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CUSTOMER EXPERIENCE AND BRAND LOYALTY IN THE ERA OF E- COMMERCE

A quantitative study on consumer behavior in digital
marketplaces

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ABSTRACT

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This research explores the impacts of customer experience and brand loyalty on the effectiveness of the e-commerce platform. It is more crucial than ever for businesses to know what brings customers back, because online shopping is ballooning, and the competition is only getting tougher. Therefore, this paper exclusively focuses on how online platforms can improve their services in order to build more resilient and prolonged customer relationships.

This study is grounded on the Expectation Confirmation theory, which states that customer satisfaction and loyalty are affected based on whether their expectations are met. A quantitative approach was applied using a Google Forms questionnaire. The analyses were conducted through descriptive analysis and correlation to evaluate the data and identify key trends and relationships between customer satisfaction, personalization, and data privacy concerns.

The overall mean score of 2.82 suggests low to moderate customer satisfaction. Personalized recommendations received the lowest rating (mean = 2.44), indicating dissatisfaction and a need for more relevant content. On the other hand, data protection scored relatively high (mean = 4.08), though concerns about data privacy remain. These findings emphasize the importance of improving personalization and maintaining strong data security to enhance customer trust and loyalty in e-commerce

Keywords customer experience, electronic commerce, loyalty, data protection

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1 INTRODUCTION

Our shopping habits have been drastically increasing. The buyer now wants enhanced, personalized services as well as superior products and pricing. Therefore, the customer experience is more important than ever to build brand loyalty. Companies today know that meeting the above requirements is critical to long-term success. "A satisfied customer is the only business strategy of all." As rightly emphasized by Urdea (2021) highlights how customer satisfaction lies at the heart of long-term business success.

The report will examine what drives loyalty and how businesses leverage data to offer personalized experiences. The aim is to help businesses better understand who their customers are, leading to enhanced customer relationships and consumer engagement. Ultimately, this study will provide insight into how electronic business sites can keep customers.

1.1 Background of the Study

The rapid development of e-commerce has altered the way consumers interact with business premises and make shopping decisions, transforming the retail industry of the entire world. More than ever, shopping has gone from a luxury to a necessity. Because the world has shifted to a digital-first economy, customers have changed, and technology has advanced. Luong (2024) states that many companies in different sectors are realizing that providing an excellent consumer service is not just an edge in competition but is essential for their long-term success. Modern consumers are looking for a regular, tailored, enjoyable shopping experience that could boost trust and brand loyalty, in addition to consideration for goods, price, and availability.

And to provide for these ever-higher expectations, a great deal of e-commerce companies is currently working much harder to tailor the shopping experience in a better way for their customers. They are using customer data to show us what the shopper wants and likes, to show more of the relevant products, and to make more personalized offers. It is not just about making a sale but also focusing on making real connections and establishing trust with customers. In the digital age, businesses are scrambling to please their customers, and that means ever-improving service. This is how the ones that are going to grow and flourish do.

1.2 Statement of the Problem

Building and keeping a loyal customer is an extremely hard task in today's expanding digital economy. Despite having all the latest technology and user data, many e-commerce platforms are far from enabling a seamless and engaging experience that truly connects with their clients. Certain problems, like websites that are not clear or slow to reply, or worries about data security, can also easily change a happy consumer into a lost one. Therefore, the distinction may not reflect well over time as the company loses long-term engagement and trust. The research looks into what matters most to online buyers when it comes to customer experience and how those who are engaged in the business of e-commerce can attract and retain their customers through digital tools.

Delivering a consistent customer experience is how most companies will survive an increasingly competitive digital market, characterized by low switching costs and constantly changing customer expectations. Despite the proliferation of digital tools, analytics, and AI-driven personalization, most e-commerce sites continue to miss the mark when it comes to aligning their service offerings with the practical and emotional needs of

their customers. Bendapudi (1997) reveals that "A fragmented shopper journey, decreased consumer satisfaction, and lower brand loyalty, as well it is other potential consequences of strategic misalignment." To help businesses address the disparity between technology capability and customer needs, there is a need to understand the drivers of customer satisfaction in e-commerce applications.

1.3 Objectives of the Study

The focus of this study is to find out what concerns make loyal customers of e-commerce brands in their relationship with the store brands in e-commerce. Jamal & Marri (2007) argue that things like personalized shopping experience, easy-to-navigate websites, responsive customer service, and product quality are the things that keep the customer coming back. Further, this work seeks to understand whether the quality of digital tools, for example, personal recommendations, chatbots, or frictionless online experiences, can build customer sentiments of feeling valued and satisfied.

By addressing the outlined factors above, this research strives to offer actionable insights for e-commerce companies, such as leveraging technology to enhance customer satisfaction and developing a long-lasting relationship with their customers. Besides, in this digital age, getting a customer's trust and allegiance counts. And when any business spends time trying to understand what its customers care about, it can bring to life a shopping experience even more personal or enjoyable as a result.

1.4 Research Questions

Research questions play a key role in steering the course of a study. They help with what is going to be found or known, and they ensure that

the study is organized and is intended to have a point to it. These are some of the questions you have to ask yourself to understand what keeps online shoppers loyal to a brand and how businesses can pave the path to success in the first place.

The main research questions are:

- a. What are the critical aspects of customer experience that influence brand loyalty?
- b. How do digital tools and personalization affect customer retention?
- c. What barriers hinder long-term loyalty in e-commerce?

1.5 Significance of the Study

The importance of the customer experience in e-commerce goes well beyond transactional communication. Raj (2023) exposes that different established physical stores offer in-person communication to customers, and online businesses rely on digital touchpoints such as websites, mobile apps, chatbots, and AI-recommended providers to generate a stronger customer journey. Digital exchanges will affect consumers' preferences, what they purchase, and where they remain loyal or defect to competitors. On the other hand, these days, when things just a click away, which leads to multiple suggestions or options, it has become even tougher to hold on to the existing customers. However, even loyalty programs are increasingly looking past their prime as consumers become wiser and require more engagement, personalization, and quality of service.

Yet despite the heightened attention to customer experience, there are still gaps in knowing the top issues fuelling brand loyalty to e-commerce. Most companies prefer to spend money on destructive communication

strategies and neglect to invest in building long-term relationships. So, what does it take to get customers to want to come back to your site to shop with you repeatedly? Is there enough with the current customer experience plans, or do you need to do more? Moreover, since e-commerce has exploded, it is crucial to examine whether these benefits are shared by all groups or if there are differences in acceptance and satisfaction.

1.6 Scope and Limitations

This study investigates the complicated relationship between customer experience and brand loyalty in E-commerce and provides some practical suggestions on how firms need to adjust their digital strategies to keep customers. According to Oliver (1994) customer experience is an individual and subjective reaction to direct and indirect contact with the company. Second, the research espouses a consumer focus and considers the customers' bases of e-shopping propensities, namely, website design, customization, trust, service provision, and post-purchase actions. The study will also investigate the barriers to delivering an exceptional online experience for businesses and how technology enablers such as AI, data analytics, and omnichannel integration can help in mitigating these barriers.

The practical implications of this topic are as follows: firstly, as the digital transformation gathers pace across industries, businesses must embrace data-centric and customer-focused strategies to differentiate themselves in a highly competitive market. Buttle and Burton (2002) expose that understanding customer needs and motivations can enable companies to successfully refine their approach to engagement, orchestrate an optimal digital experience, and lay the groundwork for ongoing relationships and brand loyalty. More than their academic value, findings

in this study can offer opportunities for industry practitioners who are interested in enhancing their promises to customers.

2 LITERATURE REVIEW

Literature review covers prior research on customer experience, brand loyalty, and the influence of technology on e-commerce businesses. In the digital era of today, companies are aiming at delivering a seamless and personalized shopping experience for customers, ensuring that their platforms are easy to use, responsive, and pleasurable as well. Brand loyalty has further been identified as significant trust and satisfaction, as well as the emotional connection, which makes the customers come and buy again, based on the hypothesis. Bernazzani (2022) states that a literature review is "a comprehensive study and interpretation of literature that relates to a particular topic."

Technology has a huge hand in this, with features like artificial intelligence, chatbots, and data analytics that take businesses to consumers in new and more efficient ways. These innovations not only make shopping easier but foster stronger bonding between the shopper and the seller, increasing brand loyalty. In this literature review, the aim is to explore how the process works out in practice and how there is still a hole to be filled and give an example for the current research to add new knowledge to the e-commerce customer purchasing behaviour.

2.1 Customer Experience

Customer experience is shaped by interactions across various touchpoints and evokes both rational and emotional reactions (Meyer & Schwager, 2007). It is considered a multidimensional construct involving cognitive, emotional and sensory, and behavioral responses that influence customer satisfaction and brand loyalty (Lemon & Verhoef, 2016). In the framework of e-commerce, CX contains website serviceability,

customer support, product accessibility, custom-made references, and post-purchase services.

The development of customer experience in e-commerce can be attributed to the progress in technology, digital transformation, and changes in consumer preferences. Early re-commerce platforms focused mainly on product availability and price attractiveness. However, with the huge expansion in customer-centric business models, companies have implemented tactics such as custom-made shopping experiences, AI-driven recommendations, chatbots for the sudden customer support, and continuous omnichannel incorporation. The key developments such as spontaneous website and app design with easy navigation and responsive designs, AI and big data analytics allow personalized product recommendations, emails, and advertisements, Companies like Amazon have set new values with same-day delivery choices, Chatbots, Virtual assistants and 24/7 support improve engagement and finally user generated content impacts purchase choices and builds trust.

2.2 Brand Loyalty

Brand loyalty is a powerful driver of company success over the long term, influencing customer retention, repurchase behaviour, and brand advocacy. John & Smith (2019) argued that brand loyalty is less about regular consumption habits than a conscious, deliberate, and consistent choice triggered by psychological commitment and positive attitudes. and it derives from psychological and behavioural characteristics around how consumers interact and engage with a brand. Knowledge of these limits assists firms in developing strategies to strengthen loyalty and exploit the commercial benefits.

The emotional, trust, and perceptual factors of brand loyalty are also rooted in the minds of the consumers. At the end of the day, if customers

have an emotional tie to the brand or service we offer, they will continue to support us, even when there are competing brands out there. These are established by way of a trusting previous experience, consistent standard of quality, and a brand message that the consumer feels a connection with or values. According to Caruana (2002), the element of trust is an important factor in this process since customers tend to make repeat purchases from trusted brands, and a warranty is always a clear sign. On the other hand, cognitive reliability enhances brand loyalty. consumers seek to maintain brands consistent with their uniqueness and self-concept. For instance, the likes of Apple or Nike have built strong emotional loyalty by embedding their products in the habits and dreams of people.

Brand loyalty is the behavioural facet that reflects the simulation in consumer behaviours, for example, repeat buying, encounters with loyalty programs, and brand reinforcement. Although some consumers may be repeat purchasers of a brand by habit or by being the best fit, genuine behavioural loyalty always starts from customers actively choosing it over the options available. Switching cost, the shift toward costs also affects behavioural loyalty, when users invest in a brand's network, for example via subscriptions to software or packages of services, as that makes it harder for them to switch to competitors. Dabholkar (1996) highlights that the repeat purchasers frequently serve as brand advocates, sharing the positive experiences they have had through word of mouth and social media, which further builds the brand's competitive position. From a business perspective, brand loyalty is always of high monetary value. Repeat purchasing and continued loyalty as a long-term customer. Loyal customers are those who always come back to shop again and again and are always loyal to stick with a brand in the long run. According to Berger & Nazr (1998), it is more profitable to acquire new customers than to retain old customers. For this reason, customer loyalty is a profit growth strategy. Best of all, loyal customers are the

least price-sensitive, which means brands can maintain premium pricing and minimize reliance on frequent discounts.

Beyond revenue, brand advocates are key to acquiring new customers via organic publicity and to expanding the reach of their markets. Thus, brand loyalty is affected by psychological involvement and brand buying behaviour, as both of them add to the perceived value of a brand. While companies focused on creating emotional networks, maintaining quality, and fostering customer involvement can increase loyalty and insulate long-term success. Understanding and exploiting such dynamics will enable companies to design strategies that strengthen customer relationships and create a potential competitive advantage in the market.

2.3 Technological Tools in E-commerce

In the e-commerce sector, technological support is one of the key factors in revolutionising how businesses network with customers and meet their objectives. Cao & Mokhtarian (2005) emphasize that there is also a dependency on the organisational readiness, the infrastructure, and the perceived benefits of technological tools in e-commerce. One of the most game-changing tools is AI chatbots, providing robot resources for customers to use in real time. These chatbots manage the questions, lead customers down the purchase path, and make personalised suggestions, delivering the full shopping experience through machine learning. They are endlessly able to refine answers, while they get more tailored and accurate as time passes, further solidifying customer service.

The other crucial aspect in e-commerce is personalisation algorithms. They track how customers behave, what they prefer, and even what they have started to browse to readjust product recommendations and contents, making it more relevant to the shopping experience, and increasing conversion rates. Customized experiences not only increase

conversion but also pave the way for more brand loyalty when users feel recognized and understood. Chandrasekaran (2007) argues that the rise of customisation has been an essential feature of an age in which consumers take for granted that businesses will be at their beck and call.

AR has been adopted in e-commerce because it allows customers to virtually try, see, and experience the products before purchasing. For example, customers can see how clothing fits, test furniture in their home, or try on makeup on their skin. The integration of AR is bridging the gap between offline and online, providing transparency on the website, and leading to higher e-purchases. online shopping, enhancing the purchase experience by offering a more spatially intuitive experience, thus enhancing the possibility of an in-store experience through AR. Voice Search and Smart Assistants have also disrupted e-commerce, allowing customers to shop wherever they are, hands-free and in more convenient ways as well. With voice, consumers can now search for products, add items to their carts, and even make a purchase without the need to tap a screen. The technology is particularly timely: It taps into the growing preference for shopping that is more impromptu and convenient and comes at a time when more and more commerce has moved to mobile and smart home devices.

Along with these front-end technologies, companies also rely on tools such as predictive analytics and blockchain. Companies use predictive analytics to project trends, stock inventory, and tweak pricing strategies. Blockchain, for its part, ensures safe and transparent transactions that are key to establishing trust with consumers, particularly international ones. They also bring new efficiencies and capabilities to help businesses become more agile in a competitive market.

The future of e-commerce is being shaped by both of these technological tactics, creating an even more engaging, following, and efficient experience for customers and companies. By combining these tools, sales businesses can survive with competitiveness and stay accommodating for expanding consumer requirements.

3 THEORETICAL FRAMEWORK

This section develops theoretical perspectives that underpin studies into customer experience, brand loyalty, and the usage of technological enablers in e-commerce. It gives shape and structure to what is being studied and how it is studied. This theoretical framework explains why the research problem under study exists.

In questioning models such as the expectation confirmation theory and other customer satisfaction and loyalty models, we hope that we're able to draw a better picture of what keeps customers returning. This is the framework on which our paper is based, and it motivates us to piece together how customer experience satisfaction is associated with long-term loyalty in the online shopping area. This insight will help us understand more than just the needs of customers but also why those needs are so important to meet, and in some cases, exceed, to consolidate long and healthy relationships with e-commerce brands.

3.1 Review of the Literature

3.1.1 Expectation Confirmation Theory

Expectation Confirmation Theory Expectation Confirmation Theory (ECT) was developed by Oliver (1980) and is a widely used theoretical concept in the studies of consumer behaviour. Brown (2008) states that "Consumer satisfaction arises with the confirmation or disconfirmation of pre-arrival expectations regarding a product or service." Surpassing' past performance wants-relates desires between dissatisfaction, when performance is lower than expectations, and satisfaction, when performance meets or exceeds expectations. But when respondents' high level of subjective norm fails to be met, satisfaction will increase and repurchase intention will decrease.

From the perspective of e-commerce development, ECT provides implications on how consumer expectations developed will affect consumer satisfaction with e-commerce and thus their loyalty to an e-commerce website. Consumers bring their preconceived expectations about product quality, transaction integrity, ease of use, and customer service to the task of online shopping. These expectations are shaped by various attributes such as online customer ratings, prior shopping experience, and advertising messages. After a product is bought and used, and after the customer cooperated with the platform, they calculate if the product or service was as expected, better than expected, or worse than the expectation.

When the customer is aware that his or her actual purchase exceeds their typical expectations, for example, the award-winning product, this result is a confident affirmation and higher satisfaction. Tolstoy (2021) highlights that "if the experience is worse than expected because of bad product quality, late delivery, or security fears, then negative disconfirmation will lead to dissatisfaction." The consumer, in contrast, may wish to discontinue use of the platform or seek alternatives. This is the core of our explanation of loyalty towards a brand in the digital era, since as consumer users become more satisfied, they are likely to engage in repurchase behaviours, to recommend the platform to other users, whereas dissatisfied users could spread negative word-of-mouth opinions, negatively affecting the image of the platform.

By associating ECT with investigating customer experience in e-commerce, the current study contributes to understanding how customer expectations are created and the way customer experience substantiates or counters these expectations. The result of this process has a major impact on their subsequent behaviour, for example, repurchase intention and brand loyalty. Comprehending these dynamics is key for

e-commerce platforms seeking to increase customer retention, as it underscores the significance of managing customer expectations during the shopping journey.

At the same time, ECT remains an example of how good communication, transparency, and good customer service can have a positive impact within e-commerce. Those Platforms that ensure that product descriptions are accurate, secure payment methods are available (and on-time deliveries) are already on the way to creating satisfaction, loyalty, and engagement.

3.1.2 Customer Loyalty Models

Customer Loyalty is an essential factor for the successful running of any kind of business, be it small-scale or large-scale. Famous companies and their most loyal customers, Brand Loyalty, and Brand Equity. Several models have been developed to explain how customer loyalty is created, strengthened, and maintained over time. These models illuminate the different stages of the expansion of loyalty, psychological and behavioural characteristics that govern regular purchases, and the impact of customer satisfaction on long-term brand confidence.

One well-known model is the Loyalty Ladder Model, which groups customers according to their involvement with a brand. Tick (2024) defines customer loyalty as a deep commitment to repurchase, even in situations where competitors offer alternatives or circumstances change. Lin (2015) argued that "Argument Null Exception Value cannot be null. It starts with predictions of which new customers should be introduced to the brand but have not yet made a purchase. Once they have made a purchase, they are customers, but they may not be loyal. As they purchase more from the brand and develop a sentiment, they mature into the customer phase." Greater interaction makes them fans, who will actively spread the word of the brand with their testimonials and referrals.

The terminal stage is partners, when the customers experience a deep emotional bond with the brand, and they “do anything” to include it in their daily existence.

The other theory of interest is Oliver’s Four-Stage Loyalty Model, which indicates development from cognitive loyalty to emotional, conative, and behavioural loyalty. During the cognitive phase, consumers make purchase selections on rational attributes such as those associated with price and quality. Rossaman (1985) highlights that “Affective loyalty develops when there is an emotional attachment to the brand as a result of positive transactions.” When clients repeatedly try to purchase from the brand and feel loyal, they are in the conative stage. Action loyalty is the last stage, in which customers would always select the brand even if products or services were of equal specification from competitors. E-commerce platforms facilitate this process by ensuring a competitive price offer at the cognitive level and using tailored experiences and higher customer service quality at the effective and conative level of loyalty. For example, Flipkart enforces loyalty through its rewards mechanism in which customers get reward points for purchases, and this will in turn, lead to repeated buying.

The Attitudinal and Behavioural Loyalty Model differentiates between the two types of loyal customers. Homburg & Christian (2001) state that “Real loyalty occurs when the customer feels loyal and re-purchases. Behavioural loyalty forms on repeated purchasing behaviours on the grounds of convenience, discounts, or availability, whereas attitudinal loyalty involves emotional commitment and strong brand preference. Within the context of e-commerce, behavioural loyalty can be induced by promotions, fast shipping, and lifetime return policies, and attitudinal loyalty requires everlasting engagement tactics, such as brand storytelling, community engagement, and excellent services. Another widely employed model is the Net Promoter Score (NPS) Model that calculates

loyalty according to the probability that clients recommend the brand. Customers will be split into promoters, who are those who promote your brand, passives, who are somewhere in between, and detractors, who will depend on how anti they are toward your brand. Promoters actively recommend the brand to others, whereas passives are content but not deeply connected and are prone to switch. Detractors can be unsalvageable customers who can wreck the brand's reputation. E-commerce businesses often send NPS surveys to understand how customers feel and where they can move forward in terms of their services.

Relationship Model Marketing focuses on the value of dedicated relationships over an exchange relationship. According to Shafiee (2018) "To build long-term relationships that increase the customer Lifetime Value and the brand advocacy." In the place of focusing simply on transactions, businesses battle to make lifelong customers through loyalty programs, personalised recommendations, plus community connections. Subscription-based services like Amazon Prime, focused promotions from Flipkart, and Shopify's customer connection tools demonstrate how e-commerce sites leverage relationship marketing to increase customer retention and lifetime value.

3.1.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis in 1989, is also a general framework for investigating the adoption of technology. Cao & Mokhtarian (2005) explain that consumers are willing to adopt and use technology-based platforms following two main concepts. The first is Perceived Usefulness (PU): The extent to which a consumer believes that using an e-commerce system would enhance their shopping experience, rendering it more efficient, convenient, and useful. Perceived Usefulness (PU). This is how much the client perceives that using an online shopping platform makes shopping more effective, efficient, and valuable. Secondly is Perceived Ease of Use (PEOU), which is the

degree to which the consumer believes that using the e-commerce system is free of effort and easy to navigate when performing transactions. It's referred to as PEOU, or the extent a user perceives an e-commerce website as easy to use and uses it with little effort, which is essential for purchase completion.

These characteristics influence the consumer's Attitude Toward Use (ATU) and behavioural intention (BI) to remain on the platform, leading to the construction of real use behaviour. In the context of e-commerce, TAM provides a useful structure to examine the effect of online user experience on brand loyalty. Perceived Value: If a platform is perceived as valuable, for example, fast checkouts, individual recommendations, maintaining orders, and easy to use (for example, intuitive layout, clear product classification, and payment process), trust will likely be reinforced in consumers to form positive attitudes. This, in turn, cements their intention to repurchase and advocate for the brand.

TAM also conforms to the contemporary e-commerce patterns like artificial intelligence (AI) based customer support, mobile commerce, and transparent interfaces, since the latter enhance perceived usefulness and ease of use. These ethics are further harnessed by companies like Amazon, Flipkart, Shopify, etc., by providing better website application usability, personalized recommendations, and ensuring a seamless shopping experience to facilitate for return customers.

3.1.4 SERVQUAL Model

The SERVQUAL model is one of the greatest extensively used frameworks for measuring service quality. Parasuraman (1988), defined service quality as "the extent and direction of gap (s) between customers' perceptions of their service quality and their expectations for service quality." The model was developed based on ten elements, although refined into five critical dimensions: tangibles, reliability, responsiveness,

assurance, and empathy. These factors help organizations measure the effectiveness of their customer service components and identify areas for improvement to increase customer satisfaction.

The five dimensions of SERVQUAL provide a structural framework for evaluating service quality. Tangibles refer to the physical evidence of the service, for example, facilities, staff, equipment, etc. Reliability is the ability of a service provider to consistently provide the promised service exactly when expected. Clemons (2009) mentions that Responsiveness is the willingness of employees to help customers and to provide prompt service. Assurance is the degree of confidence, trust, and respect that employees convey to customers. With empathy, we mean the amount of personalized care and service a firm offers to its customers. By measuring service quality along these dimensions, firms can pinpoint performance gaps and act to enhance the quality of service to the customers.

The SERVQUAL model has been widely used across several sectors, such as banking, health, hospitality, retail, and telecommunications, given that it provides a systematic approach for assessing service quality. But the model has also been criticized for being subjective because customer attitudes can vary widely depending on personal background, cultural factors, and industry values. Furthermore, several researchers argue that SERVQUAL is more appropriate for services than goods-based ones. With these limitations in mind, the model continues to be a useful instrument for service organizations that aim to enhance service quality and customer satisfaction through data-based insight

3.2 Conceptual Framework

This research attempts to understand how customer experience is related to brand loyalty in e-commerce. In this context, with a conceptual

framework and theoretical foundation that includes three robust models, namely ECT (Expectation Confirmation Theory), TAM (Technology Acceptance Model), and the SERVQUAL Model, which explains the main factors affecting customer satisfaction of customers and ways this satisfaction will lead to brand loyalty. The SERVQUAL model measures service quality in five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These are what form a customer's service perception, which is directly related to e-commerce experiences.

According to the Technology Acceptance Model, users' perceptions of the usefulness and ease of using an e-commerce site are associated with use. The deeper your platform helps your customers achieve their purchase journey goals, the better the user experience it will offer. The Expectation Confirmation model explains customer satisfaction by the comparison of previously formed expectations to the actual outcome. Confirmation happens when performance by a platform meets or exceeds these expectations, and then it results in the customer's satisfaction.

In such a context, the service quality, platform usability, and expectation confirmation jointly affect the customer satisfaction that acts as a main intermediary variable. Superior service will increase your chances of creating loyal customers who will not only return for future purchases but who will also refer others to the site.

3.3 Summary of the Literature Review

The literature has emphasized customer experience, brand loyalty, and the influence of technology in current e-commerce. It demonstrates that creating long-lasting relationships is achieved by delivering a personalized and consistent experience that is also interactive. The definition of customer experience is multi-dimensional with behavioural, emotional,

and cognitive aspects. Easy-to-use website and customised services, and a responsive helpline are some of the features that reinforce it.

The behavioural one and the emotional, such as trust, perceived value, etc. It is the one that is created by both the behavioural one, such as repeat purchase, participating in loyalty programs, etc, and by the emotional one. which is emphasized as an important aspect of the company's success. Linrud (2004) reveals that emotionally attached customers are more likely to stay with a brand and recommend it to others, offering a competitive edge for firms and increasing the customer lifetime value.

New technologies, such as voice assistants, augmented reality, blockchain, AI chatbots, customization algorithms, and predictive analytics probably revolutionizing the e-commerce industry. It is these technologies that the companies have at hand to work with the service efficacy, the personalization, and the trust, to remove those shortcomings perceived in online purchasing processes. The literature points out facets to be overhauled yet clearly states that to meet the overall tailoring customer's expectations, irrespective of the existing advancements, would be very insufficient. This review lays the groundwork for the current investigation into the antecedents of e-commerce brand loyalty in terms of customer experience.

4 RESEARCH METHODOLOGY

According to Saunders et al. (2019), research methodology involves a systematic analysis of methods that are essential for advancing knowledge within a specific field of study. It consists of the principles, processes, and techniques that are used by researchers to analyze, collect, and understand or test a hypothesis. The purpose of this research methodology is to make sure that the research process is clean, reproducible, and systematically valid.

It is very important because it leads the researcher to the appropriate use of exact approaches to collect all the data and make sure that the research is relevant and objective. It offers a framework for conducting research in a self-controlled and methodical way, which ensures that the results gained are dependable and can be used to form conclusions or recommendations.

The methodology used in this study includes quantitative methods. This method has its own set of methods and tools. This method frequently includes numerical data and statistical analysis. Research methodology also includes selecting the most suitable research design, which may be investigational, descriptive, correlational, or exploratory. All design depends on the purpose of the study. Finally, a well-defined methodology is critical for the success of any research. And it may strengthen the research design, data collection, and analysis, also making sure that all available results are valid, ethical, and credible.

In this research, the selected methodology is designed to explore the relationship between customer experience and brand loyalty in the e-commerce sector using a survey-based quantitative approach. This methodology will help to guide the research procedure of collecting data, and it ensures that the research purposes are met while following the validity, principles of reliability, and ethical standards.

4.1 Research Design

In this study, quantitative data were collected to provide quantifiable ideas of brand loyalty and customer satisfaction. Reichheld (1990) defines "research design as a plan or proposal to conduct research, involving the intersection of philosophy, strategies of inquiry, and specific methods." The main choice is to identify features that show statistically significant correlations between a wide range of characteristics, which include website accessibility, customer support, and data privacy issues. All these features affect customer happiness and loyalty in the e-commerce industry, leading to the use of quantitative data. The data was permissible for clear proof of identity of designs and trends among diverse demographic groups and provided the basis for hypothesis testing.

The survey was sensibly intended to capture all applicable features of the customer experience and brand loyalty. It was divided into five sections, such as demographic information, including all the questions related to age, gender, and regularity of online shopping. These might help to analyze how these features influence satisfaction and loyalty. Secondly, Customer satisfaction is like a set of Likert scale questions to measure satisfaction with features such as website navigation, product availability, and delivery times. Thirdly, Questions that measure the probability of repeat online purchases and the recommendations, which are the main pointers of brand loyalty. The next are questions that evaluate respondents' level of anxiety based on online data privacy and how this disturbs their shopping choices. Finally, an open-ended question that allows the participants to share their extra insights or recommendations for modifying the e-commerce experience.

The Likert scale used in the survey allowed a nuanced understanding of respondents' satisfaction levels and also their loyalty behaviors. The demographic questions permitted the division of the data to analyze how diverse groups might give priority to the several features in their shopping experience.

4.2 Population and Sample

The respondents provided insights into the minds of those who would like to shop online actively, and what their habits are, why they prefer shopping in certain ways, and what is their overall experience with e-commerce. Also, make sure that the questions asked in the survey are easy to understand and respond to uniformly. A small trial run was conducted with a test group. Their feedback helped to refine the wording and the flow of the survey to make sure that it was better clarity.

Using Google Forms, we generated the final version of the survey for easy, electronic distribution and collection of the shoppers' responses. The link to the forms was distributed through social networks such as email, Facebook, Instagram, and e-mail to a broad and diverse demographic of online shoppers. A convenience sample was applied to the survey as it was voluntary participation. This means that answers came from those who were able and willing to participate. This poll was left open for 3 weeks, and some friendly reminders were emailed out during that time to encourage participation. A total of 108 responses have been received to ensure the reliability and validity of the result, while incomplete or unclear responses were removed prior to analysis.

4.3 Data Collection Methods

The information used in this research was obtained from a questionnaire. A commonly accepted technique described in quantitative research is considered acceptable for obtaining sufficient large-scale information. A standard survey was chosen to guarantee consistency between responses and facilitate the analysis of the results. The distribution of the survey was done online through Google Forms, an easy-to-use and easily accessible application. It did so in this manner, which was authentic and could easily have a wide reach.

The population in this study was an independent sample who are regular online shoppers who were the recipients of the survey. This convenience sample of participants was selected also due to being cost-efficient and time economical, but the generalizability is relatively low. Email and social media reminders were dispatched to stimulate response during the 3 weeks of the survey. Respondents who regularly make online purchases from e-commerce websites are part of the sample to ensure that they provide relevant feedback for the study.

4.4 Data Analysis

Two primary methods of data analysis were used to investigate the inter-relationship of Customer experience and brand loyalty in the context of e-commerce. This can be divided into two aspects: descriptive statistics and the other is correlation analysis. Kemp (2018) describes descriptive statistics also allowed descriptions of the responses gathered from the survey by their frequency, mean values, and patterns in the data as an easy way of seeing what was most obvious to the respondents or occurred to them when they shopped online. Mediation analysis subsequently explored associations between different factors. Particularly, it was explored whether those who were satisfied with their shopping visit also felt more loyal to the store.

Based on Pearson's Correlation, quantitatively assessed the degrees of relationships among satisfaction, trust and loyalty for analyses of these relationships in an e-commerce setting. This analysis helped arrive at a profound conclusion as to what drives returning users on online stores.

4.5 Ethical Considerations

Ethical responsibility has become a central factor in all of this research on customer experience and brand loyalty in the e-commerce context. Because the research was about personal opinions and online shopping

use, it was essential to be sure participants felt they were in a socially safe and respectful space throughout the study experience. Before administering the survey, participants were also provided with an explanation of the purpose of the study, the reasons that their participation was important, and how their responses would be used. They were also reassured that participation was voluntary and that they could decline to answer any questions or cease taking the survey at any time with no explanation required.

For privacy reasons, no personal or sensitive data, names, contacts, etc, were gathered. The questionnaire was completely anonymous and treated confidentially, and for this thesis, the data was used. The information was stored confidentially and not shared with anybody else. Care was also taken in asking the questions, which were all phrased in an easy, logical, and inoffensive manner so that no respondent would feel embarrassed or pressured. The idea was to give people a place to tell honest, uncensored stories about their experiences with and thoughts on online shopping.

The study was conducted with an ethical review from Vaasa University of Applied Science, which helped to make the process polite, safe, and conducted according to good research practice. This study intended to reflect an ethical value by honestly engaging participants in the process, not only as a source of valuable knowledge, but also as partners throughout the research journey.

5 RESULTS

The survey responses were a good snapshot of how people feel about their online shopping experiences. The average for most of the participants was smack in the middle, not exactly happy, but not so anxious either. A handful of the respondents mentioned problems such as late deliveries or being sent the wrong products, though those problems did not appear to be routine. All in all, it looks as if online shopping is perfectly serviceable for many but not always seamless or entirely satisfactory.

One thing that it found was how many people did not find the product recommendations they were receiving very helpful or relevant. This contributed to a more impersonal shopping experience for them. On the other hand, many respondents were concerned about data privacy. A lot said they did not know how the platform was using their data, and that made many feels awkward in dealing with the platform These results demonstrate that while folks might like to shop online, there is a lot more that businesses can do to make the experience a more trustworthy and pleasurable one for consumers.

5.1 Presentation of Data

The findings are presented in terms of each survey item. For a better understanding, the responses are illustrated with charts and graphs. This facilitates the visualization of the patterns, preferences, and perspectives of the respondents. The findings are grouped into essential dimensions concerning my area of interest, such as customer satisfaction, online shopping trends, data privacy concerns, and online loyalty in a recent e-commerce study.

Respondents were asked to choose their age category, the findings reveal that nearly half of the respondents fall in the 18-24 age bracket, which proves that the youth segment dominates the online shopping

scenario. There is also a large component of the 25-34 in there, which probably indicates that 18–24-year-olds are not the only ones using online shopping; a few middle-aged and elderly individuals are also included. The distribution of responses is shown in Figure 1.

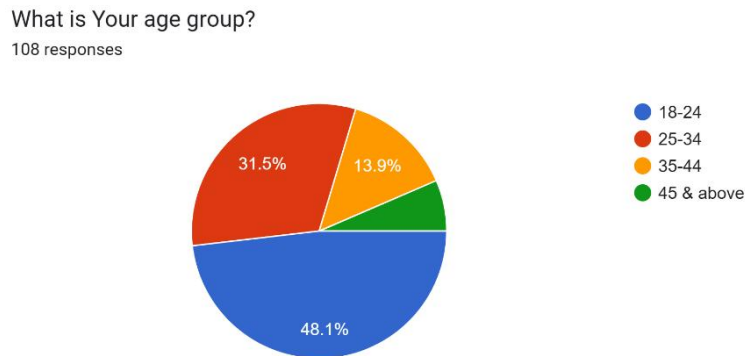


Figure 1. Age Group of Respondents

The gender of the participants is illustrated in Figure 2. The sample is also tilted towards females rather than males, perhaps reflective of the balance of sex participation in online shopping. None of the participants identified as a member of the 'other' gender category. This indicates that the volume of shopping on the internet is appealing for both male and female users, and it is unfortunate that respondents for this survey could only be male or female.

What is your gender?

108 responses

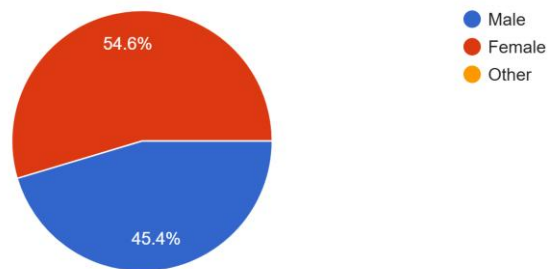


Figure 2. Gender distribution

The survey asked participants how many shopping trips they make online. Most of the respondents occasionally or monthly shop online, as it is depicted in the outcome. Regular online shoppers are a minority, which means that online shopping is not a daily or weekly behaviour for the Majority.

How often do you shop online?

108 responses

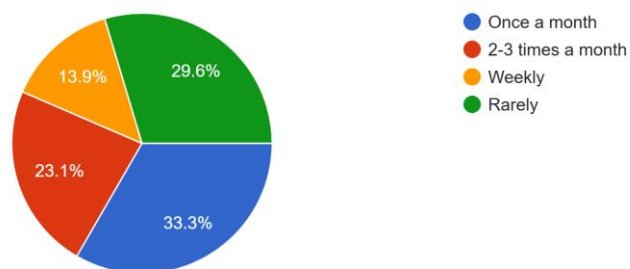


Figure 3. Online shopping frequency

The questionnaire asked consumers which platform they would prefer to use for e-commerce. The favourite platform is Amazon, with more than half of all respondents. A significant number also chose "other," which may reflect the use of local or niche platforms. With eBay and AliExpress show lower popularity in this sample. This is shown in Figure 4.

Which e-commerce platforms do you use the most?(Select all that apply)
108 responses

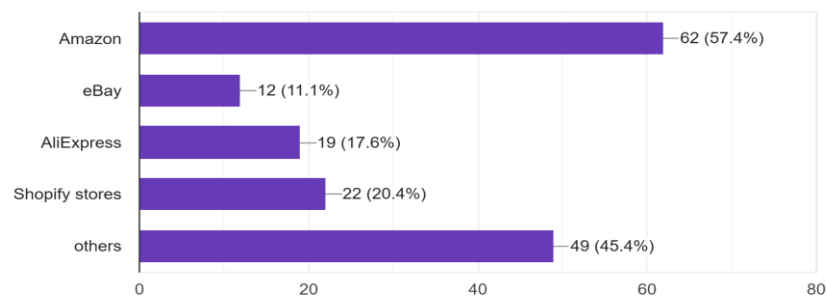


Figure 4. Preferred E-Commerce Platforms Among Users

Regarding In terms of general satisfaction with shopping via the Internet, the respondents in general reported a moderate 3 or low 2 satisfaction. Only a few are being rated highly, 4 or 5. This suggests that even though consumers shop online, there is still some opportunity to improve their overall satisfaction. Figure 5 presents the relative frequency of satisfaction ratings.

How satisfied are you with your overall online shopping experience?
108 responses

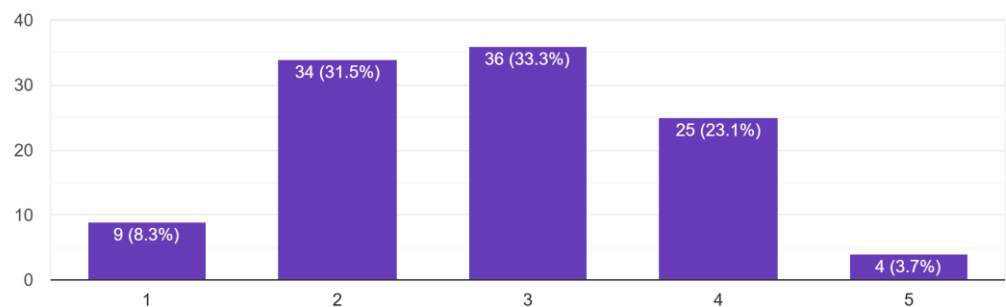


Figure 5. Frequency of Satisfaction

How often do you have problems when shopping online? Most users have never had any problems, although just over a third report them occasionally. This means that the customer service logistics or product quality issues are still an issue for a great many users. Figure 6 shows at

what frequency the respondents face these problems. Such results suggest that the logistics system needs to be further reinforced, and the quality should also be examined repeatedly. Meeting these pain points can result in high customer satisfaction and gaining loyalty.

How often do you experience issues with online shopping (e.g., late delivery, damaged products, poor customer service)?

108 responses

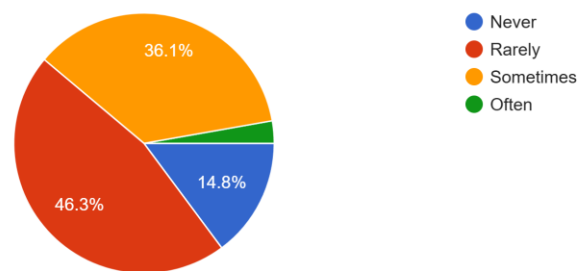


Figure 6. Frequency of Experiencing Issues During Online Shopping

The Factors determining repurchase intention from the same online store were also discussed. Primary is the offer or price, followed by product quality, for which he or she is visiting your store. Few respondents believe brand image and service are major principles that influence their buying again. These key drivers are the focus of Figure 7

What influences your decision to repurchase from the same online store?(Select all that apply)
108 responses

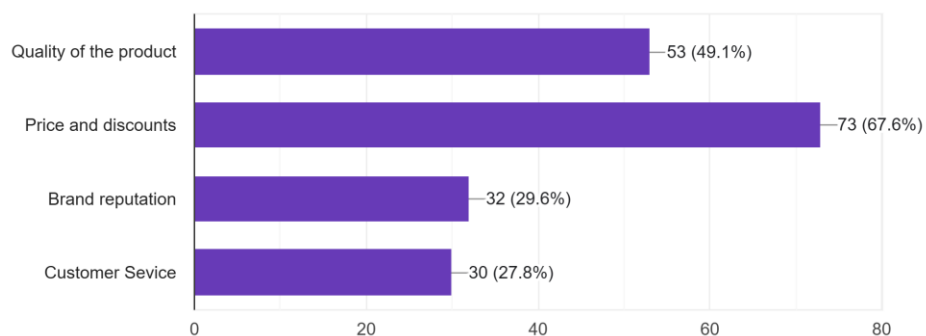


Figure 7. Factors Driving Repeat Purchase on E-Commerce Platform

Most respondents rated personal product recommendations as of low, moderate importance. That indicates that while some care about personalization, many consumers continue to make decisions based on other considerations, such as price and product details. We summarise customer opinions about the necessity of personalised recommendations in Figure 8.

How important is personalized product recommendations in your shopping experience
108 responses

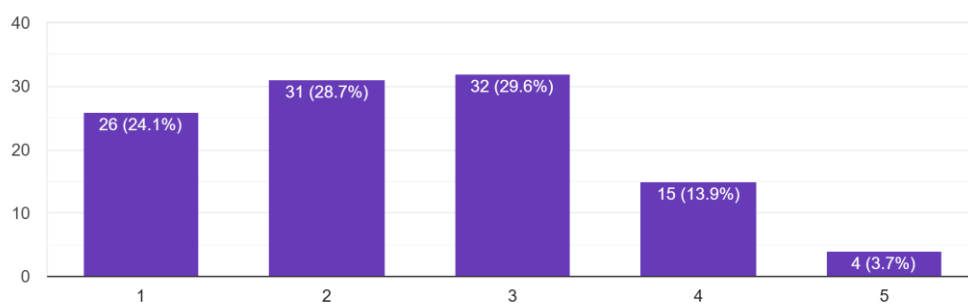


Figure 8. Customer Opinions on the Importance of Personalized Recommendations

Data privacy was a high concern in the survey, with over half of all audience members who participated stating 'I am very concerned about data privacy. This represents that trust and safety are important in

online shopping. Only a minority are unconcerned by the evidence of increasing awareness of the importance of online data security. The severity of these issues is illustrated in Figure 9.

How concerned are you about data privacy when shopping online?
107 responses

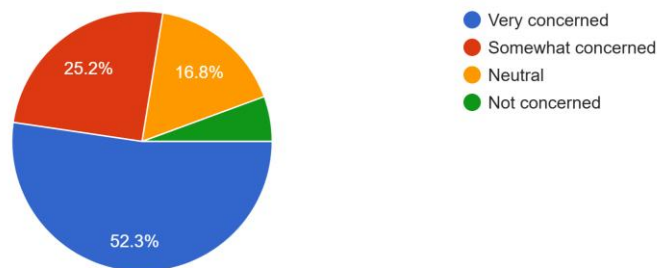


Figure 9. Frequency of Customer Concerns about Data Privacy While Shopping Online

Finally, participants provided feedback to how the online shopping experience could be enhanced. Those surveyed said they want higher-quality products, prices, and faster speed to market. Visual product representation and surprise gifts are also transcendental recommendations for increased shopping gratification. Results are shown in Figure 10.

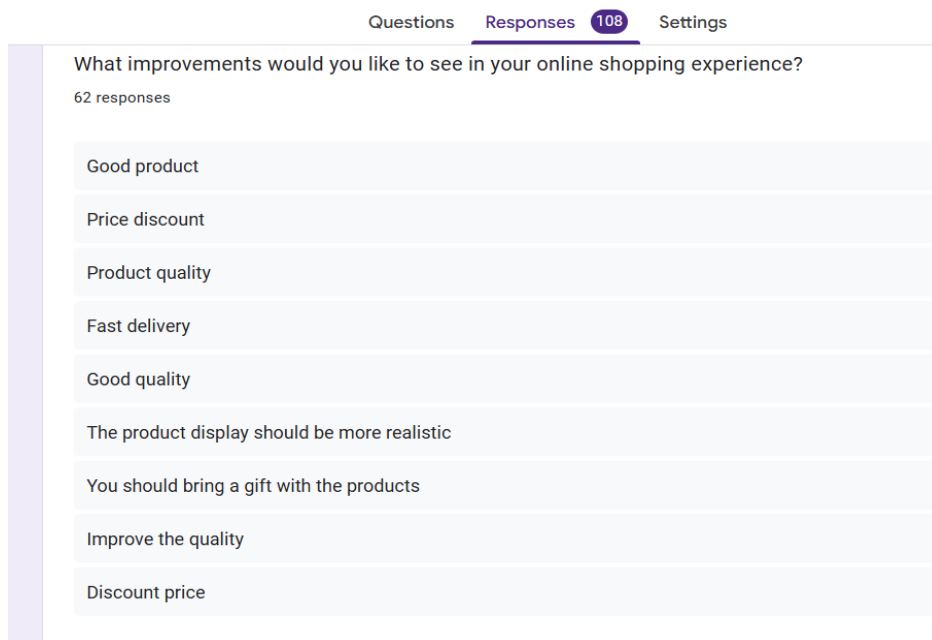


Figure 10. Customer Suggestions for Improving the Online Shopping Experience.

5.2 Descriptive Statistics

These techniques serve for the specification of the mean, variance, and distribution of data. Its roots can be traced back to early statistical work, including contributions from leading practitioners such as Sir Francis Galton and Karl Pearson in the late 19th and early 20th centuries. Descriptive statistics also comprise visual representations such as histograms, bar charts, and pie charts, which, in addition, aid in making the data easier to comprehend and parse. It aims to present the facts in a way that does not predict or generalize about the population.

Aspects related to users and experience with e-commerce platforms were explored through four variables like Satisfaction, Problems encountered, Personalized recommendations, and Privacy. Table 1, Descriptive statistics (Mean, Median, Mode, Standard deviation) calculated with Microsoft Excel of user responses across important variables. The satisfaction score average was 2.82, with median and Mode equal to 3 and standard deviation equal to 1.00, which means that many users rate

satisfactory at level 3 in the Likert scale. The narrow standard deviation (1.00) indicates that few responses have diverged widely from each other, and therefore, attitudes are uniform.

For the problems that arise, the average is 2.88, the median and the mode values are 3, and the standard deviation is about 1.21. The mean and Median are around 3, indicating that users face a moderate number of issues. The larger standard deviation relative to satisfaction indicates a slightly broader spread of experience.

Personalized recommendation was rated 2.44 on average, 2 median, 3 mode, with a standard deviation of 1.11, meaning that most users were not satisfied with the personalized factors. 'Maybe it is something e-commerce needs to work on.

Data privacy was a major concern among participants as indicated by the mean of 4.08 (high likelihood), median and mode of 5 (very likely), and standard deviation of 1.02. Most responses hovered around the highest point value, which means users are very concerned about their data privacy. The small standard deviation suggests that the concerns are felt by the sample as a whole.

Table 1. Descriptive Statistics Summary for Key Variables

Statistic	Satisfaction	Issues Faced	Recommendations	Data Privacy
Mean	2.82	2.88	2.44	3.62
Median	3	3	2	5
Mode	3	3	3	5
Standard Deviation	1.00	1.00	1.20	1.50
Sample Variance	1.00	1.00	1.45	2.26
Range	4	4	5	4
Sum	305	311	264	391
Count (N)	108	108	108	108

Descriptive statistics as well as a bar chart were employed to analyse the distribution of the overall satisfaction scores across the gender and shopping frequency of the respondents. Overall, based on the satisfaction level, women appear to report a marginally higher level of satisfaction. Separated by frequency of online shopping, the group that purchases once a month scored highest (61 for females, 40 for males), then those who rarely buy. Weekly shoppers had the lowest total scores, which indicates that shoppers who come three or more times a week may have had the most severely or moderately changed perceptions. This cross-tabulation Figure 12 gives a bit more information about the satisfaction levels in various demographic and behaviour clusters.



Figure 11. Distribution of Satisfaction Scores by Gender and Shopping Frequency.

5.3 Correlation Analysis

A correlation analysis was further carried out in Excel to find out how the various types of elements are interrelated and how they influence the online buying experience. satisfaction, delivering problems, person-to-person referrals, and privacy. These are the most important points that this investigation is focused on. Creswell & Creswell (2018), describe "Correlation analysis is a statistical technique used in quantitative research to measure the degree of association between two or more variables."

The correlation matrix of important competencies and internet commerce dimensions has been described in Table 2. The results revealed a moderate positive correlation between personalized recommendations and customer satisfaction ($r=0.397$), suggesting that customers who receive relevant product suggestions tend to report higher levels of satisfaction. A weak positive correlation was found between certain customer subgroups and satisfaction ($r=0.237$), indicating that while some groups may be more influenced by specific experiences, the overall effect on satisfaction is limited.

In contrast, the analysis showed a weak negative correlation between privacy concerns and satisfaction ($r=0.144$), as well as between privacy concerns and personalized recommendations ($r=0.150$). These findings suggest that customers with higher privacy concerns may be slightly less satisfied and may respond less positively to personalized recommendations. Additionally, there was no meaningful correlation ($r=0.020$) between reported delivery problems and privacy concerns.

Overall, the findings imply that while personalization efforts can enhance customer satisfaction, privacy concern may slightly reduce their effectiveness. Therefore, e-commerce platforms should balance personalization strategies with transparent and secure data handling practices to strengthen customer trust and enhance the overall shopping experience.

Table 2. Correlation Matrix of Key Online Shopping Experience Variables

	SATISFACTION ▾	ISSUES FACED ▾	PERSONALIZED RECOMMENDATIONS ▾	DATA PRIVACY ▾
Satisfaction	1			
Issues Faced	0.27	1		
Personalized Recommendations	0.39	0.095	1	
Data Privacy Concerns	-0.14	-0.02	-0.149	1

6 DISCUSSION

The results of this study reveal how deeply customer satisfaction is tied to loyalty in today's online shopping world. When people feel that their experience meets or even exceeds their expectations, just like when their order arrives on time or the website is easy to use, they are more likely to return and even recommend the platform to others. This reflects the idea behind Expectation confirmation Theory, where satisfaction grows when reality matches or surpasses what we hoped for. Many participants mentioned that quick delivery, simple interfaces, and smooth checkout processes made them feel more comfortable shopping online. These everyday experiences play a big part in building trust and loyalty over time.

Another important insight was just how much trust matters, especially around data privacy and secure payments. Some participants said they hesitate to shop on new platforms because they are unsure if their personal information will be safe. That shows how important it is for companies to be clear and open about how they protect customer data. People also responded positively to personal touches, just like getting product suggestions that match their interests, or quick support when there is a problem. Interestingly, youngsters' hoppers seemed more open to trying new platforms. While older ones stayed loyal once they felt secure. These things remind us that successful e-commerce is not just about technology, and it is also about understanding what makes customers feel safe and valued.

6.1 Discussion of the Results

This study reveals some important insights into how people experience and engage with e-commerce platforms today. Many participants were between the ages of 18 and 34, which highlights the central role younger consumers play in shaping online shopping trends. This group is highly

comfortable with technology and expects speed, ease, and efficiency from digital services, and expectations that businesses need to meet if they want to stay relevant.

Shopping once or twice a month was the most common pattern among participants. This suggests that while online shopping is clearly a regular habit, it has not fully taken over from traditional in-store shopping. Many customers still seem to prefer a mix of both, depending on what they are buying or how urgently they need it. Platforms like Amazon, Flipkart, and AliExpress were named most often, likely because they are trusted, offer a wide range of products, and usually have good customer service and delivery options.

However, the response showed that not everyone is completely satisfied with their online shopping experiences. Many participants reported only moderate satisfaction. These points to areas where e-commerce businesses can still improve. Several people mentioned frustrations like poor product descriptions, a lack of human support when issues arise, and growing concerns about how their data is being used or protected. These are serious issues that can damage trust and discourage repeat purchases.

Interestingly, the results also reflect what customer experience theories like the Expectation Confirmation Theory suggest, and satisfaction is closely tied to whether a shopper's expectations are met. When things go smoothly and products match their online descriptions, customers feel satisfied and more likely to return. When expectations are not met, whether because of confusing applications and unclear return policies, or misleading product details and satisfaction drops, so does loyalty.

In short, the study suggests that building strong customer loyalty in commerce goes beyond just offering fast delivery or flashy promotions. What matters to customers is the basics. Clear communication, reliable products, easy navigation, and respect for their privacy. Companies that get these things right and continue to listen and respond to customer

feedback are the ones most likely to build lasting relationships and stand out in a crowded online market.

6.2 Limitations of the Study

Although this study provides valuable insights into the impacts of personalized recommendations on customer satisfaction in the context of online shopping, some limitations need to be considered. For one thing, the information was collected through a survey, so the results depend on what the people reported about their own experiences and feelings. While these tactics are useful for gleaning insight into what a customer wants, they can also occasionally elicit somewhat biased answers; that is, people might respond the way they think is preferred or not remember their experience clearly.

Another factor to be kept in mind is the composition of the sample. If participants were overall similar. For example, if they were mostly of a single age group or from one location, it could restrict how well these findings apply to other types of customers. So here we have things where the trends are very clear in this group, and they may not look the same in a different group. In addition, the authors focus on the relationship between personalized recommendations, shopping satisfaction. But many other things might affect how happy someone might be when they are shopping online, such as how quickly the order is delivered and how easy their website is to use, and these things were not measured in this study. So, the complete picture may be more nuanced.

Notwithstanding these limitations, the research sets out a solid foundation on which to build the personalisation-customer satisfaction relationship and thus identifies future research opportunities where such an avenue of enquiry may be continued. It underlines the increasing value of personalization in defining the experience of a user and indicates opportunities for companies to generate more loyalty among customers

through personalized content. Although the study provides a concentrated perspective, it paves the way for future work to embrace other salient factors such as website usability, delivery effectiveness, and customer service. Wider trials involving a more diverse range of subjects may be needed to confirm and build on these results. In total, this study provides helpful information and paves the way for more in-depth research in the future.

7 CONCLUSION

The purpose of this study was to examine the effect of customer experience on brand loyalty in e-commerce. The results reveal that easy navigation, product quality, pricing presentation, and delivery speed are matters of great concern to online shoppers. While personally tailored recommendations can be a big motivator, people typically seek to buy elsewhere not because they have received a bad recommendation, but because they value ease and convenience, reliability and a well-maintained environment, and a shopping experience that feels straightforward and low risk. This understanding reminds us that brand devotion is forged by continuous, quality customer experiences.

Though the research was conducted on a narrow set of people with similar backgrounds, it delivers useful takeaways. Perhaps the survey responses are honest views of what customers appreciate, or what they had like improved. One thing is evident: Whenever people feel well taken care of and are happy, that makes them more likely to come back to the same online store. This research provides a springboard for further investigation of what makes customers loyal in a hypercompetitive online market. Future research could study more heterogeneous shoppers and consider new roles e-commerce platforms can play to meet their needs.

7.1 Overview of the Study

In this, it is no surprise that, in a digital world, shopping has shifted online. There is a growing trend of consumers choosing to shop on e-commerce platforms such as Amazon, Flipkart, and Shopify for convenience and variety. The objective of this study is to identify how consumers perceive their shopping experiences online and to determine whether such experiences affect consumers' loyalty to individual brands. To get some answers, developed a survey that solicited the opinions of typical online shoppers. It claimed that he was using data profiling to ascertain

what had led those customers to come back to the same brand, whether it was painless website navigation, helpful customer service, or personalised recommendations. And the extent to which their data is safe. And the feedback from the survey is clear: Having a positive experience can make a difference. If company end users feel valued and supported by the platforms, then perhaps they come back to the same brand, and tell friends about the platform that serves us, while continuing to feel loyal.

The findings of the survey also showed that something simple but strong is going on, with people wanting to be seen, heard, and safe when they shop online. It is not just about getting the stuff you want quickly or having an ever-expanding array of product offerings. It is also about the emotions customers feel when a platform truly cares. Speedy response to customer messages and site ease of use help when buyers can trust, if they can be confident that their information is safe. And so they can make people come back once they establish trust. "They are not just coming back, but they are telling their friends, and they are hanging around, and they are part of the brand's journey."

7.2 Recommendations

The survey results showed that there are a few key steps businesses can take in building loyalty with their customers. For starters, online retailers should ensure that customers are easily able to use their website, and users like to see that sites are fast-loading and easy to navigate. And personal touches, such as suggesting products based on past searches or purchases, also help make customers feel seen. Customer support is just as important. Fast and friendly assistance over live chat and the support line can change an awful experience into a good one. Data privacy was another huge worry. Shoppers are looking for reassurance that their personal information is secure and treated responsibly.

And lastly, listening to customers, drawing them in to contribute feedback, and making changes, accordingly, could cultivate lasting trust and loyalty.

On top of that, the value of loyalty programs and special offers cannot be overstated when it comes to their repetitive business. People love rewards, and offering them through discounts, points, or first picks at sales gives them something to anticipate. It is not just about getting a deal; it's about feeling that you are part of something special. If these benefits are readily accessible and customer wants and needs are conveyed simply, customers are more inclined to return and, in some cases, refer others and become brand advocates.

7.3 Final Thoughts

This research examines the interrelationship between consumer satisfaction, customized experience, and brand loyalty in the present e-commerce scenario. With the continued rise of e-commerce, it is increasingly important for companies to focus on understanding and anticipating the needs and preferences of customers to succeed in the digital space.

The findings discuss several significant antecedents of customer satisfaction and re-purchase intention. Some of these include brand reputation, advertising message, product quality, competitive pricing, and customer service. The findings expose that when it comes to platform choice, the key determinants are trust, value for money, and a seamless experience throughout.

Almost all respondents highly rated personalized product recommendations. This indicates customers value personalized interactions and even prefer them, particularly when suggestions match their history and interests. These personalized touches can make customers feel seen and heard, and can also enhance emotional connection with the brand. When they are well done, these experiences can build trust and help people enjoy the shopping experience. Therefore, users are more likely to come

back and, through word-of-mouth, promote the platform to other potential users.

In conclusion, customer experience and brand loyalty are everything in today's e-commerce world. Companies that concentrate on meeting customer expectations, giving customers personalized experiences, and ensuring security will win customer loyalty for life. In a crowded digital landscape, it has never been more important for businesses to evolve and stay ahead of the curve, to keep those interactions strong while maintaining trust. Let's be real, the bottom line still very much counts.

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APPENDIX: QUESTIONNAIRE

Title: Customer Experience and Brand Loyalty in the Era of E-Commerce

Researcher: Sunitha Pelthas (e2402117)

Program: MBA – International Business Management

Thesis Year: 2025

Purpose of the survey

This questionnaire is part of academic research aiming to explore how customer experience influences brand loyalty in the era of E-Commerce. All responses will be kept confidential and used solely for academic research purposes.

Survey Questions

1. What is your age group?
 - 18–24
 - 25–34
 - 35–44
 - 45 & above
2. What is your gender?
 - Male
 - Female
 - Other
3. How often do you shop online?
 - Once a month
 - 2–3 times a month
 - Weekly
 - Rarely
4. Which e-commerce platforms do you use the most?
 - Amazon

- Ebay
 - AliExpress
 - Shopify stores
 - Others
5. How satisfied are you with your overall online shopping experience??(Scale: 1 = dissatisfied to 5 = very satisfied)
6. What influences your decision to repurchase from the same online store?
- quality of the product
 - Price and discounts
 - Brand reputation
 - Customer service
7. How important are personalized product recommendations in your shopping experience? (Scale: 1 = dissatisfied to 5 = very satisfied)
8. How often do you experience issues with online shopping (e.g., late delivery, damaged products, poor customer service)?
- Never
 - Rarely
 - Sometimes
 - Often
9. How concerned are you about data privacy when shopping online?
- Very concerned
 - Somewhat concerned
 - Neutral
 - Not concerned
10. What improvements would you like to see in your online shopping experience