

A Study On E-Loyalty On Online Consumers

M.Rekha M.com., M.Phil., Assistant Professor, Department of M.Com (Accounting & Finance), SDNB Vaishnav College for Women, Chennai

Dr. M. Vidya, Assistant Professor of Commerce, The Tamil Nadu Dr. Ambedkar Law University, Chennai

G.Mahalakshmi, I Year M.Com (Accounting & Finance), SDNB Vaishnav College for Women, Chennai

ABSTRACT

While e-commerce has brought in tremendous changes in the business market and in the growth of the economy of the nation, it is now e-loyalty which is the next concept gaining importance. E-loyalty aims at retaining the consumers with the companies where the competitors are only a click away. This research work aims at studying the major factors which determines the e- loyalty of online consumers. The study also examined how consumers respond to various marketing variables such as 'Price, Promotion, Product and Place' so as to serve as an aid for the online traders for understanding the consumers' buying behaviour. To accomplish these, the researcher generated primary data. The data were generated using questionnaire as the research instrument. The questionnaires were administered to the various consumers in rural, urban and semi urban for conducting a proper analysis.

Key words: Online shoppers, e- loyalty, consumer satisfaction, e-tailer

INTRODUCTION

Shopping has become easy with the advent of and development of internet and smart phones which reduce the cost and time for the consumers (Sai Vijai, 2019). There is a rapid growth in Indian e-commerce due to the high usage of internet and it is expected to touch US \$ 200 billion by 2026. As far as Indian consumer are concerned, both International as well as National players compete each other to retain the mass range of consumers. Flipkart, Amazon, Paytm are the large online players in e-shopping followed by Snapdeal, e-bay India and Shopclues (Ajithj.kurup, 2018). Loyalty of the consumers can be identified by general loyalty, attitude, behaviour etc. Four dimensions of interpreting loyalty are cognitive, affective, conative, action (Claudia bobalca, 2012). Consumer loyalty is the major factor for profitability and long term growth of the firm (Mustafa I .eid, 2011)

REVIEW OF LITERATURE

- Arne floh & horst treiblmaier (2006) confirmed that the loyalty of e-banking customers was directly affected by satisfaction and trust in an online banking which was determined by website quality and service quality. The author suggested that understanding the different customer segment and companies can able to target their customer need easily.
- Claudia bobalca et al. (2012) founded only three dimensions out of four dimensions such as affective, conative and action loyalty. The scale of cognitive level was eliminated due to lack of validity. Finally the author concluded that the managers could implement efficient customer relationship marketing strategies by using these dimensions level of loyalty.
- Mustafa I.Eid (2011) founded that e-commerce trust was a weak determination of customer loyalty that is e-commerce service trust was an independent construct or concept of consumer loyalty in saudi culture. The author provided meaningful implications for both Saudi and international e-retailers in the terms which was highlighted to focus on e-commerce application.
- sai vijay et al. (2019) revealed some important aspects related to online shopping values, web atmospherics, e-satisfaction and e-loyalty. This study suggested to e-retailers for making more consideration in order to increase online consumer e-satisfaction and e-loyalty. The authors conclude that e-retailer could increase the shoppers likelihood of spending time and browsing on their website which increase the loyalty.
- Chou.s et al. (2015) founded that both perceived online privacy and security were positively associated with e-trust but not with web design. E- trust and e- satisfaction were influenced e-loyalty for female online clothing shoppers. The result of the study helped the online store managers to increase the customers loyalty.
- Rami mohammad al-dweeri et al. (2017). aimed to discover the extent to which the attributes of e-services quality perceived by the customers of online stores which led to disposition to be loyal customer. This paper concludes that customer service was the most important factor in trust. The online store should consider the factor of after

sales support to get satisfaction and trust of customers. The online e-retailer should solve problems encountered by the customers and quick response to them for gaining the customer trust.

OBJECTIVES

- To identify the variables influenced in online shopping
- To study the factors influencing e- Loyalty
- To analyse the relationship between demographic variables and factors affecting e- loyalty

RESEARCH METHODOLOGY

In this paper empirical study was conducted and structured questionnaire with 5 point likert scale were used. Questionnaire composed of two parts, first part of the questionnaire related to demographic characteristics of the respondents such as gender, Age, educational qualification and annual income. Second part related to e-loyalty. The sample size 70 and convenience sampling was adopted. The study was collected through primary and secondary data. Primary data collected through questionnaire and the secondary data collected through book, journals, articles and websites, etc.,

DATA ANALYSIS

Table: 1 Demographic of the respondents

Demographic variables	Percentage	Total
Gender		
Female	(50) 71.4 %	(70) 100 %
Male	(20) 28.6 %	
Age		
Below 20	(50) 71.4 %	(70) 100 %
25-35	(9) 12.9%	
35-45	(7) 10 %	
Above 45	(4) 5.7 %	
Education		

School	(8) 11.4 %	(70) 100 %
Graduate	(37) 52.9 %	
Post graduate	(25) 35.7 %	
Family Monthly Income		
Below 2 lakhs	(40) 57.1 %	(70) 100 %
2-5 lakhs	(21) 30 %	
Above 5 lakhs	(9) 12.9 %	
Occupation		
Students	(36) 51.4 %	(70) 100 %
Housewife	(3) 4.3 %	
Salaried	(23) 32.9 %	
Professional	(7) 10 %	
Others	(1) 1.4 %	
Area		
Rural	(22) 31.5%	(70) 100 %
Urban	(29) 41.4%	
Semi urban	(19) 27.1%	

From the above table 71.4 % of the respondents were Female. Majority of the respondents belongs to Below 20 age group. 52.9 % of the respondents were Graduates. Most of the respondents family monthly income belongs to below 2 lakhs. 51.4 % of respondents were Students. Majority of respondents belongs to urban area.

Table 2: One-Way ANOVA Test between age group of the respondents and wide variety of products offered by the e-tailer

(H₀) Null Hypothesis: there is no significant difference between age and wide variety of products offered by the e-tailer

(H₁) Alternative Hypothesis: there is a significant difference between age and wide variety of products offered by the e-tailer

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.091	3	2.697	3.896	.013
Within Groups	45.681	66	.692		
Total	53.771	69			

From the above table, since the significant value (0.013) is less than the 5% level of significance, the null hypothesis is rejected and alternative hypothesis is accepted. It is clear that there is a significant difference between age and wide variety of products offered by the e-tailer.

Table 3: One-Way ANOVA Test between age group of the respondents and satisfaction on online shopping needs

(H₀) Null Hypothesis: there is no significant difference between age group and satisfaction on online shopping needs

(H₁) Alternative Hypothesis: there is a significant difference between age group and satisfaction on online shopping needs

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	21.406	3	7.135	9.865	.000
Within Groups	47.737	66	.723		
Total	69.143	69			

From the above table, since the significant value (0.000) is less than the 1% level of significance, the alternative hypothesis is accepted that there is a significant difference between the Age group of the respondents towards fulfilment of online shopping needs by the e-tailer.

Table 4: One-Way ANOVA Test between age group of the respondents and preference of online shopping due to attractive design, easy navigation & layout of the web-store

(H₀) Null Hypothesis: there is no significant difference between age and preference of online shopping due to attractive design, easy navigation & layout of the web-store

(H₁) Alternative Hypothesis: there is a significant difference between age and preference of online shopping due to attractive design, easy navigation & layout of the web-store

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.141	3	1.714	2.889	.042
Within Groups	39.159	66	.593		
Total	44.300	69			

It is clear from the above table that, the significant value (0.042) is less than the 5% level of significance. Hence the null hypothesis is rejected and alternate hypothesis is

accepted that there is a significant difference between Age group of the respondents towards Attractive design, easy navigation & layout of the web-store.

Table 5: One-Way ANOVA Test between educational qualification of the respondents and convenient, fast & stress – free shopping experience

(H₀) Null Hypothesis: there is no significant difference between educational qualifications and Convenient, fast & stress – free shopping experience

(H₁) Alternative Hypothesis: there is a significant difference between educational qualifications and Convenient, fast & stress – free shopping experience

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.216	2	9.608	10.962	.000
Within Groups	58.727	67	.877		
Total	77.943	69			

From the above table, since the p value (0.000) is less than the 1% level of significant, alternative hypothesis is accepted.

Table 6: One-Way ANOVA Test between respondents monthly income of the family and excitement and enjoyment of web-store.

(H₀) Null Hypothesis: there is no significant difference between monthly family income towards excitement and enjoyment of web-store.

(H₁) Alternative Hypothesis: there is a significant difference between monthly family income towards excitement and enjoyment of web-store.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.230	2	3.115	4.043	.022
Within Groups	51.613	67	.770		
Total	57.843	69			

From the above table, since the significant value (0.022) is less than the 5% level of significance, alternative hypothesis is accepted that, there is a significant difference between respondents monthly income of the family and excitement and enjoyment of web-store.

CONCLUSION AND IMPLICATIONS

There is intense competition in the Indian market to attract and retain customers. This study concludes that the convenience in purchasing products online, the enormous variety of brands and 24*7 customer grievance redressal factors ensures that the consumers are loyal to

the companies they procure from. Further there are few implications to be instituted by these online sellers which include quality of the products, meeting the changing expectations of the consumers over the period, prompt delivery and providing offers from time to time. From the study it is found that the online shoppers are less satisfied with the quality of the products sold via the online shopping portals. There is certain category of consumers who prefer high quality products with more price over less quality products with lower price. Hence when quality is given more preference, the company which ensures this factor is shown more loyalty than the others which help them to survive in the competitive market.

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