

How to deal with the new consumer and their need for immediacy?

Much is said about the evolution of thought and habits that humans have experienced in more than 2 years of the pandemic, and it is very significant to evaluate how these new behaviors put companies and their sales projections (and customer retention) in a constant tension.



In this article we will delve into the new consumption habits, and how immediacy has become a highly prized weapon for brands, especially if they seek to remain leaders in the sector.

As difficult as it may seem, today's customer is not willing to accept the same as 5 years ago, the demand has changed, and the tolerance level has drastically decreased. Let's analyze it below.

It is possible to maintain the consumer's loyalty?

The answer is so complex, simply because we could create projections based on historical data before, but nowadays, while the projections are made, there are very large changes in behavior and demand, so we are facing an outbreak of uncertainty never seen before.

¿How to increase the possibility of maintaining the user's preference? Let's learn about some relevant trends shown by [The 2022 Consumer Trends Report, carried out with LLYC](#)

1.- Bet on high customization. DeFrom the smallest detail that we record of the user, to identifying preference patterns, everything adds up greatly.

It is about collecting the greatest amount of information (even with the challenges of confidentiality and data security) and using it in our favor to strengthen the value proposal. For this reason, it is recommended to help yourself with tools with Artificial Intelligence that allow data analysis and improve the experience and recommendations that are offered. The more assertive you become in the recommendations, the greater retention and customer loyalty you will obtain.

2.- Immediacy is not optional anymore, is the "priority". PTo understand this matter in greater detail, we ask you to do a retrospective, and honestly answer, how long are you willing to wait for the supermarket order at home? Or, how tolerant are you of 8-10 business days delivery? It is surprising to recognize that until 3 years ago, the Mexican consumer normalized deliveries with an estimated arrival time of more than a week, and today, it is almost unacceptable.

A PYMNTS study found that 42% of people surveyed in the United States said they would buy more if they could pay for their purchases online and pick them up in the store the same day. And of course, this entails constant inventory and a robust omnichannel strategy.

3.- Brand loyalty was left behind. Before, a brand had a batch of products, and estimated its price according to demand (almost always very high). Today, a brand cannot enter the market stipulating high prices and sit back and wait to sell. Currently many more factors are involved, for example, costs, immediacy, social influence, quality, quantity, and the sense of honesty with which it goes to market.

According to Hubspot, [51% of generation Z consider that companies have a positive impact on society](#), although they would prefer that they not only follow their own interests, but have more motivations than just generating profits, moreover, unlike other generations, brand loyalty is one of the last things they think about when making a purchase decision.

4.- If you don't take care of the environment, you're out. Surely, we grew up buying products and not worrying about the packaging and its environmental impact, however, in addition to the fact that this has led to accelerated global warming, today consumers are not open to neglecting the ecological impact.

If brands don't consider circular economy integrations to reduce their carbon footprint, they are likely to lose customers, as well as gaining a bad social reputation. If you considered dealing with ecological impact to be something that could wait, you need to re-evaluate it more than ever.

We live in an era with more overstimulation, constantly leaving us with unsatisfied customers, who demand constant stimulation and facilities for their daily lives. **Finding meaning in life, existence, transcendence and being friendly with all living beings is stronger than ever,** and brands must pay special attention to offering this added value.

Customer experience and operations teams have big challenges, most of them aimed at agility and automation, which will undoubtedly help their goals, allowing them to scale and keep their brand promise today. If you want to learn more about the new consumer and how your industry can provide greater satisfaction, [contact us](#), we will get to know your operation and we can offer you efficient intralogistics alternatives.

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