Nonloyalty: Consumers dissatisfied with a previous purchase, just like first-time buyers of a particular product type, Blind-Loyalty: due to lack of f access to (or desire to use) technology, or due to absolute brand loyalty, will continue to repurchase the same brand's product over and over without ever considering alternatives Quasi-Loyalty: In today's digital world, an increasing percentage of consumers are happy with the last brand purchase they made, but can still be swayed by various factors to try a different brand's product instead

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