

21st century conscience

In the postmodern society where individuals are important the consumers have the bigger hand towards the market, brands and products. In the 21st century the role as buyers and users are involved on a higher level of intimacy today than ever before. Functionality and features are of course in focus and important to break new grounds and develop artifacts that can make our life easier. Thus the value of the product must be considered in a new way and communicated on another level. This new level is to our emotions. Business must act responsible and ethical to prove the consumers that they are what I would like to call a "brand of worth". Information can be spread faster than ever before which has unlocked the consumer's position as receivers of advertising and pr. They can themselves look up information and with the help of the web find out what other consumers think. This makes a brand's reputation extremely important.

The new key word seems to be emotional. New papers and reports continuously talk about emotional economy, branding or design. What it all comes down to in the end is that the role as a buyer makes us more intimacy involved with a brand, a purchase or desire of a product. And that the consumers want to be involved sensorial and emotional.

One of the biggest trends of today are luxury which according to www.whypeoplebuy.com just a way to gain 'self-actualization' or to buy enhanced life experiences. It is the feeling that luxury producers provide, not necessarily linked to the specific object, instead it's all in the state of mind.

The Trend institutes The Future Laboratory have for American express created the rapport "21st century Living" where the term and trend of luxury are taken in to consideration. The term is divided into different stages and that we now in the industrialized countries are in stage four, which they call the meditative luxury. The most important essence of this stage is conscience that leads to the conscience consumer.

According to The Future Trend Laboratory the profile of the conscience consumer is in her mid 30's and lives in a major city. She earns a lot is well educated and has a high status occupation is Creative and trendsetting. She raises her voice through her credit card and Wield power over corporations through her wallet. The super brands can be put out of business with the wrong approach. The total value of last years consumer boycotts is evaluated to 3,2 milliard pounds.

I see a change in the trends and marketing when the conscience consumers act. They search for products that enhance the life experience, trigger their emotions and puts them in a certain state of mind. The products that have a bigger hand are loaded with ethical social and environmental values. They have become a part of the definition of the word "quality".

In the UK the ethical commerce is worth 25 milliard pounds a year and rise. The message is clear for the consumers, producers and large brands. One sleep better with a pure conscience

Jacob Holst