Loyalty and Brands - UK - March 2017

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"The expression of personality that can be gained from buying and using brands appears to appeal to 16-34s in particular: these active advocates are more likely to consider brands as favourites and more likely to use them on a regular basis."
– Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

The limited damage to Samsung's brand image in the aftermath of its well-documented troubles surrounding the Galaxy Note 7 is evidence to the importance of fostering brand loyalty. Generating a loyal core of supporters offers a brand some protection, as these people are often willing to give a brand a second chance.

16-34s tend to be the age group most likely to develop an active affinity with the brands surveyed about, and to use them more regularly, with the expressive benefits of brands more likely to influence their view even in sectors where they generally have lower engagement. By contrast, older consumers, who likely have been exposed to a wider range of brands in their lifetime, indicate more passive loyalty, and are therefore potentially more difficult to create an emotional bond with.

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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