

# PRINCIPLES OF MARKETING





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# LEARNING JOURNAL

## UNIT 8

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# My Evolving Consumer Loyalty

## Introduction

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Various variables impact my choice when it comes to becoming a loyal client. Price is undeniably a crucial factor - I must see that I am receiving excellent value in exchange for my money. However, there are also significant factors to consider, such as the level of excellence, ease of use, and the level of service provided to customers. Certain firms possess a deep understanding of customer satisfaction and consistently provide a great experience that fosters customer loyalty. Other firms fall short and struggle to earn my enduring loyalty.

## Why I'm Loyal to Some Offerings and Not Others

“Customer loyalty describes an ongoing relationship between you and your customer, which makes them more willing to engage with and repeatedly purchase from you” (Tubbs, 2022). Allow me to provide a few instances to clarify the distinction. Over the course of several years, I have consistently shown unwavering loyalty as a consumer of Apple, namely towards its goods such as iPhones, iPads, and MacBooks. The industrial design, software integration, and overall user experience just works seamlessly for my needs. Even though the price tags are steeper than competitors, I've been willing to pay the "Apple tax" because the quality is so high. Stellar customer service from the Genius Bar has also fostered goodwill.

In contrast, I find it difficult to stay loyal to cable/internet providers and mobile carriers. These organizations often exhibit intricate price structures, inconsistent service, and inadequate customer assistance. Over the years, I have constantly changed my service providers, such as Comcast, Verizon, and others, to find more favorable pricing or experience. However, my efforts

have yielded only limited results. Loyalty is hard to maintain when I constantly feel annoyed and taken for granted as a customer.

## Relationship Changes Over Time

Even with companies I'm loyal to like Apple, the intensity of my ardor has changed over time. When I was younger and first adopted their products like the iPod in high school, I felt a very strong emotional connection and attachment to the brand. It was almost like being part of a specialized club of discerning users. The excitement and loyalty peaked with lining up at store launches for the latest shiny new gadget.

These days, my loyalty is a bit more pragmatic and cool-headed. Don't get me wrong, I still appreciate the quality seamlessly integrative experience Apple provides across its hardware and software ecosystem. But I'm a more rational, discriminating customer now. I research and compare across different options rather than automatically defaulting on Apple's latest offering. If another company develops a clearly superior product that better meets my needs at a better value, I'd have no qualms about switching.

## Resolving Dissatisfaction

This pragmatic mindset has persisted even when dealing with rare moments of dissatisfaction with loyal brands like Apple. A few years back, I experienced a problem with my MacBook Pro's keyboard failing soon after the warranty ended. At first I was quite frustrated, expecting Apple to make an exception given my years of loyal custom.

But after some thought, I realized getting emotional or confrontational wasn't going to help the situation. I empowered myself as an informed consumer and advocated for a resolution calmly

but firmly, highlighting the potential impact on my future purchasing decisions. The store ended up replacing the keyboard for me as a one-time accommodation.

## Conclusion

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In summary, there are many factors that influence my loyalty and satisfaction as a customer. Quality, value, convenience, and customer service all carry significant weight. However, I try to remain a discerning consumer who doesn't get irrationally committed or blinded to any single brand. If a company consistently delivers superior overall experience, they'll keep earning my business. However, I am willing to consider other options if the value proposition changes in a different direction. Ultimately, I like to have a sense of empowerment and respect in my interactions with customers.

## References:

Tubbs, W. (2022, March 9). 4 Customer loyalty definitions according to the Pros.

blogs.oracle.com. <https://blogs.oracle.com/marketingcloud/post/customer-loyalty-definitions-according-to-the-pros>

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