

Abstract

This research explores the relationship between price sensitivity and brand loyalty within the context of e-commerce. As online shopping continues to grow, understanding how consumers' sensitivity to price influences their loyalty to specific brands is vital for e-commerce businesses aiming to retain customers in a competitive market. This study employs a mixed-methods approach to provide a comprehensive analysis of these key factors, combining both qualitative and quantitative data.

The qualitative component consists of in-depth interviews with e-commerce shoppers to explore how price sensitivity affects their purchasing decisions and brand preferences. The research delves into consumer attitudes toward pricing strategies, discounts, and promotional offers, seeking to uncover the psychological and emotional factors that drive loyalty to particular brands. Additionally, focus group discussions offer insights into the perceived value of brands in relation to price, and how these perceptions influence long-term loyalty.

The quantitative analysis, based on a survey conducted with a large sample of online consumers, examines the relationship between price sensitivity and brand loyalty using statistical techniques. The findings provide a clear understanding of the trade-offs consumers make between price and brand loyalty, highlighting the role of competitive pricing, perceived value, and emotional connections to brands in fostering long-term customer retention. The study's results offer actionable recommendations for e-commerce businesses to balance price sensitivity with strategies that enhance brand loyalty and improve customer retention.