

Software Advice IndustryView: Key Priorities For Ethical Supply Chains

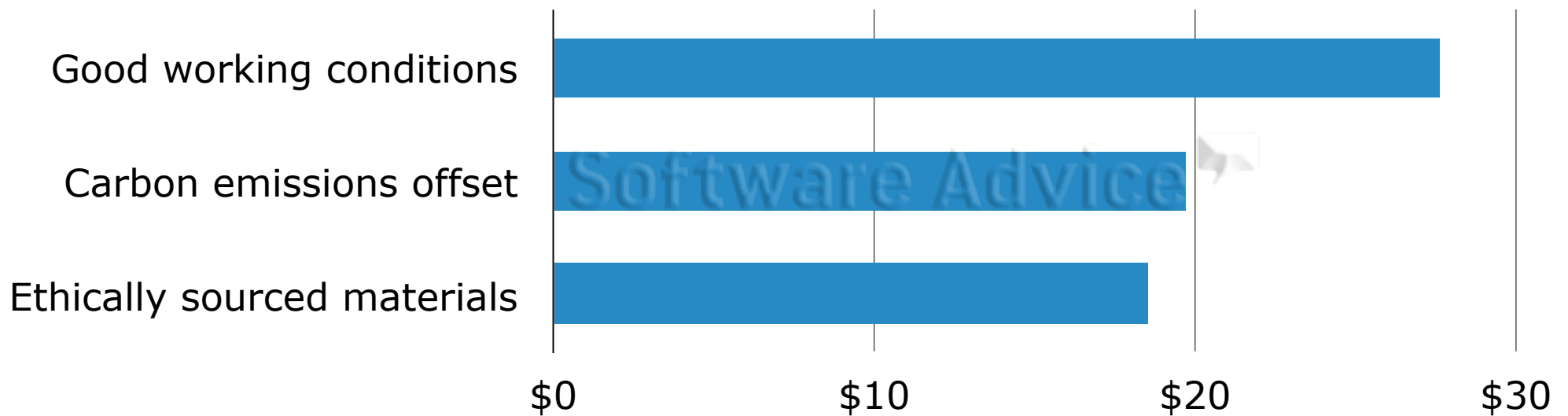
Trends and best practices from the industry.

Abstract

We conducted a series of surveys to gauge consumers' attitudes toward initiatives to make supply chains more ethical. We found that:

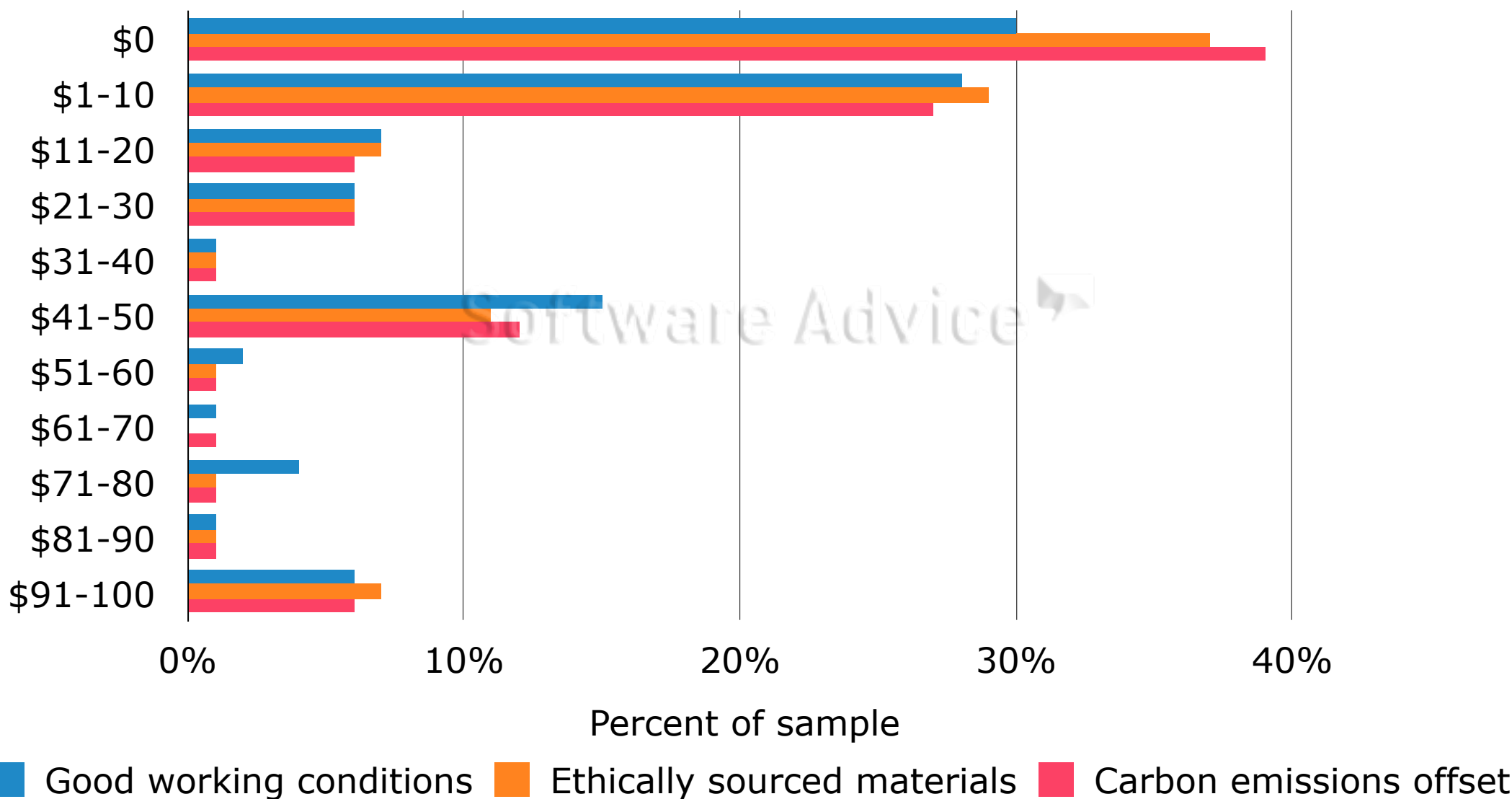
- On average, consumers say they would pay 27 percent more for a product normally priced at \$100 if it was produced under good working conditions.
- Consumers were split on whether improved working conditions, community involvement or environmental efforts would most convince them to buy from a firm.
- Twenty-eight percent of consumers said reducing water usage was an environmental initiative that would make them more likely to purchase a company's products.

Consumers Say They'll Pay More for Ethically Manufactured Products



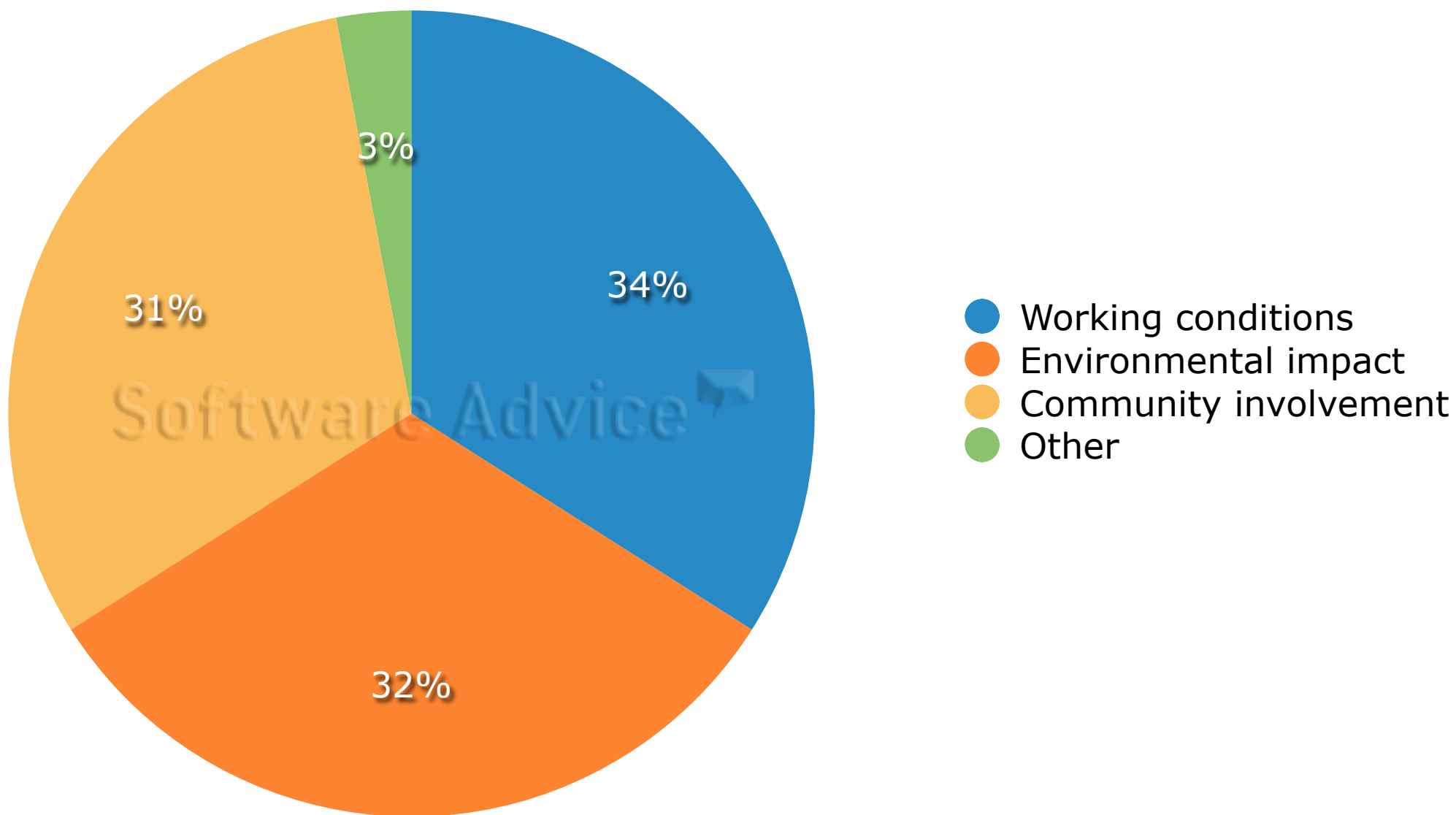
On average, consumers said they would pay \$27.60 more for a product normally priced at \$100 if it were made under good working conditions.

Consumers Say They'll Pay More for Ethically Manufactured Products



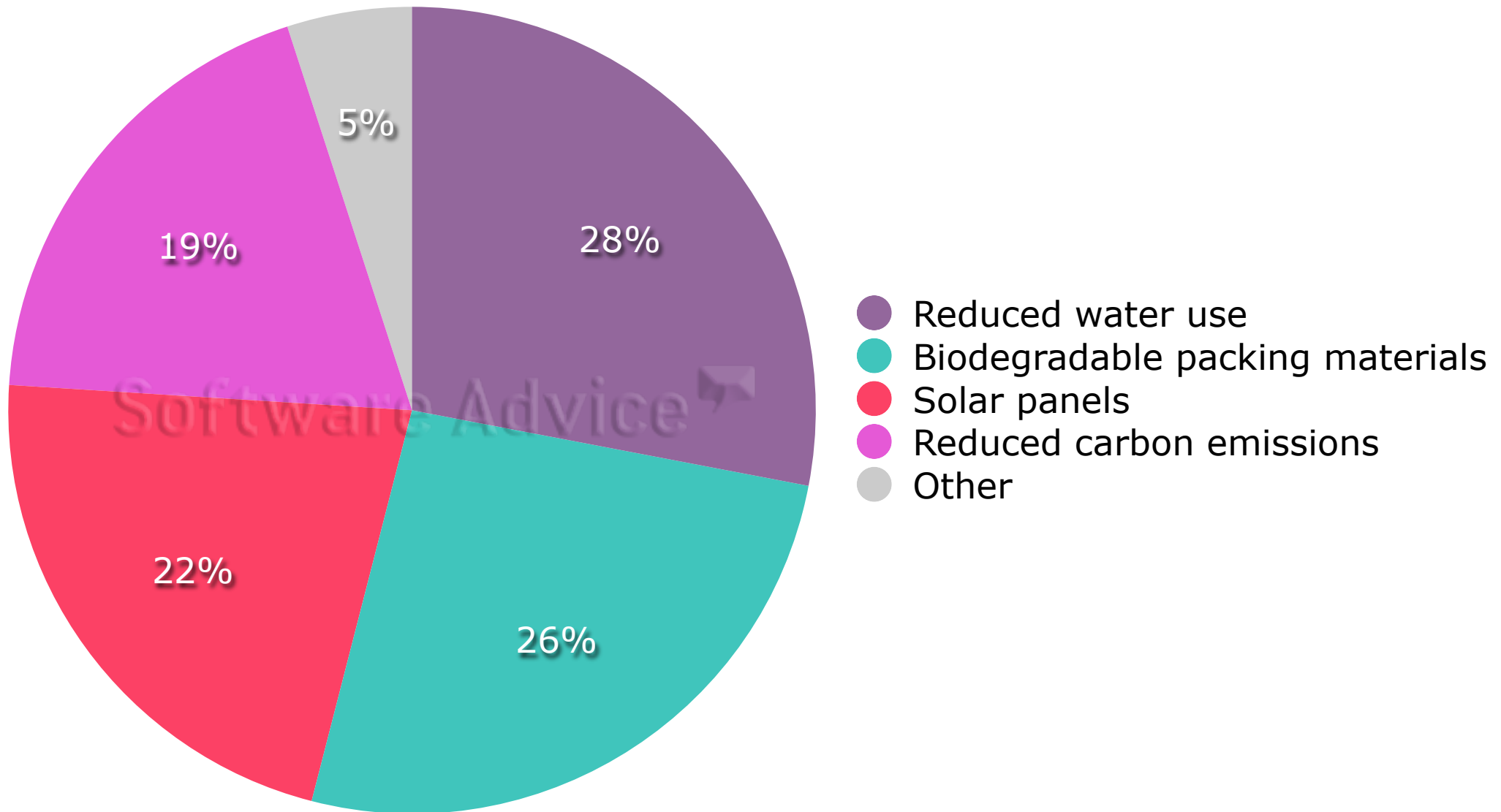
Comparing the distribution of responses of all three survey questions, 35 percent of all respondents said they wouldn't pay a penny more for ethically produced goods.

Consumers Split on Broad Ethical Initiatives



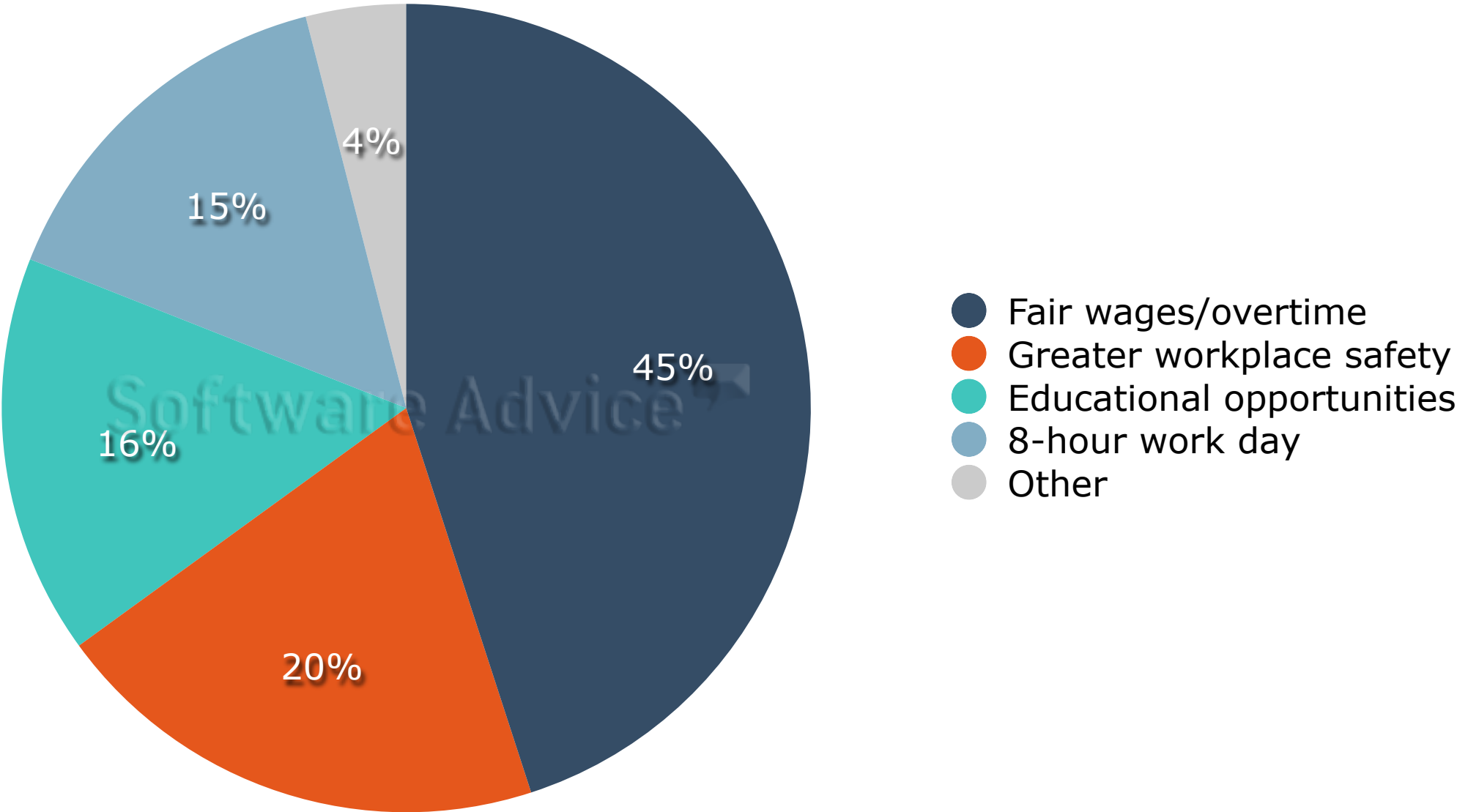
Consumers were roughly split on which of these three broad ethical initiatives would convince them to spend more on a product.

Environmental Effort That Would Convince Customers to Pay More



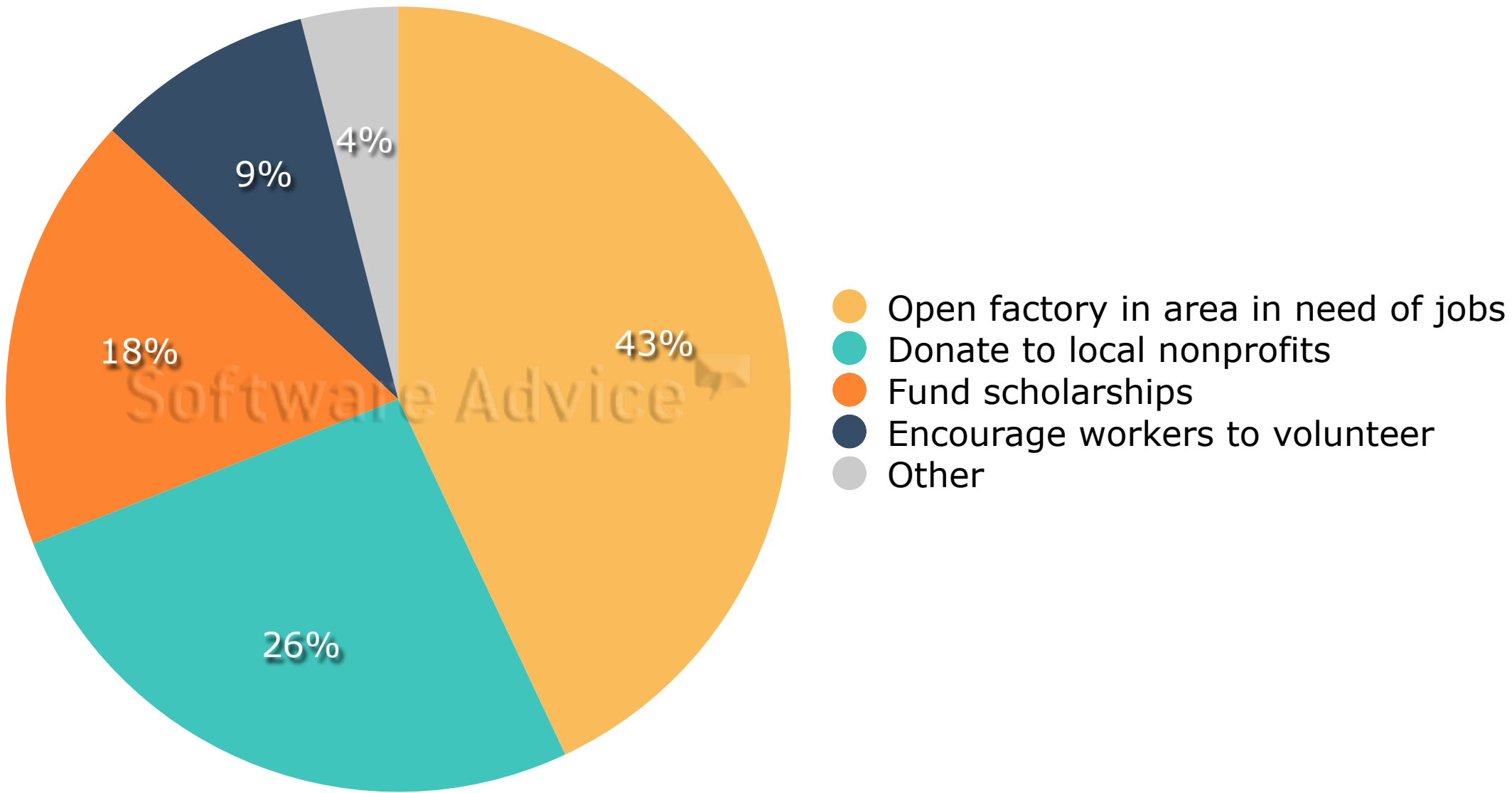
Twenty-eight percent of respondents indicated that reducing water use would convince them most to pay more for a product.

Labor Efforts That Would Convince Customers to Pay More



Nearly half of consumers said that giving workers fair wages and overtime pay would make them more likely to pay more for a product.

Consumers Want Community Involvement That Spurs Job Creation



Consumers indicated that an effort to expand company operations to areas with high unemployment would make them more likely to pay more for a product.

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