



A STUDY ON BRAND LOYALTY ON ONLINE SHOPPING AMONG CONSUMER BEHAVIOR

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ABSTRACT:

Brand loyalty plays a crucial role to the success of the online store, because brand loyalty is the main thing that keeps customers come backs to purchase the product regularly. More regular revenue is comparable to more returning customers. Furthermore, building a great brand might result in a strong Brand Loyalty. This paper examines about the level of brand awareness among the products which is involved on the online shopping how the customer prefer towards with the brand image, product quality, and the price does not matters when the great impact creates on the brand product. A customer's tendency to lean towards a specific brand of their choice as a result of prior brand encounters is known as brand loyalty. Put more simply, it's the sentimental attachment a person has to particular brands, regardless of their value or price.

Key Words: Brand loyalty, Online Shopping, Customer.

INTRODUCTION:

Marketing is the process of identifying the customers and, "To Create, Communicate, Deliver and Exchange of goods and services for the satisfaction and retention of the consumer. It is one of the primary components of business management and commerce. Marketing encompasses every part of a palm to turn a prospective consumer into a happy and satisfied customer. The goal marketing is to convince a person that your product is worth investing in establish brand loyalty and increase overall sales.

It also includes developing and implementing a professional strategy incorporating both outbound and inbound marketing. A marketing concept is a philosophy that a company adopts which guides how it promotes its business. The marketing tools, price, distribution and the product itself are all aligned to the

chosen marketing concept. One essential company role is marketing. It refers to everything that companies do to advertise their goods and services.

BRAND LOYALTY

Brand loyalty is a form of electronic commerce which allows consumers too directly buy goods or services from seller over the internet using a web browser or a mobile app. Brand loyalty is perception-based (image and experience). Brand-loyal customers believe that a certain brand represents both higher quality and better service than any competitor-and the price does not matter. Brand loyal customers might make fewer total purchases, but the profit margins on their purchases are larger.

STATEMENT OF THE PROBLEM

The present study under the title, “Brand loyalty on online shopping among consumer behavior”. There are many avenues for purchasing the goods that people want, through online websites. Today in the internet driven world shopping is a field that everyone is attracted, from the basic human needs to the unlimited desires of the people, purchases through online has become a convenient one. The study is aimed to know the brand loyalty of a product and also the behavior of the consumer purchasing through the online websites.

OBJECTIVE OF THE STUDY

- To identify the factors influencing a brand purchase.

REVIEW OF LITERATURE

- **Dr.Beena John Jiby & Dr.S.Pragadeeswaran published a paper a paper under title,” A Study on relationship between customer satisfaction and loyalty in online shopping” (2016)¹**The study examines about that there is an significant relationship between the loyalty and customers satisfaction through online shopping. It states that the purchase of products through online websites will be increasing future upcoming years. This study uses both primary and secondary data with a structured unbiased questionnaire. The collection of data from 194 respondents by questionnaire. The respondents only from pune. The sampling method was chosen as convenience sampling method. Correlation and regression analysis used as statistical tools to test the hypothesis. This study concludes that the consumers can shop anytime, anywhere, and anything with ease by ensure a safety in product and quality product with a reasonable price will leads to increase the loyalty and customer satisfaction towards online shopping behavior.

- **Dr.Harpreet Singh & Savita Saranga (2020)² their study on the title “Customer Satisfaction and loyalty towards online shopping: A Study in Ludhiana”** The nature of the research is descriptive and the goal of this research is to explore the customer satisfaction and loyalty towards online shopping and measure how these factors are extensive. A survey was collected based on both primary and secondary by using questionnaire. The sample size used for this study is 100 respondents and sampling unit is Ludhiana. The sampling method is used as convenience sampling. The role of customer satisfaction in loyalty largely indicates that satisfaction is a key determinant of loyalty. The study concludes that customer plays a crucial role in the business chain process. So the retailer must include the satisfaction of consumer in their decision making process. The need, demand of the customer will make the satisfied and loyalty consumer to the business.

RESEARCH METHODOLOGY

Research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources and by what procedures. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of population.

Research Design

The research design used for this study is descriptive research design.

Sources of Data

➤ Primary data:

The primary were collected based on the structure questionnaire with the help of Google form.

➤ Secondary data:

The secondary data for the study have been collected from books, magazine, articles and websites.

Sampling Technique

The sampling technique used for this study is simple random sampling.

Sampling Size

The sample size was collected from 110 respondents.

LIMITATION OF THE STUDY

- This study was based on self-reported information from participants, which may be biased or inaccurate.
- This study was confined to a certain geographic location and time range, so the results may not be generalizable to other people.
- This study only looked at the short-term impacts of consumer behavior on brand products and did not account for the long-term impact.

TOOLS USED FOR THE STUDY

- CHI-SQUARE TEST

CHI-SQUARE TEST

One statistical tool for determining the relationship or independence between two categorical variables is the chi-square test. It aids in determining whether there is a substantial a meaningful association by comparing the two datasets. A hypothesis about the distribution of a categorical variable needs to be tested using a chi-square test or a similar non parametric method. Since they can only have a small number of specific values, they cannot have a normal distribution.

FORMULA FOR CHI-SQUARE TEST

$$X^2_c = \sum (O - E) 2/E$$

Where,

O = Observed Value (actual value)

E = Expected Value

The degree of freedom for the chi-square are calculated using the following formula:

$$df = (r-1) (c-1)$$

Where, r is the number of rows and c is the number of columns.

COMPARISON BETWEEN EDUCATIONAL QUALIFICATION AND LEVEL OF INFLUENCE

Ho: There is no significant relationship between Educational Qualification and level of influence.

H1: There is significant relationship between Educational Qualification and level of influence.

FACTOR	PEARSON CHI-SQUARE VALUE	DF	P VALUE
Website Characteristics	7.194	9	.002
Brand Image	4.837	9	.002
Product Information	2.365	9	.008
Low price	3.912	9	.007
Perceived	5.296	9	.005
Consumer Benefit Perception	3.912	9	.003

SOURCE: Primary Data

From the above table, it defines that the calculated value is lesser than the p-value at 5% level of significance. So, the null hypothesis is rejected. Hence there is a significant relationship between educational qualification and level of influence.

FINDINGS OF THE STUDY

- There is significant relationship between Educational Qualification and factor influencing to product repurchase (Website characteristics, Brand image, Product information, Perceived, Low price, Consumer benefit perception).

CONCLUSION

From the study we can conclude that the loyal towards the brand products on online shopping should be preferred with the customer satisfaction and needs. So, the Brand companies must concentrate on the loyalty of their brand products. With the study they can make right decision on the market and it will also help to gain a knowledge about the brand products and it's loyalty on the customer satisfaction.

REFERENCE LINK

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