

**UNPACKING LINKS CONCERNING E-SERVICE AND REPEAT ONLINE
PURCHASES: MEDIATING ROLE OF ONLINE SHOPPING EXPERIENCE AND
ADJUSTED SATISFACTION**

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Abstract

This paper discusses the strategies adopted by e-commerce businesses to encourage customers to repurchase their products online. The study conducted a cross-sectional analysis of 300 independent sample respondents to examine e-service quality, online repurchases, consumer experience and satisfaction. Empirical findings of study describe significant results. This study provides valuable insights into the key concepts that contribute to customer loyalty and can aid in the development of effective models for online repurchasing of quality green cosmetic brands.

Keywords: *E-Services Qualities, Green Cosmetic, Online Purchase, Adjusted Satisfaction, Online Shopping Experience*

Introduction

Businesses understand e-services models to attract more customers and increase online repurchase intentions (Lin et al., 2022). Information technologies rethink organizational methods, and ecommerce demand has skyrocketed. Demir et al. (2020), oversaw-services help organizations meet expectations and compete in a fast-changing market. Online digital technologies include social media, mobile apps, cloud computing, and e-commerce platforms to improve corporate operations. These technologies help firms expand their audiences, boost customer interaction, streamline procedures, and cut expenses. Lin et al. (2022) emphasised that online repurchase intention boosts e-service quality worth. If a consumer has had a good experience with an online service and has used it often, they are more likely to return and buy again. Excellent customer service is crucial to brand loyalty and repeat business (Shirdastian & Laroche, 2017). Therefore, further research is needed to understand how electronic services affect customer behavior and market outcomes (kim, 2019). In buyer-supplier repurchase relationships, firms gain and exploit

different skills (such as online shopping expertise) and custom via adjusted satisfaction and the online shopping experience to improve e-services capabilities (Demir et al., 2020). You're more inclined to buy again if you customize your online shopping experience. So, Lin and their team (2022) suggest we investigate this new concept of "adjusted satisfaction." It appears that how we provide e-services and whether customers' returns are not directly related. Recent research by Demir et al. (2020) shows that numerous concept variables mediate the association between e-service behaviors and repurchase intentions. Online shopping and retail e-service efficiency have been the focus of previous research. We must also realize that consumers' psychological assessments considerably affect the link between e-service constructs and repurchase. To better understand this occurrence, we must examine the customer's adjusted satisfaction-repurchase relationship and e-services. We can better understand client behavior and improve the customer experience by doing so. Additionally, the online shopping experience may help create the e-service-repurchase relationship. Some scholars claim that internet shopping is empirically tested as a mediator and a conceptually separate feature (Tyrväinen & Karjaluo, 2022). E-service organizations should consider this while measuring online purchasing influence on repurchase. While previous research describes adjusted satisfactions, the online shopping experience, and repurchase, it is crucial to continue studying this complex relationship for deeper insights into e-service customer behavior. The study assumes these research questions: Research Q1. Do e-service quality practices positively affect online repurchase intentions and ultimately lead to repurchase intentions in green cosmetic? Research Q2. Do green brand love relationships moderates the mediated liaison among electronic services quality and re-purchase intention in green cosmetic?

Literature Review and Hypothesis Development

E-Service Quality & Online Repurchases Intention

According to the Social Exchange Theory (Blue, 1964), individuals reciprocate based on what they receive. Similarly, the amount of e-service supplied to clients influences the impression of online repurchase intentions. Tuan (2021), for example, performed a study to examine e-service quality effect on repurchase intentions. Reliability, care, product variety, and simplicity of use are all elements of e-quality service. Gulfraz et al. (2022) argues e-services quality of online products

determines individuals online repurchase intentions. In cases where online products provide more benefits, the cost and benefits incurred while evaluating online purchases are beneficial.

Online repurchase intentions were positively correlated with e-service quality evaluations by Lestari and Ellyawati (2019). Jain, Gajjar, and Shah (2021) found that e-service significantly affects online repurchase intentions. Rita et al. (2019) explain manufacturing's high-quality e-services are key to long-term online repurchase relationships. E-service quality also affected independent customers repurchase intentions for comparable products, according to Jain, Gajjar, and Shah (2021). The research suggests that e-service quality may affect online repurchase intentions for particular commodities. Therefore, hypothesis that:

H1a: (Baseline) E-Service Quality Positively Affects the Online Repurchase Intention E-Service

E-service quality creates money generating mechanisms for firms but, sometime more challenges arise in utilizing these quality features. Rita et al. (2019) described that misuse of quality e-services in the existing business; similarly forecasting difficulties ascends in accuracy perceptions, relevance, timeliness, completeness, and knowledge consistencies. Meanwhile, the online shopping experience formulated, to grip more challenging to identify hazards, related to online shopping experience. As Kalia & Paul (2021) clarified e-services quality businesses perform more efficiency, increase online repurchase habits. Moreover, it can also cause wrong demand prediction; particularly via company's weak forecasting strategies, for handle the future online purchase. Thus, in such circumstances, managers must take a holistic approach while factoring potential opportunities and hazards of e-service repurchase (Kalia & Paul, 2021). Consumers' perception that losses incurred by online sellers, such as quasi of commodities and illegitimate usage personal details provided by customers, potentially lead in serious consequences for such online transactions. However, Shafiee & Bazargan (2018) explained that effective utilization of quality e-service directly improves business online repurchase performance & improved satisfaction. Firms with a more quality e-service environment that relates to strong online repurchase capabilities, that definitely strengthen the financial position' of business. Drawing from the social exchange perspective, Jain, Gajjar & Shah (2021) found that quality e-service directly influence repurchase intentions, which then significantly positively related

customers' s repurchase intentions online. Accordingly, when e-services can directly impact the repurchase intentions of customers, including likeness, easiness, and flexibility, which then significantly increased adjusted satisfaction (Vatolkina, et al., 2020). To summarize, we can state that the high tendency of quality e-services may affect the level of both the adjusted satisfaction and online repurchase intentions. As a conclusion, we can now build following proposition.

H2a: E-Service Quality Positively Influence Consumers Online Shopping Experience

H2b: E-Service Quality Positively Influences Consumers Adjusted Satisfaction

OS, AS, & OP

Consumer research now focuses mostly on the consumers online experiences (Theresia and Wardana, 2019), recognizing that giving pleasant shopping experiences to their customers is a key factor in their success. Consequently, an outstanding customer experience is keys to creating the results company expects. However, Lin and Lekhawipat (2016) described accumulative shopping and consumption experiences can raise customers' expectations and views. Therefore, customers 'online shopping experience rise and helps them to lead both online purchase intention and satisfaction attainment. In order to thrive in the competitive landscape of online business, organizations must prioritize both customer satisfaction and repurchase intentions (Theresia & Wardana, 2019). These factors are crucial for building a loyal customer base and ensuring long-term success. By focusing on these key metrics, businesses can improve their online presence and stand out in a crowded marketplace.

However, the online repurchase intentions, however, place a strong emphasis on the website or web atmospherics as the primary driver or stimulation in the shopping experience. Customer experience is furthered in the context of online commerce by the accumulated psychological effects of a customer's interactions with many digital touch points. Thus, Pakurár et al. (2019) perceived that some businesses consider positive experience as necessary ingredients, thus do their best to utilize their capacity to maximum customer's adjusted satisfaction, related to their business products. Similarly, we acclimate and trust beneficial strategies to incur high customer's satisfaction, through more consistent acts and superior added standards (Pakurár et al., 2019).

Hence, organizations that promptly respond to the online shopping experience with well-prepared repurchase strategies not only create numerous business opportunities but also enhance customer satisfaction by appealing to potential customers. It is imperative for businesses to understand that a seamless online shopping experience is crucial in today's digital age. Consequently, the organization can increase online repurchase intention through adjusted satisfaction. Thus:

H3a: Online Shopping Experience Positively Influences Online Repurchase Intention

H3b: Adjusted Satisfaction Positively Influences Online Repurchase Intention

OS, AS, EQ & OP

E-services can facilitate consumers with superior service and hence raising customer happiness and retention (Gupta et al., 2020), similarly e-services may facilitate a quick and responsive online shopping procedure (Kitsios et al., 2021). According to Misischia, et al., (2022) quality e-services explained the prerequisite of online shopping (i.e. electronic ordering) and can enhance adjusted satisfaction and online purchase intention. Similarly, online shopping experience highlights the e-service and builds online repurchase intentions, which facilitates the continuity among e-service process and online repurchases intentions. Hence, the firms can identify evaluation of e-service quality inherent to complex processes by maintaining a suitable degree of shopping experience. Therefore, the important and significant aspects of 'social exchange theory' of online experiences create the distinct and adjusted satisfaction (via e-service quality and repurchase) by adopting organized activities. Further, 'social-exchange-theory' described that online shopping experience and adjusted satisfaction related to more repurchase practices (Laparojkit & Suttipun, 2022). Moreover, Laparojkit & Suttipun (2022) found that firm's e-service can only be sustained by more online repurchase intention along with efficient satisfaction, successful strategies developed better than their rivals. Similarly, Bhimavarapuet et al. (2021) also argued that quality e-service become key driver in generating online repurchase intention, likewise, generating satisfied customers according to demand, which will eventually result in online repurchase. Thus, hypothesized that

H4a: Online Shopping Experience Mediates Positive Relationship Between E-Service Quality and Online Repurchase Intention

H4b: Adjusted Satisfaction Mediates Positive Relationship Between E-Service Quality and Online Repurchase Intention

Research Methodology

Data collected from 300 online female online consumers of green cosmetic brands from Pakistan. From the 300 valid individual's questionnaires that were returned, 300 were suitable for data analysis. Overall elimination of common method bias is emphasized by Podsakoff, MacKenzie, and Podsakoff, (2012) so formulating effective acceptable consistent patterns. So, the surveys were filled out after a 2-week interval to avert usual procedure bias. Furthermore, researcher conveys full confidentiality assurances to all respondents, and their specific responses could only apply for this research. We adopted the 20-items scale for quality e-services from Demir et al. (2020), centered on earlier studies thru Parasuraman *et al.* (2005) research. Likewise, we also utilized a 5-items scale for repurchase intention, however, 4 scale-items were taken from adapted from Zeithaml *et al.* (1996), while one scale-item was adopted from Chiu et al. (2012). The 12-items scale for online shopping experience, conceived by (Vakulenko et al., 2019), and earlier studies (such as, Schlosser, White, and Lloyd (2006), and Rose, Hair, and Clark (2011) also accepted these in their empirical studies. Adjusted satisfaction (mediation variable) utilized 6 items scale, adopted by Szymanski & Hise (2000). However, the Likert scale was employed, choices from 1 to 5, was used to score every item. It signified "strongly disagree" and "strongly agree," respectively. Since to make sure our records were accurate, we got them all from single source. Then, Harmans single factor test and set the threshold score at 50% to check for any CMV (Podsakoff et al., 2003). Hence, the analysis produced a cumulative percentage value of 31.95%, eliminating any chance of common technique bias.

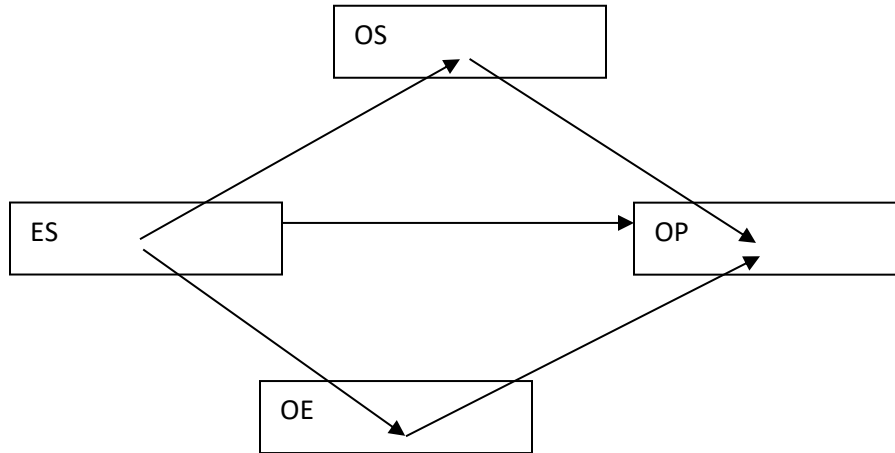


Fig. 1: The Tentative Model (Jain Et Al., 2021)

Analyses and Results

Descriptive Statistics and Inter-Correlation of Variables

Table 1 presents results of the study, including mean, S.D squares of AVE scores were investigated. Correlation between ES and OP ($r = 0.910$, $p < 0.01$) was shown to be statistically significant. The correlation between OS and OE was found to be substantial and favorable ($r = 0.894$). It was also observed that OS and OP correlated and significant ($r = 0.941^{**}$). Each of primary variables exhibited a substantial degree of inter-correlation.

Table 1: CR, AVE & Correlation

<i>Construct</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>AVE</i>	<i>CR</i>
ES	(.953)				0.74	.94
OE	.894 ^{**}	(.973)			0.53	.86
OS	.919 ^{**}	.844 ^{**}	(.956)		0.37	.82
OP	.910 ^{**}	.836 ^{**}	.941 ^{**}	(.958)	0.65	.93

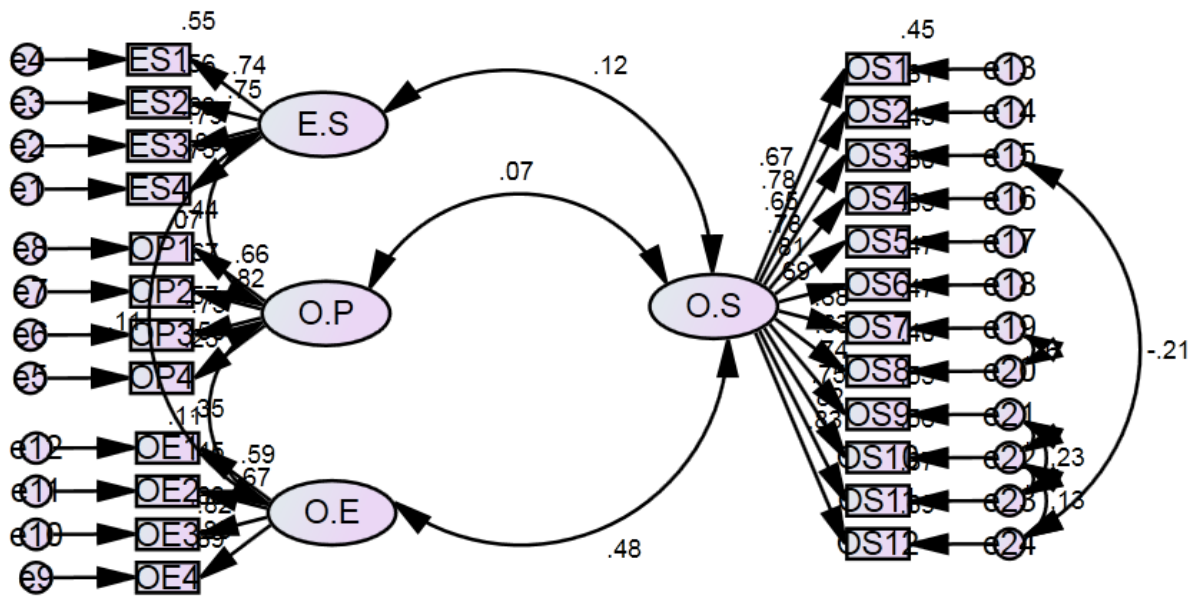


Figure 2 Model Fit

Hypothesis Testing

We tested proposed model using SEM. First, examine independent factors affected dependent ones directly. Second, we assessed mediating effects' outcomes. Hence, E-service quality significant influence on online purchase intentions ($\beta=0.93$, $t=46.92$, significant) as well as on the online shopping experience ($\beta = .94$, $t= 47.31$). However, eservice quality has also positive significant relations on adjusted satisfaction ($\beta = .96$, $t= 64.73$). Thus, H1a, H2a, and H2b are accepted. The online shopping experience significant impact on online repurchase ($\beta=.76$, $t=7.56$), and adjusted satisfaction significant impact on online repurchase ($\beta=.55$, $t=8.07$). Therefore, H3a and, H3b are accepted. Indirect influence of OS on ES and OP ($\beta=.51$, 95% CI: 0.16, 0.79) and also indirect impact of OE on ES and OP ($b = 0.35$, 95% CI: 0.13, 0.66). Thus, H4a and H4b were fully supported and indicate the partial mediate relations.

Table 2: Mediation Analysis

Path	CR	Lower	Upper	β	Results
Mediation hypothesis and corresponding path					
ES-OS-OP	8.072	.161	.791	.51	H4a supported
ES-OE -OP	7.564	.131	.661	.35	H4b supported

Conclusion

Though previous studies widely discussed green cosmetics consumers, there has been little study exploring the concept of green cosmetics consumers in Khyber Puhtunkwa, Pakistan. Therefore, the current provides strong support for the proposed model of e-service quality on online repurchase intention of green cosmetic consumers. Moreover, research framework developed to further elaborate relationships among eservice quality, online repurchase, online shopping experience and adjusted satisfaction. In addition, this study is the first that developed an integrated model to investigate the relationship between green cosmetics consumers. Finding supports eservice quality key factor for online repurchase intentions. Finally, this study summarizes the literature on eservice quality, repurchase (online), online shopping experience as well-adjusted satisfaction.

Theoretical Implication

So basically, this study gives us more insight into how to measure e-service quality when it comes to online repurchases. We're also looking at other factors that influence how customers evaluate e-service quality, like their shopping experience and how satisfied they are with their purchase. What we found is that when e-service quality is good, people are more likely to come back and buy from that business again. These factors should be considered, and motivate customers to shop online. Similarly, adjusted satisfaction and shopping positive experience should be significant in online repurchase business. Additionally, we also offer a hypothetical situation whereby consumers' attitudes about online retailers change, bringing up some intriguing questions for discussion about how consumers value both shopping experience and adjusted satisfaction when evaluating certain online repurchase.

Practical and Managerial Implications

E-service quality recommend online purchase may need to employ a positive shopping experience and at high adjusted satisfaction, and have benefits of online repurchase. To enhance customer online repurchase, eservice quality can devote valuable corporate image and quality shopping experience to customers that starts with increased satisfaction. The eservice providing content must be accurate, comprehensive and pertinent that makes customers repurchase decisions.

According to Desatnick (1987), pleasant word of mouth is being shared by each of those satisfied consumers, who will each tell at least nine other people about their positive experience. Thus, providing eservice quality service is vital to online shoppers. An important way of enhancing trusts, positive shopping experience, satisfaction, friendliness, and interaction that ensue online repurchase. Also, the customers-online shoppers' relationship between eservice quality and repurchase intent endorses that online vendor must assign more devotion and money to fundamentals such as, customers easiness, excellent variety and commitment. Clients may be able to recognize vendor cares about them by the manner customers are treated on a psychological level.

Limitations and Future Research

We note out the article's limitations must be taken into account when evaluating the findings. First, the data were collected from online green brand customers. Even, we overview in most cases the generality of findings has questionable. Second, the research sample comprises active consumers from marketplace, not based on non-active consumers in online store. Therefore, to confirm that assessment remains equally effective for different categories, future study should take into account a range of categories and/or other industries. The measurements may have to modify in other industrial contexts. Finally, this study ignores possibility of a moderating impact across variables and simply examines the direct effects of each variable. Fourth, the influence of eservice dimensions on online repurchase are relatively weak, hence future studies become necessary to modified the possible online repurchase factors.

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