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B-LOYALTY TO E-LOYALTY IN THE CONTEXT OF E-COMMERCE

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ABSTRACT

The retail scenario is one of the fastest growing industries in India over the last 15 years. It comprises of organized retail and UN organized retail sector. Traditionally the retail market in India was largely unorganized however with changing consumer preference, organized retail is gradually becoming popular organized retail in India is expected to grow 25-30% yearly. Organized retailing provides an ideal shopping experience through consumer preference analyses, excellent ambience and choice of merchandise. Changing life styles, strong income growth and favorable demography are the drivers for the fast growth of this sector. With the introduction of E-commerce and on-line consumer shopping trends the importance of building and maintain E-loyalty in electronic market places has come into picture in marketing theory and practice. Managing customer trust, satisfaction and loyalty attitudes of E-commerce services is very important for the long-term growth of businesses. As the competition in e-commerce is intensified, it becomes more important for online shopping. This paper makes an attempt to find store loyalty of customers who buy from organized retail outlets and E-loyalty of customers who regularly do the online transactions in E-commerce Sites. The samples are collected from mobile phone users who buy the mobiles from stores and users who regularly do the transactions in on-line in Vijayawada and Guntur. Andhra Pradesh, India. The study suggest that retailers and E-sellers ought to build a brand and promote its brand awareness through sales promotion, advertising and other marketing activities, if brand awareness is high it's brand loyalty will also increase. Whether it's comes to retail outlets or E-commerce sites.

KEYWORDS

brand awareness, brand loyalty and satisfaction. E-commerce, on-line, E- loyalty, customer retention and satisfaction.

INTRODUCTION

Retailing is the activity of selling goods and services to a final consumer for his own use, retailers form the link between the manufacturers, whole seller, agencies and the customers. Retail sector in India is witnessing unparallel growth unmatched demographics, rising income levels, shifting life styles and changing aspirants of the burgeoning middle class has unleashed a retail revolution in the country. Retailing is the largest private industry in India and the second after agriculture. It contributes about 13% to the GDP and 10-12% of employment having over 20 million retail outlets. Industry in India has changed its face and approach, Indian retail industry is witnessing a paradigm shift as the sector is getting organized and consumers are seeking a one-stop shopping place with convince and entertainment. Professionally managed and separately owned retail organizations are the face of today's retail sector. Changing life styles, strong income growth and favorable demo graphs are the drivers of the fast growth of this sector. There has been a big rise in expansion in retail stores in India in recent years. Another interesting point is that the rate of growth of retail stores has generally outstripped the rate of population growth by the year 2012; the number has gone up to over 12 million. Emergence of chain stores/ retail chains is the other development in the Indian retail scene in recent times in south India, in particular has seen the strong emergence of chain stores. Consisting of chain of retail stores owned by a single agency and operated under the same name and style in different cities/locations. A brand is generally a name and a symbol. It is an important means which helps creating a positive image on consumers and being different from rival products. Loyal customers are loyal consumers of the brand and perform repeat purchases and recommend the brand to those around. According to Philip Kotler "Retailing includes all the activities involved in selling goods or services to the final customers for personal, non- business. A retailer or retail store is any business enterprise whose sale volume comes primarily from retailing. Loyalty Marketing may be defined as the business process of identifying retailing and increasing the yield from last customer's intensive, value added relationships typically through the use of loyalty programs. Customer loyalty to a retailer can be said to be existing when a customer chooses to shop in only one store or retail chain for a specific product (or) group of products. Success in retail operations is generated mainly by two things: Margin and Turnover.

In recent years, electronic commerce growth and the use of the internet in the consumer decision Making process ensures that traders to make greater use of this tool. While consumer behavior in E-commerce seems to be a complex subject, the consumer expectations are changing, challenging traditional patterns of supply of commercial websites. E-commerce has become one of the essential features in the internet era. Online shopping become the third most popular internet activity immediately following e-mail using and web browsing. A brand is generally a name and a symbol. It is an important means which helps creating a positive image on consumers and being different from rival products. Loyal customers are loyal consumers of the brand and perform repeat purchases and recommend the brand to those around. Changing life styles, strong income growth and favorable demo graphs are the drivers of the fast growth of this sector. Loyalty is at the heart of business firms and companies make great efforts in order to maintain their customer's loyalty. These efforts become increasingly difficult and serve in the online business to customer environment since online companies such as e-stores or e-retailers are facing competition not only from other similar sites but also from offline companies that offer similar products and services Yen & Good. (2007). Despite the importance of e-loyalty to business success in online consumer marketing, little theoretical research has been so far in this field. Most of the research has been confined to practitioner- oriented suggestions on how to build loyalty to commercial websites (smith, 2000; Reichfeld & Scheffer, 2000).

A unique factor in e-loyalty is the critical role of the first impression created by a website as well as its ease of use. Easy navigation, fast page loads, server reliability, Quick shopping and checkout processes and a personalized interface. A website has to be designed for a targeted customer segment, which means that the content of the site has to match the preferences of its targeted customer group. Global e-marketers should consider offering language-changing options since a website can be accessed from all over the world. An e-business has to be aware of the fact that a lot of customers are suffering from time constraints buyers of different products often follow different buying patterns. An e-business has to know whether most of its buyers come to the website with or without any intent to buy. If customers visit a site without any intent to buy, placing good offers on the first page is important on the other hand, for an e-business whose customers visit the site with the intent to buy, establishing a website with an effective search function is important. At a global level, e-loyalty is generally very strongly related to the profitability and long-term growth of a firm. Small increases in customer retention rates can dramatically increase profit. Loyal customers visit their favorable websites twice as often as non-loyal customers. Loyal customers spend more money, 35 to 40% of revenue will come from repeat visitors.

LITERATURE REVIEW

As long as repeat business is important and as long as customers have chance to go somewhere else. Employees must deliver high level of customer satisfaction for a company to be successful, in a compressive market place that offers meaningful consumer choice alternatives firms that do well by their customer are rewarded by business.

According Allagui and Temessek (2005), the theoretical foundations of loyalty to a company of the internet are similar to those of traditional loyalty. It is defined as continuing relationship established between the consumer and a brand as long as repeat business is important and as customers have the chance to go somewhere else, employees must deliver high level of customer satisfaction for a company to be successful

BRAND LOYALTY

Defined by Oliver (1997) A deeply held commitment to rebuy or repurchase a preferred product/ service consistently in the future. The consumer brand relationship is critical to the building of brand loyalty. Brand loyalty is important for several reasons. First, it reduces the cost of production because the sales volume is higher. Second, companies with brand loyal customers don't have to spend as much money on marketing the product. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. Businesses have to exert significant effort to facilitate brand loyalty. You need to convince potential customers that your product has a significant advantage over other products to justify consistent purchases of your product. It leads to customer satisfaction.

CUSTOMER SATISFACTION

The study of individuals, groups, or organization and the process they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behavior study is based on consumer buying behavior, with the customer paying the 3 distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict even for experts in the field. It studies features of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as other products against which the customer can compare the organization products. Shopping motives play a very important role in retail store, patronage (Roy 1994), shopping centers which match the predominant motives of customer have higher patronage and different product categories have different motives. Once the customer satisfy with one retailer or brand he never changes to another one normally but his behavior may change if attracts. So the process makes the re purchase again and again.

BRAND IMAGE

Brand image is the soul of the product or service. It is usually translate to customers, makes them believe in the products in a certain level and further helps them to make a purchase decision. Consumers often make use of sense of brand image to improve the quality of the product or service and decide their behavior. So the quality of brand image indirectly cause consumer cognition of the product or service quality. This is why enterprise work hard on it and maintain their brand image. As it emphasizes that brand should have its own distinction and it should be meaningfully. It leads to brand satisfaction.

BRAND SATISFACTION

Satisfaction is necessary but not sufficient component of loyalty, satisfaction is a prior of loyalty with increases in satisfaction leading to increasing in E-loyalty. The motion of satisfaction is considered here as an indirect source of e-loyalty. Brand Satisfaction can either refers to transactional measures focusing on a discrete incident construct resulting from a service of transactions. It is an antecedent of e-trust, with increases in satisfaction leading to increases in e-trust. It leads to e-loyalty.

E-LOYALTY

A deeply held commitment to rebuy or repurchase a preferred product/ service consistently in the future. The consumer brand relationship is critical to the building of loyalty. It is important for several reasons. First, it reduces the cost of production because the sales volume is higher. Second, companies with loyal customers don't have to spend as much money on marketing the product. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. Businesses have to exert significant effort to facilitate e-loyalty. You need to convince potential customers that your product has a significant advantage over other products to justify consistent purchases of your product. It leads to E-satisfaction.

E- SATISFACTION

Research has shown that consumer behavior is difficult to predict even for experts in the field. It studies features of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as other products against which the customer can compare the products to shopping sites which match the predominant motives of customer have higher patronage and different product categories have different motives. Once the customer satisfy with one e-retailer or brand he never changes to another one normally but his behavior may change if attracts. So the process makes the re purchase again and again. Satisfaction has generally been presented as an emotional state arising from the non confirmation of positive or negative initial expectations for the experience of possession or consumption (Oliver, 1980). In addition this definition of popular satisfaction and is often confused with the conceptualization of perceived quality, found no echo in research in the field of ecommerce and the web sites in general.

RESEARCH METHODOLOGY

The present study is focused on the shopping behavior dimensions of consumers who visit organized stores for mobiles and accessories. A total 20 stores was taken for study and the shopping behavior dimensions of consumers who visit the organized Ecommerce sites, while conducting the survey taken care to include respondents from different type of customers, educational back ground and income level. Apart from that data collected from employees of KL University.

PRIMARY DATA: The method of data collection done by the way of survey from 200 customers and 20 Mobile retail stores and who done their transactions regularly through Ecommerce sites in Vijayawada and Guntur.

SECONDARY DATA: collected from the books, news paper and Journals & Articles which published on brand loyalty and E-loyalty.

LIMITATION OF RESEARCH PAPER

- The research is confined to stores in the Vijayawada and Guntur; however the results may differ in other cities and with varied outlets in Ap.
- Sample size was selected 200, which include 50 employees and 150 customers

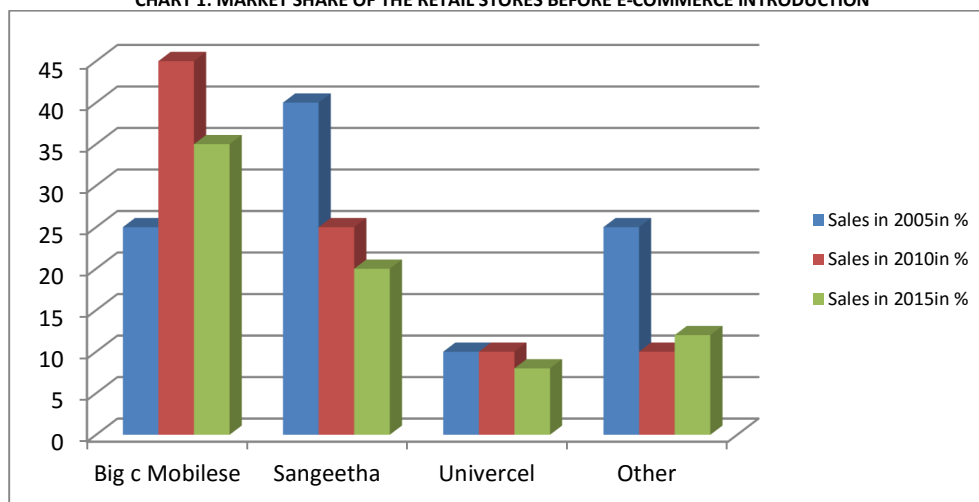
ANALYSIS OF DATA

TABLE 1: MARKET SHARE OF MOBILE RETAILERS AND e-COMMERCE SITES

Particulars	Big c Mobiles	Sangeetha	Univercel	Others	On-line sites
Year of introduction	2002	1974	1997	-----	2007
Ap	2002	1999	2001	-----	-----
Sales in 2005in %	25	40	10	25	-----
Sales in 2010in %	45	25	10	10	10
Sales in 2015in %	35	20	8	12	25

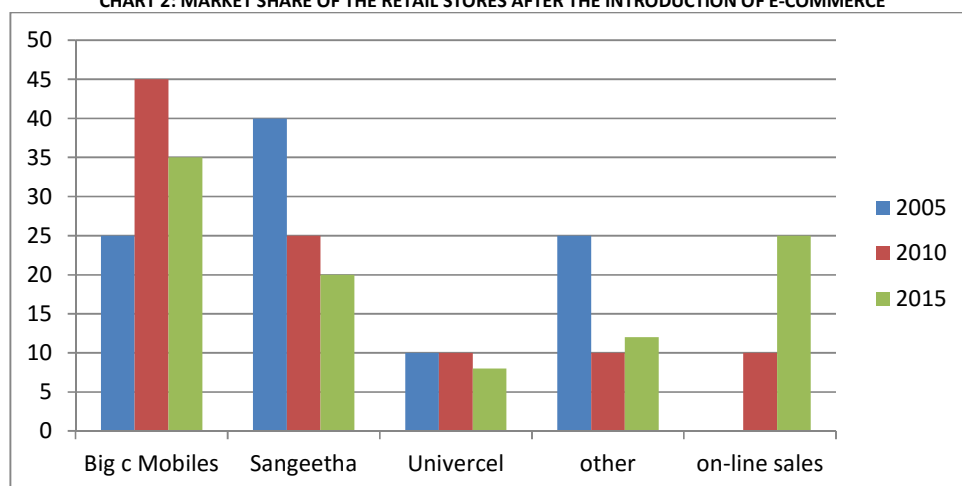
- Although sangeetha in Karnataka and univercel in Tamilnadu are market leaders but from the existence of the big c mobiles in AP, it is rising to No 1 position and enjoying the fruits. Comes to after introduction of E-commerce and on-line sales the retail store sales are slowly coming down.
- Others indicate local players.
- On-line sites indicate Flip kart, Snap deal, Amazon and etc.

CHART 1: MARKET SHARE OF THE RETAIL STORES BEFORE E-COMMERCE INTRODUCTION



➤ Other indicates local outlets.

CHART 2: MARKET SHARE OF THE RETAIL STORES AFTER THE INTRODUCTION OF E-COMMERCE



➤ Other indicates local outlets.

➤ On-line sales indicate E-commerce sites Flip kart, Snap deal and Amazon.

TABLE 2: GENDER TURNS TO ON-LINE SALES

Particulars	Frequency	Percent	Valid percent	Cumulative percent
Male	119	59.5	59.5	59.5
Female	81	40.5	40.5	100
Total	200	100	100	

- The above table shows that 59.5 % of male and 40.5 % of female respondents turns to on-line transactions; it shows that more men are making purchasing as compared to women on online.

TABLE 3: AGE OF PERSON'S TURNS TO ON-LINE SALES

Age	Frequency	Percent	Valid percent	Cumulative percent
18-25	55	27	27	27
26-35	85	43	43	70
36-45	38	19	19	89
45-55	15	7.5	7.5	96.5
56 and above	7	3.5	3.5	100
Total	200	100	100	

- Majority of transactions done by the age group of 18-35 years. (70%).

FINDINGS

Big c Mobiles has its existence from 2002 in the mobile industry in undivided AP with more than 150 stores in AP and Telangana of 2, 00,000 satisfying customers and more than 1500 employees and over 100 crore of turnover. Sangeetha started its journey in the year 1974 in Bangalore and starts expanding its business in to southern parts of country and now with almost 150 stores in across the south India and competing in Retail mobile industry. Comes to univercel started in 1997 in Tamilnadu and enjoying the business with 175 stores in south India and catering the customers with utmost care. This happened because of the management and employees who establish these retailers as a brand in mobile industry, along with unique models and features with reasonable prices at all stores their running the business. They provided the services to customers with complete sale which means start to end or end to end sale. Suppose a customer walk in to store to buy a mobile he can go with complete pack of services (complete sale). We won't get these services from E-commerce sites which are doing the on-line business and selling number of mobiles daily.

The regular advertisements in TV and newspapers they reached almost all customers in Ap. With the brand loyalty big c has introduced its own branded mobile in mobile industry called Celkon. In the growth of these stores we have to mention the sales executive and store managers role, in very short span of time. This is because of loyalty that customers have on organized retail stores and stores have on customers.

REASONS FOR REPEATED SALE

- Regular Advertisements.
- free insurance
- assured gifts
- Exchange offers and buy one get one free.
- Store merchandising
- Free parking

E-commerce has its existence from last 8 to 10 years. Now it reached to 70 billion dollars business in India, it may go to 200 billion dollars by 2025. The regular advertisements in TV and newspapers they reached almost all customers in India. With the brand loyalty they set up in E-commerce industry now this growing fast especially in transport and logistics, employment opportunities also increasing with rapid growth of E-commerce sites. They are recruiting huge number of employees on contract basis. In every three months 5-6 start-up companies are coming and already established company are setting up their offices in many places, recently Gati recruited 400 employees in 40 days of time. Commencement of E-commerce companies jobs are increasing in Distribution, packaging and delivering compare to software employment rate is 8-10%, but in this industry it is almost 25% in every month. Presently 1.5 lakh of employees are working and getting around 10-12 thousand as salary per month. Presently life style and home appliance related transactions are going in on-line in future it leads to food items coming into in picture.

"E-commerce is not a balloon"

Looking to E-commerce business many people say that "E-commerce is a balloon; today not tomorrow it will burst, but it's not seeing the situation. Presently from metros and big city people are only doing on-line transactions, by coming or in future technology development on-line sales will increase and it will help the industry. Now many people who are working in big positions in MNC are also looking into E-commerce companies to work. From last 8 months flip kart, Amazon; snap deal and etc companies are taken around 5000 people for employment.

As above mentioned data shows that usage of on-line is increased in twin cities of Vijayawada and Guntur. Because of the education and employment of the people are uses to do their transactions more on e-commerce sites. People from the age group of 26 to 45 are using more than the others, because of the income and also the technology. Many people are doing their transactions on online from purchasing of hair oil to shoe which we normally use from the head to bottom for our daily use. The analysis tells us who are the major or key players in E-commerce business in India to cater the services to the public. Retail in India is a \$500 billion market, consumption is \$1.4 trillion, and retail is a subset of consumption,"

PROBLEMS FACING BY CUSTOMERS

Although the invention of E-commerce took place in 2007. Till the customers are facing the problems of delivery. Not daily but often we see the issue of deliveries like customer has received the stones in Kakinada instead of the mobile which he ordered. Someone in Telangana received Mango's instead of Mobile. With proper tracking of the orders from booking to delivery we can eliminate the problems.

RED ALERT ON E-COMMERCE

While doing on-line transactions we should take care of the logos, photos and details of the sites for once or twice. Sometimes we get codes for discounts; we have to make the purchases very carefully mostly we should use our personal computer and also the use of debit/credit cards. The aim of this study was to understand the effect of social marketing on brand loyalty to E-loyalty and customer satisfaction.

FURTHER STUDY

After the introduction of E-commerce in all sectors its leads to affect the sales of retail outlets. This is more on retail sector in mobile industry. Flip kart, snap deal and Amazon introduction of the above mentioned E-shopping / online shopping sites the retail outlets are facing the problem of walk-ins/ foot prints. Affect of this the retail industry facing the low margins, high rental, increasing expenditure like employee salaries, electrical bills and etc. Retail industry as to think it of how to get out of this and how best they provide the good services to their loyal customers. Retailers want high margins with low investments and the customers want more benefits with less cost. The further study will be on Measures to retail industry from E-commerce sites or E-sites of mobile industry and how best they provide the services to their loyal customers and what are the points made them to E-loyal to E-commerce sites.

CONCLUSION

The retail is part of the service sector. The world has moved on from the age of customer satisfaction to the age of customer delight and organizations are remodeling their strategies around the customer and his needs with the aim of bringing him back and keeping him for life. This study can provide insights to the modern mobile retailers on how the consumer in Vijayawada and Guntur and perceives their satisfaction and store loyalty. An important factor which can lead to increased loyalty at the organized is customer relationship management activities like loyalty discounts, gifts, exchange offers, free parking facilities and so on. Understanding of shopper's behavior is the key to success for the retailers. Customers visiting organized mobile stores are status and quality conscious while deciding on the store to purchase from and branding to purchase. They always look for the benefits of shopping in a store over the retail outlets in terms of self esteem, variety, comparison of brands and discounts available and also seek value for the money they spent. Understanding of shopper's behavior is the key to success for the retailers. The effect of e-trust and e-satisfaction on affective and continuous commitment was taken into consideration. It suggests that e- retailers should pay much attention to the influence of brand awareness, perceived quality and e-loyalty on purchase intention. The consumers can identify a brand name when they want to buy a new article. E-commerce sites and management ought to build a brand and promote its brand awareness through sales promotion, advertising and other marketing activities if brand awareness is high, its brand loyalty will also increase. To reflect the outcome of our research, customer satisfaction against a E-commerce sites is positively influenced by the emotional state in internet shopping. When the perceived risk associated with purchasing on the website, consumers do take risks seriously at the time of making decision of purchasing online. This satisfaction, as determined by the emotional state and perceived risk, generates consumer loyalty to the merchant site.

From the primary data collected it can be concluded that consumers who are doing their transaction through on line with E-commerce sites are satisfied with the above mentioned three E-sites. One or two issues are happening in the country but with the proper tracking of the goods and services by on line from the starting point to end point that means from order booking to delivery. The E-commerce industry will fly like a kite with thread. If at all they make any mistake from their side the retail outlets ready to capture the market what they are missing from the introduction of E-commerce. Retail industry in India is at the cross roads but the future of the customer market is providing as the market is growing ,government policies are becoming more favorable and emerging technologies are facilitating operations in India. Almost all large companies across the globe are looking to start a base or stake in the Indian market.

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