

# UK CONSUMERS BUYING FROM PURPOSE-LED COMPANIES



are buying goods and services from companies that reflect their personal values and beliefs.



of Gen Z and Millennials want companies to take a stand on social, cultural, environmental and political issues close to their hearts.

## Authenticity Matters

**55%**

say their purchasing decisions are influenced by a company's ethical values and authenticity.

**66%**

crave transparency into how companies source their products, ensure safe working conditions and their stance on important issues.

## People Power

**55%**

believe they can influence a company's stance on issues of public concern.

**37%**

have stopped doing business with a company as a result of its actions.

Purpose-led companies build deeper consumer connections which improves competitiveness.

Find out how at: [www.accenture.com/BrandPurpose-UK](http://www.accenture.com/BrandPurpose-UK)