

Consumer E-Loyalty in the Digital Environment as a Factor in Corporate Identity Management and Strategy Development

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Abstract:

Like any industry, the retail sector is constantly evolving, introducing new marketing strategies using digital marketing tools. New strategies require regular market and competitor analysis, as well as surveys of existing and potential customers, to help the company develop a strategy that fits the market situation. The aim of the study is to analyse the use of existing e-loyalty tools in the Lidl chain and to make proposals for improving Lidl's e-loyalty strategy, based on theoretical insights on corporate identity and e-loyalty, interviews with digital marketing experts and the results of a survey of Latvian consumers. In today's competitive environment, where products and services have more and more similar characteristics and customer preferences and needs are changing rapidly, increasing customer satisfaction and thus building customer e-loyalty have become the primary goals of companies. Technology can help brands to create a well-considered corporate identity that meets consumer expectations. A well thought-out and strategically managed corporate identity has a positive impact on a company's reputation, customer e-loyalty and overall business performance. Results: It is necessary to maintain a consistent approach to corporate identity strategy in order to create an identity that consumers remember. Consumers are quite satisfied with Lidl's e-loyalty programme and are willing to shop at Lidl stores, but there is room for significant improvement of e-loyalty tools to increase customer satisfaction and interest in e-loyalty offers.

Keywords:

Customer Loyalty, Corporate Identity, E-Loyalty Tools, Technology Transfer, Corporate Identity Management.