

Loyalty and Brands - UK - April 2016

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“The differences in building and measuring loyalty across different sectors mean that brands must take a nuanced approach to fostering a connection with customers. Bigger brands with more exposure tend to have an immediate advantage in building favouritism; however, recent arrivals such as Netflix show that new brands are capable of entering the market and competing from the off.”
 – Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

Brand loyalty can be a concept that is hard to pin down, particularly as it differs so dramatically by sector. As a result, brands must take a nuanced approach as to how they define and measure their own brand loyalty.

While consumers tend to declare brands that have an overall positive brand image as favourites, they also have a propensity to use brands through inertia within some categories, such as energy and finance. Other factors like location, convenience and price can also negate factors such as favouritism.

The technology category continues to change the way that consumers engage with and view brands; the constant contact that consumers have with devices means that digital brands now make up a high proportion of the most favoured brands across Mintel's Brand Research. They are also the brands that generate the most frequent usage, suggesting that they are now the brands attracting most brand loyalty.

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- Preference and usage of technology brands still on the rise
- iOS benefiting from increasing influence of operating systems

Aldi and Lidl Increasing Emotional Bond

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