

WHAT MAKES CONSUMERS LOYAL?

Capgemini surveyed 9,000+ people across the globe...

...this is what we found in the US

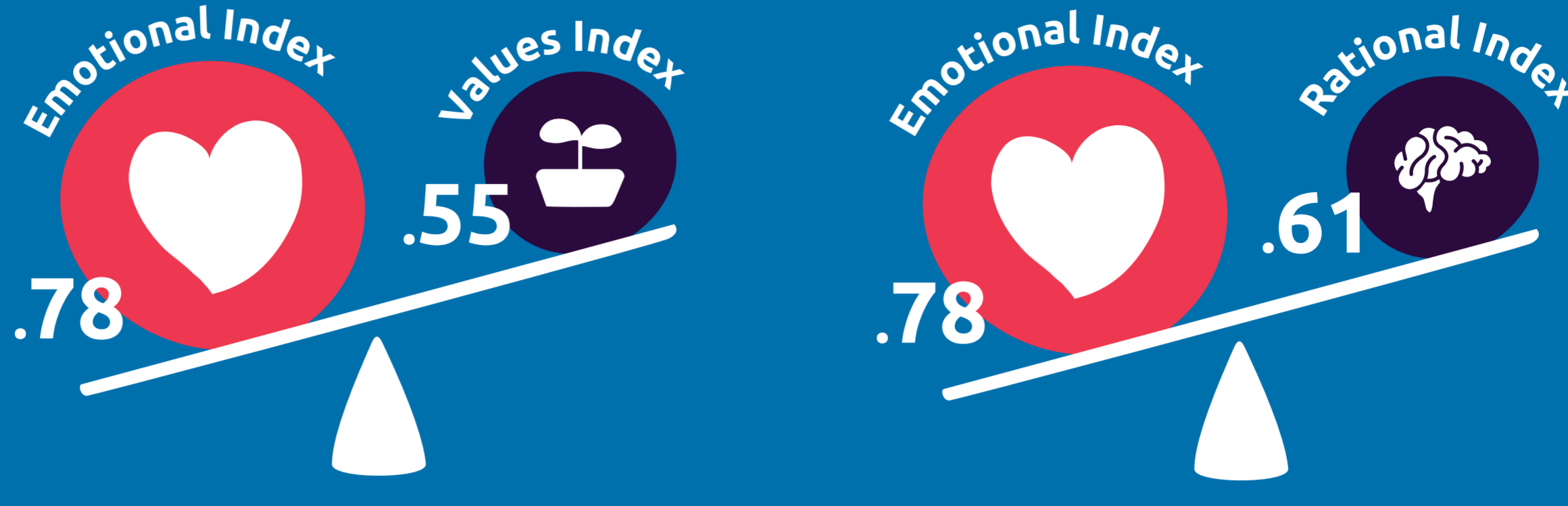


Emotions influence loyalty more than **rationality** or **brand values**

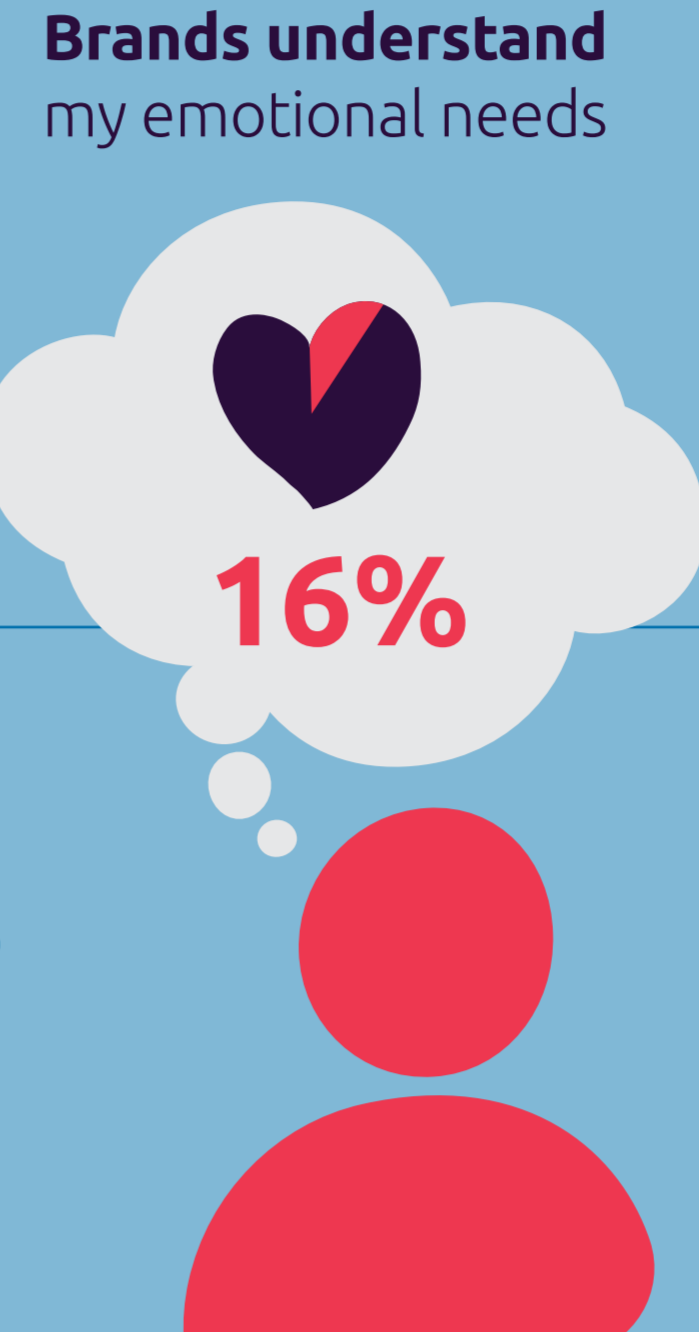
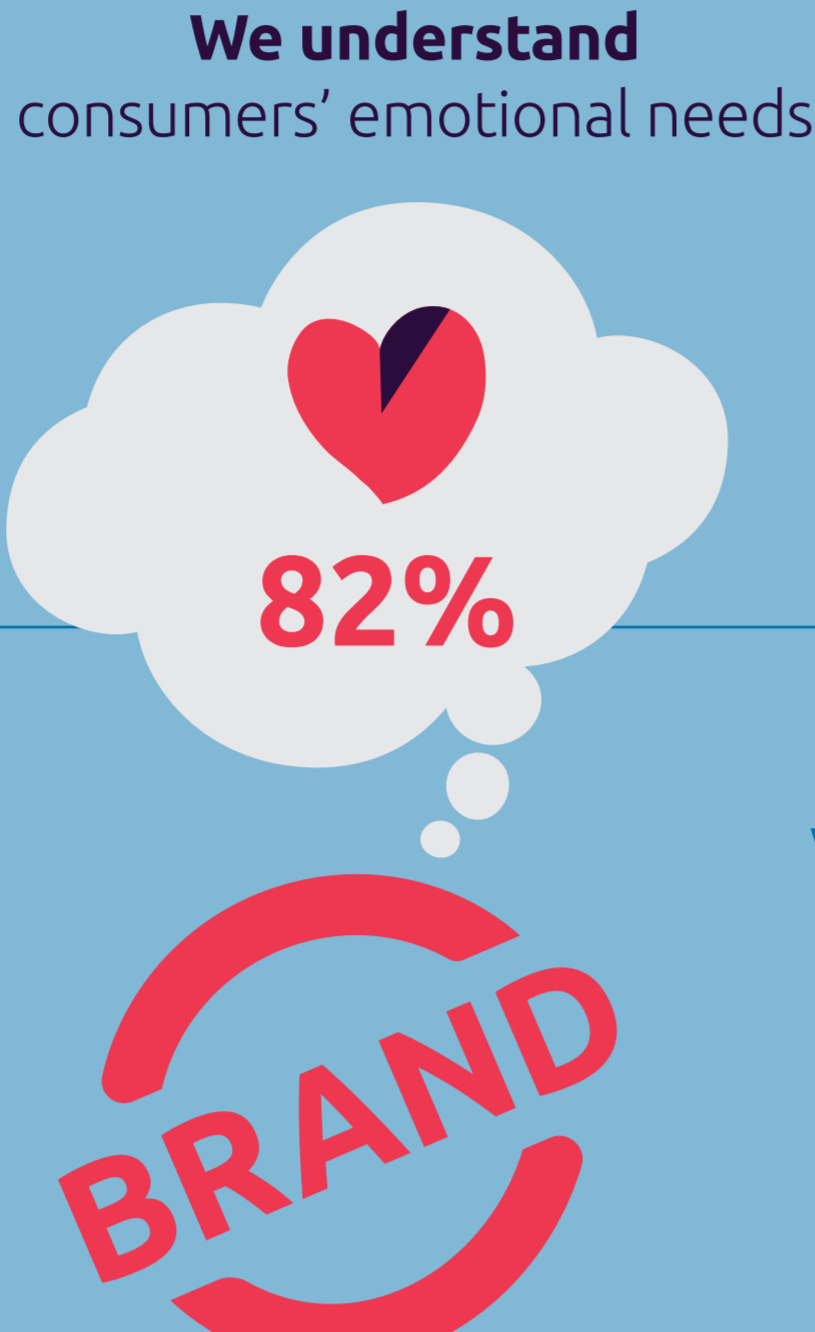


...although **all three** impact loyalty for most consumers

The weight of influence



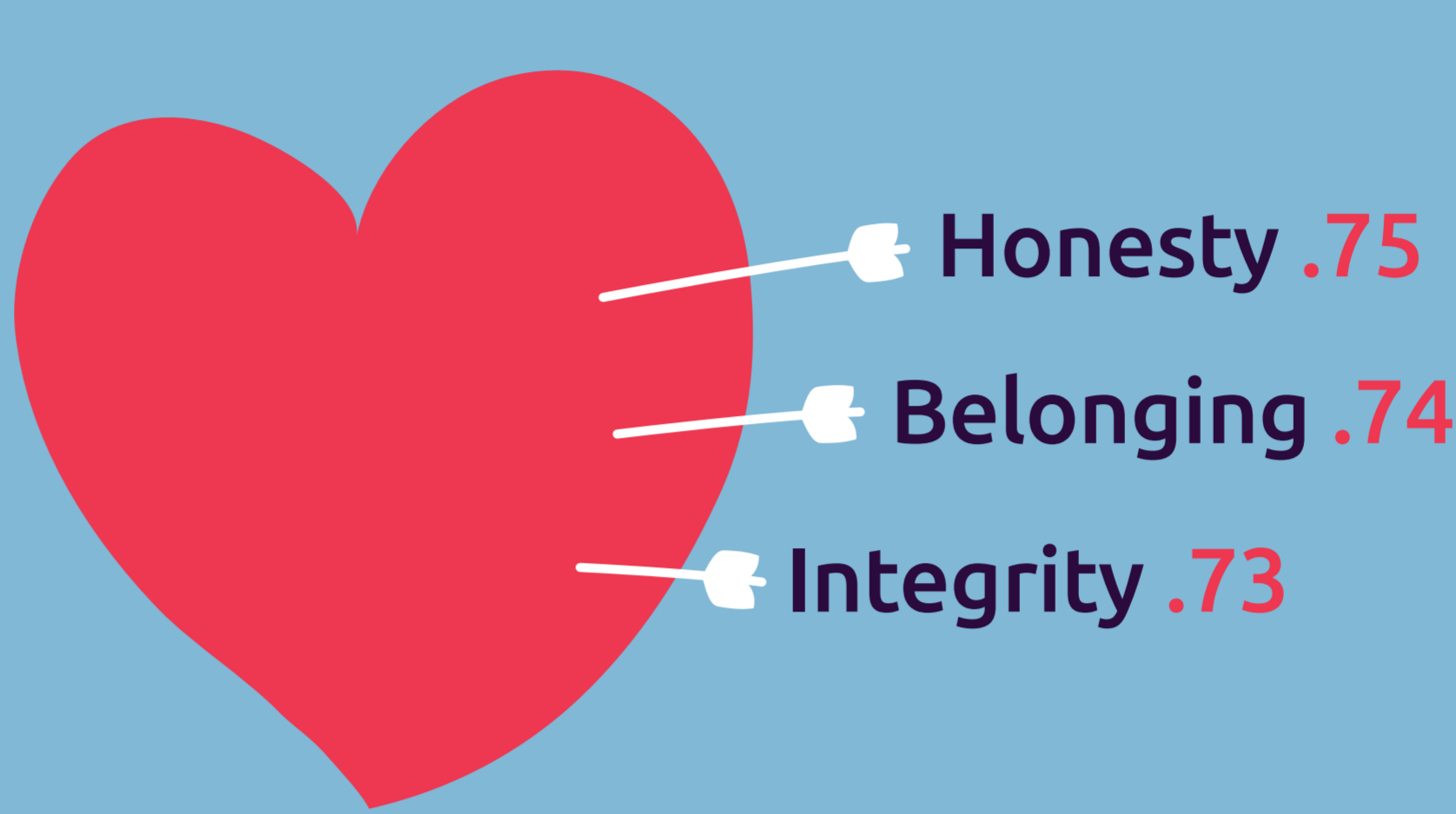
Brands **believe** they connect emotionally



Consumers **don't agree**

VS

Top 3 emotions consumers feel about their favorite brands



Emotion is the **strongest** loyalty factor in the retail sector



Three **types** of consumer



EMOTIONAL ENGAGEMENT is the strongest factor

- Age 22-36
- Has children aged 12 or under
- Watches video related to purchase needs
- Engages with brands via SMS/messaging



BRANDS VALUES are the strongest factor

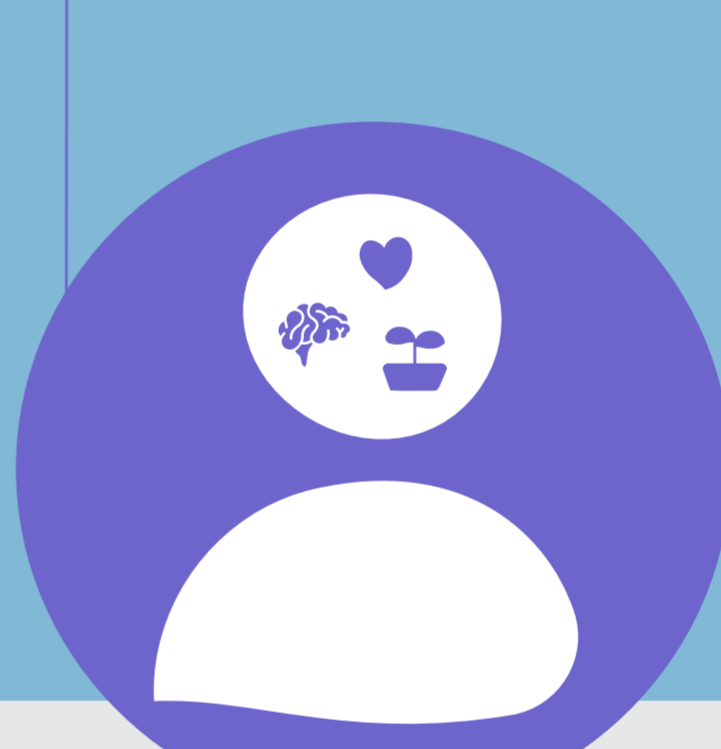
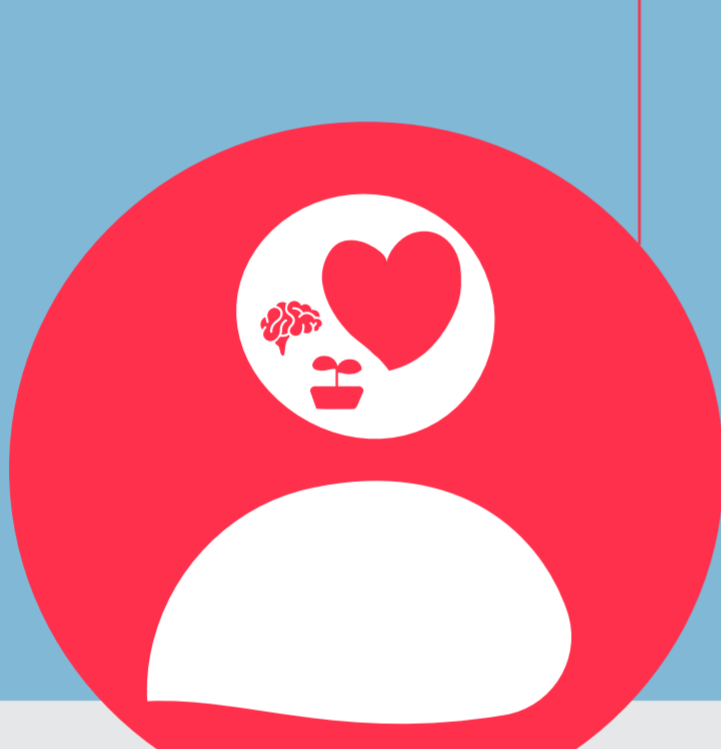
- Age 37-52
- Married
- Uses mobile apps to compare products
- Engages with brands via email



RATIONAL ENGAGEMENT is the strongest factor

- Age 53-71
- Female
- Suburban or rural
- No dependents
- Browses web for purchase needs

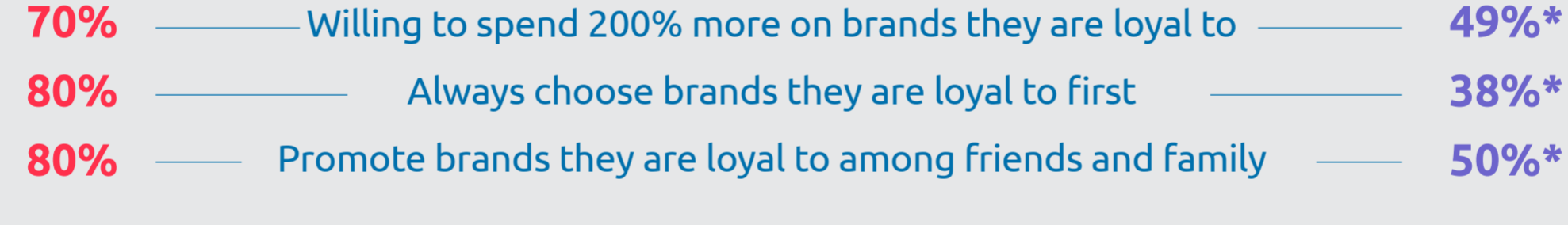
The **power** of highly emotionally engaged consumers



VS

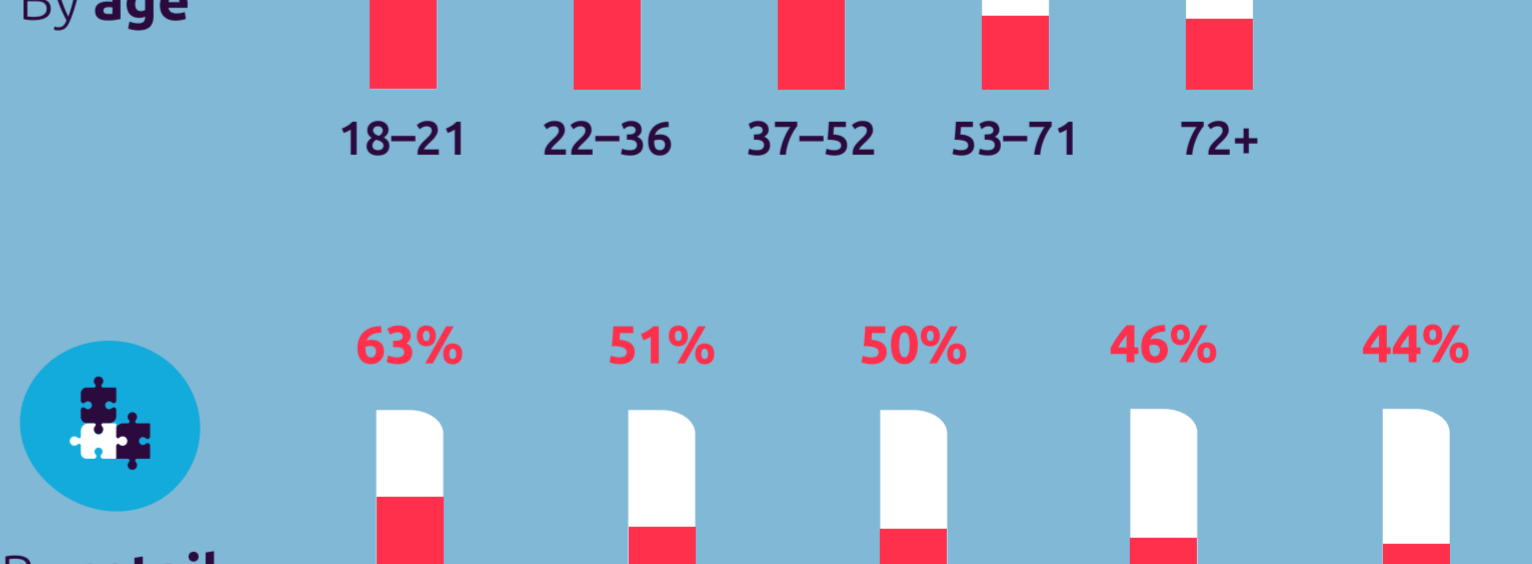
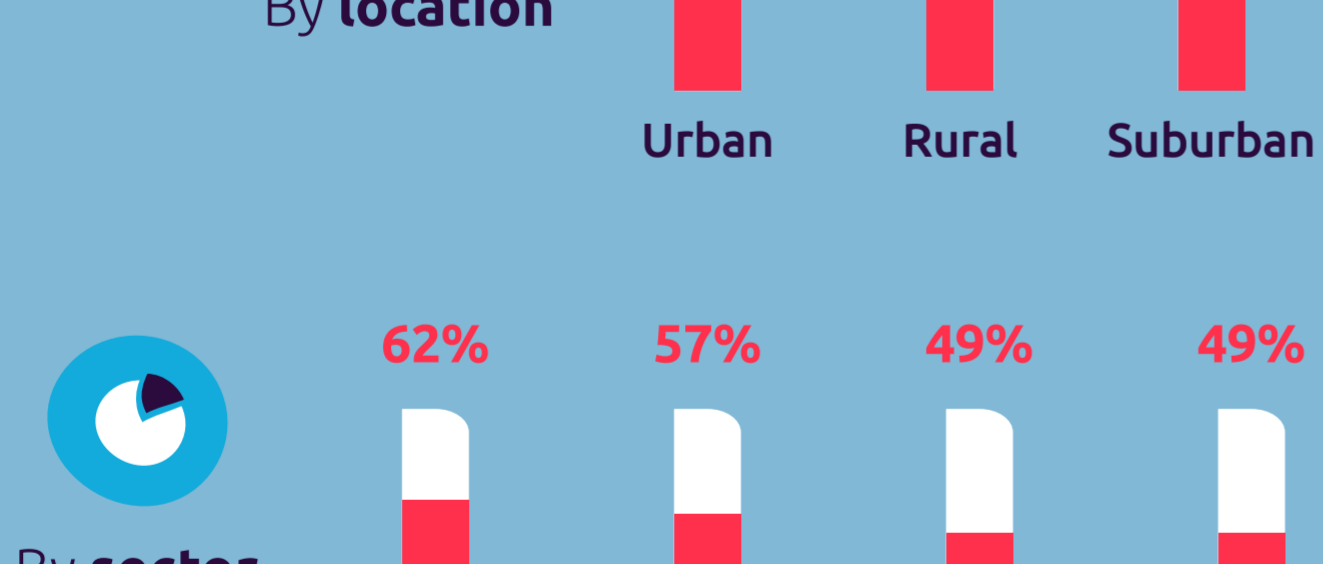
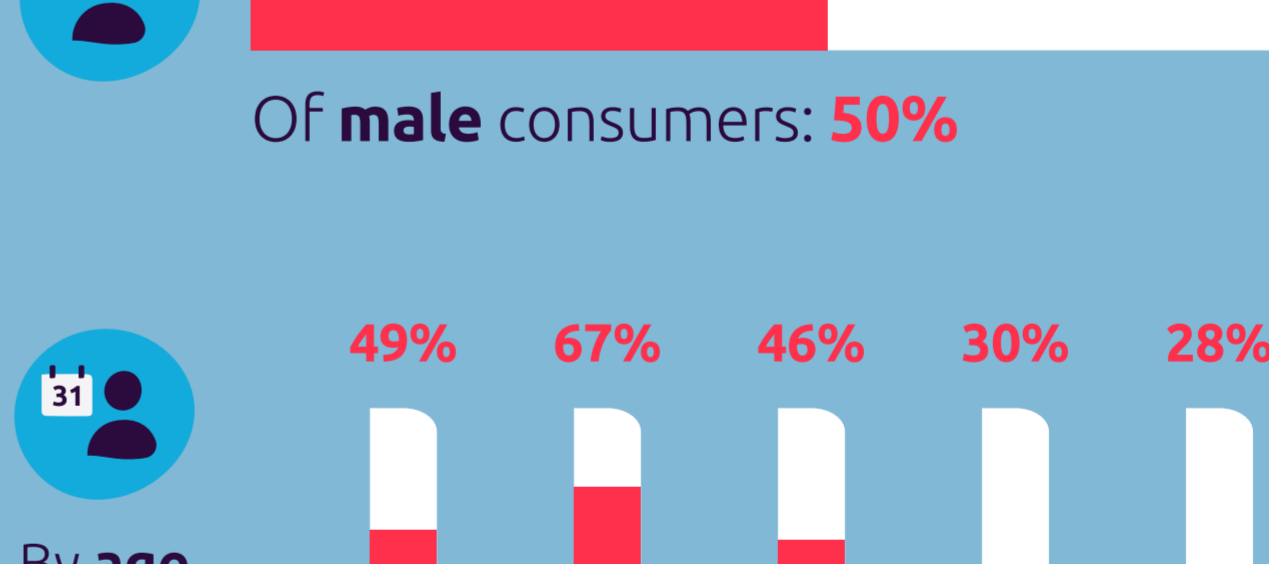
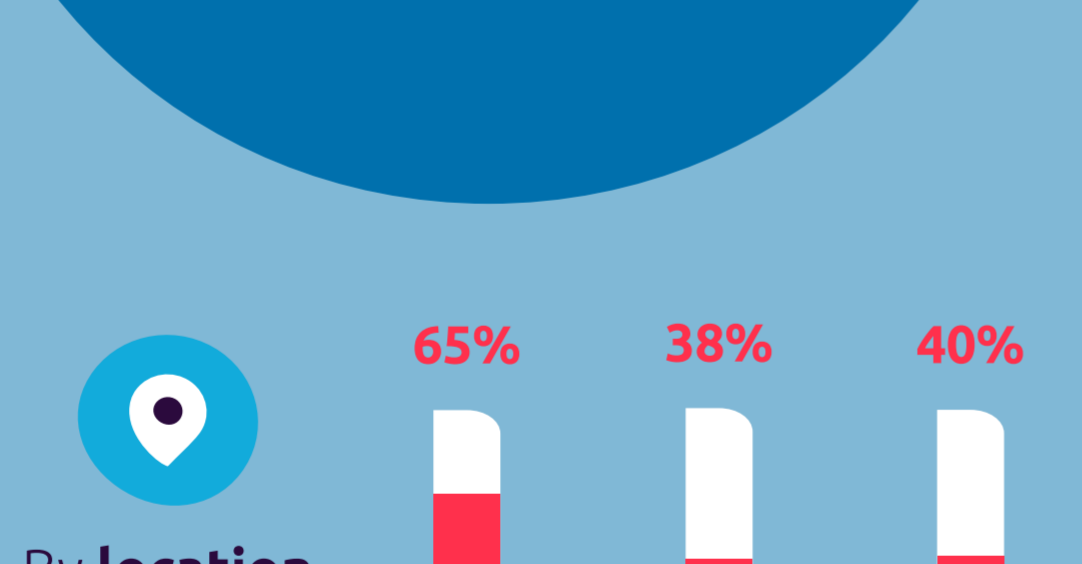
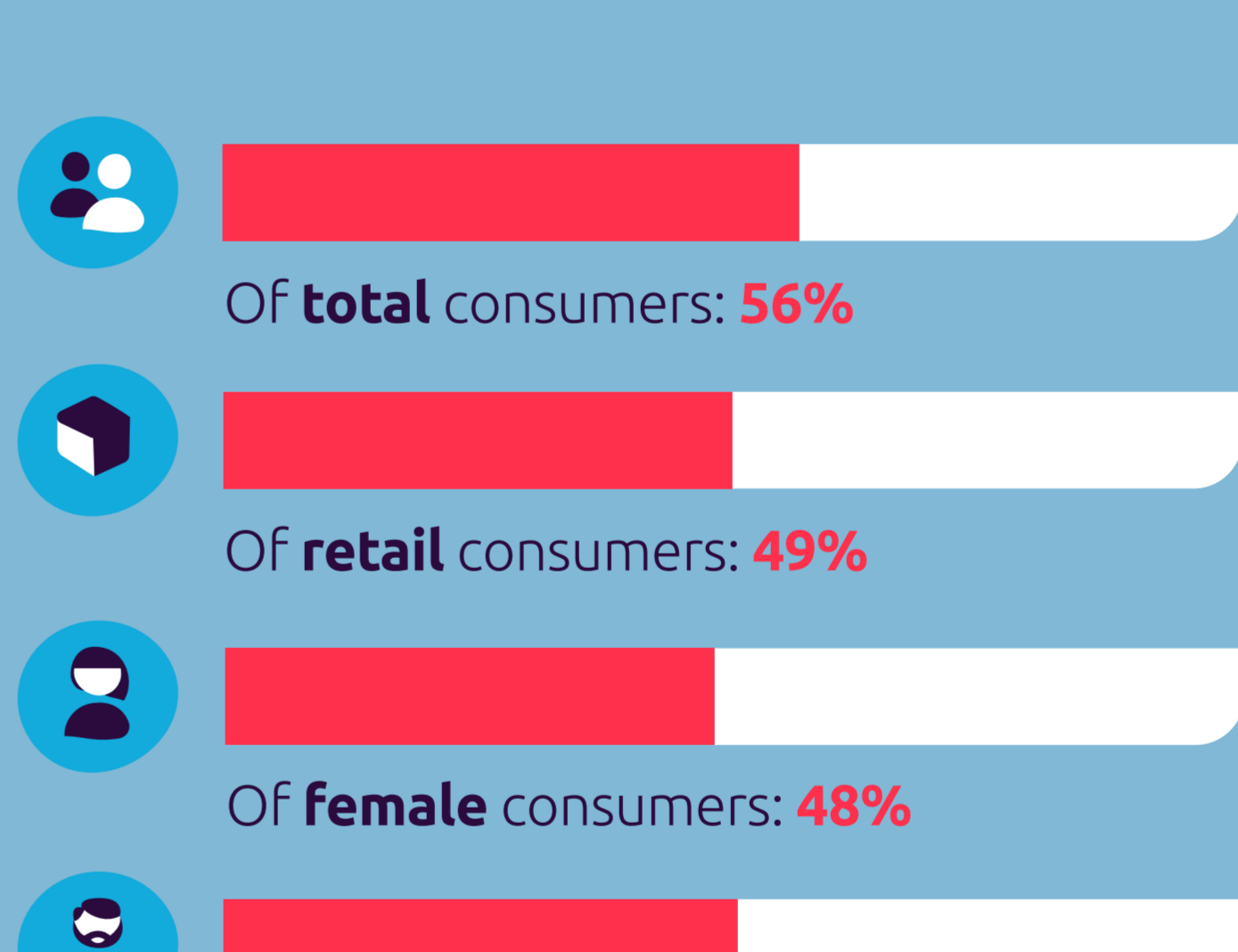
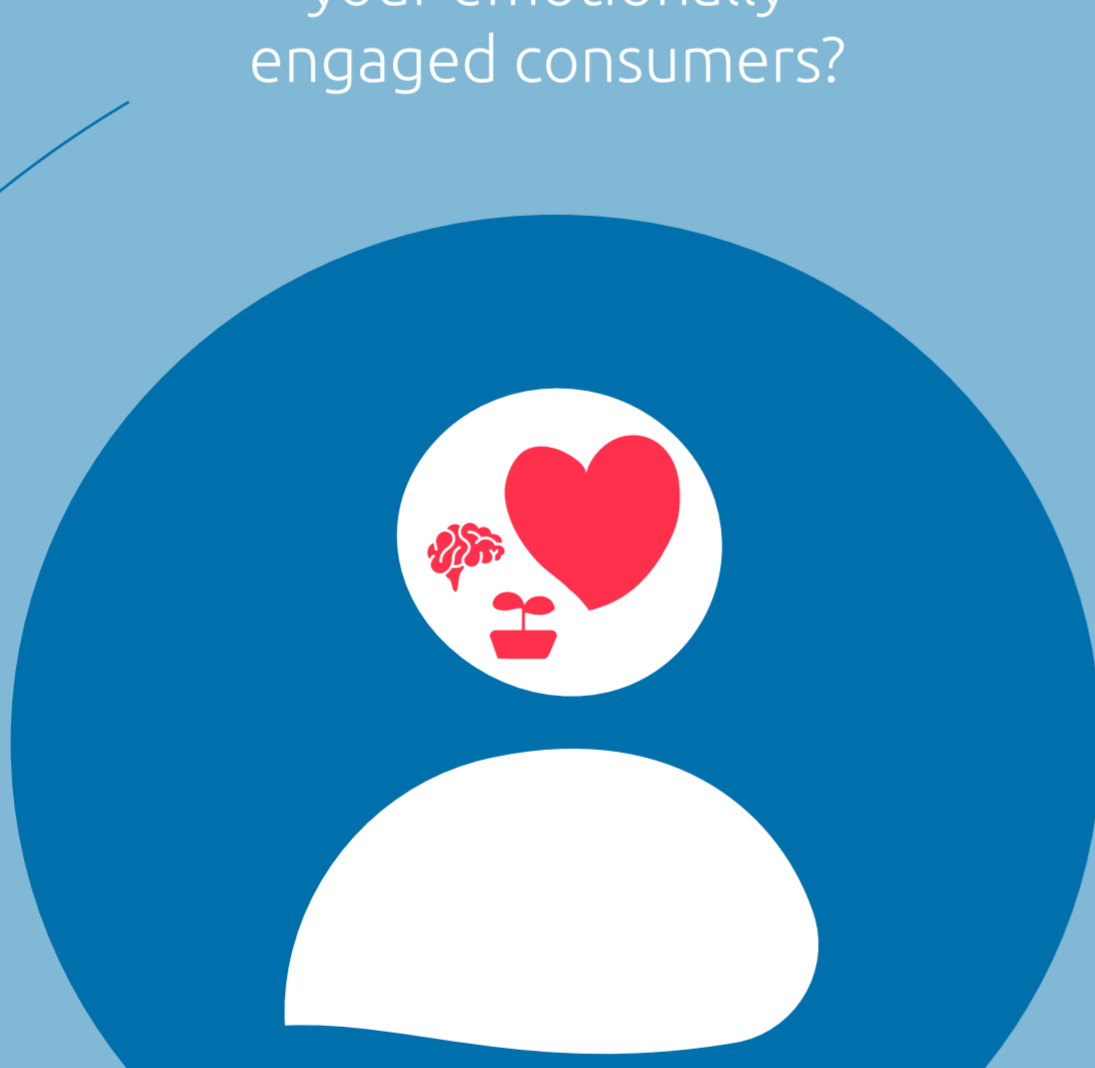
HIGHLY EMOTIONALLY ENGAGED

LOW EMOTIONAL ENGAGEMENT



*Global figures

Who are your emotionally engaged consumers?



What emotionally engaged consumers **want**



*Global figures

How to build emotional engagement

