Journey from St. Petersburg to Moscow by Alexander Radishchev1790: Reflections on the Revolution in France by Edmund Burke1791: Rights of Man by Thomas Paine1792: A Vindication of the Rights of Woman by Mary Wollstonecraft1794: Songs of Experience by William Blake1798: Lyrical Ballads by William Wordsworth and Samuel Taylor Coleridge1798: An Essay on the Principle of Population published by Thomas Malthus(mid18th century): The Dream of the Red Chamber (authorship attributed to Cao Xueqin), one of the most famous Chinese novels1711: Rinaldo, Handel's first opera for the London stage, premiered1721: Brandenburg Concertos by J.S. Bach1723: The Four Seasons, violin concertos by Antonio Vivaldi, composed1724: St John Passion by J.S. Bach1727: St Matthew Passion composed by J.S. Bach1727: Zadok the Priest is composed by Handel for the coronation of George II of Great Britain. It has been performed at every subsequent British coronation.1733: Hippolyte et Aricie, first opera by Jean-Philippe Rameau1741: Goldberg Variations for harpsichord published by Bach1742: Messiah, oratorio by Handel premiered in Dublin1749: Mass in B minor by J.S. Bach assembled in current form1751: The Art of Fugue by J.S. Bach1762: Orfeo ed Euridice, first "reform opera" by Gluck, performed in Vienna1786: The Marriage of Figaro, opera by Mozart1787: Don Giovanni, opera by Mozart1788: Jupiter Symphony (Symphony No. 41) composed by Mozart1791: The Magic Flute, opera by Mozart17911795: London symphonies by Haydn1798: The Pathtique, piano sonata by Beethoven1798: The Creation, oratorio by Haydn first performed^ Volkov, Sergey. 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Media related to 18th century at Wikimedia CommonsRetrieved from " 4The following pages link to 18th century External tools(link counttransclusion countsorted list) See help page for transcluding these entriesShowing 50 items.View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)List of decades, centuries, and millennia (links | edit)Goths (links | edit)Industrial espionage (links | edit)Romania (links | edit)20th century (links | edit)15th century (links | edit)16th century (links | edit)17th century (links | edit)1870s (links | edit)1624 (links | edit)1626 (links | edit)1642 (links | edit)1661 (links | edit)1756 (links | edit)1791 (links | edit)1608 (links | edit)1818 (links | edit)1743 (links | edit)1826 (links | edit)1828 (links | edit)14th century (links | edit)1860s (links | edit)1788 (links | edit)1st century (links | edit)13th century (links | edit)1787 (links | edit)1863 (links | edit)4th century (links | edit)12th century (links | edit)11th century (links | edit)1859 (links | edit)1900 (links | edit)1848 (links | edit)1866 (links | edit)1896 (links | edit)1895 (links | edit)1861 (links | edit)1648 (links | edit)1623 (links | edit)1662 (links | edit)1640s (links | edit)1770s (links | edit)1780s (links | edit)1789 (links | edit)1782 (links | edit)1840 (links | edit)1840s (links | edit)1883 (links | edit)1800s (decade) (links | edit)1801 (links | edit)View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Retrieved from " WhatLinksHere/18th_century" Consumer Behaviour is the study of how people buy, use, and dispose of goods and services. Various Factors Influence Consumer Behaviour, such as personal preferences, motivations, attitudes, values, beliefs, emotions, culture, social norms, and environmental conditions. Understanding the Trends in Consumer Behaviour is essential for businesses to create value for their customers and achieve competitive advantage. However, Consumer Behaviour is not static. It evolves, reflecting the changes in the world around us. In recent years, we have witnessed some major shifts in Consumer Behaviour, driven by some of the forces that we will discuss later in this blog. Read this blog to learn more about the 12 key Trends in Consumer Behaviour that are shaping the market and the future in the 21st century. Eadger to learn about marketing and its benefits, refer to our blog on "What is Marketing" Table of Contents 1) 12 Key Consumer Behaviour Trends a) Growing need for transparency b) A change omnipresent communication c) Increased focus on what's truly matters d) Enhanced human touch in client interactions e) Growing demand for anonymity f) Customers seeking social interactions g) Customers anticipate a variety of payment choices h) Growing demand for ethical and sustainable products i) Individuals prioritize their health within the home j) Shoppers want everything delivered 2)Conclusion 12 Key Consumer Behaviour Trends The COVID-19 pandemic, climate crisis, digital revolution, social movements, etc, have given rise to 12 key Trends in Consumer Behaviour, which we will discuss in this blog. These trends are not mutually exclusive but rather interrelated and reinforcing. They represent consumers' emerging preferences, expectations, and behaviours in the market. 1) Growing need for transparency Consumers today are more informed and aware than ever before. They have access to a wealth of information online, which they use to research products, compare prices, read reviews, and verify claims. They also can share their feedback and experiences with other consumers through social media and online platforms. As a result, consumers demand more transparency from businesses. They want to know the origin, ingredients, production methods, and environmental and social impact of the products they buy. They also want to know the values, vision, and purpose of the businesses they support. They are more likely to trust and buy from honest, authentic, and accountable businesses. 2) A change in omnipresent communication Consumers today are constantly connected and communicate through multiple channels and devices. They use smartphones, tablets, laptops, smartwatches, smart speakers, and other gadgets to access the internet, social media, messaging apps, video calls, and voice assistants. They also use augmented reality, virtual reality, and mixed reality to enhance their communication and interaction. This means that consumers expect businesses to be available and responsive across all touchpoints and platforms. They want to have seamless and consistent experiences, whether they are browsing, buying, or using a product or service. They also want to have personalised and engaging communication, tailored to their preferences, needs, and context. Elevate your strategic marketing for business success with our Business Marketing Strategies Training. Join now! 3) Increased focus on what truly matters Consumers are not only looking for functional benefits, but also emotional and social benefits. They are not only buying products and services, but also experiences and stories. They are not only seeking satisfaction, but also meaning and fulfilment. This means that consumers value quality over quantity, and substance over style. They are willing to pay more for products and services that offer them value, convenience, and joy. They are also looking for products and services that align with their values, beliefs, and aspirations. They are more likely to buy from businesses that have a positive impact on society and the environment. 4) Enhanced human touch in client interactions Consumers today have high expectations and standards for the products and services they buy. They are not easily impressed by flashy features, gimmicks, or discounts. They seek products and services that solve their problems, meet their needs, and exceed their expectations. This means that consumers appreciate and value the human touch in their business interactions. They want genuine and empathetic communication and build trust and rapport. They want to feel that they are not just a robot but a person. They want to have a relationship, not a transaction. They are more likely to buy from businesses that treat them as individuals and not as segments or targets. 5) Growing demand for anonymity Consumers today are more concerned and cautious about their privacy and security online. They know the risks and threats of data breaches, identity theft, cyberattacks, and online harassment. They also know the trade-offs and consequences of sharing their personal information, preferences, and behaviour with businesses and third parties. They demand more control and choice over their online presence and activity. They want to have the option to remain anonymous or use pseudonyms, aliases, or avatars. They want to be able to opt-in or opt-out of data collection and sharing. They want assurance that their data is protected and used responsibly and ethically. 6) Customers seeking social interactions In this socially connected world, Consumers are part of various online communities, groups, and networks, interacting, exchanging, and collaborating with other consumers. They also use social media and online platforms to express their opinions, share their experiences, and influence others. This means that consumers seek and value social interactions in their consumption choices. They will never miss an opportunity to co-create, co-design, and co-produce products and services with businesses and other consumers. They want a sense of belonging, recognition, and reward for participating and contributing. Unlock consumer insights with our Consumer Behaviour Course. Join today to make the most out of it! 7) Customers anticipate a variety of payment choices Consumers today are more flexible and diverse in their payment preferences and options. They use various methods and modes of payment, such as cash, cards, mobile wallets, digital currencies, biometrics, and wearables. They also use various platforms and services, such as online banking, e-commerce, peer-to-peer, and subscriptions. This suggests that consumers anticipate and appreciate a variety of payment choices in their consumption choices. The convenience, speed, and security of paying for products and services matters for the. They want the flexibility, affordability, and accessibility of paying for products and services. They also wish for transparency, fairness, and loyalty in paying for products and services. 8) Growing demand for ethical and sustainable products Consumers today are conscious of their consumption choices' environmental and social impact, such as carbon footprint, waste generation, resource depletion, human rights, animal welfare, and fair trade. The ethical and sustainable practices of businesses, such as corporate social responsibility, environmental management, social innovation, and circular economy also influence them. This means that consumers demand and prefer ethical and sustainable products and services in their consumption choices. They want products and services made from natural, organic, recycled, or renewable materials. They want to have products and services that are ethical, fair, and transparent in their sourcing, manufacturing, and distribution. 9) Individuals prioritise their health within the home Consumers today are aware of the importance and benefits of maintaining a healthy and balanced lifestyle, especially in the wake of the COVID-19 pandemic. They are also interested in exploring and experimenting with various health and wellness products, services, and activities, such as fitness, nutrition, meditation, yoga, and spa. This shows that consumers prioritise and invest in their health and wellness within the home. The desire to have products and services that help them monitor, manage, and improve their physical, mental, and emotional health. Basically, they want to have products and services that enhance their quality of life and well-being. 10) Shoppers want everything delivered Consumers today are more convenience-seeking and timesaving than ever before. They are busy and have multiple personal and professional roles and responsibilities. They are also accustomed to the instant gratification and on-demand availability of products and services online. They are looking for ways to simplify and streamline their consumption choices. This means that consumers want everything delivered to their doorstep or wherever they are. They want to have products and services that are a) Accessible, affordable, and reliable b) Customised, personalised, and curated c) Fast, easy, and hassle-free Elevate your marketing expertise with our Introduction to Marketing Training Sign up today and propel your career forward! 11) Demand for environmentally friendly, sustainable choices Consumers today are more environmentally friendly and sustainable than ever before. They know the challenges and threats of climate change, pollution, and biodiversity loss. They are also motivated and inspired by the actions and initiatives of governments, businesses, and civil society to address these issues. They seek ways to reduce their environmental impact and contribute to global goals. This trend shows that consumers demand and support environmentally friendly and sustainable choices in their consumption choices. They want to have products and services that are green, clean, and renewable. They want products and services that are low-carbon, low-waste, and low-impact. Green Marketing plays a key role in promoting these sustainable choices. 12) Redefining the concept of beauty Consumers are more exposed to and celebrate different cultures, identities, and expressions of beauty. They are also more confident and comfortable in their skin and embrace their flaws and imperfections. They are looking for ways to express their individuality and authenticity. This means that consumers redefine and challenge the conventional and stereotypical beauty standards in their consumption choices. They want to have products and services that are: a) Natural, organic, and cruelty-free b) Adaptive, customisable, and versatile c) Empowering, inspiring, and uplifting Conclusion Consumer Behaviour is changing rapidly in response to the social, environmental, and technological challenges of the 21st century. This blog has explored 12 Trends in Consumer Behaviour that are shaping the way consumers think, feel, and act in the market. These trends have implications for businesses, policymakers, and society as a whole. Supercharge your marketing skills with our comprehensive Marketing Courses Join now for a strategic leap in your marketing career! Software 18 June 2025 The 13 best programs for creating and managing a customer database Customer data is invaluable for personalising their experience and increasing their satisfaction. Discover 15 software applications that make it easy to retrieve and use this data. Definition 18 June 2025 Master the 5 stages of the customer lifecycle so you don't lose your prospects along the way! What is the customer lifecycle? Understanding the different stages of the customer lifecycle is essential if you are to retain your customers over the long term. Software 17 June 2025 What is the best CRM software on the market? 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The extent and duration of mandated lockdowns and business closures have forced people to give up even some of their most deeply ingrained habitswhether spending an hour at the gym after dropping the kids off at school, going to a coffee shop for a midday break, or enjoying Saturday night at the movies. Such disruptions in daily experiences present a rare moment. In ordinary times, consumers tend to stick stubbornly to their habits, resulting in very slow adoption (if any) of beneficial innovationsthat require behavior change. Now, the COVID-19 crisis has caused consumers everywhere to change their behaviorsrapidly and in large numbers. In the United States, for example, 75 percent of consumers have tried a new store, brand, or different way of shoppingduring the pandemic. Even though the impetus for that behavior change may be specific to the pandemic and transient, consumer companies would do well to find ways to meet consumers where they are today and satisfy their needs in the postcrisis period.Behavioral science tells us that identifying consumers new beliefs, habits, and peak moments is central to driving behavioral change. Five actions can help companies influence consumer behavior for the longer term: Reinforce positive new beliefs. Shape emerging habits with new offerings. Sustain new habits, using contextual cues. Align messages to consumer mindsets. Analyze consumer beliefs and behaviors at a granular level. Reinforce positive new beliefs According to behavioral science, the set of beliefs that a consumer holds about the world is a key influencer of consumer behavior. Beliefs are psychologicalso deeply rooted that they prevent consumers from logically evaluating alternatives and thus perpetuate existing habits and routines. Companies that attempt to motivate behavioral change by ignoring or challenging consumers beliefs are fighting an uphill battle.The COVID-19 crisis, however, has forced many consumers to change their behaviors, and their new experiences have caused them to change their beliefs about a wide range of everyday activities, from grocery shopping to exercising to socializing. When consumers are surprised and delighted by new experiences, even long-held beliefs can change, making consumers more willing to repeat the behavior, even when the trigger (in this case, the COVID-19 pandemic) is no longer present. In other words, this is a unique moment in time during which companies can reinforce and shape behavioral shifts to position their products and brands better for the next normal.When consumers are surprised and delighted by new experiences, even long-held beliefs can change, making consumers more willing to repeat the behavior.For example, approximately 15 percent of US consumers tried grocery delivery for the first time during the COVID-19 crisis. Among those first timers, more than 80 percent say they were satisfied with the ease and safety of the experience; 70 percent even found it enjoyable. And 40 percent intend to continue getting their groceries delivered after the crisis, suggesting that theyve jettisoned any previously held beliefs about grocery delivery being unreliable or inconvenient; instead, theyve been surprised and delighted by the benefits of delivery. Another example of changing beliefs involves at-home exercise. The US online fitness market has seen approximately 50 percent growth in its consumer base since February 2020; the market for digital home-exercise machines has grown by 20 percent. Its likely that many people who tried those fitness activities for the first time during the pandemic believed that at-home exercise couldnt meet their exercise needs. That belief has clearly changed for many of these consumers: 55 percent who tried online fitness programs and 65 percent who tried digital exercise machines say they will continue to use them, even after fitness centers and gyms reopen. To reinforce the new belief that online fitness can be motivating and enjoyable, NordicTrack, in a recent TV ad titled Face Off, shows that online workouts can foster the same friendly competition and connection that people look for when they go to the gym or attend in-person exercise classes.An effective way to reinforce a new belief is to focus on peak momentsspecific parts of the consumer decision journey that have disproportionate impact and that consumers tend to remember most. Peak moments often include first-time experiences with a product or service, touchpoints at the end of a consumer journey (such as the checkout process in a store), and other moments of intense consumer reaction.Some companies have focused on enhancing the consumers first-time experience. Plant-based-meatmanufacturer Beyond Meat, for instance, was already benefiting from delays in meat production in the early days of the COVID-19 crisis: its sales more than doubled between the first and second quarters of 2020. In collaboration with local restaurantsand catering companies, the company has been delivering free, professionally prepared food to hospitals and other community centers. By giving away Beyond Burgers prepared by professional chefs, Beyond Meat is creating positive first experiences with its product at a time when consumers are more open to trial.As the consumer journey has changed, so have the peak moments, and its crucial for companies to identify and optimize them. For example, a peak moment in a grocery store might be the discovery of an exciting new product on the shelf. In the online-grocery journey, however, a peak moment might instead be on-time delivery or the unboxing of the order (the experience of taking the delivered items out of the packaging). Grocers could consider including a handwritten thank-you note or some other surprise, such as a free sample, to reinforce consumers positive connections with the experience.Highly emotional occasions can spark intense consumer reactions and therefore present an opportunity for companies to create peak moments associated with their products or brands. For example, when graduations shifted from formal, large-scale ceremonies to at-home, family celebrations, Krispy Kreme offered each 2020 graduate a dozen specially decorated doughnuts for free. With that promotion, the company connected its brand with an emotional event that may not have been a key occasion for doughnuts prior to the pandemic.Shape emerging habits with new productsCompanies can nudge consumers toward new habits through product innovation. For instance, the COVID-19 crisis has spurred consumers to become more health orientedand increase their intake of vitamins and minerals. Unilever reported a sales spike in beverages that contain zinc and vitamin C, such as Lipton Immune Support tea. The company is therefore rolling out such products globally. Its also aligning its innovation priorities with consumers emerging health-and-wellness concerns.Similarly, packaged-food companies can encourage the habit of cooking at home. Spice manufacturer McCormicks sales in China have sustained double-digit increases compared with 2019, even as the Chinese economy has reopenedand people go back to their workplaces. The same pattern could play out in other countries. Kraft Heinzs innovation agenda for its international markets now prioritizes products that make home cooking pleasurable, fast, and easyproducts such as sauces, dressings, and side dishes. These will be targeted at light and medium users of Kraft Heinz products.Sustain new habits, using contextual cuesHabits can form when a consumer begins to associate a certain behavior with a particular context; eventually, that behavior can become automatic. To help turn behaviors into habits, companies should identify the contextual cues that drive the behaviors. A contextual cue can be a particular task, time of day, or object placement. For example, more consumers are keeping hand sanitizer and disinfecting wipes near entryways for easy access and as a reminder to keep hands and surfaces clean. Product packaging and marketing that reinforces the put-it-by-the-door behavior can help consumers sustain the habit.Some companies may need to identifyand createnew contextual cues. Before the COVID-19 crisis, a contextual cue for chewing-gum consumption was anticipation of a social interactionfor instance, before going to a club, while commuting to work, and after smoking. As social occasions have waned during the pandemic, a chewing-gum manufacturer must look for new contextual cues, focusing largely on solo or small-group activities, such as gaming and crafting. Gum manufacturers could consider designing packaging, flavors, and communications that reinforce those new associations.Align messages to consumer mindsets People across the country have felt an intensified mix of anxiety, anger, and fear because of recent events, making marketing a tricky terrain to navigate. The heightened emotions and increased polarization of the past few months could drive lasting changes in consumers behavior and shape their long-term preferences. Companies should therefore ensure that all their brand communications are attuned to consumer sentiment. The quality of a companys communicationand its ability to strike the right tone will increasingly become a competitive advantage.McKinseys consumer-sentiment surveysshow that consumers are paying closer attention to how companies treat their employeesduring this crisisand taking note of companies that demonstrate care and concern for people. That has implications for how brands connect with consumers and what types of messages will resonate. Hair-care brand Olaplex, for example, became one of the most mentioned hair-care brands on social media when it started an affiliate program: the company donated a portion of its proceeds from product sales to customers local hairstylists, helping them stay afloat during salon closures.That said, consumers will see throughand rejectmessages and actions that are performative and that seek to commercialize social issues. A brands communications must align with its purpose; otherwise, the messages wont ring true. Testing marketing messages among a diverse group of consumers, in the context in which those messages will appear, could help prevent costly missteps.Analyze consumer beliefs and behaviors at a granular level Consumer beliefs, habits, occasions, and emotional-need states will continue to evolve rapidly over the next year or two as the world awaits a COVID-19 vaccine. For consumer companies to stay abreast of those changes, monitoring product sales alone wont be sufficient. Companies must also conduct primary consumer-insights work, with a focus on identifying changed behaviors and associated changed beliefs and motivators to get a comprehensive picture of the changing consumer decision journey.Qualitative, exploratory research will have a particular role to play as a precursor to (and, in some cases, a substitute for) quantitative research. Digital data-gathering and monitoring techniquessuch as mobile diaries, social-media listening, and artificial-intelligence-driven message boardswill be vital tools to help companies understand emerging behaviors and contextual cues. When structured well, those insights generate new thinking within an organization that can be validated through larger-scale surveys and in-market testing. Companies can then refine their product offerings and marketing messages accordingly.In addition, granular analyses of footfall data and omnichannel sales will unearth telling details, such as which geographic regions are seeing in-person commerce rebound first and which products consumers are buying (such as smaller pack sizes to avoid sharing, activewear versus office wear, and so on). Whereas in the past, companies might have fielded high-level usage and attitude surveys and brand trackers a few times a year, its especially important now for companies to keep a closer eye on the evolution of consumer behavior on a weekly or monthly basis. The COVID-19 crisis has changed peoples routines at unprecedented speedand some of those changes will outlast the pandemic. Even in states and cities that have reopened, consumers remain cautious about resuming all of their precrisis activities. Weve seen differences in consumer behavior across geographic markets and demographic groups, and those differences will only widen during the recovery phase, given that the health, economic, and social impact of COVID-19 isnt uniform. Companies that develop a nuanced understanding of the changed beliefs, peak moments, and habits of their target consumer basesand adjust their product offerings, customer experiences, and marketing communications accordinglywill be best positioned to thrive in the next normal.Study of individuals, groups, or organisations and all the activities associated with consuming"Buyer behaviour" redirects here. For the behaviour of buyers within organisations, see procurement.The Royal Saint-Hubert Galleries shopping arcade in Brussels, Belgium. Consumer behaviour, in its broadest sense, is concerned with how consumers select, decide and use goods and services.MarketingManagementKey conceptsAccount-based marketing Activation Annoyance factor Attribution Distribution Brand licensing Brand management Cannibalization Co-creation Communications Consumer behaviour Consumer culture Digital marketing Dominance Effectiveness Ethics Horizontal integration Influencer marketing Mix Pricing Product marketing Promotion Retail Segmentation Service Social marketing Strategy Vertical integrationPromotional contentAdvertising Ambush marketing Branding Corporate anniversary Direct marketing Franchising Gender in advertising Label Loyalty marketing Mobile marketing On-hold messaging Personal selling Premiums Prizes Product placement Propaganda Publicity Sales promotion Sex in advertising Underwriting spotPromotional mediaBehavioral targeting Brand ambassador Counter display unit Display advertising Display stand Drip marketing Endcap Gondola In-game advertising Mobile advertising Native advertising New media Online advertising Out-of-home advertising Point of sale Product demonstration Promotional merchandise (merchandising) Promotional representative Visual merchandising Web banner Word-of-mouthResearchMarket research Marketing research Mystery shopping Consumer researchvtePart of a series onPsychologyOutlineHistorySubfieldsBasic psychologyAbnormalAffective neuroscienceAffective scienceBehavioral geneticsBehavioral neuroscienceBehaviorismCognitive/CognitivismCognitive neuroscienceSocialComparativeCross-culturalCulturalDevelopmentalDifferentialEcologicalEvolutionaryExperimentalGestaltIntelligenceMathematicalMoralNeuropsychologyPerceptionPersonalityPsycholinguisticsPsychophysiologyQuantitativeSocialTheoreticalApplied psychologyAnomalisticApplied behavior analysisArtAssessmentAviationBiography of famous peopleClinicalCoachingColorCommunityConsumerCounselingCriticalEducationalErgonomicsFashionFeministFoodForensicHealthHistoryHumanisticIndustrial and organizationalLegalMediaMedicalMilitaryMusicOccupational healthPastoralPeace and warPoliticalPositivePhotographyPsychometricsPsychotherapyReligionSchoolSex differencesSport and exerciseSuicidologySystemsTradingTrafficConceptsBehaviorBehavioral engineeringBehavioral geneticsBehavioral neuroscienceCognitionCompetenceConsciousnessConsumer behaviorEmotionsFeelingsHuman factors and ergonomicsIntelligenceMaslow's hierarchy of needsMental stateMindPsychology of religionPsychometricsSex differencesTerror management theoryListsCounseling topicsDisciplinesOrganizationsOutlinePsychologistsPsychotherapiesResearch methodsSchools of thoughtTimelineTopics Psychology portalvteConsumer behaviour is the study of individuals, groups, or organisations and all activities associated with the purchase, use and disposal of goods and services. It encompasses how the consumer's emotions, attitudes, and preferences affect buying behaviour, and how external cuessuch as visual prompts, auditory signals, or tactile (haptic) feedbackcan shape those responses.[1] Consumer behaviour emerged in the 19401950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social

science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioural economics).The study of consumer behaviour formally investigates individual qualities such as demographics, personality lifestyles, and behavioural variables (like usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption patterns. Consumer behaviour also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders).Due to the unpredictability of consumer behavior, marketers and researchers use ethnography, consumer neuroscience, and machine learning, along with customer relationship management (CRM) databases, to analyze customer patterns. The extensive data from these databases allows for a detailed examination of factors influencing customer loyalty, re-purchase intentions, and other behaviors like providing referrals and becoming brand advocates. Additionally, these databases aid in market segmentation, particularly behavioral segmentation, enabling the creation of highly targeted and personalized marketing strategies.Main article: History of marketing History of marketing thoughtIn the 1940s and 1950s, marketing was dominated by the so-called classical schools of thought which were highly descriptive and relied heavily on case study approaches with only occasional use of interview methods. At the end of the 1950s, two important reports criticised marketing for its lack of methodological rigor, especially the failure to adopt mathematically-oriented behavioural science research methods.[2] The stage was set for marketing to become more inter-disciplinary by adopting a consumer-behaviourist perspective.From the 1950s, marketing began to shift its reliance away from economics and towards other disciplines, notably the behavioural sciences, including sociology, anthropology, and clinical psychology. This resulted in a new emphasis on the customer as a unit of analysis. As a result, new substantive knowledge was added to the marketing discipline including such ideas as opinion leadership, reference groups, and brand loyalty. Market segmentation, especially demographic segmentation based on socioeconomic status (SES) index and household life-cycle, also became fashionable. With the addition of consumer behaviour, the marketing discipline exhibited increasing scientific sophistication with respect to theory development and testing procedures.[3]In its early years, consumer behaviour was heavily influenced by motivation research, which had increased the understanding of customers, and had been used extensively by consultants in the advertising industry and also within the discipline of psychology in the 1920s, 1930s, and 1940s. By the 1950s, marketing began to adopt techniques used by motivation researchers including depth interviews, projective techniques, thematic apperception tests, and a range of qualitative and quantitative research methods.[4] More recently, scholars have added a new set of tools including ethnography, photo-elicitation techniques, and phenomenological interviewing.[5] In addition to these, contemporary research has delved further into the complexities of consumer behavior, incorporating innovative approaches such as neuroimaging studies and big data analytics. These modern tools provide deeper insights into subconscious consumer motivations and decision-making processes.[6] Today, consumer behaviour (or CB as it is affectionately known) is regarded as an important sub-discipline within marketing and is included as a unit of study in almost all undergraduate marketing programs.Consumer behaviour entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities."[7] The term consumer can refer to individual consumers as well as organisational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service."[8] Consumer behaviour is concerned with:[9]purchase activities: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services, and payment methods including the purchase experienceuse or consumption activities: concerns the who, where, when, and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption unitsdisposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand marketsConsumer responses may be:[10]emotional (or affective) responses: refer to emotions such as feelings or moods,mental (or cognitive) responses: refer to the consumer's thought processes, theirbehavioural (or conative) responses: refer to the consumer's observable responses in relation to the purchase and disposal of goods or services.According to the American Marketing Association, consumer behaviour can be defined as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives."As a field of study, consumer behaviour is an applied social science. Consumer behaviour analysis is the "use of behaviour principles, usually gained experimentally, to interpret human economic consumption." As a discipline, consumer behaviour stands at the intersection of economic psychology and marketing science.[11]Shoppers inspect the quality of fresh produce at a market in Jerusalem.Understanding purchase and consumption behaviour is a key challenge for marketers. Consumer behaviour, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. Consumers are active decision-makers. They decide what to purchase, often based on their disposable income or budget. They may change their preferences related to their budget and a range of other factors.[12][13][14]Some purchase decisions involve long, detailed processes that include extensive information search to select between competing alternatives.[15] Other purchase decisions, consumers must make highly complex decisions, often based on a lack of time, knowledge or negotiating ability.[16] Such as impulse buys or habitual purchases, are made almost instantaneously with little or no investment of time or effort in information search.Some purchase decisions are made by groups (such as families, households or businesses) while others are made by individuals. When a purchase decision is made by a small group, such as a household, different members of the group may become involved at different stages of the decision process and may perform different roles. For example, one person may suggest the purchase category, another may search for product-related information while yet another may physically go to the store, buy the product, and transport it home. It is customary to think about the types of decision roles; such as:In a family unit, an adult female often makes brand choices on behalf of the entire household, while children can be important influencers.The Initiatorthe person who proposes a brand (or product) for consideration (something in return);The Influencersomeone who recommends a given brand;The Deciderthe person who makes the ultimate purchase decision;The Purchaserthe one who orders or physically buys it;The Userthe person who uses or consumes the product.[17]For most purchase decisions, each of the decision roles must be performed, but not always by the same individual. For example, in the case of family making a decision about a dining-out venue, a parent may initiate the process by intimating that they are too tired to cook. The children are important influencers in the overall purchase decision, but both parents may act as joint deciders performing a gate-keeping role by vetoing unacceptable alternatives and encouraging more acceptable alternatives. The importance of children as influencers in a wide range of purchase contexts should never be underestimated and the phenomenon is known as pester power.[18]The purchasing decision modelTo approach the mental processes used in purchasing decisions, some authors employ the concept of the black box, which represents the cognitive and affective processes used by a consumer during a purchase decision. The decision model situates the black box in a broader environment which shows the interaction of external and internal stimuli (e.g. consumer characteristics, situational factors, marketing influences, and environmental factors) as well as consumer responses.[19] The black box model is related to the black box theory of behaviourism, where the focus extends beyond processes occurring inside the consumer and also includes the relation between the stimuli and the consumer's response.The decision model assumes that purchase decisions do not occur in a vacuum. Rather, they occur in real time and are affected by other stimuli, including external environmental stimuli and the consumer's momentary situation. The elements of the model include interpersonal stimuli (between people) or intrapersonal stimuli (within people), environmental stimuli and marketing stimuli.[20] Marketing stimuli include actions planned and carried out by companies, whereas environmental stimuli include actions or events occurring in the wider operating environment and include social, economic, political, and cultural dimensions. In addition, the buyer's black box includes buyer characteristics and the decision process, which influence the buyer's responses.Purchases of up-market perfumes, often bought as gifts, are high involvement decisions because the gift symbolises the relationship between the giver and the intended recipient.The first stage of the purchase decision process begins with problem recognition (also known as category need or need arousal). This is when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired or ideal state. A simpler way of thinking about problem recognition is that it is where the consumer decides that they are 'in the market' for a product or service to satisfy some need or want. The strength of the underlying need drives the entire decision process.[21]Theorists identify three broad classes of problem-solving situation relevant for the purchase decision:[22]Extensive problem-solvingPurchases that warrant greater deliberation, more extensive information search and evaluation of alternatives. These are typically expensive purchases, or purchases with high social visibility e.g. fashion, cars.Limited problem-solvingKnown or familiar purchases, regular purchases, straight re-buys. Typically low-priced items.Routinised problem-solvingRepeat purchases or habitual purchasesConsumers become aware of a problem in a variety of ways including:[23]The purchase of a mobile phone may trigger the desire for accessories such as this phone mount for use in a car.Out-of-Stock/ Natural DepletionWhen a consumer needs to replenish stocks of a consumable item e.g. ran out of milk or bread.Regular purchaseWhen a consumer purchases a product on a regular basis e.g. newspaper, magazines.DissatisfactionWhen a consumer is not satisfied with the current product or service.New Needs or WantsLifestyle changes may trigger the identification of new needs e.g. the arrival of a baby may prompt the purchase of a cot, stroller, and car-seat for the baby.Related productsThe purchase of one product may trigger the need for accessories, spare parts, or complementary goods and services e.g. the purchase of a printer leads to the need for ink cartridges; the purchase of a digital camera leads to the need for memory cards.Marketer-induced problem recognitionWhen marketing activity persuades consumers of a problem (usually a problem that the consumer did not realise they had). The consciously, and subconsciously, consumed content in traditional as well as social media greatly plays the role of a stimulus for the consumer's recognition of a new need.New Products or CategoriesWhen consumers become aware of new innovative products that offer a superior means of fulfilling a need. Disruptive technologies such as the advent of wireless-free communications devices can trigger a need for plethora of products such as a new mouse or printer.Customer purchase decision, illustrating different communications touchpoints at each stageDuring the information search and evaluation stages, the consumer works through processes designed to arrive at a number of brands (or products) that represent viable purchase alternatives. Typically consumers first carry out an internal search and scan their memory for suitable brands. The evoked set is the set of brands that a consumer can elicit from memory and is typically a very small set of some 3- 5 alternatives.[24] Consumers may choose to supplement the number of brands in the evoked set by carrying out an external search using sources such as the Internet, manufacturer/brand websites, shopping around, product reviews, referrals from peers and the like. The readiness of information availability has raised the informedness of the consumers: the degree to which they know what is available in the marketplace, with precisely which attributes, and at precisely what price.[25]The fact that a consumer is aware of a brand does not necessarily mean that it is being considered as a potential purchase. For instance, the consumer may be aware of certain brands, but not favourably disposed towards them (known as the inept set). Such brands will typically be excluded from further evaluation as purchase options. For other brands, the consumer may have indifferent feelings (the inert set).[26] As the consumer approaches the actual purchase, they distill the mental list of brands into a set of alternatives that represent realistic purchase options, known as the consideration set.[27] By definition, the consideration set refers to the "small set of brands which a consumer pays close attention to when making a purchase decision".[28] This ultimately leads to a choice set which includes the alternatives that are strong contenders for purchase.[29]Specific brand names enter the consumer's consideration set based on the extent to which they satisfy the consumer's purchasing objectives and/or the salience or accessibility of the brand at the time of making the purchase decision.[30] By implication, brand names that are more memorable are more likely to be accessible. Traditionally, one of the main roles of advertising and promotion was to increase the likelihood that a brand name was included in the consumer's evoked set.[31] Repeated exposure to brand names through intensive advertising was the primary method for increasing top-of-mind brand awareness. However, the advent of the Internet means that consumers can obtain brand/product information from a multiplicity of different platforms. In practice, the consideration set has assumed greater importance in the purchase decision process because consumers are no longer totally reliant on memory. This is marketing, which could be defined as "the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return."[32] This definition strongly implies that the relationship is built upon an exchange and the "creation" of value. This means that a need is built for a consumer, with the product presented or advertised to them through an analytical study of the user's patterns of consumption and their behaviours and habits. The implication for marketers is that relevant brand information should be disseminated as widely as possible and included on any forum where consumers are likely to search for product or brand information, whether traditional media or digital media channels. Thus, marketers require a rich understanding of the typical consumer's touchpoints.Consumers shopping at London's Burlington Arcade engage in a variety of recreational and functional purchasing activities - from window shopping through to transporting their purchases homewards.Consumer evaluation can be viewed as a distinct stage. Alternatively, evaluation may occur continuously throughout the entire decision process. Consumers evaluate alternatives in terms of the functional (also called utilitarian) and psycho-social (also called the value-expressive or the symbolic) benefits offered.[33]Functional benefits are the tangible outcomes that can be experienced by the consumer such as taste or physical appearance.Psycho-social benefits are the more abstract outcomes or the personality-related attributes of a brand, such as the social currency that might accrue from wearing an expensive suit or designer label or driving a 'hot' car.Brand image (or brand personality) is an important psycho-social attribute. Consumers can have both positive and negative beliefs about a given brand.[34] A considerable body of research suggests that consumers are predisposed towards brands with a personality that matches their own and that a good match can affect brand preference, brand choice, satisfaction with a brand, brand commitment and loyalty, and the consumer's propensity to give positive word-of-mouth referrals.[citation needed] The branch of consumer behaviour that investigates the matching of a brand's personality and the consumer's personality is known as self-congruity research. [35] The social media presence of a brand plays a huge part in this stage, with the effect described as "Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too."[36] Consumer beliefs about a brand or product category may vary depending on a range of factors including the consumer's prior experience and the effects of selective perception, distortion, and retention. Consumers who are less knowledgeable about a category tend to evaluate a brand based on its functional characteristics. However, when consumers become more knowledgeable, functional attributes diminish and consumers process more abstract information about the brand, notably the self-related aspects.[37]The marketing organisation needs a deep understanding of the benefits most valued by consumers and therefore which attributes are most important in terms of the consumer's purchase decision. It also needs to monitor other brands in the customer's consideration set to optimise planning for its own brand. During the evaluation of alternatives, the consumer ranks or assesses the relative merits of different options available. No universal evaluation process is used by consumers across all-buying situations.[38] Instead, consumers generate different evaluation criteria depending on each unique buying situation. Social media further enables consumers to share views with their peers about the product they are looking to purchase.[39] This way, consumers can gauge the positive and negative sides of each alternative, and decide even more conveniently as for the best product to buy. Thus the relevant evaluation attributes vary according to across different types of consumers and purchase contexts. For example, attributes important for evaluating a restaurant would include food quality, price, location, atmosphere, quality of service, and menu selection. Consumers, depending on their geographic, demographic, psychographic and behavioural characteristics, will decide which attributes are important to them. Potential patrons seeking a pleasant dining experience may be willing to travel further distances to patronise a fine-dining venue compared to those wanting a quick meal at a more utilitarian eatery. After evaluating the different product attributes, the consumer ranks each attribute or benefit from highly important to least important. These priorities are directly related to the consumer's needs and wants.[40] Thus, the consumer arrives at a weighted score for each product or brand which represents the consumer's subjective assessment of individual attribute scores weighted in terms of their importance. Using these scores, they arrive at a total mental score or rank for each product/brand under consideration.[41]Once the alternatives have been evaluated, the consumer firms up their resolve to proceed through to the actual purchase. For example, the consumer might say to themself, "Yes, I will buy Brand X one day." This self instruction to make a purchase is known as purchase intent. Purchase intentions are a strong yet imperfect predictor of sales. Sometimes purchase intentions simply do not translate into an actual purchase and this can signal a marketing problem.[42] For instance, a consumer may wish to buy a new product, but may be unaware of the retail outlets that stock it, so that purchase cannot proceed. The extent to which purchase intentions result in actual sales is known as the sales conversion rate.[43]Happy hour, where two drinks can be purchased for the price of one, is a strong call-to-action because it encourages consumers to buy now rather than defer purchasing to a later time.Organisations use a variety of techniques to improve conversion rates. The provision of easy credit or payment terms may encourage purchase. Sales promotions such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now rather than defer purchases for a later date. Advertising messages with a strong call-to-action are yet another device used to convert customers.[44] A call-to-action is any device designed to encourage immediate sale.[45] Typically, a call-to-action includes specific wording in an advertisement or selling pitch that employs imperative verbs such as "Buy now!" or "Don't wait!". Other types of calls-to-action might provide consumers with strong reasons for purchasing immediately such an offer that is only available for a limited time (e.g. 'Offer must expire soon'; 'Limited stocks available') or a special deal usually accompanied by a time constraint (e.g. 'Order before midnight to receive a free gift with your order'; 'Two for the price of one for the first 50 callers only'). Additionally, service convenience is a saving of effort, in the way that it minimises the activities that customers may bear to buy goods and services.[46] The key to a powerful call-to-action is to provide consumers with compelling reasons to purchase promptly rather than defer purchase decisions.As consumers approach the actual purchase decision, they are more likely to rely on personal sources of information.[47] For this reason, personal sales representatives must be well versed in giving sales pitches and in tactics used to close the sale. Methods used might include 'social evidence', where the salesperson refers to previous success and satisfaction from other customers buying the product. 'Scarcity attraction' is another technique, where the salesperson mentions that the offer is limited, as it forces the consumer to make a quicker decision and therefore spend less time evaluating alternatives.[48]Following purchase and after experiencing the product or service, the consumer enters the final stage, namely post-purchase evaluation. Foxall suggested that post-purchase evaluation can provide key feedback to marketers because it influences future purchase patterns and consumption activities.[49][50]The post purchase stage is where the consumer examines and compares product features, such as price, functionality, and quality with their expectations.[51] Post purchase evaluation can be viewed as the steps taken by consumers to correlate their expectations with perceived value and thus influence their next purchase decision for that good or service.[52] For example, if a consumer buys a new phone and their post-purchase evaluation is positive, they will be encouraged to purchase the same brand or from the same company in the future. This is also known as "post-purchase intention".[53] On the contrary, if a consumer is dissatisfied with the new phone, they may take actions to resolve the dissatisfaction. Consumer actions, in this instance, could involve requesting a refund, making a complaint, deciding not to purchase the same brand or from the same company in the future, or even spreading negative product reviews to friends or acquaintances, possibly via social media.After acquisition, consumption, or disposition, consumers may feel some uncertainty in regards to the decision made, generating in some cases regret. Post-decision dissonance[54] (also known as cognitive dissonance) is the feeling of anxiety that occurs in the post purchase stage, as well as the uneasy feelings or concerns as to whether or not the correct decision was made at purchase.[55] Some consumers, for instance, may regret that they did not purchase one of the other brands they were considering. This type of anxiety can affect consumers' subsequent behaviour and may have implications for repeat patronage and customer loyalty.Consumers use a number of strategies to reduce post purchase dissonance. A typical strategy is to look to peers or significant others for validation of the purchase choice. Customers have always been led by the opinions of friends and family, but nowadays this is corroborated by social media likes, reviews, and testimonials. Marketing communications can also be used to remind consumers that they made a wise choice by purchasing Brand X.[56]When consumers make unfavorable comparisons between the chosen option and the options forgone, they may feel post-decision regret or buyer's remorse. Consumers can also feel short-term regret when they avoid making a purchase decision, however this regret can dissipate over time. Through their experiences consumers can learn and also engage in a process called hypothesis testing. This refers to the formation of hypotheses about the products or a service through prior experience or word of mouth communications. There are four stages that consumers go through in the hypothesis testing: Hypothesis generation, exposure of evidence, encoding of evidence, and integration of evidence.Purchasing is influenced by a wide range of internal and external factors.Consumer awareness refers to the awareness of the consumption of goods bought by consumers in the long-term shopping environment and purchasing activities.[57]The change of life concept is the subjective factor of the change of consumer awareness. As people's living standards and incomes continue to increase, people's life concepts are constantly changing.[58] Differences in consumer personality are the internal motivations for changes in consumer awareness.Intensified market competition is a catalyst for changes in consumer awareness. Many companies have launched their own branded products in order to gain a foothold in an increasingly competitive market.[59] In the face of a variety of goods and brands, consumers' brand awareness matures. When people buy goods, paying attention to the brand has become a fashion. Faced with the severe competition situation, companies began to realize the importance of implementing brand strategy, and began to focus on market research, and on this basis, deeply grasp the consumer's psychological pulse to improve market share and brand loyalty.[60]With the change of people's life concept, consumers' rational consumption psychology has become increasingly prominent. Social Marketing,[61] Customised Marketing,[62] brand-name shopping,[63] and the consumer's perception of the price of the commodity (directly expressed as the consumer's sensitivity to price) are all main factors for understanding consumer attitudes, and help explain the reaction of market demand to price changes.[64]See also: Market segmentationInternal influences refer to both personal and interpersonal factors. Social theory suggests that individuals have both a personal identity and a social identity. Personal identity consists of unique personal characteristics such as skills and capabilities, interests, and hobbies. Social identity consists of the individual's perception of the central groups to which an individual belongs and may refer to an age group, a lifestyle group, religious group, educational group, or some other reference group. Social psychologists have established that the need to belong is one of the fundamental human needs.[65] Purchasing behaviour is therefore influenced by a broad range of internal factors such as psychological, socio-economic, demographic and personality factors. Demographic factors include income level, psychographics (lifestyles), age, occupation, and socioeconomic status. Personality factors include knowledge, attitudes, personal values, beliefs, emotions, and feelings. Psychological factors include an individual's motivation, attitudes, personal values, and beliefs. Social identity factors include culture, sub-culture, and reference groups. Other factors that may affect the purchase decision include the environment and the consumer's prior experience with the category or brand.Maslow's hierarchy suggests that people seek to satisfy basic needs such as food and shelter before higher order needs become meaningful.The consumer's underlying motivation drives consumer action, including the information search and purchase decision. The consumer's attitude to a brand (or brand preference) is described as a link between the brand and a purchase motivation.[66] These motivations may be negative (to avoid pain or unpleasantness) or positive (to achieve some type of reward such as sensory gratification).[67]One approach to understanding motivations was developed by Abraham Maslow. Maslow's hierarchy of needs is based on five levels of needs, organised accordingly to the level of importance.Maslow's five needs are:[56]Physiologicalbasic levels of needs such as food, water, and sleepSafetythe need for physical safety, shelter, and securityBelongingthe need for love, friendship, and also a desire for group acceptanceEsteemThe need for status, recognition, and self-respectSelf-actualisationThe desire for self-fulfillment (e.g. personal growth, artistic expression)Physiological needs and safety needs are the so-called lower order needs. Consumers typically use most of their resources (time, energy, and finances) attempting to satisfy these lower order needs before the higher order needs of belonging, esteem, and self-actualisation become meaningful. Part of any marketing program requires an understanding of which motives drive given product choices. Marketing communications can illustrate how a product or brand fulfills these needs.[59] Maslow's approach is a generalised model for understanding human motivations in a wide variety of contexts, but is not specific to purchasing decisions.A decision to purchase an analgesic preparation is motivated by the desire to avoid pain (negative motivation).A decision to buy an ice-cream sundae is motivated by the desire for sensory gratification (positive motivation).Another approach proposes eight purchase motivations, five negative motives and three positive motives, which energise purchase decisions as illustrated in the table below.[67] These motivations are believed to provide positive reinforcement or negative reinforcement.[68]Rossiter and Percy's Purchase Motivations & EmotionsMotivationEmotional SequenceNEGATIVEProblem removalAnnoyance ReliefProblem avoidanceFear RelaxationIncomplete satisfactionDisappointment OptimismMixed approach avoidanceConflict Peace-of-mindNormal depletionMild annoyance ConvenienccePOSITIVESensory gratificationDull (or neutral) Sensory anticipationIntellectual simulationBored (or neutral) ExcitedSocial approval/conformityApprehensive (or ashamed) Flattered/proudIn the marketing literature, the consumer's motivation to search for information and engage in the purchase decision process is sometimes known as involvement.[69] Consumer involvement has been defined as "the personal relevance or importance of a message [or a decision]".[70] Purchase decisions are classified as low involvement when consumers experience only a small psycho-social loss in the event that they make a poor decision. On the other hand, a purchase decision is classified as high involvement when psycho-social risks are perceived to be relatively high.[71] The consumer's level of involvement is dependent on a number of factors including perceived risk of negative consequences in the event of a poor decision, the social visibility of the product, and the consumer's prior experience with the product category.[72]Part of marketing strategy is to ascertain how consumers gain knowledge and use information from external sources. The perception process is where individuals receive, organise, and interpret information in order to attribute some meaning. Perception involves three distinct processes: sensing information, selecting information, and interpreting information. Sensation is also part of the perception process, and it is linked direct with responses from the senses creating some reaction towards the brand name, advertising, and packaging. The process of perception is uniquely individual and may depend on a combination of internal and external factors such as experiences, expectations, needs, and the momentary set.When exposed to a stimulus, consumers may respond in entirely different ways due to individual perceptual processes.[56] A number of processes potentially support or interfere with perception. Selective exposure occurs when consumers decide whether to be exposed to information inputs. Selective attention occurs when consumers focus on some messages to the exclusion of others. Selective comprehension is where the consumer interprets information in a manner that is consistent with their own beliefs. Selective retention occurs when consumers remember some information while rapidly forgetting other information.[73] Collectively the processes of selective exposure, attention, comprehension, and retention lead individual consumers to favor certain messages over others. The way that consumers combine information inputs to arrive at a purchase decision is known as integration.[74]Marketers are interested in consumer perceptions of brands, packaging, product formulations, labeling, and pricing. Of special interest is the threshold of perception (also known as the just noticeable difference) in a stimulus. For example, how much should a marketer lower a price before consumers recognise it as a bargain?[75] In addition, marketers planning to enter global markets need to be aware of cultural differences in perception.[76] For example, westerners associate the colour white with purity, cleanliness, and hygiene, but in eastern countries white is often associated with mourning and death. Accordingly, white packaging would be an inappropriate colour choice for food labels on products to be marketed in Asia.Symbolic consumption becomes the internal influence of consumer behaviour and forms a special symbol. Consumption symbols can be used to explain the consumer as a group member or a unique individual.[77] Consumer consumption behaviour is not only material and psychological consumption.Symbolic consumption has two meanings:1. A symbol of consumption. Consumption expresses and transmits a certain meaning and message. The meaning derived from culture enables us to use products to symbolise our membership in various social groups.[78] This symbolic consumption is the process of social expression and social communication.2. Symbolic consumption: People consume not only the commodities themselves but also certain cultural and social significance symbolised or represented by them, including mood, beauty, grade, status, status, atmosphere, style, emotional appeal, etc. Symbolic consumption is typically reflected in brand consumption. Brand has three functions for consumers: functional value, symbolic value and experience value. Take luxury brands: The power of luxury brands is more than just their ability to convey identity. Some consumers want to make an impression. Luxury goods used to be the daily routine of the aristocracy, but after the concept of modern social class was blurred, consumers still regarded it as a ticket to enter the upper class. Consumers evaluate a brand based on how it aligns with our identity, which helps define and maintain our self-concept.[79] As a symbol of noble status, wealth and success, it has become a consumer identity and status symbol.The consumer's prior experience with the category, product, or brand can have a major bearing on purchase decision-making. Experienced consumers (also called experts) are more sophisticated consumers; they tend to be more skillful information searchers, canvass a broader range of information sources, and use complex heuristics to evaluate purchase options. Novice consumers, on the other hand, are less efficient information searchers and tend to perceive higher levels of purchase risk on account of their unfamiliarity with the brand or category. When consumers have prior experience, they have less motivation to search for information and spend less effort on information search but can process new information more efficiently.[80] One study, for example, found that as consumer experience increases, consumers consider a wider range of purchase alternatives (that is, they generate a larger consideration set, but only at the product category level).[81]Random factors refer to special occasions and a series of random conditions consumers have when purchasing. Sometimes, consumer purchase decisions are made in unexpected circumstances, or a situation will delay or shorten people's decision-making process. Research has found that in waiting for scenarios where consumers are ubiquitous, seemingly unrelated physical cues, such as area carpets or queue guidelines, can act as virtual boundaries that alter consumers' initial decisions.[82]Purchasing behaviour can also be affected by external influences, such as culture, sub-culture, social class, reference groups, family, and situational determinants.People with shared interests, such as skaters and bladers, tend to form informal groups known as subcultures.Culture is the broadest and most abstract of the external factors. Culture refers to the complexity of learning meanings, values, norms, and customs shared by members of a society. Cultural norms are relatively stable over time, so culture has a major effect on consumer behaviour. Research studies have consistently shown that culture influences almost every aspect of purchasing: it affects basic psychological domains such as self-identity and motivation, the way that information is processed, and the way that advertising messages are interpreted.[83] Additionally, perceived value and happiness are critical in shaping consumers' attitudes and behavioral intentions.[84]The cultural choice of consumption behaviour, the decisive external factor - the overall social and cultural atmosphere- and the decisive internal factor - the consumer's artistic quality, aesthetic pursuit, and cultural value orientation. The cultural choice of consumption must be restricted by two decisive factors inside and outside. The so-called social and cultural atmosphere is embodied in the influence of consumption atmosphere, customs and trends on consumers. For example, all kinds of money-worship consumption criticised by public opinion are the influence of vulgar culture. The so-called internal factors mainly refer to what kind of spiritual realm and value orientation consumers treat consumption, and what they show through consumption is some cultural mentality.Marketers interested in global expansion are especially interested in understanding cross-cultural differences in purchasing and consumption. For instance, Ferrari, one of the world's top brands found that Chinese consumers are very different from their Western counterparts. Whereas consumers in the US, UK and Australia expect to wait 12 months for a custom-made Ferrari, prospective Chinese buyers want to drive the vehicle off the showroom floor. China is an 'instant-gratification market'. Buyers see their friends riding around in a luxury car and want to have the same as quickly as possible. To meet the growing demand for luxury goods, Ferrari and other luxury car makers have been forced to modify their production processes for Asian markets.[85]Harley-Davidson enthusiasts are an example of a consumption subculture.Subcultures may be based on age, geographic, religious, racial, and ethnic differences. More often, however, a subculture occurs when people with shared interests form a loose-knit group with a distinctive identity (sometimes called consumer tribes). Members of subcultures are self-selected, and signal their membership status by adopting symbols, rituals, or behaviours that are widely understood by other members of the tribe (e.g. a dress code, hairstyle or even a unique way of speaking). For example, within youth culture it is possible to identify a number of sub-groups with common interests such as skaters and bladers, surfers, ravers, punks, skin-heads, Goths, homies, and others. Generally known as communities, as they create a sense of belonging to something important.A different type of subculture is a consumption subculture which is based on a shared commitment to a common brand or product. In other words, consumption subcultures cut across demographic, geographic, and social boundaries. The most well-known example of a consumption subculture is that of Harley-Davidson motorcycle owners. Ethnographic researchers who have studied Harley riders believe that there are only two types of motor cyclists: Harley owners and the rest.[86] Harley-Davidson has leveraged the values of this subculture by establishing the Harley Owners Group (HOG).[87]Members of the 'Goth' subculture share a dress code.Subcultures are important to marketers for several reasons. Firstly, given that subcultures can represent sizeable market segments which are profitable and influential, there are obvious advantages in developing and selling products and services that meet the needs of subculture members. Secondly, and perhaps less obviously, many new fads and fashions emerge spontaneously from within these tribal groups. Trend-spotters are accordingly interested in studying the lifestyles and activities of tribes in an effort to spot new trends before they go mainstream.Social class refers to relatively homogenous divisions in a society, typically based on socio-economic variables such as educational attainment, income, and occupation. Social class can be very difficult to define and measure, however marketers around the world tend to use a conventional classification which divides any given population into five socio-economic quintiles (e.g. In Australia the groups AB, C, D, E and FG, where AB is the top socio-economic quintile, but in much of Asia the quintiles are labelled I, II, III, IV and V where I is the top quintile). In Australia, for example, the AB socio-economic group account for just 24% of the population, but control 50% of discretionary spending.[88] The top quintiles (i.e. AB socio-economic segments) are of particular interest to marketers of luxury goods and services such as travel, dining-out, entertainment, luxury cars, investment or wealth management services, up-market consumer electronics, and designer labels (e.g. Louis Vuitton). However, middle-class consumers tend to consume more carefully in comparison and collect information to compare different producers in the same line. Those who are lower-class consumers tend to buy more on impulse in comparison to the wealthy class who purchases goods to maintain social status.[89]A reference group is defined as "a group whose presumed perspectives or values are being used by an individual as the basis for his or her judgment, opinions, and actions". Reference groups are important because they are used to guide an individual's attitudes, beliefs and values.[59] Insights into how consumers acquire a given value system can be obtained from an understanding of group influence and group socialisation processes.The family, a primary reference group, exerts a strong influence on attitudes and behaviours.The literature identifies five broad types of reference group: primary, secondary, aspirational, dissociative and formal:Primary groups: groups, such as family, that exert a strong influence on attitudes and behavioursSecondary groups: groups such as clubs, societies, sports teams, political parties, religions that align with a person's ideas or values, but exert a less fundamental influence on the formation of attitudes and behavioursAspirational groups groups to which an individual does not currently belong, but possibly aspires to become a member because the group possesses characteristics which are admired.Disassociative reference groups - a group which has a negative image; individuals may disapprove of the disassociative group's values, attitudes or behaviours and may seek to distance themselves from such groups.[55]Opinion Leaders can act like reference groups in that they exert considerable social influence because of their product knowledge, expertise and credibility. In the marketing literature, opinion leaders are also known as influencers, mavens, and even hubs.[90] Opinion leaders are specific to a product category, so that an opinion leader for computers is not likely to be an opinion leader for fashion. Typically, opinion leaders have high levels of involvement with the product category, are heavy users of the category, and tend to be early adopters of new technologies within the category. Journalists, celebrities, and bloggers are good examples of an opinion leader due to their broad social networks and increased ability to influence people's decisions.[55] Indeed, recent evidence suggests that bloggers may be emerging as a more important group of opinion leaders than celebrities.[91]In order to leverage the value of opinion leaders in marketing strategies, it is important to be able to identify the unique opinion leaders for each category or situation and this can be very challenging. Some techniques that can be used are through key informants, socio-metric techniques and self-questionnaires.[92] More often, however, marketers use gut instinct to identify opinion leaders. For example, marketers of athletic shoes have been known to provide gym and aerobic instructors with free shoes in the hope that class members will adopt the same brand as the instructor. Marketers of cosmetics and skincare preparations regularly provide fashion editors with free samples in the hope that their products will be mentioned in fashion magazines.Evidence shows that certain consumer purchasing behaviours rose to prominence during the COVID-19 pandemic[93] as result of external and internal factors. Namely, behaviours such as compulsive buying, impulsive buying, panic buying, and revenge buying where panic buying and revenge buying were most noticeable proved as a coping strategy for alleviating consumers' negative responses to the pandemic.[94]Panic buying occurs when consumers purchase more things than usual as a consequence of adverse feelings of fear, anxiety and uncertainty surrounding a crisis or disruptive event.[95] Such purchases tend to be excessive in relation to the perceived threat.[96] During the pandemic, panic buying of necessities, such as food and hygiene products, increased across the globe.[94] Consider, in particular, that Australia faced an unprecedented spike in toilet paper sales, prompting comments from its Prime Minister.[97] Panic buying in response to an irrational fear of scarcity of products and heightened urgency to procure coveted items provided a sense of control for consumers during the pandemic, notwithstanding a loss of control to the social, professional and health environments around them.[96]In addition to panic buying throughout the pandemic, revenge buying was apparent during periods when non-essential stores reopened after COVID-19-related lockdowns.[94] Revenge buying was specifically observed in physical luxury retail stores.[94] For example, it was reported that an Hermes store in Guangzhou, China, made US$2.7 million in the first day it opened after lockdown, where consumers' purchases ranged from leather goods, scarves and homewares to a diamond-studded Birkin bag, among other things.[98]The purchase of luxury products where 'luxury' is defined as high quality, expensive and non-necessary[99] is associated with positive emotions, often to compensate for negative feelings.[100] Namely, revenge buying of luxury products provided an emotional release and a sense of belonging, esteem, and self-actualisation during the COVID-19 pandemic, in which people were frustrated and psychologically discomforted.[101] Such purchases can be said to have achieved sensory gratification as well as problem avoidance for consumers.[94]It is clear that consumers sought to obtain internal happiness through consumption as a response to external health crises and social distancing measures.[102] Both panic buying and revenge buying were compensatory in nature and therapeutic in nature an attempt for consumers to control an external situation that was out of their internal control, as well as provide comfort, security, and improvement of well-being.[94]Due to the environmental trends, people begin to shop online more to avoid physical stores and stay contactless. Customers will spend more on sportswear than on professional dressing in 2020, and technology products related to teleworking, such as Zoom, also have more consumers than before.[103]Besides, studies have suggested that after the pandemic, people's awareness of environmental hazards and society's responsibility to save the planet increased, so societies changed their shopping behavior during the pandemic. People will choose sustainable products even though they cost more. In addition, stores and brands can adopt sustainable marketing to build a new brand image to attract customers.[104]Kannan and Kulkarni also illustrate some phenomena led by the channel migration caused by COVID-19. The first phenomenon is that customers are more open-minded to trying new brands and products because of the limitation of online channels of certain brands; the second phenomenon is that the long time pandemic restrictions make customers who use online channels as substitutes for their offline purchases initially now those customers have learned how to effectively use online channels for their daily lives.[103]Those who shop for pleasure are said to be recreational shoppers.A number of theorists have argued that certain fundamental decision-making styles can be identified.[105][106] A decision-making style is defined as a "mental orientation characterising a consumer's approach to making choices."[107] Sproles and Kendall (1986) developed a consumer style inventory (CSI) consisting of eight factors, such as price-sensitivity, quality-consciousness, brand-consciousness, novelty-seeking, fashion-consciousness, and habit. Based on these factors, the authors developed a typology of eight distinct decision-making styles:[108]Quality conscious/Perfectionist: characterised by a consumer's search for the very best quality in products; quality conscious consumers tend to shop systematically making more comparisons and shopping around to compare quality and value.Brand-conscious: characterised by a tendency to buy expensive, well-known brands, or designer labels. Those who score high on brand-consciousness tend to believe that the higher prices are an indicator of quality and exhibit a preference for department stores or top-tier retail outlets. The concept of Brand Consciousness can be defined as the awareness of the brand and its product offerings that are quite distinctive from the other brands in the market having a competitive advantage. The consumers are very concerned about what the brand company thinks about its name and products.Recreation-conscious/Hedonistic: characterised by the consumer's engagement in the purchase process. Those who score high on recreation-consciousness regard shopping itself as a form of enjoyment.Price-conscious: characterised by price-and-value consciousness. Price-conscious shoppers carefully shop around seeking lower prices, sales, or discounts and are motivated by obtaining the best value for money.Novelty/fashion-conscious: characterised by a consumer's tendency to seek out new products or new experiences for the sake of excitement; who gain excitement from seeking new things; they like to keep up-to-date with fashions and trends. Variety-seeking is associated with this dimension.Impulsive: characterised by carelessness in making purchase decisions, spur of the moment purchases, and lack of significant concern with expenditure levels or obtaining value. Those who score high on impulsive dimensions tend not to be engaged with the object at either a cognitive or emotional level.Confused (by over-choice): characterised by a consumer's confusion caused by too many product choices, too many stores, or an overload of product information. A result of information overload.Habitual/brand loyal: characterised by a consumer's tendency to follow a routine purchase pattern on each purchase occasion; consumers have favourite brands or stores and have formed habits in choosing so the purchase decision does not involve much evaluation or shopping around.The Consumer Styles Inventory (CSI) has been extensively tested and retested in a wide variety of countries and purchasing contexts.[109] Many empirical studies have observed cross-cultural variations in decision styles, leading to numerous adaptations or modifications of the CSI scale for use in specific countries.[110] Consumer decision styles are important for marketers because they describe behaviours that are relatively stable over time and are therefore useful for market segmentation.[111]The purchase of an up-market sports car carries both financial risk and social risk, because it is an expensive purchase and it makes a highly visible statement about the driver.In addition to understanding the purchasing decision, marketers are interested in a number of different aspects of consumer behaviour that occur before, during, and after making a purchase choice. Areas of particular interest include risk perception and risk reduction activities, brand switching, channel switching, brand loyalty, customer citizenship behaviours, and post purchase behavioural intentions and behaviours including brand advocacy, referrals, word of mouth activity etc.The consumer's perceptions of risk are a major consideration in the pre-purchase stage of the purchasing decision. Perceived risk is defined as "the consumer's perceptions of the uncertainty and adverse consequences of engaging in an activity".[112] Risk consists of two dimensions: consequences which refer to the degree of importance or the severity of an outcome and uncertainty which is the consumer's subjective assessment of the likelihood of occurrence.[113] For example, many tourists are fearful of air travel because, although the probability of being involved in an airline accident is very low, the consequences are potentially dire.The marketing literature identifies many different types of risk, of which five are the most frequently cited:[114]Facilitating trial of a product may help to alleviate risk perceptions.Financial Risk: the potential financial loss in the event of a poor decisionPerformance Risk (also known as functional risk): the idea that a product or service will not perform as intendedPhysical Risk: the potential for physical harm if something goes wrong with a purchaseSocial Risk: the potential for loss of social status associated with a purchasePsychological Risk: the potential for a purchase to result in a loss of self-esteemIf a consumer perceives a purchase to be risky, they will engage in strategies to reduce the perceived risk until it is within their tolerance levels or, if they are unable to do so, withdraw from the purchase.[115] Thus, the consumer's perceptions of risk drive information search activities.Services marketers have argued that risk perception is higher for services because they lack the search attributes of products (i.e. tangible properties that can be inspected prior to consumption).[116] In terms of risk perception, marketers and economists identify three broad classes of purchase: search goods, experience goods, and credence goods with implications for consumer evaluation processes.[117] Search goods, which include most tangible products, possess tangible characteristics that allow consumers to evaluate quality prior to purchase and consumption. Experience goods, such as restaurants and clubs, can only be evaluated with certainty after purchase or consumption. In the case of credence goods, such as many professional services, the consumer finds it difficult to fully appreciate the quality of the goods even after purchase and consumption has occurred. Difficulties evaluating quality after consumption may arise because the cost of obtaining information is prohibitive, or because the consumer lacks the requisite skills and knowledge to undertake such evaluations. These goods are called credence products because the consumer's quality evaluations depend entirely on the trust given to the product manufacturer or service provider.[118]Typical risk-reduction strategies used include:[119][120]Prospective purchasers carefully inspect the merchandise before purchasing expensive gold jewellery.Advertising and Promotional Messages: pay closer attention to product or brand related promotion including advertising messagesShopping Around: comparing offers and prices, inspecting the merchandiseBuy Known Brand: using a known, reputable brand as an indicator of quality merchandiseBuy from Reputable Store: relying on a reputable retail outlet as an indicator of qualityProduct Reviews: reading independent reviews in main media (e.g. newspapers, magazines), written by independent expertsOnline product reviews or consumer-generated testimonials: reading about the experiences of other consumers (e.g. TripAdvisor, Amazon customer reviews)Sampling or Limited-scale Trial: where practical, obtaining samples, free trial or a 'test-drive' prior to purchaseManufacturer Specifications: reading information provided by manufacturers e.g. brochures or specsReferrals: obtaining referrals from friends or relativesSales Representatives: talking to sales reps in retail outletsProduct Guarantees: looking for formal guarantees or warrantiesSee also: Diffusion of innovations and Bass diffusion modelThe diffusion of innovations according to Rogers. As successive groups of consumers adopt the innovation(shown in blue), its market share (yellow) will eventually reach saturation level.Within consumer behaviour, a particular area of interest is the study of how innovative new products, services, ideas, or technologies spread through groups. Insights about how innovations are diffused (i.e., spread) through populations can assist marketers to speed up the new product adoption process and fine-tune the marketing program at different stages of the diffusion process. In addition, diffusion models provide benchmarks against which new product introductions can be tracked.A sizeable body of literature has been devoted to the diffusion of innovation.[121] Research studies tend to fall into two broad categories: general diffusion research which is an approach that seeks to understand the general process of diffusion and applied diffusion research which consists of studies that describe the diffusion of specific products at particular moments in time or within given social communities.[122] Collectively these studies suggest a certain regularity in the adoption process; initially few members adopt the innovation but over time successive, overlapping waves of people begin to adopt the innovation.[123] This pattern contributes to a generalised S-shaped curve, as shown in the figure at right. However, the exact shape and timing of curves varies in different product markets such that some innovations are diffused relatively quickly, while others can take many years to achieve broad market acceptance.The diffusion model developed by Everett Rogers is widely used in consumer marketing because it segments consumers into five groups, based on their rate of new product adoption.[124] Rogers defines the diffusion of innovation as the process by which that innovation is "communicated through certain channels over time among the members of a social system."[125] Thus the diffusion process has a number of elements, the innovation, the communication channels, time and the social system. An innovation is any new idea, object or process that is perceived as new by members of the social system. Communication channels are the means by which information about the innovation is transmitted to members of the social system and may include mass media, digital media and personal communications between members of the social system. Time refers to the rate at which the innovation is picked up by the members of the social system.Table 1: Adopter Categories[126]Adopter GroupProportion of All AdoptersPsycho-social and Demographic CharacteristicsInnovators2.5%adopt new products or concepts well ahead of the social communityventuresome; like new ideasare willing to accept some uncertainty/risk in purchase decision-makingare active information seekerscosmopolitan; move in broad social circleshave access to financial resources (which helps absorb potential losses when innovations fail)tend to be heavy users or category enthusiasts (e.g. tech-heads are the first to adopt new communications technologies)tend to be younger, well-educated, and affluentEarly adopters13.5%second group to adopt new products or conceptsnot too far ahead of the community in terms of innovativenesshave the respect of their social communitiespotential adopters look to early adopters as role modelsare important opinion leadershigher social status and well-educatedEarly majority34%third group to adopt new products or conceptsadopt innovations only marginally ahead of the community averagetend to be more deliberate in purchase decision-makingaverage social status and education levelsLate majority34%adopt new products or concepts slightly later than averageskeptical in purchase decision-makingadoption is often a response to social community pressuresLaggards16%last group to adopt new products or conceptshighly cautious; need to be confident that an innovation will not fail before purchasingare the most risk-averse of all adopter segments; dislike changetraditionalists; resistant to change; look to the pastsomewhat isolated within their social communityoften adopt innovations when they are becoming obsoletetend to be older, less well educated, and less affluentA number of factors contribute to the rate at which innovations are diffused through a social community.[127]Facilitating a 'test-drive' can encourage consumers to speed up adoption rates.Relative advantage: the degree to which an innovation is perceived to be superior to alternativesCompatibility: the extent to which an innovation fits in with an individual's values, lifestyles and past experiencesComplexity: the degree to which an innovation is perceived to be easy or difficult to understand and useTrialability: the extent to which an individual can experiment with the innovation on a limited scale prior to adoptionObservability: the degree to which the results of the innovation are visible to other members of the social communityInnovations with some or all of these factors are more likely to be adopted quickly. Accordingly, marketing communications may stress the innovation's relative benefits over other solutions to the consumer's problem. Marketing messages may also focus on compatibility and observability. Marketers can also facilitate adoption by offering limited scale trial (e.g. samples, test drives, sale on approval) enabling consumers to develop an understanding of the innovation and how it is used prior to purchase.Studies have shown that the diffusion rate for many new technologies is speeding up.[128] The figure in the Household Penetration of Selected Communications Technologies report illustrates U.S. household penetration rates of selected communications technologies, measured as a percentage of all households.[129] The slope of the curve becomes steeper with each successive innovation indicating a more rapid diffusion rate. For example, it took decades for the telephone to achieve 50 percent penetration rates beginning in around 1900, but it took less than five years for cellphones to achieve the same penetration rates. In order to explain the increasing pace of adoption, some have pointed to supply-side issues such as reduced barriers to entry and lower costs of innovation,[130][131] while others have argued that consumers drive adoption rates because they place a high value on the convenience of new innovations.[132]Brand-switching occurs when a consumer chooses to purchase a different brand from their regular or customary brand. Consumers switch brands for a variety of reasons including that the store did not have the regular brand or the consumer's desire for variety or novelty in brand choice. In the fast moving consumer goods market (FMCG), the incidence of switching is relatively high. A great deal of marketing activity is targeted at brand-switchers. Rossiter and Bellman have proposed a classification of consumers based on brand-loyalty/switching behaviour:[133]Brand LoyalsPurchase preferred brand on almost every purchase occasionFavourable Brand SwitchersExhibit moderate preference for the brand or brands that they buy and can be readily enticed to purchase competing brandsOther Brand SwitchersNormally purchase a competing brand, possibly because they are unaware of our brand or due to a negative experience with our brandNew Category UsersThose who are unaware of a category but have potential to become new usersMarketers are particularly interested in understanding the factors that lead to brand-switching. A global, large sample survey carried out by Nielsen shows that four in 10 shoppers (41%) said that getting a better price would encourage them to switch brands (or service provider/retailer), 26% said quality was an incentive to switch, 15% looked for a better service agreement and 8% said that improved features are a switching incentive.[134] However, cross-cultural differences were observed among respondents. Price was the major switch incentive for more than half of North Americans (61%) and Europeans (54%) but price and quality held equal sway in Asia-Pacific and Middle East/Africa, with roughly one-third of respondents each in both regions reporting that both price and quality were the major incentives to switching.The concept of switching costs (also known as switching barriers) is pertinent to the understanding of brand switching. Switching costs refer to the costs incurred by a consumer when they switch from one supplier to another (or from one brand to another). Although switching costs are often monetary, the concept can also refer to psychological costs such as time, effort, and inconvenience incurred as a result of switching. When switching costs are relatively low, as in the case of many fast moving consumer goods (FMCG), the incidence of brand switching tends to be higher.[citation needed] An example of switching that includes both monetary and psychological costs is when Android or Apple users wish to switch to a different platform, they would need to sacrifice their data, including purchased music tracks, apps, or media and may also need to learn new routines to become an efficient user.On the contrary, a key strategy to control the perception of a product to prevent brand switching through marketing is the halo effect. First coined by Edward Thorndike, the halo effect refers to the phenomenon whereby a product is viewed under a positive light because of the overall positive perception of the brand, of a concept highlighted in the marketing or related to its packaging.[135] For example, due to the prestige of Apple as a maker of high quality products based on the success of such well-known consumer electronic products as the iPod or the MacBook, the new products of the company are perceived in a very positive light based on the halo effect of the Apple brand.[136] Similarly, the products of luxury brands such as Hermes or Louis Vuitton are also influenced by the halo effect. Similarly, in the food industry, packaging that includes the words Ecological or Organic, tends to create a halo effect around the quality and healthiness of the product.[137]The advent of "category killers", such as Australia's Officeworks, has contributed to an increase in channel switching behaviour.Channel-switching (not to be confused with zapping or channel surfing on TV) is the action of consumers switching to a different purchasing environment (or distribution channel) to purchase goods, such as switching from brick-and-mortar stores to the internet.[138] A major reason for this channel switching behaviour is the convenience that online shopping provides for consumers. Consumers can shop online at any hour of the day, without having to drive, travel or walk to a physical store, and browse for as little or as much time as they please. The additional lure of 'online only' deals and discounts helps enforce a consumer's preference to shop online. Other factors for this shift are the globalisation of markets, the advent of category killers (such as Officeworks and Kids 'R Us) as well as changes in the legal regulatory environment. For instance, in Australia and New Zealand, following a relaxation of laws prohibiting supermarkets from selling therapeutic goods, consumers are gradually switching away from pharmacies and towards supermarkets for the purchase of minor analgesics, cough and cold preparations and complementary medicines such as vitamins and herbal remedies.[139]For the consumer, channel switching offers a more diverse shopping experience. However, marketers need to be alert to channel switching because of its potential to erode market share. Evidence of channel switching can suggest that disruptive forces are at play, and that consumer behaviour is undergoing fundamental changes. A consumer may be prompted to switch channels when the product or service can be found cheaper, when superior models become available, when a wider range is offered, or simply because it is more convenient to shop through a different channel (e.g. online or one-stop shopping).[140] As a hedge against market share losses due to switching behaviour, some retailers engage in multi-channel retailing.[141]According to 1962 research from Hawkins Stern, impulse purchases fall into four categories: including pure impulse buying, reminded impulse buying, suggestion impulse buying, and planned impulse buying.[142] While pure impulse buying involves a customer experiencing strong desire for a product they didn't initially plan to buy, reminded impulse buying occurs when a buyer remembers a need for a product by seeing it in a store.[48][143] Suggestion impulse buying occurs when a consumer sees a product that they have no prior knowledge about, envisions a use for it, and decides that they need it, and planned impulse buying happens when a consumer's purchasing plan changes while shopping.Large family-sized cakes are more likely to be a planned purchase, while the individual portions are much more likely to be an unplanned purchase.2013 research carried out by Nielsen International suggests that about 72 percent of FMCG purchases are planned, but that 28 percent of supermarket purchases are unplanned or impulse purchases. The top unplanned purchases in the food category are candy (lollies), chocolate, cookies (biscuits), frozen desserts, and snacks and the top unplanned purchases in the non-food category are cosmetics, air-fresheners, toothbrushes, hand-soaps, and hand/body lotions.[144] This explains why supermarkets place these types of products at the front of the store or near the checkout where the consumer spends more time and is more likely to notice them and therefore more likely to pop them into the shopping basket. Retailers use insights from this type of research to design stores in ways that maximise opportunities for impulse-buying.A study suggests that subtle tactile cuessuch as mobile phone vibrationsmay reinforce impulse buying behavior in digital shopping environments. These haptic signals function as secondary reinforcers, potentially increasing the likelihood of spontaneous purchases and contributing to the formation of purchasing habits over time.[145]The consumer's affective state has implications for a number of different dimensions of consumer behaviour, including information search, evaluation of alternatives, product choice, service encounters, complaining, and advertising responses. Westbrook (1987, p.259) defines affect as a "class of mental phenomena uniquely characterised by a consciously experienced, subjective feeling state, commonly accompanying

emotions and moods."[146] Research suggests that affect plays an important role in underlying attitudes, as well as shaping evaluation and decision-making.[147]Consumer researchers have noted the difficulties separating the concepts of affect, emotions, feelings, and mood. The line between emotions and mood is difficult to draw and consumer researchers often use the concepts interchangeably.[148] Yet other researchers note that a detailed understanding of the relationship between affect and consumer behaviour has been hampered by the lack of research in the area.[149] Indeed, within the consumer behaviour literature, there is widespread agreement that the role of emotions is an area that is currently under-researched and is in need of greater attention, both theoretically and empirically.Studies have found that people in a positive mood are more efficient at information search activities. That, is they are more efficient at processing information, are able to integrate information by identifying useful relationships and arrive at creative solutions to problems. Due to their efficiency processing information, those who are in a positive mood are generally quicker to make decisions and easier to please. Research consistently shows that people in a positive mood are more likely to evaluate information positively.[150] As online environments become more important as a consumer search tool, it may be prudent for web designers to consider site-design issues such as ease of navigation, lest poor design contribute to customer frustration thereby engendering a bad mood and ultimately leading to unfavourable product/brand evaluations.The immediate pleasure of eating candy often outweighs the longer term benefit of a healthier food choice.Affect may play an important role in impulse-buying decisions. Research suggests that consumers place higher weightings on immediate affective rewards and punishments, while delayed rewards receive less weighting.[151] For instance, the immediate pleasure of eating a sweet treat often outweighs the longer term benefits of eating a healthy alternative such as fruit. This occurs because the immediate emotional gain is a strong driver, and one that consumers can readily visualise whereas the more distant goal lacks sufficient strength to drive choice.Customers who are in a bad mood are more difficult to please. They are slower to process information and consequently take longer to make decisions. They tend to be more argumentative and are more likely to complain.The relationship between affect and customer satisfaction is an area that has received considerable academic attention, especially in the services marketing literature.[152] The proposition that there is a positive relationship between affect and satisfaction is well supported in the literature. In a meta-analysis of the empirical evidence, carried out in 2001, Szymanski et al., suggest that affect may be both an antecedent to and an outcome of satisfaction. Emotions elicited during consumption are proposed to leave affective traces in memory that are available for consumers to access and integrate into their satisfaction assessments.[153]A 2011 meta-analysis[154] illustrates how both repurchase intent and loyalty enjoy a strong positive relationship (0.54) with customer satisfaction. Another [155] meta-analysis finds that "The results indicate that both cognitive-related variables (including brand awareness, brand personality, and brand identity) and hedonic-related variables (including hedonic attitude, entertainment, and aesthetic appeal) have significant impacts on quality and value perceptions towards the brand (including perceived quality, reputation, brand image, perceived value, commitment, and trust). In addition, these variables are all significant predictors of brand loyalty."A third [156] meta-analysis, from 2013 elaborates on the concept of brand personality (bp): "First, the key drivers of BP are communication with hedonic benefit claims, branding activities, a brand's country-of-origin, and consumer personalities. Second, the study finds that the effects of BP are stronger for mature brands than for brands in the early life cycle stages. Third, sincerity and competence have the strongest influence on brand success variables (e.g., brand attitude, image, commitment, purchase intention), while excitement and ruggedness have the weakest influence on brand attitude and brand commitment."Emotion can play an important role in advertising. In advertising, two different approaches to persuasion are common: (a) thinking ads that require cognitive processing (also known as the central route to persuasion) and, (b) feeling ads that are processed at an emotional level (also known as the peripheral route).[157] Advertisers can bypass cognitive, rational processing which can lead to counter-arguing by simply appealing to the emotions. Neuro-imaging studies suggest that when evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts).[158]It is relatively widely accepted that emotional responses require fewer processing resources (i.e. are easier) and also result in more enduring associations with the brand being advertised.[159] Feelings elicited by the advertising message can shape attitudes towards the brand and to the advertisement.[160]See also: Loyalty marketing, customer retention, brand loyalty, loyalty program, and customer loyalty programCustomer loyalty, defined as "the relationship between an individual's relative attitude and repeat patronage" (Dick and Basu, 1994: p.99). Thus, by definition, loyalty has both an attitudinal component and a behavioural component. Dick and Basu proposed four types of loyalty based on relative attitude and patronage behaviour:[161]Dick and Basu's Loyalty MatrixNo LoyaltyCharacterised by low relative attitude and low repeat patronage behaviour. May occur when competing brands are seen as similar or in the case of new brands (or categories) where insufficient time has elapsed for loyalty to become established.Spurious LoyaltyCharacterised by low relative attitude and high repeat patronage. Spurious loyalty occurs when the consumer undertakes repeat purchasing due to situational factors such as access, convenience. or shelf placement. Spurious loyalty can also occur when there are no genuine alternatives or the consumer is 'locked-in' to purchasing a given brand due to some quasi-contractual arrangement or membership status which creates difficulties for switching. In other words, where switching costs are relatively high, high patronage behaviour may be observed despite the absence of a favourable attitude towards the brand. An example would be a consumer who always purchases petrol from the same outlet on the way to work because there are no other outlets in the vicinity.Latent LoyaltyCharacterised by high relative attitude and low repeat patronage. Latent loyalty occurs when situational factors over-ride strong favourable attitudes. For example, a person may have a preferred restaurant but may not patronise it due to the preferences of dining companions.Loyalty(i.e. true loyalty) Characterised by favourable attitude and favourable patronage behaviour. For marketers, true loyalty is the ideal situation.Frequent flyer schemes are among the most well known of the reward programs.Loyalty marketing programs are built on the insight that it costs 5-20 times more to acquire a new customer than to retain an existing customer.[162] Marketers use a variety of loyalty programs to strengthen customer attitudes towards the brand (or service provider/retailer) in order to retain customers, minimise customer defections, and strengthen loyalty bonds with existing customers. Broadly there are two types of program: reward and recognition programs. In a Reward Program, the customer accumulates points for each purchase, and the points can subsequently be exchanged for goods or services.[163] Recognition Programs operate on a quasi-membership basis where the consumer is issued with a card that upon presentation leads to various entitlements such as free upgrades, special privileges, or access to products/services that are not normally available to non- members, and that acknowledge the loyal customer's "VIP" status.[164] For example, a hotel might recognise loyal patrons by providing a complimentary fruit bowl and bottle of champagne in the room on arrival. Whereas reward programs are motivated by the consumer's desire for material possessions, recognition programs are motivated by the consumer's need for esteem, recognition, and status. Many commercial loyalty programs are hybrid schemes, combining elements of both reward and recognition. In addition, not all reward programs are designed to encourage loyalty. Certain reward programs are designed to encourage other types of positive customer behaviour such as the provision of referrals or providing positive word-of-mouth (WOM) recommendations.[165]Loyalty marketing can involve the use of databases and sophisticated software to analyse and profile customer loyalty segments with a view to identifying the most desirable segments, setting goals for each segment, and ultimately attempting to increase the size of the loyal customer base.Customer citizenship behaviour is the labor that customers do for brands out of loyalty.[166] The services marketing literature[who?] identifies seven distinct types of citizenship behaviour:[167] voice (when customers direct their complaint to the service provider in order to rectify and maintain the relationship), display of affiliation, policing (the observation of other customers to ensure their appropriate behaviour), flexibility, service improvement (providing ideas and suggestions for organisations), word-of-mouth referrals, and benevolent acts of service.Traditional models of consumer behaviour were developed by scholars such as Fishbein and Ajzen [168] and Howard and Sheth [169] in the 1960s and 70s. More recently, Shun and Yunjie have argued that online consumer behaviour is different to offline behaviour and as a consequence requires new theories or models.[170] After COVID-19, online consumer behaviour seems more essential, because since COVID-19 began, there were about 31% more people started shopping online with 43% of all respondents compared to only 12% of respondents before COVID-19.[171]Research has identified two types of consumer value in purchasing, namely product value and shopping value. Product value is likely to be similar for both online and offline shoppers. However, the shopping experience will be substantially different for online shoppers. In an offline shopping environment, consumers derive satisfaction from being within the physical store environment or retail landscape (hedonic motivations). In the case of online purchasing, shoppers derive satisfaction from their ability to navigate a website and the convenience of online searching which allows them to compare prices and 'shop around' with minimal time commitment. Thus the online consumer is motivated by more utilitarian factors.[172]Consumers may use online platforms for various stages of the purchase decision. Some consumers use online sources simply to acquire information about planned purchases. Others use online platforms for making the actual purchase. In other situations, consumers may also use online platforms to engage in post-purchase behaviours, such as staying connected with a brand by joining a brand community. Or they may become a brand advocate by posting a product review online, or providing brand referrals via social media. Some e-commerce providers have encountered a challenge in courting consumers who seek information online, but still prefer to turn to bricks and mortar retailers for their purchase. To understand the needs and habits of these and other kinds of online shoppers, online marketers have segmented consumers into different kinds of online behaviour in accordance with their online behavioural characteristics. Lewis and Lewis (1997) identified five market segments based on the way that consumers use the Internet in the purchase decision process:[173]"Directed Information-seekers" are users that primarily look for information about a product or service online, but there is no guarantee that they may be converted into online buyers."Undirected Information-seekers" are newcomers to a product or service. They are more likely to interact with online prompts, and click through to web pages linked in advertising."Directed Buyers" have a predetermined mindset and wish to purchase a specific product or service online."Bargain Hunters" are price-sensitive users that like to discover products during sales promotions. For these users, discounts are a major attraction to online sales conversion."Entertainment Seekers" are online consumers that are attracted to marketing delivered as a fun activity. Interactive online games could be useful in attracting this kind of customer.Wendy Moe (2003)[174] argues that in the offline environment, consumers who are shopping in stores can be easily classified by experienced sales employees only by watching their shopping behaviours. Such classification may not appear online, but Moe and Fader[175] argued that it is feasible to predict practical buying, surfing, and searching action online by investigating click patterns and repetition of visit within online behaviour. In addition, a report of E-consultancy about "benchmarking of user experience" outlined three kinds of online consuming behaviour as a valuable classification for the research of design of web pages to better serve different kinds of consuming behaviour. The three categories are: "trackers", "hunters", and "explorers"."Trackers" are the online consumers who are exactly looking for a product that they definitely wish to buy. They use the Internet for the information about its price, delivery methods, post-purchase service, and so on. Once they have found the proper information, little effort is needed to let them do the business."Hunters" just know the categories of the product that they need, for instance, a novel for leisure time. However, they have not made specific decision on whose novel to buy. They use the Internet to find a list of product of their needed categories to make comparison. This kind of online consumer needs advice and help to do their business."Explorers" do not even have the categories of product on their minds. In fact, they just want to buy something online. There is more uncertainty of this type of online consumers.Table[176] Internet's impact on buying processStage inbuying process1 Unaware2 Aware of product needdevelop specification3 Suppliersearch4 Evaluate andselect5 Purchase6 Post-purchase evaluationand feedbackCommunicationsobjectivesGenerate awarenessPosition features,benefit and brandLead generation(from range of customers)Assist purchasedecisionFacilitate purchaseSupport use andretain businessInternet marketingtechniquesBanner advertising,PR, linksWeb site content(plus search support)Search engines,intermediatesWeb site contentintermediatesWeb site contentPersonalised web site contentand interactionAs the preceding table shows, the first row indicates the process of a consumer buying a new product, while the second and third row illustrates the positive influences the Internet could have on buying process by creating effective communications with online consumers. For example, suppose a consumer carelessly sees an advertisement about laptops on Wechat, a popular Chinese social media developed by Tencent. He begins to feel that his laptop is a bit out of date and wants to buy a new one, which is the outcome of good advertisement placed on a daily Internet tool. He does not know anything about how to buy a new one as business changes so fast today, so he searches on Google to find an answer. On the results page he finds promotional ads which mainly come from JD.com and Taobao, two competing Chinese online retailers in this field. He prefers to use JD.com, which provides detailed comparisons of brands, prices, locations, and methods of payment and delivery. After careful selection, he makes his order through JD.com via Wechat payment. JD.com has one of the fastest distribution channels within China and it supports excellent post-purchase service to maintain its position in the market.Consumers decide whether or not they like a product within 90 seconds of viewing it for the first time.[177] Therefore, having an aesthetically pleasing product is essential in the marketplace. Studies in processing fluency and consumer behaviour have revealed that "that people prefer visual displays that are easier to process and understand."[178] and "When a product matches the user's associations with it it is perceived as more attractive."[178] Visually fluent products draw upon consumer's pre-existing associations with their design elements, leading to a sense of familiarity and understanding with the product at hand. Visual cues such as colour, composition, typography, and imagery are associated with the phenomenon of fluency.See also: Color psychologyNo Name Brand is associated with economy and affordability. Because of yellow's associations with cheapness, this brand's logo is processed fluently and easily by consumers.Research in colour psychology has shown 62-90% of consumer product assessment is based on colour alone.[177] Indeed, colours have been shown to be linked to consumer's perceptions[179] on a product's quality, reliability, and value. The colours blue and black are viewed as being more reliable, valuable, and expensive while yellow, orange, and brown are associated with cheapness and low quality.[180] Therefore, a product intended to be perceived as "high quality" with a predominately orange and brown palette would lack visual fluency and would likely fail to elicit a positive response with consumers. However, this can be advantageous if the consumer is already in the market for an item that is known to be inexpensive, in which case the use of yellow, orange, or brown would be appropriate. Colour can also be used to signal brand personality.[181]Composition is another visual tool that has the ability to affect information processing and influence in consumer perceptions. Studies have shown that consumers in western countries will associate products that are right aligned or placed on the right side of a display to be higher quality.[182] Humans also have a center bias, which makes products that are centered or symmetrical in composition or display seem intrinsically more pleasing.[182] Products that are centered in composition or have centered elements are perceived as being more attractive, popular, and important than products that are left aligned or right aligned.[183] When an object is centered compositionally, it easier for a viewer to interpret and understand. It becomes more "fluent" and is therefore viewed as being more aesthetically pleasing.[184]Evidence has shown that pictorial imagery correlates to higher instances of consumer recall and recognition. Pictorial imagery is also easier to process and gains consumer's attention faster.[185] There is significant evidence that when consumers are presented with multiple choices, they will view objects more positively and more aesthetically pleasing when surrounded by congruent imagery.[184] After repeated exposure, this familiar imagery becomes incorporated into consumer's visual lexicon and they become "fluent" in it. Images with higher levels of visual fluency perceived as being more familiar, likeable, and friendly and are therefore more likely to be chosen by consumers.[186]Although studies have shown that of pictorial imagery is easier for consumers to process and understand,[185] the choice of typography remains an indispensable element of product design. Handwritten and scripted fonts are associated with individuality, femininity, and luxury while sans serif fonts embody energy, cleanliness, and modernity.[187] Font size has also been shown to have a direct correlation on the emotional attributes assigned to a product. One study has shown that larger type size and weight is perceived as more intimidating and authoritative.[188] Although imagery reigns supreme in product design, type is processed just as easily as pictorial information when the consumer is already familiar with the product.An aspect of Individual action on climate change is consumer behaviour that affects how much and what kinds of materials are used to produce goods and food, how much material is recycled or composted, how much ends up as pollution, how much ends up in landfills, where goods are produced, how far they travel, and the carbon footprint of manufacturing, transportation, and disposal. Green marketing targets consumers who take the environmental impact of their purchases into account. One 2017 study found no impact of green marketing on consumer behaviour in Bangladesh.[citation needed] The study suggests policies be made that decrease the cost of eco-friendly products. It also encourages the implementation of programs which raise consumer awareness regarding the issue of green consumption.There are psychological factors which contribute to a consumer's perception surrounding their personal contributions to climate change inducing actions. One of the more well studied biases is referred to as the "better-than-average", or self-enhancing bias.[189] This bias depicts an individual's tendency to perceive that their actions are superior, especially when compared to peers or demographically similar consumers. It has been found that this cognitive bias is indeed present when considering how consumers perceive their pro-environmental efforts.[189] This may be a result of information about climate change leading to feelings of guilt and concern, which activates an unconscious thought process (denial, the better-than-average effect, and other cognitive reactions) that leads to a reduced perception of the threat of climate change. It is a mental defense mechanism that ultimately leads to a reduction in perceived individual responsibility to take part in green behaviours and one-planet-living.[189]See also: Advertising researchTo gain insights into consumer behaviour, researchers uses the standard battery of market research methods such as surveys, depth interviews, and focus groups. Increasingly, researchers are turning to newer methodologies and technologies in an effort to seek deeper understandings of why consumers behave in certain ways. These newer methods include ethnographic research (also known as participant observation) and neuroscience as well as experimental lab designs. In addition, researchers often turn to separate disciplines for insights with potential to inform the study of consumer behaviour. For instance, behavioural economics is adding new insights into certain aspects of consumer behaviour.Product usage studies are used to improve packaging design.Ethnographic research or ethnography has its origins in anthropology. However, marketers use ethnographic research to study the consumer in terms of cultural trends, lifestyle factors, attitudes and the way that social context influences product selection, consumption, and usage. Ethnographic research, also called participant observation, attempts to study consumer behaviour in natural settings rather than in artificial environment such as labs. Different types of ethnographic research are used in marketing including;[190]Observed product usage: observing regular product usage at home or work, to gain insights into how products are opened, prepared, consumed, stored, disposed etc. to gain insights into the usefulness of packaging, labelling and general usageDay-in-the-life studies: extended visits during product usage situations to gain insights into norms and consumer expectationsAccompanied purchase or shop-alongs: researcher accompanies a shopper on a purchase expedition to gain insights into consumer responses to merchandising and other sales tacticsCultural studies: similar to traditional ethnography; extended stays with a group or tribe with a view to uncovering the fundamental rules and conventions that govern behaviourGuerilla ethnography: random observations in public settings to help establish research questions or to gain quick insights into specific behavioursMystery shopping: observations in the retail context with a view to gaining insights into the customer's service experienceMultiple methodologies: combining ethnographic research methods with conventional research techniques with a view to triangulating resultsTrendspotters such as Faith Popcorn's BrainReserve make extensive use of ethnographic research to spot emergent trends.[191]Neuromarketing uses sophisticated biometric sensors such as EEG to study consumer responses to specific stimuli.Consumer neuroscience (also known as neuromarketing) refers to the commercial use of neuroscience when applied to the investigation of marketing problems and consumer research. Some researchers have argued that the term consumer neuroscience is preferred over neuromarketing or other alternatives.[192][193]Consumer neuroscience employs sophisticated bio-metric sensors, such as electroencephalography (EEG), functional magnetic resonance imaging (fMRI) and eye tracking,[194] to study the ways that consumers respond to specific stimuli such as product displays, brands, packaging information, or other marketing signals. Such tests reveal stimuli that trigger the brain's pleasure centre.Consumer neuroscience has become a mainstream component of consumer research methods. International market research company Nielsen Research has recently added neuromarketing to its services by acquiring Innerscope, a company specialising in neuromarketing research thus enabling Nielsen to add neuromarketing research to the suite of services available to clients.[195]Consumer neuroscience research has led to some surprising findings:Framing price or valueFor example, one study reported on a magazine subscription where potential subscribers were offered two options: an online subscription for $59, or a combined online and print for $129 a year. Most people chose the online only option. However, when a third option was introduced: print only for $129 (i.e. the decoy), the online and print option seemed like better value and a significant number of people switched to that option. In other words, the decoy price assists in framing value.[196] Marketers use a variety of methods to frame value: e.g. quote monthly payment options rather than a single all-inclusive price.Choice fatigueResearch by Sheena Iyengar experimented with the number of gourmet jams on display. When consumers were faced with a large number of alternatives (24 jams), 60% of consumers stopped and looked but only a few (3%) actually made a purchase. However, when consumers faced with fewer brands (6 jams), were more likely to make a purchase with 30% going on to buy something. Similar results have been observed in other categories. The findings suggest that while consumers appreciate being given some choice, the process of making a selection is painful and can lead to choice fatigue.[197] An issue for marketers and retailers is to determine the 'sweet spot' where consumers are given sufficient choice to satisfy their desire for variety, but not become overwhelmed by it.Decision paralysisOne study examined the wording used to solicit philanthropic donations. Consumers were exposed to variants in the advertising copy execution: "Would you be willing to help by giving a donation?" and "Would you be willing to help by giving a donation? Every penny will help." Those given the second option were almost twice as likely to donate. The researchers concluded that people are more likely to take action when given parameters. By clarifying that "even a penny" could make a difference, the second line provides guidance and makes the request more achievable.[198] For marketers, the implication is that when asking consumers to take an action, specifying a small step helps to break through the action paralysis. This finding also suggests that even small differences in advertising copy can lead to improved outcomes. Action instructions will make the advertisement more purposeful.Advertising management - explains how consumer behaviours concepts are used to develop advertising strategiesAdvertising research - provides background on how consumer behaviour concepts inform research methods used in understanding advertising effectivenessAttitude-toward-the-ad modelsBrand awareness - detailed explanation of brand awarenessBrand management - explains how consumer behaviour concepts are used to manage brand awareness and brand growth through the product-life cycleBuying Decision Process - offers an alternative explanation to the consumer buying decision processConsumer culture theory - offers a cultural approach to consumer behaviorConsumer socialisationConsumer confusionFood and Brand LabMarketing research - provides background on how consumer behaviour concepts inform the research methods used in marketing, consumer behaviour, brand awareness and advertising managementPredictive buyingProduct life-cycle management (marketing) - detailed explanation of how consumer awareness changes over the product's life-cycle, and how this calls for different strategies at each stageSuperstition#Consumer behaviorWindow shopping^ Hampton, W. 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