

“Consumer Perceptions and Willingness to pay:An Understanding through Brand loyalty through online purchase ”

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ABSTRACT

N/A.

INTRODUCTION:

Brand loyalty is when people feel a strong connection to a particular brand and keep choosing it, even when other options are available. This connection is based on how well the brand meets their emotional and psychological needs. At its core, brand loyalty happens when people trust a brand and have consistently positive experiences with it. When a brand delivers good quality, value, and helps people feel a certain way about themselves, they're more likely to stay loyal. This loyalty is often strengthened by certain habits, like sticking to what's familiar and feeling comfortable with what they know. Brands that align with how people see themselves or want to be seen by others often build even stronger loyalty. For example, someone might choose a luxury brand not just because of its quality but because it makes them feel prestigious or important. In the end, brand loyalty is about creating and maintaining a deep, emotional connection with people that goes beyond just buying and selling products.

BACKGROUND ON THE PSYCHOLOGY OF BRAND LOYALTY:

Brand loyalty is when a person repeatedly chooses the same brand's products or services over time. This loyalty can come from different reasons, such as emotional connections, feeling that they get good value, trusting the brand, or being satisfied with their experiences. To understand why people stick with certain brands, it's important to look at how these factors work together to shape their choices.

1) Emotional Connection Emotional Branding: Brands often try to create strong emotional connections with people by reflecting their values, beliefs, and lifestyle. They do this through storytelling, memorable experiences, or consistent messaging that feels relevant to the consumer. When people feel emotionally attached to a brand, they are more likely to stay loyal, even if other brands offer similar products.

2) Perceived Value: People are loyal to brands they think offer the best value. This could mean the product is high-

quality, reasonably priced, or has a certain status. When a brand consistently delivers on what it promises, people trust it and remain loyal. People often consider whether the benefits of sticking with a brand are greater than the costs of switching to a different one. If staying loyal seems like the better choice, then their loyalty grows.

3) Trust and Consistency: Trust is key to brand loyalty. People are more likely to stay loyal to brands they trust to consistently deliver good quality and service. Trust builds over time through positive experiences. Brands that always meet or exceed what people expect are more likely to keep their customers. This consistency makes the brand seem reliable, which is something consumers value.

4) Customer Satisfaction: How satisfied people are with a brand's products or services is a strong indicator of whether they'll be loyal. Satisfaction comes from positive experiences, good customer service, or products that meet or surpass expectations. Brands that listen to customer feedback and continuously improve are more likely to keep customers loyal. By addressing concerns and making their products or services better, they keep customers happy.

5) Habit and Avoiding Discomfort: Once people decide on a brand, they might feel uneasy if they think about switching to another. To avoid this discomfort, they often focus on the good things about their chosen brand and ignore what other brands offer. Over time, if people have repeated positive experiences with a brand, choosing it can become a habit. This makes it easier for them to stick with the brand they know, rather than trying something new.

6) Social Influence: Social influence is important in brand loyalty. People might stay loyal to a brand because it's popular among their friends or has a strong social presence. Positive reviews, testimonials, or endorsements from others can also strengthen their loyalty. Some brands create a sense of community among their customers, making people feel like they're part of a group. This can make the brand feel like a part of their identity, further boosting loyalty.

7) Brand Advocacy: Loyal customers often talk about the brand to others, promoting it through word of mouth. This makes them feel even more connected to the brand, increasing their loyalty. Brands that reward loyal customers with perks, discounts, or special access can deepen their loyalty.

When customers feel valued and appreciated, they're more likely to stick with the brand

PROBLEM STATEMENT:

Even with lots of marketing, companies often don't fully understand why customers stick with certain brands. This lack of understanding makes it hard for them to build strong, lasting connections with their customers, which leads to uneven loyalty and fewer returning customers. It's important to explore the thoughts and feelings that make people loyal to brands and how these factors differ among various groups of people. By understanding these psychological reasons, companies can create better strategies to keep customers loyal for a longer time and improve their overall value to the Business.

RESEARCH QUESTIONS:

1) What psychological factors most significantly contribute to brand loyalty in consumers?

2) How does social proof, such as reviews and testimonials, impact the psychological development of brand loyalty?

3) What is the impact of social media interactions on the psychological aspects of brand loyalty?

4) How does the psychology of brand loyalty differ between established brands and emerging brands?

5) What psychological strategies can brands use to rebuild loyalty after a crisis?

OBJECTIVES:

To analyse how emotions and psychological factors influence brand preference and loyalty.

To recognize the primary psychological triggers that creates and sustain brand loyalty (e.g., trust, satisfaction, emotional connection).

To explore how positive customer experiences can be designed to boost brand loyalty.

To know how much recommendation from friends, family, or influencers affect their loyalty to the brand.

Literature Review:

TITLE OF THE PAPER	AUTHOR	FINDINGS
1.A study of psychological and behavioural Correlates of Brand loyalty	A.R. Mishra, Ritu Bajaj	1. The research identified that psychological variables significantly influence brand loyalty. These variables include consumer perceptions, attitudes, and emotional connections to the brand. 2. Alongside psychological factors, behavioural variables also play a crucial role in determining brand loyalty. These variables encompass consumer behaviours such as purchasing frequency, brand switching tendencies, and overall shopping habits
2. The effect of behavioural brand loyalty on purchase intention and word of mouth	Chein- An lin, Yi-min li, Hsiu-fen chen	1. The research found that behavioural brand loyalty has a significant positive effect on both purchase intention and word-of-mouth. This means that customers who exhibit strong loyalty. 2.The study utilized Structural Equation Modelling (SEM) to analyse the data collected from existing customers.

3. Consumer's true brand loyalty: the central role of commitment	ABDELMAJID AMINE	1.Brand loyalty not statistically defined, influenced by individual interpretation. 2. Brand preferences established in childhood may impact adult buying behaviour.
4. A study of brand loyalty	Lester Guest	1.Focus on true brand loyalty, commitment, cognitive, and affective causes. 2. Distinguishes between behavioural and attitudinal perspectives in brand loyalty.
5. Brand loyalty explained by concept recall	Takumi Kato	1. Consumers recalling the brand concept are more likely to repurchase than those focused on features like design. 2. The study tested whether concept recall leads to repurchase intentions and if loyal consumers consistently recall concepts.
6. "Customer Loyalty: Do Brands Still Matter?"	Xiang (Robert) Li, Ph.D.	1.When consumers see little difference between brands, it doesn't strongly affect attitudinal loyalty but slightly boosts behavioural loyalty. 2. Market share has a stronger influence on behavioural loyalty than on attitudinal loyalty.
7. "Consumer Learning, Brand Loyalty, and Competition"	J. Miguel Villas-Boas	1. Consumers learn a product's true fit only after purchase, leading to potential brand loyalty. 2. A two-period model is used to analyse consumer learning and its impact on buying decisions.
8. The role of brand experience and affective commitment in determining brand loyalty	Oriol Iglesias, Jatinder Singh, Joan m batista.	1.Brand experience is shaped by sensory, emotional, intellectual, and behavioural responses to brand stimuli. 2. Brands should focus on enhancing experiences that build emotional connections, driving loyalty and advocacy.

9. Brand loyalty in the face of stock outs	Uzma Khan-Alexander DePaoli	1.Impact of Unexpected Stock outs on Brand Loyalty: 2.Executives and novices alike tend to incorrectly predict that informing consumers about potential stock outs will help maintain brand loyalty. In reality, not informing consumers about potential stock outs is more likely to retain their loyalty to the brand.
10. The complex relationship between consumer satisfaction and brand loyalty	Jos M.M. Bloemer & Hans D.P. Kasper b	1. When members receive accurate, relevant, and timely information, they are more likely to feel connected to the brand. This perception of high-quality information enhances members' identification with the brand and contributes to their loyalty. 2. High community cohesiveness (CC) enhances the flow experience among members. Members in a cohesive community share common goals, values, and engage in positive interactions, which contributes to a stronger sense of belonging and connection

RESEARCH METHODOLOGY:

Type of Research: Descriptive Research

Research Approach: Quantitative Approach

Population and Sample: The people of Age Group between 18-55 & above.

Sample Size Determination: A significant sample size of 158 respondents.

Data Collection Methods:

Surveys: We collected the primary data through online Google forum using the structured questionnaire.

Research Instruments: Online Google Forms.

Software Used for Analysis: SPSS & Excel

Ethical Considerations: The collected data will be kept confidential, and no information will be shared. The data is gathered in a manner that is fair, safe, and respectful to all participants. Each participant is fully informed about the purpose of the survey and voluntarily agrees to take part. Their personal information will remain private, and the survey is designed only for the academics purpose only and it doesn't cause any harm. A diverse group of participants is included to ensure that the results are both fair and accurate making the survey is reliable and trustworthy

Reliability Statistics:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.916	22

Interpretation: In the above analysis "The Psychology of Brand Loyalty," a Cronbach's Alpha of .916 indicates excellent internal consistency among the 22 items measuring brand loyalty constructs. This high value

suggests that the items are closely related and effectively capture the same underlying psychological factors influencing consumer loyalty to brands. Such reliability is crucial for ensuring that insights derived from this scale

can be trusted, making it a valuable tool for researchers and marketers studying brand loyalty dynamics. Overall, it underscores the robustness of the assessment in

understanding consumer behaviours and attitudes toward brand

Tests of Normality:

	Brand reputation	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Ethics	Strongly agree	.294	33	.000	.738	33	.000
	Agree	.212	43	.000	.868	43	.000
	Neutral	.245	51	.000	.818	51	.000
	Disagree	.197	19	.050	.877	19	.019
	Strongly disagree	.289	11	.011	.871	11	.080

Interpretation: The results of the Kolmogorov-Smirnov and Shapiro-Wilk tests assess the normality of the distribution of brand reputation based on ethical perceptions. All groups show significant deviations from normality ($p < .05$), particularly among those who "strongly agree" and "agree," indicating non-normal distributions. The Shapiro-Wilk test further supports this, with most groups also showing significant results, except

for "strongly disagree," which approaches normality ($p = .080$). These findings suggest that consumer perceptions of brand ethics may influence brand loyalty, highlighting the importance of ethical considerations in shaping consumer attitudes and behaviours.

Factor Analysis:

KMO and Bartlett's Test:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.893
Approx. Chi-Square	1441.298
Bartlett's Test of Sphericity df	231
Sig.	.000

Interpretation: The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is .893, indicating that the data is highly suitable for factor analysis, as values above .8 are considered excellent. Bartlett's Test of Sphericity yields a chi-square value of 1441.298 with 231 degrees of

freedom and a significance level of .000, which is highly significant. This suggests that the variables are intercorrelated and suitable for grouping into factors. Overall, these results imply that the constructs related to the psychology of brand loyalty can be effectively analysed using factor analysis, supporting the robustness of the underlying data.

Frequencies & Statistics:

10	Innovative	Socially	Customer centric	Trustworthy	Satisfying	Emotional connection	Brand reputation	Alloy	Nostalgia	Emotional	Positive	Switch	See	Trust	Online	Frequency	Deliver	Personalized	Post-purchase	Innovative	Consistent

Interpretation: The values listed seem to represent key dimensions of brand loyalty, including innovation, social responsibility, trust, satisfaction, emotional connection, and consistent delivery. If the frequency is "0" for all these factors, it suggests that no respondents selected these attributes as significant in contributing to brand loyalty in this particular dataset. This result could indicate that the sample might not perceive these attributes as influential, or there could be an issue with how the data was collected or categorized. For the psychology of brand loyalty, such findings would prompt further investigation into what truly drives loyalty in this context.

Findings:

Emotional Connection: Consumers are more likely to be loyal to brands they have an emotional connection with. This can be fostered through storytelling, nostalgia, or shared values.

Trust and Reliability: Brands that consistently deliver on their promises and are perceived as trustworthy are more likely to cultivate loyalty.

Brand Personality: A strong brand personality can resonate with consumers and create a sense of belonging.

Customer Experience: Positive customer experiences, from the initial purchase to post-purchase support, can reinforce loyalty.

Exclusivity and Limited Availability: Perceptions of exclusivity can increase brand desirability and loyalty.

Social Proof: Positive reviews and recommendations from peers can influence purchasing decisions and strengthen brand loyalty.

Loyalty Programs: Rewards programs can incentivize repeat purchases and reinforce loyalty.

The Role of Nostalgia: Leveraging nostalgia can evoke positive emotions and create a strong connection with consumers.

The Impact of Social Media: Social media platforms provide opportunities for brands to engage with customers, build relationships, and foster loyalty.

REFERENCES

N/A

The Importance of Authenticity: Consumers are increasingly discerning and value authenticity in brands.

CONCLUSION:

The psychology of brand loyalty is a multifaceted phenomenon that is influenced by a complex interplay of emotional, cognitive, and behavioural factors. Consumers are more likely to be loyal to brands that they have a deep emotional connection with, trust, and perceive as authentic. This emotional connection is often fostered through storytelling, nostalgia, or shared values. Additionally, consumers are more likely to be loyal to brands that consistently deliver on their promises and are perceived as reliable. A strong brand personality can also resonate with consumers and create a sense of belonging.

Positive customer experiences, from the initial purchase to post-purchase support, are crucial in reinforcing brand loyalty. Exclusive offerings and limited availability can also increase brand desirability and loyalty. Social proof, such as positive reviews and recommendations from peers, can significantly influence purchasing decisions and strengthen brand loyalty. Loyalty programs, which reward repeat purchases, can also incentivize continued loyalty.

Furthermore, the role of nostalgia in brand loyalty cannot be overlooked. Leveraging nostalgia can evoke positive emotions and create a strong connection with consumers. Social media platforms also provide opportunities for brands to engage with customers, build relationships, and foster loyalty. However, it is essential for brands to be authentic in their messaging and avoid inauthenticity, as consumers are becoming increasingly discerning.

In conclusion, the psychology of brand loyalty is a complex and multifaceted phenomenon that requires a holistic approach. By understanding the key factors that influence consumer loyalty, marketers can develop effective strategies to build lasting relationships with their customers and drive long-term business success..