دور الولاء الرقمي في تعزيز قيمة ومكانة الماركة التجارية
Role of E-Loyalty in Enhancing Brand Value and Position

م.د/ نرمين السيد علي أحمد عبد الحليم

مدرس دكتور بقسم الإعلان - المعهد العالي للفنون التطبيقية – التجمع الخامس

nermeen_halim@hotmail.com

Abstract:

The rapid growth of e-commerce and the increasing of digital applications have been a key factor in changing the individuals life style in the current era and their tendency to on-line shopping trends, so it was necessary to change the traditional ways of corporate communication of brands and access to the digital world to reach a wide range of the audience through establishing websites and the own pages on social media that forming today a basic channel in building its relationship with the receiving audience to follow news, benefit from services and commentary as well as emerge from the traditional brand model to build and maintain brand loyalty to strength its position and create a sustainable competitive advantage to maintain continuity with the highly competition, where digital channels provide effective opportunities for communication with the audience and help the receiver to integrate into their environment and their surroundings. Which has had a clear impact in the form of receiver loyalty of the brand is no longer just a deep commitment to the brand and the repetition of the purchase to become e-loyalty, where the receiver is an active person to share and give his opinion and support his favorite brand, but extends to become a marketing tool for the brand itself.

The aim of studying the role of E- loyalty in enhancing the value and position of the brand is to know the different factors and engines that strengthen the brand loyalty to the brand in on-line markets, and the similarities and differences between the traditional loyalty and the E-loyalty of the brand. The problem of research is to answer the following question: To what extent can social media and websites be used to increase and enhance brand position? For this purpose, the research follows the analytical descriptive method based on the collecting information to build the theoretical framework.

key words :E-Loyalty - Brand Value - Brand Position.

Research problem

The problem of research is to answer the following questions:
 -How to build brand E-loyalty to achieve a sustainable competitive advantage to ensure continuity?
 -To what extent can social media and websites be used to increase and enhance brand position?

Research Aim:

 The importance of research is the need to know the different factors and engines that strengthen the loyalty of the brand receiver in on-line markets, and the similarities and differences between the traditional brand loyalty and e-brand.

Search objectives:
-Building e-loyalty to the receiver and motivating the positive interaction with the digital content of the brand by knowing the trends and engines of the receiver behavior on the Internet and social media to enhance the brand value and position.

Research hypotheses:
-the Knowledge of the receiver attitudes and behavior on the Internet and social media helps in building receiver- loyalty.
-Giving Attention to the digital content of the brand through the social media and websites ensures the positive interaction of the receiver and enhance the brand.
Research Methodology: The researcher uses descriptive analytical method