

The customer is always right: The reason why 60% of internet users hesitate when shopping online

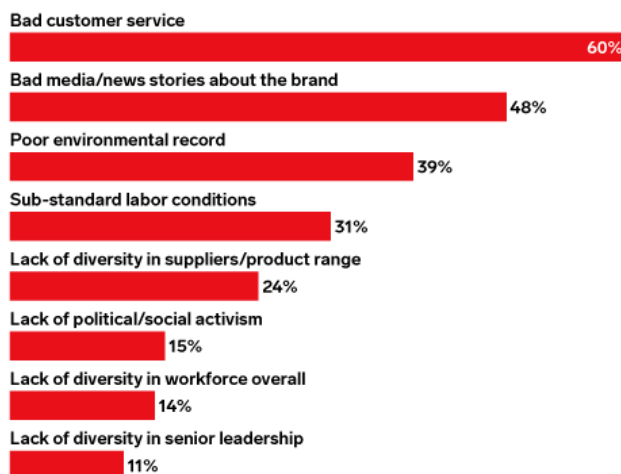
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Actions/Factors that Concern Internet Users Worldwide* When Deciding to Buy From a Brand, Sep 2020

% of respondents



Note: n=8,001 ages 16-64; respondents chose a maximum of 3 options; *Brazil, China, France, Germany, India, UK, and US

Source: GlobalWebIndex, "Connecting the Dots," Dec 1, 2020

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Nearly 3 in 5 internet users worldwide are concerned with bad customer service when deciding to make an online purchase from a brand, meaning brands that don't prioritize the consumer could be, in the words of Julia Roberts in "Pretty Woman," making a "big mistake. Big. Huge."