

## **The Effectiveness of Location-Based Applications in Enhancing the Relationship Between the User and the Brand**

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### **Abstract:**

Today's competitive conditions among major Companies have made the brand one of the business assets that add identity and personality to the products. So that, the brand is being compatible with the user's perceptions and directs users towards a preference for a particular product which is provided by location-based mobile applications. As their services depend on the user's current location, these applications respond according to the change of the user's location. They are also characterized by "personalization" to meet the needs of a specific user, providing comfort and safety for the user as well as "feedback" from users about the product or service provided through the application. That's why they contribute to improve the product or the service to ensure the maintenance of the user base loyalty to the brand as well as supporting the emotional communication between users and the brand. The location-based mobile applications can exceed the expectations of users by creating reward programs for users and a consistent visual identity, as they provide more relevant advertisements to the user and communicating with him in real time, which leads to enhance the relationship between brand and user as well as facilitating digital marketing. The aim of the research is studying the importance of location-based applications in enhancing the relation between user and brand. The Objective of the research is advantage of location-based applications and their role in the relationship between the user and the brand. It is also assumed that the uses of location-based applications enhance brand value and user expectations. Therefore, it is necessary to present and analyze samples of location-based applications as they are good example of the relation between the brand and the user.

### **Key Words:**

Location Based Applications · Brand Enhancement · Personalized Location Based.