Loyoly

INDUSTRY REPORT

FRENCH CONSUMERS AND LOYALTY IN 2024

+1,000 consumers tell us what (really) keeps them loyal to an e-commerce brand.

# Introduction

What attracts French consumers?
And above all, what (really) makes them stay loyal to a brand?

We had our own little idea at Loyoly 😉 But we wanted to compare it with large-scale, recent and, above all, French data.

So we scoured the web, looking for reliable statistics... But everything we found related to the Anglo-Saxon markets. Nothing on France specifically.

So we said to ourselves, "Why don't we create a French study of our own?

We surveyed 1,026 French people between the ages of 18 and 55, to understand the key elements that attract and retain French consumers, and to determine how e-commerce brands can create lasting, profitable links with their customers.
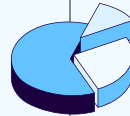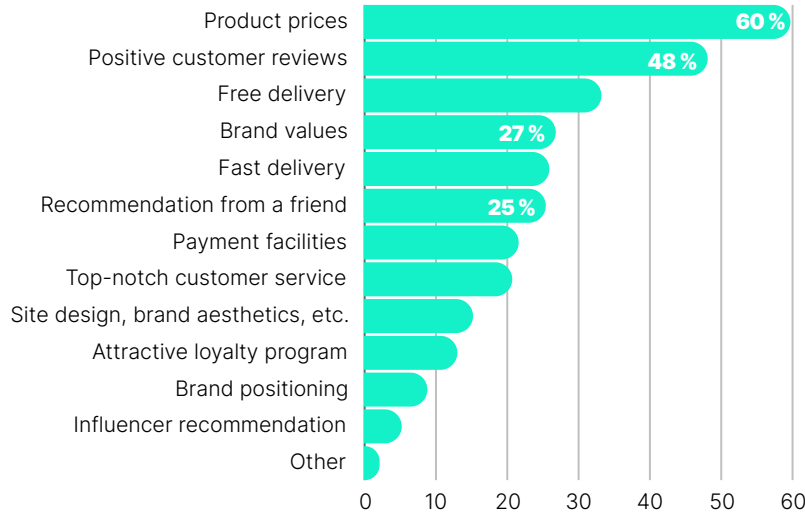
Summary

Purchase vs. re-purchase criteria

FOR A 1ST PURCHASE, PRICE IS KING!

Price is the No. 1 factor that convinces French consumers to try out a new e-commerce site. The quality of customer reviews comes in 2nd place, and free delivery completes the podium. Behind these 3 concrete criteria, brand values are also important for over a quarter of respondents.

What influences your decision to buy **1st time** on a website?

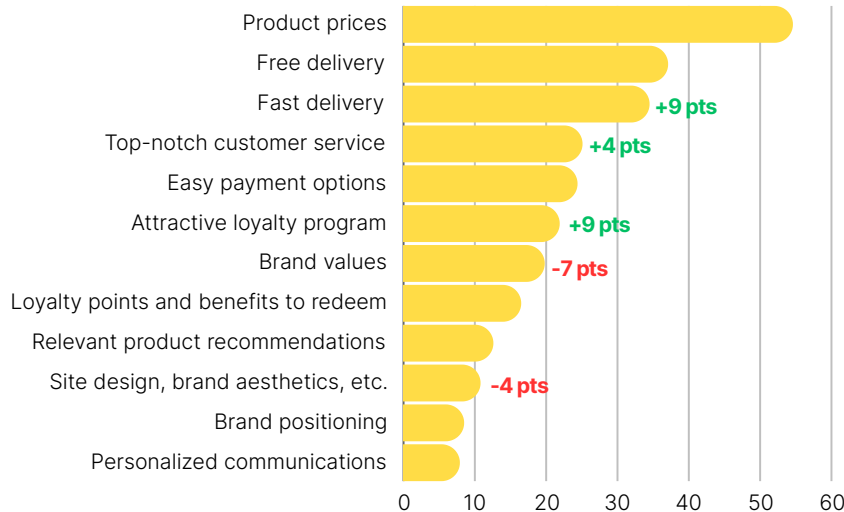| Criterion	Value
Product prices	60 %
Positive customer reviews	48 %
Free delivery	
Brand values	27 %
Fast delivery	
Recommendation from a friend	25 %
Payment facilities	
Top-notch customer service	
Site design, brand aesthetics, etc.	
Attractive loyalty program	
Brand positioning	
Influencer recommendation	
Other	

60 %
of French consumers identify price as the determining factor when buying from a new e-shop.

# FOR A 2ND PURCHASE, PRICE IS KEY. BUT THAT'S NOT ALL!

Fast delivery up 9 points! Although not a criterion for 1st purchase, it seems to be an important loyalty criterion. Unsurprisingly, loyalty programs have also substantially increased, making them one of the main factors in repeat purchases.

What influences your decision to buy a 2nd time on a website?

Criterion	Value
Product prices	
Free delivery	
Fast delivery	+9 pts
Top-notch customer service	+4 pts
Easy payment options	
Attractive loyalty program	+9 pts
Brand values	-7 pts
Loyalty points and benefits to redeem	
Relevant product recommendations	
Site design, brand aesthetics, etc.	-4 pts
Brand positioning	
Personalized communications	

21,9 % of french consumers say that an attractive loyalty program encourages them to return to an e-shop.
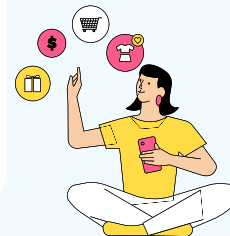
How far French consumers' loyalty goes ?

YOUR FANS ARE READY TO TALK ABOUT YOU

A significant proportion are also interested in trying out new products and joining the loyalty program, demonstrating a willingness to engage actively with the brand. However, less than 1/4 of respondents are willing to wait for products to be restocked or to pay a higher price than competitors, which highlights some of the limits to loyalty.

38 %
Of French consumers are ready to join the loyalty program of a brand to which they feel loyal.

What are you prepared to do for a brand to which you feel loyal?

Category	Value
Recommend the brand to others	
Leave a positive review	54,9 %
Try the brand's new products	
Join the brand's loyalty program	38 %
Wait for restocking instead of buying elsewhere	
Pay more despite cheaper competitors	
Subscribe to brand communications (email and SMS)	
Follow the brand on networks	
Liker, comment or share a brand post	
Talk about the brand on social networks	
Send photos or videos to the brand (if rewarded)	

FRENCH CONSUMER LOYALTY IS FRAGILE

French consumers do not hesitate to reconsider their loyalty if quality or price evolves unfavorably. This underlines the importance of maintaining a balance between quality, price and perceived value for brands. It should be noted that slow customer service and an ungenerous loyalty program also affect the loyalty of more than 1/4 of respondents.

What can break your loyalty to a brand?

Decrease in quality	Price increase	Unresponsive customer support	Loyalty not rewarded (or rewarded too little)
65 %	**58 %**	**28 %**	**27 %**

Change in returns/exchanges policy	The emergence of a new, more attractive competitor	Too many solicitations (emails, SMS, etc.)	Disalignment with my values (eco-responsibility, CSR)
22 %	**20 %**	**18 %**	**13 %**

OUR LOYALTY SAYS A LOT ABOUT OUR HABITS

53% of respondents admit to a propensity to become loyal to ready-to-wear brands. This can be explained by the high frequency with which items are renewed, as well as by the personal relationship French consumers have with clothing as a vehicle for personal expression.
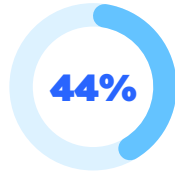
Food and beverages follow, suggesting loyalty is mainly driven by consumption habits. The cosmetics sector also shows strong loyalty potential, probably due to the perceived effectiveness of products and the importance of trust in this sector.

Which brand category are you most likely to become loyal to?
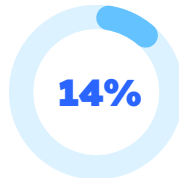
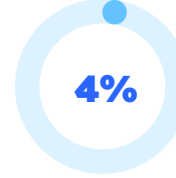| Ready-to-wear	Food & Beverages	Cosmetics	Home & Decoration
53%	44%	42%	33%

High Tech	Sport & Fitness	Infant care	Other
29%	14%	10%	4%

Engagement in loyalty programs

THERE'S STILL A LOT OF GROUND TO COVER

47% of respondents say they are enrolled in fewer than 5 loyalty programs.

The figures then fall rapidly, suggesting saturation or a more rigorous selection of programs perceived as genuinely advantageous.

29 %
of respondents are not enrolled in any loyalty program.
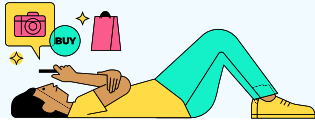
Here we detect a missed opportunity for brands to capture and engage this market share.

Or **are French consumers unaware** of their automatic opt-in? This would suggest a lack of communication on the part of brands and an opportunity for competitors.
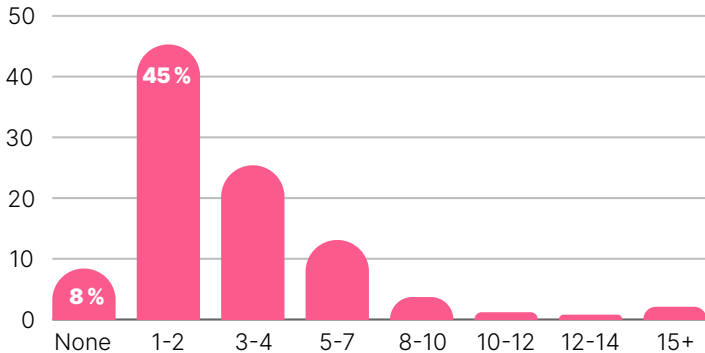
How many loyalty programs are you a member of?

47 %

| None | 1-2 | 3-4 | 5-7 | 8-10 | 10-12 | 12-14 | 15+ |
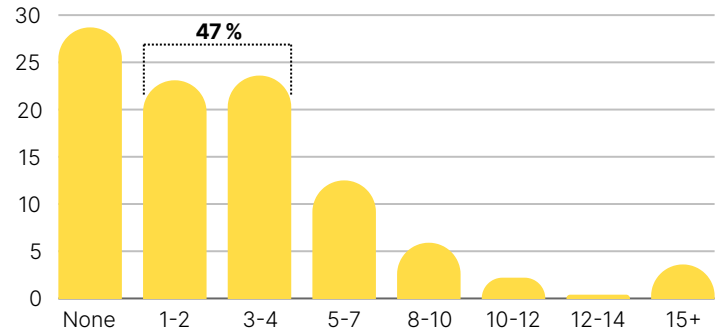
THE CHALLENGE: MAINTAINING COMMITMENT

Although French consumers are open to signing up for several programs (perhaps to take advantage of immediate discounts), their long-term commitment remains limited to a few that they feel are most beneficial or relevant.

Among those of which you are a member, how many programs are you actually active in?

45 %
of respondents say they are only active in 1 to 2 programs at most.

Furthermore, **8.4% of those surveyed are not active in any of them**, highlighting a certain disaffection or lack of perceived value of these programs.

Brands must therefore not only capture initial interest through enrolment, but also maintain engagement through varied missions and tangible, relevant rewards that encourage regular activity.

DIVERSITY, UX AND OMNI-CHANNELLING

The main motivation here remains immediate, tangible reductions. The ease of obtaining rewards ranks 2nd, indicating that the program's UX plays a crucial role in its effectiveness. In addition, omnichannel functionalities enabling the program to be enjoyed both online and in-store enrich the customer experience and increase engagement.

What motivates you to be active in a loyalty program?

Immediate discounts on my purchases
81 %

Easy to earn rewards
43 %

The ability to earn points online AND in-store
30 %

Private sales or preview access
27 %

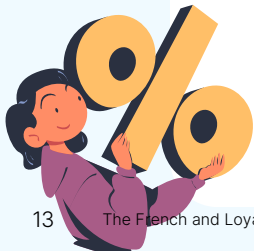A wide range of actions to earn points
22 %

Access to VIP events and experiences
12 %

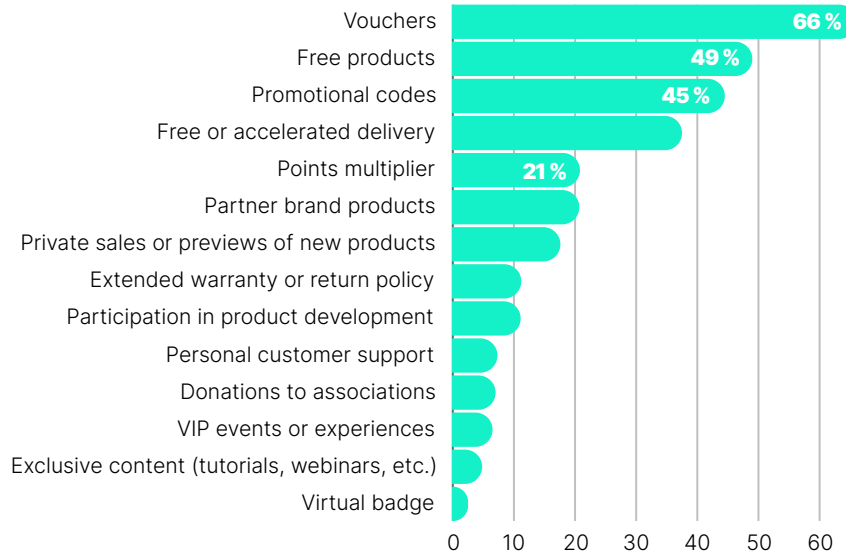The feeling of being part of a "VIP" club
11 %

TANGIBLE AND CONCRETE REWARDS

The podium shows a marked inclination towards immediate benefits, with concrete, tangible values for French consumers. Singularly, point multipliers, though less tangible, are still appreciated by 1/5 of those surveyed.

Which rewards appeal to you most?

Reward	Percentage
Vouchers	66 %
Free products	49 %
Promotional codes	45 %
Free or accelerated delivery	
Points multiplier	21 %
Partner brand products	
Private sales or previews of new products	
Extended warranty or return policy	
Participation in product development	
Personal customer support	
Donations to associations	
VIP events or experiences	
Exclusive content (tutorials, webinars, etc.)	
Virtual badge	

21 % of French consumers are attracted by point multipliers.

THE SOCIAL DIMENSION OF REFERRALS

55% of French consumers say that personal financial benefit is the 1st factor that motivates them to recommend a brand to friends.

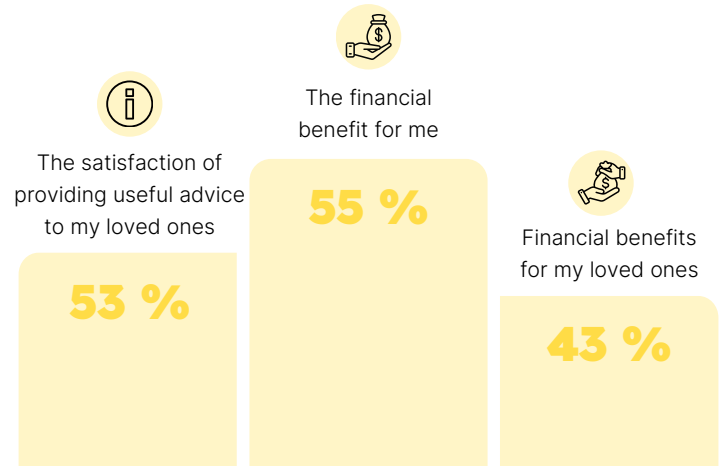This is in line with the results of the previous question.

Direct rewards are a **powerful driving force** in loyalty AND referral programs.

It's interesting to note that almost as many respondents (52.7%) also find a certain satisfaction in giving good advice to their loved ones.

This figure reveals an important social dimension in referral behavior, in which personal relationships and trust play a predominant role.

Qu'est ce qui t'incite à parrainer des proches ?

The satisfaction of providing useful advice to my loved ones
53 %

The financial benefit for me
55 %

Financial benefits for my loved ones
43 %

Les informations à retenir

KEY INFORMATIONS

Set up top-notch customer service.

Customer service quality is the 3rd most cited criterion for repeat purchases. And conversely, it's also the 3rd factor that can break brand loyalty.

The stakes are high for your brand. Make sure you offer responsive, personalized, multi-channel customer service.

Reward your customers' loyalty.

27% of French consumers are ready to break off their relationship with a brand if they feel their loyalty is not rewarded (or rewarded too little).

At the same time, 38% are ready to join the loyalty program of a brand to which they feel loyal.

Offer tangible, concrete rewards.

Vouchers, free products, and promotional codes form the podium of the most attractive rewards.

They demonstrate French consumers' marked inclination for immediate benefits, with concrete, tangible values.

Create an omnichannel program.

The ability to earn points both online and in-store is one of the most important factors motivating activity in a program.

So make sure your program rewards in-store purchases (or even more?) as well as online orders.
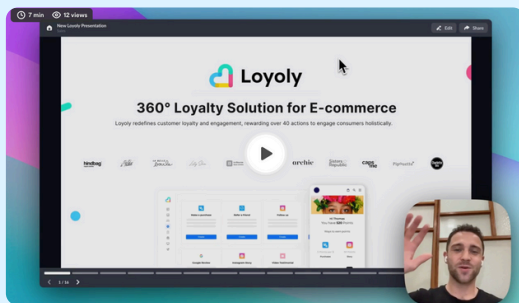
Loyoly

The best loyalty and referral platform

Loyoly is a UGC-coupled loyalty and r platform that engages customers in 40+ ways to increase LTV and social proof, while lowering CAC.

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