



## Aussies Place Trust on Top: Why Establishing Trust is Still the Secret to Building Brand Love in 2022

**Sydney, Australia, 18 November 2021** – As Australia throws open its retail doors and pandemic restrictions lift across the country, new research by Adobe has revealed the magic ingredient Aussie businesses need to win back consumers ahead of the holiday season is 'trust'.

As many brands look to recover from the past 18 months, maintaining and growing consumer trust will be critical to their bottom line. Adobe's *2021 Future of Marketing Report*, which surveyed over 1,000 Australian consumers in August, revealed 71% of consumers said they will make more purchases from a brand they trust. Similarly, 66% of consumers will make recommendations to their friends and family.

Nearly half (44%) will also post a positive review online. An important statistic to note, given nine in 10 (89%) consumers worldwide will read reviews before buying products.

The Future of Marketing Report also revealed what is at stake for businesses who do not invest in building trust. Businesses risk losing 71% of customers if they violate trust through poor use of customer data, with the majority (57%) of Australians 'quitting' one or more brands over the past year because they didn't live up to their customer experience promises. In fact, one in 10 Australians quit a whopping three to four brands this past year alone.

The research also revealed how brands break trust with customers, with being tracked online without their consent and not listening to their preferences as the top offenders.

### Use of data can both earn and destroy customer trust

Among Australian consumers, the top three reasons brands breach their trust are because:

1. **They're creepy (48%):** They track me online/on my mobile devices without my permission, send emails/other communications, but I don't remember giving them my information.
2. **They don't listen (41%):** They keep sending me ads or communications after I've opted out.
3. **They're annoying (38%):** They send me too many communications, they aren't clear about their privacy policies, or what they do with my data.

Consequently, consumers are more than willing to take their cash elsewhere when they stop trusting a brand: three quarters (75%) will immediately stop purchasing; and 71% will unsubscribe/opt out of any communication/interaction with the brand. In addition, 44% will request a refund and over a quarter (28%) will post a negative review.

### What can Australian retailers do to safeguard their bottom line



To build that vital trust, consumers are not asking for a lot – they want businesses to be open, honest, and communicative with their use of data. Consumer trust can be gained by:

1. **Ask permission** to use their data (47%)
2. **Be open/transparent** about how their data is used (41%)
3. **Give them control** of how their data is used (38%)
4. **Provide them with content**, products, services they care about (30%)
5. **Personalisation**, or demonstrating that you "know" them, such as addressing them by the right name in communications or giving them offers based on previous purchases

In addition to its role in building trust, personalisation is a strong driver of customer loyalty, with Australian consumers ranking tailored offers or discounts and seeing their name on email or web pages as the top actions brands can take to encourage their repeat business.

**Suzanne Steele, Vice President and Managing Director at Adobe Australia and New Zealand, said:** "When we talk about what customers want, a word that often comes up is trust. How do brands create and maintain it, and what does it mean to consumers? Our research reveals that three in every four brands rely on the customer experience to engender trust - and loyalty as a natural extension.

"But in a world where the entire purchasing journey can be delivered digitally, some rules are being reset. When it comes to their data, consumers want control. The good news is there are effective ways for businesses to create trust. Simply asking for permission and being open about how data is used will go a long way to building a loyal customer base and establishing trust during these tough economic times."

#### **About the research**

Adobe's Future of Marketing research was conducted by Advanis during August 2021, surveying consumers, marketing practitioners and marketing leaders (SVP or higher) globally, to better understand the practice of marketing and how its impact is evolving. In Australia, 1,016 consumers were surveyed, 432 marketing practitioners and 168 marketing leaders (SVP or higher).

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