

Abstract

This research investigates consumer loyalty in the context of online shopping platforms, focusing on the factors that influence repeat purchasing behavior in the digital age. As e-commerce continues to evolve, understanding the elements that drive consumer retention has become crucial for brands seeking long-term success. The study employs a mixed-methods approach to explore how factors such as user experience, customer service, and personalization contribute to building loyalty on online shopping platforms.

The first phase of the study utilizes surveys to collect quantitative data from frequent online shoppers, aiming to identify key drivers of loyalty, such as website usability, ease of navigation, and personalized product recommendations. By analyzing consumer responses, the research seeks to determine the relationship between these factors and consumers' likelihood to return to a platform for future purchases. Additionally, the study examines the role of rewards programs, discounts, and other loyalty incentives in fostering repeat business.

In the second phase, qualitative interviews with consumers and e-commerce professionals provide a deeper understanding of the emotional and psychological factors that contribute to loyalty. These interviews explore how consumers perceive brand trust, value alignment, and post-purchase experiences in their decision to remain loyal to a particular online platform. The study's findings offer practical insights for e-commerce businesses, helping them tailor their strategies to improve customer retention and build sustainable brand loyalty in a highly competitive digital marketplace.