

Consumer Behavior Insights Report

Executive Summary

This report offers key insights into consumer behavior patterns for Q1 2024, emphasizing purchase motivations, preferences, and emerging trends based on recent survey data and analytics.

Demographic Overview

Age Group	Percentage
18-24	22%
25-34	31%
35-44	18%
45+	29%

Key Findings

- Preference for eco-friendly products increased by 17% from previous quarter.
- Mobile purchasing overtook desktop for the first time (54% vs. 46%).
- Consumers cite convenience and price as primary purchasing factors.

Trends & Insights

- Social media influence continues to rise, with 42% reporting platforms as a discovery tool.
- Brand loyalty decreased among 25-34 year-olds, attributed to high deal sensitivity.
- Subscription-based services showed a 9% increase in trial rates.

Recommendations

- Enhance mobile shopping experience and streamline checkout process.
- Leverage social proof and reviews on product pages.
- Develop targeted campaigns for eco-conscious and price-driven segments.