

Building Customer Loyalty through Convenience: Examining the Mediating Role of Trust in Online Shopping Platforms

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Abstract: The rapid growth of online shopping has intensified competition among digital platforms, making customer loyalty a critical concern for e-commerce firms. While perceived convenience is widely recognized as an important feature of online shopping platforms, limited attention has been paid to the psychological mechanisms through which convenience influences long-term customer behavior. This study examines the relationship between perceived convenience and customer loyalty by investigating the mediating role of trust in online shopping contexts. Data were collected from online shoppers using a structured questionnaire, and the proposed relationships were tested using structural equation modeling. The findings reveal that perceived convenience has a significant positive effect on trust in online platforms. Trust, in turn, positively influences customer loyalty, measured through repurchase intention. More importantly, the results demonstrate that trust fully mediates the relationship between perceived convenience and customer loyalty, indicating that convenience alone is insufficient to foster loyalty unless it enhances consumers' confidence in the platform. These findings contribute to the e-commerce literature by clarifying the role of trust as a key intervening mechanism linking functional platform attributes to sustained consumer behavior. From a managerial perspective, the study highlights the importance of designing convenient online shopping experiences that not only improve efficiency but also strengthen trust to achieve long-term customer retention.

Keywords: Perceived Convenience, Trust, Customer Loyalty, Repurchase Intention, Online Shopping, E-Commerce

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