

April 2023

Expressions of Identity - US

"Consumers use a range of channels to represent and communicate who they are – or who they want to be – to other people. Authentic self-expression can directly impact their mental wellbeing, as well as help them build likeminded communities. Brands are already embedded into facets of consumers' identity and ...

February 2023

Monetary Value vs Moral Value - US

"As inflation and economic uncertainty continue to drive consumers to cautiously monitor their spending, brands and marketers have questioned if purpose-driven shopping can survive as price consciousness takes center stage in consumers' minds. However, a brand's moral value and social consciousness can enhance its purchase value just as effectively as ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Appealing to Introverts and Extroverts - US

"Most consumers recognize where they are on the personality trait continuum, and few feel they sit on the extreme ends of being either 'very introverted' or 'very extroverted'. With some 40% who feel their personality traits have shifted in the past two years, this represents a transitional period as consumers ...