

Rossiter and Bellman's Brand Loyalty Measuring Tool

Questionnaire for the classification of customers in brand loyalty sub-groups

Rossiter and Bellman have identified thirteen different types of purchase behaviour, which they went on to group in five loyalty categories: (1) brand loyal, (2) favourable brand switchers, (3) other-brand switchers, (4) other-brand loyal and (5) new-category users. The first two

categories are the ones with customers that are loyal to the brand in question ('our brand's loyal customers'). The third and the fourth category contain customers of other brands that could possibly be tempted to switch to an alternative brand ('other brand's customers who could try or re-try our brand'). The last category encompasses those customers that do not use any products from the product class in question.



Spread over these five categories, Rossiter and Bellman discern the thirteen following types of purchase behaviour:

1. Brand Loyals (BL): these are customers that are loyal to one, two or three brands, with the ones that are loyal to only one brand referred to as so-called (a) single-brand loyal and the ones with loyalty to two or three brands called (b) multi-brand loyal.
2. Favourable Brand Switchers (FBS): these are customers with a preference for the brand in question, but who also regularly buy competing brands. The brand in question is merely one of the brands the customer regularly chooses from. FBS can be typified as customers that – when they walk into a shop – have not yet decided what brand they are going to buy. Within the FBS category, there is a possible split between so-called (a) experimental FBS and (b) routine FBS. The former refers to customers that experiment in their brand choices to have new experiences. The latter refers to customers that regularly switch between a fixed set of brands. In the case of FBS customers there is a risk that they definitively go for one specific brand after a particularly positive experience.
3. Other-Brand Switchers (OBS): these are customers without a preference for any specific brand. The OBS group can be split up into three sub-categories: (a) favourable other-brand switchers (customers that regularly switch between brands and are considering to buy the brand in question), (b) neutral other-brand switchers (customers that have never heard of the brand in question, and therefore do not recognize it or cannot recall it) and (c)

- unfavourable other-brand switchers (customers that have tried the brand in question in the past, but were not satisfied with it).
4. Other-Brand Loyals (OBL): these are customers that are loyal to at least one other brand. Within this category, there are three kinds of loyals, namely (a) favourable other-brand loyals (customers considering to switch to the brand in question), (b) neutral other-brand loyals (customers that have not heard of the brand in question, and therefore know nothing about it) and (c) unfavourable other-brand loyals (customers that have tried the brand in question in the past, but were not satisfied with it).
 5. New-Category Users (NCU): these are customers that are not (yet) using any brands from the product category in question. This category falls into three sub-groups: (a) positive new category users (customers that have heard of the product category in question, have a positive attitude towards it, but have not made any trial purchases), (b) unaware new category users (customers that have not yet heard of the product category in question) and (c) negative new category users (customers that have heard of the product category in question, but have no interest in it, are not impressed by it, or have no affinity for the product category).

Based on the above, Rossiter and Bellman set up a measuring tool to help map customers' loyalty level. This tool can, for example, be used to assess the tendency among 'potentials' to switch to the brand in question, and to what extent current customers are considering switching to another brand. Before firing any questions, it has to be clear whether the respondent is a user (question 2) or a non-user of the product category (question 1). Further analysis (coding) will subsequently show how respondents can be grouped in the thirteen loyalty sub-groups outlined above. The questions can relate to products/ services from any possible category.

Target audience selection questionnaire (brand loyalty)

Question 1 (for non-users): What do you think about product class Y or brand X? Please circle the answer of your choice.

- A: I have never heard of this product class.
- B: I have heard of this product class, but am certainly not planning on buying a brand from that product class.
- C: I have bought a brand from this product class in the past, but have stopped using it, and I am not planning to return to this product class.
- D: I have bought a brand from this product class in the past. I don't anymore, but I am open to trying a brand from this product class again.
- E: I have heard of this product class, but have unfortunately not yet tried any brands from this product class, but I am open to trying a brand from this product class.

Question 2 (for users) What is your attitude towards the following brands from product class Y?

- Circle the answer of your choice, and also indicate which brands an answer category applies to.
- You can circle several brands per answer (a, b, c, etc.).
- You do not have to limit yourself to one answer, you can give more (for example, a, g and h).

	<u>Competitors</u>		
Brand X	Brand A	Brand B	Brand C
A I have never heard of this brand.			
B I know the brand, but have never bought it, and have no intention to buy it.			
C I know the brand, have never bought it, but am considering buying it.			
D I know the brand, I have bought it once, but will not buy it again.			
E I know the brand, I have bought it once, and am considering buying it again.			
F I regularly buy brands from this category, but have no clear brand preference.			
G I have a preference for several brands from this category, and buy these regularly.			
H I buy this brand (almost) always, and have a strong preference for it.			

Explanatory notes for the researcher

- If the respondent indicates that he/she is not a user of brands from the product class in question, ask question 1. If the respondent states to be a user of brands from the product class in question, have him/her answer question 2.
- Use the following coding when interpreting answers to question 1: answer A (classification of unaware new category user), answer B (negative NCU), answer C (negative NCU), answer D (positive NCU) and answer E (positive NCU).
- Use the following coding when interpreting answers to question 2:
 - Answer A for brand X and answer F for other brands (classification of neutral other-brand switcher).
 - Answer C or E for brand X and answer F for other brands (classification of favourable other-brand switcher).
 - Answer B or D for brand X and answer F for other brands (classification of unfavourable other-brand switcher).
 - Answer A for brand X and answer G or H for other brands (classification of neutral other-brand loyal).
 - Answer C or E for brand X and answer G or H for other brands (classification of favourable other-brand loyal).
 - Answer B or D for brand X and answer G or H for other brands (classification of unfavourable other-brand loyal).
 - Answer F for brand X (classification of experimental favourable brand switcher) (for an early stage in the product life cycle).
 - Answer F for brand X (classification of routine favourable brand switcher) (for the adult stage in the product life cycle).
 - Answer G for brand X (classification of multi-brand loyal).
 - Answer H for brand X (classification of single-brand loyal).

Reference(s)

Rossiter, J.R., Bellman, S. (2005) Marketing communications; theory and applications. Pearson Education Australia, Frenchs Forest NSW, Australia.

* Available in the EURIB library.