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MARKETING

Taking the Measure of Customer Loyalty

By Business 2.0 Staff, July 01, 2002



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For its annual customer loyalty index, market research firm Brand Keys surveys 16,000 consumers twice a year on their attitudes toward 158 brands in 28 categories. (Brand Keys chooses categories at its clients' request, but a brand's rank has nothing to do with whether it is a client.) For each category, consumers are asked to describe the brand attributes most important to them and then to evaluate how the brands measure up. The firm analyzes the resulting data and assigns each brand a ranking in its category. This year saw significant shake-ups in nine categories, largely as a result of the economic recession and fallout in the travel industry after Sept. 11. Here are the complete results of the 2002 Brand Keys customer loyalty index.

Airline

1. Delta
2. Southwest
3. Continental
4. United
5. U.S. Airways/American (tie)

Athletic Footwear

1. New Balance
2. Nike
3. Reebok/Adidas (tie)
5. Fila

Mobile Phone

1. Samsung
2. Motorola/Nokia (tie)
4. Ericsson
5. Panasonic

Beer (Regular)

1. Budweiser
2. Miller Genuine Draft
3. Heineken
4. Corona
5. Becks

Beer (Light)

Bank (N.Y. Retail)

1. Citibank
2. Chase
3. First Union
4. Fleet
5. Bank of N.Y.

Morning News Show

1. *The Today Show* (NBC)
2. *Early Edition* (CNN)
3. *Good Morning America* (ABC)
4. *Early Show* (CBS)

Office Copier

1. Canon
2. Xerox
3. Minolta/Sharp (tie)
5. Ricoh

Mutual Fund

1. T. Rowe Price
2. Fidelity
3. Vanguard
4. Putnam
5. Janus

Online Travel

1. Coors Light
2. Amstel Light
3. Bud Light
4. Miller Lite
Fast Food
1. Wendy's/KFC (tie)
3. McDonald's
4. Burger King
5. Taco Bell
Credit Card
1. Discover
2. Capital One
3. Visa
4. American Express
5. MasterCard
Insurance Company
1. Travelers
2. Prudential/MetLife (tie)
4. Aetna/New York Life (tie)
6. The Hartford
Major-League Sports
1. MLB
2. NFL
3. NBA
4. NHL
Online Brokerage
1. Charles Schwab
2. Datek
3. CSFB Direct
4. TD Waterhouse
5. Merrill Lynch
6. Fidelity
7. National Discount Brokers
8. Ameritrade/E-Trade (tie)
Gasoline
1. Mobil
2. Exxon
3. Texaco
4. Chevron
5. Amoco/Shell (tie)

1. Expedia
2. Travelocity
3. Fodors
4. Priceline.com
Wireless Phone Service
1. Verizon
2. Sprint PCS
3. Cingular
4. AT&T/Nextel/Voicestream (tie)
Parcel Delivery
1. Airborne Express
2. Federal Express
3. UPS
4. USPS
5. DHL
Soft Drink (Regular)
1. Pepsi
2. Coca-Cola
3. 7-Up
4. Dr. Pepper
Soft Drink (Diet)
1. Diet Pepsi
2. Diet Coke
3. Diet 7-Up
4. Diet Dr. Pepper
Hotel
1. Ritz-Carlton
2. Hyatt
3. Marriott
4. Hilton
5. Sheraton
6. Radisson
7. Wyndham/Westin (tie)
9. Embassy Suites
Retail Store
1. Wal-Mart
2. Sears
3. Target
4. JC Penney
5. Best Buy

7. BP/Sunoco (tie)
Search Engine
1. Google
2. Yahoo
3. HotBot/Lycos/AltaVista/Excite (tie)
7. MSN
8. Netscape
9. AOL/Ask Jeeves (tie)
Long-Distance Phone Service
1. Sprint
2. AT&T
3. Qwest
4. Bell South
5. SBC
6. MCI
7. Verizon
Energy Provider (N.Y.)
1. KeySpan/PSE&G (tie)
3. Con Edison

6. Kmart
Car Rental Company
1. Avis
2. Budget
3. Hertz
4. Enterprise
5. National
6. Dollar
7. Alamo
Online Books & Music
1. Amazon.com
2. Buy.com
3. Borders.com
4. Barnesandnoble.com/CDNow (tie)
Pizza
1. Papa John's
2. Domino's/Pizza Hut/Godfather's/Round Table (tie)
6. Chuck E. Cheese
7. Little Caesar's

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