

THE BUYER JOURNEY



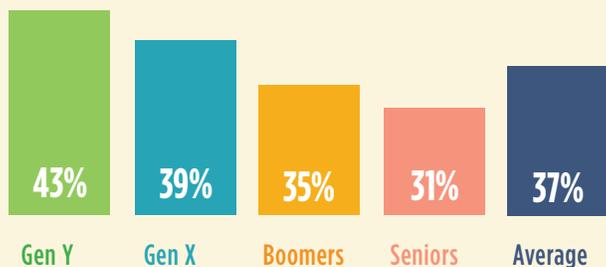
Drivers of Shopper Loyalty Vary Greatly By Generation

To better understand brand loyalty, Bizrate Insights focused on shoppers who bought items that could be purchased from multiple retailers. When product originality is out of the equation, why do shoppers choose one retailer over another?

Why Do Consumers Buy From Specific Retailers?

#1 REASON: PRICE

Unsurprisingly, when asked “What is the primary reason you chose to buy from this retailer?” the top motivator was lowest price. Millennials proved to be the most price sensitive.

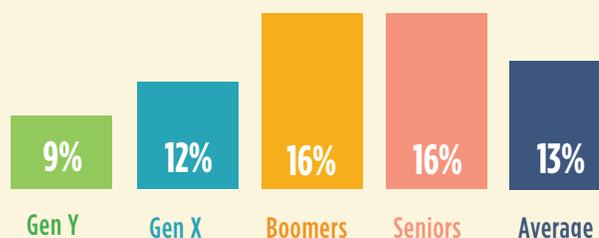


“Lowest price/ lowest total cost”

#2 REASON: LOYALTY

SEASONED LOYALTY

Older generations are more loyal to brands who've treated them well.



“They have treated me well in the past”

The second reason why customers chose to purchase from a specific retailer was because “they have treated me well in the past.” Boomers and Seniors are particularly dedicated to brands who'd treated them well before.

Increasing Likelihood to Recommend

When examining correlations between “likelihood to recommend” and other elements of the purchase and fulfillment experience, Bizrate Insights found that the two strongest correlations were “customer support” (.77) and “product met

expectations” (.71). High ratings in “ontime delivery” (.66) and “design of site” (.63) were also strongly correlated with a higher likelihood to recommend a retailer to others.



What Keeps YOUR Customers Loyal?

Want this data for your retail brand? Find out what creates loyal customers, and how to keep them faithful. Contact us for a demo of our free customer data reporting tool: [click here](#).

About the Studies in This Report

1. Point of Sale Survey – Special Loyalty Questions n: 13,031
 2. Point of Sale Survey (Correlations) - n: 56,326
- [Click here](#) for more info