A STUDY OF CONSUMER EXPERIENCE AND LOYALTY FOR ONLINE SHOPPING

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ABSTRACT

As a result of customer engagement, you may utilise low engagement segments as control groups and correctly assess the additional value produced by marketing expenditures to segment consumers based on their degree of involvement with your brand/program. A wide range of hypotheses were developed and tested using the theoretical model as a foundation. The theoretical model's applicability was shown by experimentally testing these assumptions. Results show that e-service quality, customer engagement, and loyalty in B2C e-commerce all affect customer experiences in a positive way. But in the meanwhile, neither customer involvement nor the quality of e-services had any effect on consumer loyalty. This research sheds light on consumer loyalty in B2C e-commerce for the first time.

Keywords: Customer Engagement, social media, Online Shopping, customer lifetime value, loyalty

INTRODUCTION

It helps the company enhance the consumer experience by getting them to put their feelings down, while also influencing their behaviour. There are five authors included in the bibliography: (Meire, Hewett, Ballings, Kumar, and Van den Poel). A customer's perspective may be beneficial to both the existing and prospective customers as well as non-customers (Vivek, Beatty, & Morgan). A company's present and future depend on its ability to provide value for customers (Tripathi). Results like these are in line with those from other research that has shown value in customer reviews posted online before [1]

Also, Customer Engagement is critical since it enables you to segment consumers based on how engaged they are with your brand/program, and utilise low engagement categories as controls to correctly assess the additional value produced by your marketing expenditures, or Return on Loyalty.. We advise our clients to use non-sales-value-driven interaction metrics to generate engagement ratings for each customer. These ratings help you focus your efforts on consumers who are most likely to benefit from your programmes, which saves you money while also preserving the attention capital you have with other clients.[2]

Another way of expressing "repeat business" is to have loyal customers. It's what any savvy business strives to develop in order to preserve its reputation and image while also making the most money. Many companies now have customer loyalty programmes that provide some sort of points-based incentive system. This is why so many firms now provide it. This kind of loyalty and involvement is all that these programmes represent, and it's possible that consumers may participate in it less and less as time passes.[3]

Consumers may shop around for the best bargain on a variety of goods and services by comparing prices offered by several vendors. Internet advertising promotes one-on-one contact between the vendor and the consumer, and offers customer care 24 hours a day, seven days a week, compared to traditional marketing methods.[4]

Customer satisfaction and loyalty are critical for the well-being, prophetic, and long-term growth of companies, so understanding these concepts is critical for business. To put it another way, the success of a company is determined by how satisfied and loyal its customers are. (Refer to www.esurveyspro.com for more information[5]

LITERATURE REVIEW

Carlson, J., Rahman, M., Voola, R., & De Vries, N. (2018) Customer-based brand equity has an influence on customer engagement via satisfaction and customer reputation, as proposed by the authors using Social Capital Theory as a foundation. According to the findings of the causal model estimate, customer-based brand equity affects customer happiness and reputation directly and indirectly. An extensive theoretical discussion of the findings and their practical applications concludes the paper.[6]

Abdelsalam H Busalim1 , Ab Razak Che Hussin2 and Noorminshah A. Iahad (2019) In spite of CE and experience being key study objectives, empirical understanding into these notions and their connections is still limited. Results also reveal a stronger, significant effect on cognitive engagement of younger customers (up to 39), while a negligible effect is achieved on experience across all age groups. The strength of the association between customer age and experience rises for older customers. As opposed to the routes from affective/behavioral involvement to.[7]

H. H. Alshibly (2014) 521 people were polled in this research to see how often they buy at the most popular online marketplace. Look at bad experiences and consumer interaction with the review perception, as well as any other online connections between customers and the brand such as social networking. It's common practise to ask customers to rank the most important elements and characteristics of their buying experience when they purchase online. Most consumers value the simple return policy the most out of the six considerations listed above[8]

Iahad, Noorminshah A., and Ab Razak Che Hussin (2017) S-commerce, or social commerce, has transformed companies and consumers alike. Customers' engagement studies in s-commerce were systematically reviewed using a systematic literature review method. The findings indicate that social theories and variables, together with technical considerations, have a major impact on consumer involvement. Furthermore, based on the findings of the study, an investigation framework was created to demonstrate the elements that have the biggest impact on consumer engagement behaviour.[9]

Business to Consumer (B2C) E-commerce

stated that e-commerce is growing rapidly, affecting all our lives. The direct transactional act of goods and services to customers without involving intermediaries is referred to as the e-commerce of business to consumer (B2C)(Nurhayati & Handayani). Measuring the value proposition in B2C e-commerce is done through how the needs of consumers are satisfied through the goods and services provided by a company (Turban et al). Not only that, B2C e-commerce is an online service, thus the quality of the e-service is very crucial .

Limitations and Future

 Research Directions The current study is subject to some limitations. First, this study only focuses on the relationship between customer engagement and customer loyalty to C2C online shopping platforms. The scope of this study can be expanded to gain a more complete understanding of customer loyalty in C2C emarketplace. Specifically, future research can include key antecedents of customer loyalty, such as trust, service quality, and satisfaction, and identify the relative impacts of these key determinants to customer loyalty in C2C e-marketplace. Second, this study examines the role of customer engagement in a Chinese-based C2C e-marketplace. Future research can extend the current research model to other C2C online shopping platforms. This may give us some ideas whether there is any cultural bias in customer loyalty in the online environment.

RESEARCH METHODOLOGY

A self-administered questionnaire is used in this investigation. This is a descriptive analysis of the main Indian e-commerce sites. The questionnaire was created after consulting with a wide range of research. There were 530 total responses included in the study. We used a variety of methods, including a customer's preferred purchasing platform, social media involvement (likes/subscribes), purchase frequency, product reviews, blogging, and an easy-to-use platform with quick responses. To gather data, a variety of scales were used.

Research DESIGN

In this study, the research model examines how customer engagement shapes the complex nature of loyalty in online shopping environment. A sample of Taobao users was employed to test our conceptual model. Taobao e-marketplace (www.Taobao.com), a leading company in China, virtually owns the country's C2C business with a 90% of market shares. Founded by Alibaba Group in May 2003, Taobao emarketplace facilitates C2C online transaction by providing an online platform for small businesses and individual entrepreneurs to open online retail stores.

Customer Engagement in C2C Online Shopping PLATFORMS

The conceptual foundation of "personal engagement was applied to derive the definition of customer engagement for the current investigation. Customer engagement is defined as the level of a customer's physical, emotional, and cognitive presence in connections with a particular online shopping platform. It is commonly agreed that a multidimensional view of engagement can best capture the breadth and complexity of this construct. The three key dimensions of customer engagement are explained: - Vigor (Physical) refers to the level of energy and mental resilience while using an online shopping platform, willingness to invest time and effort in one's role as a customer. - Dedication (Emotional) refers to a sense of significance, enthusiasm, inspiration, pride, and challenge towards an online shopping platform. Absorption (Cognitive) refers to being fully concentrated and deeply engrossed in an online shopping platform.

MEASURES

The constructs of interest to the current study were all borrowed from prior literature and revised to fit the current context of C2C online shopping platform the measures used. In our study, customer loyalty was measured with formative indicators. Others were measured with reflective items.

ANALYSIS

A research shopping model explaining the development of customer loyalty to C2C online shopping platforms through customer engagement is proposed. Figure 1 conceptual shopping.
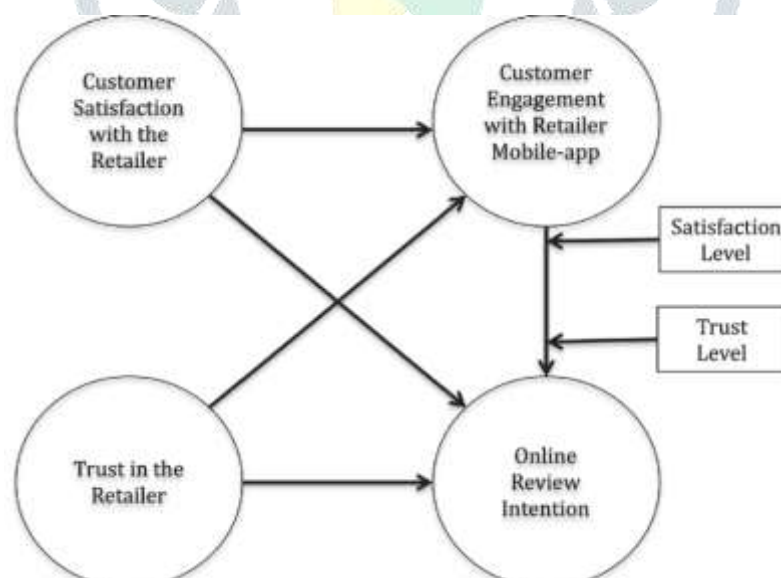

Fig.1. Conceptual Shoping.

Table 1 presents the demographic profiles of respondents. Among the 385 respondents, 55% were female and 45% were male. 33.5% of our respondents aged 18-25 and 30.1% aged 31-40. A majority of the respondents (81.3%) were educated to degree level or above.

Table 1. Demographic profile of the respondents

Characteristics		Distribution
Gender (%)	Male	44.9
	Female	55.1
Age (%)	Under 18	0.3
	18- 25	33.5
	26-30	29.4
	31-40	30.1
	Over 40	6.8
Income (%)	Under 2000	20.8
	2000-5000	42.6
	5001-10000	29.4
	Over 10000	7.3

Familiar brands produced higher levels of brain activity in areas associated with positive emotions"(Tripathi). Fifteen options were given to respond to their favourite brand. Respondents were asked to choose a single brand among the fifteen options. 43.6% of respondents choose Amazon, and 26.1% selected Flipkart over others. Myntra, Paytm and Snapdeal were ranked third, fourth and fifth respectively on the bases of percentage. There is a sharp difference percentage-wise from Amazon user to Flipkart users. Amazon was the highest chosen brand appearing as a market leader. Even collectively, Amazon and Flipkart were chosen by nearly 70% of respondents. It can be observed that Myntra was ranked third, which was selected by only 10% while Amazon was chosen by 43.6 %.

Table 2. social midea Shopping platform

Shopping Platform	Frequencys	Percent
(Alibaba)	15	2.8
(Flipkart)	136	26.1
(Amazon)	227	43.6
(Paytm)	34	6.5
(Jabong)	3	.6
(Myntra)	52	10.0
(Snapdeal)	20	3.8
(Homeshop18)	6	1.2
(Shopclues)	1	.2

(ClubFactory)	8	1.5
(TataCliq)	4	.8
(Nykaa)	7	1.3
(BigBasket)	5	1.0
(Other)	12	2.3
Total	530	101.3

Review writing in case of Negative experience and customer engagement (NEWR)-

"When it comes to creating an emotional connection with customers, the Sunsilk Gang of Girls Blog offers a safe space for them to let their hair down and express themselves freely on any subject that's close to their hearts (Tripathi, 2014). This area was all about obtaining a reaction regarding'review writing,' especially if you had a bad experience with it. Sixty-four percent of respondents said they would post a negative comment on the seller's review area if they had a bad experience. Twenty-six percent said they would write a poor review on social media, and nine percent said they would write a nasty review wherever they could.

Table 3: Responses of consumer

NEWR		
Responses	**Frequency**	**Percent**
Social Media	137	26.3
Seller's ReviewSection	336	64.5
Both	48	9.2
Total	530	100.0

In the event of a bad encounter with the service or product, 34.0% of those polled expressed an interest in following, like, or subscribing. 66% of people said they didn't enjoy, subscribe to, or follow the product or service on any social media platform.

Validity test & reliability test

The study's overall composite dependability rating was higher than the industry standard of 0.7. (Hair et al., 1998). This is above average for the sample (Fornell and Larcker, 1981) in terms of Average Variance Extracted (AVE), whereas convergent validity is determined by the loading factor According to Hair et al., a loading factor of 0.5 is considered safe (1998). It was suggested by Fornell (1982) that the stricter criteria be 0.7. There was a value more than 0.5 for all factors leading indicators in this research, with several items having a value higher than 0.7. This study's indicators showed adequate convergent validity and reliability; thus they were all considered reliable.

Table 4. Test Results of Convergent Validity and Reliability Tests

Variable/ Dimension	Indicator	Factor Loading >0.5	Sample Mean	Composite Reliability	AVE >0.5	Cronbach's Alpha
Web Design (WD)	WD1	0.804	0.803	0.853	0.591	0.769
	WD2	0.745	0.745			
	WD3	0.782	0.782			
	WD4	0.744	0.744			
Fulfilment/ Reliability (FR	FR1	0.874	0.872	0.906	0.763	0.845
	FR2	0.897	0.896			
	FR3	0.849	0.849			
Customer Service(CS)	CS1	0.746	0.741	0.866	0.619	0.794
	CS2	0.815	0.815			
	CS3	0.820	0.820			

CONCLUSION

This research offers a comprehensive look into s-commerce consumer engagement. Using primary research that focus on customer engagement conceptualization and theories as well as models and variables that influence customer engagement, the study draws conclusions. A mind map on consumer engagement kinds would be helpful for e-commerce researchers, as well as practitioners. We believe this work would be fruitful for both. As s-commerce continues to grow and evolve, this study may serve as a starting point for researchers looking for new areas of research to focus on.

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