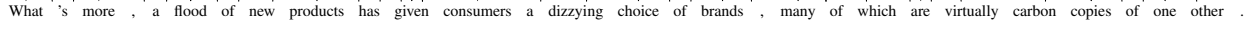
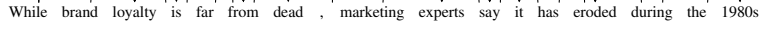
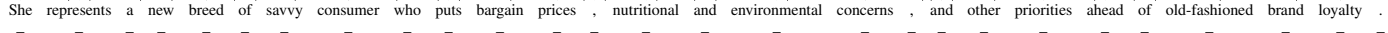
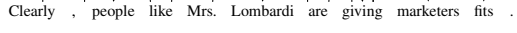
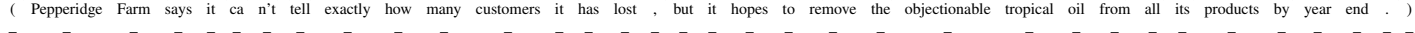
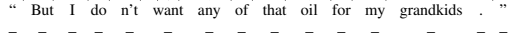
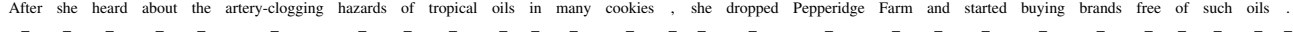
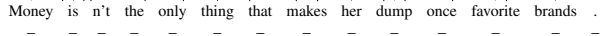
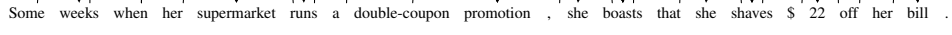
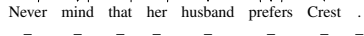
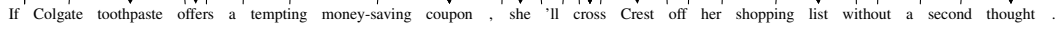
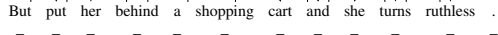
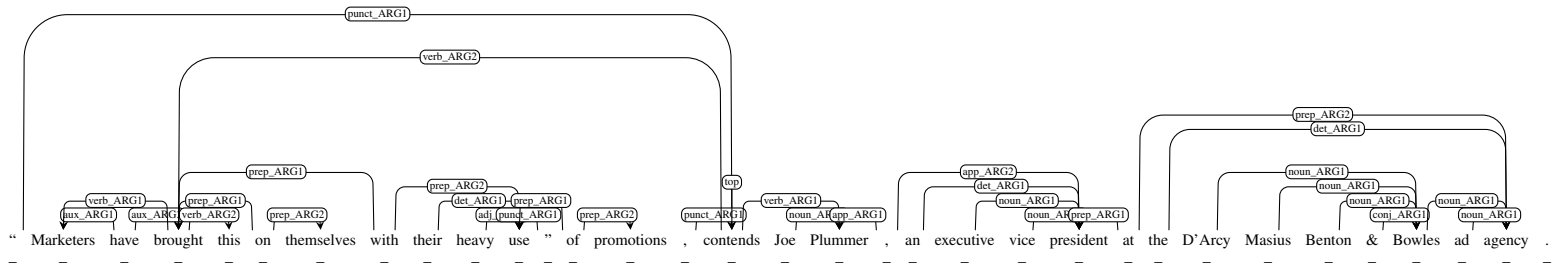
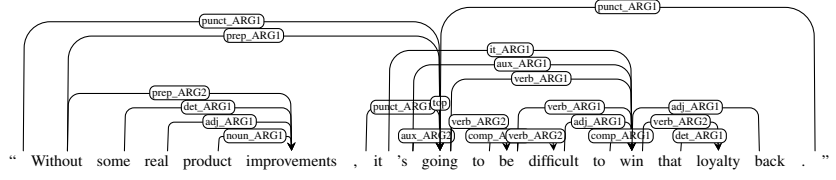


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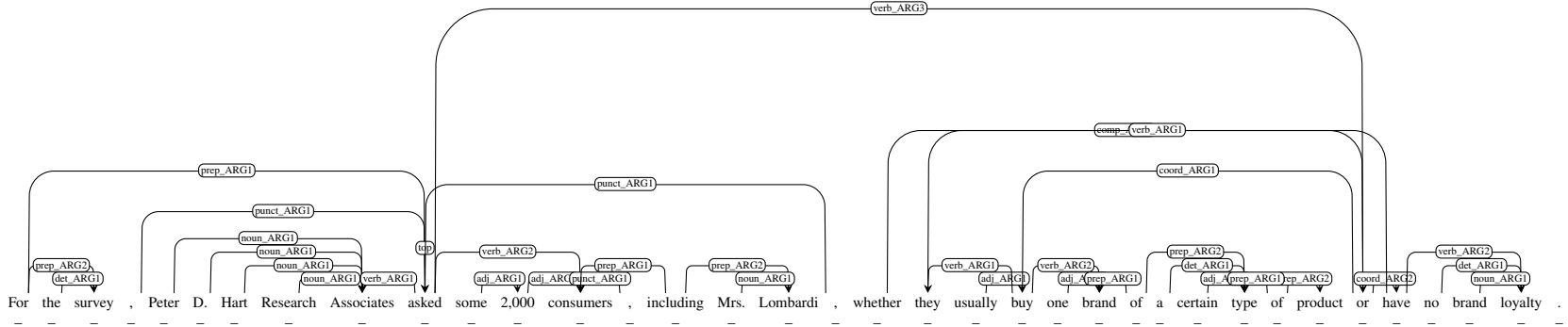




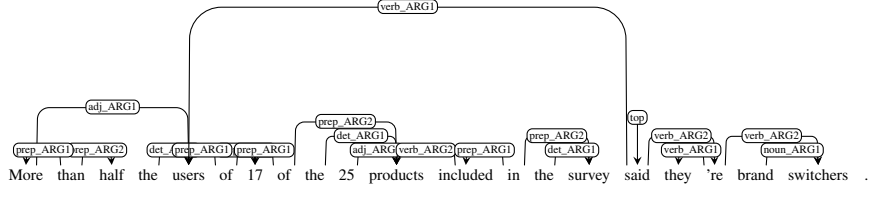
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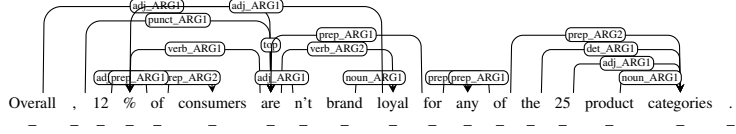
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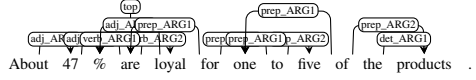
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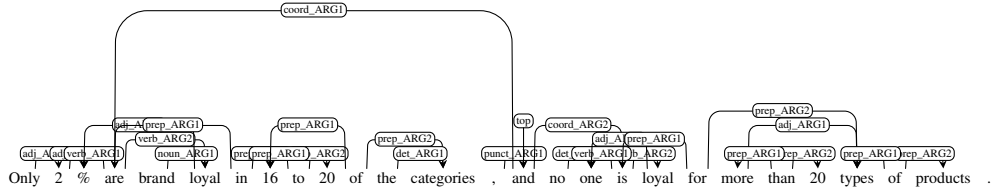
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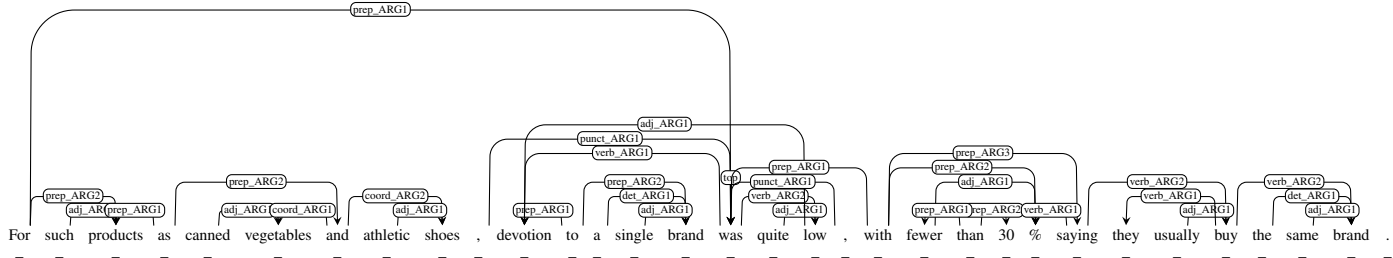
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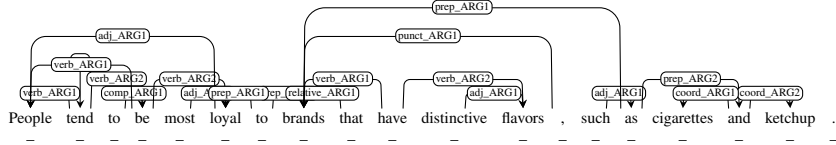
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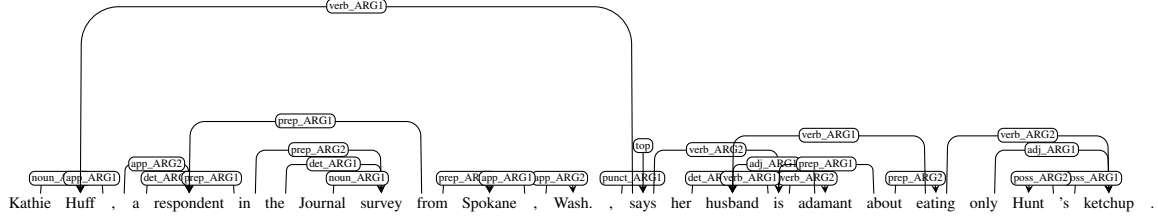
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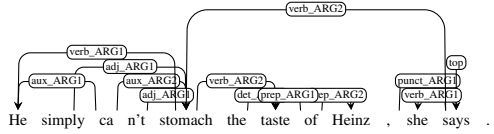
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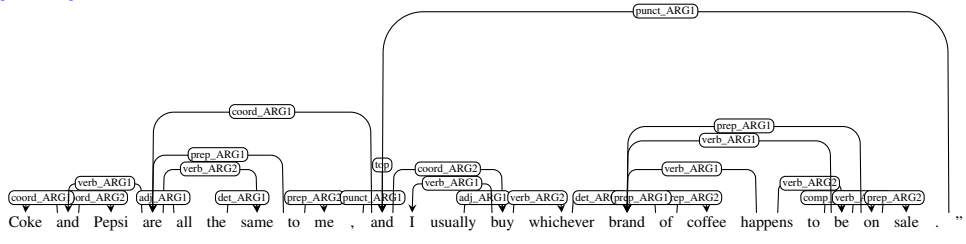
[21856028]



[21856029]



[21856031]



[21856032]

Brand imagery plays a significant role in loyalty to such products as cigarettes , perfume and beer .

[21856033]

People often stay with a particular brand because they want to be associated with the image its advertising conveys , whether that 's macho Marlboro cigarettes or Cher 's Uninhibited perfume .

[21856034]

Loyalty lags most for utilitarian products like trash bags and batteries .

[21856035]

Only 23 % of trash-bag users in the Journal survey usually buy the same brand , and just 29 % of battery buyers stick to one brand .

[21856036]

Underwear scored a middling 36 % in brand loyalty , but consumer researchers say that 's actually quite high for such a mundane product .

[21856037]

" In the past , you just wore Fruit of the Loom and did n't care , " says Peter Kim , U.S. director of consumer behavior research for the J. Walter Thompson ad agency .

[21856038]

" The high score reflects the attempts to make underwear more of a fashion image business for both men and women .

[21856039]

He believes there 's opportunity for a smart gasoline marketer to create a strong brand image and more consumer loyalty .

[21856040]

What loyalty there is to gas brands , he believes , is a matter of stopping at the most conveniently located service stations .

[21856041]

Brand loyalty was stronger among older consumers in the Journal survey .

[21856043]

Higher-income people also tend to be more brand loyal these days , the Journal survey and other research studies indicate .

[21856044]

Marketers speculate that more affluent people tend to lead more pressured lives and do n't have time to research the products they buy for the highest quality and most reasonable price .

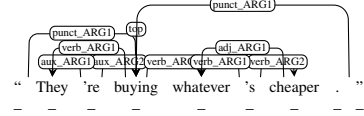
[21856046]

It 's sort of loyalty by default .

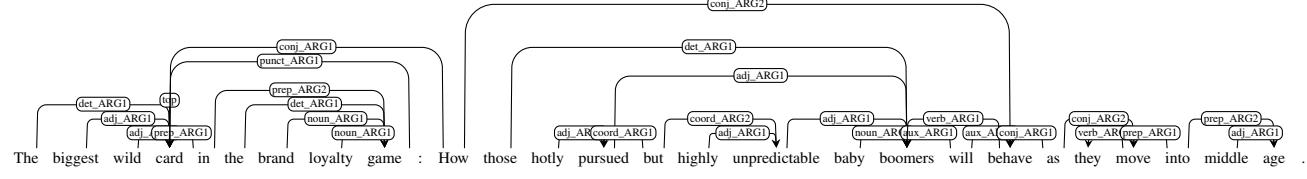
[21856047]

Meanwhile , the bottom end of the market is becoming less loyal , " says Laurel Cutler , vice chairman of the ad agency FCB/Leber Katz Partners .

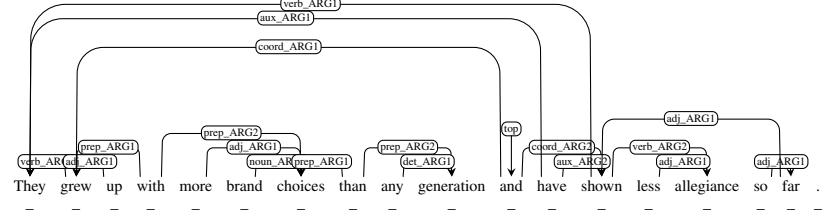
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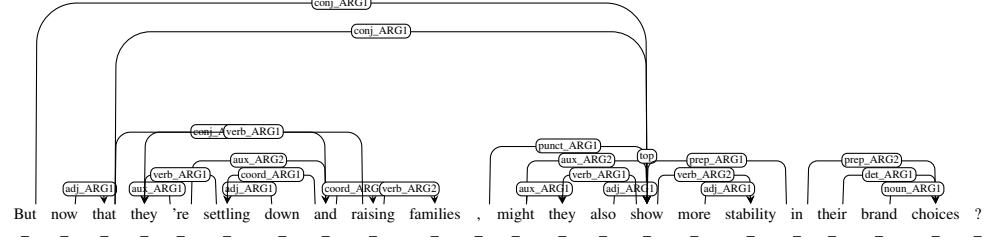
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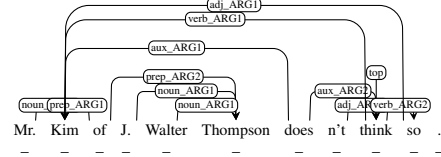
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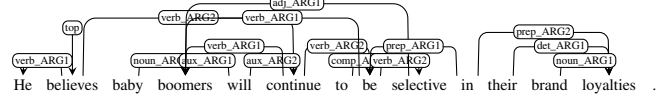
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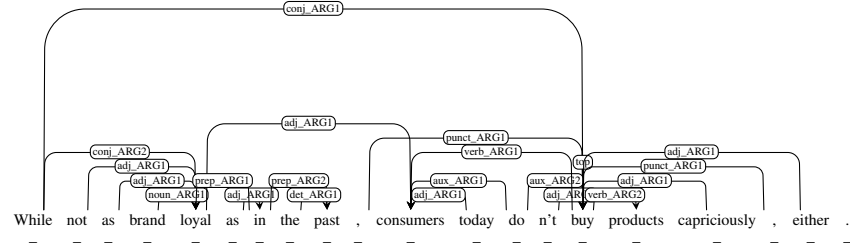
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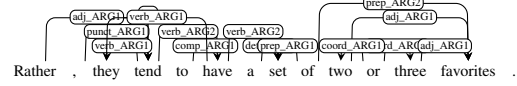
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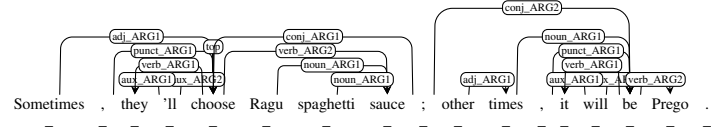
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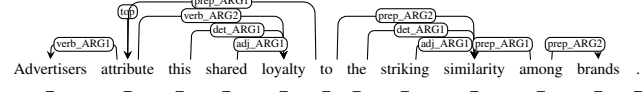
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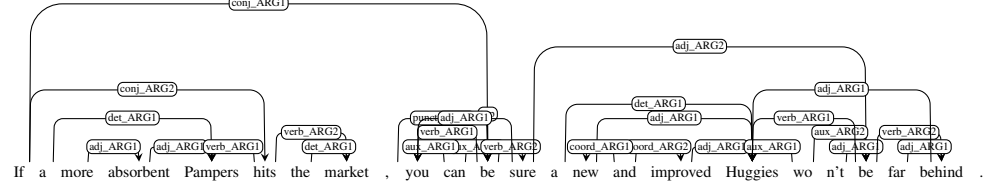
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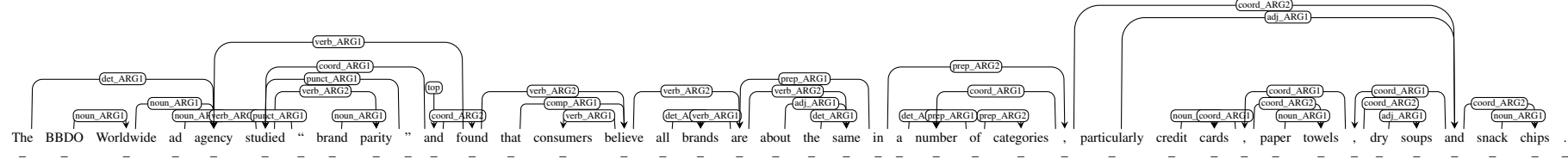
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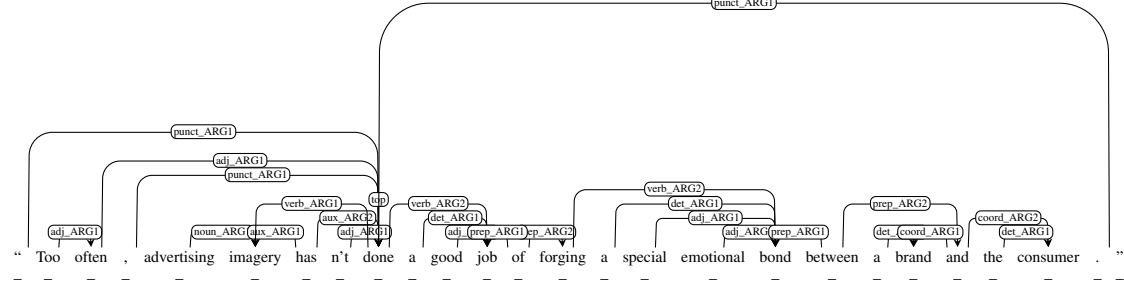
[21856059]



[21856060]



[21856062]



[21856063]

But given such strong brand disloyalty , some marketers are putting renewed emphasis on image advertising .

[21856064]

A small but growing number of companies are also trying to instill more fervent brand loyalty through such personalized direct-marketing ploys as catalogs , magazines and membership clubs for brand users .

[21856065]

While discount promotions are essential for most brands , some companies concede they went overboard in shifting money from advertising to coupons , refunds and other sales incentives .

[21856066]

Some people argue that strong brands can afford to stop advertising for a time because of the residual impact of hundreds of millions of dollars spent on advertising through the years .

[21856067]

But most companies are too afraid to take that chance .

[21856068]

And perhaps with good reason .

[21856069]

Says Clayt Wilhite , president of the D'Arcy Masius ad agency 's U.S. division , " Every time 24 hours pass without any advertising reinforcement , brand loyalty will diminish ever so slightly - even for a powerful brand like Budweiser . "

[21856070]

Consider , for example , what happened to Maxwell House coffee .

[21856071]

The Kraft General Foods brand stopped advertising for about a year in 1987 and gave up several market share points and its leadership position in the coffee business .

[21856072]

But since returning to advertising , Maxwell House has regained the lost share and is running neck and neck with archival Folgers .

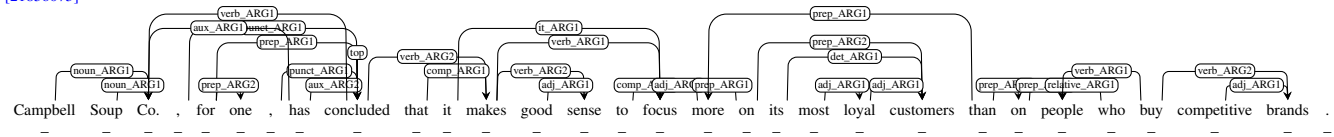
[21856073]

" Now , Philip Morris [Kraft General Foods ' parent company] is committed to the coffee business and to increased advertising for Maxwell House , " says Dick Mayer , president of the General Foods USA division .

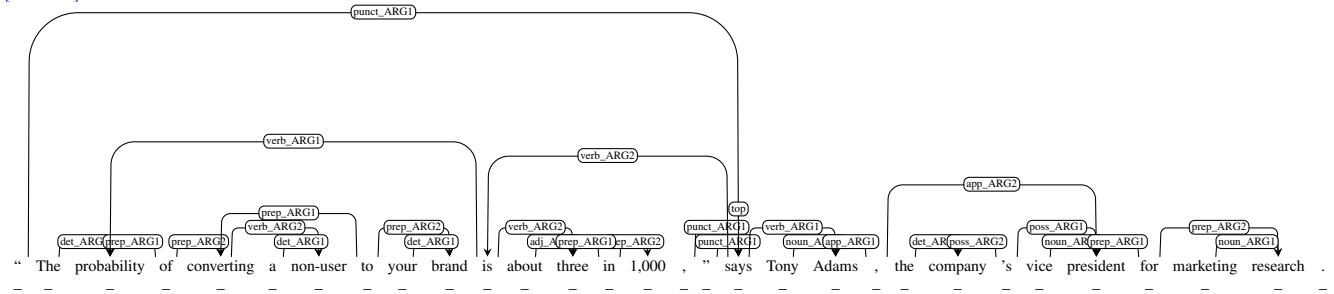
[21856074]

" Even though brand loyalty is rather strong for coffee , we need advertising to maintain and strengthen it . "

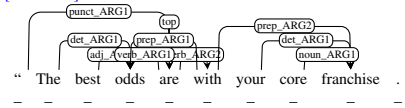
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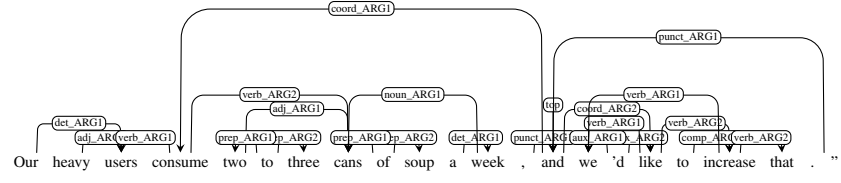
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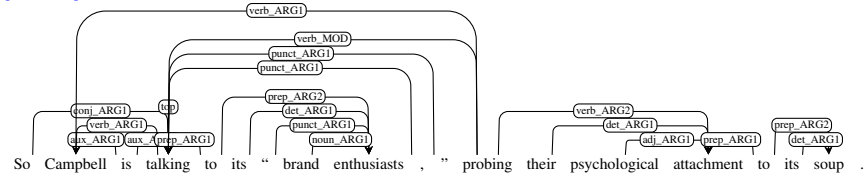
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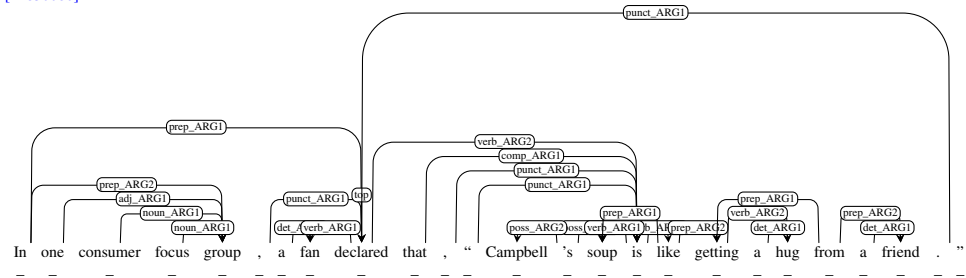
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[21856079]



[21856080]



[21856081]

