

Research on Customer Retention Strategy in the E-Commerce Environment

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Abstract: *This study aims to explore customer retention strategies in the e-commerce environment to meet the demands of businesses in an increasingly competitive market. With the thriving development of e-commerce, customer retention has become critically important as it plays a key role in maintaining and enhancing a company's customer base and long-term profitability. In this study, we conducted an extensive literature review to understand the concept of customer retention and its significance in the e-commerce environment. We also delved into various customer retention strategies, including customer relationship management, personalized marketing, loyalty programs, pricing strategies, and product and service quality, and proposed best practices. Employing quantitative and qualitative methods, we analyzed real-world data to assess the impact of different strategies on customer retention and discussed the practical implications and managerial recommendations of our research findings. Finally, we suggested directions for future research to further investigate customer retention issues in the e-commerce environment. This study provides valuable insights for both academic research and practical applications in the field of e-commerce.*

Keywords: *Customer retention strategies, e-commerce, customer relationship management, personalized marketing, loyalty programs*