



momentum
#TUESDAYTALK

WHAT FACTORS INFLUENCE BRAND LOYALTY?



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01

94% of consumers are more likely to be loyal to a brand when it commits to full transparency.

(Source: Label Insight)





02

86% of consumers will leave a brand they were loyal to after two to three bad customer service experiences.

(Source: Emplifi)





03

74% of consumers believe brand loyalty is about feeling understood and valued, not about discounts and loyalty perks.

(Source: Dynata)



04

71% of consumers expect companies to deliver personalized interactions—and three-quarters will switch if they don't like the experience.

(Source: Mckinsey)



05

67% of consumers say they trust local businesses more than online-only companies.

(Source: Uberall)



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