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Impact of Emotional Intelligence on Customer Loyalty Towards Online Fashion Stores in India

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Abstract

A brand's or product's ability to retain customers has been measured. Customers have often been devoted to the stores or shop owners in the neighbourhoods where they reside. Purchasing things from certain stores or shopkeepers based on personal connections has long been a staple of many cultures throughout the world. This cultural calm has already been significantly disturbed by online retailers. However, when technology disrupts society, social norms do not vanish. It only changes when additional space is available and when new circumstances arise. In order to connect emotionally with their customers, online retailers have also developed a brand personality. The brand personalities of these online fashion retailers have been evaluated in this study using known measures that assess both the emotional intelligence of online shoppers and the brand personalities of online retailers.

The research finds a link between EI and BP using a number of variables that get over the shopkeepers' interpersonal and geographical restrictions.

Keywords Brand Loyalty, Emotional Intelligence, Customer Loyalty, Brand Personality, Online Fashion Stores

Chapter 1 Introduction

Being both stunning and distinctive is the goal of fashion. The thrill of obtaining the greatest amount of awe-inducing moments from everyday exposure to the public of fashion makes it the most popular public activity among young people of all ages and demographics of society. Fashion, on the other hand, is not gender-specific but does have a gender-specific market sensitivity. If the definition of fashion is expanded, it is questionable whether males have access to as many alternatives, options, and varieties of fashion goods as women have. Being popular, current, and fashionable allows one to establish a brand and an image that the group may use to influence and aspiration. What's trendy is the way people dress, carry themselves, and stand. The most important part of fashion is timing. Being popular has its drawbacks, one of which is the exhilaration of being first or among the first few to start a trend. Shopping for and promoting trendy goods thus represents a brand-new area of marketing and selling. The whole fashion sector has undergone a complete transformation thanks to the online market.

All age groups are starting to enjoy online buying. This type of market is expanding exponentially. As more online retailers operate, the market for selling goods is getting more competitive. However, online markets are fostering trust and providing their customers with practical options. Shopaholics are more intelligent; they research and contrast things before committing to a purchase. While some people still avoid internet shopping out of fear, others do it frequently. People are becoming more conscious of the value of internet buying despite its numerous drawbacks, largely as a result of the Covid-19 emergency we are currently experiencing. Here, we'll talk about the advantages of purchasing online. The facilities Online channels are preferred over offline ones due to factors like free shipping, the perception of competitive prices, the simplicity of purchasing from the best alternatives, the highest likelihood of finding exactly what is desired, direct delivery to the buyer's home or the location where the goods will be shipped, quick and easy product replacement and refunds, authentic information about products and vendors, and little to no sales pressure on the customer. Everyone looks for fair pricing to avoid the unwelcome strain of negotiating; nonetheless, negotiation is a talent that is difficult to practise and even harder to perfect. Additionally, this explains why internet channels are becoming more popular. However, a sizable portion of consumers still favour

physical marketplaces over online ones because they enjoy haggling, want to try products before buying them, and still think that social relationships and in-person interactions with vendors improve the quality of their purchases.

Access to online buying is expanding throughout society. More companies are developing unique plans and initiatives to interact with clients online. Since the majority of people use the internet, online firms must employ efficient marketing techniques to increase sales. Online buying has certain drawbacks, including the inability to assess product quality, privacy concerns, and product handling during delivery. The likelihood of making a purchase and consumer satisfaction levels have been influenced by these issues. The client has switched back to conventional buying because of the drawbacks of internet shopping. Customers may physically interact with items and evaluate their utility using the conventional methodology. With the aid of pertinent statistical information, the section describes the study's history. Online purchasing is expanding and becoming increasingly popular. Since the epidemic began, it has been seen that the majority of people have embraced making purchases online. Given that it is consonant and time-consuming, it is the recommended approach. However, the conventional approaches are still quite useful.

Frequency of online shopping in India as of June 2022

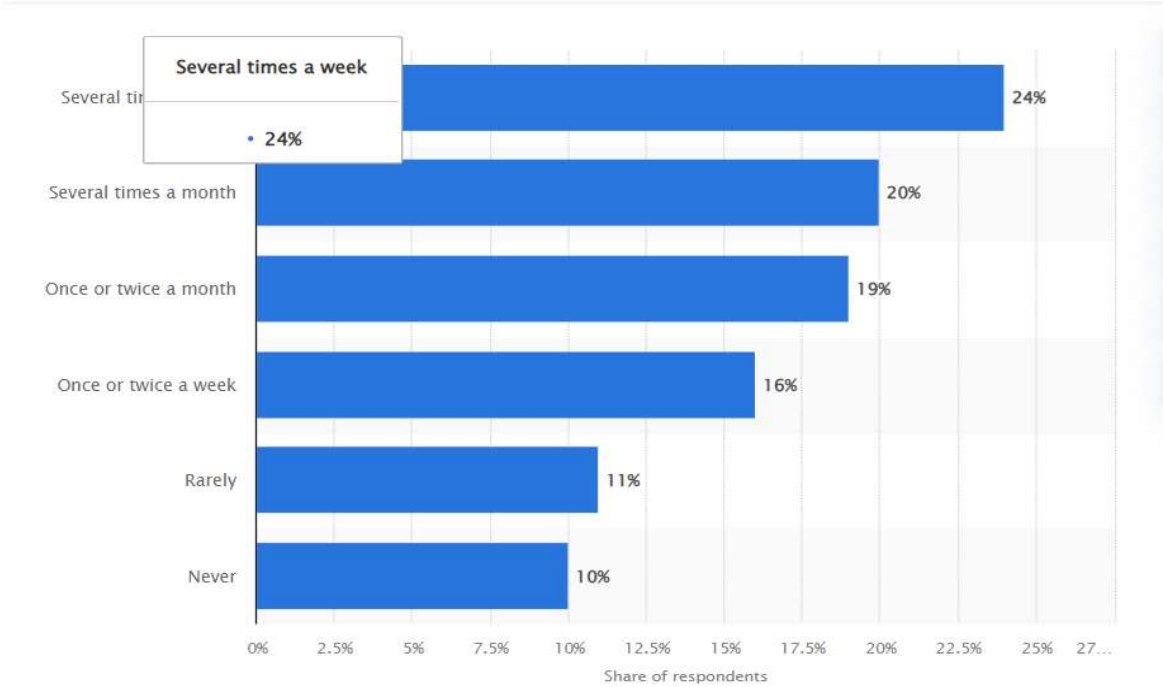


Figure 1 Online shopping frequency

(Source: Statista,2022)

Although over time business has moved to online spaces, offline stores are still convenient and accessible when needed. It is reported that 68% of the UK population visited physical stores in 2021 to buy goods and services. The statistics show that the UK population is becoming more and more involved in online shopping, with a high growth rate. The majority of people have been seen in Australia and the US choosing to purchase goods from offline shops and businesses. The accessibility of the offline mode is discussed in the presentation, and a buyer is cautioned that they can touch the product. A customer can evaluate the product's quality and decide whether to buy it or go to another store for the same item. The precise policies of the consumers are not hampered by the traditional method, despite its time commitment.

Indian online fashion retail is flourishing because of the businesses

Website	Founded	Owner
Myntra.com	2007	Mukesh Bansal
AJIO.com	2016	Reliance Retail's
Amazon.in	1994	Andy Jassy
Flipkart.com	2007	Sachin Bansal
Shoppersstop.com	1991	K Raheja Corp
Tatacliq.com	2016	Tata Digital
Bewakoof.com	2012	Prabhkiran Singh
Lifestyle Fashion	1999	
Biba.in	1988	Meena Bindra
Maxfashion.in	2004	Landmark Group
Koovs.com	2009	Mary Turner
Limeroad.com	2012	Suchi Mukherjee
nnnow.com	2016	Arvind

Abof.com	2008	Aditya Birla
Zara	1975	Amancio Ortega
H & M	1947	Erling Persson

Myntra

Nobody will ever contest the fact that Myntra is the leading brand in India's fashion sector. The business has reshaped India's fashion ecommerce sector ever since it began. Anyone looking to purchase a new outfit these days first peruses Myntra's incredible selection. You can find top-notch products from top brands like Tommy Hilfiger to Puma, Jack & Jones to Calvin Klein, all under one roof. Everyone's requirements are met by Myntra, regardless of gender or age. On this platform, one can find all different types of clothing at reasonable prices, including t-shirts, shirts, trousers, or kurtas for men, and tops, dresses, shorts, skirts, or ethnic wear for women. To purchase them at a reduced cost, head over to your favourite section and shop using the Myntra coupons and promo codes.

Ajio

Ajio was founded with the goal of growing the top-tier Reliance Industries' company. One of the most popular clothing buying websites in India is the fashion e-tailer. It has established itself as the preferred website for all online clothing buyers because to its excellent platform and hassle-free shipping service. Everyone may be seen drooling over its excellent selection of clothing from well-known brands, whether they are men, women, or children. Whether you're looking for Armani Exchange, GAS, Nike, Louis Phillipe, Aeropostale, Vero Moda, Biba, or Marks & Spencers clothing, this Indian clothing shopping online will satisfy all of your fashion needs. Shopping for such high-end products might be costly for your pocketbook. Because of this, GrabOn offers you incredible Ajio coupons & deals so that your wallet enjoys shopping just as much as you do.

Amazon

In the online retail sector, Amazon has the largest market share and the most daily transactions. Myntra and Ajio specialise just in selling apparel and are the best at it, but Amazon offers everything there is to sell, which is the only reason they are not at the top. But that in no way

implies that they are far behind. They are regarded as one of the greatest inexpensive online clothing buying sites in India because of their one-day Prime delivery, which is still unmatched. You may get whatever you need there, from shirts, trousers, and shoes to jewellery, purses, and accessories. Check out Amazon Fashion deals to make your next shopping trip easier on your pocketbook. On their website, they also conduct a number of sales events. Make sure to look at Amazon's planned promotions in India for 2022.

Flipkart

Flipkart falls short of surpassing Amazon since they are its main rivals in India. There is no denying that they are one of the top websites for online clothing buying. Similar to Amazon, they sell a wide variety of goods on their website, from furniture to washing machines. They don't mainly concentrate on a certain specialty. However, they still feature a huge selection of clothing on their website, including shoes, shirts, jeans, and other fashion-related items. They are easily placed among the top 10 online apparel buying sites in India and have over 6,000 well-known clothing brands available on their website. Finally, its user-friendly interface enables users to find fresh and popular fashions amid their enormous collection of apparel. So, before you buy, consider these Flipkart promotions & deals.

Shoppersstop

Shoppersstop is a one-stop shop for all of your family's apparel requirements. The extensive selection of clothing for adults, women, and children guarantees an unrivalled shopping experience. There are several alternatives available from different Indian and international brands. You can choose from the most extensive selection of footwear, accessories, and home decor in addition to clothing. Additionally, Shoppers Stop provides free exchange for items bought online. Additionally, customers can use the store's express pick-serve option.

TATA CLiQ

An Indian e-commerce platform called TATA CLiQ offers apparel from domestic and foreign brands. They have everything you need to update your wardrobe, whether you're looking for shirts, trousers, tops, or jewellery. 50 of the over 800 garment brands they provide on their site are only accessible through their platform. They also have a sizable range of designer clothing

from well-known fashion designers in addition to all those companies. These patterns might be rather pricey. To help you save money, TATA CLiQ offers a number of discounts. They have earned a well-deserved inclusion on the list of top online shopping sites because to their reasonable rates, prompt delivery, and superb customer care service.

Bewakoof

An established company in India called Bewakoof contributes fresh concepts to the garment sector. You may access and use a variety of unique designs that are inspired by current fashion trends. The fact that they have sold more than one crore goods in only seven years is astounding. The online store provides goods in the areas of beauty, apparel, everyday necessities, basics for prevention, and more for men, women, and children. Everyone wants to purchase high-quality goods. However, if you keep to the tight budget, you might not be able to buy all you need. When you use Bewakoof promotional codes during the final payment, the company gives discounts to these potential customers.

BIBA

For Indian ladies looking for ethnic apparel, the internet store offers a one-stop shop. You have the most options for tops, bottoms, and dupattas. Short tops, dresses, tunics, kurtas, and kurtis are among the preferred options. A wide selection of pants, palazzos, skirts, salwars, and leggings are available at Biba. The newest ethnic clothing for ladies assortment makes it simple to keep up with fashion. There is always something spectacular accessible for women, from current designs to vibrant colour schemes. At Biba.in, you can also purchase clothing materials with prints, embroidery, and decorations.

MAX Fashion

Max Fashion, a well-known clothing company, has a significant internet presence as well. Max fashion is a one-stop shop for all of your family's clothing needs. To pick the outfits they want to buy, customers may browse the whole fashion inventory online. The straightforward classification facilitates clients' quicker product selection. Sports, formals, casuals, and other outfit types are among the categories. A fashion brand owned by the Landmark Group offers clients a top-notch shopping experience with the most recent global trends in fashion.

Koovs

You should choose Koovs if you want to buy western apparel. The website offers fantastic shopping deals all year long, which helps clients save a lot of money. The online store includes men's, women's, footwear, accessories, and beauty goods. Koovs is well known for its distinctive, eye-catching aesthetics. Koovs is one of the best online apparel stores in India because to its distinctive varieties. The one-stop online fashion store offers renowned brands at the most affordable costs. You may select from a well chosen selection of Indian and foreign fashion labels with Koovs. The website stands out for its unique array of luxury capsules. It is challenging to locate the enormous choice in a physical store. Visit the website to see the incredible selection of apparel that is available to purchase online at huge savings.

LimeRoad

LimeRoad is an online store where you can buy clothing from both domestic and foreign brands. They offer a scrapbook function that allows users to combine several outfits to create original looks, which distinguishes them from other apparel purchasing applications. In addition, the author benefits from sales of items from the scrapbook. The styles available on Limeroad range from ethnic to contemporary. Use LimeRoad coupons while making purchases on their website. Additionally, they offer a forgiving return policy, so if you decide not to keep any of their clothing, you may return it by visiting their website. Finally, you may earn LR credits by making purchases using their app, which will allow you to save more money.

NNNOW

For fans of a certain brand, the store offers an exciting purchasing experience. NNNOW, which was introduced in 2016, also enables personalisation to enhance your purchasing experience. NNNOW is a component of Arvind Internet, the online division of Arvind Limited, a well-known company in Indian fashion history. Top fashion labels including GAP, Flying Machine, Arrow, Arvind, True Blue, Nautica, and more are now accessible with NNNOW.

Abof.com

The Aditya Birla Group's online fashion division is called Abof. The online retailer for fashion makes it simple to get the newest trends. Find the newest women's and men's fashion trends with Abof. Get access to a huge selection of clothing for both men and women. T-shirts, tops & tees, trousers, jeans, dresses for ladies, ethnic wear, shirts, and blazers are among the many items of apparel available for both men and women.

Zara

ZARA is the next name on this list of the top online clothing stores in India. It is a Spanish firm that has had unmatched success in the Indian market thanks to its superior design and competitive pricing. ZARA operates 11 storefronts in 11 Indian cities, and they just began doing business online to meet up with demand. With more than 40,000 distinct styles, ZARA can meet all of your fashion demands. Their clothing range consists of linen, blazers, jumpsuits, shirts, shorts, and many more items. They have a big inventory in addition to introducing new collections every three months. Prepare for the upcoming season by taking advantage of GrabOn's ZARA discounts. Additionally, ZARA creates clothing that is healthy for the environment in addition to making you look nice.

H&M

High-end clothes has come to be associated with H&M (Hennes & Mauritz). This brand is everything you need if you want to get the most fashionable clothing. Everyone may be seen wearing this brand's clothing, from prominent fashion bloggers to tinseltown divas. With its outstanding selection of items for men, women, and children, the site today has dominated the fashion business. H&M has the loveliest line of clothing for every season, whether it be in soft hues for the summer or strong hues for the winter. And once you start wearing H&M clothing, you'll undoubtedly fall in love with the company! Utilize H&M's sales and discounts to save money even when the goods are offered at fair pricing.

Chapter 2 Literature Review

Employees' behaviour in terms of organisational citizenship that is service-oriented may be predicted by emotional intelligence (SO-OCBs). In general, the three OCB showed a positive and substantial link with the domains of emotional intelligence, including self-emotional evaluation, other's emotion appraisal, use of emotion, and control of emotion.

Fast-paced development of umrah service providers in Indonesia is encouraged by the high rise of umrah pilgrims. In these circumstances, there is more rivalry for the market share of umrah pilgrims. The purpose of this study is to investigate the relationship between emotional intelligence and spiritual intelligence and service quality, customer satisfaction, and customer loyalty, as well as the relationship between service quality and customer contentment and loyalty. Although it does not affect client loyalty, emotional intelligence has a positive and considerable impact on service quality and customer pleasure. Customer loyalty, customer contentment, and service quality are all positively and significantly impacted by spiritual intelligence.

research document The purpose of this study is to ascertain the degree to which Instagram users' brand "Follows" are self-consistent with their perceptions of their social networks or cognitive networks. This study investigates whether self-congruity, when mediated by brand love, produces favourable offline brand effects. Design/Methodology/Approach: 168 valid replies in all are gathered and examined. The descriptive statistics and frequencies are measured using SPSS version 21, and the structural model for hypothesis testing is SMARTPLS 3.0. Research conclusions According to the findings, brand loyalty is a substantial mediating factor in the link between self-congruity and offline brand outcomes, whereas the degree of social ties has a large impact on self-congruity (brand loyalty and WoM). According to research, morality homophily—rather than attitude, status, or other perceived forms of homophily—is the best predictor of the strength of the social ties between customers and their friends on Instagram. The study builds on prior research by examining the connection between Instagram-specific cognitive network influence, consumer self-congruity with "following brands," and offline brand outcomes (brand love, brand loyalty, and WoM). Impact on policymakers and practitioners: The results show that these companies need to be categorised based on status and moral relationships in

order to target Instagram users who "follow" the brand. Utilizing tie-strength, one may categorise target markets and get marketing analytics on Instagram. Instagram brands should be positioned in accordance with client preferences, i.e., by humanising the brand to forge an emotional connection. It is possible to forecast repurchase intent and the likelihood of sharing via WoM using proxy metrics of brand love. Research constrictions/Impact: Based on how consumers perceive their personal interactions with friends on Instagram, homophily and social bond strength are assessed. The minimal number of samples used might restrict how far the results can be applied. University of Malaya, 2019. Toutes droits réservés.

Purpose: This services marketing study expands the premise of the transcendent customer experience and offers a theoretical foundation for experiential and relationship marketing (TCE). In particular, this article attempts to show how the effects (openness to experience) and outcomes (client loyalty, readiness to pay, and word of mouth [WOM] intents) of TCE are interwoven. By analysing their impact on TCE, the study contributes to the theoretical discussion around ability-based and self-reported EI measures. Design/methodology/approach: In three survey-based trials, data was collected from customers in general and students. Data analysis methods included basic effects tests, mediation analyses, and linear and multiple regressions. Results: Results indicate that self-reported and ability-based measures of EI have differing effects on TCE. High self-reported EI participants rated good service interactions as being more transcendent than negative service interactions. High ability-based EI participants rated good service interactions as less transcendent than they rated negative service interactions. Higher levels of advocacy, willingness to pay (WTP), and loyalty were induced by TCE encounters. Additionally, dispositional factors played a significant role in the development of TCE: participants who were more open to experience and had high ability-based EI perceived their service encounter as being less transcendent than participants who were more closed to experience and had lower ability-based EI. Research constraints and implications Theoretical advances in context and constructions are provided by the relatively recent idea of TCE. High internal validity was supplied by the student data, and external validity was provided by data from other consumers. Future field research in a real consumer environment would ideally confirm the results. The results may have been skewed by common method variation introduced by a self-reported questionnaire employed to quantify constructs. Relevance in practise: Marketing professionals may more effectively execute consumer-oriented marketing strategies that will improve TCE, customer loyalty, WTP, and

WOM by realising how EI influences perceptions of transcendence in favourable and unfavourable service experiences. Originality/value: Despite extensive study on connection and experience marketing, there is still space for theoretical and practical advancement in the understudied idea of TCE. By identifying the causes, effects, and moderators of TCE in service interactions, this study represents the first attempt to apply the idea of TCE to marketing. Additionally, the research advances the field's theoretical understanding of EI. The findings go against earlier studies' assertions that self-reported and ability-based assessments are equally valid. Instead, applying the two EI scales interchangeably might produce inconsistent results. Emerald Publishing Limited, 2018.

Positive results in sales can be influenced by emotional intelligence. To further understand how a salesperson's emotional intelligence influences adaptive selling and customer outcomes, study is still required. This study examines the connections between emotional intelligence, adaptive selling (AS), and customer loyalty perceptions using dyadic data from 150 consumers paired with 25 salespeople. According to research, controlling one's emotions positively moderates the AS-SOL connection while adversely affecting salesperson owned loyalty (SOL). These findings are crucial because they cast doubt on the widely held belief that controlling emotions has a favourable effect on sales. Results offer additional proof that SOL is crucial to the business since it enhances customer loyalty and influences word-of-mouth through the use of mediation procedures. Taylor and Francis, 2014.

This study examines how management may foster employee emotional intelligence's (EEI) contribution to casino revenue development by drawing on the relationship between service quality and casino profitability to outline the responsibilities of frontline staff in providing casino service excellence. This research has a conceptual focus. The study begins by determining the emotional components of client and front-line casino employee service interactions. The identification area takes its cues from the emotional labor—or work—performed by workers, the emotional services provided by casinos, the feelings that customers assign to them, and emotional contagion. The study thoroughly examines how EEI can control emotionally charged customer interactions, which in turn affects how customers perceive staff behaviours and customer service performance. Customers' perceptions of the quality of the casino services are shaped by these interactions, and this fosters customer loyalty and, eventually, casino profitability. This theory-focused study offers casinos a new opportunity to improve operational

efficiency and revenue development while also giving scholars in the area fresh new perspectives on the function of EEI in organisations. Elsevier Ltd. 2016

This research, using two statistical methods, was conducted among customers and employees of the Logistic Solutions Company in an innovative effort to integrate the relative impact of rational ('innovation in service') and emotional ('emotional intelligence') dimensions to evaluate the customer's commitment and loyalty to the company. The goal of the research was to examine the relations between the customers' perception of both emotional intelligence and innovation in the company's services. The results show a connection between emotional intelligence and innovation that raised customers' perceptions of the value of the company's services, increasing their affective commitment and brand loyalty. Inderscience Enterprises Ltd.

Customers frequently feel quite strongly after receiving services. Their service assessments and loyalty intentions may be influenced by how effectively they believe contact staff exhibit emotional competence in emotionally charged service interactions. Employee emotional intelligence [EEI] research have previously employed self- or supervisor-reported measures to predict customer outcomes, portraying EEI as stable and context-independent. These studies have looked at employees' propensity to behave in emotionally intelligent ways. Service organisations should focus more on how workers really demonstrate emotional competence (also known as employee emotional competence, or EEC), as employee conduct varies depending on the context. A customer's opinion on EEC is also beneficial since it has a significant role in predicting customer happiness and loyalty. As a result, this study suggests conceptualising and operationalizing EEC in the context of service encounters. The authors create a scale to measure customer-perceived EEC, which they describe as an employee's proficiency in recognising, comprehending, and controlling client emotions during a discrete service contact. This scale is based on a thorough literature analysis and in-depth interviews. The scale has strong validity and reliability. Researchers may use it to investigate how EEC functions in service situations, and managers can use it to diagnose EEC and enhance the customer experience during service interactions. 2015. The Author(s).

Online customer reviews provide proof of a consumer's interaction with a brand, which has drawn scholarly interest from several disciplines. An crucial precursor to brand engagement, brand adoption, and ultimately brand loyalty is the customer experience. Therefore, it is crucial for organisations to comprehend the experiences of their clients so that they may adjust as

needed. The COVID-19 epidemic has forced businesses to go online and many of them are now using enterprise video conferencing (EVC) to keep up with everyday operations. These changes to the corporate environment are unprecedented. Before using EVC themselves, many looked to online evaluations of other people's experiences with it to assure efficient digitisation. This study looked at how the EVC platform Zoom's online evaluations convey the consumer experience by using emotive language and tone. Key variations between low- and high-rated evaluations' emotional tones and word selection were discovered using computational text analysis. Reviews' emotionality and complexity have an impact on how useful they are to other people. The study's findings indicate that high-rated online customer reviews convey more knowledge and assurance than low-rated ones. Digital marketers could do well to prioritise responding to online evaluations with a strong emotional tone given the potential for propagation and effect. Australian and New Zealand Marketing Academy, year 2021.

Fast-paced development of umrah service providers in Indonesia is encouraged by the high rise of umrah pilgrims. In these circumstances, there is more rivalry for the market share of umrah pilgrims. The purpose of this study is to investigate the relationship between emotional intelligence and spiritual intelligence and service quality, customer satisfaction, and customer loyalty, as well as the relationship between service quality and customer contentment and loyalty. Structural Equation Modeling (SEM) was used to evaluate data from umroh pilgrims using the SmartPLS programme (Partial Least Square). 2.0. These findings from the study can be explained. First, the quality of services is positively and significantly impacted by emotional intelligence. Second, client satisfaction is positively and significantly impacted by emotional intelligence. Third, emotional intelligence does not significantly and favourably influence loyalty. Fourth, spiritual intelligence significantly and favourably affects the calibre of services. Fifth, spiritual intelligence significantly and favourably influences consumer satisfaction. Sixth, loyalty is positively and significantly impacted by spiritual intelligence. Seventh, customer satisfaction is positively and significantly impacted by service quality. Last but not least, client satisfaction is positively and significantly impacted by service quality. Serials Publications Private Limited

New marketing views demonstrate that client involvement opens up fresh possibilities for value generation. Customer participation should be used to identify the relationship advantages via their engagement, a new opportunity must be stressed, and a viewpoint in the marketing area

must be highlighted. By fostering customer cooperation, customer participation aims to develop a high-value service process. In this work, hypothesis verification is discussed and developed. This study investigates the impact of consumer engagement on value creation and satisfaction from the viewpoints of customers and employees in the setting of professional financial services in Taiwan. The impact of various customer competencies and staff emotional intelligence is also examined. In order to determine (1) how customer participation affects customer satisfaction and employee job satisfaction through relationship value creation, (2) how customer ability affects the relationship between value creation and satisfaction, and (3) how employees' emotional intelligence affects the relationship between relationship value and satisfaction, data was collected from 383 customer questionnaires from domestic financial institutions of two types of bank (public and private). The following findings are obtained from empirical research in this study using the structural equation model to test the research hypothesis: 1. Through the development of relationship value, consumer engagement influences customer happiness. 2. Customer involvement does not always result in favourable staff relationships, which might lead to an increase in workload. 3. The findings of the interference analysis suggest that while employee emotional intelligence may or may not have an impact on the link between employee relationship value creation and work happiness, customer ability has the potential to increase customer contentment. The banking sector benefits from these findings. By establishing a suitable interactive interaction and professional services between consumers and financial professionals, customer engagement may boost value development. World Scientific and Engineering Academy and Society, year 2021. Toutes droits réservés.

Purpose: In the context of emotionally-driven and individualised services, this essay tries to study how staff' emotional skills influence consumers' reactions. It specifically suggests a methodology to examine how an employee's emotional competency affects rapport, trust, and loyalty toward the service employee and the business. **Design/methodology/approach:** The fitness industry serves as the empirical environment to support the suggested hypothesis. 296 clients of fitness personal training services make up the sample. Three relevant fitness clubs in Barcelona were the locations of personal surveys that were used to collect data (Spain). The suggested theoretical model is tested and validated in the study using partial least squares. **Findings:** Employee emotional competence (EEC) has a direct impact on interpersonal trust, rapport, and loyalty. Higher emotional intelligence levels are not, however, strongly linked to

brand loyalty. The findings also imply that loyalty is considerably strengthened by trust. Interesting enough, a good relationship between a service provider and a customer may actually make them less loyal to the business. Originality/value: Previous studies show that emotional intelligence improves a range of favourable customer outcomes, particularly in interactions that are emotionally charged. Few research, however, have examined how employees' attitudes and behavioural intentions are influenced by customers' views of their services and their emotional intelligence. With a particular emphasis on EEC, this study offers proof of the effects of employees' actions on consumer behaviours and results. It also clarifies the counterintuitive effect that customer-employee relationships have on brand loyalty. Emerald Publishing Limited, 2018.

Purpose: This study explores the impact of hotel staff members' service attitudes on service quality as well as the connections between these variables and client satisfaction, loyalty, and contentment. Design/methodology/approach: Hotel staff in Tianjin, China, were given a survey to complete. The impacts and linkages were examined using factor analysis and regression analysis. Findings: Data indicate that customer happiness and service quality are significantly influenced by emotional intelligence and role clarity. But work satisfaction did not, which is very different from earlier research that only included hotel staff in Tianjin, China. As a result, job satisfaction for hotel employees in this area is only a function of their need to work and not a result of their efforts to provide better services. This study also reveals that customer happiness and service quality have a big impact on customer loyalty. Research constraints and implications The participants in this study were only Tianjin, China, hotel staff. According to the findings of this study, hotels need to pay more attention to their staff members' emotional intelligence and understanding of their roles if they want to draw in repeat business and keep it. Originality/Value: This study investigated the link between service attitude of employees and service quality, customer satisfaction, and loyalty. Managers in China's emerging hotel sector can be guided by their understanding of these linkages. Association for 2020 People and Global Business.

In order to increase operational effectiveness and enhance the customer experience, artificial intelligence (AI) is widely used in service organisations. According to statistics, the majority of customers value personal connections with service personnel. Based on this finding, the present study looks at how customer engagement and loyalty are influenced by the service interactions

they have with staff members and AI. A mediator between service experience and customer engagement is suggested to be the emotional intelligence of the client. Australian hotel guests participated in the study. The findings demonstrate that while both AI and personnel service experience are highly connected to customer engagement and loyalty, only a few aspects significantly and uniquely affect the outcome variables. The results show that clients favour staff service. Additionally, these customer care encounters significantly partially mediate impacts on client loyalty. Customer engagement is significantly moderated by emotional intelligence. This report is concluded with a discussion of the findings and conclusions drawn from the study. Elsevier Ltd., 2020

In order to investigate the effects of social influence (SI), market orientation (MO), and service quality (SQ), as well as the moderating impact of emotional intelligence (EI) on customer loyalty (CL), this paper will develop an original framework. It will also discuss the mediating role of customer satisfaction. Design, technique, and approach: This study builds an integrated model to improve CL using six novel concepts: SI, MO, SQ, EI, and customer satisfaction. In addition, this study uses an empirical investigation using the questionnaire survey method to examine the management implications and test the hypotheses. The study framework has been validated using structural equation modelling. Findings - The empirical findings indicate that MO, SI, and SQ have a considerable impact on CL, with customer satisfaction acting as a mediator. This study also shows that there is no evidence to support the direct links between MO and SI on CL. However, indirect approaches offer full mediation, with the exception of SQ, where mediation was only partially effective. Additionally, it was discovered that EI improved the partially mediated link between SQ and CL with customer satisfaction playing a mediational role. Therefore, banks should allocate resources to boost MO, SI, and SQ in order to raise CL and customer satisfaction. Originality and worth - The material on customer satisfaction and relationship marketing is compiled in this study into a fresh CL management framework. It uses a novel arrangement of four constructs—SI, MO, SQ, and EI—to create a unique framework to improve CL. Although previous studies have emphasised the pertinent CL difficulties, none of them examine CL in conjunction with MO and the moderating effects of EI on SQ. Therefore, in order to particularly address the research need in the context of Pakistan, this study builds the CL research framework. Emerald Group Publishing Limited, 2016.

Purpose - This study intends to analyse how buying environment features, which are not directly linked with price or product information, are related to overall e-satisfaction; and how e-satisfaction and e-loyalty are interrelated. Design/methodology/approach - A convenience sample of 366 female and male college students from three colleges (East coast, Midwest and West coast) participated. Exploratory factor analysis, confirmatory factor analysis and structural equation modelling through LISREL 8.0 were undertaken. Findings - The findings revealed that, among the six aspects of buying environment features, convenience, online design and entertainment value had a direct influence on e-satisfaction. In addition, the study indicated a substantial positive association between e-satisfaction and e-loyalty. Research limitations/implications - Generalizing the results is constrained by the use of a convenience sample of college students. To generalise the findings, larger varied random samples across gender and age are proposed. Practical implications - The research presents important implications to online merchants concerning which factors should be given more attention to increase consumer happiness and e-loyalty. Originality/value - The study gives helpful, practical information to online merchants by illustrating how customer-centered e-service traits have an impact on e-satisfaction, which in turn impacts consumer e-loyalty. © Emerald Group Publishing Limited.

Goal: The purpose of this study is to examine online and in-store customers motives based on product type. Design/methodology/approach: Means-end strategy was utilised to derive motivational aspects that drive customers channel choice for hedonic and utilitarian items. A total of 100 respondents were questioned utilising laddering approach. Hierarchical virtual maps were developed to determine values associated with qualities and consequences supplied by the customer. Findings: Shopping incentives vary for online and in-store customers dependent on product type. Variety, value for money and delivery were essential criteria for online customers. In-store shoppers yearned for social connection and individualised attention. Convenience, affordability and satisfaction were distinct online effects, whereas nostalgia and loyalty rewards were particular to in-store hedonic purchases. Self-confidence, availability of greater choices and in-store buying experience were the values sought for hedonic items. Control of shopping experience was the sought value for utilitarian purchases independent of channels. Research limitations/implications: This study contributes to shopping motivation research by comparing motives of online and in-store buyers for hedonic and utilitarian items. Practical implications:

Retailers need to boost online trust and strengthen in-store customer care for hedonic items. They should also improve on the internet delivery capabilities and in-store tailored services for utilitarian purchases. Originality/value: Prior research on dissecting channel choice motives based on product type is scarce. This study employs hierarchy of means-end elements to explain traits and consequences that influence consumer motives and values. Copyright 2018, Emerald Publishing Limited.

Purpose: The purpose of this paper is to identify how pure-play fashion retailers can simulate attachment to their web sites (through trust, loyalty and purchase intentions) by using different communication mediums (static image, moving image, and text/image combination) to overcome the intangible nature of the online sales environment. **Design/methodology/approach:** Confirmatory factor analysis and structural equation modelling using AMOS 16.0 are used to examine 12 putative associations established from the literature review. A sample of 688 female young fashion consumers from The University of Manchester participated in this study. **Findings:** There is a distinct difference in the build up of attachment whether a consumer shops for items presented via a static or moving picture. Static visuals have direct associations with trust and purchasing intention, but moving images are associated to creating loyalty. Analysis demonstrates that product suggestions (using a combination of text and picture) are shown to be closely associated to establishing consumer trust and loyalty towards a pure-play fashion shop. **Research limitations/implications:** Generalisation of results is limited due to the use of a student sample and the concentration on the UK fashion sector. Further refinement of the constructs employed in this work is needed to further test the conceptual model. **Originality/value:** The research is one of the first to scientifically analyse pure-play fashion commerce, giving insightful and pragmatic recommendations by determining which communication channels build trustworthy and loyal connections with consumers. © Emerald Group Publishing Limited.

The authors review 50 empirical retailing research papers that have appeared over the last 20 years to take stock of what we know, need to know better, and do not know yet about within-retailer cross-channel effects of omnichannel retail marketing strategies on (a) consumer responses over their purchase journeys, i.e., online and/or offline search, purchase intention, frequency, amount, returns, loyalty, and (b) the retail firm's aggregate outcomes (e.g., sales, costs, profits, product returns) by channel and overall. Specifically, the authors focus on five strategies: (1) the addition of online channel by an offline retailer; (2) the addition (or

subtraction) of offline channels by an online retailer; (3) addition of mobile shopping channel (website and/or app) by offline and/or online retailer; (4) cross-channel integration strategies; and (5) retail marketing mix strategies. The author/s synthesise data from empirical study on these tactics into a variety of 'insights' about 'what we know'. Prominent among these are the following: Adding a transactional internet channel to an offline channel boosts the retailer's total sales even if offline channel sales can be cannibalised to some degree. Adding a physical channel by an online retailer, however, enhances online channel sales as well as total sales of the shop. Similarly, introducing a mobile shopping channel generally enhances consumer purchase frequency and quantity and overall revenues of the store in the long-term. Strategies for increased cross-channel integration often have a beneficial influence on a retailer's overall performance whereas internet advertising has good effects on offline channel consideration and sales as well as overall sales of a multichannel store. Other ideas or conclusions that need further research or open questions are also noted. The work finishes with management implications of the acquired empirical insights, and ideas for further research. © 2022

Purpose: Purchasing behaviour across traditional retail and online channels to market is becoming increasingly integrated. The positive and negative repercussions of such conduct for multi-channel enterprises have not been properly investigated - although an offline retail presence may comfort clients purchasing from an online channel, bad service online may negatively affect customer usage of an offline channel. This work seeks to address this issue. Design/methodology/approach: A questionnaire survey of the online customers of four companies is employed and structural equation modelling used to investigate influences of demographic and behavioural variables (purchase involvement, loyalty, experience with the internet, company and product-type) on positive and negative cross-channel behaviour (CCB) (CCB). Findings: Strong evidence for both positive and negative customer CCB is discovered. Females, more purchase engagement, higher loyalty and those with more experience with the firm were more likely to express positive CCB; higher education, expertise with the product type and online channel adversely affected positive CCB. Increased age, education, occupation/class and purchase engagement led to greater negative CCB; product and company experience lead to decreased levels of negative CCB. Research limitations/implications: As a first step towards knowledge of consumer CCB the research offers numerous insights; nevertheless, additional research is necessary to investigate in greater depth each of the characteristics mentioned and

quantified. Practical implications: Understanding how different consumer groups demonstrate varied inclinations for CCB may help organisations build fulfilling and delivery strategies across multiple channels to market. Originality/value: The study brings contributions to consumer cross-channel customer behaviour, providing implications for future research as well as management practise. © Emerald Group Publishing Limited.

Purpose: The online buying habit is the consequence of the range of attribution from product/service providing to internet experience. The present study seeks to provide a full product/service offering by studying and analysing the numerous combinations of online purchasing qualities to deliver the personalised experience. Therefore, this study tries to address the gap between consumer desired experience and existing scenario in online buying behaviour.

Design/methodology/approach: The examination of features relevant to online purchasing behaviour was done by seeking theoretical support from diverse technology adoption theories/models and the Delphi approach, performed with active participants of online and offline buying. The theoretical and experiential shared qualities were created and social desirability scale (SDS) was employed for reducing the social desirability bias. Further, the questionnaire was conducted online and offline during mall intercept. The Conjoint analysis was performed to explore the relative relevance and utility of the qualities and its levels separately and compositely at different levels.

Findings: In the context, brand loyalty, online reputation management and Web interactivity were judged most relevant followed by e-WOM, perceived risk and pricing. The precise degrees of qualities such as adopting consumer advise, search engine optimization (SEO), perception-based interaction, consumer message boards, product risk and discount price were the important in encouraging the customers for online buying. This research gives the option for the marketers to encourage and pleasure customers to retribalize through the means of “e-tribalizing.”

Research limitations/implications: The current study was done in constrained geographical places and limited in sample size; so, the issue of generalisation may remain, however following researchers may exercise the strategies with better probabilistic sampling methodology. The mass customisation of the website features by comparing attribute orientation of clients throughout websites was advocated with the third-party certification to lower the consumers’ perceived danger during online purchase. Finally, the different levels, such as Facebook fan page in ORM and Everyday Low Price (EDLP) in pricing

may be examined for the future study effort. Originality/value: The research studies on online buying behaviour with Web interaction, e-WOM, perceived risk, brand loyalty, ORM and pricing utilising a decompositional method are few. This study persuades the clients to opt for online buying by presenting them in the virtually real-time purchase environment. The study validated the necessity of people to retribalize through e-tribalization through the manner of customisation for the masses in the context of online buying. Copyright 2019, Emerald Publishing Limited.

Purpose: Generation Z (Gen Z) is notably affected by digital technologies since this cohort is reported to have grown up with technology being the pivot of most of their normal activities. Owing to the immense potential of this market, online merchants are striving to cultivate and keep customer loyalty. Shopper's loyalty varies across age, gender, income, service quality judgments, etc. of customers. This study attempts to illustrate that it is vital to establish separate consumer categories of these customers which can help online merchants to fine tune their marketing campaigns and boost programme performance. Design/methodology/approach: Using a sample of 700 students studying Masters in Business Administration (553 useable replies) from two state colleges in North India, data have been collected with relation to accessories, apparel, books and electronic items. SPSS and AMOS have been used to examine data using cluster analysis and multinomial logit (MNL) regression analysis. Findings: The findings of cluster analysis suggest that these customers may be grouped into three categories, namely unfaithful shoppers (DS), steadfast loyals (SL) and vacillating shoppers (VS) on the basis of their online retail loyalty. The odds ratio demonstrates that less regular online consumers are less likely to be VS or DS than being SL shoppers. People who feel flow when exploring online shopping websites are 3.260 times more likely to be VS than being SL. Further, service quality reduces the likelihood of a shopper functioning as a VS in contrast to SL shopper by 0.113. Research limitations/implications: These insights will assist marketers create tactics that can change the VS or the disloyal ones into loyal and profitable sectors. The present study is confined to Gen Z shoppers and hence outcomes may differ for customers belonging to other age groups. Originality/value: The study contributes to current literature by analysing the antecedents which lead to online retail loyalty of diverse categories of young customers. Copyright 2022, Emerald Publishing Limited.

Purpose – Social co-creation refers to the process of leveraging social media as a platform to carry out consumer co-creation activities. By allowing numerous consumers to participate to a given co-creation endeavour, social media makes co-creation platforms more efficient. The purpose of this paper is to examine: first, whether usability and information quality, visual appeal and image, interactivity, and web innovativeness, as perceived web site quality dimensions, were related to value equity; second, whether value equity was related to commitment and repurchase loyalty to social co-creation; and third, the moderating effects of aesthetic appreciation and fashion opinion leadership. Design/methodology/approach – The conceptual underpinning was built on the Quality-Value- Satisfaction paradigm. Data were acquired from US online clothing customers (n=4691) utilising a consumer panel through an online survey. Structural equation modelling was applied to assess the suggested model and research assumptions. Findings – Usability and information quality, aesthetic appeal and image, interaction, and web innovativeness had indirect impacts on commitment and repurchase loyalty, mediated by value equity of social co-creation. Originality/value – This proposed model may give important insights for clothing e-retailers to adopt in order to differentiate their e-strategies and establish successful social co-creation web sites. Furthermore, the recommended solutions would help clothing e-retailers to meet customers' rising need for more interactive and online social purchasing experiences that employ the customer's own creativity. © Emerald Group Publishing Limited.

Since retail's early origins in America, the "personal touch" and consumer happiness have emerged as repeating topics in retail research. Aproned salespeople in the general store served consumers from behind counters and this form of service interaction set a pattern for the "relationship marketing" today prized in the Internet marketplace. After a quick peek at general retail history, a literature analysis of related studies is offered to investigate customer involvement, general online purchasing patterns, and the entire online shopping experience. A survey instrument with these study results in mind was constructed and cross-referenced to the academic papers listed. A comparison of survey results to similar prior research was undertaken, followed by an examination of the link between survey results and past findings. Finally, conclusions were reached on how retail shopping websites should harness these data to better the acquisition and retention of the nation's greatest contingent of online customers, the millennial generation. Copyright 2019, © 2019 Taylor & Francis Group, LLC.

This study explores the link between five virtual experience marketing (VEM) aspects (sensation, interaction, pleasure, flow, community relationship) and consumer browse and buy intents and loyalty and the mediating role between the VEM elements and customer intentions. To evaluate the suggested methodology, a study was performed of customers who often visited two online gaming stores to replicate online purchasing and experience marketing. The results imply that a firm involved in VEM should focus its online atmospherics on utilizing three of the VEM aspects and supporting the pricing and convenience motives of customers to develop an emotional attachment to surfing. Copyright 2011 Taylor & Francis.

Purpose: The objective of this study is to generate a desire to engage with a salesperson scale and to examine various solutions for replacing salespeople on e-commerce platforms. **Design/methodology/approach:** For the exploratory portion of this work, Study 1 employed in-depth customer interviews. Quantitative surveys were undertaken for Studies 2 and 3. **Findings:** A two-dimensional (acoustic and autotelic) eight-item scale assessing desire to interact with a salesman was designed. The results of Study 3 revealed that e-tailers can boost customer satisfaction by integrating effective customer-based information (e.g. customer reviews) and e-contact features (e.g. live chatting with a salesperson) (e.g. live chatting with a salesperson). **Research limitations/implications:** Although the present study verified the scale, a future study could further evaluate this scale in diverse scenarios. **Originality/value:** The present research was the first effort to establish a desire to engage with a salesman scale. This new scale now makes it easy to recognise variances in a desire to connect with a salesperson across demographics, product kinds, purchasing goals, etc., which should improve customer experience management. Copyright 2017, © Emerald Publishing Limited.

The goal of this article is to explore the aspects that lead to an individual's online shopping continuing intention on Amazon.in with respect to consumer electronics. It tries to investigate the effects of marketing techniques, service quality, relative pricing, advantage, trust, using a route model. An online survey, based on convenience, was conducted and 146 valid responses were obtained. Results imply that marketing techniques influence perceived pricing advantage which in turn drives perceived service quality. Perceived service quality leads to satisfaction which in turn leads to expectation confirmation and purchase intention. The research further indicates that perceived ease of use impacts perceived usefulness whereas perceived usefulness affects the purchase intention directly. The report will aid internet marketers in establishing

efficient marketing tactics and building client loyalty. The research adds to improve the understanding of the factors of online shopping continuation intention and marketing techniques that indirectly enhance satisfaction. Copyright 2020 Inderscience Enterprises Ltd.

Research offers some indication that the online customers' shopping experience (OCSE) can be a strong predictor of online impulsive buying behaviour, but there is not much empirical support available to form a holistic understanding; whether, and indeed how, the effects of the OCSE on online impulsive buying behaviour are affected by customers' attitudinal loyalty and self-control are not well understood areas of research. In this study, we evaluate how functional and psychological features of the OCSE impact online impulsive purchase inside e-commerce platforms. We will explore consumers' attitudinal loyalty as a mediator between the OCSE and online impulsive purchasing behaviour, and the customers' self-control as a moderator between customers' attitudinal loyalty and online impulsive buying. To investigate these linkages we will conduct an online poll (n = 1489) with users of two large Chinese e-commerce platforms: Jindong and Taobao. The findings from structural equation modelling reveal a favourable association between the tested dimensions of the OCSE and customers' online impulsive purchase. We also discover a mediating impact of consumers' attitudinal loyalty and negative moderation of customers' self-control. Theoretically, the findings contribute to the research surrounding online impulsive purchase and the online customer experience. For managers, the findings underline the necessity of ethical management with reference to the online buying experiences. © 2022 The Authors

Online shopping has risen dramatically in recent years, but has yet to fulfil its full potential. Online shopping anxieties hinder customers to purchase online. Click only firms are giving substantial discounts to lure the people to purchase online. Customers anticipate an integrated purchase process incorporating e-coupon, daily offers and reward programmes. The objective of the study is to investigate several elements, which impact the customer when purchasing online discounted items. The survey was done among 207 online buyers who purchase discounted items in selected Tier 2 and Tier 3 cities of a big and important state of India. The data was analysed using Statistical Package for Social Sciences (SPSS 16.0). (SPSS 16.0). Using factor analysis (principal axis factoring with varimax rotation), factors were identified. These elements might be vital in understanding the behaviour of online customers towards online discounts and can

greatly assist in converting non-online buyer into online buyer. Copyright © 2019 Inderscience Enterprises Ltd.

Purpose – The goal of this article is to explore the elements that impact customer satisfaction among Chinese internet buyers. It uses the normative criteria described in the literature and examines them for effect in the burgeoning Chinese online shoppers market. **Styling** – Electronic survey instrument was utilised to acquire data from Chinese internet consumers. The study examined 15 composite variables that might potentially impact the level of consumer satisfaction connected to online buying experience. These, in turn, were further dissected to six driving variables (convenience, product performance, customer services, security concerns, web site interactions, and web site sensory stimulations) (convenience, product performance, customer services, security concerns, web site interactions, and web site sensory stimulations). **Findings** – It was feasible to identify and classify the most essential modifiers of online consumer satisfaction (most of which are compatible with previous research in the West) (most of which are consistent with similar studies in the West). Paradoxically, the data also indicated the presence of some behavioural differences which are context-specific. **Research limitations/implications** – As is generally the case with online surveys, there was limited possibility for free-response data to be obtained. Also, the study focused itself with the elements impacting consumer happiness, but did not analyse the link with online purchase intention and loyalty. **Originality/value** - This article gives some unique insights into the elements that regulate the degree of consumer satisfaction among Chinese internet customers. These are anticipated to become the major drivers of success (or failure) of enterprises' customer satisfaction management programmes connected to online purchasing in China and, thus, of practical benefit to companies engaging in internet marketing. © Emerald Group Publishing Limited.

Purpose: This research highlights the key components of online service delivery of electronic commerce (e-commerce) websites, including website attractiveness, website functioning, website security and consumer fulfilment amid an unprecedented Coronavirus (COVID-19) pandemic.

Design/methodology/approach: A structured questionnaire was utilised to acquire data from 430 online respondents who were members of major social media groups. The survey instrument relies on valid and trustworthy metrics pertaining to electronic service quality (e-SERVQUAL) to better understand the participants' satisfaction with shopping websites, as well as their loyal behaviours and word-of-mouth activities. **Findings:** The findings indicated that customers

respected the e-commerce websites' features and their consumer order fulfilment capabilities. These elements boost the consumers' pleasure with online buying experiences, produce repeat business, as well as favourable feedback on social media. Research limitations/implications: This study tackles a knowledge gap in academia. To far, little study has concentrated on the customer order fulfilment side of e-commerce transactions and on after-sales of online enterprises. Originality/value: This work proposes that e-commerce websites have to be attractive, functional and allow safe transactions. More significantly, it implies that merchants should continuously give customised care in all stages of an online transaction, including after the delivery of the purchased items. Copyright 2021, Emerald Publishing Limited.

Chapter 3- Key Finding

Customer loyalty

One of the major factors of ecommerce consumer loyalty is often underestimated. Several studies have revealed fairness to be possibly the most significant indicator of loyalty and trust online. In this post, we go deep into the research on fairness and consumer loyalty. Discover why fairness is so essential and how you can utilise it to develop loyalty for your company.

Customer trust, satisfaction, and loyalty are among the most sought-after outcomes for ecommerce stores everywhere.

Loyal consumers are your most significant asset. They're not just wonderful buyers who'll remain with you in the face of competition—they're also your strongest advocates:

65% of a company's income comes from the recurring business of current customers

It's 5-25x more expensive to gain a new client than to maintain an existing one

77% of consumers say they've remained loyal to a certain brand for 10 years or more

Those that deliver great experiences obtain three times more word-of-mouth marketing than brands that offer uninteresting experiences

57% of customers spend more with companies they're loyal to \sEcommerce firms know this. They work hard to develop happiness and loyalty by putting large sums on customer experience optimization, high-quality site design, and high-tech algorithms.

But many organisations fail to understand the fundamental transactional attribute that's shaped loyalty and happiness for millennia.

This simple characteristic of ecommerce has been demonstrated to have major impacts on consumer loyalty, satisfaction, and trust in various studies.

It is, of course, fairness.

In this essay we go into the studies on fairness in ecommerce. We explore the numerous sorts of fairness, their influence on consumer happiness and loyalty, and how you may establish and showcase fairness in your ecommerce shop.

What is online fairness?

Fairness is a contentious concept. Anyone with kids knows this. Where one person sees fairness, another sees injustice.

Thankfully, researchers and philosophers have spent many years establishing what defines fairness. And what they've found goes a long way to explaining how fairness can be implemented and highlighted in ecommerce.

Fairness comes in three key forms: distributive, procedural, and interactional. Let's look at what each of these means using the example of a sneaker launch where demand exceeds supply.

Emotional intelligence

Shopping is a highly emotional event. Studies suggest that emotional responses drive up to 95% of purchase choices. 1 The items and services we buy impact how we feel. As society rises from the epidemic and internet shopping continues to develop, people seek a personalised purchasing experience where they feel understood. In response, merchants must develop emotional intelligence to attract and keep customers. Emotional Intelligence Drives Sales. Emotional intelligence relates to analysing, comprehending, and managing emotions. There is an amazing return when firms connect with customers' emotions. Customers who enjoy the firms they do business with are more inclined to continue to buy. Additionally, 78% of devoted customers promote favoured companies and items to friends and family. 2 Therefore, merchants must acquire emotional intelligence to create a shopping experience that is in sync with the sentiments of their customers. Harnessing the power of emotional intelligence allows merchants the potential to target customers at the correct moment, through the proper channel, and contact them in a way that connects on a deeper level.

Customer Experience is the New Battlefield

In today's highly competitive industry, conventional business thinking is not enough to succeed. With various online retail sites, it is more challenging for firms to identify themselves. Creating an emotionally intelligent brand with an optimised website lets clients feel like part of the experience, not just part of a transaction. For customers, it is vital to feel prioritised by the brands they consume. Research suggests that 86% of shoppers will pay more for a fantastic customer experience.³ This feeling has heightened the need for organisations to take their marketing and websites to a new level by infusing empathy and emotional intelligence into digital experiences and consumer contacts.

Emotional Motivators

As eCommerce organisations create their websites, they must remember that client purchases are essentially influenced by emotional responses. A research by the Harvard Business Review evaluated customers' interactions with hundreds of companies across all categories. It determined that more than three hundred "emotional motivators" impact customer behaviour.⁴ Learning which emotional motivators contribute to sales help firms strategically target the sentiments that urge people to make purchases. These motivators give retailers with useful knowledge that can be employed when building and refining a company's products, services, and retail site. Broaden Customer Reach through Digital Channels Brands must be available to their clients on the internet and through their smart devices in this digital age. Tech businesses like Amazon, which provide a hassle-free experience and speedy shipment, have pushed some consumers to avoid in-person shopping altogether. To compete with the ease of shopping giants like Amazon, Retailers must focus their emphasis on designing emotionally intelligent websites to win over customers and generate sales. Data suggests that 86% of customers with high emotional involvement desire access to a brand over various platforms.⁵ Brands must become both emotionally and digitally sophisticated so people return for the experience as well as the goods.

Multiple Payment Options Increase Sales

For a business to prosper, it is vital to offer fast and accessible options for consumers to pay. Providing clients with several payment choices boosts purchases. While credit cards are still the major online payment type, embracing alternative payment methods such as PayPal, debit cards, and cryptocurrency boosts sales. According to a research by PPRO 42% of consumers in the U.S. indicate they would not follow through with a purchase if their chosen payment option is not

available. 6 Retailers can also provide deferred payment through Buy now, pay later services that make purchases more realistic for some customers. Providing as many alternatives as possible helps clients to pick the manner that works best for their requirements at the moment.

Building Trust \sThere is a substantial correlation between trust and closing a deal. To develop trust, businesses can offer detailed contact information on their website, give chatbots, FAQs, and call centre phone numbers to address consumer questions, and show customer reviews prominently. Online buyers rely on reviews when making purchase selections. Studies reveal that 93% of shoppers check reviews before buying a product. 7 Additionally, shops should assure consumers a safe and secure checkout that protects them from fraud.

Incentive Programs

Customer loyalty is vital to building a firm. Repeat consumers are incredibly beneficial to brands. Research suggests that 70% of emotionally linked customers spend double the amount when they are loyal to a business. 6 Retailers operating in areas with several rivals might distinguish themselves apart from the competition by implementing loyalty programmes. Creating a customer loyalty programme helps motivate consumers to become repeat customers by giving prizes for making repeated purchases. Discounts, rebates, prizes, free items, and coupons inspire customers to spend more with companies and reinforce the consumer/brand connection. Focusing on loyalty programmes helps companies link themselves with the portion of their customer base spending the most and enhances the relationship. Consumers are seeking for digital retail establishments to go the additional mile and cater to their demands. Approaching the customer experience with emotional intelligence is crucial to boost sales and attract repeat customers. Personalizing sales approaches to match customer demands, being truthful and helpful, and establishing incentives to encourage customers to be part of a digital community will promote sales and lead to recurring purchases. Building websites that engage with the emotions of their users will lead to a substantial return on investment.

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