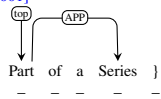
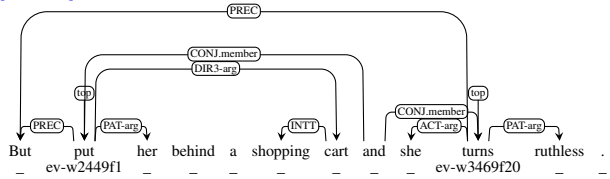


Document 1856

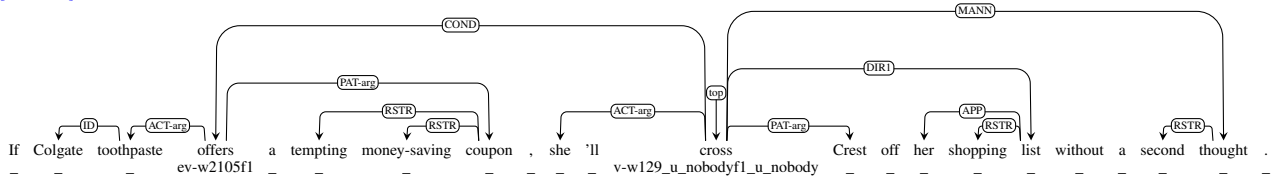
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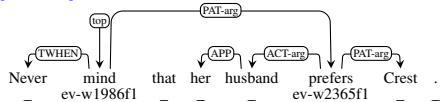
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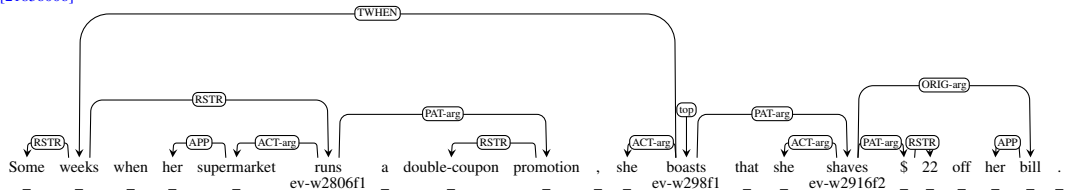
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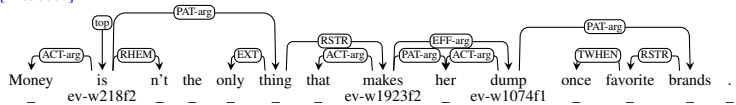
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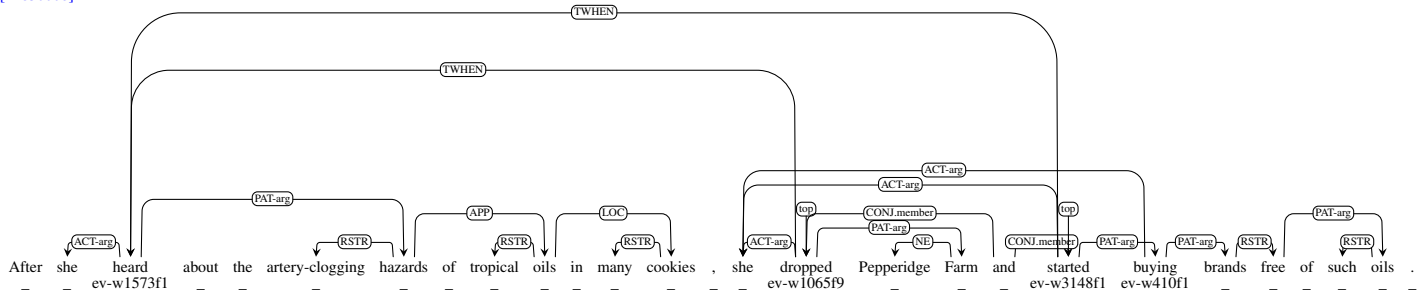
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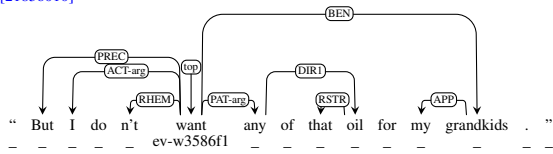
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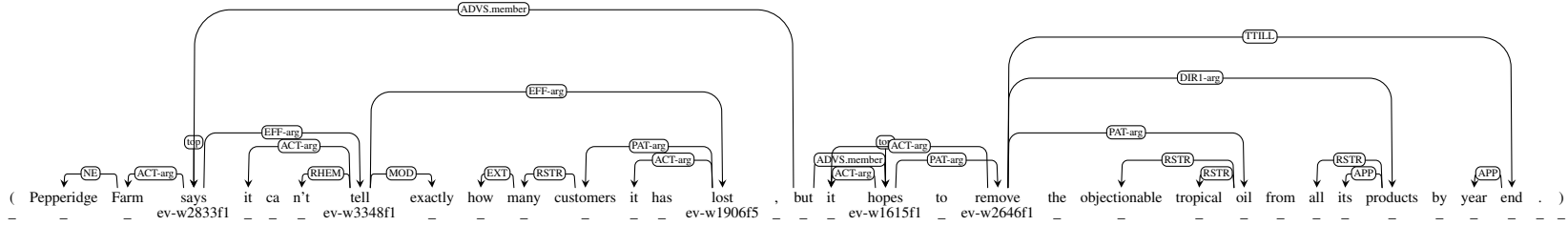
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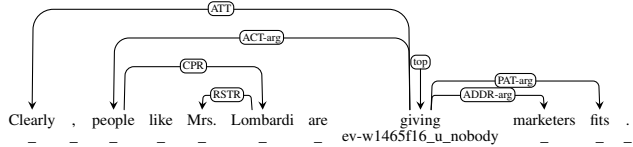
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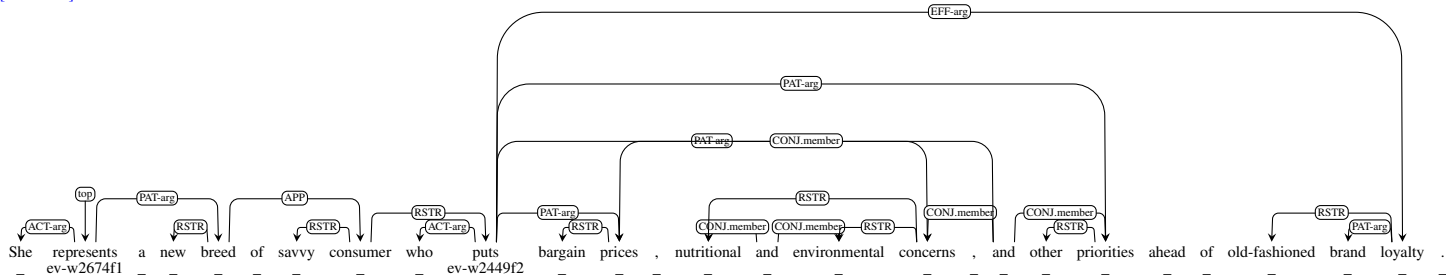
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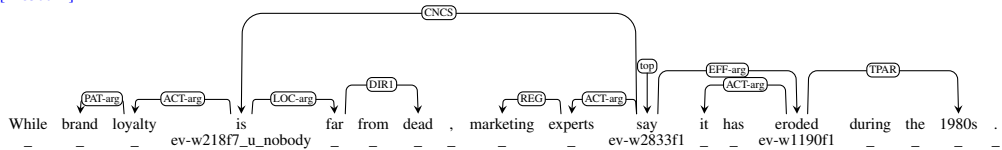
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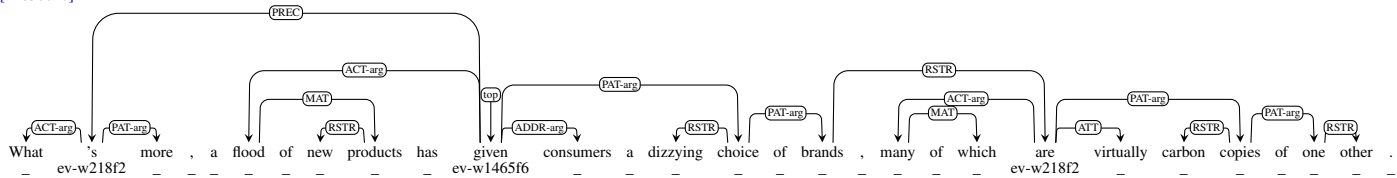
[21856013]



[21856014]



[21856016]



[21856017]

" Marketers have brought this on themselves with their heavy use " of promotions , contends Joe Plummer , an executive vice president at the D'Arcy Masius Benton & Bowles ad agency .
 - - - - - ev-w360f1 - - - - - ev-w682f1 - - - - -

[21856018]

" Without some real product improvements , it 's going to be difficult to win that loyalty back . "
 - - - - - ev-w218f2 - - - - - v-w599_u_nobodyf1_u_nobody - - - - -

[21856020]

For the survey , Peter D. Hart Research Associates asked some 2,000 consumers , including Mrs. Lombardi , whether they usually buy one brand of a certain type of product or have no brand loyalty .
 - - - - - ev-w141f2 - - - - - ev-w410f1 - - - - - ev-w1566f3 - - - - -

[21856021]

More than half the users of 17 of the 25 products included in the survey said they're brand switchers .
 - - - - - ev-w1676f1 - - - - - ev-w2833f1 - - - - - ev-w218f2 - - - - -

[21856022]

Overall , 12 % of consumers are n't brand loyal for any of the 25 product categories .
 - - - - - ev-w218f2 - - - - -

[21856023]

About 47 % are loyal for one to five of the products .
 - - - - - ev-w218f2 - - - - -

[21856024]

Only 2 % are brand loyal in 16 to 20 of the categories , and no one is loyal for more than 20 types of products .
 - - - - - ev-w218f2 - - - - - ev-w218f2 - - - - -

[21856025]

For such products as canned vegetables and athletic shoes , devotion to a single brand was quite low , with fewer than 30 % saying they usually buy the same brand .
 - - - - - ev-w218f2 - - - - - ev-w2833f1 - - - - - ev-w410f1 - - - - -

[21856027]

People tend to be most loyal to brands that have distinctive flavors , such as cigarettes and ketchup .
 - - - - - ev-w3351f3 - - - - - ev-w218f2 - - - - - ev-w1566f3 - - - - -

[21856028]

Kathie Huff , a respondent in the Journal survey from Spokane , Wash. , says her husband is adamant about only eating Hunt 's ketchup .
 - - - - - ev-w2833f1 - - - - - ev-w218f2 - - - - - ev-w1086f1 - - - - -

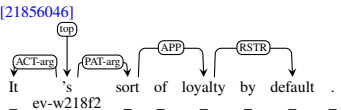
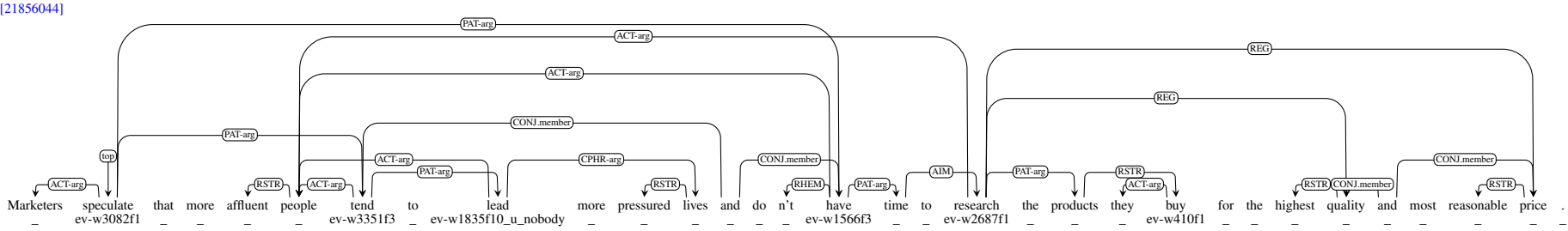
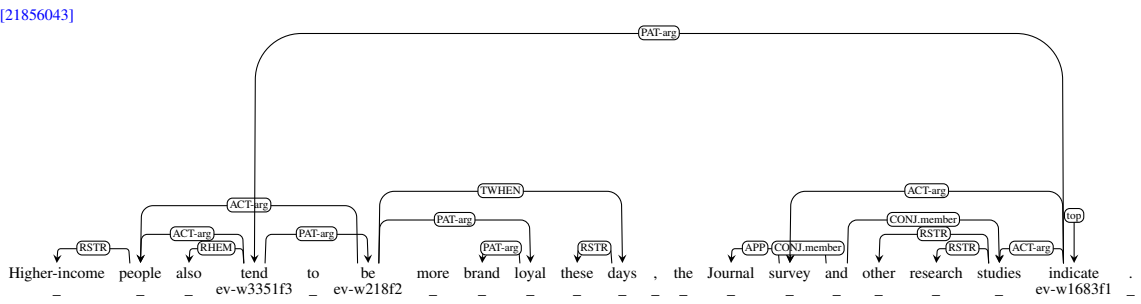
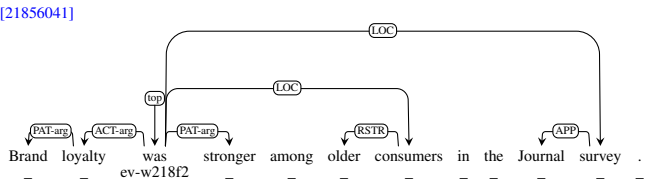
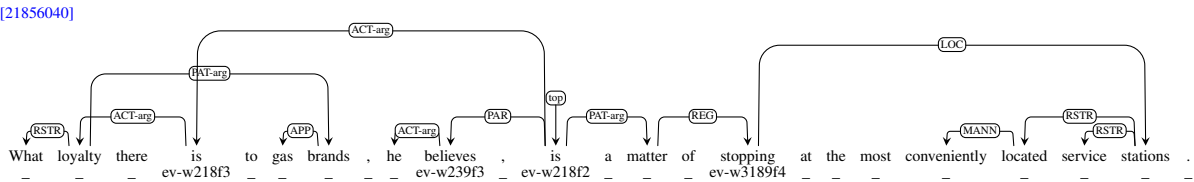
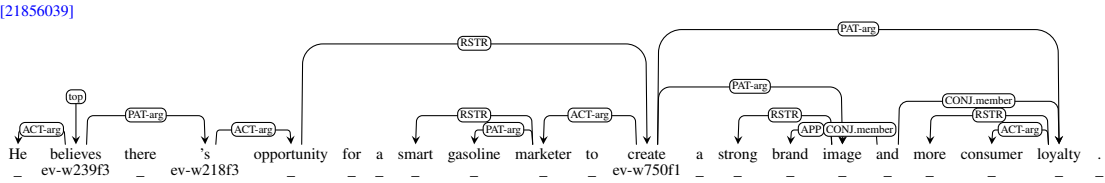
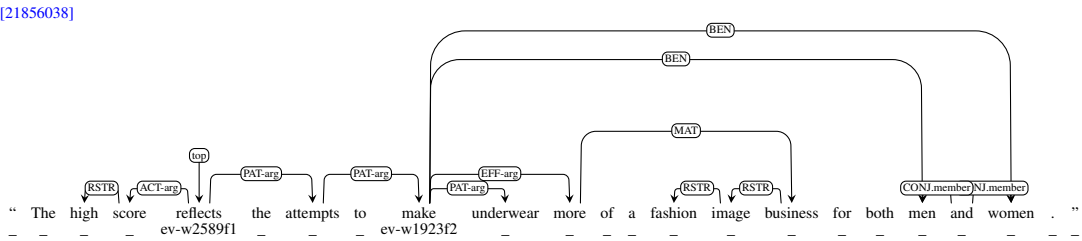
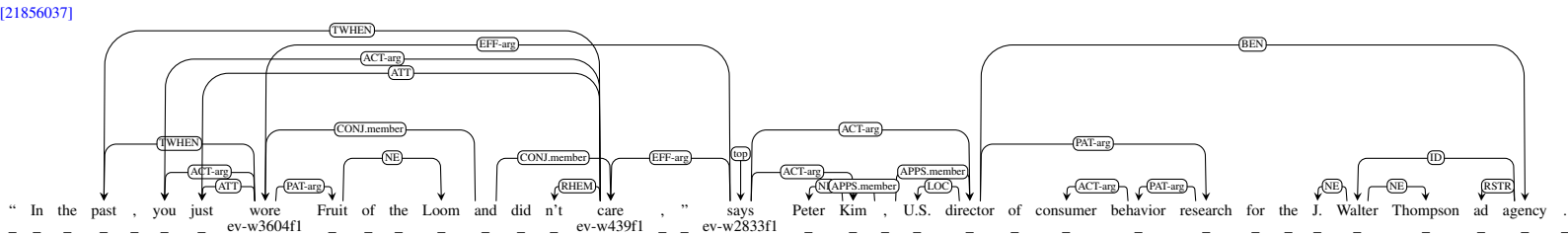
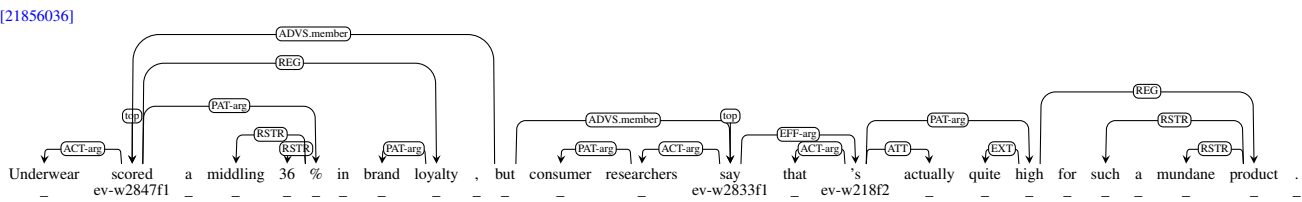
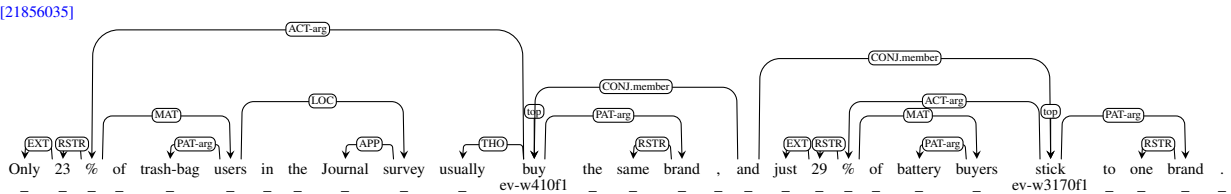
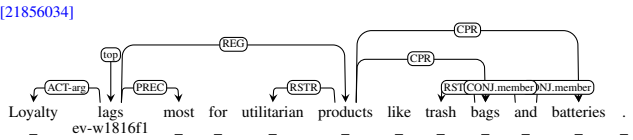
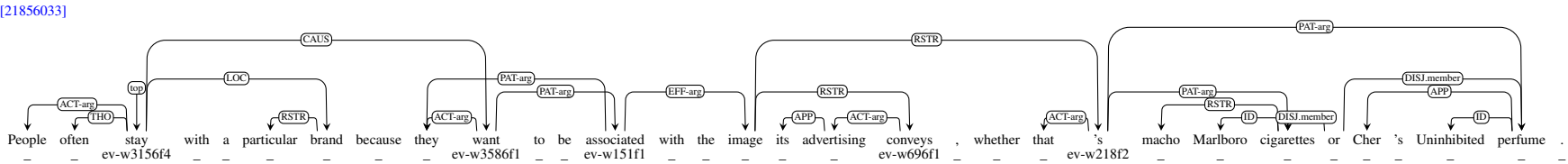
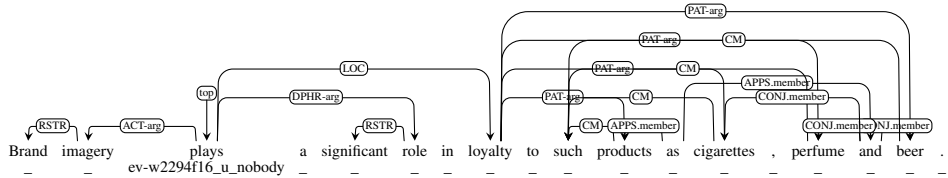
[21856029]

He simply ca n't stomach the taste of Heinz , she says .
 - - - - - ev-w3185f1 - - - - - ev-w2833f1 - - - - -

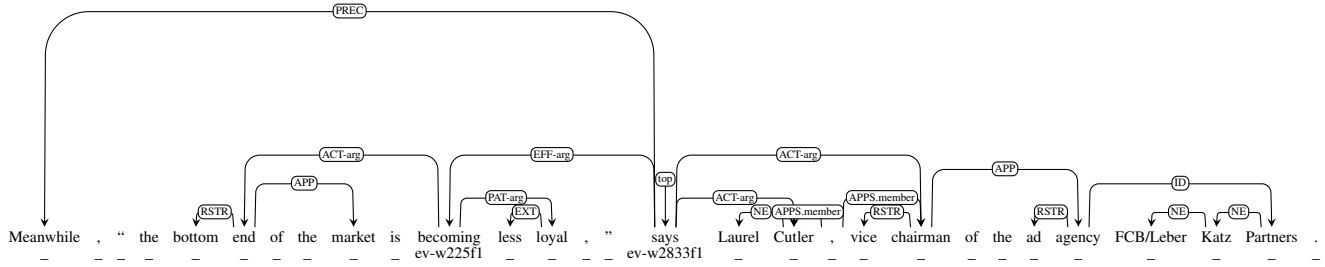
[21856031]

Coke and Pepsi are all the same to me , and I usually buy whichever brand of coffee happens to be on sale . "
 - - - - - ev-w218f2 - - - - - ev-w410f1 - - - - - ev-w1548f1 - - - - - ev-w218f20_u_nobody - - - - -

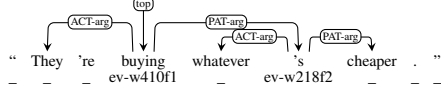
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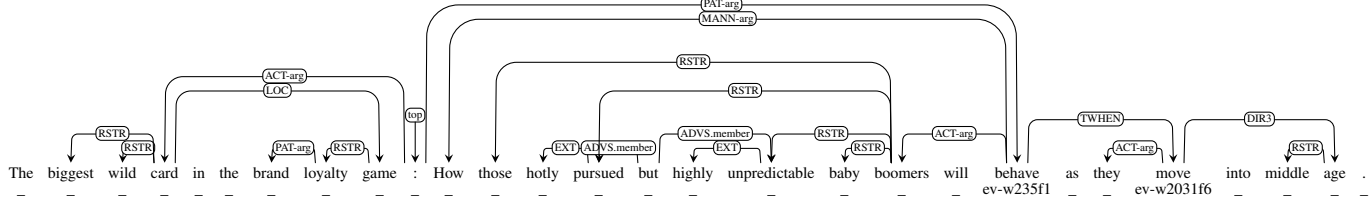
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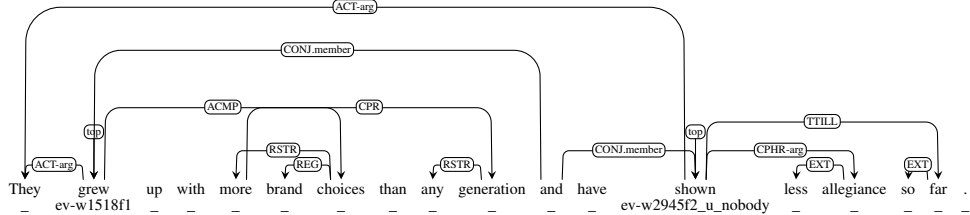
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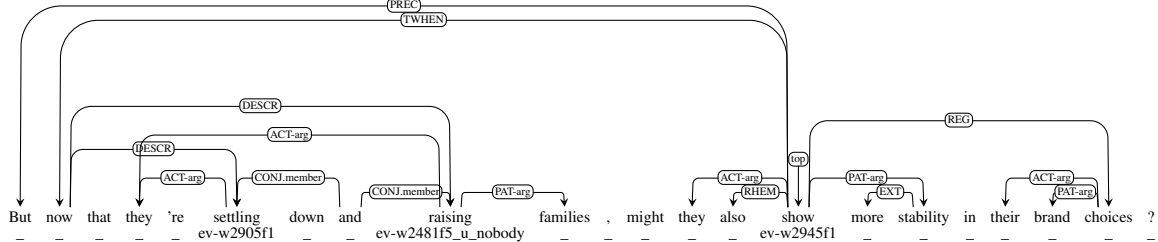
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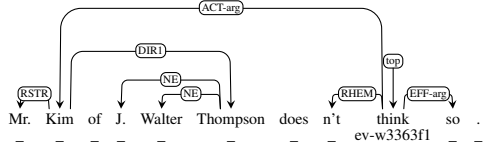
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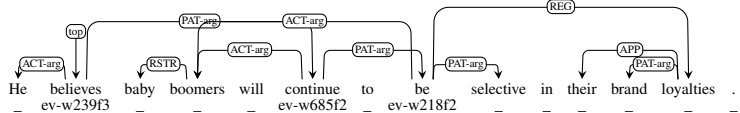
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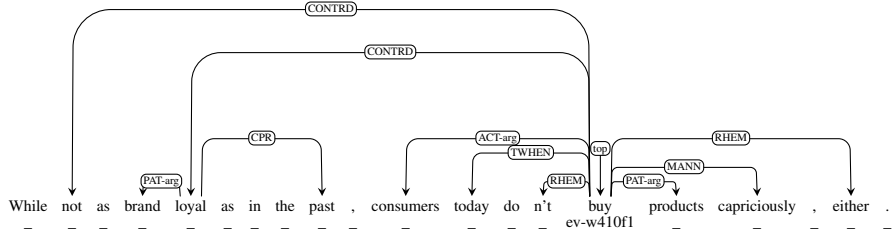
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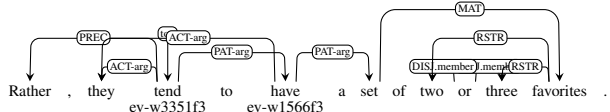
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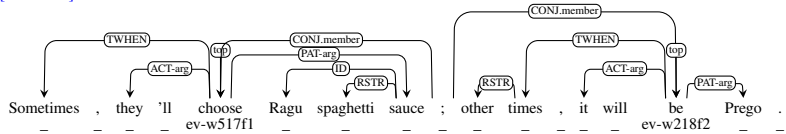
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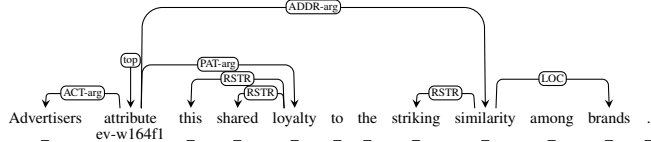
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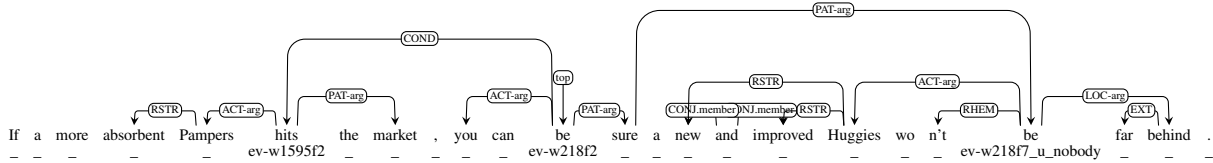
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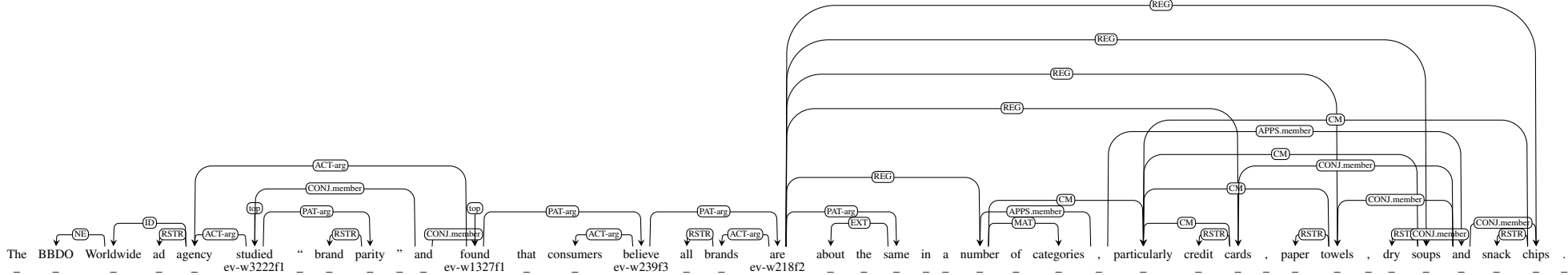
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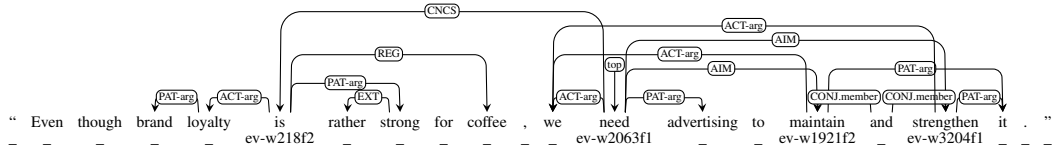
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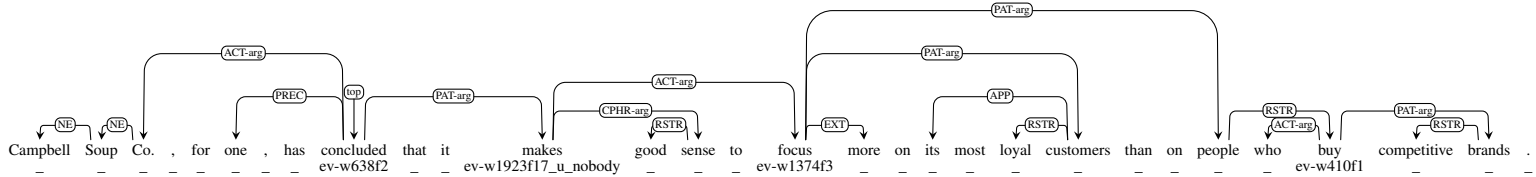
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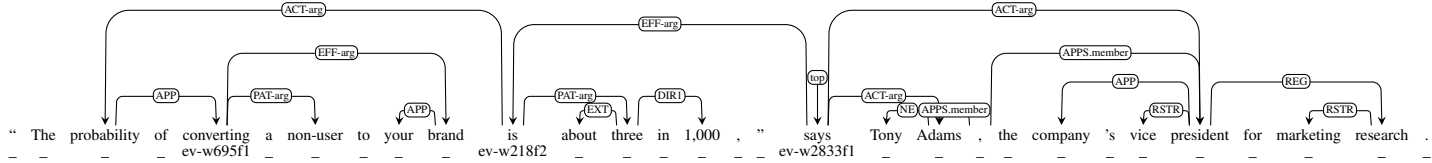
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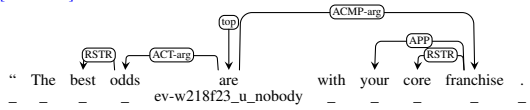
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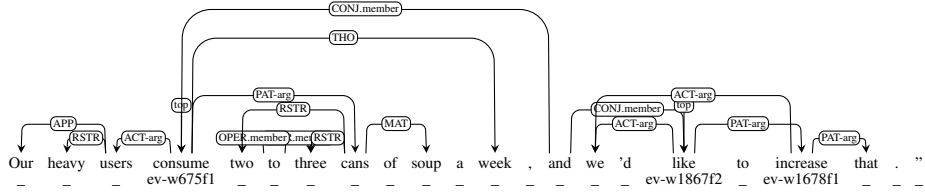
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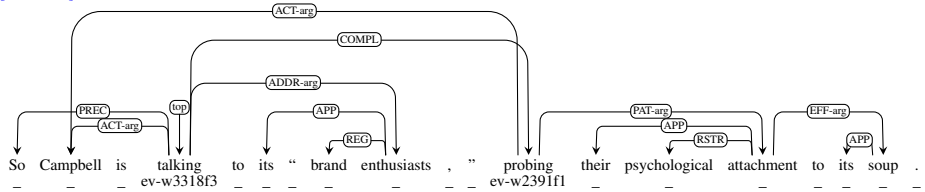
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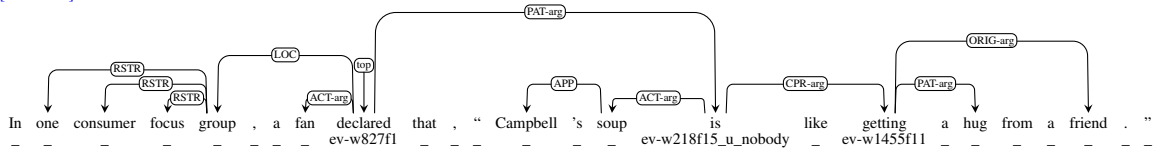
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[21856079]



[21856080]



[21856081]

