

# THE TRUTH BEHIND BRAND LOYALTY

TRENDSOURCE WANTS TO HELP YOU UNDERSTAND YOUR CUSTOMERS, SO WE DECIDED TO FIND OUT HOW BRAND LOYALTY IS EXPRESSED BY DIFFERENT GENERATIONS. WE EXAMINED THE WHO, WHAT, WHERE, AND WHY OF BRAND LOYALTY.

## PART 1

### UNDERSTANDING BRAND LOYALTY

#### YOUNG & LOYAL

understand the meaning of brand loyalty

90%

millennials

84%

gen x

81%

baby boomers

78%

silent gen

46% MILLENNIALS

CONSIDER THEMSELVES BRAND LOYAL

## PART 2

### DIFFERENT LOYALTY DIFFERENT DRIVER

#### BRAND LABEL LOYALTY

66%

product quality

61%

style

#### STORE LOYALTY

53%

value/price

37%

product availability

## PART 3

### CUSTOMER SERVICE: FEELINGS VS. FUNCTIONALITY

#### YOUNGER MILLENNIALS [AGES 19-26]

71%

47%

53%

47%

42%

friendliness of staff

flexible return policy

knowledge/helpfulness of staff

availability of staff

I just like this company!

What's important to you?

#### OLDER MILLENNIALS [AGES 27-34]

66%

54%

43%

35%

22%

### PURCHASING BEHAVIORS

## PART 4

#### WHERE?

##### BRAND STORES

43%

37%

20%

23%

##### DEPARTMENT STORES

37%

46%

60%

75%

millennials

gen x

baby boomers

silent gen

#### WHO?

65%

silent gen

28%

silent gen

21%

millennials

#### WHAT?

THE ONE THAT LOOKS BEST ON ME

THE BRAND LABEL THAT I RECOGNIZE

THE ONE THAT'S ON SALE

## PART 5

### DISTRIBUTION OF RESPONDENTS

39%

millennials

33%

gen x

25%

baby boomers

3%

silent gen

[AGES 19-34]

[AGES 35-50]

[AGES 51-69]

[AGES 70+]

#### METHODOLOGY

TRENDSOURCE CONDUCTED THIS RESEARCH BY ELECTRONICALLY SURVEYING NORTH AMERICAN RESPONDENTS BETWEEN SEPTEMBER 14TH AND OCTOBER 4TH, 2015. THE RESULTS REPRESENT 4,019 ONLINE RESPONDENTS WHO OPTED IN TO PARTICIPATE VOLUNTARILY.

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