The first product that screams brand loyalty to me are my apple products. Apple products work best with other apple products so once you have one you start to want the rest. I recently just bought a new mac computer. Instead of going to a PC I stayed with the brand I know. I have an iPhone and an iPad so it’s obvious that I like to buy apple products.

Suave shampoo is the brand of shampoo I always buy because it’s the cheapest. I always get the same bottle because it is only $.99 and it works just fine. I’m brand loyal to the price but if another product beat it I would probably switch brands.

A&W root beer is my favorite kind of soda and I buy cans of it very often. When I buy pop for the house I always get a case of A&W root beer just because I like it. This also gets me to buy other products from that manufacture when there on sale such as Sun Drop, Dr. Pepper, and 7 up.

I buy pod laundry detergent because of the convince of it. They’re not messy and it’s easy to just pop one in the laundry when I clean my clothes. I buy them in bulk and have a big tub of them on the dryer that will last me for several months worth of laundry.

Last I would say I’m brand loyal to power and water because there the only ones around that provide it. Power and water is a necessity in the house and there are very few places in an area to get it. I don’t think about having to buy it every month but I would consider myself brand loyal because I have had the same company do it for years and don’t plan to change that any time soon.