

## 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

### المقدمة:

يعد الولاء حجر الأساس لأي علاقة بشكل عام وعلاقة المستهلك بالماركة بشكل خاص، حيث يعمل كدرع واق ضد محاولات المنافسين لجذب المستهلك من خلال الإعلانات او العروض. ومع ازدياد حدة المنافسة باتت الحاجة ملحة إلى برامج دعم الولاء خاصةً بعدما أقرت الدراسات والبحوث بأهميتها وفعاليتها.

يهدف بناء ولاء المستهلك تجاه الماركة إلى تحديد الاستراتيجيات والقنوات الاتصالية كالإعلانات التقليدية والتواصل عبر القنوات الرقمية وكذلك يساعد على تطوير الماركة وتحسين أدائها ووضع خططها المستقبلية من خلال رضا المستهلكين وخبراتهم وتوقعاتهم. فهذه العوامل تساعد في خلق صورة إيجابية للماركة تنبع من احتياجات المستهلك الحقيقية. وقد ادركت الماركات كذلك أهمية دعم الولاء في الحفاظ على المستخدمين الحاليين والذين يعملون بدورهم كسفراء لدعم الماركة من خلال التوصيات والاحاديث الايجابية للمحيطين.

لا يختلف الامر كثيراً مع خدمات الشبكات الاجتماعية والخدمات الشبكية بشكل عام ، فسهولة الحصول على معلومات و ردود الفعل وكذلك القدرة الفائقة والسريعة علي التواصل جعل اجتذاب مستهلك جديد بنفس سهولة خسارته لصالح المنافسين. الامر الذي جعل الماركات خاصة الرقمية تضع بناء ودعم (ولاء الماركة) من اهم خطتها. مع التغيير السريع في الأسواق بالإضافة الي القدرة التكنولوجية والتقدم السريع اصبح من الضرورة اللجوء الي اليات واستراتيجيات جديدة لتحقيق الأهداف والاتجاه الي فهم أعمق للمشكلات للوصول الي حلول مبتكرة توفر الجهد وتنسم بالمرونة لتستطيع مواجهة المتغيرات.

توصلت الدراسات إلي عوامل عدة تؤثر على الولاء بعضها من منطلق سلوكي وبعضها الاخر من جانب مفاهيمي ولكن تفقر الدراسات الي المنظور الذي يتعلق بوجهة نظر المستهلك وكيفية ارضائه ، حيث يرى أكر ١٩٩١ أن المستهلك لا بد وأن يكون المركز الأساسي لهذه العملية. ذلك أن البحوث قد اثبتت أن تكوين خبرة إيجابية وملائمة لتوقعات المستهلك أمران في غاية الأهمية في مجال تحقيق الولاء خاصة بمستويات مرتفعة. فقد قسم أكر "Aaker" الولاء الي ٥ مستويات من أدني إلى اعلى المتحولون و معتادون والراضون والمعجبون ثم الملتزمون (switcher, habitual, satisfied, liker to committed). وقد اعتبر الحد الأدنى لبناء الولاء هو الرضا. كما عرفت جمعية التسويق الأمريكية (AMA) ٢٠١٨ ولاء الماركة بناءً على الأنماط الشرائية للمنتجات والخدمات لنفس الماركة، وقد اتفق الكثير من الباحثين على أن ولاء المستهلك للماركة يعكس التزامه تجاهها مع مرور الوقت.

**الكلمات المفتاحية:** ولاء الماركة؛ منظور المستهلك؛ خدمات الشبكات الاجتماعية؛ مصر

## Introduction:

In a rapidly evolving world, innovation and social changes reshape the consumer perception and behavior which thus change the game of business, markets, and competition. Consumer loyalty and Satisfaction along these lines turned out to be amazingly useful to organizations as it prompts to make a positive experience and rehash purchases. The dimension of brand loyalty has likewise been utilized as a proportion of the achievement of the marketing strategy and a partial measure of brand equity furthermore as an incomplete proportion of brand value. Aaker (1991) believes that 'the brand loyalty of the customer base is regularly the core center of the brand's equity'. (18) The quickly changing markets, technological potential and the advance of startups that make it more vital to create inventive plans of action and reconsider traditional ones.

These conditions shorten the time that old plans of action can remain viable. (29) In 2008 People Metrics published that the integrated dominant factor that builds brand loyalty according to most of the literature, was satisfaction. Consequently, business leaders scholars and research experts for over two decades focused on maintaining customer satisfaction and loyalty. The cost related to keeping the existing consumers in opposite to attract new ones are surely understood, to be considered one of the advantages of concentrating on enhancing customer loyalty, this will lead also to retention rates increase and positive word-of-mouth. (13) Shared values also have considered a standout amongst the most critical factor in building loyalty especially in the recent years corresponds with increasing the attention towards the cultural health and global issues and people's awareness of environmental problems. Maslow's hierarchy of needs can help in interpreting the relationship between consumer and brand; each level of the pyramid results in prominent security. Similarly here,

the relationship ends up more grounded as we ascend the pyramid in light of a derived preference. **Marketing wit** (2018) also considered Psychological Inspirations as one of the Key Factors That affect the Consumers' Purchasing Decisions; they contended that every person has different needs. Physiological, biological and social needs. As indicated by Maslow's hierarchy from the most pressing to last. These include physiological, safety needs, social needs, esteem or ego, and self-actualization needs. Some may appear more important at some point, turns into a rationale. Once fundamental physiological needs are satisfied, a person proceeds on to acquire others in a similar request. (22) Dasteel (2014) added that emotional attachment could be created through engagement activities that protect consumer from competitors, these activities also encourage repurchasing if the efforts are correlated to growth metrics, profits and revenue. The commitment will turn into a key measurement of business in the future. (7)

### **Literature review:**

#### **Brand loyalty Framework:**

Aaker (1991) relates brand loyalty to the level of attachment of the consumer towards a brand. according to him, Switching behavior can be predicted, especially in case of changing product features or prices. He added that customer loyalty is the core of a brand's equity. (1) Market Business News (MBN) (2018) describes "Consumer preference" towards a specific brand depending on the term "Brand Loyalty" if a consumer buy a product consistently.(23) While **American Marketing Association (AMA)** (2018) defines Brand Loyalty according to the purchase pattern of the consumer of the products or services of the same brand. (3) Will (2018) also agreed that behavioral pattern could define loyalty because it indicates the commitment of the consumer over time. Rewards or loyalty programs are used as free creative marketing strategies. (35). Empirically most researchers defined brand loyalty instead of theoretically, while few of them stated both was the same. (18) Accordingly, Kasolowsky, (2014) stated that brand loyalty can be demonstrated in a wide range of ways and a degree of complexity, most of them revolve around basic points; satisfaction, consumer experiences and, engagement. (15) The emotional link between brand and consumer, in addition to how brands could fulfill the consumer's physical needs are the base of building loyalty, eventually the right branding builds and maintain brand loyalty. Forsido (2012) stated that most practitioners and academicians tried to conceptualize brand loyalty, they focused on the attitudinal brand loyalty more than the behavioral aspect, except when they found out that behavioral definition couldn't give them a comprehensive image of loyalty. (12)

#### **The importance of Brand Loyalty:**

According to MBN (2018) Building a solid customer base that able to outperform competitors and gain a competitive edge depends on Brand loyalty. The willingness of paying higher prices or making a special effort for a specific brand considered a high level loyalty. Consumers do only when they prefer this brand. (23) Successful, sustainable and long-term, business reflects Brand loyalty, because loyalty is an indicator of future performance, it indicates continue purchasing products , paying more and positive word of mouth about them, which subsequently helps in attracting more consumers. Lechner, (2007) agreed also that the chances of buying products more often, increases in case of a loyal consumer, because he is

more immune to competitors, that's why brands use the same names when launching new products or services (20) Opzeeland (2016) and Knox and Walker (2010) also agreed that loyalty is an indicator of brand success and it is the primary dimension of brands equity and effectiveness. (26),(18)

### Levels of Brand loyalty:

DeMers (2017) classified **Brand Loyalty into two different levels (8)**

**Brand loyalists:** Who buy a specific brand without any intention to switch despite the competitor's effort to attract them.

**Repeat purchases:** Who is repeating purchases in light of an ideal experience given by the brand, But lower prices could be a reason for them for switching to other brands.

### Theoretical framework:

#### Measuring Loyalty:

Brand loyalty concept according to Aaker (1991) presented as a pyramid, is divided into 5 tiers as shown in fig (1) represents levels of brand loyalty the lowest from the bottom in an ascending order to the highest level in the top; switcher, habitual, satisfied, liker to committed. (1) Aaker in his framework considered satisfactory as a moderate level loyalty or the least if we consider switcher, and habitual not loyal enough. He also defined commitment at the highest level of loyalty



**Fig (1) The concept of brand loyalty according to Aaker**

MTAB stated that loyalty is difficult to be measured, they argued that loyalty depends on the consumer's previous purchasing actions, which is not reliable enough to prove the future loyalty. This means that it doesn't guarantee loyalty in the future. (24)

That's why Jeb (2014) relates customer engagement with loyalty, it is easy to be measured and it is based mainly on the willingness of consumer to invest time and money with the brand. (7)

### Opzeeland (2016) stated four Indicators of brand loyalty: (1)

1- **Repurchase Ratio:** This measures the ratio of repeat purchasers, considering the purchase as the essence of the brand/consumer relationship. But this metric can't be generalized because the measurement ratio differs according to the business model.

2- **Upselling Ratio:** This measures the proportion of the consumers who've purchased more than one product of the same brand to the consumers who've purchased just a single product.

The trust a brand gained through consumers' experiences is an unmistakable sign of customer loyalty.

**3- Customer Loyalty Index (CLI):** it is a standardized tool to measure customer loyalty over time, and its estimations of NPS, repurchasing, and upselling. It uses 6/point scale to calculate values through the NPS questionnaire as follows: Definitely Yes =1 and Definitely No=6

$$1 = 100 \quad 2 = 80 \quad 3 = 60 \quad 4 = 40 \quad 5 = 20 \quad 6 = 0$$

**4- Engagement:** Customer engagement, according to Curtis N. Bingham, is the most effective way to predict customer loyalty. Bingham argues that engagement metrics are easier to measure in comparison to NPS and CLI. He also explains that loyalty results out of positive brand experiences, which foster emotional attachments.

The Net Promoter Network (NPS) created a metric that indicates the level of customer's likeliness with a value between 1-10. It also divides consumers into three categories as shown in fig (2):

**Detractors:** With a score of 6 or lower. (lack of loyalty)

**Passives:** With a 7 or 8 (Quite satisfied)

**Promoters:** With a 9 or 10 (likely to recommend the brand and repeat purchasing)

Total (NPS) is calculated by subtracting the percentage of the "Detractors" from the percentage of "Promoters". (26)

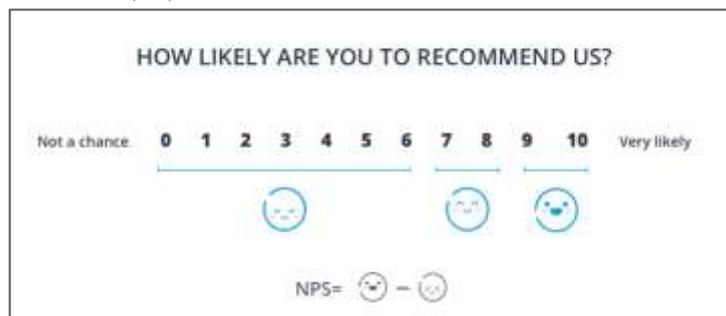


Fig (2) NPN likeliness metric

Knox and Walker (2010) partially agreed with Aaker's matrix, they presented 4 styles of consumer purchasing: Loyals, habituals, variety seekers and switchers. (18) While the author of "Measuring Customer Satisfaction and Loyalty" Bob Hayes, divided them into 3 measurements: Retention, Advocacy and Purchasing as indications of Loyalty:

**1. Retention:** It reflects the customer's willingness to commit to a certain brand or product. It is a model that aims to predict consumer's behavior in the future. It is responses analysis according to patterns to measure overall satisfaction.

**2. Advocacy:** Relate to the customer's perception of the brand image depends on to a single experience or an overall and general impression.

**3. Purchasing:** It increases or decreases according to additional purchases.

Advocacy and Retention are different, but they have common things. Retention requires engagement through repeating purchases, while advocacy needs less action, However, the strongest customer satisfaction indicator is related to purchasing. (24)

Jacoby and Chestnut (1978) also classified brand loyalty measurement into three groups. (18)

- (1) Stress behavior
- (2) Stress psychological commitment.
- (3) Composite indices.

### **Factors affecting brand loyalty:**

Recent research show that the factors affecting loyalty are increasingly perceived as being competitive advantages. However, some empirical research has been directed to determine their relationships with consumer satisfaction, behavior and loyalty.

### **Customer satisfaction and expectations:**

According to Forsido (2012) researchers claim that we can't understand customer satisfaction without loyalty, because satisfaction is the customer expectation and post purchase experience outcome. The importance of the brand to the consumer determines the level of his expectation. (12) Most of the previous studies and research whether they were conceptual or behavioral based agreed on three main factors affecting loyalty:

#### **1. Brand trust:**

Gommans, *et el* (2001) believed that brand trust is the core of behavioral and attitudinal loyalty, this affects indirectly marketing, positioning and prices. (14) Trust is considered the core of the value-based brand. Trust is the cornerstone of all relationships, it holds things together and illustrate brand reputation. The values-based brands depend on some points to build trusted relationships with consumers as follows:

- Value their goals and motivation more than benefits
- Exclude a business first culture
- Focus on priceless things.
- We should live our convictions
- Listen more and market less
- Improve the life quality (10)

Loyal consumers believe that their brands have a unique value that's why they are more willing to invest and pay more. According to the commitment-trust theory, this is a kind of uniqueness that depends on favorability and likeability rather than just trust. In 1994 Morgan and Hunt considered that trust is the key factor in building and maintain long term relationships. In 2001 Ballester and Aleman agreed that there is a conceptual connection between trust and loyalty. Subsequently, the results confirmed the importance of trust in building customers' commitment towards a particular product or a brand. (30) **Kim et el** (2008) had developed a theoretical framework to describe the decision process that based on trust, especially with regard to purchasing, they found that perceived risk and consumers' trust strongly affect the purchasing decisions. They listed the strong factors according to their study; reputation, privacy concerns, the information quality, security concerns and trust. (17)

#### **2. Perceived quality:**

In 1998 Ruyter *et el* found a direct correlation between brand loyalty and perceived service quality.

They justify this result, according to the customers' perception and how it affects and enhances their loyalty. (34) Research proved that quality has a strong impact on repeating purchase, so, it is considered as one of the important factors in maintaining brand loyalty.

According to Vranešević and Stanandccaronec (2003) consumers' choice and loyalty is the main indicator of identifying and differentiating quality. Means that the brands that provide a high level of quality are more likely to be chosen over and over, because they are making efforts to meet customers' expectations and satisfaction. Similarly, Ruyter *et el* (1998) considered the quality of products and services shape positive consumer's perception towards the brand, which enhance their loyalty. (30) Forsido (2012) also confirmed that perceived quality when expecting brand loyalty has been judged favorably. (12)

### 3. Brand Shared Values:

Ciotti (2016) believes that Brand loyalty is about shared values. He stated that building positive connection between the brand and consumer depends on having common philosophy, similar opinions and shared values. (5) Dowson (2012) stated that people attach to their like-minded mates. He added that brands gain their power from their shared values. (10) Schultz (2001) also mentioned how important the brand value is when he considered it as he said "*the heart and soul of the brand*" Crescitelli *et el* (2009) put a set of attributes that they think influence the consumer purchase process; values, associations personality and quality. These aspects reside deeply in the consumer's mind. (6) Dowson (2013) added the brand's higher purpose, contribution, culture and, philosophy are key components of shared value that both the brand and consumer believe in. It is mainly about the like-minded. (9)

The concept of shared value depends on identifying the correlation between economic and societal progress. It can be characterized as branding strategies that aim to improve and support brand competitiveness. (28) Ouden (2012) stated that distinguishing the levels of value is very important to a better understanding of brand shared values. He divided values into Four distinct levels; value for users, organizations, ecosystems and society (27) Porter and Kramer (2001) agreed that brands could gain competitive advantage and build loyalty through social and environmental responsibilities, considering this one of the corporate system's critical elements. (28)

Harvard Business Review published in 2016 an article about The Ecosystem and its relationship with shared Value argued that businesses confront obstructions that's why they **seeking** recently to creating shared value not only **to** success financially but also to fructify societal **advantages that turned into a** an imperative for organizations because of gaining a legitimacy of business (19)

**Brands used their shared value** through policies and practices to contribute and gain competitive advantage to strengthening the communities in which they operates. (28)

Aaker David and Marcum Andrew (2017) added five variables as drivers of brand loyalty. (2)

as shown in fig (3):

Dependable: described as expectations, trust and consistent experiences.

Better: described as excellence and superiority

Social media: described as Interesting and online engagement

Light emotional connection (LEC): described as: Happiness

Heavy emotional connection (HEC): described as Inspiration and emotional connection



Fig (3) Drivers of brand loyalty

Brand	Category	2018 Rank	2017 Rank
Amazon	Online Retail	1	1
Google	Search Engines	2	2
Apple	Smartphones	3	5
Netflix	Video Streaming	4	4
Amazon	Video Streaming	5	5
Samsung	Smartphones	6	7
Apple	Tablets	7	3
Facebook	Social Networking	8	8
Amazon	Tablets	9	9
Trader Joe's	Natural Foods	10	13

Fig (4) Marketing charts of 2018 consumer loyalty leaders

**Methodology:**

Qualitative research based in-depth interviews (**Study 1**) approximately 72 interviews were conducted with social networking service users, the interviews focused on questioning the main factors the consumers consider when using social networks, based on the latest research and evaluation (**2018’s Top Brands Ranked by Customer Loyalty** ) done by ; Forbes, marketing charts, Fig (4) Investopedia and according to Brand Finance, a brand consultancy firm. Google (\$120.9 billion) You tube, Facebook (\$89.7 billion) and Instagram have been rated respectively at the highest levels of brand loyalty over other social networking services. Marketing charts (2018) published that Google appeared in the top 20 two times. YouTube also was the second. Surprisingly, Facebook led the loyalty of the Social Networking category, ahead of YouTube and Instagram”



Fig (5) Google, Youtube, Facebook and Instagram logos respectively

The interviews concentrated on confirming their ranking in addition to questioning the likeability, importance and consumer satisfaction towards these services and whether they add positively to the user’s life or not and the expected switching behavior in the future. The study aims to explore the main factor affects and enhances brand loyalty from a user perspective.

A Quantitative approach (**Study 2**) then is used to confirm the qualitative study and to determine the factors build and maintain Google loyalty in Egypt. In total 300 responses data were collected through a questionnaire designed contains 21 questions into 5 categories, to investigate the importance of each factor towards a Google brand. The data collected through an online questionnaire. The first part of the question includes basic information of the

respondents; age, gender, The second part of the question includes the factors mentioned in the literature and qualitative study; customer likeability and satisfaction, perceived quality, brand shared values, integration, privacy, trust and switching.

**Hypothesis:**

H1: **Consumer perspective** can help in providing a deeper understanding of brand loyalty

H2: Achieving consumer **satisfaction** and build positive **user experience** depend on expectations and needs which in turn change according to the time and brand category

**Study 1:**

Qualitative study agreed with the evaluation done to arrange social networking brands (rated from 0-10) as follows:

**Table 1**

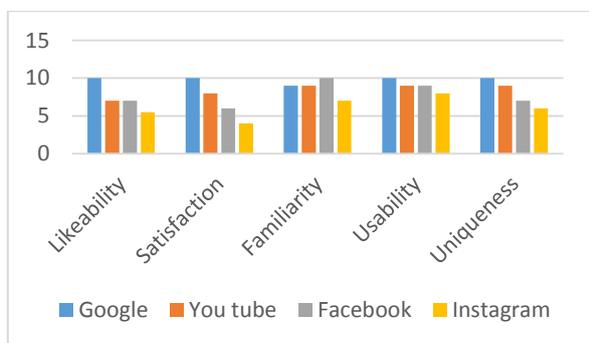
	Google	You tube	Facebook	Instagram
<b>Likeability</b>	10	7	7	5.5
<b>Satisfaction</b>	10	8	6	4
<b>Familiarity</b>	9	9	10	7
<b>Usability</b>	10	9	9	8
<b>Uniqueness</b>	10	9	8	6

**Table 2**

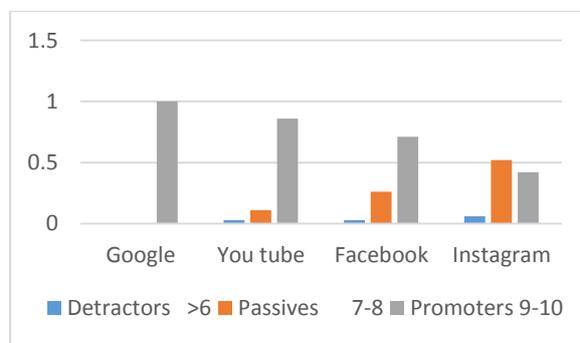
	Google	You tube	Facebook	Instagram
<b>Detractors &gt;6</b>	-----	3%	3%	6%
<b>Passives 7-8</b>	-----	11%	26%	52%
<b>Promoters 9-10</b>	100%	86%	71%	42%

**Table 3**

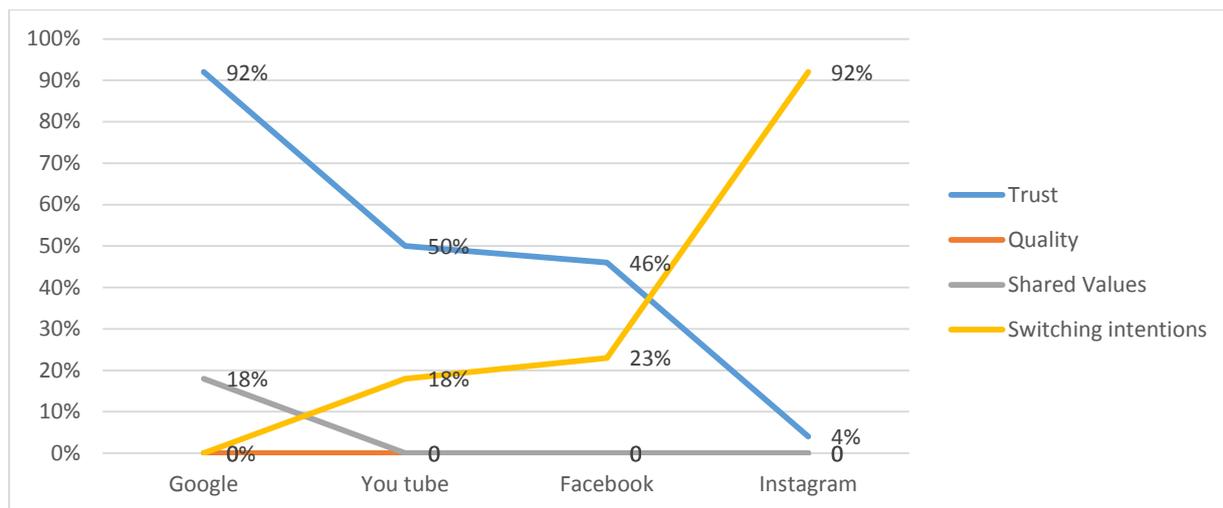
	Google	You tube	Facebook	Instagram
<b>Trust</b>	92%	50%	46%	4%
<b>Quality</b>	Very good	Good enough	Good	Good enough
<b>Shared Values</b>	18%	Don't know	Don't know	Don't know
<b>Switching</b>	0%	18%	23%	92%



**Fig (5-a)**



**Fig (5-b)**



**Fig (5-c) The relation between Switching and (Trust, Quality and Shared Values)**

**Google :** Google considered one of its kind, the recent evaluations as mentioned before show that Google ranked as one of the most important brands, especially in the past 3 years. Nakhil (2017) stated that Google is an impressive brand through keeping its service and products in simplicity and reduce complexity. She also added that Google success depends mainly on trying to exceed consumers’ expectations and targeting their satisfaction. (25) People consider Google as an indispensable part of their daily lives. The study showed a 100% Likeability and Satisfaction towards Google. People also agreed that Google success is not easily reachable and it's too hard to compete with, and that's why they didn't consider switching actions. On the other hand, 92% of the participants know nothing about google shared values, the others were not sure about it but tried to deduce them.

**You tube:** Participants agree that youtube is unique and it is the best in offering this kind of service, they use it for audio-video contents because of its simplicity and familiarity, at least 48% of the participants don't even know that Youtube has any competitors. 75% didn't know that Youtube is owned by Google company proving that they have no effect on each other. Youtube is trying to improve its services and this is obvious for almost all the participants. But 18% considered switching to another brand if a better one released. YouTube Trust recorded an average rate while brand shared values were not unknown.

**Facebook :** 10% of the Participants have already a Facebook account, but almost 89% of them only who are actively using it in their social communications and news feeds. While 2% are not interested in Social media in general, 10% are not interested in Facebook for different reasons but they didn't delete or activate their accounts. Users show almost the average level of satisfaction, only 60% which reflects the role of familiarity and usability in building Facebook loyalty. Facebook Users considered it the best social media plate form because they find most of their friends and contacts, This enhances their loyalty thinking that switching will be too difficult. On the other hand trust with 46% is not enough to consider a key factor in brand loyalty, while values obviously have no effect as all participants couldn't recognize or even predict Facebook shared values.

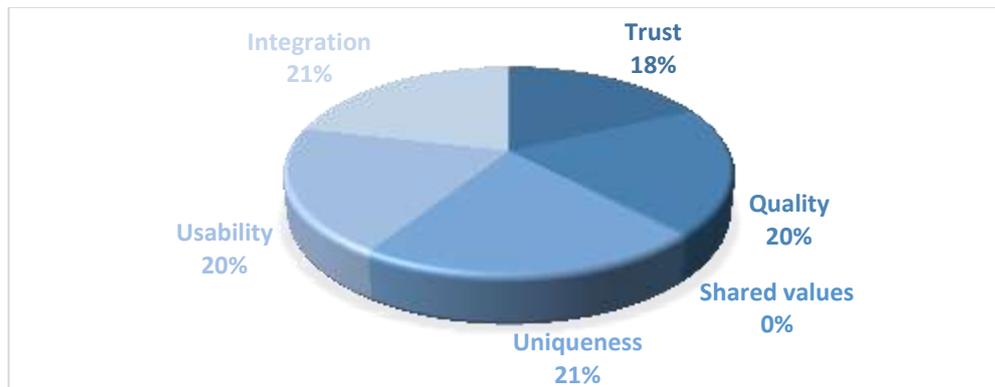
Instagram :10% of Instagram users are already Facebook switchers, the significant observation is that Instagram users are younger than Facebook users in general. All loyal users of Instagram are less than 25 years old, as they consider Facebook is for older people. At least 50% of Instagram users find it Interesting and enjoyable because they prefer sharing photos rather than texted contents. 92% of Instagram users don't mind switching to another application if they find a more trendy and interesting one, showing lack of loyalty.

### Study 2 (Google):

In a quantitative study targeted google users in Egypt, an online questionnaire was distributed, The results agreed with all the evaluations done to measure the strongest and the highest brand loyalty levels in 2018. Andrew (2018) also stated that the success story of Google is reflected through becoming a verb. (4) The study shows that 96% of the participants consider Google as an irreplaceable brand because of its Brand trust and quality while shared value reflect the lowest effect. Uniqueness, Usability, and Integration were added as factors affecting brand loyalty, according to the qualitative study.

**Table 4**

	Trust	Quality	Shared values	Uniqueness	Usability	Integration
Google	84%	92%	2%	98%	92%	100%



**Fig (6) The Factors affecting Google loyalty**

### Findings and Discussion:

**Google Trust:** Thompson (2017) stated that Google's generic strategic choices directly relate to the nature of its business and the characteristics of the industry. And its intensive growth strategies help support the company in keeping its position as one of the most valuable brands in the world. Recently, Google has become a major player influencing the competitive landscape and development of industries. (31) The study reflects also the consumer's belief that Google is capable to fulfill their needs in the field of technological and advanced industry. Their trust emanates from the brand performance throughout its history and consumer experience. In his paper "Google's Mission Statement and Vision Statement ". Thompson (2018) agreed that since 1998 Google follows a mission and a vision that enable it to achieve this success and become one of the most valuable brands in the world. (32) 84% of

the participants accept that they trust Google enough to maintain their commitment towards a brand. They count on trust a lot to build Google loyalty.

**Google Quality:** 92% of the study participants consider Google quality as one of the key components of success. Levy (2011) also reveals, that Google's engineering mindset and the appropriation of such Internet values as speed, transparency, and experimentation, are what really distinguishes Google. (21) Quality is one of the important factors that affect the purchase behavior in general, it also, reshapes consumer's perception towards a brand or product. Google's quality can be understood not only through the service consumer needs, but through the future vision and the innovative ideas to make life easier and the user's experience more enjoyable, which makes consumers feel that a Google team knows exactly what to do.

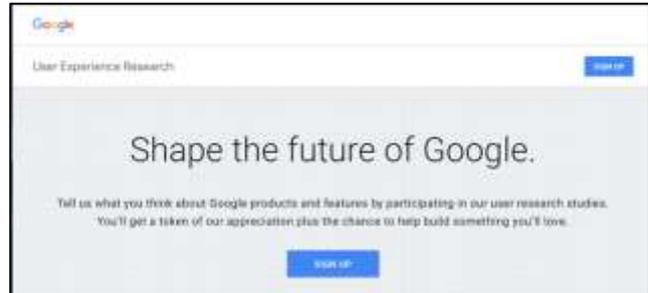


Fig (7) Google user experience

**Google shared values:** In 2015 Elements - 360 published the ten Google core values Google values focused mainly on the user in addition to speed, democracy kindness, availability and above all they should be more than great. (11) According to Katsen (2013), Facebook and Google are focused on getting the 5 billion people around the globe without Internet access online. Recently, Facebook has succeeded to launch Internet.org, trying to remove barriers to Internet access. Google, on the other hand, through Google.org tried with a long history in enhancing Internet access, declared Project Loon, which will utilize a system of high-altitude balloons to interface remote regions of the world to the web. (16) Although the core values of Google or even Facebook are concerned mainly about the consumer, only 2% of participants uncertainly recognized the values Google stands for. Maybe because of the lack of announcement.

**Uniqueness:** Most successful Brands have unique Position, a memorable Identity, and a clear strategy. brand loyalty requires something distinctive, unique services or innovative products In terms of a selling point and as a competitive advantage. Google's users in Egypt describe the brand as unique, most of the participants couldn't name even one competitor or alternative brand. 98% of participants approved that Google uniqueness is one of the main factors of building loyalty. Andrew (2018) considers google culture is its key to uniqueness, he stated that Google's mission focuses on innovation, it also empowers employees to be happy, creative and maintain productivity. (4)

**Google Usability:** No wonder that Google's consumers have not only a positive **user experience** but an enjoyable one. Google strategy reflects the great attention they pay to achieve a higher level of satisfaction as shown in Fig (7).

Levy (2011) stated that Google currently had the information and data on almost everywhere on the Internet and covers all people's interests. Nothing could prevent a person from

reaching information he needs. (21: 338) 92% agreed that usability and consumer experience is one of the key factors for building loyalty, they described this experience as good, enjoyable, beneficial, easy, simple and meaningful. Agreed with Vise and Malseed, (2011) who stated that Google with its innovative and colorful logo is the greatest invention that provides people with the ability to find information in a fast and relevant responses millions of times daily since 500 years ago when Gothenburg invented the printing machine. (33)

**Google Integrative thinking:** Integration ranked first among the factors affecting as 21% between all factors affecting Google loyalty, All participants arranged "Integration" as the first and most effective element in building their commitment towards the brand and considered it the most important competitive advantage of Google. People don't only use Google as a search engine that offers them an easy and speedy way to find information, but they believe that Google is making their lives better through different and integrated services; Google mail (Gmail), Google Chrome, Google translate and Google maps. In addition to some professional apps and services; Google Docs, Drive and Forms. People tend to use the brand that offers them almost all they want. The concept of shopping or business center that brings together all the activities and services under one roof. In his Book Innovation Design, Creating Value for People, Ouden (2012) he explained the concept of Integrative thinking through the Gestalt Theory, aiming to see the problem as a whole not the sum of the parts. He believes that the world needs a more holistic and systemic vision for decisions and problem-solving. He also explained the process of seeking the hidden or nonlinear variables and relationships, which allows a deep understanding of the given problem. He added that a transdisciplinary vision is needed through art and science, scientific and humanistic cultures and between soft and hard knowledge. (27: 99-101)

1. The consumer will always be the center of all communicative or marketing activities Brands that put the customer at the core of their organization are encountering an increase in lifetime value. That's why most of the recent research is consumer-centric trying to explore the continuous changes in his perception, satisfaction and experience and the effect of cultural and technological aspects.
2. Factors affecting brand loyalty change over time. They are not solid variables which depend on brand category, products or services and its relation with consumer satisfaction and needs. Social networking services especially free services, consumer experience and perspective are the key components for satisfaction and loyalty. People are looking for an enjoyable, unique, meaningful and integrated experience.

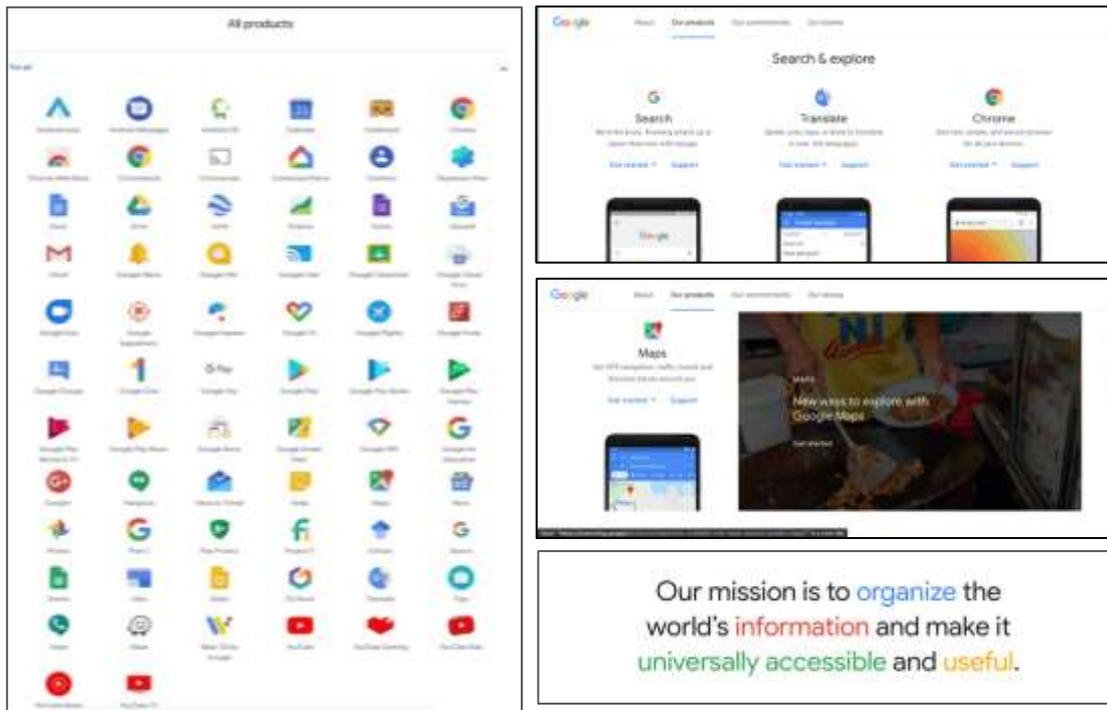


Fig (8) Google’s online services according to it’s website

### Conclusion and Contribution

This paper is an attempt to discuss brand loyalty from a consumer perspective, its implication of the key components are; Uniqueness, Usability, and Integration In addition to the main factors according to the literature; Brand trust, perceived quality and shared values. The research also discusses Consumer satisfaction as a basic level of brand loyalty. It also aims to highlight the Integrative thinking as an approach to build and maintain brand loyalty for social networking services in Egypt.

Google, Facebook, YouTube, and Instagram need to do more effort to express their shared values if they want to rely on them to maintain brand loyalty in Egypt. Moreover, they need to focus on consumer's needs to build positive consumer experience and satisfaction, rather than societal and global issues. As People in Egypt and maybe in the developing countries, in general, are not interested in climate changes and the environmental problems, considering them a kind of luxury, they concentrated on their daily routine and personal needs rather than public and global issues. Some people don't trust the brand's intentions and they believe that the main concern and sometimes the only one for the brand is to build its own image and achieve its marketing objectives, which considers a serious obstacle if the brand decides to rely on societal shared values.

Privacy used to be an important issue people concerned about since the using expansion of the internet, especially social media networking. With time people surrendered to the fact that they were unable to protect their own personal data and information and accustomed to dealing with it and they no longer pay the same attention as before. This explains why (Privacy) is not recently one of the key factors affecting purchase behavior or brand trust.

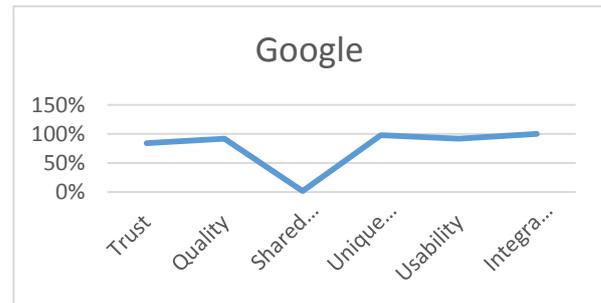


Fig (9) Marketing charts of 2018 consumer loyalty leaders

Integrative thinking is the most effective factor in building and maintaining Google loyalty in Egypt. People prefer using a brand that enables him to fulfill a number of needs rather than using one brand for each. Further research should be done to confirm the results of this paper by applying to different brands and different countries.

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