

Black Consumers and Brand Loyalty - US - December 2015

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"Black consumers are very brand conscious and typically use some of the same trusted brands that their parents used. While cost plays a role in the brands they buy, they aren't willing to give up quality and brand name for the lowest price. As a result, they tend to be very brand loyal."
- Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Emotional connection is often missing from brand messaging
- Bad experiences are deeper than poor quality, higher prices – How Blacks are treated counts

This report provides an analysis of Black consumers' brand loyalty, including the attributes that define loyalty. In this Report, "brand" can be defined as a product, service, or retailer, and in general terms not specific to any particular category or industry.

The report is the first of its kind in the Multicultural Library and compliments the Black consumer series. Readers may also be interested in other Mintel titles, particularly *Black Consumers' Attitudes toward Advertising – US, July 2014* and *The Shopping Experience of Black Consumers – US, April 2014*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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