Research on the Decline of Brand Loyalty and Relationship Management Maintenance Strategies after the Release of First Economic New Products

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Abstract: This study examines changes in brand loyalty following the launch of new products within the first-mover economy framework, analyzing relevant theoretical foundations regarding the first-mover economy, mechanisms of product popularity formation, brand loyalty, and consumer relationship management. It explores psychological shifts among consumers during product popularity decline, manifestations of declining brand loyalty, and influencing factors. Furthermore, the research identifies key drivers of weakened brand loyalty-including insufficient product innovation, short-term marketing strategies, suboptimal consumer experiences, and inadequate customer relationship maintenance. Based on these findings, the study proposes a maintenance strategy encompassing establishing sustainable innovation mechanisms, enhancing consumer engagement, improving membership management systems, leveraging digital technologies for CRM optimization, and developing value-driven long-term communication frameworks. The conclusion emphasizes that enterprises should move beyond relying solely on initial product momentum to attract consumers, instead prioritizing sustained value creation and relationship management to transform short-term market focus into enduring brand assets, thereby achieving sustainable brand development within the first-mover economy context.

Keywords: First-Release Economy; New Product Launch; Brand Loyalty; Relationship Management

1. Introduction

The consumer market continues to evolve, with the digital economy experiencing rapid growth. The first-release economy has gradually become a key driver of brand innovation and consumption growth. New product launches primarily employ limited-edition releases, experiential events, media campaigns, and social media marketing, generating significant market attention in a short period and effectively boosting brand visibility and consumer purchase intent. However, the enthusiasm generated by first-release initiatives often follows a cyclical pattern: many new products fail to sustain strong performance after launch, leading to declining consumer interest, reduced purchase frequency, and even diminished brand loyalty. In an environment of intensifying competition for user traffic, relying solely on new product launches to create short-term consumption trends no longer meets long-term brand development needs. Consequently, transforming initial product interest into lasting consumer engagement has become a critical task in brand management.Focusing on the changes in brand loyalty after the launch of new economic products, this article analyzes the internal mechanisms of changes in consumer psychology, behavior, and brand relationships when the popularity of new products fades. It discusses the role of product innovation, marketing communication, consumer experience, and customer relationship management in brand loyalty, and further proposes strategies to continuously innovate, strengthen interaction, improve membership systems, promote digital relationship management, and establish long-term value communication systems to help enterprises shift from short-term traffic acquisition to long-term consumer value operation, in order to provide theoretical and practical reference for the sustainable development of brands under the initial launch economy.

2. Theoretical Basis for the Relationship Between New Product Launches in the Initial Release Economy and Brand Loyalty

2.1 The Concept and Development Characteristics of the Initial Public Offering (IPO) Economy

The First-Market Economy refers to an economic model where companies leverage innovative products and marketing campaigns through initial launches, demonstrations, sales, or experiential offerings to attract consumer attention, driving consumption growth and brand value enhancement. With evolving consumption patterns and advancements in digital marketing, this approach has become a crucial strategy for businesses to strengthen market competitiveness[1]. Its key characteristics include innovation-driven development, consumer-centric focus, widespread dissemination, and integrated experiential engagement. On one hand, it emphasizes product innovation by delivering differentiated and novel offerings that meet consumers' demands for quality, personalization, and immersive experiences; on the other hand, leveraging social media platforms, e-commerce channels, and physical retail spaces enables rapid creation of market buzz and increased brand visibility. Beyond transactional transactions, the First-Market Economy prioritizes consumer participation, interactive experiences, and brand value cultivation. While effectively helping companies establish market influence in highly competitive environments, its limitations include short-lived product popularity – insufficient follow-up operations and poor customer relationship management may lead to declining consumer interest over time.

2.2 Analysis of the Mechanism Behind the Popularity of New Product Launches

The emergence of product buzz around new releases stems from the combined effects of corporate innovation, marketing strategies, and consumer psychology. New products inherently possess strong novelty and scarcity, stimulating consumers 'curiosity and purchasing interest-particularly those featuring technological advancements, design upgrades, or brand collaborations, which naturally attract market attention. Companies expand product awareness through advertising campaigns, celebrity endorsements, social media engagement, live streaming events, and in-store experiences, rapidly building high brand recognition among consumers[2]. User-generated sharing and word-of-mouth recommendations also play crucial roles, with user reviews, social discussions, and trending topics further amplifying product influence. From a psychological perspective, new product launches fulfill consumers' desires for novel experiences, identity expression, and social validation, motivating them to purchase and promote the product. However, such buzz largely depends on external incentives and short-term marketing efforts; if companies fail to consistently deliver value and exceptional user experiences, consumer attention may easily shift to alternative brands and products.

2.3 The Connotation and Influencing Factors of Brand Loyalty

Brand loyalty reflects consumers 'sustained preference for a particular brand throughout their long-term purchasing journey, encompassing consistent purchase intent and proactive recommendation behaviors. Beyond mere repeated purchases of branded products, it fundamentally demonstrates consumers' deep identification with the brand's values, cultural ethos, and emotional experiences. Higher brand loyalty reduces customer churn risks, enhances corporate competitive advantages, and drives word-of-mouth promotion. Key factors influencing brand loyalty include product quality, brand image, consumer experience, emotional connection, and relationship maintenance levels. Product quality forms the foundation for building brand trust; stable performance and reliability significantly boost customer satisfaction. Brand image impacts consumers' perception of the brand's value and social recognition. Positive purchasing experiences and interactive relationships further strengthen emotional bonds with the brand. Corporate after-sales services, membership programs, and personalized marketing strategies also contribute to sustained brand identification. In the first-release economy environment, new product launches can rapidly capture consumer attention, but cultivating brand loyalty requires prolonged value accumulation.

2.4 Theoretical Foundations of Consumer Relationship Management

The theory of Consumer Relationship Management (CRM) posits that businesses should establish, maintain, and strengthen long-term partnerships with consumers to enhance satisfaction and value contribution, thereby fostering sustained interaction between enterprises and their customers. This framework recognizes consumers not merely as product purchasers but as key participants in co-creating brand value, requiring businesses to improve relationship quality through effective communication, service optimization, and emotional connection[3]. In the digital economy context, CRM has evolved from traditional transaction management toward data-driven approaches, personalized services, and continuous engagement models. Companies can leverage customer data to analyze demand trends and boost consumer engagement through membership programs, community building, personalized recommendations, and interactive initiatives. CRM also emphasizes the importance of trust, commitment, and satisfaction-only by consistently meeting consumer needs can brands build lasting credibility. Within the first-mover economy model, CRM effectively mitigates the impact of product popularity decline and transforms short-term attention into enduring brand relationships through sustained communication and value delivery.

3. Analysis of the Decline in Brand Loyalty Following the Peak of New Product Launches in the Initial Release Economy

3.1 Characteristics of Consumer Attention and Purchase Behavior During the Initial Phase of New Product Launch

In the initial launch economy mode, new product releases usually quickly attract consumer attention and generate strong market discussion heat. Due to the high novelty, uniqueness, and scarcity of new products, consumers are prone to curiosity and a need to try new things, and thus actively search for product information, participate in brand interaction, and pay attention to new product updates. Especially in social media, e-commerce platforms, and short video dissemination environments, enterprises can effectively increase the exposure of new products and enable consumers to form a high level of awareness in a short period of time through preheating promotion, limited release, celebrity marketing, and user experience sharing. The launch of new products often carries the brand's innovation ability and market trend leading role. Consumers' purchase of new products not only satisfies their needs for product functionality, but also reflects their pursuit of trend, identity recognition, and social value. In the stage of new product launch, consumer attention behavior has obvious initiative and emotional characteristics. Brands can quickly accumulate consumer attention resources by leveraging market heat, laying the foundation for subsequent brand relationship construction[4].

In the early stages of a new product launch, consumer purchasing behavior usually exhibits strong impulsivity and experience orientation. On the one hand, consumers are influenced by the scarcity effect of new products, limited time discounts, and social media communication, which can easily lead to instant purchasing decisions and hope to become pioneers in the experience of new products; On the other hand, some consumers purchase new products not for long-term use, but to meet short-term experience, social display, and consumer participation needs. Although this consumption behavior can drive sales growth in the short term, it does not necessarily mean that consumers have formed stable brand loyalty. Due to the fact that consumers are more influenced by external stimuli and market atmosphere during the process of purchasing new products, their brand identity is still in the formation stage. If enterprises can continue to provide high-quality product experience and effective relationship maintenance after the release of new products, consumers may further convert into long-term users; On the contrary, when market attention decreases or the value of new products does not meet expectations, consumers are prone to reduce their sustained attention to the brand.

3.2 Changes in Consumer Psychology after the Novelty of New Products Fades

During the new product launch phase, consumers are often influenced by novelty, social recognition, and consumer trends, and maintain a high level of interest in the product. When new products shift from market hotspots to ordinary products, consumers' sense of novelty gradually weakens, and their attention to the brand and products will also decrease accordingly. After completing the purchase and experience, some consumers will re evaluate the product value, including whether the product performance meets expectations, whether the user experience has sustained appeal, and whether the brand can provide additional value.

If consumers find that there is a gap between the actual experience and promotion of a new product, or if the product lacks sustained appeal, their satisfaction and brand trust may decrease, thereby affecting their future purchase intention.

The decline in popularity of new products will also change the emotional connection between consumers and brands. In the initial economic environment, consumers are prone to generate positive emotions due to brand innovation image and market topics, but this emotion has a certain degree of transience. When a brand is unable to continuously output new value content or establish effective interactive relationships, the emotional connection between consumers and the brand will gradually weaken. In the modern consumer market, the speed of product updates is constantly accelerating, and consumers face a large number of brand choices. New products, technologies, and marketing models constantly distract consumers' attention, making it more difficult for brands to maintain long-term consumer interest. Some consumers may transition from loyal brand users to ordinary buyers, and even actively seek alternative brands.

3.3 Main Manifestations of Declining Brand Loyalty

The decline in brand loyalty after the release of the first economic product is manifested as a decrease in consumers' willingness to repeat purchases. During the new product launch period, brands can attract consumer attention through innovative products and marketing activities. However, as market heat decreases, if subsequent products lack sustained competitiveness, consumers may reduce their frequency of purchasing from the brand. Although some consumers acknowledge the new products launched by the brand, they do not actively pay attention to the brand's future trends, but instead choose more cost-effective or innovative alternative products in the market when demand arises. The transformation of consumers from active brand disseminators to passive recipients is also an important manifestation of the decline in brand loyalty. In the stage of high popularity of new products, consumers may share their usage experience through social media platforms to form word-of-mouth communication for the brand; But when the popularity decreases, consumer participation in interaction and proactive recommendation behavior decreases, and brand influence also decreases accordingly.

The decline in brand loyalty is also manifested as a decrease in consumer emotional identification and an increase in brand conversion tendency. Brand loyalty not only comes from the functional value of the product, but also from consumers' recognition of the brand's philosophy, culture, and emotional value. When companies overly rely on new product manufacturing and lack long-term brand value building, consumers tend to view the brand as a commercial entity that provides products rather than an emotionally connected partner. Once competing brands launch similar products in the market, consumers may quickly turn to other brands. The decrease in consumer tolerance for brands is also one of the manifestations of declining loyalty. In a highly competitive consumer environment, loyal consumers are usually willing to provide opportunities for brand improvement, but when consumer relationships are weak, product quality issues, insufficient service, or decreased experience can all lead to rapid consumer churn.

3.4 Analysis of Factors Influencing the Decline in Brand Loyalty

Under the background of initial launch economy, the decline of brand loyalty is influenced by various factors, among which the insufficient ability of continuous product innovation is one of the important reasons. The release of new products can stimulate consumer interest in the short term, but if the company lacks technological upgrades, product optimization, and differentiated innovation in the future, consumers are likely to believe that the brand value remains at the stage of a single new product marketing. When more competitive products appear in the market, consumers' attention will quickly shift. Some companies emphasize conceptual marketing and visual communication in the process of promoting new products, but ignore the actual functions and user experience of the products, resulting in a psychological gap among consumers after purchase. When consumers feel that the product value does not match their expectations, satisfaction decreases and brand trust relationships are also affected. Changes in the market environment, upgrading consumer demand, and rapid competition among brands can also accelerate the decline in brand loyalty.

On the other hand, insufficient marketing strategies and consumer relationship management capabilities of enterprises are also important factors contributing to the decline of brand loyalty. Some companies overly rely on the short-term traffic brought by new product launches, focusing their marketing efforts on promotional activities before and after the release, while neglecting the continuous operation of the new product lifecycle. Enterprises lack user feedback mechanisms, membership maintenance systems, and long-term interaction channels, which prevent consumers from continuing to receive brand attention and service support after purchasing. In the digital consumption environment, consumers place greater emphasis on personalized experiences and emotional interactions. If companies cannot utilize data analysis to understand changes in consumer needs, it will be difficult to establish stable consumer relationships. Excessive commercialization and lack of value expression in brand communication content can also reduce consumers' sense of brand identification.

4. The Mechanism Behind the Decline in Brand Loyalty in a First-Mover Economy Environment

4.1 Insufficient Sustainability in Product Innovation has Led to Declining Consumer Interest

In the initial economic environment, product innovation is an important foundation for attracting consumer attention and maintaining brand competitiveness. However, some companies place more emphasis on the market effect brought by the initial launch during the new product release process, while neglecting the continuous improvement of subsequent product innovation capabilities, resulting in a rapid decline in consumer novelty. In the early stages of a new product launch, consumers often show high interest due to product feature upgrades, changes in appearance design, or technological breakthroughs. However, as usage time increases, consumers' evaluations of product value gradually return to rationality. If a company is unable to continuously launch new products with differentiation and competitiveness, consumers are likely to perceive the brand's innovation capabilities as insufficient, thereby reducing their expectations and attention to the brand. In the context of rapidly changing consumer demand, consumers not only focus on the functional performance of a single product, but also attach greater importance to the brand's ability to continuously create value. When a brand relies on one-time new products to stimulate the market for a long time, but lacks product system optimization and technological iteration, consumers are prone to form the perception that "new products are short-term hotspots", making it difficult to establish stable brand trust. The intensification of market competition has further increased consumer choice, with new brands and alternative products constantly emerging, making it easier for consumers to shift their attention. Insufficient sustainability of product innovation can weaken the long-term impact of new product launches, causing consumer purchasing behavior to remain in the short-term trial stage, ultimately leading to a gradual decline in brand loyalty.

4.2 Marketing Communication Relies Excessively on Short-Term Traffic Effects

The development of the first release economy highly relies on marketing communication, and new product releases often create rapid dissemination effects through social media, short video platforms, live streaming marketing, and hot events. Some enterprises have the problem of excessive reliance on short-term traffic in the marketing process, focusing on topic creation, exposure enhancement, and sales conversion in brand building, while neglecting the maintenance of long-term consumer relationships. Short term traffic marketing can quickly increase brand awareness during the new product launch stage, but this attention is more based on consumer interest stimulation and external communication influence, and may not necessarily translate into deep brand recognition. After the marketing campaign ends, if the enterprise lacks sustained content output and consumer interaction mechanisms, the market heat will rapidly decline, and consumers' attention to the brand will also decrease accordingly. Excessive marketing may also lead to aesthetic fatigue among consumers, and frequent information stimulation can reduce the effectiveness of brand communication, gradually weakening consumers' acceptance of brand information. If a company's promotional content overly emphasizes product advantages, and the actual product experience fails to meet communication expectations, it can easily cause a psychological gap among consumers, further affecting brand trust.

4.3 There is a Discrepancy Between Consumer Experience and Brand Promises

Consumer experience is an important factor affecting brand loyalty, and the gap between brand promise and actual experience during the new product launch process often directly affects consumers' evaluation of the brand. In the initial launch economy model, companies usually emphasize the innovative advantages, technological features, and practical value of new products through promotion to enhance consumer purchasing expectations. If consumers find that the product performance, service level, or user experience do not meet expectations during actual use, it will create a cognitive gap and reduce their satisfaction with the brand. Some new products may have issues such as excessive promotion of features, unstable product quality, and insufficient after-sales service response, leading consumers to believe that brand promises are inconsistent with actual performance. This experience gap not only affects consumers' personal purchasing intentions, but may also influence potential consumer decisions through social media evaluations and word-of-mouth communication. In a highly transparent market environment, consumers place greater emphasis on authentic experiences and user feedback, making it increasingly difficult to establish brand reputation. In addition, consumer experience not only includes the product itself, but also encompasses multiple aspects such as the purchasing process, after-sales service, and brand interaction. If a company only focuses on new product sales and neglects the management of consumer experience throughout the entire process, it is easy to weaken consumer relationships.

4.4 The Customer Relationship Management System is Inadequate

After product launch, maintaining customer relationships becomes crucial for sustaining brand loyalty. However, some companies still prioritize sales over relationship management. Under the first-release economy model, businesses tend to allocate primary resources to new product promotion and sales conversion, while neglecting post-purchase services, customer feedback collection, and emotional engagement-thereby gradually weakening customers' brand association. Inadequate consumer relationship management systems are evident in lacking effective data analysis mechanisms, underdeveloped membership programs, and insufficient interaction channels. When companies fail to accurately understand evolving consumer needs, provide personalized services, or deliver consistent value experiences, consumers readily perceive brands as one-time consumption entities rather than long-term trusted partners. The absence of after-sales support and user community development further diminishes consumer enthusiasm for participating in brand initiatives. Poor customer relationship management makes it difficult to transform short-term consumption relationships formed during product launches into lasting brand connections, ultimately leading to customer attrition and declining brand loyalty.

5. Brand Relationship Management Strategies Following the Launch of New Products in the Initial Release Economy

5.1 Building a Continuous Innovation Mechanism to Extend the Lifecycle of New Products

In the initial launch economic environment, in order to reduce the problem of brand loyalty decline caused by the decline in popularity of new products, enterprises first need to establish a continuous innovation mechanism, and extend the lifecycle of new products through product iteration and value upgrading. The release of new products is not the end point of brand operation, but should become the starting point for subsequent innovative development. Enterprises need to continuously optimize product features, appearance design, service models, and other aspects based on market feedback and consumer experience, so that new products can maintain long-term attractiveness[5]. By launching upgraded versions, feature expansion products, or series of products, we aim to enhance consumers' motivation to continue paying attention to the brand. Enterprises should establish a consumer feedback mechanism, collect user evaluations, market data, and changes in consumer demand, and adjust product strategies in a timely manner to make product innovation more closely aligned with actual consumer needs. Continuous innovation can not only slow down the decline rate of product lifecycle, but also strengthen consumers' recognition of brand innovation capabilities and enhance brand value. The mechanism of continuous innovation should also shift from single product innovation to brand ecological innovation. Enterprises cannot rely solely on a popular new product to maintain market popularity, but should build a long-term product system around brand positioning and enhance consumer stickiness through the correlation between different products. For example, creating a continuous fresh experience for consumers through product combinations, cross-border collaborations, service upgrades, and other means. For the first-time economy, the truly competitive brand is not one that can create short-term hotspots, but one that can continuously output innovative value and meet the changing needs of consumers.

5.2 Strengthen Consumer Interaction and Enhance Brand Emotional Connection

Consumer interaction is an important way to enhance brand emotional connections and strengthen consumer loyalty. After the popularity of new product releases decreases, companies should actively continue their communication with consumers to avoid interruption of contact with the brand after consumers complete their purchases. Enterprises can maintain continuous communication with consumers through social media platforms, brand communities, online activities, and offline experience scenarios. By sharing user experience, providing product usage guidance, and engaging in themed interactive activities, we aim to increase consumer engagement, making them not only product buyers but also important participants in brand value creation. Good interaction can enhance consumers' familiarity and sense of belonging to the brand, further improving the quality of brand relationships. Enterprises need to pay attention to consumers' emotional needs and enhance their recognition of the brand concept by creating brand interaction methods with emotional value. In the current consumer environment, consumers not only focus on functional value when purchasing products, but also increasingly value brand culture, values, and emotional experience. Therefore, companies should establish deeper emotional connections with consumers through telling brand stories, showcasing corporate concepts, and conducting public welfare activities. User co creation mechanism can also be utilized to involve consumers in product design, marketing creativity, and brand activities, enhancing their sense of participation and ownership. When an emotional bond is formed between consumers and brands, even if the popularity of new products decreases, consumers will still maintain a high level of brand attention and recognition, effectively reducing the risk of brand loyalty decline.

5.3 Improve the Membership Operation System and Increase User Stickiness

Consumers of new products in the first launch economy have strong taste characteristics, and some consumers may make their first purchase due to the attraction of new products, but they have not formed a stable consumption habit. Enterprises need to convert short-term purchasing users into long-term value users through a membership system. Enterprises can classify users based on factors such as purchase frequency, consumption amount, and interest preferences, and provide differentiated benefits services, such as exclusive discounts, priority experience of new products, and membership activity invitations, to increase consumers' willingness to continue participating in the brand. Through a membership system, companies can enhance the connection between consumers and brands, enabling consumers to gain added value beyond the product itself. The membership operation system should also focus on consumer lifecycle management and provide precise services according to the needs of users at different stages. In the early stages of purchasing new products, companies can strengthen product usage guidance and after-sales service to improve consumer satisfaction; In the stable consumption stage, repeat purchases can be promoted through point rewards, membership activities, and personalized recommendations; For silent users, consumer relationships can be reactivated through precision marketing and emotional care. Through systematic membership operation, enterprises can gradually accumulate consumer data and enhance user management capabilities. The membership system can also enhance consumer identity, transforming consumers from ordinary buyers to brand supporters and disseminators, thereby enhancing brand loyalty and effectively converting new product popularity into long-term consumer value.

5.4 Utilizing Digital Technology to Optimize Customer Relationship Management

The development of digital technology provides a new path for enterprises to optimize customer relationship management. In the context of the initial launch economy, consumer behavior is more diversified and personalized, and traditional customer management methods are difficult to meet precise operational needs. Therefore, enterprises need to utilize technologies such as big data, artificial intelligence, and user profiling to integrate and analyze consumer information, and gain a deeper understanding of changes in consumer demand and behavioral characteristics. Through digital platforms, enterprises can real-time grasp consumer purchase records, product feedback, interaction situations, and other data, and develop more accurate marketing and service strategies based on data analysis results. Recommend relevant products based on consumer interests and provide personalized services based on usage feedback to enhance the consumer experience. Digital customer relationship management can help businesses establish more efficient consumer communication mechanisms. Enterprises can achieve continuous interaction with consumers, improve service response speed and consumer satisfaction through channels such as intelligent customer service, community operations, and mobile applications. Digital technology can also help businesses predict the risk of consumer churn by analyzing signals such as decreased user activity and reduced purchase frequency, and taking timely maintenance measures.

5.5 Establish a Long-term Value Oriented Brand Communication System

In the first launch economic environment, brand communication should not only focus on market exposure during the new product release stage, but should establish a long-term value oriented communication system. Some companies emphasize topic creation and short-term traffic acquisition in the process of promoting new products, but lack sustained brand content construction, resulting in a decrease in consumer attention as hotspots end. Enterprises need to shift from short-term marketing communication to long-term brand value communication, enhancing consumers' deep understanding of the brand by continuously outputting brand concepts, product values, and consumer stories. Through content marketing, brand culture dissemination, and user case sharing, consumers can understand the value pursuit behind the brand, rather than just focusing on a single new product launch. Long term value communication can enhance brand differentiation and strengthen consumers' emotional identification with the brand. Enterprises should establish a multi-channel collaborative brand communication system, combining online communication with offline experience. In the digital media environment, consumers have more diverse channels to obtain information, and companies need to develop precise communication strategies based on the characteristics of different consumer groups. Through social media interaction, user reputation promotion, experiential activities, and brand community building, the connection between consumers and brands can be continuously strengthened. Brand communication should also focus on authenticity and sustainability, avoiding excessive promotion that leads to high consumer expectations. Only through long-term stable value output can enterprises transform the short-term attention generated by new product launches into brand asset accumulation, enabling consumers to shift their focus from products to brand recognition, thereby achieving sustained improvement in brand loyalty.

6. Conclusion

The first-release economy provides businesses with a significant opportunity to rapidly enhance brand awareness and expand market influence. However, the initial market enthusiasm surrounding new product launches often exhibits distinct cyclical patterns. How to mitigate the gradual decline in consumer interest over time has become a critical challenge for long-term brand development. The erosion of brand loyalty stems not merely from waning market momentum but is shaped by a combination of factors including product innovation capabilities, marketing strategies, consumer experience quality, and customer relationship management practices. While some companies effectively attract customers during product launches, their lack of sustained innovation and long-term engagement mechanisms confines customer interactions to short-term transactions, making it difficult to foster lasting emotional connections.

Amid the growing prevalence of first-release economics, companies must reevaluate the value of new product launches as a cornerstone for building enduring consumer relationships rather than mere sales growth tools. On one hand, they should continuously improve products and services to strengthen brand value proposition and maintain consumer commitment; on the other hand, they need to enhance digital engagement through targeted services, interactive communication, and membership programs. Brand communication strategies should shift from prioritizing short-term traffic to focusing on long-term value creation, fostering consumer identification through brand culture, user experience, and social responsibility initiatives.

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