



A conceptual study of the impact of brand loyalty, brand perception and brand promotion on consumers to purchase products using E-commerce

Aditi Srivastava^{1*}, Ruchika Gupta², Shalini Singh³

¹ Research Scholar, School of Business Management, Noida International University, Uttar Pradesh, India

² Director, School of Business Management, Noida International University, Uttar Pradesh, India

³ Assistant Professor, Christ University, Delhi NCR, Ghaziabad, Uttar Pradesh, India

Abstract

The purpose of the paper is to see how brand perception, brand promotion, and brand loyalty are influenced by the presence of influencers on social media. It is important to study these perspectives as they are behavioural aspects of human beings and determine the positioning of the products and the purchase decisions by users. These perspectives enable consumers to trust the brand and buy further. The paper is theoretical in nature and studies the factors considering some of the reputed journals. The findings show that brand loyalty, perception, and promotion are greatly influenced by influencers who are hired by companies to improve the brand image of the companies.

Keywords: E-commerce, purchase products, brand promotion, brand loyalty

Introduction

The digital age has seen tremendous growth in marketing. The digital world has enabled buyers and sellers to meet in one place while creating opportunities for interaction virtually^[1]. Social interaction and great usability is the main contribution of the digital world to the users^[2] and give greater autonomy to the world^[3]. The different types of such tools include video ads and other virtual types of interaction commonly used now^[4]. With the advent of technology and the use of digital techniques mixed reviews have been obtained which either support them^[5], while some neutral views^[6] and rest some with negative also^[7]. With the advent of technology and 5G, there is a greater dependency on social commerce for trade. The products are just a click away from the customers. This is inevitable. The world is experiencing a great change where not just the means of marketing have changed but also the means of advertising have changed incredibly. This change has made to rethink the ways of advertising and marketing. New ways of marketing are indeed required because change is dynamic. One of the most influenced and promoted tools in today's world is the short videos used for marketing. The short videos include both- the uploaded ones and the live streaming videos. The shift from text marketing to video marketing has done it all^[8].

Digital Influencers

The followers intend to have desires for the products they often see suggested by their influencers on short ad videos^[9]. The influencers and followers are able to create a bond on social media by sharing their ideas and views and forming communities which actually creates a relationship between the influencer and the followers or what we call the audience on social media^[10]. The bond between these influencers and followers is unique because, unlike the traditional celebrity ads which were only one way, this relationship is not one way since here, followers type and chat with their beloved influencers however influencers do not get to interact with every follower due to shortage of time and many followers^[11].

Influencers play a vital role in product promotions, increasing brand loyalty, increasing the sales level, generating a greater audience, maintaining relationships, and yielding greater returns for the firms. These influencers change the perceptions, attitudes, and beliefs of consumers. Especially over the years, social media has given more autonomy to influencers to have a distinguished presence. The influencers within a short duration of time say 30 seconds change the whole perception about the brands and products. Since the influencers are similar faces, therefore, the audience is able to relate to them and get convinced very easily. One of the most demanding marketing tools available today is short video ads. They are reliable, cost-reducing techniques wherein brand awareness are created by influencers, and products are introduced and sold out in minutes. No extra charges are applicable for such videos and they additionally generate revenues for the companies. Moreover, regular short ad videos enable the followers to trust influencers which eventually leads to building a relationship between them and thereafter, making purchases^[12]. The short video ads grab the interest of the viewers because the duration is small. Generation Z finds it easy to watch, unlike those 1-minute ads where the videos are being skipped because of a lack of interest. The markets are growing immensely because of these

short ad videos which generate millions of views for the companies. However, the literature is very restricted in this area of research. There is a need to develop more precise strategies to have a clear and precise message.

Brand Loyalty

A very simple yet great term to see the performance of the brands. Brand loyalty refers to the repurchase of brands. Customer purchases a particular brand again if he/she is satisfied with the performance of the brand. Good performance ensures good product quality and is able to attract customers for repurchase. Brand loyalty is considered more effective in the case of electronic goods where the consumers are liable to prefer other brands. Brand liking is highly influenced by influencers where influencers are able to create brand awareness as well as create a sense of likeliness in the minds of the consumers^[13]. The likeliness effect motivates customers to purchase that brand and that product each time. The regular interaction between the influencer and follower authenticates the relationship and builds brand loyalty in their relationship where followers perceive influencers as real-life people with whom they can even share their problems as well^[14]. Product engagement increases the percentage of product loyalty which eventually increases the product loyalty of the consumers^[15].

Product Promotion

Products are heavily promoted nowadays on social media using digital marketing tools. Short videos play an essential role because they are short, confined, and entertaining to the customers. Followers are able to relate themselves to the influencers in the short videos. The content is organized and strategized according to the customers. Products are given for trials and influencers upload short videos using the trial products to influence customers on large scale. Due to this trend, companies have actually started distributing trial mini kits to new customers. Influencers through short videos introduce the product. Customers get some fancy discounts on purchases after applying certain discount codes on purchases given by influencers. This trend is gaining attention now in the market. Lower prices and fancy discounts are enabling more purchase and more product popularity in the market.

Product Perception

Influencers greatly impact the psychology of their followers. There is a sense of psychological ownership created in the minds of the followers after being connected to the influencers on social media which motivates them to purchase the product being promoted by influencers^[16]. Influencers have the ability and expertise to grab the attention of the audience and make them think their way. The communication mechanism is quite interesting where there is no requirement of any traditional celebrities and followers are easily swayed by the influencers. The influencers are powerful personalities who exert power on followers thereby persuading them emotionally and mentally to purchase products^[17]. They create such perceptions in the minds of the users which make way of the buying behaviour. A positive perception leads to positive behaviour and creation of an urge to buying which is important backed by purchasing power of the consumers.

Conclusion

The companies are now investing and trusting videos and influencers to have a highly engaged audience. This is important to build a good perception followed by a good brand image and develop brand loyalty for the product. Without these elements, brands are ineffective and companies fail to persuade consumers to buy their products. The perception towards a brand changes when we see some positive responses from the people using them who are in real-time situations using the brands. There is a sense of belongingness and such a sense is important to influence oneself to be motivated to buy the brand. Therefore, a company should invest in brands and work on its promotional tools which will eventually help in building brand loyalty for the product. Great loyalties result in regular buying and creating customer relationships between the buyer and seller which in marketing means company and customers. It is absolutely correct to say the more a brand receives good loyalty and perception from the users, the more the future assurance of rebuying the product in the long run. These attempts are made to ensure the long-run productivity and profitability of the products. Consumers play an essential role in the evaluation of the performance of the product and their responses are automatically generated in online evaluations^[18]. A lot of work has been carried out on other factors like E W-O-M in literature^[19]. However, very less work has been done on other factors including hedonic factors, especially in the electronic industry. Therefore, such implications open the door of future researches in this field and requires some intense research to be carried out on hedonic factors which now play critical role in evaluating the perceptions of consumers and their buying decisions. The more intense research needs to focus on the behavioural factors having an incredible role on consumer buying behaviour in the long run.

References

1. Voorveld Hilde AM, Van Noort Guda, Muntinga Daniël G, Bronner Fred. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 2018, 1-17. doi:10.1080/00913367.2017.1405754
2. Swani Kunal, Milne George R, Brown Brian P, Assaf George A, Donthu Naveen. What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, 2016, S0019850116301626-. doi:10.1016/j.indmarman.2016.07.006

3. Wu Chih-Wen. The performance impact of social media in the chain store industry. *Journal of Business Research*, 2016, S0148296316303344-. doi:10.1016/j.jbusres.2016.04.130
4. Grewal Dhruv, Bart Yakov, Spann Martin, Zubcsek Peter Pal. Mobile Advertising: A Framework and Research Agenda. *Journal of Interactive Marketing*, 2016, S1094996816300032-. doi:10.1016/j.intmar.2016.03.003
5. Bob Fennis M, Enny Das, Marieke Fransen L. Print advertising: Vivid content, 2012;65(6):0-864. doi:10.1016/j.jbusres.2011.01.008
6. Sullivan GL, Macklin MC. Vividness-unvividness effects in print advertising: An experimental investigation. *Journal of Mental Imagery*, 1988;12(3-4):133-144.
7. Kisielius Jolita, Sternthal Brian. Examining the Vividness Controversy: An Availability-Valence Interpretation. *Journal of Consumer Research*, 1986;12(4):418-. doi:10.1086/208527
8. Qian L. "Analysis of Short Video Marketing Strategy under the Background of Social E-commerce," 2021 2nd International Conference on E-Commerce and Internet Technology (ECIT), 2021, 20-25. doi: 10.1109/ECIT52743.2021.00012.
9. Lee Jung Eun, Watkins Brandi. YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 2016, S0148296316304222-. doi:10.1016/j.jbusres.2016.04.171
10. Hughes Christian, Swaminathan Vanitha, Brooks Gillian. Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, 2019, 002224291985437-. doi:10.1177/0022242919854374
11. Jiaoju Ge, Yuepeng Sui, Xiaofeng Zhou, Guoxin Li. Effect of short video ads on sales through social media: the role of advertisement content generators. *International Journal of Advertising*, 2021,-. doi:10.1080/02650487.2020.1848986
12. Al-Emadi Fatima Abdulaziz, Ben Yahia Imene. Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 2020;14(2):195-213. doi:10.1108/jrim-02-2018-0031
13. De Jans Steffi, Van de Sompel Dieneke, De Veirman Marijke, Hudders Liselot. #Sponsored! How the recognition of sponsoring on Instagram posts affects adolescents' brand evaluations through source evaluations. *Computers in Human Behavior*, 2020;109:106342-. doi:10.1016/j.chb.2020.106342
14. Jun Sunghee, Yi Jisu. What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product & Brand Management*, ahead-of-print (ahead-of-print), 2020,-. doi:10.1108/jpbm-02-2019-2280
15. Cooley Delonia, Parks-Yancy Rochelle. The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce*, 2019, 1-21. doi:10.1080/15332861.2019.1595362
16. Pick Mandy. Psychological ownership in social media influencer marketing. *European Business Review*, ahead-of-print (ahead-of-print), 2020, -. doi:10.1108/eb-08-2019-0165
17. Raquel Sánchez-Fernández, David Jiménez-Castillo. How social media influencers affect behavioural intentions towards recommended brands: the role of emotional attachment and information value. *Journal of Marketing Management*, 2021, -. doi:10.1080/0267257x.2020.1866648
18. Gelper Sarah, Peres Renana, Eliashberg Jehoshua. Talk Bursts: The Role of Spikes in Prerelease Word-of-Mouth Dynamics. *Journal of Marketing Research*, 2018;55(6):801-817. doi:10.1177/0022243718817007
19. Pauwels Sara, Ghosh Manosij, Duca Radu Corneliu, Bekaert Bram, Freson Kathleen, Huybrechts Inge, *et al.* Maternal intake of methyl-group donors affects DNA methylation of metabolic genes in infants. *Clinical Epigenetics*, 2017;9(1):16-. doi:10.1186/s13148-017-0321-y