

The Ethical Brand - UK - September 2016

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“How consumers judge the ethics of brands often differs dramatically from the how they judge specific brands they that know and use. Many factors aside from ethics come into play when people decide which brand to use, and ethics can sometimes be overlooked if other aspects of the brand can deliver a superior experience to competitors.”
 – Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Low perceived ethics does not always equal unethical
- No defined link between ethics and awareness
- Other factors important when making a purchase
- Consumers reluctant to align with brands without ethical image
- Link between ethics and value is blurred

When it comes to ethics, the way people judge non-specific brands and companies can often be very different to the way they judge the brands that they use on a regular basis or their favourite brands, suggesting a disconnect between idealistic views and those influenced by other real-life factors.

Given the choice of two identical brands offering the same product or service at exactly the same price, it is likely that consumers will choose to use the one they consider more ethical. However, few things are ever that simple, and once other factors come into play, consumers are not always as keen to choose the more ethical option.

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