



# Think Forward with Agile Consumer Behaviour Tracking





# Across the globe, consumer behaviours and attitudes continue to evolve rapidly.

For brands, it's imperative to stay on top of these changes in order to position themselves – and their products and services – for success in the marketplace. One of the ways in which brands can accomplish this is through agile Usage and Attitude (U&A) tracking.

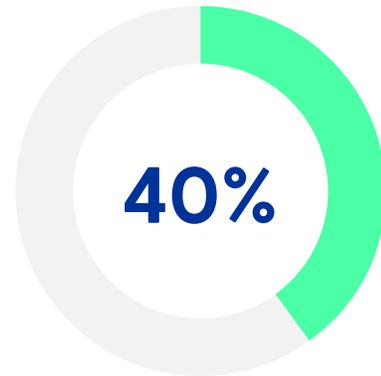
## In this eBook, you'll discover:

- Key insights that underscore the pace of change and need for U&A tracking.
- Insights from our latest Global Consumer Barometer and how to access the full report.
- How brands are responding to rapid changes in consumer behaviours.
- The purpose of U&A tracking and best practices.
- Commentary from leading brands on drivers and implementation.

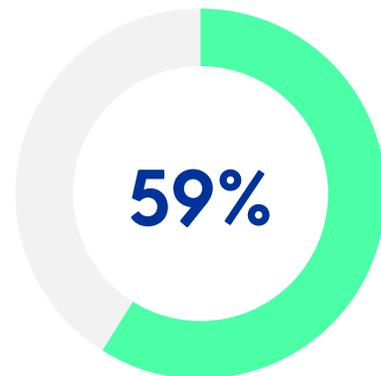




# The pace of change in consumer attitudes and behaviour has forced companies to find new ways to stay connected with consumers in real time.



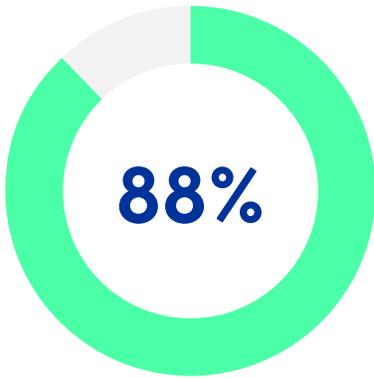
Of people worldwide have changed the way that they spend & save money



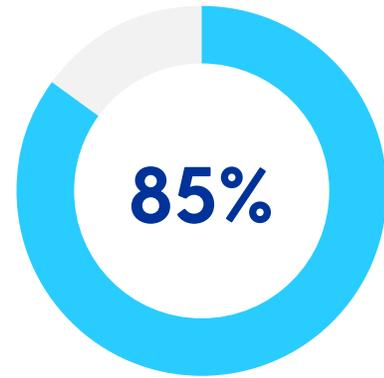
Of consumers are more open to trying a new product for the first time



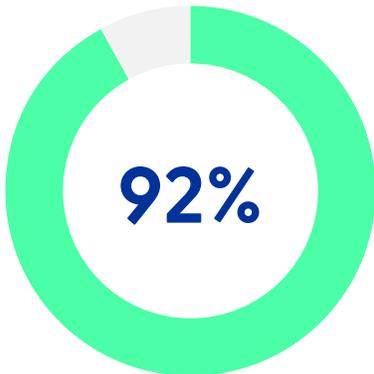
# Around the world, consumers are holding brands to high ethical standards.



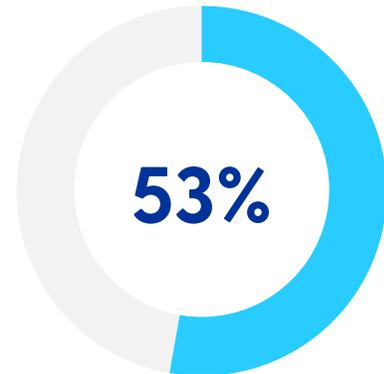
Of global consumers believe that brands should be accountable to consumers.



Of global consumers go out of their way to engage with brands that align with their values.



In the Americas, driven by Mexico (97%) and Brazil (95%)

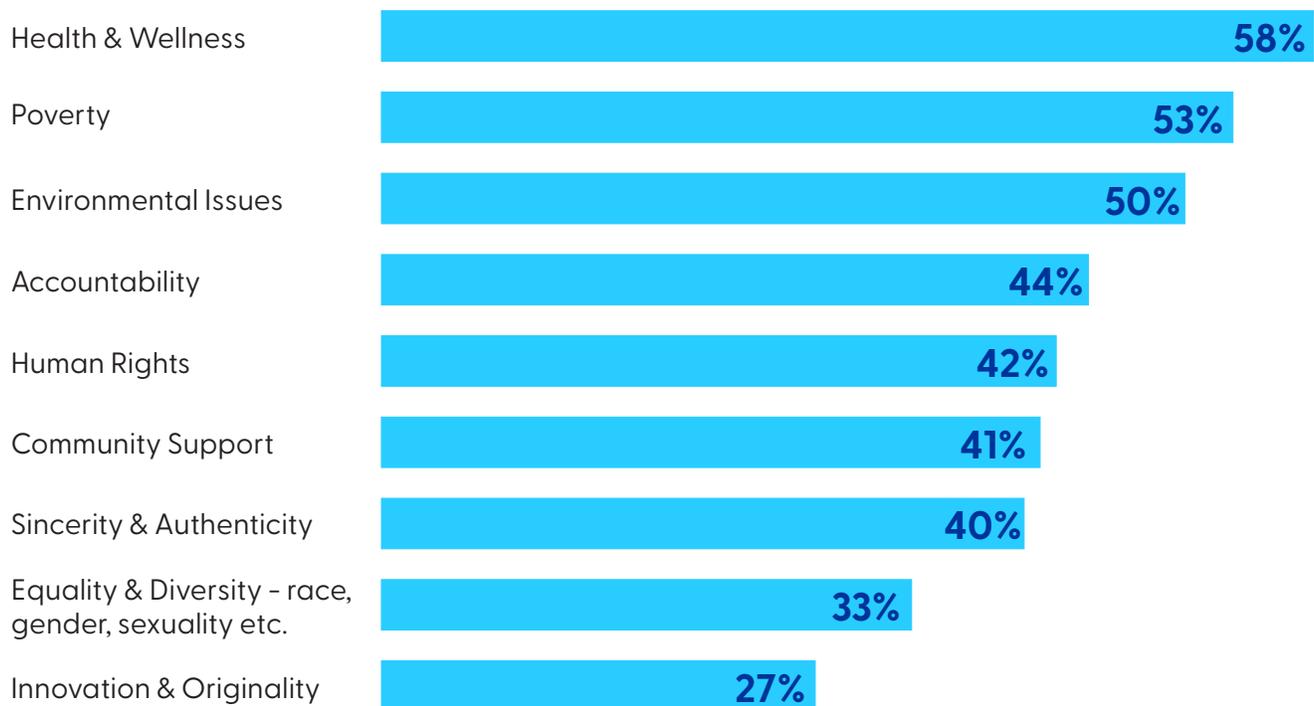


Have stopped supporting brands that don't align with their values.



# Concerns around health and wellness, poverty and environmental issues have seen the highest increase since the pandemic.

Consumers in the Americas are more likely to say they are more concerned about most of these issues than the other regions, driven largely by Brazil.



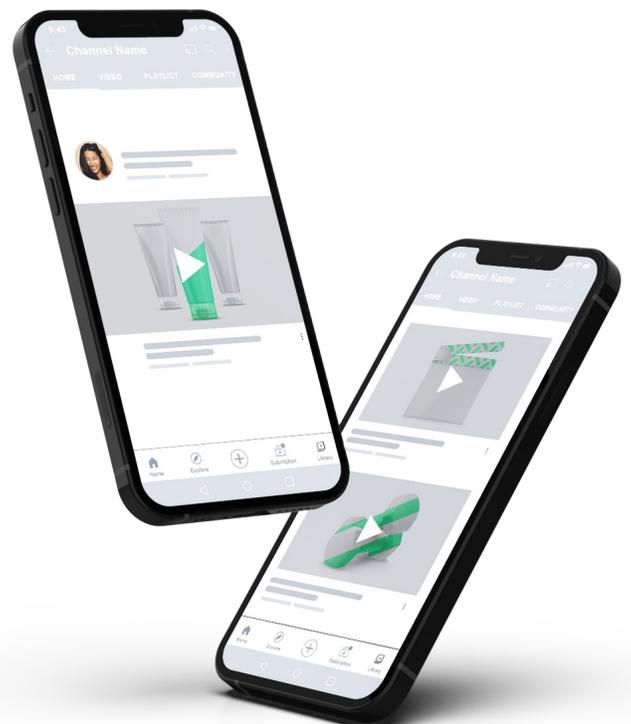
 I am more concerned now compared to before the pandemic



# Customer insight is critical

Changes in consumer behaviour brought on by the pandemic are likely here to stay. In this emerging era of new attitudes towards brands, companies need to continuously:

- Consider the impact of changing in-home behaviour.
- Align with evolving consumption habits.
- Lead the change for health and wellness for all.
- Evolve channel strategy to be ready for growing areas.
- Ensure marketing messages are seen in the right places.
- Tailor offers to meet the needs of the financially concerned, as well as the optimists.
- Lead with empathy by understanding consumers and meeting them where they are.
- Ensure brand values are authentic & aligned with consumers' desire to make the right choices.





# Consumer tracking in action: Toluna's Global Consumer Barometer

Because it's more important than ever for brands to understand how these sweeping changes impact buying decisions and choices, we field our Consumer Barometer to better understand consumer changes as they happen.

The study has been fielded and updated continuously since March 2020.  
See it here: [Global Consumer Barometer, Wave 17](#)



Toluna works with leading brands across the globe to help them implement agile best practice U&A tracking programmes that are tailored to the evolving needs of their markets and business.

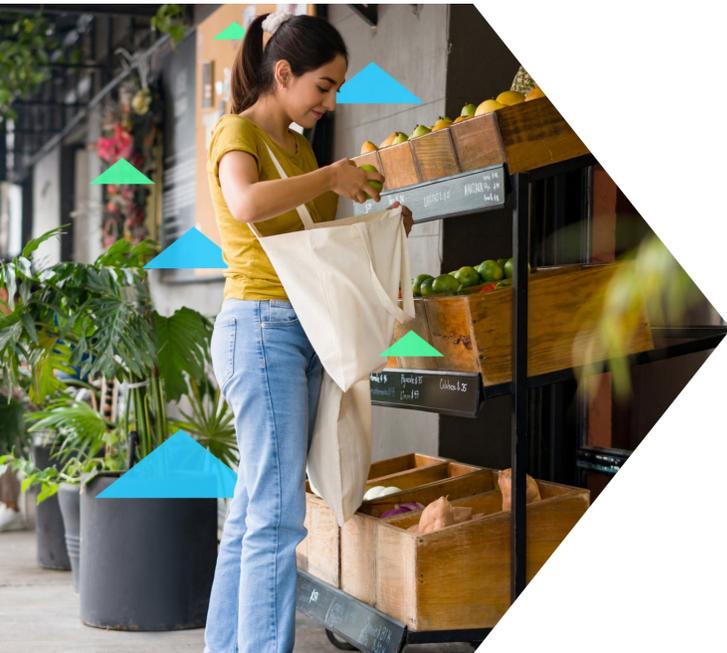
Read on for some examples of key themes, drivers, and insights from major brands.



# Leading brands are tracking consumer behaviour frequently and in more agile ways.

- Agile, customised surveys track behaviour and attitudes to help anticipate changes and drive business.
- Tracking changes over time – weekly or monthly.
- Short, repeatable, flexible questionnaires that are tailored to the specifics of the category/sector and target audience.
- Carefully targeted audiences and manageable, affordable sample sizes.

## Common themes emerging from ongoing consumer studies include:



Focus and frequency of consumer understanding

A spotlight on health, wellbeing and support

Greater engagement with business stakeholders

Optimizing communications, products & services, and brand relevance

Acceleration of agile digital approaches for research, collaboration and the consumer



## Using insights to leverage disruption.

“ Last year was probably the biggest year I’ve ever seen where consumer insights came to the forefront. Now that we see the power of insights and the impact it has on societal change, there’s no going back from that.”

**P&G**

“ The last 12 months have brought the focus back to the consumer and their needs; we’ve had to test, learn, and innovate fast because the demand and the pace of the change was so dramatic.”

**reckitt**

“ The pivot to agile insights solutions for us was [about] the multi-faceted outputs we can get with Toluna. It has enabled us to put insight at the middle of everything—from content to sales. It has also enabled us to prove the ROI of insights and be seen as a partner.”

┌ FUTURE ┐

## The importance of understanding people, not just consumers.

“ Behaviours post-pandemic: people are trying to balance their impact on the environment with reduced income. It’s important to focus on both.”

**L'ORÉAL®**

“ Consumers are more and more demanding of brands. We felt it was about the role of the brand in society and ethics. We still have to test each and every piece of communication and be very agile – it could be needed in a matter of hours.”

**AXA**

“ We’re having to adapt, especially to sustainability... we’re very conscious that these are things that people look into when deciding whether they trust a brand. We need to manage the communication because we need to make it very honest.”

**PAPA JOHN'S**



# As the pace of change accelerates, the insights function needs to be ‘always on’.

“ The insights shaped editorial content and helped fuel engagement with agencies/other stakeholders. We were able to include our stakeholders in the process and encouraged them to ask their own questions so the tracker gave our commercial team regular, topical content to speak about with clients and agencies.

We’ve been listening and tracking consumer sentiment and behaviour at a time when media plans were being ripped up and re-planned on a weekly basis.”



“ We’ve got to make sure we’re constantly listening and tracking that customer sentiment ... This is about agility and adapting quickly to the unexpected.”



“ A lot of planned changes to the insights process were accelerated by the pandemic. Being able to access consumers through Toluna Start has become more important to keep the business agile.”





# Why Usage & Attitude tracking?

With the pace at which consumer behaviour is evolving, it's imperative to stay on top of their changing needs. Consumers want to engage with brands that support them and share their values, so brands must continue to evolve in the way they position and market themselves.

## U&A tracking - key outcomes:

Some of the key business drivers and decision-making insights typically yielded with U&A include:

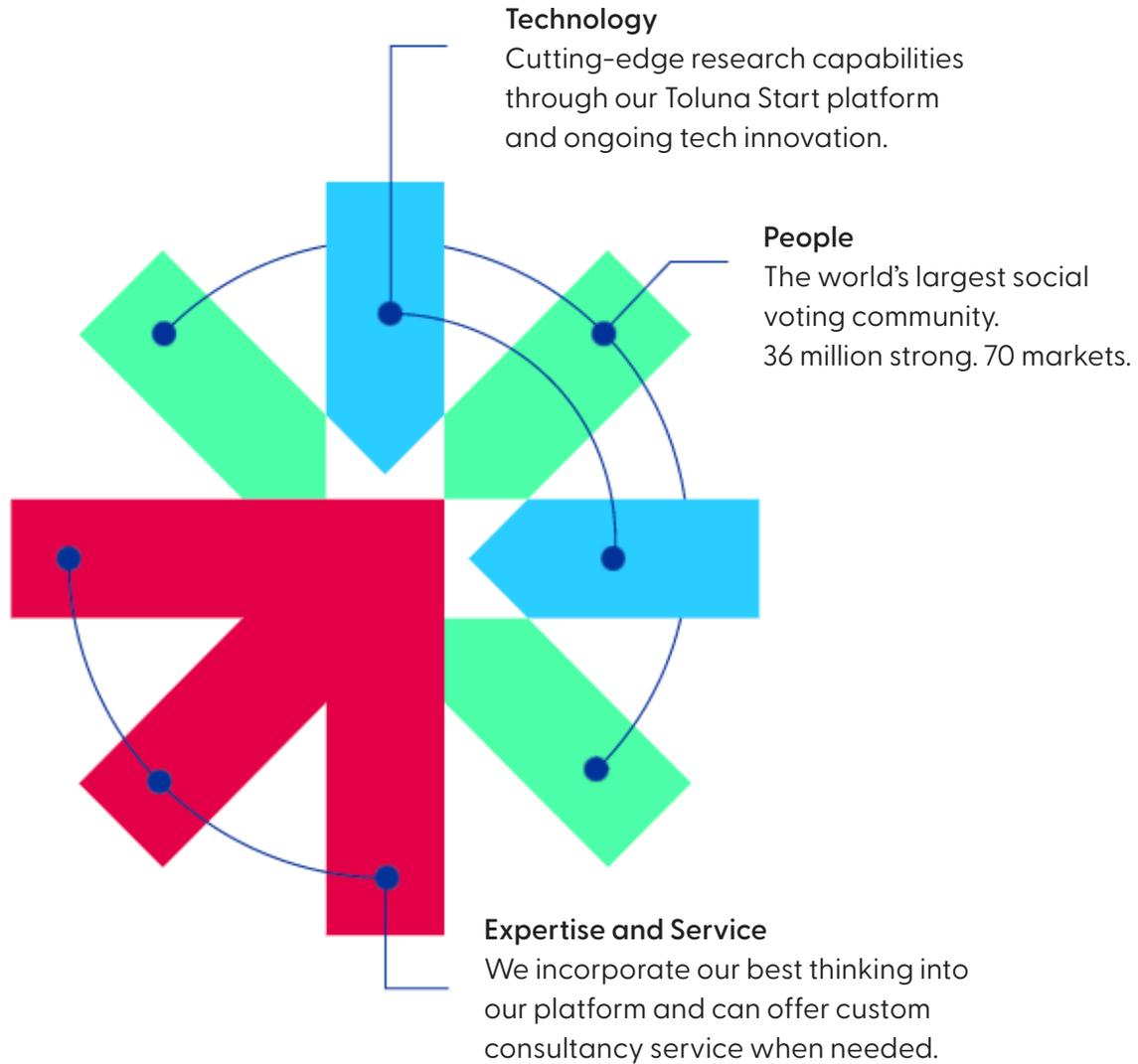
- What specific product, services and brands are used; current and future usage patterns, including expected versus actual usage, new trials and switching.
- Why specific products, services and brands are chosen, including needs, motivations and obstacles.
- How products and services are accessed, purchased and used, including online and offline behaviour.
- The impact of social, economic and environmental responsibility considerations, related brand values, and performance.

## The data gathered often yield even more rich insight:

- Brand strengths and weaknesses, market segmentation, and proposition testing can also be included within and derived from these in-depth studies.
- A wealth of profiling information is collected and can be analysed – such as demographics and other product/service usage and behaviours relevant to the category – to help place findings in context.
- Our experts use their deep category experience to add further context, insight, and recommendations.



# Helping you make the right decisions, faster.





# Think Forward with Agile Consumer Behaviour Tracking



**Get in touch for more on ways to make U&A move your brand forward**

- Learn more about our expert framework and deeper insights for your particular category.
- Request a demo of agile U&A tracking in action on our Toluna Start end-to-end insights platform.

[Book a demo](#)