

## A STUDY ON AHMEDABAD DISTRICT CUSTOMERS' BRAND LOYALTY TO ONLINE SHOPPING

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### ABSTRACT

*In the Ahmedabad District, the amount of brand loyalty that customers have is a significant factor that influences the decisions that they make while shopping online. According to the findings of a study that was conducted on the subject, brand loyalty is often influenced by experiences that are consistently positive. These experiences include reliable product quality, prompt delivery, and exceptional customer service. It is well known that customers in Ahmedabad are very loyal to online retailers that provide them easy services, recommendations that are personalized to their preferences, and loyalty programs that offer generous rewards. To add insult to injury, having trust in the security of online transactions and being content with previous purchases are two factors that significantly boost brand loyalty. Nevertheless, the findings of the study also indicate that brand loyalty is not always rock-solid; in the event that there is a decline in the quality of service or customer care, clients will swiftly transfer to a rival brand. Therefore, it is essential for firms that engage in e-commerce and are situated in Ahmedabad to place a high priority on client relationship management. This can be accomplished by maintaining regular engagement with clients and going above and beyond to fulfill their expectations. This will assist in the cultivation of long-term loyalty to the brand.*

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**Keywords:** Online Shopping, Customers, Brand Loyalty.

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### Introduction

These days, people lead quite different lives. People find it unpleasant and time-consuming to visit a crowded market. Online purchasing is a blessing in terms of time savings. When buying online, buyers and sellers transact directly via the Internet rather than meeting in the intermediary. Sitting comfortably in front of their computers, customers may browse online stores without ever leaving the comforts of their own homes. Since many consumers have access to the internet at home and at work, online merchants are often available 24/7. For them, purchasing online is rather convenient. One of the biggest draws of online shopping, particularly during the holidays, is the ease of not having to wait in long checkout lines or physically search for an item. You can acquire a lot of different stuff online. Customer choice so piques the researcher's attention. Thus, we were able to get information on fifty respondents' inclination for internet shopping.

Online shopping has become more popular, with consumers embracing new technologies such as virtual window shopping and doorstep delivery. According to Statista (2020), 748 million people in India use smartphones out of around 3.5 billion people worldwide. However, purchasing habits have changed due to the expansion of e-commerce, and towns like Ahmedabad have seen a marked increase

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in online purchases. With 8.2 million people, the majority of whom are young, Ahmedabad is a large metropolis that has made significant strides in e-commerce. To better serve their consumers and keep them as customers, businesses and lawmakers are interested in understanding what drives their online buying habits. The topic of online purchasing habits and cart abandonment has been studied extensively. On the other hand, the Report details Ahmedabad shoppers' online habits, with an emphasis on what makes them decide to complete their purchases or leave them abandoned. Two hundred and fifty people residing in Ahmedabad who are now buying online were selected for this study by use of a well-designed, closed-ended questionnaire. The primary reasons people purchase online, according to the report, are to save time, get better bargains, and enjoy convenience. Mood swings, exorbitant shipping costs, or better offers elsewhere have caused most customers to leave their carts. Customers of the masculine gender left their carts because they found better bargains elsewhere, while those of the female demographic left because of excessive shipping costs and mood swings. Online shoppers have two main challenges: low product quality and the inability to physically examine the item. This aside, e-commerce promotions and marketing do affect a large percentage of customers. The majority of Ahmedabad's online consumers were happy with their experience despite these problems. Online stores may stay competitive, according to the report, if they include comprehensive product descriptions, streamline the checkout process, send follow-up emails to ensure successful completion, and evaluate their pricing strategy often. Large purchases qualify for free delivery.

The act of purchasing products and services over the World Wide Web is referred to as "online shopping". It involves visiting the website of a seller, placing an order, and scheduling the product's delivery. The consumer may use a debit or credit card to make payments online or in person when the item is delivered.

In order to make a purchase online, a consumer needs both internet connectivity and a legitimate payment method. More positive perceptions of internet purchasing seem to be associated with greater levels of personal wealth and education. Having a positive outlook on emerging retail channels is another benefit of increased exposure to technology.

The foundation of customer loyalty is happy customers. Loyalty is the willingness of customers to purchase from or collaborate with you again and again after having a great experience with your brand and products.

A consumer becomes loyal to your brand when they have an emotional connection to it. They buy from you again and again, whether they realize it or not, because you consistently deliver on what you promise.

#### **Customer Loyalty vs. Brand Loyalty**

It is important to note that customer loyalty is determined by actual purchases, but brand loyalty is determined by how people feel about the brand. One strategy for fostering client loyalty is to provide prices that are lower than those of competitors, which may be accomplished by offering superior discounts and incentive programs. Regardless of the cost, customers remain loyal to your brand because they think it to be the most dependable and high-quality alternative that is currently accessible. Customers who are devoted to a certain brand would, if they are interested, even try out more expensive products from the same brand. These changes are not very significant; nonetheless, when they are worked on on a consistent basis, they build up to a superior return on investment.

#### **Objectives**

- To determine the elements influencing consumers' loyalty to online buying.
- To ascertain the degree of brand loyalty that consumers have for online retailers.

#### **Method**

The study, a single cross-sectional research design is used investigation in this kind of exploratory study. The core data was collected via in-person interviews with 196 respondents living in the Ahmedabad districts who were 18 years old or older and had experience making internet purchases. Statistical methods for testing hypotheses include the Kruskal-Wallis H Test, the Analysis of Variance and the Independent Sample t-test.

The study's main objective was to determine how online vendors and shopping sites can keep customers loyal by meeting their needs. Also shown by the research are the elements that affect customers' satisfaction and loyalty when they shop online. In order to help online retailers draw in and keep consumers, this study aims to clarify the relationship between e-quality, e-trust, e-satisfaction, and

e-loyalty. The aim of the research is to ascertain if there is a relationship between the age groups and the factors that affect website use. Its secondary purpose is to help online shopping sites in Ahmedabad zero in on the demographics of their target audience by revealing the things that are most important to people of different ages, genders, and income levels. The study's secondary objective is to provide statistical evidence of the respondents' lack of enthusiasm for Ahmedabad's online shopping sites.

### Data Analysis

#### Reliability Analysis – Scale (Cronbach's Alpha)

A demonstration and explanation of the scales that were used in this research will be provided in this portion of the article. In order to establish whether or not the items that measure the same underlying quality are consistent with one another, the Cronbach alpha coefficient was calculated for each and every one of the scales that are given below. When the Cronbach alpha coefficient of a scale is more than 0.8, it is regarded as reliable. Additionally, a value of 0.7 or above is considered to be satisfactory. The Cronbach alpha coefficients are all summarized in the following table, which can be found here.

**Table 1: The Statistics of Reliability**

Activities	Beta-Scores from Cronbach's
E – Quality	0.924
E in Trust	
E stands for "satisfaction."	
E - Loyalty	
Inertia	

Cronbach alpha was computed to ensure the reliability of the elements related to E-Quality, E-Trust, E-Satisfaction, E-Loyalty, and Inertia. A reliability test was performed on the scale, and According to the findings, the Cronbach's alpha value for E-Quality, ETrust, E-Satisfaction, E-Loyalty, and Inertia reached 0.924. It is generally agreed that this scale may be relied upon.

#### Exploratory Factor Analysis (EFA)

A test for sphericity and a measure for determining whether or not a sample is adequate are both referred to as the Kaiser-Meyer-Olkin. In the KMO statistic, the range of possible values ranges from 0 to 1. If the findings are more than 0.5, then they should be regarded satisfactory, as stated by Kaiser (1974). We consider those that are within the middle range to be satisfactory, those that fall between 0.7 and 0.8 to be good, those that fall between 0.8 and 0.9 to be outstanding, and those that are more than 0.9 to be extraordinary. An exploratory factor analysis was used in order to investigate the level of brand loyalty shown by consumers in Ahmedabad with regard to e-commerce websites. The exploratory factor analysis, often known as EFA, is a technique that is used to identify latent components from a network of variables that are interrelated. The main components method was used in order to extract the elements.

**Table 2: Bartlett's Test and the KMO Test**

Validity of Samples as Assessed by the Kaiser-Meyer-Olkin	0.875
Sphericity as Tested by Bartlett	
Cha-Square estimated	971.203
Df	10
Sig.	.000*

The outcomes of the analysis are commendable, as shown by the KMO Measure of Sampling Adequacy, which was 0.875. It may be concluded that the sampling adequacy is quite good. Findings from Bartlett's sphericity test conducted at the 0.000 level demonstrate that there is a very strong relationship between the variables. This is shown by the fact that the findings are significant.

**Table 3: An explanation of the Factors**

Factor	Items	Factor Loadings
Factor – 1 Interface for Users	Design with an Aesthetic Focus	0.729
	Name of the Brand	0.672
	The ease of use	0.628
	Prices	0.605
	Payment Options	0.563
	Customer Service	0.562

Factor – 2 Website Traits	Processing Speed	0.731
	Reliability	0.589
	Contact Interactivity	0.561
Factor – 3 Responsiveness	Customization	0.597
	Return Policy	0.477
Factor – 4 Perceived Trust	Security	0.631
	Delivery Time	0.565

**Table 4: The constituent parts of every component that was discovered by factor analysis**

Factors	Description	% of Variance	% of Cumulative variance
User Interface	Aesthetics, branding, usability, service, payment options, and price offers are the six components that make up the user interface.	21.051	21.051
Website traits	Processing speed, reliability, and contact interactivity are characteristics of a website.	16.510	37.561
Responsiveness	The site's responsiveness to the client is shown by the aspects of customization and return policy.	11.803	49.364
Perceived Trust	The respondents' level of confidence in the online shopping site is shown by the security and delivery time factors.	10.517	59.881

The variables that were determined to be the most significant for the study via the use of component analysis were then utilized as variables that were not dependent in the studies that followed. This was done in order to avoid the occurrence of multicollinearity. The factor scores of each respondent were calculated by taking the average of the scores of all statements that loaded into that particular factor for that respondent. Consumers' Dedication to Brands Sold by Online Retailers.

#### **An Examination of Statistics**

There is a substantial positive correlation between the quality of the online experience and the trust that users have in the site. (It has been reached and recognized) Furthermore, it was shown that the E-Quality score exhibited a significant correlation with the E-Trust score ( $\beta = 0.826$ ,  $t(194) = 3.02$ ,  $p < 0.01$ ), so indicating a strong and positive connection between the two variables.

One that is regarded to be particularly positive is the connection that exists between e-trust and e-satisfaction; this relationship is. There was a substantial connection between the E-Trust Scores and the E-Satisfaction Scores, as shown by the beta coefficient of 0.821, the t-value of 4.47, and the p-value dropping below 0.01. This information was received and appreciated.

The concepts of e-loyalty and e-satisfaction are highly intertwined and positively correlated with one another. (This has been verified as real.) The E-Satisfaction Scores were not only able to predict the E-Loyalty Scores, but they did so with a high degree of accuracy. The beta coefficient for these scores was 0.822, the t-value was 2.82, and the p-value was less than 0.01.

Clearly, there is a substantial positive correlation between e-quality and e-loyalty. This is something that is really evident. A substantial positive association exists between E-Quality and E-Loyalty, as shown by the fact that E-Quality strongly predicted E-Loyalty Scores ( $\beta = 0.810$ ,  $t(194) = 3.402$ ,  $p < 0.01$ ). We are prepared to admit that this relationship exists.

There exists a strong positive association between faith in electronic systems and loyalty to electronic systems. It was shown that E-Trust had a good predictive power over E-Loyalty Scores, with a coefficient of  $\beta = 0.783$ , a t-value of 1.83, and a p-value of less than 0.01. This indicates a strong positive correlation between the two variables.

The degrees of e-loyalty that are shown by individuals of varying ages are notably varied. Your mail has been arrived at my end. In order to investigate whether or whether there are significant variations in E-Loyalty towards a website across Utilizing the Kruskal Wallis H Test, various age groups were examined. The results show that the age groups vary statistically significantly, with mean rankings of 75.66, 95.09, 115.52, 155.10, and 148.10, respectively, for 18–25 years, 25–30 years, 30–35 years, 35–40 years, and above 40 years. The findings also imply that younger and older individuals vary from

one another. Because of this, individuals of the older demographic show a higher degree of commitment to the website than members of the younger generation.

There is a significant gender discrepancy when it comes to the perception of the significance of price as a factor in determining the amount of website traffic. An independent-samples t-test is carried out in order to ascertain whether or not there is a statistically significant difference between the sexes in terms of the influence that pricing has on their tendency to purchase online. No significant differences were found in the assessments of how essential price is when making a purchase choice among males (mean = 3.62, standard deviation = 1.354) and females (mean = 3.92, standard deviation = 1.197) ( $t(194) = 1.602, p = 0.111$ ). When it comes to the influence that prices have on a customer's decision to purchase online, these data indicate that there is no noticeable gender discrepancy in this regard. Prices are a significant factor that both men and women take into account when they are shopping online.

When it comes to how dedicated they are to a website, men and women are very different. A t-test with separate groups is often used to look at how gender affects how loyal people are to a website. Men and women both thought that e-loyalty to a site condition was about the same ( $M=3.80, SD=0.072$  vs.  $M=3.73, SD=0.104$ ;  $t(194) = 0.604, p = 0.547$ ). A score of 3.80 meant that the average score was 3.72. The results show that there isn't a statistically significant difference between how dedicated men and women are to a certain area. If this is true, then site loyalty is about the same between men and women. The results of Hypothesis 9 show that there is a big difference between the age groups in how they see price as a factor in whether or not to use the website.

## **Discussion**

The study's conclusions demonstrated online trust, satisfaction, quality, and loyalty are strongly related. There was a noticeable and statistically significant variation in the volume of website visitors across age groups. We found that as we moved from the younger age groups to the older age groups, the E-Loyalty scores increased. In contrast to what was anticipated, individuals who were between the ages of 35 and 40 exhibited the highest levels of loyalty, while those who were above the age of 40 were anticipated to have the lowest E-Loyalty Scores. According to the findings, the idea that members of the older generation are more loyal than members of the younger generation, who are more prone to move between various online offers, is supported by the findings. Evidence from the research indicates that there was no discernible difference between the sexes in terms of the influence that pricing had on website patronage.

It was shown that there was no statistically significant difference between the sexes in terms of digital loyalty. When compared to one another, the average E-Loyalty scores of men and women are not significantly different from one another. When it comes to determining the relevance of price points as a factor in determining website patronage, there is a significant amount of difference among age groups. During the process of making a purchase choice, younger demographics are more price sensitive than older demographics, which supports our theory. There is a greater ranking for the younger age groups compared to the older age groups. When it comes to the inertia of the site, there is a statistically significant difference between the different age groups. It was our hypothesis that older age groups would have higher inertia scores than younger age groups, and the Kruskal Wallis H test provided evidence that this hypothesis was correct. When it comes to purchasing purchases online, this statistic most likely shows that older customers are more risk averse than younger consumers. When it comes to selecting a website to use, it seems that professionals do not put as much weight on the various payment options available, as the ratings of these possibilities decreased for individuals apart from students.

## **Conclusion**

The fact that customers are loyal to certain brands is one of the numerous aspects that are associated with online shopping. Trust, wonderful experiences, and a sense of fulfillment with the level of service provided are the driving forces behind this loyalty. In order for online retailers to cultivate consumer loyalty, they must continually deliver things of a high quality, services that are efficient, and advice to customers that is useful. The economy of the internet is getting more competitive, and as a result, businesses that prioritize the satisfaction of their customers and adapt to the changing demands of their customers will have a better chance of retaining their loyal customers. The loss of customers who are loyal to their brands is something that online retailers cannot afford to lose. These customers not only make repeat purchases from the retailer, but they also tell others about how wonderful the brand is, which contributes to the growth of the company.

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