A STUDY ON BRAND LOYALTY AMONG ONLINE SHOPPERS USING E-COMMERCE PLATFORMS IN MUMBAI

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ABSTRACT

This research explores the concept of brand loyalty among online consumers using e-commerce platforms in Mumbai. The study aims to identify the major factors that influence customer loyalty and the reasons behind switching between platforms in a competitive digital environment. It examines the role of product quality, pricing, customer service, emotional attachment, and platform features in shaping consumer preferences. Primary data was collected through structured questionnaires from online shoppers in Mumbai and analyzed using percentage methods, charts, and hypothesis testing. The results indicate that product quality and price are the most influential factors affecting brand loyalty, while emotional connection plays a comparatively limited role. The study also reveals that consumers are likely to switch platforms when better value, wider choices, or improved services are offered. These findings provide useful insights for e-commerce companies to enhance customer satisfaction and retention.

Keywords: Brand Loyalty, Online Shopping, E-commerce Platforms, Consumer Behavior.

INTRODUCTION

Technological advancements have significantly transformed the purchasing habits of consumers, resulting in rapid growth of online shopping platforms. In metropolitan cities such as Mumbai, e-commerce has gained popularity due to factors like convenience, time-saving, easy access to information, and competitive pricing. Consumers today have multiple platforms to choose from, which has increased competition among online retailers.

In such a dynamic environment, building and maintaining brand loyalty has become essential for e-commerce businesses. Brand loyalty reflects a consumer's tendency to repeatedly choose the same platform based on trust, satisfaction, and positive past experiences. Loyal customers not only contribute to repeat sales but also strengthen the long-term sustainability of a business.

This study focuses on analyzing brand loyalty among online shoppers in Mumbai by identifying the key elements that influence loyalty and switching behavior. It also evaluates the impact of pricing and emotional factors on customer retention, with the objective of offering practical insights for improving consumer engagement.

OBJECTIVES OF THE STUDY

- To identify the factors influencing brand loyalty among online shoppers using e-commerce platforms in Mumbai.
- To study the switching behavior of online shoppers between e-commerce platforms in Mumbai.
- To examine the influence of emotional connection on brand loyalty among consumers.
- To examine the influence of price on brand loyalty among online shoppers using e-commerce platforms in Mumbai.

SCOPE OF THE STUDY

The present study is confined to understanding brand loyalty among individuals who use e-commerce platforms in Mumbai. It concentrates on analyzing customer experiences, preferences, and perceptions related to online shopping. The research covers important variables such as product quality, pricing, customer support, delivery performance, and emotional association with platforms.

The study is based on primary data collected through structured questionnaires. Due to limitations of time and resources, the research is restricted to a specific geographical area and a limited number of respondents. Nevertheless, the findings are expected to provide meaningful insights for e-commerce companies to enhance customer satisfaction, improve service quality, and minimize platform switching.

RESEARCH METHODOLOGY

1) Study Method
The present study follows a descriptive research design, which is used to describe and analyze the characteristics, opinions, and behavior of online shoppers. This method is suitable as the study aims to understand existing patterns of brand loyalty and switching behavior rather than establishing cause-and-effect relationships. The descriptive approach helps in systematically examining consumer perceptions, satisfaction levels, and loyalty towards different e-commerce platforms.

2) Primary Data
Primary data was collected directly from online shoppers residing in Mumbai. A structured questionnaire was used as the main tool for data collection. The questionnaire included both multiple-choice questions and Likert-scale statements to capture respondents' views on factors such as price, product quality, emotional connection, customer service, and ease of use of e-commerce platforms. This method ensured uniformity in responses and made data analysis easier and more reliable.

3) Secondary Data
Secondary data was gathered from various sources such as academic textbooks, research journals, published articles, official websites, and online reports related to e-commerce and consumer behavior. These sources provided a theoretical foundation for the study and supported the interpretation of primary data.

4) Sample Unit
The sample unit of the study consists of individual consumers who actively use e-commerce platforms for purchasing products and services. These respondents have prior experience with online shopping and are familiar with at least one major e-commerce platform. Their regular engagement with online shopping makes them suitable participants for the study.

5) Sample Size
The sample size selected for the study is 54 respondents. This number was chosen considering time constraints, availability of respondents, and the descriptive nature of the research. Although the sample size is limited, it is considered sufficient to identify general trends and patterns in consumer behavior within the selected area.

6) Sampling Techniques
The study uses convenience sampling, where respondents were selected based on their accessibility and willingness to participate in the survey. This technique is commonly used in exploratory and descriptive research, especially when quick data collection is required. Convenience sampling allowed the researcher to collect relevant data within limited resources.

HYPOTHESES OF THE STUDY

Hypothesis 1
- H_0 (Null Hypothesis): Emotional connection has no significant influence on brand loyalty among consumers.

- H_1 (Alternative Hypothesis): Emotional connection has a significant influence on brand loyalty among consumers.

Hypothesis 2
- H_0 (Null Hypothesis): Price has no significant influence on brand loyalty among online shoppers using e-commerce platforms in Mumbai.

- H_1 (Alternative Hypothesis): Price has a significant influence on brand loyalty among online shoppers using e-commerce platforms in Mumbai.

DATA INTERPRETATION AND ANALYSIS
The data for the present study was collected through a structured questionnaire administered to 54 online shoppers. The responses were analyzed to understand the factors influencing brand loyalty in e-commerce platforms. The analysis is presented below:
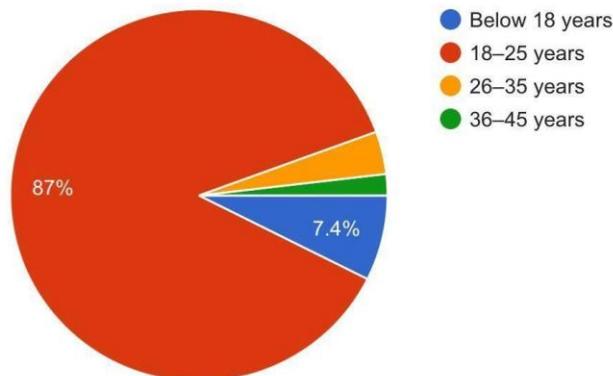
CHART 1.1 : Gender-wise Analysis
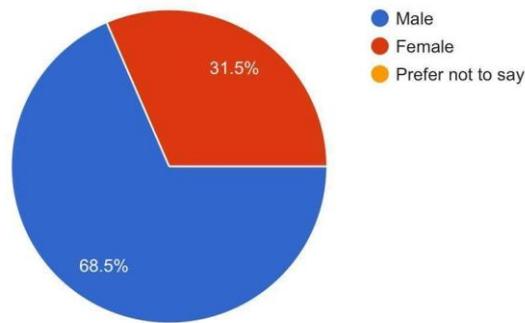
Gender Distribution -

Out of the 54 respondents:

- 68.5% are male

- 31.5% are female

The data indicates a higher participation of male respondents in online shopping. However, female participation is also significant, indicating that brand loyalty perceptions are formed across both genders.

CHART 1.2 : **Age-wise Analysis**

The majority of respondents belong to the 18–25 years age group, indicating that young consumers are the most active online shoppers and play a major role in shaping brand loyalty in e-commerce platforms.

**CHART 1.3 : Educational Qualification**
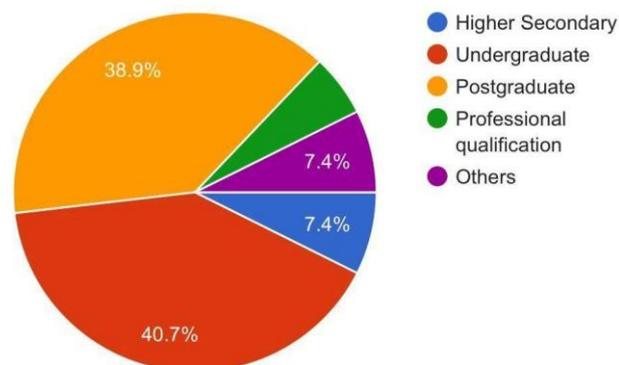
Most respondents are graduates and postgraduates, suggesting that educated consumers are more engaged in online shopping and are aware of brand-related factors influencing loyalty.

CHART 1.4 : Occupation wise Analysis
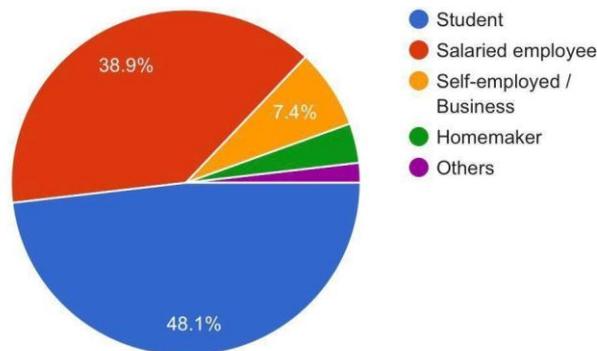
Students and salaried employees together form the majority, indicating that brand loyalty is largely influenced by young and working-class consumers.

**CHART 1.5 : Frequency of Online Shopping**
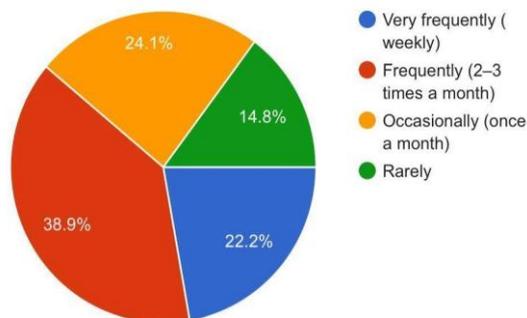
Out of 54 respondents, the highest number of respondents 21 (38.9%) shop online frequently, followed by 13 respondents (24.1%) who shop occasionally. About 12 respondents (22.2%) shop very frequently, while 8 respondents (14.8%) shop rarely. This shows that a large proportion of consumers engage in online shopping on a regular basis, which increases repeated interaction with e-commerce platforms and supports the development of brand loyalty.
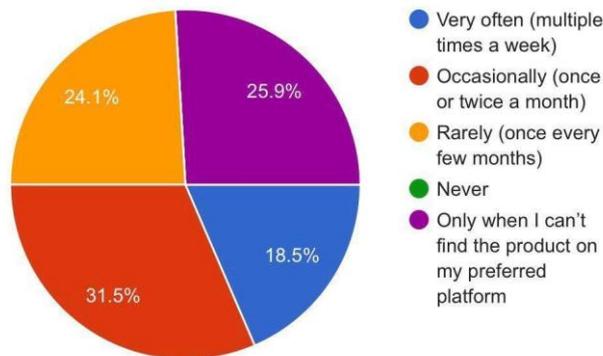
CHART 1.6 : Preferred E-Commerce Platform
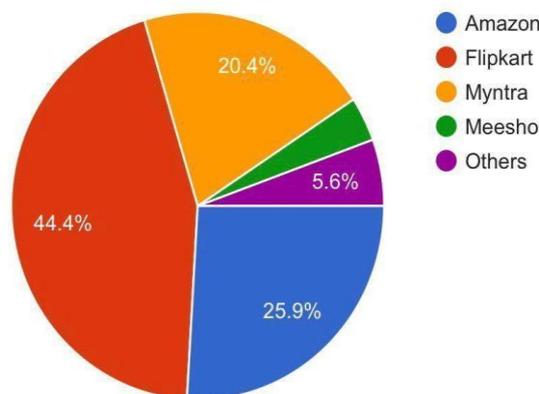
Among 54 respondents, 24 respondents (44.4%) prefer Flipkart, making it the most preferred platform. This is followed by Amazon with 14 respondents (25.9%) and Myntra with 11 respondents (20.4%). Very few respondents prefer Meesho and other platforms. This indicates that established platforms enjoy higher brand loyalty among online shoppers.

**CHART 1.7 : Most Important Factor Influencing Brand Loyalty**
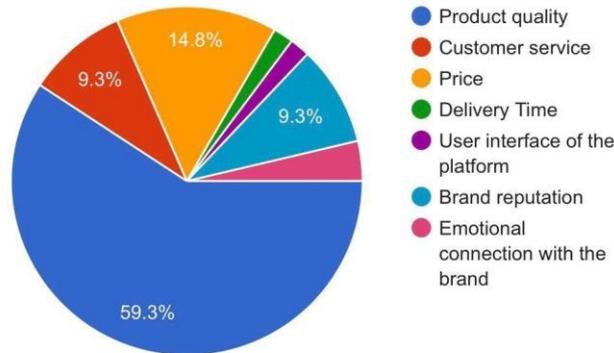
Out of 54 respondents, 32 respondents (59.3%) consider product quality as the most important factor influencing brand loyalty. Price influences 8 respondents (14.8%), while customer service and brand reputation influence 5 respondents (9.3%) each. This shows that product-related factors play a dominant role in building brand loyalty among online shoppers.

**CHART 1.8 : Switching Between E-Commerce Platforms**

The data shows that 17 respondents (31.5%) switch e-commerce platforms occasionally, while 14 respondents (25.9%) change platforms only when their preferred product is unavailable. Additionally, 13 respondents (24.1%) rarely shift to other platforms, indicating a reasonable level of brand loyalty among online shoppers.

**CHART 1.9 : Reasons for Switching Permanently to Another Platform**
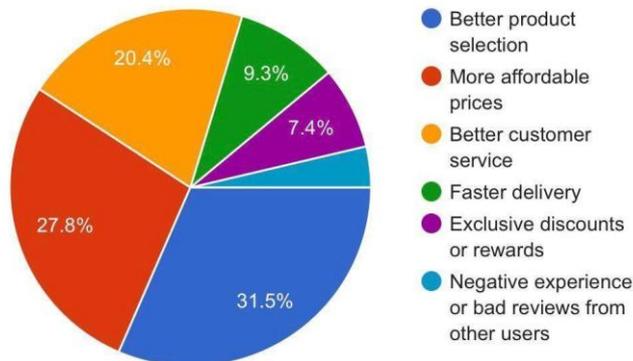
Among 54 respondents, 17 respondents (31.5%) would switch permanently due to better product selection, followed by 15 respondents (27.8%) due to lower prices. 11 respondents (20.4%) consider better customer service as a reason for switching. This indicates that consumers are willing to change platforms when they perceive better overall value.

**CHART 1.10 : Emotional Connection with an E-commerce Platform**
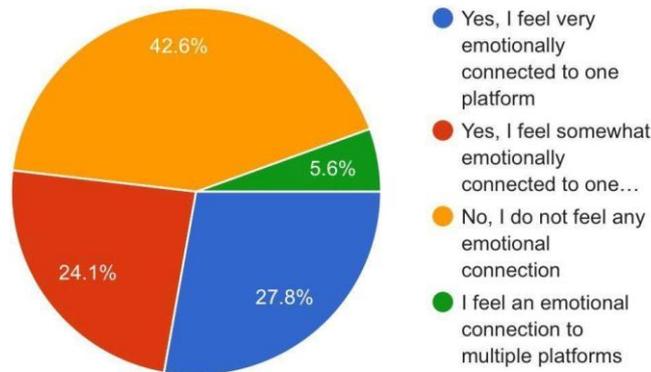
The data shows that 23 respondents (42.6%) do not feel any emotional connection with any specific e-commerce platform. At the same time, 15 respondents (27.8%) feel a strong emotional connection to one platform, while 13 respondents (24.1%) feel somewhat emotionally connected. Only 3 respondents (5.6%) reported emotional attachment to multiple platforms. This indicates that although emotional bonding exists, a large section of consumers remains emotionally neutral.

**CHART 1.11 : Importance of Price in Remaining Loyal to a Platform**
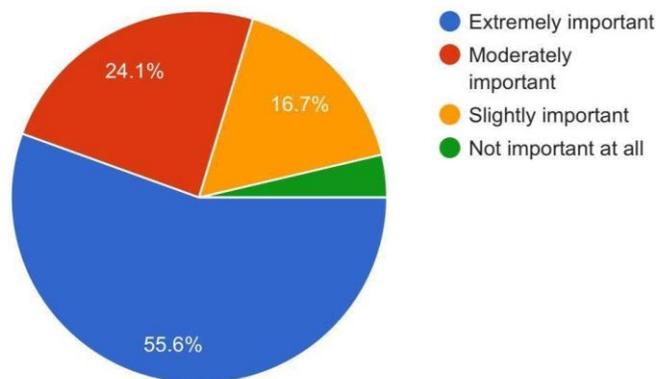
The data shows that price plays a crucial role in platform loyalty, as 30 respondents (55.6%) consider price to be extremely important when deciding to remain loyal. In addition, 13 respondents (24.1%) feel price is moderately important, while 9 respondents (16.7%) consider it slightly important. Only 2 respondents (3.6%) believe price is not important at all, highlighting the strong influence of pricing on consumer loyalty.

CHART 1.12 : Loyalty Due to Emotional Connection
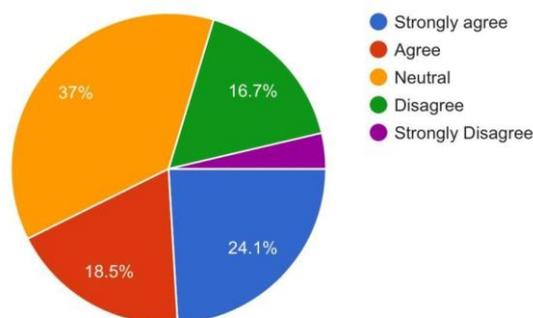
The data shows that emotional connection influences loyalty for some respondents, with 23 respondents (42.6%) agreeing, while 20 respondents (37%) remain neutral and 11 respondents (20.4%) disagree, indicating limited overall impact.

CHART 1.13 : Influence of Price on Continuing with the Same Platform
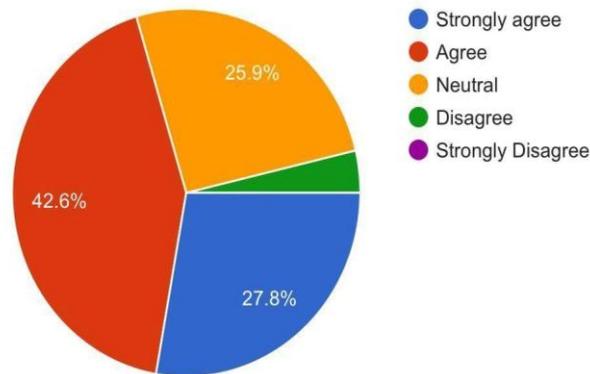
The data shows that price strongly influences continued platform usage, as 38 respondents (70.4%) agree or strongly agree, while 14 respondents (25.9%) are neutral and only 2 respondents (3.7%) disagree, confirming price as a key factor.

CHART 1.14 : Willingness to Continue if Prices Increase

The data shows varied consumer reactions to price increases. 18 respondents (33.3%) stated they would switch to a competitor, while 18 respondents (33.3%) said they would continue shopping but reduce purchase frequency. On the other hand, 15 respondents (27.8%) would continue shopping despite higher prices, and 3 respondents (5.6%) were unsure. This reflects moderate loyalty but high price sensitivity among consumers.
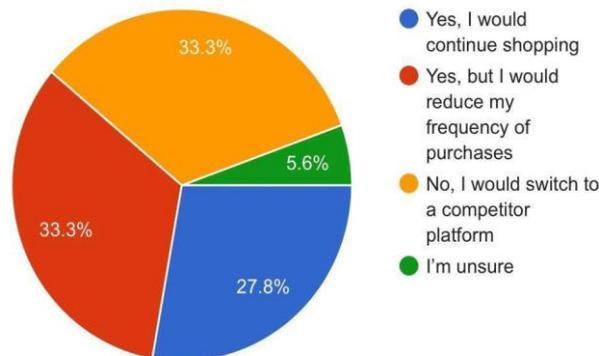
CHART 1.15: Importance of Ease of Use in Influencing Loyalty
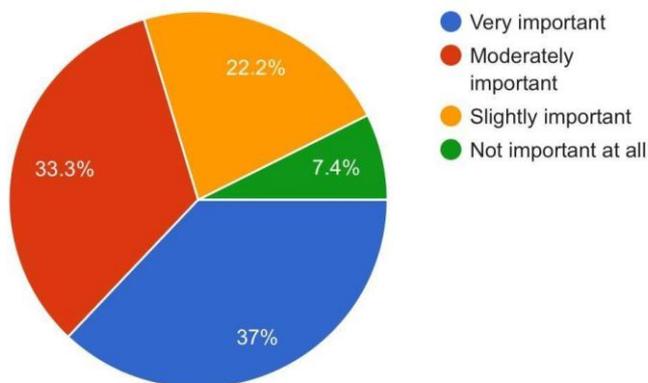
The data shows that ease of use strongly contributes to brand loyalty, as 20 respondents (37%) consider it very important. Additionally, 18 respondents (33.3%) rate it as moderately important, and 12 respondents (22.2%) view it as slightly important. Only 4 respondents (7.4%) believe ease of use is not important at all, emphasizing the role of user-friendly platforms in retaining customers.

Overall, the data shows that price sensitivity, platform usability, and emotional factors collectively shape brand loyalty, with functional benefits such as pricing and ease of use having a stronger influence than emotional attachment alone.

HYPOTHESES OF THE STUDY
Testing of Hypothesis 1

Hypothesis 1
H_{01} : Emotional connection has no significant influence on brand loyalty among consumers.

H_{11} : Emotional connection has a significant influence on brand loyalty among consumers.

Observed Data (from survey)
Based on the responses shown in the chart related to emotional connection:

Respondents who agree / strongly agree that emotional connection leads to loyalty = 23

Respondents who are neutral or disagree = 31

Total respondents = 54

Expected Values (Under H_0)

Expected (Emotional connection) : 27

Expected (No emotional connection) : 27

$\chi^2 = \Sigma((O_2 - E)^2 / E)$

$\chi^2 = (23 - 27)^2 /27 + (31 - 27)^2 /27$

$\chi^2 = 16/27 + 16/27 =$ **1.18**

Critical Value

Degree of freedom (df) = 1

Level of significance (α) = 0.05

Critical value = **3.84**

Decision

Since 1.18<3.84, the result is not significant.

The null hypothesis (H_{01}) is accepted.
Emotional connection does not significantly influence brand loyalty among online shoppers.

Testing of Hypothesis 2

Hypothesis 2
H_{02} : Price has no significant influence on brand loyalty among online shoppers using e-commerce platforms in Mumbai.

H_{12} : Price has a significant influence on brand loyalty among online shoppers using e-commerce platforms in Mumbai.

Observed Data (from survey)

Price affects loyalty : 38

Respondents who are neutral or disagree : 16

Total respondents = 54

Expected Values (Under H_0)

Expected (price sensitive) = 27

Expected (less sensitive) = 27

$\chi^2 = (34 - 27)^2 /27 + (16 - 27)^2 /27$

$\chi^2 = 121/27 + 121/27 =$ **8.96**

Critical Value

Degree of freedom (df) = 1

Level of significance (α) = 0.05

Critical value = **3.84**

Decision

Since 8.96<3.84, the result is significant.

The null Hypothesis (H_{02}) is rejected.

Price significantly influences brand loyalty among online shoppers using e-commerce platforms in Mumbai.

FINDINGS OF THE STUDY

1. The study reveals that male respondents (68.5%) dominate online shopping, indicating higher male participation in e-commerce activities.

2. It is found that a large majority of respondents (87%) belong to the 18–25 years age group, showing that young consumers are the most active online shoppers.

3. The findings indicate that most respondents are well educated, with graduates and postgraduates forming the major share of online shoppers.

4. The study shows that frequent online shopping is common among respondents, leading to increased engagement and stronger brand loyalty.

SUGGESTIONS OF THE STUDY

1. E-commerce platforms should offer competitive pricing and attractive discounts, as price plays a significant role in influencing brand loyalty among online shoppers.

2. Companies should focus on maintaining high product quality and reliability, since product quality is the most important factor affecting customer loyalty.

3. E-commerce websites should ensure user-friendly design and smooth navigation, as ease of use encourages repeat purchases and long-term platform usage.

4. Customer service should be improved through quick response systems, easy return policies, and efficient complaint handling to enhance customer satisfaction.

LIMITATIONS OF THE STUDY

1. The study is based on a small sample size of 54 respondents, which may limit the generalization of the findings.

2. The research is restricted to online shoppers in Mumbai, and therefore the results may not represent consumers from other regions.

3. The study relies on primary data collected through a questionnaire, which may be affected by personal bias and the honesty of respondents.

4. Time constraints limited the scope of the study, restricting in-depth analysis of additional factors influencing brand loyalty.

CONCLUSION

The study concludes that young and educated individuals form the largest segment of online shoppers in Mumbai. The findings clearly show that practical factors such as product quality, pricing, and ease of use have a stronger influence on brand loyalty compared to emotional attachment. Among all factors, price emerged as the most significant determinant affecting continued usage of e-commerce platforms.

Although a certain level of loyalty exists, consumers are highly sensitive to changes in price, product availability, and service quality. As a result, many users are willing to shift to alternative platforms that offer better overall value. The study highlights that e-commerce companies must focus on delivering consistent value, competitive pricing, and user-friendly services in order to build sustainable customer loyalty.

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