

# Five Measurable Consumer Shifts That Are Driving Business Transformation

FORRESTER® DATA



**Today's empowered customers are evolving in measurable ways.** They no longer purchase products; they buy experiences. They engage with brands that deliver what they need, when they need it, regardless of channel. Therefore, to build and sustain customer relationships, business leaders must understand and anticipate the most important customer shifts that are leading to the demand for new services and experiences.

## The five forces that matter most in understanding consumers' evolution are:



### WILLINGNESS TO EXPERIMENT

Consumers use emerging technologies and try new experiences more rapidly and easily than before.

Intention to buy MP3 players and tablets upon product launch:

2001: Intend to buy an MP3 player  2.7%

2010: Intend to buy a tablet  14%

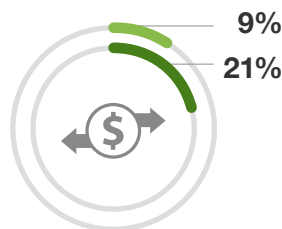
Base: 36,740 US online adults (MP3 players) and 4,717 US online adults (tablets)



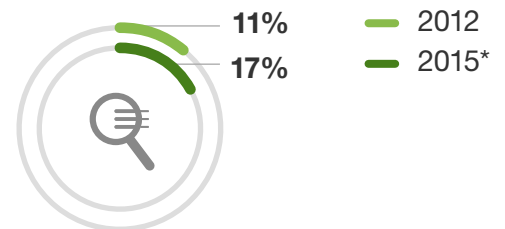
### DIGITAL/PHYSICAL INTEGRATION

With mobile technology's high penetration rates and increasing sophistication, empowered customers rarely think of digital experiences as separate from physical ones.

Consumers rely on their mobile phones while shopping in a physical store.



Compare prices



Look up product information

Base: 3,842 US online adults with a mobile phone

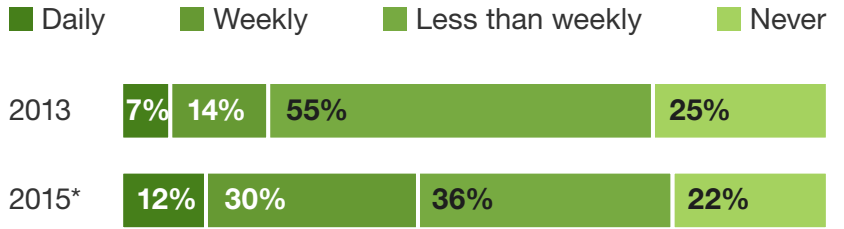
\*Base: 4,328 US online adults with a mobile phone



### INFORMATION SAVVINESS

Empowered customers are referencing more resources and are better at navigating, evaluating, and discerning the value of that information.

Research a product or service by reading detailed reviews consumers have posted online:



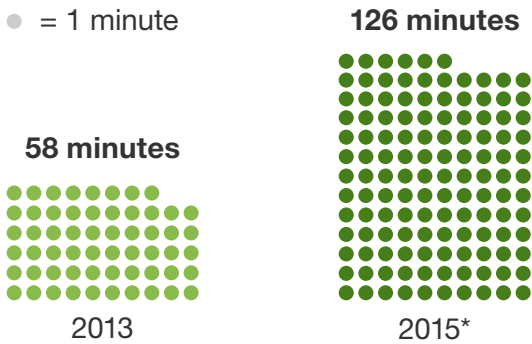
Base: 61,104 US online adults | \*Base: 61,222 US online adults (percentages may not total 100 because of rounding)



### DEVICE USAGE

Consumers now rely on and are empowered by technology to accomplish everyday tasks.

Average time spent on a mobile phone daily:



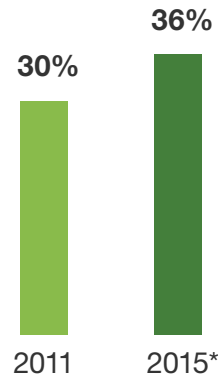
Base: US smartphone users  
\*Base: 2,776 US smartphone owners



### SELF-EFFICACY

Digital services and access to information give consumers options and allow them to take control of their experiences more easily than before.

Unsatisfied insurance or financial customers who are likely to switch providers:



Base: 56,488 US online adults with insurance/financial accounts  
\*Base: 31,311 US online adults with insurance/financial accounts

These evolving attitudes and behaviors will continue to fuel customer empowerment and set the pace for innovation. Staying abreast of the forces driving change among your customers and deepening your customer understanding to include their expectations, emotional motivation, and contextual decisions, are fundamental to your long-term success.

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