

Capterra Consumer Behaviour Trends

Strategic insights on evolving
consumer buying habits for small
to midsize retail businesses



/ Introduction

In this ebook Capterra presents observations and trends in the online and offline purchasing behaviour of consumers. The report looks at these trends in a broader international context by compiling the results of six consumer surveys carried out during 2022 and 2023 in five countries across the world (Australia, Canada, Germany, France and the UK). This international study, comprising three European, one American, and one Oceanian country, aims to serve as a basis for small and mid-sized businesses to evolve their retail strategies to current trends. At the same time, this report can help businesses understand the specific values of customers in their country and also what might be next for 2024.

The methodology of each individual survey is available at the end of the ebook. Results of these surveys do not represent global findings or the market as a whole, but reflect the sentiments of the respondents surveyed. Unless otherwise stated, references to data represent the average sum of the five countries surveyed.

/ Table of Contents

- 04 Key Findings**
- 06 The cost of living crisis bites**
- 13 Adapting to changing shopping technologies**
- 22 Gaining and losing consumer trust**
- 29 Fostering engaged consumers**

/ Key findings

...and where some countries stand out

1. Inflation has affected the way consumers in all the countries participating in the study spend. In this context, the **United Kingdom** proved to be the region where consumers seemed to be the most impacted, with 88% declaring that they had made changes to their spending habits due to the crisis^[1].
2. Even though the act of shopping has become more digital, the human touch is still an important factor. For example, when evaluating the challenges of checkoutless shopping, just over half of respondents (56%) believe that the main challenge of the technology would be not having staff to offer help. **Australian** consumers are the most concerned about this aspect (60%)^[3].
3. In general, consumers tend to trust brands. Just over 6 out of 10 respondents (61%) are inclined to believe that it is genuine when a brand says it is making efforts to apply sustainable practices in its processes. However, **German** consumers are skeptical on the matter, with 51% disagreeing with this sentiment^[2].

4. Online shoppers are concerned about how companies take care of their personal data. 49% of respondents do not feel confident that their personal data is safe when they provide it to an online company. In **France**, this number is by far the highest compared to the other countries analysed (73%)^[6].
5. Most consumers find it useful if a store remembers their purchase history and makes suggestions based on it (59%), showing showing that personalising the shopping experience is a key element in online commerce. **Canada** is the country where participants would find this practice most useful (68%)^[3].

The cost of living crisis bites

How inflation has affected the way consumers spend.

Inflation has been an ongoing concern for consumers around the world in the past 12 months. Small businesses have a unique challenge in responding to these factors to account for higher costs and lower consumer spending.

Key questions answered:

- ▶ How is current inflation affecting consumer buying habits?
- ▶ What are customers focusing on whilst shopping in times of economic uncertainty?
- ▶ How can SMEs attract consumers in times of inflation?



Main discoveries:

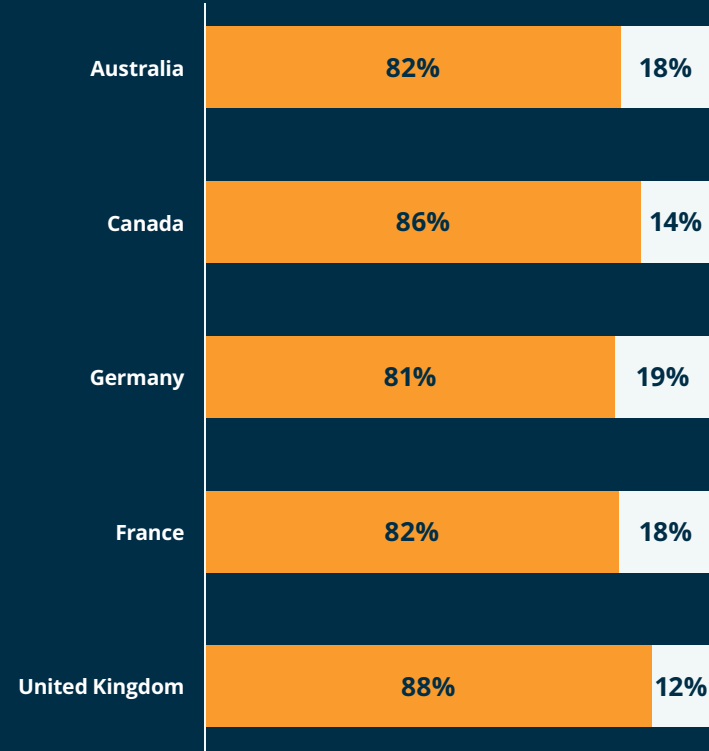
01

Consumer spending is falling

A change in consumer spending due to the current economic situation was seen across all the nations we surveyed, with an average of 84% of respondents confirming this trend across all countries^[1]. This was highest in the UK, where 88% of the sample said they had changed their spending habits, whilst German consumers were affected comparatively less than other countries, with 81% saying the same.

Some of the most impacted products and services globally, where consumers are cutting back most, include groceries, clothing, bars and restaurants, and entertainment and cultural activities.

Most customers have changed their spending behaviour due to the economic situation



- Yes, I've changed my spending behaviour
- No, I am behaving the same as always when it comes to spending and saving

Source: 2023 Capterra Facing Economic Challenges With Technology Survey
Q: Have you changed any spending behaviour due to the current economic situation?
n: AUS: 1007, CAN: 1010, DE: 1002, FR: 1011, UK: 1006
Note: Sum of percentages may not add up to 100% due to rounding off

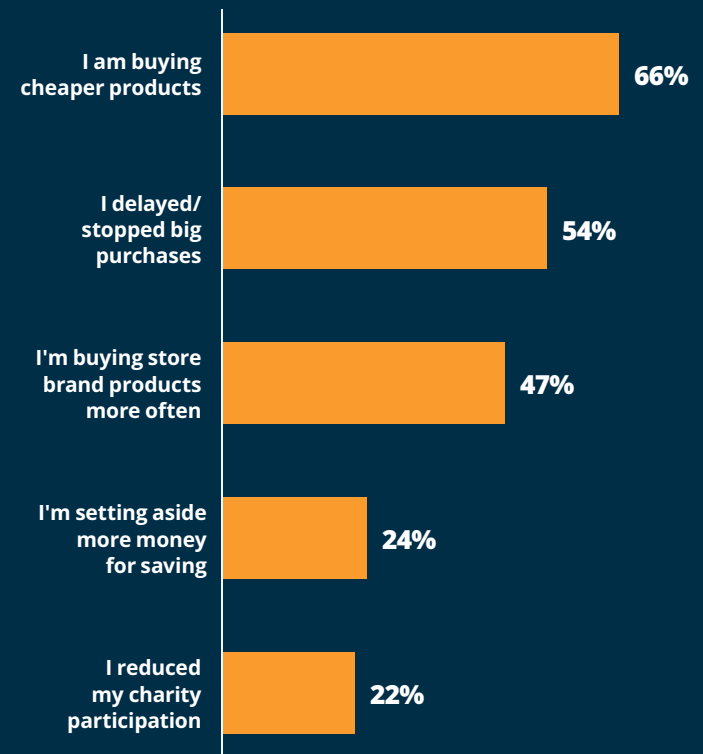
02

Inflation has pushed consumer focus to the essentials

We witnessed a big change in spending priorities in the last 12 months. Back in July 2022, many consumers were willing to pay extra for a premium product or one with positive sustainability credentials^[2]. However, rising inflation has reshuffled the cards^[1], and purchasing decisions are now primarily focused on the search for lower-priced products^[1].

Not only this but consumers have reprioritised their spending towards essential necessities rather than products and services that meet their secondary needs. In some cases, they are even cutting back on primary requirements such as food and energy.

Spending changes consumers are making in order to save money



■ Average

Source: 2023 Capterra Facing Economic Challenges With Technology Survey

Q: What spending behaviour did you change to save money due to the current economic situation?

n: 4227, all consumers from Australia, Canada, France, Germany, and UK who changed their spending behavior due to economic situation

Note: Only participants who answered yes to the question 'Have you changed any spending behaviour due to the current economic situation?' could respond to this question. The percentages shown are an average of the results across the 5 countries surveyed internationally. Multiple responses allowed, percentages add up to over 100%. Top five most selected answers are shown.

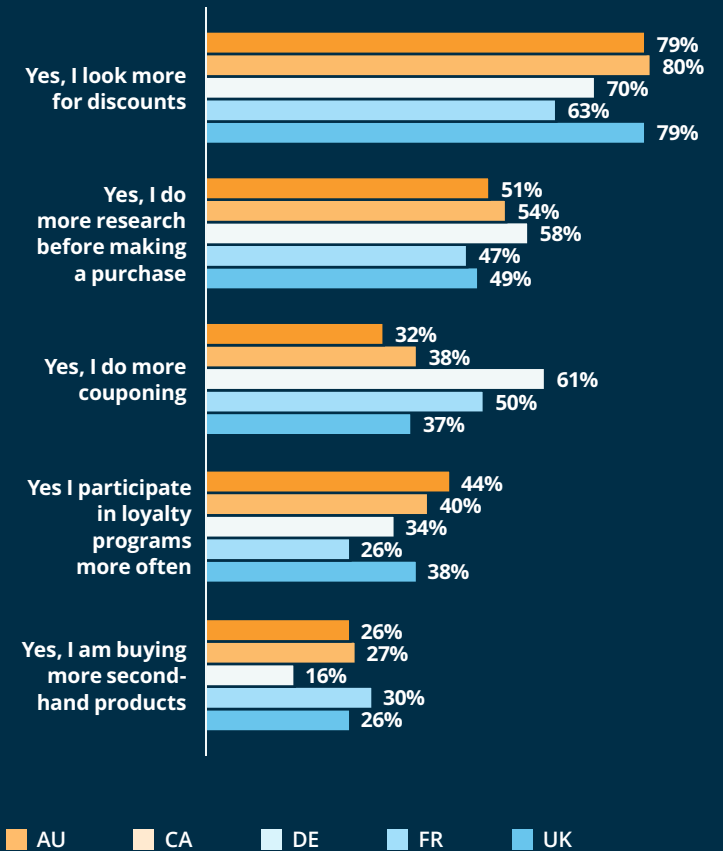
03

Pricing is now crucial internationally for small businesses

As costs rise, consumers are more inclined to consider cheaper brands^[1]. They are doing more price comparison research than before and are actively searching for loyalty deals and discounts.

There are also greater demands for pricing transparency (i.e. price labelling without hidden costs) and discounts offered through promotions. Responding to these factors offers a way to keep customers around.

Habits participants have adopted to change their saving/spending behaviour



Source: 2023 Capterra Facing Economic Challenges With Technology Survey

Q: Have you modified your habits to find a better deal due to the current economic situation?

Select all that apply

n: AUS: 828, CAN: 871, DE: 813, FR: 827, UK: 888

Note: Only participants who answered yes to the question 'Have you changed any spending behaviour due to the current economic situation?' could respond to this question. Multiple responses allowed, percentages add up to over 100%. Top five most selected answers are shown.

How can businesses react?

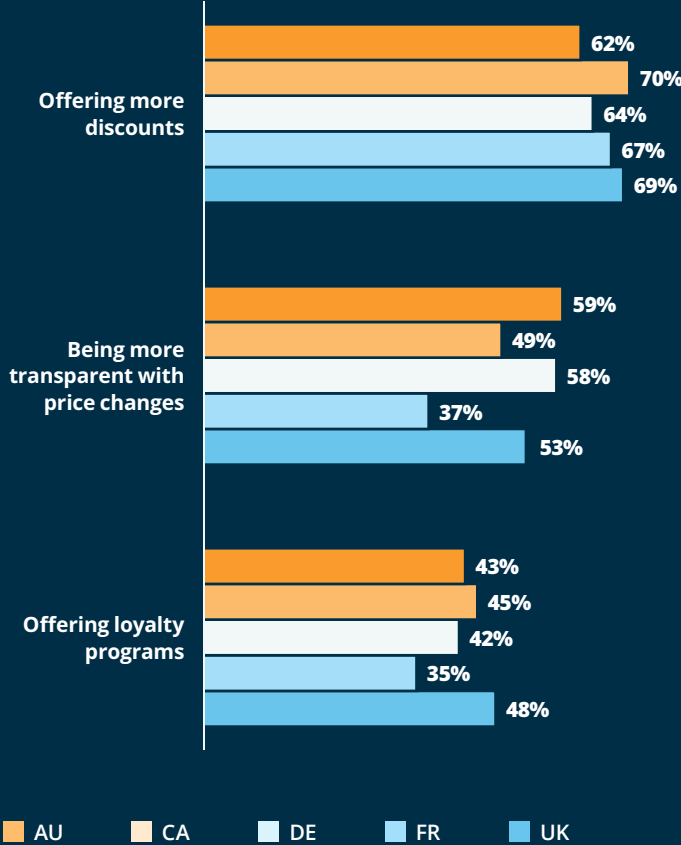
Adjust pricing for cost-sensitive consumers

Price management and transparency are now key to addressing falling spending and remaining competitive. Offering discounts is one strategy that may offer a solution, so it is wise to take a close look at where internal efficiencies can be created. This way, pricing can be adjusted and better communicated.

Helpful software:

Price optimisation software: to determine the optimum price to set for consumers feeling the pinch from inflation whilst ensuring profits are maintained.

How consumers prefer companies to respond to product/service price increases



Source: 2023 Capterra Facing Economic Challenges With Technology Survey
 Q: How would you like your favourite companies to react to price increases of products and/or services? Select all that apply
 n: AUS: 884, CAN: 889, DE: 881, FR: 896, UK: 889
 Note: Only participants who selected the option "Yes, I've noticed a price increase in a product and/or service" in a previous question could respond to this question. Multiple responses allowed, percentages add up to over 100%. Top 3 most selected answers are shown.

Lean into loyalty

Loyalty is still a strong factor with many consumers, especially where discounts can be worked into the equation. Creating or enhancing programs that reward customer loyalty and encourage repeat purchases offers companies a chance to avoid losing customers as pricing becomes more sensitive.

Helpful software:

[Customer loyalty software](#): to incentivise repeat consumers with discounts and loyalty perks.

Be ready for the bounce-back

Consumers are changing their purchasing habits to adjust to the current economic pressures, but that won't last forever. Now is the time to strategise and experiment behind the scenes to find ways to update processes or identify potential marketing trend opportunities for when confidence returns.

Helpful software:

[Strategic planning software](#): to help SMEs create predictive models to plan for future performance.

“The majority of Australians (88%) have noticed a price increase in products and/or services, with 93% noticing it the most with their groceries. Under such circumstances, most Aussies (95%) said they find it useful if companies communicate the rise in prices. It is crucial that brands are transparent about any product changes, from costs to sizes, by including it in their advertising strategy in order to protect brand reputation and preserve customer loyalty.”



Laura Burgess

Content Analyst
Capterra Australia

/ Adapting to changing shopping technologies

The technological shifts in shopping that engage consumers.

Technology is an ever-evolving world and can influence how we shop. After all, not many people in the mid-90s expected physical shops to be supplanted by online marketplaces. What are the current trends that retailers should sit up and notice today?

Key questions answered:

- ▶ What technological shifts in shopping engage consumers?
- ▶ Which pain points in their adoption should companies be aware of?
- ▶ Is now the right time to embrace new shopping technologies?



Main discoveries:

01

Consumers want to try new shopping experiences (but few get hands-on experience)

When envisioning retail in the future, consumers get excited about the possibility of trying new forms of shopping. Consumers were generally willing to try new technology like checkoutless shopping or the metaverse, with more in our samples viewing cashier-free stores with interest rather than disinterest^[3] and the metaverse in a positive light rather than a negative one^[4].



What is checkoutless shopping?

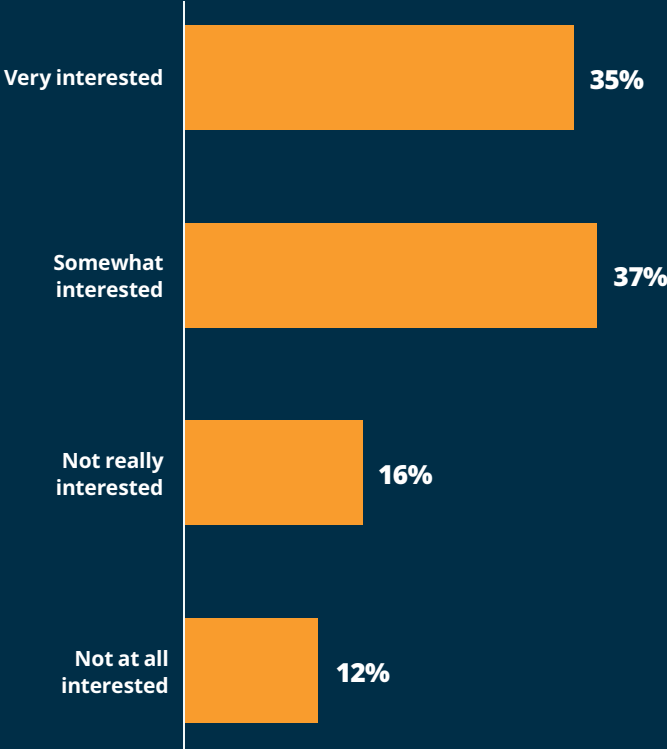
Checkoutless shopping is a cashier-free shopping experience, where shoppers' product selections are detected by cameras and weight sensors rather than being scanned at a checkout.



What is a metaverse?

A metaverse is a 3D virtual world where organisations can sell products and interact with consumers in an immersive digital environment.

Consumer interest in trying checkoutless stores

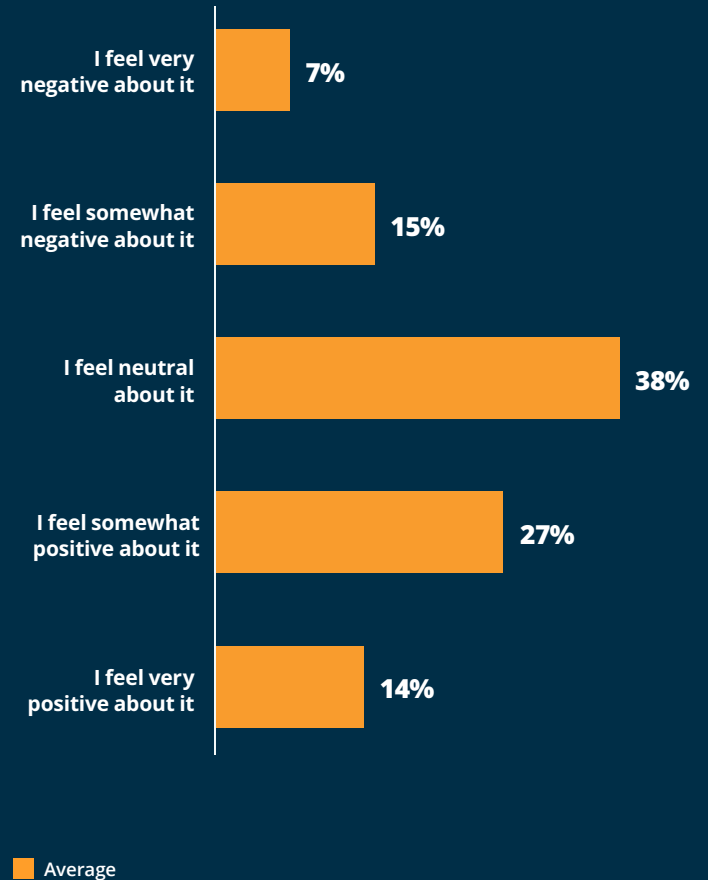


Average

Source: 2022 Capterra Checkoutless Shopping Survey
Q: Would you be interested in trying these types of (checkoutless) stores?
n: 5144, all consumers surveyed from Australia, Canada, France, Germany, and UK.
Note: The percentages shown are an average of the results across the 5 countries surveyed internationally. Sum of percentages may not add up to 100% due to rounding off.

When analysing the metaverse, an average of 47% of respondents from all countries we studied would be inclined to use the metaverse if it allowed them to see products in 3D and test them. This interest applied especially to clothes shopping, which was the top product type consumers wanted to shop for in the metaverse in all countries^[4].

Consumer sentiment regarding the metaverse



Source: 2022 Capterra Metaverse Survey

Q: What is your general feeling about the metaverse according to the definition above?

n: 5008, all consumers surveyed from Australia, Canada, France, Germany, and UK.

Note: The percentages shown are an average of the results across the 5 countries surveyed internationally. Sum of percentages may not add up to 100% due to rounding off

In the case of checkoutless shopping, participants had slightly different preferences. Most were particularly interested in trying checkout-free locations for supermarkets and corner shops. However, clothes shops still ranked highly in most countries^[3].

Nevertheless, not many of these innovations are commonly used yet. Most shoppers in our surveys had yet to try either, with only an average of 8% having accessed the metaverse^[4] and even less (5%) having shopped in a checkoutless shop^[3].

Types of shops where consumers are interested in trying checkoutless shopping



82%
Supermarkets/groceries



36%
Clothing



32%
Convenience

■ Average

Source: 2022 Capterra Checkoutless Shopping Survey

Q: Which products / store types would you most want to shop for with a checkout-less store? Choose up to 3 answers.

n: 4542, all consumers from Australia, Canada, France, Germany, and UK who are interested in checkoutless shopping.

Note: The percentages shown are an average of the results across the 5 countries surveyed internationally. Multiple responses allowed, percentages add up to over 100%

02

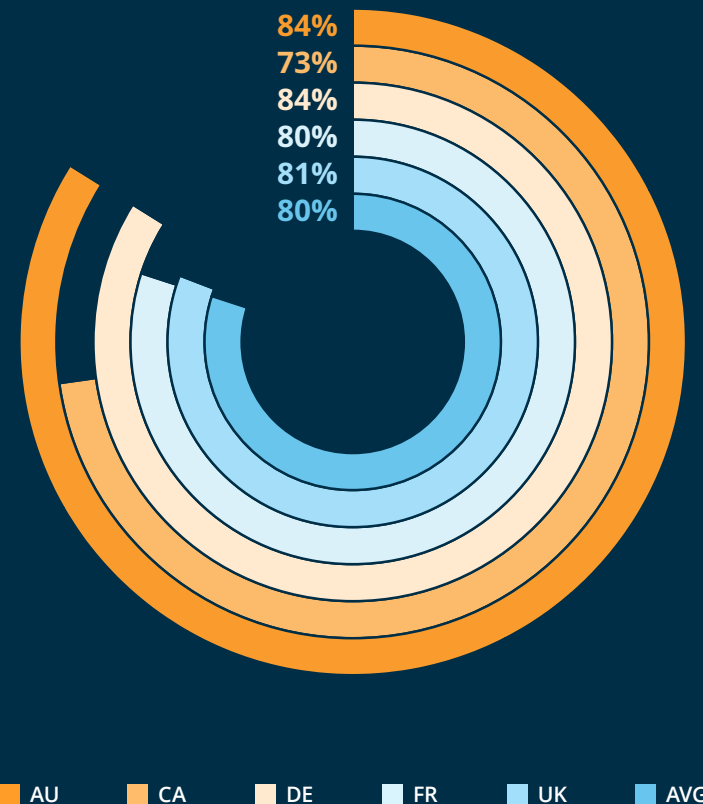
People want new technology to save them time

In a hyperconnected world where time is valuable, consumers are likely to use new technologies if these allow them to claw some wasted time back.

Avoiding queuing in line to buy things proved very appealing to our international survey participants. Many, for example, looked to checkoutless shopping to make the dull feeling of being stuck in line a thing of the past^[3].

We also observed a desire for speed in other elements of the purchasing process, like payment. Tools, such as digital wallets, for payments are becoming increasingly common among consumers and many who don't use them are increasingly looking to adopt them. Consumers surveyed who are currently using the technology—an average of 44% across all countries analysed—highlight that its main advantage over traditional methods is that it is more convenient (79%)^[5].

The most important advantage when considering a checkout-free store is avoiding queues



Source: 2022 Capterra Checkoutless Shopping Survey

Q: Which would be the most important advantages for you when considering a checkout-free store? Select all that apply.

n: AUS: 877, CAN: 977, DE: 987, FR: 817, UK: 884

Note: Only participants who expressed an interest in trying checkoutless shopping could answer this question. Only the most selected answer is shown (based on the average of all 5 countries) out of 7 possible options.

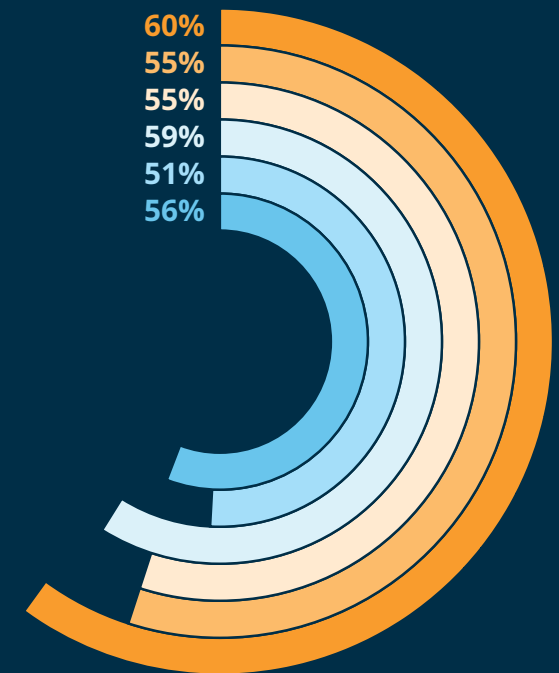
03

Shoppers still expect the human element

An interesting trend we observed among shoppers was a desire for human help when things go wrong. In the case of checkoutless shopping, for instance, over half of respondents on average^[3] felt the biggest challenge of these new stores would be a lack of staff to ask for help. For Australians, this rose to 60%.

Naturally, new unfamiliar technology could scare away customers or create resistance against its use, especially if users experience technical issues. For example, we found that an average of 32% of those interested in shopping in the metaverse were concerned they wouldn't know who to talk to if something went wrong^[4].

Not having staff to ask for help would be the most difficult thing about learning how to use cashierless stores



■ AU ■ CA ■ DE ■ FR ■ UK ■ AVG

Source: 2022 Capterra Checkoutless Shopping Survey
Q: What do you think is the most difficult thing about learning how to use cashierless stores? Select all that apply.

n: AUS: 998, CAN: 1063, DE: 1097, FR: 987, UK: 999

Note: Only the most selected answer is shown (based on the average of all 5 countries) out of 6 possible options.

How can businesses react:

Plan technology adoption with care

It's important to keep tabs on technological changes to avoid falling behind, but also to keep a realistic view of how willing your customers are to change their habits. Always gather and check data on the consumer experience first to find out where the best opportunities lie.

Helpful software:

[Customer experience software](#): to understand consumer preferences and to identify areas where technology could make the difference.



Make digital payments secure and simple

Digital payments are more common than ever and many consumers prefer to pay this way rather than with cash. Not offering the correct payment experience for your customers can lead to easily lost sales, although it's wise to keep an eye on the costs these services might entail.

Helpful software:

POS systems: to help in-person retail businesses securely offer customers digital payment by debit or credit card.

Keep the human touch in the buying experience

Though artificial intelligence (AI) and bots can make handling customer service tasks easier, they are not always a substitute for a human assistant. Having a person available to answer questions and provide reassurance is crucial, especially when new technology is implemented, or it may face resistance in its adoption.

Helpful software:

Customer service software: to track customer relations and provide prompt humanised support with the help of email, calls, and live chat.

“Whilst there seems to be general interest in using the metaverse or checkout-free shopping, there are still some hesitations about adopting such technology from Aussie consumers. For example, not knowing how to enter or access the metaverse was the most popular reason for Aussies who are interested in trying the platform but haven't done so yet (47%). To encourage consumers to get on board with retail technologies, companies can host online webinars and workshops, highlighting the advantages of trends such as metaverse shopping.”



Laura Burgess

Content Analyst
Capterra Australia

/ Gaining and losing customer trust

What can SMEs do to build confidence amongst modern consumers?

Although consumer trust can be earned, it is not always 100% guaranteed. Consumers have demands in different areas, and they are changing all the time. Are SMEs prepared to meet them?

Key questions answered:

- ▶ Which factors lead consumers to trust a brand?
- ▶ Why is it important to communicate your values with consumers?
- ▶ How can you attract the more privacy-focused consumer?



Main discoveries:

01

Consumers need to trust that company values are sincere

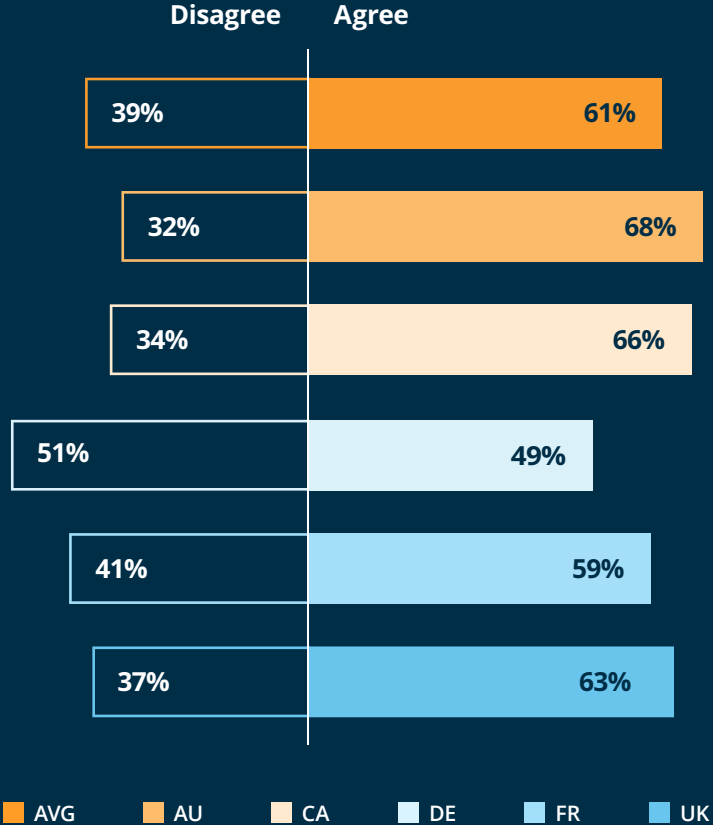
Genuine values contribute to building consumer trust. However, the effort of trying to build consumer trust alone doesn't guarantee much: brands must take real action to prove they are genuine in their messaging.

This might happen if brands claim to value sustainability without effective action, like reducing waste. The public is more aware of attempted 'greenwashing' - the term for companies expressing false concern for the environment - making it harder for brands to cover up any fake motives.

Our analysis shows that the majority (84%), in the countries analysed, agree that they would like to get more information and transparency on brands' efforts regarding their involvement in sustainability measures^[2].

For the most part, consumers want to believe that companies' claims are genuine. The majority (61%) say that they are inclined to believe a brand if they say they are making efforts to apply sustainable practices. However, our survey shows some more skepticism in some countries, like in Germany, where 49% of consumers believe it if a brand states that it is making efforts to apply sustainable practices, but the other half (51%) doesn't^[2].

If a company states that it is making efforts to apply sustainable practices to its processes, I believe it.



Source: 2022 Capterra Circular Economy Survey
 Q: If a company states that it is making efforts to apply sustainable practices to its processes, I believe it.
 n: AUS: 1013, CAN: 1006, DE: 1010, FR: 1010, UK: 1027
 Note: In this question, a series of statements were presented and the respondents had to indicate to what level they agreed or disagreed with them. The percentages shown in this graph as 'Agree' refer to the sum of the alternatives 'Strongly agree' and 'Somewhat agree'. For the option 'Disagree', the percentages of the alternatives "Strongly disagree" and "Somewhat disagree" were summed. Sum of percentages may not add up to 100% due to rounding off.

02

Transparency and communication offer a way to build trust

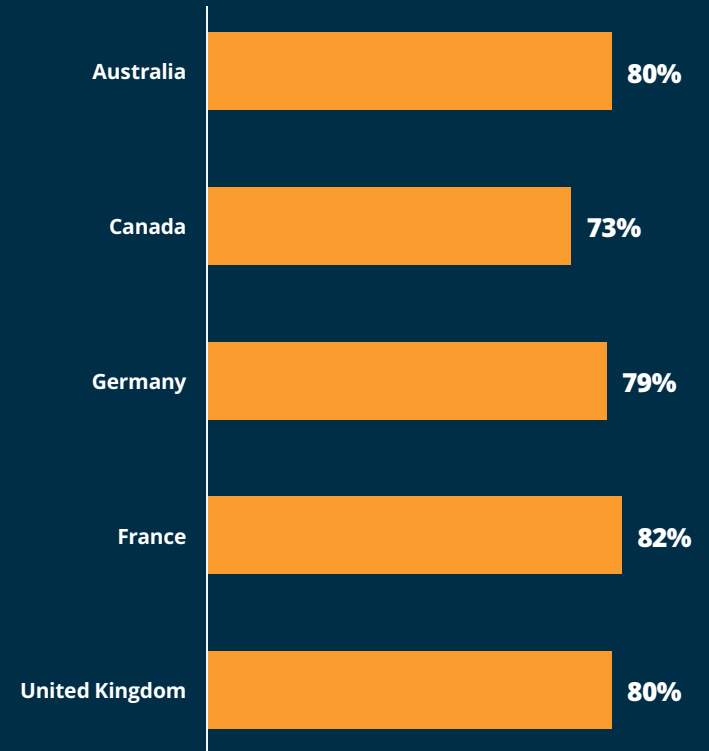
Communicating company values is an important part of building trust with consumers. How will they know that your brand is committed to a cause if it isn't written on your social media, on your product packaging, or on your website?

Consumers are constantly asking for communication and transparency, particularly in these times of inflation. It appears that customers would generally find it useful for their favourite companies to inform them personally of any price increases^[1].

In addition to being open about pricing, clearly communicating the features of a product or service can be useful for attracting new customers, as consumers tend to check these when comparing brands online^[1]. Being able to read a full list of a product's ingredients is also generally seen as the most important aspect when using mobile applications aimed at helping consumers make their choices^[3].

As well as being transparent, communication needs to be regular in order to build trust in the current economic climate, according to some consumers. In fact, 30% of individuals who have noticed a price rise would like their favourite brands to react to these increases by communicating more frequently with customers^[1].

Consumers who find it useful if their preferred companies communicated a price increase of products or services to them personally



Source: 2023 Capterra Facing Economic Challenges With Technology Survey

Q: How useful would it be if your preferred companies communicated a price increase of products and/or services to you personally (via email, newsletter, SMS, etc.)?

n: AUS: 884, CAN: 889, DE: 881, FR: 896, UK: 889

Note: Only participants who answered yes to the question 'Have you noticed any change in price, product size, service scope or availability in products and/or services in the last year?' could respond to this question. The percentage shown in this graph refers to the sum of the alternatives 'Moderately useful' and 'Very useful'. The answers for 'Slightly useful' and 'Not useful at all' are omitted.

03

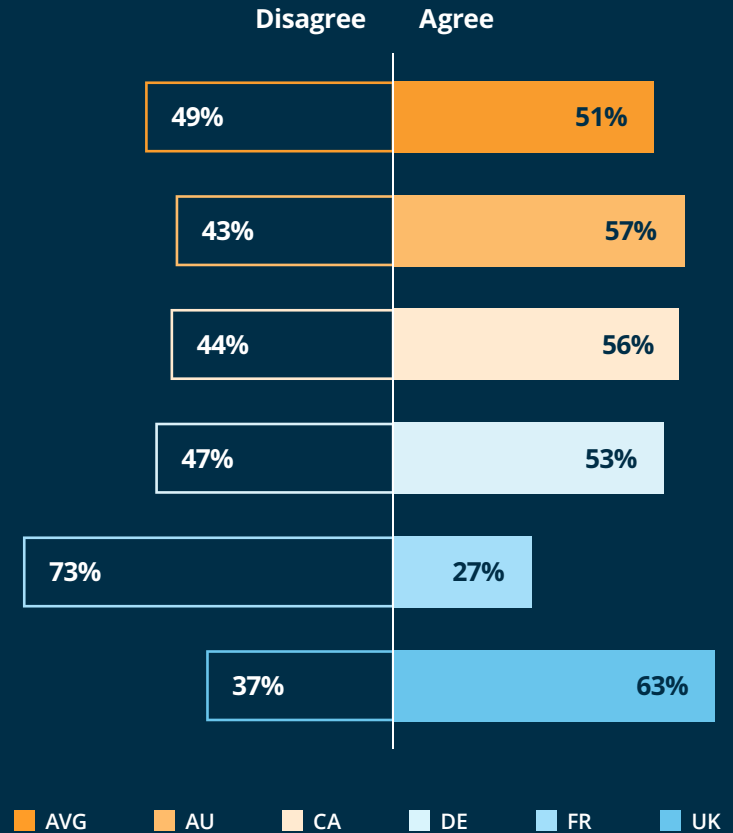
Brands are expected to take care of customer data

Whether due to the increase in data leakage cases or the growth of awareness about the issue, the fact is that consumers are increasingly empowered to take care of their personal data in the online environment. Most (84%) already clear their cookies when they are browsing online, although some do so more often than others^[6].

Consumers are also cautious about how brands handle their personal data. 36% of online shoppers don't trust that companies are using their personal information responsibly^[6]. At the same time, almost half (49%) don't feel confident that their personal data is secure when they provide it to an online company. The levels of distrust were even higher in France, with the vast majority saying they don't feel confident with this^[6].

However, for respondents, the responsibility for protection does not lie solely with consumers. Companies are also expected to take care of their customers' personal information, otherwise it may impact the way the consumer perceives the brand. Not surprisingly, the vast majority of online shoppers agree that the way a company treats their data reflects how it treats them as consumers^[6].

I am confident that my personal information is secure when I provide it to an online company.



Source: 2022 Capterra Privacy-focused Consumers Survey
Q: Rate your level of agreement with the following statement: "I am confident that my personal information is secure when I provide it to an online company."
n: AUS: 1037, CAN: 1012, DE: 1049, FR: 1078, UK: 1023
Note: The percentage shown in this graph as 'Agree' refers to the sum of the alternatives 'Strongly agree' and 'Somewhat agree'. For the option 'Disagree', the percentage of the alternatives "Strongly disagree" and "Somewhat disagree" were summed. Sum of percentages may not add up to 100% due to rounding off

How can businesses react?

Provide evidence of values

There are ways for companies to prove that they are actually taking action and not just making empty claims. For example, using social media to show that the company organised an event related to sustainability or even creating videos explaining the production chain of an item.

Helpful software:

Social media management software: to monitor and publish content, including articles and videos, across different social media platforms.



Make reliability go hand in hand with transparency

Transparency is synonymous with trust for consumers who are increasingly concerned about their spending and the image of the brands whose products they buy. Knowing how to adapt your communication to each channel and each situation, while demonstrating clarity in each piece of content, are two essential criteria for gaining consumer trust.

Helpful software:

Customer communications management (CCM) software:

to communicate up-to-date, contextualised information to customers via the most appropriate channel.

Offer user-friendly privacy consent solutions

Customers want assurances that their data is well looked after. When companies don't provide this, it can lead to financial loss, reputational damage, and even breaches of privacy laws. Businesses can look for ways to bring value by providing clarity around consumers' personal data. How? They can work on consent and preference management capabilities.

Helpful software:

Vulnerability management software: to identify and fix security gaps within the enterprise cybersecurity system.

“Nearly half of Australian consumers (43%) lack trust in the security of their information being shared online by brands. Companies should clearly articulate how personal data is collected and used. Brands should collect the minimum necessary data for the intended purpose and avoid collecting excessive or irrelevant information. Incorporating these principles can instil confidence in consumers regarding how their personal details are handled online.”



Laura Burgess

Content Analyst
Capterra Australia

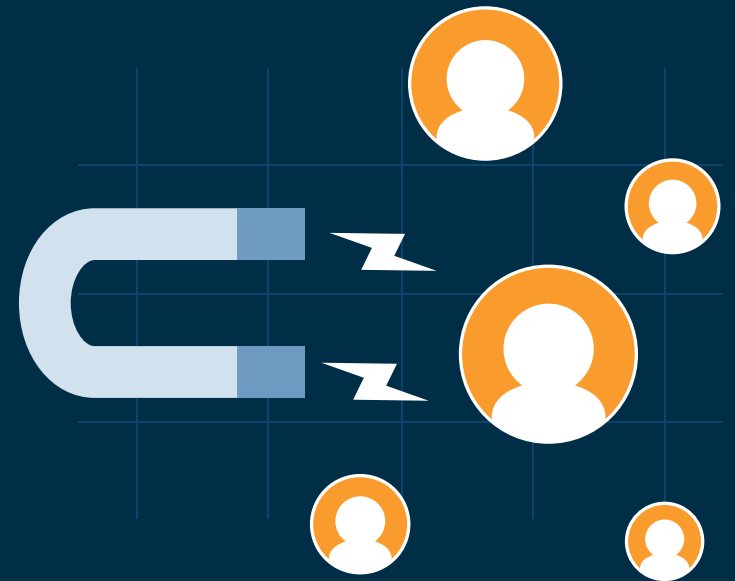
/ **Fostering engaged consumers**

Highlighting the ways that brands can enhance customer loyalty in an era of rising prices.

In a context of persistent inflation, where low prices are sought after and spending is reduced, is customer commitment an obsolete notion? In fact, there are other things, aside from price, that consumers continue to value and that strengthen their loyalty to a brand.

Key questions answered:

- ▶ What encourages consumers to remain loyal to a brand?
- ▶ What can SMEs do to ensure customer retention?



Main discoveries:

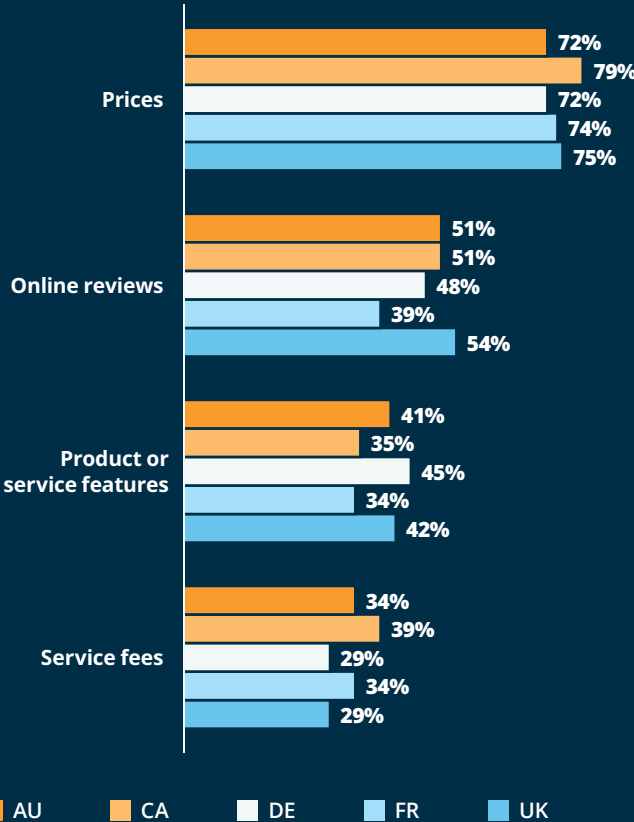
01

Consumers are keeping an eye on customer reviews

In these times of inflation, price is certainly crucial, but it is not the only criterion that consumers value when comparing brands online and making a purchase. When we asked consumers who use comparison platforms what aspects of a product or service they compare, customer reviews came second in all countries^[1]. This propensity is strongest in the UK, where 54% of respondents expressed this idea, compared with an average of 49% across all five countries surveyed.

Seeing other customers' feedback can also be useful when it comes to consulting product information via a smartphone application. In fact, 27% of all the consumers surveyed said that relying on the opinions of other users would be the most useful aspect of a mobile app, a trend that is particularly marked in Canada, where the proportion rises to 35%^[3].

When you use an app/platform to compare online products or services, what are the main aspects you compare?



Source: 2023 Capterra Facing Economic Challenges With Technology Survey
 Q: When you use an app/platform to compare online products or services, what are the main aspects you compare? Select 3.
 n: AUS: 578, CAN: 533, DE: 734, FR: 405, UK: 622
 Note: only respondents who had previously indicated that they use comparing platforms or apps answered this question. Only the top 4 answers (based on the average of all 5 countries) out of 9 are shown. Multiple responses allowed, percentages add up to over 100%.

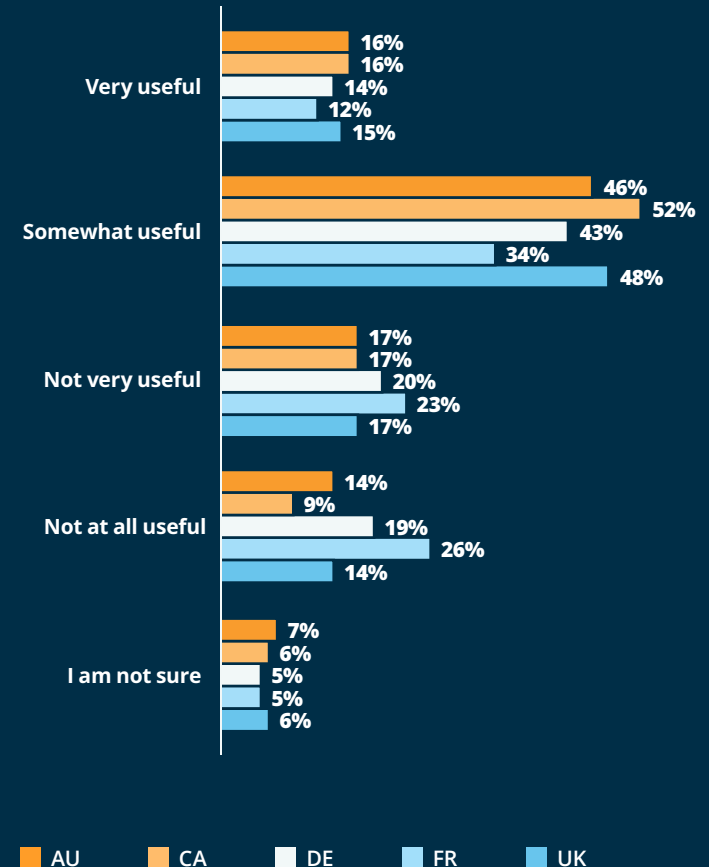
02

Everyone wants to feel like one in a million

We witnessed a strong desire from customers to receive a more tailor-made treatment when shopping online. Most shoppers surveyed would find it helpful for brands to be able to personalise their experience and recommend new items to them based on their purchase history^[3]. This practice could be particularly popular in Canada where 68% of respondents found it useful (compared with an average of 59% across all five countries surveyed).

Moreover, although many consumers are cautious about sharing their personal data, there are also those who are happy to do so if it leads to personalised products or services. 58% agree with this idea, although willingness is lower in Germany (46%) and France (50%)^[6]. Ultra personalisation was also one of the possible advantages put forward by consumers who were interested in shopping in the metaverse, with this aspect being emphasised more in France (43% compared to the 36% average across all countries surveyed)^[4].

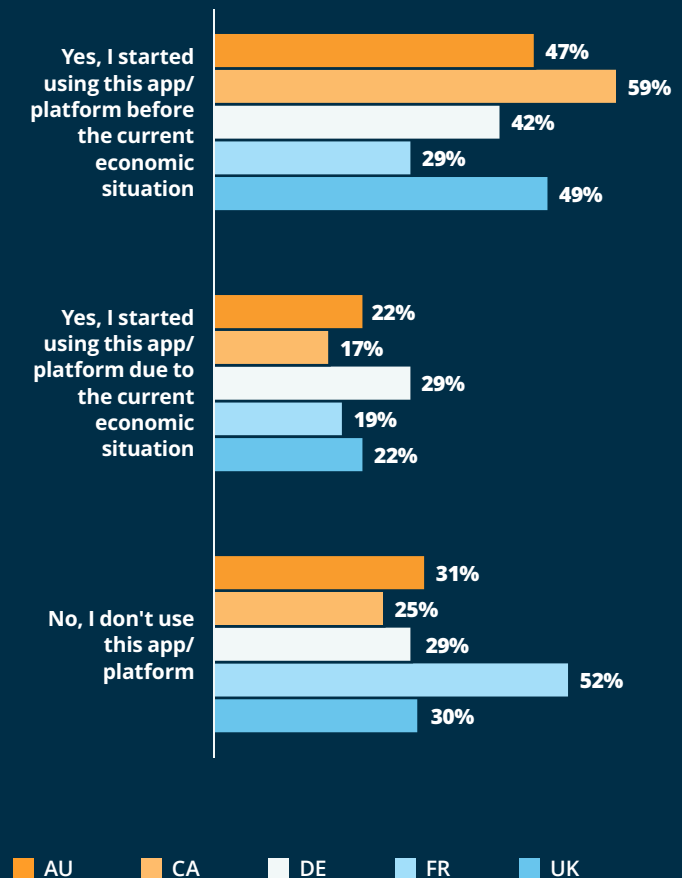
How useful would it be if stores remembered your purchase history and made suggestions based on this?



Source: 2022 Capterra Checkoutless Shopping Survey
Q: How useful would it be if stores remembered your purchase history and made suggestions based on this?
n: AUS: 998, CAN: 1063, DE: 1097, FR: 987, UK: 999
Note: Sum of percentages may not add up to 100% due to rounding off.

This desire to feel unique goes hand in hand with a desire to be pampered, particularly expressed by the growing use of loyalty programmes, especially since inflation has accelerated. 67% of all respondents are using loyalty programme applications or platforms: 21% use them due to the current economic situation, whilst 46% used them before^[1]. It should be noted that this type of app is highly popular in Canada, where the proportion of users rises to 76%, compared to France, where less than half of consumers (48%) said they are using them.

Do you use loyalty programme apps/platforms?



2023 Capterra Facing Economic Challenges With Technology Survey

Q: Which statement best describes your usage of loyalty programme apps/platforms?

n: AUS: 1007, CAN: 1010, DE: 1002, FR: 1011, UK: 1006

Note: Three of four possible answer options are shown in the graph. Respondents who do not use loyalty programme apps/platforms combine both those who answered "I don't use this app/platform, but I am INTERESTED in using/trying it" and "I don't use this app/platform, and I am NOT interested in using/trying it"

How can businesses react:

Watch your e-reputation

Price has become the main decider in purchase decisions today, but it is far from being the only one. Brand image and customer reviews continue to guide consumers in their online choices and reinforce their commitment. As a result, e-reputation needs to be nurtured more and more in order to convince consumers, inspire their trust, and ensure their retention.

Helpful software:

Review management software: to collect testimonials and reviews, respond to negative comments, and improve customer perception of the product or service offered.



Make the customer experience personal

To make a long-term commitment to a brand, consumers need to not only trust it, but also to feel pampered and unique. Getting rewards through loyalty programmes stimulates these feelings, as does having a personalised experience that meets individual needs and facilitates decision-making.

Helpful software:

Personalisation software: to personalise the experience of visitors on a website and generate targeted recommendations and notifications.

“Consumer engagement for small companies is a strategic approach that fosters customer satisfaction and loyalty and drives market competitiveness. Small businesses that actively engage with their customer base with personalised treatment are more likely to experience returning customers.”



Laura Burgess

Content Analyst
Capterra Australia

/ Conclusion

The inflation that has persisted since the beginning of 2022 has, unsurprisingly, had an impact on consumer buying habits and demands. Buying at reduced prices, benefiting from loyalty programmes and tailor-made offers, and expecting greater transparency and authenticity from brands are just some of consumers' current requirements to which SMEs can respond by demonstrating agility and proactivity. The use of specialised software can help them in this respect, by enabling them to adapt their sales, marketing, and communications strategies more easily. These tools can also offer a better understanding of the needs of customers and prospects and guide SMEs in building a closer relationship with them, whatever the economic context.

In addition, offering innovative shopping experiences to consumers can help businesses stand out from the crowd, all the more so as interest in emerging technologies continues to grow among consumers. This is especially true if these innovations meet their desire for immediacy and personalisation. However, companies should always thoroughly study new technological trends before incorporating them into their strategy and making them available to their audiences. In so doing, they should always keep abreast of consumer expectations, the opportunities that these technologies can bring —both to their business and to their customers—, and the challenges and limitations that they entail.

Research methodology:

This Capterra Consumer Trends Report 2023 identifies four trends that are the result of six surveys commissioned by Capterra and its affiliate companies. This report includes data from online surveys conducted between January 2022 and June 2023. Each survey was sent to approximately 5000 consumers (1000 from each country). Participants are consumers living in the UK, Australia, Canada, France and Germany. The results derived will be representative of the participants who took the survey and not the entire country/region.

Participant selection criteria for each of the surveys used for this report are as follows:

1. **2023 Facing Economic Challenges with Technology Survey:** Participants are between 18 and 65 years old, and share or are in charge of paying the home expenses and goods. UK: n=1006 , CA: n=1010, AUS: n=1007, DE: n=1002, FR: n=1011. Mar-31 to Apr-11, 2023.
2. **2022 Circular Economy Survey:** Participants are 18 years or older and understand what the concept of circular economy is. UK: n=1027 , CA: n=1006, AUS: n=1013, DE: n=1010, FR: n=1010. Fielding dates: Jul-27 to Aug-9, 2022.
3. **2022 Checkoutless Shopping Survey:** Participants are 18 years or older and physically shop at least once a month, live in urban or suburban areas and have a smartphone and understand what the concept of checkout-free or cashier-less shopping is. UK: n=999, CA: n=1063, AUS: n=998, DE: n=1097, FR: n=987. February - April, 2022.
4. **2022 Metaverse Survey:** Participants are 18-to-65 years old and understand what the metaverse is. UK: n=997, CA: n=997 AUS: n=1001 DE: n=1003, FR: n=1010. Oct-25 to Nov-2, 2022.
5. **2023 Digital Wallets Survey:** Participants are between 18 years and 77 years old, own a smartphone and understand what digital wallets are. UK: n=1004, CA: n=1016, AUS: n=1005, DE: n=1002, FR: n=1019. Sep-27 to Oct-7, 2022 (except Canada). Canada: Jun-19 to Jun-27, 2023.
6. **2022 Privacy-focused Consumers Survey:** Participants are 18 years or older and shop online at least once a month. UK: n=1023 , CA: n=1012, AUS: n=1037, DE: n=1049, FR: n=1078. Jun-10 to Jul-15, 2022.

Note: unless otherwise stated references to data represent averages of the five countries surveyed.

NOTE: This ebook is intended to inform our readers about business-related concerns in Australia. It is in no way intended to provide financial advice or to endorse a specific course of action. For advice on your specific situation, consult your accountant or financial consultant.

/ Authors & Contributors:

Content Analysts:

- ▶ David Jani
- ▶ Sabrina Khoualène
- ▶ Marcela Gava

Editors:

- ▶ Kathryn Todd, Senior Editor International Content
- ▶ Quirine Storm van Leeuwen, Program Manager International Content

Design:

- ▶ Nicole Kirschten, Graphic Designer for Gartner Digital Markets

Marketing:

- ▶ Bertha Lagos, Marketing Specialist International Marketing

For more information, please contact:



UK

Bertha Lagos

bertha.lagos@gartner.com



Germany

Kristina Dreiling

kristina.dreiling@gartner.com



France

Dorine Mandin

dorine.mandin@gartner.com



Australia

Garry Steel

garry.steel@gartner.com



Canada

Eleanor Pitcher

eleanor.pitcher@gartner.com

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