

THE CONCEPT OF CUSTOMER LOYALTY IN E-COMMERCE

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Customers loyalty is recognized as a key path to profitability for a seller in traditional commerce. Consumer loyalty is no less important for e-commerce, as it has a number of features and differences from loyalty in the offline space. Since the structure of the e-marketplace brings competition conditions closer to ideal, the level of information asymmetry between sellers and buyers is approaching zero. As a result of the emergence of aggregator sites, consumers can compare competing products and services with minimal personal time and effort. Accordingly, the interest and importance of customer loyalty in the online environment is growing.

The results [1] of the study of factors that potentially affect e-loyalty allowed us to identify the following main ones. These include: customization, interactivity of contacts, customer care, community building, convenience of purchase, education, availability of choice, and character. In the dynamic field of e-commerce, cultivating customer loyalty is the foundation of competitiveness. Regular customers not only increase the lifetime value and minimize the cost of customer acquisition, but also enhance word of mouth, i.e., influence the attraction of potential customers. This promotes trust in the company and the formation of long-term relationships.

For e-commerce, customer engagement is important in terms of the number of touch points: every interaction with customers is a chance to establish contact. Logistics, delivery of purchased goods on time, is crucial for customer loyalty [2]. To increase online sales, companies use a strategy of better customer experience. Its goal is to make every interaction with the store memorable, turning simple interactions into unforgettable moments worth appreciating. The main steps of this strategy are: collecting customer data to get personalized product offers; tracking and improving the customer's online shopping experience; ensuring fast navigation and checkout; maintaining open lines of communication using platforms such as chats, email, and social media, such as Instagram [3]; working with customer feedback and taking it into account in further website improvements.

An important factor in customer satisfaction and subsequent loyalty is the online assortment. When forming it, it is necessary to take into account:

- first, the assortment of e-commerce vs the assortment of an

offline store. The e-commerce assortment should be the assortment that you can guarantee to deliver to the customer. The lack of goods in stock is disappointing and negatively affects the formation of loyalty;

- secondly, the lack of discounted products can scare away price-sensitive consumer categories;

- thirdly, the absence of premium products will not attract the target audience focused on quality.

Website quality and seller reputation have a positive impact on the quality of online relationships by influencing word of mouth (E-WOM), online customer share, online customer loyalty, and online customer reviews. Optimized website navigation, fast page loading speeds, and simple checkout will make it easy to access the e-shop. It is crucial to adapt the experience based on customer preferences and behavior. Use customer data to provide personalized product recommendations based on browsing history, purchase patterns, and similar customer profiles. Implement recommendation algorithms to display relevant products on the website, in email campaigns, or at checkout. ChatGPT can also be used to increase customer loyalty by providing a personalized experience, answering customer questions quickly and accurately, and making personalized product recommendations and providing helpful tips.

Thus, customer trust, satisfaction, and loyalty are among the most sought-after outcomes for online retailers. To achieve these results, retailers use omnichannel strategies, combining traditional and electronic sales channels. They allow customers to order goods online and pick them up in a store or vice versa. In addition, they apply the strategy of business customer focus. By adopting it as a basis, e-companies can strengthen customer loyalty, preparing the ground for long-term success in e-commerce.

Reference

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