

BRAND LOVE ISN'T A TREND

It's a **COMPETITIVE ADVANTAGE**

Be a brand they can't quit.

New Zeno research reveals what it really takes to attract, nurture, and earn consumer commitment. We surveyed 3,000+ U.S. consumers to decode the formula and path to brand love.

LOVE DRIVES DEMAND AND ENSURES IT LASTS

Love Conquers All

Brand love sustains demand

72% consumers stay loyal, even when it is inconvenient, e.g., higher prices or limited availability

Brand Love Drives Decisions

Consumers consider brand love when:

59% recommending **40%** defending **35%** investing

Brand Bonds Run Deep

79% feel deeply committed and reluctant to switch brands

Love Them, Can't Leave Them

75% say longtime brand love is hard to break

CARTS, CLICKS & COMMITMENT: FIVE THINGS TO KNOW

- 1 Brand Relationship Drives Deep Emotions**
Consumers feel emotions like happiness, nostalgia, and pride when engaging with their favorite brands.
- 2 Experiences Drive Brand Love—and Loss**
Interactions that feel personal, relevant, and memorable spark loyalty and drive demand.
- 3 Decoding Generational Brand Love Languages Matters**
Each generation connects with brands in their own unique way. For Gen Z, love = identity, transparency and innovation. Millennials are loyal—but expect more. To Gen X, trust is everything. For Boomers, loyalty builds on legacy.
- 4 Word of Mouth is the Real MVP**
People trust people. Across all age groups, word-of-mouth is still the most trusted way to learn about brands.
- 5 Loyalty Varies by Category**
What wins hearts in grocery—trust and routine—won't cut it in travel, where consumers love to explore their options. From tech to retail, every category has its own formula for keeping customers hooked.

Want the full picture from the Brand Love + Demand study? Contact brandlove@zenogroup.com. Learn more at zenogroup.com. Follow us on [LinkedIn](#) | [Facebook](#) | [Instagram](#)

Study Methodology: Zeno Group conducted a nationally representative online survey of n = 1,500 U.S. Adults (18+), supplemented by additional, representative samples of n = 501 Gen Z, n = 500 Black/A-A, and n = 502 Hispanic adults. The study was conducted from December 6 to 24, 2024, and the overall results have a ±3% margin of error (M.o.E.) at the 95% confidence level.

This study is fueled by The Human Project™, Zeno Group's proprietary IP since 2011.

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