

**THE IMPACT OF ONLINE BRAND EXPERIENCE ON BRAND LOYALTY:  
MEDIATING ROLE OF ONLINE BRAND PERFORMANCE AND BRAND  
RECALL**

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**Abstract**

This study aimed to examine the impact of online brand experience on online brand loyalty with respect to online web stores in Pakistan. Further, the indirect impact of online brand performance and online brand recall on online brand loyalty is also measured. The data was collected from 240 students across two universities located in Islamabad and Rawalpindi, Pakistan. The sampling technique of this was convenient sampling where the online buying experience of respondents was a prerequisite. A self-administered questionnaire survey was conducted to collect data. Linear and multiple regression analysis were performed to test the hypothesized relationships and to determine the magnitude and direction of causality among the latent variables. Results revealed that online brand experience has a strong positive significant effect on online brand loyalty, similarly, online brand experience also has a positive strong significant effect on online brand performance and online brand recall. Furthermore, full mediation was found when it comes to online brand performance and online brand recall and the relationship between online brand experience and online brand loyalty. This is one of the few studies conducted in a developing country where online buying behavior is yet to emerge. Organizations that are aiming to achieve online brand loyalty should work on enhancing the web experience of customers by performance and product placement rightly balance to recall a particular brand.

**Keywords:** *Online Brand Experience, Online Brand Loyalty, Online Brand Performance, Online Brand Recall*