

The consumer trust divide for brands online in Asia Pacific

Connected Life shows a consumer trust divide between suspicious minds in developed nations and more accepting attitudes in emerging countries.

Trust in global brands

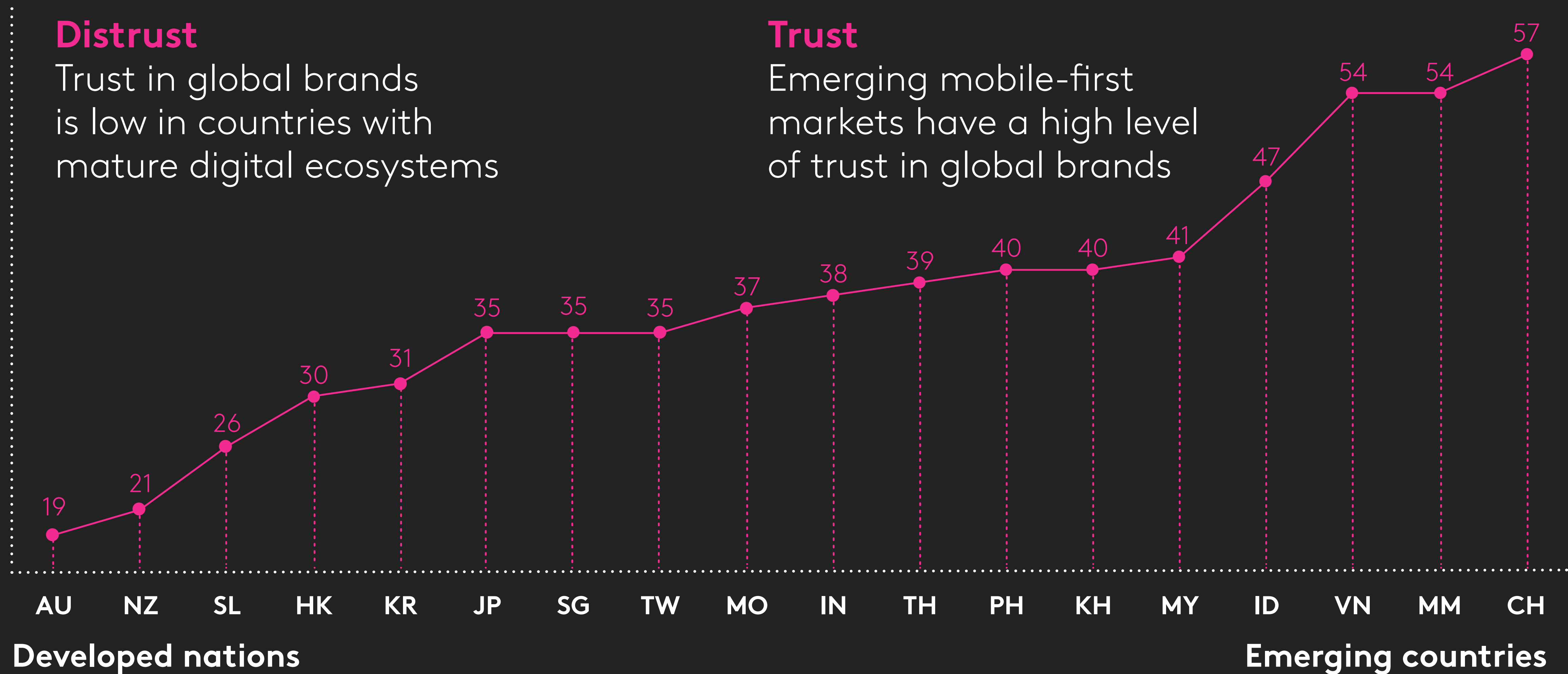
Level of trust (%)

Distrust

Trust in global brands is low in countries with mature digital ecosystems

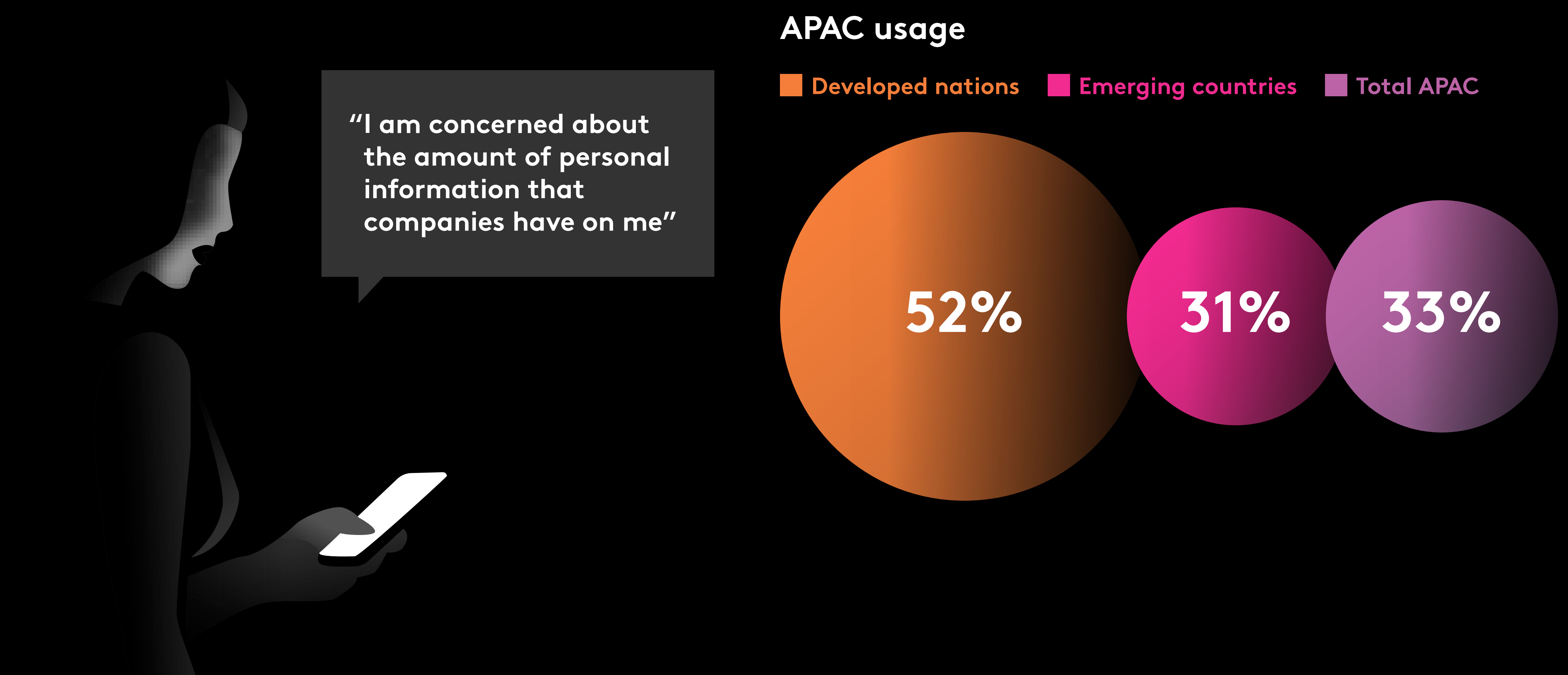
Trust

Emerging mobile-first markets have a high level of trust in global brands



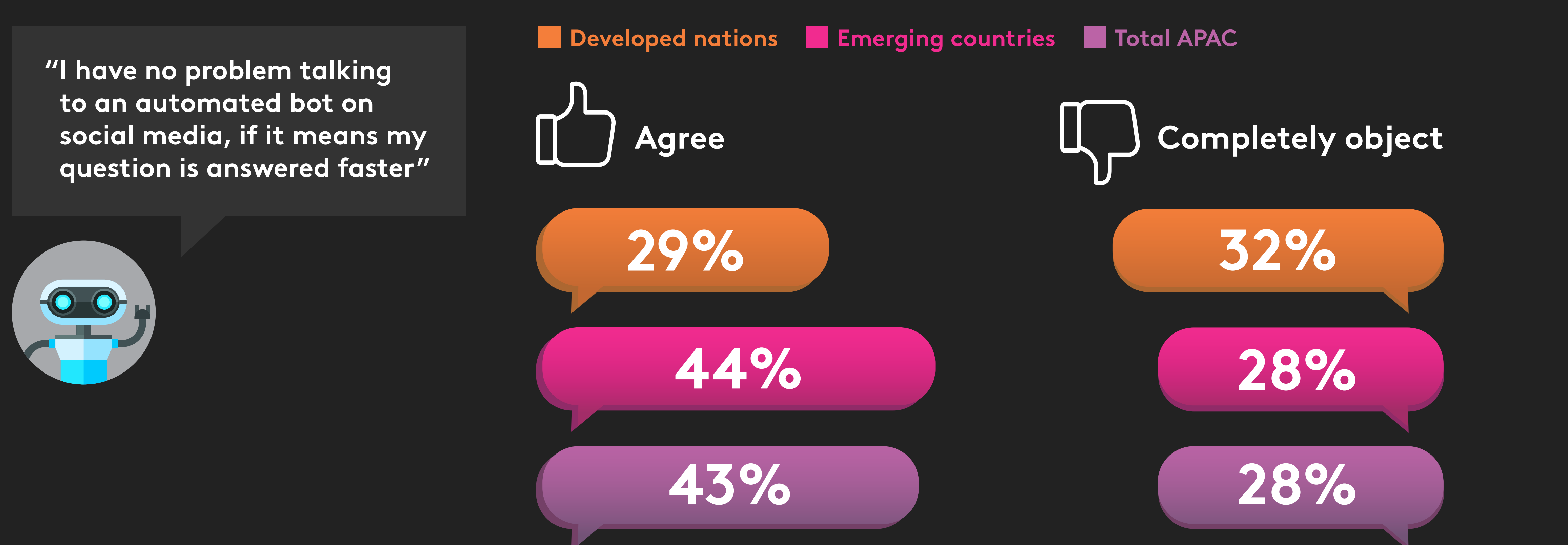
Trust with my data

Developed nations are concerned about companies using their personal information.



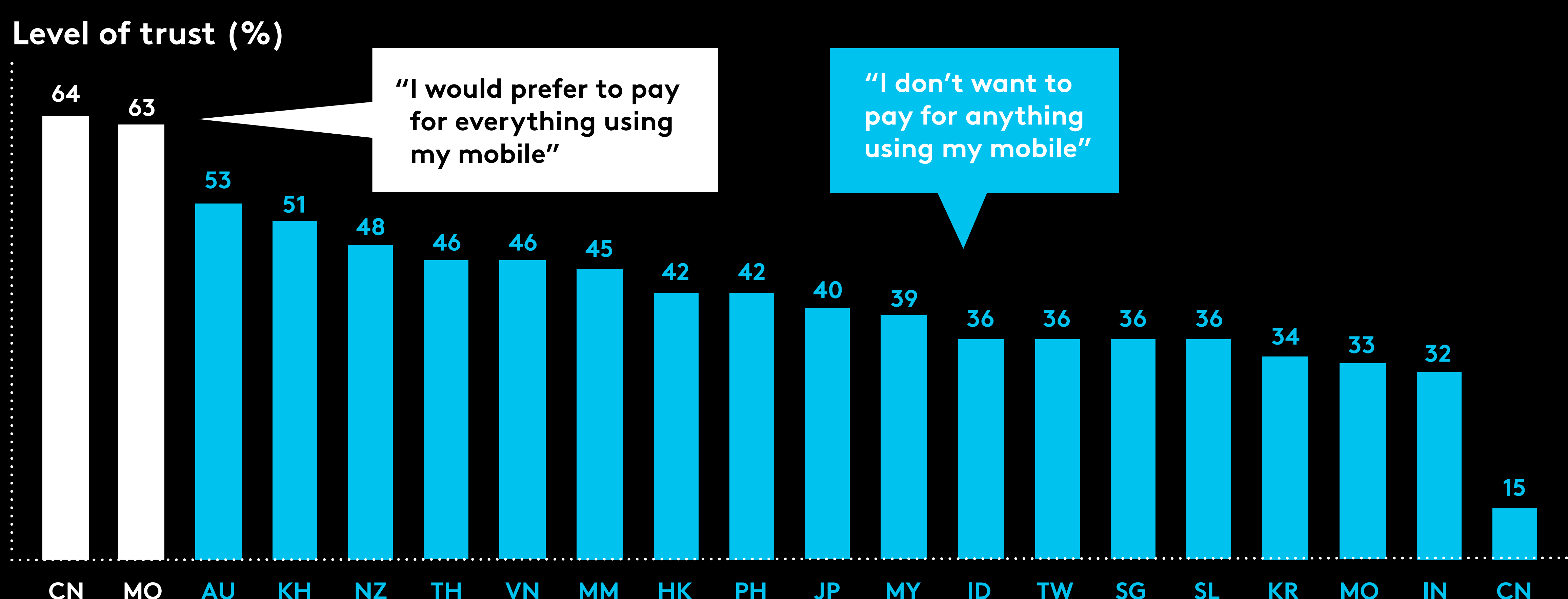
Trust in technology

Consumers in emerging markets are more willing to interact with a chatbot, compared to consumers from developed nations.



Trust with my money

Both consumers from emerging countries and developed nations are wary of paying for anything with their mobile, with China and Mongolia as the exception.



“Brands cannot take trust for granted. Building and maintaining trust means putting the customer first, and that means engaging in a non-intrusive way, adding value to the online experience and responsible use of personal data.”

Nitin Nishandar
APAC Managing Director, Brand & Shopper
Kantar TNS

If you would like to find out more about how consumers are behaving in a connected world, please contact us at connectedlife@kantartns.com or visit www.connectedlife.tnsglobal.com

