62% of consumers worldwide want companies to take a stand on an issue close to their heart. Consumers expect that brands align with their personal values and stand for something bigger than what they sell. These expectations present an opportunity for companies to improve their profitability and demonstrate their competitiveness.

Consumers act as champions of brands they believe in—and foils to those they don’t.

- 74% crave greater transparency from brands
- 53% complained about or criticized companies to friends when disappointed by brands and their words or actions on a social issue
- 56% expect corporate leaders to take a stance on political or social issues
- 62% of consumers want companies to take a stand on an issue close to their heart
- 65% say that the words, actions, values, and beliefs of a company’s senior executives and employees influence their buying decisions
- 66% believe an individual’s protest actions can make a difference in how companies act on social and political actions
- 64% say that companies that actively communicate their purpose are more appealing than those that do not
- 46% stopped doing business with companies when disappointed by brands and their words or actions on a social issue
- 42% would give a brand another chance if it remedied a trust issue by addressing it directly to their satisfaction
- 53% complained about or criticized companies on social media when disappointed by brands and their words or actions on a social issue
- 46% stopped doing business with companies when disappointed by brands and their words or actions on a social issue
- 29% complained about or criticized companies on social media when disappointed by brands and their words or actions on a social issue
- 56% expect corporate leaders to take a stance on political or social issues
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Reach out to our experts to learn how brand purpose can improve your competitiveness. www.accenture.com/BrandPurpose