

MARKETING

## Consumers are not limited to one state of mind: Resonate

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*Consumers are shifting values, and brands should not approach them with a one-size-fits-all mentality. Image credit: Unsplash*

By NORA HOWE

The COVID-19 pandemic has had enduring effects on people and business, but as sentiments shift and values become motivators, consumers are exhibiting varied mindsets.

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For its **2022 State of the Consumer report**, **Resonate** identified three central sentiments driving their behavior: overwhelmed, influenced and activist. While they are different in many ways, all three segments should serve as a reminder to brands that people are human first, consumers second.

### States of the consumer

The overwhelmed segment includes consumers who are busy balancing careers and families and generally overwhelmed by their day-to-day activities. These consumers value being assertive, yet appreciated and prioritize prosperity and prestige.

This group is more likely than other segments to be making major home renovations, getting promoted, buying a car or refinancing a mortgage.

They are 158 percent more likely than the average consumer to indicate planning on buying a bar cabinet, and 45 percent more likely to buy alcohol online.

Overwhelmed consumers typically purchase products that are family-oriented or innovative, and care less about practicality and cost-effectiveness. They are shopping for home improvement items, major appliances, toys and games, craft supplies and sports equipment.

Despite their day-to-day distractions, overwhelmed consumers still find time to be online, spending 20-40 hours per week online, primarily on LinkedIn, TikTok and Instagram. They are more likely than others to follow brands on social media and binge-watch television often.



*Overwhelmed consumers are still trying to balance working from home with virtual school. Image credit: Unsplash*

The influenced audience includes consumers who consider social ads and influencers across platforms influential in their purchasing decisions, particularly with apparel and beauty products. They value harmony and respect, as well as moral reputation and stimulation.

According to Open Influence, the fashion influencer market is forecast to have a value of \$17.2 billion by 2027 and as of 2017, 73 percent of luxury brands had already worked with influencers. The latter is a figure that has almost certainly grown since, particularly as consumers increasingly spend on investment pieces ([see story](#)).

Resonate found they are more likely than the average consumer to be having a child or getting married, obtaining a master's degree online or moving a family member to a retirement community.

These consumers are looking for time-saving, popular and aesthetically-pleasing products, and are not concerned with the ease of use, but are often inspired by influencers' recommendations, especially on Twitch, TikTok and Snapchat.

Influenced consumers are 50 percent more likely to have accent chairs on their wish list, and 70 percent more likely to be searching for ottomans. Overall, they are shopping for sports equipment, watches and jewelry, home audio systems, kitchen furniture and home improvement items.

#### Reaching activists

The activist audience includes consumers who prioritize corporate responsibility and are willing to pay more based on issues, including donating to charities, treating employees fairly and reducing energy consumption.

These consumers are currently looking for a new job, adopting pets, starting small businesses or having a new teen driver at home.



*The majority of activist consumers are younger, but there is a growing number of Gen X and baby boomers in the segment. Image credit: Pinterest*

While younger people, particularly Gen Z, are often associated with environmental and social efforts, Resonate found that 20 percent of activist consumers are over the age of 55.

Thirty-five percent of activists have a household income of more than \$100,000 and 18 percent have discretionary spending of more than \$100,000. With this in mind, brands should expand their sustainability messaging to wider demographics.

Activists value achievement, creativity and stimulation when it comes to creative brand messaging, and are more likely to purchase products that are produced sustainably and are energy efficient.

Ironically, however, they are more likely than other consumers to use memberships to Amazon Prime, Costco, Instacart and similar services.

With that being said, though, they are 105 percent more likely to purchase from a brand that supports Black Lives Matter, 164 percent more likely to stand with companies that reduce energy use and 151 percent more likely to prefer to shop at retailers that are woman- or minority-owned.

LVMH-owned retailer Sephora has been increasing the number of Black-owned brands it shelves. In June 2020, Sephora carried eight Black-owned brands, however, by the end of 2021, it more than doubled its assortment overall, including achieving the 15 percent benchmark in prestige haircare ([see story](#)).

Activists are also buying home improvement items, bed and bath supplies, music, movies and books, audio devices and kitchen appliances.

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