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BUILDING CONSUMER LOYALTY THROUGH MOBILE APPLICATIONS

Summary

Today, enterprises face an important task of retaining and turning consumers into regular customers. The methods of retaining consumers that were effective a few years ago are no longer as effective, as technological products and other results of scientific and technological progress are already being actively used, the quality of which exceeds the usual approaches. Mobile applications are one of the most effective ways to develop a business. Increasing customer loyalty, increasing sales and optimizing business processes are all the results of mobile applications that are created specifically for a certain group of consumers.

The purpose of the study is to study the role and significance of mobile applications in forming consumer loyalty to a certain brand, product or enterprise. In the process of conducting the study, general scientific theoretical methods were used: abstract-logical method - to make theoretical generalizations about the essence of loyalty programs; generalization - to form the significance of mobile applications in various fields of activity.

The article identifies the main elements of modern loyalty programs, characterizes the areas of activity in which mobile applications are most widely used as a way to build consumer loyalty. It is emphasized that from a technical point of view, mobile business applications can be divided into three groups: native applications, web applications, hybrid applications.

Based on the research conducted, it was determined that ensuring user convenience, improving customer experience, improving brand visibility and loyalty, data collection and analytics, increasing sales and revenue, opportunities for innovation and new features, improving internal communication and productivity, increasing competitiveness, flexibility and accessibility, and security and confidentiality are the main reasons for the formation of mobile applications in modern enterprises.

The author proposes his own vision of the advantages and opportunities, disadvantages and challenges of using mobile applications as a component of modern loyalty programs, and also identifies the main components that should form a high-quality mobile application in today's conditions.

The determined role and significance of mobile applications in forming consumer loyalty to a particular brand, product or enterprise form the basis of modern loyalty

programs. The reasons for the formation and structure of the application itself can be modified, supplemented and improved depending on the type of activity of the enterprise, the competitive situation in the market, etc.

Keywords: loyalty, consumer, enterprise, mobile application, e-commerce.

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