

FACTORS THAT CONTRIBUTE TO E-
LOYALTY IN AN ONLINE FURNITURE
RETAILING BUSINESS

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Affidavit

I hereby affirm that this bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed. The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

Abstract

This paper will tackle the challenges of obtaining online customer loyalty for an online furniture store. The objective of this paper is to provide online companies within the furniture industry insight into consumer behaviour. The type of research that was used in this study was quantitative method using a survey to collect data from online furniture shoppers. The data was collected using snowball sampling method which was later analysed. Customers' loyalty in online furniture businesses is considerably and favourably impacted by interactivity or engagement activities, customisation capabilities, financing alternatives given, and showrooming experience, according to the findings.