

The influence of brand loyalty on online purchasing intention of consumers in Tianqiao District Jinan, Shandong, China

1. Consistency between Title and Objectives

The title clearly specifies the investigation of "brand loyalty" on "online purchasing intention" within a defined geographical area (Tianqiao District) . This aligns perfectly with the research objective to examine how five specific dimensions of brand loyalty influence online purchase intentions for consumers in that district.

Suggestion: The title is highly appropriate and accurately reflects the scope of the study.

2. Comprehensiveness and Clarity of the Abstract

The abstract provides a full summary, including the research gap (limited attention to district-level emotional factors), methodology (400 valid questionnaires, multiple linear regression), and the core findings regarding the significance of brand recall and preference .

Suggestion: It is well-written and allows the reader to quickly understand the study's unique contribution to district-level consumer behavior.

3. Consistency of Problem, Significance, and Objectives

The introduction provides strong context regarding China's 900 million online shoppers and the challenges of product quality and merchant fraud . It justifies the study by noting that while brand loyalty is a known determinant, its multidimensional impact at the urban district level remains unclear .

Suggestion: The logical flow from national e-commerce trends to the specific economic profile of Tianqiao District (RMB 84.46 billion GDP) is excellent.

4. Integration of Concepts, Theories, and Framework

The study is grounded in Aaker's (1991) and Oliver's (1999) loyalty frameworks, conceptualizing brand loyalty as a multidimensional construct . The framework clearly links five dimensions—Recognition, Recall, Preference, Insistence, and Emotional Attachment—to Purchase Intention .

Suggestion: The theoretical framework is standard, robust, and correctly applied to the digital context.

5. Reliability of Methodology and Procedures

Primary data was collected using convenience sampling via WeChat, specifically targeting respondents with online shopping experience to ensure relevance. Measurement items were adapted from established academic scales (Aaker, Oliver, etc.) .

Suggestion: Using established scales and a screening process for "online experience" ensures high data validity.

6. Accuracy and Reliability of Data Analysis and Presentation

Multiple Regression Analysis was performed using SPSS. The study reported all necessary metrics: R^2 (0.473), F-test (70.625), and Collinearity Diagnostics (VIF values well within limits).

Suggestion: The presentation of standardized versus unstandardized coefficients allows for a clear understanding of each predictor's relative strength.

7. Interpretation and Conclusion

The interpretation correctly identifies that while all five dimensions have significant positive effects, Emotional Attachment is the strongest influence, followed by Brand Recall. It also honestly notes that Brand Insistence and Emotional Attachment remain generally weak among the sample.

Suggestion: The conclusion provides a nuanced view, acknowledging that consumers prefer certain platforms but lack deep, long-term commitment.

8. Discussion of Research Results

The findings are discussed in relation to Aaker's framework and the reality of the Chinese e-commerce market, where price competition often weakens brand insistence .

Suggestion: The discussion is strong; it could be slightly enhanced by specifically comparing these district-level results with national-level data mentioned in the introduction.

9. Recommendations and Practical Utility

Practical recommendations are provided, such as maintaining a consistent visual identity to improve recognition and utilizing personalized interactions to strengthen emotional engagement .

Suggestion: The suggestions are actionable for platform managers looking to foster higher-order loyalty beyond simple price-based attraction.

10. Accuracy of Citations and Bibliography

References are credible and include classic loyalty theories (Aaker, 1991; Oliver, 1999) alongside current government and government-aligned reports (CNNIC, 2024; English Jinan Government, 2025).

Suggestion: Ensure all in-text citations (e.g., Balakrishnan et al., 2014) have full matching entries in the final reference list.