

THE CONSCIOUS CONSUMER

How businesses can prepare now
for the next-gen consumer

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AS A CHILD YOU WERE TOLD



Never get in a
car with a
stranger



Never stay at a
random person's
house



Never share your
personal
information

**TODAY, YOU COULDN'T IMAGINE
THE WORLD ANY OTHER WAY**

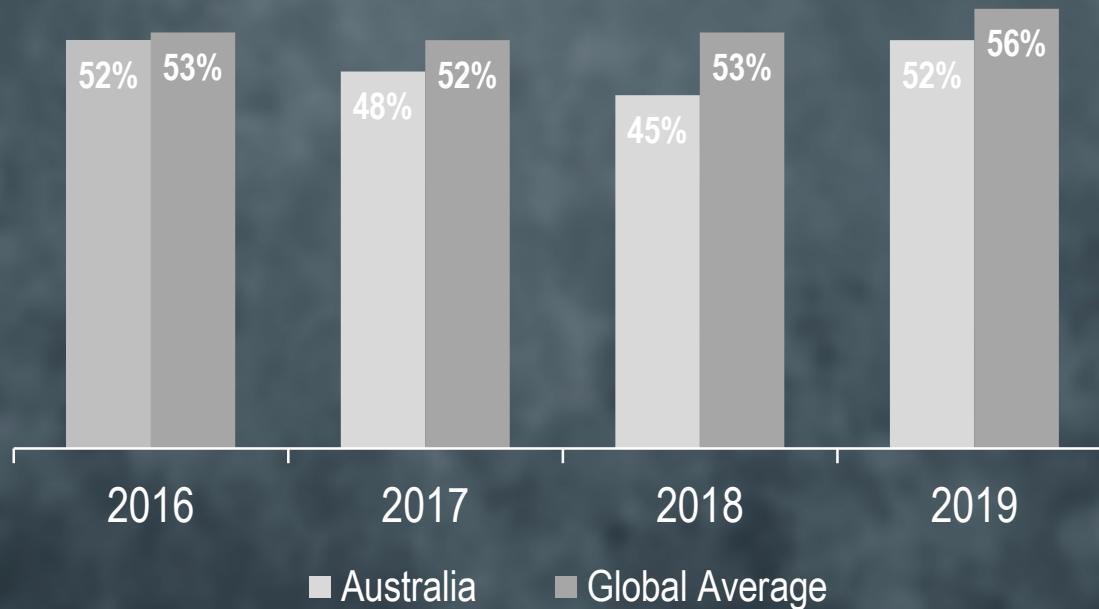
**Uber
Lyft**

**Airbnb
Trip Advisor**

**Instagram
Facebook**

AUSTRALIA TRUST IN BUSINESS CONTINUES TO BE LOWER THAN THE GLOBAL AVERAGE

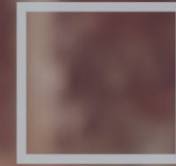
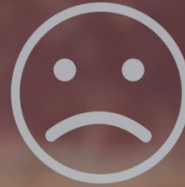
AVERAGE PUBLIC TRUST IN BUSINESSES



87% of consumers would go elsewhere if given reason not to trust a business

THOSE WHO TRUST YOUR BRAND

- Have a significantly higher intention to purchase
- Have a significantly higher loyalty preference
- Have a significantly higher likelihood to recommend



A woman with long brown hair is sitting on a grey couch, looking down at a laptop with a frustrated expression. Her hands are raised in a gesture of exasperation. The background is a blurred indoor setting with plants and a shelf. Four text overlays are present: 'DATA BREACHES' at the top left, '“FAKE NEWS”' at the top right, 'ADVERTISING & CONTENT OVERLOAD' on the left side, and 'CONSUMERS AS INFLUENCERS' on the right side.

**DATA
BREACHES**

“FAKE NEWS”

**ADVERTISING
& CONTENT
OVERLOAD**

**CONSUMERS
AS
INFLUENCERS**

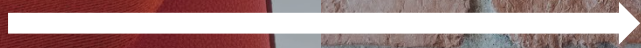
A SHIFT IN CONSUMER BEHAVIOUR HAS GIVEN RISE TO THE NEXT GENERATION CONSUMER

Conspicuous



Conscious

Material

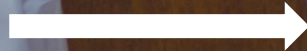


Mindful



THIS HAS RESULTED IN NEW PURCHASE DRIVERS

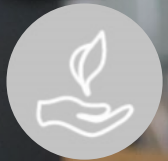
Then



Now



WHAT'S UNDERLYING THIS CHANGE?



Values



Identity



Technology

THE CONSCIOUS CONSUMER MINDSET

A group of seven diverse young adults are captured in a joyful moment, jumping and laughing in front of a light-colored brick wall. They are dressed in casual, contemporary clothing like t-shirts, tank tops, and jeans. The overall mood is energetic and positive, reflecting the 'conscious consumer' theme.

91%

Want brands to use sustainable ingredients or materials

92%

Believe that sustainable business practices should be standard

50%

Feel it's important that a product is made from recycled material

66%

Are willing to pay more for products from a sustainable or socially conscious brand

70%

Are willing to pay more for products that don't infringe on human rights

53%

Feel that shopping contributes to their quality of life

THE IMPACT ON THEIR SHOPPING BEHAVIOURS IN THE LAST TWO YEARS

11%

Increase in
ethical
cosmetics sales

12%

Decrease in
leather shoes
sales

19%

Increase in
ethical clothing
spend

60%

Increase in
women buying
second hand

BUSINESSES ARE BEGINNING TO BUILD A CULTURE OF PURPOSE

“An organization’s culture of purpose answers the critical questions of who it is and why it exists. They have a culture of purpose beyond making a profit...A culture of purpose guides behaviour, influences strategy, transcends leaders - and endures.”

- Punit Renjen, Deloitte Global CEO

**HOW CAN
BUSINESSES
PREPARE FOR
THE NEXT-GEN
CONSUMER?**





ONLINE

VERIFIED CUSTOMER

Excellent customer service and features

★★★★★ published 11 days ago

Excellent customer service and banking features (Apple Pay, pay ID and app) with great rates from a responsible bank - what more could you ask for in a bank.

No issues so far and highly recommend.

Transparency (?)

★★★★★

Customer Service

★★★★★

♥ Like ↗ Share

...

ONLINE

VERIFIED CUSTOMER

I'm an ethical banker!

★★★★★ published 2 months ago

I am so excited to have joined Bank Australia. I researched all the options, wanting to find a bank that cares about our world, my world. I found some, but only one had great customer reviews... Bank Australia. I applied online one evening and it was done, the card was on its way to me. I didn't realise how good it would feel to make an ethical choice in my banking. Join me.

Review Type

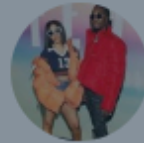
New Account

♥ 1 like ↗ Share

...



EDUCATE




betty J.

182 reviews



March 31, 2018, 12:54 p.m.

I love this store. It has amazing clothes. Everything is so cute and not too expensive. Some of their items are pricey but they are worth it. The clothes are amazing and your should ship her. I recommend this store to anyone looking for cute clothes.

Like This? 



Nashika S.

58 reviews



Jan. 28, 2019, 12:42 p.m.

I love this brand. There clothes are simple yet beautiful and I appreciate the way they are so transparent about where their clothing items are sourced. They are also great when it comes to customer service. I have gotten advice on denim sizing more than once.

Like This? 



Ben M.


Inwood, WV

50 reviews



May 6, 2019, 7:18 p.m.

Amazing quality for the price. Everlane consistently comes in lower than much of the competition, and the quality is often quite a bit higher. They are always expanding their offering for both men and women. They are very transparent about how their products are made and how much they cost to make. I will definitely be buying more from Everlane!

Like This? 




Hope M.

56 reviews

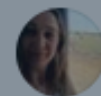


May 15, 2019, 4:25 p.m.

Just made my first purchase last weeks of two shorts and I absolutely love them. I ordered a size four for both of them and they fit perfectly. I love this brand because they are honest about where the money your spending is going and they care about their employees. I would definitely recommend this store to friends and family.

Like This? 

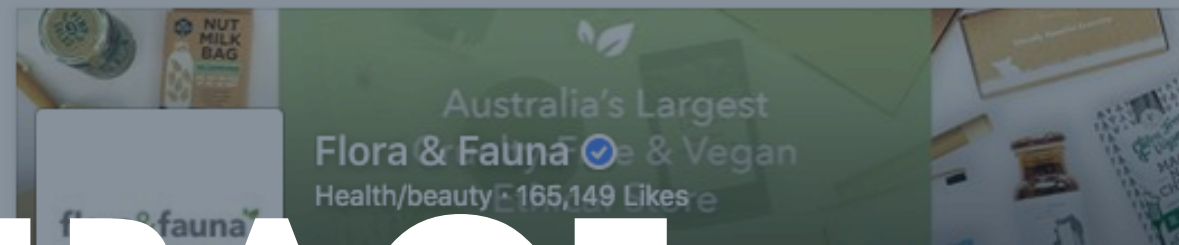
ENCOURAGE



Anita Kroess reviewed Flora & Fauna – 5★

6 September 2018 · 🌐

I love this company! I just received my second delivery and love the little personal notes in the delivery box - it's such a simple thought with such a great impact as it made me smile and feel "special", not just another random customer! The products are amazing and the service is outstanding - I highly recommend this business with it's amazing employees, such a great service! Thank you!



👍 Like Page

👍❤️ Ellen Seipold and others

1 Comment

👍 Like

💬 Comment

➦ Share



Flora & Fauna 🌱 Thank you Anita, that is lovely and very humbling. You are very special. We don't get to meet you in person but we get to see you on Facebook, talk to you on the phone and send you a little message too so you make us feel very special too. Thank you so much. Have a lovely weekend 😊

Like · Reply · 1y



Write a comment...





Powershop Electricity review

★★★★☆ Overall rating 8 / 10

Have a good price on solar power generated

Power Shop allows us to use the credit we accrued from solar to purchase discounted power. With this we have purchased enough power at discounted price for the next 40 weeks, saving us a lot of money!

[Full review](#)

Don, Victoria, reviewed 15 days ago

Powershop Electricity review

★★★★★ Overall rating 10 / 10

Easy to manage and great user experience

I love seeing easily in an app how much I'm spending on electricity as it gives me the option to reduce my usage. The ability to pre-purchase packs is also a big plus rather than getting a big bill at the end of the month. The funny specials...

[Full review](#)

Ebony, New South Wales, reviewed almost 2 years ago





SUMMARY FOR PREPARING FOR THE NEXT-GEN CONSUMER

Enable

Give consumers tools to make decisions that they can feel good about and that align with their values

Encourage

Encourage consumers to engage in good behaviour through business initiatives

Educate

Educate consumers by being transparent about your business practices and how they can contribute

Evolve

Continue to evolve by having a clear purpose and through innovation, collaboration, and commitment

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