

Loyalty & Retention

Marketing

What loyalty actually is, and what it is not.

Types of loyalty and what breaks each.

Types

Behavioural — repeat purchase

Attitudinal — genuine preference

Situational — nothing better nearby

Contractual — locked in by terms

What breaks it

A service failure handled badly

A competitor becoming more convenient

Price change beyond the tolerance band

Life events that reset every habit

**Life events — moving, new job, new baby — break habits wholesale.
That is when switching actually happens.**