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Exploring Brand Engagement: Insights from Online Shoppers in Gurugram, Haryana

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Abstract: This study investigates brand engagement among online shoppers in Gurugram, Haryana, through an exploratory cum descriptive research design. A convenient sampling approach was employed to select 420 participants from Gurugram, representing the population of online shoppers. Data was collected using online surveys, and statistical analyses, including Kaiser-Meyer-Olkin (KMO) measure, Bartlett's test, Principal Component Analysis (PCA), and Varimax rotation, were conducted to explore the dimensions of brand engagement. The findings reveal three primary factors: Brand Attachment, Professional Usage, and Cognitive Association, shedding light on the emotional, behavioral, and cognitive aspects of consumer-brand relationships in the digital age.

Keywords: Brand engagement, online shopping behavior etc.

I. INTRODUCTION

In the contemporary marketplace, characterized by rapid technological advancements, shifting consumer preferences, and intense competition, brands face the formidable challenge of standing out amidst the noise and capturing the attention of increasingly discerning consumers. In this context, brand engagement has emerged as a critical factor in driving brand success and maintaining competitive advantage. Brand engagement goes beyond mere transactions; it represents the depth of connection and interaction between consumers and brands, encompassing emotional attachment, active participation, and loyalty. Understanding the intricacies of brand engagement is essential for businesses striving to forge meaningful relationships with their target audiences, foster brand loyalty, and ultimately, drive business growth. The concept of brand engagement encompasses various dimensions, including emotional resonance, cognitive association, behavioral involvement, and social interaction. Consumers who are emotionally attached to a brand exhibit higher levels of loyalty, advocacy, and willingness to pay premium prices (Batool & Malik, 2019). Moreover, cognitive associations formed through brand experiences and interactions shape consumers' perceptions and preferences, influencing their purchase decisions and brand evaluations (Escalas & Bettman, 2003). Behavioral involvement reflects consumers' active participation with the brand, such as repeat purchases, brand interactions, and engagement with brand content (Khan & Rahman, 2019). Additionally, social interaction on digital platforms plays a pivotal role in fostering brand engagement, as brands leverage social media channels to engage with consumers, build communities, and cultivate brand ambassadors (Phua et al., 2017). The significance of brand engagement is further underscored by the evolving nature of consumer-brand relationships in the digital age. With the proliferation of digital technologies and the rise of social media, consumers have unprecedented access to brands and expect personalized, authentic, and immersive brand experiences. Social media platforms serve as powerful channels for brands to connect with consumers in real-time, facilitate two-way communication, and co-create value (Hajli, 2014). Brands that effectively harness the potential of social media and digital platforms to engage with consumers stand to gain a competitive edge in today's dynamic marketplace.

II. REVIEW OF LITERATURE

The literature on brand engagement spans various disciplines, including marketing, consumer behavior, and psychology, offering insights into the complex dynamics of consumer-brand relationships. One key aspect of brand engagement is emotional attachment, which refers to consumers' affective bond and affinity towards a brand (Batool & Malik, 2019). Studies have shown that emotional attachment positively influences brand loyalty and purchase intentions, as consumers are more likely to repurchase from brands they feel emotionally connected to (Escalas & Bettman, 2003). Additionally, the concept of brand satisfaction plays a crucial role in driving brand engagement. Consumers who are satisfied with their brand experiences are more likely to engage with the brand on various levels, from repeat purchases to positive word-of-mouth recommendations (Khan & Rahman, 2019). Brand satisfaction is closely linked to consumers' perceptions of brand quality, service, and overall brand performance (Gounaris et al., 2010). Furthermore, the emergence of social media has revolutionized brand engagement strategies, providing brands with unprecedented opportunities to interact with consumers in real-time and on a more personal level (Hajli, 2014). Social media platforms serve as powerful tools for brands to foster brand engagement through content creation, community building, and influencer partnerships (Phua et al., 2017). Research has shown that brands that actively engage with consumers on social media platforms experience higher levels of brand loyalty and advocacy (Gensler et al., 2013).

III. RESEARCH METHODOLOGY

This study adopts an exploratory cum descriptive research design to investigate the shopping behavior of online shoppers in Gurugram, Haryana. The target population comprises all online shoppers residing in Gurugram. Convenient sampling allows for the selection of participants based on their easy availability and accessibility. The sample size for this study was set at 420 online shoppers residing in Gurugram. Data collection will primarily involve the administration of online surveys to the selected participants.

IV. RESULTS

Table 1: KMO and Bartlett's Test of Brand engagement

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
Bartlett's Test of Sphericity	Approx. Chi-Square	10905.751
	df	45
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy assesses the suitability of data for conducting factor analysis. In this analysis, the KMO value is .731, indicating a moderately good level of sampling adequacy. A KMO value above .5 is generally considered acceptable, suggesting that the variables included in the analysis are sufficiently correlated to proceed with factor analysis. Bartlett's Test of Sphericity evaluates whether the correlation matrix between variables is significantly different from an identity matrix, indicating the presence of relationships among the variables suitable for factor analysis. In this case, Bartlett's Test yielded an approximate chi-square value of 10905.751 with 45 degrees of freedom and a significance level of .000.

Table 2: Total Variance Explained by the factors of Brand engagement

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.201	42.011	42.011	4.201	42.011	42.011	3.705	29.052	29.052
2	2.962	29.620	71.631	2.962	29.620	71.631	2.818	23.180	52.232
3	2.132	21.316	92.946	2.132	21.316	74.946	2.771	22.715	74.947
4	.145	5.448	79.395						
5	.115	5.148	84.543						
6	.104	3.045	87.587						

7	.097	2.973	89.560					
8	.089	2.887	96.447					
9	.084	1.843	98.291					
10	.071	1.709	100.000					
Extraction Method: Principal Component Analysis.								

The table illustrates the results of Principal Component Analysis (PCA), presenting the total variance explained by each principal component. Component 1 emerges as the most influential, initially explaining 42.01% of the total variance and retaining 29.05% after rotation. Component 2 follows closely, accounting for 29.62% of the variance initially and maintaining a cumulative percentage of 52.23% after rotation. Component 3 contributes 21.32% of the total variance initially, retaining 22.72% after rotation. Subsequent components explain progressively smaller proportions of variance. Collectively, the three primary components identified through PCA elucidate 74.95% of the variance after rotation, providing substantial insights into the underlying structure of the dataset.

Table 3: Rotated Component Matrix of Brand engagement

Rotated Component Matrix ^a	Component		
	1	2	3
I'm proud to use brands.	.950		
I feel good when I use branded products.	.947		
I feel very positive when I use brand.	.945		
Using brand makes me happy.	.942		
I'm using brand only for professional purposes.		.951	
I spend a lot of time using my favorite brand.		.946	
Whenever I'm using category, I usually use brand.		.945	
Using brand stimulates my interest to learn more about brand.			.956
Using brand gets me thinking about brands.			.945
I think about brands a lot when I'm using it.			.944
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

The rotated component matrix reveals three distinct factors based on their loadings on the principal components extracted through Varimax rotation with Kaiser normalization:

Factor 1, labeled "Brand Attachment," encompasses variables associated with emotional connection and positive sentiment towards the brand. These variables, including statements such as "I'm proud to use brands" and "Using brand makes me happy," load heavily on Component 1, reflecting consumers' strong attachment to and satisfaction with the brand. Factor 2, termed "Professional Usage," consists of variables related to consumers' commitment to using the brand for professional purposes and their loyalty to the brand. Variables like "I'm using brand only for professional purposes" and "I spend a lot of time using my favorite brand" load primarily on Component 2, highlighting consumers' dedication to the brand in specific contexts. Factor 3, labeled "Cognitive Association," comprises variables associated with consumers' usage behavior and cognitive associations with the brand. Statements such as "Whenever I'm using category, I usually use brand" and "Using brand gets me thinking about brands" load predominantly on Component 3, indicating a connection between consumers' usage patterns and their cognitive associations with the brand.

V. CONCLUSION

This study provides valuable insights into brand engagement among online shoppers in Gurugram, Haryana. The findings underscore the multifaceted nature of consumer-brand relationships, highlighting the importance of emotional attachment, behavioral involvement, and cognitive association in driving brand engagement. Brands operating in the digital marketplace can leverage these insights to tailor their strategies, enhance customer experiences, and foster stronger connections with their target audiences. By understanding the dimensions of brand engagement and its implications for consumer behavior, businesses can

position themselves for sustainable growth and competitive advantage in today's dynamic marketplace. Further research could explore additional factors influencing brand engagement and investigate the effectiveness of brand engagement strategies across different industries and demographic segments.

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