

The Changing Face of Customer-Oriented Businesses

Report for Research For Good

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Key Insights



- Companies must focus on the top social issues that their consumers resonated with. Racial Discrimination was very important to consumers.
- The Younger generation (Age Groups 18–34 and 35–44) were more aware about the company's CSR work.
- 45% of all respondents intended to purchase more if the company they usually associate with focused more on social issues they resonated with.
- The Younger Generation showed more inclination towards their intent to purchase more if the company they usually associate with focused more on social issues they resonated with.

Research Background



Year 2020 has been difficult for all. It has to be one of the fiercest avatars of nature we have seen in the recent times. Maybe it is trying to tell us something. Maybe it is trying to teach us a lesson to respect nature and co-exist with it. Maybe it is time we move to sustainable ways of production and consumption. During these times the consumers expect the companies to step-up and support their changing needs. Thus, the companies must identify and deliver to these needs. The face of consumer-oriented businesses is changing and adapting to these changed is going to be important.

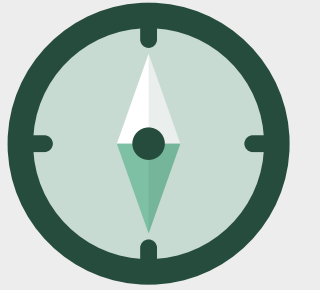
Study Design

N = 1000

Male/Female = 50/50

Region = U.S.A

Research Objectives



To identify the world problems and social issues according to the consumer.

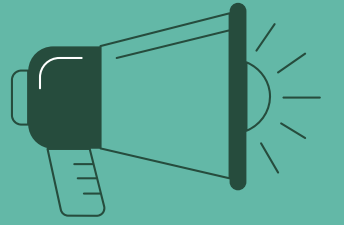


To quantify the awareness among the consumers about the company's CSR regime.



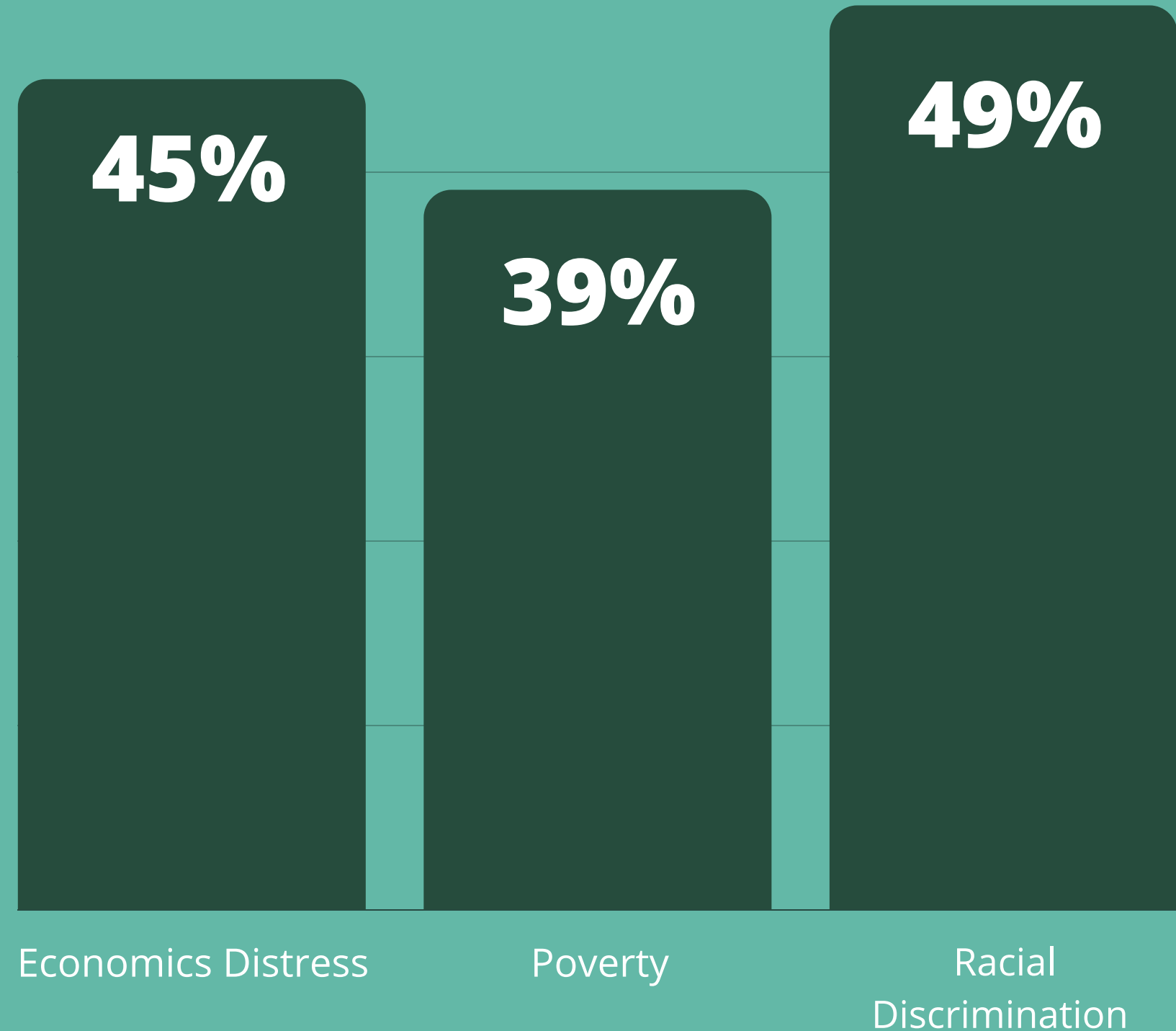
To identify the impact of company's CSR regime on the purchase patterns of the consumer.

Major Social Issues



- 49% of respondents strongly believe racial discrimination to be a major social issues
- 35 – 55 year olds are significantly more concerned about economic distress as opposed to other age groups
- Females are significantly more concerned about racial discrimination as opposed to males

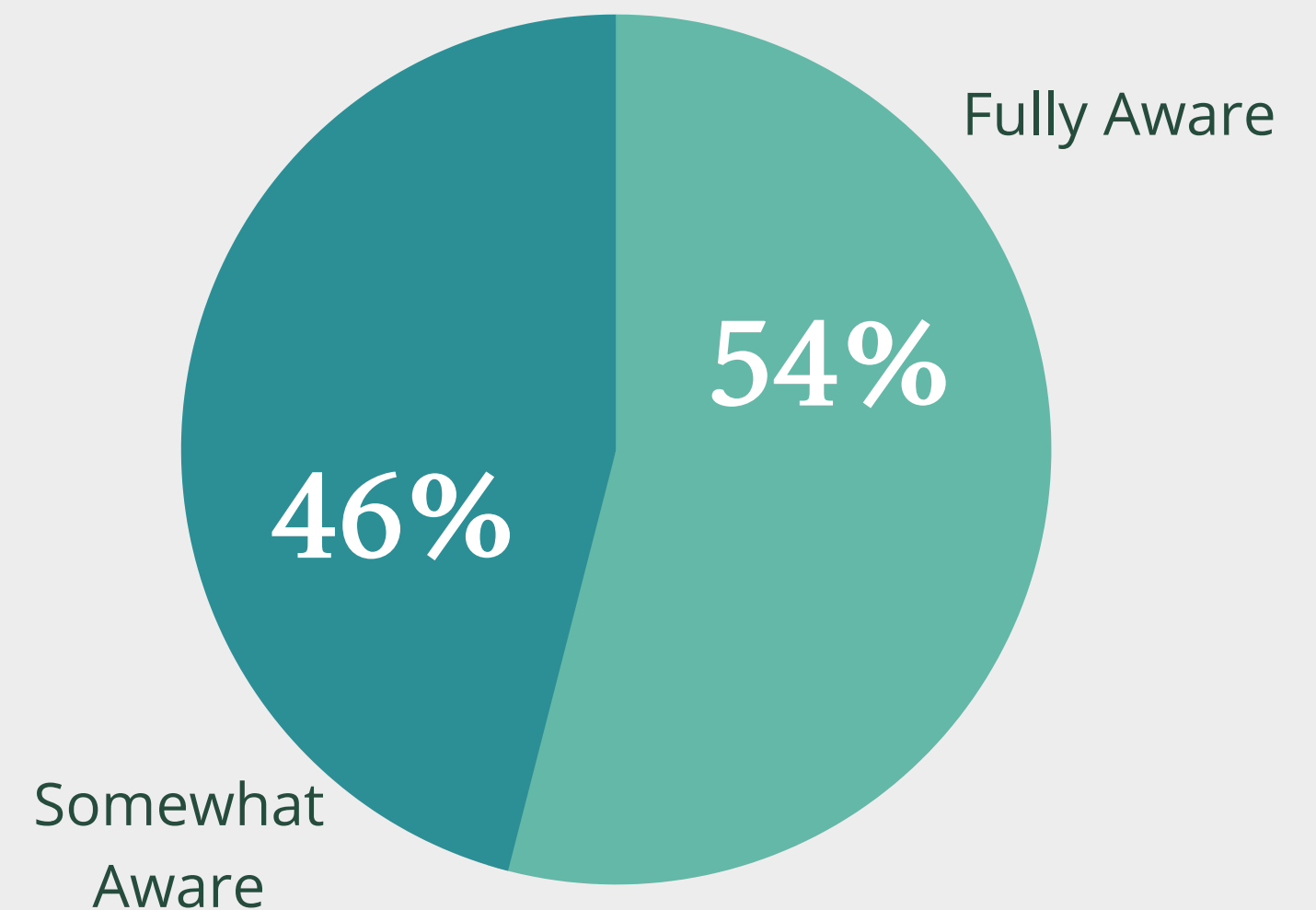
Top 3 Issues



Consumer Awareness of Company's CSR efforts



- 54% of respondents were fully aware where else 46% of respondents were somewhat aware about their company's CSR efforts
- Males are significantly more fully aware of their company's CSR efforts
- 18-34 year olds are significantly more fully aware as opposed to other age groups



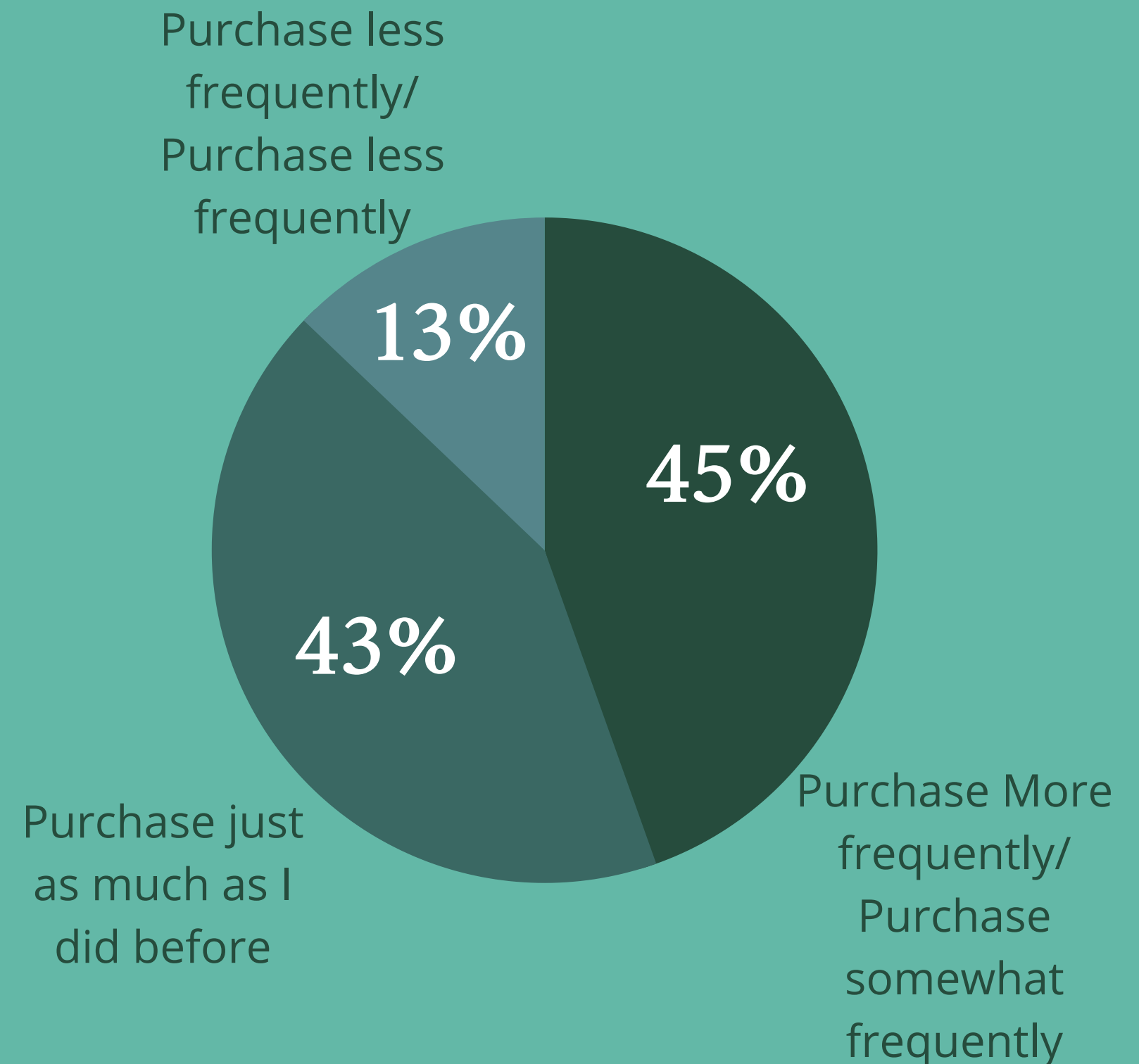
*None of the respondents selected 'No, I am not aware' when asked

*Significant differences at 95% Confidence Level

Purchase Intent after being Aware



- 45% respondents said they would purchase more often when they would be more aware about the social causes that the company's work towards
- Males aware about the social causes that the company's work towards tend to have a higher purchase intent as compared to females
- 18-44 year olds said they would purchase more often when aware about the social causes that the company's work towards



Thankyou 

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