**"Belief-Driven" Consumers Want Purposeful Brands**

Some 64% of consumers worldwide say they are "belief-driven" buyers, an increase from 50% in 2017, and 56% report that marketers should stop trying to force them to engage with ads and instead create messaging that result in them wanting to engage, according to a study from Edelman. Additionally, 53% of respondents said brands could tackle society's problems more effectively than government.

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[***https://www.mediapost.com/publications/article/325911/report-majority-of-global-consumers-are-belief-d.html?edition=111178***](https://www.mediapost.com/publications/article/325911/report-majority-of-global-consumers-are-belief-d.html?edition=111178)

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