

# Corporate Social Responsibility in Retail - US - 2022

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## This report looks at the following areas:

- What macroeconomic factors are currently shaping consumer shopping behaviors, and CSR's role in this larger picture
- Areas where consumers want companies to focus their CSR efforts
- How consumers find out about companies' CSR initiatives
- Ways that consumers are willing to show support for brands' and retailers' CSR efforts
- Consumers' awareness of – and attitudes toward – brands' sustainability efforts
- Consumers' attitudes related to CSR in general

Half of US adults pay attention to companies' corporate social responsibility (CSR) initiatives. And, a majority of those who pay attention also think that these CSR plans are important factors when they are deciding where to shop or what to buy.

Conscious consumerism is on the rise as consumers increasingly want to direct their purchasing in ways that have meaning beyond a mere transaction. Amid such high inflation, though, consumers might be forced to make purchase decisions that are more based on basic needs like price and product availability rather than ethics. This, as well as other outside factors such as the pandemic and the Ukraine conflict, threaten to divert consumers' attention and intentions.

Half of consumers remain skeptical about the intent of such CSR plans, and, as such, they're more likely to see and hear marketing language and lofty goals that don't have meaning. While there will always be naysayers, companies have to work hard to educate the public at large about the true intent and meaning behind their efforts, as well as share tangible impact.

There are many ways to earn the trust and respect of consumers. This could entail putting company leaders in the spotlight, showing how they personally



“Consumers expect companies to act in ethical ways that support their employees, their local communities, the environment and the greater world at large. Consumers also can't support every company they admire all the time – they too have to make choices.”

– **Diana Smith, Associate Director – Retail & eCommerce**

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uphold their company beliefs; providing progress reports as to the impact the company's CSR efforts have had using measurable proof; and taking stands on important matters even when it puts a company's profits at risk.



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