Future Generation Marketing reacts to report claiming UK consumers are in a “gloomy mood”

Monday 27 March, 2017

The recently published GfK monthly consumer confidence index showed that tendency to make a big purchase dropped from 10 to 5. Manchester-based Future Generation Marketing has reacted to the claims that UK consumers are in a “gloomy mood”.

GfK, market research and user experience research experts, are the trusted source for relevant market and consumer information. GfK released their monthly consumer confidence index, and the report showed that consumer inclination to make a big purchase (major purchase index) has decreased by five points in March to 5; this is seven points lower than this time a year ago. (See image 1).

About Future Generation Marketing: http://www.futuregenerationmarketing.co.uk/

The measurement used for the index is based on consumer financial situation, general economic conditions and if it is a good time (or not) to purchase a large item, over a 12-month period.

Even with the poor results in the report, consumers believe the general economic situations over the last 12 months has improved, with many expecting this to continue. Some regard that if consumer confidence drops any lower, the result could be a slowdown in the overall economy of the UK this year.

Start-up firm, Future Generation Marketing operates in the outsourced sales and marketing industry. The company are specialists in face-to-face marketing, allowing them to build relationships with consumers, resulting in a positive buying experience for their client’s customers.

Future Generation Marketing report that direct marketing techniques are ideal for helping customers build their confidence in making big purchases. The firm outline that direct marketing educates the consumer about the product or service on offer because the customers speak directly to a sales representative who is on hand to answer any questions and overcome any problems the consumer may have with the purchase. If a consumer has confidence in the brand, built up by direct marketing techniques, then they are much more likely to make a big purchase.

Future Generation Marketing is based in Manchester, a thriving hub of business activity, and is confident that direct sales and marketing is vital for helping consumers in this area to increase confidence in purchase decisions. The firm works closely alongside their clients to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

For more information on the services provided by Future Generation Marketing and how they can help increase consumer confidence back into a brand, visit: http://www.futuregenerationmarketing.co.uk

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