

Formation of valuable propositions from the development of current trends in the change of human values

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The peculiarity of the current stage of market development is that consumer values are undergoing major changes, on the one hand, and there is an opportunity to form new values, on the other hand unknown to the user, on the other hand.



The main trends in the development of user behavior in the digital economy :

- the presence of significant changes in the behavior of the modern user
- users have a desire to be involved in the development of the product
- the tendency of buyers to national brands
- physical stores are becoming not a place of shopping, but a place where companies can more holistically interact with the client, form loyalty to the brand, in contrast to online stores
- trust in customer reviews, the desire to communicate strengthen the tendency to form a community around the brand

The main trends in the development of user behavior in the digital economy :

- desire to simplify life and save time, increasing trust in robotics, desire to pay more for a more intelligent product
- reduction of gender identity: buyers are looking for more gender-neutral brands and products
- conscious consumption, minimalism: use of less amount of more ecological products and waste control, minimalism
- Emotional loneliness caused by the lack of attachment to a specific person. The value of humanity in brands and in the environment increases.

Conclusion

- The authors of the study present an overview of modern changes in values that have taken place among buyers in the digital economy, which should be taken into account when forming a value proposition in international business.

Thank you for your attention!