

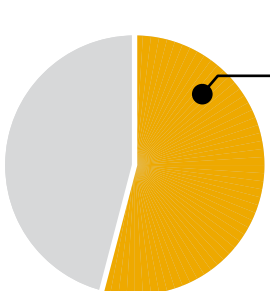


# The Impact of Brand Values on Holiday Shopping: An SAP Customer Experience Study

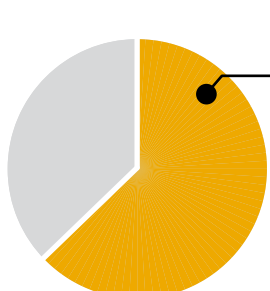
SAP Customer Experience recently surveyed 1,000 consumers in the United States, with the goal of learning how consumers feel about making purchases from “brands with purpose.”



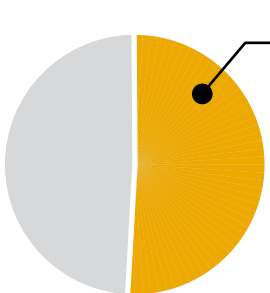
## Brands Should Take Note: A Majority of Shoppers are Socially Conscious



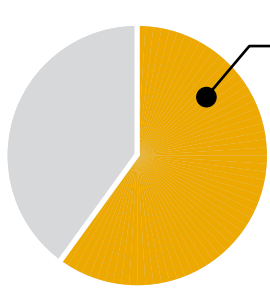
54% of respondents say they consider themselves to be socially conscious shoppers



63% prefer to purchase holiday gifts from brands that support specific causes



Over half (51%) are willing to pay more for a holiday purchase from a brand that supports a strong cause or represents specific values



60% said that during holiday shopping, they will avoid buying from brands that support causes they disagree with

## When Purchasing Holiday Gifts, Brand Values are Second Only to Price as Top Factors Considered



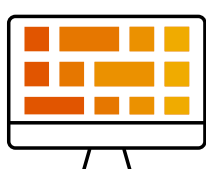
#1: Price of products



#2: The brand’s values



#3: Previous positive or negative experience

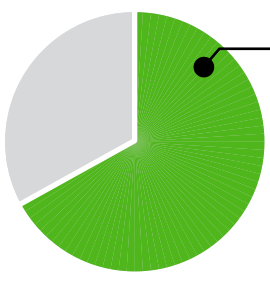


#4: How user friendly the website is



#5: If the brand has a physical store nearby

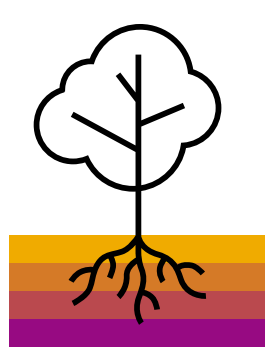
## To Prove Authenticity, Brands Must be Transparent in Business Practices



67% of respondents said transparency in business practices is what makes a brand seem authentic

Transparency in business practices is more important than reporting donations, third-party certifications or ads that show a brand’s position on issues

## The Values Most Important to Shoppers this Holiday Season are Environmental Sustainability, Education and Gender Equality



30%

Environmental Sustainability



25%

Education



23%

Diversity and Inclusion

This holiday season, retailers must recognize that it’s not only the transaction that matters. Consumers view purpose as being at the core of a brand and will base purchase decisions on those that most closely align with their own beliefs. To build trust and create lasting relationships with customers, brands must define clear values, effectively communicate why they matter and be transparent about how they support specific causes. This implies a culture of empathy towards the customer and includes delivering the resources, tools and executive sponsorship to employees, so they can in turn deliver on their promise.