The Diverse World of Consumer Choice

BCG Center for Customer Insight Publication

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What drives choice: BCG conducted deep research across 18 markets

Russia

Canada

UK   Germany

France

Italy

USA

UAE

China   Japan

India

Mexico

Saudi Arabia

Nigeria

Indonesia

Brazil

Australia

South Africa

Covering 18 markets, including key economies

1. How are consumer attitudes different/similar around the world?

2. How are needs different/ similar around the world for a specific category?

3. How does context interact with attitudes to influence needs for purchase?

Consumer attitudes are different around the world

Ranking by % of consumers agreeing

US
1	Prefer small group of close friends
2	Important to be an individual
3	Consider things carefully before I spend
4	Strive for balance between work and personal life
5	I am relaxed and easy going

Brazil
1	Strive for balance between work and personal life
2	Comfortable in planning my finances
3	Important to balance personal goals
4	I am worried about the misuse of my data
5	Important to be an individual

Australia
1	Prefer small group of close friends
2	Strive for balance between work and personal life
3	Consider things carefully before I spend
4	Important to be an individual
5	Comfortable in planning my finances

UK
1	Prefer small group of close friends
2	Strive for balance between work and personal life
3	Comfortable in planning my finances
4	Consider things carefully before I spend
5	Put my family's needs ahead of my own

Germany
1	Comfortable in planning my finances
2	Prefer small group of close friends
3	Strive for balance between work and personal life
4	Important to be an individual
5	Consider things carefully before I spend

Russia
1	Important to be an individual
2	Strive for balance between work and personal life
3	Comfortable in planning my finances
4	Staying connected to cultural heritage is important
5	Don't hesitate to spend more for my family

UAE
1	Strive for balance between work and personal life
2	Career is important
3	Important to balance personal goals
4	Put my family's needs ahead of my own
5	Don't hesitate to spend more for my family

India
1	Strive for balance between work and personal life
2	Career is important
3	Put my family's needs ahead of my own
4	Important to balance personal goals
5	Important to express oneself

Indonesia
1	Strive for balance between work and personal life
2	My children will have a better life
3	Religion is an important part of my life
4	Important to balance personal goals
5	Aspiration to build a business

China
1	Able to live a richer life because of technology
2	Important to be looked up to by others
3	Technology is a positive force for society
4	Important to balance personal goals
5	Strive for balance between work and personal life

Japan
1	Strive for balance between work and personal life
2	Consider things carefully before I spend
3	Able to live a richer life because of technology
4	I am worried about the misuse of my data
5	Important to be an individual

South Africa
1	Strive for balance between work and personal life
2	Important to balance personal goals
3	Prefer small group of close friends
4	Important to be an individual
5	Career is important

Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement = ~8,400, per country sample ranges from 1,100–1,600 respondents

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Certain attitudes are highly differentiated globally

E.g., Aspiration to build a business, importance of religion and perception by others are key differentiators

Highest variation in mindset

Lower agreement	Level of variation[1]	Higher agreement
I aspire to build a business and be my own boss	Japan — 42%	Nigeria
Religion is an important part of my life	Japan — 40%	Indonesia
Often, the best approach is to go with the flow	Brazil — 35%	Australia
It's important to be looked up to by others	France — 33%	China
It's important to put the needs of others before your own	Russia — 31%	United Kingdom
I am very active on social media and post frequently	Canada — 28%	India
I consider myself a risk taker	Australia — 26%	Nigeria
I consider myself to be fashion-forward	Canada — 25%	UAE
I want to be successful and seen as such	United Kingdom — 24%	India
My children will have a better life than me	France — 24%	Indonesia
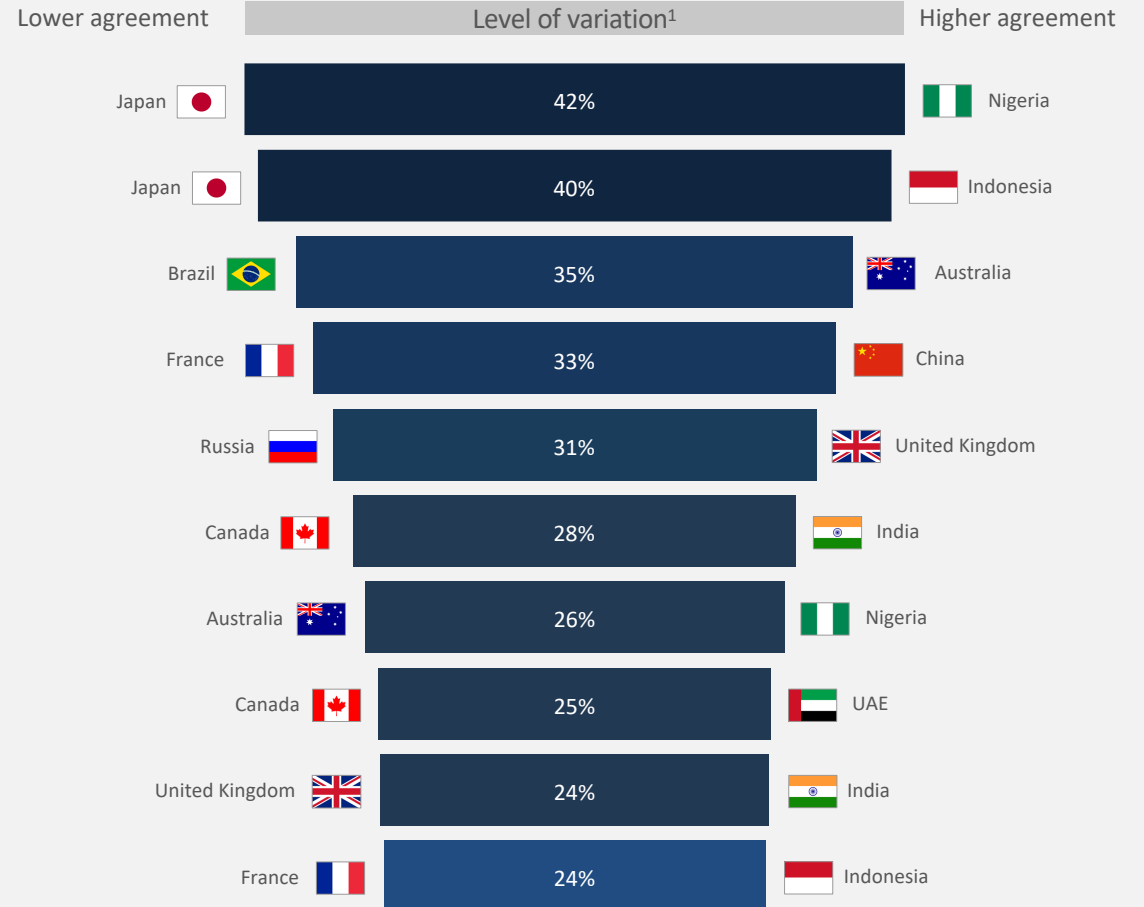
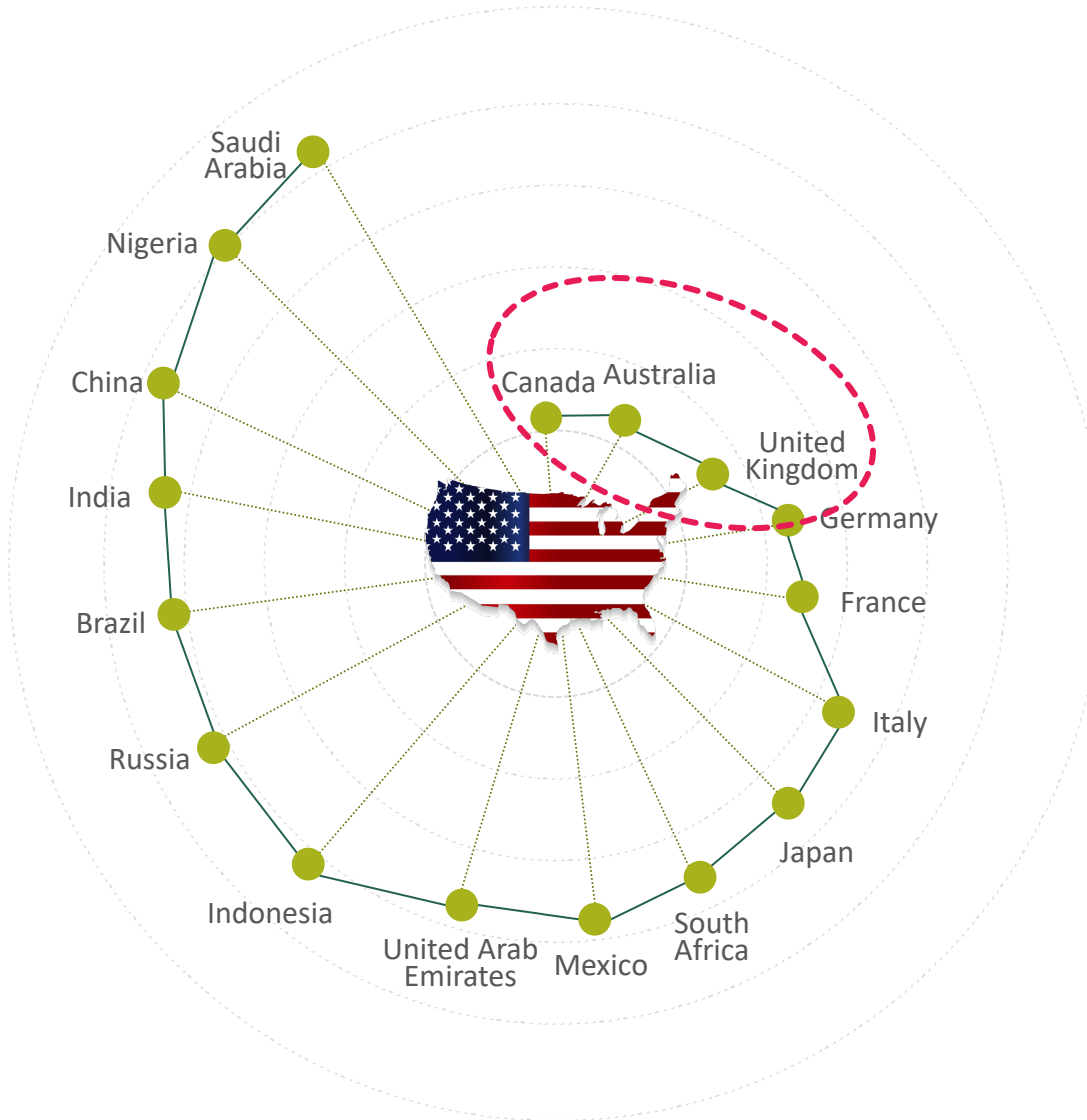1. Coefficient of variation, defined as std. deviation/mean
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement = ~8,400, per country sample ranges from 1,100–1,600 respondents

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Other attitudes have high similarities in mindset

E.g., Enjoying time at home, buying products for responsible causes and experimenting with new things

Lower agreement | Level of variation[1] | Higher agreement

Highest similarity in mindset

Statement	Country A	Variation	Country B
I enjoy my time at home instead of being out	China	14%	Australia
I buy products I feel support responsible causes, even if they cost more	Japan	13%	Indonesia
I like to experiment with new things vs. sticking with what I know	Canada	11%	Italy
I normally consider things carefully before I spend money	UAE	11%	Japan
Staying connected to your cultural heritage is important	USA	11%	Russia
I spend a lot of time focusing on my health	France	11%	China
I love watching sports	Russia	10%	India
I feel comfortable in planning my finances myself	Saudi Arabia	9%	Germany
It is important for me to create and express myself	Australia	9%	Italy
I believe that technology is a positive force	USA	8%	China
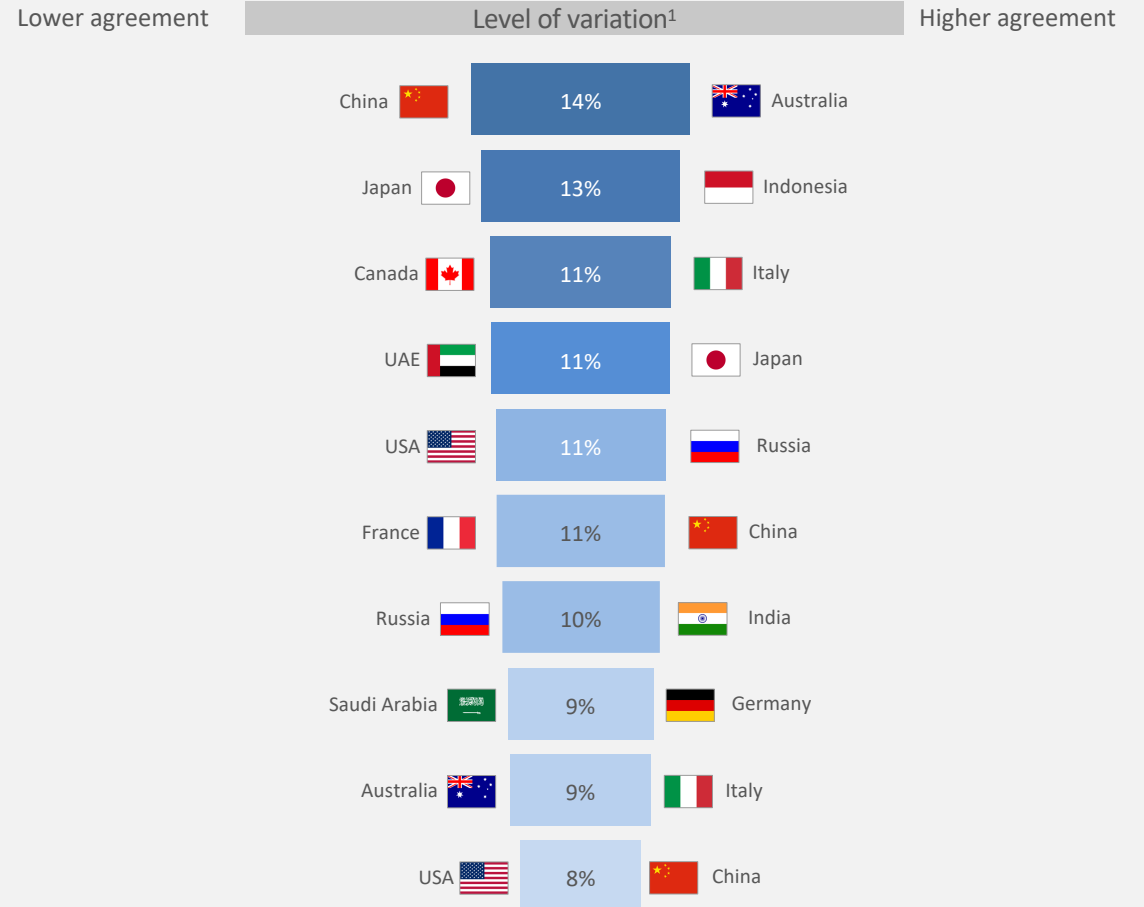
1. Coefficient of variation, defined as std. deviation/mean
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement = ~8,400, per country sample ranges from 1,100–1,600 respondents

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How do consumer mindsets around the world compare to an American consumer?

USA

Saudi Arabia
Nigeria
China
India
Brazil
Russia
Indonesia
United Arab Emirates
Mexico
South Africa
Japan
Italy
France
Germany
United Kingdom
Australia
Canada

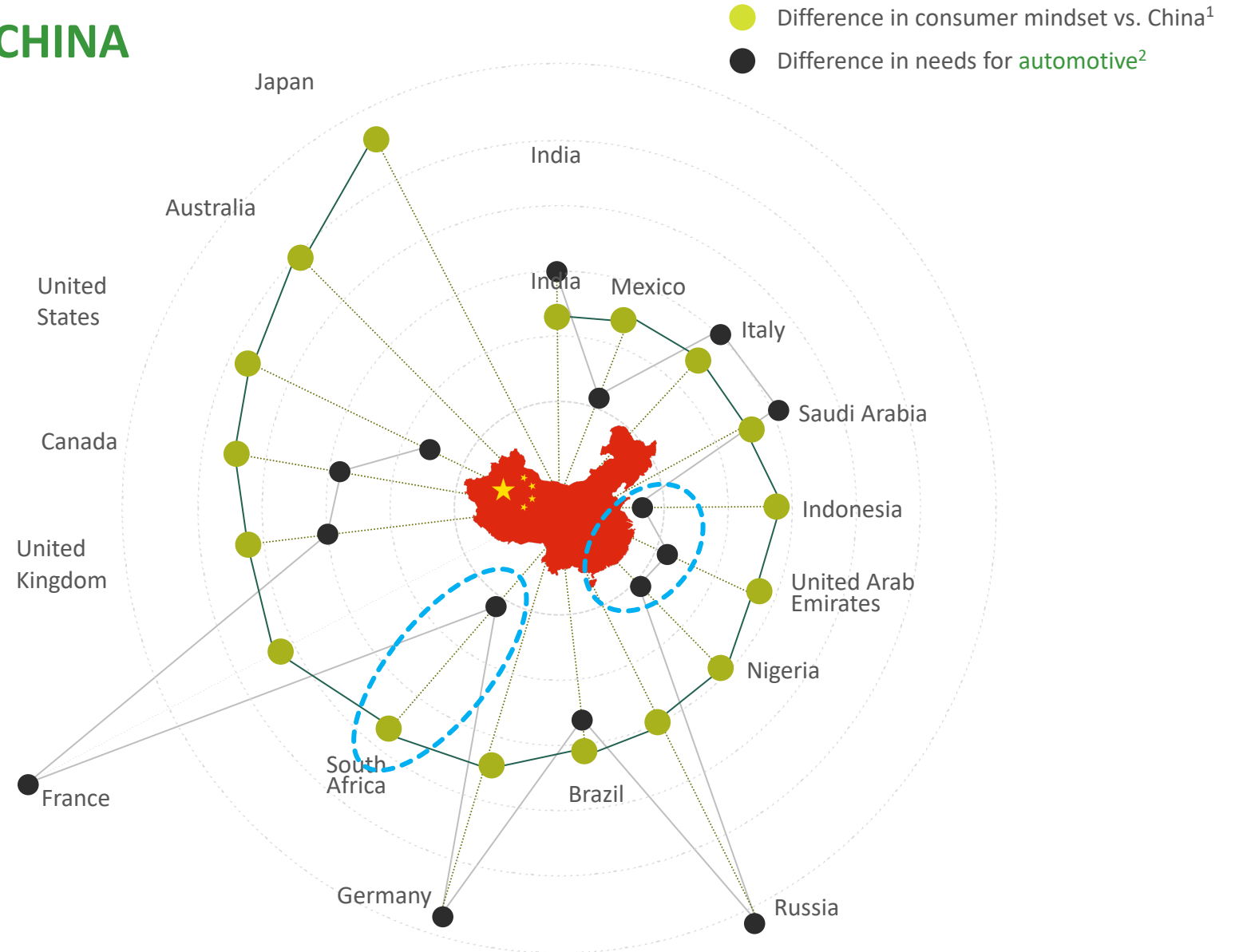1. 56 attitudinals used as basis for correlation analysis, a closer distance indicates a higher correlation
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement=~19,000, per country sample ranges from 1,000–1,300 respondents

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The mindset of Chinese consumers is unique compared to most markets …

CHINA

Difference in consumer mindset vs. China[1]

1. 56 attitudinals used to form correlational analysis, a closer distance indicates a higher correlation
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement=~19,000, per country sample ranges from 1,000–1,300 respondents

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However, needs for snacking in China may be similar to UAE and Indonesia

CHINA

Difference in consumer mindset vs. China[1]
Difference in needs for snacking[2]

Japan
Australia
United States
Canada
United Kingdom
France
South Africa
Germany
Brazil
Russia
Nigeria
United Arab Emirates
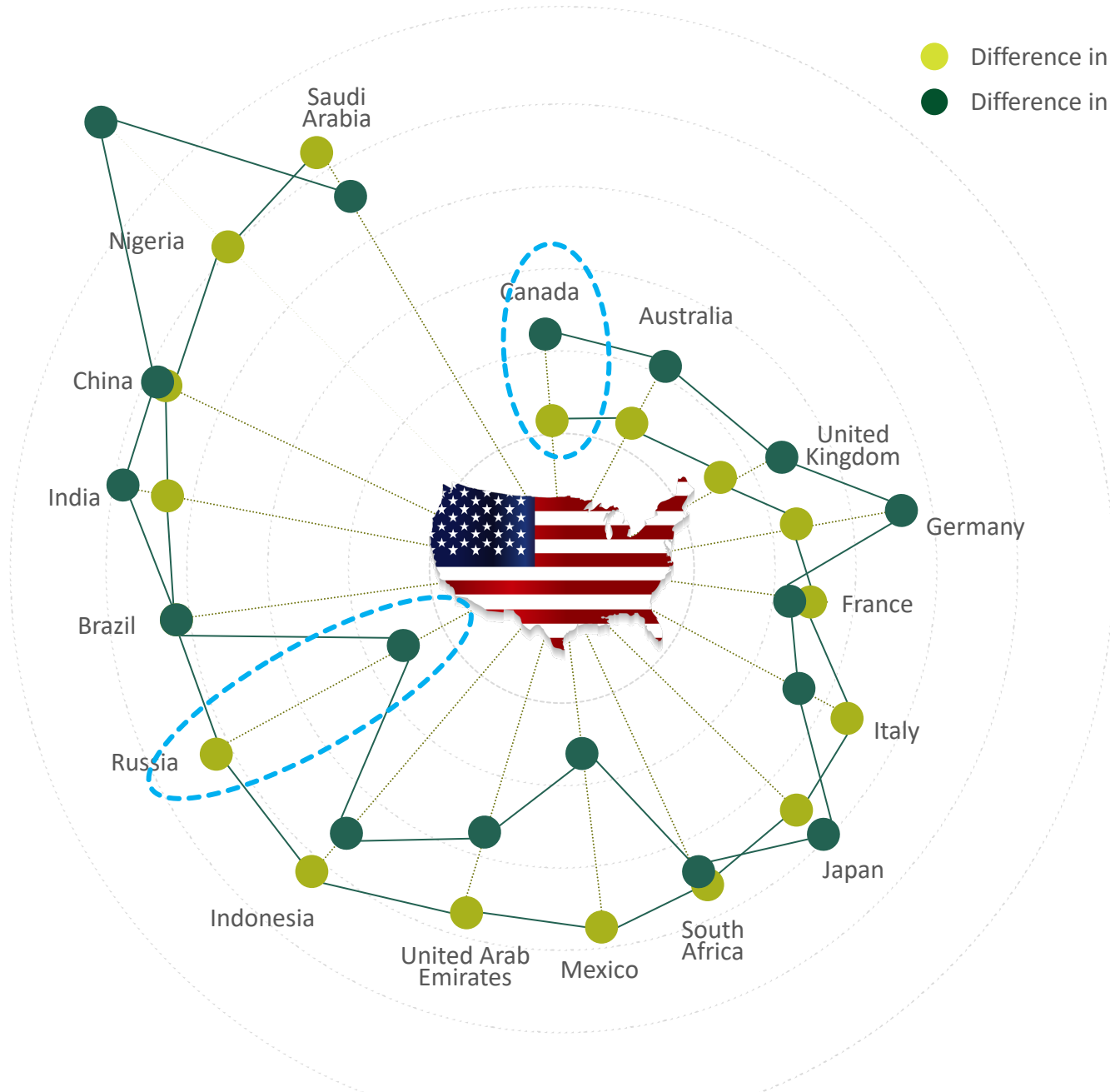Indonesia
Saudi Arabia
Italy
Mexico
India

1. 56 attitudinals used to form correlational analysis, a closer distance indicates a higher correlation
2. correlation for >20 category-specific needs
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement=~19,000, per country sample ranges from 1,000–1,300 respondents

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Chinese consumers have similar automotive needs to Nigeria!

CHINA

Legend:
- Difference in consumer mindset vs. China[1]
- Difference in needs for automotive[2]

Countries shown: Japan, India, Mexico, Italy, Australia, Saudi Arabia, United States, Indonesia, Canada, United Arab Emirates, United Kingdom, Nigeria, South Africa, Brazil, France, Germany, Russia

1. 56 attitudinals used to form correlational analysis, a closer distance indicates a higher correlation
2. correlation for >20 category-specific needs
Source: BCG CCI research global drivers of consumer choice, September '20–February '21, average n per statement=~19,000, per country sample ranges from 1,000–1,300 respondents

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....and Americans and Russians have similarities in the way they buy apparel

USA

Difference in consumer mindset vs. USA[1]

Difference in needs for apparel[2]

Saudi Arabia
Nigeria
China
India
Brazil
Russia
Indonesia
United Arab Emirates
Mexico
South Africa
Japan
Italy
France
Germany
United Kingdom
Australia
Canada

Implications for brands

1
- Accept (and embrace) the massive consumer diversity around the world
- Understand local mindsets to customize approach for each market
- While global playbooks do not work- finding similarities in needs can make expansion viable

2
- Mindsets not the only parameter to understand diversity of choice- consumer needs in markets with similar mindsets may be very different
- At the same time, possible to find surprising commonalities in needs between diverse sounding markets - gain understanding of consumer needs for a product category, market by market

3
- Understand demand spaces at the intersection of consumer demographics, mindsets and occasion – only this granularity allows to effectively grasp and address consumer needs

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