

To app or not to app? Investigation of the impact of non-commercial mobile application on luxury brand identity.

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Abstract

The purpose of this research is to determine the influence of non-commercial mobile applications on brand identity in the luxury sector. The results reveal that mobile applications significantly affect the perceived excitement, sincerity, and competence of the brand. Results suggest that different types of apps vary in their impact on brand perception. Thus, lifestyle and travel recommendation apps are more effective than music and games apps. The findings suggest that managers should choose the most appropriate type of non-commercial mobile apps in order to improve the brand perception.

Keywords: *brand identity; luxury brands; mobile application*

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