

2023 Edelman Trust Barometer Special Report: The Collapse of the Purchase Funnel

TOP 10

01 Addressing vulnerabilities

Seventy-three percent of people say they place more value on brands that increase their sense of safety and security, as opposed to 27 percent who are more attracted to brands that spark a sense of adventure. That attraction to safety is up nine percentage points from last year.

02 Need for trust on the rise

Seventy-one percent of people say that it is more important to trust the brands they buy/use today than in the past.

03 Gen Z leads the way on trust

Seventy-nine percent of Gen Z say it is more important to trust the brands they buy or use today than it was in the past – the highest of any generation.

04 Gen Z influences all generations of consumers

Sixty-eight percent of people say teenagers and college-aged people influence where and how they shop – rising seven points from last year.

05 Purchase is not the endpoint

Seventy-eight percent say they uncover things that attract them and make them loyal to a brand after their first purchase.

06 Ongoing brand engagement

Beyond purchasing or using a product, 79 percent say they directly interact with brands in other ways, like consuming brand content, participating in brand activities, connecting on social media, or sharing feedback with brands.

07 Brand action builds trust

According to consumers who directly engage with brands, these interactions show them whether they can trust a brand to be competent (70 percent), ethical (60 percent), and relevant (59 percent).

08 Trust drives growth

When consumers trust a brand, they are more likely to purchase its products (59 percent) and stay loyal to and advocate for the brand (67 percent).

09 Commit to addressing societal issues

Consumers are more likely to buy brands that commit to taking actions like improving access to healthcare (7 times more likely vs. less likely), addressing climate change (5 times more likely), and ending racism (4.5 times more likely).

10 Mandate for relevance and authenticity

Consumers say that brands' attempts to engage with them often go wrong when they lack relevance (76 percent) or authenticity (51 percent).