

# British shoppers becoming increasingly ethically driven when buying, McCann research reveals

McCann  
July 2014

## OBJECTIVE:

To examine whether or not British shoppers are more ethical in the way they shop compared to the way they shopped 10 years ago.

## METHODS USED:

McCann profiled 11 countries, with specific emphasis on the UK, in their “Worldgroup’s The Truth About Shopping research”.

## KEY FINDINGS:

- 66% of Britain shoppers, 40% of French shoppers, and 50% of American shoppers consider the ethics of a product before they purchased it.
- The UK is the most ethically minded of the 11 countries profiled.
- More than one in five Brits believe it is acceptable behavior to buy an item of clothing online, wear it once, and then return it.
- In 2011, 77% of those profiled were happy for shopping behavior data to be used by retailers, whereas in 2014, only 63% were.
- Two thirds of the UK said they would be willing to share personal information if there was some tangible benefit to their overall shopping experience.
- 42% of those profiled felt that they risked missing out on discovery if their data and online behavior wasn’t used to target them with smarter shopping information about flash-sales, new product and offers.
- 38% of UK shoppers said they would be willing to engage with retina recognition when they walk into a shop that can tailor their shopping options.
- 10% of UK shoppers said they would be open to consider embedding payment technology on their person.
- More than 37% of respondents said that they would be happy to be monitored by technology that recognizes their data when they walk into a shop and could target their shopping experience as long as retailers do it in a relevant and clever way.
- 67% prefer to browse on mobile then buy.
- Over half of British shoppers believe that mobile buying actually takes the fun out of the overall shopping experience.
- 40% of those surveyed in the UK admitted to regretting mobile-made purchases that were done on impulse.

## **CONCLUSION:**

- “Shopping is at the very heart of our everyday lives, fulfilling fundamental human needs of connecting, giving, and discovering. Most of us like it not love it, and in some cases, we live to shop.”
- “Even as technological innovations enable consumers to integrate the multi-fold practice of shopping deeper into their lives, the global financial downturn continues to impact shoppers the world over (whether in fact or in perception) while deeper values aligned with sustainability and social good are increasingly shaping purchase decisions.”
- “Pioneering brands and companies that both take notice of these truths and then lead the way toward trans figurative outcomes may very well relieve consumers of the challenges they associate with the changing structure of shopping and the shop as we know it.”

[Full Report](#)