

## B&T, Australia: Is Brand Loyalty Dead?



“The AI-augmented customer is changing the very meaning of ‘brand’ and the resonance of a ‘brand name,’” says **Manish Bahl**, Associate Vice President, Center for the Future of Work, APAC.

*Excerpts from B&T’s article:*

“Would you be bothered if one of your favourite brands vanished off shelves overnight? Or would you just move on to the next? According to new research from Cognizant, chances are you wouldn’t care.

The study, which surveyed 400 Australians found almost half were indifferent about the thought of losing a beloved brand.

Customers are swapping out brand loyalty for a desire to know they’re getting ‘the best’ product or service. Cognizant attributes some of these modern consumer behaviours with the rise of digitisation.

‘Great products and services alone won’t cut it – companies have to go the extra mile.’”

Click [here](#) to read more.

<https://news.cognizant.com/2019-08-09-Is-Brand-Loyalty-Dead>

