

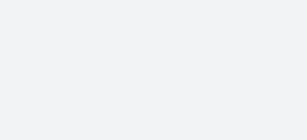
DMA insight: How to win trust and loyalty

Customer Engagement 2017

How can your business meet consumers' demands to build more trust and loyalty in the future? Consumers are increasingly loyal to brands, but at the same time they put more effort into researching and finding deals. This paradox is at the heart of the modern customer.

Read the full report, by the DMA and Foresight Factory Customer Engagement 2017: *How to Win Trust and Loyalty* to find out what consumers really think about brands and marketing.

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Rise of the loyalists



80% of consumers show brand loyalty:



Rise of the active loyalists



Bargain hunters



Cautious youth

Young consumers find it difficult to know which brands are trustworthy



They also find it difficult to know which marketing messages they can trust



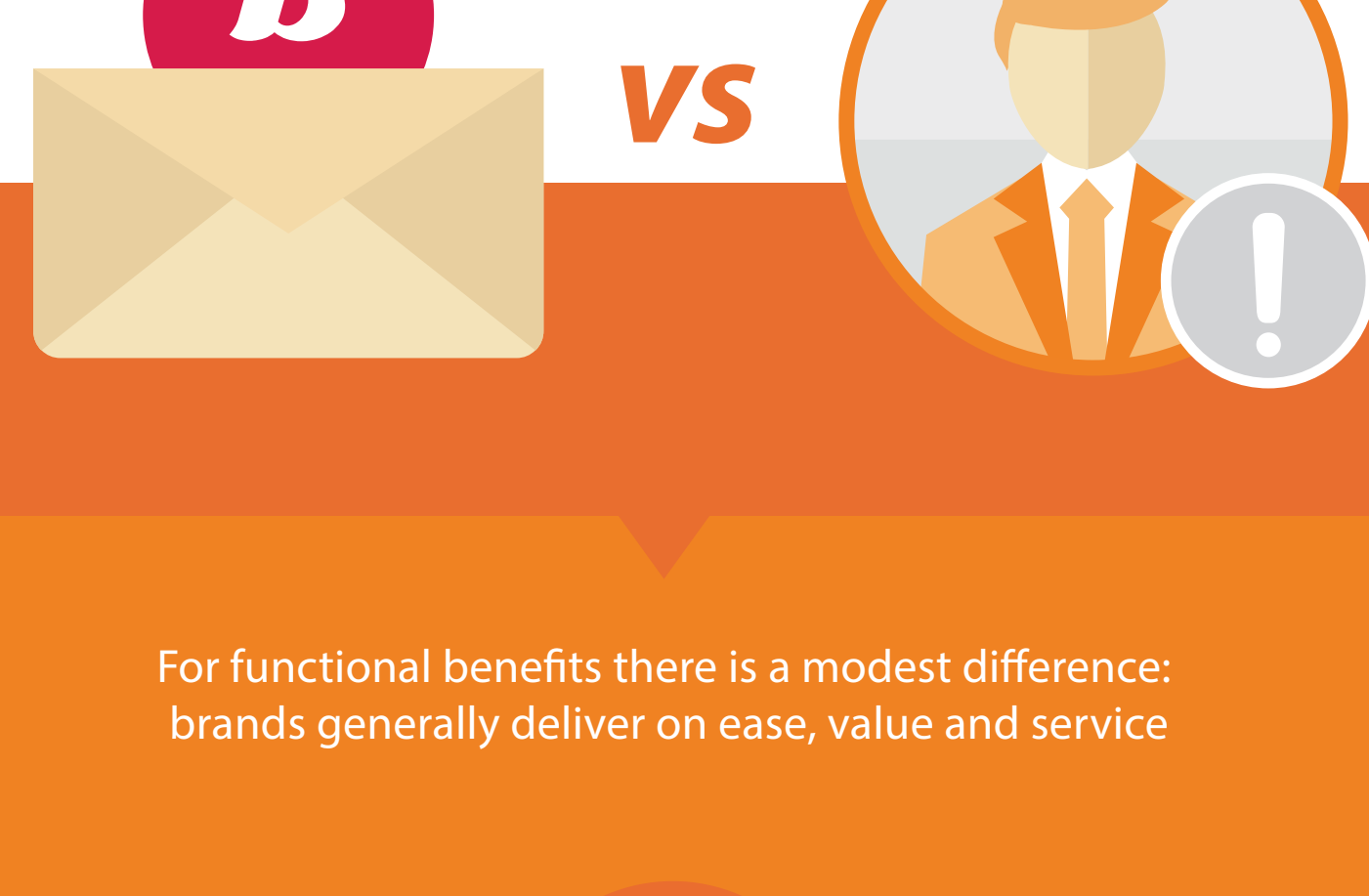
Function and ethics

Consumers want benefits to be functional:



Importance vs delivery

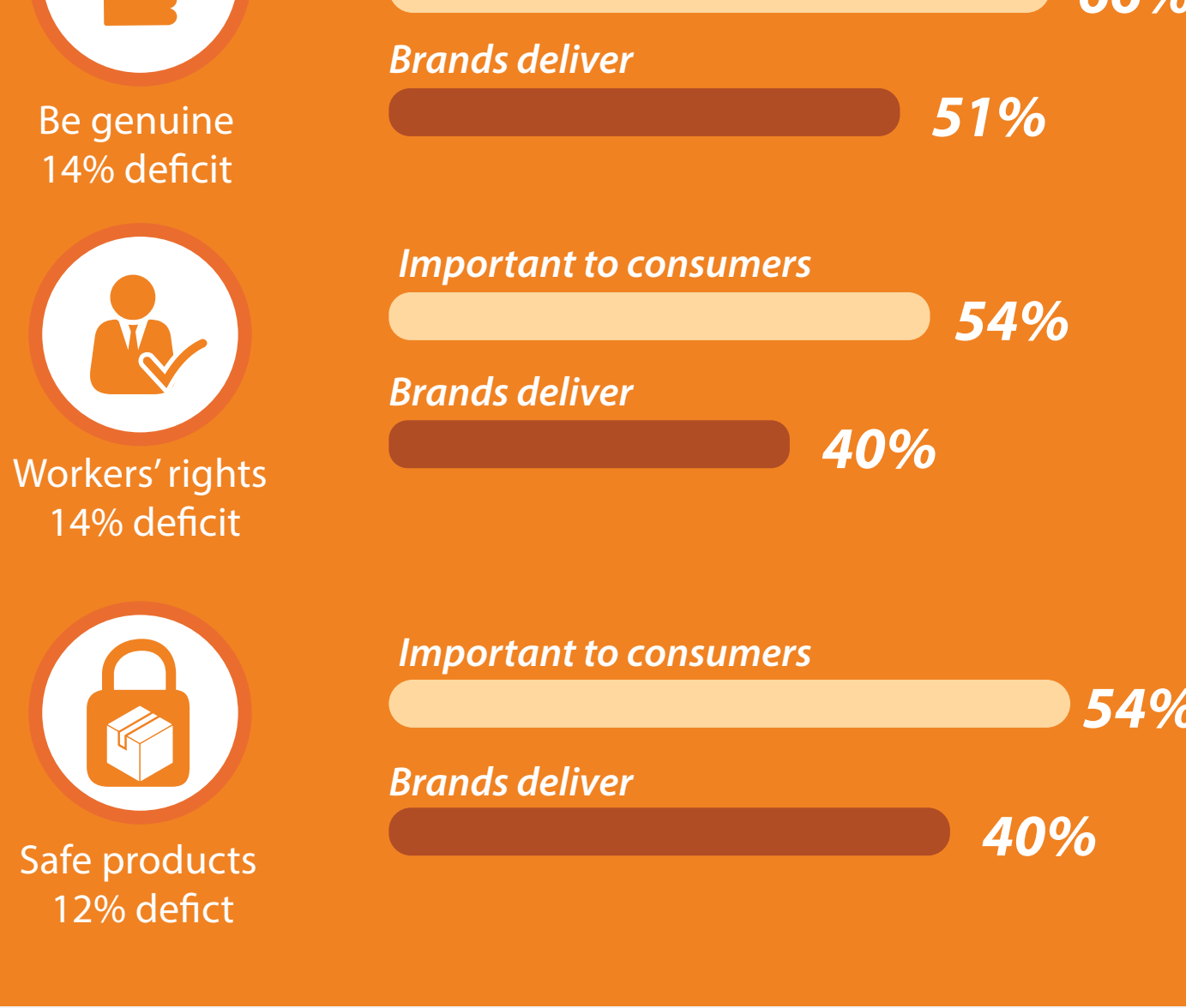
There is a gap between what brands offer consumers, and what consumers view as important



For functional benefits there is a modest difference: brands generally deliver on ease, value and service



But for ethical considerations, the deficit is larger:



Conclusion

Consumers have both functional and ethical demands.

There is opportunity for businesses to build trust by appealing to both their immediate needs and ethical concerns.

Despite consumers putting functional considerations first, brands have an opportunity to develop their ethical offer, the area brands more often fall short of customer expectations.

Businesses have to be seen as responsible as well as high value and quality in the consumers' eyes.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

<https://dma.org.uk/research/customer-engagement-how-to-win-trust-and-loyalty>

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