

Navigating E-Commerce Loyalty: The Role of E-Brand Experience and Mediating Factors in Indonesian Millennial Consumers

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ABSTRACT

The rapid growth of e-commerce has driven advancements in internet technology, attracting consumer attention due to its benefits such as flexibility, broader market reach, lower operational costs, faster transactions, a wider range of products, and overall convenience. E-loyalty is crucial for online businesses because customer retention is directly linked to increased profits, making loyal customers the most valuable asset for any company. Millennials, who are wealthy, educated, and tech-savvy, represent the main group engaging in online shopping. To compete in a crowded market and build lasting customer relationships, marketers are increasingly focusing on enhancing the e-brand experience. **This study** examines the impact of e-brand experience on e-loyalty, with e-commerce in Indonesia serving as a mediating factor among millennials. **An online survey** distributed via social media collected 516 responses, with 438 meeting the criteria of having made at least two purchases within the past three months. **The findings** reveal that e-brand experience significantly influences e-trust, satisfaction, and loyalty among millennial consumers. Millennials trust in an e-commerce brand is strongly shaped by their experiences, which are further reinforced by positive feedback from others. A positive brand experience not only increases brand satisfaction but also fosters a strong desire for repeat purchases. **For e-commerce** platforms, providing excellent customer service and simple, user-friendly processes are essential for building and maintaining customer trust and loyalty.

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1. INTRODUCTION

E-commerce has rapidly expanded, driven by the growing popularity of online shopping [1]. Its advantages over traditional retail such as flexibility, broader market reach, reduced costs, faster transactions, and increased convenience have accelerated this growth [2, 3]. Internet advancements, post-COVID-19 shifts, and the rise of electronic transactions have further encouraged e-commerce adoption [4]. While global studies emphasize privacy concerns as key to e-loyalty, this research highlights that convenience and price sensitivity are more critical for Indonesian millennials, providing a unique regional perspective [5]. As consumers can easily compare products with minimal effort, e-commerce businesses must innovate and strategize to maintain

customer loyalty and remain competitive [6].

Loyalty in the internet space, also called e-loyalty, has attracted many parts of marketing studies itself because customers are the most important assets of the company, customer retention leads to more profits, and buyers through the Internet can easily compare global goods with each other at little or no cost [7, 8]. According to [9], preference and commitment are the general definitions of e-loyalty that are currently in use. These include customers who regularly visit the website, keep an eye on product information, make purchases through it, have a high degree of trust and loyalty to it, and consciously maintain, improve, and enhance the interest or image of the website. As highlighted by [10], e-commerce companies must focus on attracting customers who will stay loyal to their brand. Once e-loyalty is established, it is essential for the company to sustain this loyalty so that customers continue making purchases, remain unaffected by price changes, and provide positive recommendations that benefit the business.

Research by [11] indicates that the shopping experience affects online brand trust in Indonesian e-commerce. Therefore, the online shopping experience is a key determinant of consumer trust, emphasizing that the experience-trust relationship is important in both service and non-service sectors [12, 13]. Previous studies have shown that positive consumer experiences foster ongoing relationships and trust with brands [14, 15]. [16] Describe e-brand experience as the positive interactions consumers have, such as navigating web-based communities and participating in events, along with their perceptions of cookies, the variety and uniqueness of visual elements, and perceived value for money. The concepts of online customer experience [5], website experience, brand experience on the web [15], consumers online flow experience, virtual experiential marketing [17], and online purchase experience [13] are all related to e-brand experience, according to [4]. With the dominance of the millennial generation, studies suggest that millennials do not prioritize brand strength when purchasing goods or services. Nearly 70.2% of millennial consumers are no longer loyal to brands, with only 15.2% remaining loyal [18, 19]. According to [20], millennials are a distinct generation—youthful, well-off, tech-savvy, and socially conscious. They are more self-assured and fashion-focused [21]. Through publications and internet media, millennials explore new fashion trends and relevant information [22]. E-loyalty refers to a consumer's tendency to repeatedly engage with a brand online, a key predictor of sustained customer relationships [23, 24]. As the primary demographic in online shopping, marketers seek creative ways to engage millennials through digital media [25, 26]. Given the significant time millennials spend online, marketers are heavily investing in this area. E-brand experience is crucial in e-commerce as it helps brands stand out from competitors and build lasting relationships [27, 28]. By creating engaging e-brand experiences, fostering trust, and ensuring high levels of satisfaction, businesses can strengthen e-loyalty among the millennial generation [29].

The rapid growth of e-commerce not only boosts business profitability but also aligns with several Sustainable Development Goals (SDGs) [30]. SDG 8 (Decent Work and Economic Growth) is supported by the expansion of e-commerce, which drives economic growth by creating new job opportunities. SDG 9 (Industry, Innovation, and Infrastructure) benefits from the adoption of innovative technologies like AI and personalized customer experiences. By enhancing accessibility and digital inclusion, e-commerce contributes to SDG 10 (Reduced Inequalities). Additionally, promoting responsible consumption and production within e-commerce encourages sustainable consumer behavior, aligning with SDG 12 (Responsible Consumption and Production). These goals underscore the broader societal and economic impact of e-commerce beyond customer satisfaction and loyalty.

The study from [2] emphasizes that personal traits and peer pressure play a substantial role in shaping e-loyalty among millennials. The research indicates that emotional involvement and social approval are crucial factors driving loyalty in this demographic. A study in Malaysia investigated the effects of e-trust, e-loyalty, and e-satisfaction on millennials online purchasing behavior. The results showed that e-trust and e-satisfaction both play a significant role in influencing e-loyalty. Nevertheless, the study did not explore the specific factors that influence millennials or examine e-brand experience as an independent variable in depth. Meanwhile, research on Tokopedia found that positive e-satisfaction significantly contributes to strengthening e-loyalty.

It's worth noting that trust did not serve as a mediating variable in this instance, indicating that satisfaction from interactions may have a greater impact than trust alone. Much of the current research focuses on the connection between e-brand experience, e-trust, e-satisfaction, e-brand love, and e-loyalty within e-commerce contexts [31, 32]. However, there is a clear gap in research, especially in understanding the perceptions and behaviors of the millennial generation. Since millennials represent a significant portion of the online consumer market, it is crucial to study how their interactions with e-commerce platforms affect e-brand experience, e-

trust, e-satisfaction, e-brand love, and e-loyalty. In the rapidly evolving digital marketplace, this study aims to address this gap and provide key insights for developing targeted marketing strategies and improving client engagement. Comparing Indonesian millennials with those from the US, Europe, and Southeast Asia reveals key differences. In the US and Europe, data privacy is prioritized [33], while Indonesian millennials focus more on convenience and price. In Southeast Asia, social factors like peer reviews and influencers drive loyalty, similar to Indonesia. These comparisons highlight that while e-brand experience and loyalty are global concerns, specific drivers vary by region. The study's goal is to understand how e-brand experience influences millennials e-loyalty towards e-commerce in Indonesia.

1.1. Literature Review

1.1.1. E-Brand Experience

Brand experience is defined as the feelings, thoughts, behaviors, and sensations that are elicited during a brand's consumer interactions by stimuli associated to the brand [7]. Because of personal associations and experiences, this feeling is subjective and varies from person to person [34]. The term "E-brand experience" refers to an individual's internal, subjective response to interacting with an online brand [35]. Online presences serve as touchpoints between brands and their clientele. Researchers attention has been brought to the topic by the virtual marketplace's increasing expansion, and online brand experience, or e-brand experience, has developed as a new research area at the start of this century [3]. E-brand experience influences e-trust, e-satisfaction, and e-brand love, which in turn impact e-loyalty [31].

H1: E-Brand Experience has an influence on E-Trust.

In a study by [36] it was found that e-brand experience significantly influences e-satisfaction among consumers. The research indicates that perceived quality, brand association, and e-brand experience are critical factors that contribute to consumer satisfaction in online marketplaces. In a relevant study, [3] analysed the role of e-satisfaction as a mediator between e-brand experience and e-loyalty. The results showed that e-brand experience positively influences e-satisfaction, which in turn affects e-loyalty.

H2: E-Brand Experience has an influence on E-Satisfaction.

According to [37] research, brand experience influences brand love in a favorable way. The study emphasizes that consumers with a positive brand experience are more likely to form strong emotional connections with the brand, which is essential for building brand loyalty. Another study from [31] conducted a study on how e-brand experience impacts e-brand love, which then affects e-brand loyalty. The study found that a positive e-brand experience significantly increases e-brand love. This suggests that brands that offer engaging and meaningful experiences are more likely to build strong emotional connections with consumers.

H3: E-Brand Experience has an influence on E-Brand Love.

1.1.2. E-Trust

E-trust is dominantly defined as the main key to customer confidence in conducting online transactions [38]. In gaining loyalty, of course, e-commerce needs to gain their trust, because on e-commerce websites where transactions are carried out remotely and uncertainty about a product is also great [17]. Customers who have confidence in e-commerce are more inclined to make repeat purchases and are more likely to have a long-term relationship with the e-commerce platform [39]. A study conducted by [2] emphasized that e-trust is the primary factor influencing e-loyalty among Generation Y customers in the context of online purchase. A study conducted by Aitah et al found that trust has a crucial role in influencing e-loyalty in the specific context of online shopping in Jordan [39].

H4: E-Trust has an influence on E-Loyalty.

1.1.3. E-Satisfaction

E-satisfaction is defined as the satisfaction consumers experience when using e-commerce applications. It encompasses various aspects such as convenience, customization, and security. Convenience is a significant factor in achieving consumer satisfaction, as a well-designed and simple site helps consumers find information easily and makes purchasing decisions more straightforward. The study conducted by [40] determined that there is a direct and meaningful correlation between e-satisfaction and e-loyalty. Therefore, as e-satisfaction increases, so does e-loyalty. The study conducted by [41] also shown that when the process of purchasing is convenient, buyers experience higher levels of satisfaction when they encounter no hurdles in obtaining the desired goods.

H5: E-Satisfaction has an influence on E-Loyalty.

1.1.4. E-Brand Love

E-Brand Love defined as a strong bond built through social media with the development or formation of emotions leading to passionate intimacy between consumers and brands [42]. Research by [31] concluded that e-brand love has a significant and positive effect on e-brand loyalty. This means that the higher the e-brand love felt by Go-Pay users, the higher the e-brand loyalty. Most companies have launched products specifically for social media before launching general products in recent years and given social media users the opportunity to buy first. This situation can be used as a strategy that will build bonds between brands and consumers who have e-brand love. E-consumers who love a brand will commit to their brand on social media, thereby creating e-loyalty [31].

H6: E-Brand Love has an influence on E-Loyalty

1.1.5. E-Loyalty

[43] Defines e-loyalty as a customer's good attitude towards an e-commerce company, which leads to recurrent purchase behavior. This positive attitude is an indication of loyalty towards the brand. E-loyalty, as defined by [2, 4], refers to a customer's inclination and dedication to regularly visit a website, access product information, make purchases or avail services through the website, exhibit a strong sense of trust and loyalty towards it, and actively contribute to the website's reputation and appeal. Since internet users can access websites with just one click, customer e-loyalty is very different from the traditional world [44, 45]. The intention to continue to engage with the same e-commerce and recommend the e-commerce to other customers is also referred to as e-loyalty in e-commerce [43].

1.1.6. Research Model

The proposed research model in this study is as follows:

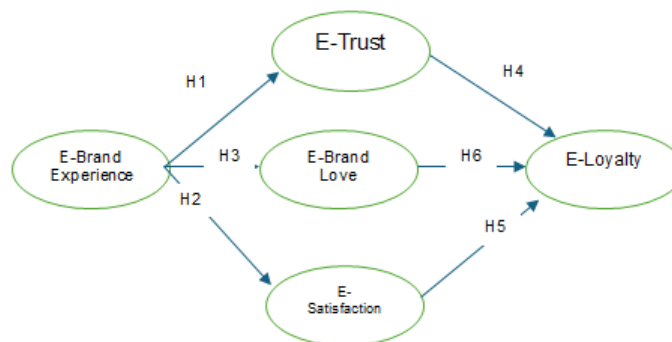


Figure 1. Research Model

The proposed hypotheses in this research aim to explore the relationships between various constructs related to e-commerce brand experience and loyalty. H1 suggests that E-Brand Experience impacts E-Trust, implying that positive experiences with an online brand build consumer trust. H2 posits that E-Brand Experience also affects E-Satisfaction, indicating that good interactions with a brand lead to higher customer satisfaction. Similarly, H3 states that E-Brand Experience influences E-Brand Love, meaning strong positive experiences foster emotional connections between consumers and the brand.

Furthermore, H4 proposes that E-Trust affects E-Loyalty, suggesting that when consumers trust a brand, they are more likely to remain loyal to it. H5 highlights the role of E-Satisfaction in shaping E-Loyalty, where satisfied customers are more inclined to be loyal. Finally, H6 argues that E-Brand Love influences E-Loyalty, emphasizing that emotional attachment to a brand significantly enhances customer loyalty. Collectively, these hypotheses underscore the importance of brand experience, trust, satisfaction, and emotional connection in fostering customer loyalty in e-commerce settings.

2. RESEARCH METHOD

This study focused on four e-commerce platforms: Shopee, Tokopedia, Bukalapak, and Lazada, which are primarily used by the millennial generation [37]. The research employed purposive sampling, targeting

millennials aged 23-42 who had made purchases on at least two of these platforms within the past three months. Disproportionate random sampling was also used to establish quotas across various provinces and cities in Indonesia. The online questionnaires (Likert scale 1-5) were distributed via Google Forms through social media platforms like Instagram and WhatsApp. A total of 516 respondents were collected over approximately two months, with 438 meeting the criteria of having made at least two purchases within the last three months on one of the four platforms. Respondent data were tabulated in Microsoft Excel and analyzed using SmartPLS 4.1.0.0. SmartPLS was chosen for its robustness in handling small sample sizes and its ability to assess complex path models involving multiple constructs, which aligns with the study's aim of exploring the interrelationships between e-brand experience, e-trust, e-satisfaction, and e-loyalty.

3. RESULT AND DISCUSSION

3.1. Respondent Demographic Information

The demographic information of the respondent as follows:

Table 1. Demographic Information of Respondents

Variable	Frequency	Percentage (%)
Gender		
Male	158	36,07%
Female	280	63,93%
Age		
23-27 years old	80	18,26%
28-32 years old	150	34,25%
33-37 years old	125	28,54%
38-42 years old	83	18,95%
Domicile		
West Java	157	38,67%
Banten	46	10,50%
Jakarta	108	24,66%
East Java	43	9,82%
Central Java	24	5,48%
Outside Java Island	53	13,05%
Education		
Associate degree	30	6,85%
Bachelor's degree	249	58,85%
Master's degree	67	15,30%
Doctoral Degree	14	3,20%
Senior High School	76	17,35%
Junior High School	2	0,46%
Employment		
Not Employed	3	0,68%
Entrepreneur	53	12,10%
Freelancer	16	3,65%
Teacher/Lecturer	50	11,42%
Housewife	36	8,22%
State-owned Enterprise Employees	3	0,68%
Private Sector Employees	252	57,53%
Student	4	0,91%
Online Taxi Driver	1	0,23%
Part Time Worker	1	0,23%
Pastor	1	0,23%
Nurse	1	0,23%
Civil Servan	14	3,20%

Variable	Frequency	Percentage (%)
Police	1	0,23%
Professional Cleaning Manager	1	0,23%
Therapist	1	0,23%
Income		
Under IDR 4.000.000	39	8,90%
IDR 4.000.000 up to IDR 6.000.000	79	18,04%
IDR 6.000.001 up to IDR 8.000.000	97	22,15%
IDR 8.000.001 up to IDR 10.000.000	95	21,69%
Above IDR 10.000.000	128	29,22%
Main Online Shopping Application		
Lazada	21	4,79%
Shopee	315	71,92%
Tokopedia	102	23,29%
Bukalapak	0	0%
Number of Purchases/Transactions in E-commerce (last 3 months)		
Two to five times (2-5x)	213	48,63%
More than five times (>5x)	225	51,37%
Budget spending on e-commerce		
Less than IDR 1.000.000	235	53,65%
IDR 1.000.000 up to IDR 2.000.000	127	29%
IDR 2.000.001 up to IDR 3.000.000	42	9,59%
IDR 3.000.001 up to IDR 4.000.000	15	3,42%
IDR 4.000.001 up to IDR 5.000.000	9	2,05%
More than IDR 5.000.000	10	2,28%

The survey findings, as detailed in Table 1, revealed that women were the dominant respondents, a trend supported by the research of [46], which suggests that women tend to make faster online purchasing decisions, often driven by emotional and sensitive responses to online advertisements. The data collected through the questionnaire indicated that all respondents belong to the millennial generation, defined by [47] as those born between 1980 and 2000. Geographically, the study found that the highest share of e-commerce transactions occurred in West Java, with significant contributions from Jakarta DKI, Banten, East Java, Central Java, and other regions outside Java.

The majority of respondents identified as private employees, whose typically busy work schedules make e-commerce a convenient shopping solution, eliminating the need for them to visit physical stores. Table 1 also shows that most respondents were from major urban areas, such as Jakarta and Bandung (West Java), suggesting that the majority earn more than \$10 million per month. This demographic data is further supported by the fact that nearly all respondents had used various Indonesian e-commerce applications. Shopee emerged as the preferred platform for online shopping among respondents, a finding that aligns with research from catadata, which shows that women, particularly millennials, are the predominant users of Shopee [40]. The study also highlighted that, despite earning an average monthly income exceeding \$1 million, millennials tend to prioritize affordable products when shopping online.

The observed consumer behavior in this study reflects a significant shift in purchasing patterns, influenced by various factors such as gender, income levels, and regional access to digital infrastructure. The growing interest in online shopping platforms can be attributed to the convenience and flexibility offered by modern technology, where users can make transactions quickly without having to leave their homes. This is particularly relevant in the context of increasing urbanization and internet penetration in areas that were previously less exposed to digital technology. The digital payment methods, which are increasingly integrated with e-commerce applications, not only provides a seamless and contactless shopping experience but also reduces transactional barriers for consumers who may have been hesitant to use traditional payment methods. As a result, it is no surprise that this trend is influencing broader consumption patterns, especially in urban and suburban regions where access to technology and digital services is becoming increasingly equitable.

3.2. Convergent Validity, Discriminant Validity and Construct Reliability

Table 2. Cronbach's Alpha, Outer Loading, Composite Reliability, and AVE

Variable	Measurement Items	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
E-Brand Experience	EX1	0.717	0.899	0.920	0.591
	EX2	0.746			
	EX3	0.853			
	EX4	0.865			
	EX5	0.797			
	EX6	0.774			
	EX8	0.773			
E-Trust	ET1	0.724	0.909	0.928	0.651
	ET2	0.861			
	ET3	0.842			
	ET4	0.846			
	ET5	0.839			
	ET6	0.836			
E-Satisfaction	ES1	0.876	0.928	0.945	0.776
	ES2	0.851			
	ES3	0.887			
	ES4	0.901			
	ES5	0.888			
E-Brand Love	EBL1	0.898	0.953	0.962	0.809
	EBL2	0.900			
	EBL3	0.898			
	EBL4	0.888			
	EBL5	0.917			
	EBL6	0.895			
E-Loyalty	ELO1	0.866	0.873	0.914	0.728
	ELO2	0.906			
	ELO3	0.886			
	ELO4	0.747			

[48] state that an outer loading value above 0.7 is required for convergent validity. Table 2 shows that most query indicators meet this criterion, except for ET 7 and EX 7, which fall below <0.7 and were thus removed. As per [48], a construct is reliable if its Cronbach's alpha and composite reliability (ρ_c) exceed 0.7, and its AVE is above 0.5. Table 2 confirms that all indicators meet these conditions, deeming the variables trustworthy for further analysis. Table 3 presents the discriminant validity.

Table 3. Discriminant Validity (Fornell Lacker)

	EBL	ELO	ES	ET	EX
EBL	0.900				
ELO	0.804	0.853			
ES	0.835	0.754	0.881		
ET	0.832	0.755	0.863	0.807	
EX	0.727	0.708	0.643	0.691	0.769

[48] Propose that standard metrics be employed to assess the correlation squared between constructs of an AVE construct with the same construct and all other constructs measured reflectively in the structural model, as a measure of shared variance. Every model construction's common variance cannot be higher than its AVE (AVE value $>$ correlation value below it). Table 3 indicates that the variable as a whole may be considered discriminatory if the result above the overall AVE value is higher than the result below.

3.3. Model Fit

Table 4. Goodness of Fit Test

	Saturated model	Estimated model
SRMR	0.051	0.162
d_ULS	1.071	10.596
d_G	0.529	0.935
Chi-square	1.348.716	1.976.667
NFI	0.883	0.828

According to [48], SRMR values <0.06 and Chi-square indigo <3 are necessary for performing Goodness of Fit (GoF). Table 4 Goodness of Fit (GoF) results demonstrate that both presumptions are true. As a result, the model is deemed fit.

3.4. Hypothesis Testing

Table 5. Hypothesis Testing

	Original sample (O)	Standard Deviation (STDEV)	T statistics ($ O/STDEV $)	P values	Conclusion
EX ->ET	0.684	0.685	0.025	26.874	H1 Accepted
EX ->ES	0.638	0.640	0.030	21.440	H2 Accepted
EX ->EBL	0.726	0.728	0.023	31.585	H3 Accepted
ET ->ELO	0.204	0.207	0.056	3.661	H4 Accepted
ES ->ELO	0.163	0.164	0.075	2.181	H5 Accepted
EBL ->ELO	0.498	0.496	0.078	6.388	H6 Accepted

Since all the effects in Table 5 have p-values of 0.05 or less, it can be concluded that they are statistically significant. The first hypothesis (H1) shows that E-brand experience influences E-trust by 68.4%. The second hypothesis (H2) indicates that E-brand experience affects E-satisfaction by 63.8%. According to the third hypothesis (H3), there is a 72.6% correlation between E-brand experience and E-brand love. The fourth hypothesis (H4) reveals that E-trust impacts E-loyalty by 20.4%. The fifth hypothesis (H5) suggests a 16.3% relationship between E-satisfaction and E-loyalty. Finally, the sixth hypothesis (H6) indicates that E-brand love influences E-loyalty by 49.8%.

3.5. Discussion and Implications

The study shows that E-brand experience significantly impacts E-trust (68.4%), E-satisfaction (63.8%), and E-brand love (72.6%), consistent with previous research [31]. E-brand experiences boost E-trust through effective feedback, enhancing consumer confidence. Positive experiences also influence brand familiarity, price perception, and brand happiness [15]. E-commerce platforms can build trust and satisfaction by leveraging tools like FAQs, chatbots, and clear return policies. Personalizing product recommendations, providing real-time chatbot assistance, and optimizing interfaces further enhance E-trust and E-satisfaction. Shopee and Tokopedia demonstrate this with tailored recommendations, 24/7 chatbot support, and simplified checkouts. These strategies improve user experience, foster loyalty, and support SDG 9 (Industry, Innovation, and Infrastructure) by driving innovative engagement solutions.

The study highlights the significant relationship between E-trust, E-satisfaction, E-brand love, and E-loyalty. E-trust influences E-loyalty by 20.4%, consistent with [4] and [14], who emphasize trust as key to consumer loyalty. Similarly, E-satisfaction contributes 16.3%, corroborating [41], who noted that seamless purchases enhance satisfaction. Psychological theories, such as the Theory of Planned Behavior, deepen understanding of how trust and satisfaction shape consumer intentions. IT frameworks like User-Centered Design (UCD) further enhance user experience, positively impacting e-loyalty. Combining these insights allows e-commerce platforms to build trust, engage users, and foster long-term loyalty. This, in turn, supports economic growth (SDG 8) and reduces digital inequality (SDG 10), benefiting more consumers from digital commerce.

Lastly, the study underscores the influence of E-brand love on E-loyalty, with a 49.8% impact, aligning with [31, 49], who found that strong emotional attachment to a brand can drive loyalty. Despite these

strong relationships, the study acknowledges that external factors such as economic conditions, technological advancements, and individual consumer behavior may also play a role. This research contributes to multiple Sustainable Development Goals (SDGs) by highlighting how enhancing e-loyalty can stimulate economic growth (SDG 8), foster innovation (SDG 9), reduce inequalities in digital access and consumer experiences (SDG 10), and promote responsible consumption practices (SDG 12: Responsible Consumption and Production) by encouraging sustainable consumer behavior and improving overall satisfaction with digital commerce platforms [50].

4. MANAGERIAL IMPLICATIONS

Drawing from these findings, several policy recommendations are suggested:

- Enhancing user experience focus on creating seamless and engaging user experiences through personalized recommendations, intuitive interfaces, and responsive customer service. This will boost trust, satisfaction, and ultimately, customer loyalty.
- Building trust through transparency prioritize transparency in operations, such as clear return policies and secure transactions, and address customer issues promptly. Consistency and openness are key to maintaining long-term trust and loyalty.
- Fostering emotional connections develop emotional engagement through personalized marketing, loyalty programs, and exclusive offers. Utilize social media and influencer partnerships to strengthen emotional bonds and customer loyalty.


5. CONCLUSION

E-commerce must explore ways to enhance physical engagement in the digital age. Utilizing AR technology or pop-up stores can compensate for the lack of physical experience. Ensuring visually appealing and user-personalized branding strategies remains essential. Continuous innovation is needed to harmonize physical and digital experiences. To build trust, e-commerce must focus on consistent service, transparency, and prompt responses to issues. Trust is crucial for long-term customer relationships. Additionally, maintaining high customer satisfaction requires an ongoing effort to provide a smooth shopping experience and gather feedback through surveys and reviews to refine products and services. To boost e-loyalty, encouraging user recommendations is key, which stems from ensuring a satisfying experience throughout the customer journey.


Future research should focus on identifying which aspects of e-brand experience most impact e-trust and e-satisfaction. This may involve qualitative methods, such as interviews or focus groups, to better understand consumer perceptions. Recognizing the role of technology can help e-commerce businesses adopt innovative strategies to enhance engagement and loyalty. Future studies should explore how emerging technologies like artificial intelligence (AI) and augmented reality (AR) can improve e-brand experiences. Research could focus on AI-driven tools, such as personalized chatbots, and AR-based shopping, like virtual product trials, to increase e-loyalty. These technologies enable deeper customer engagement and personalized interactions, vital for fostering long-term loyalty, e-trust, and e-loyalty. Personalized experiences enhance satisfaction and emotional connections (e-brand love), key factors for e-loyalty. Future research should also examine the role of emotional engagement in the relationship between e-brand experience, e-brand love, and e-loyalty. Insights from these hypotheses provide valuable direction for future studies and practical applications in e-commerce.

6. DECLARATIONS

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6.2. Author Contributions

Conceptualization: SS, MS and IT; Methodology: SS; Software: SS; Validation: SS; Formal Analysis: SS, MS and IT; Investigation: SS, MS and IT; Resources: SS; Data Curation: SS; Writing Original Draft

Preparation: SS and MS; Writing Review and Editing: SS, MS and IT; Visualization: SS; All authors, SS, MS and IT, have read and agreed to the published version of the manuscript.

6.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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6.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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