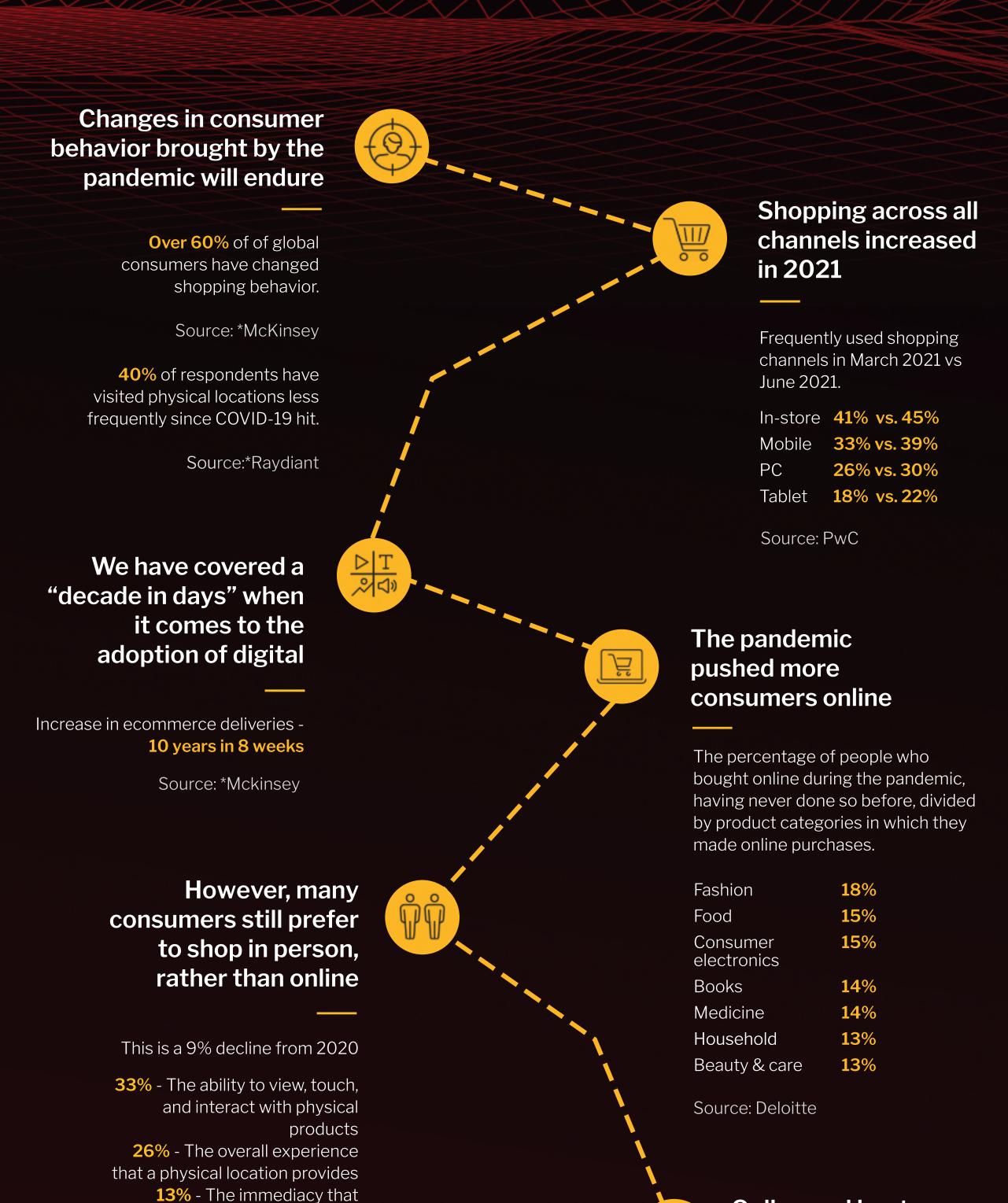
Characteristics of Consumer Behavior

Taking consumer behavior characteristics into account can help businesses sell more and build loyalty. But what are they and how have they changed since the pandemic?



Online and in-store experiences are interlinked

65% said that a good in-store experience makes them more likely to purchase other products online.

60.3% of respondents have abandoned a brand for good because of a poor in-store experience.

Source:*Raydiant

Preference for digital is quickly becoming the defining characteristic of consumer behavior. Investing in digital commerce is no longer an option for a business that wants to keep up with changing consumer behavior—it's a necessity.

in-store experiences provide, as

opposed to waiting for delivery

Source: *Raydiant

