

The Trust 10

The New Brand Equity - South Africa

01 Brand trust matters more than love

South African's Trust in a brand (89%) is more important than their love of a brand (85%) when deciding which brands to buy or use. 34% of consumers no longer buy from brands that they love because they don't trust the company that owns the brand.

02 Brand trust matters more across demographics— but especially for younger consumers

83% of consumers aged between 18 and 34 say that it is more important for them to be able to trust the brands that they use/buy today compared to in the past.

03 Brand Relevance has been redefined and is now built on “We” values

Actions like changing social interactions for the better (44%); reflecting societal values (43%); and meeting a new societal need (41%) make brands more culturally relevant than being part of someone's life since childhood (43%); matching their humour (43%); and representing their lifestyle (39%).

04 Consumers expect brands to act beyond their business

89% of South Africans expect brands to take action in society, including addressing societal challenges, supporting local communities and displaying representative images, amongst other actions.

05 Today, people are more concerned with the “we” than the “me”

People are more attracted to brands than focus on making the world a better place (69%), as opposed to brands focused on making an individual a better person (31%).

06 Consumers understand the power they have when interacting with brands

The majority of consumers (73%) believe that they can get a brand to change almost anything about itself. While only 27% believe that consumers cannot force brands to change.

07 South African consumers want to use their brand power for good

89% of consumers believe that they can force a brand to change its company's net societal impact. This includes improving labour practices, using environmentally friendly materials and reducing their carbon footprint, among other impacts.

08 Trust drives growth

77% of consumers will advocate for a brand that they full trust through recommendations to peers, displaying the product on themselves or in their homes, and by talking about it on social media.

09 Brands must move at the speed of culture

Consumers expect brands to issue a public statement (65%), and to have their CEOs publicly speak out (63%) on major news events within 2 – 3 days.

10 The reward for brands that take a stand can outweigh the risks

South African consumers are 7,5 times more likely to buy from a brand that takes a stand on the issue of healthcare, 6.5 times more likely to buy from a brand that speaks out about human rights, and 5,5 times more likely to buy from a brand that commits to solving issues around racism and climate change.

All data is based on general population sample unless otherwise noted.

To explore the full 2021 Edelman Trust Barometer, visit www.edelman.com/trust
#TrustBarometer