

# Majority Of Surveyed Consumers Are More Likely To Purchase A Vehicle Brand If Promoting A Social Good Campaign, According To Kelley Blue Book

**However, Overall Automotive Corporate Social Responsibility Awareness Lags**

IRVINE, Calif., May 17, 2016 /PRNewswire/ -- Corporate social responsibility can make a strong impact on how and where car shoppers spend their dollars, but only if they know about it. Many automotive companies have campaigns that seek to inspire social good, and when correctly promoted, the organization's investment in charitable causes can resonate with consumers by strengthening brand awareness, humanizing the organization and even affecting the bottom line. In fact, corporate social responsibility campaigns can be so influential that the majority of consumers say they are more likely to purchase a vehicle brand if it is promoting a social good campaign, according to a new survey from Kelley Blue Book [www.kbb.com](http://www.kbb.com), the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



"It's clear consumers appreciate automakers that give back to the community through charitable work, and they like to spend their hard-earned money with a company that is making a positive impact in the lives of others," said Karl Brauer, senior director of automotive industry insights at Kelley Blue Book. "Awareness, however, may be the bigger challenge, with a majority of consumers unaware of any social good efforts sponsored by automakers."

## **Highlights from the Kelley Blue Book Social Good Campaign Survey:**

- Sixty-two percent say they are more likely to purchase a vehicle brand if that brand is promoting a social good campaign.
- However, the majority of respondents (60 percent) are unaware of any automotive social good campaigns.
  - For those who have heard of specific social good campaigns, [Subaru](#) had the highest percentage of recollection at 61 percent, followed by [Honda](#) at 44 percent and [Ford](#) at 29 percent.
  - Millennials are more aware of the Helpful Honda Dealers Campaign than any other age group.
- Ford, [Chevrolet](#) and Subaru are the top three brands that come to mind when consumers first think of social good campaigns.
- Fifty-six percent of respondents who support these types of campaigns say they would like auto manufacturers to support army, military and/or veteran organizations, followed by children's charities at 42 percent.
- Nearly two-thirds of respondents (64 percent) expect auto manufacturers to carry out social good campaigns.

- Seventy percent say they would like to see more automakers promote social good campaigns.
- Seventy-seven percent of those surveyed personally donate money and/or goods to charities.

Kelley Blue Book fielded this survey to 1,172 respondents visiting the KBB.com mobile website from March 18-21, 2016.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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