

COVID-19 & CONSUMER BEHAVIOR: ONE YEAR LATER



4 TAKEAWAYS

1

NEW OPPORTUNITIES FOR NEW BUSINESSES

75%

of consumers were forced to shop in a different way in 2020.

That caused them to try new brands and experiment. Brand Loyalty has always deteriorated as you move down the consumer age, but it had a big downward shift in 2020.



Consider new ways to encourage customer loyalty. And if you're a new business, now is your chance to attract (and keep!) new customers.

2

THE "CONTACT-LESS" CRAZE CONTINUES



The curbside pickup craze will taper off – but not go away.

Basically – COVID made businesses a lot more introvert-friendly. Many consumers discovered new services during the pandemic, and have every intention of keeping them going. A good example of this is Instacart grocery delivery.



Don't kick the curbside option just yet. If possible, consider offering both minimal-contact and "normal" (but safe) shopping experiences to meet the needs of all consumer shopping levels.

3

SEARCH IS HOLDING STRONG



Certain advertising methods surprised industry experts with their popularity.

Search, an advertising tactic that Borrell did not originally have at the top of their list over the next few years actually saw a surprising upward trend in 2020.



Consider how paid search advertising can fit into your business' overall marketing plan. Need help getting started? Get in touch with a Cox Media expert.

4

NEIGHBORS ARE THINKING LOCAL



2020 showed how important hyper-local can be (and is).

The support needed/displayed at a very local level was extraordinary. Will that neighborhood spirit continue to develop – and will people understand that what is good for their neighborhood is good for them? Will it extend to what they buy and how?



Lean into your community. Partner with local charities, sponsor local events whenever possible. Helping your community will grow trust in your business when you need it most.