



SMALL BUSINESS MARKETING IN 2024:

The Ultimate Guide

MARCH 2024

JOHN WINDLE

Abstract

In the fast-paced world of 2024, marketing your small business doesn't have to be a complicated puzzle. Here's your ultimate guide to boost your business without the overwhelm.



Getting Started

Small business marketing today typically focuses on establishing a strong online presence, but your options aren't limited to just the web. Figuring out how to best reach new customers, connect with former ones and maintain long-term relationships with buyers will look different for every small business, depending on their goals, budget, target audience and product. Optimizing your marketing strategy, even if you are just starting out, is one of the keys to success. Keep reading for some of the best strategies for your small business marketing.

I. What Is Small Business Marketing?

Small business marketing means using every available resource to share, promote and build awareness around your brand. In theory, doing this should increase your customer base and drive up sales. In practice, it's a little trickier. Marketing can get expensive and time-consuming very quickly, so it's

important to understand how it works and what options are the best for your business.

No matter the size of your business, marketing is not optional if you want to be successful. Gone are the days of relying on word of mouth or the occasional magazine ad. Small business marketing today means pushing across a variety of platforms and utilizing several different avenues simultaneously to stay in front of customers.



MARKETING BASICS FOR BUSINESS AND THE 7 PS

Effective marketing will help to achieve your goals and grow your business. It will build awareness, attract customers and build lasting, profitable relationships.

✚ Defining marketing

Marketing is about planning and executing the development, pricing, distribution and promotion of products and services to satisfy the needs of your customers.

The main role of marketing is to deliver customer value to attracting new customers and keeping existing ones. This is achieved by:

- knowing what customers need
- coming up with solutions to meet these needs.

Marketing is about the principles that guide your customer-focused actions.

It is a comprehensive process that determines how to go to market with your products and services. For your marketing to be successful, you'll need a strong understanding of your brand positioning and the needs of your customers.

'Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit.'

Dr. Philip Kotler

Both science and art are important elements of marketing practice. The science of insights, analytics and metrics, and the art of creative ideas and clever execution should work together.

Marketing challenges

Many businesses find it challenging to do effective marketing because of:

- lack of time and resources (like staff and money)
- the growing complexity and continuous change in the world their business operates in, including
 - ✓ new technology and new channels, which require new skills and specialisation
 - ✓ increased competition, which has given customers an abundance of choice.

Technological advances have made customers more connected, informed and empowered than ever before. To meet the changing expectations, preferences and behaviours, your business must be:

- brand driven

- customer focused.

In practice this means that you should start with strategic thinking, marketing strategy and planning before getting into the tactics (the steps and activities).

By understanding your current situation, you'll be better able to recognise gaps and make improvements. To get more out of your marketing efforts, answer the following questions:

- What role does marketing currently play in your business?
- Does your marketing strategy align with your business strategy?
- Does your business have the right marketing skills and resources?

The Influence of Consumer Behaviour on Business Trends



Consumer behaviour is how customers change their buying decisions based on emotions and attitudes. These changes can result from environmental, psychological, technological and socio-cultural transformations. Some of these changes are temporary, while others can have a lasting impact on the way goods and services are bought and consumed.

When the target audience starts showcasing a shift in their buying patterns, businesses must read these signs and adapt. They need to adjust their offerings according to the changed needs of the consumers to satisfy them

effectively. Thus, business trends get shaped by the behaviour of consumers. Here is a list of ways in which consumer behaviour influences business trends. It will help entrepreneurs understand the importance of feedback and market research before formulating a strategy.

1. Business Website and E-Commerce

Most consumers search for products and services online because of the ease of finding information with the help of Smartphones. They consider a business to be credible only if it has a well-built website with valuable information. The preference given to business websites has made every small and big entity in Brisbane build an impressive company site.



In addition, every venture is incorporating e-commerce functionality in their site to accept online orders from consumers who have become addicted to online shopping. The COVID-19 pandemic has increased the confidence of buyers in e-commerce and pushed businesses to create this avenue for reaching their customers. Thus, entrepreneurs looking for business opportunities in Brisbane opt for e-commerce ventures instead of brick-and-mortar stores.

2. Need for Positive Reviews and Ratings

Most customers look for product reviews and ratings online before buying. It has become a norm in the digital world and has replaced the traditional concept of asking for recommendations from friends and family. Online comments give buyers access to first-hand account of using the product and feedback from genuine users.

Thus, businesses need to gather positive reviews and ratings for their products and services on third-party sites and their own sites to maintain their credibility and sales. Testimonials and social media product demonstrations are some examples of getting recommendations from loyal customers. Social media influencers have gained momentum because of this consumer behaviour.

3. Use of Social Media for Marketing

The current generation is glued to their Smartphones because they offer instant connectivity through social media. They use platforms like YouTube, Facebook, LinkedIn, etc. to communicate, gather information, get entertained, search for jobs and shop for products and services.

Thus, entrepreneurs who have purchased a business for sale Brisbane must market their products on social media to get noticed. It is vital to have a brand presence on these channels because the target audience extensively uses them. Also, it is a cheaper way to promote the brand and target your customers exclusively with personalised content.

4. Creating Customer Experiences

The highly competitive marketplace leaves buyers spoilt for choice. They often look for brands that offer something unique in terms of service. Customer experiences have become highly influential in grabbing customer attention because they help create lasting memories. It requires communicating with buyers effectively and understanding their needs.

When the support staff or sales executive treats the customer respectfully and caters to their needs, they win them over. Customisation is the key to building a relationship and earning the loyalty of buyers. It makes them feel valued and

understood because the company takes their feedback seriously and improves accordingly.



5. Sustainability and Social Responsibility

Climate change is the biggest concern of today's generation. The recent environmental impact of global warming on cities has made everyone realise the significance of natural resources and the need for reduction of carbon emissions. Consumers have become conscious about choosing brands that are sustainable and socially responsible.

Whether it is using eco-friendly packing materials or sourcing their materials ethically, customers want businesses to make changes to the way they function. With buyers showing a preference for eco-friendly products, it has become imperative for brands to become environmentally and socially responsible.

6. Adopting The Latest Technology

Consumers are aware of the latest technological advancements and want to use them daily. For example, the utilisation of AI in voice search has made the lives of consumers easy and they are vying for products that use this

technology. Thus, businesses adapt and innovate to build products that fulfil this need.

The use of virtual reality and the Internet of Things for marketing products is one such use of technology that helps capture the audience's attention. It helps offer a customised in-store experience that has been a need of buyers for a long time. Thus, entrepreneurs who wish to acquire businesses for sale in Brisbane choose tech-forward entities to stay ahead of the competition.

7. Product Functionality and Features

Businesses must keep improving and evolving their offerings to survive the competition. It requires understanding the market gaps and the customers' pain points. They must analyse market research data to find solutions to the customer's problems and grab the existing market opportunities.



It aids in developing products with exclusive and modern features that consumers need. For example, the entangling of wired earphones was a problem faced by customers. Thus, businesses developed wireless earphones, which have become the latest trend for mobile phone manufacturers.

8. Incentives and Product Pricing

Most consumers will seek affordable products for gifting and home makeover purposes in the upcoming holiday sale season. It is the best time of the year for shopping, and businesses expect a big boost to their sales volumes. However, they need to understand the needs of the buyers and offer discounts and incentives.

This is the reason why most businesses start the sale period during this season to increase their revenue. Black Friday, Cyber Monday, and Boxing Day are the most significant days for businesses because of the barrage of buyers who descend on shopping sites. Entrepreneurs who have acquired Brisbane businesses for sale must offer incentives like free shipping, gifts, discounts and free returns to satisfy customers.

The way businesses operate is governed by consumer behaviour. They cannot survive if they ignore the needs and wants of their target audience. Whether it is product development or marketing strategy, every decision depends on the choice of the customers. Thus, budding entrepreneurs looking for businesses for sale in Brisbane must pay attention to consumer behaviour to meet their needs successfully.

The 7 Ps of marketing



Marketing is delivered through a combination of elements—the 'marketing mix'. These elements are also often referred to as the 7 Ps of marketing.

This popular and practical marketing model can help you to:

- do a marketing audit
- refine your value proposition
- do a competitive analysis.

Review your 7 Ps regularly

Assess your 7 Ps regularly to make sure they keep up with:

your competitors

changing customer needs

technological advancements.

i. Product

Product refers to what you create and deliver to meet the needs of your customers.

It requires you to think about:

- what problems you're solving for your customers
- how to exceed their expectations.

It includes your products and services, as well as the features, benefits, and value your products and services offer customers.

Value is not just about price, quality and style

Value also includes:

- *availability (e.g. trading hours and access to online ordering)*
- *options (e.g. a choice of payment methods or added extras)*
- *packaging (e.g. using sustainable or recycled materials or innovative designs)*
- *accessories (e.g. offering a customisable range or product bundles)*

- *warranties (e.g. offering express and extended guarantees)*
- *repairs (e.g. annual maintenance or on-site callouts)*
- *support (e.g. account managers or online tutorials).*

You can do customer research to find out which of these factors your customers value most.

ii. Price

Price refers to your business pricing strategy and how customers pay for your products and services.

It's the all-important value exchange—that is, the price customers are prepared to pay for the benefits you deliver.

When deciding on prices, you need to know:

- how much demand there is for what you're offering
- how much your customers are prepared to pay for it
- your expenses and costs
- your required profit margin.

To attract and retain customers, your ideal pricing strategy should:

- align with your business type and goals
- reflect your desired brand positioning
- consider your competition.

iii. Place

Place refers to where your products and services are made, found, distributed, sold and supported. It can be a physical location, a digital presence, or both.

Whether it's real or virtual, the design must:

- project your business brand
- be based on customer needs
- give customers easy and convenient access to your products and services.

You may engage directly with customers, or your distribution model could include third-party intermediaries, such as:

- partners
- resellers
- couriers.

Your distribution model forms part of the customer experience and must be actively managed.

iv. Promotion

Promotion is about communicating information about your products and services to your target customer segments. It's usually designed to create a response.

As part of promotion, also consider your other communication, for example, to your partners and employees.

Choose the right promotional activities

Through the marketing strategy and planning process, you'll be able to choose the right mix of promotional activities for your business needs.

Select your promotional activities based on the media use and preferences of your target market.

Your promotional activities should use the right:

- channels (where and when you communicate to customers)
- messaging (what you say to them, and how you say it).

Types of promotional activities

- Advertising—you can promote your brand across many channels, for example, newspapers, magazines, radio, television, outdoor and online. Find out how to make your business advertising successful.
- Personal selling—effective personal selling, such as telemarketing, requires strong interpersonal and communication skills. You need a

good understanding of your customers and back this up with expert knowledge.

- Public relations—positive publicity is earned media (media or exposure you haven't paid for). This can be achieved through, for example, press releases and interviews with national, regional or local media. Learn more about public relations for your business.
- Sales promotions—a proven technique to generate interest is to run short-term sales incentives. This includes discounts, competitions, and coupons. Find out more about running sales promotions and using coupon websites.
- Direct marketing—this represents an efficient way to engage with customers. This can range from targeted direct mail through to letterbox drops. It's worthwhile to learn more about direct marketing methods.
- Online marketing—the digital world offers many cost-effective marketing opportunities. Find out how to develop your digital marketing strategy.

v. People

This refers to the individuals who work for your business, including yourself. It's the people who deal with your customers, either directly or indirectly.

This is the human side of your business. When you provide outstanding service and support, you add value to the experience and encourage word-of-mouth and referrals.

Think about how often online customer reviews focus on exceptionally good, friendly service or on rude, bad service.

Consider all interactions, including:

- face-to-face
- through your contact centre
- though online (live) chats and email correspondence
- on social media.

You can give your business a competitive edge by:

- recruiting the right people
- training your staff to improve their communication skills
- retaining good staff through a supportive and pleasant workplace culture.

vi. Process

This is about the activities involved in delivering your products or services. In simple terms, it's about being 'easy to do business with'.

An effective process helps you to:

- achieve repeatable and consistent customer service levels
- save time and money by increasing your operational efficiency.

Action item: map out the process

It's helpful to map out the end-to-end journey from your customer's perspective. Explore all potential brand interactions, for example:

- *sales*
- *service*
- *ordering*
- *delivery*
- *payment.*

Also consider the technology you use and the partners you deal with.

vii. Physical evidence

This refers to all existing and potential features customers see when engaging with your business.

Physical evidence:

- is the tangible proof that establishes credibility
- includes the look and feel of your business branding

- spans the physical and digital environment.

Physical evidence may be:

- a retail store
- interior design
- a business website
- online ratings and reviews
- the uniforms and behaviour of employees.

Consider everything about your business that can be seen or otherwise observed, and how it can help to reinforce your brand and elevate your business.

Marketing in practice

Marketing is an essential part of your business. Take a practical and phased approach by following the step-by-step guide to develop your marketing strategy and plan.

Before taking the next step, think about these critical success factors:

- resources—do you have the right people, time and budget?
- expertise—do you have the right knowledge and skills?
- communication—do you have a collaborative approach?

II. Why Is Small Business Marketing Important?

Small businesses marketing is important because it has the potential to share your message with customers who may not be familiar with your business. Capturing new interests and leads through marketing not only grow your sales but it also helps establish a presence and sense of authority around your brand.

By creating and sharing valuable content across different channels, small businesses are able to reach new audiences, engage with them in real time, offer helpful information and gain insight into what future strategies will prove to be the most successful.



III. Types of Small Business Marketing

There are many different types of small business marketing and all the options can feel overwhelming quickly. Before you decide on a marketing plan, it's helpful to conduct some research about the different possibilities, which choices are recommended for your business category and how much each one costs. Websites, social media, email, blogs and print are some of the available options and making strategic choices helps lead to the best outcomes.

- **Email Marketing**

Yes, email has been around for a long time. But it's still one of the most effective forms of marketing available and it comes with a low price tag. This marketing strategy usually consists of sending out mass emails to prospective, current and former customers, with content that may include business updates, promotions and special product information.

Email marketing is a flexible solution since every part of the message can be customized to fit your business and what you want to share. Personalized emails can be sent to specific groups of customers, with targeted information that has been created to appeal to their exact needs. There are several ways to

collect email addresses, including website sign-ups, running a contest or offering incentives and discounts.



- **Social Media Marketing**

Social media marketing is all the rage and for good reason. Utilizing platforms like Instagram, TikTok, Twitter (X) and Facebook (Meta) allows businesses to reach potential customers across the globe, collecting new followers and buyers constantly. This style of marketing isn't going away anytime soon, so pay attention to what is trending, even when it feels overwhelming.

If you're just getting started with social media marketing, choose one outlet to begin with and do some research into how to best harness its power. This may include posting daily, creating reels, investing in paid ads, partnering with an influencer or building up the number of followers. No matter what you decide to do, engagement will be key. Customers want to know that the businesses they buy from care about their needs, want to hear their opinions and will respond to questions or concerns quickly.

- **Content Marketing**

Content marketing is a strategy that small businesses can employ to create and nurture customer relationships. Its purpose is to provide relevant, informational, educational and entertaining content that will draw people in and make them want to learn more about your brand. The key to successful content marketing is to use it strategically and make it beneficial to your target audience. It should never be heavy-handed or forceful but, instead, helpful and interesting.

The ultimate goal of content marketing is to establish your presence as an authority about whatever product or service you provide. This is done by capturing and retaining customer's attention, which is incredibly difficult to do in our fast-paced world. When done correctly, content marketing can capture every point of the buyer's journey, from the moment they start browsing casually until they make the decision to purchase from your business.

- **Search Engine Optimization (SEO) Marketing**

This marketing strategy uses the process of SEO to help your business website or shared content rank higher on search engines like Google. When performing a keyword search for a product or service, users tend to focus on only the first several results that pop up. So, if your business sells high-quality kites, you will get the most traffic if your website is one of the top results that people see when they search for "best kites."

SEO marketing comes into play when a small business opts to implement calculated methods that will help maximize its search engine rankings. This is done by including several different tactics simultaneously to gain the most momentum possible. The fundamental SEO marketing strategy uses keywords, internal links, image optimization and competitive analysis.

- **Mobile Marketing**

It goes without saying that everyone has their eyes on their phone almost constantly. Mobile marketing is an excellent way to capture this attentive audience, often without them realizing that they are being marketed to. By

using available tools like location tracking and search history, businesses are able to customize their marketing campaigns to mobile users.

Placing ads on social media or embedding them in websites means reaching more potential buyers every day, no matter where they are. As a general rule, mobile marketing is much cheaper than traditional advertising and isn't overly complicated to set up. You'll need to start by making sure that every aspect of your own small business website is completely mobile-friendly, from browsing to purchasing. Once that is set, you can begin experimenting with other options, such as location-based ads, sending customers short message service (SMS) messages and in-app promotions.

- **Traditional Marketing**

While it's nowhere near as popular as it once was, traditional marketing can still be a crucial part of your small business marketing strategy. Traditional marketing encompasses any marketing efforts that aren't online and, depending on what you are selling and who your target audience is, it can be a solid option.

Traditional marketing can include magazine or newspaper advertisements, billboards, direct mail and radio or television ads. Even in our electronic world, these marketing avenues are still relevant and effective. The biggest downside, however, typically is the cost since traditional marketing almost always comes with a higher price tag than digital efforts.

IV. Small Business Marketing Tools

With so many marketing options available, figuring out which ones to use and the best way to implement them can feel confusing. Thankfully, there are a multitude of tools and technologies designed to streamline and automate your marketing strategy.

- **Email Marketing Tools**

There are many email marketing software platforms to choose from and each one offers different advantages. Free trials are common, so we recommend

taking a test run to help figure out which features will work best for your small business:

- ✓ Mailchimp: As one of the most popular email marketing platforms, Mailchimp is well known for its free plan, designed for users with under 2,000 subscribers. Since many small businesses don't have an extensive mailing list, this plan is both budget and user-friendly. Features include marketing options, landing pages, auto responses and the option to segment mailings.
- ✓ Zoho Campaigns: Zoho offers a whole suite of software and email marketing falls under its Campaigns platform. Users can start with the free plan, which includes up to 2,000 contacts or upgrade to a paid option that starts at \$3 per month. It allows for automation, has a drag-and-drop email editor and can integrate easily with a CRM.
- ✓ MailerLite: Ideal for businesses of all sizes, MailerLite offers a range of features and is especially advantageous for anyone interested in marketing through blogging as well as email. The free version caps out at 1,000 subscribers and after that plans begin at \$9 per month. If you are interested in selling econtent like paid newsletter subscriptions, MailerLite may be a good fit.



- **Social Media Marketing Tools**

The number of social media marketing platforms is larger than ever before. But it's not necessary to use every single one for your business, nor are all of them appropriate for every brand. Depending on your product or service, choose the social media channels that will reach your target audience:

- ✓ Facebook (Meta): Despite newer social media trends, Facebook still holds its own in the marketing game, particularly when it comes to paid ads. Many people still turn to this platform when it comes to learning more about a business and checking for updates or promotions, making it a solid place for boosting brand awareness and generating new leads.
- ✓ Instagram: What first started as a casual platform for photo sharing, Instagram is now arguably the reigning social media platform leader. Because it's easy to access and use, businesses can use Instagram to share stories, reels, live streams and, most importantly, engage with their audience in real time. Because they are owned by the same company, it's easy to link your Facebook and Instagram accounts and post to both platforms simultaneously.
- ✓ TikTok: TikTok is a video-sharing app where users are able to create and share short-form videos on any topic. The platform keeps growing its reach and is no longer aimed only at a younger audience. Like Instagram, businesses can use hashtags strategically to share their posts, promote relevant content and gain more followers.
- ✓ Twitter (X): Using short phrases called "tweets," Twitter is the platform to use if you want to share quick, beneficial content. Tweets can include not only text but also images, videos and links, allowing businesses to get their message across without being too wordy. Because of its quick pace and brief posts, Twitter is another platform that is excellent for engaging with customers and building brand awareness.
- ✓ LinkedIn: Networking, particularly in the business-to-business (B2B) space, is a powerful marketing tool and LinkedIn offers a platform to share all about your business. Geared toward professionals, the LinkedIn audience may be smaller than other social media outlets, but it also offers a curated location to connect with current and potential

employees, post industry updates, generate new leads and connect with other businesses.

- ✓ Pinterest: Pinterest is an image-based social media platform where small businesses can promote and explore their interests by pinning images and videos on virtual bulletin boards. Seeking to be known as the “app for inspiration,” Pinterest helps reach an audience that is looking for ideas and solutions, which is where your shared business content comes in.
- ✓ YouTube: After Google, YouTube is the next stop for people to gather information and answers. The streaming social media platform allows businesses to create and share content via videos, which for some businesses is an important marketing tool. Whether you are demonstrating how to put together a newly purchased product or simply giving a tour of your warehouse and construction methods, YouTube has the ability to reach a nearly unlimited audience.

- **SEO Marketing Tools**

SEO marketing is key to making your small business as visible as possible. Ranking high in search engines gets your brand in front of more eyes and helps build trust. This marketing strategy takes some legwork but also offers a high return on investment (ROI).

- ✓ Google Analytics
Google Analytics is a fantastic, free tool designed to give small businesses insight into their customers. The data provided is intended to help you understand more about your customers, how they found you and how they engage with your sites and apps. It provides reporting about the customer journey, which allows you to adjust your marketing strategy accordingly and help improve your ROI.
- ✓ Google Search Console
Another excellent and free small business SEO marketing tool from Google is its Search Console. It differs from Analytics in that the Search Console is intended to help you monitor your website’s performance

and see how it ranks in search engine results. This tool shares data about how often your site appears in a Google search, which search queries show your site and how often searchers click through for those queries.

✓ **Ubersuggest**

Keywords are the backbone of successful SEO marketing and Ubersuggest specializes in generating new keyword ideas. This tool offers a free Chrome extension that, once installed, allows small businesses to search Google, YouTube and Amazon to see data around keywords. It also provides SEO insights and graphs that break down the total monthly search volume that displays monthly mobile and desktop searches for a particular keyword.

✓ **Semrush**

Semrush is SEO software that allows small businesses to identify trends with its signature Keyword Magic Tool, Google Ad optimization and competitor analysis. It boosts organic search traffic by helping you optimize your website and is designed specifically for users who have limited SEO experience. Monthly subscriptions can be costly, but there is a free plan that provides limited options and is still a valuable tool, particularly for anyone who is just getting started with SEO.

V. Create Your Small Business Marketing Strategy

Creating a small business marketing strategy means developing a long-term plan that will reach more customers, help you understand your objectives, establish your authority and provide insight into where you stand in terms of marketing results. It's not a one-and-done undertaking but, rather, a working blueprint that will need to be adjusted and changed as your business grows. Here's how to get started.

- **Define Your Goals**

You started your small business for a reason, but when was the last time you looked at your goals? The first step is to look closely at what your specific, measurable goals are, not only the big-picture dreams. Focus on numbers and break down what both the long- and short-term objectives are. They can be both big and small as long as they are defined clearly.



- **Examine Your Current Efforts**

Next, take a hard look at your current marketing efforts and determine what is working and what is not. List out all the strategies you've tried and rank how successful they were. Be sure to look at the costs vs. outcomes for each one to see where your business has seen a high ROI.

- **Know Your Target Customer**

Who are you trying to reach? What is the profile of your target customer? Lean into learning all about these people, from where they live to how they prefer to shop to what forms of payment they favor. Becoming as familiar as possible with this audience allows you to determine which marketing efforts are likely to be the most successful.

- **Choose Your Strategies**

Once you have gathered all the necessary information, it's time to choose your marketing strategies. Start with one or two that have worked well for your small business in the past and then decide on a new one to try out for six months. Remember that not every marketing tactic is the right fit for everyone, so there will always be periods of experimenting and making changes as needed.

Bottom Line

At the end of the day, it doesn't matter what marketing strategies are the most popular. What matters is choosing the right fit for your specific business. You may sell the best product ever made, but if no one has heard of it, your business will never grow to its full potential. That's why incorporating a marketing plan is an essential part of your small business's success.

References

Marketing Basics For Business And The 7 Ps | Business Queensland, Retrieved March 25, 2024 From,

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing/strategy-planning/marketing-basics>

Small Business Marketing Guide: Everything New and Existing Businesses | Business News Daily, Retrieved March 25, 2024 From,

<https://www.businessnewsdaily.com/15769-small-business-marketing-guide.html#marketing-is-critical-for-every-business>

Small Business Marketing in 2024 | Forbes, Retrieved March 25, 2024 From,

<https://www.forbes.com/advisor/business/small-business-marketing/>

The Science Of Persuasion: How To Influence Consumer Choice | Business News Daily, Retrieved March 26, 2024 From,

<https://www.businessnewsdaily.com/10151-how-to-influence-consumer-decisions.html>

The Influence of Consumer Behaviour on Business Trends | Business2sell,
Retrieved March 26, 2024 From,

<https://www.business2sell.com.au/blogs/evaluation/the-influence-of-consumer-behaviour-on-business-trends>