



Press release

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The critical consumer – today nothing works without Purpose and Co. any more

Purpose, sustainability, glocalization, influencers: a representative study by XPAY now shows what really matters to customers today.

Munich, March 27, 2022. In the past few years, several trends have emerged that are considered elementary keys to customer connection and loyalty for brands: Purpose Economy, Influencer Economy and Glocalization. This is underscored by the results of a recent, representative study of more than 2,000 consumers conducted by Munich-based FinTech startup XPAY (www.xpay.de). These trends enable brands to build an emotional relationship with their clientele on different proximity dimensions. But when every company occupies the same themes, trend becomes mainstream. "Brands need to find new ways to stay relevant. New approaches and movements in the brand world help, but they have to be rethought and embedded in individual lifestyles," explains Denis Raskopoljac, CEO and founder of marketing FinTech XPAY.

Values and origin influence purchase decisions for more than half of respondents

The current XPAY survey of more than 2,000 consumers in Germany shows that today nothing works without the three marketing trends of purpose economy, creator economy and glocalization. According to the survey conducted among 18- to 55-year-olds, every second person (51 percent) is now influenced by a brand purpose in their own purchase decision. For one-fifth of respondents (21 percent), influencers provide important impetus. And half (51 percent) of all consumers surveyed in Germany prefer products from brands that produce regionally.

Values as business drivers

According to the study commissioned by XPAY, people who consume today want to take responsibility and expect the same from their favorite brands. 44 percent of respondents see their consumption as a responsibility for the future of our planet. And seven out of ten people (68 percent) would like companies to talk less about their purpose and instead act more often in accordance with their values. "Attitude demands action. What today's clientele wants to see from brands is not just a meaningful slogan. They want to be taken seriously in their concern for the planet and reach for the right product in the fight against grievances and climate change," explains Raskopoljac.



One fifth want to buy from influencers

The influencer and creator economy has also become a business factor, according to the study. A quarter of respondents follow at least a handful of influencers. Among younger people (18 to 35-year-olds), there are even three times as many. But influencers have long been more than just advertising faces. They have become entrepreneurs themselves. "We are observing the birth of the creator economy, in which influencers launch their own product on the market, which is literally snatched out of their hands within a few hours," knows the XPAY founder. The results show that around 17 percent of consumers with purchasing power have already bought an influencer's product. One fifth (21 percent) can imagine doing so in the future. Among Generations Y and Z, the potential is even higher, as expected. The Internet stars of today aspire to dominate the shopping streets of tomorrow.

Home ties become a cosmopolitan statement

"Think globally, act locally" is no longer a contradiction in terms. Every fifth person (20 percent) prefers brands that are known internationally. Around half of those surveyed favor brands that produce in their own region. Raskopoljac: "In order to remain relevant to the target group, even global brands must increasingly establish a regional connection. This can happen in various ways: through content, regionalized products or production processes."

For two-thirds, a purpose alone is not a selling point

The closer more and more brands get to their fans in all the above-mentioned ways, the further they distance themselves from them - through the flood of interchangeability. For the majority of respondents, a strong purpose is no longer enough (65 percent) to be able to identify with a brand. Brands must resolve this contradiction, according to XPAY. "To do this, companies and brands must make the trends along their own brand core tangible in all areas of life," Raskopoljac knows. XPAY has developed branded debit card programs for this purpose. These open up the possibility for companies to turn everyday payment transactions into conscious purchasing decisions for a product and its values. This makes purpose, influencer and glocalization more relevant.

About the study

The Age of Relevance is a nationwide, representative study on the topics of customer-brand relationship (CBR) and brand loyalty. The quantitative survey was published by XPAY Group GmbH, a provider of innovative payment solutions that offers branded Mastercard® card programs with integrated loyalty components for companies and influencers. The survey was conducted by the Hamburg-based market research institute Consumerfieldwork between January 15 and 31, 2022. A total of 2,118 citizens aged 18 to 55 participated in the survey.



About XPAY

XPAY is one of the fastest-growing providers of innovative embedded finance solutions, developing branded Mastercard® card programs with integrated loyalty components for its branded customers. In combination with exclusive and individualized benefits, XPAY thus makes brand experiences available to consumers in completely new areas of their lives. The FinTech startup with headquarters in Munich and locations in Amsterdam, Bucharest and Vienna was founded in May 2016 and currently employs over 85 people. For more information: <https://www.xpay.de/>

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