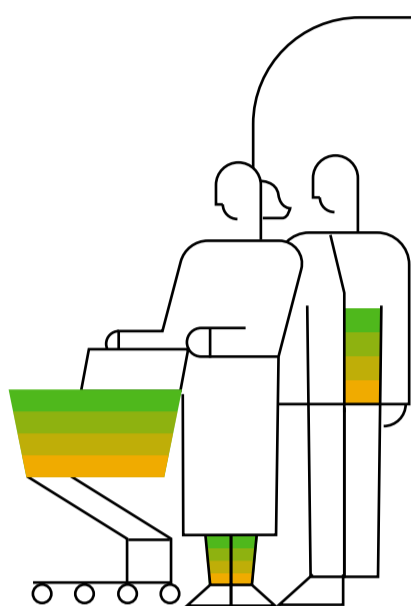


# What's Driving Consumer Behavior?

## Unpacking the Consumer Study

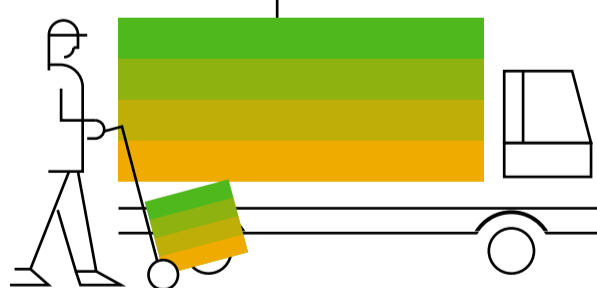
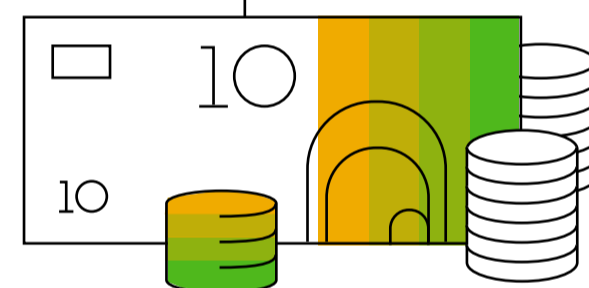


### Brand loyalty

- **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).