



13/11/2024

REPORT

The Green Connection: Does Sustainability Drive Loyalty?



AUDIENCE

Demographics

United Kingdom, Age 18 to 40

Custom Screening

When considering which brands or products to buy, which factor influences your choice?

Qualified: Sustainability and environmental impact of the brand

Unqualified: Price and affordability, Quality and reliability of the product, Convenience and availability



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OBJECTIVE

To delve into the impact of corporate sustainability efforts on brand loyalty and purchasing behaviour among consumers aged 18 to 40 in the United Kingdom, assessing the weight of sustainable packaging, transparency in operations, and carbon footprint reduction on consumer preferences and willingness to pay a premium for products within the FMCG sectors.

BURNING QUESTION

What is the impact of a company's carbon footprint reduction efforts on the brand loyalty of consumers aged 18 to 40 in the UK?



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CHAT GUIDE

1. How often do you purchase general products?
2. What factors influence your purchases the most?
Probe on why
3. How important is sustainable packaging to you when buying a product?
4. Do you research a brand's sustainability efforts before purchasing?
5. How does a company's transparency in operations affect your loyalty?
6. Would you switch to a brand with a lower carbon footprint?
7. Have you ever paid more for a product because it was eco-friendly?
8. What's your perception of brands that actively reduce their carbon footprint?
9. If a brand reduces its carbon footprint, how does it influence your view of their products?
10. Are you familiar with any carbon footprint certifications on products?
Probe on what certifications
11. How likely are you to recommend a sustainable brand to others?
12. Imagine if Earth was a customer, would it prefer brands with lower carbon footprints?
13. If a brand was a friend, how would you react to its efforts in reducing carbon emissions?
14. On a scale of 1-10, how much do carbon footprint reduction efforts affect your loyalty to a brand?
15. Would you continue to support a brand if it stopped its sustainability practices?
16. Do you think future generations will value carbon footprint reduction more in their purchasing decisions?
17. What's one thing you wish all brands would do to reduce their carbon footprint?



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AI SUMMARY

The impact of a company's carbon footprint reduction efforts on brand loyalty among consumers aged 18 to 40 in the UK is significant. Consumers in this demographic are increasingly conscious of the sustainability and environmental impact of the brands they support. They often consider the quality, reliability, and sustainability of products before making purchases. Sustainable packaging is a key factor, with many consumers preferring recyclable or eco-friendly options and some willing to pay more for products that align with these values. Transparency in a company's operations and its commitment to reducing carbon emissions positively influences consumer loyalty, with many respondents expressing a willingness to switch to brands that demonstrate a lower carbon footprint.

Certifications such as Carbon Trust and CarbonNeutral are recognized and valued, although not all consumers are familiar with them. However, there is a strong interest in learning more about these certifications to guide purchasing decisions. Recommendations of sustainable brands to others are highly likely, as consumers feel a responsibility to promote eco-friendly practices. The perception of brands that actively reduce their carbon footprint is overwhelmingly positive, with consumers viewing these efforts as indicative of a company's care for the environment and future generations. Overall, consumers are more likely to support and remain loyal to brands that are transparent about their sustainability efforts and actively work to reduce their carbon footprint.





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KEY INSIGHTS

Sustainability as a Key Purchase Driver

- Consumers within the 18-40 age range in the UK are increasingly factoring sustainability and environmental impact into their purchasing decisions, often placing these considerations on par with quality, reliability, and price.
- The willingness to pay a premium for eco-friendly products is evident among these consumers, with many expressing that they have already paid more for products with sustainable packaging or lower carbon footprints.

Quotes:

"I have for smaller things, for example I pay more for dishwasher tablets and washing machine tablets to have sustainable ones, and I pay more for a monthly subscription to a natural recyclable deodorant "

Age 29, Female

"Yes I tend to choose items based on the amounts. Whether it's good value for money, whether there are sustainable features/alternatives and also the products quality "

Age 33, Female

"less plastics and more sustainable materials, the amount of plastic already in the world is shocking "

Age 29, Female

"If a company donates to good causes, I am more likely to remain Loyal with them for a long time"

Age 35, Male





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KEY INSIGHTS

Brand Loyalty Tied to Corporate Responsibility

- Brand loyalty is significantly influenced by a company's transparency in operations, charitable contributions, and treatment of their workforce, with consumers more likely to remain loyal to brands that demonstrate a commitment to social and environmental causes.
- A company's efforts to reduce its carbon footprint positively impacts consumer perception, with many respondents indicating that such efforts increase their trust and loyalty to the brand.

Quotes:

"Transparency is key. It promotes integrity and accountability which means I am more likely to trust it "
Age 33, Female

"10. A company that puts in effort in reducing carbon emission is one I want to be associated with."
Age 40, Male

"If they are transparent in their efforts it increases my loyalty and trust"
Age 21, Female

"A company with great transparency in operations will gain more of my loyalty . It shows that the company is trustworthy and this will also make me willing to recommend such company "
Age 39, Female





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KEY INSIGHTS

Educational Gap in Carbon Footprint Awareness

- While there is a general awareness of the importance of reducing carbon footprints, there is a gap in knowledge regarding specific carbon footprint certifications, with several participants expressing interest in learning more about them.
- This indicates an opportunity for brands to educate consumers on their sustainability certifications and efforts, potentially enhancing brand loyalty and consumer engagement.

Quotes:

"I can't remember off the top of my head the names but I do know some of them, the green foot logo "
Age 29, Female

"Yes I would be interested in learning more in order to guide me when I am making purchases of different products."
Age 35, Male

"Yes, I tend to have a look at their website and see if they have any information on their sustainability plans "
Age 33, Female

"I value these companies more as they have a better social conscience "
Age 38, Male





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KEY INSIGHTS

Future Generational Impact and Recommendations

- Consumers believe that future generations will place even greater value on carbon footprint reduction in their purchasing decisions, suggesting a growing trend towards environmental consciousness.
- Participants are highly likely to recommend sustainable brands to others, highlighting the potential for word-of-mouth advocacy to play a significant role in promoting brands that prioritize sustainability.

Quotes:

"More as you can see it already through trends"

Age 38, Male

"I am extremely likely to recommend sustainable brands to others and I would recommend such brand because this kind of brands will make the environment more suitable and conducive to live in."

Age 39, Female

"Yes as the time passes , even from when I was little there was food wrapped in numerous layers of plastic but now it's less and less which makes me very optimistic for the future ahead "

Age 21, Female

"I am much more likely to recommend such brands and share their helpful initiatives "

Age 21, Female



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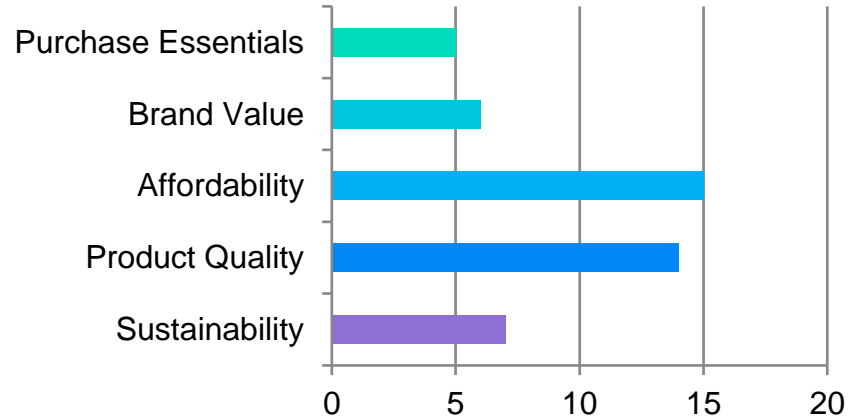
United Kingdom, Age 18 to 40

Custom Screening

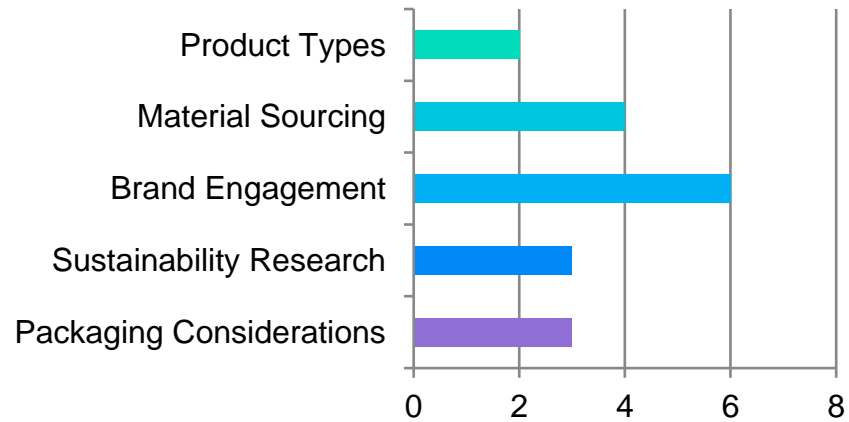
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TOPICS

What factors influence your purchases the most?



Do you research a brand's sustainability efforts before purchasing?



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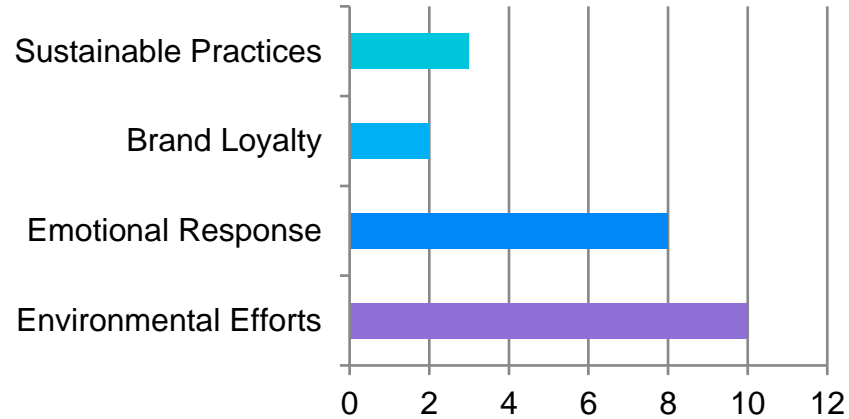
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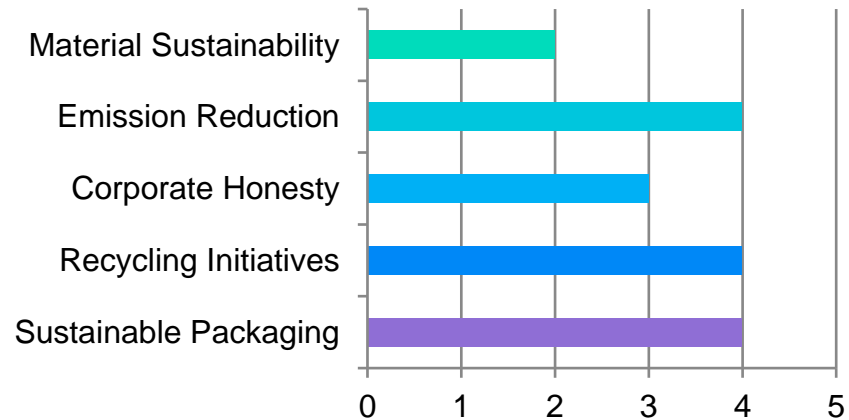
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TOPICS

If a brand was a friend, how would you react to its efforts in reducing carbon emissions?



What's one thing you wish all brands would do to reduce their carbon footprint?



PERSONAS

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The Eco-Conscious Family Man

Description:

- A 35-year-old married male with children, fully employed, who places a high value on sustainability and the environmental impact of brands.
- He actively researches a brand's sustainability efforts, including materials used in production, and prefers products with sustainable packaging.
- His loyalty is influenced by a company's support for charities and how they treat their workforce, and he is willing to pay more for eco-friendly products.

Insights:

- This consumer segment is highly engaged with the sustainability practices of brands and is likely to remain loyal to companies that align with their values.
- They are not only concerned with the environmental impact but also with the social responsibility of the brands they support.
- They are potential advocates for brands, likely to recommend sustainable brands to others, and are interested in learning more about carbon footprint certifications.



The Mindful Quality Seeker

Description:

- A 39-year-old married female, fully employed, who prioritizes quality, reliability, and sustainability when making purchases.
- She is very likely to switch to a brand with a lower carbon footprint and has paid more for eco-friendly products like reusable coffee cups and bamboo straws.
- She is familiar with carbon footprint certifications and actively recommends sustainable brands to others.

Insights:

- Consumers in this group are willing to invest in products that are both high-quality and environmentally responsible.
- They are knowledgeable about sustainability certifications and use this information to guide their purchasing decisions.
- Their brand loyalty is significantly influenced by a company's transparency and efforts to reduce carbon emissions.



The Practical Environmentalist

Description:

- A 40-year-old married male, fully employed, who frequently purchases general products like tea and coffee, with a focus on quality and taste.
- He considers sustainable packaging very important and researches a brand's material sourcing for sustainability.
- He is familiar with the Carbon Trust certification and values brands that make efforts to reduce carbon emissions, rating the importance of these efforts a perfect 10.

Insights:

- This consumer segment is highly concerned with the long-term sustainability of the products they purchase and the brands' commitment to their customers.
- They are likely to recommend sustainable brands and view brands that reduce their carbon footprint more positively.
- They are conscious of the collective responsibility to save the climate and are influenced by brands that demonstrate a commitment to environmental motivations.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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