

## BRAND LOYALTY

### Words

Write the letter of each definition with the word it defines. If you don't know the definition, use the context of the reading passage to help you. Look for the words in bold as you read the passage.

### PARAGRAPHS 1-2

Words	Definitions
<b>1</b> ..... conglomerate	<b>A</b> n., large company that owns smaller companies
<b>2</b> ..... fleeting	<b>B</b> n., connection
<b>3</b> ..... brand	<b>C</b> n., company name for a product
<b>4</b> ..... bond	<b>D</b> adj., brief; ending quickly
<b>5</b> ..... reverse	<b>E</b> v., to turn around; change to its opposite

### PARAGRAPHS 2-3

Words	Definitions
<b>6</b> ..... consistently	<b>F</b> n., a basic household item
<b>7</b> ..... passion	<b>G</b> v., to get somebody to do or believe something
<b>8</b> ..... convince	<b>H</b> n., a strong feeling or interest in
<b>9</b> ..... staple	<b>I</b> adv., regularly; always

### PARAGRAPHS 4-5

Words	Definitions
<b>10</b> ..... endorsement	<b>J</b> v., to not pay attention to
<b>11</b> ..... status	<b>K</b> n., faithfulness, belief in something
<b>12</b> ..... ignore	<b>L</b> v., perform better than
<b>13</b> ..... outperform	<b>M</b> n., social position
<b>14</b> ..... loyalty	<b>N</b> n., public support for something

## PARAGRAPHS 6-7

Words	Definitions
<b>15</b> ..... phenomenon	<b>O</b> adj., intentionally choosing some things and not others
<b>16</b> ..... prevail	<b>P</b> v., to be common among certain groups; be stronger
<b>17</b> ..... burgeoning	<b>Q</b> n., a strong desire for something
<b>18</b> ..... promote	<b>R</b> v., to advertise
<b>19</b> ..... thirst	<b>S</b> adj., growing
<b>20</b> ..... selective	<b>T</b> n., something unusual that happens; a fact

## Reading

## Brand Loyalty

- (1) From the neighborhood<sup>1</sup> barber to the international **conglomerate**, most businesses have a common goal: repeat customers. Developing a committed clientele can be more valuable than attracting new customers, whose loyalty to a company's products may be **fleeting**.
- (2) **Brand** loyalty is a psychological **bond** that, once established, is difficult to **reverse**—and it is more complicated than simply buying the same product time and again. True brand loyalty differs from what some marketing researchers refer to as spurious loyalty—a passive condition in which people **consistently** buy a brand for reasons, such as habit, convenience, price, and availability but not the result of any true loyalty or **passion** for the actual merchandise. It is usually not difficult to **convince** consumers with spurious loyalty to try another brand.
- (3) Products that create true consumer loyalty tend to be nonessential day-to-day items such as tobacco, beverages, candy, and beauty products, as well as luxury purchases such as designer clothes and cars. Household **staples** such as milk, eggs, sugar, and paper products create little brand loyalty, with most consumers just as likely to purchase private labels or store brands or whatever is on sale.

<sup>1</sup>BrE: neighbourhood

- (4) A product must have acceptable quality to establish true brand loyalty, but even top quality is not enough on its own to forge a strong connection with a consumer. Customers relate to products for emotional and symbolic reasons. People identify with the image associated with a brand, for example, as a result of a celebrity **endorsement** or because of the social values of the company. In addition, people consistently purchase pricey items because of the perceived **status** those items confer.
- (5) Brand-loyal consumers are unlikely to defect to the competition because loyal consumers develop a preference for a product, **ignore** negative associations, and believe it **outperforms** others, even when there is little difference among brands. For example, beverage drinkers in blind taste tests regularly fail to select their favored brand—even though they mention taste as the primary reason for their **loyalty**.
- (6) Brand loyalty is a worldwide **phenomenon**, but it is a luxury that **prevails** where people have more money to spend. In China's **burgeoning** economy, sales are soaring for certain top-of-the-line luxury cars after concerted efforts were made to **promote** them. At the same time, European fashion companies are taking advantage of Chinese consumers' **thirst** for designer labels, selling goods worth billions of U.S. dollars a year.
- (7) Consumers become less **selective** about brands in economic downturns. During the recession of the early twenty-first century, more consumers in Europe and North America turned to brands that cost less instead of the ones they preferred, and more retailers packaged goods under their own private labels. Although private labels are also influencing shoppers in South Africa and Japan, they have had little effect in Hong Kong, where people have more disposable income and therefore remain loyal to the higher-priced brands.
- (8) Brand loyalty is less prevalent in poorer countries where consumers have fewer choices and price is usually the priority.

Answer the questions about **Brand Loyalty**.

### Questions 1-8

Do the following statements agree with the information in the reading passage?

Write

**TRUE** if the statement agrees with the information.

**FALSE** if the statement contradicts the information.

**NOT GIVEN** if there is no information on this in the passage.

..... 1 International conglomerates are more successful at creating brand loyalty than small businesses are.

..... 2 New customers may have only a fleeting interest in a particular brand.

..... 3 Brand loyalty occurs more often with household staples than with luxury items.

..... 4 Brand loyalty includes the belief that one brand outperforms other brands.

..... 5 Endorsement of a product by a famous person can help create brand loyalty.

..... 6 Companies can convince consumers to change their brand loyalty by lowering prices.

..... 7 The phenomenon of brand loyalty is seen in countries around the world.

..... 8 Consumers are drawn to certain brands because they believe these brands give them status.

### Word Families

#### A

Complete each sentence with the correct word from the word family chart. Make nouns plural where necessary. Use the correct form of verbs.

<b>noun</b>	<b>adjective</b>	<b>adverb</b>
consistency	consistent	consistently

1 Brand loyalty is about the ..... with which consumers buy a certain brand.

2 A company wants consumers to buy its brand .....

3 Not all consumers are ..... when it comes to buying certain brands.

<b>noun</b>	<b>adjective</b>	<b>adverb</b>
loyalty	loyal	loyally

4 Customers may ..... buy all the brands of a particular company.

5 A customer who feels ..... to a certain brand will always buy that brand even when the price rises.

6 A company wants the ..... of its customers.

<b>noun</b>	<b>adjective</b>	<b>adverb</b>
passion	passionate	passionately

7 A person who feels ..... about a brand tends to ignore any problems that the product may have.

8 Customers may have a ..... for a particular brand.

9 Loyal customers ..... defend their favorite brands.

<b>noun</b>	<b>verb</b>	<b>adjective</b>
prevalence	prevail	prevalent

10 Brand loyalty is more ..... in places where people have more money to spend.

11 The ..... of certain brands is a result of the effort companies put into promoting them.

12 Brand loyalty usually ..... over price.

<b>noun</b>	<b>verb</b>	<b>adjective</b>	<b>adverb</b>
selection	select	selective	selectively

13 Some people are very ..... about the brands they buy.

14 People may ..... a brand that they believe gives them status.

15 Some people shop ..... whereas others just buy whatever they see on the shelf.

16 Larger stores can offer a wide ..... of brands.

<b>noun</b>	<b>verb</b>	<b>adjective</b>	<b>adverb</b>
thirst	thirst	thirsty	thirstily

17 The customers ..... for the latest of everything.

18 As long as there is a ..... for luxury items, companies will keep producing them.

19 In a burgeoning economy, consumers are ..... for products that were not available to them in the past.

## Word Families

### B

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

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

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 are 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.

### Paraphrases

Read the sentence from the reading passage. Then, choose the sentence that has the same meaning.

- 1 *From the neighborhood barber to the international conglomerate, most businesses have a common goal: repeat customers.* (paragraph 1)
  - A Businesses of all sizes are interested in creating loyal customers.
  - B All kinds of businesses want to attract international customers.
  - C Customers shop more consistently at neighborhood businesses.
  
- 2 *True brand loyalty differs from what some marketing researchers refer to as spurious loyalty—a passive condition in which people consistently buy a brand for reasons such as habit, convenience, price, and availability but not because they have a passion for the actual merchandise.* (paragraph 2)
  - A If the products of a certain brand are regularly available and inexpensive, customers will start to feel loyalty toward that brand.
  - B Some shoppers are so loyal to a brand that they will buy products that they don't really need.
  - C Brand loyalty means having strong feelings about a brand, while spurious loyalty means choosing a brand for practical reasons.

### Word Skill

#### PREFIX OUT-

The prefix *out-* can mean *better* or *greater*.

*Read the sentences. Write a definition for each underlined word.*

1 The company introduced a new car that outperforms other similar cars.

*outperform:* .....

2 This company is very good at promoting its brands, and its products always outsell the competitors.

*outsell:* .....

3 This company's products are very popular, and its loyal customers outnumber those of other companies.

*outnumber:* .....

### Listening

Track  
20

*Listen to the talk. Complete the notes below.  
Write **NO MORE THAN ONE WORD** for each answer.*

#### Creating Brand Loyalty

Make your brand seem special.

Customers want to feel that your brand gives them **1**..... .

Get **2**..... from famous people.

Give the idea that the brand is bought by **3**..... people.

Make customers feel **4**..... about your brand.

## Writing (Task 1)

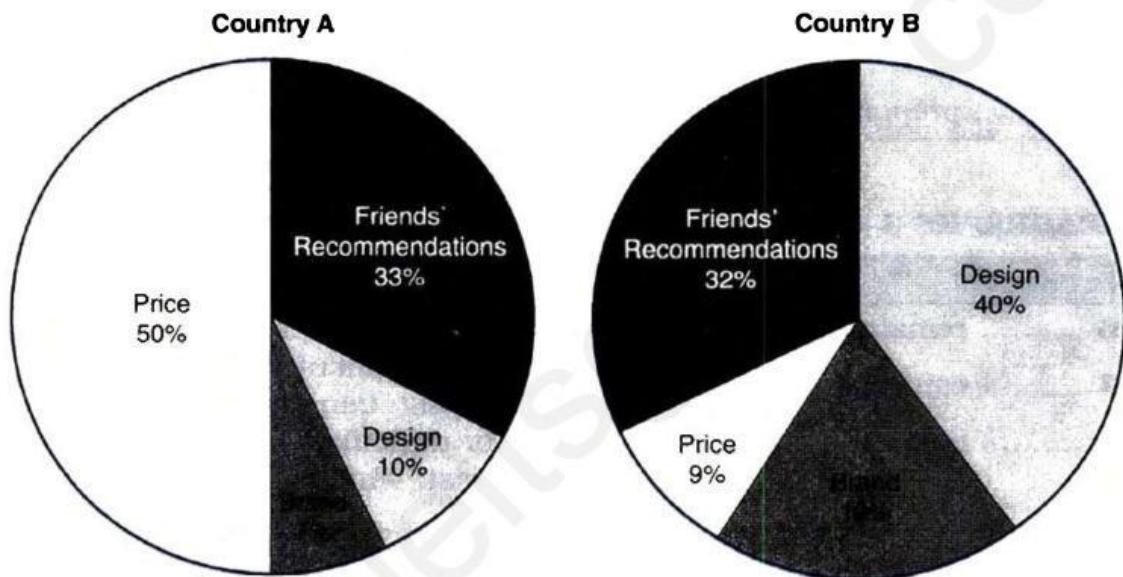
**The charts below show information about consumer decisions regarding mobile phone purchases in two different countries.**

**Summarize<sup>1</sup> the information by selecting and reporting the main information and making comparisons.**

Write at least 150 words.

Unit 7

**Most Important Factors in Choosing a Mobile Phone**



## Speaking

*Talk about the following topics.*

Are you loyal to any particular brands? Why or why not?

Why do you think celebrity endorsements convince people to buy certain brands?

<sup>1</sup>BrE: summarise