

DATA SNAPSHOT

Global Study: How Consumers Choose Which Companies to Buy From, 2024

James Scutt, XMP Principal XM Catalyst

Talia Quaadgras Research Program Manager

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2023 Global Consumer Study, we asked 28,600 consumers if they had a choice of companies to buy from, which two options they would choose of five: one that (1) offers very good products/services, (2) offers very good customer support, (3) offers low prices, (4) does good things for society, or (5) has an easy-to-use website/mobile app. From our analysis, we learned that:

- + Consumers prioritize product quality. In all countries, when given a choice, consumers have the strongest preference to buy from companies that have *good products/services*. This preference is strongest amongst Japanese consumers and weakest for New Zealanders.
- + Consumers want to be treated well. Good customer service support is the second-strongest global priority. High-income consumers have the highest propensity to buy from a company with good customer service, while low-income consumers have the lowest.
- + Younger consumers care about easy digital experiences. Consumers under the age of 35 are more likely to buy from companies with an easy-to-use website/mobile app compared to their older peers. Young people are more likely to prioritize digital ease over a company that does good things for society.
- + Societal good ranges in importance. Globally, consumers are least likely to prioritize buying from a company that *does good things for society*. Canadians are least likely to buy with consideration for societal good, while Emirati consumers are most likely to do so.



STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2023
- 26 countries
- 28,400 consumers

Global Study: How Consumers Choose Which Companies to Buy From, 2024

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STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 28,400 consumers across 26 countries/regions: Argentina, Australia, Brazil, Canada, China, Colombia, Finland, France, Germany, Hong Kong (China), India, Indonesia, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, Thailand, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' sample sizes are as follows: Hong Kong: 400. Finland & New Zealand: 600. Singapore and the UAE: 800.

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- 19. Company Choice: Netherlands
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- 21. Company Choice: Philippines
- 22. Company Choice: Singapore

- 23. Company Choice: South Korea
- 24. Company Choice: Spain
- 25. Company Choice: Sweden
- 26. Company Choice: Thailand
- 27. Company Choice: United Arab Emirates
- 28. Company Choice: United Kingdom
- 29. Company Choice: United States

Methodology

Company Choice: by Age

KEY TAKEAWAYS

- + Across all countries and age groups, consumers are most likely to buy from a company that offers good products/services (61%), followed by one that offers good customer service support (47%).
- + Younger consumers are the most likely to choose to buy from a company that has an easy-to-use website/mobile app (33%).
- + Consumers 55 or older are more likely than others to prefer a company that *does very good things for society* (21%).

-	-	[choose two]	-	-	
Offers good	products/services Of	ffers good customer servi	ce support	Offers low	prices
	Does good things for	society	Has an easy-to-use we	ebsite/mobi	le app
10.24	C 0%	450	40%	1.0%	0.0%
18-34	60%	45%	42%	19%	33%
35-54	62%	48%	44%	17%	30%
55+	60%	48%	43%	21%	29%
Overall	61%	47%	43%	18%	30%
OVCIUIT		47%	43%	10%	30%

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

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ABOUT

Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Company Choice: by Country (Part 1)



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

[choose two] Offers good products/services Offers good customer service support Offers low prices Does good things for society Has an easy-to-use website/mobile app Argentina 13% 33% 47% 47% 61% Australia 63% 52% 14% 24% 47% Brazil 11% 33% 64% 55% 37% Canada 22% 65% 46% 56% 11% China 66% 21% 27% 32% 53% Colombia 56% 36% 15% 29% 64% Finland 60% 52% 19% 38% 31% France 55% 52% 47% 18% 28% Germany 45% 21% 34% 57% 43% Hong Kong 53% 51% 32% 30% 35% India 29% 57% 53% 26% 34% Indonesia 59% 49% 30% 27% 36% Italy 61% 50% 44% 18% 27%

KEY TAKEAWAYS

- + Colombian consumers have the strongest propensity to buy from a company that offers good customer service support (56%).
- + Canadian consumers are least likely to prioritize buying from a company with an *easy-to-use website/mobile app* (22%).

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

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Company Choice: by Country (Part 2)

KEY TAKEAWAYS

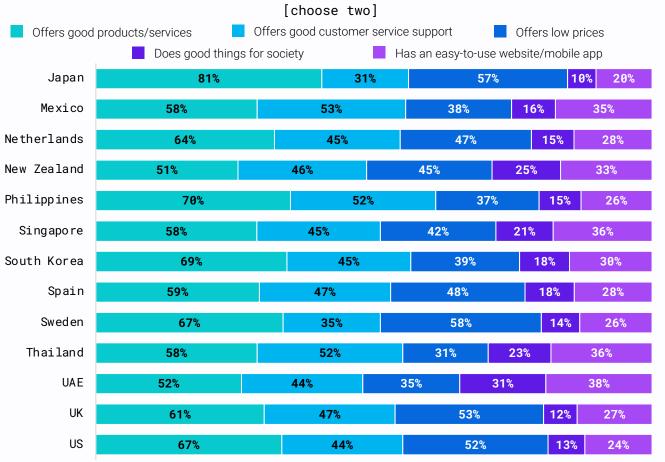
- + Emirati consumers are the most likely to prefer buying from a company that does good things for society (31%), while Japanese consumers are least likely to do so (10%).
- + Japanese consumers have the strongest preference to buy from companies that offer good products/services (81%), followed by Filipino consumers (70%).

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



Company Choice: Argentina

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

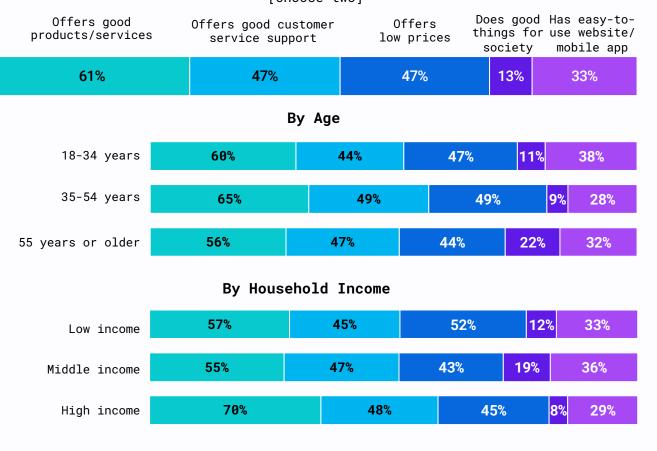
KEY TAKEAWAYS

- + Argentinian consumers have the greatest propensity to buy from companies that offer good (61%). products/services Highincome Argentinians prioritize this characteristic the most (70%).
- + Older consumers are slightly more likelv to prefer buying from companies with good customer service support compared to those with low prices, while younger consumers prefer the opposite.

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[choose two]

Company Choice: Australia

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

KEY TAKEAWAYS

- + Australian consumers are most buyina likely to prefer from that offer companies good products/services (63%), followed by those that offer low prices (52%).
- + Australian consumers over age 55 are 10 points less likely than those 54 or under to prefer buying from a company that does good things for society.
- + Low-income consumers are more than 10 points more likely to buy from a company offering low prices compared to middle- and highincome consumers.

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Base: 28.400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services	Offers good cus service supp			prices things for us		s easy-to- e website/ obile app
63%	47%		52%		14%	24%
	By Age					
18-34 years	55%	41%		55%	17%	31%
35-54 years	60%	45%		50%	17%	27%
55 years or older	72%		54%	51	8	<mark>7%</mark> 15%
	By House	nold Incom	le			
Low income	65%	47%		60%		11% 17%
Middle income	61%	48%	48% 48%		16%	28%
High income	63%	46%		49%	14%	28%

[choose two]

Company Choice: Brazil

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

KEY TAKEAWAYS

- Brazilian consumers most prefer buying from companies that offer good products/services (64%), followed buy those that have good customer service support (55%).
- + Younger consumers are the most likely to prefer companies that offer good customer service support.
- + High income Brazilian consumers are the most likely to prefer buying from companies with an *easy-to-use* website/mobile app (34%).

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services		Offers good customer Offers service support low price		م به در ال ما بل	for use	easy-to- website/ bile app
64%	55%	55%		% 119	%	33%
	Ву	By Age				
18-34 years	63%	579	%	37%	11%	33%
35-54 years	63%	55%		37%	11%	33%
55 years or older	68%	5	3%	35%	13%	31%
	By Househo	old Incom	ıe			
Low income	62%	55%		38%	12%	33%
Middle income	63%	54%		40%	12%	31%
High income	67%	57%		31%	11%	34%

[choose two]

Company Choice: Canada

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

KEY TAKEAWAYS

- + Canadian consumers are most likely to choose to buy from a company that offers good products/services (65%), followed buy those that offer low prices (56%).
- + Older Canadian consumers are the least likely to prioritize buying from a company that *does good things for society,* at 4%, 16 points less than consumers under the age of 34.
- + Middle-income consumers are the most likely to prioritize buying from companies that offer good customer service support (50%).

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services	Of	fers good cu service supp			Offers w prices		easy-to- website/ bile app	
65%		46%		56%			11%	22%
		By Age						
18-34 years		58%	4	42%		2%	20%	27%
35-54 years		61%		42%		61%	119	<mark>% 2</mark> 5%
55 years or older		73%		53%		55	%	<mark>4</mark> %15%
		By House	hold	Income				
Low income		66%		43%		60%	1	<mark>0%</mark> 20%
Middle income		63%		50%		56%	1	<mark>1%</mark> 19%
High income		65%		45%	45% 53%		119	<mark>6 26</mark> %

[choose two]

Company Choice: Colombia

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

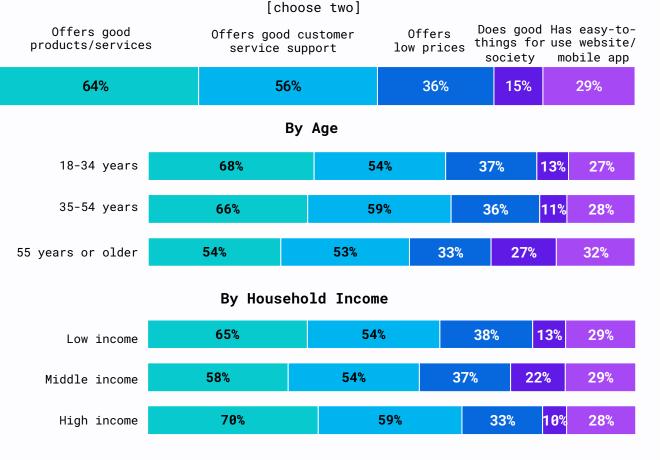
KEY TAKEAWAYS

- + Colombian consumers most prefer buying from companies that offer good products/services (64%) and those with good customer service support (56%).
- + Middle-aged consumers are the most likely to prioritize buying from companies that offer good customer service support (59%).
- + High-income consumers most prioritize buying from companies that offer good products/services and least prioritize those that do good things for society.

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Company Choice: China

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

KEY TAKEAWAYS

- + Chinese consumers are more likely to prioritize buying from companies with an *easy-to-use website/mobile app* compared to those offering low prices and those that do good things for society.
- + Older consumers are the least likely to buy from companies with good products/services (53%).
- + Low-income consumers are the least likely to buy from a company that offers good customer service support and the most likely to buy from one that does good things for society.

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Offers good c service su	u cuscoller orrers			things	for	use	Has easy-to- use website/ mobile app	
53%	% 21%		27%		32%			
Ву	By Age							
71%	52%		18%	8% 26%		32%		
73%	55%			19% 23%		3%	30%	
53%	52%		27%	33%			35%	
By Househo	old Inco	me						
57%	45%		26%	35%			37%	
62%	56%		21%	29	%	32%		
80%	57%		57% 17		7%	18%	28%	
	service su 53% 71% 73% 53% ↓ 1 53% ↓ 1 62% ↓ 1 53%	53% By Age 71% 73% 53% 53% S3% 53% 57% 62%	service support low print S3% 71% 52% 73% 55% 53% 52% 8y Household Income 57% 45%	service support low prices 53% 21% By Age By Age 71% 52% 73% 55% 53% 52% 27% By Housebold Income 26% 62% 56% 1	Offers good customer offers good customer offers things socie Service support offers things socie 53% 21% 27% By Age 71% 52% 18% 73% 55% 19% 53% 52% 27% By Household Income 57% 45% 26% 62% 56% 21%	service support low prices things for society 53% 21% 27% By Age 52% 18% 26 71% 52% 19% 2 73% 55% 19% 2 53% 52% 27% 33% By Household Income 26% 35% 62% 56% 21% 29%	Service support Service support	

[choose two]

Company Choice: Finland

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

KEY TAKEAWAYS

- + Finnish consumers are most likely to buy from a company that offers good products/services (60%), followed by one that offers low prices (52%).
- Middle-aged Finnish consumers are the most likely to prefer buying from a company with low prices (55%).
- + Middle-income consumers have the highest propensity to buy from a company with an *easy-to-use* website/mobile app (35%).

Does good Has easy-to-Offers good Offers good customer Offers things for use website/ products/services service support low prices society mobile app 60% 52% 38% 19% 31% By Age 18-34 years 54% 39% 54% 22% 32% 35-54 years 61% 35% 55% 18% 31% 55 years or older 62% 40% 49% 19% 30% By Household Income 63% 35% 59% 16% 27% Low income 57% 37% 47% 24% 35% Middle income 60% 41% 52% 17% 30% High income

[choose two]

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Company Choice: France

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

KEY TAKEAWAYS

- + French consumers most prefer to buy from companies that offer good products/services (55%), followed by those that have good customer service support (52%).
- + Middle-aged consumers have the highest propensity to buy from companies with good customer service support (58%).
- + Low-income French consumers are the most likely to buy from a company that has an easy-to-use website/mobile app (30%) or one that does good things for society (21%).

ABOUT

Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services	Offers good c service su			Does good things fo society	l Has easy-to- r use website/ mobile app
55%	52%		47%	18%	28%
		By Age			
18-34 years	55%	44%	55%	% 1	7% 30%
35-54 years	53%	58%		50%	15% 25%
55 years or older	56%	53%	40	% 21	% 31%
	By Hous	ehold Incom	9		
Low income	47%	51%	51%	21	% 30%
Middle income	56%	55%		46%	17% 26%
High income	61%	51%		45% 1	1 <mark>4%</mark> 29%

Ichoose two]

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Company Choice: Germany

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

KEY TAKEAWAYS

- + German consumers are most likely to buy from a company with good products/services (57%) and least likely to prioritize buying from one that does good things for society (21%).
- + Young Germans are most likely to prefer buying from companies with an easy-to-use website/mobile app (43%).

Offers good products/services	Offers good cust service suppo			5 1	Does good things for society		s easy-to- e website/ obile app		
57%	43%		45%		45% 21%		% 21%		34%
	E	By Age							
18-34 years	51%	36%	4	1%	30%		43%		
35-54 years	60%	45%	45% 4		44%		32%		
55 years or older	60%	45%		49%		17%	29%		
	By House	hold Inc	ome						
Low income	58%	41%		57'	%	16%	28%		
Middle income	59%	46%		42%		19%	34%		
High income	56%	42%	42% 37%		42% 37%		27	%	38%

[choose two]

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Company Choice: Hong Kong



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

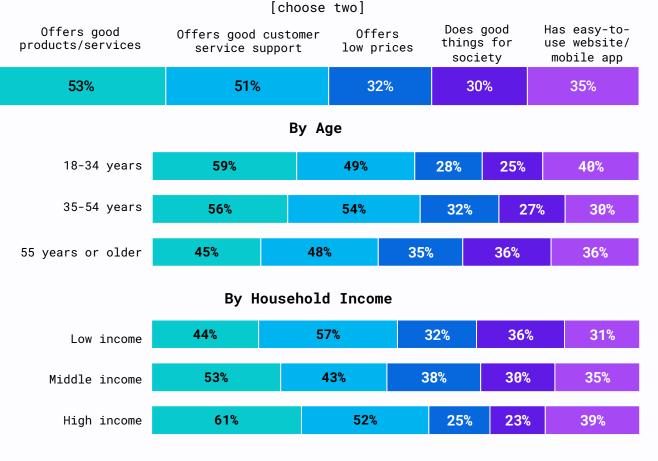
KEY TAKEAWAYS

- + Hong Kong consumers are most likely to buy from a company with good products/services (53%). Highincome consumers have the highest propensity to buy from this type of company, at 61%.
- + Young consumers are the most likely to buy from a company that has an easy-to-use website/mobile app (40%).
- + 1 ave the uy from S customer С S

+	Low-income strongest p companies service supp	referer with	nce to good	bι
AE	30UT			

Base: 28.400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

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Company Choice: India



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

KEY TAKEAWAYS

- + Indian consumers are most likely to choose to buy from companies that offer good products/services (57%), followed by those offering good customer service support.
- + Older consumers are less likely than those under 55 to prefer buying from companies with good customer service support.
- + Low income Indians are the most likely to prefer buying from companies with an easy-to-use website/mobile app (38%).

Offers good products/services		Offers good customer service support l		Offers Doe low prices thi sc		or u	Has easy-to- use website/ mobile app	
57%	53%		29 %		26%		34%	
		By Age						
18-34 years	62%		56%	2	25%	24%	33%	
35-54 years	55%	56%		29	%	26%	35%	
55 years or older	49%	38%	42	%		3%	37%	
	By Hou	sehold I	ncome					
Low income	51%	52%		32%		28%	38%	
Middle income	55%	46%		35%		31%	33%	
High income	67%		60%		21%	20%	32%	

[choose two]

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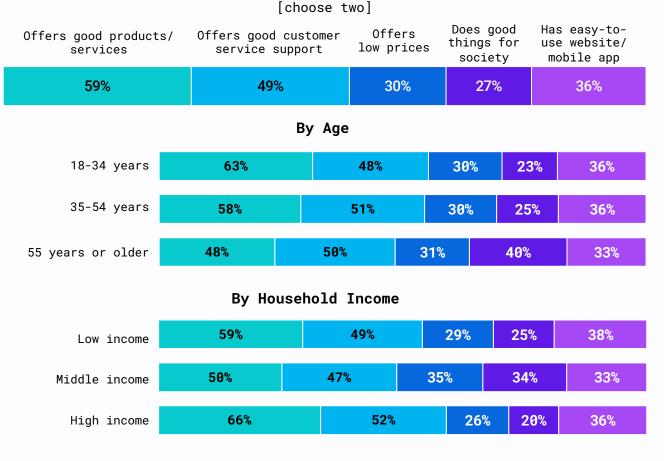
Base: 28.400 consumers across 26 countries Source: Oualtrics XM Institute O3 2023 Global Consumer Study

Company Choice: Indonesia

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

KEY TAKEAWAYS

- + Indonesian consumers most prefer to buy from companies with good products/services (59%), followed by those with good customer service support (49%).
- + Older consumers have the highest propensity to buy from companies that do good things for society (40%).
- + Middle-income consumers are most likely to prioritize buying from companies that offer low prices.



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Base: 28 400 consumers across 26 countries. Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Company Choice: Italy



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

KEY TAKEAWAYS

- + Italian consumers most prefer buying from companies with good products/services, followed buy those that offer good customer service support.
- + Younger Italian consumers are the most likely to prefer buying from companies that have an *easy-to-use* website/mobile app (36%).
- + High-income consumers have the strongest preference for companies with *good products/services*.

good products/services.	
400 consumers across 26 countries	

Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

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Offers good products/services		Offers good customer service support			thing	forus	as easy-to- se website/ nobile app
61%	50%	50%		44%	1	8%	27%
	E	By Age					
18-34 years	56%	43%		41%	2	4%	36%
35-54 years	62%		51%		45%		28%
55 years or older	62%		53%		44%	19	% 22%
	By House	hold Ir	ncome				
Low income	57%	49)%	48	48%		25%
Middle income	58%	50%		45%		19%	28%
High income	66%	52%		39%		15%	28%

[choose two]

Company Choice: Japan

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

KEY TAKEAWAYS

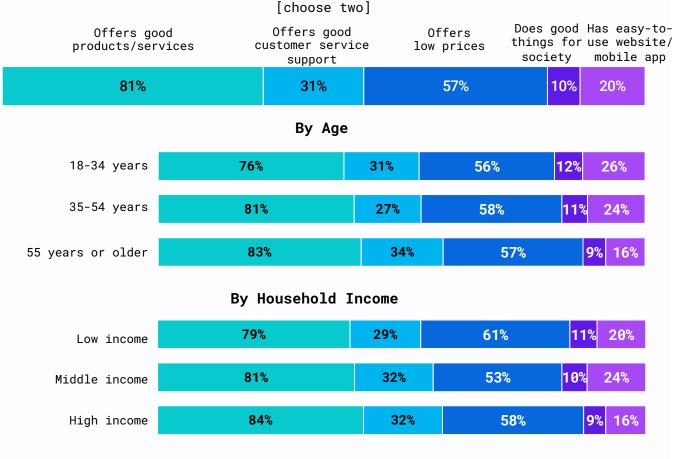
 Japanese consumers are most likely to prioritize buying from a company with good products/services (81%), followed by one that offers low prices (57%).

 Middle-aged Japanese consumers are the most likely to prefer buying from a company that has an easyto-use website/mobile app (26%).

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Company Choice: Mexico

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

KEY TAKEAWAYS

- + Mexican consumers most prefer buying from companies with good products/services (58%), followed by those that offer good customer service support (53%).
- + Older consumers are the least likely to prioritize *good products/services* when choosing a company to buy from.
- + High-income Mexican consumers are the most likely to prefer buying from companies with good customer service support (58%).

Offers good products/services	Offers good c service su		Offers low prices		es good ngs for ociety	Has easy-to- use website/ mobile app
58%	53%		38%		16%	35%
		By Age				
18-34 years	58%	5	55%		149	% 36%
35-54 years	63%		54%		3% 1	1% 31%
55 years or older	50%	48%	48% 38		25%	38%
	By House	ehold In	come			
Low income	57%	529	2% 39%		16%	36%
Middle income	53%	50%	% 40%		20%	37%
High income	65%		58%	3	35% ⁻	11% 31%

[choose two]

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

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Company Choice: Netherlands



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

KEY TAKEAWAYS

- + Dutch consumers are most likely to prioritize buying from companies with good products/services (64%), and least likely to prioritize those that do good things for society.
- + Younger consumers are the most likely to buy from a company with an easy-to-use website/mobile app (33%).
- + Middle-income consumers are the most likely to prefer buying from a company with good products/ services.

Offers good products/services	Offers good cu service supp		ow prices th	es good ings for society	Has easy-to- use website/ mobile app
64%	45%		47%	15%	28%
	Ву	Age			
18-34 years	64%	41%	48%	13%	33%
35-54 years	68%	44%	49%	1	<mark>4%</mark> 27%
55 years or older	62%	49%	46%	1	8% 26%
	By Househ	old Income			
Low income	58%	46%	54%	1	4% 27%
Middle income	69%	44%	44%	. <mark>1</mark> 4	4% 29%
High income	65%	46%	43%	18	8 28%

[choose two]

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Base: 28.400 consumers across 26 countries Source: Oualtrics XM Institute O3 2023 Global Consumer Study

Company Choice: New Zealand

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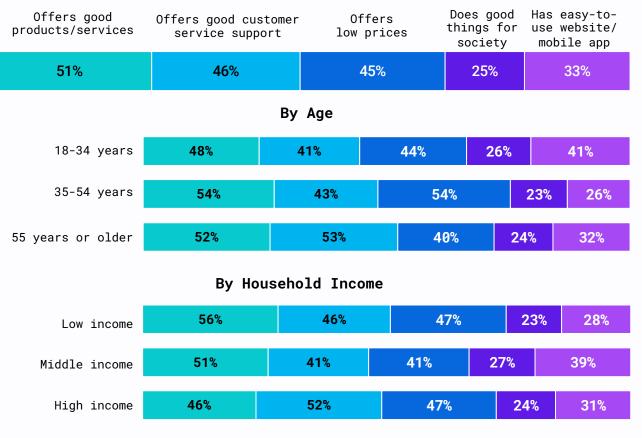
If you had a choice of companies to buy from, which of the following would you choose? [choose two]

KEY TAKEAWAYS

- + New Zealand consumers are most likely to prioritize aood products/services (51%) when choosing a company to buy from.
- + Young New Zealanders are the least likely to prioritize good customer service support when choosing a company to buy from (41%), and are the most likely to prioritize an easyto-use website/mobile app (41%).
- + Middle-income consumers are the buying from a customer od

least	likely	to	pref	er	ł
	any			go	(
servic	e sup	port	•		
BOUT					

Base: 28.400 consumers across 26 countries Source: Oualtrics XM Institute O3 2023 Global Consumer Study



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Company Choice: Philippines

Does good Has easy-to-

things for use website/

4%

13%

13%

mobile app

26%

23%

27%

28%

23%

22%

31%

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

KEY TAKEAWAYS

- + If given a choice, Filipino consume are most likely to buy from company with qc products/services (70%,), follow by one with good customer serv support (52%).
- + Older Filipinos are the least likely prioritize good products/service when choosing a company to b from (61%).
- + Middle income consumers are le likely to prioritize good custor service support from a company.

	products/servic	es	service s	10	low prices thin so			
ners n a	70%		52	2%		37%		15%
<i>lood</i> wed			Ву	Age				
vice	18-34 years		74%		53%		36	%
y to ices buy	35-54 years		69%		50%		40%	
buy	55 years or older	6	1%	5	3%	3	85%	23
east mer			By Househ	old In	come			
	Low income		68%		53%		43%	
	Middle income		67%		49%	3	32%	21
ntries Global	High income		76%		55%	,)	3	37%

Offers good

[choose two]

Offers

Offers good customer

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ABOUT

Base: 28.400 consumers across 26 count Source: Oualtrics XM Institute 03 2023 G Consumer Study

Company Choice: Singapore

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

KEY TAKEAWAYS

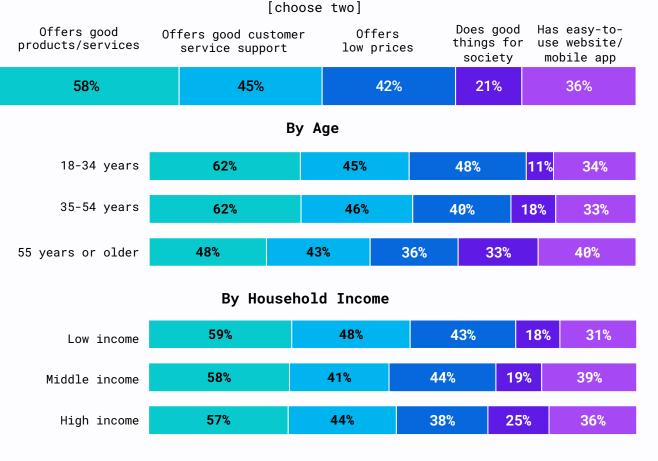
- + Singaporean consumers have the highest propensity to buy from a with company good products/services (58%), followed buy one with good customer service support (45%).
- + Older Singaporean consumers are the most likely to prioritize buying from a company that does good things for society (33%).
- + Middle-income consumers are the easy-tomos when use choo from.

st likely to prioritize an
website/mobile app
osing a company to buy t
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ABOUT

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Base: 28.400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study



Company Choice: South Korea

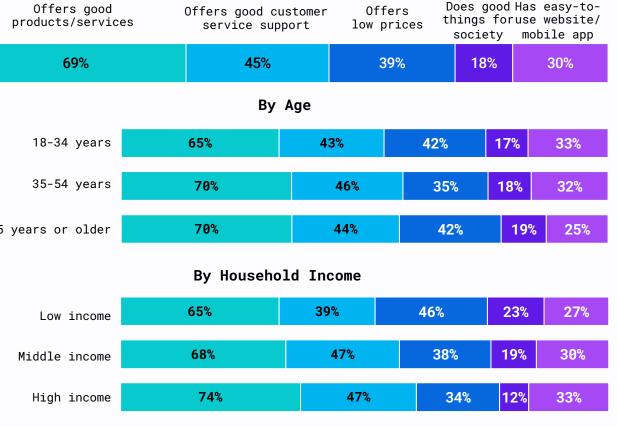
If you had a choice of companies to buy from, which of the following would you choose?

KEY TAKEAWAYS

- + South Korean consumers are most likely to prefer buying from a company that offers good products/ services (69%).
- + Middle-aged consumers have the strongest preferer company with service support (46
- + High-income Sout the highest propen company with website/mobile ap

nce to buy from a good customer 6%).	35-54 years	70%
uth Koreans have	55 years or older	70%
nsity to buy from a an easy-to-use pp.		Ву
	Low income	65%
	Middle income	68%
rs across 26 countries	High income	74%

[choose two]



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Base: 28.400 consumers Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Company Choice: Spain



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

KEY TAKEAWAYS

- + Spanish consumers are most likely to prefer buying from a company with good products/services (59%), followed by those with *low prices* (48%).
- + Young Spanish consumers are the most likely to prefer buying from companies with an *easy-to-use* website/mobile app (33%).
- + Low-income consumers have the strongest preference for companies that do good things for society.

ABOUT

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services	Offers good cus service supp		er Offers low prices				easy-to- vebsite/ le app		
59%	47%		48%	48% 189		2	28%		
	l	By Age							
18-34 years	54%	42%		49%	21%		33%		
35-54 years	61%	5	2%	50%		14%	23%		
55 years or older	59%	45%	46%		20%	6	30%		
By Household Income									
Low income	56%	46%		48%	209	%	30%		
Middle income	59%	49	%	50%	1	5%	27%		
High income	62%	47	7%	46%	1	8%	27%		

[choose two]

Company Choice: Sweden

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

KEY TAKEAWAYS

- + Swedish consumers most prefer to buy from a company with good products/services (67%), followed by one that offers low prices (58%).
- + Older Swedish consumers are the most likely to care about good customer service support when choosing a company to buy from (37%).
- + High-income consumers are most likely to prioritize buying from a company with an easy-to-use website/mobile app (30%).

Offers good products/service	Offers good es customer servi support	ce l	Offers low prices		Has easy-to- use website/ mobile app
67%	35%		58%	14%	26%
	Ву	Age			
18-34 years	63%	34%	58%	18	% 28%
35-54 years	65%	33%	57%		<mark>% 29%</mark>
55 years or older	73%	37%	ę	59%	9% 21%
	By Househo	ld Income	9		
Low income	62%	35%	66%		15% 22%
Middle income	67%	36%	58%	5 <mark>1</mark>	3% 26%
High income	72%	35%	50%	6 <mark>13</mark>	% 30%

[choose two]

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ABOUT

Base: 28.400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Company Choice: Thailand

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

KEY TAKEAWAYS

- + Thai consumers are most likely to prefer buying from a company that offers good products/services (58%), followed by one that offers good customer service support (52%).
- + Younger Thai consumers have the highest propensity to buy from a company with good products/services (64%) or one with an easy-to-use website/mobile app (41%).
- + High-income consumers have the strongest preference to buy from a company with good customer service support (57%).

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

			-						
Offers good products/services	Offers good cus service supp			Does good things for society		Has easy-to- use website/ mobile app			
58%	52%		31%		23%		36%		
By Age									
18-34 years	64%		50%		25%	189	%	41%	
35-54 years	62%	58%			29%	%	17%	34%	
55 years or older	47%	48% 38%		34%		%	34%		
By Household Income									
Low income	52%	50%		34	4% 279		%	37%	
Middle income	54%	50% 30		36%		8%	32%		
High income	68%		57%		22	% 1	3%	40%	

[choose two]

Company Choice: United Arab Emirates



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

KEY TAKEAWAYS

- + Emirati consumers are most likely to prioritize good products/services (52%) when choosing a company to buy from, followed by good customer service support (44%).
- + We did not have a large enough sample of older Emirati consumers to report on their spending preferences.
- + High-income consumers are the most likely to prefer buying from companies with good customer service support (50%).

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Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Offers good products/services	Offers good custo service suppor		es thing	good js for iety	Has easy-to- use website/ mobile app				
52%	44%	35%	3	1%	38%				
By Age									
18-34 years	52%	45%	34%	32%	37%				
35-54 years	52%	43%	36%	29%	40%				
55 years or older	55 years or older Data not available								
	By Hous	sehold Incor	ne						
Low income	48%	39%	42%	31%	40%				
Middle income	53%	42%	36%	35%	35%				
High income	55%	50%	50% 27%		40%				

[choose two]

Company Choice: United Kingdom

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

KEY TAKEAWAYS

- + UK consumers are most likely to prefer buying from companies with products/services (61%), aood followed by those with low prices (53%).
- + Younger consumers have the strongest preference to buy from companies with an easy-to-use website/mobile app.
- + Middle-income UK consumers are the most likely to prioritize good customer service support when choosing a company to buy from (52%).

ABOUT

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Base: 28.400 consumers across 26 countries Source: Oualtrics XM Institute O3 2023 Global Consumer Study

Offers good products/services	Offers good cu service supp		Offers low prices		es good ngs for ociety	Has easy-to- use website/ mobile app
61%	47%		53	8%	12%	27%
	E	By Age				
18-34 years	59%	42%		51%	19%	29%
35-54 years	59%	45%		59%		<mark>6 28</mark> %
55 years or older	63%	539	53%		1	0% 25%
	By House	hold Inco	me			
Low income	56%	44%		57%	14%	29%
Middle income	61%	52%		51%	1	<mark>2%</mark> 24%
High income	65%	44%	4% 52%		<mark>11</mark>	% 28%

[choose two]

Company Choice: United States

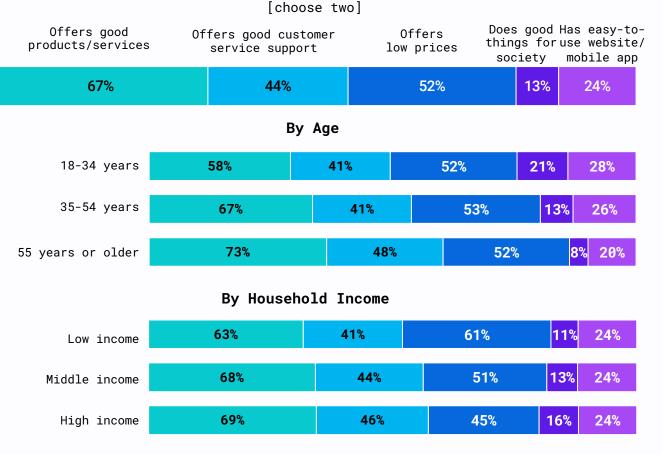
If you had a choice of companies to buy from, which of the following would you choose?

KEY TAKEAWAYS

- + US consumers are most likely to prefer buying from a company that offers *good products/services* (67%) and least likely to prioritize buying from one that *does good things for society* (13%).
- + Younger consumers have the strongest preference to buy from companies with an *easy-to-use* website/mobile app.
- + Only high-income US consumers are more likely to prioritize good customer service support over low prices (1 point difference).

ABOUT

Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute Q3 2023 Global Consumer Study



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Methodology



DATA CALCULATION

Each respondent was asked to choose two of the options in response to the question: *If you had a choice of companies to buy from, which of the following would you choose?* The percentages shown in Figures 2-29 total to 200% to represent both choices selected for the respective overall country, age groups within a country, and household income groups within a country.

Household income ranges were determined by taking the annual median household income as determined for each country and grouping respondents below 80% of the median as *low income*, those between 80-130% of the median as *middle income*, and those with an annual household income of more than 130% of the median as *high income*.

The first bar in Figure 1 was calculated by taking the average percentages across all countries, regardless of age or income. The following three bars in Figure 1 were calculated by taking the average percentages across all countries for each age group.

Income groups and age groups were only reported in countries with 100+ respondents.

AUTHORS

James Scutt, XMP – Principal XM Catalyst Talia Quaadgras – Research Program Manager PUBLICATION DATE April 2024