

A STUDY ABOUT E-LOYALTY AMONG PEOPLE IN ERNAKULAM DISTRICT

PROJECT REPORT SUBMITTED TO
MAHATMA GANDHI UNIVERSITY, KOTTAYAM
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE IN
BACHELOR OF COMMERCE (2020 - 2023)

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CERTIFICATE

This is to certify that this project titled “**A STUDY ABOUT E-LOYALTY AMONG PEOPLE IN ERNAKULAM DISTRICT**” is a bonafide record of work done by **ALBIN ANTU, ALBIN P S** and **ALVIN SHIBY** in partial fulfilment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under the supervision of **Asst. Prof. REGI GEORGE**. It is further certified that this project work is not any part thereof has not been submitted elsewhere for any other degree.

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Date:

DECLARATION

We hereby declare that this project entitled “**A STUDY ABOUT E-LOYALTY AMONG PEOPLE IN ERNAKULAM DISTRICT**” is our original work and has not been submitted earlier to MG University or to any other universities. We have undertaken this project work in partial fulfilment of the requirements of B.COM 2020-2023 in Bharata Mata College, Thrikkakara, Ernakulam affiliated to MG University, Kottayam.

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31.03.2021

ACKNOWLEDGEMENT

At the outset, words are inadequate to express our whole hearted thankfulness to God Almighty, the source of all wisdom and power for leading us kindly in each and every association of this project endeavour.

We proudly utilise this opportunity to express our thanks and sincere gratitude to our esteemed guide, REGI GEORGE (Assistant Professor, Department of Commerce), Bharata Mata College, Thrikkakara for her timely and valuable guidance and encouragement which enabled us to bring out the project.

We acknowledged our sincere thanks to Asst. Prof. JULIE P. J (Head of the Department), Bharata Mata College, Thrikkakara for her valuable suggestions regarding the project.

We take this opportunity to express our courtesy to all the teachers of the Department of Commerce, Bharata Mata College, Thrikkakara for their valuable suggestions regarding the project.

Last but not the least, we express our sincere and utmost gratitude toward our family and friends for supporting and encouraging us all throughout the study. We are also grateful to all who have in one way or the other helped us in accomplishing our goal by contributing their valuable comments and suggestions.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

E-commerce is expanding in the modern business environment. Its growing popularity has created a fresh approach to quicken economic growth and offer up a tonne of brand-new business opportunities. Businesses and companies increasingly rely on the internet as a means of attracting and retaining customers. E-commerce is a paradigm shift that has an impact on both customers and marketers. India is one country that is experiencing tremendous growth due to a change in the corporate paradigm E-commerce has benefited from the widespread use of the internet, and startups in particular are increasingly relying on this feature as a unique business model. Customer loyalty can significantly affect the business's success. When it comes to the growth and longevity of an online business, E-Loyalty refers to the act of generating and maintaining customer loyalty within the virtual marketplace. When the goal is to increase sales, repeat purchases and brand loyalty become the main focus, regardless of whether products are sold virtually or in a brick-and-mortar storefront. It is important to acknowledge, however, that the way in which businesses approach generating customer loyalty is unique to the specific environment.

E-loyalty is the repeated satisfaction of a customer with purchases of products or services from a specific e-commerce Website. With a successful customer loyalty strategy, businesses can grow revenue, cut costs on marketing and operations, and even land more guaranteed business through referrals. Customer loyalty can be measured in the form of repeat purchasing, regardless of where an item is sold. However, in order to successfully build e-loyalty, businesses must understand the nuances of the virtual marketplace and adapt to this unique environment in order to guarantee successful, loyalty-building interactions with customers. With that said, e-loyalty is defined not only as the inclination of a customer to repurchase a product on an online site, but also as the inclination of a customer to simply re-visit a company website, be it for communication, information, support, or even entertainment. Because the e-commerce experience is different from an in-store purchase, the criteria for building loyalty also differ. Loyal customers visit their favourite websites twice as often as non-loyal customers. The study also shines light on the factors that are essential for enhancing consumer satisfaction when making online purchases as well as methods of improving it.

STATEMENT OF THE PROBLEM

E-commerce and online shopping sites have grown and developed significantly in recent years. Due to widespread Internet access and the ability of merchants to use online platforms, there has been a significant rise in the number of e-commerce websites. As the number of online platforms and e-commerce websites increases, it becomes increasingly difficult for businesses to differentiate themselves and establish long-term customer loyalty. Many customers are easily swayed by promotions and discounts from competing websites, leading to a lack of retention and repeat business. The problem is how to create a loyal customer base in the highly competitive and dynamic environment of online marketplaces. The research will examine, interpret, and identify the numerous characteristics and factors influencing e-loyalty.

RELEVANCE OF THE STUDY

The study of e-loyalty, or electronic loyalty, is relevant as it pertains to consumer behaviour and the use of technology in the customer-business relationship. Understanding e-loyalty can help businesses improve their online customer service and engagement, leading to increased customer satisfaction and ultimately, more sales. Additionally, the study of e-loyalty can help researchers and marketers better understand how consumers interact with digital platforms and technologies, providing valuable insights for future developments in these areas.

OBJECTIVES OF THE STUDY

- To Understand the factors that influence customers to remain loyal to an e-commerce brand or website.
- To identify the most popular online buying websites among customers.
- To identify factors that influence customers decisions to purchase products or services online.
- To examine e-loyalty among the customers and understand how to improve e-loyalty.

SCOPE OF THE STUDY

The study was conducted among the people in Ernakulam district. This study was based on the data collected from the users of E-commerce websites during the period from December 2022 to March 2023. The sample size of the study was 100. The study will help to understand the interest of the customers which helps the organizations to make changes accordingly. It also helps in planning for the future.

RESEARCH METHODOLOGY

Both primary and secondary data used in this study. The primary data was gathered via a questionnaire created in Google Forms and distributed to the respondents. Secondary data was collected from different journals, websites, articles, magazines, and other research papers. The study was conducted based on the responses of 110 people who use E-commerce platforms in Ernakulam district. The type of sampling used in the study is convenience sampling.

TOOLS OF ANALYSIS

The questionnaire method was used to gather primary data. Data analysis was done using percentage analysis. The data that was gathered is presented using tables and charts.

LIMITATIONS OF THE STUDY

- The research had time constraints.
- The research could have sampling errors.
- Lack of experience of the researcher
- The responses from the part of respondents are subjected to bias.
- Small sample size

CHAPTERISATION

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Theoretical Framework

Chapter 4: Data analysis and Interpretation

Chapter 5: Findings, suggestions and conclusions

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Appendix

CHAPTER 2
LITERATURE REVIEW

1. Marcel Gommans, Krish S. Krishnan, Katrin B. Scheffold - 2001

With the rapid growth of E-commerce and online consumer shopping trends, the importance of building and maintaining customer loyalty in electronic marketplaces has come into sharper focus in marketing theory and practice. This paper integrates previous research in the field of brand loyalty to present a conceptual framework of "e-loyalty" and its underlying drivers. Implications for eMarketing practice and future research directions are also presented.

2. RE Anderson, SS Srinivasan - 2003

The authors investigate the impact of satisfaction on loyalty in the context of electronic commerce. Findings of this research indicate that although e-satisfaction has an impact on e-loyalty, this relationship is moderated by (a) consumers' individual level factors and (b) firms' business level factors. Among consumer level factors, *convenience motivation* and *purchase size* were found to accentuate the impact of e-satisfaction on e-loyalty, whereas *inertia* suppresses the impact of e-satisfaction on e-loyalty. With respect to business level factors, both *trust* and *perceived value*, as developed by the company, significantly accentuate the impact of e-satisfaction on e-loyalty.

3. Amir Afsar, Zeinab Nasiri, Mahboubeh Ostad Zadeh - 2013

Companies based on Internet should remain competitive. One of ways of modified competitive advantage is the attraction of most customers and the increase of customer retention. In emerging commercial competitions, customer loyalty is an important characteristic for obtaining the continuation of competitive advantage. The purpose of this research is to show a theoretical model for the identification of effective factors on e-loyalty and to improve e-commerce toward the advancement of customers and sellers purposes. E-loyalty process is divided in to three phases that include cognitive, effectiveness and action in this model. Seven selected components of this research are: demographic characteristics, web site and technology, sales promotion, products level offered to customer, e-security and e-trust, e-satisfaction, and e-loyalty. Case study of this research was performed in Sepahan Cement Company of Isfahan with about 115 questionnaires. Data analysis was performed by the Structural Equation Model

(SEM) and LISREL software. The results of this research show that demographic characteristics of the customers and e-security and e-trust are effective factors on e-loyalty.

4. AC Valvi, KC Fragkos - 2012

Over the last few years, the concept of online loyalty has been examined extensively in the literature, and it remains a topic of constant inquiry for both academics and marketing managers. The tremendous development of the Internet for both marketing and e-commerce settings, in conjunction with the growing desire of consumers to purchase online, has promoted two main outcomes: (a) increasing numbers of Business-to-Customer companies running businesses online and (b) the development of a variety of different e-loyalty research models. However, current research lacks a systematic review of the literature that provides a general conceptual framework on e-loyalty, which would help managers understand their customers better, take advantage of industry-related factors, and improve their service quality. The present study is an attempt to critically synthesize results from multiple empirical studies on e-loyalty.

5. MJ López-Miguens, EG Vázquez - 2017

The purpose of this study is to develop a model which explains how the loyalty of individual users of online banking is formed. In order to do this, first, the variables that contribute to the e-loyalty have been identified and subsequently have been validated, considering their reflective or formative character. The literature review leads us to consider the customers' e-satisfaction and e-trust, the switching barriers, and the perceived quality of the website as main antecedents of the e-loyalty. Then, a model has been estimated using structural equation modelling (SEM). Results show that e-satisfaction, e-trust and switching barriers have a direct effect on e-loyalty. Also, e-trust creates e-loyalty with e-satisfaction as a mediator; and quality of the website creates e-loyalty mediated by e-satisfaction and/or e-trust. The developed model helps improve the understanding of the creation of loyalty from an individual in a virtual context.

6. Janjaap Semeijn, Allard C.R. van Riel, Marcel J.H. van Birgelen, Sandra Streukens - 2005

Most transactions initiated online are completed by some form of offline fulfilment, i.e. the delivery of the goods to the customer's doorstep. In previous studies, web site performance or e-service quality was found to be an important antecedent of customer satisfaction and loyalty. In traditional settings,

physical fulfilment is considered an important driver of customers' behavioral intentions. This study models and tests the combined effects of online and offline service components on customer responses.

This is an empirical, cross-sectional study across four online industries. In the surveyed industries offline fulfilment appears to be at least as important as web site performance. Further research is needed on how value and joy are created as part of the total e-experience. Furthermore, the importance of offline fulfilment in effecting customer satisfaction and loyalty levels for different online services needs further investigation. Online retailers must ensure offline quality to at least the same level as online quality. Important insights into the absolute and relative importance of online and offline fulfilment dimensions have been generated in a broader e-commerce context.

7. Dianne Cyr - 2008

Despite rapidly increasing numbers of diverse online shoppers, the relationship of Web site design to trust, satisfaction, and loyalty has not previously been modeled across cultures. In the current investigation, three components of Web site design (information design, navigation design, and visual design) are considered for their impact on trust and satisfaction. In turn, relationships of trust and satisfaction to online loyalty are evaluated. Utilizing data collected from 571 participants in Canada, Germany, and China, various relationships in the research model are tested using partial least squares analysis for each country separately. In addition, the overall model is tested for all countries combined as a control and verification of earlier research findings, although this time with a mixed country sample. All paths in the overall model are confirmed. Differences are determined for separate country samples concerning whether navigation design, visual design, and information design result in trust, satisfaction, and ultimately loyalty-suggesting design characteristics should be a central consideration in Web site design across cultures.

8. CW Yoo, GL Sanders, J Moon – 2013

The idea behind the concept of Electronic Word of Mouth (e-WOM) is very important to the visibility of individuals and businesses seeking exposure on the Internet. e-WOM is defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.” The purpose of this study is to understand how electronic word of mouth influences the online shopping patterns of customers. This study draws on motivation theory and identification theory to understand how e-WOM influences online

shopping behaviour. The results from the empirical examination are very encouraging. The proposed research model is supported as well as the accompanying hypotheses. The findings illustrate that the intrinsic motives (e.g., desire to help other customers) are more important than the extrinsic ones (e.g., monetary rewards) as the antecedents of e-WOM participation. It was also found that personal site identification has a greater impact on e-loyalty when compared to social site identification.

9. Dianne Cyr, Gurprit S. Kindra, Satyabhusan Dash - 2008

With the rapid expansion of global online markets including India, researchers and practitioners are challenged to understand drivers of customer satisfaction, trust and loyalty towards web sites. The paper aims to focus on web site design, which is expected to influence whether customers revisit an online vendor. Participants in India evaluated a local and foreign web site of the same online vendor. Surveys and interviews were used to collect the data.

The results indicate significant preference for the local web site in almost all design categories. Further, the local site instilled greater trust, satisfaction and loyalty. Data collected for this study are compared with parallel work conducted using the same procedures in four other countries. The current investigation is relevant for researchers who aim to expand knowledge concerning the impact of web site design related to user trust, satisfaction and loyalty. The work also has implications for web designers or managers who seek to enhance the market attraction and retention of online web sites. Limitations of the study are that both the local and foreign web sites used were Samsung web sites and that only a single task (searching for a cell phone) was used. Few studies have examined web design in relation to user outcomes such as trust, satisfaction and loyalty in international markets.

10. George Christodoulides, Nina Michaelidou – 2010

Customer loyalty is fundamental to the profitability and survival of e-tailers. Yet research on antecedents of e-loyalty is relatively limited. This study contributes to the literature by investigating the effect of motives for online shopping on e-satisfaction and e-loyalty. A structural equations model is developed and tested through data from an online survey involving 797 customers of two UK-based e-tailers focussing on hedonic products. The results suggest that convenience, variety seeking, and social interaction help predict e-satisfaction, and that social interaction is the only shopping motive examined with a direct relationship to e-loyalty. Data also show that e-satisfaction is a strong determinant of e-loyalty. These findings are discussed in the light of previous research and avenues of future research are proposed.

11. Joe Ilsever, Dianne Cyr, Michael Parent – 2007

Flow, a state of mind experienced by those deeply involved in an activity, has become increasingly relevant to online merchants. Flow leads to positive and excited engagement with a website and an increased likelihood of return visits, or e-loyalty. However, researchers have struggled with the definition and measurement of flow in an e-commerce environment. Recent work has examined flow as a function of either user attitudes or cognitive evaluations about a website such as whether or not one is challenged by the site, or is able to control it. However, in other work, a more design-based approach has been used in which the visual design or information design of a website is considered. In this paper, we aim to blend these approaches and to consider dual elements of both cognition and design as antecedents to flow and online loyalty. A five-factor model is presented that defines the antecedents of flow and loyalty. Cognitive-based elements of the model are User Concentration and User Satisfaction, while design-based elements include Internet System Quality, Design Quality, and Content Visibility. The paper concludes with six hypotheses which might guide researchers in testing and validating this model.

12. KeyoorPurani, Deepak S.Kumar,SunilSahadev – 2019

The study develops and validates a new, personal characteristics and peer influence-based perspective on e-loyalty formation among millennial customers. Deviating from existing models, it examines the indirect influence of personal characteristics like perceived compatibility, innovativeness and peer influence in terms of perceived subjective norms. Data are collected from 380 millennial respondents from India who have made purchases from an e-retailer in the previous 6 months. The PLS-SEM model tests using Warp PLS 5.0 and the multiple mediation tests were done using PROCESS macro for SPSS 23.0. Embedded within the larger context of technology adoption, the findings suggest that personal characteristics and social influence play more crucial role in deciding the e-loyalty intentions of millennials. A better understanding of millennials' loyalty may help e-tailers in the development and implementation of effective marketing campaigns towards retaining them.

13. Myunghee Mindy Jeon – 2017

This study aims to examine determinants of perceived website quality and associations among consequences of perceived website quality. Adopting the framework of loyalty development, causal links are investigated among the website quality, customers' perceived service quality, their satisfaction, return intention and loyalty in the context of the lodging industry. An online field survey is conducted with internet bookers. A confirmatory factor analysis and a parameter estimate analysis using structural equation modelling are adopted to analyse the data. Moderation effects of gender were also detected in the relationships among website service quality and consequences of website service quality.

Caution is advised in generalizing findings of this study due to convenience sampling, although findings of the study do confirm results of previously conducted studies. This study provides practical tips for website development for hospitality management to understand the e-loyalty formation process so that appropriate marketing strategies can be established to accommodate the type and degree of individual customer's loyalty as well as gender-specific expectations from prospective customers

This study demonstrates that customer loyalty formation in both physical and online environments have identical processes in the context of the lodging industry. The male group, compared to the female group, appears to be more sensitive in perceiving the effects of functionality of a lodging website, tends to develop customer satisfaction when perceiving website service quality and inclines to develop customer loyalty when having return intention.

14. Leo Huang – 2008

This study aims to explore and empirically build up an e-loyalty model for the burgeoning e-service of Taiwan's travel agencies. Mailed data and data collected in personal from multiple sources is used for helping to identify the determinants of e-loyalty between Taiwan's wholesaler and retailer travel agencies. Several statistical techniques, including confirmatory factor analysis, correlation analysis, and a linear structural relationship (LISREL) are used, and a structural equation is implemented to test the e-loyalty model. The results indicate that Taiwan's wholesaler travel agencies might consider e-quality as well as trust as the most important antecedents to e-loyalty, whereas loyalty results in the increased transaction intentions of retailers. No related studies so far have analysed or tried to discern the cause-and-effect relationship between e-loyalty and transaction intention for travel agencies. This paper also proposes an optimal e-loyalty model that matches the essential development needs of B2B commerce transaction. Finally, the model herein illustrates how wholesalers can realise e-commerce strategic goals by acquiring the e-loyalty of retailer travel agencies.

15. Moez Ltifi, Jamel-Eddine Gharbi – 1970

The objective of this research is to study the impact of emotional state and perceived risk of remote purchase on e-satisfaction during the Internet shopping. As well, it aims to study the influence of e-satisfaction on e-loyalty. The data gathering was carried out by a laboratory experiment followed by a questionnaire. The results show that three dimensions of the emotional state during Internet shopping (the pleasure, stimulation and dominance) have a significant positive impact on e-satisfaction. Dimensions of the perceived risk of remote purchase, (the total risk, the financial risk, the social risk, the psychological risk, the functional risk, and the physical risk) don't have a significant impact on e-satisfaction, except the risk of loss of time has a negative impact. Finally, satisfaction influences positively and significantly the e-loyalty of the cyber consumers.

CHAPTER 3
THEORETICAL FRAMEWORK

E-LOYALTY

E-Loyalty is an evolution of brand loyalty. E-Loyalty refers to: The repeated satisfaction of a customer with a specific ecommerce website that keeps them coming back to purchase products or services. Repeated satisfaction of a customer with purchases of products or services from a specific e-commerce website. The notion of e-loyalty extends the traditional definition of brand loyalty concept to online consumer behaviour. It is described as an evolution from the traditional marketer-controlled concept towards a consumer-controlled and technology-facilitated concept. Among the factors creating e-loyalty are quality customer support, on-time delivery, comprehensive product information, reasonable shipping and handling prices, and clear and trustworthy online privacy policies. There are several metrics used to measure the level of e-loyalty for a specific e-commerce site such as the frequency of single user visits, and percentage of customers who return to the site to make additional purchases in a specific period of time.

IMPORTANCE OF E LOYALTY

E-loyalty refers to the loyalty customers have towards a brand or company through their online interactions and experiences. It is important for businesses to create and maintain e-loyalty because it can lead to increased customer retention and repeat business. Customers who are e-loyal are more likely to make purchases, recommend the brand to others, and provide positive reviews. Additionally, e-loyal customers tend to have higher lifetime value for a business, as they are less likely to shop around for better deals and are more likely to continue to do business with the company. By fostering e-loyalty, companies can also develop a more positive reputation and brand image, which can lead to increased customer acquisition.

- Increased Customer Retention – E-loyalty programs allow businesses to reward customers for their continued patronage, offering incentives that encourage them to keep coming back as repeat customers and leading to greater customer loyalty overall.
- New Opportunities for Engagement– With e-loyalty, organisations can more easily engage with their customers by providing updates on promotions, rewards, and special discounts customised specifically

for each individual member based on their purchase history etc. These further increases engagement between the business and its customers while creating an enjoyable experience throughout the entire journey

- Reduced acquisition costs – Since most online purchases require no extra effort (e.g., driving down the road), there is less effort needed from users in order to join or remain loyal members of your store front's loyalty points system which reduces cost associated with new acquisitions.
- Enhanced data collection capabilities– An enhanced ability to collect data on each customer provides valuable insights into what motivates them succeed in within digital channels further helping business build better strategies for success at lower marketing costs overall

BENEFITS OF E-LOYALTY

- **Increase repurchase rate with a points and rewards program:**

The points and rewards program is at the heart of loyalty marketing strategies. The power of the point is versatile – it's a currency you can use to incentivize various profitable behaviours by your customers. It can be anything from earning points for each dollar spent at the store, to following you on social media or leaving a product review on your site. For every action you want customers to take with your brand, you can award them points.

The value of those points is of course in the rewards they can be redeemed for. This is where you want to use your knowledge of what your customers really want from your brand. In other words, what they would find extremely valuable to go out of their way to get it. You can be super creative and offer rewards in the form of a discount, free product, free shipping and more.

The benefit: people love getting rewards such as discounts or free perks. It's a huge motivator to come back to your store and use the rewards on the next order, increasing the repurchase rate.

- **Decrease acquisition costs with a referral program:**

A staggering 92% of consumers say that they trust word of mouth and recommendations from friends and family more than they trust any form of advertising. Considering that online advertising costs are on

the steady rise, it's worth exploring other, more organic ways of spreading the word about your brand. Referrals are essentially word of mouth advertising and are very effective in raising brand awareness and lowering customer acquisition costs. Here's how. A referral is a customer behaviour where a customer or someone who is familiar with your brand shares a message with friends and family with a clear CTA: buy your products.

However, today's consumers don't feel like engaging in any behaviour simply because they've been asked to. They have plenty of places they can go to shop without being asked to do something. When thinking about how to create an excellent referral program, consider incentives. Incentivizing a referral is a way to ensure the referral is successful and everybody gets the desired outcome. You may have already encountered an example of a referral in ecommerce brands: "Give \$10, Get \$10."

The benefit: given that people trust referrals from friends and family way more than any other advertising form, you can significantly lower your acquisition costs and still increase the outcome of your efforts by gaining lots of new customers and at the same time, creating brand ambassadors.

- **Increase customer engagement and CLTV with a VIP Tiered Program:**

Tiered programs are an amazing way to reward your most loyal customers and build a strong brand community. Just check out this example by I Love Linen: their brand community revolves around Friends, Family and VIP membership levels where members enjoy different perks as they move through the tiers.

The most attractive thing about VIP programs are the various benefits you can offer to reward your most loyal customers. This can be anything: an option to earn more points for the dollars spent at the store, motivating welcome rewards, lifetime rewards for each order made and custom rewards such as various experiences, gifts, donations and more. These rewards, which you strategically choose based on your knowledge about what motivates your customers to buy from you, have several effects. They influence the repurchase rate of VIP members, motivating them to come back to the store and use their rewards. They also increase the lifetime value of these customers, as they're motivated to keep their membership and climb the tiers to enjoy even more from your brand. This opens the door to limitless opportunities to offer emotional perks to your customers such as point multiplier, a special entry reward, a lifetime reward and custom experiential rewards. The benefit: tiered programs have the gamification element incorporated into them, keeping customers super engaged with your brand and away from your competition.

- **Distinguish your brand from the competition:**

If COVID has taught us anything, it's that the online marketplace will only continue to expand with more and more brands, raising the standards for the excellent customer experience and increasing the competition across all industries.

So start early and make sure your brand offers something that your competitors don't – a loyalty program app hosting your rewards offers and allowing you to customize them to the finest detail. It will help customers make an easy choice when deciding where to buy and you'll no longer need to worry about price differences with your competitors.

- **Increase the Average Order Value:**

As an ecommerce marketer, one of your main goals is to increase revenue and profits, and the best way to do this is to increase the average order value (AOV). Your loyalty program is your partner in executing this strategy: offer various perks such as free shipping for orders above the AOV and have customers stretch just a bit to get a rather valuable reward. Based on your insights about your customers, offer discounts that you know they'll love and will not hesitate to spend a bit more to get them. Another way your loyalty program can help you increase your AOV is through a strategic VIP program based on the amount spent at the store. Structure the different tiers to inspire people to spend a bit more and gain access to all the amazing perks that come with tier membership.

WAYS TO IMPROVE E-LOYALTY

The big players of the e-commerce sector already know the game of expanding their business as well as their target segment of the audience. They not only focus on an extremely good shopping experience but also provide amazing brand loyalty to their customers which eventually leads to customer loyalty. The best ways of boosting customer loyalty for e-commerce businesses.

- **Offer Loyalty Program**

Loyalty programs work wonders if implemented properly by retailers, especially online retailers. Most of the shoppers want loyalty programs where they can get benefits and discounts. More than 84% of the customers want loyalty programs and they spend 18% more than the regular customers. The key to a successful loyalty program is how the shoppers earn the points and how they can redeem them. Most of the customers want rewards, gifts, and swag, and personalized offers.

- **Provide Risk-Free Returns**

Free shipping and no-risk returns are getting popular among e-commerce retailers because they build trust with the shoppers that come the first time to your brand. Along with that try before you buy is also a feature that most of the popular e-commerce brands are following that gives the customers a fair amount of idea about the products they are buying. However, with the introduction of “pay later” and “shop now”, the confidence can be taken one step ahead.

- **Personalize Customer Service**

Nowadays, in the era of digitalization, shoppers expect first-class post-purchase customer service. The post-purchase queries range from delivery times to defective products, return possess to payment-related queries, and the list goes on. Whatever the situation is, most customers expect seamless personalized customer service. Customers are willing to pay more for a brand if theta is satisfied with the service offered by the brand. Personalized and faster customer service is the key to customer loyalty for e-commerce brands.

- **Use Referral Program**

A customer referral program is an age-old method practiced by most retail companies including e-commerce brands for attracting more customers. Your existing customers can send a referral link or code to a new customer. When they click the link or apply the code, then both the customers will get some benefits in their next order. A referral program is the proven method of increasing customer loyalty because your existing customers trust you and it is the reason for bringing new customers to your brand. However, offers and discounts always attract customers and that is the essence of the success of the referral programs.

- **Customer Engagement**

The customers are the king of any business. By understanding the behavior of the customer and the buying patterns, you can engage the customers by sending email or text messages by offering a personalized discount or offers. When the customers get engaged with your brand by reading your texts, emails, or reviewing your products, or sharing them on social media, they get more involved with your brand. As a result, if customer loyalty increases and they trust your company that leads to more sales.

- **Offer Freebies and Discounts**

Offering freebies, discounts, giveaways, etc. always entices customers. Whenever a customer pays a huge lump sum amount of money, you should offer them a few products for free. It will not only increase customer loyalty but also will provide customer delight. Freebies and discounts that are too customized are the main agenda of attracting new customers and making the existing customers purchase from your brand.

- **Setup Retargeting Ad Campaign**

Shoppers usually browse your site and spend time while looking for products, all you can provide them is a nudge on the other platforms like the social media channels. Sometimes the shoppers may not be able to check out the items they have added to the cart or are planning to visit later. In this situation, you can send a reminder mail or notifications about the cart abandonment because they were already interested in those items. It is a way of sending them personalized content and other campaigns as a part of the customer loyalty program.

- **Use Multiple Communication Channels**

By offering your customers multiple options of communication channels for connecting with your brand, you are making it easier for them in terms of brand reach. It is a very effective way of enhancing customer loyalty where your brand must be available to respond to the queries on every communication channel. Omnichannel retail strategy is the best option to keep in touch with all the customer service touchpoints. Always remember that the faster you respond to your customers, the better customer experience they will receive which leads to enhanced customer loyalty.

- **Request for Customer Feedback**

Asking for product and service feedback always works. However, time also matters in this case. Requesting customer feedback helps in boosting customer loyalty as they will give positive feedback if they are happy with your product offerings and services. Eventually, the customers will definitely come again to your site to buy that product or they can surf your other products too as you have gained confidence in the customer's mind. It will not only increase your brand loyalty but also means your customers are delighted by your services.

The Bottom Line

Sales and marketing are the two processes that go hand in hand. Both are equally important and complement each other in helping brands in building customer loyalty and brand image. E-commerce companies must understand the benefits of customer loyalty for their business growth. It needs to be nurtured through constant effort and devotion while satisfying the customer's needs by feeling valued. The truth is that loyal customers are the source of revenue as they will not only shop more but also bring new customers to your brand. By leveraging the above-mentioned strategies, you can increase your profits by increasing the number of sales from existing customers and decreasing the cost of new customer acquisition because your customers will spread positive word-of-mouth promotion.

E-LOYALTY THEORIES AND MODELS

E-loyalty is based on a number of different theories and models, including:

- The Technology Acceptance Model (TAM), which posits that the perceived usefulness and ease of use of a technology are key determinants of user acceptance and loyalty.
- The Trust Theory, which suggests that trust in a company or website is a key factor in determining customer loyalty.
- The Relationship Marketing theory, which emphasises the importance of developing long-term, mutually beneficial relationships with customers.
- The Customer Satisfaction theory, which suggest that customer satisfaction is a key factor in determining customer loyalty
- The Service-Dominant Logic theory, which suggests that value is co-created by the customer and the company through the service experience.

Overall, the theoretical framework for e-loyalty suggests that a combination of factors, including trust, satisfaction, perceived usefulness and ease of use, and the overall service experience, contribute to the development of loyalty among customers in the digital marketplace.

FUTURE OF E LOYALTY

The future of e-loyalty is likely to be shaped by advances in technology, changes in consumer behaviour, and the ongoing shift towards a more digital economy. One key trend that is likely to continue is the use of mobile technology in e-loyalty programs. Many businesses are already using mobile apps to deliver rewards and offers to customers, and this trend is likely to continue as more consumers use their smartphones to make purchases and engage with brands.

Another trend that is likely to shape the future of e-loyalty is the use of artificial intelligence and machine learning to personalise rewards and offers. As these technologies become more sophisticated, businesses will be able to deliver highly targeted and personalised rewards to customers, which will help to increase engagement and loyalty.

The use of blockchain technology is also expected to grow in e-loyalty programs, which can make the process of tracking rewards and points more secure and transparent for customers.

Overall, e-loyalty programs will continue to play a critical role in helping businesses to build strong relationships with their customers and to drive sales. As technology and consumer behaviour continue to evolve, businesses will need to adapt their e-loyalty strategies to stay competitive.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

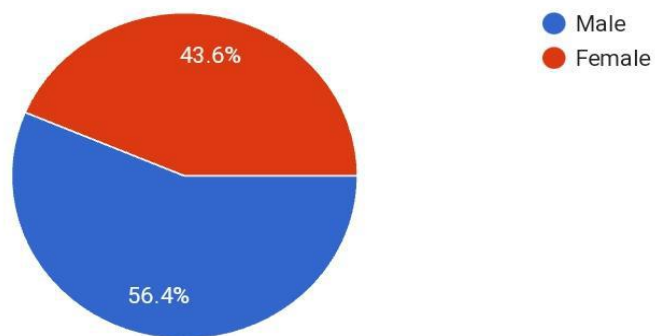
4.01 GENDER CLASSIFICATION

SI NO.	GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
1.	Male	62	56.4
2.	Female	48	43.6
Total		110	100

4.01 GENDER CLASSIFICATION

Gender

110 responses

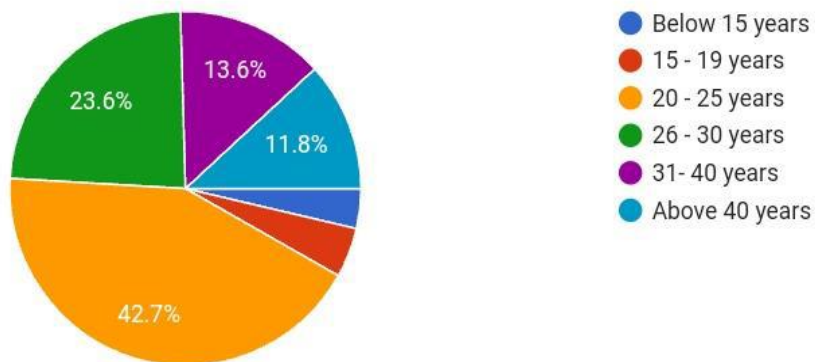


The data shows that out of 110 respondents, 56.4% are Male and 43.6% are Females

4.02 AGE CLASSIFICATION

Category	Number of Responses	Percentage
Below 15 years	4	3.64
15 – 19 years	5	4.55
20 – 25 years	47	42.73
26 – 30 years	26	23.64
30 – 40 years	15	13.64
Above 40 years	13	11.82
Total	110	100

4.02 AGE CLASSIFICATION

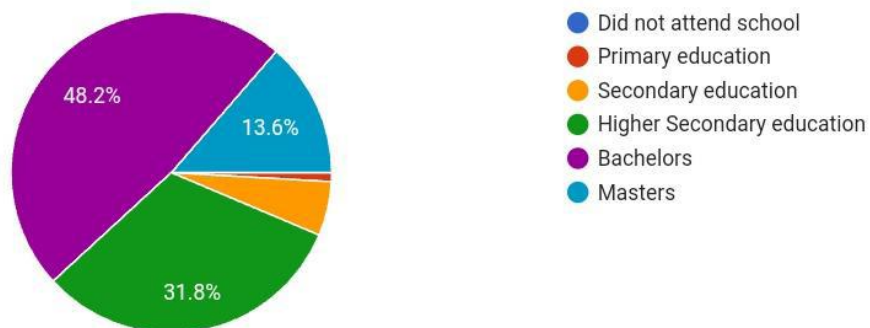


The data shows that majority of the respondents are of the age group 20-25 years (42.73%) followed by 26-30 years (23.64%), 30-40 years (13.64%), Above 40 years (11.82%), 15-19 years (4.55%) and Below 15 years (3.64%)

4.03 EDUCATIONAL QUALIFICATION

Category	Number of Respondents	Percentage
Did not attend school	0	0
Primary	1	0.91
Secondary	6	5.45
Higher Secondary	35	31.82
Bachelors	53	48.18
Masters	15	13.64
Others	0	0
Total	110	100

4.03 EDUCATIONAL QUALIFICATION

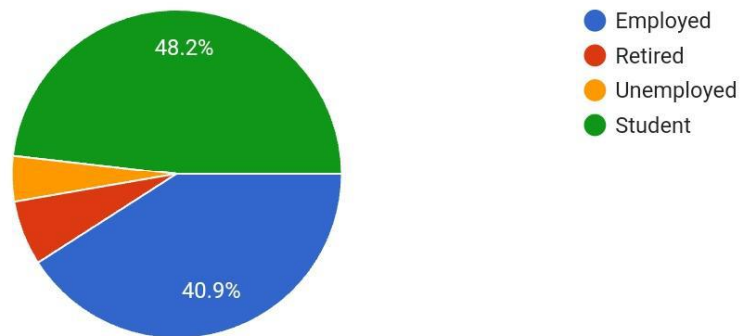


The data shows that the majority of the respondents are Bachelors (48.18%), followed by higher Secondary (31.82%), Masters (13.64%), Secondary (5.45%), Primary (0.91%) Respondents with other educational qualification & no educational qualification are NIL.

4.04 EMPLOYMENT STATUS

Category	Number of Respondents	Percentage
Employed	45	40.91
Retired	7	6.36
Unemployed	5	4.55
Student	53	48.18
Total	110	100

4.04 EMPLOYMENT STATUS



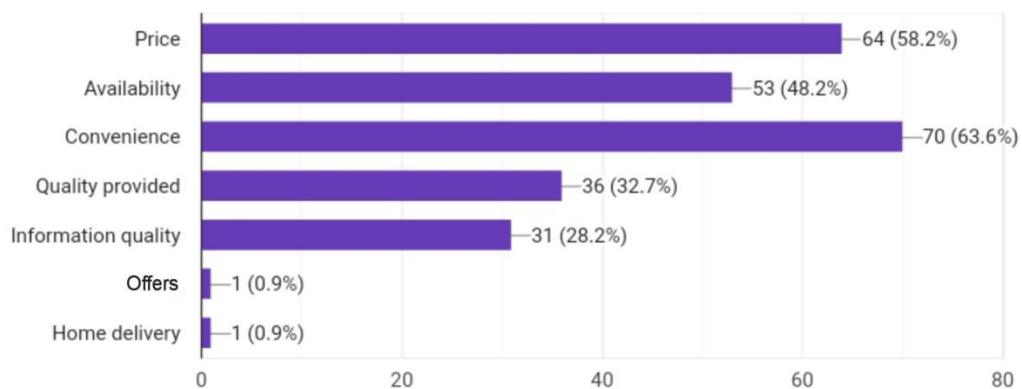
The data shows that 48.18% are students, 40.91% are employed, 6.36% are retired and 4.55% are unemployed

4.05 FACTORS THAT INFLUENCED THE RESPONDENTS TO STICK TO ONLINE SHOPPING SITES

Category	*Number of Respondents	Percentage
Price	64	58.2
Availability	53	48.2
Convenience	70	63.6
Quality provided	36	32.7
Information quality	31	28.2
Others	2	1.8

*This is a multiple-choice question, so the respondents have marked for more than one option

4.05 FACTORS THAT INFLUENCED THE RESPONDENTS TO STICK TO ONLINE SHOPPING SITE

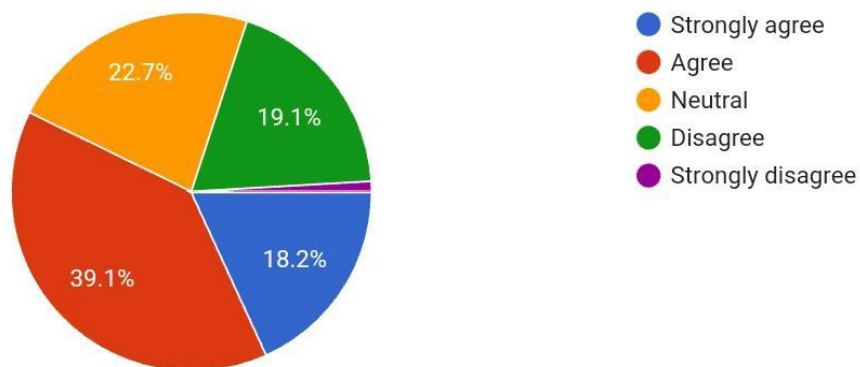


The above data shows that the majority of respondents (63.6%) are influenced by convenience as a factor to stick to online shopping websites. The respondents have also chosen other options such as offers and home delivery.

4.06 LEVEL OF AGREEMENT ON WHETHER THE PRODUCTS PURCHASED ARE DELIVERED ON TIME

Category	Number of Respondents	Percentage
Strongly Agree	20	18.18
Agree	43	39.09
Neutral	25	22.73
Disagree	21	19.09
Strongly disagree	1	0.91
Total	110	100

4.06 LEVEL OF AGREEMENT

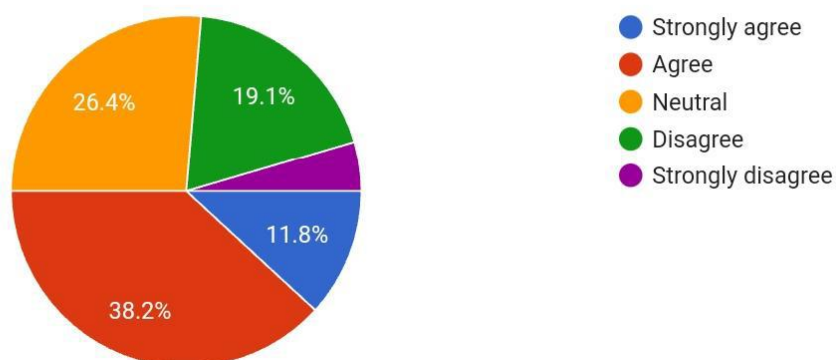


The above data shows that the majority of the respondents (39.09%) agree that the products are delivered on time and only (0.91%) Strongly disagree to it

4.07 LEVEL OF AGREEMENT ON WHETHER IT IS EASY TO FIND PRODUCTS THAT FIT THE BUDGET WITHOUT COMPROMISING THE QUALITY

Category	Number of Respondents	Percentage
Strongly Agree	13	11.8
Agree	42	38.18
Neutral	29	26.36
Disagree	21	19.09
Strongly disagree	5	4.55
Total	110	100

4.07 LEVEL OF AGREEMENT

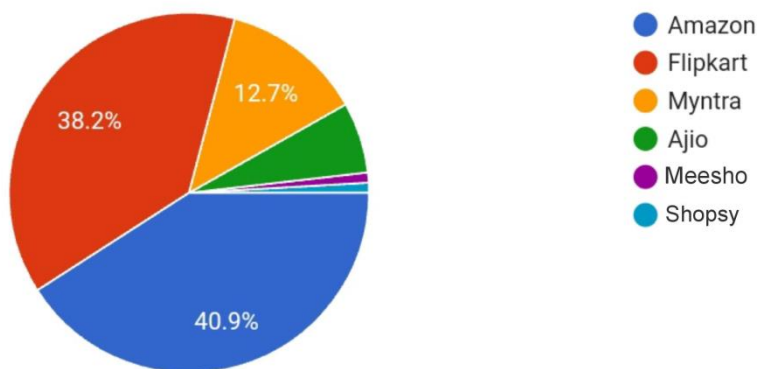


The above data shows 38.18% of respondents agree that they find products that fit their budget without compromising the quality and only (4.85%) strongly disagree to it

4.08 MOST PREFERRED WEBSITE

Category	Number of Respondents	Percentage
Amazon	45	40.91
Flipkart	42	38.18
Myntra	14	12.73
Ajio	7	6.36
Others	2	1.82
Total	110	100

4.08 MOST PREFERRED WEBSITE



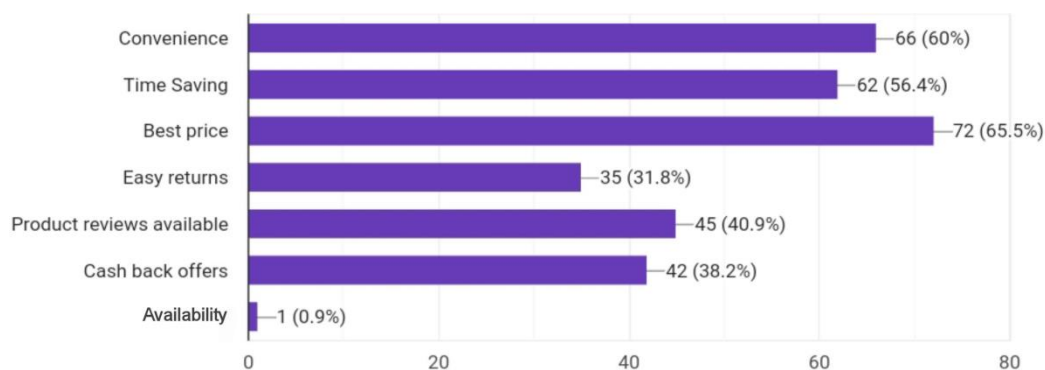
The above data shows that majority of the respondents prefer Amazon (40.91%) followed by Flipkart (38.18%), Myntra (12.73%), Ajio (6.36%) and the rest prefer other online shopping sites like Meesho & shopsy (1.82%)

4.09 REASON TO OPT FOR ONLINE SHOPPING

Category	*Number of Respondents	Percentage
Convenience	66	60
Time saving	62	56.4
Best price	72	65.5
Easy return	35	31.8
Product reviews available	45	40.9
Cash-back offers	42	38.2
Others	1	0.9

*This is a multiple-choice question, so the respondents have marked for more than one option

4.09 REASON TO OPT FOR ONLINE SHOPPING

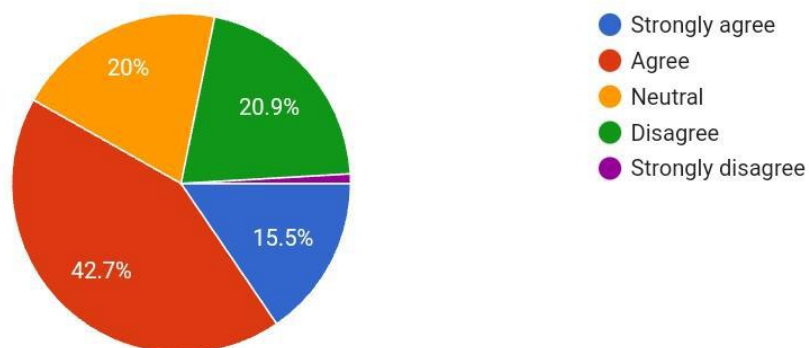


From the above graph it is clear that best price (65.5%) is the main factor that attract people to opt for online shopping followed by convenience (60%), Time Saving (56.4%), Product reviews available (40.9%), cash back offers (38.2%), easy returns (31.8%) & others such as availability (0.9%)

4.10 LEVEL OF AGREEMENT ON WHETHER THE INFORMATION PROVIDED BY WEBSITE HELP IN BUYING/CHOOSING PRODUCTS ONLINE

Category	Number of Respondents	Percentage
Strongly Agree	17	15.45
Agree	47	42.73
Neutral	22	20
Disagree	23	20.91
Strongly disagree	1	0.91
Total	110	100

4.10 LEVEL OF AGREEMENT

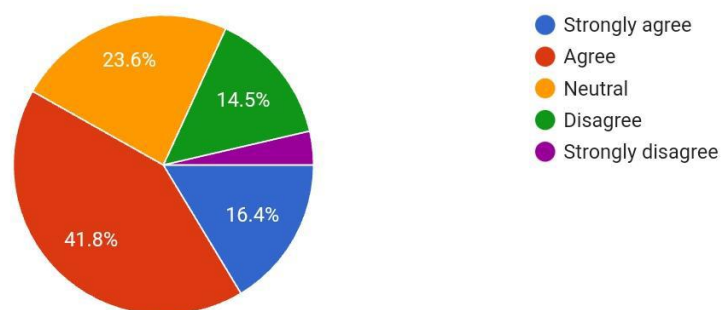


The above data shows that 42.73% of respondents agree on the information provided by the website help them in buying or choosing products online and only 0.91% strongly disagree to it

4.11 LEVEL OF AGREEMENT ON WHETHER THE CUSTOMER CARE SERVICES OF ONLINE PLATFORM ARE SATISFACTORY

Category	Number of Respondents	Percentage
Strongly Agree	18	16.36
Agree	46	41.82
Neutral	26	23.64
Disagree	16	14.55
Strongly disagree	4	3.64
Total	110	100

4.11 LEVEL OF AGREEMENT

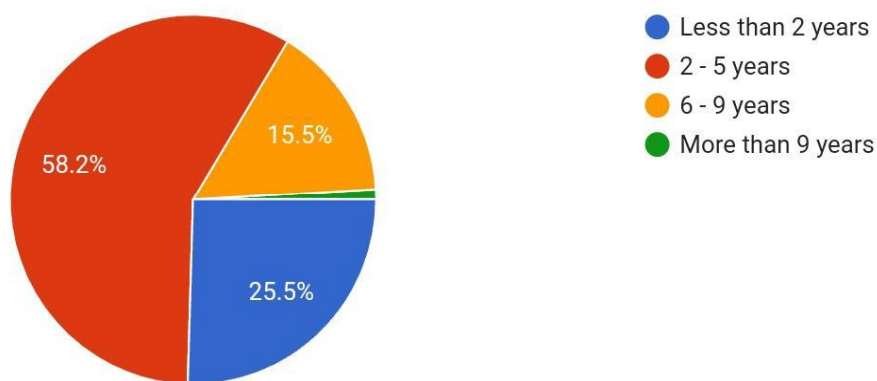


The data shows that majority of respondents (41.82%) agree that the customer services of online platform are satisfactory and only (3.64%) strongly disagree to it

4.12 DURATION OF RESPONDENTS IN USING MODE OF ONLINE SHOPPING

Category	Number of Respondents	Percentage
Less than 2 years	28	25.45
2 – 5 years	64	58.18
6 – 9 years	17	15.45
More than 9 years	1	0.91
Total	110	100

4.12 DURATION OF RESPONDENTS IN USING MODE OF ONLINE SHOPPING

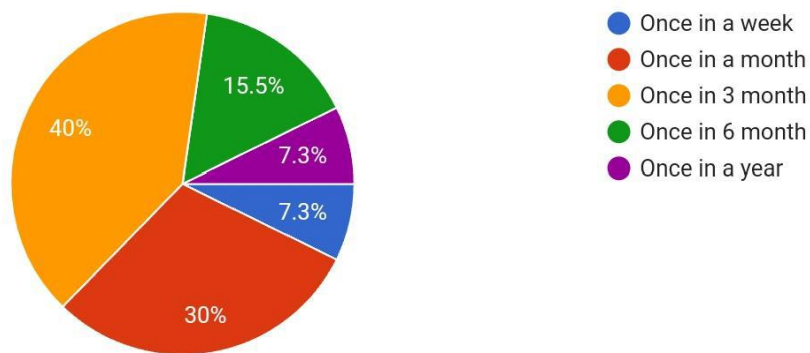


The data shows that most of the respondents have been using online shopping sites for 2-5 years (58.18%) and only (0.91%) have been using it for more than 9 years

4.13 FREQUENCY OF ONLINE SHOPPING

Category	Number of Respondents	Percentage
Once in a week	8	7.27
Once in a month	33	30
Once in 3 months	44	40
Once in 6 months	17	15.45
Once in a year	8	7.27
Total	110	100

4.13 FREQUENCY OF ONLINE SHOPPING

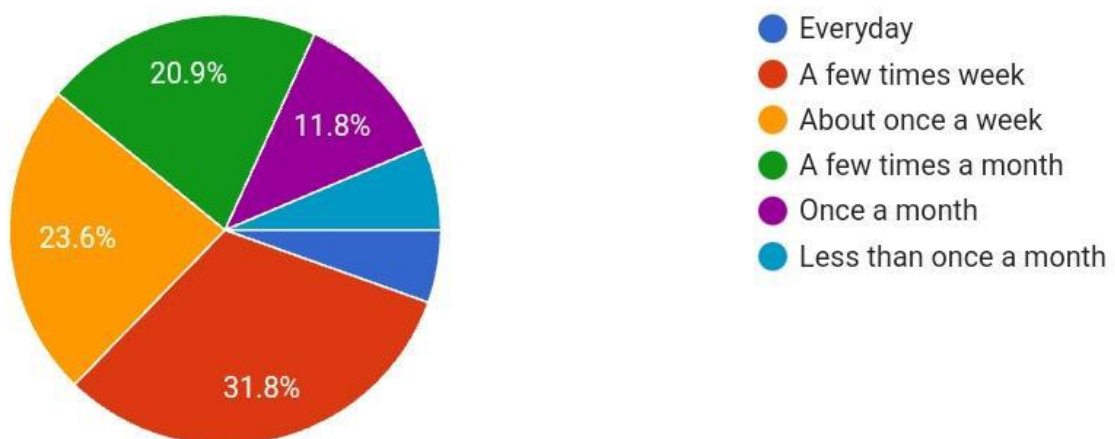


The data shows that majority of respondents shop once in 3-month (40%) and only (7.27%) shop once in a week & once in a year.

4.14 FREQUENCY OF VISIT OF RESPONDENTS TO ONLINE SHOPPING SITES

Category	Number of Respondents	Percentage
Everyday	6	5.45
A few times a week	35	31.82
About once a week	26	23.64
A few times a month	23	20.91
Once a month	13	11.82
Less than once a month	7	6.36
Total	110	100

4.14 FREQUENCY OF VISIT OF RESPONDENTS TO ONLINE SHOPPING SITES

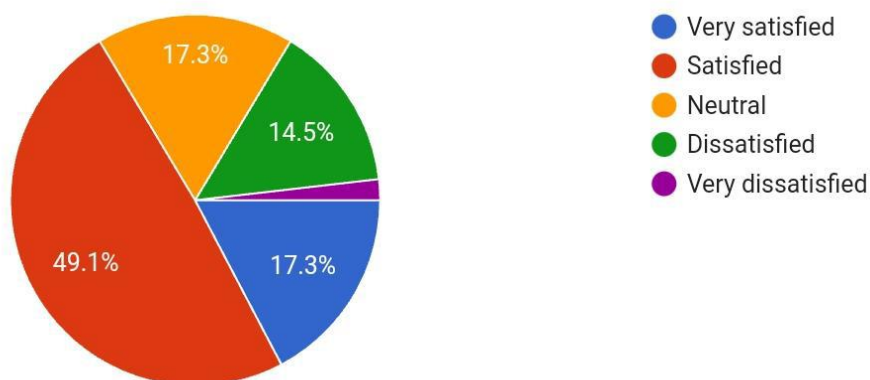


The data shows that majority of respondents (31.82%) visit shopping sites a few times a week followed by (23.6%) who visit about once a week, (20.91%) visits a few times a month (11.82%) visit shopping sites once a month, (6.36%) respondents visit the shopping sites only less than once a & only (5.45%) respondents visit every day.

4.15 SATISFACTION LEVEL OF RESPONDENTS FOR THE QUALITY OF SERVICE/PRODUCT PROVIDED BY ONLINE WEBSITE

Category	Number of Respondents	Percentage
Very satisfied	19	17.27
Satisfied	54	49.09
Neutral	19	17.27
Dissatisfied	16	14.55
Very dissatisfied	2	1.82
Total	110	100

4.15 SATISFACTION LEVEL OF RESPONDENTS FOR THE QUALITY OF SERVICE/PRODUCT PROVIDED BY ONLINE WEBSITE

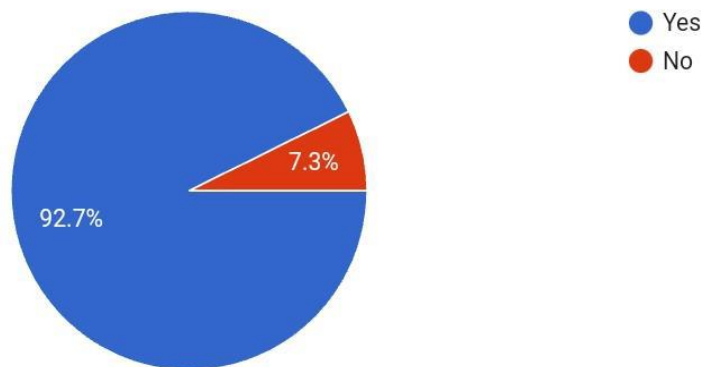


The above data shows that the majority of respondents are (49.09%)satisfied with the quality of service/product provided by online websites and only (1.82%) respondents are very dissatisfied

4.16 NUMBER OF RESPONDENTS WHO WILL STICK TO THE SAME WEBSITE

Category	Number of Respondents	Percentage
Yes	102	92.73
No	8	7.27
Total	110	100

4.16 NUMBER OF RESPONDENTS WHO WILL STICK TO THE SAME WEBSITE



The above data shows that majority (92.73%) of people will stick to the same websites and only (7.27%) would not stick to the same website

4.17 WHETHER RESPONDENTS WILL STICK TO THE SAME WEBSITE EVEN IF THERE IS A PRICE INCREASE

Category	Number of Respondents	Percentage
Yes, irrespective of price increase	11	10
Up to a certain limit in the price increase	38	34.55
No, I may look on different websites for the same product	61	55.45
Total	110	100

4.17 WHETHER RESPONDENTS WILL STICK TO THE SAME WEBSITE EVEN IF THERE IS A PRICE INCREASE

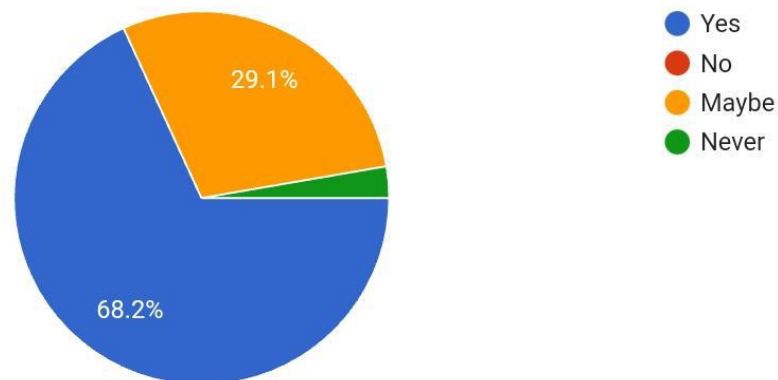


The above data shows that (55.45%) majority of respondents would not stick to the same website if the price increases and would look on different websites for same product followed by (34.55%) respondents who would stick to the same website if there is a certain limit in price increase and (10%) who will stick to the same website if there is a price increase.

4.18 RESPONDENTS WILLINGNESS TO RECOMMEND THE SITES TO FRIENDS AND FAMILY

Category	Number of Respondents	Percentage
Yes	75	68.18
No	0	0
Maybe	32	29.09
Never	3	2.73
Total	110	100

4.18 RESPONDENTS WILLINGNESS TO RECOMMEND THE SITES TO FRIENDS AND FAMILY



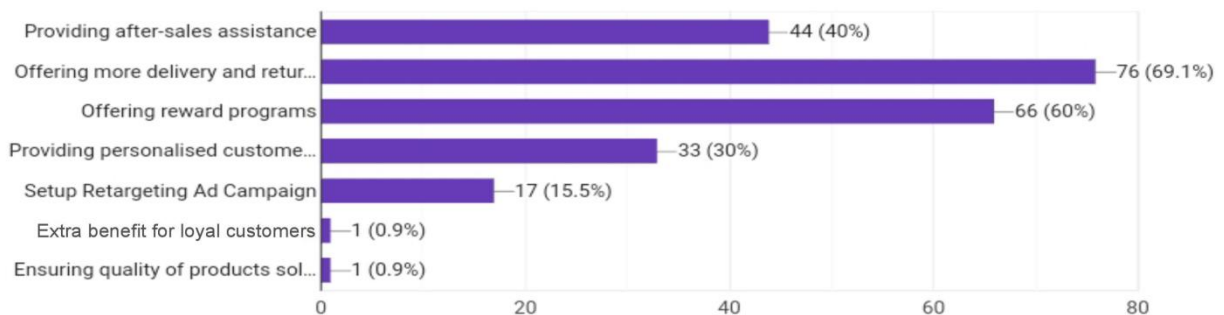
From the above data (68.18%) majority of respondents would recommend the sites to friends & family. (29.09%) respondents would maybe recommend the site to friends & family while (2.73%) of respondents will never recommend the site

4.19 ASPECTS THAT SHOULD BE IMPROVED FOR INCREASING CUSTOMER LOYALTY

Category	*Number of Respondents	Percentage
Providing after-sales assistance	44	40
Offering more delivery and return options	76	69.1
Offering reward programs	66	60
Providing personalised customer service	33	30
Setup retargeting Ad campaign	17	15.5
Others	2	1.8

*This is a multiple-choice question, so the respondents have marked for more than one option

4.19 ASPECTS THAT SHOULD BE IMPROVED FOR INCREASING CUSTOMER LOYALTY



From the above graph we can understand that most of the respondents are of the opinion that offering more delivery & return options (69.1%) is a good way to improve customer loyalty. At the same time offering reward programs (60%), providing after sales assistance (40%), Providing personalised customer service (30%), set up retargeting ad campaign and other options like extra benefit for loyal customers & ensuring quality of products sold also need to be boosted to increase customer loyalty.

CHAPTER 5

FINDINGS, SUGGESTIONS AND

CONCLUSION

FINDINGS

- Majority of the respondents are male i.e. 56.4 % and the least 43.6% are females.
- Most of the respondents belong to the age group 20-25 years (42.73%).
- 48.1% of our respondents are graduates, followed by 31.8% who have completed their higher secondary studies.
- Majority of our respondents i.e., 48.1% are students and 40.9% is from the employed category.
- Majority of the respondents (63.6%) say that convenience is the main factor that influenced them to stick to use online shopping sites.
- Majority of the respondents get their products delivered on time.
- 38.1% of the respondents say that it is easy for them to find products upto their budget without compromising their quality.
- 40.1% of our respondents select Amazon as their preferred online shopping website over Flipkart, Myntra, Ajoio etc.,
- 65.5% of the respondents say that the better prices offered attracted them to opt for online shopping and 60% of them support convenience as a factor that made them prefer online shopping rather than traditional shopping.
- 42.7% of the respondents agree that the information provided by the websites helps in choosing a product/service online.
- Most of the respondents i.e., 41.8% agree that the customer care services of online platforms are satisfactory.
- Most of our respondents (58.1%) are using the mode of online shopping for the past 2-5 years, while only 25.4% of them have been using it for less than 2 years.
- Majority of the respondents (40%) are purchasing products once in 3 months.
- 31.8% of our respondents are likely to visit a few times in a week in the same website.
- Majority of the respondents are satisfied with the quality of service provided by online websites.

- 92.7% of the respondents are of the opinion that they would stick to the same website.
- 55.45% of the respondents are of the opinion that they would look on different websites for the same product if its price is increased.
- 68.1% of the respondents are likely to recommend online shopping websites to family and friends.
- Majority of the respondents (69.1%) feel that offering more delivery and return options is a way to increase customer loyalty. 60% agrees that offering reward programs is another aspect that need to be improved to increase customer loyalty.

SUGGESTIONS

- ❖ Offering affordable prices for various products can attract a greater number of people as well as retain the existing customers.
- ❖ Quality of services need to be maintained in order to meet customer expectations.
- ❖ The improvement in information quality on websites is a better way to improve e-loyalty.
- ❖ On-time delivery is a tool to impress the customers and thereby increase their loyalty.
- ❖ The websites can also provide products up to a basic budget level without compromising its quality.
- ❖ The private information shared by the customer should be handled in a secured way without the interference of a third party.
- ❖ In order to increase e-loyalty in online shopping, customer satisfaction is important. Better customer services help to increase customer satisfaction. A help desk can be set up to solve the problems and listen to the grievances of the customers.
- ❖ Offering cash-backs, discounts, gift coupons etc., should be done to attract more customers.
- ❖ Online shoppers expect a number of options at different affordable prices, which implies that websites must respond to customers' expectations to enhance e-loyalty.
- ❖ Providing better services will boost up the number of customers. If a customer is satisfied with the service, they will recommend the site or app to his friends and family. This will help to attract more customers in online shopping.
- ❖ Offering more delivery and return options, introducing better reward programs etc., helps to increase loyalty among consumers.
- ❖ Companies should always be open to accept new ideas to remain competitive in the market.
- ❖ Periodical surveys should be conducted among customers in order to find out the changes in their preferences and tastes.

CONCLUSION

In the present-day world, electronic loyalty (e-loyalty) is assumed to have great importance. This is because of the prevailing competition between different firms. Due to technological innovation, the traditional mode of purchase has become inadequate for some individuals. People are now preferring simpler methods for procuring brands and reaching stores, and it can be stated that the Internet has fundamentally changed the consumers' expectations. This resulted in vendors finding a new approach to value creation and relations with customers (Vasic, Kilibarda & Kaurin, 2019). From the study it is observed that majority of the people use online shopping platforms to purchase goods and services. A well-structured website design is vital as the customers initially interact with the website and then only with the companies. Many people prefer online shopping to traditional shopping, which makes consumers more efficient and effective in their shopping behaviour. It has led companies to a new level, forcing many to implement the necessary modifications and adjustments to reach the new market of competent consumers. The information provided in the website helps customers in choosing the right product. Improved quality of service, on-time delivery, budgetfriendly shopping, various reward programs, efficient customer care services etc., are some the factors that helps to improve customer satisfaction and thereby increase e-loyalty. Customers think that it is more convenient to shop online since they do not have to go to direct buyers. Most customers expect a wide range of products that match their budget levels at different prices. If a customer is satisfied with the purchase, the customer will recommend the app or site to another person.

E-loyalty is regarded as a concept which plays a significant role in the success a business. Customer satisfaction is main aspect which need to be improved in order to make loyal customers. Companies which treat customers like a king, the company's most priced asset, have reported a higher return than their competitors, which put little value on customers. Without customers, there's no known business. In an organisation, each and every activity is carried out in order to make customers impressive. Once you have succeeded in getting customers, you should now focus on how to keep them rather than just acquiring new ones. Keep in mind that your customer is your boss and your best service provider ever. Importantly, communicate with your customers which will certainly keep them there (Tatiana, 2019). Companies should be always aware of the new trends prevailing in the market and should have a clear and accessible

online presence. Over many years, the significance of brand loyalty is known. Now it is time to build a sound e-loyalty by means of accurate and professional loyalty programmes. In the present-day world increasing number of customers move online. In response to this trend, the best online fidelity programmes will focus on coherence, care and building relationships. The steps to loyalty interest are straightforward. Companies should start investing in loyalty programmes for their e-commerce business in place of individual customer loyalty. Now is the time to go the way from brand fidelity to e-loyalty (Gommans, Krishnan and Scheffold, 2001)

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APPENDIX

QUESTIONNAIRE

A STUDY ABOUT E-LOYALTY AMONG PEOPLE IN ERNAKULAM DISTRICT

1. Gender:
 - Male
 - Female

2. Age:
 - Below 15 years
 - 15 - 19 years
 - 20 - 25 years
 - 26 - 30 years
 - 31- 40 years

3. What is the highest education level that you have completed?
 - Did not attend school
 - Primary education
 - Secondary education
 - Higher Secondary education
 - Bachelors
 - Masters
 - Other, specify:

4. What is your employment status?
 - Employed
 - Unemployed
 - Retired
 - Student

5. What factors influenced you to stick to use online shopping websites?
 - Price
 - Availability
 - Convenience
 - Quality provided
 - Information quality
 - Others, specify:

6. The products purchased are always delivered on time.
 - Strongly Agree
 - Agree

- Neutral
- Disagree
- Strongly Disagree

7. It is easy to find products that fit my budget without compromising their quality.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. What is your most preferred website for online shopping?

- Amazon
- Flipkart
- Myntra
- Ajo
- Other, specify:

9. What are the reasons that made you opt for online shopping?

- Convenience
- Time Saving
- Best price
- Easy returns
- Product reviews available
- Cash back offers
- Others, specify:

10. The information provided by the website helps to choose a product/service online

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. The customer care services of online platforms are satisfactory.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. For how long have you been using online shopping sites?

- Less than 2 years
- 2 - 5 years
- 6 - 9 years

- More than 9 years

13. How often do you purchase online?

- Once in a week
- Once in a month
- Once in 3 months
- Once in 6 months
- Once in a year

14. How often do you visit online shopping sites?

- Everyday
- A few times week
- About once a week
- A few times a month
- Once a month
- Less than once a month

15. How satisfied are you with the quality of service provided by the online websites?

- Very satisfied
- Satisfied
- Neutral
- Not satisfied
- Very dissatisfied

16. Will you purchase again and again from the same website?

- Yes
- No

17. Will you stick to the same website even if the price of the product is increased?

- Yes, irrespective of price increase
- Up to a certain limit in the price increase
- No, I will look for the same product on another website

18. Will you recommend online shopping sites to friends and family?

- Yes
- No
- Maybe
- Never

19. Which aspects, in your opinion, should be improved in order to increase consumer loyalty?

- Providing after-sales assistance
- Offering more delivery and return options
- Offering reward programs
- Providing personalised customer service
- Setup Retargeting Ad Campaign
- Others, specify:

