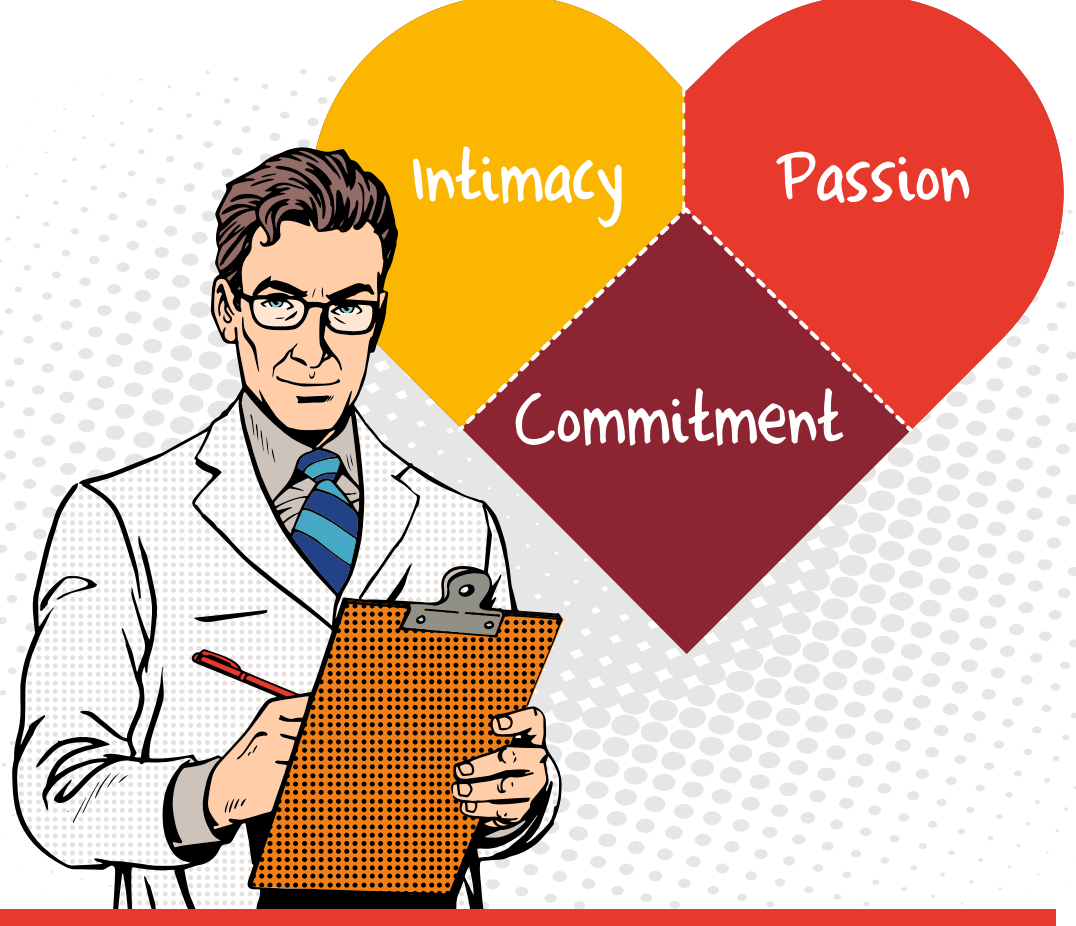


Are you successfully courting your customers or finding they'd rather keep things casual? Do you know how to take things to the next level? From friends to frenemies, long term loves to holiday flings, we have many relationships in life. But how do those relationships compare to the ones that you have with your customers?

Our recent research is helping retailers to answer one all-important question:
HOW DEVOTED ARE YOUR CUSTOMERS?

HAVE YOU HEARD OF STERNBERG'S THEORY OF LOVE?

No? We hadn't either, but we came across it when we started investigating whether consumers approach relationships with their favourite retailers in the same way they approach their personal relationships. The triangular theory of love is developed by psychologist Robert Sternberg. It says that the most successful relationships have three pillars. These are intimacy, passion and commitment.



WHY SHOULD RETAILERS CARE ABOUT STERNBERG?

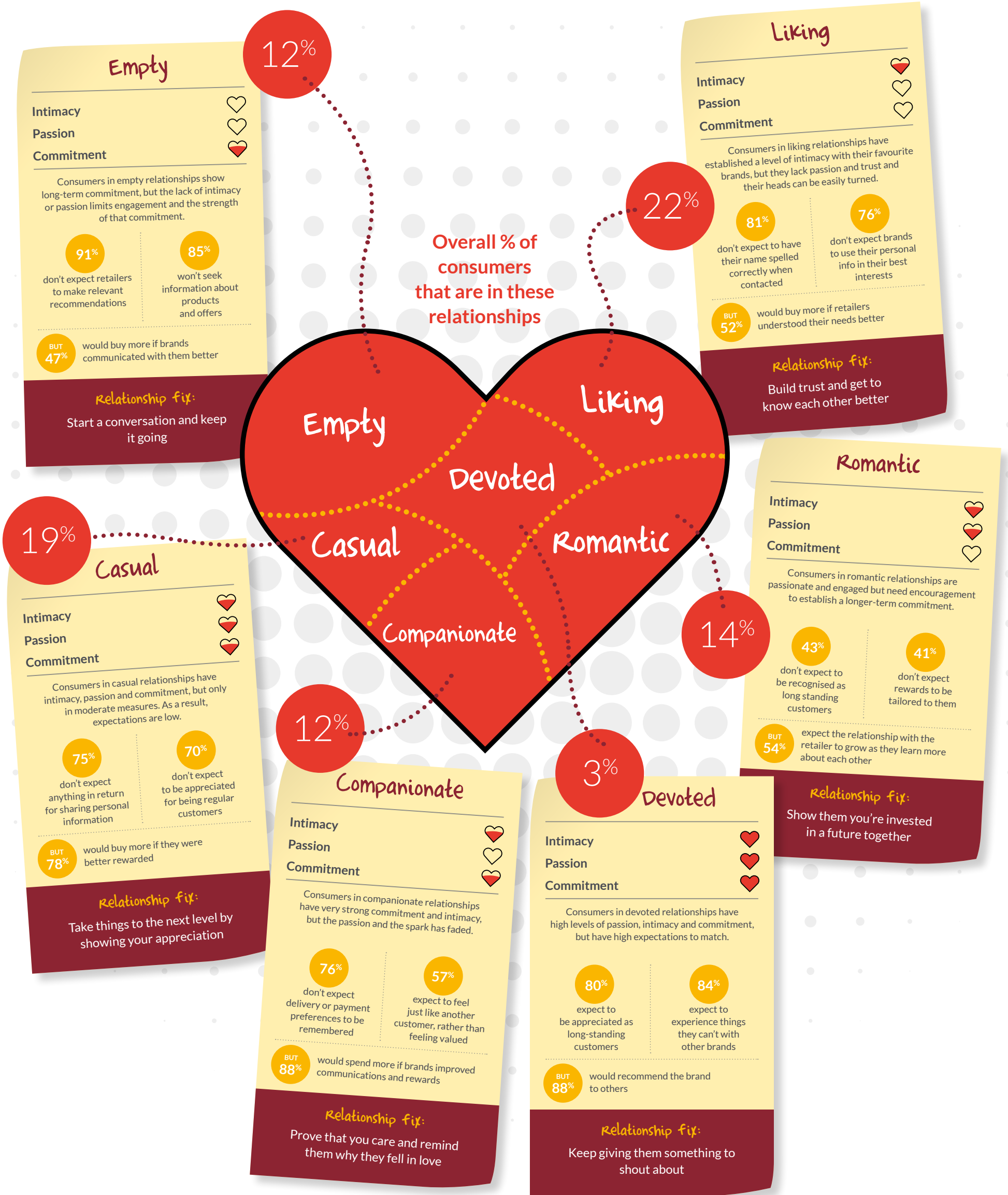
Our research shows that the relationships consumers have with retailers are very similar to those they have with friends or loved ones. But how do the three pillars from Sternberg's Theory of Love apply to brand relationships?

Ask yourself these questions...



WHAT DOES THIS MEAN FOR YOUR BUSINESS?

Using Sternberg's Theory we've created a model that allows us to group consumer relationships into six types. Using these groups, you can understand not only where you stand with your customers, but how to grow the relationships you have with them into the ultimate type - devoted.



DO YOU KNOW HOW DEVOTED YOUR CUSTOMERS ARE?

In our upcoming report, we'll be taking brands and consumers to couples therapy in order to understand why 97% of Australian consumers would cheat on their favourite retail brands. Stay tuned to discover how to make customers fall more deeply in love with you - whether for the first time or all over again.

About the research

Research undertaken by Survey Sampling International across 7291 consumers across 9 countries, on behalf of ICLP, July 2016. Random error on a sample of this size is +/- 2.2% at the 95% confidence level.

FOLLOW ICLP ON [LINKEDIN](#) OR [TWITTER](#) TO FIND OUT MORE AS WE GET TO THE HEART OF CUSTOMER LOYALTY.

