



DATA SNAPSHOT

Global Study: How Consumers Choose Which Companies To Buy From

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Global Study: How Consumers Choose Which Companies To Buy From

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EXECUTIVE SUMMARY

We asked nearly 18,000 consumers from across 18 countries, “If you had a choice of companies to buy from, which of the following would you choose?” They selected one of these four responses: A company that (1) offers very good products; (2) treats you very well; (3) offers very low prices; or (4) does very good things for society. We further analyzed their responses across age groups and income levels. Highlights from this study include:

- + **Overall, consumers prefer to buy from companies with very good products.** Across all ages and income ranges for all countries, except Thailand, consumers prefer to buy from a company that offers very good products. High-income Japanese consumers are most likely to prioritize products, with 56% choosing this option.
- + **Middle-aged consumers choose companies that treat them well.** Across all ages and income ranges, except for older consumers, the second most popular company quality was, “treats me well,” with middle-aged consumers showing the strongest overall preference for it.
- + **Low-income consumers have the strongest preference for low prices.** In most countries, consumers in the low-income group were the most likely to favor companies that offer very low prices.
- + **Younger consumers are mostly likely to prioritize societal good.** In more than half of the countries surveyed, younger consumers were the most likely age group to purchase from a company because it does very good things for society. Of all the countries, Thai consumers were most likely to select a company because it does societal good.

FIGURES IN THE REPORT

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5. How Consumers Choose Companies: Canada
6. How Consumers Choose Companies: France
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8. How Consumers Choose Companies: Hong Kong
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10. How Consumers Choose Companies: Indonesia
11. How Consumers Choose Companies: Japan
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13. How Consumers Choose Companies: Mexico
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16. How Consumers Choose Companies: South Korea
17. How Consumers Choose Companies: Spain
18. How Consumers Choose Companies: Thailand
19. How Consumers Choose Companies: United Kingdom
20. How Consumers Choose Companies: United States

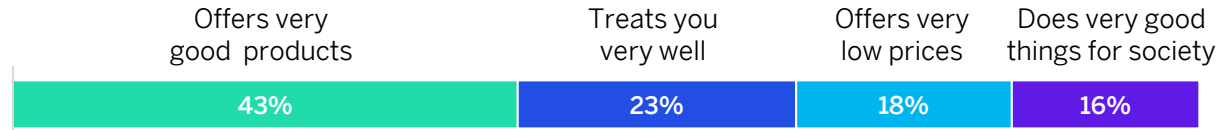
Methodology

How Consumers Choose Companies: Global

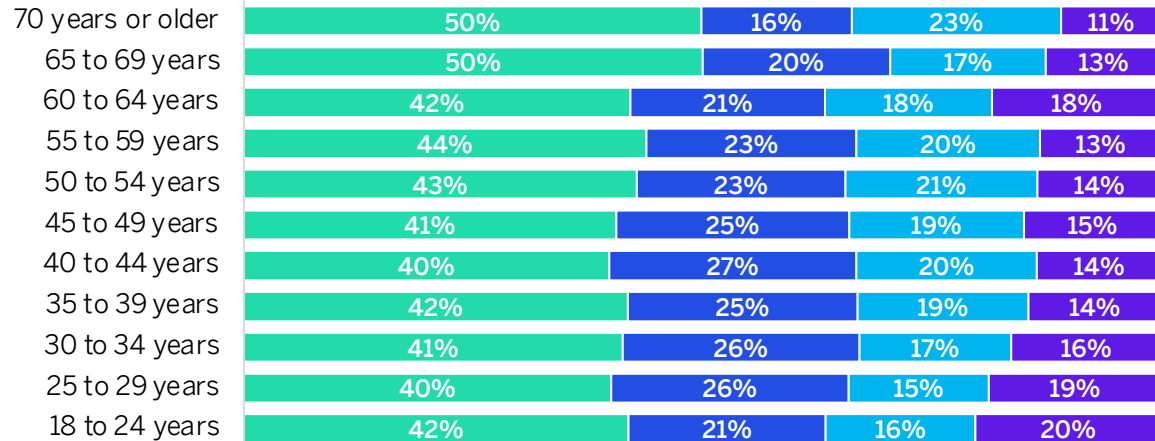
KEY TAKEAWAYS

- + Across all ages and income levels, consumers are most likely to buy from a company that offers very good products. This is especially true for older and high-income consumers.
- + Consumers between 25- and 45-years-old are most likely to prefer a company that treats them very well.
- + Older, low-income consumers are the most likely to buy from a company that offers very low prices.
- + Younger consumers are most likely to buy from a company that does very good things for society.

If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income (relative to country median income levels)



ABOUT

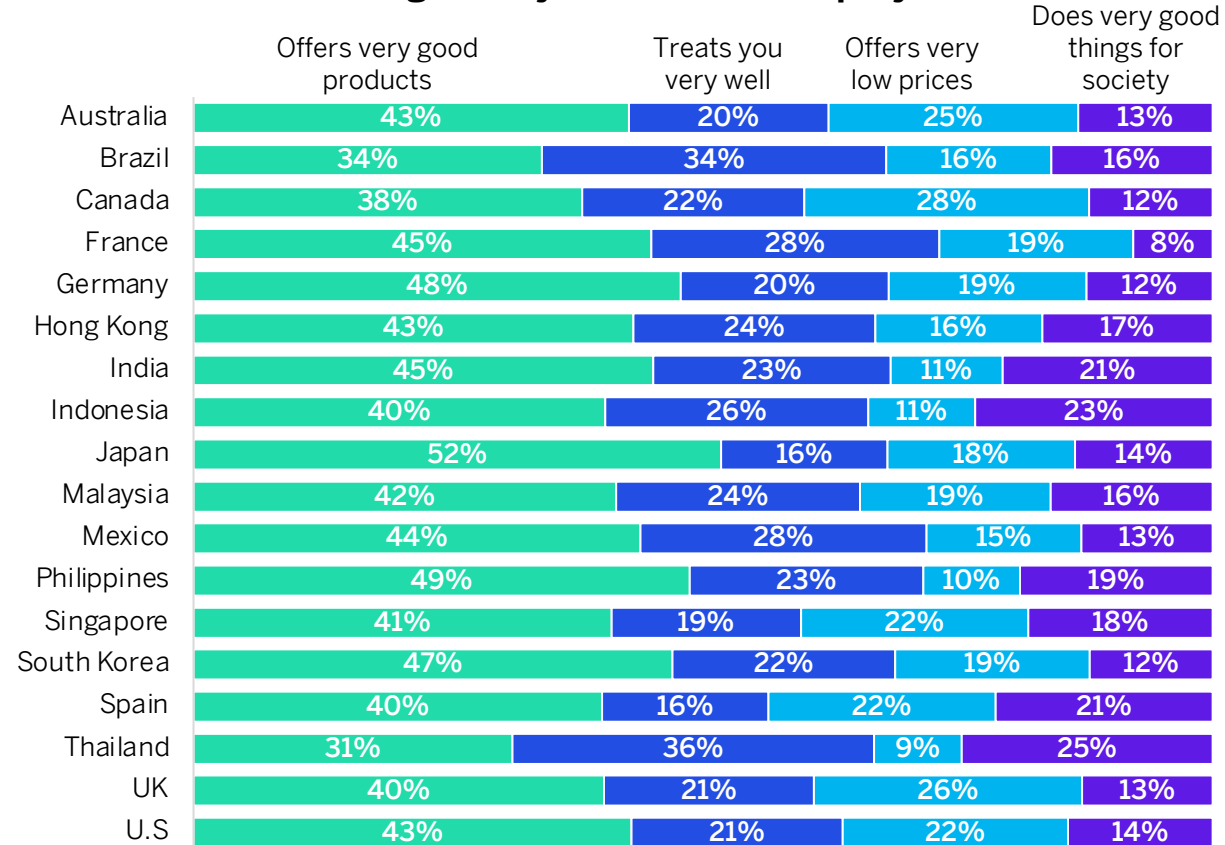
This chart shows which type of company consumers from all surveyed countries would choose to purchase from given a set of four company qualities. It also breaks down consumer preferences for different company qualities by age and household income levels.

How Consumers Choose Companies: By Country

KEY TAKEAWAYS

- + Across all countries, except Thailand and Brazil, consumers are most likely – by a significant margin – to choose to buy from a company that offers very good products.
- + Thai and Brazilian consumers are the most likely to buy from a company that treats them very well.
- + Canadian and UK consumers are the most likely to choose to buy from a company that offers very low prices.
- + Thai and Indonesian consumers are the most likely select a company that does very good things for society.

If you had a choice of companies to buy from, which of the following would you choose? A company that...



ABOUT

This chart shows which type of company consumers from each surveyed country would choose to purchase from given a set of four company qualities.

How Consumers Choose Companies: Australia

KEY TAKEAWAYS

- + Across all ages and income levels, Australian consumers are most likely to buy from a company that offers very good products. Older and high-income consumers show the strongest preference for very good products.
- + Low-income consumers are least likely of all groups to select a company that offers very low prices.
- + Younger consumers are most likely to choose to purchase from a company because it does very good things for society.

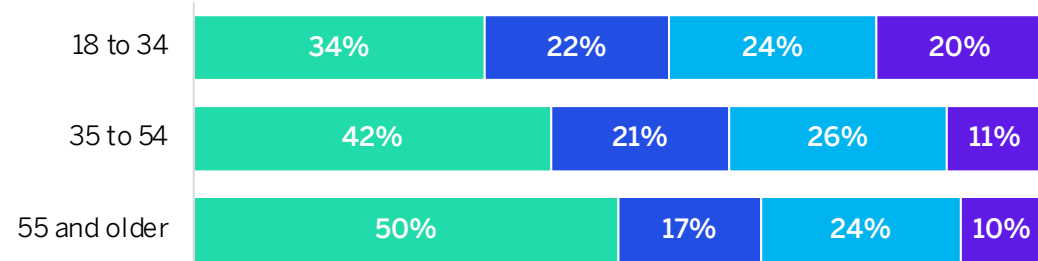
ABOUT

This chart shows which company qualities are most important to Australian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

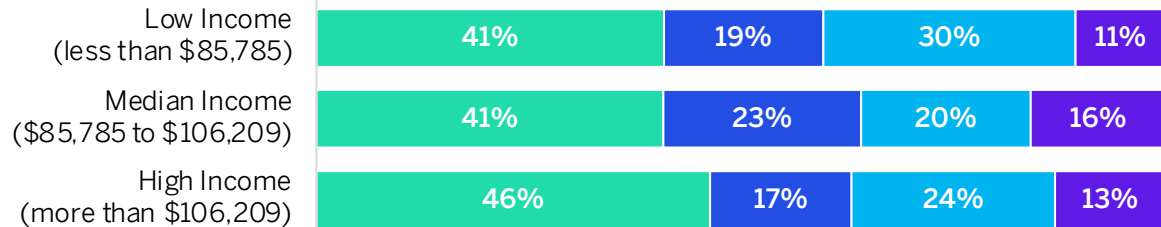
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Brazil

KEY TAKEAWAYS

- + Across all ages and consumers, Brazilian consumers are split evenly between preferring to purchase from a company that offers very good products and one that treats them very well.
- + High-income consumers are the most likely to buy from a company that treats them very well.
- + Middle-income consumers are most likely to select a company that offers very low prices.
- + Younger consumers are the least likely to purchase from a company because it does very good things for society.

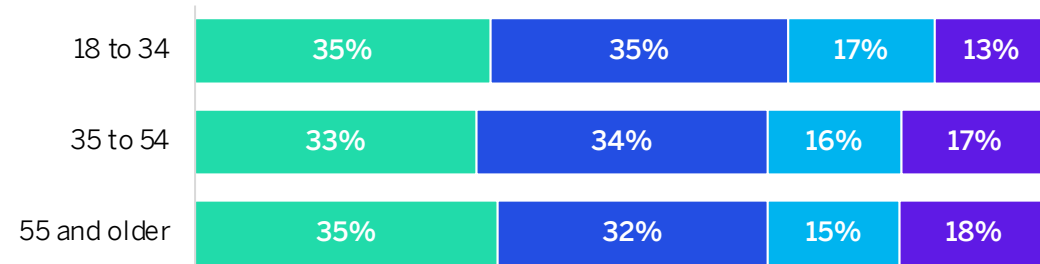
ABOUT

This chart shows which company qualities are most important to Brazilian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

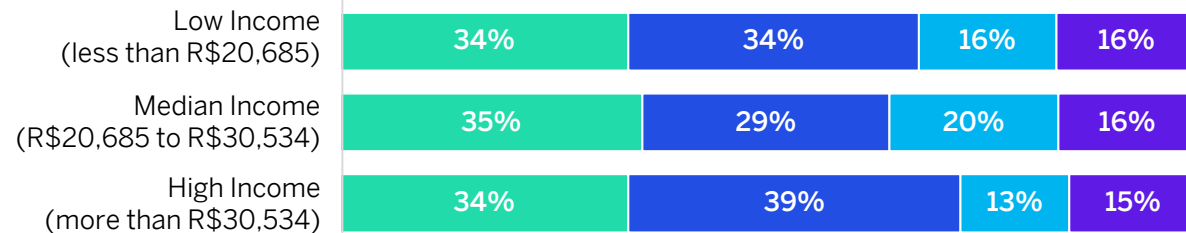
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Canada

KEY TAKEAWAYS

- + Across all ages and income levels, Canadian consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Low-income and middle-aged consumers are most likely to select a company that offers very low prices, while younger consumers are least likely to select a company based on this quality.
- + Younger consumers are most likely to choose to purchase from a company because it does very good things for society.

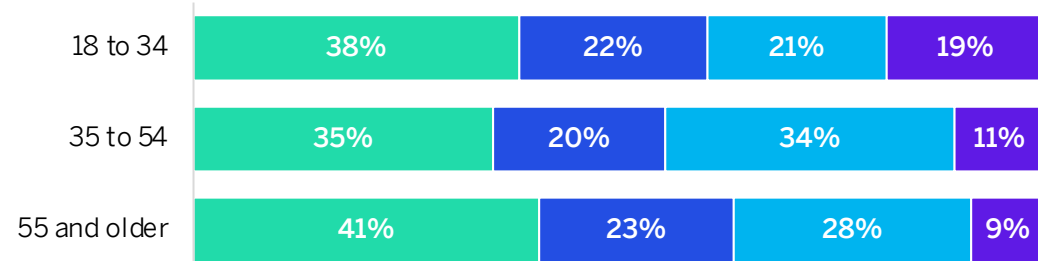
ABOUT

This chart shows which company qualities are most important to Canadian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

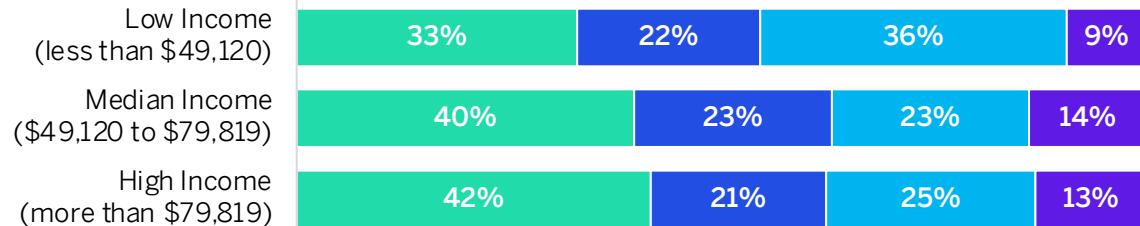
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: France

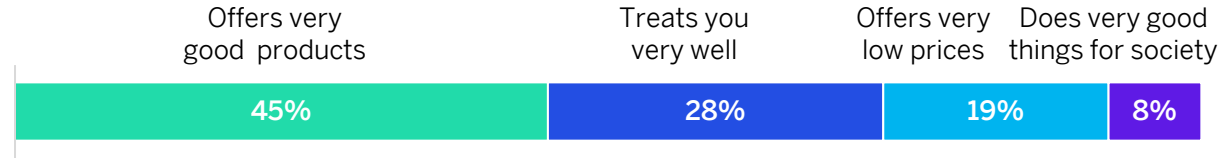
KEY TAKEAWAYS

- + Across all ages and income levels, French consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Middle-aged consumers are most likely to purchase from a company because it treats them very well.
- + Low-income consumers are the most likely to buy from a company that offers very low prices.
- + Younger consumers are most likely to choose to purchase from a company because it does very good things for society.

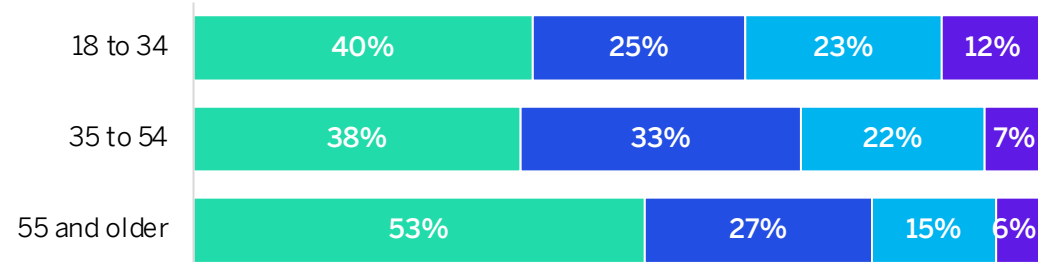
ABOUT

This chart shows which company qualities are most important to French consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

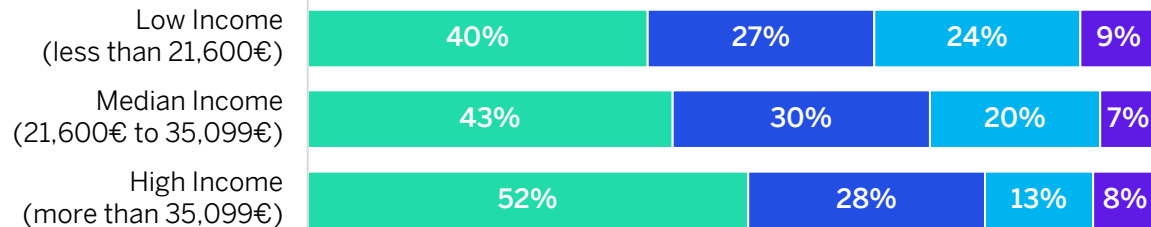
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Germany

KEY TAKEAWAYS

- + Across all ages and income groups, German consumers are most likely to buy from a company that offers very good products. Older and high-income consumers show the strongest preference for very good products.
- + Younger and low-income consumers are most likely to choose to purchase from a company because it does very good things for society.
- + Low-income and middle-aged consumers are most likely to prefer to buy from a company that offers very low prices.

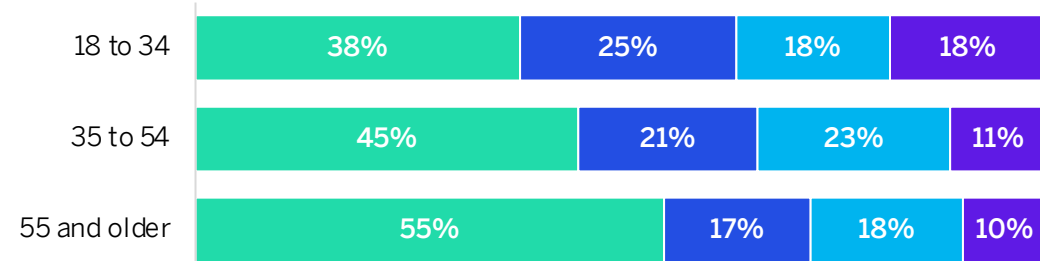
ABOUT

This chart shows which company qualities are most important to German consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

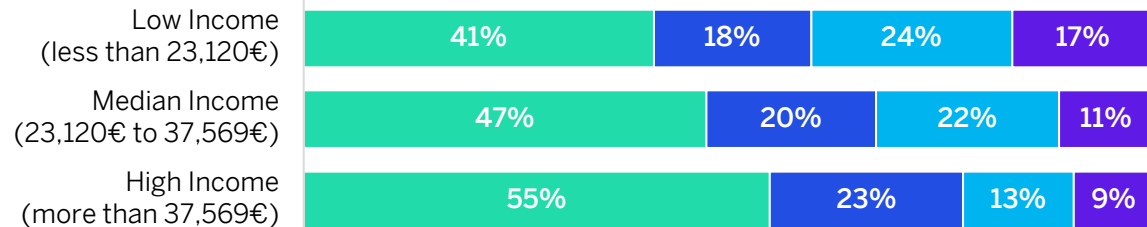
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Hong Kong

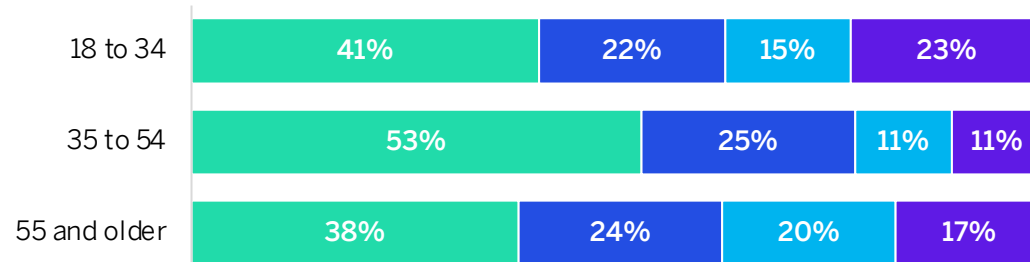
KEY TAKEAWAYS

- + Across all ages and consumers, Hong Kong consumers are most likely to buy from a company that offers very good products. Good products are most important for middle-aged and high-income consumers.
- + Younger consumers are more than twice as likely as middle-aged consumers to choose to buy from a company because it does very good things for society.
- + Low-income consumers are most likely to choose to buy from a company because it treats them very well.

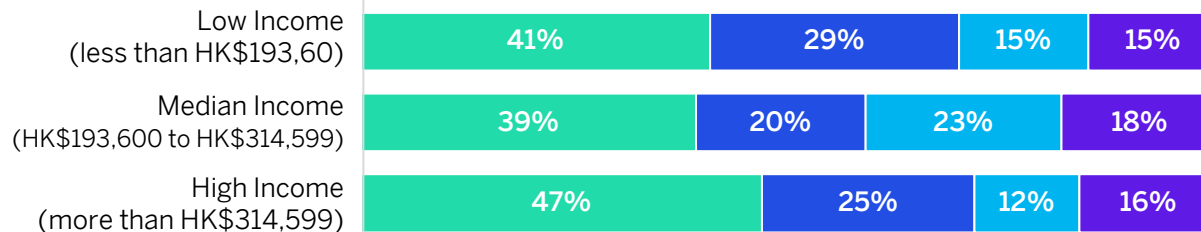
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



ABOUT

This chart shows which company qualities are most important to Hong Kong consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

How Consumers Choose Companies: India

KEY TAKEAWAYS

- + Across all ages and income levels, Indian consumers prefer to buy from a company that offers very good products. Product quality matters most to high-income consumers.
- + High-income and middle-aged consumers are the least likely to choose to buy from a company because it does very good things for society.
- + Middle-aged consumers are most likely to buy from a company that treats them very well.
- + Across all ages and income levels, Indian consumers are least likely to choose a company because it offers very low prices.

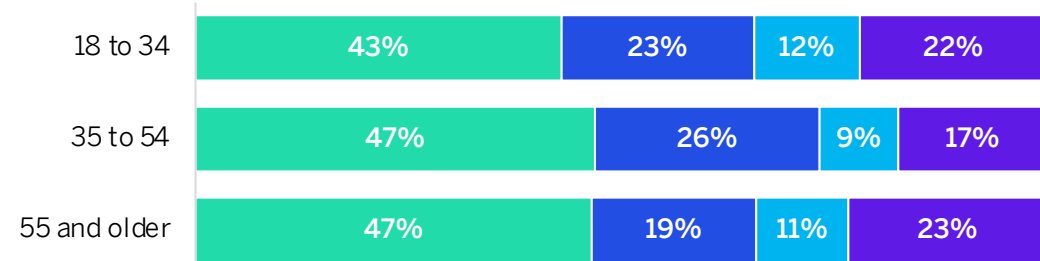
ABOUT

This chart shows which company qualities are most important to Indian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

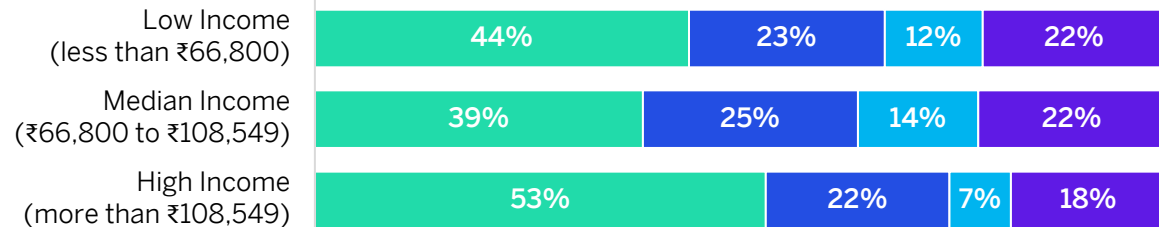
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Indonesia

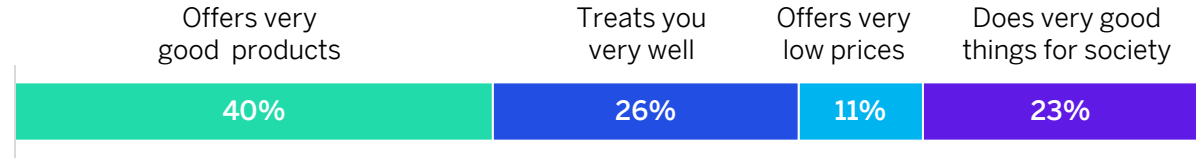
KEY TAKEAWAYS

- + Across all ages and income groups, Indonesian consumers are most likely to buy from a company that offers very good products. Product quality matters most to high-income consumers.
- + Consumers who are middle-aged and earn median-income are the most likely to buy from a company that treats them very well.
- + Older consumers are most likely to select a company because it does very good things for society.
- + Across all ages and income groups, Indonesian consumers are least likely to choose a company because it offers very low prices.

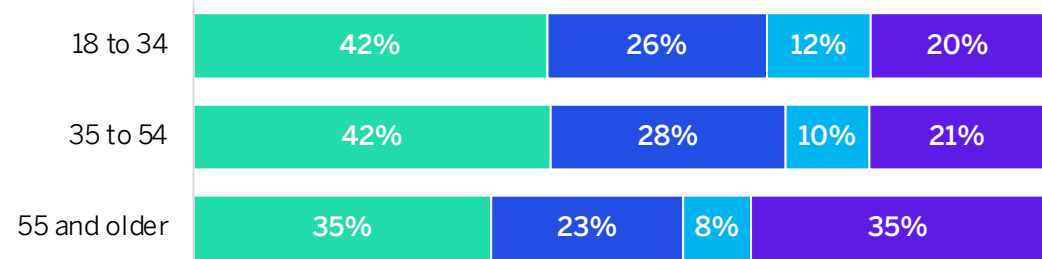
ABOUT

This chart shows which company qualities are most important to Indonesian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

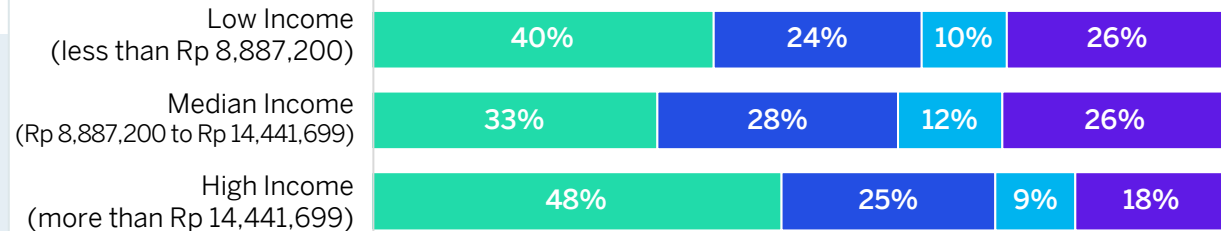
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Japan

KEY TAKEAWAYS

- + Across all ages and income groups, Japanese consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Older consumers are least likely to choose a company because it treats them very well.
- + Low-income consumers are the most likely to buy from a company that offers very low prices. Prices matter the least to younger and high-income consumers.

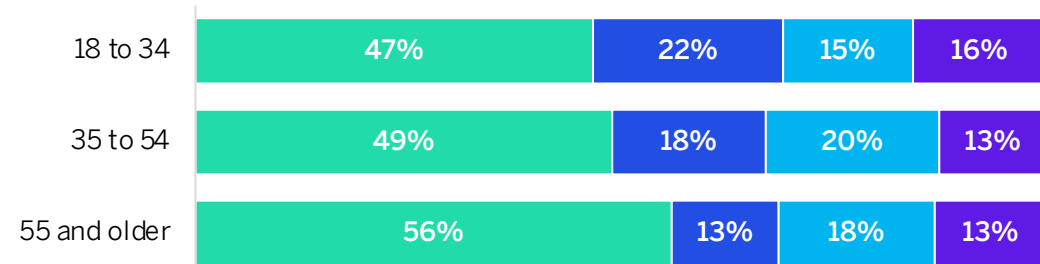
ABOUT

This chart shows which company qualities are most important to Japanese consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

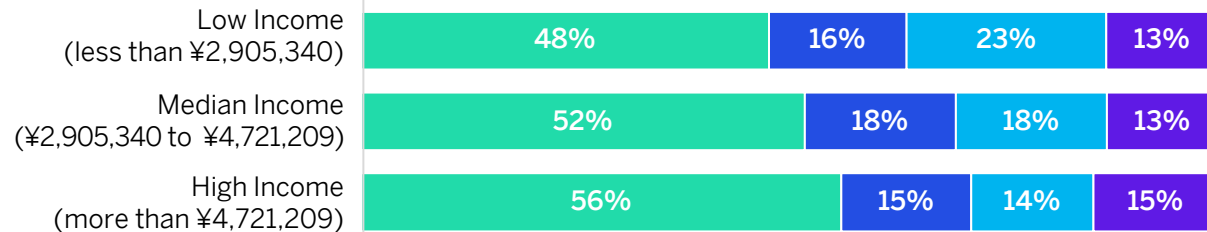
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Malaysia

KEY TAKEAWAYS

- + Across all ages and income levels, Malaysian consumers are most likely to buy from a company that offers very good products. Product quality matters most to younger consumers and matters least to middle-income consumers.
- + Consumers who are middle-aged and earn high-income are the most likely to buy from a company that treats them very well.
- + Middle-income consumers are twice as likely as high-income consumers to buy from a company because it does very good things for society.

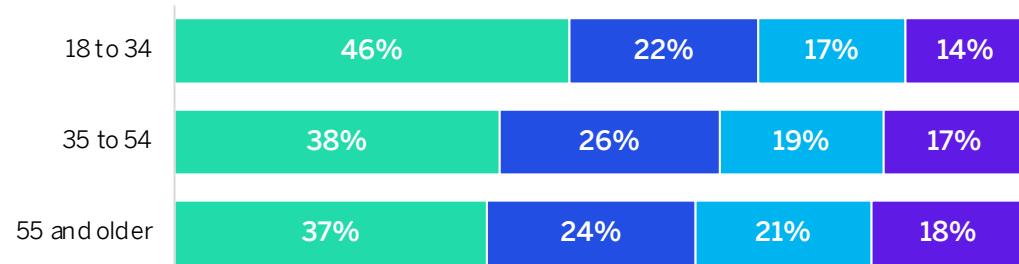
ABOUT

This chart shows which company qualities are most important to Malaysian consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

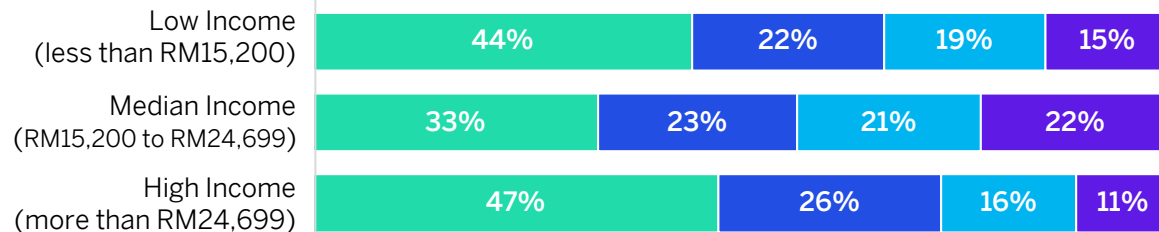
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Mexico

KEY TAKEAWAYS

- + Across all ages and income levels, Mexican consumers are most likely to buy from a company that offers very good products. Good products are most important for older and middle-income consumers.
- + Low-income consumers are the most likely to choose to purchase from a company because it offers very low prices.
- + High-income consumers are the most likely to select a company that treats them very well.
- + Consumers across all ages and income levels are almost equally as likely to choose a company that does very good things for society.

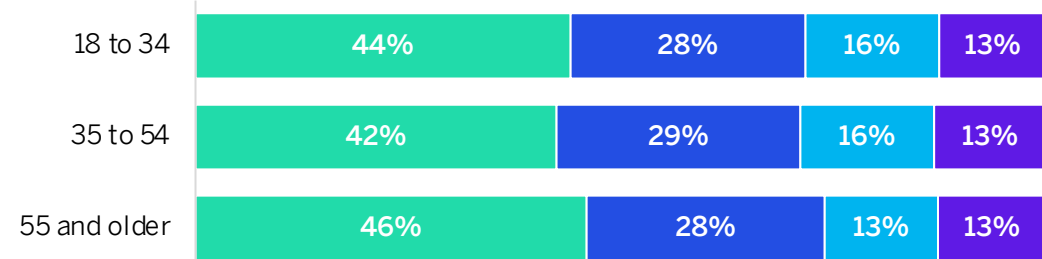
ABOUT

This chart shows which company qualities are most important to Mexican consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

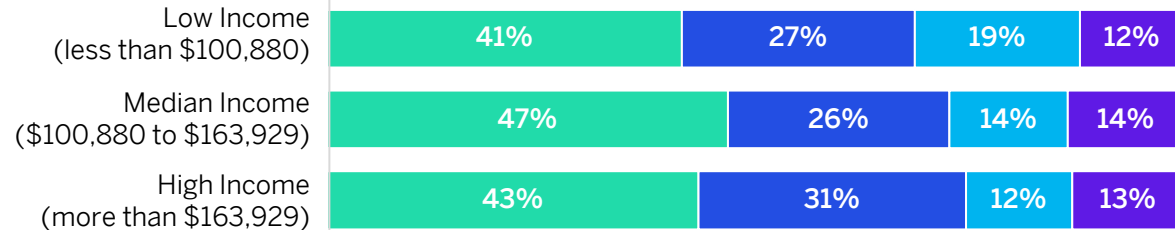
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Philippines

KEY TAKEAWAYS

- + Across all ages and income levels, Filipino consumers are most likely to buy from a company that offers very good products. Product quality matters most to younger consumers.
- + High-income consumers are least likely to buy from a company because they do very good things for society.
- + Older consumers are more than twice as likely as younger consumers to select a company that offers very low prices.
- + Low-income consumers are least likely to prefer to buy from a company that treats them very well.

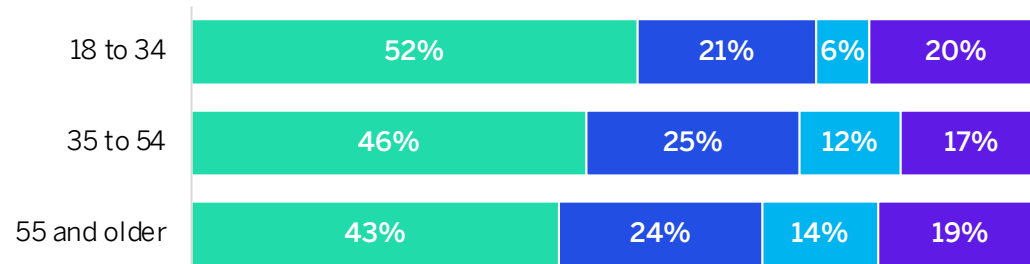
ABOUT

This chart shows which company qualities are most important to Filipino consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

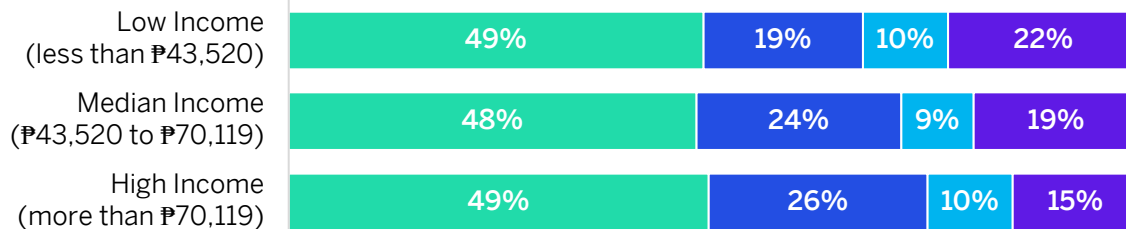
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Singapore

KEY TAKEAWAYS

- + Across all ages and income levels, Singaporean consumers are most likely to buy from a company that offers very good products. Good products are most important for younger and middle-income consumers.
- + Being treated very well matters most to middle-aged consumers.
- + Low-income consumers have the strongest preference for companies that offer very low prices.
- + High-income consumers are most likely to purchase from a company because it does very good things for society.

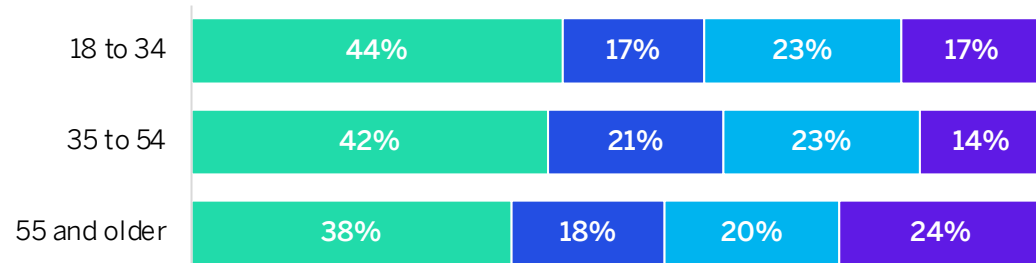
ABOUT

This chart shows which company qualities are most important to Singaporean consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

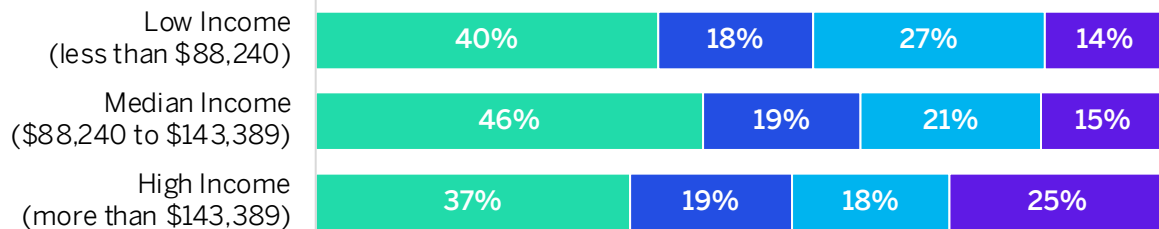
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: South Korea

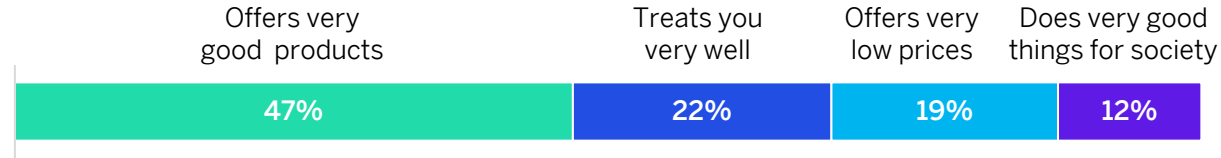
KEY TAKEAWAYS

- + Across all ages and income levels, South Korean consumers are the most likely to buy from a company that offers very good products. Product quality matters least to younger, lower-income consumers.
- + Being treated very well matters most to younger and high-income consumers.
- + Younger consumers are more than twice as likely as middle-aged and older consumers to purchase from a company that does very good things for society.
- + Low-income consumers have the strongest preferences for companies with very low prices, while prices matter least to younger consumers.

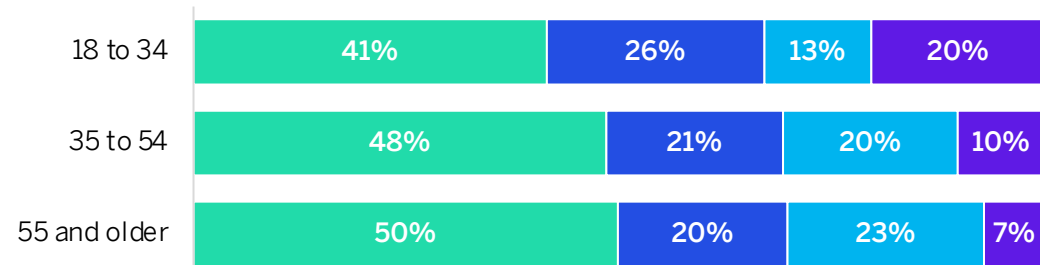
ABOUT

This chart shows which company qualities are most important to South Korean consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

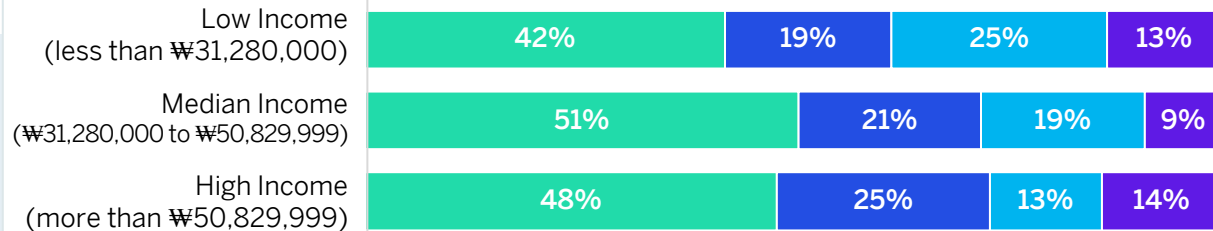
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Spain

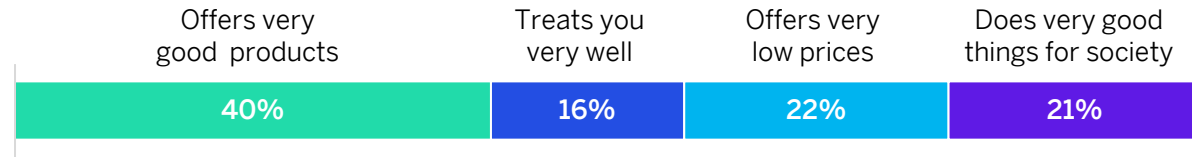
KEY TAKEAWAYS

- + Across all ages and income levels, Spanish consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Compared to low- and middle-income consumers, high-income consumers are less than half as likely to select a company that offers very low prices.
- + Middle-income and middle-aged consumers are least likely to choose to purchase from a company because it does very good things for society.
- + Older consumers are least likely to select a company that treats them very well.

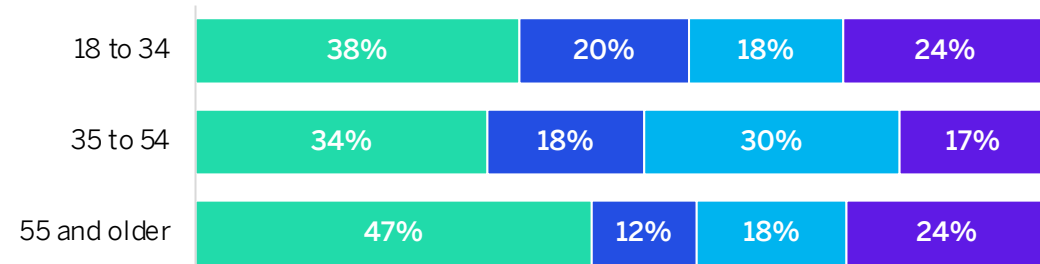
ABOUT

This chart shows which company qualities are most important to Spanish consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

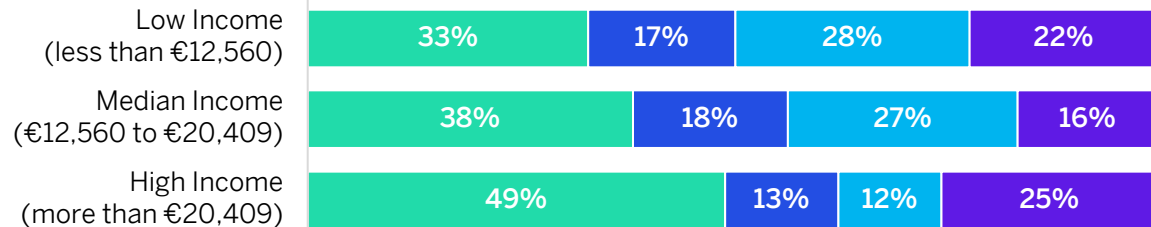
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: Thailand

KEY TAKEAWAYS

- + Across all ages and income levels, Thai consumers are most likely to prefer to buy from a company that treats them very well. Good treatment matters most to high-income consumers.
- + High-income and middle-aged consumers are least likely to purchase from a company that does very good things for society.
- + Middle-aged and low-income consumers have the strongest preferences for companies that offer very good products.
- + Across all ages and income levels, Thai consumers are least likely to choose to buy from a company that offers very low prices.

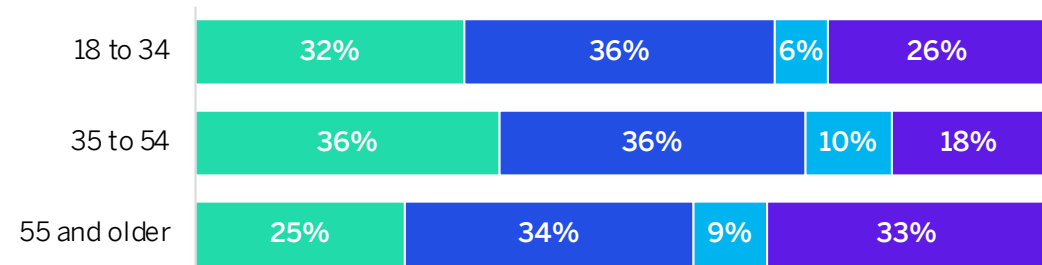
ABOUT

This chart shows which company qualities are most important to Thai consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

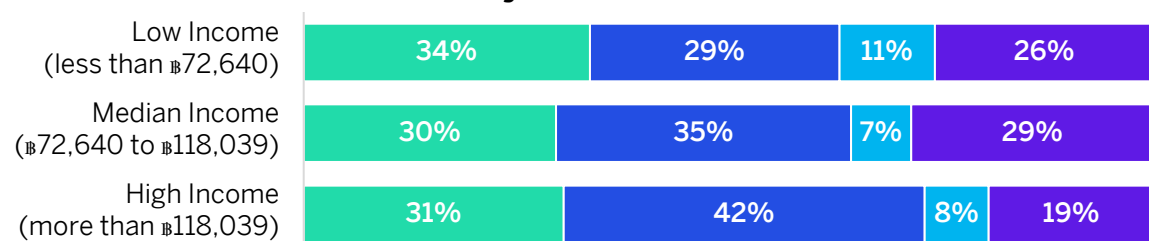
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: United Kingdom

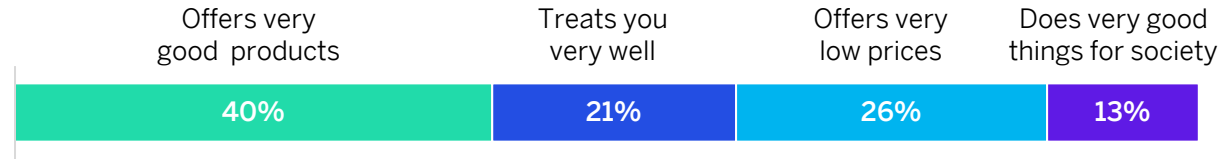
KEY TAKEAWAYS

- + Across all ages and income levels, UK consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Compared to younger and middle-aged consumers, older consumers are less than half as likely to purchase from a company because it does very good things for society.
- + Very low prices matter most to middle-aged and low-income consumers.

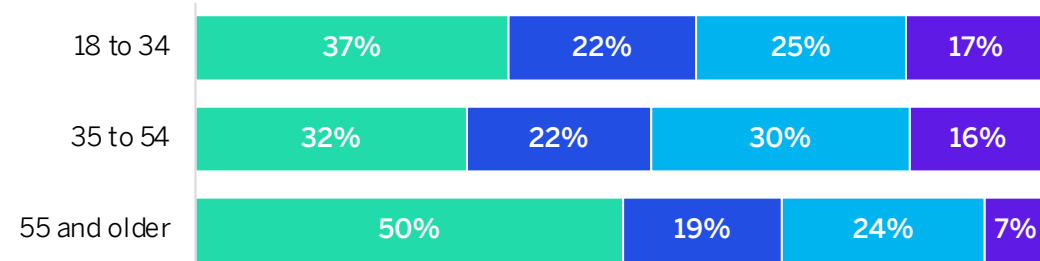
ABOUT

This chart shows which company qualities are most important to UK consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

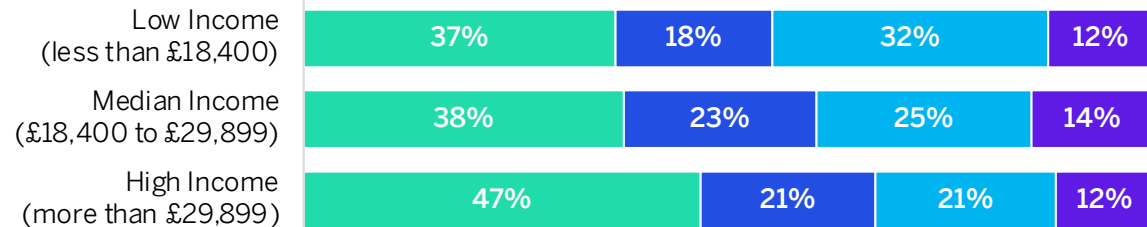
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



How Consumers Choose Companies: United States

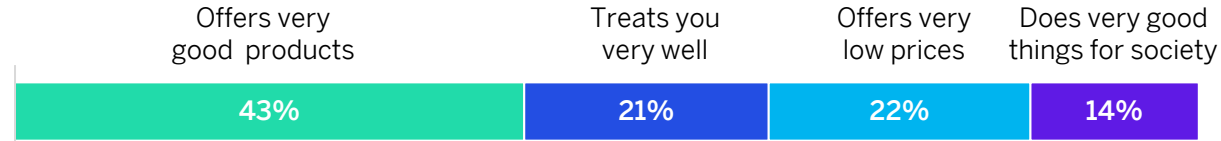
KEY TAKEAWAYS

- + Across all ages and income levels, American consumers are most likely to buy from a company that offers very good products. Good products are most important for older and high-income consumers.
- + Younger consumers are more than four times as likely as older consumers to buy from a company that does very good things for society.
- + Low-income consumers are almost twice as likely as high-income consumers to purchase from a company that offers very low prices. Meanwhile, prices are least important to younger consumers.

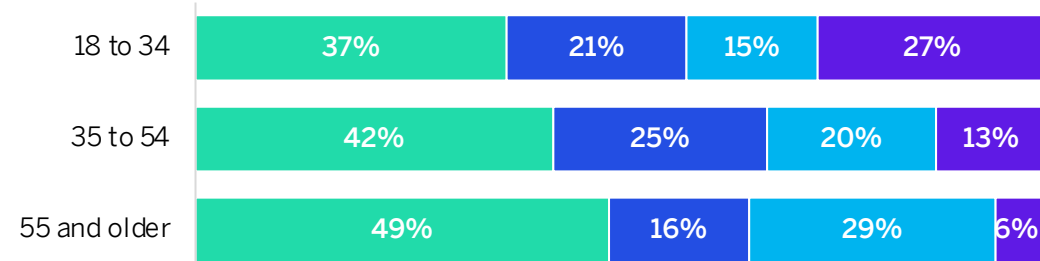
ABOUT

This chart shows which company qualities are most important to American consumers when they are making purchasing decisions. It also breaks down consumer preferences for different company qualities by age and household income levels.

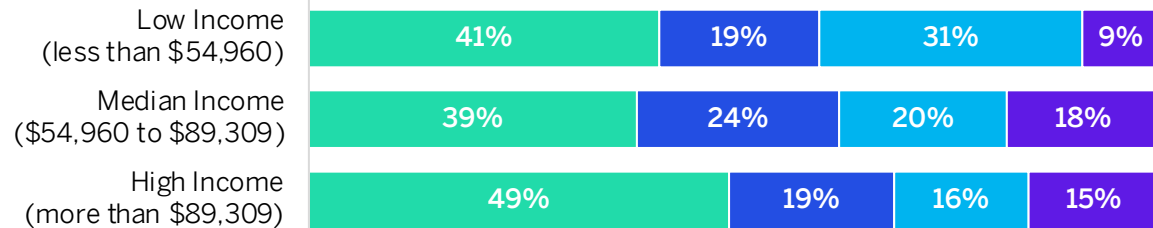
If you had a choice of companies to buy from, which of the following would you choose? A company that...



By Age



By Income



DATA SOURCE

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the first quarter of 2021. Using an online survey, XM Institute collected data from 17,509 consumers across 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, South Korea, Spain, Thailand, UK, and U.S.

XM Institute surveyed 1,000 consumers from each of these countries, except for Hong Kong (556 respondents) and South Korea (952 respondents). To ensure that the data was reflective of country populations, we set quotas for responses to match the gender, age, and income demographics of each country.

DATA CALCULATIONS

This data snapshot examines data from this question, “If you had a choice of companies to buy from, which of the following would you choose?” Respondents selected one of the following responses: A company that (1) offers very good products; (2) treats you very well; (3) offers very low prices; or (4) does very good things for society.

For each country, we identified three household income bands: (1) above the median (“High Income”); (2) around the median (“Median Income”); and (3) below the median (“Low Income”).

Age groups were set as those (1) 18-34 years old; (2) 35-54 years old; and (3) 55 years and older.

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