

## FACTORS DETERMINING E-LOYALTY: A REVIEW

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### ABSTRACT

*The link between customers and merchants has been profoundly disrupted by the rise of online shopping. When compared to the significant costs that organizations incur in the pursuit of new customers, the insubstantial expenses involved with a customer switching brands legitimize the need for online organizations to build a loyal client base, as well as to monitor the value of each fragment in order to avoid economically unviable customer relationships during the initial phases of online activity. The customer base is growing in size. Numerous Web pioneers have competed in a manner that disregards nearly all conventional rules of a successful strategy. Taking everything into account, the expanding quantity of online dealings in the market establishes how imperative it is for retailers to comprehend the commercial space, target customers to compete with or surpass competitors, and sustain their firms in the long run. This study aims to understand the concept of e-loyalty and what determines e-loyalty for a consumer. This work is grounded on the reviewed literature and opens the scope of investigation the study further in this area.*

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**Keywords:** Loyalty, e-Loyalty, e-Commerce, e-Customers.

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### Introduction

The relationship between customers and merchants has been profoundly disrupted by the rise of online shopping. Since the size of the existing consumer base is expanding. A great number of early pioneers on the web have competed in a way that largely ignores the traditional guidelines for developing a winning strategy. When everything is considered, the growing number of online businesses in the market is evidence of how important it is for business merchants to understand the business climate, to target clients in order to compete with or surpass competitors, and to maintain their firms over the long term.

The idea of online loyalty has been examined in great detail in published works over the course of the past several years, and it continues to be a focus of intensive investigation among academics as well as marketing executives. Because of the phenomenal growth of the Internet in terms of both marketing and commerce. Enabling environments for conducting business online, taking into account the increasing number of customers who prefer to shop online. Chiu et al. (2014) note that one of the primary goals of modern-day online retailing markets is to encourage repeat purchases from customers. This is done in order to gain a competitive edge. The present study aims to understand the concept of e-loyalty and what determines e-loyalty for a consumer. This study is based on the reviewed literature and opens the scope of investigating the study further in this area.

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### **e-Loyalty – The Concept**

Customer loyalty describes as the “customers’ willingness to return to a company in order to purchase its services or products and is manifested when a customer makes repeat purchases, choosing a specific company over its competitors. This is usually because they developed a positive emotional relationship with the brand as a result of the delightful experiences they had with that company.” It is said that “Loyal customers, don't just come back, they don't simply recommend you, they insist that their friends do business with you”.

Schultz (2000) defines customer loyalty in the conventional sagacity as being a concept that is managed by the marketer and is driven by the product. In contrast, he describes e-Loyalty as a notion driven by distribution, managed by consumers, and enabled by technology. Nevertheless, traditional reward programs and internet loyalty programs have numerous distinctions. Most are linked to the internet in some capacity. Schultz's contrast demonstrates, at its most basic level, how control has transitioned from the marketer to the client throughout the course of history.

Floh & Treiblmaier (2006) highlight in the study, “Trust Website quality Service quality Satisfaction” that customer happiness and trust in an online business have a direct bearing on customer loyalty, and that these factors, in turn, are decided by the quality of the website and the quality of its services. In a similar vein, the research that was conducted by Awdeh and Hamadi (2011) titled "Quality Satisfaction Need for personal interaction" highlighted the fact that the need for personal interaction does not have any controlling effect on the association among quality and satisfaction, nor does it have any effect on the relationship between satisfaction and commitment.

### **Factors Determining e-Loyalty**

Even though the above-mentioned research gives differing perspectives on the establishment of loyalty, they prevail in a steady pattern with regard to the loyalty aspects. It has been established that website quality is the most important factor in fostering customer happiness and trust, which in turn has been found to have a positive effect on conversion rates and determine e-banking customer loyalty. According to the majority of studies, a bank's website is a form of service product offered through an alternative distribution channel.

Research indicates that there are distinctions within Customer Loyalty and e-Loyalty, particularly when it comes to the Online platform, where numerous additional aspects are examined. For instance, when looking at e-loyalty, many new measures must be looked at, like how often a site is visited without a purchase.

A website's success is measured by how many purchases or repeat visits each customer makes. By utilizing database management systems, that represent the fundamental basis of online shopping platforms, the Internet also lets marketers customize their e-commerce efforts (Gommans et al 2001). Still, e-Loyalty projects show that the main idea of Customer Loyalty is still there. Traditional ways of doing business still work. The way these rules are used is what makes Customer Loyalty different from e-Loyalty. Additionally, as per Semeijn et al. (2005), Trust, Security, e-Service Quality, and Perceived Value are significant e-Loyalty determinants and customization and offline fulfilment are also proposed.

### **Conclusion**

The globalization of technological advancement has been tremendous. These technologies enable businesses to access clients at any time and from any location. Specifically, for e-commerce to reach a critical mass, an adequate infrastructure must be in place as the number of users, appears to be increasing. Based on a review of previous research, this paper made an attempt to determine the factors that influence online customer loyalty in e-commerce settings.

The fact that papers from many areas were reviewed highlights the value of this research in acquiring a greater understanding of the topic. The investigations reveal a pattern of interactions between the e-loyalty determinants, which can be explored further and more completely to gain a deeper understanding of the phenomena of loyalty. In addition to this, the study reveals a sequence of interrelationships among the various aspects that contribute to e-loyalty. This comprehension is useful to both professionals and academicians, which in turn makes it easier for the e-loyalty industry to develop within the context of India.

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