

A Review on Factors and Proposal of a Model Influencing Online Consumer E-Satisfaction and E-Trust

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Abstract— Several frameworks exist to model how online marketing strategies impact customer trust, satisfaction, and loyalty. Understanding customer behavioral factors is crucial for online vendors to maximize profits, particularly in areas such as trust, satisfaction, and loyalty. Ultimately, customer loyalty is essential for the success and survival of online marketing initiatives..

This study aims to investigate the key factors that contribute to building customer loyalty towards online retailers. With the rapid growth of internet users and e-marketers, it is essential to examine the influence of website quality on customer satisfaction and loyalty in the e-commerce context.

Keywords— Consumers, Marketing, online consumer

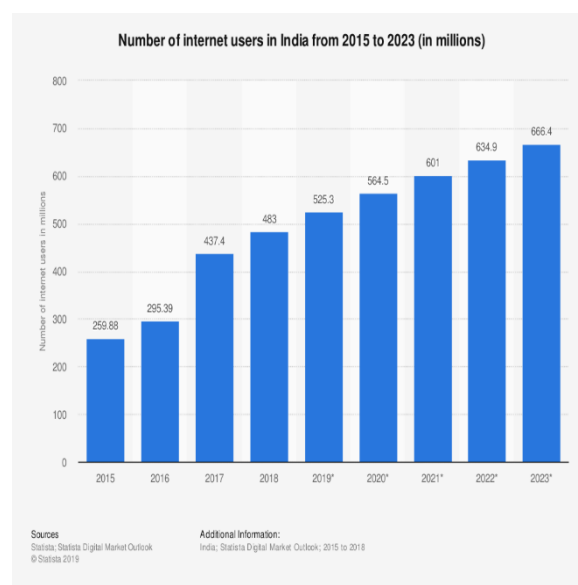
I. INTRODUCTION

A Web site can be defined as a group of interface and functional attributes that are connected to each other to serve high levels of usability, performance, and beauty to users, to satisfy users' wants, and to obtain their satisfaction in a competitive market of online and offline sales and information services" [6].

In 2018, India had 483 million internet users. This figure was projected to grow to over 1.6 billion users by 2050. Despite the untapped potential, India already is the second-largest online market worldwide. (7)

Online marketing has grown very fast and every marketer is trying to give his best efforts to grape the open market opportunities. Hence, they need to have and perfectly balance Web Site for their online platform for doing business.

Web-based business models are still in the nascent stage as is research into the design and utilisation of commercial Web sites. Given the early stage of research in Web site development for business purposes, there are no obvious criteria to evaluate the effectiveness of commercial Web sites. (8)



Some years ago, it became really a challenging revolutionary aspect to gain trust of consumers on online shopping transactions. In present day market also, it becomes a very necessary issue to gain the satisfaction level and loyalty. Because the very true fact is that it is much cheaper to attract the old customers than the new customers. Various works have been done to identify the factors that can influence the increase of satisfaction and loyalty upon any online vendor.

Continuing this area of research, the aim behind the study is to analyse the factors that may enhance the satisfaction level and maintain the loyalty of e-consumers from their attitudinal and behavioural perspective. Today's era is of World of Buyers and Internet. India is becoming an efficient platform of online shopping.

In this paper, an approach is carried out for an analysis on web site attributes which will enhance the long term relationship between companies and consumers by strengthening the satisfaction level and level of trust which may be much more profitable for the online vendors.

II. RATIONALS OF THE STUDY

Due to Govt. of India continuous efforts to enhance the prospects of digitalisation and need of the time every marketer have to improve their websites since this is the place where the proposed customers visit first to begin information collection cum purchase decision process.

Hence, a theoretical background is required to provide further understanding of customer e-loyalty and e-satisfaction based on websites quality of business comes under B2C business models. In this pursuit, the current paper aims to provide a review of the studies done in relation to web sites attributes which leads to e-loyalty and e-satisfaction among customers.

III. RESEARCH METHODOLOGY

A selective review of literatures was undertaken to observe the key factors of online consumer behaviour over the period of time. For this study, we reviewed the research papers published from 2008 to 2019, where the websites attributes and its effect on selection formation of e-satisfaction and e-loyalty have been analysed.

IV. LITERATURE REVIEW

The literature on relationship between the online marketing companies and e- consumers becomes the core objective for which the satisfactoral level and loyalty developed in customers helps to build a long term relationship between the companies and the e-consumer.

The companies which can generate greater value for their customers and having the greater scope to nurture the relationship with the consumers by gaining their satisfaction level and loyalty. Satisfaction is such a factor which plays a important role in gaining the loyalty. The brand equity theory [KUO 7 HOU 2017] claims that there are more relevant factors that may preceed loyalty which are satisfaction and enjoyment. Satisfaction has been found to be the most effective factor to enhance loyalty upon companies. The companies are having the responsibility to ensure the e-consumers that the companies can fulfil their necessity and agreed commitments. This level of certainty is called e-trust which can be a strong determinant of loyalty according to Pavlou[2003]. Consumer loyalty will be studied from various aspects like attitude, behaviour, and Word of mouth (WOM). Customer satisfaction is considered as key factor determining organization's success in today's competitive market place. Knowing the level of customer satisfaction can help an organization to assess the efficiency of its activities, set future goals, and take necessary actions to maintain or increase it. The need of Website attributes has a strong correlation with the objective of Web uses [9].

Customer satisfaction is regarded as the prerequisite for customer loyalty (Chen, 2012)(10), because customer satisfaction mediates the relationship between perceived quality and customer loyalty (S. H. Hsu, 2008)(11). Thus, it is essential to provide well-perceived website quality, satisfy customers, and build loyalty for long-term customer value in the virtual environment (Bai et al., 2008) (12).

Loyalty is an attained state of enduring preference that is developed from concurrent satisfying episodes, while satisfaction as a pleasurable fulfilment "is a fairly temporal pasturage state for one-time consumption or a repeatedly experienced state for ongoing consumption" (Oliver, 1999, p. 41) (13).

V. WEB SITES QUALITIES/ATTRIBUTES INFLUENCING E-SATISFACTION AND E-LOYALTY

Some of the important web site attributes which led a great influence in the satisfaction and acquiring loyalty of e-consumers are-

- (a) Overall Look:-There is a saying that first impression is the last impression. In the same way the first display of website must be attractive so that it could create an interest among online buyers to go through it.
- (b) User friendly interface:-The more convenient interface the more effortlessly people will use it.
- (c) Attractive Design:-The web site design must be attractive and scientifically based on consumer psychology. What consumer prefers to use, how consumer like to see the information.
- (d) Distinct from its competitors:-The website should be distinct from its competitors so that repeat visit of consumer becomes easier and it will help in brand recognition.
- (e) Quick Response on Customer Grievance:-After sale service is very important aspect of online trader. Consumer may file complaint easily and their grievances to be resolve quickly through web site response system. A well structured complaint form to be made available.
- (f) Security and Privacy:-Every e-marketing website have features of registering online visitor/consumer to register himself so that he can see his transaction status and can keep few items in cart as well. This requires customer's personal details. Such information is private and need proper protection by e-market trader. Payment mechanism must be highly secured.
- (g) Animated Small Video of Product:-E-marketing website should have small video containing brief information regarding the product and its use.

IV. DISCUSSION

The proposed model will analysis on the basis of various online customer's behaviour, feedbacks to develop more useful strategies which will promote an effective relation between Consumers and Companies to balance the e-Satisfaction and E-Trust. Table 1 depicts the online companies with their demand structure collected from some online consumer feedbacks. The proposed model will find out the effective factors that are influencing the companies having high demand which can be formulated with new strategies to set up customer relationship for their high-level satisfaction and trust.

VI. CONCLUSION

The proposed study will be quantitative as well as qualitative in nature. An attempt has been made to understand the impact of web site quality on e-satisfaction and e-loyalty. This literature review shows that there are various factors like enjoyment, e-trust, satisfaction etc. based on web site attributes which plays a very important role in online marketing. This will find out the effective factors that are influencing the companies having high demand which can be formulated with new strategies to set up customer relationship for their high-level satisfaction and trust by improving their web site attributes.

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