

Digital Nudge, Social Proof Nudge and Trust on Brand loyalty

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Abstract : Purpose - the purpose of conducting this research is to check the impact of nudges constructs, whether they create an encouragement factor with consumer brand loyalty and relating of word-of-mouth power have some kind of effect with all independent variables. Desin/Methodology/Approach - this study adopted the four constructs (i.e., Digital Nudge, Social Proof Nudge, Trust, and the mediator Word of Mouth) and explore its effect and connection with Brand Loyalty. A total of 390 respondents were selected for self-administrated questionnaire to obtain the finding of the research. Findings - the impact and cause between the constructs were done through structural equation modeling. The findings show a positive impact of social proof nudge and word of mouth whereas, digital nudge and trust have the weaker influence on the consumer choices when talk about brand loyalty. Originality/Value - Further implication for research and its marketing strategies in the field of clothing industry creating brand loyalty with customer.

Keywords : nudge, digital nudge, social proof, online buying, brand loyalty, trust, word of mouth

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