Spain: Social factor grows in purchasing decisions

Four in ten consumers would pay more for products from socially committed companies, according to a report by consultancy Nielsen. More than one in three have in mind when making the purchase social values ??associated to a brand. The decisive environmental factor for more than 30%.

Today's consumer is characterized among other things by their dualistic thinking, so that shows a great sensitivity to the price (not forgetting the quality) at the same time you are willing to pay more for certain items. This applies to products socially engaged brand aspect recognized by four in ten consumers who include them in their shopping cart even if it costs more money, according to the report "The consumer versus corporate social responsibility (CSR) brands "prepared by the consulting firm Nielsen. This 40% is five points higher than the figure seen a year ago, when 35% had such a predisposition.

Does RSC encourage to buy?

The consumer seeks primarily value when you purchase a decisive factor indeed for two out of three Spaniards. Other determining factors when deciding on one or other item is to be of high quality (65%), their health and nutrition benefits (57%) or are of a brand you trust (55%) aspects. However, in addition to price and quality, for about one in three also crucial to social commitments buy brands. In particular, it takes into account aspects such as the company is known for its social values ??(36%) and their commitment to their community (36%).

Also, the environmental factor is decisive for around 35% of consumers, either because the brand is known for its commitment to the environment or their respects in the same packaging.

And sometimes, the publicity associated with social commitment marks incites later purchase by the consumer. So 22% is manifested after seeing an ad on television focused on this aspect, as stated in the Nielsen report.

The keys to grow through CSR

In an emerging market such as brands with a strong social and environmental commitment, Nielsen provides the keys that companies should have to promote this activity. The first is to put the focus on youth, especially the millennials and Generation Z, a group of very committed consumers and promoter of the collaborative economy.

A second key is the opportunity that social values ??give brands when it comes to increase consumer confidence. Indeed, this confidence is crucial in linear for more than half of Spaniards when you buy.

Other aspects to consider are defining the social purpose of the company in a credible way with a return to society of high value, support this effort and segment marketing strategy according to geography, population and product.

According to the Nielsen Iberia CEO, Gustavo Nunez, "greatly appreciates the consumer brands that incorporate social and environmental attributes and, as we have seen, one in three is willing to pay more to incorporate them into your shopping cart. However, there is still room for improvement, both in the availability of products with labels certifying their social or environmental commitment, and knowledge of certificates itself. "

About the Nielsen report

The international report "The consumer versus corporate social responsibility of brands" was conducted between February 23 and March 13, 2015 with the participation of more than 30,000 consumers in 60 countries in Asia-Pacific, Europe, Latin America , Middle East, North Africa and

have had a child in the past five years America. The sample in each country is segmented by age and sex based on their Internet users, and has a maximum margin of error of ± 0.6%. This Nielsen report is based on the behavior of consumers with Internet access. The Internet penetration rates vary by country. Nielsen uses a minimum scale Internet penetration of 60% or 10 million users for inclusion in the survey. Nielsen's Global Report, including this study, began to be made in 2005.

Source: Nielsen