Exploration of The Determinants of Customer Loyalty and its impact on Customer Life Time Value

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Abstract—**Customer Loyalty is an ongoing relationship between customer and retailer. Where customer is willing to purchase goods and services repeatedly from one retailer. The emerging trade and development have increased internet users with the help of the technology and improved E-commerce to next level. The success of any E-retailers lies on the trust and commitment with the customers. Customers start using e-commerce websites and apps if they are technologically advanced and shopping should be like an interesting activity than just click and buy. For any retailer customer loyalty is the greatest achievement which helps them to attain financial goals and sustain the market for long time. By creating customer loyalty retailers can attain Customer Lifetime Value (CLV) which means a customer is willing to pay and consuming good or services for long time. Thus, this study includes the factors of customer loyalty and its impact on Customer Lifetime Value. Analysis was done using SPSS and AMOS.**

Index Terms—**Online Reviews, Customer Loyalty, Customer Lifetime Value, Purchase Intention, Timely Delivery.**

1. INTRODUCTION

In 21st century customer loyalty is growing rapidly with the help of advanced technology. Long term customer commitment leads to companies' success than improving quality of the products and services. Retaining customer is more difficult than attracting new customer. So, its customer retention plays a vital role in any organisation. Marketing also helps in retaining customers. It's very important to track customer loyalty as there is a constant arrival of new players in the industry (Nasimi, A. N et., al., 2018) E-retailers need more information about customers adopting AI in online shopping loyalty and trust is achieved. AI is helping to raise online shopping and frequency as the importance of cost and time has become more valuable in recent times. So online shopping is more convenient way to purchase products. (Nagy, S. and Hadjú, N., 2021.) Customer Loyalty is an important factor in sustaining competitive advantage and long-term profitability for businesses across industries.

2. LITERATURE REVIEW

Reviews
E-commerce platforms like Amazon, Flipkart, Alibaba, act as digital word of mouth (E-WOM), shaping trust, perceptions, and consumer behaviour in significant ways (Chevalier & Mayzlin 2006) Online reviews help for potential buyers. When consumers cannot physically evaluate products, they rely on peer experiences to reduce uncertainties. (Park, Lee, Han, 2007). Studies show that positive reviews can increase purchase intentions, while negative reviews can delay in sales or reduce sales of particular product. (Zhu & Zhang, 2010) "Detailed reviews increase cognitive trust and are especially valuable for complex purchase decisions" Longer and more detailed reviews will be more helpful for high involvement purchases (Mudambi & Schuff, 2010). A large number of reviews can signal product popularity and reduce perceived risk. Reviews play important role in online shopping. Reviews will boost sale and sometimes negative reviews can have a negative impact on customers. (Baueister ae., al., 2001) Usually mix of reviews is often considered as more authentic than uniformly positive feedback.

3. NEED FOR UNIQUENESS

NUF drives consumers to seek differentiation from others, influencing their purchasing behaviour, particularly in online shopping. NFU has basically 3 dimensions, firstly seeking original and self-expression through product selection, secondly opting for products that deviate from mainstream preferences. Lastly avoiding products that resembles those of others. These dimensions significantly influence consumers' clothing selection criteria and brand switching intentions. (Tian, K. T., et., al., 2001). Research Indicate that NFU positively correlates with impulsive buying behaviours, especially among younger consumers like Generation Y also known as millennials and Generation Z customers. These consumers often exhibit a tolerance for higher prices when purchasing unique or rare fashion items online. using such products enhances their self-image and social identity. NFU influences both direct and indirect impulsive buying, with price acting as a partial mediator. (Prentice, C, et., al., 2025)

4. TIMELY DELIVERY

Timely Delivery is an essential factor in online shopping, it will directly influence customer satisfaction, loyalty and repurchase intentions. As e commerce grows, customer expectations for fast, reliable, and transparent delivery have increased substantially (Chopra & Meindl, 2016) Studies have consistently shown that delivery speed is among the top priorities for online shoppers. Consumers rate delivery time as a key determinant of service quality in online retailing (Hsiao 2009). From a logistical perspective, the ability to ensure timely delivery depends on various factors including location of the product and estimated date of delivery (Hubner et., al., 2016) Further, expectations around delivery have been reshaped by dominant players like Amazon, whose fast delivery models have set new industry standards. (Agatz., et., al., 2008) These practices create pressure on smaller retailers to improve their logistics capabilities or partner with third-party logistics provider (Huang and Van Mieghem 2014) sometimes delay in delivery often lead to negative perceptions of the overall shopping experience, reducing customer trust and increase in cancelling an order or retuning the products (Yang, Z, et., al.,2001)

5. PURCHASE DECISION

Unlike traditional retail, online purchase decisions require consumers to rely on digital information, making trust and perceived security pivotal in reducing uncertainty (Gefen, Karahanna 2003) Several studies has emphasize satisfaction in e-retailing, where consumer must trust both the platform and the product quality without any physical inspection (Kim, Ferrin, et., al., 2008) Trust is shaped by website design, customer reviews, clear policies and reputation(McKnight, Choudhury et., al., 2002) website quality- including ease of navigation, information accuracy, and loading affects the consumer purchase intention. Price and promotional offers remain key drivers in the online purchase decision. Consumers are highly price-sensitive in e-commerce due to easy price comparison (Huang, et., al., 2006) beyond prices, beyond personalized marketing and product recommendation have gained importance in influencing buyer choices (Ghaziri, et., al., 2020). Social influence, such as online reviews and ratings, is another critical element shaping purchase decisions in e-commerce. Positive reviews can significantly enhance purchase intention by reducing perceived risk. (Chevalier & Mayzlin, 2006)

6. CUSTOMER LOYALTY

Customer Loyalty is long term success for any e-commerce business, with high competition and low switching costs online, retaining customers has become more challenging but also more important than ever including customer satisfaction, trust, personalization and technological engagement. (Anderson and Srinivasan, 2003), It is is a well-established antecedent to CL. In e-commerce, satisfaction also deals with usability of the website, transaction ease, delivery performance and customer service (Szymanski 2000). Trust reduces perceived risk, which particularly important in an environment where customers cannot physically examine products, Customer loyalty is built through consistent performance, secure payment systems, and transparent policies (Gefen, 2000) Most of the times loyalty boost through personalised experiences, such as product recommendation or customised content which helps customer to feel valued (Pappas, 2016) AI powered features like Augment Reality (AR), Virtual Reality

(VR), personal recommendations and customer services contribute to higher satisfaction and loyalty (Lemon and Verhoef, 2016)

7. CUSTOMER LIFETIME VALUE

Customer Lifetime Value (CLV) is the total revenue a business can expect from a customer over the period of time. CLV is important for optimizing marketing strategies, resource allocation, and customer retention. Customers who can raise income constantly for the organisation are referred as profitable customers. "CLV has been divided into Core Relation i.e. Usage Factor (UF) and Fan Identification (FI) and Extended Relation, i.e. Product Merchandising (PM) Word of Mouth (WOM)" Customer Lifetime Value is a critical aspect in relation marketing and is the main factor in evaluating marketing decisions (Abul Hamad et., al., 2021) CLV is also known as allocation of resources for continuous marketing activities in a company with a customer oriented approached (Kumar, 2006). To maximize returns using a CLV approach, businesses can design methods such as optimal resource allocation to determine future products that consumer like to purchase, also business can allocate resources to other projects to bring back the inactive customers or attractive new customers. (Mohammad Ali Siahsarani Kojuri, 2024)
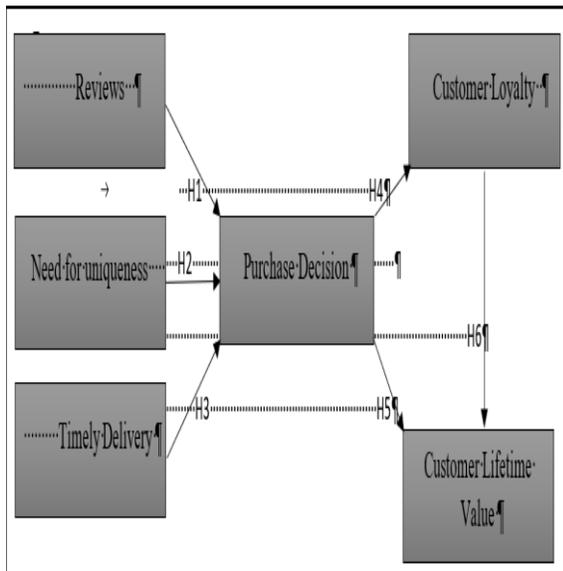

Figure:1 Theoretical model with standardised regression weights

8. METHODOLOGY

For the study secondary data was colllected with a systematic survey pre-tested questionnaire, it was sent to 853 Generation Y customers, in which 506 customeres responses were selected after deleting outliers, customers must have shopped atleast 5 time in the following apps or websites, i,e., Lenskart, Myntra, Amazon, Nike. Snowball sampling and convience sampling method was adopted to collect primiary data . With the help of articles and research papers secondary data was collected. To understnd the diffrernt factors affecting customer loyalty and its impact on Customer Life time Value a structured questionnaire was prepared considering 6 variables i,e., Reviews, Need for Uniqueness, Timely Delivery, Purchase Intention, Customer Loyalty and Customer Lifetime Value and analysied using 5point Likert Scale, rating from "1(Strongly Disagree) to 5(Strongly Agree)". To validate Review 5 items, Need for Uniqueness 5 items, Timely Delivery 6 items, Customer Loyalty 5 itmes, Customer Lifetime Value 7 items and for Purchase Intention 5 items were considered and standard loading factor and construct validity has been analisied. For the current study Conformatory Factor Analysis, Standard path coefficients, Pearson Corelation Matric, Discriminat Validity of the measuremet model and Realiability of the varaiables are calculated and analysed with the help of AMOS Version-20, and SPSS Version-26.

Table 1 Demographic Analysis

Variables	Items	Frequency	Percentage
Age	16-25	148	17.35
	26-35	346	40.56
	36-45	236	27.65
	46 and above	124	14.53
Gender	Male	384	45.01
	Female	416	48.76
	Others	53	6.23
Qualification	Doctorate	27	3.16
	PG	256	30.00
	UG	368	43.14
	Pre-University/Diploma	148	17.35
	High School	54	6.33
Income	Below 25,000	128	15.00
	25,000 to 50,000	341	36.81
	50,000 to 75,000	173	20.28
	75,000 to 1,00,000	117	13.71
	1,00,000 and above	94	11.01
Occupation	Student	134	15.72
	Employed	561	65.76
	Un-employed	158	18.52
Which E-commerce app do you use?	Amazon	393	46.07
	Myntra	182	21.34
	Lenskart	104	12.19
	Nike	98	11.49
	Others	76	8.90

From the above reference table 1 majority of the population is Female with 48.76% and followed by

male by 45.01% and others by 6.23% it shows that female shop more than male and they are very much interested in online shopping. Around 40.56% customers are in the age group of 26-35, which states young customers prefere online shopping. 27.65% are in between 36-45 years. 17.23%, 14.53 customers are in the range of 16-25 years and 46 and above respectively. Around 43.14 % customers are majorly qualified UG, followed by 30.% PG customers, later 17.35% Pre-University, 6.33% High school and 3.16% Docorate respectively. Widely employed customers has 65.76% followed by 18.52% Unemployed and 15.75% of Students respectively. Majority of customers are with income level of 25,000 to 50,000 with 36.18% followed by 50,000 to 75,000 income by 20.28%, later 75,000 to 1,00,000 and Below 25,000 by 13.71% and 15% respectively, above 1,00,000 income level customers prefer shopping less in online with these specific online apps. Majority of customers prefer buying from Amazon with 45.07% followd by Myntra by 21.23%, very few customers prefer buying from Lenskrt, Nike by 12.19% and 11.49% respectively. Others onile shopping apps include 8.90% of customers

Table: 2 (CFA) Confirmatory Factor Analysis

Measures	Name	Results
GFI	Goodness of Fit	0.956
AGFI	Adjusted Goodness of Fit	0.985
CFI	Comparative Fit Index	0.963
TLI	Tucker Lewis Index	0.972
SRMR	Standardized Root Mean Squared Residual	0.045
RMSEA	Root Mean Square Error of Approximation	0.028
χ^2 /df	Nominated Chi Square	2.186
χ^2	Chi Square	1630.8

From the above table 4 CFA is analysed these indicates assess the data and model fit, to compare them to cut off values helps in determining if the model is a good fit. Normed Chai Square of 2.186 is acceptable range (less than 3) representing a good fit. AGFI is 0.985 and GFI is 0.956 both are well above threshold 0.90, directing a good fit. Further CFI and TLI 0.963 and 0.972 respectively indicating perfect fit as the range is above 0.95. RMSEA is much lower than the threshold of 0.08(0.028), which suggest a good fit, SRMR is 0.045 is below the cut off of 0.05, indicating a good fit as well. These above results conclude the model is fit and the data is well, as all the indices fall within the acceptable ranges.
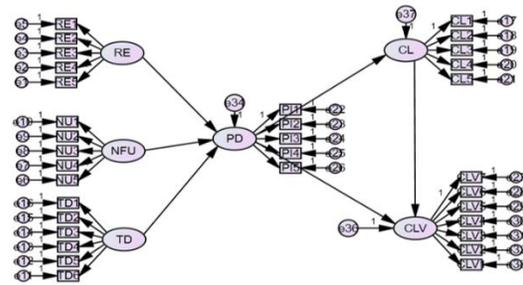
Figure:2 Theoretical model

Table:3 Reliability Measures

Latent Construct	Items	Standard Loading Factor	Consruct Validity
Review (RE)	RE1	.693	0.934
	RE2	.842	
	RE3	.830	
	RE4	.854	
	RE5	.847	
Need For Uniqueness (NU)	NU1	.685	0.937
	NU2	.842	
	NU3	.835	
	NU4	.834	
	NU5	.862	
Timely Delivery (TD)	TD1	.692	0.945
	TD2	.851	
	TD3	.863	
	TD4	.852	
	TD5	.857	
	TD6	.857	
Purchase Decision (PD)	PD1	.719	0.938
	PD2	.827	
	PD3	.836	
	PD4	.846	
	PD5	.821	
Customer Loyalty (CL)	CL1	.700	0.939
	CL2	.832	
	CL3	.833	
	CL4	.830	
	CL5	.843	
Customer Lifetime Value (CLV)	CLV1	.775	0.911
	CLV2	.783	
	CLV3	.790	
	CLV4	.787	
	CLV5	.749	
	CLV6	.779	
	CLV7	.781	

From the above reference table standard loading factors and construct validity for each latent construct, based on a measurement model used in Structural Equation Modelling. The standard loading for Review RE1(0693), RE2(.842), RE3(.830), RE4(.854), RE5(.847) with overall construct validity is 0.934 which is high, suggesting that these items together represent the Review construct high. Need for Uniqueness NU1(.685), NU2(.842), NU3(.835), NU4(.834), NU5(.862) which refers strong indicators of the NU, with overall construct validity of NU is 0.937 which is excellent. Timely Delivery TD1(.692), TD2(.851), TD3(.863), TD4(.852), TD5(.857),

TD6(.857), refers all the indicators with total construct validity of 0.945 which is excellent. Purchase Intention has highest construct validity of 0.935 which is outstanding, with factor loading of PD1(.719), PD2(.827), PD3(.836), PD4(.846), PD5(.821). Customer Loyalty has factor loading of CL1(.700), CL2(.823), CL3(.833), CL4(.830), CL5(.843) and also the total construct validity of 0.939. CLV has total construct validity of 0.911 which is slightly lower than other constructs and standardized loading factor CLV1(.775), CLV2(.783), CLV3(.790), CLV4(.787), CLV5(.749) CLV6(.779), CLV7(.781)

Table:4 Standardised path coefficients

To		From	Hypothesis	Estimates	SE	CR	P	Results
Review	→	Purchase Decision	H_1	0.86	0.105	7.925	**	Supported
Need for Uniqueness	→	Purchase Decision	H_2	1.658	0.182	9.1	**	Supported
Timely Delivery	→	Purchase Decision	H_3	0.354	0.058	3.04	0.83	Not Supported
Purchase Decision	→	Customer Loyalty	H_4	0.795	0.114	6.981	**	Supported
Purchase Decision	→	Customer Lifetime Value	H_5	0.258	0.156	2.586	0.17	Not Supported
Customer Loyalty	→	Customer Lifetime Value	H_6	0.851	0.133	7.025	**	Supported

- Hypothesis 1 – Reviews have a positive impact on Purchase Decision, with a beta (β) coefficient of 0.86, a critical ratio (t-value) of 7.925, and a P-value less than 0.05, indicating a significant positive effect on Purchase Decision.
- Hypothesis 2 – Need for Uniqueness is positively impacting Purchase Decision, with a (β) of 1.658, a critical ratio (t-value) of 9.1 and P-value less than 0.05, indicating a positive influence and hypothesis accepted
- Hypothesis 3 – Timely Delivery does not have a significant positive effect on Purchase Decision. The estimated (β) is 0.354, the critical ratio (t-value) is 3.04, and the p-value is 0.83. Therefore, H_3 is not supported or it is rejected, indicating that Timely Delivery does not positively influence Purchase Decision.
- Hypothesis 4 – Purchase Decision has a significant positive effect on Customer Loyalty as estimated beta (β) of 0.795, a critical ratio (t-value) of 6.981, and a p-value below 0.05, therefore H_4 stating that PD positively influences CLV is supported.
- Hypothesis 5 – Purchase Decision does not have a significant positive effect on CLV. The

estimated beta (β) is 0.258, the critical ratio (t-value) is 2.586, and the p-value is 0.17. Thus, H_5, is rejected.
- Hypothesis 6- CLV significantly and positively impacts CLV with an estimated beta (β) 0.851, a critical ratio (t-value) of 7.025, and p-value is less than 0.05 Hence, H_6 is accepted.
- Overall, four of six hypotheses are suppoeted with (H_3 and H_5) not showing significant resuts.

Table: 5 Pearson corelation matrix

	RE	NU	TD	PD	CL	CLV
RE	.0981					
NU	0.490	0.873				
TD	0.422	0.419	0.709			
PD	0.473	0.513	0.443	0.881		
CL	0.491	0.492	0.471	0.501	0.748	
CLV	0.354	0.342	0.331	0.372	0.372	0.985

With reference to the above table Pearson corelation matrix is analysed, it is calculated to check how variables are corelated with each other. In current study RE is low positively corelated with NU, TD, PD, CL, CLV with the corelation and coefficient of 0.490, 0.422, 0.473 0.491 and 0.354 accordingly. NU is moderate positively corelated with PD with 0.513 and low positively corelated with TD, CL, CLV with 0.419, 0.492 and 0.342 respectively. TD is low positively corelated with PD, CL and CLV with 0.443, 0.471 and 0.331 correspondingly. PD is moderate positively corelated with PD with 0.501, and low positively corelated with CLV with 0.372 and at last CLV is low positively corelated with CL by 0.372. This matrix shows that the highest corelation Is between PD and NU with 0.513 and CL and PD with 0.501, with lowest Corelation coefficient with CLV and TD by 0.342.

Table: 6 Discernment Validity of the data

	RE	NU	TD	PD	CL	CLV
RE	0.707					
NU	0.483	0.715				
TD	0.523	0.557	0.984			
PD	0.342	0.408	0.315	0.774		
CL	0.309	0.422	0.380	0.495	0.767	
CLV	0.305	0.411	0.318	0.465	0.450	0.856

The discriminant Validity of the measurement model, as shown in the table above, is assessed using the square root of the AVE, for discriminant validity to be established, the square root of the AVE must be greater than the inter-construct correlations. According to the data presented in the table, this condition is met, indicating that discriminant validity has been achieved. Therefore, it can be concluded that that data and model are valid and reliable.

9. CONCLUSION

This study states that the importance of customer loyalty in any business. Customer retention is vital than acquiring new customers. Reviews are important key factors which helps customers to make purchase decision. Reviews give information about products in the form of written comments, pictures and videos, posted by customers who already purchased and consumed products. To make more clarity star ratings (From 1 low to 5 High) are also given from which it becomes for any buyer to make purchase decision. Need for uniqueness means the unique and customised products a buyer is willing to buy. Now days Generation Y, Generation Z and Generation Alpha customers are not satisfied with similar products, they required new variety of products and stand out of the crowd, it becomes more challenging for retailers to come up with wide variety of products which are different from their competitors. Then only they can retain existing consumers and attract new customers. Along with offering variety and quality products the delivery experience, packaging, duration of delivery also important, Hence E-retailers like Zepto, Bilkit has come up with 10 Minutes delivery, which delivers FMCG (Fast Moving Consumer Goods) on same day with in less time. It becomes more convenient for customers to make purchase decision. But in the current study Timely delivery is showing a negative effect may be because of customer find delivery makes no change in products and service quality.

Now days customers want quick and fast services as customers schedules are busy and they get less time for making these kinds of decisions, if they are satisfied with the services with E-retailers they stay loyal, commitment to one brand or website. To create customer loyalty in the minds of Customers E-retailers like Zomato has come up with Zomato Gold feature, where customer will access to gold feature to get food without delivery charges, Amazon Prime members will get products on next day, by this unique feature Amazon is capable of managing timely delivery of goods and making customers to stay loyal, this is how E-retailers has to make strategies in completive business world. CLV is important to attain sustainability. If customers stay loyal to one brand it helps retailers long time sustainability.

10. LIMITATIONS

The study completely based on Generation Y customers factors influencing on customer loyalty, further studies can be conducted on Generation Z, to understand their perspective on customer loyalty and its impact on customer lifetime value. This study is limited to Indian context and E-commerce websites like Amazon, Myntra, Nike and Lenskart, products related to fashion. We can also analyse how purchase intention leads to E-trust and E-satisfaction in the minds of the customers, if e-retailers maintain E-trust the it will help acquire wide range of customers in the market and helps in sustain in the market with various competitors. By understanding the advantage of Need for unique products in the minds of the customers E-retailers can come up with many variants in the existing product line and need to improve it. Understanding customers' needs and requirements is essential for every business.

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