

Monetary Value vs Moral Value - US - 2023

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This report looks at the following areas:

- Who Conscious Consumers are and what distinguishes them from the general population
- Consumers' overall views on and interest in moral consumerism
- The impact of current inflationary concerns on consumers' shopping priorities
- Consumers' expectations for purpose-driven brands, particularly at times of economic downturn

As inflation and economic uncertainty continue to drive consumers to cautiously monitor their spending, brands and marketers have questioned if purpose-driven shopping can survive. Although traditional value propositions such as price and quality will always be considerations in consumers' purchase decisions, a brand's moral values and social consciousness can also help distinguish it from its competitors. The idea that their simple purchase will have greater social impact is a compelling distinction for many consumers; it elevates a brand choice against its competitors with the same or similar product qualities, making it the higher value option.



"As inflation and economic uncertainty continue to drive consumers to cautiously monitor their spending, brands and marketers have questioned if purpose-driven shopping can survive as price consciousness takes center stage in consumers' minds."

– Lisa Dubina, Associate Director | Culture & Identity

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Target overview**
- **Opportunities and challenges**
- **Buying socially conscious brands is an easy, effective and widespread way for consumers to support social causes and issues important to them**

Figure 1: Attention to brands' social mission, 2023

Figure 2: Conscious Consumers, 2023

Figure 3: Importance and impact of buying socially conscious brands, 2022

Figure 4: Socially conscious actions, by Conscious Consumers, 2022

Figure 5: Shopping behaviors, by Conscious Consumers, 2022

Figure 6: Expectations for brands, by Conscious Consumers, 2023

Figure 7: Support from brands, by Conscious Consumers, 2023

TARGET AUDIENCE – CONSCIOUS CONSUMERS BY THE NUMBERS

- **The majority of consumers pay attention to and consider brands' social missions or purpose when shopping**
- **Four in 10 consumers are considered Conscious Consumers**
- **Conscious Consumers skew Millennial, affluent, and married with kids**
- **Consumer trend spotlight: Moral Brands**

Figure 8: Attention to brands' social mission, 2023

Figure 9: Conscious Consumers, 2023

Figure 10: Conscious Consumers, consumer segment indexing, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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THE CONSCIOUS CONSUMER – FAST FACTS

SOCIALLY CONSCIOUS ACTIONS

- **More than half of consumers participate in civil or consumeristic actions, but only a third choose more personal, hands-on involvement**
Figure 11: Socially conscious actions – NETs, 2022
- **Conscious Consumers are just as likely to buy a socially active brand as they are to vote**
Figure 12: Socially conscious actions, by Conscious Consumers, 2022
- **Among Conscious Consumers, monetary and consumeristic actions are common across gender and generation**
Figure 13: Socially conscious actions – NETs – among Conscious Consumers, by gender and generation, 2022
- **Conscious Consumers are split by highly engaged and moderately engaged in social actions to support important causes**
Figure 14: Socially conscious actions – Repertoire, by Conscious Consumers, 2022
- **Single women who are Conscious Consumers tend to be more highly engaged in socially conscious actions than single men**
Figure 15: Socially conscious actions – Repertoire – Among Conscious Consumers, by gender and marital status, 2022

IMPACT OF MORAL ACTIONS

- **Conscious Consumers are significantly more likely to prioritize socially conscious brands and feel they help make the world a better place**
Figure 16: Importance and impact of buying socially conscious brands, 2022
- **Millennials and BIPOC consumers in particular believe in the difference socially conscious brands can make**
Figure 17: Importance and impact of buying socially conscious brands, by generation, 2022
Figure 18: Importance and impact of buying socially conscious brands, by ethnicity and Hispanic origin, 2022
- **Local community and sustainability efforts are top brand causes that consumers are willing to pay more to support**
Figure 19: Top brand missions willing to support, 2022
- **Conscious Consumers are more likely to support social and political causes that extend beyond their own community**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 20: Top brand missions willing to support, by Conscious Consumers 2022

- **Historically marginalized groups are most likely to support social and political issues, as well as workers' rights**

Figure 21: Top brand missions willing to support by ethnicity and Hispanic origin, and by LGBTQ+ identity, 2022

Figure 22: Top brand missions willing to support by generation, 2022

IMPACT OF THE ECONOMY ON PURPOSE-DRIVEN SHOPPING

- **Conscious Consumers are more likely to have made changes to their personal finances due to recent inflation**

Figure 23: Response to inflation, by Conscious Consumers, 2022

- **Although Conscious Consumers are concerned about an economic downturn, they remain determined to support social causes**

Figure 24: Concerns about and impact of economic downturn, by Conscious Consumers, 2022

- **Younger Conscious Consumers are most likely to be concerned about economic downturn, but Millennials are most determined to keep supporting important causes**

Figure 25: Concerns about and impact of economic downturn, by Conscious Consumers, 2022

- **Although economic concerns have impacted shopping behaviors, Conscious Consumers believe they will return to purpose-driven shopping**

Figure 26: Shopping behaviors, by Conscious Consumers, 2022

- **Millennial Conscious Consumers are most likely to plan to return to purpose-driven shopping**

Figure 27: Shopping behaviors, by Conscious Consumers, 2022

- **Brand spotlight: Chevrolet's Good Deeds Cup**

Figure 28: Chevrolet's Good Deeds Cup, 2023

SHOPPING PRIORITIES

- **Conscious Consumers are significantly more likely to consider brand values, ethics, and social consciousness when shopping**

Figure 29: Important brand qualities when shopping, by Conscious Consumers, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Gen Zs and Millennials are the most likely to weigh brands' values and reputations when shopping**

Figure 30: Important brand qualities when shopping, by generation, 2022

- In general, it's more important for consumers to avoid buying unethical brands than to go out of their way to buy socially conscious brands**

Figure 31: Shopping behaviors and priorities, by Conscious Consumers, 2022

- Baby Boomer Conscious Consumers are more likely to avoid brands with unethical practices or opposing political beliefs, but less likely to keep up on brands' values**

Figure 32: Shopping behaviors, by generation, 2022

- Socially conscious brands are typically more expensive, but Conscious Consumers agree purchases that trigger donations justify a higher price**

Figure 33: Price points, by Conscious Consumers, 2022

EXPECTATIONS FOR BRANDS

- Over 80% of Conscious Consumers expect brands to stay true to their social values and purpose even during economic downturn**

Figure 34: Expectations for times of crisis, by Conscious Consumers, 2022

Figure 35: Expectations during times of crisis – Among Conscious Consumers, by generation, 2022

- Conscious Consumers are looking to the brands they buy to help them find easy and affordable ways to support social causes important to them**

Figure 36: Support from brands, by Conscious Consumers, 2022

- Young and Hispanic Conscious Consumers are most eager for help from brands**

Figure 37: Support from brands – Among Conscious Consumers, by generation, by ethnicity and Hispanic origin, and by household type, 2022

- Conscious Consumers, however, expect brands to demonstrate the true impact they're having on social causes**

Figure 38: Demonstrating impact, by Conscious Consumers, 2022

Figure 39: Demonstrating impact – Among Conscious Consumers, by generation, by parenthood and location, 2022

Figure 40: Allbirds demonstrating tangible progress, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Chipotle shows how a burrito can change the world**
Figure 41: Chipotle: Can a Burrito Change the World? – 2023
- **Nespresso serves up brand purpose in an artist-designed mug**
Figure 42: Nespresso’s “Things We Hold” initiative, 2023
- **Pamper s’ long-running 1 Pack = 1 Vaccine campaign**
Figure 43: Pampers + UNICEF “1 Pack = 1 Vaccine,” 2023
- **Macy’s inaugural holiday fundraising campaign**
Figure 44: Macy’s partnership with BBBSA, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

What's included

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Full Report PDF

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