

Impact of E-Brand Trust on E-Loyalty towards Online Fashion Clothing Industry in Sri Lanka: Mediating Effect of E-Satisfaction

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The dynamic consumer preferences have pushed the fashion industry for innovative solutions resulting in online platforms for shopping purposes are rapidly emerging. Alongside, the fashion industry has developed a strong position in online platforms where consumers tend to purchase more often from online platforms. However, the consumer behavior in the online fashion clothing industry hasn't been tested under E-Brand Trust and E-Loyalty in literature. Hence researching this area will broaden the knowledge on the concepts and the industry as well. The study is focused on examining the impact of e-brand trust on e-loyalty towards online fashion clothing industry in Sri Lanka with the mediating effect of e-satisfaction". This study employed a quantitative research design and deductive approach. The convenience sampling method was used to select the sample of this study, and 410 respondents were selected as the sample. Through conducting an online survey, data was gathered under structured questionnaire to measure main concepts of the study. The data analysis was assisted by using Statistical Package for Social Science (SPSS) version 23. The findings revealed that there is a significant relationship between e-brand trust and e-loyalty with the mediating impact of e-satisfaction. The study results stated that the managers should pay a lot of attention for all the dimensions of e-brand trust: security, privacy, brand name, word of mouth, quality of information, and good online experience.

Keywords: *E-Brand Trust, E-Loyalty, E-Satisfaction, Online Fashion Clothing Industry*