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A Study on Customer Engagement and Loyalty towards the Digital Marketing

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Abstract: ***This study aims at developing and validating a measurement model for customer engagement and loyalty with specific focus on Digital marketing for shopping. Further, role of customer engagement in building customer loyalty is explored. The research in this investigation used three studies for developing customer engagement scale and validating the proposed model. The study involved data collection from experts and users through varied methods including in-depth interviews, and surveys. Further structural equation modeling was used to analyze the data. Findings of this study include development and validation of customer engagement as second order construct arising out of six different customer experiences - social-facilitation, self-connect, intrinsic enjoyment, time and monetary evaluation experiences. Further, the study established significant role of customer engagement in predicting customer loyalty in addition to existing constructs of satisfaction and convenience. This study contributes to evolving scholarly research on customer engagement.***
Keywords: Customer Perception & Preferences, Factors influencing online shopping,

I. INTRODUCTION

The Indian online business industry has been on an upward development direction and is relied upon to outperform the US to turn into the second biggest internet business showcase on the planet by 2034. The E-business market is required to reach US$ 200 billion by 2027 from US$ 38.5 billion out of 2017. India's web based business market can possibly develop multiple folds to US$ 150 billion by 2022 bolstered by rising wages and flood in web clients. Online customers in India are required to arrive at 120 million of every 2018 and in the long run 220 million by 2025. Normal online retail spending in India was US$ 224 for each client in 2017.

Online business and customer web organizations in India got more than US$ 7 billion in private value and funding in 2018. Online retail deals in India are required to develop by 31 percent to contact US$ 32.70 billion out of 2018, driven by Flipkart, Amazon India and Paytm Mall. Online retail is required to contribute 2.9 percent of retail advertise in 2018.

Much development of the business has been activated by expanding web and cell phone entrance. Web infiltration in India developed from only 4 percent in 2007 to 34.42 percent in 2017, enrolling a CAGR of 24 percent somewhere in the range of 2007 and 2017. As of December 2018 by and large web infiltration in India was 46.13 percent. The quantity of web clients in India is relied upon to increment from 604.21 million as of December 2018 to 829 million by 2021. Web infiltration in country India is relied upon to develop as high as 45 percent by 2021 contrasted with the present pace of 23.87 percent. The web based business retail coordination's advertise in India is assessed at US$ 1.35 billion of every 2018 and is relied upon to develop at a 36 percent CAGR throughout the following five years. It likewise got and speculation of $6.25 billion from January – May 2019.

A youthful statistic profile, rising web infiltration and relative better monetary execution are the key drivers of this area. The Government of India's arrangements and administrative systems, for example, 100 percent remote direct speculation (FDI) in B2B online business and 100 percent FDI under programmed course under the commercial center model of B2C web based business are required to further drive development in the segments. As of August 2018, the legislature is dealing with the second draft of web based business arrangement, fusing contributions from different industry partners. In February 2019, the Government of India discharged the Draft National web based business Policy which energizes FDI in the commercial center model of online business. Further, it expresses that the FDI arrangement for internet business area has been created to guarantee a level playing field for all members. As indicated by the draft, an enrolled element is required for the online business destinations and applications to work in India.

E-commerce Industry in India (US$ billions)

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Fg.No.01.Growth of E-Commerce in India

A. Digital Marketing

The term 'Digital Marketing' was first used in the 1990s. In the 2000s and the 2020s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing was defined as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it’s wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

B. Advantages Of Digital Marketing

1) *Saves Time:* Digital shopping saves us a huge amount of time. We can buy any of our favorite products from our home only and need not visit the malls.
2) *Cost Effective:* The products can be bought at a much-discounted rate by shopping Digital. This is because Digital stores offer huge discounts and lucrative offers on the purchase of each and every product. This is done to attract more customers from all over the world.
3) *Other Facilities:* The products are freely shipped and delivered at our doorstep without any extra charge. Moreover, if we find them not suited to our purpose, we can return them without purchasing any time. Apart from that if we do purchase these items and find them to be defective then we can return them within fourteen days of the purchase and we will get all the money back.
4) *Shop Any Store Worldwide:* Never again be limited geographically. Many merchants do not have physical stores in every state, and certainly not in every country. When you shop Digital, you can browse through stores around the block or around the globe! Discover amazing new items from exotic places that you perhaps have never even heard of before.
5) *Ship Your Gifts Directly:* When you order Digital, you can send gifts or even have gift baskets delivered directly to their recipient. This means you can avoid long waits at the post office and you can get your gift delivered faster. Many stores even offer customized cards and gift wrapping to go along with your present.
6) *Find Items You Might Not See In Stores:* Since brick and mortar stores are limited on space, merchants usually don’t carry all of the items they sell in store. Digital, you can find their entire inventory, along with many choices of colors, styles, and even customization options. Shop on the Internet so you can find exactly what you want.
7) *No More Waiting In Line And Pushing Through Crowds:* Malls and retail stores can be chaotic, especially during a big sale or a

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holiday season. Don't stress yourself out, just shop from home! You'll never have to stand in a long checkout line or weave your way through crowds just to get the items you want. Shop Digital and you can stay in the comfort of your own home

8) *The Internet Never Closes:* You can shop anytime Digital 24 hours a day 7 days a week. Digital stores never close, so you never have to worry about making time to go to the store. Digital shopping is perfect for night owls or anyone who is just too busy to make a trip to the store.

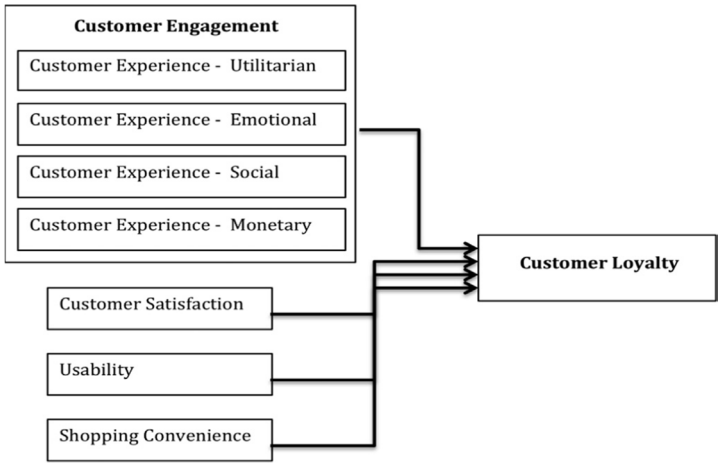
C. Customer Engagement

Customer engagement has been attracting considerable attention among practitioners as well as academicians in recent years. Customer engagement is a concept that is being explored as a tool to facilitate predictive power of customer behavior including loyalty. Scholars have conceptualized engagement in varied forms including consumer and customer engagement, customer-brand engagement, community engagement, customer-medium engagement, engagement for co-creationistic. Such varied conceptualizations reflect evolving state of the construct. It also reflects on the growing interest among scholars from different viewpoints. Along with varied conceptualizations, there are diverse definitions of customer engagement proposed by marketing scholars. Definitions of customer engagement vary from "a psychological process" driving customer loyalty to "a consumer's state of being occupied, fully-absorbed or engrossed. "Customer brand engagement" as "the level of a customer's motivational, brand-related, and context-dependent state of mind characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions". Further, "Digital brand engagement" has been conceptualized to comprise the dimensions of "sustained cognitive processing," "instrumental value" (i.e., utility and relevance), and "experiential value" (i.e., emotional congruence with the narrative schema encountered in computer-mediated entities). Focused on the experiential aspects while defining "media engagement" as "the sum of the motivational experiences consumers has with a media product."

Marketing scholars have essentially conceptualized engagement as a multidimensional construct covering cognitive, emotional and behavioral dimensions. With the exception of van Door netal. (2010) who have proposed customer engagement behavior as a one-dimensional construct focusing on behavioral aspect, existing literature has strong inclination towards multidimensional form for customer engagement construct. Calder et al. (2009) proposed that engagement comes from experiencing a medium in a certain way. They defined an experience as a consumer's beliefs about how a medium it's into his/her life. Customer experiences could be driven by customer motivations for interactions with the focal object (medium, service/ brand). In the language of measurement models, experiences are first-order constructs while engagement is a second-order construct. Following Calder et al. (2009), this study focuses on customer-media engagement building on the relevant customer experiences. This approach is appropriate as this study focuses on Digital phones as a medium for Digital retailers for building engagement with the customers.

D. Conceptual Model

Based on the relevant literature reviewed in this section, a conceptual framework is proposed (Fig.1). The framework proposes that customer engagement is a latent second order construct that is measured through customer experiences, which are utilitarian, emotional, social and monetary in nature. Further, customer engagement is proposed to be an antecedent to customer loyalty and explains customer loyalty in addition to the traditional relational constructs of satisfaction, usability and convenience in interactive environments.



1) Customer Engagement is a second-order reflect by the first order dimensions of utilitarian, emotional, social and monetary

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evaluation experiences.

2) Customer Engagement will have significant positive effect on customer loyalty.

3) Consumer engagement will explain variance in loyalty intentions that is additional to the variance explained cumulatively by consumer satisfaction, customer convenience and media usability judgments.

E. Objectives

1) To understand the consumer perception towards E-commerce.

2) To know the factors influencing online shopping.

3) To understand consumer Engagement with an E-commerce's website.

4) To study the customer satisfaction & loyalty towards E-commerce's website.

5) To study the relationship between gender & factors of Online Shopping.

F. Need of The Project

Nowadays retail stores are facing more competition in retailing business. Good store design increases the visiting of more customers in to the store and increases the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And as industry research has shown, there is much need to know the customer expectations, customer preferences and their store choice's(features) and we will find out solutions for designing effective store which will getting more customers and getting more profits. Online rapidly growth, competition, need to understand preferences of customers& their factors influences, to sustain in market.

G. Scope of The Study

The study focuses the area of Customer Engagement and loyalty towards the E-commerce's websites with reference to Flipkart. Consistent on their perception, factors influencing their choice & scope of study in customer engagement towards the Flipkart and the e-commerce websites. The study done on the twin cities of Hyderabad.

H. Limitation of The Study

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below

1) The sampling frame to conduct the study has been restricted to area near Hyderabad, Telangana.

2) Respondents might be biased as information is based only on their perception. .

3) Findings of the study are based on the assumption that respondents have disclosed in the questionnaire.

4) Time was a major constraint as the study was limited to 45 days only.

I. Data Collection Method

1) *Primary Data:* Primary data was collected through the survey method (questionnaire observation and interview) from the respondents. Observations regarding the rise of online shopping trends. The questionnaire aimed at studying the Customers Engagement and Loyalty for the Digital Marketing sites Flipkart. Unstructured interview was conducted for some of the respondents to find out the drawbacks of the online model of Flipkart.

2) *Secondary Data:* Secondary data was collected thorough various websites and articles available on the internet.

a) *Sample Size:* Data been collected in a questionnaire format from 136 respondents.

b) *Statistical Tools:* Chi-Square Test, Table format and Graphical Representation.

II. REVIEW OF LITERATURE

J Suresh Reddy (2012) is their study based that providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

Neelika Arora (2011) has studied on trends in India online Advertising. it also gives the Comparison between Global trends and Indian Trends. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, creditcards, FMCG(Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial

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service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

Sumanjeet (2012) in their study online banner advertising observed that it has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

Nicholas Ind, Maria Chiara Riondino (2011) found the difference in corporate attitudes to the Web and the way in which branding practice and theory are affected by the new technology are drawn. This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability.

Jaffrey Graham (2010) The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Victor Van Valen (2015) Found that today's advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In web media, you have an idea of who will see your ads, and it create an impact on your audience. For example, you know Femina Magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing.

III. INDUSTRY PROFILE

There are many E-commerce sites which are the medium of communication to perform the business. These websites are called custom developed software. These sites of software are dived into three parts-storefront, the manager, and logistics. The storefront what is a visitor to the sites gets to see. Logistics deals with consolidating the individual orders, tracking delivery and so on. The manager mangers the whole package including MIS.

Orders placed during the day get consolidated at one place-the logistics module of the software. This is currently processed two to three times a day. Orders get consolidated according to vendor or distributor from whom the material is picked up. Logistic operator, who picks up the ordered items in bulk form the respective vendor's godowns, also receives the order statement along with the packing list for individual orders. He then breaks the lot up and makes packages according to each individual order. Blue dart picks up the packages each day at 8 p.m. for delivery.

There are four functions of E-commerce. They are:

1) Communication
2) Process Management
3) Service Management
4) Transaction Capabilities

The communication function is basically the delivery of information and or documents to facilitate business transaction. Email is an example. The process management includes process improvement functions, which covers the automation and improvement of business processes networking two computers together so that they could share and transfer data rather than have a person to take data from one machine to another. Service management is the application of technology to improve the quality of service federal express website is an example of service management. It permits customers to track shipments and schedule pick-ups 24 hours a day world-wide without having to talk to a customer service representative.

There are three types of E-commerce. They are inter-organizational intra-organizational and retail. Inter-organization electronics commerce is between different business entities. It could be on the Ethernet or an extranet which just lets a selected few participate intra- organizational electronic commerce occurs within a business entity. The goal is to link the constituents together and increase the flow of information within the organization. Retail electronic commerce as the name implies, is directed at the consumer. It can be used for any business to consumer interaction. Electronic commerce, commonly known as ecommerce, is a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory

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management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

E-commerce can be divided into

a) E-Tailing or " Virtual StoreFronts" on Websites with Online Catalogs, sometimes gathered into a 'Virtual Mall'.
b) The gathering and use of demographic data through Web contacts and Social Media.
c) Electronic Data Interchange (EDI), the business-to-Business exchange of data.
d) E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
e) Business-to-business buying and selling
f) The security of business transactions

A. *E-Commerce Industry-Indian Scenario*

In the second half of 2013 when India's 100 millionth internet user logged on and the number of mobile phone users crossed 600 million, it became clear that the foundation for an e-commerce revolution had been laid.

The internet has already charging the way connected Indians shop online. Not only opening up a new world of lower prices and choices but it has also emerged as wealth-creating for many online entrepreneurs. Many e-commerce companies which were started in the early of evolution of e-commerce in India haven't seen more profits, but as the internet user base being increasing day by day they are seeing a double digit growth. Many ecommerce portals mainly in retail domain are experiencing phenomenal growth with online transactions growing by leaps and bounds every month.

Key drivers for this kind of growth are:

1) Increase in number of online sites and also with increase in number of online buyers and sellers
2) Change in life Style and not finding time to shop offline
3) Availability of wide range of products when compared to brick and mortar Retailers
4) Increase in middle class groups and with high disposable incomes
5) Evolution of online market places with many ecommerce portals

B. *Top Indian E-Commerce Players*

1) Flipkart.com
2) Snapdeal.com
3) Fashionandyou.com
4) Inkfruit.com
5) Dealsandyou.com
6) Homeshop18.com
7) Indiangiftportal.com
8) Yebhi.com

C. *CHI- SUQARE Test*

Do you prefer online shopping?

	Male	Female	Row Totals
Yes	83 (79.59) [0.15]	40 (43.41) [0.27]	123
No	5 (8.41) [1.38]	8 (4.59) [2.54]	13
Column Totals	88	48	136 (Grand Total)

1) The chi-square statistic is 4.3351. The *p*-value is .037333. This result is significant at $p < .05$.
a) *H0 (1):* There is a Significant Relationship between Gender & Preferences towards Online Shopping.
b) *H0 (1):* Is Rejected. There is differences preferences towards online shopping based on their gender.

Do you consider online shopping safe?

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	Male	Female	Row Totals
Yes	85 (80.88) [0.21]	40 (44.12) [0.38]	125
No	3 (7.12) [2.38]	8 (3.88) [4.37]	11
Column Totals	88	48	136 (Grand Total)

1) The chi-square statistic is 7.3433. The p-value is .006732. This result is significant at p < .05.
a) *H0 (2):* There is a Significant Relationship between Gender & Perception on Online Shopping.
b) *H0 (2) is Rejected:* The perception of online shopping is different based on Gender.

Are you aware of E-commerce Website?

	Male	Female	Row Totals
Yes	78 (77) [0.01]	41 (42) [0.02]	119
No	10 (11) [0.09]	7 (6) [0.17]	17
Column Totals	88	48	136 (Grand Total)

1) The chi-square statistic is 0.2944. The p-value is .587432. This result is not significant at p < .05.
a) *H0 (3):* There is a No Significant Relationship between Gender & Awareness of E-commerce**.**
b) *H0 (3) is Accepted.*

Are you satisfied with E-commerce's Websites?

	Male	Female	Row Totals
Yes	84 (82.82) [0.02]	44 (45.18) [0.03]	128
No	4 (5.18) [0.27]	4 (2.82) [0.49]	8
Column Totals	88	48	136 (Grand Total)

1) The chi-square statistic is 0.8049. The *p*-value is .369625. This result is *not* significant at *p* < .05.
a) *H0 (4):* There is a No Significant Relationship between Gender & Satisfaction with E-commerce's Websites.
b) *H0 (4) is Accepted.*

On a scale of 1 to 5 where 5 represent "Extremely Satisfied" and 1 represents "Extremely Dissatisfied," how would you rate your

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level of overall satisfaction with E-commerce's Websites?

	Male	Female	Row Totals
Extremely Satisfied	27 (26.23) [0.02]	14 (14.77) [0.04]	41
Satisfied	33 (33.90) [0.02]	20 (19.10) [0.04]	53
Average	19 (19.83) [0.03]	12 (11.17) [0.06]	31
Dissatisfied	2 (1.92) [0.00]	1 (1.08) [0.01]	3
Extremely Dissatisfied	6 (5.12) [0.15]	2 (2.88) [0.27]	8
Column Totals	87	49	136 (Grand Total)

1) The chi-square statistic is 0.6584. The *p*-value is .956363. The result is *not* significant at $p < .05$.

a) *H0 (5):* There is a No Significant Relationship between Gender & Satisfaction Level on E-commerce Websites**.**

b) *H0 (5) is Accepted.*

How likely are you to repurchase products and services from E-commerce's Websites? Would you say the chances are …

	Male	Female	Row Totals
Excellent	38 (34.94) [0.27]	16 (19.06) [0.49]	54
Good	23 (19.41) [0.66]	7 (10.59) [1.22]	30
Average	25 (29.76) [0.76]	21 (16.24) [1.40]	46
Poor	2 (3.88) [0.91]	4 (2.12) [1.67]	6
Column Totals	88	48	136 (Grand Total)

1) The chi-square statistic is 7.3849. The *p*-value is .06059. The result is *not* significant at $p < .05$.

a) *H0 (6):* There is a No Significant Relationship between Gender & Repurchase from E-commerce's Websites**.**

b) *H0 (6) is Accepted.*

IV. FINDINGS

A. 87% of the respondents in now a day are very much aware of E-commerce Websites.

B. Most of the respondents are using this E-commerce Websites for purchasing daily needs, goods, electronics etc.,

C. Respondent's are using this before they are going to physical stores to compare quality, price, specifications etc.,

D. 90% of respondents prefer online Shopping.

E. Respondents are using this for their convenience in their busy schedule. They are thinking it is very easy instead of going out and searching in many stores.

F. It helps the respondents to compare the brand and price.

G. 91% of respondents consider online shopping is safe.

H. It consumes less times instead of going out to physical store.

I. Respondents are feeling that online shopping is not safe on online payments, durability of goods, quality and etc.,

J. Many respondents use this website because of their return and Exchange policies.

K. Reviews from the customers are genuinely showing weather it may be good or bad.

L. With the Chi-Square Test there is a different perception and preferences on the gender and the online shopping.

V. SUGGESTIONS

A. E-commerce Websites needs to increase the Awareness among the consumers among the online payment and cash on Delivery Options.

B. E-commerce Websites has to provide the Product Features and Specifications on their Websites.

C. E-Commerce Websites need to provide the return of the good and services if the Customer feels not good.

D. Calling Facility to Order the good and services for illiterates should be incorporated.

E. Change of Delivery option location before going to shipping should be given.

F. Cash on delivery Services help the Customers to purchase the products on websites.

G. Delivery time option will help the customer and it increases towards the Online Shopping.

VI. CONCLUSION

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The Present Study was conducted to know the consumer perception towards the e-commerce and to know the factors that are were influencing the online shopping. And to understand the consumer engagement with an e-commerce's website and loyalty. It was observed that the most of the respondents were satisfied with the e-commerce's website. But still the following can be improved on the whole customer are engaged & loyal to e-commerce's websites.

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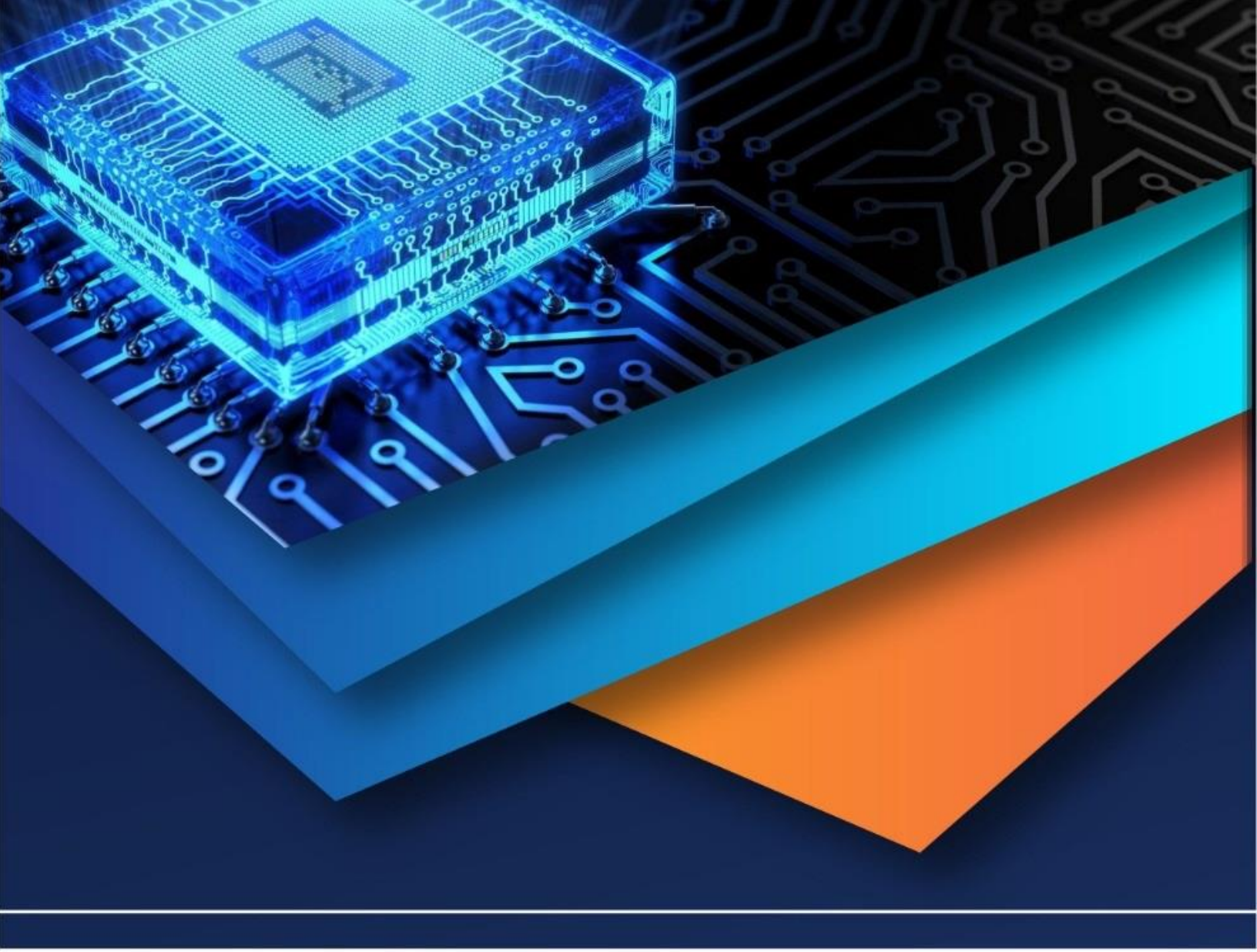

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