

# How Consumers Value Social Impact

Business performance and brand value are increasingly understood as connected to an organization's social purpose and impact. In fact, 89% of business leaders believe companies that lead with purpose have a competitive advantage in today's marketplace, and 85% agree being a purpose-driven company drives profit ([Porter Novelli, 2020](#)). One of the groups at the root of this advantage are customers, who exert significant influence over a company's success. In an environment where leaders overestimate customer trust by 38% and employee trust by 45% ([Deloitte, 2021](#)), it's important to understand how these stakeholders factor social impact into their decisions about which corporations to buy from and work for.

The NationSwell Insights team has compiled illustrative data about the ways **consumers** are driving up the value of corporate social impact. For information on how employees do the same, check out "[How Employees Value Social Impact](#)."

## The Numbers:

- 1 In 2022, 58% of global consumers reported buying from or advocating for brands aligned with their values and beliefs, and 64% reported investing in companies for these reasons. ([Edelman Trust Barometer, 2022](#))
- 2 In 2021, 86% of global consumers expected brands to take one or more actions beyond their product and business. ([Edelman Trust Barometer, 2021](#))
- 3 Among consumers who track their purchases, more than two thirds (68%) spent more money in 2021 on trusted brands than on brands they don't trust. And on average, consumers spend 25% more money on trusted brands. ([Deloitte, 2021](#))
- 4 In 2021, 74% of Americans felt that "companies have a responsibility and an opportunity to be leaders and changemakers in the midst of partisan gridlock." ([Global Strategy Group](#))
- 5 Global consumers are four to six times more likely to trust, buy, champion and protect those companies with a strong purpose over those with a weaker one. They are 4x more likely to purchase from the company and 4.5x more likely to champion the company and recommend it to families and friends. ([Zeno, 2020](#))
- 6 Sixty-six percent of customers would consider a company's purpose when making purchase decisions, 71% would purchase from a purpose-driven company over the alternative when cost and quality are equal, and 78% are more likely to remember a company with a strong purpose. ([Porter Novelli, 2021](#))
- 7 More than 80% of consumers would be willing to pay more if a brand raised its prices to be more environmentally and socially responsible or to pay higher wages to its employees. Out of these respondents, 15% said that they would be willing to pay over 25% more for a brand's items. ([Deloitte, 2019](#))