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## Linking electronic customer relationship management and customer loyalty through serial mediation of customer experience and customer satisfaction

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**Abstract:** Despite the growing significance of electronic customer relationship management (E-CRM) and its influence on consumer behaviours, there remains a scarcity of studies investigating the underlying mechanisms necessary for enhancing customer loyalty. In light of this gap, this study is a foremost study that aims to investigate a comprehensive model that examines the relationship between E-CRM and customer loyalty, employing the serial mediation of customer experience and customer satisfaction. Data was collected from 836 bank customers utilising E-CRM services provided by their banks. The findings indicate that E-CRM plays a vital role in fostering customer loyalty through the serial mediation of customer experience and customer satisfaction. The study will aid banks in establishing closer connections with their customers by targeting their specific needs and delivering value-added services, all while actively engaging through feedback to enhance customer service.

**Keywords:** E-CRM; customer experience; customer satisfaction; customer loyalty; serial mediation; banking industry; SEM.

**Reference** to this paper should be made as follows: Mokha, A.K. and Kumar, P. (2024) 'Linking electronic customer relationship management and customer loyalty through serial mediation of customer experience and customer satisfaction', *Int. J. Electronic Customer Relationship Management*, Vol. 14, No. 2, pp.103–127.

**Biographical notes:** Anupreet Kaur Mokha is working as an Assistant Professor in the Department of Commerce at Sri Guru Tegh Bahadur Khalsa College, University of Delhi for more than seven years. She has done her PhD in Marketing from the Department of Commerce, Delhi School of Economics, University of Delhi. She did her BCom (Hons.) and MCom from Sri Guru Tegh Bahadur Khalsa College, University of Delhi. She is a continuous rank holder throughout her academics. Her area of interest includes consumer behaviour,