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## Digital consumer trends as an example of consumerism in the world

## Zdigitalizowane trendy konsumenckie jako przykład konsumpcjonizmu w świecie

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**Abstract.** The article presents current digital consumer trends as an example of consumerism in the world. First part of the article shows general information and introduction in discussed topic including consumer trends researches provided by Ericsson. The next part shows some collection of examples articles provided by the author on the need of the work. Through further exploration based on the current empirical data from Deloitte Report from 2022 author presents diverse assessment and conclusion of collected empirical and substantive information's. The main goal is to show digital consumers trends in:

- possession and access to electronic devices;
- wearables devices;
- time to spend whilst using electronic devices;
- comparing expenses on electronic devices 2022 to 2021;
- decisions about buying new or used electronic device;
- reasons excluding price to buy new or used electronic device.

**Keywords:** digital, consumer, trends, consumerism, world

**Abstrakt.** W artykule przedstawiono aktualne cyfrowe trendy konsumenckie jako przykład konsumpcjonizmu w świecie. Pierwsza część artykułu zawiera ogólne informacje i wprowadzenie w omawianą tematykę z uwzględnieniem badań trendów konsumenckich dostarczonych przez firmę Ericsson. W kolejnej części przedstawiono zbiór przykładowych artykułów dostarczonych przez autora na potrzeby pracy. W wyniku dalszej eksploracji opartej na aktualnych danych empirycznych z Raportu Deloitte z 2022 roku autor przedstawia zróżnicowaną ocenę i wnioski zebranych informacji empirycznych i merytorycznych. Głównym celem jest pokazanie cyfrowych trendów konsumenckich w zakresie:

- posiadania urządzeń elektronicznych i dostępu do nich;
- posiadania urządzenia do noszenia;

- czasu do spędzenia przy korzystaniu z urządzeń elektronicznych;
- zestawienia wydatków na sprzęt elektroniczny w latach 2022-2021;
- decyzji o zakupie nowego lub używanego urządzenia elektronicznego;
- przyczyn wykluczających cenę zakupu nowego lub używanego urządzenia elektronicznego.

**Słowa kluczowe:** cyfrowy, konsument, trend, konsumpcjonizm, świat

## Introduction

Customers get the greatest satisfaction from the very moment of making a purchase. The lowest scores are given to the first and last meeting with the company, i.e. searching for information, contact and evaluation of cooperation. Poles are the least satisfied with the service in the healthcare sector, while Americans are the most satisfied nation at every stage of the customer journey. Slow and inefficient service scares away almost all respondents. The most important thing is the possibility of quick, easy and safe shopping (Deloitte, 2022a).

Consumers attitude to market innovations, and thus to them the ability to buy new products is a consequences of specific feature personality than can be called innovativeness (Zalega, 2016, p. 15). In view of the many possibilities offered by new technologies, this is it innovative consumers create a market for new brands and new products, initially by manifesting their use to imitators, and then by popularizing a positive attitude towards them. It is such creative and at the same time demanding consumers who are the pillar of the innovative economy (Gutkowska, 2011, p. 108).

10 most important consumer trends related to the Internet of Senses in the perspective of 2030, which have been presented by as researches of ConsumerLab Hot Consumer Trends provided by Ericsson (Brief, 2019):

1. The role of the user interface is played by the brain – 59% of consumers are confident that we will be able to see the route in VR glasses just by thinking about the destination.
2. Sounds like me – 67% of consumers believe that with the help of a microphone they will be able to imitate the voice of any person effectively enough to fool even their family members.
3. Any flavor you want – 45% predict a mouthpiece that digitally enhances the flavor of food so that every dish tastes like their favorite treat.
4. Digital aroma – about 60% of respondents predict that they will be able to visit forests or countryside digitally, experiencing all the natural scents of such places.
5. Total touch – over 60% of respondents predict that smartphones with screens will be created that will reflect the shape and texture of digital icons and buttons pressed by their users.
6. Connected Reality – 70% of respondents predict that by 2030 the world of VR games will be indistinguishable from reality.

7. Verification of veracity – “Fake news” may disappear – half of the respondents say that by 2030, news sites that will allow you to thoroughly verify the truth of the facts will gain popularity.
8. Consumers who are not concerned about privacy – half of respondents expect privacy issues to be fully addressed and to be able to safely reap the benefits of a data-driven world.
9. Sustainable development – 6 out of 10 respondents say that services using the Internet of Senses will make society function in a more environmentally friendly way.
10. Sensory services – 45% of consumers anticipate the emergence of digital malls that will engage all their senses when shopping.

Example articles overview about trends in digital consumer trends has been taken by author to present wide interests of undertaken subject (Table 1).

Table 1. Overview of Articles in Digital Consumer Trends

Author	Topic taken
A. Kurasiński	Video Takes the Lead
K. Blasiak	The Business Value of Data: The Correlation Between the Information Growth and Business Performance
A.M. Kaplan	O Brave New World That Has Such Creature in: How Digital Media Shape Corporations, Organizations, and Society at Large
E. Frąckiewicz	Internet of the Things: Marketing Aspects
K. Małagocka	Be Wise with Privacy. Attitudes Towards Data as Online Activities Become Subject to Research
P. Mielcarz, D. Osiihuk, P. Wnuczak	An Inquiry to Determinants of Value Creation in the ICT industry
K. Prystupa	Different Types of Virtual Teams, Different Challenges for Management
J. Starostka	Design Thinking as a Form of User-Oriented Design
M. Constantinescu	New Trends in Marketing Research: Neuromarketing and Eye Tracking
B. Mróz	New Information Technologies: Implications for Business Strategies and Marketing Communication
C. Plata-Alf	The Impact of Automation Processes on Customer Experience Management
A.K. Przegalińska	Affective Computing: Disruptive Player in Marketing
M. Zembik	Social Media in Small Enterprises. The Polish Market Example
G. Hajduk	Challenges for Marketing Communications in the Digital Age
B. Mróz-Gorgoń, G. Szymański	How to Make Young Ones “Like It” ? Facebook as a Modern E-Marketing Tool
M. Ratajczyk	Between the Mainstream and the Niche: How Social Media Promote Consumption Trends

cont. tab. 1

W.R. Hernandez, P. Tkaczyk	Engagement in Content Sharing Across Social Media Platforms
M. Sobocińska	Website Management in the Context of User Experience Design
A. Górska	Personal Brand Building Through LinkedIn
J. Kall	Commercial Mobile Applications in the Context of Brand Creation
H.R. Kaufmann, A. Manarioti	The Content Challenge: Engaging Consumers in a World of Me-Formation
W. Przybylska	Creating Food Brands in the Digital Era
J. Kowalczyk	Differences in Trust, Convenience and Risk Perceptions Towards Online Shopping Between Poland and Germany: A Comparative Study
M. Kucia	Exploration of Consumer Attitudes Toward E-commerce: A Model Approach
R. Mącik	A Changes in Consumer Digital-Making Process Influenced by ICT Usage
J. Tkaczyk	Digital Consumer: Trends and Challenges
R. Wolny	Use of ICT Among Consumers on the Cultural Market in Poland

Source: Mazurek, Tkaczyk, 2016, pp. 9-383

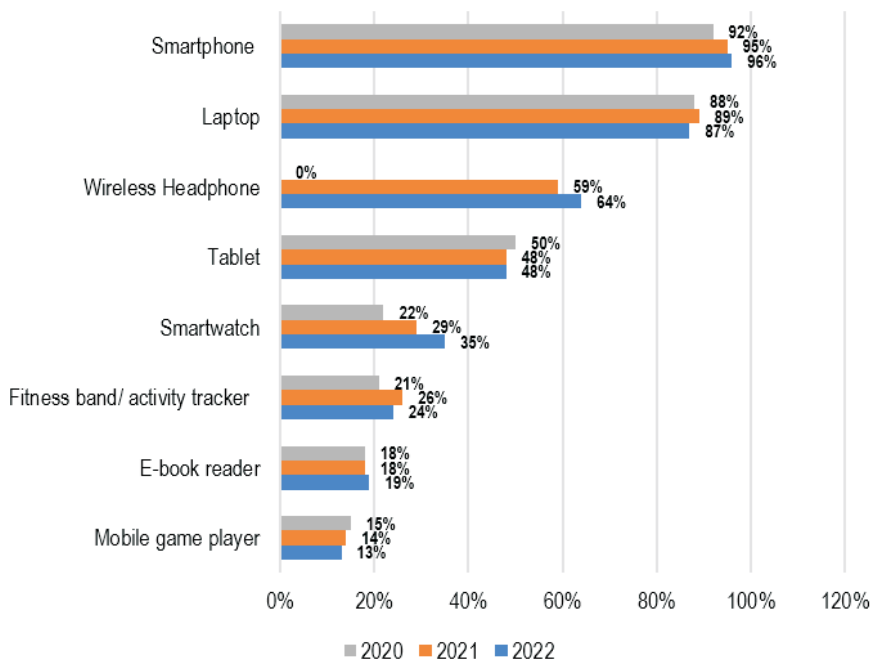


Fig. 1. Possession and access to device

Source: Deloitte, 2022b, p. 5

6 out of 10 respondents currently have one access to wearables. Possession of a smart watch is already declared every third Pole (35%), i.e. by 20% of people more than the year before, which is one with the highest penetration increases electronic devices in the last year and that, albeit on a different level – observed in all groups ages. Interestingly, in the last year smartwatches continued to gain on popularity, it's for activity trackers we are seeing a downward trend. Wearables are available the most common of the two the youngest age groups, during when their use remains at its highest in the two oldest (45-54 for smartwatches and 55-65 for activity trackers). Currently the highest increase in the range possession and availability of smart watches observed for 45-54 year old (34% of up to a year) – the only age group among which also increases the availability of monitors activity (10%) (Deloitte, 2022b, pp. 10-11) (Fig. 2).

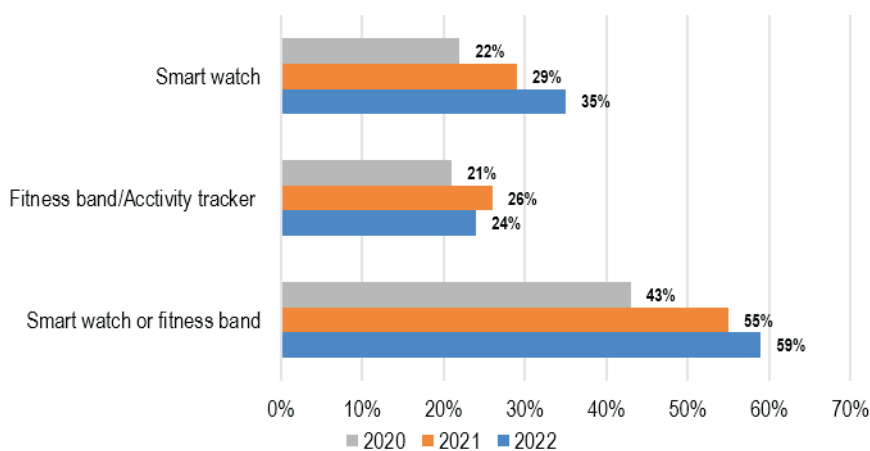


Fig. 2. Wearable devices

Source: Deloitte, 2022b, p. 10

More attention to the issue health and broadly understood wellness it also means a series of style questions life and use of electronic devices during the pandemic and the following months. According to researches 34% of Poles would like to spend less time by the device screens and 36% is not sharing this opinion. People up to the age of 24 seem to see the greatest need to change yours usage behavior electronic devices and this trend is decreasing with the increasing age of the respondents. While less than half of the respondents declare that that he reaches for his phone as soon as he wakes up (this does not apply to the alarm clock) and goes to sleep later than planned due to time spent in front of the screen is in the age group 18-24, this applies to 60% of respondents (Deloitte, 2022b, pp. 10-11) (Fig. 3).

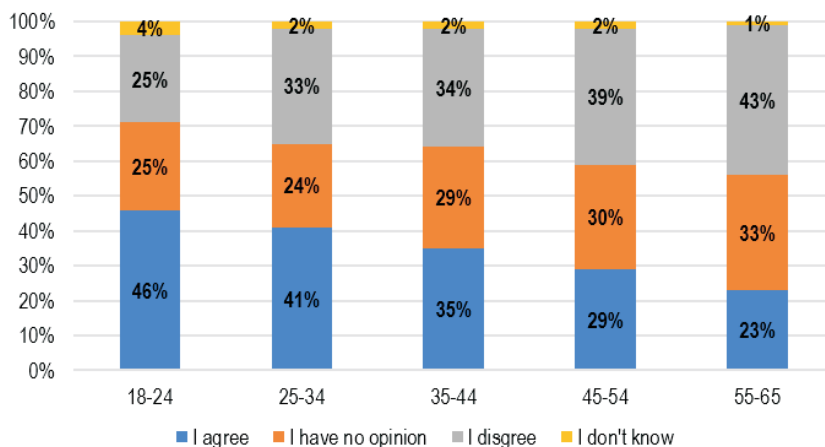


Fig. 3. Less time to spend with electronic devices

Source: Deloitte, 2022b, p. 15

Every second person surveyed in the Deloitte study assumes that its equipment expenses electronic, subscriptions and services, telecommunications will increase in the coming months, compared to 2021, and only 5-8% – depending on the category of expenses – forecasts a decline. Shaping influence in the near future demand for new electronic devices will have both consumer sentiment as well as the economic situation, in particular prices of energy, fuels and food and the level of inflation – as the most noticeable for consumers. 66% of respondents feel anxious related to financial situation. In addition, 80% of respondents indicated in July this year to an increase in the prices of frequently purchased items articles and utility charges in comparison to the previous month. According to 44% of the respondents, their financial situation will not change advantage over the next 3 years (Deloitte, 2022b, p. 24) (Fig. 4).

Longer life and reliability and quality assurance and the originality of the devices and their parts are key factors in making decisions decision to buy a new phone. Every fourth respondent declares distrust of outlets used or refurbished devices. In total, for every third person they are important accessibility aspects certain functionalities software available only when selecting new models. Interestingly, for nearly one 25% of the respondents owning it has value new branded phone what is especially visible in the youngest group age (Deloitte, 2022b, p. 28) (Fig. 5).

Invariably the most important when choosing new ones smartphones is battery life and memory capacity. Although we are becoming more and more aware of the consequences climate change and concern about the state of the climate, 60% of Poles experience it at least once a month, it factors related to sustainable development and care for the environment are lower on the list priorities when choosing a new model. At the same time, however, e-waste remains in the picture one of the fastest growing waste categories globally. Despite the declared support

for sustainable products and the importance of using materials recycled indicated by 61 percent Poles, with a specific decision regarding buy a new phone only 2% of respondents. Similarly, getting rid of the old model, only 3% consciously decide to recycle, while the same number of subjects throw away the phone. Consumers seem to need a clear one leadership from the TMT/technology industry regarding the possibility of recycling used materials to help you take the right action at all stages of the product life cycle (Deloitte, 2022b, p. 30) (Fig. 6).

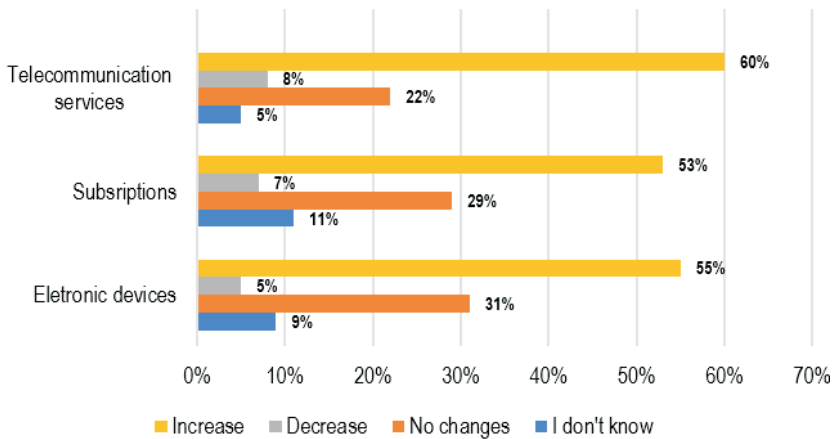


Fig. 4. Declared expenses for individual categories in 2022 compared to 2021

Source: Deloitte, 2022b, p. 24

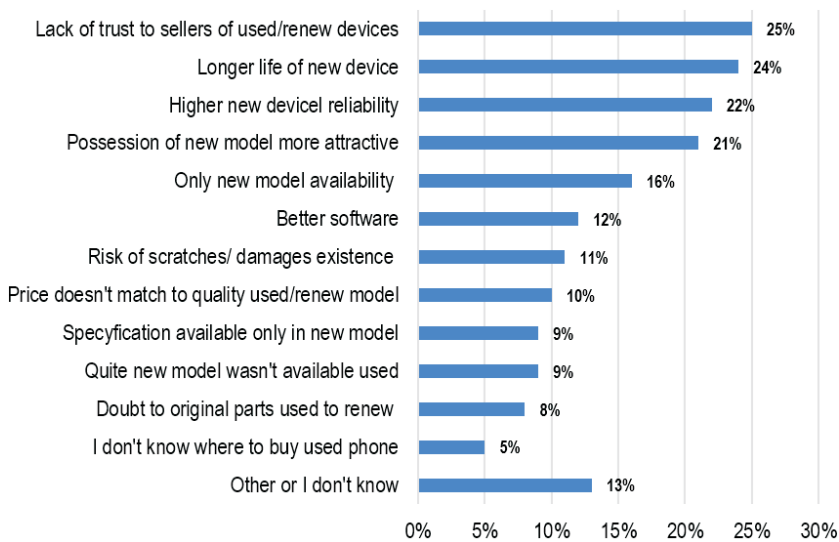


Fig. 5. Decision of buying new phone not used or renew

Source: Deloitte, 2022b, p. 28

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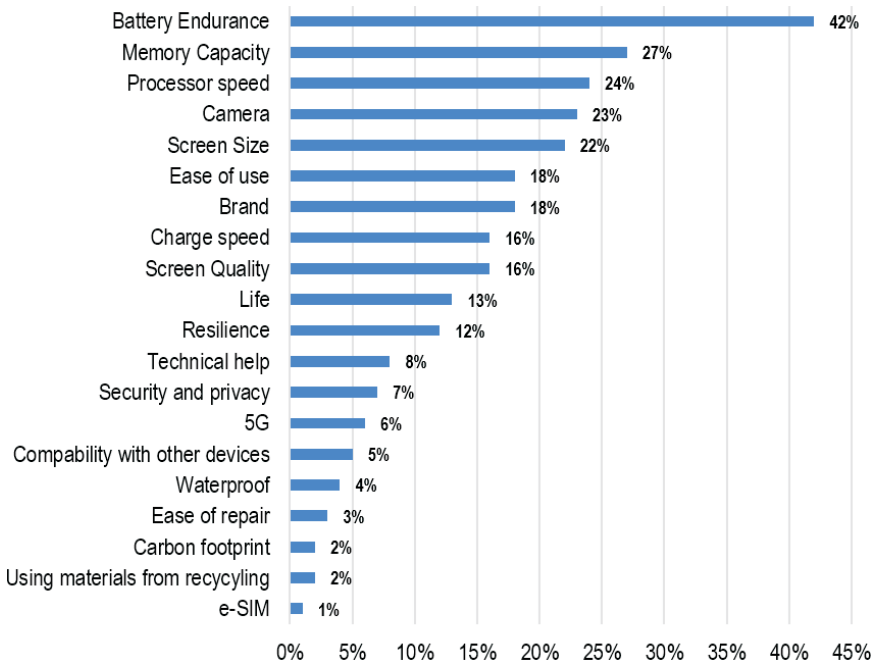


Fig. 6. Reasons excluded price to buy new phone choice

Source: Deloitte, 2022b, p. 30



## Summary

Digital Consumer Trends are still developing and growing in directions which lead to worldwide consumerism. Desire to buy by consumers is high and the only limitation is feeling fear due to financial situation caused by military conflict between Russia and Ukraine, rising costs of fuel and energy, rising inflation and cost of leaving and uncertainty and instability on the labor market. The final conclusion are:

- 9 out of 10 is willing to buy a new electronic device;
- only 1 out of 10 will intend to buy an old or renew electronic device;
- 6 out of 10 Pole has access to one wearables and 1 out of 3 is holding a smartwatch;
- 1 out of 3 would to spend less time by screen device but more than 1 out of 3 has completely opposite opinion about it;
- longer life and reliability and quality assurance and the originality of the devices are the main factors for consumers to buy a new device;
- by choosing new smartphones the most important for Poles is battery life and memory capacity.

Another five key findings have been shown in global research in 2022 in digital consumer trends, which could be considered in writing other articles:

- Predictive Personalization;
- Delivery in Minutes;
- Green E-Commerce;
- Pickup Perks;
- Into the Metaverse Shop.

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