

# CONSCIOUS CONSUMERISM

Customers these days are a passionate bunch: they're passionate about the products they buy and passionate about the brands they buy from. And with two out of every three shoppers now considered to be a 'belief-driven buyer', companies would be wise to take notice, as ignoring the reasons behind conscious consumerism could damage sales and reputations. However, with a large numbers of customers still ranking price as the single biggest factor in their purchase decisions, retailers are being pressured to be more ethical and sustainable in their practices...for the same amount of money

## THE RISE OF BELIEF-DRIVEN BUYERS

Whether consumers would choose, switch, avoid or boycott a brand based on its stand on societal issues



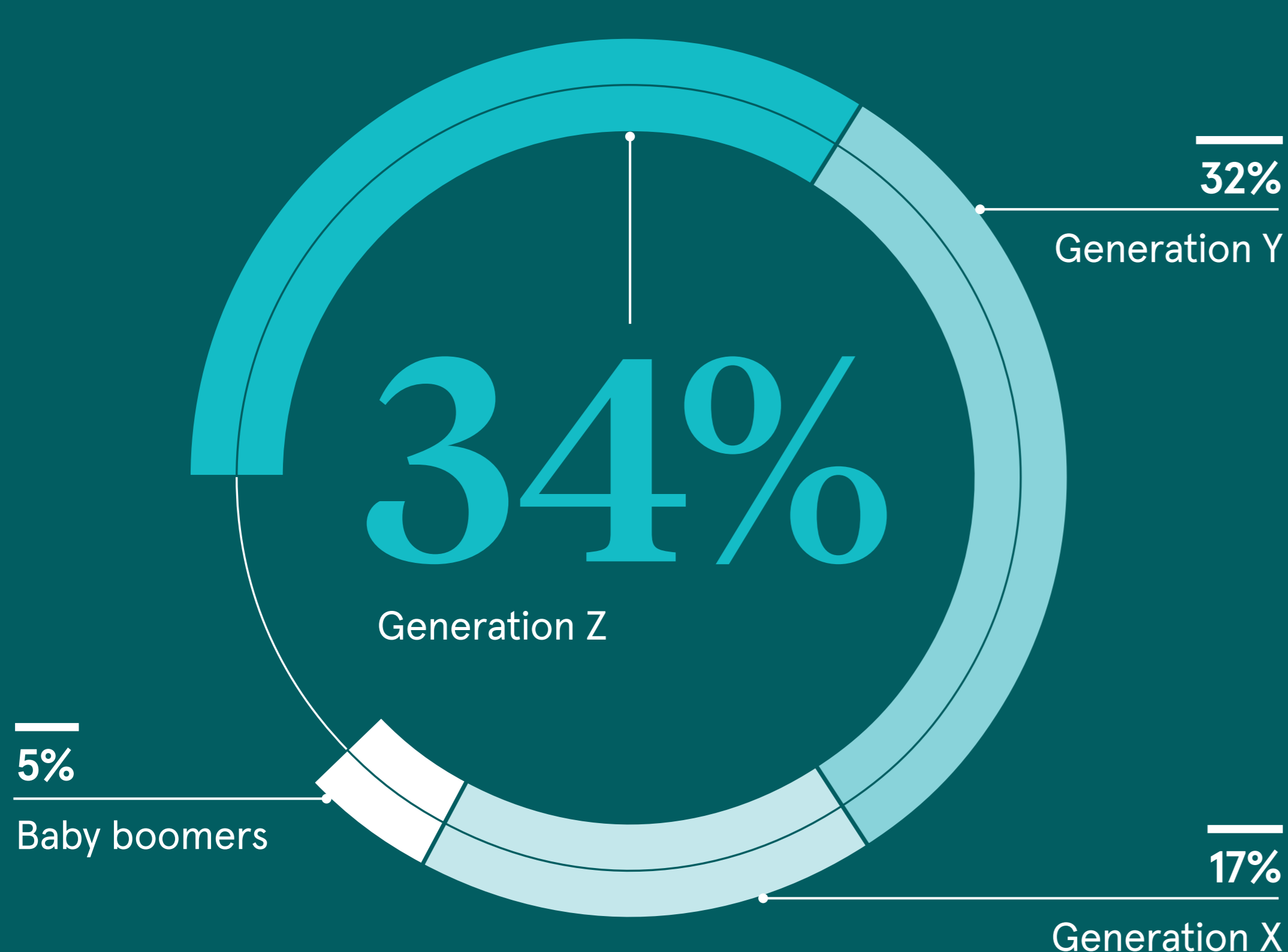
## MOST ATTRACTIVE QUALITIES IN A BRAND

Percentage of consumers who said the following attracts them to buy from certain brands over others, beyond price and quality; based on a survey of nearly 30,000 consumers worldwide



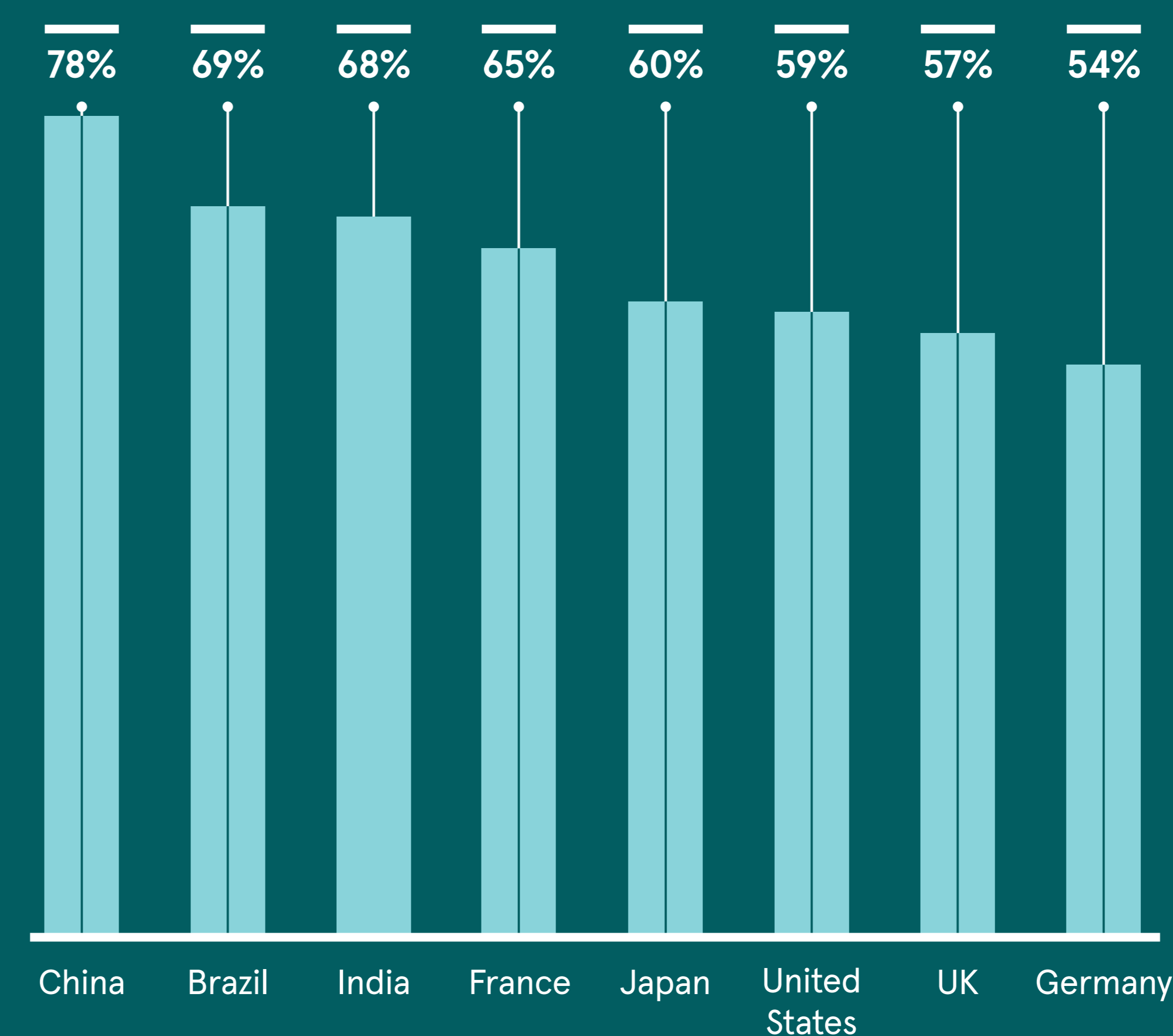
## YOUNGER CONSUMERS WILLING TO PAY MORE

Percentage of different generations willing to pay at least 20 per cent more for ethical products



## BELIEF-DRIVEN BUYING BY COUNTRY

Percentage of consumers who would choose, switch, avoid or boycott a brand based on its stand on societal issues



**68%** of consumers rate ethical behaviour as important when shopping, but only...

**53%** say they are willing to pay more for an ethically sourced product

**77%** cite price as the biggest single factor affecting their shopping behaviour, ahead of quality and functionality

## ETHICAL PLEDGES BY RETAIL BRANDS

Commitments to sustainable and ethical causes in recent years

