

Impact of Digital Commerce on Fashion Industry to Gain Customer Loyalty

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Abstract: Internet is a platform where we can find instant information about almost everything, including comparison of different products and services. Today there is a huge increase in the number of websites as almost all businesses are utilizing the Internet as a commercial channel giving rapid growth to Digital-Commerce and changing the traditional way of marketing. One of them is online fashion industry which in the beginning was disbelieved to be successful, as the reluctance was based on people's needs to touch and try on the product, especially clothes and footwear. But today consumer spends more and more money on fashion, online. This growth in demand comes along with fierce competition and vanishing customer loyalty in the market due to availability of different alternatives. This is very important as the competitor is just one click away. In the world of fashion, customer retention is a massive area of concern. This paper tries to analyze which factors influence online fashion loyalty and what are the strategies which are relevant in gaining customer loyalty. In e-business, initial transactions with newly acquired customers are less profitable than transaction with existing ones due to the high acquisition costs. E-loyalty positively affects the long-term profitability and is vital for companies providing online products/services. Building and maintaining loyal customer base is one of the most reliable success strategies for any online shopping website. In this paper there will be a discussion about the different factors that drives a customer to shop fashion online and the strategies that are adopted by fashion ecommerce websites to stay ahead in competition and retain customers on their website. This will be combined with the empirical information gained through surveys and interviews with the online fashion shoppers about their shopping experience. There will also be an analysis and discussion about the marketing factors of fashion ecommerce to stay ahead in competition.

Keywords: Digital-Commerce, e-Loyalty, fashion

I. INTRODUCTION

In past decade shopping was an occasional event, and was only done when we used to run out of clothes or there was a big function at home or due to the change in season. Today this has totally changed. Now shopping has become more of a source of entertainment and a way to pass time. Nowadays the fashion trends are frequently changed and fashionable clothes are available at unbelievably low prices. A constant practice of millennials to go in parallel with the trend has led to the shorter shelf-life of the existing clothes. The urge to purchase new clothes to match up with the frequently changing trend has given a huge room for growth to all the fast fashion retailers.

A. Who are fast fashion retailers?

Fast fashion retailers are those retailers who manufacture and design cheap and trendy clothes influenced by celebrity's, top fashion houses and current fashion trends and sell them through high street or high fashion stores as soon as they are launched within very less time.

Common Characteristics of Fast Fashion Retailers

- Huge Variety of styles all based upon latest trends.
- Catwalk inspired fashionable clothes hit the shelves in extremely short time period.
- Low Quality material is used in manufacturing of clothes which cannot be worn thrice use. This force repeat purchase.
- Manufacturing unit is offshore where the labour is cheap which leads to cheap price of fashionable clothes.

B. Impact of Fast fashion

Fast Fashion also has a negative effect on the planet. Use of Cheap textiles along with toxic textile dyes contributes second largest factor of global warming and pollution. The constant demand for new fashion increases the strain to reduce price and accelerate production time leads high working hours and low wages for the workers. Also, the customers themselves are affected by fast fashion, as because they are empowering the throw away culture as the they feel the trend has become obsolete and the latest fashion is available at a very cheap price. Fast Fashion makes needy and forces us to believe that we need to shop more and more to stay in align with the trends. This leads to constant sense of "need and ultimate dissatisfaction".

C. How did shopping pattern of people change?

Initially in 1800s, Garment making procedure was very slow. It started from sourcing of your own material like cotton or wool, setting them up, weaving them and then finally making the garment. This made fashion also slow.

The Industrial Revolution presented new innovation – like the sewing machine. The manufacturing of garments became easier which resulted making of a cloth faster and cheaper. To make optimal use of the innovation, tailor shops emerged to capture the middle-class market, where few or team of dressmakers would work. In 1960s and 70s, clothing and fashion became a way to express oneself. Fashion became so important, that the clothes became the mirror about an individual's personality. The Young population started to wear stylish clothes and create new trend. By the late 1990s and 2000s, low-cost fashion reached its pinnacle. High street fashion brands were introduced.

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These brands copied the appearance and design of clothes from the top fashion houses and reproduced them rapidly and economically. This resulted to easy availability of on-trend clothes whenever anyone needed or demanded for it. Then lately to make shopping and fashion even more easy and to reach anyone and everyone, online shopping came into existence where you can shop fashion even when you are in resting mode. This is how the shopping patterns changed and fast fashion came into existence.

D. *The growth of online shopping*

Fashion Brands in order to be successful needs to be more consumers centric. As there is a high demand of cheap fashion, to make a consumer only visit your website or store for online shopping is very difficult than actually making them shop from your website. So, to make fashion cheap, the elimination of mediators and reaching consumers directly is very necessary. The direct-to-consumer model means fashion going directly from production to selling, mostly by a digital platform. Unlike the traditional business cycle brands can skip the lengthy procedure and utilise the digital power to grow their own market. By this they can directly get in touch with the customer, convey whatever they want and collect significant data for top level strategic decisions. Online shopping comes up with various advantages when compared to offline shopping such as greater convenience, more personalization with minimal costs, more variety of products, wide reach, fast transactions and high flexibility. But nothing in this world comes up with only advantages and no disadvantages. Similarly, the whole process of Digital-Commerce relies upon internet, where there is easy availability of information about the competitor and its products. In the world of fierce competition where your competitor is available in just the next tab with the mouth open to grab your customer, Customer acquisition, retention and then loyalty becomes very difficult. Bringing a new customer to your website and 6 times costlier than to maintain a new existing customer as it takes almost 3 years to build up a new customer to an existing customer by using different strategies as concluded by “Rosenberg and czepiel, (1984)”, But then again customer loyalty comes to a question again. Once your customer becomes an existing customer to maintain them and make them loyal becomes the second big area of concern. So, in order to succeed in the online market place making the existing customer loyal and then maintaining them plays a very big role in success on Digital-Commerce.

E. *What is consumer loyalty?*

The recipe to create consumer loyalty is influenced by three major ingredients that is the consumer trust, consumer satisfaction and the service quality. These 3 factors play a major role in defining the loyalty factor as because if there is no trust on the company by consumer and they have a constant feeling of theft in their minds then your product can never be sold. Similarly, if the service quality is bad and the consumer realizes that the quality of products was bad, then there is nobody to listen to their complaints they again feel cheated and they never purchase the service again. Then the

final one is consumer satisfaction, if the consumer is not satisfied with what you offer and is influenced by other competitors and think what others offer is good and has a constant regret of purchasing from your website and is not satisfied then the consumer will never purchase the product again. But in all 3 cases if the vice versa happened then you end up having a loyal customer in your hands. As mentioned above customer loyalty is to constantly satisfy the customer, which can be only done through good service quality, and it can be done only when you fulfil all your needs of your customers in a much better way than your competitor does. But the needs and demands of the customer are changing daily due to the globalization, various options available with the customer and daily new innovation of products and services which is making difficult for the business to retain customers as the competitors come up with new strategy with ends up into a lost customer. Also, due to innovations the factors of satisfaction are changing day by day as what is uncommon today and unique for your business today which is making new a new scope of customer acquisition for you today the very next day the competitor starts offering the same and your unique selling proposition is gone. This also means when your USP is copied by your competitors and it is repeated by competitors, the customer starts assuming that it is a common strategy or a common offering which should be offered by all the companies and suddenly from USP it becomes a core product or the offering as the consumer starts accepting it as a basic need. Similarly, if the competitor is offering a new product or a service then you, as a company, need to offer the same and if you don't you are no more updated and become obsolete in the minds of consumer. So, in the areas like online fashion shopping which is a difficult sector for customer retention as well getting competitive advantage it is difficult to predict the basic factors which makes a customer loyal towards a website. In the analysis chapter we will further discuss the differentiations strategies that are taken up by different websites to stay ahead in competition and attract customers to their website ending with making them loyal.

II. LITERATURE REVIEW

The substantial review of literature has been done to learn more about the impact of differentiation strategies in fashion Digital-Commerce as well as the consumer loyalty which leads to competitive advantage experience. This research clarifies what all are the factors which play a major role while making a purchase decision of fashion online. Theoretical gaps have also been discussed on how consumer buying decision not only depends on one factor of good quality but is bundled by different other strategies too. More particularly the study evaluates the differentiation and promotion strategies and its relationship with brand image, service quality, consumer trust, consumer satisfaction then consumer loyalty resulting to competitive advantage. Fan & Tsai, (2010), who suggest there was a lot of development and technological changes after globalization which



automatically made consumer the king and changed their needs

and their way to shop. To stay competitive and reach customers they need to satisfy customer and to satisfy them it is very important to do proper need and value analysis of customer. Koufaris, (2002), concludes the customer has 3 major variables which is considered by consumer while making purchases online or off-line. First the AROUSAL that means the physical feeling or emotion resulting from physical body change. PLEASURE is the feeling of happiness and enjoyment felt by the consumer while visiting the website and the DOMINANCE means the control in excitement after seeing variety of products. He also discussed that website presentation of the products starting from image quality, the font style used, the model used to display the product together contributes to the overall consumer online shopping experience and the better it is there is high chances of immediate purchase of products as online purchases saves time but that will totally depend on the website experience offered to the customer in order to compensate physical experience. He also says that customer expectations are high on online purchase due to huge information about the product available with low efforts and high convenience. Bloemer, (1999), Keaveney, (1995), Caruana, (2002), Gremler with Brown, (1996) and Asuncion, (2004), have highlighted the importance of loyalty in service business and its effect on the ability of competitive environment development. A loyal customer base and contribute huge amount in profits keeping you competitive but acquiring a new customer can charge you 6 times more as per Rosenberg and Czepiel in 1984. Customer loyalty brings along many benefits along with high profits as per Reichheld and Sasser in 1990 though understanding loyalty is even more complex as said by Johnson with Herrmann along with Huber in 2006. Ecommerce is a service and Services has been deeply researched and analysed for deeply to meet customer needs uniquely. Some of the most important concepts are studied by best researchers to know what exactly is nature of services they are, Loyalty by Reichheld and Sasser in 1990, Heskett and Sasser and Schlesinger along with Dick and Basu in 1994, Oliver in 1997, Bowen and Shoemaker in 1998, McMullan and Gilmore in 2003, McMullan in 2005. Satisfaction by Wirtz and Bateson in 1999, Zeithaml and Bitner in 2000, Oliver in 1993 as well as 1997. Service Quality by Oliver in 1997, Parasuraman with Zeithaml and Berry in 1985, O'Neill in 1992, Cronin and Taylor in 1992 and Gronroos in 1988. The Role of customer loyalty ponders more importance when taken in the context of services as it involves human interference when goods are compared. Also due to high variety availability and huge competition in business the loyalty scales have already gone down. To handles this intangible services are started to be included in the services for human interaction and has been included in companies strategic decision as per Dwyer in 1987 and Oliver in 1999 and Reichheld in 2001 along with Morgan and Hunt (1994) noticed that the customer relationship management was a priority only in business to business relationship but now it has moved to business to customer

relationship as well as academic world even as per Sheth and Pravatiyar in 1995 and Sirdeshmukh in 2002. Reichheld and Sasser in 1990, Sheth and Parvatiyar in 1995 and Ball in 2003 in order to learn relationship marketing management better the theory of the term customer loyalty and business performance should be compiled in the chapter and it should also be utilised as competitive advantage as per Bharatwaj in 1993. Majumdar in 2005 told that "Customer loyalty is a complex multidimensional concept". According to Li and Zhang in 2002 for the research on consumer loyalty in fashion ecommerce there are three dependent variables that is consumer attitudes, consumer intentions and consumer purchase behaviour and the independent variable are personal characteristics, vendor or service or product characteristics and the quality of website are the most importance seeking part. Chaing and Dholakia in 2014 examined the reasons why customer shop online and he concluded that the ease to use and accessibility is the key drivers for a purchase of product. It is basically the convenience that matters. Iyer and Eastman in 2014 concluded that all senior citizens are laggard consumer groups but the literate ones having a bit more knowledge about Digital-Commerce and technology show positive attitude towards online shopping. He said positive attitude is solely responsible for online purchase beyond knowledge.

Tabatabaei in 2009 noted that if a customer shops online once and has a good experience he continues to shop online more than offline not sure from the same website but the pattern changes from offline to online. Chaing and Roy 2003 in his research found that online products are purchased by customers not for experience but for product search and once get used to online shopping they find offline shopping inconvenient. Soopramanien and Robertson in 2007 research in United Kingdom and found out that there are three types of a online customer. Firstly, the one who just scrolls to check the variety and stays updated about the cost and then purchases from the store, the second one prefers buying online due to the convenience even if it means paying a little bit more and the third one as fully offline customer.

Selvakumar in 2014 in his research found that online shopping intention is influenced by continuous improvement and upgradation as well as the accessibility. Johnson in 1999 found that people prefer web time saving over the cost saving in online purchases also, Hausman and Siekpe in 2009 found that computer, the internet connection and the human factors all three play a big role in online shopping decision. Koo in 2008 concluded personal lifestyle, behaviour, personality, social behaviour, self-actualisation needs and value beliefs influence the online purchase decision. Suki and Suki in 2007 research the value of online shopping and found that people perceive online shopping as more risky than offline shopping. They believed that their personal information, the payments, their privacy is at risk.

The review of relevant literature revealed that most of the research has been conducted considering the comparison between offline and online shopping behaviour and also done outside India. There has been no study in context of fashion Digital-Commerce in

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India. Also, most of the studies are focusing on no particular group of audience.

The theoretical literature concludes that people with education, knowledge of technology, seeking convenience and time saving and easy and good shopping experience prefer online shopping the most.

III. RESEARCH METHODOLOGY

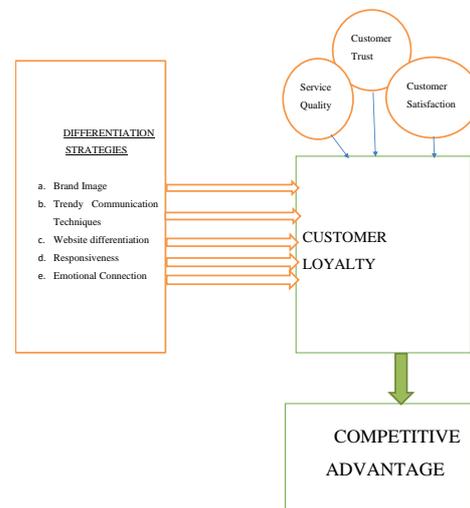
The study was conducted amongst 103 randomly selected youths of age group between 20-30 years in northern region of India in in-between December 2018 to March 2019. The research instrument used was a structured Questionnaire, which was based on the different factors of research model which is basically the understanding of effect of differentiation strategies on consumer loyalty and how consumer loyalty leads to competitive advantage. This questionnaire was answered by 103 respondents from northern region of India. "Simple random sample" is used where amongst 103 customers, majority were from the age group of 20-30 years and were females. A pre tested questionnaire was circulated in order to collect primary data, Opinions and fresh data from the respondents in order to analyze their purchase behavior in context of different factors mentioned in the research model. In the first part of the research, convenience sampling is used as the questionnaire was floated to youth of different universities in northern zone as per my convenience. In the next part, systematic random sampling is been used. Here the responses have been judged on "1-5" Likert scale. In this, any or every factor of the universe possess an equal chance of incorporation in the sample considering the formula " $p = N/n$ ". Here "p" is the gap and "n" is the size of sample, and "N is the size" of population. It also had questions to know the reply to which is most important factor which they notice while shopping fashion online and what are the other factors they consider as most important. Even though the response in relation to customer perception on reading of content of food labels was collected in Likert's scale of 5 it was divided onto 2 categories not important and important for analysis of results better. There were 9 descriptive questions which was very much generalized. Then there were questions for checking the loyalty attributes and then there were different factors of differentiation which was tested. In order to check the reliability and viability of the questionnaire the exploratory factor analysis was done. The "KMO and the Bartlett's test" to know the validity of variables were also performed. Total Variance analysis was also done to interpret the responses collected and assess the frequency of responses. Scree plotting was done to check the retainment of factor and all the 8 factors came out to be positive. The Correlation and regression analysis were also taken to know the linkage between two factors. "The Level of significance used was 0.05." The Questionnaire was analyzed using SPSS-Version 23 and MS Excel 2016 software package. Hence, to conclude, in this research First the descriptive data was done and after that reliability and validity test was conducted. The last step in the analysis

was to see if the hypotheses was supported or not supported. As defined earlier the data analyzing was done in SPSS-version 23.

A. Research Objectives

This study was undertaken with subsequent analysis in context to "Analysis of impact of strategies in fashion Digital-Commerce to gain consumer loyalty in India"

- To find out how brand image influences consumer loyalty
- To find out how trendy communication techniques influence consumer loyalty.
- To find out how emotional connection influences consumer loyalty
- To find out how website differentiation influences consumer loyalty
- To find out how responsiveness influences consumer loyalty
- To find out how differentiation strategies in fashion Digital-Commerce influence consumer loyalty.



B. Hypothesis Formulation According to Research Model

This research paper focuses on two major variables which are consumer loyalty and differentiation strategies. Here differentiation strategies being independent variable and consumer loyalty being dependent variable. The primary purpose of the paper is to know the factors of differentiation that affect the consumer loyalty which ultimately leads to competitive advantage. The factors considered for loyalty are trust, satisfaction and quality whereas the factors influencing differentiation strategies are Brand Image, Trendy Communication Techniques, Website differentiation, Responsiveness, Emotional Connection. The secondary purpose of the study is to know most significant characteristics which the customers consider while shopping fashion products online. In addition to this the paper helps to find out the relationship between the consumer loyalty and how it leads to competitive advantage. Company will have most benefit when customers make better purchase decision by being loyal.



HYPOTHESIS-1

To study the impact of factors of Differentiation Strategies on Customer Loyalty, the following hypotheses were developed:

H1o: There is no significant effect of Brand Image on Customer Loyalty.

H1a: There is a significant effect of Brand Image on Customer Loyalty.

HYPOTHESIS-2

H2o: There is no significant effect of Trendy Communication Techniques on Customer Loyalty.

H2a: There is a significant effect of Trendy Communication Techniques on Customer Loyalty.

HYPOTHESIS-3

H3o: There is no significant effect of Website Differentiation on Customer Loyalty.

H3a: There is a significant effect of Website Differentiation on Customer Loyalty.

HYPOTHESIS-4

H4o: There is no significant effect of Responsiveness on Customer Loyalty.

H4a: There is a significant effect of Responsiveness on Customer Loyalty.

HYPOTHESIS-5

H5o: There is no significant effect of Emotional Connection on Customer Loyalty.

H5a: There is a significant effect of Emotional Connection on Customer Loyalty.

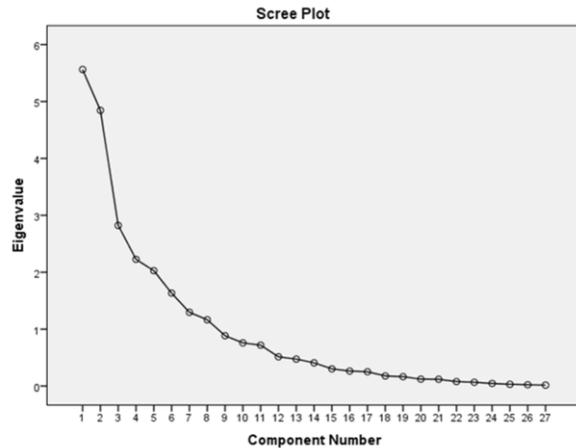
IV. ANALYSIS & FINDINGS

A. Exploratory Factor Analysis

Exploratory factor analysis (EFA) is a statistical method of analysis which is considered when relatively large set of variables or factors to know the reliability of the structure used for developing the scale. Scale is the different numbers or collection of questions which is taken and circulated to the respondents in order to record their views on a particular research topic. for the It basically studies the relationship between factors. EFA is a technique within factor analysis whose goal is to identify the underlying relationships between measured variables when the researcher has no a priority hypothesis about factors or patterns of measured variables. In simple terms it is done to ensure that the results are reliable and consistent and that it measured what was supposed to measure, a reliability and validity tests were performed. This was done through exploratory factor analysis, reliability test and Pearson correlation.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.717
Bartlett's Test of Sphericity	Approx. Chi-Square	2547.805
	df	351
	Sig.	.000

The KMO Bartlett's test shows sampling adequacy was 71% and it shows that questions are adequate



The screeplot is a combination of numbers and Eigenvalues taken. The graph gives us reliable results of factors. Here we see 8 factors.

B. Reliability Test

To determine the reliability and consistency of the measures, a reliability analysis was performed. The symbol for the Cronbach's value is α (alpha) and which means that the value of Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". Thereby, all variables had a good alpha and no were deleted. Brand image, Trendy communication techniques, website design, emotional connect, Responsiveness, consumer satisfaction, service quality, trust had very good values. This shows a strong reliability and if the study will be repeated in the future, it will not differ significant. Below are the results of reliability test, Service Quality

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha	.979	2

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data service quality has a Cronbach's alpha of 0.979 which means the factors is excellent.

SERVICE TRUST

Reliability Statistics

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Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.802	3

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data service trust has a Cronbach's alpha of 0.802 which means the factors is excellent.

SERVICE QUALITY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.850	2

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data service trust has a Cronbach's alpha of 0.850 which means the factors is excellent.

BRAND IMAGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.919	5

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data Brand Image has a Cronbach's alpha of 0.919 which means the factors is excellent.

TRENDY COMMUNICATION METHODS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.974	.974	5

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data Trendy Communication methods has a Cronbach's alpha of 0.974 which means the factors is excellent.

PERSONALISED EMOTIONAL CONNECTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.702	.796	4

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data Personalized Emotional Connection has a Cronbach's alpha of 0.796 which means the factors is excellent.

WEBSITE DIFFERENTIATION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	3

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data Website differentiation has a Cronbach's alpha of 0.867 which means the factors is excellent.

RESPONSIVENESS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.624	.611	3

The Cronbach's alpha should be above 0.6 to be classified as reliable. All of the factors had a value between α 0.8 and 0.95 and belongs to the category "very good" and "excellent". In our data responsiveness has a Cronbach's alpha of 0.611 which means the factors is okay.

Variable Table of Customer Loyalty and its outcomes

Name of the scale	Source	Number of Items	Cronbach's Alpha
Customer Satisfaction	Ellinor Hansen & Erika Jonsson, 2013	2	0.847



Customer Trust	Ellinor Hansen & Erika Jonsson, 2013	3	0.803
Service Quality	Ellinor Hansen & Erika Jonsson, 2013	2	0.979

(Source: Researcher's own compilation)

Variable Table of Differentiation Strategies and its outcomes

Name of the scale	Source	Number of Items	Cronbach's Alpha
Brand Image	Jacqueline Baykal & Marjorie Delagarde, 2011	5	0.916
Trendy Communication Techniques	Anonymous	5	0.974
Website Differentiation	Ellinor Hansen & Erika Jonsson, 2013	3	0.867
Responsiveness	Ellinor Hansen & Erika Jonsson, 2013	3	0.624
Personalized Emotional Connection	Ellinor Hansen & Erika Jonsson, 2013	4	0.702

(Source: Researcher's own compilation)

Correlations

		Website_Differentiation	Responsive	Differentiation Strategies
Brand_Image	Pearson Correlation	.160	.052	.714**
	Sig. (2-tailed)	.106	.605	.000
	N	103	103	103
Trendy_Comm_Techniques	Pearson Correlation	.127	-.098	.495**
	Sig. (2-tailed)	.202	.327	.000
	N	103	103	103
Emotional_Connection	Pearson Correlation	.067	.093	.514**
	Sig. (2-tailed)	.504	.348	.000
	N	103	103	103
Website_Differentiation	Pearson Correlation	1	.075	.609**
	Sig. (2-tailed)		.454	.000
	N	103	103	103
Responsive	Pearson Correlation	.075	1	.159
	Sig. (2-tailed)	.454	.110	.103
	N	103	103	103
Differentiation_Strategies	Pearson Correlation	.609**	.159	1
	Sig. (2-tailed)	.000	.110	
	N	103	103	103
Consumer_Loyalty	Pearson Correlation	.122	.092	.305**
	Sig. (2-tailed)	.218	.358	.002
	N	103	103	103

Here it is being shown that how brand image, Trendy communication techniques, emotional connection, website differentiation, responsiveness, differentiation strategies and consumer loyalty are correlated with each other. The higher the correlation between them the better the results.

Correlations		Consumer_Loyalty
Brand_Image	Pearson Correlation	.113
	Sig. (2-tailed)	.257
	N	103
Trendy_Comm_Techniques	Pearson Correlation	.371**
	Sig. (2-tailed)	.000
	N	103
Emotional_Connection	Pearson Correlation	.055
	Sig. (2-tailed)	.584
	N	103
Website_Differentiation	Pearson Correlation	.122
	Sig. (2-tailed)	.218
	N	103
Responsive	Pearson Correlation	.092
	Sig. (2-tailed)	.358
	N	103
Differentiation_Strategies	Pearson Correlation	.305**
	Sig. (2-tailed)	.002
	N	103
Consumer_Loyalty	Pearson Correlation	1
	Sig. (2-tailed)	
	N	103

** Correlation is significant at the 0.01 level (2-tailed).

Here it is being shown that how the consumer loyalty factor is related to different factors of differentiation strategies.

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.408*	.167	.124	.47210	.167	3.884	5

R value shows a simple correlation which is 0.408%, this shows that it is high. 12.4 variation on consumer loyalty can be explained by differentiation strategies.

ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.328	5	.866	3.884	.003*
	Residual	21.620	97	.223		
	Total	25.948	102			

- a. Dependent Variable: Consumer_Loyalty
- b. Predictors: (Constant), Responsive, Brand_Image, Trendy_Comm_Techniques, Website_Differentiation, Emotional_Connection

R values shows a simple correlation which is 0.305%, this shows that it is good. 8.4% variation on consumer loyalty can be explained by the differentiation strategies.

The above table shows the independent variable equation of responsiveness, website differentiation, trendy communication techniques, Brand Image, emotional connection over dependent variable of consumer loyalty which can be seen by significant values being 0.003. This means it is good fit for the data.

Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.016	1.051		.967	.336
	Brand_Image	.043	.065	.072	.656	.514
	Trendy_Comm_Techniques	.241	.060	.377	3.988	.000
	Emotional_Connection	.038	.126	.033	.299	.765
	Website_Differentiation	.034	.062	.052	.549	.584
	Responsive	.285	.227	.118	1.254	.213

a. Dependent Variable: Consumer_Loyalty

The regression equation can be presented as $CL = 1.016 + 0.043*BI + 0.241*TCT + 0.038*EC + 0.04*WD + 0.285*R$. This indicates there is a strong and positive



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relation between CL and DS and further proves the path to attempt the alternative hypothesis. This shows that responsiveness in differentiation strategies affects the customer loyalty the most.

The correlation and regression of Differentiation strategies,

		Differentiation_S trategies	Consumer_Loya lty
Differentiation_Strategies	Pearson Correlation	1	.305**
	Sig. (2-tailed)		.002
	N	103	103
Consumer_Loyalty	Pearson Correlation	.305**	1
	Sig. (2-tailed)	.002	
	N	103	103

** . Correlation is significant at the 0.01 level (2-tailed).

Here it is being shown that how the consumer loyalty factor is related to different factors of differentiation strategies.

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	
1	.305 ^a	.093	.084	.48269	.093	10.366	1	

Model Summary		
Model	Change Statistics	
	df2	Sig. F Change
1	101	.002

a. Predictors: (Constant), Differentiation_Strategies

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.415	1	2.415	10.366	.002 ^b
	Residual	23.532	101	.233		
	Total	25.948	102			

a. Dependent Variable: Consumer_Loyalty

b. Predictors: (Constant), Differentiation_Strategies

The above table shows the independent variable equation of differentiation strategies over dependent variable of consumer loyalty which can be seen by significant values being 0.002. This means it is good fit for the data.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.752	.545		3.217	.002
	Differentiation_Strategies	.447	.139	.305	3.220	.002

a. Dependent Variable: Consumer_Loyalty

The regression equation can be presented as $CL = 1.752 + 0.447 \cdot DS$. This indicates that there is a strong and positive relation between CL and DS and further proves that the path to attempt the alternative hypothesis. Here this research proves that 45% of differentiation strategies affect the factors of customer loyalty.

Hypothesis	Null Hypothesis Rejected/Accepted
H1o: There is no significant effect of Brand Image on Customer Loyalty.	Rejected
H1a: There is a significant effect of Brand Image on Customer Loyalty.	

H2o: There is no significant effect of Trendy Communication Techniques on Customer Loyalty.	Rejected
H2a: There is a significant effect of Trendy Communication Techniques on Customer Loyalty.	
H3o: There is no significant effect of Website Differentiation on Customer Loyalty.	Rejected
H3a: There is a significant effect of Website Differentiation on Customer Loyalty.	
H4o: There is no significant effect of Responsiveness on Customer Loyalty.	Rejected
H4a: There is a significant effect of Responsiveness on Customer Loyalty.	
H5o: There is no significant effect of Emotional Connection on Customer Loyalty.	Rejected
H5a: There is a significant effect of Emotional Connection on Customer Loyalty.	

V. CONCLUSION

Customer loyalty is known as an important phenomenon to be profitable and for survival in the growing online competitive environment. It helps you gain competitive advantage over competitors. This study has generated in a deep insight around the antecedents affecting e-loyalty and other factors important to consider. The investigation has provided useful results, especially for the online fashion market. Both practitioners and academic can benefit from this study and managers can get a valuable insight in how to create loyalty online. This study generated in implications for marketing managers. Apparently, online consumer loyalty is influenced of satisfaction, service and trust. However, satisfaction is a major driver for customer loyalty in the online fashion industry. Thereby, a manager should put main focus in what affect satisfaction to increase in e-loyalty in this industry. It is about arousing positive feelings in the customer, and to meet or exceed user's expectations. To acquire a good idea about what the target group want and appreciate can be a way to increase in e-satisfaction. Additionally, it is also important to focus in what influence responsiveness and customer trust when working with loyalty development. Hence, managers should strive to improve in their services included in responsiveness to achieve e-loyalty, for instance effective provide assistance for the users, and listen and quickly answer on feedback. In addition, if company gains customers trust they will also be able to gain loyalty. However, by trying to reduce the perceived risk, by for instance improve in security and privacy, and try to affect the customer's total beliefs about how he or she perceives the company and its Website, will most likely improve customer trust and thereby in the long run the e-loyalty. Moreover, there are also indirect influential factors important for a manager to take in to account. Ease of use/ Web design is a main driver for e-satisfaction. Companies can improve satisfaction through improving for instance the Website's design, navigation system on the site and in general try to minimize user effort. By increase satisfaction it indirect influences e-loyalty. The study testifies that the



main driver for e-trust is assurance, which is strongly related to security and privacy on a site. Thereby, if a manager strives to increase in e-trust, and by that e-loyalty, they should try to improve the security and privacy elements. Security can be improved by increase safety around fraud and financial loss when customer doing transactions on their site. Privacy can be improved by protect personal information, not sharing information about customer with other online providers and in general keep customer anonymity. To sum up, a marketing manager can by improving different elements on a site also increase e-loyalty, direct or indirect. Thereby, managers can use this study and tailor their online marketing strategies dependent on their overall objective. We found out from this report that 45% of differentiation strategies affects the factors of customer loyalty and in differentiation strategies Responsiveness is the most important factor that affects the differentiation strategy the most.

VI. LIMITATIONS

- The research was done in Delhi region only. So, it gives a lot of scope for researchers to analyze the same factors in some other region.
- As convenience sampling was done the respondents were all aged between 20-30 years. So, this study gives us a lot of scope to study the same factor amongst other age groups.
- There were only 5 factors of differentiation strategies which were tested this gives a lot of scope for the researchers to test the other factors of differentiation strategies affecting customer loyalty
- Another thing which other researchers can do is do a comparative analysis between age gender and other variables to see if it differs

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He is very good team leader and always performs the task with creativity.

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