



STRATEGY GUIDE

New Consumer Behaviors

What SMB Owners
Need to Know and
Do Now

See how you can evolve to meet new demands



Consumer Behavior is Changing Is Your Business Strategy Keeping Up?

Consumer behavior is rapidly shifting, with more people prioritizing convenience, personalization, and fast service. For SMBs, this presents a growing challenge: customers now expect the same seamless experiences offered by larger companies. Without adopting new strategies and technologies, SMBs risk falling behind competitors and losing valuable market share.

Plan smartly for 2025 with new consumer behaviors:

1. 89% of consumers see websites as crucial for SMBs.
2. 73% of Gen Z would shop more at SMBs with better convenience.
3. 65% of consumers are more likely to buy from SMBs they feel connected to.
4. 47% of American consumers shop at small businesses 2-4 times a week.
5. 73% prefer SMBs for personalized service, and 77% are willing to pay more for it.

Source
Zippia, "Small Business Statistics."
Eleviant, "7 Digital Transformation Trends for SMBs."
AeoLogic, "Top 10 Business Technology Solutions for SMBs in 2023."
Software Advice, "Technology Trends for Small Business 2023."

Samsung Insights, "How SMBs Can Leverage Technology to Fuel Growth."
McKinsey, "Winning the SMB Tech Market."
PR Newswire, "Consumer Expectations vs. Retailers' Reality."
WebFX, "Small Business Statistics."
SEMrush, "Small Business Stats."

Insight 1



89% of consumers see websites as crucial for SMBs, yet **24%** still lack one.

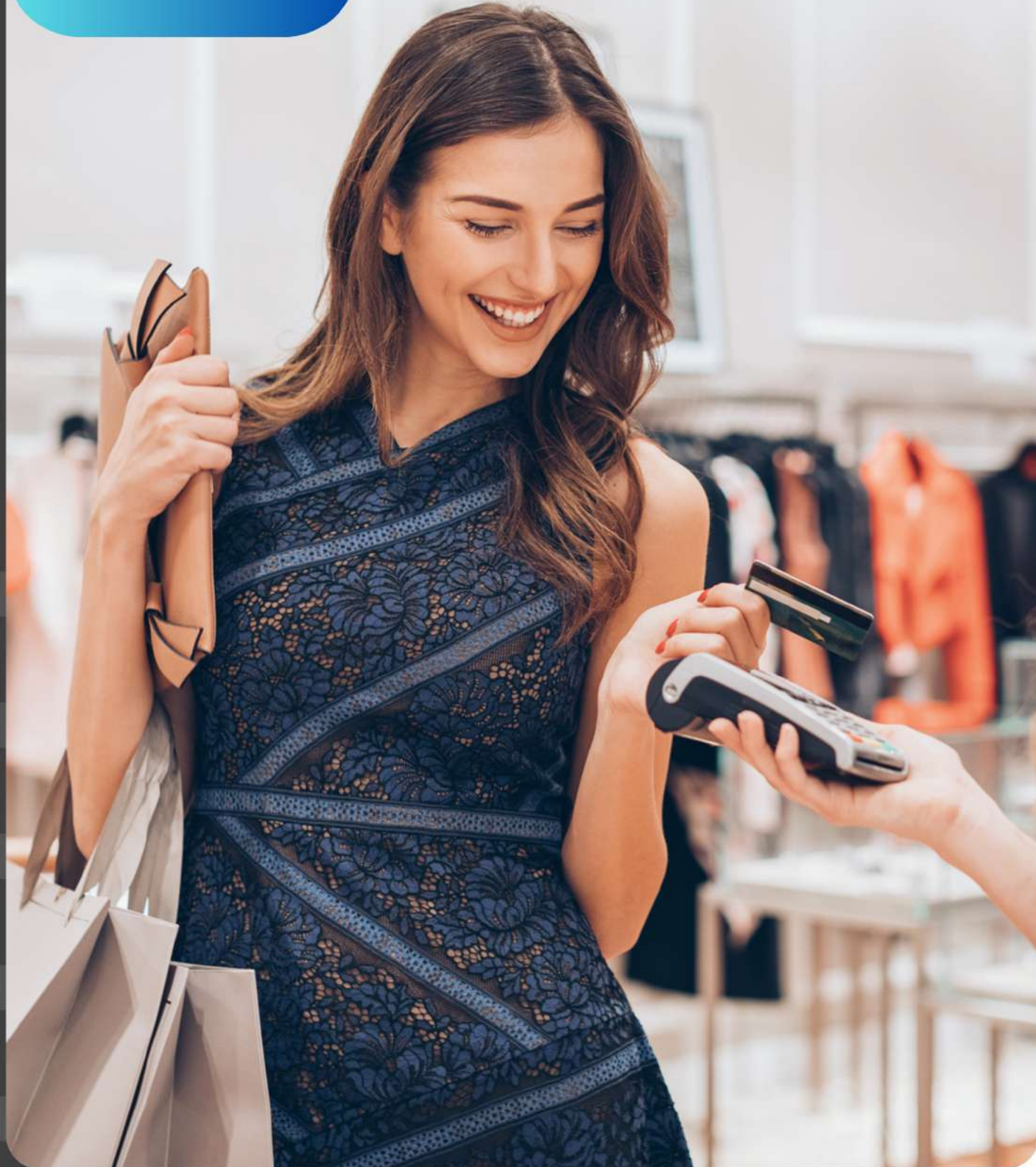
Websites Are Essential

89% of consumers say your SMB needs a website to showcase products, share your story, and engage customers. Yet, 24% of SMBs are still missing this vital tool to grow their business.

Solution

SMBs can use website builders like Squarespace, Wix or WordPress to create a professional online presence with ease. These platforms offer drag-and-drop functionality, customizable templates, and e-commerce integration, making it simple for businesses to establish a compelling website without technical expertise.

Insight 2



73% of Gen Z and **75%** of millennials would shop more at SMBs if they offered greater convenience.

Younger Consumers Demand Convenience

73% of Gen Z and 75% of millennials are more likely to shop at SMBs offering features like contactless payments and “buy online, pick up in-store.”

Solution

Keep up with customer expectations by integrating digital payment options like Apple Pay and Google Pay. E-commerce platforms like Shopify and Squarespace make it easy to offer these conveniences, ensuring a seamless shopping experience that keeps younger consumers coming back.

Insight 3



65% of consumers are more likely to buy from SMBs if they know their personal story.

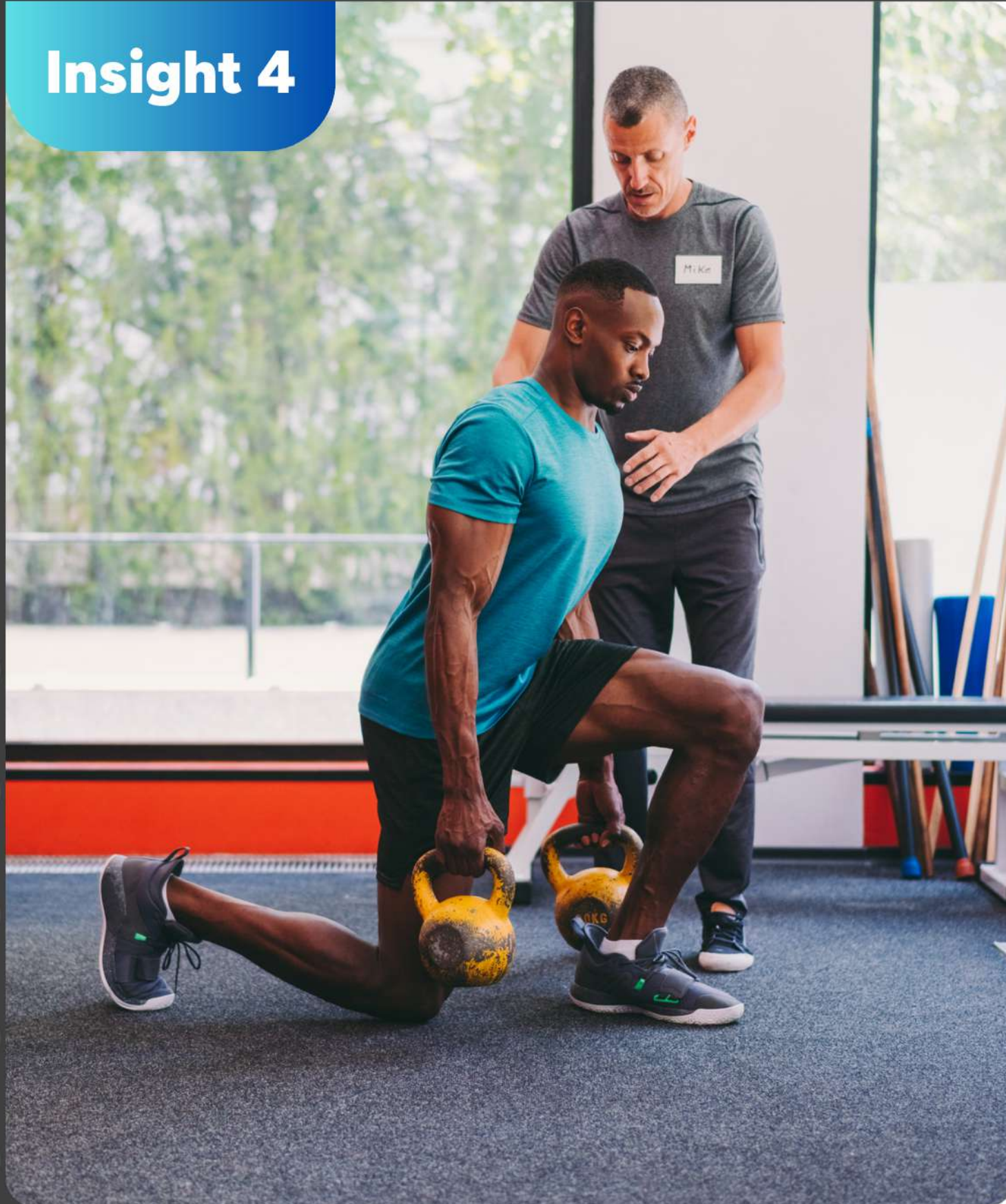
Consumers Crave Connection

65% are more likely to support SMBs when they know the business's personal story, proving that authenticity can drive deeper loyalty and engagement.

Solution

Using video on platforms like YouTube or Instagram is a great way to engage your audience emotionally. Additionally, by investing in CRM systems, businesses can personalize customer interactions and nurture stronger relationships, ultimately driving long-term loyalty and repeat purchases.

Insight 4



47% of American consumers shop at small businesses between two and four times each week.

Frequent Shopping Habits

47% of American consumers visit small businesses multiple times a week, signaling consistent support and reliable revenue streams for SMBs.

Solution

To capitalize on this loyalty, SMBs should implement loyalty programs, personalized marketing, and regular communications through email and social media. By utilizing Customer Data Platforms (CDPs), SMBs can analyze customer behavior, improve service offerings, and foster ongoing engagement to keep customers returning.

Insight 5



73% of consumers favor SMBs for personalized service, with **77%** willing to pay more for a better experience.

Personalized Service Wins

73% of consumers favor SMBs for their personalized approach, and 77% are willing to pay extra for exceptional customer service, highlighting the power of customized experiences.

Solution

SMBs can enhance their service offerings by adopting CRM systems and AI-driven tools like chatbots, ensuring faster, personalized responses. Maintaining excellent post-purchase support and continuous engagement will be key to fostering customer loyalty and long-term satisfaction.

Plan for 2025 Success with Cost-Efficient Solutions

In a world where consumers expect convenience and personalized service, outsourcing allows SMBs to stay competitive. By offloading tasks like building a website, or customer support, businesses can focus on delivering experiences that build loyalty, while also cutting costs and increasing efficiency.

Discover how FYDI can help your business grow by addressing key consumer needs - create a powerful online presence, enhance customer experiences, and reduce costs while boosting efficiency and revenue.

Let's Strategize Together >>>

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