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ENHANCING CUSTOMER EXPERIENCE IN E-RETAILING: EXAMINING THE ROLE OF WEBSITE ATTRIBUTES, CUSTOMER SERVICE, SATISFACTION, TRUST, AND WORD-OF-MOUTH IN DRIVING REPURCHASE INTENTION

Dr. Hemantha Y[1],
Associate Professor,
Department of Management Studies,
Dayananda Sagar College of Engineering, Bangalore, India
Dr. Amol Ranadive [2],
Associate Professor,
Balaji Institute of Management and Human Resource
Development (BIMHRD), Sri Balaji University Pune, India
Dr. Tushar K. Savale[3],
Assistant Professor,
Balaji Institute of Modern Management,
Sri Balaji University Pune, India

ABSTRACT
The rapid expansion in electronic retailing, due to improvements in technology and increased internet access, has altered the patterns of consumer shopping behavior, changing the online marketplace and meeting customer expectations.

This paper examines the primary contributors of Customer Experience (CE) of e-retailing, based on the roles of Website Attributes (WA), Customer Service (CS), Satisfaction (SAT), Trust (TR), and Word- of-Mouth (WOM), constituting Repurchase Intention (RI). This study provides a holistic analysis of the determinants of CE, namely, customer interaction touchpoints, satisfaction, trust, and loyalty. The results show that CE can be maximized by making the website attractive and easy to use, responsive customer service, and efficient fulfillment processes, leading to greater customer satisfaction and trust. In addition, SAT and TR are moderators that strengthen the CE-RI link, while WOM is a moderator that strengthens these relationships. This study provides e-retailers with valuable insights to enhance website usability, service quality, and WOM to achieve long-term retention and loyalty of customers in this competitive digital marketplace.

KEYWORDS
Online shopping behavior, Consumer loyalty, Digital commerce, User experience (UX),Word of mouth

1 INTRODUCTION
The retail industry had long been a focus of for the industrialists and researchers. The emergence of technology, though, has shifted the attention to understanding the customer experience in the context of e-retailing, especially in emerging markets like India. Even with increasing middle-class incomes in Asia, per capita earnings are lower compared to developed nations, which are further complicated by infrastructure challenges such as inadequate transportation systems. These factors cannot make online shopping experience a pleasant one as do in Europe and the United States.
E-commerce is growing rapidly in India, with internet penetration at 45% in 2021, reaching 845.68 million users, and projected to reach 1,134.04 million by 2025 (Bhatia 2021; Statista 2021). The

number of online shoppers in India, who are mainly between 20 and 39 years of age, is expected to grow at 3–4% per annum, reflecting a cultural shift toward digital shopping (Statista 2022).

The competitive landscape for e-commerce emphasizes the need to focus on delivering customer experience if repurchase intent, store loyalty, and word of mouth are to be encouraged (Wang, Hsiao, Yang, and Hajli 2016; Rose, Clark, Samouel, and Hair 2012). Excellent quality of service is necessary for a good survival for e-retailers within the given setting with the system and information quality needed to create greater satisfaction among the customers and keep a lifelong relationship (Hult, Sharma, Morgeson III, and Zhang 2019; Ali and Amin 2014; Sharma and Lijuan 2015).

As a result of having empowered consumers over the last decade, traditional brick-and-mortar businesses have declined over time and are being substituted by e-commerce because of their convenience and accessibility (Helm, Kim, and Van Riper 2020).

2 BACKGROUND OF THE STUDY

The dynamic electronic retailing environment presents the need for constant changes in meeting target levels, achieving profitability, and formulating strategies. This happens because at the core of it all lies a customer orientation—the source of income. The basis of customer retention in a highly competitive marketplace as today's lies in the principle that retaining old customers is relatively cheaper than securing new ones. Revenue growth has been determined to be the determinant of business stability and profitability, and it is loyal customers who create a stable base for revenue growth. It is easier to convert a new customer to a repeat customer than to look for new customers. Even though businesses pay great attention to quality products, the experience received is an essential factor for a customer to maintain the base of loyalty.

Customer experience encompasses cognitive, emotional, physical, sensory, spiritual, and social dimen- sions (De Keyser, Lemon, Klaus, and Keiningham 2015). It is a subjective, internal phenomenon that occurs during the course of a customer's interactions with a firm, direct or indirect. While not defined, in most firms, there is a growing reference to customer experience as something of growth and innovation. Most firms have shifted from traditional customer relationship management to customer experience management, striving their luck with new approaches in order to make memorable experiences. But the challenge lies in delivering an excellent customer experience without further exploration into effective strategies (Savale T.K 2022).

3 CONCEPT AND DEFINITION OF CUSTOMER EXPERIENCE

Customer experience is a term that is not to be defined in scholarly circles owing to the fact that different scholars describe it differently. (Carbone 1994) refer to the customer experience as an impression generated among people by engaging with a product, service, or organization, considering the competitive edge this can generate. According to Meyer and Schwager (2007), it is an internal, subjective response of a customer towards any kind of direct or indirect contact with an organization. As stated by Gentile et al. (2007) and Lemke et al. (2011), customer experience is a psychological construct that reflects the different degrees of involvement.

Pine and Gilmore (1998) define the expression "experience economy" as they coined it whereby value was assumed to shift from commodities to services and finally to experiences. There are four types of consumer experiences: instructive, escapist, entertaining and aesthetic. Schmitt (1999) places emphasis on "experiential marketing" associated with both emotional and rational aspects and calls up six types of consumer experiences: sensory, emotional, cognitive, physical, behavioral and

lifestyle, and social-identity experiences.

4 LITERATURE REVIEW

The customers in developing markets, such as India, tend to have fewer online purchasing experiences compared to the ones in established markets. According to Marcoux (2001), some of the main differences in digital behaviors between millennials in emerging and developed markets are found in their "value for money," perceptions of online products, and trust in online transactions. Customers in more mature markets, enjoying high-end digital infrastructure, have a "value for money" mindset and trust online transactions. The Indians are facing issues such as no scope for physically inspecting a product before buying, causing uncertainty over quality and preferring 'pay on delivery' due to mistrust of online payment (KPMG, 2021; IBEF, 2020). Despite all these issues, the Indian e-commerce industry has experienced steep growth because of the increasing penetration of mobile devices and changing expectations of consumers in terms of an easy shopping experience (Chincholkar and Sonwaney 2020; Statista 2022) However, issues such as low- quality products, poor services, and wrong deliveries still exist, which reveals that Indian e-retailers have not completely met the expectations of consumers (Santos, Augusto, Vieira, Bacalhau, Sousa, and Pontes 2023).

Pandey and Chawla (2018) studied factors that influence OCE in clothing e-commerce (Pandey and Chawla 2018). The dimensions that have been proven to influence satisfaction and loyalty are e-negative views, e-self-inefficacy, e-logistic ease, e-convenience, e-enjoyment, and informativeness. Further, their research also pointed towards the moderating effect of gender in the association between OCE and satisfaction-loyalty relationship, indicating the fact that the effect of the dimensions of OCE varies with the context. Similar studies were carried out by Lee and Hong (2019) on how product attributes and channel capabilities shape online consumer behavior. They reported that perceived utility, perceived risk, and perceived self-efficacy have significant influences on continuous usage intentions. Additionally, multi-group analysis found that the platform type moderates these relationships in the gadgets and apparel sector.

Ong and Chong (2022) focused on the link between E-CRM and customer satisfaction in banking through the mediator customer experience. In the context of the stimulus-organism-response framework, this study indicates that environmental cues significantly influence customers' emotional and cognitive states. Moreover, this research finds standardized communication and service quality at the point of solving problems as ways of enhancing the experience and increasing the satisfaction levels of customers (Ong and Chong 2022).

Huang and Liu2022 studied the pandemic of COVID-19 and found the growth of 3D e-commerce that improves the experience of online shopping in virtual and augmented reality. This technology enhances customer interaction and enables customers to visualize products but requires large-scale investment in infrastructure and resources. The study throws light on the rising importance of 3D e-commerce post- pandemic and its role in transforming the online shopping experience (Huang, Huang, and Liu 2022).

According to Beig and Nika (2022), "emotions with experience create a positive effect on the brand equity dimensions of brand awareness, brand association, perceived quality, and loyalty" (Beig and Nika 2019). They highlighted that emotional linkage needs to be developed between the customers and the brand to offer similar emotional marketing strategies like emotive advertisements and reliable customer service. In addition to this, they recommended that the e-commerce website needs to provide more sensory experiences through improved visual appearance, easy navigation, newer releases, and

eye-catching advertisements on the website (Savale T.K 2022).

5 STATEMENT OF THE PROBLEM

The retail market offers vast potential, but it is the advances in technology that call for assessing customer experience in online retail (Narang and Trivedi 2016). In India, infrastructural issues like lack of proper transportation and uncertainty related to product quality affect seamless experience, and value for money has been the major concern for Indian consumers (Molino, Cortese, and Ghislieri 2020). Although the economy experienced a slowdown, e-retail continues to see growth because of increased mobile penetration (Statista 2022). However, poor customer experiences lead to abandonment, calling for tailored strategies to enhance customer satisfaction (Loureiro, Gorgus, and Kaufmann 2017).

6 RESEARCH OBJECTIVES

1. To identify and validate the key factors driving customer experience in the e-retail sector.
2. To analyze the relationship between customer interaction touchpoints in e-retail and their overall customer experience.
3. To explore the connection between customer experience in e-retail and their intention to repurchase.
4. To investigate the mediating roles of customer satisfaction and trust in the relationship between customer experience and repurchase intention.
5. To examine the moderating effect of word-of-mouth on the relationships between customer experience, satisfaction, trust, and repurchase intention.

7 STATEMENT OF HYPOTHESES

- H_{11}: There is a significant relationship between the key determinants (such as website attributes, customer service, safety measures, and fulfillment) and customer experience in e-retail.
- H_{12}: Website attributes, customer service, safety measures, and fulfillment have a strong positive association with customer experience in e-retail.
- H_{13}: Customer experience significantly has a positive relationship with repurchase intention for e-retailing.
- H_{14}: Customer satisfaction and Trust moderate the positive relationship between customer experience and repurchase intention in e-retail.
- H_{15}: Word-of-mouth moderates the positive relationship between satisfaction, trust, and customer experience with repurchase intention in e-retailing.

8 RESEARCH METHODOLOGY

8.1 Research Design

The study is exploratory and descriptive in nature. Exploratory research seeks to explore new or relatively unexplored areas with the aim of understanding the phenomenon and its associated factors. In its primary phase, the study seeks to explore insights and conceptual differences within the research problem. The descriptive part of the study involves collecting quantifiable data and analyzing it through appropriate statistical tools to derive objective findings. Data Collection is done on the basis of Secondary data includes published research papers, study reports, journals, magazines, newspapers, books, and websites to enhance the formulation of the hypothesized model. On the other hand, primary data collection is done in the form of a quantitative self-administered questionnaire in English in order to verify and establish the model.

8.2 Data Collection

The target population was all adults, 18+ years of age living in Pune, Maharashtra, India. Each one of these respondents has at least six months of experience of online shopping at Myntra, Flipkart, Amazon, and Ajio. A non-probability purposive sampling method is followed by Kitapci et al., 2014 (Kitapci, Akdogan, and Dortyol 2014). Here, the sampling frame comprises all customers of some selected e-retailers that have minimum required experience. And the sampling unit is the individual consumer of the age 18+ who had relevant experience in shopping.

After data cleaning, 324 valid responses were retained. The survey instrument is a questionnaire divided into two sections: Section 1 includes five variables measured through multiple-choice questions, and Section 2 comprises twenty variables measured on a 7-point Likert scale (1 = Strongly disagree, 7 = Strongly agree).

8.3 Variables for Dimensions of Customer Experience

- Independent variables:
  1. Website attributes: Information Quality, Price offering, Purchase process, Website aesthetics, Product selection, Website Personalization, System Quality, Website Convenience
  2. Customer service: Service quality, Return handling process
  3. Fulfilment: Timely delivery, Order Accuracy, Delivery condition
     - Dependent variable: Satisfaction, Trust, Repurchase intention
     - Moderating variable: Word of Mouth

9 DATA ANALYSIS AND INTERPRETATION

9.1 Exploratory factor analysis

Twenty factors were identified from the literature review, measured using sixty items. Items with factor loadings below 0.50 were deemed unfit. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.624, exceeding the acceptable threshold of 0.70 (Field, 2009), indicating sufficient sampling adequacy. This allows for further data interpretation and analysis.

Table 1: ***KMO and Bartlett's Test***

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.624
Approx. Chi-Square	13255.32
Bartlett's Test of Sphericity Df	920
Sig.	.000

Source: Authors' own data derived after analysis of customer responses

Table 2: ***Variables and Abbreviations***

Variables	**Abbreviations**
Independent Variables	IVs
Website Attributes	WA
Customer Service	CS
Safety Measures	SM
Fulfillment	F
Dependent Variable	DV
Customer Experience	CE

9.2 Data Analysis for Hypothesis H_{11}:

H_{11}: There is a significant relationship between the key determinants (such as website attributes, customer service, safety measures, and fulfillment) and customer experience in e-retail.

Table 3: ***Descriptive Statistic***s

Variables	**Mean**	**SD**
WA	5.12	0.98
CS	4.98	0.92
SM	5.34	0.85
F	5.21	0.88
CE	5.45	0.91

Source: Authors' own data derived after analysis of customer responses

All factors obtained high values on an average of more than 4.5, in a positive trend

Table 4: ***Correlation Analysis***

Predictor (IV) → DV (CE)	**r**	**p**
WA ←→ CE	0.62	0.01
CS ←→ CE	0.54	0.01
SM ←→CE	0.48	0.01
F ←→ CE	0.59	0.01

Source: Authors' own data derived after analysis of customer responses

Significant positive correlations between all IVs and DV.

Table 5: ***Model Summary***

Model	**R^2**	**Adjusted R^2**	**F**	**Sig. (p-value)**
1	0.58	0.56	45.32	<0.01

Source: Authors' own data derived after analysis of customer responses

Table 6: ***ANOVA Table***

Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig. (p-value)**
Regression	142.5	4	35.63	45.32	<0.01
Residual	103.5	315	0.33		
Total	246.0	319			

Source: Authors' own data derived after analysis of customer responses

Table 7: ***Coefficients Table***

Predictor (IV)	**β (Beta)**	t	**Sig. (p-value)**
WA (X_1)	0.35	6.78	<0.01
CS (X_2)	0.28	4.89	<0.01
SM (X_3)	0.22	4.12	<0.01
F (X_4)	0.31	5.45	<0.01

Source: Authors' own data derived after analysis of customer responses

The multiple regression analysis has been performed to examine the effect of a combination of Website Attributes (WA), Customer Service (CS), Safety Measures (SM), and Fulfillment (F) on Customer Experience (CE). The model accounted for 58% of the variance in CE with $R^2 = 0.58$, Adjusted R^2 =

0.56. It has, therefore, shown a strong prediction power. Overall model is also significant with F = 45.32, $p < 0.01$. All the independent variables showed positive, and highly significant relations with CE. The relationship was the strongest with WA ($\beta = 0.35$, t = 6.78, $p < 0.01$), followed by F ($\beta = 0.31$, t = 5.45, $p < 0.01$), CS ($\beta = 0.28$, t = 4.89, $p < 0.01$), and SM ($\beta = 0.22$, t = 4.12, $p < 0.01$). These observations indicate that a boost in WA, CS, SM, and F can strongly increase CE, with ample implication for these elements to influence the customer's perceptions and satisfaction.

The study outcomes actually support Hypothesis HX_{11} that website attributes, customer service, safety measures, and fulfillment strongly and positively correlate with customer experience of e-retailing.

Among website attributes and fulfillment, the variables with the highest predictive value appear to be stronger. However, safety measures were relatively weak yet significant. In this model, no reports for the key violations of assumptions were found. This type of analysis allows the e-retailer to bring in improvements toward customer experience brought about by the proper website design, efficient fulfillment processes, good quality of service in terms of the customer, and good safety measures.

9.3 Data Analysis for Hypothesis H_{12}:

H_{12}: Website attributes, customer service, safety measures, and fulfillment have a strong positive association with customer experience in e-retail.

(All correlations are statistically significant at $p < 0.01$)

The study aimed at assessing the effects of Website Attributes (WA), Customer Service (CS), Safety Measures (SM), and Fulfillment (F) on Customer Experience (CE) by multiple regression analysis. Descriptive statistics showed that CE had the highest mean value of 5.45 with SD = 0.91, which means that the customers'

Table 8: ***Descriptive Statistics***

Variable	Mean	Standard Deviation (SD)
WA	5.12	0.89
CS	4.98	0.92
SM	5.34	0.85
F	5.21	0.88
CE	5.45	0.91

Source: Authors' own data derived after analysis of customer responses

Table 9: ***Correlation Matrix***

Variables	WA ←→ CE	CS ←→CE	SM ←→ CE	F ←→CE
Pearson's r	0.62	0.54	0.48	0.59
p-value	<0.01	<0.01	<0.01	<0.01

Source: Authors' own data derived after analysis of customer responses

Table 10: ***Simple Regression Analysis***

Predictor (IV) → DV (CE)	β (Beta)	t	p-value	R^2
WA → CE	0.45	6.78	<0.01	0.38
CS → CE	0.32	4.89	<0.01	0.29
SM → CE	0.28	4.12	<0.01	0.23

F → CE	0.37	5.45	<0.01	0.34

Source: Authors' own data derived after analysis of customer responses

Table 11: ***Multiple Regression Analysis (Model Summary)***

Model	R^2	Adjusted R^2	F	Sig. (p-value)
1	0.58	0.56	45.32	<0.01

Source: Authors' own data derived after analysis of customer responses

Table 12: ***ANOVA Table***

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	142.5	4	35.63	45.32	<0.01
Residual	103.5	315	0.33		
Total	246.0	319			

Source: Authors' own data derived after analysis of customer responses

Table 13: ***Coefficients Table***

Predictor (IV)	β (Beta)	t	Sig. (p-value)	VIF
WA (X_1)	0.35	6.78	<0.01	1.89
CS (X_2)	0.28	4.89	<0.01	1.76
SM (X_3)	0.22	4.12	<0.01	1.82
F (X_4)	0.31	5.45	<0.01	1.95

Source: Authors' own data derived after analysis of customer responses

experience is generally positive. The correlation analysis revealed positive significant correlations of CE with all IVs, and it was maximum with WA ($r = 0.62$, $p < 0.01$). Simple regression results revealed that each IV gave a highly significant coefficient for CE with WA showing the highest predictive power at $\beta = 0.45$, $R^2 = 0.38$. The multiple regression model explained 58% of the variance in CE ($R^2 = 0.58$, Adjusted $R^2 = 0.56$, $F = 45.32$, $p < 0.01$), confirming that all IVs were significant predictors of CE. Among them,

Table 14: ***Assumption Checks***

Assumption	Test	Result
Multicollinearity	VIF (all IVs)	<2 (No concern)
Normality of Residuals	Shapiro-Wilk	p >0.05 (Normally distributed residuals)
Homoscedasticity	Residual Spread	Evenly distributed (No heteroscedasticity)

Source: Authors' own data derived after analysis of customer responses

WA ($\beta = 0.35$, $t = 6.78$, $p < 0.01$) had the strongest influence, followed by F ($\beta = 0.31$, $t = 5.45$, $p < 0.01$), CS ($\beta = 0.28$, $t = 4.89$, $p < 0.01$), and SM ($\beta = 0.22$, $t = 4.12$, $p < 0.01$). Assumption checks confirmed the model's validity, with VIF values below 2, indicating no multicollinearity, and the Shapiro-Wilk test ($p > 0.05$) supporting normality. Homoscedasticity was also satisfied, ensuring the reliability of the findings. These results highlight that improving WA, CS, SM, and F can significantly enhance CE, emphasizing the importance of these factors in shaping customer satisfaction.

9.4 Data Analysis for Hypothesis H_{13}:

H_{13}: Customer experience significantly has a positive relationship with repurchase intention for e-retailing.

Table 15: ***Descriptive Statistics***

Variable	Mean	Standard Deviation (SD)
CE	5.45	0.91
RI	5.32	0.89

Source: Authors' own data derived after analysis of customer responses

Table 16: ***Correlation Matrix***

Variables	CE ←→ RI
Pearson's r	0.68
p-value	<0.01

Source: Authors' own data derived after analysis of customer responses
(The correlation is statistically significant at p < 0.01)

Table 17: ***Simple Regression Analysis***

Predictor (IV) → DV	β (Beta)	t	p-value	R^2
CE → RI	0.62	8.91	<0.01	0.46

Source: Authors' own data derived after analysis of customer responses

Table 18: ***Assumption Checks***

Assumption	Test	Result
Normality of Residuals	Shapiro-Wilk	p >0.05 (Residuals are normally distributed)
Homoscedasticity	Residual Spread	Evenly distributed (No heteroscedasticity)

Source: Authors' own data derived after analysis of customer responses

The analysis studied the relationship between Customer Experience and Repurchase Intention. Descriptive statistics indicated that CE was a little higher on the mean scale at 5.45 (SD = 0.91) than RI, which was 5.32 with an SD of 0.89, indicating positive customer views. The relationship between Customer Experience and Repurchase Intention was positively correlated at a significant level of $r = 0.68$, $p < 0.01$, which means that customers' repurchasing intentions depend on customer experience. Simple regression analysis revealed that CE was a significant predictor of RI ($\beta = 0.62$, $t = 8.91$, $p < 0.01$, $R^2 = 0.46$), explaining 46% of the variance in RI. Assumption checks affirmed the model, as the Shapiro-Wilk test had $p > 0.05$ and the homoscedasticity tests indicated that the residuals are spread evenly. CE is among the important determinants of loyalty in customer repurchases, and factors like WA, CS, SM, and F play an important role.

9.5 Data Analysis for Hypothesis H_{14}:

H_{14}: Customer satisfaction and Trust moderate the positive relationship between customer experience and repurchase intention in e-retail.

Step 1: Descriptive Statistics

Table 19: ***Descriptive Statistics***

Variables	Mean	Standard Deviation	Minimum	Maximum
Customer Experience (CE)	4.25	0.75	2.00	5.00
Satisfaction (SAT)	4.10	0.80	1.00	5.00
Trust (TR)	4.00	0.85	1.00	5.00
Repurchase Intention (RI)	4.15	0.90	1.00	5.00

Source: Authors' own data derived after analysis of customer responses

Step 2: Correlation Analysis

Table 20: ***Correlation Analysis (shows the relationships between the variables)***

Variables	**CE**	**SAT**	**TR**	**RI**
Customer Experience (CE)	1.00			
Satisfaction (SAT)	0.65**	1.00		
Trust (TR)	0.60**	0.70**	1.00	
Repurchase Intention (RI)	0.55**	0.75**	0.80**	1.00

Source: Authors' own data derived after analysis of customer responses

Step 3: Mediation Regression

Step 3.1: Direct Effect of Customer Experience on Repurchase Intention

Table 21: ***Direct Effect of Customer Experience on Repurchase Intention***

Model	**Dependent Variable**	**Independent Variable**	**Beta (β)**	**t-value**	**p-value**	**R^2**
Model 1	Repurchase Intention	Customer Experience	0.55	8.25	0.000	0.30

Source: Authors' own data derived after analysis of customer responses

Step 3.2: Mediator Effect of Customer Experience on Mediators (Satisfaction and Trust)

Table 22: ***Mediator Effect of Customer Experience on Mediators (Satisfaction and Trust)***

Model	**Dependent Variable**	**Independent Variable**	**Beta (β)**	**t-value**	**p-value**	**R^2**
Model 2	Satisfaction	Customer Experience	0.65	10.50	0.000	0.42
Model 3	Trust	Customer Experience	0.60	9.75	0.000	0.36

Source: Authors' own data derived after analysis of customer responses

Step 3.3: Mediation Effect of Mediators on Repurchase Intention

Table 23: ***Mediation Effect of Mediators on Repurchase Intention***

Model	**Dependent Variable**	**Independent Variable**	**Beta (β)**	**t-value**	**p-value**	**R^2**
Model 4	Repurchase Intention	Satisfaction	0.50	7.80	0.000	0.25
Model 5	Repurchase Intention	Trust	0.60	9.20	0.000	0.36

Source: Authors' own data derived after analysis of customer responses

Step 3.4: Mediation Analysis (Indirect Effects)

Table 24: ***Mediation Analysis (Indirect Effects)***

Mediation Path	**Indirect Effect (β)**	**Bootstrapped SE**	**95% Confidence Interval**	**p-value**
CE → SAT → RI (H_{14}a)	0.325	0.045	[0.240, 0.410]	0.000
CE → TR → RI (H_{14}b)	0.360	0.050	[0.270, 0.450]	0.000

Source: Authors' own data derived after analysis of customer responses

Step 4: Summary of Results

Table 25: ***Summary of results***

Hypothesis	Path	Result
$H_{14}a$	CE → SAT → RI	Supported
$H_{14}b$	CE → TR → RI	Supported

Source: Authors' own data derived after analysis of customer responses

Exploratory analysis of the CE relationship with RI and the mediating role of SAT and TR. Descriptive statistics showed that CE is on average 4.25, SD of 0.75, and RI is on average 4.15, SD of 0.90. In general, the perceptions concerning the customer are positive. The findings of correlation analysis reflect that all the variables have positively established relationships at a significant level, and the highest correlation exists between TR and RI with $r = 0.80$, $p < 0.01$, which may show trust is a critical variable in the repurchase decisions. The results of direct effect analysis suggested that CE was able to predict RI significantly with $\beta = 0.55$, $t = 8.25$, $p < 0.01$, $R^2 = 0.30$. Mediation regression established that CE had a significant impact on both SAT ($\beta = 0.65$, $R^2 = 0.42$) and TR ($\beta = 0.60$, $R^2 = 0.36$), and the latter significantly impacted RI as well (SAT → RI: $\beta = 0.50$, $R^2 = 0.25$; TR → RI: $\beta = 0.60$, $R^2 = 0.36$). To examine indirect effects of CE on RI through SAT ($\beta = 0.325$, $p < 0.01$) and TR ($\beta = 0.360$, $p < 0.01$), mediation analysis was carried out to underpin both hypotheses $H_{14}a$ and $H_{14}b$. This underlines the fact that attributes of WA, CS, SM, and F are helping in creating CE, thereby enhancing SAT and TR by creating stronger RI.

9.6 Data Analysis for Hypothesis H_{15}:

H_{15}: Word-of-mouth moderates the positive relationship between satisfaction, trust, and customer experience with repurchase intention in e-retailing.

Step 1: Descriptive Statistics

Table 26: ***Provides an overview of the variables used in the analysis***

Variable	Mean	Standard Deviation	Minimum	Maximum
Customer Experience (CE)	4.25	0.75	2.00	5.00
Satisfaction (SAT)	4.10	0.80	1.00	5.00
Trust (TR)	4.00	0.85	1.00	5.00
Word-of-Mouth (WOM)	4.30	0.70	2.00	5.00
Repurchase Intention (RI)	4.15	0.90	1.00	5.00

Source: Authors' own data derived after analysis of customer responses

Step 2: Correlation Analysis

Table 27: ***Correlation Analysis***

Variable	CE	SAT	TR	WOM	RI
Customer Experience (CE)	1.00				
Satisfaction (SAT)	0.65**	1.00			
Trust (TR)	0.60**	0.70**	1.00		
Word-of-Mouth (WOM)	0.50**	0.55**	0.60**	1.00	
Repurchase Intention (RI)	0.55**	0.75**	0.80**	0.70**	1.00

Source: Authors' own data derived after analysis of customer responses

Step 3: Moderated Regression Analysis: We used hierarchical regression analysis to test the moderating effects of WOM. The following steps are performed:

Step 3.1: Baseline Model (Direct Effects)

Table 28: ***Baseline Model***

Model	Dependent Variable	Independent Variable	Beta (β)	t-value	p-value	R^2
Model 1	Repurchase Intention	Customer Experience	0.55	8.25	0.000	0.30
Model 2	Repurchase Intention	Satisfaction	0.50	7.80	0.000	0.25
Model 3	Repurchase Intention	Trust	0.60	9.20	0.000	0.36

Source: Authors' own data derived after analysis of customer responses

Step 3.2: Moderating Effects of WOM: We tested the moderating effects of WOM by adding interaction terms (e.g., SAT × WOM, TR × WOM, CE × WOM) to the regression models.

Table 29: ***Baseline Model***

Model	Dependent Variable	Independent Variables	Beta (β)	t-value	p-value	R^2	ΔR^2
Model 4	Repurchase Intention	SAT, WOM, SAT × WOM	0.25	4.50	0.000	0.35	0.10
Model 5	Repurchase Intention	TR, WOM, TR × WOM	0.30	5.00	0.000	0.40	0.12
Model 6	Repurchase Intention	CE, WOM, CE × WOM	0.20	3.75	0.000	0.32	0.08

Source: Authors' own data derived after analysis of customer responses

We found that the interaction terms SAT × WOM, TR × WOM, and CE × WOM are significant, meaning that WOM moderates the relationships between satisfaction, trust, customer experience, and repurchase intention. The ΔR^2 values indicate that including the interaction terms improves the model beyond the usual main effect model by a significant amount.

Step 3.3: Simple Slope Analysis: To interpret the moderating effects, we conducted a simple slope analysis by splitting the samples into high and low WOM groups (based on median splits).

Table 30: ***Simple Slope Analysis***

Moderator (WOM)	Relationship	High WOM (β)	Low WOM (β)	Difference	p-value
High WOM	SAT → Repurchase Intention	0.60	0.40	0.20	0.000
Low WOM	SAT → Repurchase Intention	0.40	0.20	0.20	0.000
High WOM	TR → Repurchase Intention	0.70	0.50	0.20	0.000
Low WOM	TR → Repurchase Intention	0.50	0.30	0.20	0.000
High WOM	CE → Repurchase Intention	0.65	0.45	0.20	0.000
Low WOM	CE → Repurchase Intention	0.45	0.25	0.20	0.000

Source: Authors' own data derived after analysis of customer responses

The interrelationship of satisfaction, trust, customer experience, and repurchase intention is stronger when WOM is high in comparison to low WOM. This verifies that WOM enhances the positive impact of satisfaction, trust, and customer experience on repurchase intention.

Step 4: Summary of Results

Table 31: ***Summary of Results***

Hypothesis	Path	Result
$H_{15}a$	WOM moderates SAT → RI	Supported

$H_{15}b$	WOM moderates TR → RI	Supported
$H_{15}c$	WOM moderates CE → RI	Supported

Source: Authors' own data derived after analysis of customer responses

This paper studies the effects of CE on RI. The study covered the moderating effect of WOM. Descriptive statistics showed that the CE mean was 4.25 (SD = 0.75), while the RI mean was 4.15 (SD = 0.90), and customers perceive both variables positively. Correlation analysis revealed significant positive relationships among all variables, with the strongest correlation observed between Trust (TR) and RI ($r = 0.80$, $p < 0.01$), followed by Satisfaction (SAT) and RI ($r = 0.75$, $p < 0.01$). Using a hierarchical regression analysis, it was observed that all three independent variables, that is, CE, SAT, and TR, were significantly predicting the outcome variable RI (CE: $\beta = 0.55$, $R^2 = 0.30$; SAT: $\beta = 0.50$, $R^2 = 0.25$; TR: $\beta = 0.60$, $R^2 = 0.36$). The interaction terms were applied to evaluate the moderating role of WOM. All three increased the R^2 values remarkably ($\Delta R^2 = 0.10$ for SAT × WOM; $\Delta R^2 = 0.12$ for TR × WOM; $\Delta R^2 = 0.08$ for CE × WOM), which implies that WOM strengthened the relationships between CE, SAT, TR, and RI. Results from simple slope analysis also depicted that at a higher level of WOM, impacts are stronger for SAT, TR, and CE on RI than at low levels of WOM. This outcome demonstrates that WA, CS, SM, and F constructs can be positive influences on CE, and even if the intensity of WOM is high, then it further elevates it to higher levels of RI. It deepens customer loyalty and engagement.

10 RESEARCH FINDINGS

1. Impact of Customer Experience (CE) on Repurchase Intention (RI)
   - CE significantly influences RI ($\beta = 0.55$, $t = 8.25$, $p < 0.01$, $R^2 = 0.30$), indicating that a positive customer experience enhances the likelihood of repurchasing.

2. Mediating Role of Satisfaction (SAT) and Trust (TR)
   - CE has a significant positive impact on Satisfaction (SAT) ($\beta = 0.65$, $R^2 = 0.42$) and Trust (TR) ($\beta = 0.60$, $R^2 = 0.36$).
   - Both SAT ($\beta = 0.50$, $R^2 = 0.25$) and TR ($\beta = 0.60$, $R^2 = 0.36$) significantly predict RI, confirming their mediating roles.
   - Indirect effects show that CE influences RI through SAT ($\beta = 0.325$, $p < 0.01$) and TR ($\beta = 0.360$, $p < 0.01$), supporting mediation hypotheses ($H_{14}a$ and $H_{14}b$).
   - Moderating Effect of Word-of-Mouth (WOM)
   - WOM significantly moderates the relationships between SAT and RI ($\Delta R^2 = 0.10$), TR and RI ($\Delta R^2 = 0.12$), and CE and RI ($\Delta R^2 = 0.08$), indicating that a strong WOM presence amplifies the effect of CE, SAT, and TR on RI.
   - Simple slope analysis confirms that higher WOM strengthens these relationships, supporting all moderation hypotheses ($H_{15}a$, $_{15}b$, and $_{15}c$).

3. Correlation Insights
   - Strong positive correlations exist between RI and SAT ($r = 0.75$, $p < 0.01$), TR ($r = 0.80$, $p < 0.01$), and WOM ($r = 0.70$, $p < 0.01$), emphasizing their importance in in influencing repurchase behavior.
   - The Role of Website Attributes (WA), Customer Service (CS), Safety Measures (SM), and Fulfillment (F)
   - Since CE is significantly linked to RI, and its effect is mediated by SAT and TR while moderated by WOM, businesses should focus on improving WA, CS, SM, and F to enhance CE, which ultimately drives repurchase intentions.

11 CONCLUSION

The rapid evolution of e-commerce has reshaped consumer expectations, making Customer Experience (CE) a crucial determinant of success in online retailing. This study examined key factors influencing CE, including Website Attributes (WA), Customer Service (CS), Safety Measures (SM), and Fulfilment (F), and their impact on Repurchase Intention (RI). The findings confirm that CE significantly influences RI, with Satisfaction (SAT) and Trust (TR) acting as mediators and Word-of-Mouth (WOM) amplifying these relationships.

A visually appealing, user-friendly website with intuitive navigation and seamless transactional processes enhances customer trust and satisfaction. Accurate product information, responsive customer service, and personalized engagement strategies further strengthen customer loyalty by reducing cognitive load and enhancing perceived value. Additionally, efficient delivery systems, transparent tracking, and hassle-free returns play a vital role in shaping post-purchase experiences. The moderation analysis highlights the critical role of Word of Mouth (WOM) in reinforcing customer trust and purchase decisions, indicating that businesses must actively encourage and manage positive customer interactions.

To optimize Customer Experience (CE) and drive repurchase behavior, e-retailers must prioritize website usability, streamlined checkout processes, personalized customer engagement, and efficient order fulfillment. Investing in these areas not only improves customer satisfaction but also fosters long-term retention and brand advocacy. In an increasingly competitive digital marketplace, these insights provide actionable strategies for businesses seeking to enhance customer trust, build lasting relationships, and secure a sustainable competitive advantage in e-retailing.

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