



# How is professional urgency influencing consumer's personal time perception?

Work in Progress

## Question of research

In their professional life, consumers have to work more and faster to meet firms goals and seem to be in a "permanent urgency". **Is their work rhythm impacting their consumption rhythm? Are consumers who experience a high level of professional urgency more sensitive to time pressure in their consumption behaviour?**

## Methodology of research

16 interviews with French consumers

### > Respondents' Characteristics

- From 24 to 57
- Single or couple
- With or without children
- Different levels of revenue
- Different levels of professional urgency

I don't have enough time

I don't want to wait

I'm willing to pay more to wait less

## Main Results

### Passive Hurried Consumer

- Lack of time to consume
- Time is the main factor in their choices of consumption

### Active Hurried Consumer

- Lack of time to consume
- Time is the main factor in their choices of consumption
- Frequent use of Click & Collect

Permanent Urgency

### Less Hurried Consumer

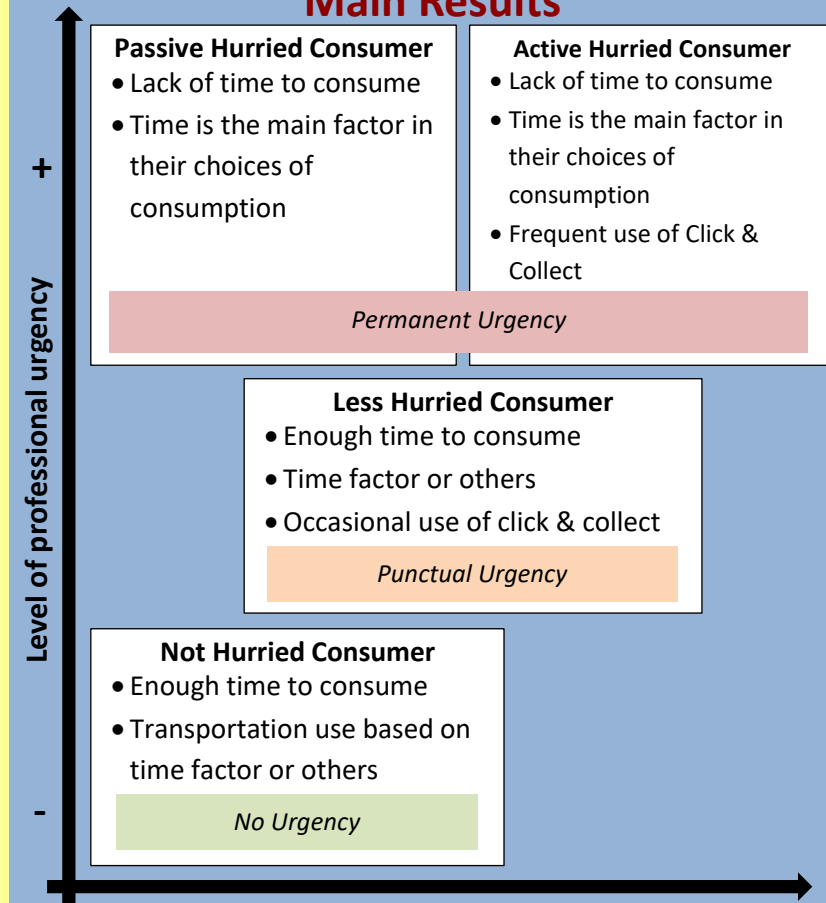
- Enough time to consume
- Time factor or others
- Occasional use of click & collect

Punctual Urgency

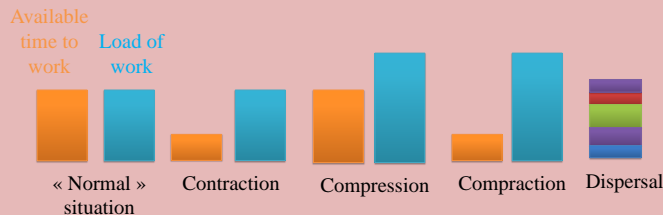
### Not Hurried Consumer

- Enough time to consume
- Transportation use based on time factor or others

No Urgency



## Focus on professional urgency



For complete references, please scan here