

# **Modelling the Pathways to E-Commerce Satisfaction and Loyalty: An SEM-Based Exploration of Key Determinants**

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**Abstract:** *In the rapidly evolving digital age, online shopping has transformed the retail sector by becoming a necessary component of consumers' everyday lives. Businesses must comprehend the factors influencing online customer satisfaction and loyalty if they want to increase their online visibility and maintain a competitive edge. This study employs structural equation modelling (SEM) to fully examine the relationships between significant factors influencing the satisfaction and loyalty of online shoppers. A thorough review of the literature on e-commerce, consumer behaviour, and the online buying experience serves as the study's theoretical foundation. Data is gathered for analysis using a carefully designed survey that is distributed to a representative sample of online shoppers. The survey results are analysed using advanced statistical techniques, such as structural equation modelling, to determine causal relationships between the variables. The study looks at several aspects that influence online shoppers' satisfaction, such as personalisation, service quality, security, and ease of use. It also examines how the relationship between loyalty and online consumer behaviour is mediated by satisfaction, which includes both behavioural (repeat buying intentions) and attitudinal loyalty. For this investigation, one hundred samples have been gathered.*

**Keywords:** E – Commerce, SEM, Digital age, Behavior, Security

