

# Analysis of “Best Age” Clients’ Fidelity and Loyalty Behaviors to Available Products and Services

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## Abstract

**Introduction:** In today's capitalist society clearly show that the number of available products or services is much higher than a few years ago, and with it the notorious advancement of technology in business, trading, logistics and industrial processes has become increasingly demanding causing companies to seek better skills against your competitors, in order to win customers and keep them loyal and faithful to their products and services. Thus, the following question arose: What makes a customer choose this or that product or service, and what makes the causes remain a consumer of these? According to some authors, the reasons are many more possible, for example, some customers who choose the product or service by the name associated with it, or at best care, or by the built quality, or one that offers the best value for money, among other reasons. The study will be divided into the following parts: Introduction; Research problem, objectives and plan; Literature review; Developing the research model and hypotheses; Data analysis and model testing; and Discussions and Conclusion. Besides the introduction, there is the theoretical framework, which presents the etymology of the words loyalty and fidelity, and the issue of confusion made by various authors of scientific texts, the case study, discussion, analysis of results and, finally, final considerations concerning the present study.

**Objectives:** To analyze the enabling behavior and loyalty of consumers with the best age regarding the products or services available in diverse business segments: A case study in Fortaleza, Ceará.

**Methodology:** This is a literature review on both issues (faithfulness and loyalty) in its etymology, to make a comparison with the literature of marketing available. After this, a quantitative research will be conducted through an appropriate probabilistic sample to study where people with the profile developed during the study, with a margin of error of up to 5 percent more or less, and a trust will be analyzed in minimum 95 percent. The instrument for data collection is a questionnaire with closed and semi-open questions, consisting of questions with qualitative and quantitative variables. Partial Results: The existing marketing literature does not make clear what the difference between loyalty and fidelity, or there is really a difference between the two constructs. In most articles and books found, the authors often cite loyalty or fidelity separately, or both as having the same definition. This study seeks among other things these differentiate constructs in the business market. **Conclusion:** We sought to verify in which sectors there is the existence of fidelity and loyalty, and why this prevalence, from this we verify the influence of psychological form that the consumer has to become faithful and loyal, even unconsciously.