DISLOYALTY

1. ADDICTED TO NEWISM
Cheating and Flirting with Brands
- More conventional, preferring to stick with the known, but can be moved to experiment

2. MULTIPLYING THEIR BRAND LIASONS
Considering & Admitting More Brands Into Their Repertoires

3. LESS ROOTED IN THE RECOGNIZED
Loosening the Ties With Those They Trust
- Herd loyalty (12%) is a minority, preferring not to take risks and seldom buy new products.
- The strength of large, well known and trusted brands holds strong for consumers, who are drawn to offerings from those they are familiar with, and have established confidence.

4. PREJUDICED BY PRICE
But It’s Not Just About the Money
- But Expect Brands to Have Better Presence and Purpose

5. DUSKIES ABOUT BRAND POWER
But Experiment Brands to Have Better Presence and Purpose
- The strength of single and isolated brands is falling; consumers, who are drawn to offerings from those they are familiar with, and have established confidence.

6. SCREEN SURFERS AND SHOPPERS
Choosing Brands Because They’re Accessible

7. LEARNING LOCAL
Nationalism - Homogeneity is important, for Some
- Leveraging local origin sourcing and taste preferences as an advantage in relevant categories & countries.

8. MANIPULATED BY MEDIA AND MESSENGERS
Influenced by Advocacy, Together With Advertising
- Consumers are playing the field, looking for new and novel, as the risk of trial nears zero.

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