

## Understanding Brand loyalty from the Consumer perspective: An exploratory study targeting Social networking services in Egypt

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### **Abstract:**

In an intensively aggressive and competing market, consumers are exposed to countless choices and alternatives which make his satisfaction very crucial. Brands employ different tactics to build long-term competitive advantage and maintaining loyalty.

The future of businesses requires not only rely on creative and imaginative strategies, but also needs a deep understanding of consumer psychology to be able to predict his behavior and reach his satisfaction. Consumer became the key person and the center of attention in today's reality and future plans. Brands realized the importance of building loyalty as it lessens the time, expenses and efforts of doing business, Loyalty also could confront the competitors' plans for switching behavior. They understand how consumer satisfaction straightforwardly influences businesses.

The problem is that some online and social networking services face a difficult challenge to build loyalty through engagement. The lack of emotional and face to face, linking which considered the strongest bond between consumer and brand affects negatively loyalty. Building brand loyalty via the internet is challenging because of information availability, people reviews and the wide range of competition could be an obstruction, the user can search for reviews and compare between products or services instantly makes it hard to build a long-term relationship and keeping consumer connected.

Previous research focused on interpreting brand loyalty through behavioral, marketing or conceptual framework. This paper reviews brand loyalty, trying to understand it from a consumer perspective. Through a qualitative study aims to explore the factors affecting building brand loyalty in social networking services. The purpose of this study is analyzing factors that lead to building strong (Google Brand) loyalty, in Egypt.

**Keywords:** Brand Loyalty, Consumer perspective, Social networking services, Egypt