



# **“UNDERSTANDING THE CHANGING NEEDS: DECODING THE NEEDS SHIFT”**

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## **ABSTRACT :**

This work looks into how human needs keep changing as our world shifts so fast. It digs into ideas like money matters, new tech, and social changes – all of which shape how we live and what we expect, whether you're a business leader, policymaker, or just an individual trying to keep up. The project mixes fresh survey data with older studies in a kind of patchwork approach that shows just how layered consumer choices can be. In most cases, breakthroughs in tech, twists in the economy, and changing social vibes all play a big part in how people figure out what they need. The findings even point out common snags – like not being too aware of new options or feeling that change might be too expensive – and they hint at ways for folks to communicate better, lower costs, and make transitions feel a bit easier. Overall, the study offers a down-to-earth look at society's shifting expectations, opening up ideas for more adaptable, inclusive, and lasting solutions for the future.

**#keywords** - Changing human needs , Technological advancements , Economic shifts , Social changes , Consumer behaviour, Evolving expectations, Business adaptation, Policy implications, Survey analysis

## **1. INTRODUCTION**

### **1.1 Introduction**

Human requirements have always been at the basis of society development, configuring economies, cultures, and individual actions. But these needs are not static – they continue to change in down to up direction under the influence of a number of dynamic factors such as technological development, changes in economy, society, environment, etc. Basic human needs such as food, water, shelter, and security are still the same, but the way people view and value, as well as how they now chase these needs is significantly different from what was 40 years ago.

The driving force behind this change has enabled in particular by technological advances. The generation of digital tools, automation, artificial intelligence and internet-connectedness have transformed the way people work, communicate, learn and even flirt. Simultaneously, due to globalization and the increased movement of people between cultures, dreams, buying behaviour and societal ideals have been re-invented by a globalised world, creating an interconnected and fast-changing population.

Economic development and cycles also shape human needs by modifying the type of consumptions, lifestyle aspirations and the availability of resources. Social change, such as changing family systems, the emphasis on individualist values and shifting gender roles, continue to shape the way in which human beings look for fulfilment and well-being. On the other hand, psychological reasons and increased awareness of mental health and self-fulfillment are adding new dimensions to the way in which needs are felt/realised and satisfied.

In a dynamic environment of this nature, the old ways of thinking about how people behave and of designing service provision might no longer be applicable. That way companies, governments, organisations and even our society at large can be more responsive and empathic, but also foresee the future.

This paper presents a selection of new human needs that are generated by the mega-trends of our time and need to be translated into new demand creating solutions. A better appreciation of these transformations can help for age ng according to the complexity of contemporary society, in designing more resilient, just and sustainable solutions.

### **1.2 Importance of the Study**

Understanding how human expectations are evolving is crucial in today's environment of fast change. This study provides valuable insights into how social, technological, and economic changes affect people's expectations and priorities. The study's analysis of these changes helps businesses generate new goods, enables policymakers to design more flexible public services, and helps individuals make informed life decisions. The study also contributes to academic literature by addressing information gaps about the ways in which demands vary between generations and cultural

situations. By doing this, it provides stakeholders with the data they require to create solutions that are inclusive, sustainable, and prepared for the future and satisfy the changing demands of society.

### **1.3 Problem Statement**

In an increasingly dynamic and interconnected world, traditional categories such as food, shelter, and safety are no longer adequate to characterise human needs. Global disasters such as the COVID-19 pandemic, technical breakthroughs, economic expansion, and cross-cultural interactions have all had a significant impact on how individuals perceive and seek their needs. This constant change presents a growing challenge for governments, businesses, and service providers, who must quickly adjust to remain relevant and effective.

Notwithstanding the evident change in consumer behaviour, lifestyle preferences, and cultural values, there is a lack of comprehensive information and strategy frameworks to anticipate and successfully address these trends.

The intricacy and speed of modern changes are frequently overlooked by traditional models of human behavior and demand assessment. Consequently, there is a significant disconnect between what is being provided and what people actually need or value.

By investigating the factors that influence how human needs are evolving and providing practical insights for stakeholders to match their policies, goods, and services with new demands, this study aims to close this gap.

### **1.4 Objectives of the Study**

- Analyse economic, technological, and societal aspects influencing the evolution of human demands.
- Explore how firms and policymakers can adjust to changing societal expectations.
- Evaluate generational and cultural disparities in human needs and their impact on innovation, policy design, and service delivery.

### **1.5 Research methodology**

• The study uses primary and secondary research approaches to examine the changing nature of human wants. Primary data was gathered via a standardised Google Form disseminated to a varied group of respondents, capturing their perspectives, priorities, and changes in personal and social requirements. To acquire comprehensive insights, the poll asked both quantitative and qualitative questions. Secondary data was gathered to support and contextualise the findings, including academic publications, industry papers, and trustworthy web resources. This mixed-method approach provided a thorough comprehension of the subject by integrating theoretical knowledge with real-world viewpoints.

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## **2. LITERATURE REVIEW**

1. (Egboro Felix<sup>1</sup>, Marketing Challenges of Satisfying Consumers Changing Expectations and Preferences in a Competitive Market,2015) : Customer satisfaction is key to business success. Market orientation means understanding customer needs, sharing this information, and responding effectively. Without this, companies may face complaints and weak marketing strategies. Satisfaction depends on customer expectations and experiences. Happy customers stay loyal and recommend products, but some may still switch brands. Businesses must keep improving their services. Customer needs change over time due to technology and competition
2. (Aldy Hamid Syaifuddin<sup>1</sup>, Rita Ambarwati<sup>\*1</sup>, Dewi Komala Sari<sup>1</sup>,2024) : Customer satisfaction and service quality are crucial for business success, as they influence customer loyalty and long-term growth. Various models help measure and improve service quality by identifying gaps between customer expectations and actual experiences. One common approach focuses on key areas such as reliability, responsiveness, assurance, and empathy to assess service effectiveness. Businesses also use strategic tools to prioritize improvements based on customer feedback and business needs. In the e-commerce industry, factors like website design, product variety, pricing, and customer support play a major role in shaping customer perceptions.
3. (Olena IEVSEITSEVA <sup>1</sup>, Oleksandr MIHALATIII, 2023): Marketing innovations play a crucial role in enhancing business competitiveness by adapting to market changes and consumer preferences. Innovation serves as a key driver of competitive advantage, influencing customer loyalty and market share. Businesses that embrace innovative marketing strategies can effectively respond to dynamic industry demands and evolving consumer behaviors. Digital advancements, such as AI-driven personalization, have transformed engagement strategies, making marketing efforts more targeted and efficient. Marketing innovations take various forms, including product, process, and business model innovations, each contributing to a company's ability to differentiate and succeed in the market.
4. (Audrey Chaillet<sup>1</sup> and Alexandre Bastard<sup>1</sup>,2023) : The wine industry is undergoing a significant transformation driven by evolving consumer expectations and digital advancements. Modern consumers prioritize sustainability, authenticity, and health-conscious choices, influencing wine producers to adopt eco-friendly practices, transparent branding, and low-alcohol or additive-free options. Digitalization plays a crucial role in understanding and meeting these changing preferences by leveraging tools such as social media monitoring, sentiment analysis, and online surveys. These technologies provide valuable consumer insights, enabling personalized marketing and enhanced customer engagement.

Additionally, digital platforms facilitate direct communication between wine producers and consumers, fostering trust, transparency, and loyalty.

5. (Avrossina Youssef Samir,2024) : Sales promotions are categorized into price-based and non-price-based strategies, each influencing consumer behavior differently. Price discounts, coupons, and rebates create immediate cost savings, encouraging quick purchases. Non-price promotions like free samples, buy-one-get-one-free (BOGO) deals, and contests enhance perceived value and brand engagement. Loyalty programs reward repeat customers but may have a limited impact on immediate purchase decisions. Promotions can also be instant, providing immediate benefits, or delayed, such as cashback and reward points, which foster long-term customer relationships. The strategic use of these techniques helps businesses attract consumers, differentiate from competitors, and drive sales growth.
6. (Butali usman,2024) : Sales promotions play a crucial role in influencing consumer purchase intentions by offering incentives that drive immediate or long-term engagement. Hypermarkets commonly use price-based promotions like discounts, rebates, and buy-one-get-one-free offers to encourage quick sales, while non-price promotions such as free samples and contests enhance brand perception and consumer trust. While price discounts and free samples significantly impact consumer buying behavior, loyalty programs may not always translate into immediate purchases. Effective promotional strategies help businesses attract new customers, retain existing ones, and differentiate themselves in a competitive market. Understanding consumer preferences for various sales promotions enables marketers to implement the most impactful techniques for driving sales and brand loyalty.
7. (Ritesh Gaurav,2023): The study of consumer buying behavior is essential for businesses to understand the factors influencing purchasing decisions. The decision-making process involves five key stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Consumers exhibit different decision patterns depending on the product's involvement level—high-involvement purchases follow a structured process, while low-involvement ones may bypass some stages. The rise of digital platforms and social media has transformed consumer engagement, providing easy access to reviews and peer recommendations. Businesses must adapt their marketing strategies to address each stage effectively, enhance customer satisfaction, and build brand loyalty. Understanding these behavioral patterns enables companies to refine their approach, maximize conversions, and foster long-term customer relationships.
8. (Soma Shekhar gutta, 2024) : Research on shopping behaviour highlights the impact of socio-economic factors, personality, and past experiences on store choice. Studies have identified key determinants such as proximity, merchandise, ambiance, service quality, and pricing in influencing consumer preferences. Shopping behaviour in India gained attention post-2003, revealing that factors like convenience, product variety, and store attributes significantly affect consumer choices. Modern retail is perceived as both a necessity and a leisure activity, with aspects like trained staff, parking, and security playing a crucial role. Overall, consumer involvement, branding, and store experience shape shopping decisions, emphasizing the need for retailers to align with evolving customer expectations.

### 3. STRATEGIES TO UNDERSTAND WHY CONSUMERS NEEDS CHANGE

In a world where economic, social, technical, and environmental variables are continuously changing how people live, work, and connect, it is crucial to understand why human needs evolve. These changes are not coincidental; rather, they are the result of more profound factors like growing reliance on technology, exposure to the world, changing cultural norms, and growing consciousness of environmental and mental health. Understanding these underlying causes enables individuals, organisations, and legislators to predict trends rather than respond to them, guaranteeing that their solutions are human-centered, sustainable, and relevant.

#### ✓ Ask Customers Directly (Surveys & Feedback Forms)

Asking people what they want is the simplest and most straightforward method. To find out what customers enjoy, dislike, or would like more of, businesses can utilise surveys, Google Forms, or post-purchase feedback. Early detection of emerging trends is facilitated by routinely gathering input.

#### ✓ Watch Social Media and Online Reviews

Consumers frequently use social media sites like Facebook, Instagram, Twitter, and product review sites to voice their needs and opinions. Businesses can learn what's popular, what consumers are grumbling about, or what they expect from brands by looking at hashtags, comments, and reviews.

#### ✓ Follow the Customer Journey

This entails monitoring every step of a customer's interaction with a product, including browsing, comparing, buying, and utilising it. Customers' wants and preferences are changing if they are shifting the manner they purchase, such as favouring internet over physical stores.

#### ✓ Understand Lifestyle and Income Changes

As people earn more or their lifestyles change (moving to cities, working from home, traveling more), their needs evolve too. For example, someone who used to cook at home may now prefer ordering healthy meals online due to a busy lifestyle.

#### ✓ Look at Age and Culture Differences

Different generations have different expectations. Young people may look for convenience and speed (like fast delivery), while older people may value trust and quality. Similarly, needs vary across countries and cultures—so it's important to know who your audience is.

✓ **See How Technology Affects The**

Technology changes how people live and shop. For example, the rise of mobile apps, smart devices, and AI assistants has made people expect faster services, automation, and personalized experiences. Businesses need to stay updated with tech to meet modern needs.

✓ **Notice Health and Environment Concerns**

More people now care about their health and the planet. They want organic food, chemical-free products, and eco-friendly packaging. If a brand does not support sustainability or wellness, it may lose customers who care about these values.

✓ **Pay Attention to Big Events (Like COVID-19)**

Major global or national events can suddenly change what people value. During COVID-19, needs shifted quickly—from luxury to essentials, and from outdoor fun to indoor safety. Companies that adapt fast to these shifts stay ahead of others.

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## 4. FINDINGS

### 4.1 Findings from the Google Form survey (Primary research):

I used both direct and secondary research for my study in order to better understand how customer wants are evolving. A Google Form survey was made for primary research and distributed to a wide range of people. Students, working adults, and entrepreneurs from a range of industries, including science and technology, business and finance, healthcare, and the arts and media, were among the respondents. According to the comments, customer wants are dynamic and often shift. Numerous causes, including the development of new technology, evolving societal trends, economic conditions, and personal development or life transitions, have an impact on these changes.

People notice these changes in different ways, according to the survey. Some note changes in their daily routines, while others are influenced by what they hear from friends and family or what they see on social media. People react differently when their demands change: some act right away by looking into new choices, some prefer to conduct in-depth study, and some seek guidance from reliable people. It's interesting to note that small groups are more likely to resist change and stick to what they already know. Peer ratings, product quality, pricing, and convenience are important factors while making decisions. However, the most frequent difficulties encountered during this shift are ignorance about new options and the high expense of new alternatives.

### 4.2 Findings from secondary research and analysis:

It became evident via secondary research—examining papers, studies, and professional viewpoints—that consumer behaviour is changing quickly as a result of the digital age's rapid advancement, shifting economic conditions, and increased exposure to worldwide trends. The major research that was done supports this pattern. Today's consumers are increasingly connected, knowledgeable, and impacted by social media and technology. They have higher standards for goods and services and anticipate greater convenience, value, and personalisation. This survey unequivocally demonstrates that companies must constantly track consumer behaviour, make innovation investments, and take a more customer-centric stance if they want to remain competitive and relevant. Businesses can more effectively engage and maintain their target audience by matching products to evolving demands and tackling common obstacles like awareness and affordability. Understanding the "why" behind these changing needs is essential for creating long-term strategies that support both customer satisfaction and organizational growth.

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## 5. SUGGESTION FOR IMPROVEMENT:

### 1. **Increase Consumer Awareness through Communication**

Many consumers struggle to adapt to change because they're unaware of new options. Companies should focus on creating simple, clear, and engaging communication campaigns to educate people about their products, services, and updates. Regular updates through social media, newsletters, and in-app notifications can help bridge this gap.

### 2. **Offer More Affordable Options**

High prices were identified as a major barrier when adapting to change. Companies can introduce tiered pricing, discounts, trial offers, and flexible payment options to make new offerings more accessible and appealing to a wider range of customers.

### 3. **Make Product/Service Adaptation Easier**

People often stick to what they already know due to fear or confusion about change. Businesses can offer easy onboarding, tutorials, customer support, and "how-to" content that helps users transition smoothly to new experiences.

### 4. **Continuously Monitor Changing Needs**

Organizations should regularly conduct surveys, polls, and feedback collection (like the Google Form used here) to stay up-to-date with consumer expectations. Tracking data over time helps businesses adapt quicker and make informed decisions.

### 5. **Invest in Innovation and Trend Analysis**

Since consumer needs are highly influenced by trends and new technology, companies should invest in trend forecasting and product innovation. Early adoption of emerging technologies and design thinking can lead to better product-market fit.

### 6. **Provide Personalized Experiences**

With needs becoming more individualistic, businesses can use customer data (ethically and transparently) to personalize offerings, communication, and services. Tailoring the experience increases customer satisfaction and loyalty.

### 7. **Educate Consumers about Benefits of Change**

Some consumers resist change because they don't understand the benefit. Awareness campaigns focused on *why* the change is good for

them—whether it saves time, money, or offers something better—can reduce resistance.

8. **Encourage Word-of-Mouth and Peer Recommendations**

Since many consumers are influenced by family, friends, and social media, companies can encourage user-generated content, testimonials, and referral programs to build trust and influence purchasing behavior.

## 6. CONCLUSION AND FUTURE TRENDS

### 6.1 Conclusion

Examining how human wants are changing reveals a dynamic interaction between economic changes, societal upheavals, technology breakthroughs, and personal development. This study shows how inadequate traditional theories of consumer behaviour are becoming in a world that is changing quickly and becoming more linked. The primary study, which is backed up by secondary research, emphasises how consumers' priorities change over time and how many different aspects affect their decision-making. The need for proactive and compassionate engagement from businesses and governments is highlighted by the key problems identified, which include a lack of knowledge about new possibilities and the perceived high cost of alternatives. Stakeholders may create more effective strategies to satisfy the changing expectations of people and society by comprehending the factors that are driving these changes and the obstacles to adaptation.

### 6.2 Future Trends

Looking ahead, several key trends are likely to further shape the evolution of human needs:

- **Hyper-Personalization:** Fuelled by advancements in AI and data analytics, consumers will increasingly expect highly personalized products, services, and experiences tailored to their individual preferences and contexts.
- **Sustainability and Ethical Consumption:** Growing environmental awareness and social consciousness will drive demand for sustainable, ethically sourced, and transparently produced goods and services.
- **Digital Integration and Immersive Experiences:** The continued proliferation of digital technologies, including augmented and virtual reality, will blur the lines between the physical and digital worlds, creating new needs for seamless and immersive experiences across all aspects of life.
- **Focus on Well-being and Mental Health:** A greater emphasis on holistic well-being, including mental and emotional health, will drive demand for products and services that support stress reduction, mindfulness, and overall psychological wellness.
- **The Rise of the Creator Economy:** Individuals are increasingly becoming creators and micro-entrepreneurs, leading to new needs for tools, platforms, and services that support their creative endeavours and monetization strategies.
- **Agility and Adaptability:** In an era of constant change, the ability to adapt quickly and respond effectively to unforeseen events and emerging trends will become a fundamental need for both individuals and organizations.

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