A STUDY ON DIMENSIONS OF WEBSITE INFLUENCING CUSTOMER LOYALTY

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Abstract: *Electronic consumer relationship management (E-CRM) attributes are very important for the success of any business that chooses to do business online. E-CRM program implementation should concentrate on dealing with the consumer effectively by understanding their needs and catering it effectively. Maintaining and managing customer relationships requires lots of work and it warrants a clear understanding of the internet and its features .E-CRM help in delivering impeccable information about consumer understandings about their purchases which in turn helps the firm to assist them in offering customer support as well as personalized services. Thus, the aim of this research is to identify web characteristics dimensions and perceived important features from a consumers' perspective. The secondary data for this research were collected through a proper literature survey. The findings reported 14 dimensions of E-CRM which were perceived as important elements affording consumers repeated visits and purchases. The limitations of the study and future directions of research are discussed here.*

Index words: CRM, web aesthetics, Website dimensions.

I.Introduction: In today's environment it is very important for any business corporation to have a clear understanding of its customers. Due to technological advancement and rapid economic growth in many parts of the world have bought buyers and sellers closer. Dissemination of information takes place instantly and easily with the modern tech-savvy consumers which empower and assists them in decision making. Even though it is considered as a boon for the consumers it may act opposite for the sellers if they neglect the consumers for an instance. The technological advancement in terms of infrastructure facility and internet has helped many large and small players to server a larger chunk of the global market with ease and cost-effective manner. Thanks to stable global financial systems which helps the smaller business corporations to take a leap of faith in serving the bigger market of the world. Rise of internet firms globally and contrary to the traditional firms which require less investment to have their presence. Online sellers don't have to invest heavily like other traditional sellers on infrastructure which reduces most of their burdens. It also comes with lots of challenges. Developing an efficient consumer relationship via technological assistance such as the Internet may assist in augmentation of consumers' satisfaction, loyalty and retention. It is a proven thing that it costs five times more for a firm to acquire a new customer than retaining an existing customer. It is in the best interest of the firm to have a long stable and sustainable relationship with a consumer. Many researchers have found that there are many advantages of doing business over the internet because of global access, uniformity convenience detailed product information which enhances consumer satisfaction and loyalty .unlike traditional business where people are assigned to help the potential shoppers by solving their problems which arises during shopping cannot be done in internet business. The internet sellers have to take care of all these in front end operations itself. Internet sellers have to give reasons for consumers to come back. They have to devise a website that does the entire necessary job for the sellers in enhancing customer satisfaction. This paper attempts to identify the important characteristics of a website that enhance customer satisfaction which leads to consumer re patronage behavior.

II Objectives of the study
1) To identify the various dimensions of the website influencing customer loyalty.
2) To identify and understand the literature on E-CRM dimensions.

III literature survey

From previous literature, this study identifies the important dimensions of website characteristics

Various authors have identified dimensions of web aesthetics namely: information quality, ease of navigation, consumer service quality, fulfillment, integrated marketing channels, online community, rewards, personalization level, site security, value-added services, perceived trust and price attractiveness.

➢ Quality of the information

From the literature survey, the quality of information is a manifestation of relevancy, adequacy, steadiness, and understandability. Since a customer decision making effectiveness improves when they search for the information is simplified, the information presented on the sites should be easy to understand and up-to-date.

➢ Navigation.

Ease of navigation helps the consumer to locate their desired products very easily .the site layout and its contents allow the buyer to navigate with ease in locating the product with minimum effort.

➢ Service Quality.

Customers always insist on cautious, continuous, helpful communication with corporation representatives. Since these characteristics are frequently identified as the most important dimensions in-store selection, company executives should have the knowledge and skills to address questions.

➢ Right product ordered.

One of the major reasons for a consumer to shift from one seller to another is the delivery of the wrong product. The right product should be delivered to the consumer on time right from, it is very important to win the consumer.

➢ Marketing through Channels.

Then online sellers need to have a physical presence to give a sense of credibility for the consumers .physical presence will reduce the skepticism among the consumers .having more than one channel for the product delivery will boost the company image and increase company's efficiency.

➢ Online Community platform.

Consumers can obtain information about the products and services that they buy from an online seller's way in advance. Consumers with a similar mindset and interest can interact on a chat room or firm interactive platforms that swap information with each other and get online aid from their online members when a product- the associated difficulty arises.

➢ Rewards for encouragement.

In this present scenario, it is very difficult to satisfy the consumer. Firms have to reinvent themselves to find a way to delight them. Reward, free gifts, gift vouchers, points to redeemed are the attributes that are important to attract customers.

➢ Security for the payment and personal information.

Customers are worried about online security. When it comes to online payment and sharing the personal information to an unknown entity it is normal to be skeptical. The main base for an online business is trust. The online format has to take care of the trust-related issue in transactions.

➢ Trust.

Since online dealings are linked with risk, trust and assurance in the corporation appear imperative in a consumer's decision making. It can be achieved by secure servers and necessary certifications.

➢ Price.

The main reason why people shop online is that they get a product for a much lesser price. The online retailers can save money on infrastructure by not having a physical presence. The money that they have saved can be used for selling merchandise for a lesser price compared to the competitors. Consumers compare prices from various vendors before purchasing.

➢ Value-added Services.

Customer love when they get a feature like order tracking, no of items on carts which are meant for convenience Yong Jian Wang and Michael S. Minor have discussed the importance of aesthetic appeal and aesthetic formality in their paper. In their study, they have examined how two dimensions of aesthetic appeal and aesthetic formality could influence online consumers' psychological reactions which include perceived service quality and satisfaction.

IV Conclusion.

From the study, it is found that there are different dimension which is identified by the various researchers. All these dimensions are very crucial for the success of a click and mortar store. Since they lack their physical presence it is very much important for business corporations to inculcate these factors in their website to enhance customer satisfaction which leads to loyalty.

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