

Impact of Customer Shopping Value on Brand Loyalty: Examining the Mediating Effect of Customer Satisfaction: With Special Reference to the E-Commerce Industry in Western Province of Sri Lanka

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In recent years, consumer visiting patterns on E-Commerce websites have undergone significant changes due to the expansion of the E-Commerce industry, resulting in heightened competition within the sector. Consequently, marketers are increasingly adopting customer shopping value strategies to influence consumers' brand loyalty. This study aims to investigate how customer shopping value affects brand loyalty within Sri Lanka's E-Commerce industry. The literature review indicates a generally positive perspective on this relationship, although some controversial arguments also exist. Additionally, there are a few studies that have explored the mediating impact of customer satisfaction in this context. A deductive method was employed in this study, with primary data collected using a standardized questionnaire. A total of 425 questionnaires were distributed, and 389 responses were obtained via an online survey. The findings revealed a positive impact of customer shopping value on brand loyalty. Furthermore, the study demonstrated that the relationship between customer shopping value and brand loyalty is mediated by consumer satisfaction. SPSS version 26 was utilized as the primary statistical tool for conducting regression and correlation analyses. The study concluded with recommendations and identified potential areas for future research, which are anticipated to be valuable for both marketers and researchers.

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