

# AN EMPIRICAL STUDY ON THE FACTORS AFFECTING ONLINE RETAIL BRAND ENGAGEMENT AND PURCHASE INTENTION

SUBHAJIT BHATTACHARYA  
*Department of Marketing Management  
Xavier Institute of Social Service*

VIJETA ANAND  
*Jharkhand Rai University*

## Abstract

*The Consumer buying criterion has reformed massively in this present digitized marketing environment. The growing importance & popularity of online buying is very much substantial and quite evident in India these days. This study attempts to investigate the relationships between brand trust, social linkages, brand awareness, online retail brand engagement and final brand selection & purchase intention. The current research also examined the linkages among brand trust, social linkages, brand awareness and online retail brand engagement and in creating the final brand selection & purchase intention relating to Indian online retail market. Data from 252 observations were analyzed using the structural equation modeling method. The outcome of this research paper shows how an effective online retail brand engagement environment can be created to boost the final brand selection & purchase intention in the Indian online market place.*

**Keywords:** *Online shopping behaviour, online buying experience, online trust, social linkages, online retail brand engagement*

## Introduction

The present digitized world is creating good opportunities to the seller to reach customers much faster, easier and in economic ways (Kim, 2012). Digital marketing has proved to be a blessing for e-retailing companies as business has become more user friendly & very innovative as well as interactive at the same time. The changing scenario of marketing as a whole has made online buying more acceptable these days for new age customers. According to UCLA Centre for Communication Policy (2001) online shopping is the third most popular activity over the Internet, immediately after e-mail using/instant messaging activity and web browsing. If we consider the case of Amazon then it can be observed that it has sold 36.8 million items in 2013 which is significantly 38.9% higher

than the previous year, with a record breaking achievement of about 426 products sold per second during Christmas 2013. As per the study of McKinsey & Company (December 2012) named "*Online and Upcoming: The Internet's Impact on India*" it can be observed that the internet users in India has crossed 120 million in the year 2012 which is presently the third-largest in the world. The study has also forecasted that India is likely to have the second-biggest consumer base in the world, and the largest in terms of achieving incremental growth, with 330 million to 370 million Internet users in year 2015. According to statista.com (The Statistics Portal) it can be observed that the worldwide B2C e-commerce sales was 1.058 trillion in 2012 and the organisation has also forecasted that in 2016 global B2C e-commerce sales is likely to reach 1.92 trillion U.S. dollars. As per







































