

# **Brand Ethics Influence Consumer Buying Decisions**

*Northstar Consulting Group (NCG NYC)*

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## **Objective:**

The research commissioned by agency '23rd' was to coincide with the launch of its Great Good offering, which is aimed at educating brands and businesses on how best to align their commercial interests with their core values. Being that NCG NYC are outsourced by businesses to improve sales and branding, this study was conducted to show clients that unless ethical values are marketed, their return on investment is at risk.

## **Methods:**

This study was conducted in the state of New York and made up of 100 consumers. Their results do not account for specific demographics and/or retail stores.

## **Key Findings:**

- 72% of those surveyed are concerned how and where a product is produced.
- 91% said the way a company behaved towards its customers and communities was influential when making a purchase.
- 74% wanted to know more about the behavior of a company before buying.
- 6 out of 10 people stated that the awareness of a company's ethics affected their decision making.
- 53% said that knowing a company that donates a percentage of its profits to charity and good causes was influential when considering a purchase.

## **Conclusion:**

While pricing is still a priority for many consumers, there is a growing trend whereby a brand's ethical values contribute to a purchase decision. Additionally, more under 30s ranked "ethical brand values" as a priority when spending on the high street. Social responsibility was also a higher priority for women rather than men. According to Northstar Consulting Group CEO Bart Yates, "Customers care how environmentally friendly a product is. They consider whether or not the brands they purchase are producing their product through fair trading standards. The reality is that people like to help, so it makes good business sense for brands to incorporate their ethical values into their marketing campaigns."

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