



The Business Case for Purpose

Businesses do well, when doing good.

The business case for purpose + profit

For more than 100 years, the Better Business Bureau® has been recognizing businesses that demonstrate integrity and performance. Helping consumers find trustworthy businesses continues to be a top BBB® goal. But the marketplace is changing. A growing number of consumers seek businesses that offer both trust AND purpose.

As a result, more businesses are integrating social impact into their business plans. By connecting purpose to their bottom lines, these organizations are reshaping economies and reinvigorating communities. And according to research, there are many benefits for businesses that choose profit + purpose.

More consumers are choosing businesses that align with their values.

More consumers than ever are choosing purpose + profit.

According to [recent research by the IBM Institute for Business Value](#), purpose-driven consumers outnumber all other types of consumers.

- Purpose-driven (44%)
- Value-driven (37%)
- Brand-driven (15%)
- Product-driven (4%)

According to [Porter-Novelli's Purpose Perception study](#),

- 71% of consumers would purchase from a purpose-driven company when the cost and value are equal.
- 78% are more likely to remember a company with a strong purpose.
- 66% would consider a company's purpose when making purchase decisions.
- 62% believe a company's purpose is an important factor when making a quick or impulse purchase.

Purpose helps businesses build strong relationships and attract talent.

While the biggest benefit of pursuing purpose may be attracting the growing segment of people who now choose businesses that balance profit and purpose, research indicates there are other benefits.

Purpose enables businesses to create strong connections with customers.

- According to the [Purpose Perception: 2021 Porter Novelli Implicit Association Study](#), 78% of exit survey respondents indicated they are more likely to remember a company with a strong purpose.
- According to the Porter-Novelli's Purpose Perception study, when a company leads with purpose, respondents were:
 - » 76% more likely to trust that company.
 - » 72% more likely to be loyal to that company.
 - » 70% more likely to defend that company if someone spoke badly of it.
 - » 72% more likely to forgive that company if it makes a misstep.

Purpose helps businesses attract and retain talent. [According to Glassdoor's 2019 Mission & Culture study:](#)

- 79% of adults would consider a company's mission and purpose before applying for a job there, while over three quarters (77%) would consider a company's culture.
- Company culture is one of the main reasons that almost two-thirds (65%) of employees stay in their job.
- Employees would vote with their feet: if their current company's culture deteriorates, 71% of employees would start looking for new opportunities elsewhere.
- Over three quarters (77%) of adults believe that employers are becoming more mission-driven to recruit and retain employees.

Business leaders agree that leading with purpose is the future. [According to the 2020 Porter Novelli Executive Purpose Study](#), executives believe purpose-driven companies reap the following positive business outcomes:

- Reputational benefit (99%)
- Employee recruitment and retention (95%)
- Increased consumer trust (93%)
- Increased customer loyalty (93%)
- Likelihood to recommend (92%)
- Likelihood to purchase (91%)
- Differentiation from peers and competitors (88%)
- Improved financial performance (83%)
- License to operate (65%)

Contact us/additional resources

Those interested in learning more about BBB4Good or how your business can apply at [BBB.org/BBB4Good](https://www.bbb.org/BBB4Good). For more information or to make an inquiry, please contact Institute@IABBB.org.