



# Neuroscience of consumer loyalty

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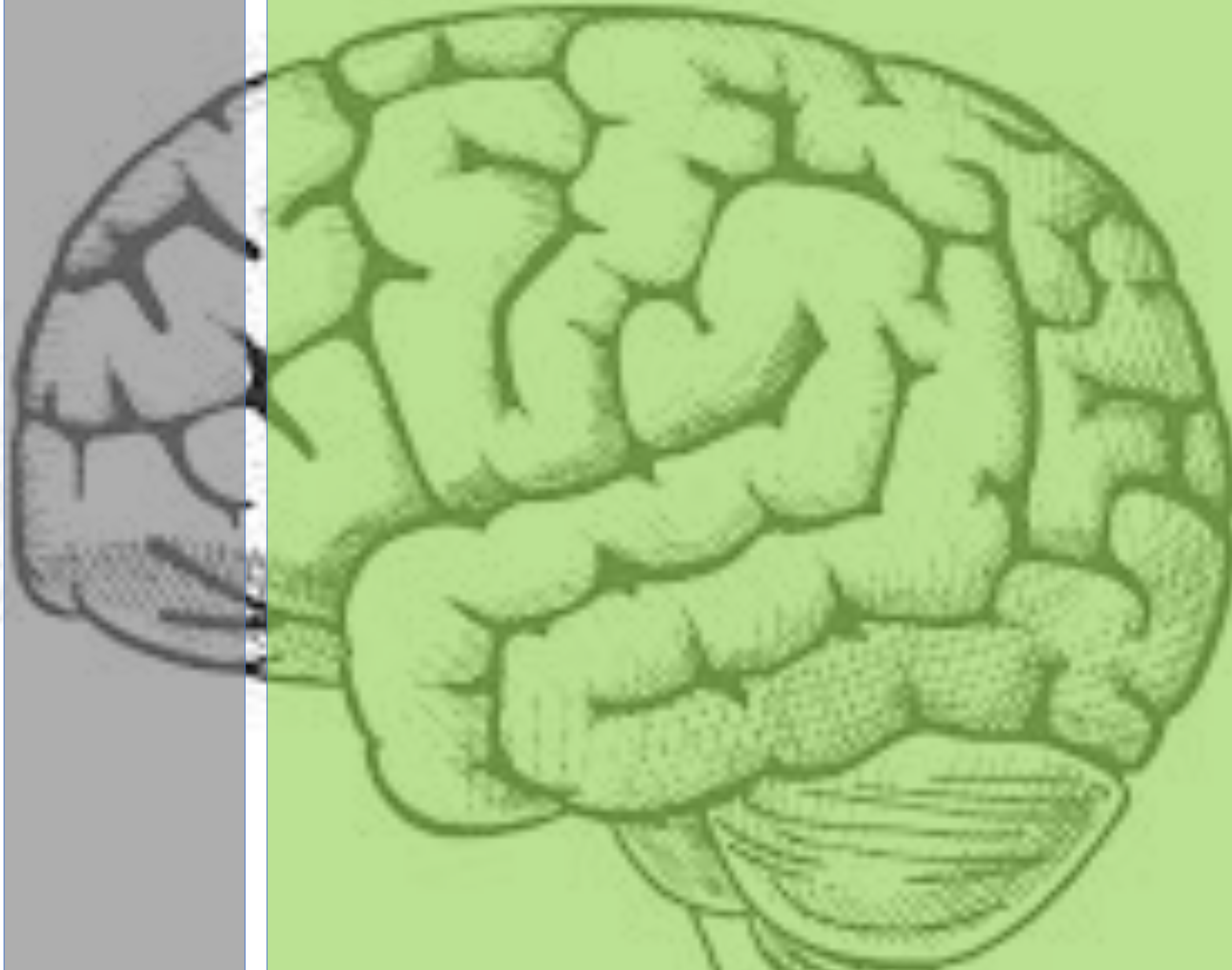
**0:03**

**That decision happens in a part of the brain that doesn't care about your points program, discount amounts, offers, your personalised emails, or your customer journey map.**

**Are you designing for the brain they actually have, or the brain you wish they had?**

## FACTS

## FEELINGS



95% all decisions made by subconscious/emotional brain!

This is even more true when we are: busy, tired, stressed, anxious, uninformed, unfamiliar.

Sadly the brain also is impeded by some 200 cognitive biases (decision faults).



*Finished research files are the exact result of years of scientific study combined with many years of experience.*



### **THE REPTILIAN BRAIN (Brainstem)**

One question: Am I safe?

Speed: 0.1-0.3 seconds

Language: Threat or opportunity

Makes decisions **BEFORE** the conscious mind knows anything happened



### **THE LIMBIC BRAIN (Emotional centre)**

One question: Do I trust this?

Speed: 0.5-2 seconds

Language: Feelings, memories, associations

Where brand loyalty actually lives



### **The NEOCORTEX (Thinking Brain)**

One question: Is this logical?

Speed: 2-10 seconds

Language: Analysis, comparison, rationalisation

Where customers justify decisions

# 1. DOPAMINE - The Habit Builder

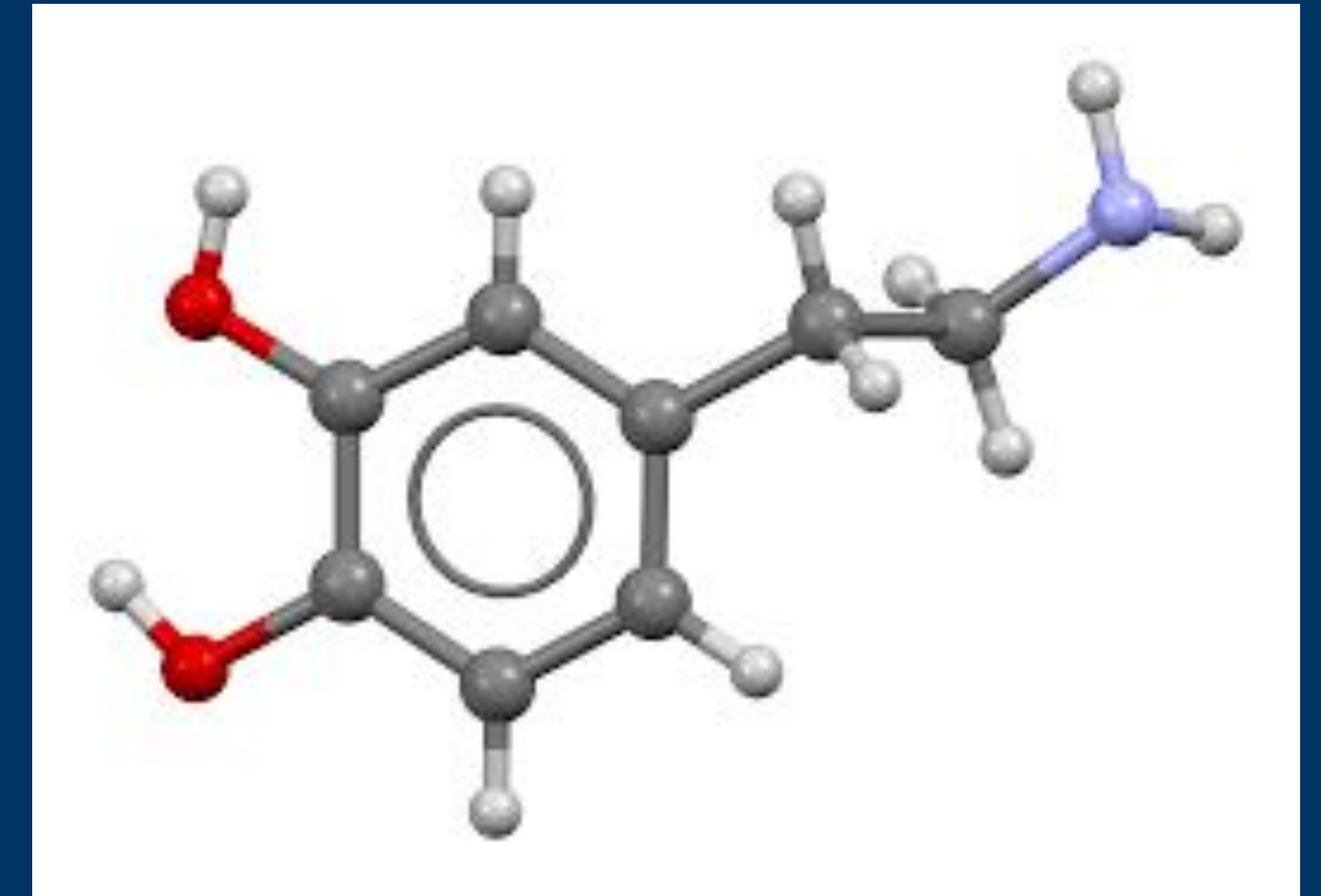
Released when patterns are recognised and rewards are predictable

Subscription psychology: Monthly billing = anticipated dopamine hit from expected delivery

Loyalty killer: Inconsistent experiences destroy the pattern, stop dopamine, break the habit

Netflix lesson:

You don't love Netflix for content. You love it because Thursday night = New episode = Dopamine pattern = Neural habit.



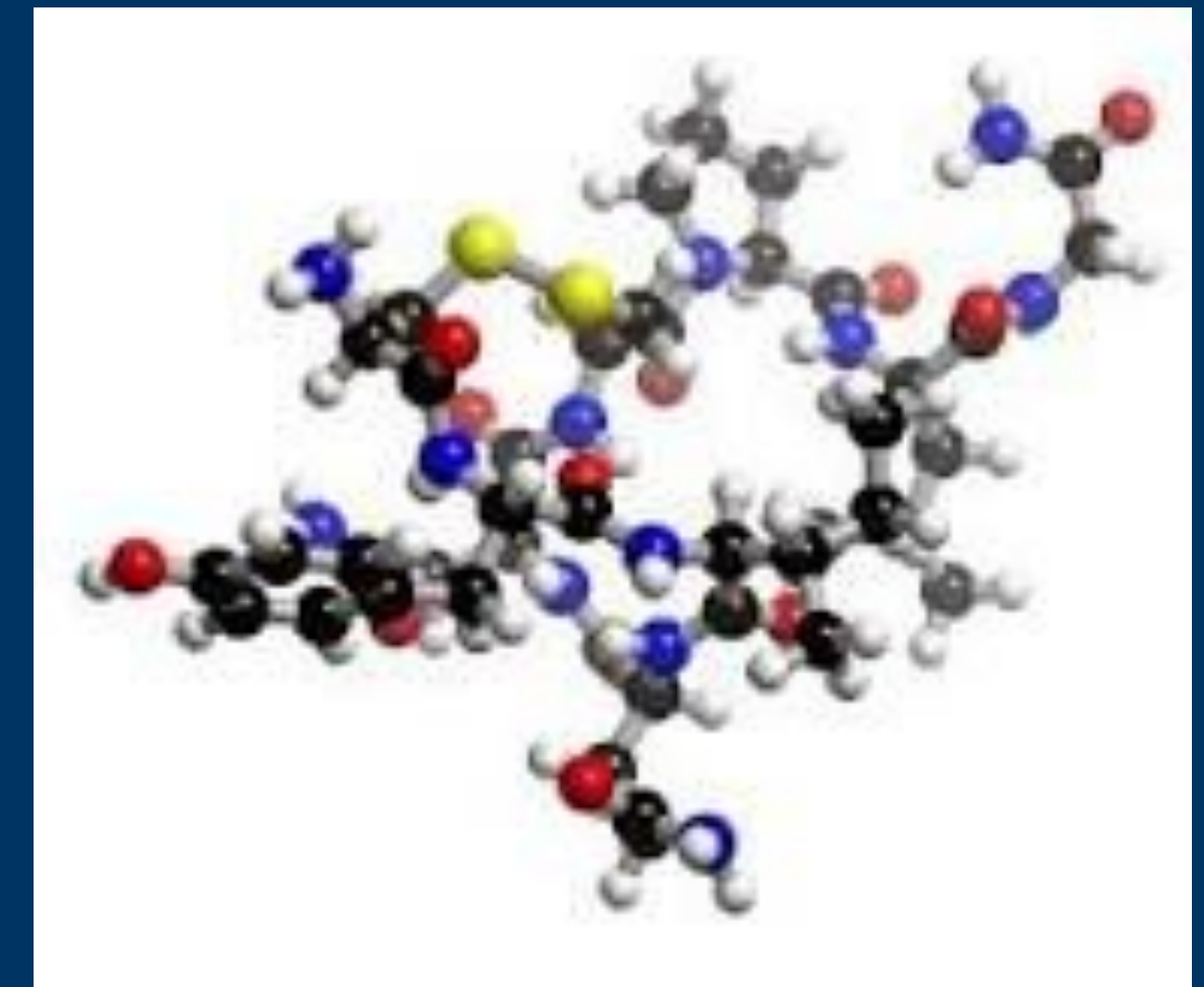
## 2. OXYTOCIN - The Connection Chemical

Released when we feel autonomy, control, and genuine care

Subscription psychology: Cancel anytime, Phone Number, Speak to a person = oxytocin = trust

Loyalty killer: Forced choices, manipulation tactics = oxytocin drops = emotional withdrawal

Customers who feel autonomous are 2.5x more likely to remain loyal than customers who get bigger discounts but feel controlled.

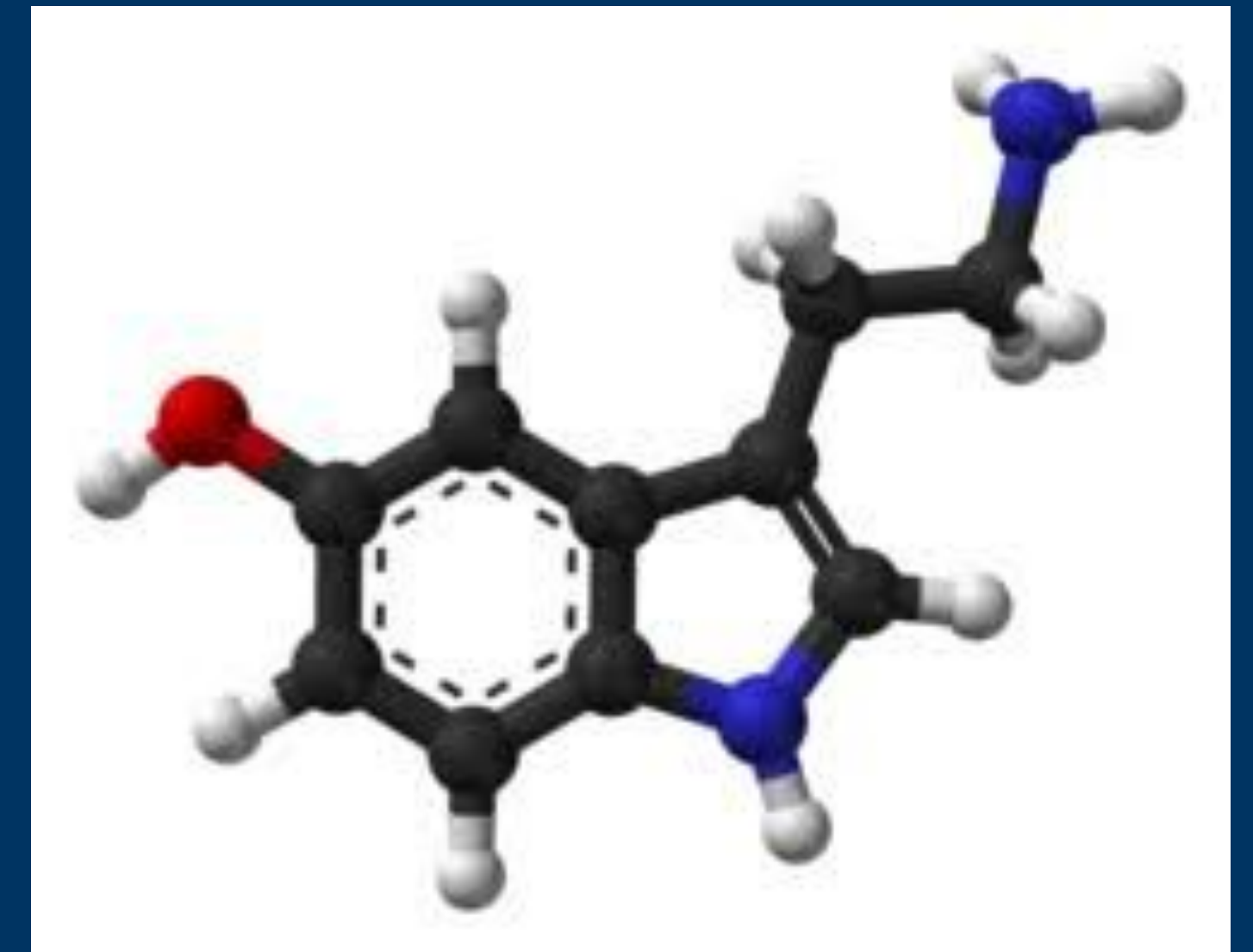


### 3. SEROTONIN - The Status Signal

Released when we feel recognised, valued, smart

Subscription psychology: satisfy psychology needs around connectivity, status, self esteem, predictable future

Loyalty killer: Treating all customers the same/failing to address psychological needs = no serotonin = no emotional bond (eg: new customer get deals only; this isn't making me feel special etc)



# Needs engage people more than facts



Is the content telling  
them what they might  
gain?

Power

Status

Respect



Or reassuring them  
what they will not lose?

Face

Safety

Inclusion



Is it content suggesting  
new solutions and  
skills?

Self

Discovery

Pride