

# Consumer Engagement in Virtual Environment through M-Commerce

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## ABSTRACT

This paper emphasizes on the more improvised consumer engagement in the C2C relationship through M-Commerce. Trust and Satisfaction remain the 2 important factors to develop a good relationship between the consumers. The Mutual Trust lacks between the consumers, so the platform provider has to make the consumers loyalty towards the M-Commerce website. Internet paved the way for recirculation of used books. Therefore, a M-Commerce website has been developed to improve the C2C relationship for selling the used / new books. This study reveals the multi-dimensional Concept of Consumer Engagement.

**Keywords:** M-Commerce, C2C relationship, Consumer Engagement, Mutual Trust

## I. INTRODUCTION

In this paper, we focused our research on C2C E-Commerce platform. Previous research focuses on how interactions in communities between the consumers, rather than how platform providers can leverage such communities to create value for themselves [1]. Some research has investigated the impact of members' interactions on their loyalty towards a community. A few studies have suggested that interactions between members can increase their loyalty to the platform provider. However, there is no clear idea how they are going to increase their loyalty by the interaction between the members. In this paper, our main area of research is improving the trust and satisfaction, so that it will in turn increase the consumer's loyalty towards the platform provider. Engaging the Consumer in the Online Shopping is possible by ensuring the safety of their personal details with the platform provider. The reason that we focus on the role of consumer engagement is that C2C online shopping platform is a highly engaging environment for many consumers. Consumers nowadays surfs the web for the best online shopping website to buy/sell their products as a part of their daily routine. Some consumers even lose some amount of time and money they spend on these shopping platforms. The concept of consumer engagement, however, is still understood in a very vague manner. The role of consumer engagement in the online environment remains underexplored. Thus, we focused on defining the objectives such as [1] to define the concept of consumer engagement in the online shopping, and [2] to

identify the role of consumer loyalty to C2C online shopping platforms [3].

We made a research on olx website as a part of our paper. When olx was launched in India, it made a huge impact in the society. More number of consumers was attracted towards the olx as it was classifieds where C2C was implemented well. But. It lacked the security where anyone can place ads for any product using an unknown mobile number. So, the Mobile numbers of the concerned consumer placed on the website were prone to the calls made by the consumers who were going to buy that product. Though the site OLX.com is safe to use and came out with the intention is to help people buy, sell and advertise about their products using this classifieds, but some people are using OLX to loot other innocent people. Today OLX and Quikr are also facing serious issues regarding the security they provide. Many innocent people face many unknown calls from consumers who use these websites for their required products.

We focused on developing an android application to implement our concept of consumer of consumer engagement with the aim of bringing the consumer loyalty towards the platform provider by creating a trust value to the consumers and satisfaction for the consumers.

## II. METHODS AND MATERIAL

Here, The consumer engagement in online shopping platform with respect to trust and satisfaction is defined.

Concept of consumer in virtual community is discussed.

## 2.1 Consumer Engagement

Consumer Engagement has been a buzzword in the online shopping business world. Consumer Engagement has been defined by the various analysts. We have taken up the Kolsky's redefined definition of Consumer Engagement. He defined Consumer Engagement is not possible without relationship. So, to attain relationship there arise a three critical elements. They are (1) Common goals (2) Common set of rules (3) Trust in Currency. The general feeling with common goals is that the goals are different: companies want to sell, consumers want to buy. There is a feeling that this is changing; consumers are no longer just interested in buying – they also want to contribute to the goal of the business by selling. The new definition of a common goal is not to sell more and buy more - or even to reach an equilibrium between selling and buying - but to find a way to work together towards a better product and a better experience: both to create and use the product or service. In the old model, the rules were meant how to obtain the product, how to pay for it, and how to use it: now the common rules are on how to collaborate, including co-creating value, products and services, and better relationships among the consumers. We omitted the trust in this as he defined trust is closely aligned to the brand's promise. Here it is not needed since it is a C2C E-Commerce concept [4]. We can define the trust as Consumer's product to be original and not a fake one. So, we redefined the Engagement as need of product, Knowledge, trust. Engagement is defined as some function of knowledge and trust. It can be expressed as

## 2.2 Consumer Engagement as Metric Values

Engagement can be defined in two ways when we are going to measure it. They are

- (1). Value obtained by the Client.
- (2). Value obtained by the business

**Engagement = FN (k \* t) /time.**

Where,

**FN - function**

**k - Knowledge**

**t – Trust**

## 2.3 Working Definition

Consumer engagement in a virtual brand community involves specific interactive experiences between consumers and the brand, and/or other consumers. Consumer engagement is a context-dependent.. Consumer engagement is a multidimensional concept comprising mental, emotional, and what people do and

plays a central role in the process of C2C relationship within the virtual community. This working definition provides a narrow direction of how consumer engaged in a virtual community. The proposed working definition also provides a broader conceptualization of online engagement, in contrast to the nascent state of theoretical development of the customer/consumer engagement concept in the marketing literature necessitates an initial delineation of the key characteristics of consumer engagement to precede the concept's more context-specific scrutiny. Central to the proposed working definition is that consumer engagement explains specific interactive consumer experiences. Consumer Engagement includes three important factors such as participation, involvement and online presence. They also include other consequences such as Commitment, trust, value, Consumer's emotional attachment towards a product.

## 2.4 Failures of Current existing System

The existing system for C2C E-Commerce online shopping platforms are madbooks.com, olx.com, quikr.com etc. These existing systems lack trust between consumers, commitment from the platform providers, less security of consumers. Satisfaction of consumers over their product. Current existing system where they provide a platform to buy/sell used books doesn't provide any direct communication, they act as a mediator between the buyer and seller. There is no guarantee that the product he goes for his whether it is genuine or it doesn't have any damage. In the existing system the buyer pays the money through the third party payment gateway and it in return transfers the money to the seller. One of the main factors is the transactional information, when it comes to the consumer they should have direct deal between them. These sites are known for their scams, swindles and ill-business intentions.

## 2.5 Research Model

Here shows the way of implementing the consumer engagement with respect to the trust, satisfaction and commitment of the consumer.

### 2.5.1 Consumer Engagement in Virtual Community

A research model of Christy M.K. Cheung was used for our implementation as shown in figure 1.0

We found that the concept of personal engagement has to be merged with the consumer engagement with three key dimensions (fig 1). They are Vigor, Dedication and Absorption. They can be said as Physical, Emotional and Cognitive. These three are the important aspects of the consumer engagement in the virtual community.

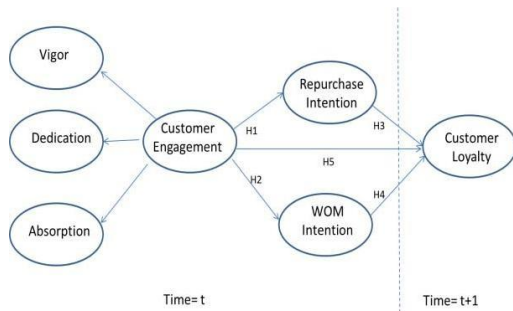


Figure 1: Consumer engagement with three key dimensions

### 2.5.2 Consumer Loyalty towards the C2C shopping platform

According to the relationship literature, customer loyalty is one of the key attribute for the relationship. We can conceptualize the loyalty into behavioral loyalty and attitudinal loyalty. Behavioral loyalty means that consumers will continue to purchase products or services from the same supplier. Attitudinal loyalty refers to commitment or preferences when considering unique values associated with a brand. In this paper, the behavioral loyalty is explored and its relationships with customer engagement are examined. We believe that repurchase intention and WOM intention will be positively associated with behavioral loyalty to C2C online shopping platforms.

### 2.5.3 The Relationship between the Consumer loyalty, WOM and repurchase intention

Engagement is found to significantly relate to behavioral intention, such as intention of quitting, and organizational citizenship behavior. In the marketing literature, we found that the impact of brand community engagement on behavioral intentions: (a) consumer's continuance intention, (b) consumer recommendation intention, and (c) consumer participation intentions. In the field of online shopping platforms, if a customer is highly engaged in an online shopping platform, he/she will have a higher tendency to participate in activities on the online shopping platform as well as to spread word-of-mouth (WOM) communication about the platform.

Hypothesis 1: Consumer engagement is positively associated with repurchases intention in C2C online shopping platforms.

Hypothesis 2: Consumer engagement is positively associated with WOM intention in C2C online shopping platforms.

### 2.5.4 Relation between Knowledge and Trust

At each interaction between the consumer and the consumer there is an exchange of knowledge. Regardless of the specific business purpose (sales, marketing, customer service, shipping, etc.) knowledge is the basic concept for the interaction. The customer should have specific knowledge about themselves to provide to the business, and the business will have specific knowledge to provide to the customer about the available products and services. In most cases, it is a balanced exchange of knowledge that determines the outcome of the interaction: the more the business knows about the customer, the better knowledge it can deliver from its existing repositories of knowledge. Knowledge is the result of combination of the common goals and the common rules for the interaction. This is one of the important conclusions that came out of discussions with our authors and from other research articles about knowledge.

## III. RESULTS AND DISCUSSION

Here, we are going to present our way of overcoming the current disputes in the C2C Online Shopping Platform.

### 3.1 Proposed Scheme

We are going to create a mobile application to resale the used/old books for the purpose of students. In our application we are going to create a virtual market. Through this market we are able to re-circulate the old books in rotation available for every user. Every user has a personal storage to store his information of books which he/she currently has, which he/she wants to read. Through that Virtual book shelf, user can place a book for sale or place an ad regarding a book which he/she wants. User' profile are passed as a JSON data format rather than XML format. Data is encrypted automatically as we use JSON format, which is a human readable form. JSON are used for data exchange between client and server. We are using a verification system to verify users who are registering for the app. There can be no scams since the book images have to be uploaded directly through Camera, not through the internal stored images. Trust and satisfaction has been improved up to a level through this app.

Table 1: List of measures used to evaluate Consumer Engagement

Constr ucts	Measures
Vigor	I can continue using this online shopping platform for very long periods at a time.
	I feel strong and vigorous when I am using this online shopping platform.
	I continuously surf in this website if things doesn't go well or I cannot find the specified

	product
	I feel resilient when shopping with this platform.
	I devote a lot of energy to this online shopping platform.
Absorption	Time flies when I am using this online shopping platform.
	I forgot everything when I am using this website.
	I am rarely distracted when using this online shopping platform.
	I am immersed in this online shopping platform.
	My mind is focused when using this online shopping platform.
	I pay a lot of attention to this online shopping platform.
Dedication	I am enthusiastic in this online shopping platform.
	This online shopping platform inspires me.
	I found this online shopping platform full of meaning and purpose.
	I am excited when using this online shopping platform.
	I am interested in this online shopping platform.
Repurchase Intention	If I were to buy products of this category again, I would consider buying from this Online shopping platform.
	The likelihood of me purchasing a product again from this online shopping platform is High.
WOM Intention	I would like to introduce this online shopping platform to others
	I would like to recommend this online shopping platform to others
Customer Loyalty	How many times did you purchase from this app in the last 3 weeks?
	Have you recommended this app to others in the last 3 weeks?

#### IV. CONCLUSION & FURTHER RESEARCH

Consumers get disappointed easily when they are not satisfied. Consumers criticize on the business easily when their trusts are easily broken. Consumers are less willing to forgive. Aggrieved Consumers will more readily criticize businesses in public over poor customer experiences and lack of ability to engage. Despite businesses striving to build relationships with their consumers, consumers do not see it the same way; with most saying they don't have a relationship. We had

overcome this issue over our key findings to establish a good relationship with consumer.

The current study is subject to some limitations. First, we focus only on the relationship between customer engagement and customer loyalty to C2C online shopping platforms. The scope of our study can be expanded to gain a more complete understanding of customer loyalty in C2C online shopping platform. Therefore, future research can include key antecedents of customer loyalty, such as service quality, security in consumer details and more enhanced secure payment and to know the key impacts of consumer in C2C online shopping platform. Second, this study examines the role of customer engagement in a Indian market. Future research can extend the current research model to other C2C, B2C, and B2B online shopping platforms. This may lead to the foundation of cultural bias in the countries.

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