

## The Shopping Mindset

## American Consumer Deep Dive

For our Science of Loyalty report, we surveyed 4,000 respondents ages 18 to 65 across the UK, US, Canada, and Australia (1,000 per country) to understand what drives shoppers to make repeat purchases.

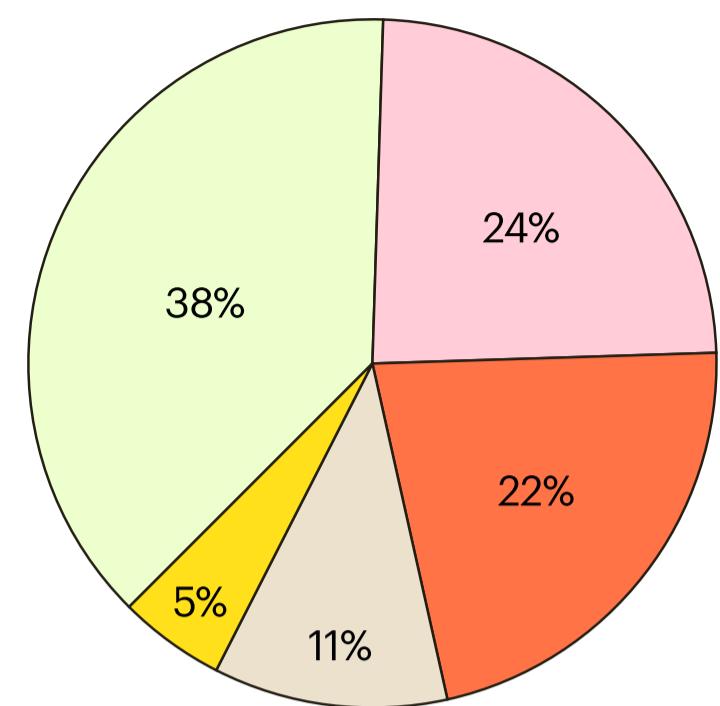
We asked consumers how they shop across different categories. We then honed in on one category, and more specifically had respondents focus on a recent purchase from a brand they typically buy from.

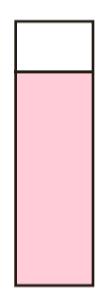
These insights help to uncover the shopping mindset in the US—and what drives repeat purchases among consumers. With these learnings, marketers can understand how customer loyalty is built in the US, and develop strategies for improving loyalty.

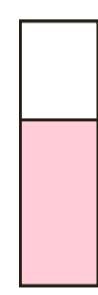
While 38% of American respondents make repeat purchases because they actively prefer a brand, almost a quarter (24%) choose to buy again simply due to availability.

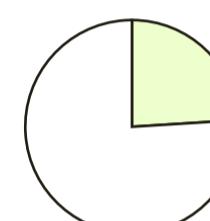
## Reasons for repeatedly purchasing with the same brand:

- I actively prefer that brand to others available
- I know the brand will be available
- It's part of my routine
- I'd go out of my way to have that brand; it's the only brand I buy
- Switching seems too inconvenient

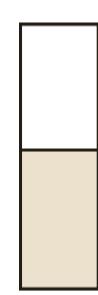


 **80%**  
choose brands that make them feel like a valued customer.

 **62%**  
want to feel treated/pampered.

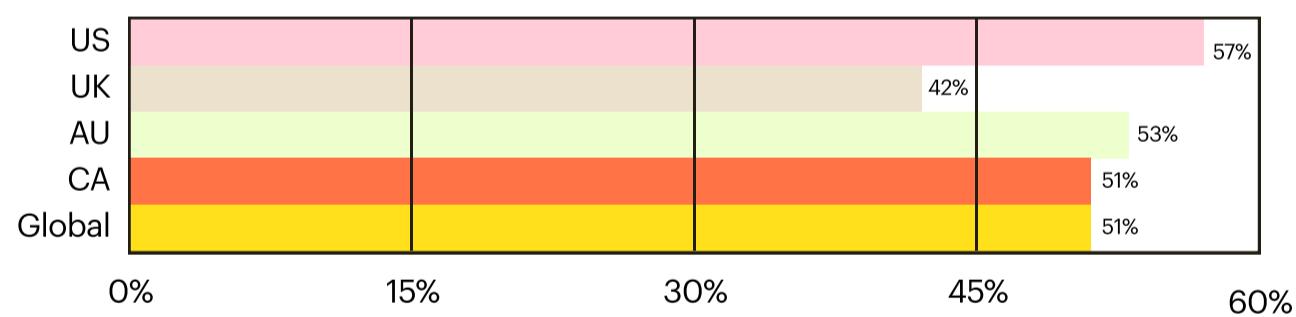
 **24%**  
prefer SMS/text messaging.  
↑ This increases to 35% for ages 18-34.

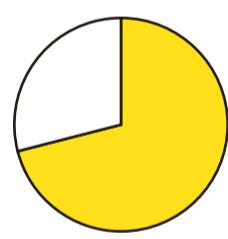
 **80%**  
only purchase from brands that are trustworthy.

 **52%**  
expect brands to reward them with deals and discounts.

57% make repeat purchases from brands that make them feel part of a community—a more common preference than other markets.

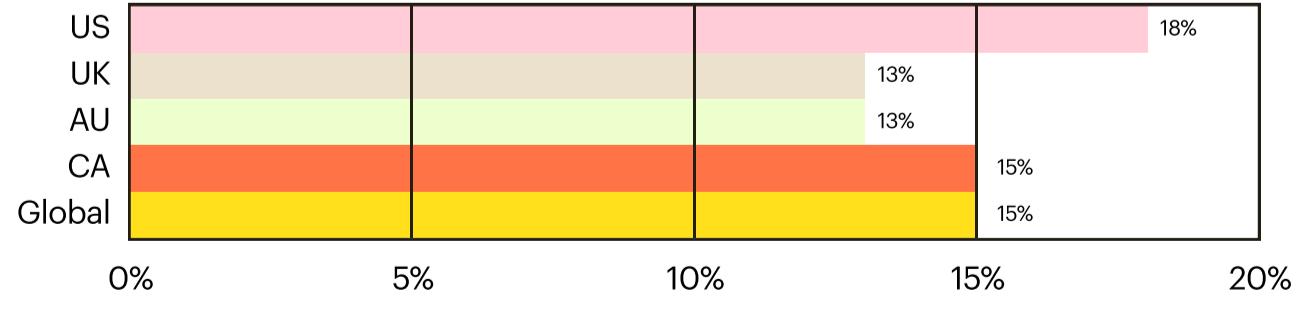
*% of consumers making repeat purchases from brands that make them feel part of a community*

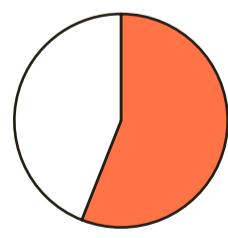


 **71%**  
prefer purchasing from brands they are already loyal to.  
↑ This increases to 79% for ages 18-34.

Consumers in the US are more willing than those in other markets to speak out on both the good and the bad, with 18% writing reviews about the brand online.

*% of consumers writing reviews online*



 **56%**  
prefer to be contacted via email, making it the most popular form of communication with a brand.

Want to learn more about the science of loyalty?

Head to our [Science of Loyalty Report](#) for expert insights on building a loyal customer base. Once you're clued up on the principles of loyalty, dive into our [Strategic Loyalty Playbook](#) for actionable tactics to help you improve your loyalty strategies.

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