DIGITAL CUSTOMER RELATIONSHIPS A VITAL NECESSITATE FOR RETAINING THE BRAND LOYALTY OF LIFESTYLE RETAILING PRODUCTS WITH REFERENCE TO BANGALORE CITY

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Abstract
The digital markets have created an advent space for the brands to improve their loyalty among the customers. The relationship with customer is more personal and unique for individuals of varied interest and this can be obtained through digital relationship. The potential of digital habits have empowered among all class people that makes brand reach and value to an extensive market scale. The elevated degree of digital space has put through the brands to study and research on the customers that avails an opportunity to maintain their loyalty. This study has been made on digital customer relationship with reference to lifestyle retail products brand loyalty in Bangalore city. The study was based on 5 Likert scale with 150 responses for a set of 15 questionnaires. These questions reflect on the effects and influence of digital customer relationship that directly impact on the sustainability of the brand loyalty. The response was statistically analyzed in SPPS and shown positive impact on the significance and need for digital customer relationship for a brand to retain its brand loyalty.

Key Words-Brand Loyalty, Digital Customer Relationship, Digital Habits.

Introduction

Digital tools provide customers a more instant, delicate and an organized controlled relationship with brands. The influence of digital economy has insisted challenges for businesses to sustain and discharge strategies for influential customer expectations that would transcend organizations capability to expand. Current trends in marketing have evolved to a new phase of the platform that put through numerous insights for marketers to know that nothing can be taken for granted based on simple brand loyalty. The business that fails to provide specific digital interactions and maintain a systematic digital relationship with customers eventually will not clutch the market. Digital marketing avails marketers now with multivariate touch points than ever before and can reach consumers in new ways. Moreover, analytics empower them with fresh sapience into the customer life cycle. These new eras of intuiting technologies with digital marketing will provide marketing professionals to attain, calculate, and strengthen customer behavior in unique ways that enhance the next generation brand loyalty for businesses. This necessitates the brands to extend their study and research on digital customer relationship for retaining and expanding their market value.

Lifestyle retailing products such men, women, kids wears, shoes, handbags, beauty and fashion materials are one of the largest commodity among fast moving consumer goods. There is a huge market for these products and the capital investment with this business is phenomenallyelevating every year. Decades of research work have been taken in for developing schemas for marketing these products.In specific to lifestyle products so many companies have been established and even big companies like ITC, Pantaloons, Lifestyle corp is facing trouble in marketing their product since many smaller companies have stepped in easy towards digital marketing.Native digital lifestyle retailers set the bar that all are judged by. Established companies struggle to assure expectations because of their legacy practices and technology. Customers now know what is possible from a digital marketing of these

products, they are now are more comfortable and satisfactory with it. This is due to the digital habits that have brought in easeofpurchasing, and they are bothered when it is not offered to them. So the brand must promise the customers to conduct their business digitally, and this is a key to brand with customer loyalty. Digital relationship is more individual and specific today than traditional brand loyalty if the company fails to this connect it suffers from competing in the market and might lose its existing brand loyalty with the customers. So it is the vital area where the lifestyle products marketers to improve relations, or risk losing them to others.

Bangalore city is one of the major metropolitan cities with an inhabitation of about 8.52 million. It is the third most populous city and fifth-most dense urban mass in India.The demands for lifestyle retail products are increasing everyday, and customers here are more of digital habits.Theaim of this study is to analyze the influence of digital habits and digital marketing on brand loyalty. This study would show the significance, need, implementation and offering of digital based services to the customer. It could bring in personal customer relationships and as a cause would retain the brand loyalty of the customer to the brand.

2 Customer relationships
In general, the word relationship expresses a feeling of trust, perceptive, and social contact. When companies begin to work on the path of customer relationship management, they endeavor to expandand achieve loyalty by implementing business processes with the focus on the enhancing of relationship with their clients(Bull, 2003). Hence customer relationship can be a valuable tool that can make brand loyalty anda prominent feature that marketers should possess.The fondness for a brand that consequences from a superior fit between the traits of a brand (either built through its marketing or accredited to it by a customer) and aclient's self-concept is significantly diverse from a brand priorities derived from the development of a relationship between the customer and the brand.(Nicholas C. Romano & Fjermestad, 2003).

Digital customer relationship management is becoming an intuitional prerequisite that can be an effect of recent digital habits(Sakas, Kavoura, Tomaras, Giannakis-Bompolis, & Boutsouki, 2014).Analytical CRM indicates the method of gathering basic customer details such as name, company name and contact information and with the collected data creating a customer database. Moreover sophisticated and more detailed information can be gathered. This sort of information can be obtained from Internet communication, like the length of customers visit a company's website, from which site the customer entered the webpage and customersIP address. This collected info can be utilized to generate information about client value. (Reza, Asghar, Hajar, & Akbar, 2013). Digital environment offersconsumer's fresh and innovative ways to spend with a lifestyle brand. There is no longer a need for the customer visits a store, see the product and talk to the sales representatives. Through digital services consumer can get access to a large area of product information, real-time 3D view, and comparison with multiple products and interact with other brand users. This digital environment especially is very much important for the lifestyle retailing products and would add interest for the consumers towards the brand.

The Internet and electronic systems tend to be employed to avail customers with services and to make easy understanding of common variable needs through which several organizations may enhance services' quality from the customers' standpoint (Hennig-Thurau et al., 2010). In the latest media space of the user-generated subject, hence this influences on brands that play an essential part where consumers share their interest in their desired brand through Twitter, YouTube, and Facebook. Few even

help other consumers solve product-related problems for free, that reduces service costs and increases quality (Casaló, Flavián, & Guinalíu, 2008).The digital services spending rate is elevating, and this can be an excellent opportunity for providers, who are now in place to offer customers new services that will impel significant income growth but only if done right. These services should be persuasive, ascertainable, elegant to use, protected and most prominently, personalized to the individual user. Service providers can offer a safe and broad digital life to customers, absolute with omnipresent controlled quality of service, services access, clear charging, and safe payment mechanisms.

The purpose of this study is to depict the e-digital lifestyle afforded by the technologies and how this will impact on customer values and attitudes, their level of digital literacy, and approach to their studies. This paper aims to depict the need and influence of digital relationship on retaining brand loyalty with lifestyle retailing products as evidence.

3 Materials and methods
For the quantitative research, the sample is formed by 150random people of different age and gender in Bangalore city who often buy lifestyle products for direct selling companies and who bought least one product in the last three months. The measures of all the constructs in the hypothesis were based on the literature. However, they were to some extent were customized to ensemble the context of the study.

The questionnaire was designed in such a way that could support the hypothesis with a quantitative approach with Likert scale (Saunders, Lewis, & Thornhill, 2009). The current study employs convenience sampling in which data or relevant information is collected from the sample/units of the study that are conveniently available (Zikmund, 1984). In the initial partof the questionnaire, respondents were asked to answer generalquestionsthat include gender, age, and native. The second part was organized as an introductory part and brief account of the hypothesis that would clarify the purpose and the content of the study. The questionnaire consists of 15 questions apart from age, gender and native. These questionscontained various statements offered to the respondents regarding their attitudes toward digital relationship among the brands, their preferences and asked to rate them on a Likert five-point scale from 1= strongly disagree and 5= strongly agree(Likert, 1932).

3.1 Sample characteristics
Age moderates the connection between satisfaction and loyalty. The relation will be stronger for older members than younger members of the loyalty program (Lee, Back, & Park, 2016). This new generation though considered liable in maintaining loyalty but recently with handy technologies people of young age are becoming stronger towards loyalty. This is due to the influence of digital relation that is offered by the brand. Thus age is considered an essential factor to affect the digital customer relationship and so needs to be studied.

In recent times, researchers are engaged in consumer behavioral studies that have assessed the encounter of gender on the satisfaction-loyalty connection. Gender has a noteworthy reasonable consequence on the satisfaction-loyalty link, and the links would be stronger for male members than female member (Kwun, 2011). Income is one more possible major intermediary in the customer satisfaction-digital loyalty link. Moreover, income has a significant moderating outcome on the satisfaction-loyalty connection, and low-income customers will have a stronger link using economic digital designs high-income members. These three samples are hypothesized to have an overall influence on digital customer relationship and show the necessity of digital customer relationship in retaining brand loyalty.
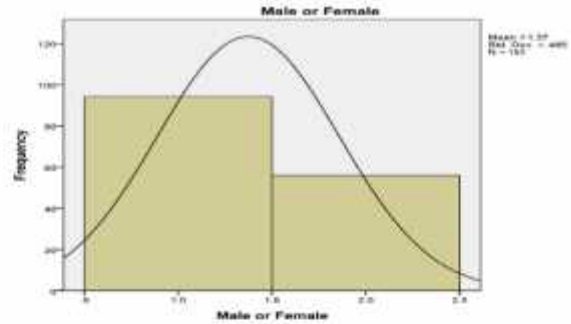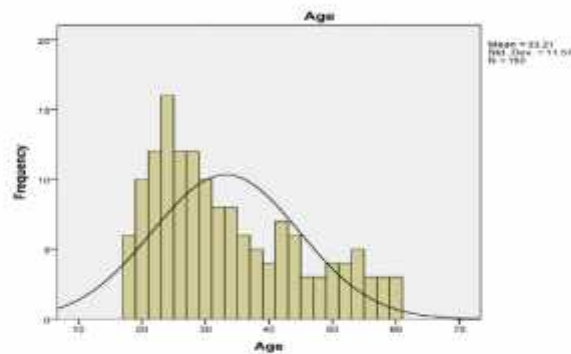
4 Results and discussion

All the statistical analysis was carried out in SPSS.22 statistic tools and the tools used for this study are Frequency Distribution and One-WayANOVA. The frequency distribution for every item in the survey answered based on Likert scale and is listed below.

Male or Female

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	62.3	62.7	62.7
	Female	56	37.1	37.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000.00	6	4.0	4.0	4.0
	12000.00	8	5.3	5.3	9.3
	13000.00	1	.7	.7	10.0
	14000.00	7	4.6	4.7	14.7
	15000.00	7	4.6	4.7	19.3
	16000.00	3	2.0	2.0	21.3
	17000.00	1	.7	.7	22.0
	18000.00	8	5.3	5.3	27.3
	20000.00	7	4.6	4.7	32.0
	21000.00	6	4.0	4.0	36.0
	22000.00	4	2.6	2.7	38.7
	23000.00	5	3.3	3.3	42.0
	24000.00	3	2.0	2.0	44.0
	25000.00	7	4.6	4.7	48.7
	26000.00	9	6.0	6.0	54.7
	28000.00	9	6.0	6.0	60.7
	30000.00	8	5.3	5.3	66.0
	32000.00	8	5.3	5.3	71.3
	33000.00	3	2.0	2.0	73.3
	34000.00	2	1.3	1.3	74.7
	35000.00	6	4.0	4.0	78.7
	36000.00	3	2.0	2.0	80.7
	38000.00	4	2.6	2.7	83.3
	40000.00	5	3.3	3.3	86.7
	41000.00	3	2.0	2.0	88.7
	42000.00	3	2.0	2.0	90.7
	44000.00	2	1.3	1.3	92.0
	45000.00	2	1.3	1.3	93.3
	46000.00	4	2.6	2.7	96.0
	48000.00	3	2.0	2.0	98.0
	50000.00	3	2.0	2.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Often I used to buy lifestyle products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.7	2.7
	Disagree	12	7.9	8.0	10.7
	Neither agree or disagree	31	20.5	20.7	31.3
	Agree	64	42.4	42.7	74.0
	Strongly Agree	39	25.8	26.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
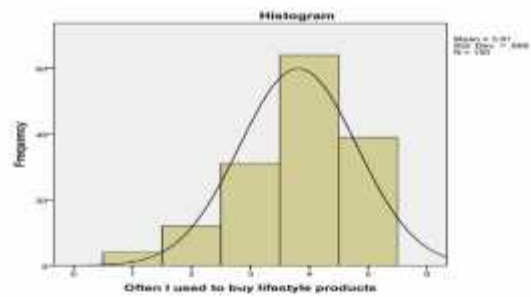
I prefer my favorite brand for my usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1.3	1.3	1.3
	Strongly disagree	2	1.3	1.3	2.7
	Disagree	19	12.6	12.7	15.3
	Neither agree or disagree	39	25.8	26.0	41.3
	Agree	49	32.5	32.7	74.0
	Strongly Agree	39	25.8	26.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
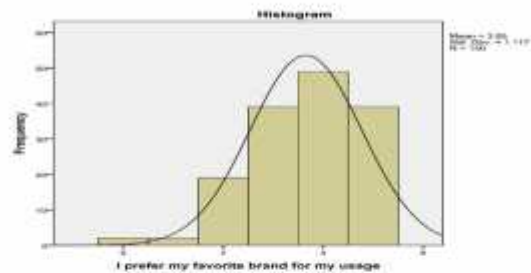
I use android application for online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.0	2.0	2.0
	Disagree	15	9.9	10.0	12.0
	Neither agree or disagree	35	23.2	23.3	35.3
	Agree	51	33.8	34.0	69.3
	Strongly Agree	46	30.5	30.7	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
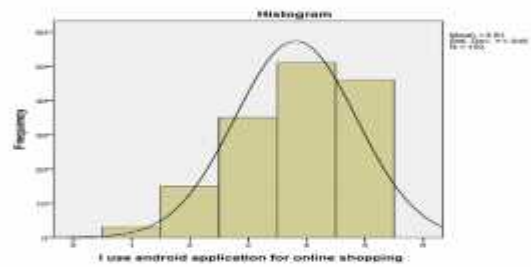
I often visit online lifestyle shopping websites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	4.6	4.7	4.7
	Disagree	21	13.9	14.0	18.7
	Neither agree or disagree	33	21.9	22.0	40.7
	Agree	53	35.1	35.3	76.0
	Strongly Agree	36	23.8	24.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
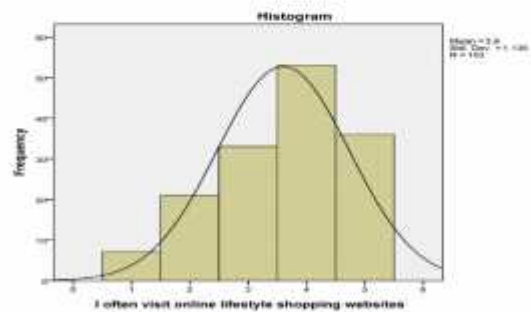
I have more than one application for lifestyle products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.7	.7	.7
	Strongly disagree	9	6.0	6.0	6.7
	Disagree	21	13.9	14.0	20.7
	Neither agree or disagree	31	20.5	20.7	41.3
	Agree	49	32.5	32.7	74.0
	Strongly Agree	39	25.8	26.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
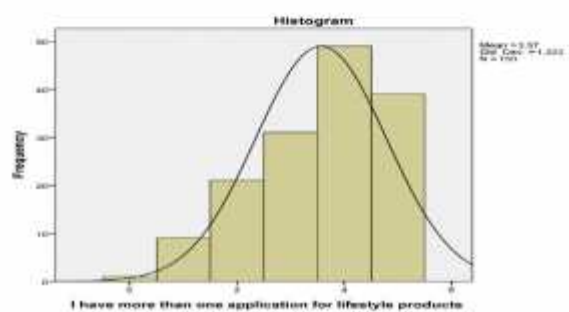
I prefer digital services from the brand rather going to retail outlets within my city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	16	10.6	10.7	11.3
	Neither agree or disagree	32	21.2	21.3	32.7
	Agree	57	37.7	38.0	70.7
	Strongly Agree	44	29.1	29.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
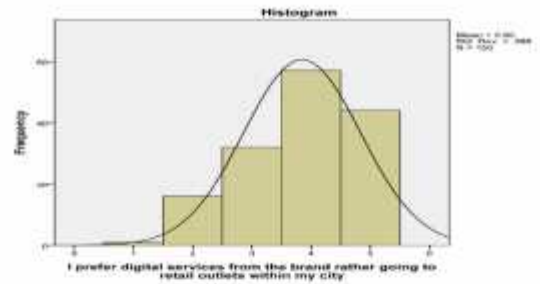
I would prefer a brand if it has both online and real stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	7.3	7.3	7.3
	Disagree	18	11.9	12.0	19.3
	Neither agree or disagree	32	21.2	21.3	40.7
	Agree	46	30.5	30.7	71.3
	Strongly Agree	43	28.5	28.7	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Digital services are quick and reliable than the real stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	4.6	4.7	4.7
	Disagree	18	11.9	12.0	16.7
	Neither agree or disagree	29	19.2	19.3	36.0
	Agree	56	37.1	37.3	73.3
	Strongly Agree	40	26.5	26.7	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
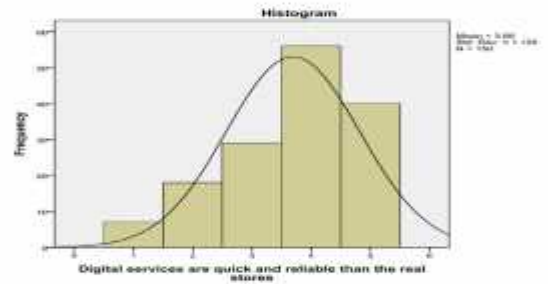
Currently I am purchasing my favorite brand product

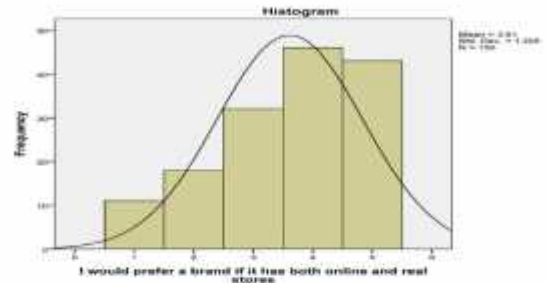|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	4.6	4.7	4.7
	Disagree	24	15.9	16.0	20.7
	Neither agree or disagree	32	21.2	21.3	42.0
	Agree	50	33.1	33.3	75.3
	Strongly Agree	37	24.5	24.7	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
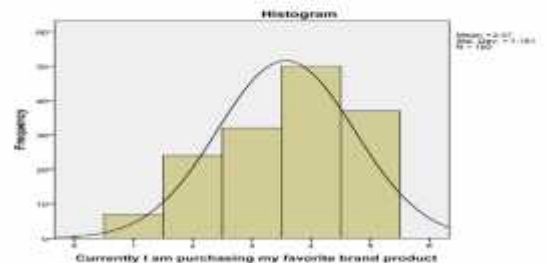
Digital service are attractive than retail stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.7	2.7
	Disagree	8	5.3	5.3	8.0
	Neither agree or disagree	34	22.5	22.7	30.7
	Agree	62	41.1	41.3	72.0
	Strongly Agree	42	27.8	28.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		
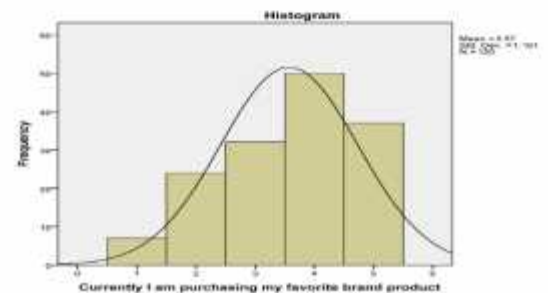
The frequency data shows the distribution of respondents' age, sex, and income. Among the gender distribution, it was found that 62.7 % were male respondents and 37.3 female respondents. Moreover, the majority of the interviewees are youngsters within 20 to 30 years and age group people were equally distributed among the respondents. Though it was not part of the objective of this study it can be concluded that majority of the interviewees are individuals with a means of active digital habits. Only a few respondents are less than 18 and above 50 years of age. The respondents were categorized with respective to monthly income and it was found that most of the respondents are getting a salary in the range of 20000-30000 per month.

With respective to the overall aim of the study about the impact of digital customer relationship into loyalty of customers the frequency of responses for the questionnaire is evident. Most of the responders are highly digital habited and seen to use internet either by Smartphone's or computers. From various psychological studies taken place recently have reported the elevated utilization of internet by people all over the world. Furthermore, internet based marketing have boomed and gained spotlight that reflects mostly on brands to cope up with the changing marketing environment. The first five questions clearly infer that more than 60 % of people are using android application and websites for lifestyle product purchase. The regularly are involved in buying lifestyle products for various occasion. Many of the respondents were using more than one android application for lifestyle products. So it is clearly showing that persons are much involved in these applications and they have even responded that they at least twice a day visit these application or websites.

The second set of five questions shows the communication status of the customers en route for a brand. Respondents have utilized the review and complain services in the application and in the website for several reasons and mostly have got quick positive responses and made them ease of solving their problem instant and direct. This gives the customers a personal connect with the brand and a trust for solution. These responses have also shown a new advantage for the brands since there more than 60% people responding that they share their experience with the brand, offers and services to their friends and family. This kind of people to people sharing apart from digital habits is a positive stand for the brands to earn a strong loyalty from the customers since it is a combined effect of digital habit and traditional way of strengthening brand loyalty. Final set of questionnaire were about the customer habit and preference for buying a lifestyle product. The respondents have expressed that they are more comfortable with digital services rather retail outlets and they also prefer for both the services. This response strongly pulls up the necessity for brands to maintain the customer relationship with both of these services. Since they have established a lot of retail outlets it is high time for them to focus and develop their digital service to next level that can make the customer satisfied and make them loyal for the brand.

Anova response taste whether the model is significantly better at forecasting the conclusion than by using mean as the best guess.

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Gender

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Often I used to buy lifestyle products	Between Groups	8.773	1	8.773	9.275	.003
	Within Groups	140.000	148	.946		
	Total	148.773	149			
I prefer my favorite brand for my usage	Between Groups	1.566	1	1.566	1.257	.264
	Within Groups	184.407	148	1.246		
	Total	185.973	149			
I use android application for online shopping	Between Groups	.358	1	.358	.327	.569
	Within Groups	162.415	148	1.097		
	Total	162.773	149			
I often visit online lifestyle shopping websites	Between Groups	1.241	1	1.241	.963	.328
	Within Groups	190.759	148	1.289		
	Total	192.000	149			
I have more than one application for lifestyle products	Between Groups	5.374	1	5.374	3.658	.058
	Within Groups	217.459	148	1.469		
	Total	222.833	149			
I used to rate about my purchased product regularly	Between Groups	1.418	1	1.418	1.334	.250
	Within Groups	157.256	148	1.063		
	Total	158.673	149			
I have had issues in my products and registered complaints through websites and application	Between Groups	.610	1	.610	.424	.516
	Within Groups	212.883	148	1.438		
	Total	213.493	149			
I have interacted and been solved with issues in my purchase	Between Groups	.039	1	.039	.039	.843
	Within Groups	147.854	148	.999		
	Total	147.893	149			
I do share offers and services provided by the brand to my friends	Between Groups	3.218	1	3.218	1.950	.165
	Within Groups	244.275	148	1.651		
	Total	247.493	149			
I prefer digital services from the brand rather going to retail outlets within my city	Between Groups	.599	1	.599	.612	.435
	Within Groups	144.874	148	.979		
	Total	145.473	149			
I feel more comfortable and flexible with digital shopping and services than real stores	Between Groups	1.439	1	1.439	1.069	.303
	Within Groups	199.254	148	1.346		
	Total	200.693	149			
I would prefer a brand if it has both online and real stores	Between Groups	.538	1	.538	.357	.551
	Within Groups	223.035	148	1.507		
	Total	223.573	149			
Digital services are quick and reliable than the real stores	Between Groups	2.752	1	2.752	2.176	.142
	Within Groups	187.142	148	1.264		
	Total	189.893	149			
Currently I am purchasing my favorite brand product	Between Groups	6.321	1	6.321	4.813	.030
	Within Groups	194.373	148	1.313		
	Total	200.693	149			
Digital service are attractive than retail stores	Between Groups	.852	1	.852	.897	.345
	Within Groups	140.482	148	.949		
	Total	141.333	149			

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Age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Often I used to buy lifestyle products	Between Groups	44.243	41	1.079	1.115	.323
	Within Groups	104.530	108	.968		
	Total	148.773	149			
I prefer my favorite brand for my usage	Between Groups	60.749	41	1.482	1.278	.159
	Within Groups	125.225	108	1.159		
	Total	185.973	149			
I use android application for online shopping	Between Groups	53.487	41	1.305	1.289	.151
	Within Groups	109.287	108	1.012		
	Total	162.773	149			
I often visit online lifestyle shopping websites	Between Groups	41.109	41	1.003	.718	.885
	Within Groups	150.891	108	1.397		
	Total	192.000	149			
I have more than one application for lifestyle products	Between Groups	73.150	41	1.784	1.287	.152
	Within Groups	149.684	108	1.386		
	Total	222.833	149			
I used to rate about my purchased product regularly	Between Groups	47.705	41	1.164	1.132	.301
	Within Groups	110.969	108	1.027		
	Total	158.673	149			
I have had issues in my products and registered complaints through websites and application	Between Groups	73.892	41	1.802	1.394	.089
	Within Groups	139.601	108	1.293		
	Total	213.493	149			
I have interacted and been solved with issues in my purchase	Between Groups	35.192	41	.858	.823	.758
	Within Groups	112.701	108	1.044		
	Total	147.893	149			
I do share offers and services provided by the brand to my friends	Between Groups	87.730	41	2.140	1.446	.068
	Within Groups	159.763	108	1.479		
	Total	247.493	149			
I prefer digital services from the brand rather going to retail outlets within my city	Between Groups	44.552	41	1.087	1.163	.266
	Within Groups	100.921	108	.934		
	Total	145.473	149			
I feel more comfortable and flexible with digital shopping and services than real stores	Between Groups	48.160	41	1.175	.832	.745
	Within Groups	152.533	108	1.412		
	Total	200.693	149			
I would prefer a brand if it has both online and real stores	Between Groups	69.657	41	1.699	1.192	.235
	Within Groups	153.917	108	1.425		
	Total	223.573	149			
Digital services are quick and reliable than the real stores	Between Groups	50.004	41	1.220	.942	.576
	Within Groups	139.889	108	1.295		
	Total	189.893	149			
Currently I am purchasing my favorite brand product	Between Groups	69.667	41	1.699	1.401	.086
	Within Groups	131.026	108	1.213		
	Total	200.693	149			
Digital service are attractive than retail stores	Between Groups	37.412	41	.912	.948	.565
	Within Groups	103.921	108	.962		
	Total	141.333	149			

Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Often I used to buy lifestyle products	Between Groups	32.708	30	1.090	1.118	.328
	Within Groups	116.065	119	.975		
	Total	148.773	149			
I prefer my favorite brand for my usage	Between Groups	44.940	30	1.498	1.264	.188
	Within Groups	141.033	119	1.185		
	Total	185.973	149			
I use android application for online shopping	Between Groups	36.769	30	1.226	1.157	.285
	Within Groups	126.005	119	1.059		
	Total	162.773	149			
I often visit online lifestyle shopping websites	Between Groups	49.978	30	1.666	1.396	.107
	Within Groups	142.022	119	1.193		
	Total	192.000	149			
I have more than one application for lifestyle products	Between Groups	51.903	30	1.730	1.204	.239
	Within Groups	170.931	119	1.436		
	Total	222.833	149			
I used to rate about my purchased product regularly	Between Groups	32.696	30	1.090	1.030	.437
	Within Groups	125.977	119	1.059		
	Total	158.673	149			
I have had issues in my products and registered complaints through websites and application	Between Groups	37.029	30	1.234	.832	.713
	Within Groups	176.464	119	1.483		
	Total	213.493	149			
I have interacted and been solved with issues in my purchase	Between Groups	24.647	30	.822	.793	.765
	Within Groups	123.246	119	1.036		
	Total	147.893	149			
I do share offers and services provided by the brand to my friends	Between Groups	39.057	30	1.302	.743	.825
	Within Groups	208.436	119	1.752		
	Total	247.493	149			
I prefer digital services from the brand rather going to retail outlets within my city	Between Groups	38.019	30	1.267	1.403	.103
	Within Groups	107.454	119	.903		
	Total	145.473	149			
I feel more comfortable and flexible with digital shopping and services than real stores	Between Groups	44.382	30	1.479	1.126	.318
	Within Groups	156.311	119	1.314		
	Total	200.693	149			
I would prefer a brand if it has both online and real stores	Between Groups	40.771	30	1.359	.885	.640
	Within Groups	182.802	119	1.536		
	Total	223.573	149			
Digital services are quick and reliable than the real stores	Between Groups	29.806	30	.994	.739	.830
	Within Groups	160.088	119	1.345		
	Total	189.893	149			
Currently I am purchasing my favorite brand product	Between Groups	52.163	30	1.739	1.393	.108
	Within Groups	148.530	119	1.248		
	Total	200.693	149			
Digital service are attractive than retail stores	Between Groups	27.726	30	.924	.968	.521
	Within Groups	113.608	119	.955		
	Total	141.333	149			

For every comparison type and a pair of groups, the "Multiple Comparisons" table presents an approximation of the dissimilarity in means, the standard error of that estimator, the p-value from a statistical test of zero group difference, and a confidence interval for the average difference. From the all

three ANOVA outputs, there is a positive F value and are greater than one in several cases. This provides a possible decisive significance among the dependent variables. The model tested for are significant and fit but still there is a need for an improved significance of the model. Numbers of respondents have to be increased and repeated. The Anova response though fit but still the design needs much more significance to prove the proposed strategy. Gender and age are found with more effect on the proposed hypothesis and have resulted in positive responses in ANOVA. Income needs more improvements with a modified model that have an influential connotation to prove the model to be significantly fit.

4.1 Limitations and Directions for Future Research

It may be interesting to bring digital habits that loyalty based studies among the brand on target customers. Although traditional loyalty programs are usually designed for loyal customers in lifestyle retailing, digital services with increasing digital habits and technology the digital customer relationship of the brand can also be used as a useful tool in retaining the loyalty. If knowledge and research on this digital customer relation are accumulated, various versions of the loyalty program can be applied with the help of various digital tools. Furthermore, it might be interesting to relate the digital customer relationship strategies directly with brand loyalty instead of value perception. By applying previous and subsequent experimental designs, one can measure the direct impact of digital customer relationship in building positive attitudes toward products, and it may be interesting to compare the results with those of this study.

Digital service usage and repeated purchase of lifestyle products through online store were seen to exhibit significance with the gender of the respondents, and it could be said that gender difference did not influence serious problems in the interpretation of our expected outcomes. Though we could not achieve significance on the other factors like age and gender. There is a requirement for an increase in some respondents to bring in the exact impact of the other factors into account of the study. Nevertheless, there might have been potential problems in the sample selection process. The study though has not shown any negative aspects and henceforth can be improved by improved research design with a large number of samples. Repeated study can be enforced so that the new experiences can be obtained on the higher scale of up gradation in the digital habits among the customers to get a generalized outcome about the digital customer relationship on brand loyalty.

5. Conclusions

Digital customer relationship has been a recent and vital area of interest among the marketers and brands due to the elevating digital environment among the customers. A good digital customer relationship management can make customer satisfaction with more personal perspectives. The digital customer relationship is more individualistic and unique building the customer trust in the brand because of the strong personal connects. The satisfied customers, in turn, will stay loyal and always have an optimistic intuition towards the company and its product. Apart from the digital relationship, there is also an exchange of information from people to people that can be added advantage. It is the companies duty to provide the customer with easy digital service to retain their loyalty, a slight drop in the service can be a danger of losing customers loyalty toward the brand since the customer might turn up to another brand that they feel more comfortable. Especially with lifestyle products customers are very choosy and particular about the design, price, and durability. The design is a major factor in lifestyle products since the customer gets satisfied with more of choice so that they can select rather a little choice. A retail outlet can be many limitations and cannot reach to all the customers and customer relationship would be

of a theoretical concern. Digital services would give a feel and will make the customer feel the entire brand within their hand. This can drastically increase repeated purchase and loyal towards the brand since lifestyle products are most used product among the FMCG products thus it can even make a positive impact of other products of the brand.

This study is primary evidence of the necessity of digital customer relationship in retaining the brand loyalty with lifestyle product as an illustration. Almost every FMCG products are into digital marketing, and people have started to prefer online purchasing for several reasons. Companies can use these digital based tools in branding to distinguish their products based on value, quality and other features. A constructive brand image creates a halo effect that affects existing products and makes it effortless to initiate new products. The need for improved more unique customer digital relationship can be a significant factor in developing and retaining brand loyalty.

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