

Crafting Effective Questionnaires

- Brand Loyalty Survey -

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Business Challenge

Analyze the degree of loyalty of your brand and the competition, and use this information in marketing initiatives

Brand Loyalty Survey

A brand loyalty survey measures and assesses how loyal customers are to a brand and helps in devising strategies to enhance loyalty and encourage repeat purchases. By understanding customers' perceptions of the brand, companies can improve services and products that align with the brand, strengthening initiatives for maintaining brand loyalty.

Data that can be obtained

- ✓ Customers' brand loyalty scores for products or services.
- ✓ Customers' perceptions and impressions of the brand.
- ✓ The strength of customers' intention to repurchase products or services from the same brand.
- ✓ Customers' views on the brand's strengths, weaknesses, and areas needing improvement.

Survey Objectives

- To measure how loyal customers are to the brand.
- To confirm customers' intentions to repurchase the brand's products or services in the future.
- To identify the strengths and weaknesses customers perceive in the brand, and use this information to improve brand strategies.
- To evaluate whether the quality of products and services appropriate for the brand is being maintained.

Actions based on the survey result

Using the data obtained from the brand loyalty survey, you can understand the level of loyalty customers have to your brand and identify competing brands that could be potential substitutes. This information can be used to improve products or services and to enhance strategies that differentiate your brand from competitors.

Questionnaire Example

Q How satisfied are you overall with the target brand?

- Very Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied

Q How likely are you to recommend the target brand to your family or friends?

- 0 (Not likely to recommend)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (Very likely to recommend)

Q What aspects of the target brand are you satisfied with?

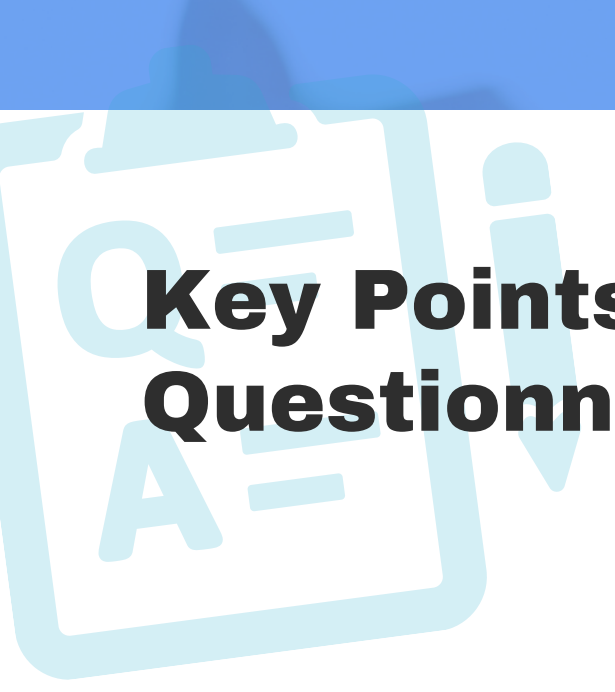
- Expandability
- Design
- Comfort
- Safety
- Functionality
- After-sales support
- Reliability
- Cost-effectiveness
- Durability
- Usability
- Not satisfied with any aspects

Q Do you want to purchase the target brand in the future?

- I want to purchase it
- I somewhat want to purchase it
- I'm not sure
- I don't really want to purchase it
- I don't want to purchase it

Creating questionnaires from scratch can be challenging. Our survey templates streamline the process, helping businesses quickly and efficiently gather actionable insights.

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Key Points for Questionnaire Design

There are two main indicators for measuring brand loyalty. It's important to visualize the desired output and select the appropriate method. For respondents who give high ratings, digging deeper into the reasons for their satisfaction can help you identify your brand's strengths and attractiveness, which can be leveraged in promotional strategies. For those who give low ratings, exploring their reasons can help in identifying areas for improvement and revising target settings.

RATING SCALE

This method asks respondents to evaluate using a scale with multiple levels, for example, "How much do you trust our brand?" If a neutral option is included, a 5-point or 7-point scale is common. If you want to avoid neutral responses and force a choice, a 4-point or 6-point scale is generally used.

Example:

- | | |
|----------------------|-------------------------|
| 1.Trust it very much | 4.Don't trust it much |
| 2.Trust it | 5.Don't trust it at all |
| 3.Not sure | |

SCORE FORMAT

This method involves asking questions like "Would you recommend this product/service to a friend?" and rating the response on an 11-point scale from 0 to 10. Generally, those who select 9-10 are classified as promoters, those who select 7-8 as passives, and those who select 0-6 as detractors. These classifications allow for a segmented evaluation.

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