

MKT08

DOES BRAND LOYALTY MATTER? A STUDY OF BRANDED APPS

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Abstract

Given the opportunity to increase understanding of the role of branded apps, the present research develops a model demonstrating how brand loyalty could be improved through branded apps. The study, based on 434 branded app users, reveals that perceived usefulness and app entertainment improve value-in-use and that brand loyalty can be enhanced by value co-creation which is enhanced by value-in-use. Finally, this research illustrates two mediation mechanisms that impact the effects of branded apps on brand loyalty. The paper has implications for researchers and managers.

Conference Track

Marketing