



DIGITAL ECONOMY FOR CUSTOMER BENEFIT AND BUSINESS FAIRNESS

Edited by
Grisna Anggadwita and Erni Martini





Book

Digital Economy for Customer Benefit and Business Fairness

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What constitutes brand loyalty in e-tailing?

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ABSTRACT: Bringing customers close to e-web stores using appropriate technology leads to brand loyalty, but only if the factors influencing brand loyalty in e-tail industry are known. The present study identified nine factors responsible for brand loyalty: quality of product, quality of service, variety, time, offers, discounts, return policy, price, and delivery charges. Further, mean analysis revealed that demographic variables and brand loyalty factors do have relationships, namely, age has a significant impact on quality service and return policy; education has a significant impact on quality product; income has a significant impact on quality product, quality service, and time duration; and occupation has a significant impact on quality service, time duration, and price. Thus focusing more and improving on these brand loyalty factors can build a strong brand loyalty among the existing customers and will also attract the potential customers, which will enhance the competitive advantage over other e-web stores.

1 INTRODUCTION

In the present technological era, e-markets are becoming more aggressive and competitive towards improving the brand loyalty so as to maintain existing customers as well as to attract potential customers. Many new e-tail enterprises are coming up with new strategies and policies in order to attract customers. Every e-tailing organization now realizes the significance of retaining its existing customers by building a long-term relationship. They must not only try to attract new customers but also have to maintain a good relationship with the existing customers, thereby creating brand loyalty among the customers, because preserving a long-term relationship with an organization by evaluating the organization's core product and services (Yen & Gwinner, 2003) ensures its very survival and success.

The increasing use of the internet by the younger generation in India is creating large opportunities for online retailers. India (461 million users) is the second largest online market, behind China (765 million users) but ahead of the United States (244 million users), which is expected to increase to 635.8 million during the next 2 years (IAMAI, 2017; Statistica, 2019; Wikipedia, 2019a). People are busy in their day-to-day lives and have to keep time for every activity. When it comes to manual shopping, much time is wasted in traveling, visiting, and selecting particular products and services. A solution for saving time is e-web stores, which came to the rescue of people as they do not have to travel, can comfortably sit at home or at the workplace, and place an order. This has led to an exponential growth in e-tailing in India and the need of the hour is to study whether customers' purchase decisions are influenced by e-web store brand and whether they will remain loyal to that particular e-web store over a period of time. A question arises regarding how technology can reduce the distance between consumers and the e-tailing industry; hence the present study attempted to measure the factors influencing brand loyalty in the e-tailing industry.

2 LITERATURE REVIEW

Customers may demonstrate loyalty to brands, activities, services, product categories, or stores or a positive attitude may be shown by customers toward a brand that may sometimes lead to a connection