

## Millennials and Brand Loyalty

Just over half of millennials say they are extremely loyal to their favorite brands. When there are so many choices available why?

**Hypothesis: Social proof** – This is a psychological concept that people look to others to help them make decisions. Before the digital age this happened face to face. As this generation is so active on social media information quickly spreads between networks, and individuals have more information about what others are buying, and doing in their circles influencing choice.

<http://www.inc.com/geoff-smith/millennials-becoming-more-loyal-in-era-of-consumer-choice.html>

Brand loyalty is earned through:

- Product quality
- Good customer experience
- The brand's support for society

### Good Customer Experience - Authenticity sells

- Millennial consumers care about authentic and quality experiences – online, in person or on the phone. This is much more important than advertising in terms of capturing this consumer group's attention or loyalty.
- Using social media to engage this group contributes to a good customer experience. *62% of millennials report that if a brand engages with them on social networks they are more likely to become a loyal customer. Facebook is the social network with the most influence on their spending habits, followed by Instagram.*
- Millennials are open to brand engagement and advertising, if brands have the right approach. They want to be entertained (80%). The most popular way they want to be entertained is by co creating products and services with brands (40%).

### The Brand's Support for Society

- A majority of millennials in one survey reported that it is fairly to very important that a company give back to society, rather than just making a profit.
- Half of millennials in one survey stated they wanted socially conscious benefits, like charitable giving, or one a kind rewards and experiences, as a result of brand interactions.

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Sources:

<http://www.inc.com/vicky-castro/todays-millennial-consumers-may-be-picky-but-theyre-loyal-too.html>

<http://www.inc.com/geoff-smith/millennials-becoming-more-loyal-in-era-of-consumer-choice.html>