

# The social but cash-strapped consumer of 2014 - 3 Feb 2014

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Our annual [Trends series](#) is slowly winding down, with the last pieces being published this week.

Gordon Geldenhuys has dubbed 2014 [the year of the social consumer](#). He says that more than ever, marketing will be about leveraging the right solutions and technologies to monitor and improve customer relationships in near-real time.

Not only will consumers continue being social this year, but unfortunately, according to Mike Taberner, they will also be tightening the belt a bit as he believes this year [customers will be facing some financial issues](#). He advises that brand messaging and product mixes be shaped accordingly.

Lastly, Tiffany Markman gives some easy-to-follow tips on how to stop being a sucker and [avoid being scammed in malls by those Dead Sea Devils](#) (DSD) who take seasonal jobs all over the world selling massively over-priced body lotions, face creams and nail products... Oh my, how we have all fallen for those...

Cheers!

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