

# **E-LOYALTY AND ITS ANTECEDENTS**

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## **ABSTRACT**

Building and maintaining e-loyalty has become one of the critical aspects as the competition is one click away on the World Wide Web. Several studies demonstrate the antecedents to win more and more online users and efforts have been made to keep them loyal to the websites. Still the extant literature is not able to draw consensus about the determinants of e-loyalty.

This paper states the constructs of e-loyalty and also discusses the determinants which are not able to draw majority in their favor. This study reveals that commonly acknowledged determinants to build e-loyalty are e-service quality, e-trust, perceived value and e-satisfaction and sheds some light on the reasons of differences in outcomes among the studies.

**KEYWORDS:** Building and Maintaining E-Loyalty, Antecedents, Contact interactivity