New E-Commerce Practices and How They Affect the Customer Satisfaction Rate

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ABSTRACT

E-commerce and the internet have changed business practices, enhancing customer experience. A quantitative research approach was used to investigate the impact of e-commerce techniques on the user experience. Results showed that Omni-channel, rewards, loyalty, and payment systems, as well as customer service and payment systems, significantly improved customer experience.

Introduction

Several e-commerce models exist, including business-to-consumer, business-to-business, business-to-government, business-to-business-to-consumer, consumer-to-business, and business-to-consumer. E-commerce is a business model or strategy that enables organizations to conduct business operations through a recognized electronic network, primarily the internet, and as a result makes it possible for organizations to sell goods and services to customers via established electronic networks or the internet (Kurniawati et al., 2020, p. 20). The growth and introduction of e-commerce in business has created a variety of chances for business organizations, which indicates that these organizations use a variety of tactics to reach specific aims and objectives.

Literature Review

This section will look at various e-commerce methods and how they affect customer experience as well as investigate the evidence that is already available on various aspects of consumer experience.

Relationship Between Customer Experience and E-Commerce Strategies

These models include the business-to-business or B2B e-commerce model, the business-to-consumer or B2C e-commerce model, the customer-to-business or C2B model, the business-to-government or B2G model, and the business-to-business-to-customer (B2B2C) model (Taher, 2021, p. 155).

Customer Satisfaction as an Aspect of Customer Experience

Customer happiness, customer loyalty, and customer retention can therefore be used to evaluate and gauge customer experience in e-commerce. Brands can also use the customer experience as a source of competitive advantage in the market, resulting in the development of successful strategies that allow them to By offering their clients a better customer experience than their counterparts in the same industry, businesses can gain a significant market share Chen, N. and Yang, Y. (2021). One must put a strong emphasis on the customer experience or customer relationship if they

want to successfully enter the e-commerce market or sector or implement the e-commerce business model Vo, N., M. Chovancová and Ho Thanh Tri (2020). As a result, there is a knowledge vacuum on how various e-commerce techniques have enhanced customer happiness while also increasing the customer experience Vakulenko, Y., Shams, P., Hellström, D. and Hjort, K. (2019).

E-Commerce Strategies and Utilization in Business Development

Customer experience is therefore a crucial component of e-commerce tactics since business organizations want to make sure that the techniques they implement aid to boost their ability to retain customers ILYAS, G.B., RAHMI, S., TAMSAH, H., MUNIR, A.R. and PUTRA, A.H.P.K. (2020). Hence, the adoption and use of e-commerce strategies attempts to prevent client loss over the long term by ensuring that their demands are met through the creation of a distinctive customer experience that is superior to the experience provided by competitors. Therefore, it is crucial to comprehend how the use of various e-commerce techniques by commercial companies affects customer loyalty as a component of the customer experience. Yet, from the customer's point of view, the ability of the e-commerce strategies to fulfill and satisfy their needs affects the choice of e-commerce business platforms. Because of this, it cannot be said to be a singular event but rather the result of a series of interactions with a brand, starting with customer experience and continuing through product research, purchase, and even beyond to customer reviews and even recommending the product or service to other customers. As a result, this study makes a substantial contribution to our understanding of how using various e-commerce techniques affects customer satisfaction, a crucial component of the consumer experience. As a result, it is the duty of every brand's management to create efficient customer experience management strategies by evaluating and improving every customer touchpoint in order to increase the possibility that the consumer will be satisfied.

Research Objectives and Aims

Primary and Secondary Research Objectives

The main objective of this study is to find out how adopting e-commerce strategies impacts the user experience. The study will pay close attention to how consumer satisfaction, retention, and loyalty are impacted by e-commerce strategies. The secondary goals of this study include: examining the effects of implementing e-commerce tactics on customer satisfaction, a significant aspect of the customer experience; and customer retention, another important aspect of the customer experience.

Research Aims

H1- By enhancing consumer satisfaction, loyalty, and retention, the employment of e-commerce tactics has a substantial positive impact on the customer experience.
        H2 -When it comes to customer pleasure, loyalty, and retention, the employment of e-commerce methods has little to no effect on the customer experience.

Research Methodology

As a result, this section includes a review of the research methodology and design, data collection methodologies, sample populations, and sampling strategies used, as well as the selection of data equipment and how the data will be collected.

Research Design and Approach

E-commerce strategies and customer experience serve as the study's main research variables since it seeks to understand how using e-commerce tactics affects consumer experience. In order to determine the impact of e-commerce tactics on customer experience, a descriptive research approach will be employed to describe the key components and metrics of customer experience.

Area of Study

To guarantee that the study gathers sufficient data on the various e-commerce techniques used by both small and large enterprises and their impact on customer experience, the e-commerce brands in this example would comprise both small and large brands.

Sampling Design and Procedure

In this situation, managers of various e-commerce organizations or businesses that have incorporated diverse e-commerce methods into their business operations are needed to provide professional advice for the study (Rahi et al., 2019, p. 1162). The purpose of utilizing this technique is to make it possible for the researcher to gather comprehensive and expert information from the management teams of various e-commerce enterprises about the use of various e-commerce strategies and their impact on customer experience.

Data Collection and Instrumentation

The purpose for usage of both methodologies was to help the researcher collect in-depth information on the influence of adopting e-commerce strategies on customer experience.

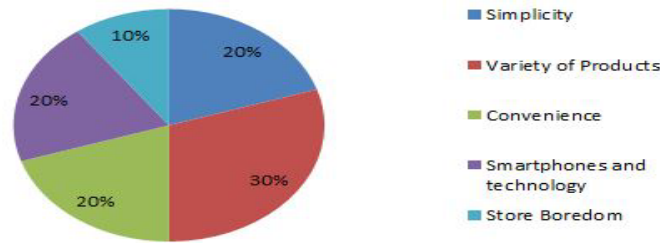## Data Validity and Reliability

Prior to the data collection in this study, 10 questionnaires were sent to the sample population, including 6 to e-commerce customers and 4 to representative businesses, to test the validity and reliability of the data.

Data analysis

Examining the study questions, cross-tabulating the results, evaluating the open-ended data, visualizing the results, and interpreting the data into practical insights were all steps in the analysis process.

What do you love most about e-commerce platforms you have used?

Factors Influecing Online Shopping

Figure 1. Factors influencing Online Shopping

This inquiry was utilized to investigate the elements that influence consumers' decisions to choose online purchasing. The most frequently mentioned factor received a 30% answer, followed by simplicity, cellphones, technology, and convenience, which each received 20% of the responses, and store ennui, which received 10% of the responses.

How often to you purchase products through the internet?

Online Shopping
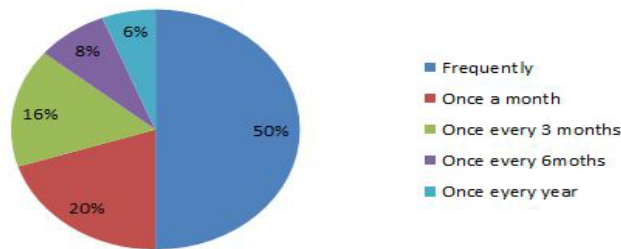
Figure 2. Customers Frequency of Online Shopping

This amount was followed by consumers who made one online purchase every month, who accounted for 20% of all customer responses, and then by customers who made one online purchase per three months. The purpose of this inquiry was to better identify how frequently people shop online, which was essential to comprehending their customer experiences.

What are some of the e-commerce strategies utilized in your company to improve on customer experience?
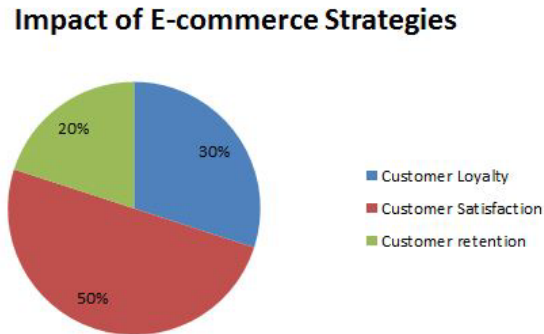
E-commerce Strategies
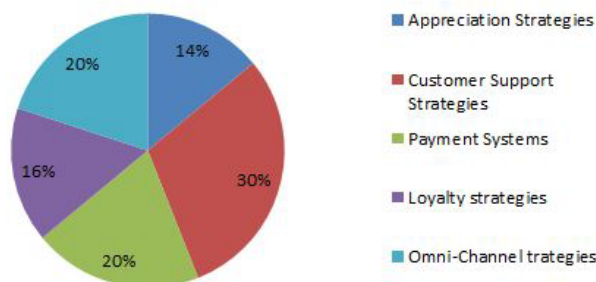
Figure 3. Common E-commerce Strategies

Offering customer support systems on e-commerce websites was the most popular e-commerce strategy used by the businesses, accounting for 30% of all responses, followed by payment systems and Omni-channel strategies with 20% of each, and finally the use of customer loyalty and appreciation strategies with 16% and 14% of responses, respectively. The study findings in this example led to the identification of a number of initiatives, including omni-channel, payment system, loyalty, and customer support methods.

Is there significant impact of e-commerce strategies have impact on customer satisfaction, loyalty and retention?

Impact of E-commerce Strategies

- Customer Loyalty (30%)
- Customer Satisfaction (50%)
- Customer retention (20%)

Figure 4. Impact of E-commerce Strategies

This question was crucial to the study because it revealed important information about how e-commerce methods affected several parts of the customer experience, such as satisfaction, loyalty, and retention, and presented an overall picture of how the strategies affected the customer experience.

Research Results and Findings

The study found that many businesses use various e-commerce techniques, but only a few can effectively meet customer wants and enhance customer experiences. Customer loyalty, customer happiness, and retention rates are key metrics for assessing the effect of e-commerce initiatives on customer experiences.

Conclusion and Future Research Direction

E-commerce has a positive impact on customer experience, but data privacy and security may be hindering its effectiveness. The most efficient methods for enhancing customer experience are client appreciation techniques, customer support services, loyalty programs, Omni-channel strategies, and efficient payment systems.

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