

UDC 659.126:004.057.5

Shtanova Alona

PhD, Assistant Lecturer of the Department of Marketing

State University of Trade and Economics

ORCID: 0000-0003-1582-5219

DOI: <https://doi.org/10.25313/3083-7782-2026-6-04>

THE ROLE OF BRANDING IN MOBILE LOYALTY PROGRAMS

Summary. *Introduction.* Emotions from brand interactions become the foundation of long-term relationships with consumers and contribute to building a strong market position in conditions where competitors can quickly copy a product or service. This drives enterprises to search for new meaning in forming a unique brand identity, layering new attributes to build a multi-faceted brand that becomes a lovemark. It is the implementation of a mobile loyalty program as a consumer engagement tool that requires well-considered branding. Reflecting the brand archetype and its values in the loyalty program, adapting the identity and naming in order to make consumer participation organic and authentic – this is the core task of mobile loyalty program branding for an enterprise. This tool is often either completely overlooked by enterprises or implemented incorrectly through simple replication of the existing corporate brand. Hence the need to define the role and place of branding within a mobile loyalty program as a means of enhancing customer engagement.

Purpose. The purpose of the study is to substantiate the role of branding as a foundation for building an effective mobile loyalty program in order to create long-term relationships between an enterprise and its customers, which will allow reducing the costs of customer retention and sales promotion.

Materials and methods. The research materials include: 1) scholarly contributions by Ukrainian and foreign researchers describing their scientific and practical studies in the field of branding and mobile marketing, particularly regarding mobile loyalty programs as elements of an overall marketing strategy and online promotion; 2) statistical data for analyzing market dynamics, consumer preference trends, and analytical data for tracking metrics related to consumer-enterprise interactions.

In studying this topic, the following scientific methods were employed: analysis and synthesis (to examine mobile loyalty programs in enterprises across various industries); grouping and classification (to identify fundamentally different approaches to branding and building customer relationships); systematization and generalization (to process data from statistical authorities); the graphical method (to visually represent the data obtained during the analysis); and logical generalization of results (to formulate conclusions).

Results. The scientific article substantiates the role of branding as a strategic tool for building effective mobile loyalty programs. The components of mobile loyalty program branding – namely naming, logo, color palette, and typography – are systematized, and their functions in shaping a cohesive program image in the consumer's mind are defined. The main types of loyalty program naming are identified – ranging from names that incorporate part of the core brand name to names associated with premium positioning, benefit, game mechanics, or community – and the criteria for their selection are analyzed: marketing, phonostylistic, linguocultural, and legal. Practical examples of mobile loyalty program branding in the retail and cinema sectors in Ukraine are



Copyright © The Author(s).

This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

examined, with particular attention to the use of color solutions and game mechanics for creating additional application value. It is demonstrated that consistent and well-considered branding of loyalty programs contributes to the formation of perceptual and transactional consumer loyalty, increased customer engagement, and growth in repeat purchases. According to the *Loyalty Program Trends 2025* report, approximately 70% of brands record an increase in engagement through loyalty programs, while 58% report growth in repeat purchases, which confirms the economic effectiveness of investment in loyalty program branding.

Discussion. Further research on the topic is proposed to be considered in the context of the practical activities of specific enterprises, the comparison of metrics before and after the implementation of branding or rebranding of mobile loyalty programs, as well as the development of an appropriate methodology for their analysis. This will provide opportunities to improve efficiency and effectiveness in branding development, increase enterprise profitability, and reduce the costs of retaining existing and acquiring new customers.

Key words: branding, mobile marketing, loyalty programs, lovemarks, brand, experience economy.

Problem Statement. In the context of digitalisation, the brand-consumer relationship is increasingly manifested exclusively through virtual interactions. In such circumstances, the brand image in the consumer's mind is shaped by the nature of engagement with the website, mobile application, chatbot, direct marketing, loyalty program, and mobile advertising. As a result, a customer may never physically visit the brand's stores or establishments, or interact with its staff — a reality that is transforming the marketing of such enterprises from the traditional 7P framework (Product, Price, Place, Promotion, People, Process, and Physical Evidence) toward contemporary paradigms grounded in data, emotions, and ethics, with a dominant focus on consumer behavior and an influence on experience formation achieved through Big Data, UX, personalisation, and gamification. This gives rise to perceptual and transactional consumer loyalty — one rooted not in the habit of purchasing from a particular enterprise, but primarily in consumer emotions and behavior.

It is therefore the communication of company values, user benefits, and the formation of a unique selling proposition — not merely through product or service attributes, but as a distinctive service experience — that comes to the fore.

At the same time, many enterprises that could be generating greater revenue through mobile loyalty programs remain anchored in outdated paradigms, where a product- or service-oriented focus fails to account for the creation of unique experiential interactions with the loyalty program that would drive sales, attract new customers, and sustain the interest of existing ones. This gives rise to the need to define the role and place of branding within mobile loyalty programs, and to consolidate current research into a unified framework for selecting the optimal system — one through which enterprises can leverage mobile loyalty program branding to become a lovemark for the majority of their consumers.

Literature Review. The role of branding across all aspects of enterprise activity has been examined by both international scholars — including P. Kotler [8], D. Aaker [10], and S. Godin — and Ukrainian researchers such as O. Bondarenko [2], A. Chepelenko [6], K. Yahelska [13], and T. Yankovets [11].

Naumchyk K. examined the stages of branding, whereby the first stage involves identifying a concept that will reflect the essence of the brand, the second entails analysing market conditions and studying PEST factors and competitors, the third focuses on positioning, and the fourth sees information translated into action — into rational or emotional textual and visual-graphic expression [4]. O. Shevchenko notes that the distinctive feature of a branded product lies in the fact that it embodies and personifies expectations and perceptions regarding the multitude of components that a product must encompass, both in material and emotional terms. A. Chepelenko emphasises the importance of brand valuation, offering a comprehensive overview of the complexity and multi-factor nature of brand value assessment and its reflection in corporate financial reporting, which underscores the significance of the transition of a brand from an intangible asset to a fully measurable category.

The topic of loyalty programs as a component of mobile marketing has been addressed in a comparatively smaller body of work. V. Peniuk, in particular, found that mobile loyalty programs are capable of increasing user satisfaction and fostering brand attachment. The key advantages of having a loyalty program within a mobile application include ease of use, straightforward personalisation, rapid access to bonuses and promotions, interactivity, and the ability to analyse customer behavior for the development of effective marketing strategies. V. Karmazinova notes that the implementation of game elements — such as challenges, rewards, tasks, progressions, and levels — introduces an important gamification component that can serve as a valuable loyalty program tool for enterprises across various sectors [3]. T. Yankovets, in her research, examines the relationship between e-commerce and mobile marketing, as well as the construction of consumer-enterprise relationships through sociohumanitarian and information-communication technologies, including branding. This influences both product design and multichannel marketing communications, as they appeal to emotions and experience design. T. Yankovets has systematised and described behavioural effects recommended for use in marketing and branding to influence rapid decision-making [11; 12].

Nevertheless, a number of issues remain unresolved, including: the recognition of algorithms for building mobile loyalty programs based on branding principles; the articulation of mobile loyalty program branding within the enterprise marketing system; and the systematisation of loyalty program branding practices in mobile applications with a view to enhancing enterprise profitability.

Purpose. The purpose of the study is to substantiate the role of branding as a foundation for building an effective mobile loyalty program in order to create long-term relationships between an enterprise and its customers, which will allow reducing the costs of customer retention and sales promotion.

Materials and methods. The research materials include: 1) scholarly contributions by Ukrainian and foreign researchers describing their scientific and practical studies in the field of branding and mobile marketing, particularly regarding mobile loyalty programs as elements of an overall marketing strategy and online promotion; 2) statistical data for analyzing market dynamics, consumer preference trends, and analytical data for tracking metrics related to consumer-enterprise interactions.

In studying this topic, the following scientific methods were employed: analysis and synthesis (to examine mobile loyalty programs in enterprises across various industries); grouping and classification (to identify fundamentally different approaches to branding and building customer relationships); systematization and generalization (to process data from statistical authorities); the graphical method (to visually represent the data obtained during the analysis); and logical generalization of results (to formulate conclusions).

Results and Discussion. In 2025, the number of mobile device connections worldwide reached 7.38 billion, with the number of mobile phone owners continuing to grow year on year. Shopping ranked 5th among the most popular types of websites and applications visited in 2025 (with a 74.5% visitor share) among mobile users globally [1]. On average, people spent approximately 90 minutes per day on social media, amounting to nearly 2.5 trillion hours over the year — an increase of 5% compared to 2024.

The advancement of technological features — such as virtual fitting rooms, digital mirrors, gamification, personalised bonuses and discounts — enables enterprises to increase the time users spend within a mobile application and foster engagement with it, which directly impacts customer loyalty. This is supported by the

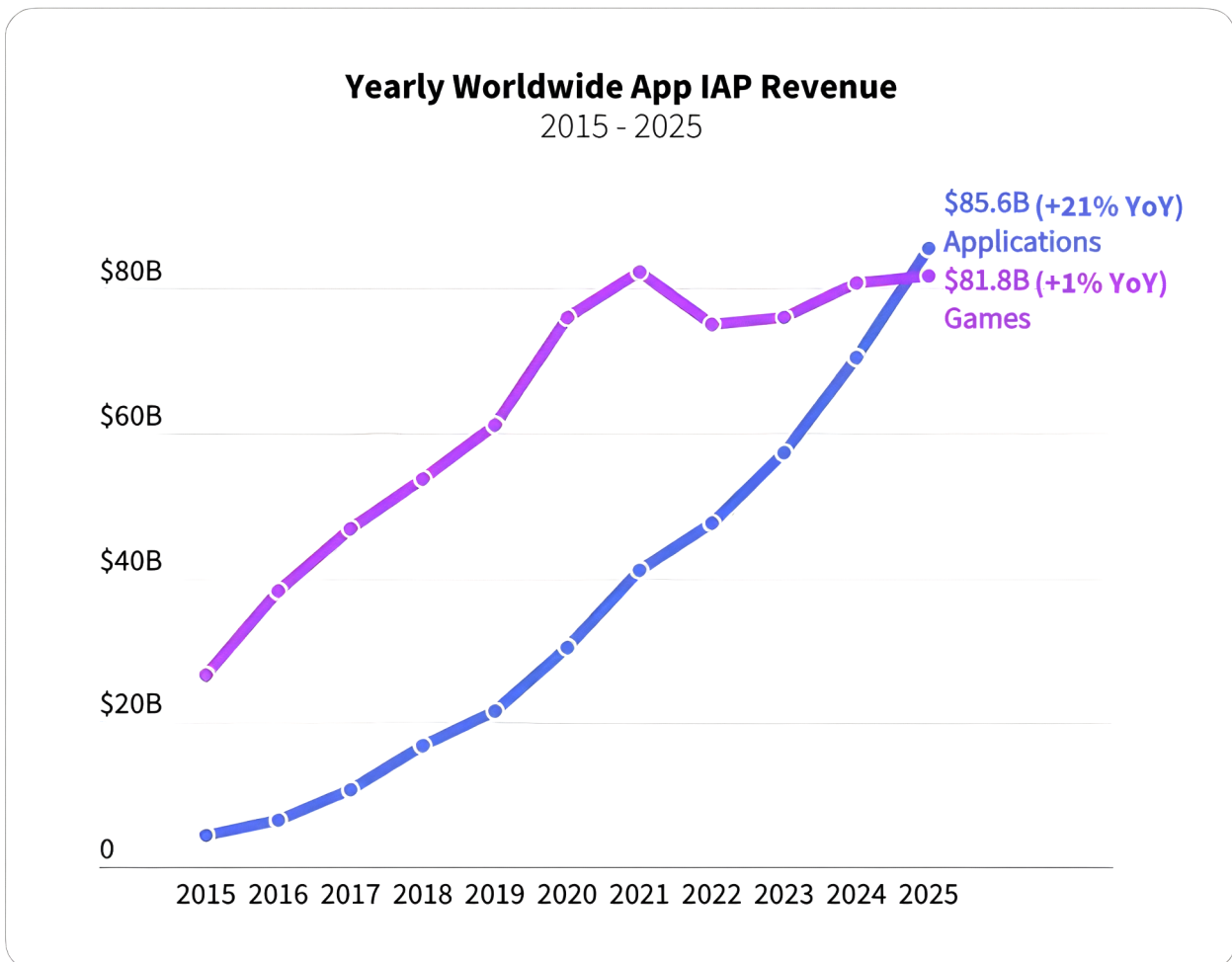


Fig. 1. Global mobile app spending according to the annual State of Mobile report by Sensor Tower [1]

Loyalty Program Trends 2025 report by Open Loyalty, which indicates that approximately 70% of brands report increased engagement through loyalty programs, while 58% observe growth in repeat purchases.

When examining existing mobile loyalty programs, particular attention should be given to naming, as well as the need to develop a logo, slogan, typography, and color palette as branding components, which are summarised in Table 1.

Table 1

Branding Components in Mobile Loyalty Programs

| Branding Component | Description | Role in the Mobile Loyalty Program |
|---------------------------|---|--|
| Name | A designation that characterises the company’s activity | Creates the first association with the program, emphasises its essence and differentiation from competitors |
| Logo | A visual image that identifies the brand | Ensures visual recognition of the application on the user’s device screen |
| Slogan | Typically a short, concise phrase that is easily remembered | Communicates the key benefit of the loyalty program and motivates participation |
| Typography | A set of printed characters in a unified style associated with a specific brand | Supports interface readability and a consistent communication style within the application |
| Color Palette | A combination of colours that harmoniously complement one another | Shapes the emotional perception of the application and highlights gaming and promotional elements |
| Packaging and Labeling | Varies across enterprises depending on their specifics, but generally refers to branded merchandise. For advertising agencies, this includes pens, notebooks, mugs, badges, and similar items | Reinforces the brand’s offline presence and serves as a reminder of the loyalty program beyond the application |

Source: compiled by the author based on [7]

The naming of a loyalty program may echo the core brand or bear no resemblance to it whatsoever. A name is a crucial element in conveying the brand’s key message and promise within seconds, shaping consumer associations and representing a sophisticated branding technology. The name of a loyalty program must function across various contexts of consumer-brand interaction, fulfilling multiple roles and engaging a broad range of communicative dimensions.

The process of developing a brand name — known as naming (from the English “to name”) — involves assigning names to products and enterprises that reinforce the desired perception, instantly communicate the company’s nature and core activities, highlight its values, and support brand promotion in the market, as the brand name itself serves as the backbone of the brand. Over time, naming has evolved into a professional discipline concerned with the creation of names — that is, with finding the most fitting designation for anything that, from a communicative standpoint, requires its own original identity. Naming draws on a range of approaches and embodies knowledge from linguistics, psychology, marketing, and other fields.

The key criteria that a commercial name must satisfy include:

- the marketing criterion (alignment of the name with the brand’s essence, value orientations, and substantive characteristics);
- the phonostylistic criterion (euphony, ease of pronunciation, and memorability);
- the linguocultural criterion (correspondence to specific associations, emotions, and evaluative connotations);
- the legal criterion (compliance with the applicable regulatory and legislative framework) [6].

Table 2

Types of Naming in Mobile Loyalty Programs

| Direction of Mobile Loyalty Program Naming | Example |
|---|---|
| Contain part of the brand name | Bolt +, Vodafone Bonus |
| Associated with premium positioning | Youtube Premium |
| Associated with benefit | Vyhoda, Vlasnyi rakhunok |
| Associated with the collection process | Mozaika |
| Associated with community | Zalizni druzi (Ukrzaliznytsia), SiClub (Sinsey) |

Color combinations in applications are based on corporate colors, with additional colors developed where necessary to convey a distinct positioning within the digital identity. For instance, the Eva retail chain’s mobile

application features both dark and light themes, with a black logo accented by a white highlight appearing during screen transitions. This shift toward more premium color choices may be attributed to the fact that the application’s assortment includes significantly more product categories and encompasses a LUX segment compared to the physical Eva stores.

The Silpo application incorporates purple — a color associated with the brand’s signature gaming mechanics, which include various seasonal in-app games offering bonuses, complimentary items, free delivery, and other rewards upon completion.

In the cinema chain market, service quality, unique selling proposition, location, and atmosphere exert a strong influence on consumer loyalty. Since major international releases are the same across all venues, cinema chains must seek their own distinct positioning. Such differentiating characteristics may include the approach to repertoire selection and scheduling, the design and technical features of screening halls, and pricing. It is precisely the mobile loyalty program — enabling consumers to purchase tickets at special discounts, redeem bonuses, and receive personalised offers, particularly in the context of declining consumer purchasing power — that plays a significant role in improving key marketing performance indicators for cinema chains. Table 3 presents an overview of mobile loyalty programs offered by cinema chains operating in the Ukrainian market.

Table 3

Mobile Loyalty Programs of Cinema Chains

| Cinema Chain | Accumulation | Redemption | Birthday Promotion Terms |
|--------------|--------------|--|----------------------------------|
| Planeta Kino | 3,7% | Redemption is available when the bonus balance equals the full amount required | Complimentary ticket once a year |
| Cinema Citi | 3% | Any amount, 1 bonus = UAH 1 | |
| Wizoria | 3% | Any amount, 1 bonus = UAH 1 | |
| Oscar | | Hemae | None |
| Butterfly | 10% | Reverse formula applies upon redemption: 1 bonus = UAH 1 | |
| Multiplex | | None | |

An analysis of the data presented in Table 3 indicates that the majority of cinema chains in the Ukrainian market have already implemented mobile loyalty programs featuring basic bonus accumulation and redemption mechanics. Specifically, four out of six chains under study have active loyalty programs, while Multiplex has entirely foregone this tool, and Oscar provides a birthday bonus despite the absence of an accumulation system. Bonus accumulation rates range from 3% to 10%, reflecting different approaches to generating program value for the consumer. The highest accumulation rate among the chains studied — 10% at Butterfly — may serve as a competitive advantage in attracting loyal viewers; however, the absence of a birthday bonus reduces the emotional dimension of brand interaction. By contrast, Planeta Kino, Cinema City, and Wizoria combine moderate accumulation rates with a personalised offer in the form of a complimentary birthday ticket, which reinforces perceptual consumer loyalty and fosters a positive emotional experience of brand engagement.

To empirically validate the theoretical propositions regarding the role of branding in mobile loyalty programs, a content analysis of the mobile applications of Ukrainian cinema chains was conducted. The subject of the study comprised cinema chains that have mobile applications. Each chain was assessed against four criteria using a two-point scale. Each criterion is scored from 0 to 2, where 0 indicates the element is absent, 1 indicates the element is partially present or derivative of the core brand without independent development, and 2 indicates the element has been fully developed as a distinct branding tool of the loyalty program. The maximum total score is 8 (Table 4).

Table 4

Scoring Assessment of Mobile Loyalty Program Branding of Cinema Chains

| Cinema Chain | Naming | Visual Identity | Gamification | Personalisation | Total Score |
|--------------|--------|-----------------|--------------|-----------------|-------------|
| Planeta Kino | 1 | 1 | 0 | 2 | 4 |
| Cinema Citi | 1 | 0 | 0 | 1 | 2 |
| Wizoria | 1 | 0 | 0 | 1 | 2 |
| SmartCinema | 1 | 1 | 0 | 2 | 4 |
| Multiplex | 0 | 0 | 0 | 0 | 0 |
| Butterfly | 0 | 0 | 0 | 0 | 0 |

The results of the content analysis indicate an overall low level of loyalty program branding among the chains examined. None of the chains achieved the maximum score, and the average across the sample stands at 2.2 out of 8 possible points. Notably, none of the chains employs gamification as an engagement tool — despite the fact that game mechanics are widely recognised as one of the most effective means of increasing user engagement within mobile applications.

The highest level of loyalty program branding is demonstrated by Planeta Kino and Smart Cinema, each scoring 4 points. Planeta Kino has the longest loyalty program history among the chains studied — the “Klub Planeta Kino” has been operating since 2011 and counts over 700,000 members. Smart Cinema, despite its regional presence (Vinnytsia, Chernivtsi, Kropyvnytskyi), demonstrates a relatively developed approach to program branding — most notably through the name “SmartCinema Club” and a partner ecosystem involving other brands. Cinema City and Wizoria, which belong to the same corporate structure, each received 2 points — their loyalty programs (“Cinema Cashback” and “Wizoria Cashback”) feature functional naming but lack independent visual identity and personalisation tools beyond a basic level. The Multiplex and Butterfly chains have no loyalty program branding within their mobile applications whatsoever.

Table 5

Characteristics of Ukrainian Cinema Chain Mobile Applications in the App Store

| Cinema Chain | Дискриптор застосунку | Number of Ratings | Rating |
|--------------|------------------------------|-------------------|--------|
| Planeta Kino | It's Something | 75 000 | 4,9 |
| Cinema Citi | Cinema City Chain of Cinemas | 73 | 3,8 |
| Wizoria | A Chain of Modern Cinemas | 39 | 4,2 |
| SmartCinema | Lifestyle | 26 | 3,2 |
| Multiplex | The Largest Cinema Chain | 147 000 | 4,9 |
| Butterfly | - | - | - |

A cross-analysis of the data presented in Tables 4 and 5 yields several analytical observations. First, Planeta Kino is the only chain that combines a relatively developed loyalty program branding with a high application rating and a large user base, which may suggest a relationship between investment in loyalty program branding and user engagement. Second, Cinema City and Wizoria, despite identical branding scores, demonstrate markedly different performance indicators — 73 and 39 ratings respectively — which is attributable to the differing geographical reach of the two chains. Third, the case of Multiplex is particularly telling: the chain has no loyalty program in its mobile application, yet achieves the highest rating among those studied — 4.9 based on 147,000 App Store reviews. This suggests that network scale and long-standing market presence can generate stable consumer loyalty even in the absence of loyalty program branding tools. At the same time, such loyalty is predominantly transactional in nature and remains vulnerable in the face of new competitors with developed branding and engagement programs.

Overall, the content analysis results confirm the central thesis of this study: loyalty program branding in the Ukrainian cinema market remains at an early stage of development. Enterprises either make no use of this tool at all, or limit themselves to functional naming without developing an independent visual identity or engagement mechanics. This creates considerable potential for differentiation through loyalty program branding as a source of competitive advantage.

While traditional loyalty program branding focused primarily on visual identity and naming, today competitive advantage is shaped by an enterprise's capacity to collect, analyse, and leverage consumer behavioral data to create a personalised brand interaction experience. An analysis of the strategic plans of cinema chains points to growing interest in the adoption of CRM systems and data-driven personalised loyalty programs. Notably, even Multiplex — which currently has no loyalty program in its mobile application — has identified the launch of a personalised loyalty program and the implementation of a CRM system as priority marketing initiatives for 2026, confirming the strategic importance of this tool for the cinema market as a whole.

To assess the effectiveness of mobile loyalty program branding using AI and Big Data tools, a system of key marketing metrics adapted to the specifics of the cinema market is proposed (Table 6).

The implementation of the aforementioned metrics in the management of cinema mobile loyalty programs requires appropriate technological infrastructure — including CRM systems, data analytics platforms, and marketing communications automation tools. At the same time, even the basic level of analytics available through the built-in tools of the App Store and Google Play allows for tracking application ratings, active user counts, and installation dynamics — which serves as a starting point for the further development of a data-driven approach to loyalty program branding. The results of the content analysis conducted within this study indicate that none of the cinema chains examined currently employs full-scale AI-based analytics, which creates significant potential for differentiation through technology-driven loyalty program branding.

Table 6

Key Performance Metrics of Cinema Mobile Loyalty Programs Using AI and Big Data

| Metric | Description | Role of AI/Big Data | Benchmark for Cinema Chains |
|----------------------|--|--|-----------------------------|
| Retention Rate | Share of users who returned to the application within 30 days | Predictive churn analytics: AI identifies users at risk of disengagement and triggers personalised offers | 35–50% |
| Repeat Purchase Rate | Share of customers who made more than one purchase within a given period | Recommendation algorithms select relevant content based on viewing history from 30% | from 30% |
| CLV | Total revenue generated by a single customer over the entire period of brand interaction | Audience segmentation enables identification of the most valuable customers and development of individualised offers | from 2000 UAH/year |
| DAU/MAU | Level of user engagement with the application | Behavioural pattern analysis determines the optimal timing for push notifications and personalised promotions | DAU/MAU ≥ 20% |
| Churn Rate | Share of users who have stopped using the loyalty program | Machine learning models forecast churn 2–4 weeks before it occurs. | no more than 10% per month |
| NPS | Customer's willingness to recommend the brand to others | Sentiment analysis of in-app and social media reviews enables real-time NPS tracking | from 40 |

Conclusions and Prospects for Further Research. Branding plays a pivotal role in building effective mobile loyalty programs, providing not only recognition but also an emotional connection between the enterprise and the consumer. An analysis of branding components — naming, logo, color palette, and typography — demonstrated that their consistent application within a mobile application creates a cohesive image of the loyalty program and strengthens consumer engagement. An examination of practical examples from the retail and cinema sectors confirmed that enterprises which systematically integrate branding into their loyalty programs achieve higher rates of repeat purchases and customer retention.

Statistical data point to the growing role of mobile applications in consumer behavior: 7.38 billion mobile device connections recorded in 2025 and a 5% increase in time spent on social media underscore the relevance of digital communication channels. According to the Loyalty Program Trends 2025 report, approximately 70% of brands report increased engagement through loyalty programs, while approximately 58% observe growth in repeat purchases, confirming the economic effectiveness of investment in loyalty program branding.

Future research is proposed to focus on a comparative analysis of metrics before and after the implementation or rebranding of mobile loyalty programs at specific enterprises, as well as on the development of a methodology for evaluating the effectiveness of loyalty program branding. This will enable the formalisation of practical recommendations for enterprises across various industries regarding the development of mobile loyalty program branding as a tool for enhancing profitability and competitiveness.

ДОДАТКОВА ІНФОРМАЦІЯ

ФІНАНСУВАННЯ: Автори не отримували фінансування для цього дослідження.

ЗАЯВА ПРО ДОСТУПНІСТЬ ДАНИХ: Не застосовується.

КОНФЛІКТ ІНТЕРЕСІВ: Автори заявляють про відсутність конфлікту інтересів.

Література

1. State of Mobile 2026: The Industry-Defining Report. URL: <https://sensortower.com/report/state-of-mobile-2026> (дата звернення: 03.02.2026).
2. Бондаренко О. Цифровий брендинг підприємств роздрібної торгівлі. *Проблеми сучасних трансформацій. Серія: економіка та управління*. 2024. № 16. DOI: <https://doi.org/10.54929/2786-5738-2024-16-04-18>
3. Кармазінова В. Гейміфікація програм лояльності споживачів. *Scientia fructuosa*. 2024. Т. 153, № 1. С. 70–83. DOI: [https://doi.org/10.31617/1.2024\(153\)04](https://doi.org/10.31617/1.2024(153)04)
4. Наумчик К. Г., Клюквіна М. С. Брендинг як інструмент формування конкурентних позицій підприємств. *Актуальні проблеми економіки та управління: збірник наукових праць молодих вчених*. 2011. № 5. С. 33–37.

5. Маркетинг і контролінг: сучасні виклики підприємництва: матеріали міждисциплінарної науково-практичної конференції (Київ — Івано-Франківськ, 30 листопада 2017 року) / за ред. Л. І. Юдіної. URL: <http://elar.nung.edu.ua/bitstream/123456789/6124/1/6701p.pdf> (дата звернення: 14.04.2026).
6. Чепеленко А., Церковний С., Данченко Л. Оцінка вартості бренду. *Scientia fructuosa*. 2024. Т. 157, № 5. С. 89–104. DOI: [https://doi.org/10.31617/1.2024\(157\)07](https://doi.org/10.31617/1.2024(157)07)
7. Саленбахер Ю. Креативний особистий брендинг. Харків: Фабула, 2019. 224 с. URL: <https://fabulabook.com/info-kreatyvnyj-osobystyj-brendyng-13533> (дата звернення: 14.04.2026).
8. Котлер Ф. Основи маркетингу. Класичне видання. Київ : Діалектика, 2023. 622 с.
9. Ponomarenko I., Pavlenko V., Bondarenko O., Morhulets O., Ponomarenko D., Melnyk M. Machine learning for dynamic price adjustments in digital marketing. *2025 IEEE 6th KhPI Week on Advanced Technology (KhPIWeek)*. Kharkiv, Ukraine, 2025. P. 1–4. DOI: <https://doi.org/10.1109/KhPIWeek61436.2025.11288656> (Scopus).
10. Аакер Д. А. Створення сильних брендів. 2010. 400 с.
11. Янковець Т. М. Поведінкова економіка: поведінкові ефекти у маркетингу та брендингу. *Вісник Сумського національного аграрного університету. Серія: Економіка і менеджмент*. 2024. Т. 100, № 4. С. 13–18. DOI: <https://doi.org/10.32782/bsnau.2024.4.3>
12. Iankovets T. Media planning of digital advertising campaigns. *Eastern-European Journal of Enterprise Technologies*. 2023. Vol. 6, No. 13(126). P. 42–53. DOI: <https://doi.org/10.15587/1729-4061.2023.293074> (Scopus).
13. Yahelska K., Vasylyshyna L. Pharmaceutical Brand in the Digital Environment. *Economic Sustainability and Business Practices*. 2025. Vol. 2, No. 3. P. 102–111. DOI: <https://doi.org/10.21272/esbp.2025.3-11> (Scopus).

References

1. *State of Mobile 2026: The Industry-Defining Report*. Retrieved from <https://sensortower.com/report/state-of-mobile-2026>
2. Bondarenko, O. (2024). Tsyfrovyi brendynh pidpriumstv rozdribnoi torhivli [Digital branding of retail enterprises]. *Problemy suchasnykh transformatsii. Seriya: ekonomika ta upravlinnia — Problems of Modern Transformations. Series: Economics and Management*, (16). <https://doi.org/10.54929/2786-5738-2024-16-04-18> [in Ukrainian].
3. Karmazynova, V. (2024). Heimifikatsiia prohram loialnosti spozhyvachiv [Gamification of consumer loyalty programs]. *Scientia fructuosa*, 153(1), 70–83. [https://doi.org/10.31617/1.2024\(153\)04](https://doi.org/10.31617/1.2024(153)04) [in Ukrainian].
4. Naumchyk, K. H., & Kliukvina, M. S. (2011). Brendynh yak instrument formuvannia konkurentnykh pozytsii pidpriumstv [Branding as a tool for forming competitive positions of enterprises]. *Aktualni problemy ekonomiky ta upravlinnia: zbirnyk naukovykh prats molodykh vchenykh — Current Problems of Economics and Management: Collection of Scientific Works of Young Researchers*, (5), 33–37 [in Ukrainian].
5. Yudina, L. I. (Ed.). (2017). *Marketynh i kontrolinh: suchasni vyklyky pidpriumnytstva [Marketing and controlling: Modern challenges of entrepreneurship]: Proceedings of the interdisciplinary scientific and practical conference, Kyiv–Ivano-Frankivsk, November 30, 2017*. Retrieved from <http://elar.nung.edu.ua/bitstream/123456789/6124/1/6701p.pdf> [in Ukrainian].
6. Chepelenko, A., Tserkovnyi, S., & Danchenko, L. (2024). Otsinka vartosti brendu [Brand valuation]. *Scientia fructuosa*, 157(5), 89–104. [https://doi.org/10.31617/1.2024\(157\)07](https://doi.org/10.31617/1.2024(157)07) [in Ukrainian].
7. Salenbacher, J. (2019). *Kreatyvnyi osobystyi brendynh [Creative personal branding]*. Kharkiv, Ukraine: Fabula. Retrieved from <https://fabulabook.com/info-kreatyvnyj-osobystyj-brendyng-13533> [in Ukrainian].
8. Kotler, P. (2023). *Osnovy marketynhu. Klasychne vydannia [Fundamentals of marketing. Classic edition]*. Kyiv, Ukraine: Dialektyka [in Ukrainian].
9. Ponomarenko, I., Pavlenko, V., Bondarenko, O., Morhulets, O., Ponomarenko, D., & Melnyk, M. (2025). Machine learning for dynamic price adjustments in digital marketing. In *2025 IEEE 6th KhPI Week on Advanced Technology (KhPIWeek)* (pp. 1–4). <https://doi.org/10.1109/KhPIWeek61436.2025.11288656>
10. Aaker, D. A. (2010). *Stvorennia silnykh brendiv [Building strong brands]*.
11. Yankovets, T. M. (2024). Povedinkova ekonomika: povedinkovi efekty u marketynhu ta brendynhu [Behavioural economics: Behavioural effects in marketing and branding]. *Visnyk Sumskoho natsionalnoho ahrarnoho universytetu. Seriya: Ekonomika i menedzhment — Bulletin of Sumy National Agrarian University. Series: Economics and Management*, 100(4), 13–18. <https://doi.org/10.32782/bsnau.2024.4.3> [in Ukrainian].
12. Iankovets, T. (2023). Media planning of digital advertising campaigns. *Eastern-European Journal of Enterprise Technologies*, 6(13(126)), 42–53. <https://doi.org/10.15587/1729-4061.2023.293074>
13. Yahelska, K., & Vasylyshyna, L. (2025). Pharmaceutical brand in the digital environment. *Economic Sustainability and Business Practices*, 2(3), 102–111. <https://doi.org/10.21272/esbp.2025.3-11>

Дата першого надходження статті до видання: 01.05.2026

Дата прийняття статті до друку після рецензування: 24.05.2026

Дата публікації: 01.06.2026

Штанова Альона Леонідівна
доктор філософії з маркетингу,
старший викладач кафедри маркетингу
Державний торговельно-економічний
університет

РОЛЬ БРЕНДИНГУ В МОБІЛЬНИХ ПРОГРАМАХ ЛОЯЛЬНОСТІ

Анотація. Вступ. Емоції від взаємодії з брендом стають основою довготривалих відносин зі споживачем та сприяють побудові сильної ринкової позиції в умовах, де конкуренти можуть швидко скопіювати товар чи послугу. Це спонукає підприємства шукати нові сенси для формування унікальної сутності бренду, нанизуючи на неї все нові атрибути, щоб вибудувати багатогранний бренд, що стає лавмарк. Саме імплементація мобільної програми лояльності як інструменту взаємодії зі споживачем потребує виваженого брендингу. Відобразити в програмі лояльності архетип бренду, його цінності, адаптувати айдентитику та неймінг аби зробити залучення до участі в програмі лояльності органічним та щирим для споживача – це завдання для брендингу мобільної програми лояльності підприємства. Часто даний інструмент або зовсім не використовується підприємством або ж допускаються помилки у імплементації за рахунок простого копіювання існуючого основного бренду компанії. Саме тому постає необхідність визначення ролі і місця брендингу мобільній програмі лояльності бренду як підсилення залученості клієнта.

Мета. Метою дослідження є обґрунтування ролі брендингу як основи для побудови ефективної мобільної програми лояльності задля створення довготривалих стосунків підприємства зі споживачем, що дозволить знизити витрати на утримання клієнта та стимулювання збуту.

Матеріали і методи. Матеріалами дослідження є: 1) наукові нагання українських авторів та зарубіжних науковців, що описують свої науково-практичні дослідження у сфері брендингу, мобільного маркетингу зокрема щодо мобільних програм лояльності як елементів загальної маркетингової стратегії та інтернет-просування; 2) статистичні дані для аналізу динаміки ринку, тенденцій вподобань споживачів, аналітичних даних для відслідковування метрик, пов'язаних з взаємодіями споживача і підприємства.

Досліджуючи дану тему було імплементовано такі наукові методи як: аналіз та синтез (для дослідження мобільних програм лояльності в підприємствах різних сфер); групування та класифікації (для виділення принципово різних підходів до брендингу та побудови взаємозв'язків з клієнтами); систематизації та узагальнення (для обробки даних статистичних органів); графічний метод (для візуального відображення отриманих у ході аналізу даних); логічного узагальнення результатів (формулювання висновків).

Результати. У науковій статті обґрунтовано роль брендингу як стратегічного інструменту побудови ефективних мобільних програм лояльності. Систематизовано складові брендингу мобільних програм лояльності, зокрема неймінг, логотип, кольорову палітру та шрифти, визначено їх функції у формуванні цілісного образу програми в свідомості споживача. Виявлено основні типи неймінгу програм лояльності – від назв, що містять частину імені основного бренду, до назв, пов'язаних з преміальністю, висодою, ігровими механіками чи спільнотою – та проаналізовано критерії їх добору: маркетинговий, фоностилістичний, лінгвокультурний і правовий. Досліджено практичні приклади брендингу мобільних програм лояльності у сферах роздрібної торгівлі та кінотеатрів в Україні, зокрема використання колірних рішень та ігрових механік для формування додаткової цінності застосунку. Доведено, що

послідовний і виважений брендинг програм лояльності сприяє формуванню перцепційної та трансакційної лояльності споживача, підвищенню залученості клієнтів і зростанню повторних покупок. За даними звіту *Loyalty Program Trends 2025*, близько 70% брендів фіксують збільшення залученості через програми лояльності, а 58% – зростання повторних покупок, що підтверджує економічну ефективність інвестицій у брендинг програм лояльності.

Перспективи. Наступні наукові розвідки за темою пропонується розглядати в контексті практичної діяльності певних підприємств, порівнянні метрик після імплементації брендингу або ж ребрендингу мобільних програм лояльності, а також розробки відповідної методики їх аналізу. Це надасть можливості покращення ефективності та результативності у розробці брендингу та збільшенні дохідності підприємства і зменшенні витрат на утримання наявних і залучення нових клієнтів.

Ключові слова: брендинг, мобільний маркетинг, програми лояльності, лавмарк, бренд, економіка вражень.