Impact of Social Media on User's Loyalty Towards Online Retailing Sites in Haryana.

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Abstract: The study focusses on the Impact of social media on user's loyalty towards online retailing sites in Haryana. And the data analyse through the SEM and Factor Analysis technique. The Study was conducted on 500 sample size. Further the results show the significant impact of social media on users' loyalty for online retailing sites. Social media is a lucrative marketing platform for Online retail because of its effectiveness to reach consumers across demographics. As an online retailer, social media marketing strategy. Model is fit because the Regression values above .5 in SEM. The analysis shows that the KMO value above 93% for the sample adequacy.

Keywords: social media, Loyalty, Online retailing Sites, Haryana, SEM, AMOS, Factor Analysis etc.

Introduction

According to the University of California, Los Angeles (UCLA) communication policy (2001), behind email and web surfing, online shopping is the third most common internet activity. Case, Burns, and Dick (2001, p.873) found from an online survey of a few American students that "Internet expertise, income, and education level are especially effective predictors of Internet purchases among university Students."

The success of an online retailer is dependent on consumer loyalty to a brand. So, in order to acquire the trust of customers, a company must meet their expectations in order to attain 100 percent customer happiness. Customer attitude about online buying relates to their mental condition when it comes to making purchases. Customers go through many processes while making an online purchase.

- a) Identify a need or want, then identify the prerequisites required to meet that need.
- b) Gather information and assess the available possibilities.
- c) Once they've determined their alternatives, they'll try to make a purchase, which will entail looking for or negotiating the best possible price.
- d) Finally, consumers will consider many aspects that restrict or impact their final choices, and they will assess whether or not they made the right choice. (Akbar, S., & James, P. T. 2014)

The internet's effect on people's purchasing habits, particularly through social networking, has expanded over time. Retailers who previously relied on traditional storefronts to drive sales have discovered that the reach of social media extends beyond producing exposure; it is also a revenue-making medium.

Because of its ability to reach consumers across demographics, social media is a valuable marketing channel for online retailers. As an online store, your social media marketing plan should include the following stages.

- a) Create Social Media Campaigns
- b) Customers connect with retailers on social networking platforms mostly to learn about items and promotions.
- c) Customer Acquisition and Retention
- d) Retailers may actively participate in their social media pages to not only listen to what customers have to say, but also to be a part of the conversation.
- e) Increase Revenue
- f) Revenue generation should be one of the primary goals of social media strategy and campaigns. A consumer who spends more time on social media is a good indicator; it indicates that they are more involved.
- g) Monitor Web Traffic
- h) Before devoting more money to improving your social media presence, evaluate how well your present approach is performing and whether it can be enhanced further. Monitoring your social media activities is an effective technique to gauge client loyalty and social involvement. (Team Position²,2011)

Review of Literature

(Ahn et al., 2007) have assessed the influence of playfulness on user acceptability. The present investigation has been made in regard to online retailing. The aim of the study is to investigate any possible relationship between web quality and the acceptance behaviour of the users. A study of 942 users have been made in Seoul, Korea. A structured questionnaire comprising 54 items on different eight latent variables, has been developed on seven point Likert Scale for users purchasing online products. A content and readability testing has been done through three rounds of expert monitoring by various experts in their respective areas. Data has been evaluated with the help of SEM technique on LISREL 8.12 software. Factor Loading for all the items is ranged from 0.704 to 0.930, hence more than threshold limit 0.60. Composite reliability is in range of 0.901 to 0.964, exceeding threshold limit 0.80. Convergent validity is above 0.50 and in the range of 0.521 to 0.815. The study has revealed that there is a positive impact of playfulness on the users' attitude and formation of behavioural intention while using a retail website. The quality of the web and its related factors have a considerable beneficial influence on ease of use, usefulness, and fun.

(Chiu et al., 2009) have determined various determinants contributing towards repurchase intention of the customers while shopping online. Hence the study has adopted Technology Acceptance Model (TAM). The determinants under study are fulfilment, privacy, system availability, responsiveness, contact, trust, enjoyment, perceived usefulness, e-service, various dimensions related to quality, and repurchase intention. The authors have collected data from 157 respondents during pilot testing and 360 PCHome consumers who shop online. The study has factor loading for all constructs in between 0.78 to 0.96, composite reliability in between 0.89 to 0.96, AVE in between 0.72 to 0.85. Data was gathered using a structured questionnaire using a 5-point Likert Scale modified from multiple known measures, totaling 38 items. The data has been examined with statistical tools like SEM etc. The study has shown that all the determinants of the study has proved as excellent predictor of repurchase intention of online shoppers except system availability. The study has stressed upon building customer loyalty, trust, ensuring privacy, responsiveness rather than focusing upon only website development by the online vendors.

(Jaiswal et al., 2010) has examined determinants of online satisfaction and loyalty for online retail (commerce) and content sites. The study has been conducted 100 online and 102 offline users with an aim to determine their satisfaction and loyalty toward these sites. For this objective, the authors adopted a context-specific and content-general factors approach. Ease of use, web community, security, privacy, customer service, web expertise, merchandising, and fulfilment are the criteria under investigation. For this objective, the authors adopted a context-specific and contentgeneral factors approach. Ease of use, web community, security, privacy, customer service, web expertise, merchandising, and fulfilment are the criteria under investigation. In order to achieve the objective, the study has used descriptive research design with non-random sampling technique for collection of data. The study has drafted a seven point structured questionnaire using various exiting scales and inventories on determinants under study. The data has been processed with the help of t test, confirmatory factor analysis (CFA) with structural equation modelling (SEM). The study has shown that variables like satisfaction of the users and their loyalty judgements are sensitive toward context specific and general determinants. The determinant web expertise has a moderation effect among these variables. However the study has also shown that fulfilment and the quality of the information acquired are emerged as significant predictor of these two variables. Aside from that, consumers' feelings of ease of use, customer service, and online competence all have a big impact on their happiness. However, web community is statistically and positively connected with and related to loyalty.

(Ramanathan, 2010) has conducted a study on the e-commerce where the loyalty of customers toward these sites and the comparative logistic performance of these portals have been evaluated. The study has understood the moderating effect of risk physiognomies of the merchandise and the relative efficiency of these e-commerce web portals. Risk physiognomies comprises determinants like product price and their consequent ambiguity; whereas efficiency of these e-commerce web portals discusses their ability to fetch good operational ratings. The determinants under study are customer loyalty, claim satisfaction, ease of refund, timely delivery, adequate management accessibility, required support to customers, payment process, prices which are comparable, and privacy experience of the respondents. The study has used rating data of 490 websites with an aim to determine the impact of logistic performance on the overall loyalty of the customers toward e-commerce web portals. In this regard, the data has used regression analysis to establish the relationship between both the variables. The study has shown that efficiency of these e-commerce web portals is moderating factor among the variables under study whereas risk physiognomies don't show any moderating character among them.

(Yen, 2010) has determined the effect of perceived risk on the switching costs and the loyalty of the consumer on ecommerce platforms. The study has taken perceived risk as moderating variable among other two variables under study.

The main determinants of customer loyalty are preference loyalty and dissatisfaction response. The study approach is empirical, and the sample size is 425 internet shoppers in the United States. Data was gathered using a structured questionnaire using a 7-point Likert Scale modified from multiple known measures, totaling 16 items. The data has been examined with statistical tools like principal-axis factor analysis, Exploratory Factor Analysis (EFA) and linear regression. The study has examined content validity (satisfactory), construct validity (satisfactory) and discriminant validity with Varimax rotation and principal component method (satisfactory). The study has shown 4 factors containing 11 items observing 88.362% of total variance. The Cronbach's Alpha for items are in between 0.71 to 0.88, construct Validity is in the range of 0.68 to 0.91 and Average Variance Explained (AVE) is in the range of 0.58 to 0.71 with adequate discriminant validity. Finally the study has shown that the switching cost is positively associated with the preference loyalty but negatively with dissatisfaction response. The higher switching cost affect the consumer loyalty. Higher the perceived risk, lesser is the consumer loyalty toward e-commerce platform and vice versa.

(Carlson & O'Cass, 2011) have examined the performance of multi-channel retailers with their presence upon online and physical retail places. The study has aimed to scrutinize the significant contribution of service branding along with website performances in such environment. Another aim is to investigate the serious influence of website attitudes of the respondents on their behaviour loyalty. Website communication performance, website aesthetic performance, website transaction efficiency performance, retail brand image-website image congruency (RBI-WIC), website attitude, repurchase intention, and word of mouth behaviour are the primary determinants of the study's conceptual model. Website communication performance, website aesthetic performance, website transaction efficiency performance, retail brand image-website image congruency (RBI-WIC), website attitude, repurchase intention, and word of mouth behaviour are the primary determinants of the study's conceptual model. The variable RBI-WIC has played the role of moderating variable among other performance and attitude variables. The study has collected primary data from 196 consumers who have made purchase from both online and retail store in last twelve months. A structured questionnaire with seven point scale was adapted from various already well-established instruments. The study has adopted SEM via PLS analysis to process the information. The study has shown satisfactory discriminant validity and convergent validity of the constructs. The reliability of each and every construct is in between 0.92 to 0.98 which is highly satisfactory. The study has shown high positive impact among all the variables. However the moderating variable RBI-WIC has negatively moderating the relationship.

(Liang & Turban, 2011) have analysed the growing popularity of social commerce and networking sites as a part of business models among electronic commerce businesses. In these days, social media is using web 2.0 technologies and infrastructure to support interactions among users. Apart from offering suitable online platforms for budding and established entrepreneurs to innovate, this online social media channel is offering new arenas for the researchers for developing new theories in this regard. The major social media handles under study are Twitter, Facebook, LinkedIn etc. The study of social media is complex and challenging day by day and its impact is differing at every instance in understanding the users' loyalty toward these social commerce platforms. The study has used six key elements in classification of social commerce framework viz. underlying theories, research theme, commercial activities, social media, research methods, and outcomes. Social media marketing, enterprise management, technological support integration, and management and organisation are examples of social commerce activities. Social media mainly concentrate upon CRM, viral marketing, affiliate marketing, video marketing, B2B marketing, trading virtual properties, ad and promotions, shopping, marketing research online, ratings, group buys, online reviews, forums and discussion, direct online selling etc. As a result, the study has mostly focused on comprehending the framework of social media commerce.

(Liang et al., 2011) have assessed numerous social commerce drivers using relationship quality and social support as study factors This research was carried out in relation to numerous social networking sites such as Facebook, LinkedIn, and Twitter. The aim of the investigation to understand shopping intentions of the users of these websites and their consequent social sharing. In this regard, an empirical study on microblog has been made, regarding understanding social support and the purchase intention of the users on these websites, as per the variables under study. The study has been conducted to understand the loyalty of the users, while making online purchases, in reference to social commerce strategies. Website quality and social support has been taken as independent variables, relationship quality as moderating variable, intention of social commerce and continued use as dependent variables. A pilot study has been made initially upon 60 respondents to test five constructs comprising 39 statements. The said study has shown reliable and valid results. Therefore a further investigation upon 463 respondents have been made to find empirical results, out of which 411 valid responses have become part of final analysis. Data has been analysed with PLS. all the constructs have shown values above 0.7 meeting threshold limits. AVE values are above 0.5, showing satisfactory divergence. All constructs have high factor loadings, showing significant loading. CR is in the range of 0.85 to 0.93 and AVE in

between 0.58 to 0.85. All paths are positively significant at 0.05 level of confidence interval. The study has found that these variables play a crucial role in creating intention of the users for purchases through social commerce. Relationship quality plays the role of mediator between the users of the website and websites itself. The study has suggested some valuable strategies to help the practitioners in developing better strategies to motivate users to opt these websites frequently.

(Limbu et al., 2011) have measured the perception of consumers regarding online ethics of retailers. Then the effect of these ethics has been studied toward website satisfaction and consumers' loyalty. The main determinant of the study are Non- deception, security issues, privacy, and fulfilment. The mediating effect of website satisfaction has been evaluated between these determinants and loyalty aspects. The investigation has adopted convenience sampling design and a sample size of 220 students from a university located in USA. The study has conducted a survey of these respondents through online website 'Survey Monkey'. Data was gathered using a structured questionnaire using a 7-point Likert Scale modified from multiple established measures, totalling 21 items. The data has been examined with statistical tools like SEM and maximum likelihood estimation method with the help of statistical software AMOS version 18. The factor loading of the items is in between 0.55 to 0.95 (satisfactory), reliability in between 0.75 to 0.84 (satisfactory), construct validity higher than 0.5 and AVE above 0.60. The study has shown that loyalty is positively associated with privacy but not significantly related with fulfilment and non-deception. The study has suggested that retailers must focus upon protection of financial information of consumers, their private information, product delivery aspect and avoiding deceiving practices.

Objective

To examine the impact of social media on user's loyalty towards online retailing sites in Haryana.

Research Methodology

Study was conducted in Haryana on 500 peoples, with judgemental sampling technique. Data analysis through factor analysis and SEM.

Data Analysis

Determination of factors influencing Loyalty of respondents toward social media and Online retailing sites

Elementary Factor Analysis

Descriptive Analysis

Statement influencing Loyalty of respondents		Std.	Analysis	
toward social media and Online retailing sites	Mean	Deviation	N	Extraction
L1 Social Media Web pages are really useful to me	4.0380	0.74945	500	0.438
L2 I often use social media web pages for various	4.1000	0.67743	500	0.669
purposes				
L3 SMW pages enable me to share information with	3.8980	0.75414	500	0.639
others				
L4 Discussion or exchange of opinion with others is	3.9800	0.65457	500	0.641
possible through SMW platforms				
L5 There is an easy delivery of my opinion through	3.9100	0.75035	500	0.599
SMW platforms regarding online retail sites				
L6 SMW pages offer accurate information on	3.7580	0.83476	500	0.687
products on online retail sites				
L7 SMW pages offer useful information regarding	3.8240	0.73900	500	0.725
online retail sites				
L8 SMW offers reliable information	3.7880	0.75379	500	0.701
L9 SMW pages offer detailed information about the	3.8520	0.87615	500	0.715
products				
L10 SMW pages offer customized information on	3.8940	0.71259	500	0.720
search				

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L11 SMW offers customized service related to	3.9120	0.68498	500	0.713
L12 SMW pages also give me recommendations as	3.9760	0.69310	500	0.736
per my requirements				
L13 Fresh content shown in SMW pages indicates	3.9560	0.67154	500	0.676
the newest information about retailing sites	3 9700	0.67677	500	0.678
trending online retailing sites	3.9700	0.07077	300	0.078
L15 Any retail site in trend is available on social	3.9180	0.69299	500	0.676
media web pages				
L16 SMW pages help to get aware about word of	3.8660	0.75178	500	0.797
mouth spread by my friends online about retailing				
sites				
L17 I recommend online retailing sites on SMW	3.8980	0.79300	500	0.697
pages to my friends	2.00.00	0.000.0		0.620
L18 I encourage my friends to use SMW pages to	3.8060	0.78076	500	0.638
Know more about online retaining sites	3 8220	0.81055	500	0.701
L19 I trust on information shared by others on Siviw	5.8220	0.81955	300	0.701
L 20 I read the blog and reviews about retailing sites	3 8020	0.72100	500	0.603
upon social media web pages	5.0020	0.72100	200	0.005
L21 The information on SMW about retailing sites is	3.7200	0.76862	500	0.737
fair and reliable.				
L22 I am always benefitted from products sold	3.7340	0.81275	500	0.749
through SMW by retailing sites				
L23 I feel happy and contended after interacting with	3.8580	0.79442	500	0.653
my friends about retailing sites on SMW pages				
L24 I feel satisfied with the information	3.7740	0.78751	500	0.731
dissemination techniques used by these retailing sites				
on SMW pages	2 7780	0.91266	500	0.709
authentic information about products and services	5.7780	0.81300	300	0.708
upon online retailing sites				
L26 I feel that SMW are committed to drop any	3.6900	0.80697	500	0.579
negative and offensive information related to these				
sites on their space				
L27 I am committed to explore information on these	3.7800	0.73258	500	0.639
SMW pages for any query related to sites				
L28 I will purchase the brands recommended by my	3.8020	0.79250	500	0.608
friends on social media (SM) sites.	2 70 40	0.02002	500	0.700
L29 I will purchase the brands as marketed on social model sites the part time I paed a product	3.7940	0.83003	500	0.780
I 30 L will try the brand as marketing on social media	3 8560	0.81768	500	0.601
sites	5.8500	0.01708	500	0.091
L31 I will recommend the brand on social media	3.8060	0.80850	500	0.771
sites to my friends	210000	0.00000	200	01771
L32 I buy product on a prticular retail website to	3.8040	0.77897	500	0.681
redeem my points				
L33 I buy more products on a particular retail site	3.9160	0.76558	500	0.803
because discounts are high there				
L34 I visit to a particular retail site to avail various	3.9020	0.77821	500	0.690
cash back offers				
KMO and Bartlett's Test	<u> </u>			
Kaiser-Meyer-Olkin Measure of Sampling A	lequacy		0.93/	
		0.754		

Bartlett's Test of Sphericity	Approx. Chi- Square	16598.810
	df	561
	Sig.	0.000

Total Variar	nce Explai	ined							
G	Initial E	igenvalues		Extraction Loading	on Sums s	of Squared	Rotatio Loadin	on Sums gs	of Squared
Component		% of	Cumulative		% of	Cumulative		% of	Cumulative
	Total	Variance	%	Total	Variance	%	Total	Variance	%
1	18.510	54.441	54.441	18.510	54.441	54.441	6.503	19.127	19.127
2	2.056	6.046	60.486	2.056	6.046	60.486	6.215	18.280	37.406
3	1.522	4.477	64.963	1.522	4.477	64.963	5.725	16.839	54.246
4	1.179	3.469	68.432	1.179	3.469	68.432	4.823	14.187	68.432
5	0.898	2.640	71.073						
6	0.859	2.526	73.599						
7	0.799	2.349	75.947						
8	0.653	1.921	77.868						
9	0.636	1.870	79.738						
10	0.589	1.732	81.471						
11	0.544	1.599	83.070						
12	0.497	1.463	84.533						
13	0.457	1.343	85.876						
14	0.452	1.330	87.206						
15	0.443	1.303	88.509						
16	0.416	1.224	89.733						
17	0.373	1.098	90.831						
18	0.347	1.020	91.851						
19	0.321	0.943	92.794						
20	0.294	0.864	93.658						
21	0.271	0.796	94.454						
22	0.252	0.740	95.194						
23	0.234	0.689	95.883						
24	0.210	0.618	96.502						
25	0.176	0.517	97.018						
26	0.164	0.484	97.502						
27	0.150	0.441	97.943						
28	0.140	0.411	98.353						

29	0.116	0.342	98.695			
30	0.108	0.317	99.013			
31	0.100	0.294	99.307			
32	0.090	0.264	99.572			
33	0.079	0.232	99.804			
34	0.067	0.196	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrix

	1	2	3	4
	Program Loyalty Variables	Trendiness Variables	Satisfaction and Commitment Variables	Interactive Variables
L31 I will recommend the brand on social media sites to my friends	0.710			
L28 I will purchase the brands recommended by my friends on social media (SM) sites.	0.647			
L29 I will purchase the brands as marketed on social media sites the next time I need a product	0.639			
L9 SMW pages offer detailed information about the products	0.638			
L30 I will try the brand as marketing on social media sites	0.636			
L6 SMW pages offer accurate information on products on online retail sites	0.625			
L18 I encourage my friends to use SMW pages to know more about online retailing sites	0.585			
L8 SMW offers reliable information	0.537			
L17 I recommend online retailing sites on SMW pages to my friends	0.526			
L16 SMW pages help to get aware about word of mouth spread by my friends online about retailing sites		0.763		
L12 SMW pages also give me recommendations as per my requirements		0.721		
L33 I buy more products on a particular retail site because discounts are high there		0.667		
L13 Fresh content shown in SMW pages indicates the newest information about retailing sites		0.662		
L14 SMW offers new trend to get awareness about trending online retailing sites		0.644		
L15 Any retail site in trend is available on social media web pages		0.628		
L11 SMW offers customized service related to product		0.605		
L34 I visit to a particular retail site to avail various cash back offers		0.562		

L32 I buy product on a prticular retail website	0.54	7	
to redeem my points		1 0.110	
L20 I read the blog and reviews about retailing	0.50	4 0.418	
sites upon social media web pages	0.40	2	
L2/ I am committed to explore information on	0.49	2	
these SMW pages for any query related to sites			
L22 I am always benefitted from products sold through SMW by retailing sites		0.771	
L21 The information on SMW about retailing		0.724	
sites is fair and reliable.			
L25 I feel SMW pages are highly committed to		0.654	
offer authentic information about products and			
services upon online retailing sites			
L26 I feel that SMW are committed to drop any		0.640	
negative and offensive information related to			
these sites on their space			
L19 I trust on information shared by others on		0.625	
SMW pages about retailing sites			
L24 I feel satisfied with the information		0.622	
dissemination techniques used by these retailing			
sites on SMW pages			
L23 I feel happy and contended after interacting		0.584	
with my friends about retailing sites on SMW			
pages			
L3 SMW pages enable me to share information			0.756
with others			
L4 Discussion or exchange of opinion with			0.726
others is possible through SMW plateforms			
L2 I often use social media web pages for			0.677
various purposes			
L10 SMW pages offer customized information			0.616
on search			
L5 There is an easy delivery of my opinion			0.547
through SMW plateforms regarding online retail			
sites			
L1 Social Media Web pages are really useful to			0.540
me			
L7 SMW pages offer useful information			0.519
regarding online retail sites			

ExtractionMethod:PrincipalRotation Method:Varimax with Kaiser Normalization.

Component

Analysis.

a. Rotation converged in 14 iterations.

To examine the impact of social media on user's loyalty towards online retailing sites.

CFA and SEM

Loyalty



Figure Loyalty 5.1

Construct Attitude	for	Beta for	Value	Beta^2	Error	Remarks	
		I 11	0.8	0.64	0.36		
	-	L11 L 12	0.82	0.6724	0.30		
	-	L12 I 13	0.81	0.6561	0.3/39		
	-	L15 L15	0.81	0.6561	0.3439	1) AVE>0.5	2)
	-	L15 L16	0.83	0.6889	0.3111	CR>0.7	and
less	-	Sum	4 070	3 31/	1 687	3)CR>AVE H	lence
iven	-	Sum^2	16 565	5.514	1.007	acceptable	
mat	-	Average	10.505	0.663	0.908		
nfoi	-			AVE	CR		
— — — —		L21	0.79	0.6241	0.3759		
	-	L22	0.81	0.6561	0.3439		
	-	L24	0.84	0.7056	0.2944		
		L25	0.82	0.6724	0.3276	1) AVE>0.5	2)
		L26	0.71	0.5041	0.4959	CR>0.7 3)CR>AVE H	and
		Sum	3.97	3.1623	1.8377	acceptable	lence
0		Sum^2	15.761				
onic		Average		0.632	0.896		
hed				AVE	CR		
		L2	0.790	0.624	0.376		
		L3	0.710	0.504	0.496		
		L4	0.730	0.533	0.467	1) AVE>0.5	2)
		Sum	2.230	1.661	1.339	CR>0.7 3)CR>AVE H	and lence
o.		Sum^2	4.973			acceptable	lence
lonid		Average		0.554	0.788		
Hed				AVE	CR		

Reliability and Validity Testing

Parameter su	mmary (Grou	up number 1)					
	Weights	Covariances	Variances	Mea ns	Interce pts	Tot al	
Fixed	20	0	1	0	0	21	
Labeled	0	0	0	0	0	0	
Unlabeled	10	3	16	0	0	29	
Total	30	3	17	0	0	50	
Regression Model)	Weights: (Gi	roup number 1	- Default				
,							

			Esti	S.E.	C.R.
116	<	Trendines	mate 1		
	<	Trondinos	1	0.043	21.07
		Trendines	0.090	0.045	4
L13	<	Trendines	0.876	0.041	21.29 3
L12	<	Trendines	0.911	0.042	21.54 5
L11	<	Trendines	0.878	0.042	20.76 3
L26	<	Satisfaction_Committ ment	1		
L25	<	Satisfaction_Committ ment	1.175	0.068	17.34
L24	<	Satisfaction_Committ ment	1.16	0.066	17.67
L22	<	Satisfaction_Committ ment	1.15	0.068	17.01 7
L21	<	Satisfaction_Committ ment	1.065	0.064	16.67 4
L2	<	Interactive	1		
L3	<	Interactive	0.998	0.068	14.64 9
L4	<	Interactive	0.896	0.059	15.08
Loyalty	<	Interactive	1		
Loyalty	<	Trendines	1		
Loyalty	<	Satisfaction_Committ ment	1		
Standardized Regression Weights: (Group n	umber 1 - D	efault model)			
			Esti mate		
L16	<	Trendines	0.828		
L15	<	Trendines	0.807		
L13	<	Trendines	0.812		
L12	<	Trendines	0.819		
L11	<	Trendines	0.798		

L26	<	Satisfaction_Committ	0.707		
		Incin			
1.25	<	Satisfaction Committ	0.824		
		ment	0.024		
L24	<	Satisfaction_Committ	0.841		
		ment			
L22	<	Satisfaction_Committ	0.808		
		ment			
			0.501		
L21	<	Satisfaction_Committ	0.791		
12	<	Interactive	0 789		
1.3	<	Interactive	0.707		
14	<	Interactive	0.731		
Lovalty	<	Interactive	0.287		
Loyalty	<	Trendines	0.335		
Loyalty	<	Satisfaction_Committ	0.307		
		ment			
Covariances: (Group number 1 - Default					
model)					
			Esti	S.E.	C.R.
			mate	0.00	10.50
Trendines	<>	Satisfaction_Committ	0.286	0.026	9
					-
Trendines	<>	Interactive	0.243	0.023	10.50
			012.10		9
Satisfaction_Committment	<>	Interactive	0.197	0.021	9.223
Correlations: (Group number 1 - Default model)					
· · · · · · · · · · · · · · · · · · ·					
			Esti		
Trendines	<>	Satisfaction Committ	0.805		
		ment			
Trendines	<>	Interactive	0.732		
Satisfaction_Committment	<>	Interactive	0.647		

Variances: (Group number 1 - Default					
model)					
			Esti	S.E.	C.R.
Trendines			0.387	0.035	11.10
Satisfaction_Committment			0.325	0.037	8.805
Interactive			0.285	0.03	9.538
e15			1		
e1			0.177	0.014	12.79 7
e2			0.167	0.013	13.24 8
e3			0.153	0.012	13.14
e4			0.158	0.012	13.00 8
e5			0.17	0.013	13.39 2
еб			0.325	0.023	14.28 8
e7			0.212	0.017	12.57 1
e8			0.181	0.015	12.11 2
e9			0.229	0.018	12.93 8
e10			0.221	0.017	13.26 2
e12			0.173	0.017	10.12 8
e13			0.284	0.023	12.37 6
e14			0.199	0.017	11.84 7
Squared Multiple Correlations: (Group num	ber 1 - Defa	ult model)			
			Esti		
Lovalty			0.71		
I A			0.71		
			0.554		
			0.5		
1.21			0.022		
122			0.020		
1.24			0.055		
125			0.707		
126			0.079		
L20			0.5		
			0.037		

L12			0.67		
L13			0.66		
L15			0.651		
L16			0.686		
Model Fit Summary					
CMIN					
Model	NPAR	CMIN	DF	Р	CMIN /DF
Default model	29	353.542	62	0	5.702
Saturated model	91	0	0		
Independence model	13	4325.46	78	0	55.45 5
DMD CEI					
Model	RMR	GFI	AGF	PGFI	
			I		
Default model	0.026	0.908	0.866	0.619	
Saturated model	0	1			
Independence model	0.264	0.234	0.106	0.201	
Baseline Comparisons					
M. 1.1	NIT	סרו			CEL
Model		RFI		11.2	CFI
	Denar	rno i	2	rno2	
Default model	0.918	0.897	0.932	0.914	0.931
Saturated model	1		1		1
Independence model	0	0	0	0	0
Parsimony-Adjusted Measures					
Model	PRATI O	PNFI	PCFI		
Default model	0.795	0.73	0.74		
Saturated model	0	0	0		
Independence model	1	0	0		
NCP					
Model	NCP	LO 90	HI 90		

Default model	291.54	236.169	354.4		
	2	0	25		
Saturated model	0	0	0		
Independence model	4247.4	4035.628	4466.		
	0		334		
FMIN					
Model	FMIN	F0	LO	HI	
Default model	0.700	0.594	90	90	
Seturated model	0.709	0.384	0.475	0.71	
	0	8.512	0	0	
	8.008	8.512	8.087	8.951	
RMSEA					
Model	RMSE	LO 90	HI 90	PCL	
Default model	0.097	0.087	0.107	0	
Independence model	0.33	0.322	0.339	0	
AIC					
Model	AIC	BCC	BIC	CAI C	
Default model	411.54 2	413.216	533.7 65	562.7 65	
Saturated model	182	187.254	565.5 29	656.5 29	
Independence model	4351.4	4352.211	4406.	4419.	
	0		25	25	
ECVI					
Model	ECVI	LO 90	HI 90	MEC	
Default model	0.825	0.714	0.951	0.828	
Saturated model	0.365	0.365	0.365	0.375	
Independence model	8.72	8.296	9.159	8.722	
HOELTER					
Model	HOEL TER	HOELTER			
	0.05	0.01			
Default model	115	129			
Independence model	12	13			

Conclusion

In the last concluded that the Model fit on the impact of social media on user's loyalty towards online retailing sites. The study was done in Haryana state on 500 respondents. The analysis shows that the KMO value above 93% for the sample adequacy. After running the information for SEM model its shows that only three variables trendiness, interactive and satisfaction commitment, left under loyalty because the value of multiple Regression more than .5. and in terms of eigen value more than 1 and four statements extracted under loyalty. After that cumulative of variance percentage more than 60%.

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