

DMA insight: Loyalty and brands

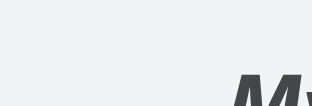
Competition among brands is a tough game where even the strongest can never let their guard down.

In our latest 'Customer Engagement 2018: How to win trust and loyalty 2018' report, in partnership with Pure360 and Foresight Factory we asked people to name their favourite brand.

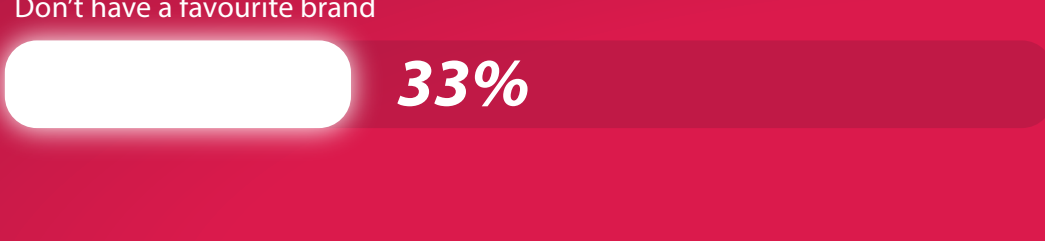
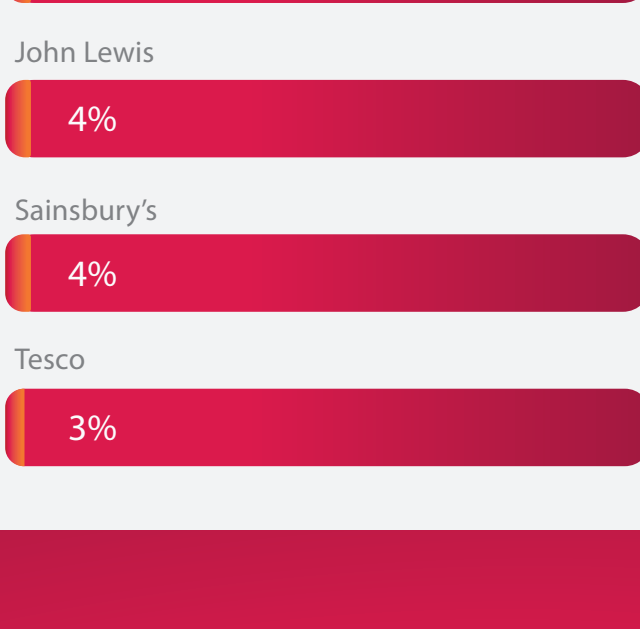
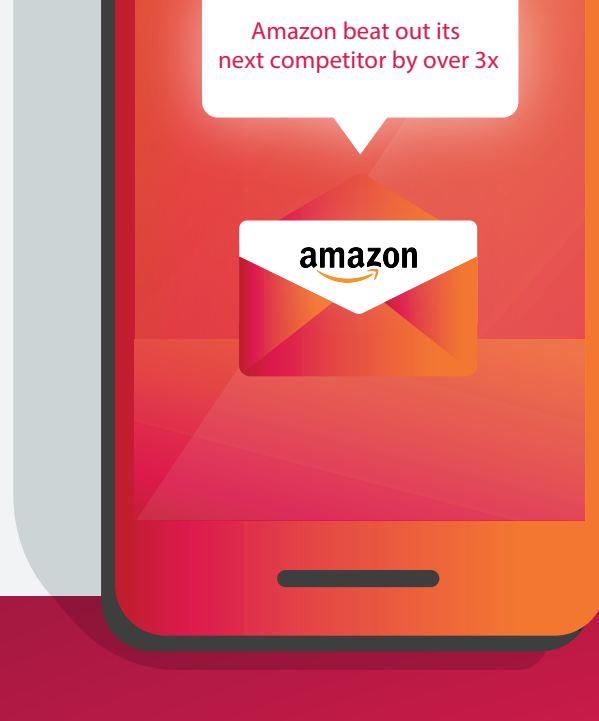
Which brands were in the fight? Who was the winner?
Who will move on to the next battle?

Read on to find out.

Campaign sponsor

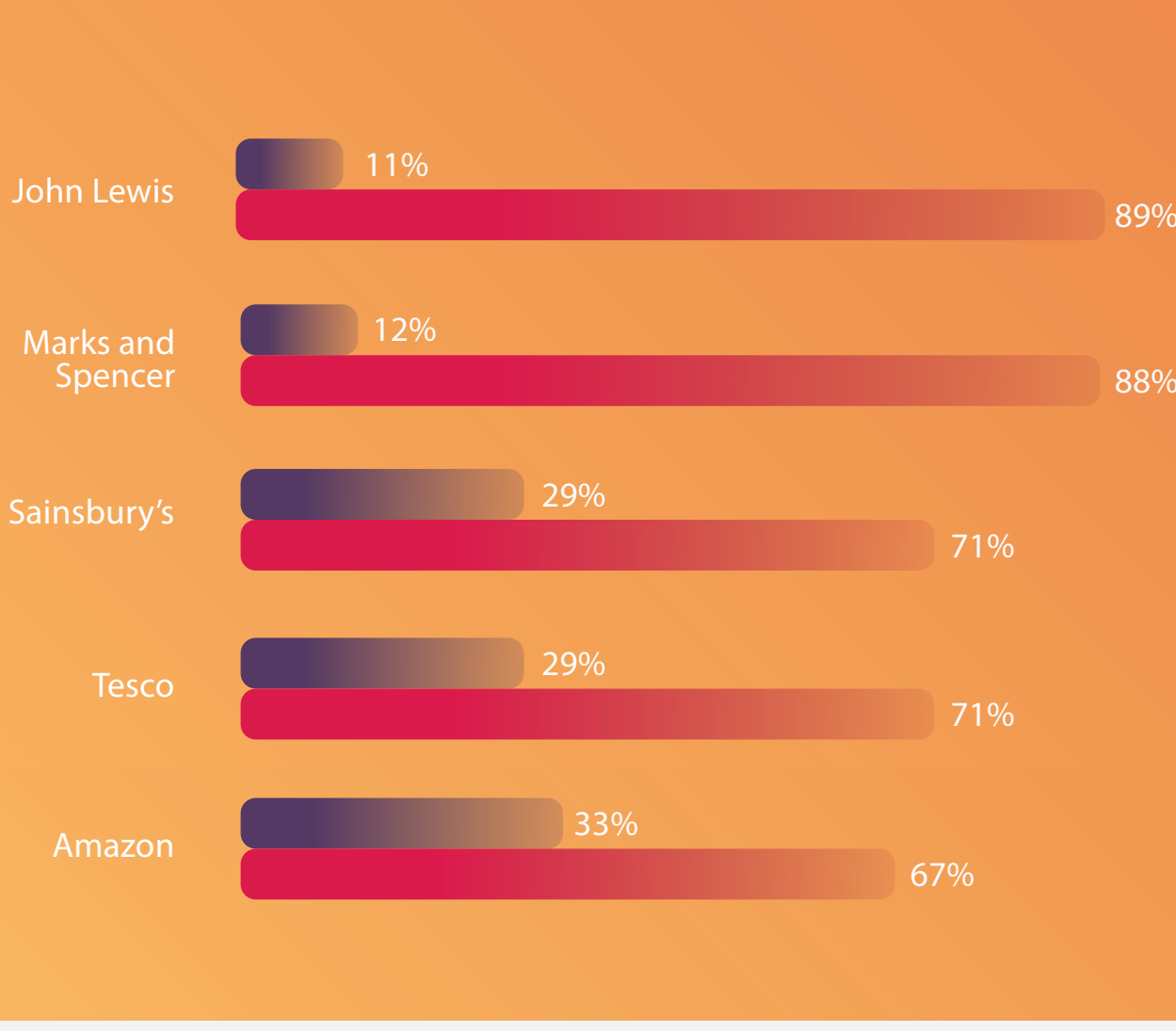


My favourite brand is...



...and it's not only for convenience

Among the most mentioned brands, the majority of customers are loyal to them as they genuinely like them.



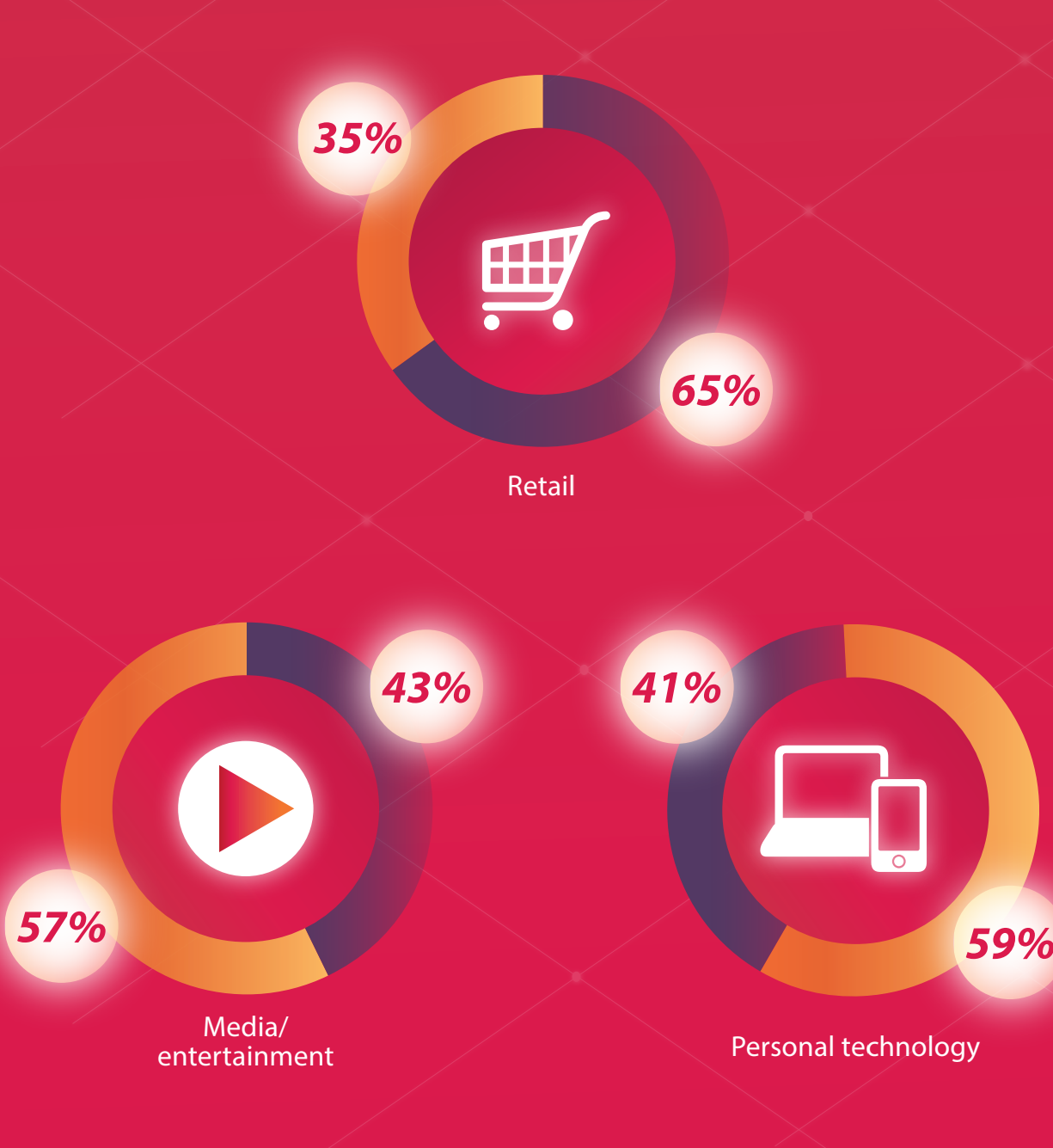
Amazon knows the ropes

We also asked consumers to name their favourite brands within different sectors, this is where Amazon's dominance in the consumers' mindset emerged:



Amazon: habitual VS genuine across sectors

Amazon encounters a varied and fluid perception of loyalty depending on the sector:

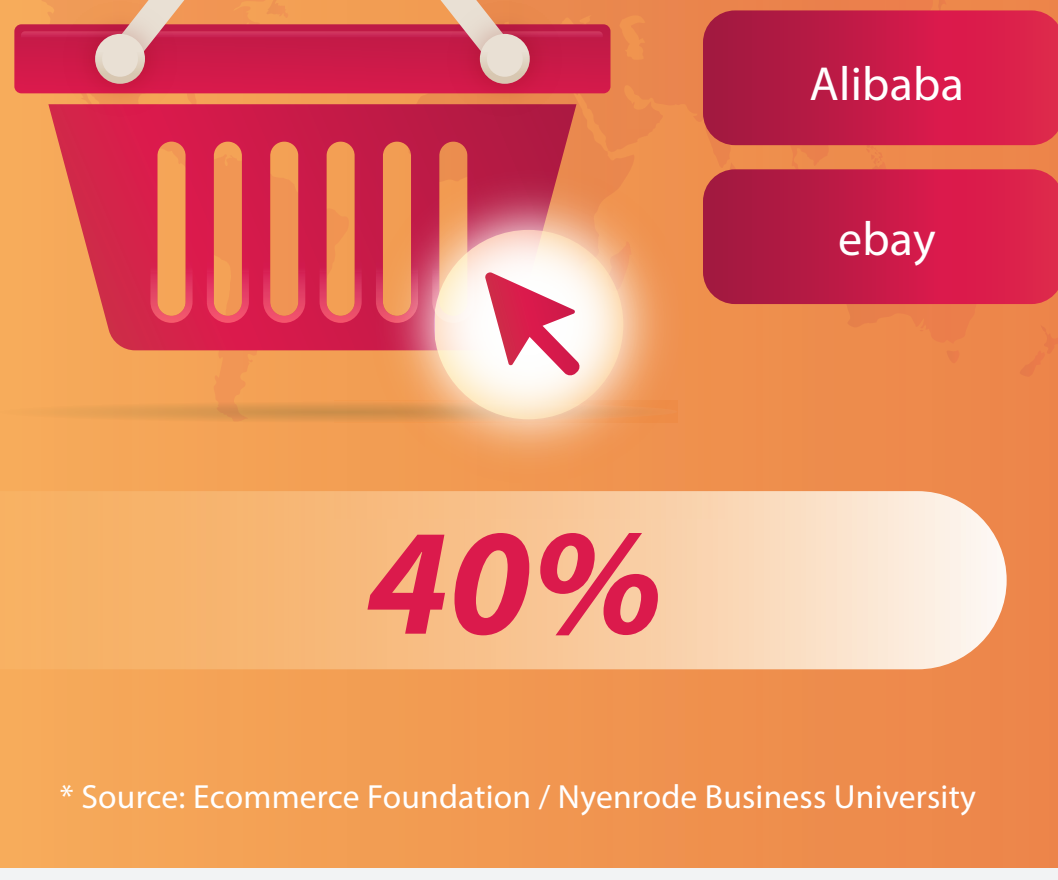


Highlighting how the online retailer morphs and utilises different drivers for loyalty



The age of titan brands

By 2020 three eCommerce titans will control 40%* of the global ecommerce market



* Source: Ecommerce Foundation / Nyenrode Business University

Conclusion

The majority of customers have a genuine connection with the brands they are loyal to, but that doesn't mean that businesses can put their feet up. In fact, some brands are going above and beyond and are seeing great results.

Amazon, with its unique model, has been able to engage consumers across several areas and continues to expand its remit across sectors, building loyal customers across all of them.

The rise of businesses like Amazon, and other major eCommerce players, presents a long-term challenge to other brands and their requirement for strategies to match the convenience these titans offer.

So what next? Partnering with them could be a possible solution. However, direct engagement with customers, giving them what they want and delivering great customer experiences, will always help keep customers loyal.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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