



Euromonitor
International

Voice of the Consumer: Digital Survey 2023 . Key Insights

July 2023

INTRODUCTION

Introduction

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

Key findings

SHOPPER ENGAGEMENT

Consumers value balance of automation and human interaction in service experience

Social media has become an integral part of everyday lives

Widely used social media fuel engagement and online shopping in 2023

Asia Pacific region is driving the livestream shopping phenomenon

Apparel and personal accessories emerges as the leading category for livestreaming

SHOPPER ENGAGEMENT

Personal recommendations outweigh influencers' endorsements

DIGITISED PATH TO PURCHASE

Consumer electronics and appliances stands out as the most extensively researched online

Digital consumers prioritise the traditional in-store shopping for food and beverages

Credit and debit cards remain the leading payment methods

Digital wallets gain momentum, especially in Asia Pacific

Asia Pacific's high digital wallet usage means regional brands lead in global consumer survey

DELIVERY, COLLECTION AND RETURNS

Consumers have a strong expectation for transparent delivery planning

Consumers benefit from click-and-collect service options

Digital consumers expect seamless returns and prompt refunds

Consumers opt for a selected list of foodservice delivery apps

PRIVACY, SECURITY AND TRUST

Consumers expect benefits in exchange for sharing their personal data

Consumers expect retailers and brand act responsible with personal data

Consumers are taking actions to protect personal data

COMFORT LEVEL WITH NEW TECHNOLOGIES

Digital shift influence growing comfort with technologies

Virtual and augmented reality are gradually making their way into digital consumers' lives

Digital consumers exhibit a strong interest in a diverse range of virtual activities

Barriers surrounding voice assistance limit their usage

Voice assistants are mainly used for everyday activities

CONCLUSION

Key takeaways

ABOUT EUROMONITOR INTERNATIONAL'S RESEARCH

About Euromonitor International's Syndicated Channels Research

Information about Euromonitor International's syndicated survey methods

Digital Survey offers insight into digital consumer habits and attitudes

ABOUT EUROMONITOR'S RESEARCH

Voice of the Consumer: Digital Survey: FAQs

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-digital-survey-2023-key-insights/report.