

Brand reputation



Brand success



Sustainable
practices

e-Book

The strategic edge:

Leveraging brand reputation and sustainability

Fueling brand growth with consumer-driven insights



Introduction

In today's market, consumers are not just focused on what they buy—they care deeply about how it's made, and the ethical practices of the people and processes involved. As a result, brand reputation and sustainable practices have emerged as critical pillars of brand success.

This e-book draws on extensive consumer insights from our latest research to explore the rising demand for trust, transparency, and sustainability across all age groups and a variety of essential categories and how these factors are intrinsically linked to brand reputation. By tapping into these key insights, brands can refine their strategies to better meet consumer expectations, and the evolving standards of today's conscientious consumers.



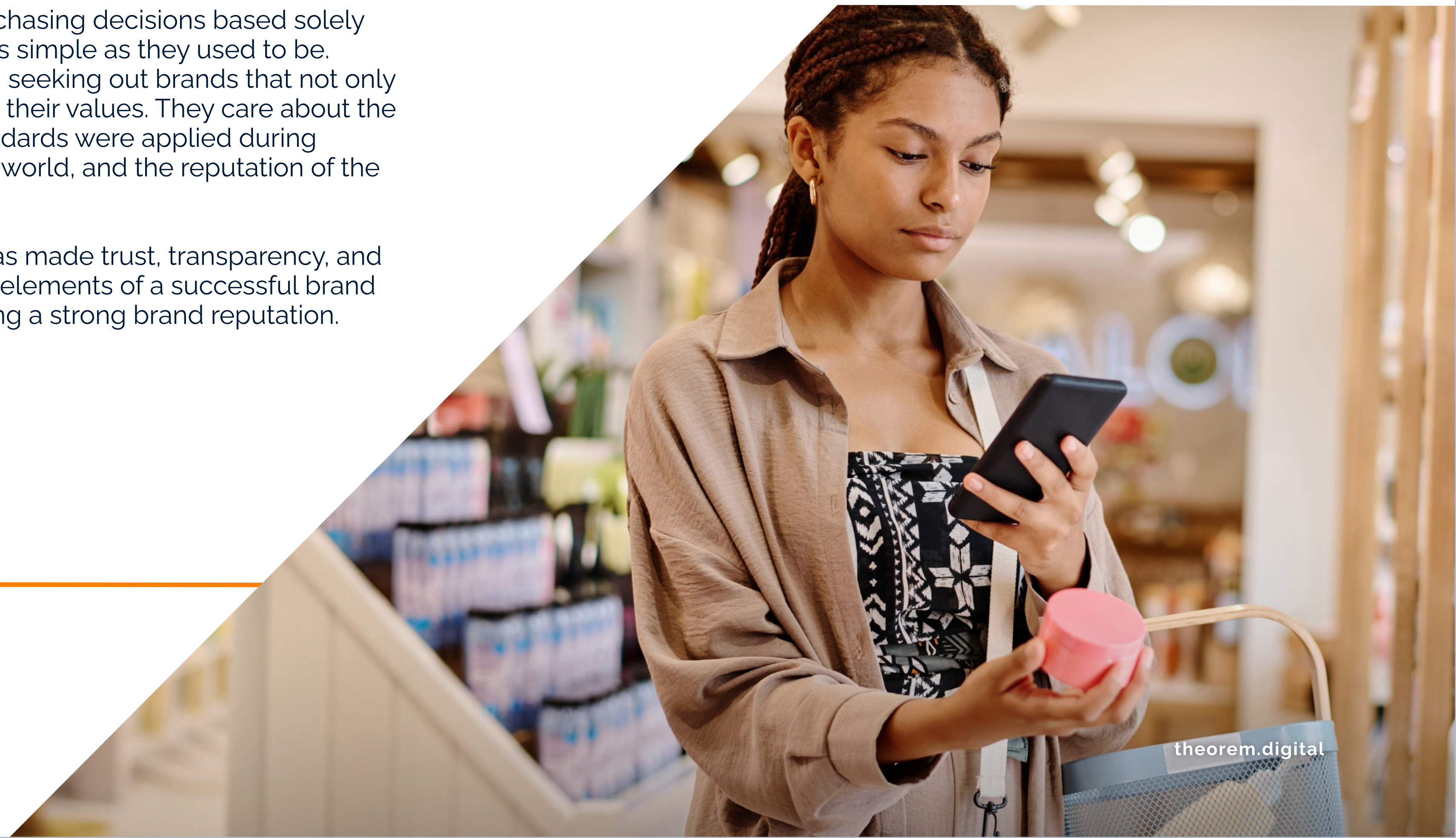


Beyond the buy:

How today's consumers demand more from brands

The days when consumers made purchasing decisions based solely on product quality and price are not as simple as they used to be. Today, consumers are looking deeper, seeking out brands that not only deliver great products but also reflect their values. They care about the origins of what they buy, if ethical standards were applied during manufacture, the impact it has on the world, and the reputation of the brand behind production.

This shift in consumer expectations has made trust, transparency, and sustainable practices non-negotiable elements of a successful brand strategy and the foundation for building a strong brand reputation.



Trust and transparency:

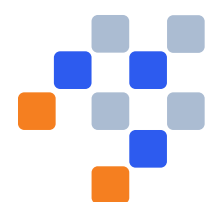
Cornerstones of brand credibility

With the rise of digital platforms and easy access to information, transparency is now at the forefront of consumer expectations. Consumers demand clarity in every step of the product lifecycle—from sourcing and production to labor practices and environmental impact.

This heightened scrutiny has made transparency a key differentiator in the market. Our research underscores this shift, indicating that **over two-thirds of consumers consider transparency a crucial factor when choosing which brands to support.** *(Summary Report, p. 12).*

Broken down by age group, consumer expectations on supply chain and product transparency reveal that younger generations, particularly Millennials and Gen Z, are the most demanding, with a significant majority insisting on clear, accessible information about the origins and ethical standards of the products they purchase.





Trust and transparency:

Cornerstones of brand credibility

However, the need for transparency isn't just a trend, it's a powerful tool for building lasting relationships with consumers. When brands are open about their practices, they invite trust and loyalty. Conversely, those that fail to be transparent risk damaging their reputation in an increasingly vocal, inter-connected marketplace.

The impact of transparency on consumer trust is significant. Research by Statista found that **60% of consumers** believed that trustworthiness and transparency were the most important traits of a brand, dominating all other traits. The message is clear: transparency isn't just good practice—it's good business.



Believed that trustworthiness and transparency were the most important traits of a brand

 % of Consumers who expect clear information on products/supply chains

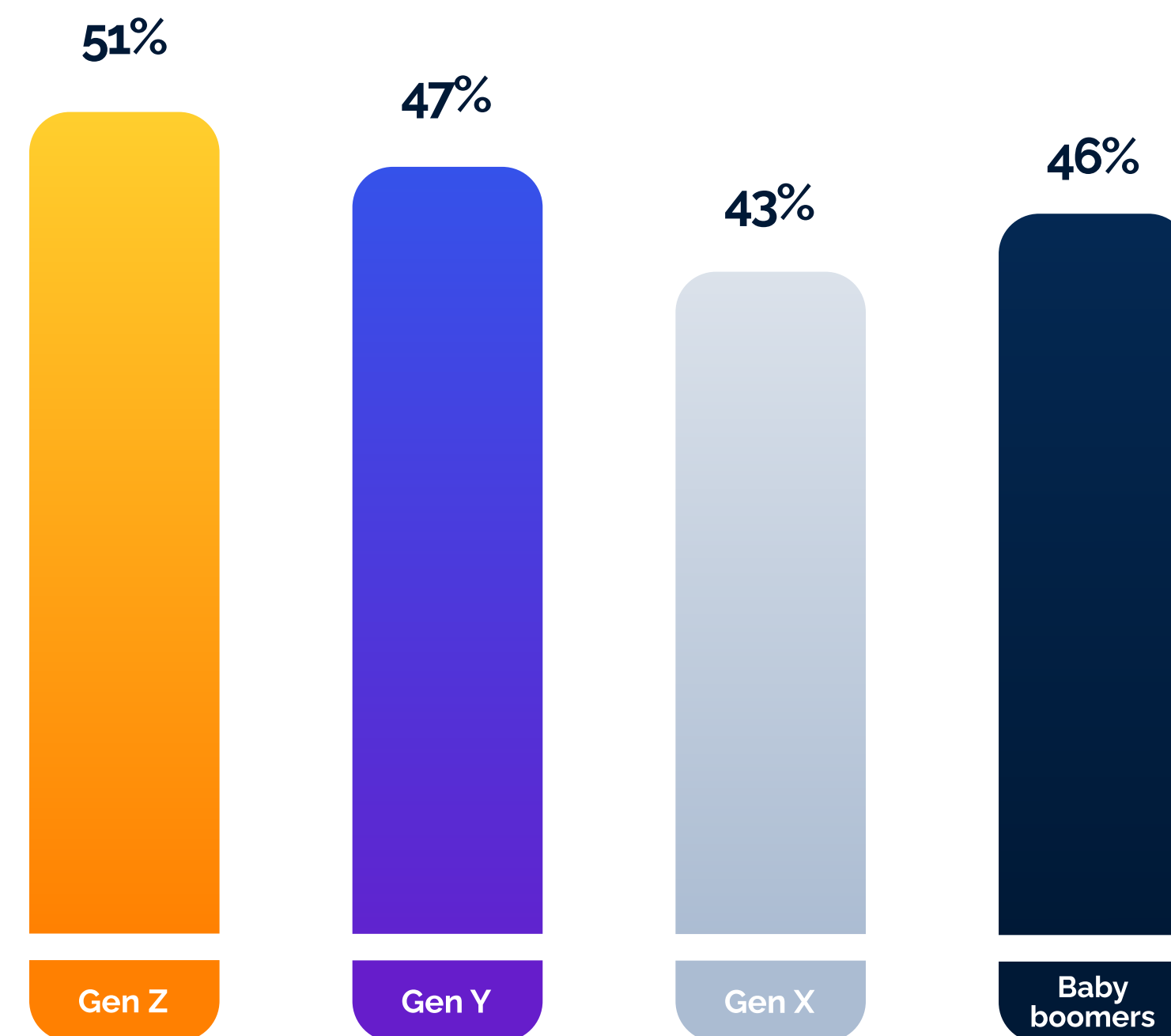


Figure 1



The business of being green:

Why sustainability equals success

Transparency is closely tied to another critical consumer expectation: social and environmental responsibility. Today's consumers don't just want to know what brands are doing – they want to see that those actions align with ethical and sustainable values.

According to our research, **“Over half of consumer are likely to try a brand's products if that brand is socially and environmentally conscious.”** (Page 29 summary report).

The shift toward valuing sustainability and responsibility spans all generations but is especially important to Gen Y with **31% of participants surveyed in our report wanting to see eco-friendly credentials alongside products.** (Page 15 summary report).

 % Consumers who want to see eco-friendly credentials alongside products



Figure 2

Consumer insights on sustainable practices across categories

As consumers grow more conscious of the environmental and ethical implications of their purchases, they are demanding greater transparency in how products are sourced. This includes a stronger emphasis on the use of sustainable materials and eco-friendly packaging. As a result, brands are under increasing pressure to align their practices with these expectations.

In the personal care, beauty, and skincare industries, animal cruelty is no longer just a concern —it's now the standard to avoid it, much like the expectation for paraben-free products. Today, consumers are looking beyond cruelty-free certifications; they expect brands to offer 'clean' products made from naturally sourced, non-toxic ingredients.

Transparent labeling, ethical sourcing, and environmentally friendly practices have become the new benchmarks for what shoppers value in their beauty and skincare products.






Consumer Insights on Sustainable Practices Across Categories

When it comes to products in the luxury fashion and accessories category, the higher price point seems to drive a higher expectation for brands to adhere to sustainable and ethical practices throughout their supply chains. Consumers in this category aren't just paying for quality – but for the assurance that brands align with their values concerning environmental responsibility and ethical production standards.

Notably, sustainable and ethical practices are not just important across age groups, but across all seven product categories our research explored.

With consumer insights emphasizing the value of trust, transparency, and sustainable practices, the next critical piece of the puzzle is understanding the power that brand reputation wields in influencing purchase decisions.

 % Consumers who say sustainable and ethical practices are important by category

54%
Apparel

55%
Accessories & jewelry

57%
Personal care

57%
Health & Wellness

61%
Beauty & skincare

61%
Fragrances

68%
Luxury fashion

Figure 3

The power of brand reputation

In today's competitive marketplace where every purchase is a vote of confidence, brand reputation is more than just a byproduct of good marketing—it's the sum of trust, transparency, and sustainable practices. The intersection of these elements creates a powerful narrative that not only attracts consumers but also helps brands retain loyalty, and is the foundation upon which strong, lasting brand reputations are built.

The importance of brand reputation is clear with more than 50% of consumers across categories stating that brand reputation is a significant factor impacting their likelihood to make a purchase. *(Summary report page 11)*

Our research also revealed, once again, a connection between the higher price point of products in luxury fashion and accessories and increased consumer expectations of brands. 85% of consumers buying in this category consider brand reputation an important aspect of their purchase decisions. *(Summary report page 11).*

For brand executives, these insights offer a clear directive: To cultivate a brand reputation that stands the test of time, transparency and sustainability must be embedded into the very DNA of the brand.





Harnessing technology to reinforce brand values and boost brand reputation

In today's market, harnessing consumer insights is not just about understanding preferences—it's about turning those insights into precise, actionable strategies that resonate across diverse audience segments. To achieve this, brands must combine advanced data analytics, and cutting-edge MarTech solutions with powerful content that drives brand awareness and communicates ethical and sustainable practices. Technology alone isn't enough. It's the human connection, built through meaningful content, that truly transforms raw data into personalized, impactful brand experiences.

At Theorem, we understand that the key to building credibility and a brand reputation that fosters long-term loyalty, is the strategic integration of consumer insights with the right data-driven solutions. Our tailored MarTech solutions empower brands to deliver consistent, personalized experiences across all touchpoints—strengthening connections with consumers and boosting brand reputation.

Ready to elevate your brand's credibility and create lasting connections with your audience? Partner with Theorem and turn insights into strategies that drive meaningful results.



Let us Empower your business

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