What’s Driving Consumer Behavior?
Unpacking the Consumer Study

Brand loyalty
- 65% of consumers would be more loyal to a brand they know is adhering to the UN SDGs
- There is little difference between men and women in terms of who would be more loyal to a brand they know is adhering to the UN SDGs
- 68% would be more favorable to a brand if they knew it was adhering to the UN SDGs

Willingness to pay a premium
- 48% are willing to pay a premium for sustainable products
- Millennials are 5% more willing to pay a premium
- Positive societal influence is almost 2x more important to consumers when making a purchase than other factors

Supply chain transparency
- Over 50% believe supply chain practices have an ethics problem
- 52% prefer to buy from companies that are open and transparent in their operations
- Consumers are most willing to pay a premium for industries that are reducing their environmental footprint

The Global Consumer Study surveyed 10,000 consumers across 5 countries and assessed sentiment toward 5 key industries. Ultimately, the study provides facts and answers on the increasing consumer demand for companies to espouse ethical trade practices across their value and purchasing motivations as they relate to supplier risk and the United Nations’ Sustainable Development Goals (UN SDGs).

SAP Ariba is committed to building transparent global supply chains and supporting our customers in their mission to create a more purpose-driven, equitable, and non-discriminatory world.