Building Brand Loyalty Drivers in E-Commerce: A Conceptual Framework

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Abstract

In recent times e-commerce has shown phenomenal growth. On-line shopping has become quite a trend among consumers. On-line shopping trend is huge success because of its easiness and time saving component and moreover companies offer huge discount on products as compared to brick and mortar store. No doubt e-commerce has provided brilliant platform to business firms and it has attracted customers in big way but it also leads to availability of numerous products before customer to choose. It brings the importance of building and maintaining brand loyalty in e-consumers. The aim of this paper is to integrate previous analysis within the field of brand loyalty among e-consumers to produce an abstract framework during this space. This paper is an effort to explain importance of building brand loyalty in e-consumers to utilize e-commerce as a very important platform in business resource management. The study provides a synthesis of brand loyalty literature on e-consumers to additional our understanding of brand loyalty among e-consumers, and conjointly puts forth future priorities for brand loyalty among e-consumers analysis. It works on methodology to maneuver from professional homeward-bound descriptive analysis. An abstract framework of drivers of building brand loyalty among e-consumers is providing extends our understanding of brand loyalty among e-consumers.

Keywords: Brand Loyalty, E-Consumers, E-Commerce, On-line shopping.

Introduction

With the outstanding growth of e-commerce and on-line shopper searching trends, it brings the importance of building and maintaining brand loyalty in e-consumers. To a large extent, the success of most businesses depends on their ability to create and maintain customer loyalty. In the first place, selling to brand loyal customers is far less costly than converting new customers. In addition, brand loyalty provides firms with tremendous competitive weapons. Brand loyal consumers are less price-sensitive. A strong consumer franchise gives manufacturers leverage with retailers. And, loyalty reduces the sensitivity of consumers to marketplace offerings, which gives the firm time to respond to competitive moves. An outsized range of corporations have no inheritable e-commerce for his or her business and have progressed through this tool. E-business has emerged mutually of most vital selling and sales tool. Web is ever-changing the means shoppers look and purchase merchandise and services, and has quickly evolved into a world development. With the assistance of e business we will purchase something that's out there on the net. Through e business completely different sort of businesses has gained a chance to extend their sale and may maintain an on the spot relationship with its customers. E-business has helped plenty within the economic process of business throughout the planet. On-line searching trend has result in marketers round the world to offer stress on building complete loyalty among e-consumers. In ancient shopper selling, the benefits enjoyed by a brand with sturdy client loyalty embrace ability to take care of premium valuation, larger talks power with channels of distribution, reduced merchandising prices, a powerful barrier to potential new entries into the product/service class, and synergistic blessings of brand name extensions to connected product/service classes (Reichfeld, 1996).Consumers are enjoying a vital role in on-line searching. The increasing use of web by the younger generation in India provides a rising prospect for on-line retailers. It is standard to most of the net researchers that, the degree of on-line business-to-consumer (B2C) transactions is increasing annually at a really high rate. The arrival and growth of "Business to Consumer" (B2C) e-commerce has increased the importance of building a loyal visitant base to an e-commerce web site. Most of the analysis has been confined to practitioner-oriented suggestions on a way to build loyalty to industrial websites (Smith, 2000; Reichfeld & Schefter, 2000). The target of this research paper is to interpret brand loyalty literature within the context of on-line consumer behavior so as to bring out the similarities and variations between brand loyalty among e-consumers. During this method we have a tendency to develop an abstract framework of brand loyalty among e-consumers and its underlying drivers and it implications for e-marketing apply and also the direction future research would possibly take.
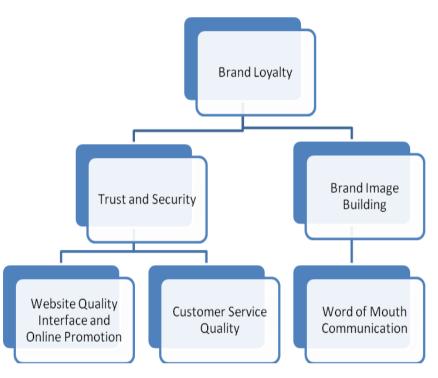
Literature Review

Oliver (1997) has presented a conceptual framework of brand loyalty that includes the full spectrum of brand loyalty based on a hierarchy of effects model with cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions. Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behaviour, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behaviour is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers

of the value of their purchase and encourage them to continue purchasing those products in the future. Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviours such as word of mouth advocacy (Dick and Kunal, 1994). Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience (Jones et al., 2002). Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior (Reichheld and Earl, 1990), (Reichheld, 1993). A definition integrating this multidimensional construct has been given (Oliver, 1999) as: "a deeply held commitment to re buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior). Oliver (1999) further stated that loyalty is a deeply held commitment to re-buy or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing. Chen and Ching, (2007) suggested that loyalty comprises of two dimensions: behavior and attitude. The behavior dimension is characterized by consequential actions resulting from loyalty, while attitudinal dimension refers to formative behavior as commitment i.e. a desire to maintain a valued relationship. More importantly, the consumer's attitude toward a product/service including attitudinal preference and commitment has a greater impact on forming loyalty. Loyalty therefore, is desirous by all business managers as it has established that it is cheaper to retain a customer than to win a new one (Rust and Zahorik, 1993 According to (Vesterby & Chabert, 2001) the net will create it easier for businesses to own info on their product and services out there to their potential customers. A company will meet the individual wants of the client info to a lower price per report back to the dispatch of product catalog. (Vesterby & Chabert, 2001) asserts that the companies while not physical presence should market themselves significantly, each on-line and offline, for that the shoppers to recollect their name. The net business plays a serious role within the international economy and will continue within the future. The fascinating facet is that the image of the merchandise has the best mark for this that is to draw in the client to go to the web site. The construct of brand loyalty has been extensively mentioned in marketing literature with the most stress on two completely different dimensions of the concept: activity and attitudinal loyalty. Joseph Oliver (1997) has conferred an abstract framework of brand loyalty that has the complete spectrum of brand loyalty supported a hierarchy of effects model with psychological feature, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions. A definition desegregation this flat construct has been given (Oliver, 1999) as: "a deeply command commitment to re purchase or repatronize a most well-liked product/service systematically within the future, thereby inflicting repetitive same-brand or same brand-set getting, despite situational influences and selling efforts having the potential to cause switch behavior." The construct of brand loyalty among e-consumers extends the standard brand loyalty construct to on-line shopper behavior. Though the underlying theoretical foundations of brand loyalty and also the recently outlined phenomena are usually similar, there are distinctive aspects of it within the space of web based mostly selling and client behavior. Schultz (2000) describes customer brand loyalty in internet as an evolution from the standard product driven, merchant controlled construct towards a distribution driven, shopper controlled, and technology-facilitated construct. Additionally it has many parallels to the "store loyalty" construct (Corstjens & Lal, 2000) like building repeat store

visiting behavior moreover because the purchase of established brand things within the store. As extensively mentioned in Schefter and Reichheld (2000), brand loyalty among e-consumers is all regarding quality customer support, on-time delivery, compelling product shows, convenient and fairly priced shipping and handling, and clear and trustworthy privacy policies.

Brand Loyalty Building Driver: An Abstract Framework

Brand building activities are divided into two major are as: building brand image and frequency programs. Short-run marketing activities like promotional tools are historically framed to form a brand's image (Knox, 1996). These short-run tools have to be compelled to be balanced with semi permanent activities, e.g. development to form a good brand image. The interactive nature of the net permits managers to convert this idea into applies in an exceedingly completely different means. The unidirectional mass communication model of advertising campaigns will be replaced by a two-way or maybe a bunch communications approach in brand building. One example of the net's ability to perform semi permanent marketing activities is that the look of varied custom-made product on the web. Frequency programs have invariably been a vital technique to retain customers. Promoting and supporting "user groups" to bolster positive brand image and loyalty has been a vital tool employed in brand management applies. In these varieties of ancient shopper brand organizations, communications regarding the brand and also the relationship are managed by the merchant. In distinction, the "online community" has the distinctive advantage of peer-to-peer complete connected communications moreover because the distinctive 24/7 (24-hour/7-day a week) access and international reach of the net. McWilliam (2000) has summarized the rising importance of building stronger brands through on-line communities and techniques for managing these communities.

Brand Image Building

Brand image building as a strategic tool for developing brand loyalty has been mentioned plenty from each theoretical and social control views within the literature (Bhat & Reddy, 1998; Yoo, Donthu, & Lee, 2000). Park, Jaworski, and MacInnis (1986) have projected brand construct management on the idea of symbolic and useful dimensions. (Lee. H, Lee. C & Wu.C, 2009) state brand image as "perceptions a few brand as mirrored by the brand association control in client memory." shoppers associate the brand with tangible and intangible attributes, usually it's diagrammatical by the emotions and thoughts the shoppers have in their minds. The brand association simply helps customer's method info and retrieves once they created the buying call as a result of it remembers positive feelings and attitudes toward that brand (Lee. H, Lee. C&Wu. C, 2009). The brand image is additionally brand singularity once it involves competitive brands (Lee. H, Lee. C&Wu. C, 2009). Most competitive brands have distinctive dimensions to differentiate themselves from the competitor's brand. The brand may well be differentiated by the colour, the feel, sound, packaging, design, weight, whereas different a lot of abstract dimensions will be brand singularity. Brand image conjointly includes the customer's information, belief and knowledge concerning the particular brand (Lee. H , Lee. C & Wu.C, 2009). The supply |of information and knowledge may come back from advertising, promotion, friends, internet, word of mouth or company reports and bulletins. Customers' information may embody the vary of product among the brand, the philosophy the corporate and therefore the brand's quality. Once shoppers grow a positive image for a brand, they may develop a powerful affiliation. Customers may additionally develop beliefs concerning the brand. If the purchasers have a powerful belief a few brands, the a lot of deeply unmoving the brand image in their mind. As associate outcome, shoppers simply establish brands and that they aren't simply persuaded by a competitor's providing as they'd otherwise. Hyun & Kim (2011) expressed that "A favorable brand image would have a positive influence on client behavior towards the brand in terms of skyrocketing loyalty, commanding a value premium and generating positive viva-voce." subgenus Chen and Myagmarsuren (2011) argue that "Brand image may be a subjective perception, a representation of purposeful and non-functional info concerning the merchandise or service. One vital a part of subjective perception of brand image is that the symbolic ideas brand temperament." Brand image is that the perceived functions and symbolic association within the mind of shoppers and therefore the strength and favor of name image depends on the consumer's price (Salciuviene, Ghauri, Mockaitis & American state Mattos, 2009). Consistent with them a product purposeful attribute is tangible excellence of a brand on activity sure technical practicality in high normal and symbolical brand attribute refers intangible advantages offered by brand like self-image and standing. Brand image plays a crucial role once client evaluates service and products and it's a thrust for client brand loyalty (Chen & Myagmarsuren, 2001). In e-business the importance of brand name building has accrued with the exploding range of competitive decisions that have appeared in an exceedingly short amount of time. The net offers distinctive tools of interactive brand building that have antecedently not been out there through ancient mass media orientating brand-building methods. A study of the trends in brand building on the net (Nemes, 2000) has shown the importance of domain names as brand extensions. Not solely do shoppers like standard and simple to recollect web site names, however the web site content additionally plays a major role in enhancing the general brand image.

Word of Mouth Communication

One of the foremost wide accepted notions in client behavior is that word of mouth (WOM) communication plays a crucial role in shaping the target-consumers' attitudes and behaviors. this is often as a result of the WOM is considered providing a lot of reliable, trustworthy recommendation, and private contacts square measure typically ready to supply social support and encouragement (Arndt 1967; Day 1972). Customers are greatly influenced by data from folks around them: friends, relatives, and colleagues (Soderlund, 1998). WOM communication could be a key to judgment and selecting new product or services (Fong & Burton, 2006; Harrison-Walker, 2001; Oliver, 1980; Richins, 1983). From the business viewpoint, WOM is a cost-effective thanks to promote products/services. several studies have spared no effort to search out what will increase word of mouth. In step with Westbrook (1987), WOM is "informal communication directed at alternative customers concerning the possession, usage or characteristics of specific merchandise and services and/or their sellers." As a commercial advertisement approaches customers with a selected purpose (e.g., marketing and promoting products), it arouses the customer"s curiosity; but, the advert doesn't guarantee enough trust to form customers purchase products/services. Not like such business advertisements, data from shut friends creates trust, and therefore word of mouth communication from acquaintances influences selections quite alternative sources of data. Indeed, studies have confirmed that word of mouth includes a vital, positive impact on not solely on client deciding however post-purchase perceptions (Kardes & Kim, 1991; Hennig-Thurau & Walsh, 2003). It plays a crucial role in shaping client attitudes and behaviors towards product and corporations (Brown & Reingen, 1987). Katz and Lazarsfeld's study, back in 1955, found that word of mouth was four to seven times simpler than advertising in newspaper or magazine media and private marketing promotion tool, in influencing customers to change brands. Similarly, Day (1971) found that WOM was ninefold as effective as ancient media advertising, in changing client unfavorable or neutral predisposition into positive attitudes. making and reinforcing favorable attitudes mostly rests with the power of the complete to come up with favorable word of mouth. Mazzarol, Sweeny and Startar (2007) counsel that the WOM could be a new thanks to come through competitive advantage within the market place. It is viewed as associate degree indicator of client loyalty. Srinivasan et al. (2002) finds that one among the activity outcomes of e-loyalty is positive word of mouth. Hagel and Armstrong (1997) and Dick and Basu (1994), state that loyal customers are a lot of doubtless to interact in positive word of mouth. Loyal customers are reportable to own higher retention rates, commit a better share of their payment and a lot of doubtless to advocate others to become customers of the firm (Zeithmal, 2000). Building and maintaining client loyalty, so has been a central theme of selling theory and observe in achieving property competitive advantage (Gommans et al., 2001). Students have created advances in delineating the loyalty states and stages through that customers become loyal to corporations and product (Jacoby & Chestnut, 1978; Dick & Basu, 1994; Oliver 1997; Uncles, Dowling & Hammond, 2003; Harris & Goode, 2004). as an example, Oliver's (1997) four stage loyalty chain model suggests that customers bear four distinct and ordered stages. They first develop psychological feature loyalty, that is followed by the cultivation of emotive loyalty, conative loyalty, and at last action loyalty.

Trust and Security

Trust, notably the distinctive dimensions of transactional security and privacy (Hoffmann et al., 1999), play a vital role in generating client loyalty to e-business. The role of trust in building and maintaining brand loyalty has been researched extensively in each shopper and business-to-business shopping for things (Cowles, 1997; Doney & Cannon 1997; Chaudhuri & Holbrook 2001).More frequent on-line consumers are expected to use on-line searching often because it enhances their trust within the several web site than for fewer frequent on-line consumers. Trust plays a central role in augmenting each activity and attitudinal loyalty that successively influences selling outcome connected factors like market share maintenance and value physical property. Within the field of brand loyalty among e-consumers many structural models of trust and its relationship to repeat visits to e-commerce sites are conferred (Jevons & Gabbott, 2000). Media and Greenfield survey showed that a majority of internet shoppers like websites that provide custom-made product and knowledge. This clearly indicates the importance of mass customization in making brand loyalty among e-consumers. Customization is that the results of the interactive involvement of the client within the style of his/her ideal product. The pc manufacturer, Dell, has with success enforced the approach of "build your own computer" through the employment of "Choiceboards" (Slywotzky, 2000). The high involvement within the product style on the part of the customer inherently creates a stronger emotional relationship with the complete that afterward results in brand loyalty. The accumulated client cognitive content over many transactions permits the e-marketer to sharpen the custom-made offerings and stop competitive inroads. the mixture of client involvement in product style and a well known complete with associated product quality and guarantees will increase the likelihood that product performance meets client expectations .Traditional brands with high brand loyalty have enjoyed a definite degree of immunity from price-based competition and brand switch (Dowling & Uncles, 1997). In e-markets, however, this immunity is well diminished owing to however straightforward value examination among searching agents is (Turban et al., 2000) and owing to the very fact that competition is simply one click away. Thus being in an exceedingly competitive value vary is additional necessary for e-businesses in developing and maintaining client loyalty (Reichheld & Schefter, 2000). A consumer's trust in a web store will be thought because the consumer's trust directly within the store. nonetheless , Hoffman et al (1999) argued that the effectiveness of third party trust, certification bodies and also the public key cryptography infrastructure for guaranteeing monetary security , square measure the central success factors for building shopper trust in web searching .Consumer risk perceptions and considerations relating to on-line searching square measure chiefly associated with aspects involving the privacy and security of non-public info, the safety of on-line dealings systems and also the uncertainty of the merchandise quality. A recent study by Ratna Singham (1998) has shown that worry of on-line master card fraud has been one in all the foremost reasons customers haven't done additional in depth on-line shopping for. Moreover, privacy considerations have junction rectifier to a promotion debacle for a few major e-businesses leading to substantial brand image erosion (Advertising Age, 2000). Many distinctive tools and techniques are out there to e-businesses to reinforce client trust in their web site. This includes third party approvals, encryption, authentication, and non-repudiation methods. Cryptography assures information security in transmission, authentication guarantees the identity of the participants concerned within the electronic contract, and non-repudiation suggests that maintaining an authentic transcript of the precise terms and conditions of the contract united to by each parties. Passwords are most

ordinarily employed in authentication processes. Trust that is closely associated with security could be a vital considers the net shopping for method behavior method. In general, you cannot feel, smell, or bit the merchandise. You can not verify the salesperson's eyes. Therefore, these ways in which of developing trust are excluded on the net. Brand trust typically contributes to a discount of uncertainty. Additionally, trust could be a element of the attitudinal element of loyalty. Thus it's obvious that loyalty normally and complete trust particularly will facilitate to beat a number of the Internet's disadvantages, e.g. to beat perceptions that the net is an unsafe, dishonest, and unreliable marketplace

Website Quality and Online Promotion

A unique consider building brand loyalty among e-consumers is that the vital role of the primary impression created by an internet site moreover as its simple use (Smith, 2000)- straightforward navigation, quick page masses, server responsibleness, fast searching and checkout processes, and a customized interface. Szymanski and Hise (2000) worked out that convenience and website style square measure among the foremost factors that confirm client satisfaction, that successively influence the choice to repatronize a website. An internet site should be designed for a targeted client section, which implies that the content of the location should match the preferences of its targeted client cluster. Turban et al.(2002) argue that elegant style of computing machine can serve higher to its supposed audiences. Kin and Lee (2002) the net website style describes the charm of the computer programme style conferred to client and customers are willing to go to additional usually and keep longer with engaging internet sites. Following them, Grandon's study found that quality computing machine style is crucial for on-line searching. Native adaptation ought to be supported a whole understanding of a client group's culture. as an example, individuals of various countries understand colors otherwise or individuals with a unique reading direction (such as Arabic or Chinese) don't look into an equivalent spots on the screen as individuals in Western countries do. An e-business should bear in mind of the very fact that plenty of consumers are stricken by time constraints. If an internet page takes an excessive amount of time to load, it should keep potential customers away. Moreover, navigating through an internet site should be straightforward, which means that browsers ought to be able to notice the things they're craving for in an adequate quantity of your time. Norman and Chin (1998) have counseled that advanced websites adopt a pouch-shaped structure that's broad at the highest and also the bottom levels and slim within the intermediate levels. This has been shown to well increase simple navigation. If customers visit a website with none intent to shop for, inserting sensible offers on the primary page is vital. On the opposite hand, for an e-business whose customers visit the location with the intent to shop for, establishing an internet site with a good search operate is vital. Additionally to internet style problems, factors like server responsibleness and quick response times represent key technical problems that have a serious influence on e-loyalty. A server crash whereas browsing an internet site or maybe worse, whereas inserting an order, can have an adverse impact on the choice to go to the location once more. Promotion may be a selling combine part that may be a quite communication with shoppers. Promotion includes the employment of advertising, advertisements, personal merchandising and content. Advertising may be a non-personal presentation of data in mass media a few product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards product and types, and successively, influences their purchase behaviours (Evans et al., 1996). This shows that promotion, particularly through advertising, will facilitate

establish ideas or perceptions within the consumers' minds likewise as facilitate differentiate product against different brands. Consistent with Rowley (1998), promotion is a crucial component of a firm's selling strategy. Promotion is employed to speak with customers with reference to product offerings, and it's conjointly how to encourage purchase or sales of a product or service. Commercial tools are utilized by most organisations in support of advertising and promotional material activities, and that they are targeted toward shoppers as final users. She conjointly states that promotion incorporates a key role in crucial gain and market success and is one in all the key components of the selling combine which has advertising; direct marketing; sales promotion; promotional material and publicity; personal merchandising and support. E-mail are often used as online promotion tool, for instance to share info regarding products and services, to push them, to build brands, to guide customers to websites, to alert customers, and to inform the standing of orders. Marketers nowadays use numerous e-mail techniques, such as newsletters, reward programs and community building (see, e.g. Brondmo, 2000; Roberts et al., 2001). Newsletters, as Brondmo (2000, p. 51) suggests, "are maybe the foremost common vehicles for establishing current dialogue with customers, most likely as a result of the supply a terrific mechanism for human action a extremely personalized mix of knowledge, amusement, and promotions."Enhancing brand loyalty with e-mail communication the client relationship management (CRM) and marketing literatures counsel that regular contacts with customers facilitate marketers enhance brand loyalty. Unsolicited mail is employed to cross- and up-sell, to extend customers' purchasing frequency, and to induce customers to respond and to get entangled during a dialogue. The idea is that a lot of oftentimes a client buys or responds to messages, and therefore the more modern the purchase or response has been, the a lot of loyal the customer is. Direct marketers oftentimes use offers to build loyalty. Another side of understanding however regular communication will enhance brand loyalty is how communication from a brand and interaction with the brand has an effect on brand attitudes. Communication and shopper behavior theories counsel that once shoppers have a preference for a brand, they're a lot of keen and willing to receive info from it and conjointly to search for info regarding it. Recurrent exposure potentially enhances brand attitudes by permitting the client to method a lot of info (Berger and Mitchell, 1989). Once a shopper spends time with the brand and processes info, positive emotive responses (emotions, feelings, moods, primary have an effect on, satisfaction) regarding the brand come to mind within the consumer's mind (Dick and Basu, 1994). Brand loyalty is strengthened as learning and exaggerated positive experiences with a certain brand decrease the look for info about various brands (Newman and Staelin, 1972).

Customer Service Quality

A common definition of service quality is that the service ought to correspond to the customers' expectations and satisfy their desires and necessities (Gronroos, 1990). Service quality may be a quite personal merchandising, and involves direct interactions between sales folks and potential patrons. customers wish to patronise specific stores as a result of they just like the services provided and are assured of sure service privileges. The impact of salespeople-consumer relationships can usually end in future orientation of shoppers towards the shop or brand. Trust in sales folks seems to relate to overall perceptions of the store's service quality, and leads to the patron being altogether happy with the stores within the finish. In addition, personalisation (i.e. dependableness, responsiveness, personalization and tangibles) considerably influence consumers' expertise and analysis of service, and successively, affects the brand loyalty of shoppers (To & Leung, 2001).

Gronroos (1990) noted that the standard of a service as perceived by customers had 3 dimensions: purposeful (or process) dimension, technical (or outcome) dimension, and image. Moreover, Richard and Allaway (1993) argued that utilising solely purposeful quality attributes to elucidate and/or predict consumers' behaviour may well be a misspecification of service quality and had low prophetic validity. Therefore, the subsequent hypothesis is planned. Order fulfillment and speedy delivery systems are as vital to brand loyalty development because the different factors. A thoughtful supplying system that guarantees a quick delivery when the checkout method contributes to customer satisfaction that successively contributes to loyal behavior. Additionally to the speed of delivery, the supplying system ought to enable other ways of delivering product. Some customers like better to get the merchandise delivered by parcel services, like FedEx and DHL. Others would possibly wish to select up a product in an exceedingly physical store so as to own someone to speak to. Customer service is another crucial space for e-marketers (Helmsley, 2000). Generally web site designers cannot avoid a definite degree of complexness within the design of an internet site. Therefore, it's necessary to own a thoughtful client service system. Links to commonly asked queries (FAQs) and links to on-line representatives square measure helpful so as to help customers within the choice or shopping for method. A merchant mustn't simply provide on-line help. In several cases, it's additional convenient for patrons to decision an organization. Therefore, the employment of a toll free number for patrons ought to be thought-about. A customer buys one thing on the net has one major disadvantage compared to a client in real area. Web customers cannot bit, smell, or expertise the great before they pass. This makes a consumer insecure regarding shopping for a product. So as to attenuate this insecurity, e-business ought to provide brands that are well-known, sensible product quality, and, of course, guarantees.

Findings

The drivers of brand loyalty among e-consumers conferred within the framework higher than have immediate implications for marketing management in terms of developing and maintaining brand loyalty in e-space. The direct implications of those findings is that that brand building activities like brand image building , word of mouth communication , web site quality and online promotion, enhancing trust and security and up service quality will absolutely build brand loyalty among e-consumers , probably resulting in accrued frequency of initial purchase and repeat purchase on a part of shoppers. Additionally, that specialize in up delivery system and client service can strengthen the present brand loyalty of their current customers supported accrued satisfaction levels. Recent experiences of delivery delays and lack of infrastructure to handle client came merchandise resulted in serious blows to brand believability of major e-retailers throughout a recent season sales amount (Neuborne, 2000). This means that larger effort is required to make brand recognition and trust before establishing brand loyalty.

Conclusion

The framework we have proposed is of relevancy to e-marketers, since it permits them to assess brand loyalty among e-consumers permits them to draw in shoppers to buy on the net. Supported the abstract framework of drivers of brand loyalty among e-consumers conferred during this paper, many necessary future analysis queries arise. First, there's the requirement to maneuver from professional person orientating descriptive analysis to an additional on paper based mostly model of

brand loyalty. As an example, there arise has to study of the relative importance of the various drivers in building brand loyalty. As an example trust and security factors are additional necessary than web site navigation. There arise want of comparative analysis on the relative importance of the various factors in driving brand loyalty in ancient and e-marketplaces. Another dimension of analysis deals with the activity problems in brand loyalty among e-consumers. Owing to the straightforward availableness of a mess of activity measures of brand loyalty among e-consumers (such because the repeat visit rate to websites, the quantity of your time spent by a personal at an internet site, etc.), there has been a preoccupation with the employment of visit statistics as a surrogate for brand loyalty. Word of Mouth communication plays significant role in building brand loyalty as it increase the faith of e-consumers towards online shopping portals. Same way improved interface of website and ease of use leads to satisfaction of customers while browsing online shopping portals. However, as has been advised in our framework, it's necessary to travel on the far side simply the activity dimension of loyalty and additionally contemplate the attitudinal and activity intent dimensions. Brand loyalty among e-consumers can still be a key success considers e-commerce. Building and maintaining brand loyalty among e-consumers are going to be a challenge within the extremely competitive and fickle world of on-line searching. Understanding the drivers and dynamics of customer loyalty is developed and maintained in internet with the assistance of an integrated theoretical framework is vital to developing future marketing methods during this space.

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