Emotions are the main driver of loyalty

- Current, loyal customers are broken
- Loyalty is perceived as emotionally driven

- Emotions lead to higher customer loyalty
- Emotions are the main driver of loyalty

Honesty
- Trust
- Integrity
- Equality
- Belonging
- Security
- Familiarity
- Joy
- Gratitude
- Compassion

- Correlation coefficient of emotions with loyalty
  - Trust: 0.75
  - Honesty: 0.76
  - Integrity: 0.74
  - Equality: 0.72
  - Belonging: 0.69
  - Security: 0.69
  - Familiarity: 0.68
  - Joy: 0.67
  - Gratitude: 0.66

Rational drivers
- Service
- Location
- Time-sensitive offer
- Price

- Correlation coefficient of rational factors with loyalty
  - Service: 0.90
  - Location: 0.85
  - Time-sensitive offer: 0.80
  - Price: 0.75

Emotionally engaged consumers
- Spend more
- Promote brands they are loyal to

- 70% of emotionally engaged consumers spend more
- 49% of emotionally engaged consumers promote brands they are loyal to

The road ahead—How can organizations make better emotional connections with customers?

- Drive "human loyalty" with emotional engagement

Engage emotionally by focusing on the "4 Rs"
- Respect
- Recognition
- Reciprocity
- Reward

Emotions
- Emotions are the main driver of loyalty
- Emotional connections drive loyalty

What is the size of the prize for organizations with emotionally engaged consumers?

- 80% of consumers say that certain brand experiences are important to them
- 70% of emotionally engaged consumers say the same

Rational factors
- Price
- Service
- Location
- Time-sensitive offer

- Correlation coefficient of rational factors with loyalty
  - Price: 0.85
  - Service: 0.80
  - Location: 0.75
  - Time-sensitive offer: 0.70

Emotional drivers
- Respect
- Recognition
- Reciprocity
- Reward

- Correlation coefficient of emotional factors with loyalty
  - Respect: 0.75
  - Recognition: 0.70
  - Reciprocity: 0.65
  - Reward: 0.60

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- Promote brands they are loyal to

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