

# Understanding the New Age Global Consumer-2014

<https://marketpublishers.com/r/UD9534CC23BEN.html>

Date: June 2014

Pages: 25

Price: US\$ 1,200.00 (Single User License)

ID: UD9534CC23BEN

## Abstracts

The new age consumer and market place has been a puzzle that has baffled many a company. Added to it is the concept of radical individualism that makes every consumer similar to another yet highly different and individualistic. Unfortunately the market is evolving swiftly and accordingly, the pace of change that will be required to create products, brand and services catering to this quickly evolving consumer is breathtaking. The major drivers for this market will be based on aspects such as original ideas, continuous innovation and building opinion via community construction.

The power shift in consumption patterns is gradually moving towards developing nations with a rise of about 60% consumption in more than 75% of product categories while the advanced economies are recording a gradual slowdown. With such trends, it is imperative that the companies and brands need to rework their strategies to break some ground.

Why should the report be purchased?

The report “Capturing the new age consumer-A 2014 study of evolving mindsets” highlights key drivers of and trends emerging in the consumption market throughout the world. The report contains fine research and implications with the latest industry leaders verbatim. The incisive examples combined with academic prowess and keen contemporary insight will also highlight important psychological and economic shifts that have profoundly impacted how consumers shop and buy.

“Capturing the new age consumer-a study of evolving mindsets” is an absolute read for those that intend on thriving in the new consumer reality. Be it a marketer, a retailer, a manufacturer, or a consumer trying to understand how the rules have been rewritten.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 7 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The dispatch time for hard copies is approximately 8 business days, as each hard copy is custom printed for the client.

#### About Smart Research Insights (SRI)

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

## Contents

### **1. THE NEW STEERING LEADERSHIP IN CONSUMER SPENDS**

### **2. THE EVOLVING MARKETPLACE**

- 2.1 Outlining the sketch of the consumption belts
- 2.2 The new emerging and evolving consumer-the massive middle class
- 2.3 Significance for companies and brands
- 2.4 Riding the consumption wave

### **3. EVOLVING DEMOGRAPHICS AND THEIR PARTICIPATION**

- 3.1 The Senior Story
- 3.2 Shift in Decision making and decision makers
- 3.3 Implications for consumers

### **4. MULTI-CHANNELS OF SELLING**

- 4.1 Behavioral Changes driven by technological innovations
- 4.2 Word of Mouth as an influencer

### **5. VALUE BASED CONSUMPTION: EMERGING TRENDS AND EVOLVING MINDSETS**

- 5.1 Up-selling to this evolving mind
- 5.2 The value for money seeker
- 5.3 A cushion zone for flexibility

### **6. FUTURE OUTLOOK FOR COMPANIES TO DEAL WITH DAILY LIFE DIFFERENTLY**

### **7. RESEARCH METHODOLOGY**

### **8. ABOUT SMART RESEARCH INSIGHTS**

## I would like to order

Product name: Understanding the New Age Global Consumer-2014

Product link: <https://marketpublishers.com/r/UD9534CC23BEN.html>

Price: US\$ 1,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UD9534CC23BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970