

# DO YOU KNOW WHAT MOTIVATES YOUR CUSTOMERS?

In a world where customers can use mobile phones to find the best price for anything, from sirloin steak to a vacation, **why should they choose you?**

*They will choose your brand if it satisfies their emotional needs.*

## RESEARCH HAS IDENTIFIED 3 TYPES OF EMOTIONAL LOYALTY:



**STATUS**



**HABIT**



**RECIPROCITY**

## KOBIE'S EMOTIONAL LOYALTY SCORING IS ACTIONABLE:

Kobie has developed and tested a tool that tells you what type of emotional loyalty motivates your customers.

## *Kobie's Research*

shows customers motivated by **HABIT** preferred a program with convenience... and they don't like surprises, even good ones. A "surprise and delight" strategy might backfire. Customers motivated by **STATUS** and/or **RECIPROCITY** were willing to enroll in a program that offered only 2% payout instead of 4% payout in order to gain soft benefits like early access, special invitations and increased personalization.

## KOBIE'S EMOTIONAL LOYALTY SCORING HELPS BRANDS:

- Enhance your value proposition
  - Optimize program benefits
- Increase campaigns effectiveness
- Make your message resonate

## KOBIE'S EMOTIONAL LOYALTY SCORING TOOL

Gain the knowledge to understand what **motivates your customers** to feel emotional loyalty.

## DISCOUNTS CAN'T DRIVE DIFFERENTIATION

In research, customers will always say what they want most for a reward is cashback. But in real life, they quickly forget about the discount or the cash reward they have earned. And if the cash reward is in the form of an automatic statement credit, it's even worse; the customer often won't even notice the discount, let alone appreciate it, remember your brand, and change their behavior because of it.

## EMOTIONAL LOYALTY IS WHAT MATTERS

What customers remember is whether your program created that special experience for them. They care not only about what they get, but also about how they feel about your brand.

Kobie's Emotional Loyalty Scores can help you identify what type of emotional loyalty your customers have:



**STATUS**

"I feel better about myself when I shop here."



**HABIT**

"I shop here without really thinking about it."



**RECIPROCITY**

"I appreciate how I'm treated so I'm committed to shopping here"

**THIS COULD SUGGEST IMPORTANT CHANGES TO  
MARKETING AND MESSAGING STRATEGIES TO MEET  
THE NEEDS OF YOUR CUSTOMERS.**

*"What distinguishes loyalty is that it is deeply affective and not primarily rational... The emotional character of loyalty also sets it apart from obligation. If obligation is rule driven, loyalty is motivated by the entire personality of the person..."*

- Judith N. Shklar, Political Theorist, Harvard University

WONDERING HOW YOU CAN BETTER UNDERSTAND YOUR  
CUSTOMERS, THEIR MOTIVATIONS AND BEHAVIORS?  
EMAIL US AT [INFO@KOBIE.COM](mailto:INFO@KOBIE.COM) OR VISIT [WWW.KOBIE.COM](http://WWW.KOBIE.COM)