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PERSONALISED RECOMMENDATIONS IN ONLINE SHOPPING: HOW IT INFLUENCE CUSTOMER ENGAGEMENT AND SATISFACTION?

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INTRODUCTION

E-commerce has evolved into a crucial component of global retail, as it has undergone significant transformations since the advent of the Internet. The increasing digitalisation of modern life has enabled consumers worldwide to benefit from the advantages of online activities. This shift has fundamentally changed how buyers and sellers interact and communicate in consumer behaviour (Odzic & Ates, 2023).

In the fast-paced digital landscape of today, personalised recommendations are essential for enhancing the customer experience (Mehta Jimit, 2023), and companies are increasingly offering them to customers, suggesting products that align with their specific needs and interests (Ma & Sun, 2020). Through the use of data and technology, businesses can deliver customised suggestions to their customers, resulting in higher levels of engagement and satisfaction.

HOW PERSONALIZED RECOMMENDATIONS INFLUENCE ON CUSTOMER ENGAGEMENT AND SATISFACTION?

The significance of personalised product recommendations becomes apparent through an analysis of customer responses they generate. By suggesting items that align with customers' needs and interests, personalised recommendations help customers make informed product choices. It enhances the shopping experience by offering customers products and services tailored to their preferences, streamlining their search process and introducing them to new offerings they might not have found otherwise (Mehta Jimit, 2023). This, in turn, leads to better decision-making, thereby boosting customer engagement and fostering satisfaction, which is valuable to firms (Tsekouras et al., 2020).

Furthermore, these recommendations also provide personalisation to customers by predicting their individual interests and needs, guiding customers to engage in compelling actions (Rai, 2020). This technique aims to alleviate information overload by offering users highly relevant suggestions tailored to their interests, thereby streamlining their individual search

experiences (Lu et al., 2015). As a result, customer satisfaction with their choices increases, leading to greater loyalty and higher purchase intentions.

In addition, personalised recommendations are transforming how companies engage with customers. By offering insights into customer behaviour and preferences, these recommendations empower companies to enhance their marketing strategies and better target their audience. Odzic and Ates (2023) found that consumers are likely to continue shopping online if their past purchase experiences were positive, and they may hesitate to repeat it if the experience was negative. Thus, the capability of a company to provide suitable personalised recommendations can foster higher levels of customer engagement and satisfaction, thereby enhancing the overall customer experience.

CONCLUSION

In summary, personalised recommendations improve customer engagement and satisfaction by offering tailored suggestions, streamlining the shopping experience, and increasing conversions. It transforms how customers approach online shopping, making it more convenient, introducing them to new products and services, and enabling companies to better understand their customers. This overall enhancement in customer experience can revolutionise interactions with brands and companies.

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