5 Consumer Trends Affecting Marketing and Advertising by Harry Tan

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Times have changed. Itâ€™s uncommon for children to play outside anymore, with their Xboxes and Angry Bird on their iPads. Advertising and Marketing has also gone a long way from boring black-and-white billboards. Now you have digital billboards, train advertisements, holograms and motion-sensor ads to help capture your audience. But itâ€™s not only technology that has changed, the consumers have too.

1. Social media

According to statistics, 90 percent of consumers trust recommendations from people they know and 70 percent trust other consumersâ€™ opinions posted online. People are more likely to listen to what their friends and families think rather than corporate marketing messages. This is also the reason why advertising and marketing in social media platforms have risen lately. Social media allows businesses to connect better with their consumers and to promote their products in a more personal way. Itâ€™s also a great way to gather consumer feedback to help you promote or improve.

2. Consumer-centric culture

Industries are becoming more and more client or consumer-focused. Consumers now have more control as businesses begin to prioritize their consumersâ€™ needs and preferences when it comes to their product. From products, services to even advertisements â€“ itâ€™s all about what the consumers want and think. This stands a reason why businesses involved themselves into trends of Out of Home Advertising because it captures audiences in a more consumer-centric way. Itâ€™s better since business will be able to better meet the demands of the consumer in a cost-effective way. This lessens the mistake of creating ineffective advertisements.

3. Social conscience

People are now beginning to take notice of their environmental and social responsibilities. More and more people are looking for whatâ€™s better for the environment, whatâ€™s helpful to others besides themselves, and also whatâ€™s eco-friendly. Consumers are now looking for products that will help them and at the same time make the world better. Itâ€™s important for brands to meet these consumersâ€ demands by incorporating more social responsibility. Campaigns that meet the consumersâ€™ personal and social concerns are more effective.

4. Inquisitive shopping

Consumers are also more into shopping wisely. They want to make sure the product is what they really want and need by conducting a thorough research about the product and getting as much information about it before they make their purchase. Personally, I do this all the time whether Iâ€™m buying make-up or gadgets. I make sure Iâ€™m getting the best in the market by reading reviews, special features and comparing it with other brands. Itâ€™s important for marketers and advertisers to also use this opportunity in promoting their products.

5. Thirst for fun

The best way to market and advertise to your consumers nowadays would be to incorporate as much fun as there is. Consumers want to be assured that they will have a great experience with your product. Itâ€™s important to engage your consumers as much as possible especially when it

comes to your advertising campaigns. A sure fire way of injecting fun is to have your advertisements â€˜talkâ€™ to your consumers by means of interactivity, for example, Near Field Communication (NFC), Q codes, Augmented Reality (AR), 3D and 4D content etc.

With the ever-changing consumer culture, itâ€™s time for marketers to build new strategies too. Reliable and Innovative outdoor media owners will be able to provide you with the solutions you need to cope with changing times.

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