

# THE IMPACT OF LOYALTY AND CUSTOMER SATISFACTION ON E-MARKETING: A SURVEY

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**Abstract:** - E-commerce is the activity of buying and sell products using the Internet or online services. All e-commerce technology exemplaries are mobile businesses, electronic money transfers, chain supply management, Internet marketing, online transaction processing, EDI, inventory management systems, and data gathering systems that automatically collect data. It is a paradigm change that affects both marketers and customers. The study covers the numerous factors that influence consumer happiness, loyalty, e-marketing, and the moderating effect of perceived value. Because of the reach and diversity of clients, online platforms will continue to be significant, which means E-marketing should focus on a particular market. It involves the creation of products, services and processes that reflect the wishes of the customer. Security, navigability, conflict resolution and effective feedback systems are examples of frameworks that enable a shape to develop a good reputation and enhance user satisfaction.

**Keywords:** *E-Commerce, Internet Banking, Internet, Trust, loyalty*

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## I INTRODUCTION

Loyalty is described as a pattern of frequent purchases combined with a positive attitude about a subject over some time. Mouakket and Al-hawari [1] looked at the behavioral and attitude aspects of loyalty. Customers of internet businesses make purchasing decisions based on their emotions and attitudes derived from previous purchases. Customer loyalty, or, to put it another way, recurrent purchases, is the product of commitment, not inertia. Loyalty comprises commitment as well as attitudinal and behavioral inclinations for the seller. Loyal customers are rarely diverted to other options. E-commerce businesses may also use some or all of the following: Customer loyalty is symbolized by the higher capacity of purchasing, readiness to pay more, & resistance to switching. In the eCommerce industry, customer happiness and trust are critical factors in building loyalty [2]. E-satisfaction is a feeling of pleasure derived from previous transaction experiences that influences an online retailer's overall appraisal. E-trust refers to a perception of the customer that the vendor will not exploit the customer's vulnerability. In this study, a conceptual framework was developed that demonstrates how loyalty develops in an e-commerce environment. The next section is a literature review. Customer, organizational, & technological variables, which are 3 primary elements in E-commerce, have been classed as effective factors. In part four, the research technique is presented. The fifth portion contains the research discussion and conclusion.

## 1. E-COMMERCE

It is the abbreviation for electronic commerce. It can be defined as the trade of products & services over media based on electronic & Internet. E-commerce is the practice of conducting business over the Internet and with IT, such as Electronic Data Interchange, abbreviated as EDI. It refers to a vendor's website on the Internet that allows users to purchase products or services straight from the portal. The website uses a digital shopping cart to accept payments via Credit Card, Debit Card, or EFT [3]. The use of e-commerce in the Retail Trade sector has evolved over the years since the definition of e-commerce was first conceived. Many retailers offer a fluid blend of in-store and online services. If a store does not have the specific inventory required to fill a customer's needs, they may offer to order it online from in the store with free delivery to the customer's home. This raised whether e-commerce should include only orders made online and shipped door-to-door or orders made online and picked up in-store. While e-commerce was most often associated with retailers offering online storefronts, it is prevalent across the economy. [4] Where business transactions may have once been done through paper order forms and printed contracts, more and more commitments for service are being made via electronic means. This raises whether the definition of e-commerce should be the same across industries when respondents may perceive it differently in different industries.

We further illustrate the variety of e-commerce activities among business, government and the household sector (Figure 1). The nature of e-commerce also makes activities easy across international boundaries.

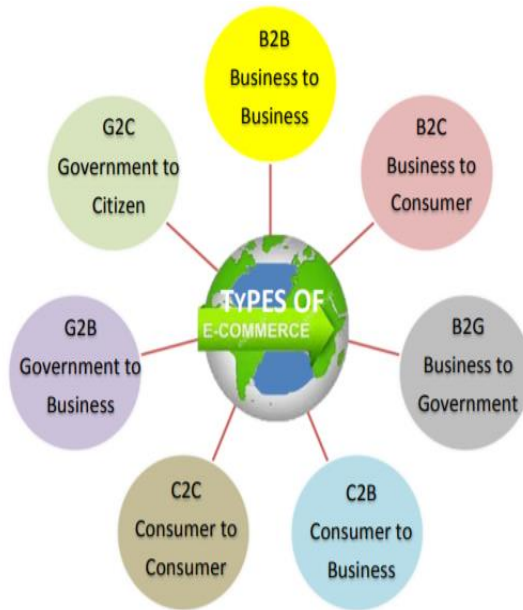


Fig: 1 Types of E-commerce

The advisory group of OECD on calculating GDP in an economy of digitalized has chosen to focus on digital transactions as increasing attention is dedicated to defining and quantifying the digital economy.[5] “The various criteria for identifying digital transactions include how the transaction is made, what is transacted, and who is involved,” the authors write in their article on Measurement Challenges of a Digital Economy (consumer, business or government)

A diagram of the digital economy is shown in Figure 2 of the same publication. Digital industries, digital products, and digital transactions make up the digital economy. E-commerce, according to the OECD, is a subset of all digital transactions.

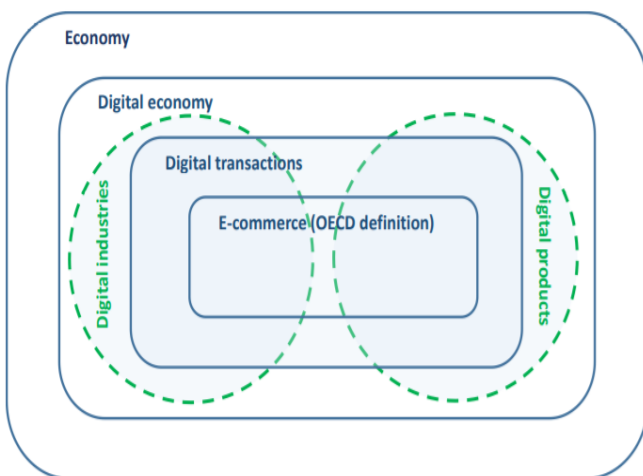


Fig 2: E-commerce in relation to digital transactions

## 2. MODEL OF LOYALTY AND CUSTOMER SATISFACTION

This research aims to determine the impact of customer satisfaction and trust on e-commerce loyalty, as well as the elements that influence satisfaction. [6]

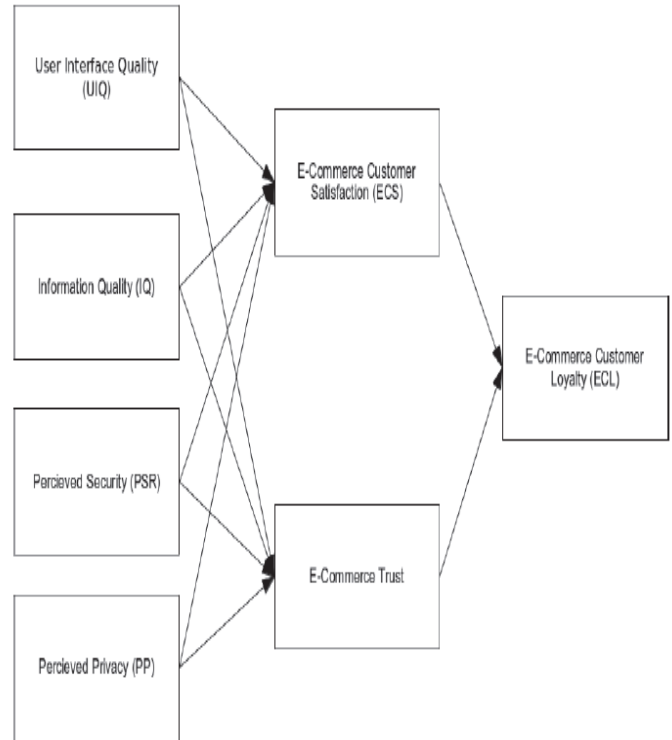


Fig 3: Model of Loyalty and Customer satisfaction on E-Marketing

### User Interface Quality

The visible part of e-commerce websites is the user interface. It's a route for customers and electronic service providers to communicate. This comprises site design, which encompasses organization, searchability, and navigational simplicity.

### Information Quality

The perceptions of the customer of the quality of product information offered by websites of e-commerce are referred to as information quality. It is the significance, relevance, and utility of product information offered by e-commerce websites, among other things.

**Perceived Security** Customer perception of the security of electronic transactions is defined as a security risk on e-commerce websites (Kolsaker and Payne,2002). Online clients regard security as a critical feature that shows the trustworthiness of payment methods, data transport, and data storage. Customers believe that unauthorized parties will not use, access, or keep their personal information (Flavián & Guinalu, 2006).

**Perceived Privacy** Privacy refers to the ability of customers to restrict the appearance of third parties or the sharing of private

information with third parties during a transaction or consumption (Goodwin, 1991). Privacy refers to personal information in the context of e-commerce, and a breach of privacy happens when third parties collect, keep, disclose, or use that information without authorization (Wang, Lee, and Wang, 1998).

#### Customer Satisfaction

Comparison of expectation and performance is what satisfaction is all about. When a performance fell short of expectations, it caused dissatisfaction. When performance met or exceeded expectations, satisfaction was achieved. Customers' needs, wants, and expectations are met to a certain extent if they are satisfied.

#### Customer Trust and Loyalty

In uncertain situations, trust is a party's conviction that another party will perform a transaction according to the first party's expectations. Customer trust in an e-commerce scenario refers to customers' desire to trust a website. Customer loyalty refers to a promise to purchase goods or services from a company in the future.

### III LITERATURE SURVEY

According to N. S. Safa and M. A. Ismail (2013), Customers that are loyal to a business are a great asset, and they also fuel the business's continuous expansion [7].

According to Jared Moore, (2015) acc. to past marketing literature, happiness is critical to the concept of loyalty. On the other hand, this idea emphasizes a satisfaction-loyalty link refuted by numerous research, which indicates that most satisfied clients eventually shift to another shop [8].

Shu-Ching Chen (2012) The goal of this study is to investigate the relationship between customer happiness and loyalty in the setting of e-services by using commitment, trust, involvement, and perceived value as mediators. The data was gathered through an online consumer survey on a few different web auction sites. According to the research, customer happiness is an important component of service loyalty; however, there are mediators between satisfaction and loyalty. Commitment, trust, and engagement have all been partial mediators of satisfaction and loyalty, whereas perceived value is a complete mediator. The findings have significance for client retention in an interactive e-service environment. [9]

Mitra Abhijit (2013) asserts that e-commerce has ushered in yet another revolution, profoundly altering how firms buy and sell goods and services. Numerous unique strategies have emerged. Geographical distances have a reduced effect on commercial relationship formation. E-commerce is the way of the future when it comes to shopping. The internet industry will continue to grow significantly as 3G and 4G wireless communication technologies are introduced. India will have between 30 and 70

million internet users within the next three to five years, matching, if not surpassing, many developed countries. Prior research has established that E-satisfaction and E-trust (viewed as relationship qualities) influence E-loyalty in India [8]. Global retail e-commerce sales increased by 24.8 percent year over year to \$2.304 trillion. Global e-commerce transactions are worth a total of \$29.267 trillion, including \$25.516 trillion in business-to-business (B2B) transactions and \$3.851 trillion in business-to-consumer (B2C) sales. Amazon.com accounts for about half of the growth in e-commerce [10]. Around 500 million SKUs were sold in the United States.

### IV CONCLUSION

However, many individuals visit the e-commerce website, because of a lack of faith, happiness and loyalty; they don't buy anything or buy something each year. This study intends to demonstrate how e-confidence, forms of E-satisfaction and E-loyalty are founded on technology, business and consumer variables. In this literary analysis, the bulk of the studies examined were based on one single perspective (at the adoption stage), focusing especially on the elements encouraging e-commerce adoption. This study examines the effect on e-commerce loyalty of customer satisfaction and trust and identifies the factors that influence satisfaction.

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