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## **CONSUMER LOYALTY TO THE BRAND**

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A successful brand cannot be built without interaction and communication with consumers. And in order to form the loyalty or deep-rooted devotion of these customers to the brand, companies must be socially responsible, conduct business processes ethically, update and improve products or services constantly, and form a strong emotional connection with the audience.

The concept of brand consumer loyalty is not only about his/her satisfaction with the brand's products, services, and communications. It is also about the positive attitude of the audience towards the brand, the

essence of which is expressed in «the consumer's unquestionable choice of this particular brand, regardless of the actions of competitors and changes in the market environment» [2, p. 42]. That is, a loyal consumer is a customer who buys a brand 100% of the time and is ready to recommend the purchased product or service, or the brand in general, to others.

However, the systematicity of purchases cannot be considered as the only indicator of audience loyalty, because the purchase of certain products can be made due to the desire for convenience or due to a random coincidence of circumstances, the presence of favourable discounts or promotional offers, the temporary absence of a favourite brand on the market, ignorance of alternative offers, etc. At the same time, the client satisfies a certain need, but does not feel attachment to the brand-manufacturer of these products.

Therefore, to identify the presence or absence of consumer loyalty to a certain brand there is a need in developing a system of indicators. The components that will confirm the presence of loyalty or trust, attachment to the brand will be such manifestations of customer behavior as giving preference to this brand compared to others, the presence of a desire to repeat the purchase of the brand's products, the willingness to pay more for this particular brand and to recommend this brand to other consumers, purchase of new products of this brand without significant hesitation, insensitivity to the actions of competitors, participation in the formation of public opinion about this brand, support of the brand in case of communication crises or production problems, management changes, participation in brand surveys, active participation in brand communications in social networks, etc.

It is quite difficult to find a consumer who would fully meet all the specified components. Therefore, a common practice in branding is to distinguish customers by a certain type of loyalty. For example, «true loyalty is when a customer is satisfied with a brand and regularly buys its products; false loyalty – when the buyer is dissatisfied with the brand, has no emotional attachment to it, but buys the products; latent (hidden) loyalty – when the buyer highly appreciates the brand, but has no experience using the product, does not buy it, but will make a purchase at the first opportunity» [1, p. 172].

Currently, the highest manifestation of consumer loyalty to the brand is its assessment not just as a reliable manufacturer, a responsible company, but as a Lovemark. That is, as a beloved brand that has its own history, interacts with the client at all levels, pays maximum attention to quality communications, implements initiatives to care for society and the environment, works to solve social problems, contributes to the formation of an inclusive world, engages in volunteerism or charity.

Such a brand also interacts with the audience with the help of loyalty programs. These can be discount and bonus cards, cashback, gift certificates,

discount promo codes, gifts and discounts for subscription, completing surveys, a certain number of purchases, reposting, recommending, rewards in the mobile application for completing tasks, access to a closed sale, early access to collections, announcements of rare arrivals, priority service of consultants, access to a closed community or club of regular consumers.

Therefore, the formation of consumer loyalty to the brand is influenced by a number of criteria. These are the quality of products, high level of service, and the availability of loyalty programs, high-quality communications with the audience, and the social responsibility of the brand and the introduction of initiatives to care for society and the environment.

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## УКРАЇНСЬКА РЕДАКЦІЯ РАДІО «СВОБОДА»: ВИКОРИСТАННЯ МЕСЕНДЖЕРА TELEGRAM В ІНФОРМАЦІЙНОМУ ПРОТИСТОЯННІ

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Соціологічне опитування, яке провів фонд «Демократичні ініціативи» спільно з Центром Разумкова з 21 до 27 березня 2024 року, для того щоб з'ясувати, де українці довідуються інформацію про події на війні, засвідчило, що найпопулярнішим джерелом новин є вітчизняні Telegram-канали. З них новини про війну отримує 53 % опитаних українців, другу позицію в цьому рейтингу займає інформація, яку довідуються від родичів, друзів і знайомих – 42 %, третє місце посідає Youtube – 40 %, і лише четверте (37 %) – офіційний, державний