



latentview

Actionable Insights • Accurate Decisions

# From Likes to Loyalty

## Understanding the Mindset of the Online Consumer



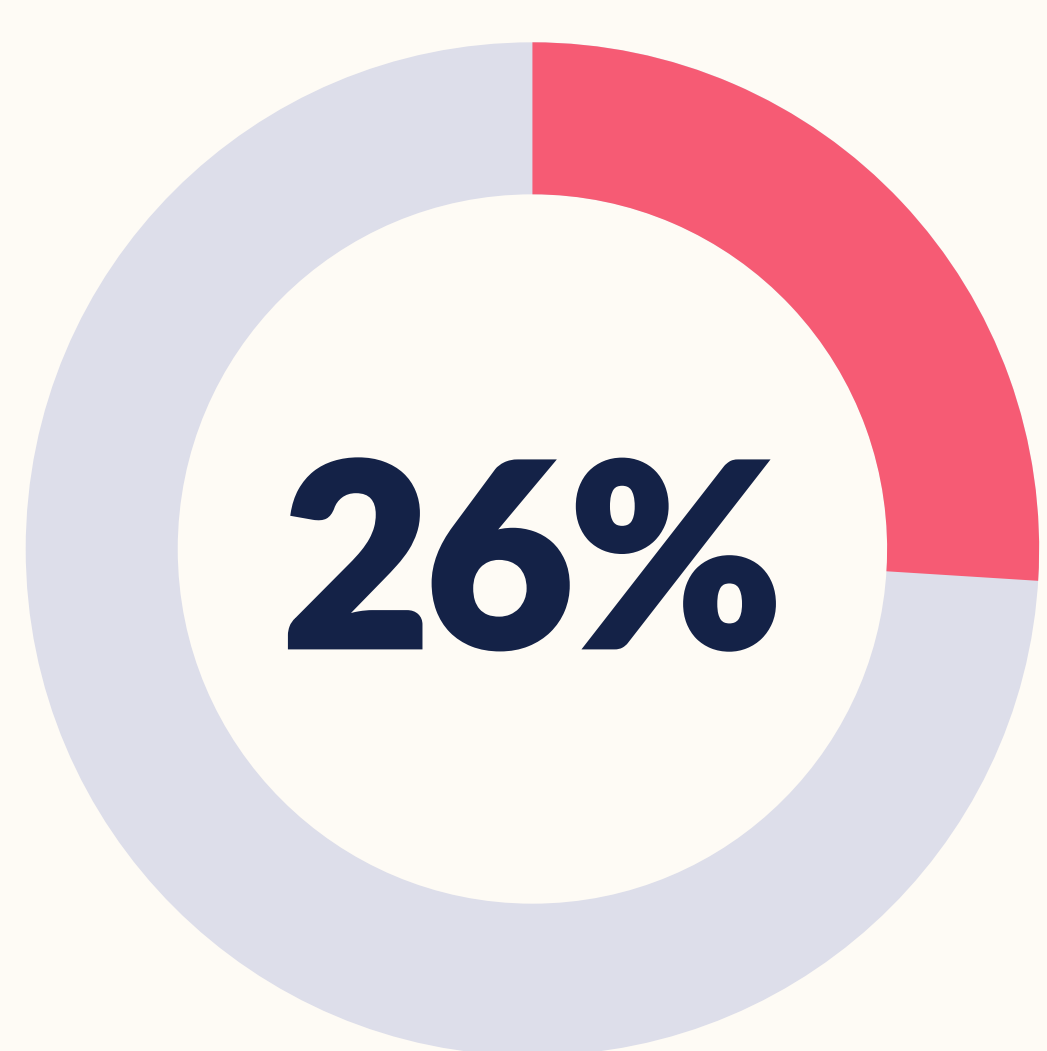
### The Digital Consumer is Here to Stay

- **64.4%** of the world's population were internet users at the beginning of **2023**.<sup>1</sup>
- By the end of **2023**, two-thirds of the world's population will be online.<sup>1</sup>
- More than **56.9%** of the time spent online and nearly **60%** of all web traffic presently originate from mobile devices.<sup>1</sup>
- With consumers spending more time online experimenting with innovative technology and finding new ways to shop, brands can participate in the discovery process and connect with them meaningfully.
- Exponential increase in consumer data and ongoing developments in analytics and machine learning enable organizations to understand consumer behavior and improve CX.

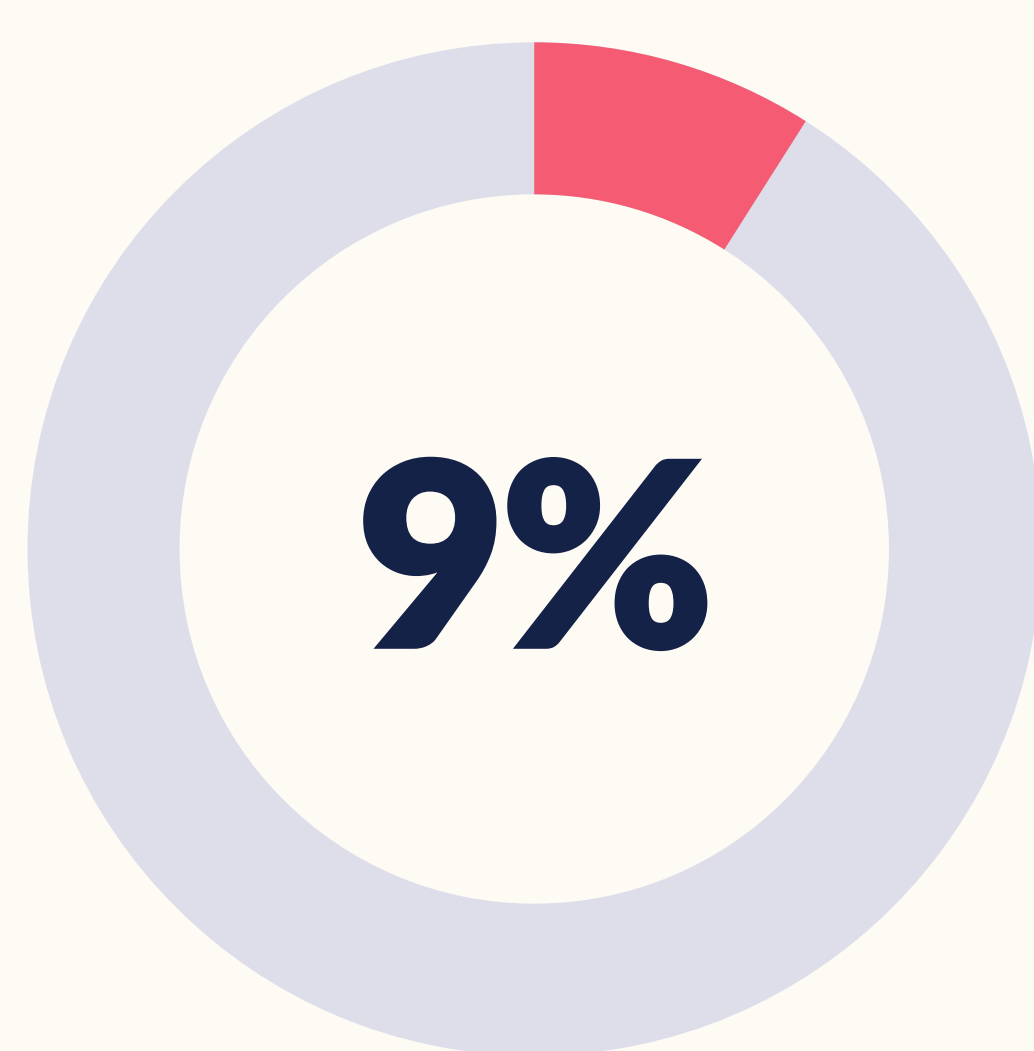
## What is Shaping Consumer Behavior and Choices?

### The Rise of Online Shopping and Immersive Experiences

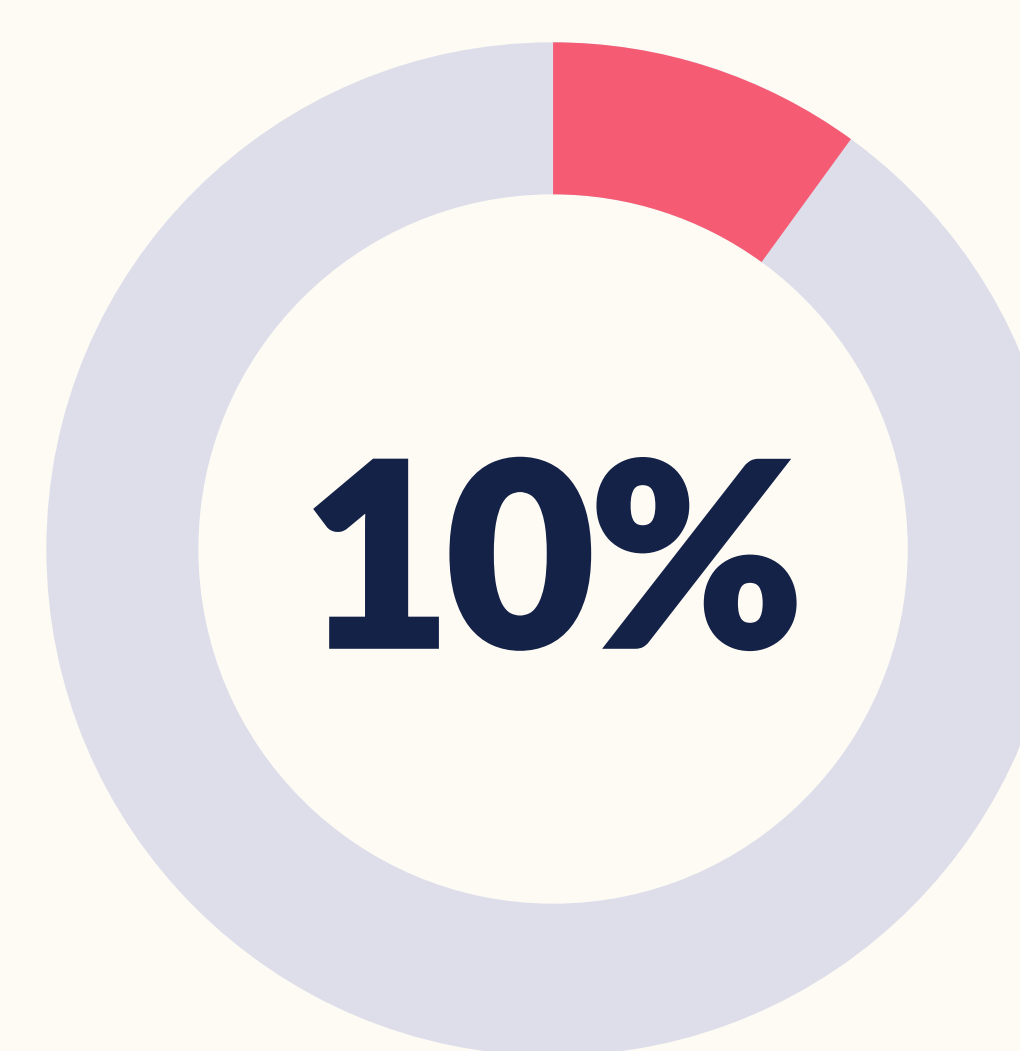
- **43%** of global consumers plan to increase their online shopping in the first half of **2023**.<sup>2</sup>
- Consumers are experimenting with next-generation digital platforms like metaverse.



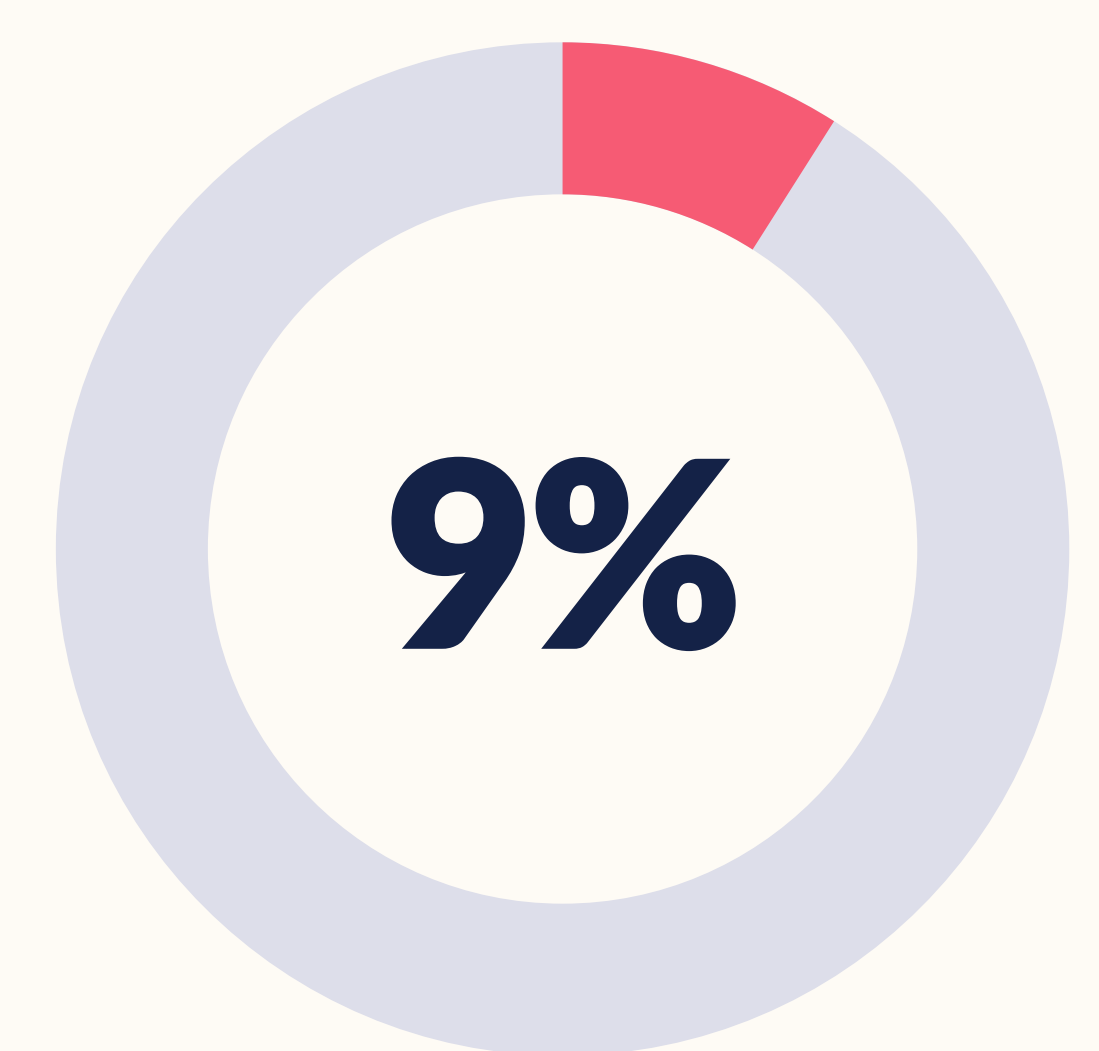
of global consumers have engaged in metaverse-related activities in the second half of **2022**.<sup>2</sup>



of people logged on to a virtual world to shop or attend concerts.<sup>2</sup>



used a VR headset to watch a movie or play a game.<sup>2</sup>



of all metaverse users worldwide have purchased products after trying them out or visiting stores on metaverse platforms, and **7%** first viewed physical luxury goods digitally before making a purchase.<sup>2</sup>

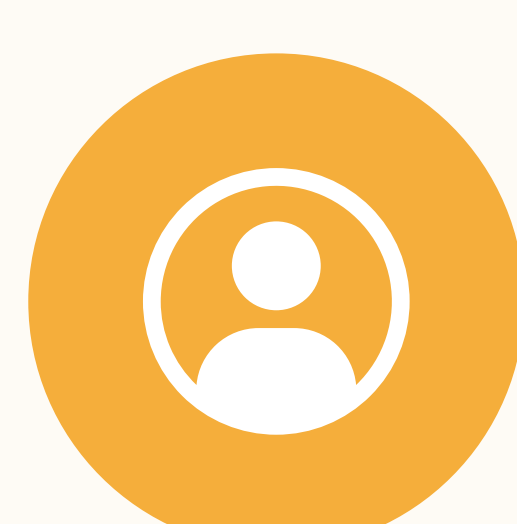


Customer and immersive analytics are important for data-driven decision-making, understanding consumers, and reaching out to them in real time.

## The Influence of Social Media



The usage of social media is on the rise, with a total global user base of **4.76 billion** in **January 2023**.<sup>1</sup>



The number of people using social media is currently increasing at a rate of **4.3 new users every second**.<sup>1</sup>



Social media plays an integral part in brand discovery and research.

- Generation Z and millennials typically discover new products through ads on social networks.
- **47%** of generation Z and millennials use social media to seek more information about specific brands, goods, or services.<sup>3</sup>



Companies can assess the behavior and mindset of consumers and quantitatively analyze online conversations about their brand and competitors using sentiment analysis.

## Hyper-Personalization: A Consumer's Dream



In data-rich industries, **personalized** digital marketing and CX impact consumer behavior.



By **2024**, more than half of the online ads that viewers watch will be driven by artificial intelligence's ability to recognize emotions.<sup>4</sup>



In **2022**, **73%** of global consumers wanted businesses to understand their unique needs and expectations – up from **66%** in **2020**.<sup>5</sup>



Using behavioral data and customer analytics, brands can implement hyper-personalization and make CX nearly frictionless. The advantages of hyper-personalization will spill over to other areas, including digital marketing, omnichannel CX, media mix, and more.

Partner with [LatentView Analytics](#) to analyze real-time data to gain insights into consumer behavior and outline data-driven strategies.