

Word Families

noun	consistency	Brand loyalty is about the consistency with which consumers buy a certain brand.
adjective	consistent	Not all consumers are consistent when it comes to buying certain brands.
adverb	consistently	A company wants consumers to consistently buy its brands.

noun	loyalty	A company wants the loyalty of its customers.
adjective	loyal	A customer who feels loyal to a certain brand will always buy that brand even when the price rises.
adverb	loyally	Customers may loyally buy all the brands of a particular company.

noun	passion	Customers may have a passion for a particular brand.
adjective	passionate	A person who feels passionate about a brand tends to ignore any problems the product may have.
adverb	passionately	Loyal customers passionately defend their favorite brands.

noun	prevalence	The prevalence of certain brands is a result of the effort companies put into promoting them.
verb	prevail	Brand loyalty usually prevails over price.
adjective	prevalent	Brand loyalty is more prevalent in places where people have more money to spend.

noun	selection	Larger stores can offer a wide selection of brands.
verb	select	People may select a brand that they believe gives them status.
adjective	selective	Some people are very selective about the brands they buy.
adverb	selectively	Some people shop selectively, whereas others just buy whatever they see on the shelf.

noun	thirst	As long as there is a thirst for luxury items, companies will keep producing them.
verb	thirst	Some consumers thirst for the newest of everything.
adjective	thirsty	In a burgeoning economy, consumers are thirsty for products that were not available to them in the past.
adverb	thirstily	People shop thirstily for new products that appear on the market.

Word Family Practice

Choose the correct word family member from the list below to complete each blank.

In promoting their brands, companies try to create a **1**..... for their products so that large numbers of people will want to buy them. Consumers who make purchases **2**..... will choose the brands that they feel are the best ones. Therefore, companies try to create an image for their brands that is attractive to consumers. They want their brands to appear exciting. If consumers feel **3**..... about certain brands, then they are likely to be **4**..... in buying them. When a company introduces new products to the market, **5**..... customers will buy them because they already feel good about the company's brands and trust them. Companies that are successful in creating brand loyalty **6**..... in the market.

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| 1. thirst | thirsty | thirstily |
| 2. select | selective | selectively |
| 3. passion | passionate | passionately |
| 4. consistency | consistent | consistently |
| 5. loyalty | loyal | loyally |
| 6. prevalence | prevail | prevalent |