

WHAT MAKES CONSUMERS LOYAL?

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

...this is what we found in the US

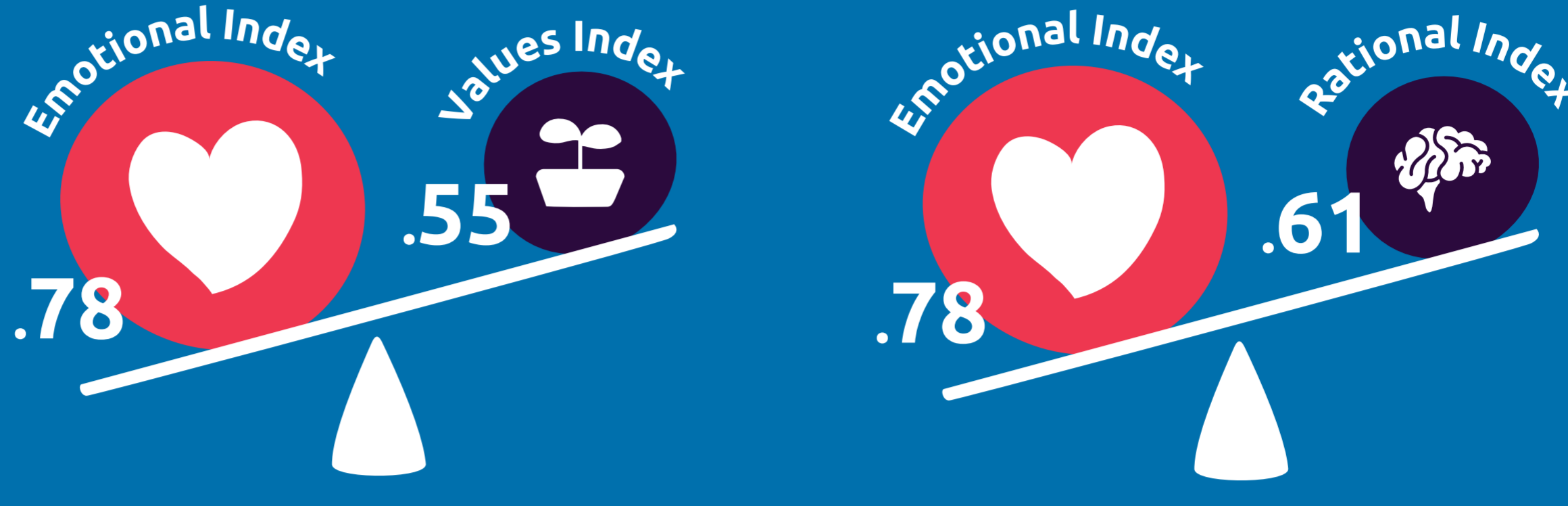


Emotions influence loyalty more than **rationality** or **brand values**

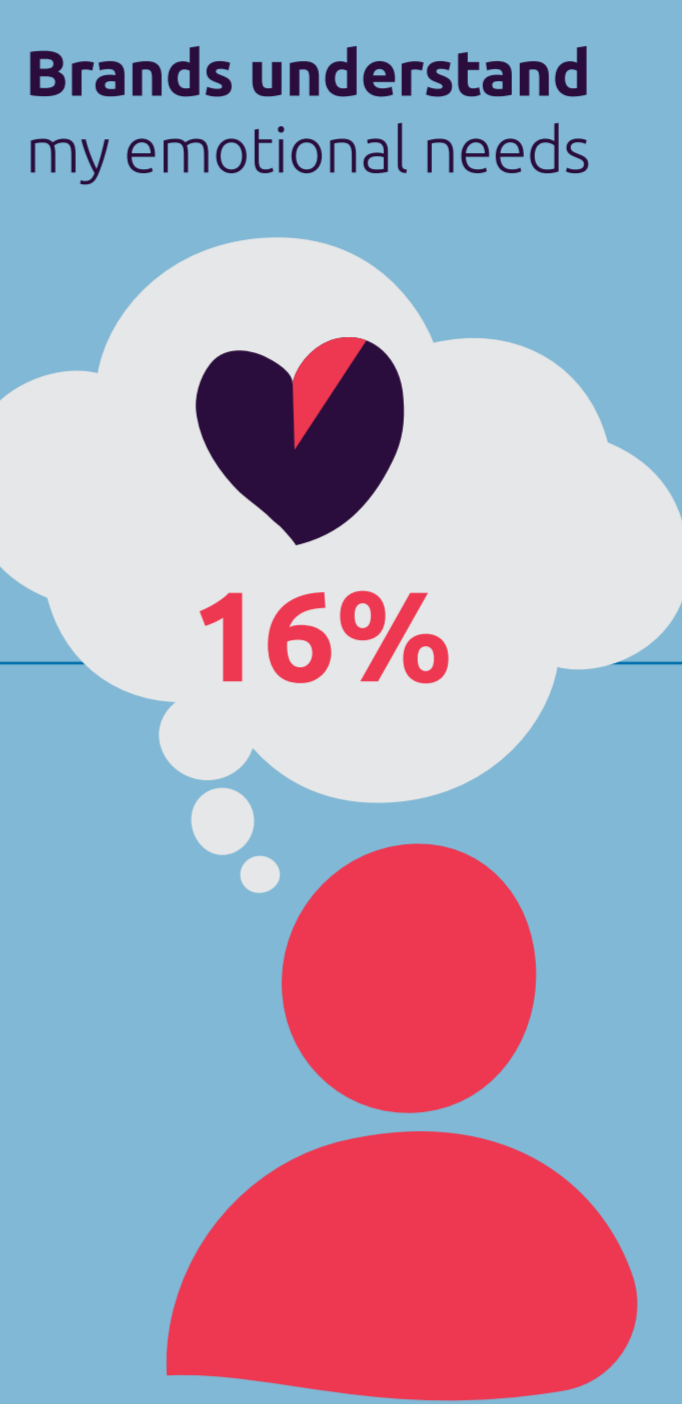
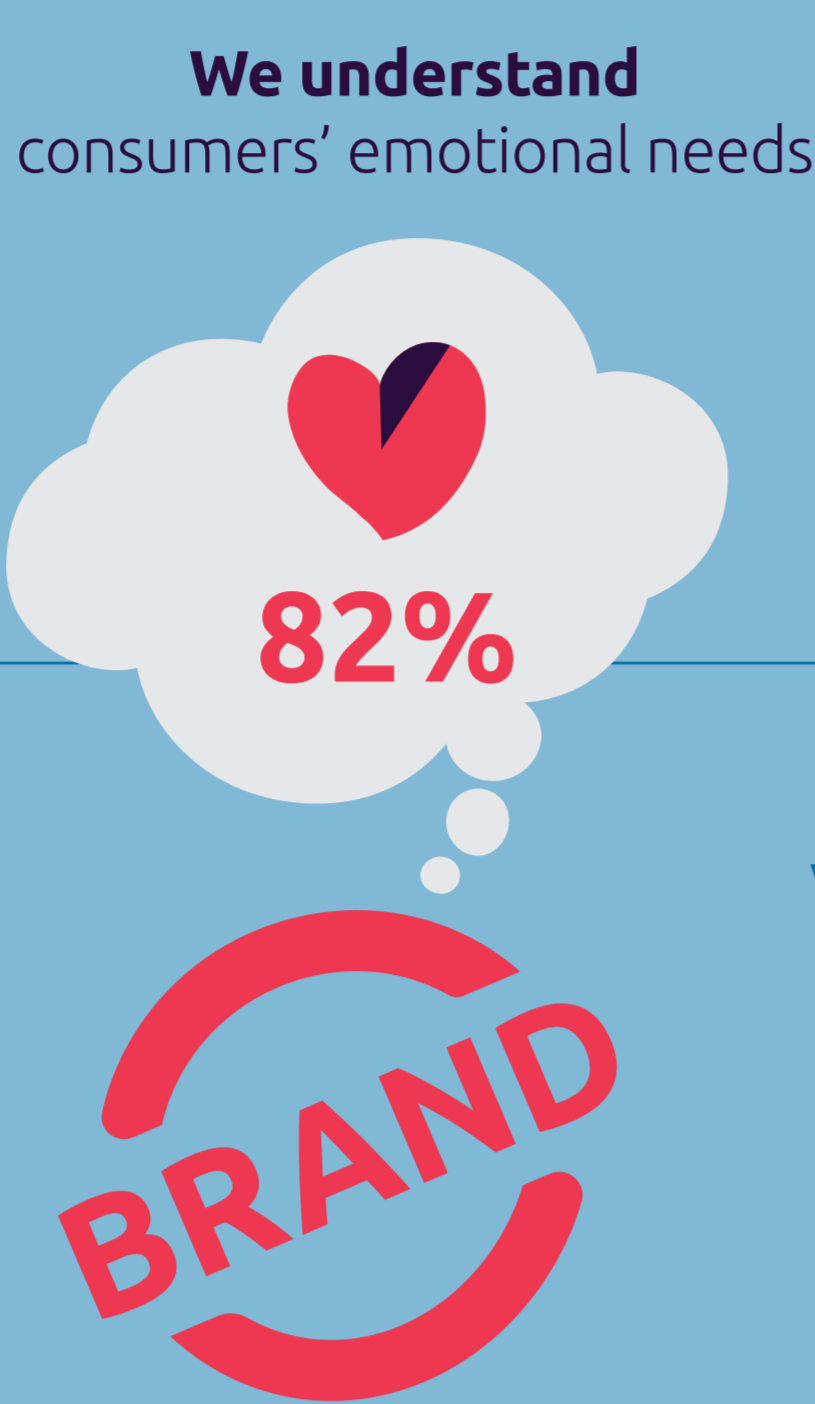


...although **all three** impact loyalty for most consumers

The weight of influence



Brands **believe** they connect emotionally



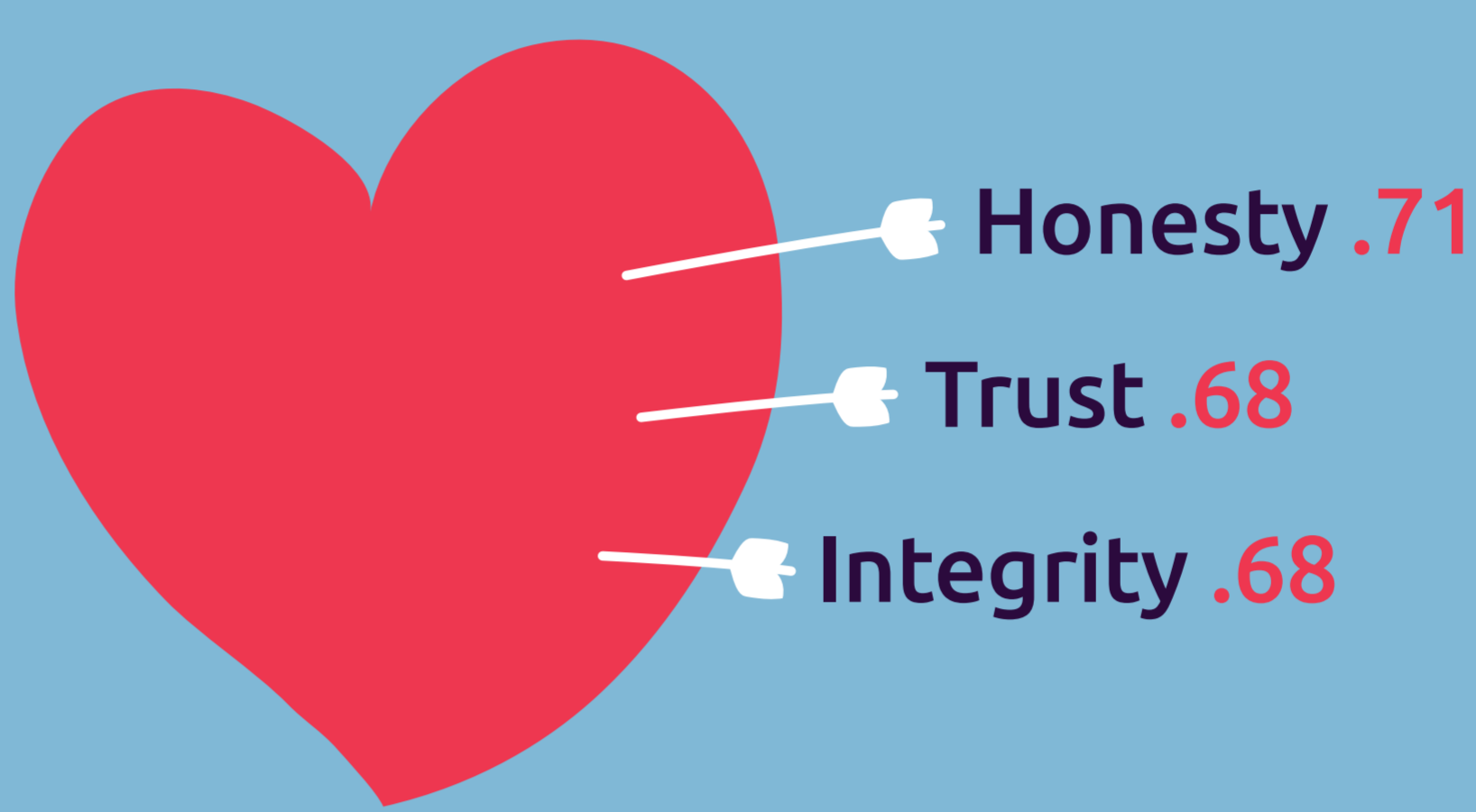
Consumers **don't agree**

We understand consumers' emotional needs

Brands understand my emotional needs

VS

Top 3 emotions consumers feel about their favorite brands



Emotion is the **strongest** loyalty factor in the automotive 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

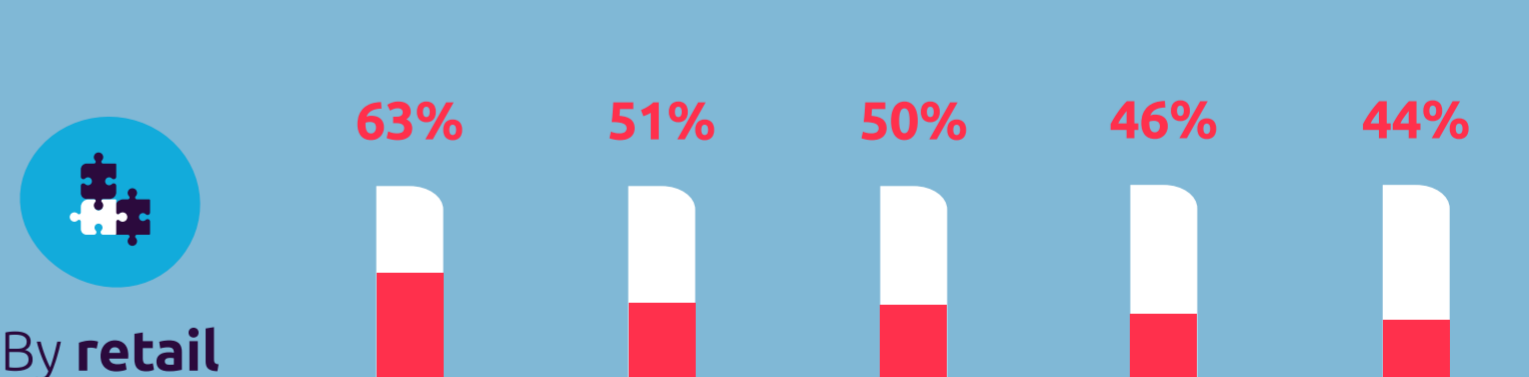
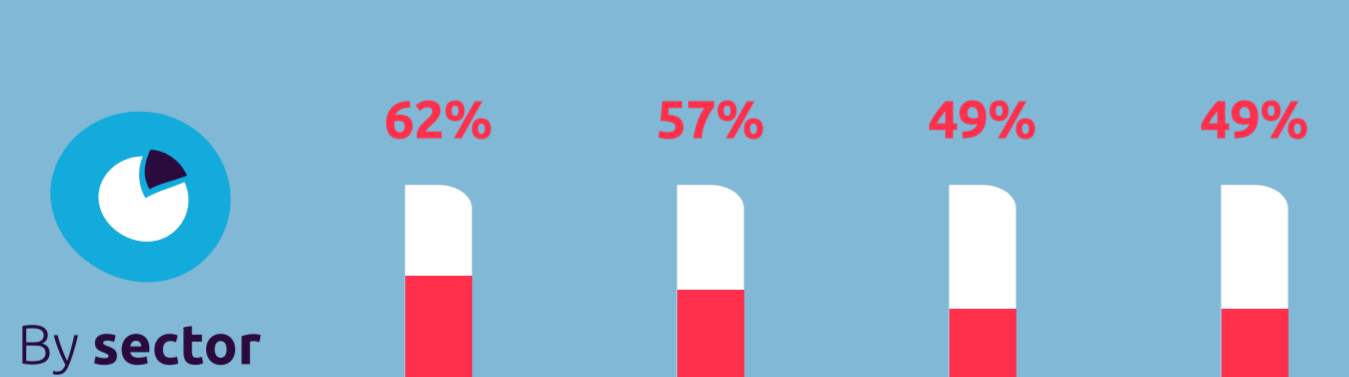
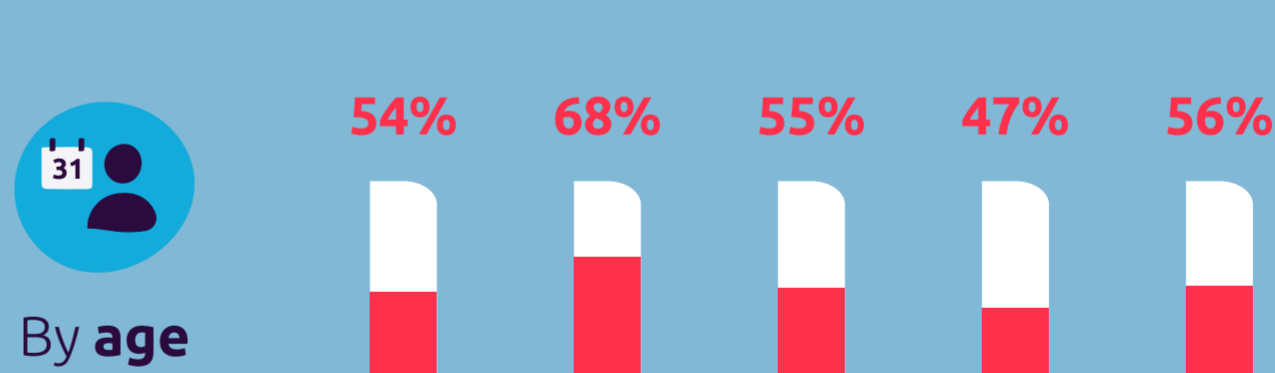
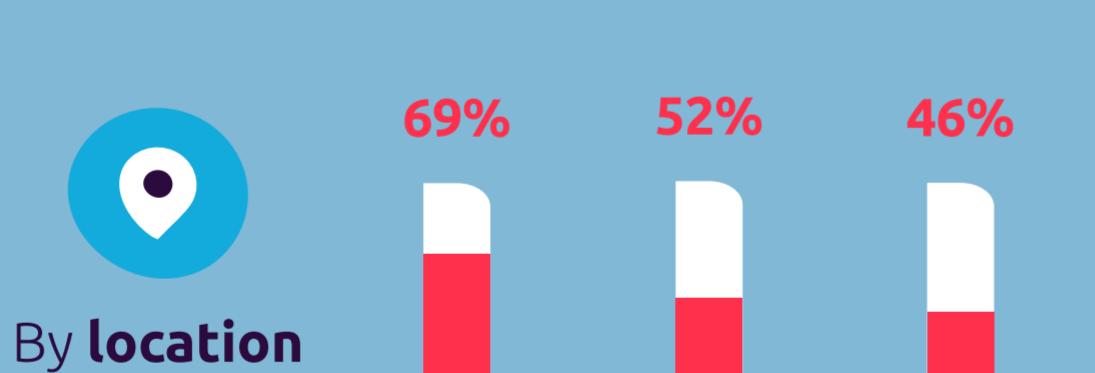
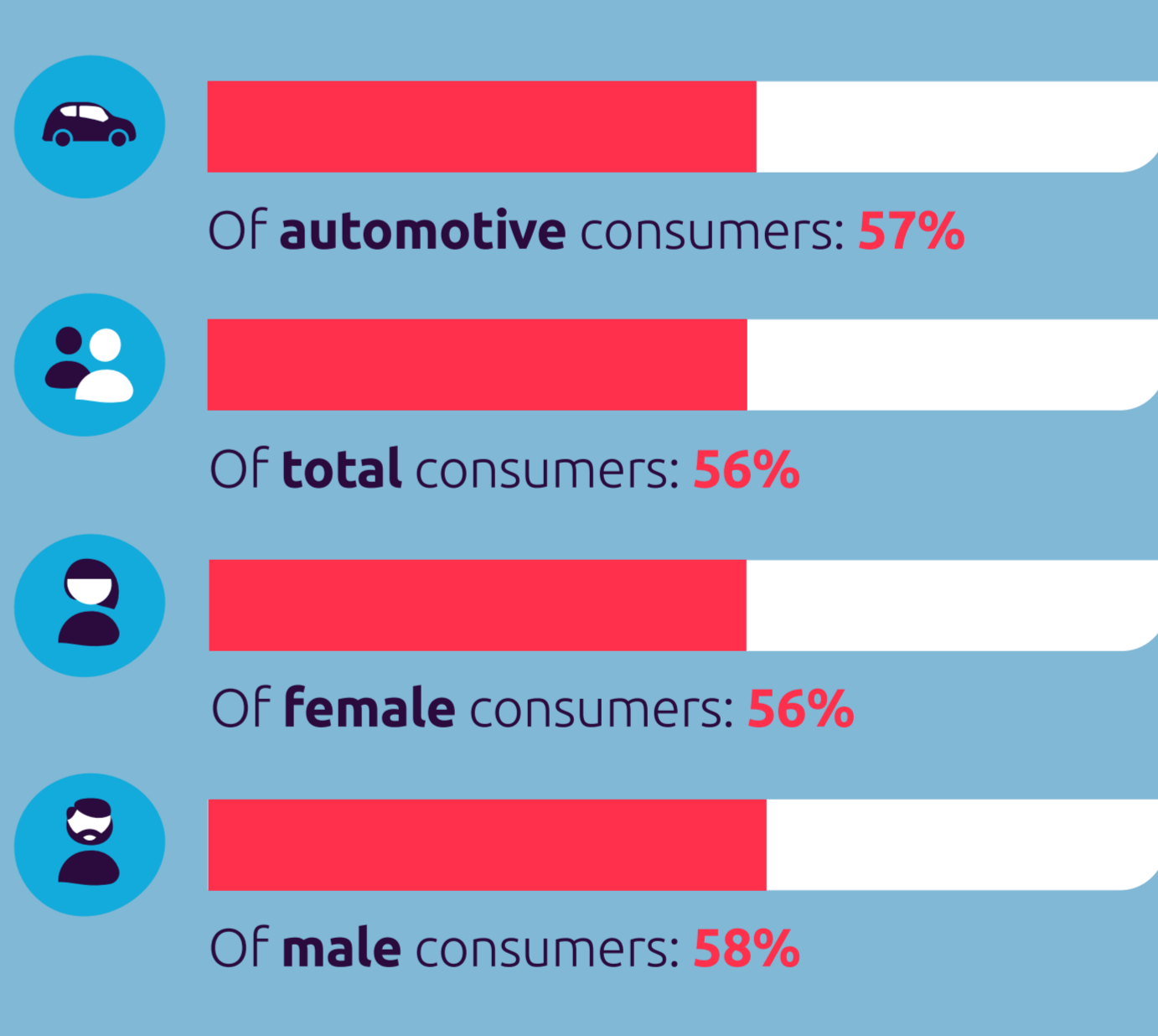
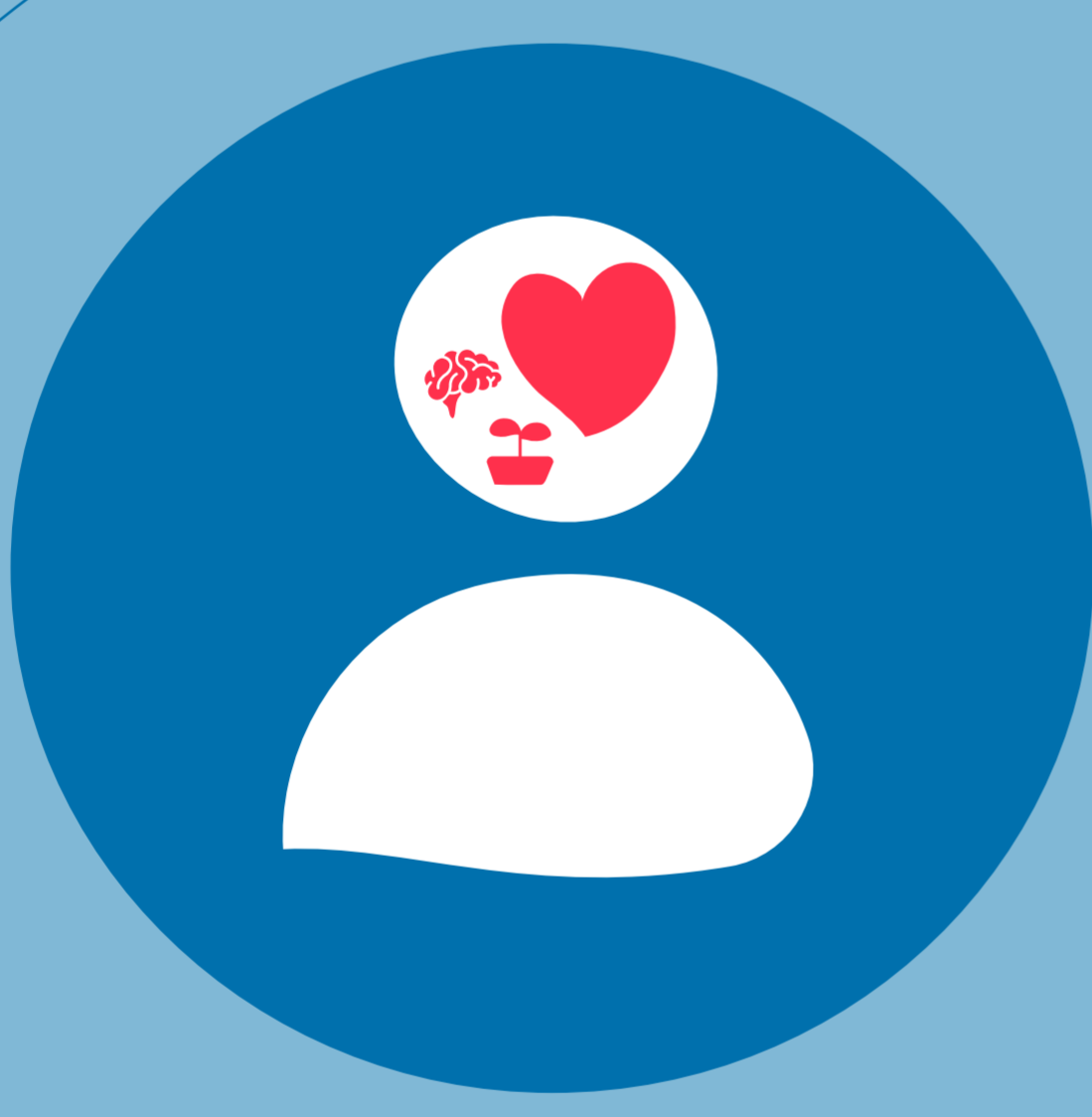
HIGHLY EMOTIONALLY ENGAGED

LOW EMOTIONAL ENGAGEMENT

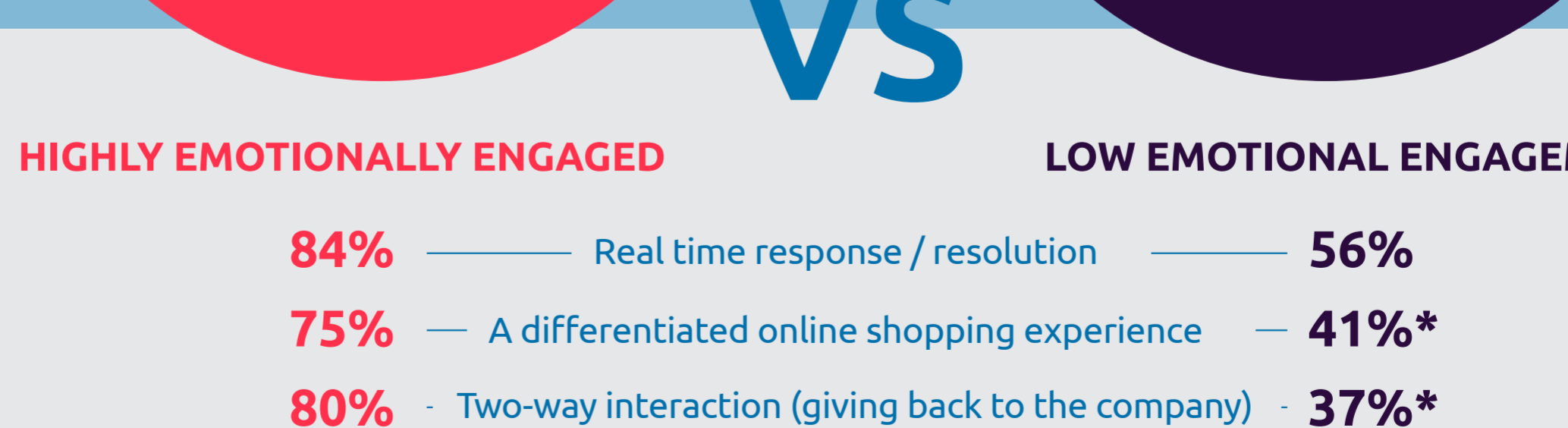


*Global figures

Who are your emotionally engaged consumers?



What emotionally engaged consumers want



*Global figures

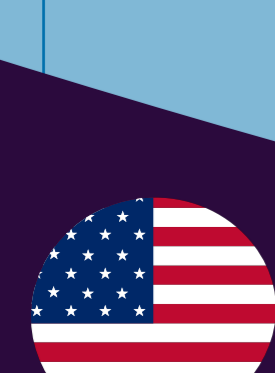
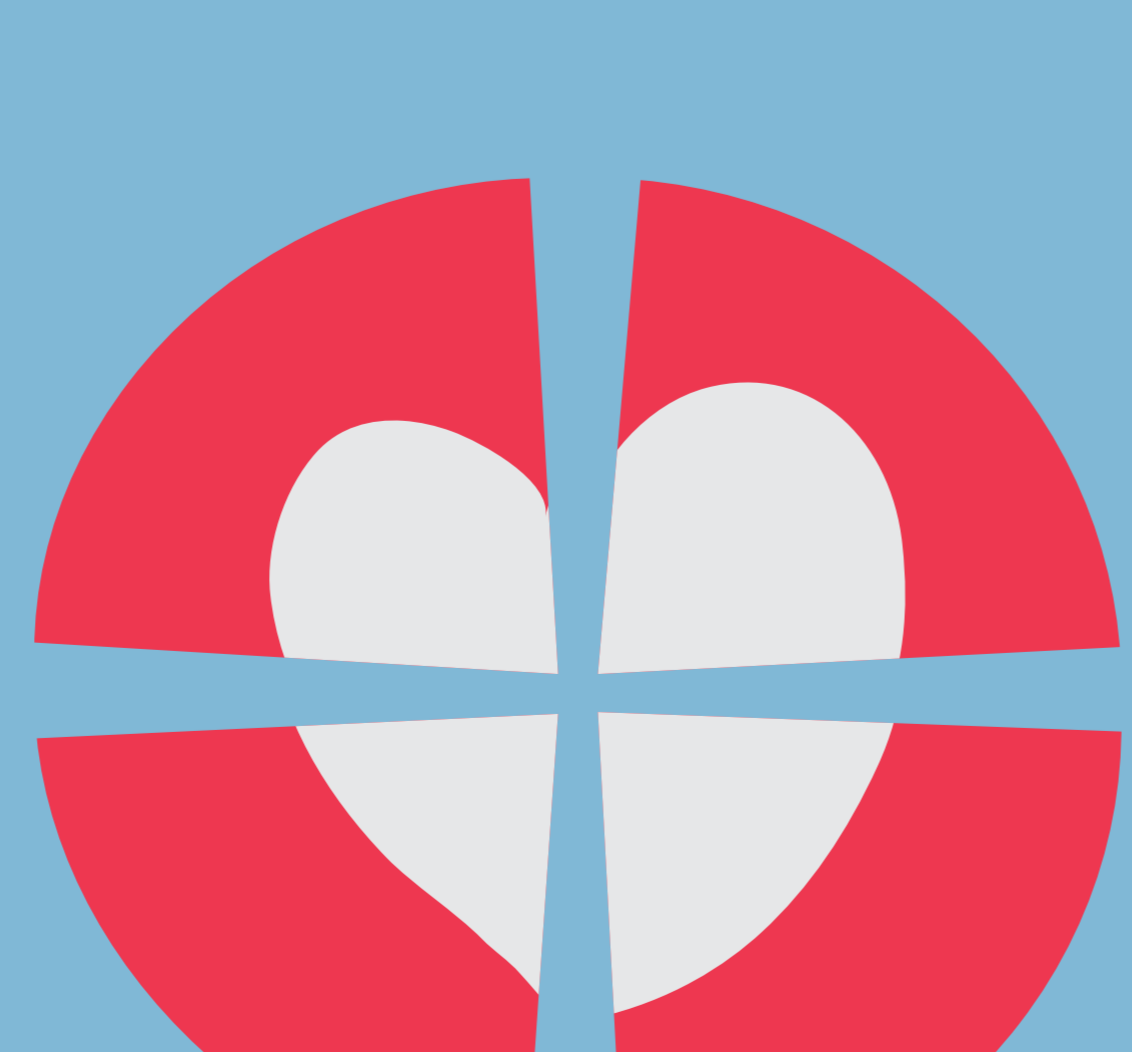
How to build emotional engagement

Reward
Provide timely, meaningful rewards

Respect
Do what you say you will, while promoting honesty, trust, and integrity

Reciprocate
Build a two-way relationship

Recognize
Make the effort to truly know your customers and understand what they care about



Read the Full report: **Loyalty Deciphered — How Emotions Drive Genuine Engagement**

