

IMPACT OF E-SERVICE QUALITY AND SHOPPING CART CONVERSION ON REPEAT PURCHASE INTENTION OF WOMEN CONSUMERS IN E-COMMERCE PLATFORMS**¹T.Sharmila, ²P.Baskar**¹Research Scholar, Department of Business Administration,
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nnamalai University, Chidambaram-608002.**ABSTRACT**

As e-commerce platforms continue to grow worldwide, the buying behavior of consumers has drastically changed, especially of women who are trying to find online ease and functionality. The study focuses on the influence of E-Service Quality (ESQ) on Shopping Cart Conversion (SCC) and Repeat Purchase Intention (RPI). The data was mainly collected via a structured questionnaire, administered to 350 respondents using a five-point Likert scale method. In Descriptive statistics, correlation and regression analysis were used to analyze relationships between variables.

Overall, this study findings indicated a statistically significant positive impact of E-Service Quality on Shopping Cart Conversion and Repeat Purchase Intention. Likewise, Shopping Cart Conversion is a relevant predictor, and a significant variable that plays a mediating role on online consumer behavior influencing Repeat Purchase Intention. Better service creates more customer engagement and less cart abandonment—even more customer loyalty.

KEYWORDS: E-Service Quality, Shopping Cart Conversion, Repeat Purchase Intention, E-Commerce, Consumer Behavior.

INTRODUCTION

The internet and digital technology have brought retailing with a big step up and birth of various platforms, also known as e-commerce emerged. Consumers prefer electronic shopping these days due to the time it takes and the fact that the product is always available. Women account for a large share of online customers, which implies an essential understanding of their purchasing behaviour when looking at a variety of consumer segments. In the online arena, e-Service Quality (ESQ) is essential for customer satisfaction and purchase decision making. Not to be confused with retail where there is potential to interact physically, an e-commerce service will rely on web functionality, service efficiency, and system reliability. Shopping Cart Conversion (SCC) is a crucial milestone in the practice of shopping online. Although shoppers add products as part of their shopping cart, many leave after encountering poor website performance, lack of trust, or cumbersome checkout processes. Enhancing the quality of service can raise conversion rates drastically. Repeat Purchase Intention (RPI) is the consumer's commitment and behaviour of loyalty and engagement over time with e-commerce platforms. These processes are strongly influenced by previous shopping histories and perceived service quality. The purpose of this research is to examine the effect of E-Service Quality on Shopping Cart Conversion and Repeat Purchase Intention from women shoppers' perspective as well as on e-commerce strategies.

Literature Review

The literature emphasizes the need for service quality in online shopping environments. E-Service Quality includes various dimensions such as website efficiency, system availability, fulfillment, and privacy. Studies show that a well-designed and user-friendly website not only increases the overall satisfaction rate of the customer but at the same time promotes repeat purchases. Research found that Shopping Cart Conversion is one of the critical factors dictating the success of e-commerce platforms. High cart abandonment rates can have a detrimental impact on business performance, but improved service quality will lower abandonment and increase conversions. The use of repeat purchase intention has been examined extensively as a mechanism for assessing customer loyalty. Consumer satisfaction, trust, and perceived value drive the latter. It is known that positive online experiences lead to a higher intention to make repeat purchases. Nonetheless, there is a research gap in emerging markets regarding the combined effect of E-Service Quality and Shopping Cart Conversion on repeat purchase intention, especially in women consumers. This area is the focus of this study and it is motivated by empirical evidence.

Objectives of the Study

The main objectives of the study are:

1. The level of E-Service Quality in e-commerce platforms is assessed
2. To study the relationship between E-Service Quality and Shopping Cart Conversion
3. To analyze to what extent E-Service Quality has an effect on Repeat Purchase Intention
4. To study the influence of Shopping Cart Conversion on Repeat Purchase Intention

Hypotheses of the Study

The following hypotheses are formulated based on the objectives:

- H1: There is a significant positive impact of E-Service Quality on Shopping Cart Conversion
- H2: E-Service Quality has a significant positive influence on Repeat Purchase Intention
- H3: Shopping Cart Conversion has a positive significant effect on Repeat Purchase Intention

Research Methodology: This research is based on a quantitative research design. Primary data were collected from 350 women respondents using a structured questionnaire. Specifically, the questionnaire encompasses items on E-Service Quality, Shopping Cart Conversion, and Repeat Purchase Intention, while the answers were measured using a five-point Likert scale ranging from "Strongly Disagree (1)" to "Strongly Agree (5)." Statistical analysis, including descriptive statistics, correlation analysis, and regression analysis, was employed to analyze the data. The statistical analysis was done with Python-based statistical tools in order to guarantee the accuracy and reliability of results.

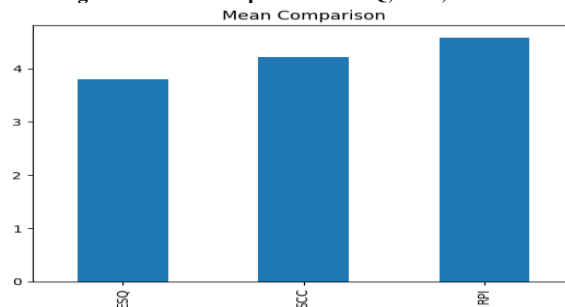
Results and Discussion**Descriptive Statistics****Table 1: Descriptive Statistics of Variables**

Variable	Mean	Std. Dev	Min	Max
ESQ	3.79	0.58	1.66	5
SCC	4.22	0.57	2.33	5
RPI	4.58	0.47	2.33	5

Descriptive statistics show the average and variation of the variables.

- Mean value of ESQ = 3.79
- Mean value of SCC = 4.22
- Mean value of RPI = 4.58

These results show that e-service quality can generally be seen positively by respondents, and therefore leads to higher rates of shopping cart conversion and repeat purchase intention. The relatively higher mean of RPI suggests strong customer loyalty and satisfaction.

Figure 1: Mean Comparison of ESQ, SCC, and RPI

The mean scores on these three constructs (ESQ, SCC, RPI) in the graph above. From the chart it can be shown that: E-Service Quality (ESQ), a mean value of around 3.8, shows that customers are fairly satisfied when purchasing online. Average Shopping Cart Conversion (SCC) of an order with a mean 4.2 suggests that a majority of users will convert a purchase after placing an item in a cart. The biggest is the Repeat Purchase Intention (RPI) average of 4.6: customers are quite keen to visit the platform again.

Figure 2: Distribution of E-Service Quality
Distribution of E-Service Quality

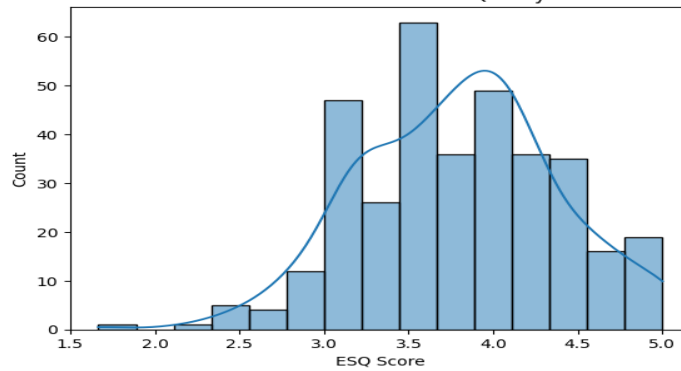


Figure 3: Distribution of Shopping Cart Conversion
Distribution of Shopping Cart Conversion

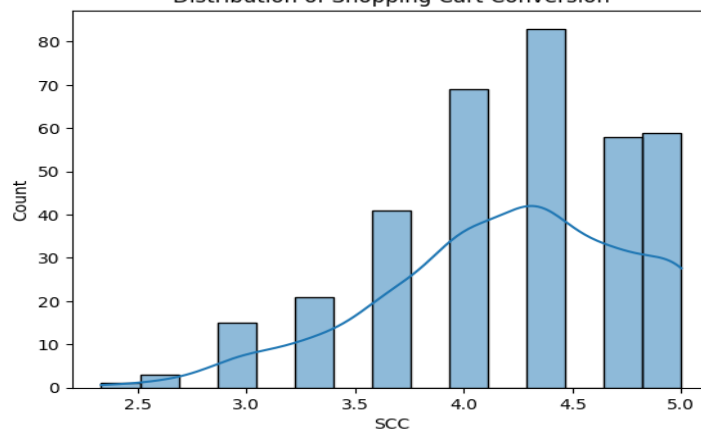
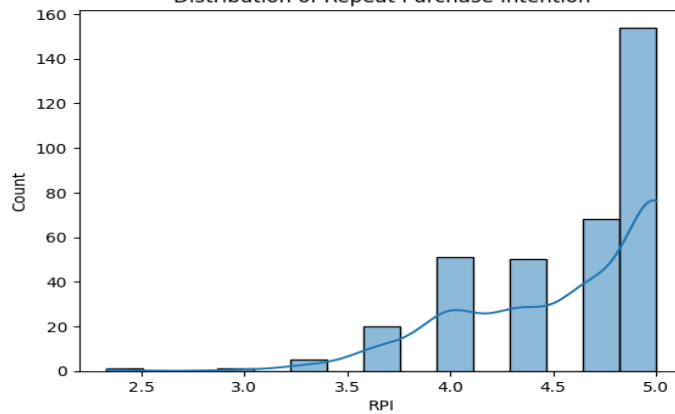
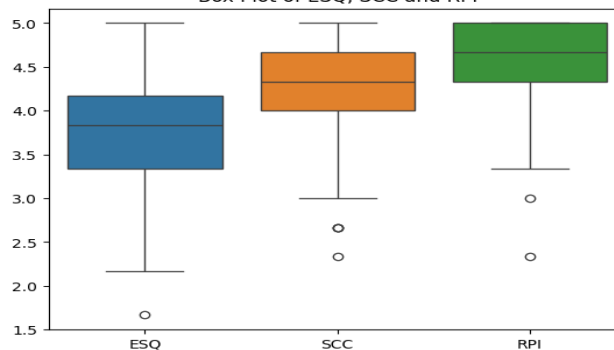


Figure 4: Distribution of Repeat Purchase Intention
Distribution of Repeat Purchase Intention



Data on response distribution in Figures 2, 3, and 4 shows that most of the respondents present a positive view of the variables.

Figure 5: Box Plot of ESQ, SCC and RPI
Box Plot of ESQ, SCC and RPI



The box plot shows the response distribution for E-Service Quality (ESQ), Shopping Cart Conversion (SCC), and Repeat Purchase Intention (RPI). From the graph, we can observe:

ESQ (E-Service Quality). They are spread among low to high levels. The median, at approximately 3.8, indicates moderate satisfaction. There are a few lower values (outliers) indicating not all customers are happy.

SCC (Shopping Cart Conversion). Median is higher (approximately 4.3) suggesting that most users buy something. Values are more concentrated to the point where they have the same behavior. There are few low outliers — so maybe some cart abandonment cases.

RPI (Repeat Purchase Intention). Highest median (4.6–4.7) of all variables. The most values are close to the top value that shows customer loyalty. And there are just a few low values, and most shoppers are looking to buy again.

Correlation Analysis

Table 2: Correlation Matrix

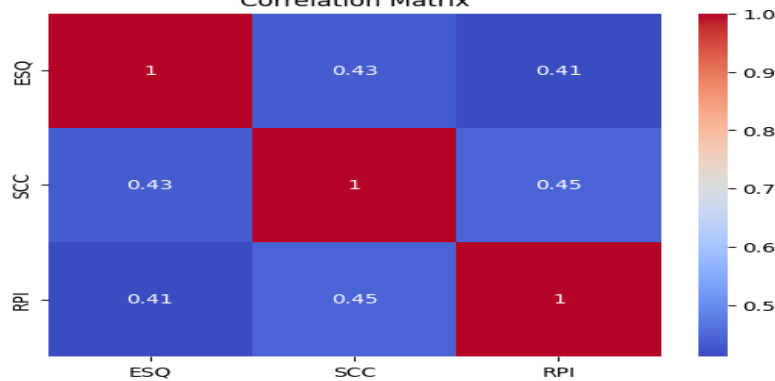
Variables	ESQ	SCC	RPI
ESQ	1	0.434	0.412
SCC	0.434	1	0.445
RPI	0.412	0.445	1

Correlation analysis analyzes the strength and direction of relationships between variables.

- ESQ and SCC are moderately positively correlated ($r = 0.434$).
- There is a moderate positive correlation between ESQ and RPI ($r = 0.412$).
- SCC and RPI have a strong positive correlation ($r = 0.445$).

The improvement in service quality results in a higher conversion rate and more likelihood to buy new products in the future, as inferred from these results.

Figure 6: Correlation Heatmap
Correlation Matrix



Regression Analysis

Table 3: Regression Results (ESQ → SCC)

Variable	Coefficient	p-value
ESQ	0.4246	0

Table 4: Regression Results (ESQ & SCC → RPI)

Variable	Coefficient	p-value
ESQ	0.2204	0
SCC	0.2746	0

Impact of ESQ on SCC.

The findings of the regression analysis indicate that Shopping Cart Conversion is significantly affected by E-Service Quality.

- $\beta = 0.4246$
- $p < 0.05$

Thus, increases in ESQ by 1 unit lead to a significant increase in SCC.

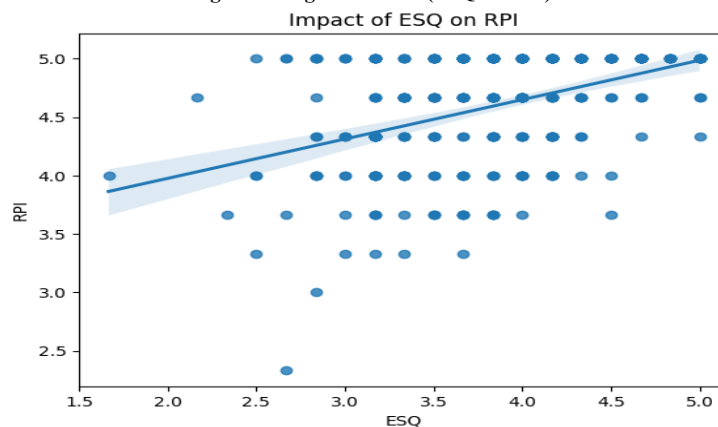
Figure 7: Regression Plot (ESQ → SCC) Effects of ESQ and SCC on RPI.

The regression test showed that ESQ and SCC have significant effects on Repeat Purchase Intention.

- ESQ → RPI ($\beta = 0.2204$, $p < 0.05$)
- SCC → RPI ($\beta = 0.2746$, $p < 0.05$)

This indicates that service quality and conversion behavior are both significant drivers of customer loyalty.

Figure 7: Regression Plot (ESQ → RPI)



Discussion

Results of the study indicated that E-Service Quality was a leading influence of online consumer behavior. It provides users a better experience, reduces ambiguity, and builds trust with your customers. Shopping Cart Conversion serves as the relationship between service quality and repurchase intention. And as the service is more

streamlined and effective, customers are also much more willing to transact and return for repeat purchases. These results are consistent with prior studies that indicate that service quality affects to some extent the satisfaction and loyalty of the e-commerce customers.

CONCLUSION

Therefore, this study argues that E-Service Quality positively affects Shopping Cart Conversion and Repeat Purchase Intention, respectively. Better service levels will improve the level of customer engagement and avoid cart abandonments and ultimately increase customer retention. For long-term success, e-commerce platforms must prioritize website performance, timely delivery, and stability.

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