

ROLE OF CUSTOMER ENGAGEMENT IN E-COMMERCE POST COVID

Dr S Tameem Sharief, Ph.D.,
*D.Litt. Scholar, OPJS University,
Churu, Rajasthan*

ABSTRACT

E-commerce plays a significant role in luring users to e-commerce sites, and this study paper provides a comprehensive overview of its impact. The way products are sold has undergone a radical transformation as a result of the rise of e-commerce. The buying patterns of customers have taken on a new perspective, and sales and distribution have moved at a new pace. E-commerce has emerged as one of the decade's most significant inventions. There are numerous ways in which e-commerce has altered the corporate ecosystem. An in-depth look at the current decade's e-commerce developments is provided in this study. E-commerce has grown ingrained in our daily lives and is exceeding customers' expectations by providing goods and services that are truly one-of-a-kind. This study focuses on how e-commerce sites are attempting to engage their customers. In addition, our study sheds light on high-quality e-commerce sites that let customers check in with their favorite brands.

KEYWORDS: *Ecommerce, customer satisfaction, quality assurance, tech tool automation, urban approach.*

INTRODUCTION

The rise of the internet and the variety of online communication and sharing technologies has given customers a higher priority and allowed them to become co-creators with businesses. When it comes to social media's interactivity, practitioners have been enthused by its ability to foster dialogues between individuals and businesses within communities of buyers and sellers as well as involving customers in content generation and value creation.

COVID-19 has had a tremendous impact on people's daily lives, social interactions, culture, economic activities, and government policy. Businesses have also been compelled to adopt new ways of doing business as a result of this.

There will be an increase in entrepreneurialism as a result of the rapid development of new medical technologies and new approaches to coping with the pandemic. It has been difficult for business owners to sell their goods and services since the beginning of 2020 because they are short on critical raw materials, particularly in China, which is where many business owners get their raw materials from. As the corona virus pandemic (COVID-19) spreads across the globe, its effects are being felt across all sectors of society.

LITERATURE REVIEW

ANUPAMNANDA YISHUANGXU FANGCHENZHANG (2021) A focus on accelerating e-commerce and digitization will be used to examine the impact of the COVID-19 epidemic on retail real estate and the high street landscape in this report. Over the past few decades, the retail industry has seen a dramatic shift as a result of the rapid growth of digital technologies. Consumer behavior, retail nature, and the high street scenery have all changed as a result of the e-commerce revolution and its continuous spread in nearly every region of the world. Retail platforms powered by digital technology have to react fast due to the COVID-19 pandemic, and it is likely to continue to facilitate this transformation as customers and businesses adjust to new normality's. In addition, the dynamics of the retail sector are intimately tied to retail real estate. Even though lockout and social distance laws have severe effects on the traditional property sector, it may accelerate the evolution of multi-channel retail and the channel integration role of physical stores and so bring about transformations in the urban retail scene. Not all high-street retailers will go away, but it might have a substantial impact on the real estate market for retail properties.

AMJAD SHAMIM, JUNAID SIDDIQUE, UZMA NOOR, ROHAIL HASSAN (2021) After COVID-19, this study offers a co-creative service design for online businesses (web stores) in order to better understand how customers behave when doing their shopping online during COVID-19 in a Muslim country. Following the qualitative design procedure, 18 in-depth interviews were performed with clients to gather data for the study. The interviews had to be performed online using Microsoft teams because of the limitations of physical distance. According to the qualitative design procedure, the study conducted in-depth interviews with 18 customers and analyzed their responses. The interviews were performed online using Microsoft Teams because of the physical distance between the interviewees. On the basis of these findings, web stores can offer new services to engage customers, expand their product offerings, and ensure the safety of both customers and employees in the period leading up to and following the implementation of COVID-19. In light of the findings, a co-creative service design is offered for web stores during and after COVID-19 in order to improve their business model.

ALESSA, ADLAH A. (2021) The death toll from COVID-19 is so high that no one can predict how long it will take for its effects to fade, regardless of where it occurred or when it occurred. As a global phenomenon, it has touched countries and enterprises of all sizes, affecting people's daily lives as well. Entrepreneurs' business operations and their impressions of customer behavior during the corona virus epidemic are the focus of this study. According to the findings, the pandemic had a significant influence on corporate productivity and earnings, resulting in the permanent closure of several firms. Consumer behavior hasn't changed much for female entrepreneurs since before COVID-19, which is surprising. Interestingly, the findings imply that employees' efficiency to conduct work is negatively impacted in a way that nearly no research has shown. A four-month study in Saudi Arabia's capital city of Riyadh gathered 445 responses from male and female entrepreneurs, and it was based on a basic random sample. It is hoped that the findings of this research will help entrepreneurs obtain a greater grasp of this new environment and the measures and adaptation essential to keep their enterprises afloat through these unprecedented times.

LOBEL TRONG THUY TRAN (2021) For this study, we used a systematic approach to assess the impact of the perceived effectiveness of online platforms (PEEP) on consumers' perceived economic advantages in predicting sustainable consumption in light of the severe repercussions of the Covid-19 pandemic on company activities. The conceptual model for this study was based on the theory of uses and gratifications, but it also included a border condition of pandemic fear. This study relies heavily on quantitative data collection and analysis as its major method of investigation. According to this study, pandemic fear moderates the association between PEEP, economic rewards, and sustainable consumption in a sample of 617 online users. PEEP and the relationship between sustainable consumption and pandemic dread are intertwined, and this study makes a significant addition by examining how economic benefit mediates this relationship. Theoretical and managerial implications are also addressed.

ANDREW N. MASON (2021) Using secondary data, this study investigates how the COVID-19 pandemic in the United States influenced the growth of social media marketing among American consumers (U.S.). Preventive health behavior has been the focus of previous studies, but little attention has been paid to consumer behavior in the wake of a pandemic. With the Consumer Decision-Making Model, researchers may examine how customers' social media habits vary as they go through different stages of the buying process. A questionnaire was utilized to gather information from 327 people in the United States. Consumers' use of social media as a tool for determining purchase decisions was examined using ANOVA tests. Consumers are increasingly turning to social media as a source of product information, identification, evaluation, and purchase, according to the study's findings. Since the outbreak of the COVID-19 pandemic, social media marketing has grown in relevance. Findings can probably be applied to many countries because the COVID-19 pandemic is widespread. Consumers' social media habits and their impact on consumer decision-making processes are addressed in this guide.

SALES IN E-COMMERCE

Online retail sales in India will be dominated by business-to-consumer (B2C) transactions. Fashion, Electronics, Beauty, Kitchen, Furniture, Food, Books, Jewelers and Medical and Health Supplements are the most popular products on e-commerce websites in India. Top e-commerce websites for selling products and services in India include Amazon. in, Flipkart.com, and Mantra. For the most part, they focus on the (B2B) business-to-business sector, but they also sell to consumers.

Online banking payment alternatives like Google pay, Phone pay, Pay tm, BHIM, and Amazon pay have made shopping online in India easier. These payment gateways have a significant impact on website sales. Booking aircraft tickets, bus tickets, and rail tickets are just some of the services they offer. Many e-commerce companies have benefited from the use of these applications since they were first introduced between 2014 and 2017. Coupons, incentives, and discounts on products and services encourage users to return to the website and make repeated purchases.

Flash marketing is used as a sales tactic for any celebration or festival. In flash marketing, products or services are offered at a reduced price for a limited time, and special incentives, such as buy one get one free, are used to entice customers to act quickly and acquire the product before it's gone. The sales rate rises as a result of these three-hour flash deals, which have the best transaction rates. Creating bundles for the items is a cross-selling approach employed. Bundling two products together at a lesser price based on how well one sells is one example of this. Complementary products are grouped together in a same package. Customers are happy since you sold them a toothbrush, tongue scraper, and mouth wash in addition to the toothpaste they wanted. In order to run a successful business, the shipping procedure is a must. The primary considerations for shipping strategy are lowering shipping costs, expanding service areas, and providing services such as COD (cash on delivery).

The end-of-year sale is a great time to replenish your inventory. It's a win-win situation for both the retailer and its customers when bargains and promotions are put in place.

The second most important part of sales promotion is marketing done correctly. The organization has been helped by catchy taglines or advertising methods utilizing prominent actors. Targeting a younger demographic through social media and eliciting excitement is the best strategy.

1 Customer engagement

It is the emotional and ethical link between a customer and a brand or organization. High-engagement customers spend more money, spread the word about the brand, and demonstrate a greater level of loyalty and trust in the company's products and services. In current era, a company's customer engagement system or strategy cannot be complete without providing and generating a high-quality customer experience. In the following three years, customer engagement in the present decade is expected to rise by up to 24% thanks to digital marketing and online purchasing platforms like Amazon.com.

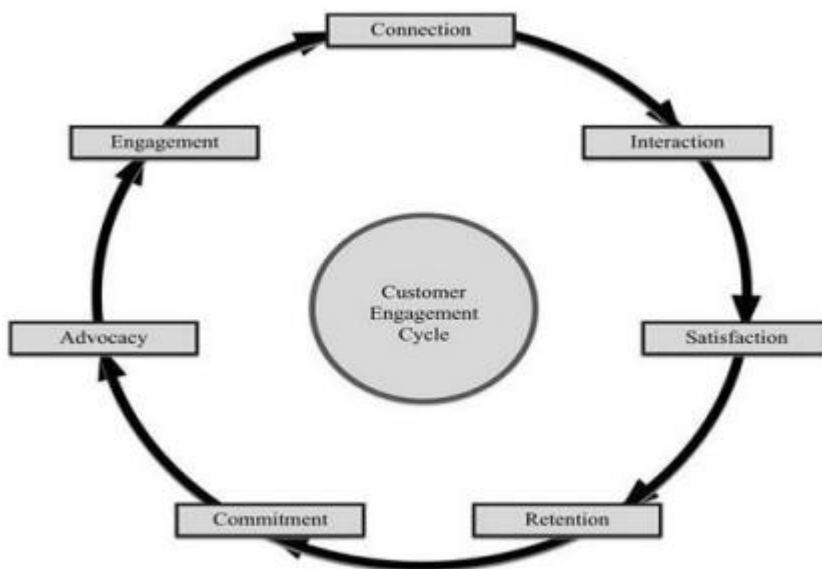
Importance of Customer Engagement

In a recent Indian marketing poll, customers are increasingly using digital avenues to communicate and make purchases. Amazon, Flip kart, Mantra, and so on. The importance of customer engagement strategy has grown as a result of the expansion of these channels.

1. Finding out what motivates customers to get involved. Understanding the potential for client dissatisfaction.
2. Understanding the wants and expectations of the customer is the second step.
3. In order to improve customer loyalty and the company's reputation, lowering prices and increasing retention are important, as is identifying sales possibilities.
4. The acquisition of new clients using digital marketing, word-of-mouth advertising, and social media marketing.

Customer engagement in e-commerce platform in India

Sales increased significantly in India despite the epidemic in 2020, thanks to customer involvement with their loyal customer's branding. There are five stages of consumer involvement that have helped enhance sales and marketing for e-commerce websites with their new product lines. Marketing through digital channels is the new way to achieve high levels of client involvement.

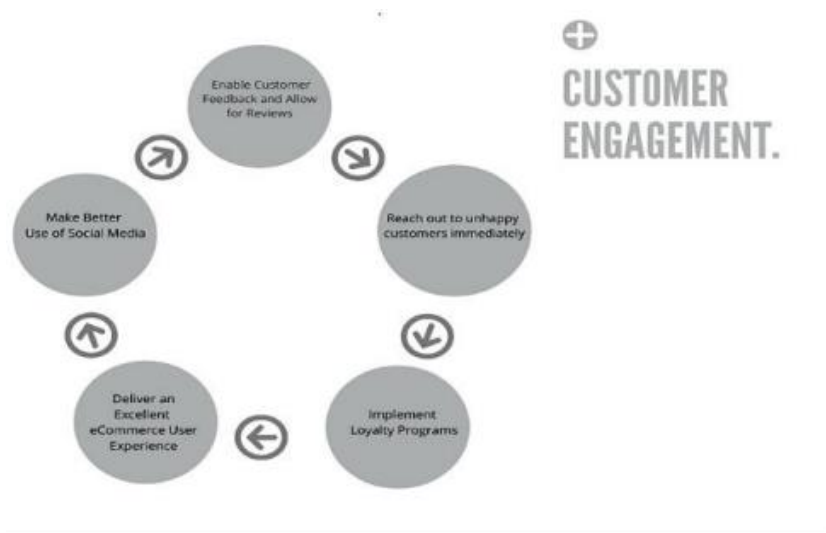


(Fig 1 - Analysis about customer engagement cycle)

Mantra is India's top online fashion retailer because it has an ethical relationship with its customers and has maintained its leadership position. Through the use of features such as mantra studio, try and buy, detailed filters, various fashion sales such as end of season sales, weekend sales, or birthday sales, festive offers, special discounts and a membership deal that is mantra insider for influencers and fashion stylists and provides tips and bits of advice from top celebrities with earning rewards and gifts, mantra has managed to beat Amazon (the world's largest e-commerce site)... As part of its digital transformation, Mantra has teamed up with Microsoft to focus on innovation and high-user interface technology in order to provide its customers with a better online shopping experience. Because of its rapid growth and advancement in technology, Mantra was able to make a sizable profit. Mantra only sells branded clothing, accessories, and cosmetic products, as well as gadgets, house wares, and other necessities through its mantra mall.

Social media marketing is used to influence people to buy their products by following the online trends that their customers want to see. Among the particular aspects of Mantra studio is the fact that fashionistas can display their fashion advice and recommend clothing to viewers, while mantra provides the same clothing as a post for those who want to purchase it. As a member of the Mantra Insider (loyalty programming) programmed, you get rewards points, privileges, and more for every purchase you make. Alliance partners interested in promoting, intensifying their business or product can work with mantra on a variety of special offers for insiders or participants. This shows a high

level of customer engagement for loyal users and gives them VIP access to all sales events, along the lines of fashion tips and advice from India's top stars. By converting the user's fitness data into shopping currency/coupons, playing simple games, and collecting awards, the Explore on mantra with mantra move app rewards users for leading an active lifestyle. These benefits may then be applied to future purchases. All of these features demonstrate mantra's extreme dedication to client pleasure, and it has been a complete success.



(Fig 2 – Channels of customer engagement)

An illustration of the customer engagement cycle is depicted in the image above:

The ability to receive and respond to the customer's feedback and reviews illustrates the importance of collecting feedback and reviews after each use of the product or service. Customers who are dissatisfied should be contacted by the company's customer service representatives. As a result of loyalty programmers, loyal customers feel more confident in the organization. In order to provide an outstanding e-commerce customer experience, the website's technology must be user-friendly and noteworthy. Customers' demands and even the company's products and services can be shown through social media, which has become a more common area for individuals to shop.

CONCLUSION

The importance of ecommerce in consumer engagement is tied to a variety of variables, including technology and the internet. In e-commerce, customer interaction relies heavily on the use of automated technology tools. An important factor in a company's ability to retain customers is the quality of its website's user interface. Trust and quality assurance are of paramount importance to ecommerce companies in the quest to increase sales. This market may accept new entrants even under fierce competition from the established firms. The impact of e-commerce on the Indian economy will be greater in the future. In the next five to seven years, e-commerce will take over the purchasing process. Attracting and keeping customers is essential to increasing revenue. The Indian government is doing everything it can to support Indian e-commerce. No matter how hard we try, e-

commerce still has a long way to go before it can truly overtake offline enterprises in the future years.

REFERENCE

1. AnupamNanda Yishuang Xu Fangchen Zhang (2021),” How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization,” Journal of Urban Management Volume 10, Issue 2, June 2021, Pages 110-124
2. Amjad Shamim, Junaid Siddique, Uzma Noor, Rohail Hassan (2021),” Co-creative service design for online businesses in post-COVID-19,” Journal of Islamic Marketing ISSN: 1759-0833 Article publication date: 11 August 2021
3. ALESSA, Adlah A. (2021),” Impact of COVID-19 on Entrepreneurship and Consumer Behaviour: A Case Study in Saudi Arabia,” The Journal of Asian Finance, Economics and Business Volume 8 Issue 5 / Pages.201-210 / 2021 / 2288-4637(pISSN) / 2288-4645(eISSN)
4. Lobel Trong Thuy Tran (2021),” Managing the effectiveness of e-commerce platforms in a pandemic,” Journal of Retailing and Consumer Services. 2021 Jan; 58: 102287. Published online 2020 Sep 7.
5. Andrew N. Mason (2021),” Social media marketing gains importance after Covid-19,” Cogent Business & Management Volume 8, 2021 - Issue 1
6. Athwal, N., Istanbuluoglu, D., & McCormack, S. (2019). The allure of luxury brands’ social media activities: A uses and gratifications perspective. *Technology & People*, 32(3), 603–626. <https://doi.org/10.1108/ITP-01-2018-0017> [Crossref], [Web of Science ®], [Google Scholar]
7. Dhir, A., Chen, G. M., & Chen, S. (2017). Why do we tag photographs on Facebook? Proposing a new gratifications scale. *New Media & Society*, 19(4), 502–521. <https://doi.org/10.1177/1461444815611062> [Crossref], [Web of Science ®], [Google Scholar]
8. Dhir, A., Kaur, P., Chen, S., & Londa, K. (2016) Understanding online regret experience in Facebook use – Effects of brand participation, accessibility & problematic use. *Computers in Human Behavior*, 59, 420–430. <https://doi.org/10.1016/j.chb.2016.02.040> [Crossref], [Web of Science ®], [Google Scholar]
9. Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing: A study of compulsive use, fear of missing out, fatigue, anxiety and depression. *International Journal of Information Management*, 40, 141–152. <https://doi.org/10.1016/j.ijinfomgt.2018.01.012> [Crossref], [Web of Science ®], [Google Scholar]

10. Emmons, J. (April 3, 2019) from how businesses are using communities to engage customers Guild Retrieved October 27, 2020, from <https://guild.co/blog/how-businesses-are-using-communities-to-engage-customers/> [Google Scholar]
11. Halzack, S. (2016) why the social media ‘buy button’ is still there, even though most never uses it. Business Magazine Retrieved June 2, 2020, from <https://www.washingtonpost.com/news/business/wp/2016/01/14/why-the-social-media-buy-button-is-still-there-even-though-most-never-use-it/> [Google Scholar]
12. Jashari, F., & Rrustemi, V. (2017). The impact of social media on consumer behavior- Case study Kosovo. Journal of Knowledge Management, Economics and Information Technology, 7(1), 1–21.