THE ROLE OF BRAND IDENTIFICATION IN THE IMPROVED BRAND LOYALTY MODEL

Chen Jian (Corresponding Author)
PhD Scholar
International Business School, Universiti Teknologi Malaysia
Email: 673698968@qq.com

Dr Suzilawati Kamarudin
International Business School, Universiti Teknologi Malaysia
Email: suzilawati@ibs.utm.my

Su Feng
MBA Student, School of Management, Lanzhou University
Email: 81859686@qq.com

Abstract
The mobile social-networking applications have completely changed the business models and the lifestyles in the past ten years. In fact, the applications have been necessary for our career and our life. As such the bright market future leads to fierce competition. Based on the service research results, the brand loyalty theory contributes to keeping the present consumers and attracting the new consumers. The study adds brand identification to build an Improved Brand Loyalty Model and find the valuable suggestions for the application industry competitions.

Keywords: Brand Identification, Improved Brand Loyalty Model, Brand Loyalty Theory, Mobile Social-Networking Applications

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