



Voice of the Consumer: Digital Consumer Survey 2024 - Key Insights

August 2024

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INTRODUCTION

Background and coverage of the Voice of the Consumer: Digital Consumer Survey

Key findings

SHOPPER ENGAGEMENT

Technologies have become an integral part of people's lives

Consumers find balance between digital interactions and human touch

Social media has evolved from being mere entertainment to a fundamental part of a business

Consumers use social media to interact with brands and research products and services

Asia Pacific leads the way in livestreaming innovation and usage globally

Apparel remains the leading product category in livestreaming sales

Personal recommendations create trust and outweigh influencers' endorsements

Retailers and brands leverage technologies such as AI to elevate consumer engagement

DIGITAL PATH TO PURCHASES

Mobile-first strategies take on a critical role in the customer journey

Mobile leads in foodservice, leisure and travel, but in-store shopping is favoured for essentials

Cash remains important, but credit and debit cards remain the top payment method in 2024

Consumers like the convenience of digital wallets and are actively using them more frequently

Alipay dominates the global digital wallet market

Online payment options are becoming more flexible to reach diverse e-commerce consumers

DELIVERY, COLLECTION AND RETURNS

Consumer expectations surrounding delivery and returns present challenges for retailers

Digital consumers' demand for seamless returns challenges retailers' profitability

Consumers expect enhanced flexibility by choosing click-and-collect

Consumers order delivery from restaurants for speed, while they use third-party platforms for discounts

Retailers rethink returns policies and procedures to meet consumer expectations

PRIVACY, SECURITY AND TRUST

Consumers are willing to share private data, but only for tangible benefits

Consumers have greater expectations regarding privacy in the era of big data

Consumers implement measures to safeguard their personal data

Retailers utilise consumer data to offer tailored products and offers

COMFORT LEVEL WITH NEW TECHNOLOGIES

The growing acceptance of technology enhances consumer experiences

The growing adoption of VR and AR enhances consumer experiences

Voice assistants gain popularity for convenience, despite some user reluctance

Google Assistant remains the most popular voice assistant in 2024

GenAI is revolutionising retail, boosting consumers' experience and winning their approval

AI technologies are transforming the digital consumer journey

CONCLUSION

Key takeaways

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