



provoke

insights

Sustainability: Brand Loyalty
Spring 2022

Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries and shopping themes, including sustainability.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1st – 10th, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Who Prioritizes Sustainability?

Over half of Americans consider themselves environmentally conscious. However, this way of thought does not always equal green consumers, as almost a third of this group are unwilling to lay out extra cash for sustainable products. Overall, almost half of American shoppers would pay more to buy green products. They tend to be younger, Democrat, and have children.



Values of the Sustainable Shopper

These shoppers are optimistic about the future however some are concerned about the impact of Covid-19 on their children's health as well as their own. Consumers who prioritize buying sustainably sourced products prefer to purchase from small businesses and the cost of products is not a major factor in their purchasing decisions.

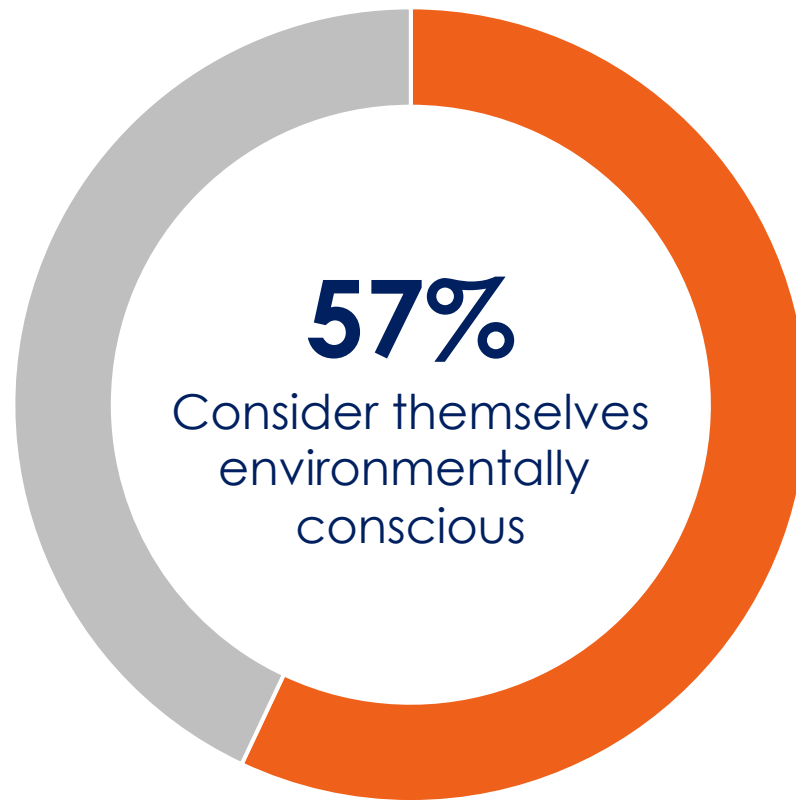


Shopping Habits

Although they would rather buy online, these consumers rate the in-store shopping experience favorably. In addition to apparel, sustainable shoppers are making purchases in personal care categories, such as beauty supplies and skincare. When choosing a product, three-quarters of these consumers prefer to stick with familiar brands.

Over half of Americans consider themselves environmentally conscious.

Top 3 on a 7-point agree scale



57%
Consider themselves
environmentally
conscious



43%

of American consumers
are willing to
pay more for
sustainably
sourced products.

Most green thinking consumers are sustainable shoppers.

Top 3 on a 7-point agree scale



61%

Would pay more for sustainably
sourced items
vs. 19%

The Sustainable Shopper

is Significantly More Likely to Be



83% Vaccinated vs. 72%



76% Optimistic about the future vs. 68%



44% Democrat vs. 28%



42% Millennials vs. 34%



42% Have children vs. 31%



11% Household income of \$200K or more vs. 6%

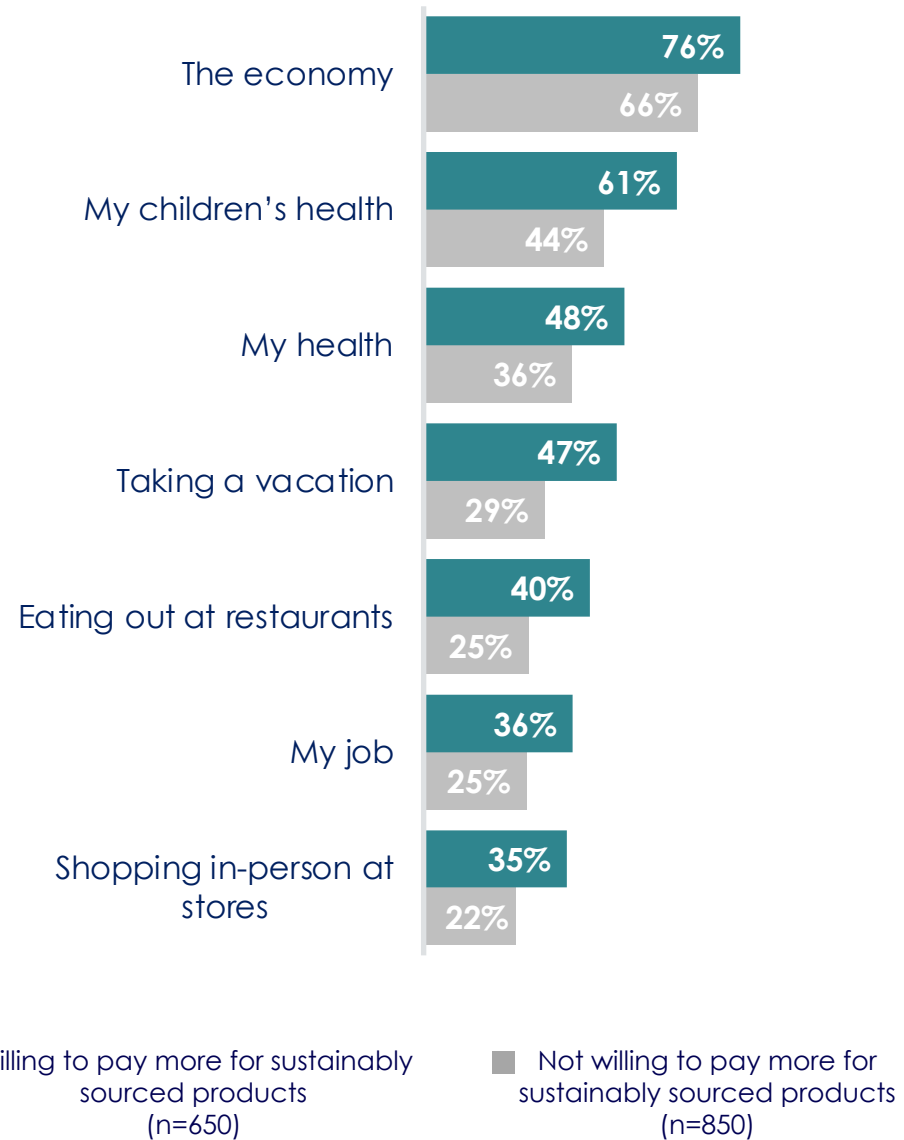


In addition to the economy, sustainable shoppers are concerned about health.

Concerns with Covid-19

provoke
insights

Top 2 on a 5-point scale



Sustainable Shopper Habits

Sustainable shoppers also prioritize buying from small businesses. Cost is not a major factor in their decision making.

Shopping Attributes

Top 3 on a 7-point agree scale



The In-Store Experience

While sustainable shoppers rate the in-store shopping experience favorably, some find product availability and customer service to be lacking.



Top Products Purchased

61% vs. 53%



Have purchased
apparel

43% vs. 31%



Have purchased
beauty supplies

53% vs. 37%



Have purchased
skincare products

Sustainable Shoppers Are Brand Loyal

Consumers who prioritize sustainability are more likely to prefer familiar brands than those who are unwilling to pay extra for green products.

Top 3 on a 7-point agree scale



74%

Prefer buying
familiar brands
vs. 64%

Respondent Overview

Gender



53%
Female



47%
Male

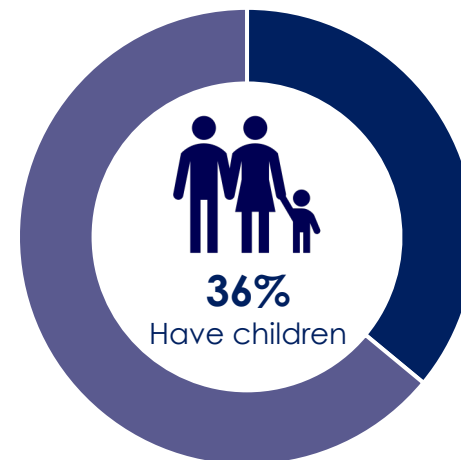
Generation

44 years old
Average Age

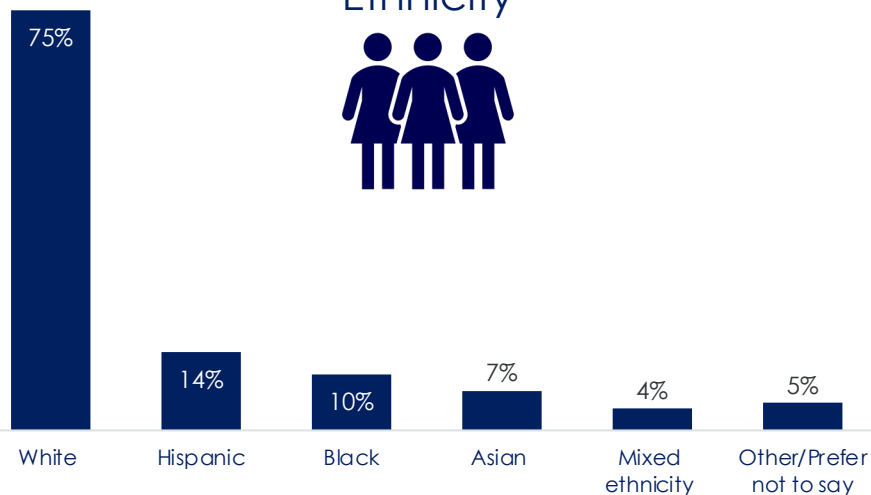


Z 7% Gen Z **X** 34% Gen X
M 38% Millennials **B** 21% Baby Boomers

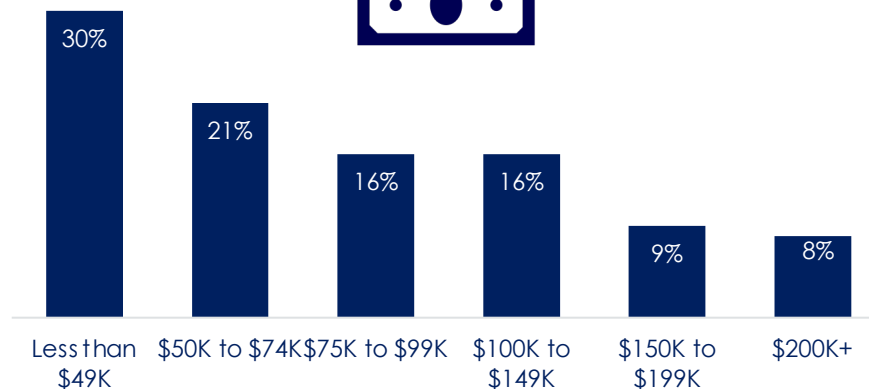
Parental Status



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.