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Impact of E-service Quality, Augmented Reality, Security and Privacy on Repurchase Intention in M-commerce Platforms: The Moderating Role of Gender influences

Dr Saiyed Mohd Faisal

Principal, NIMT Institute of Hospital and Pharma Management, Greater Noida

Dr. Chetangana Choudhary

Assistant Professor, Dept. of Management, trinity institute of professional studies, Dwarka, New Delhi

Dr. Asjad Usmani

Head of Department (Management), Don Bosco Institute of Technology, New Delhi, India

Dr. Faraz Ahmad

Assistant Professor, Amity School of Economics, Amity University, Haryana, India

Saipriya Bhatia

Assistant Professor, Dept. of Management, Trinity Institute off Professional Studies, Dwarka, New Delhi

Ms Namita Aggarwal

Assistant professor, Trinity institute of professional studies, Dwarka, New Delhi

ABSTRACT

This study aims to investigate the direct impacts of e-service quality, augmented reality features, and perceived security and privacy on repurchase intention within m-commerce platforms, while concurrently examining how gender moderates these relationships. This study employed a quantitative research design utilizing regression analysis to analyze survey data collected from m-commerce users, allowing for a thorough examination of the hypothesized relationships and the moderating role of gender. The m-commerce users who had been purchasing online for more than two months made up the target population. Between May and October of 2025, 500 replies were produced using convenience sampling. Of these, 442 were deemed suitable answers, while the remaining ones were eliminated due to insufficient data. These results highlight the crucial significance of e-service quality, augmented reality, and security/privacy for both genders, while there are subtle gender-specific variations in how other factors influence their repurchase behavior. This study offers a fresh perspective on consumer behavior, specifically how gender influences these interactions, by examining how several e-service dimensions—such as customer e-service, augmented reality, security/privacy—impact repurchase intentions. This study explores gender-specific preferences, providing insightful information for companies looking to develop more focused marketing strategies and illuminating possible mechanisms that influence future purchasing decisions.

Keywords: E-service Quality (ESQ), Augmented Reality (AUR), Security and Privacy (SAP), Repurchase Intention (REINT)

1. INTRODUCTION

The rapid proliferation of m-commerce platforms has fundamentally transformed consumer purchasing behaviors, necessitating a deeper understanding of factors influencing repurchase intention (Ghafoor et al., 2023). Mobile commerce (m-commerce) has changed how consumers buy things. We must understand the factors that drive intentions to buy again on these platforms. Recent studies show the importance of e-service quality for customer satisfaction and future buying decisions. High quality standards include responsiveness, reliability, and personalization (Rita et al., 2019). These features improve user experiences and encourage repeat visits to m-commerce platforms. Augmented Reality (AUR) technology also offers new possibilities in this field. AR provides immersive and interactive shopping experiences that bridge the gap between physical and digital interactions (McLean & Wilson, 2019; Tan et al., 2021). This increases consumer engagement and creates a good environment for repurchase intentions. The digital world changes fast, but security and privacy concerns are major barriers to online purchasing. Consumers often hesitate to share personal information because they fear data

breaches and identity theft. These fears hurt their trust (McCole et al., 2009). They become less willing to buy again from m-commerce platforms that fail to address these worries (Jiménez et al., 2016). Strong security measures and transparent privacy policies are necessary. These factors shape consumer views on m-commerce reliability and trust. The link between perceived security, privacy assurance, and customer behavior is central to understanding repurchase intentions in m-commerce.

The moderating role of gender is also important. Research shows that male and female consumers have different levels of sensitivity to service quality, privacy risks, and technology adoption (Kanwal et al., 2021). Gender influences how users interpret experiences and affect their purchasing decisions in m-commerce environments (Liana et al., 2023). These differences require specific marketing and user interface designs to fit varying preferences. This action improves the overall success of m-commerce platforms. For example, studies show that women value privacy and service quality more than men. This difference leads to varied repurchase intentions based on system features (Arora & Jain, 2017). E-service quality, augmented reality applications, security, and privacy combine to shape repurchase intentions on m-commerce platforms. Gender influences this mix. M-commerce stakeholders must use a broad approach to recognize and address the diverse needs and concerns of their customers. Businesses can use these insights to improve user engagement. They can build a stronger system that creates long-term customer loyalty and leads to repeated transactions in a competitive market.

2. LITERATURE REVIEW

Recent studies focus on e-service quality in m-commerce platforms. It plays a critical role in shaping consumer behavior and repurchase intention. E-service quality includes reliability, responsiveness, and assurance. These factors influence customer satisfaction and loyalty. These dimensions show that the mix of e-service quality, AR, and security is complex. This is true when measuring their combined effect on repurchase intention. Gender differences make this relationship even harder to understand. We need a detailed view of consumer behavior in m-commerce. Businesses try to attract and keep customers in a competitive market. Using insights from studies can help create better marketing strategies for specific groups. Future research should continue to explore these relationships. It should also include longitudinal studies. These will show how new technologies and consumer views change repurchase behavior over time. Scholars can fill these gaps to understand retention in m-commerce platforms better. This will help both academic study and practical work in the field.

2.1 Repurchase Intention (RPI)

Repurchase intention shapes the world of m-commerce. This term refers to the likelihood that consumers will return to a mobile platform for more purchases (Liana et al., 2023). This intention determines the success of online businesses. It influences customer loyalty and long-term profits. Many parts of the shopping experience shape decisions to buy again. These include e-service quality, new technologies like augmented reality, and security during transactions. E-service quality is a main driver of customer satisfaction (Utami et al., 2024). Elements like website functionality, customer support, and responsiveness improve the user experience. These factors encourage a willingness to buy again. Augmented reality on mobile platforms has changed the shopping experience. It allows customers to see products in their own environment before they pay (McLean & Wilson, 2019). Evidence shows that product perceptions improve when users try augmented reality. This can increase repurchase intentions because satisfaction and engagement rise.

2.2 E-service Quality (ESQ) and RPI

Mobile commerce changes fast, and e-service quality shapes consumer behavior (Merwe et al., 2024). This affects repurchase intention most of all. Competition grows among m-commerce platforms. Companies gain an advantage when they understand the details of e-service quality. This quality includes reliability, responsiveness, ease of use, and assurance. Each factor helps create a good consumer experience. Studies show that the chance of repurchasing rises when consumers see high service quality (Pattanasing & Jiraphanumes, 2025; Prayoga et al., 2023; Udo et al., 2010). Fast service and simple interfaces create positive emotions, which explains this link. For example, a strong and clear design improves user interest and satisfaction. It helps with immediate choices and builds long-term loyalty to the platform (Raco et al., 2023). Improving service quality helps current sales. It also secures future plans. It builds a safe shopping place. This relationship is complex. Platforms must always check and improve their service quality. They will meet specific gender needs and increase consumer loyalty (Wang et al., 2021). Service quality has many parts. It shapes repurchase plans in m-commerce. Companies must understand expectations, use new tech, and address security to create a good shopping space.

H1: E-service Quality (ESQ) has a significant influence on Repurchase Intention (REINT)

2.3 Augmented Reality (AUR) and RPI

Digital markets change constantly. Adding augmented reality (AUR) to mobile apps changes how people buy things. AUR lets customers see products in real places, and this improves shopping (McLean & Wilson, 2019). People connect more with brands. They buy again more often. This technology moves past old limits. Users enter a new space. They interact with items before they pay (Dogra et al., 2023). Data shows that shoppers use AR and feel happier. They feel closer to the products. AR is interactive. It builds interest. It lowers doubt about online items. Theories of focus explain this. A deep experience builds loyalty. People want to buy again (Poushneh & Vásquez-Parraga, 2016).

AUR affects how buyers see risk. AR offers virtual try-ons (Tan et al., 2021). This lowers worry about fit or quality. These worries often stop people from buying again in standard online stores. Shoppers see items in their own homes. They feel sure about their choices. Confidence grows (Liu et al., 2024). They make good decisions. Good service matters too. Apps must respond fast and be easy to use. This boosts the chance of a return visit. Shoppers feel valued and supported. Mobile stores should use AR well. They must keep service high. This creates an edge over rivals. Customers stay loyal. They tell others about the brand

H2: Augmented Reality (AUR) has a significant influence on Repurchase Intention (REINT)

2.4 Security and Privacy Concerns (SAP) and RPI

Security and privacy concerns determine whether customers buy again (Zhang et al., 2021). The perception of security involves many factors. Protecting personal and financial data is a top priority for buyers (Ye & Li-qiong, 2017). Studies show that high security levels boost consumer confidence in m-commerce platforms. This confidence increases their willingness to buy again (Alqahtani & Albahar, 2022; Nilashi et al., 2015; Sohn & Groß, 2020). In contrast, fear of data breaches causes hesitation. Weak safeguards make people reluctant to finish transactions. This reduces repurchase intentions (Gutiérrez et al., 2019). Privacy concerns also connect deeply to security measures. Consumers distrust platforms that hide data usage policies. Research shows that clear privacy policies reduce worry. This clarity builds loyalty and a commitment to buy again. The link between security, privacy, and repurchase intention is crucial for m-commerce platforms (Kishnani & Das, 2025). They need this connection to stay competitive in a changing market. Businesses that prioritize security protocols build consumer trust. This trust leads to higher customer loyalty and repeated buying. Consumer awareness about security and privacy continues to rise (Mahmoud et al., 2019). Platforms must treat these factors as key parts of their operations. A consumer-focused approach emphasizes security and privacy. This solves immediate problems and builds long-term relationships. It improves repurchase intentions. This understanding is vital as the m-commerce sector grows. Making security and privacy central to the user experience shapes the future of online commerce.

H3: Security and Privacy (SAP) has a significant influence on Repurchase Intention (REINT)

2.5 The Moderating Role of Gender

The complex links between e-service quality, augmented reality, security, privacy, and repurchase intentions in m-commerce depend on gender. This adds a key moderating variable. Research shows that males and females behave differently when they interact with m-commerce platforms (Amin et al., 2015; Mustafa et al., 2022; Okazaki & Mendez, 2012). These actions come from differing attitudes toward technology and shopping. Men often value efficiency and transactions. Women focus on social and experiential elements (Herzallah et al., 2022). These tendencies guide their choice of service features and engagement. This split is clear in the context of augmented reality. Immersive experiences meant to improve customer interactions engage men and women in specific ways. Studies show women enjoy interactive augmented features more (Alesanco-Llorente et al., 2023; Bartosik-Purgat & Rakowska, 2024; Dirin et al., 2019). These elements match their preference for social connection and community. This alignment increases repurchase intentions. The moderating role of gender in m-commerce is critical and has many sides. It affects views on e-service quality, augmented reality features, and security concerns. Findings from gender-focused research help build targeted strategies to boost repurchase intentions. Businesses improve consumer satisfaction when they accept these gender-based differences (Kanwal et al., 2021). They also increase loyalty and sustained engagement. This strategy positions them effectively within a competitive market. Companies must integrate an understanding of gender dynamics into m-commerce strategy (Okazaki & Mendez, 2012). This knowledge maximizes the customer experience and organizational performance.

H4: E-service Quality (ESQ) by gender (H4a male; H4b: Female customers) has a moderating influence on Repurchase Intention (REINT)

H5: Augmented Reality (AUR) by gender (H5a male; H5b: Female customers) has a moderating influence on Repurchase Intention (REINT)

H6: Security and Privacy (SAP) by gender (H6a male; H6b: Female customers) has a moderating influence on Repurchase Intention (REINT)

2.6 Conceptual Framework and Hypotheses Development

The study examines the impact of E-service Quality, Augmented Reality, Security and Privacy on Repurchase Intention in M-commerce Platforms and the Moderating Role of Gender. The proposed model, shown in Figure 1, represents the relationship between the influencing and dependent factors. We built on discussions about e-service quality, augmented reality, security, and privacy. The proposed framework explains how these factors influence repurchase intentions in m-commerce platforms. It notes the mix of technology and consumer behavior.

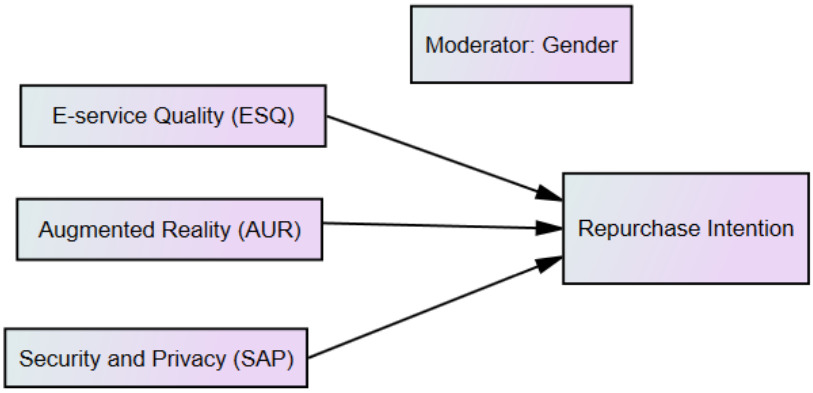

Figure 1: Framework showing the relationship

3. DATA AND METHODS

The research for this study was conducted in total 442 homes in Delhi-NCR between July and October of 2025. The random method was applied for data collection. To evaluate the strength of the ties between the study's variables, Pearson correlation coefficients were calculated. In order to investigate the data, we applied basic descriptive and exploratory statistical techniques. In the statistical analysis, Microsoft Excel 2013 and IBM SPSS Statistics v.20 (IBM Corp., Armonk, NY, USA) were both utilized. Inductive statistical approaches, reliability analysis, Pearson correlation coefficient, and comparative analysis (t-test, ANOVA) were used in the study to be examined. To compare the mean values found for each component for independent samples, a t-test was performed. Parametric tests may be employed if the conditions, which include establishing the normality of the distribution, are fulfilled. A 5% (p 0.05) threshold was used to determine significance (Berkson J 1942). The survey was created with Likert-scaled, closed-ended questions. Respondents can express their level of agreement or disagreement with the statement on a 5-point scale. All the statistical testing was performed using version 20 of IBM SPSS Statistics.

4. RESULTS AND ANALYSIS

4.1 Demographic profile

The demographic profiles of the respondents were analyzed using descriptive statistics, which focused on frequency of occurrence and percentages. The sample included families from Delhi-NCRin which at least one member had relocated to a different region or another city. From January 2023 through May 2023, information was gathered using a standardized questionnaire. Purposive and random sampling were used to distribute 536 questionnaires to respondents, who included both men and women aged 21 and up. Of these, 442 questionnaires were returned with all the required information and no obvious mistakes. A response rate of 82.46 % or higher is considered satisfactory. Of the 442 respondents, there were

significantly more women (256, 57.9%) than men (186, 42.1%); the majority were in the 31–40 age range (166, 37.6%); and 164 (37.1%) earned between 30001 and 40,000 rupees (table 1).

Table 1. Summary of Demographic Profile

		Frequency	Valid%
Gender	Male	186	42.1
	Female	256	57.9
Age	21-30 years	164	37.1
	31-40 years	166	37.6
	41-50 years	112	25.3
Income	10,000-20,000	98	22.2
	20001- 30,000	153	34.6
	30001- 40,000	164	37.1
	More than 40,000	27	6.1

4.2. Exploratory Factor Analysis (EFA)

Principal components analysis (PCA) is used by EFA to find consistent things. The EFA method was used to determine construct validity. Since the factor loading in this study was more than 0.50, additional analysis involving every variable was carried out. KMO stands for Kaiser-Meyer-Olkin. Values in the range of 0.7 to 1.0 indicate that factor analysis is helpful for the data and that additional analysis is possible. The degree of correlation between the components of the variable is shown by Bartlett's sphericity test. The factor analysis results are shown in Table 2.

Table 2. Results of Exploratory Factor Analysis

Variable	Statement	Factor loadings	KMO Measure of Sample Adequacy (>0.5)	Bartlett's Test of Sphericity		Items confirmed	Items dropped	Cum % of loading
				Chi Square	Sig. (<.10)			
E-service Quality (ESQ)	ESQ-1	0.859	0.780	987.308	0.000	4	0	73.602
	ESQ-2	0.871						
	ESQ-3	0.857						
	ESQ-4	0.845						
Augmented Reality (AUR)	AUR-1	0.857	0.808	799.892	0.000	4	0	69.946
	AUR-2	0.885						
	AUR-3	0.835						
	AUR-4	0.764						
Security and Privacy	SAP-1	0.847	0.757	787.848	0.000	4	0	68.722
	SAP-2	0.835						

(SAP)	SAP-3	0.826						
	SAP-4	0.807						
Repurchase Intention (REINT)	REIN-1	0.852	0.870	1052.608	0.000	5	0	66.829
	REIN-2	0.845						
	REIN-3	0.825						
	REIN-4	0.806						
	REIN-5	0.755						

4.3. Reliability Analysis

By analyzing the dependability of a research scale across all of its components, Cronbach's Alpha is used to assess a questionnaire's internal consistency. Finding out if two or more observable variables measure the same concept is the aim of this analysis. Since Cronbach's alpha was more than 0.70 and came inside the study's acceptable threshold, it was established as a cutoff value at 0.7. Table 3 shows that the questionnaire's overall Cronbach's alpha was 0.942. This suggests that the study's instruments are reliable enough to be employed in research.

Table 3: Results of Reliability test

Variable	Cronbach Alpha
E-service Quality (ESQ)	0.880
Augmented Reality (AUR)	0.856
Security and Privacy (SAP)	0.845
Repurchase Intention (REINT)	0.874
Overall Reliability of the Questionnaire	0.942

4.4 Correlation Analysis

The mean value scale and the controlled variables are coded in order to conduct a correlation study following the completion of an EFA and reliability analysis. Pearson's correlation coefficient (r) can be used to investigate and assess the linear relationship between elements. Table 4 illustrates the strong association between the independent and dependent variables across all factors taken into consideration. Repurchase Intention (REINT) and Augmented Reality (AUR) had the weakest correlation (0.573), while E-service Quality (ESQ) and REINT had the best correlation (0.812).

Table 4: Correlations analysis

	ESQ	AUR	SAP	REINT
ESQ	1			
AUR	.576**	1		
SAP	.701**	.660**	1	
REINT	.812**	.573**	.739**	1

**. Correlation is significant at the 0.01 level (2-tailed).

4.5. Regression Analysis

A stepwise regression analysis was used to ascertain the association between the independent and dependent variables, with a significance level of 5% to test hypotheses. We use linear regression analysis instead of nonlinear regression analysis in accordance with previous studies. The t-test can reject the null hypothesis that the total regression coefficient equals zero, and the F-test can confirm the model's scalability using the adjusted R^2 coefficient.

4.5.1 Repurchase Intention (REINT) as dependent variable: The predictor-criterion relationship between the independent and dependent variables was found using stepwise regression analysis. Table 5 showed that the variables under investigation are significant predictors of Repurchase Intention (REINT) using step-wise regression analysis. Table 5a shows that these traits explain 71.6% of Repurchase Intention with a R square of 0.716. Table 5b displays the regression model's ANOVA values, which demonstrate validation at a 95% confidence level. The beta values of each component are 0.571 and 0.315, according to the coefficient summary in Table 5c, which accurately depicts their impact on Repurchase Intention.

Table 5a: Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846[a]	.716	.714	.38660

a. Predictors: (Constant), SAP, AUR, ESQ

Table 5b: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.361	3	55.120	368.801	.000[b]
	Residual	65.463	438	.149		
	Total	230.823	441			

a. Dependent Variable: REINT

b. Predictors: (Constant), SAP, AUR, ESQ

Table 5c: Coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.798	.105		7.587	.000
	ESQ	.545	.035	.571	15.622	.000
	AUR	.028	.027	.036	1.042	.008
	SAP	.275	.035	.315	7.921	.000

a. Dependent Variable: REINT

4.5.2 Gender as moderation variable for Repurchase Intention (REINT): The dummy variables of male and female values were first constructed by recoding the values as 0 and 1 for both genders in order to observe the moderating influence of gender (male/female) on the Repurchase Intention. The three independent variables are then combined with the recoded

values of the two genders, ESQ_MALE, AUR_MALE, SAP_MALE, and ESQ_FEMALE, AUR_FEMALE, SAP_FEMALE, respectively, to create new variables.

The three new interacting independent variables and dependent variable (REINT) were used in the regression analysis. Three factors (ESQ_MALE, AUR_MALE, and SAP_MALE) are significant predictors of Repurchase Intention (REINT), according to stepwise regression analysis results shown in Tables 6a and 6b. Repurchase Intention (REINT) may be explained by these seven variables to a degree of 2.6 percent, according to table 6a's R square of 0.026. Table 6b displays the regression model's ANOVA values, which indicate validity at a 95% confidence level. Three factors—ESQ_MALE, AUR_MALE, and SAP_MALE—have beta values of 0.113, -0.037, and 0.087, respectively, according to the coefficient summary displayed in Table 6c. These values are reasonably reflective of their influence on Repurchase Intention (REINT).

Table 6a: Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163[a]	.026	.020	.71627

a. Predictors: (Constant), SAP_MALE, AUR_MALE, ESQ_MALE

Table 6b: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.110	3	2.037	3.970	.008[b]
	Residual	224.713	438	.513		
	Total	230.823	441			

a. Dependent Variable: REINT

b. Predictors: (Constant), SAP_MALE, AUR_MALE, ESQ_MALE

Table 6c: Coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.146	.044		93.710	.000
	ESQ_MALE	.039	.083	.113	.468	.010
	AUR_MALE	-.014	.078	-.037	-.184	.004
	SAP_MALE	.030	.090	.087	.336	.007

a. Dependent Variable: REINT

Similarly, table 7a's R square of 0.018 shows that these three variables (ESQ_FEMALE, AUR_FEMALE, and SAP_FEMALE) can account for 1.8% of Repurchase Intention (REINT). Table 7b displays the regression model's ANOVA values, which indicate validity at a 95% confidence level. Three factors, ESQ_FEMALE, AUR_FEMALE, and SAP_FEMALE, have beta values of 0.035, -0.043, and 0.140, respectively, according to the coefficient summary displayed in Table 7c. These values are reasonably reflective of their influence on Repurchase Intention (REINT).

Table 7a: Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.134[a]	.018	.011	.71943

a. Predictors: (Constant), SAP_FEMALE, AUR_FEMALE, ESQ_FEMALE

Table 7b: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.124	3	1.375	2.656	.004[b]
	Residual	226.699	438	.518		
	Total	230.823	441			

a. Dependent Variable: REINT

b. Predictors: (Constant), SAP_FEMALE, AUR_FEMALE, ESQ_FEMALE

Table 7c: Coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.135	.052		79.905	.000
	ESQ_FEMALE	.012	.080	.035	.152	.008
	AUR_FEMALE	-.016	.066	-.043	-.249	.003
	SAP_FEMALE	.049	.089	.140	.552	.005

a. Dependent Variable: REINT

4.6. Results of Hypotheses Testing

Six hypotheses were initially proposed within the conceptual study framework, and as can be seen in table 8, all were ultimately accepted.

Table 8: Testing of Hypotheses

Hy. No.	Independent Variables	Dependent Variables	R-Square	Beta Coefficient	t-value	Sig Value	Status of Hypotheses
H1	E-service Quality (ESQ)	Repurchase Intention (REINT)	0.716	.571	15.622	.000	Accepted
H2	Augmented Reality (AUR)	Repurchase Intention (REINT)	0.716	.036	1.042	.008	Accepted
H3	Security and Privacy (SAP)	Repurchase Intention (REINT)	0.716	.315	7.921	.000	Accepted
H4a	ESQ_MALE	Repurchase Intention (REINT)	0.026	.113	.468	.010	Accepted

H4b	ESQ_FEMALE	Repurchase Intention (REINT)	0.018	.035	.152	.008	Accepted
H5a	AUR_MALE	Repurchase Intention (REINT)	0.026	-.037	-.184	.004	Accepted
H5b	AUR_FEMALE	Repurchase Intention (REINT)	0.018	-.043	-.249	.003	Accepted
H6a	SAP_MALE	Repurchase Intention (REINT)	0.026	.087	.336	.007	Accepted
H6b	SAP_FEMALE	Repurchase Intention (REINT)	0.018	.140	.552	.005	Accepted

5. DISCUSSION

According to research findings (H1; beta coefficient = 0.571; p = 0.000), E-service Quality significantly impacts Repurchase Intention. Online repurchase intentions were predicted to be significantly impacted by e-service quality factors. According to the investigation, e-service quality is responsible for a large degree of heterogeneity in people's readiness to repurchase online (Al-Araj et al., 2022). E-service quality is crucial in shaping consumer behavior in the cutthroat online marketplace. According to research, improved e-service quality will boost consumer satisfaction and repurchase intentions (Carla et al., 2023). Acceptance of this hypothesis suggests that clients are more satisfied when an application or website offers higher-quality electronic services. This suggests that customers are more likely to be loyal and inclined to make repeat purchases when they receive quick, easily available services that fulfill their expectations during online transactions. The crucial connection between service quality, customer satisfaction, and repeat purchases is shown by research by Dian & Rusfian (2023), which shows that e-service quality greatly increases repurchase intention through its effect on consumer satisfaction. Similarly, the study by Wiatna & Sanaji (2022) highlights the crucial role that service quality plays in creating a favorable customer experience by showing a reciprocal relationship between e-service quality and repurchase intentions.

Sugiharto & Wijaya's (2020) study supports these conclusions by showing that customer satisfaction and repurchase intention are influenced by service quality. This suggests that improving service quality raises the possibility of recurring business in addition to increasing customer happiness. Furthermore, the study by Chandra et al. (2022) emphasizes that repurchase intention is strongly impacted by all evaluated hypotheses pertaining to e-service quality and customer experience, highlighting the crucial role that customer satisfaction plays in this situation.

An independent analysis of the link between Augmented Reality and Repurchase Intention revealed a strong positive correlation between the variables. This result supports hypothesis 2 (beta coefficient = 0.036; p = 0.008). The results of this study supported the impact of augmented reality on repurchase intention, which is consistent with other research (Koay et al., 2023). According to this study, users co-create values through cognitive engagements and react to Augmented Reality through user-platform interactions. The results verified that Augmented Reality has a strong impact on repurchase intention (Faqih, 2022). Iranmanesh et al. (2024) claim that augmented reality technology, which superimposes digital content on the physical world, is revolutionizing e-commerce by offering interactive, real-time product visualizations. Additionally, their study evaluates the marketing potential of augmented reality advertising and consumer buy intent for products visualized using augmented reality applications (Anifa and Sanaji, 2022). In addition to increasing satisfaction, a favorable attitude toward augmented reality also affects buying intention (Bhatia, 2024). Thus, marketers can optimize Augmented Reality's influence on consumer behavior by cultivating positive views (Voicu et al., 2023). These results suggest that marketers should understand that developing positive Augmented Reality experiences requires both technology skill and attitudinal alignment. The influence of satisfaction and attitude on purchase intention may be greater in areas where social variables and collective attitudes frequently influence shopping decisions (Nguyen et al., 2022). When adopting new technology, such as augmented reality, certain consumers may rely significantly on social acceptability and peer opinions (Nguyen, Le, & Chau, 2023). Therefore, encouraging positive attitudes and guaranteeing high levels of pleasure with Augmented Reality experiences could greatly increase consumers' intents to make purchases.

Security, privacy, and repurchase intention were found to be strongly positively correlated in the empirical investigation of hypothesis 3 (beta coefficient = 0.315; p = 0.000). After making a purchase, online buyers expect protection from fraud, theft, and spam communications. The security and privacy of a website are important factors that affect how customers perceive an online store overall (Fan et al., 2022). According to Luo et al. (2020), security assurance in e-commerce refers to the platform's degree of safety in guaranteeing a secure client experience through privacy agreements and anonymous comments. Customers' perceptions of safety and confidence in e-service systems are significantly shaped by security assurance, which also plays a critical role in protecting them from dangers and uncertainties during transactions. This ultimately improves consumer engagement behaviors and repurchase intentions (Shao et al., 2020). Consumers consider security and privacy to be important factors that show how reliable online payment systems, data transmission, and storage are during transactions (Abd Rashid et al., 2023). As a result, privacy and website security are frequently closely related. According to Teo et al. (2024), security has a moderate impact on how users accept e-wallets and increase their intents to make additional purchases.

Under the moderating influence of gender (male and female), the empirical study into hypotheses 4, 5, and 6 showed a substantial link between E-service Quality, Augmented Reality, Security and Privacy, and Repurchase Intention. The moderate predictive power of our study framework explains the wide range of client repurchase intentions through e-commerce platforms. According to gender analysis, women have greater explanatory power than men (Wijaya et al., 2024). In contrast to e-service and augmented reality, which had little overall impact on repurchase intentions, key dimensions like customer service, augmented reality, and security/privacy have a significant impact on repurchase intentions. Security/privacy is the most important factor (Mohd Nawi and Sulaiman, 2021). According to marketing research, gender-based studies are crucial because men and women have different online shopping habits, underscoring the necessity for customized consumer insights (Narciso, 2020). Additionally, the distinct environment and demographics of their nation have a significant impact on consumers' online shopping behavior (Al-Adwan et al., 2022). Based on their study in India, Verianto et al. (2023) found that male and female participants had distinct opinions of e-service quality, especially in terms of website design and payment alternatives, but not in terms of product options, security, dependability, and assurance. According to Oghazi et al. (2021), women rely more on reputation, whereas men are more likely to make purchases online when they have a higher degree of trust. Saleem et al. (2022) discovered a significant effect for males but not for females when they examined whether gender moderates the association between e-word of mouth and online purchase intention.

6. CONCLUSION

Staying ahead in the highly competitive world of e-commerce necessitates a thorough comprehension of the elements that affect consumers' intentions to make additional purchases. This study explores gender-specific preferences, providing insightful information for companies looking to develop more focused marketing strategies and illuminating potential mechanisms that influence future purchasing decisions. Although previous research has concentrated on e-commerce in different geographical areas, this study is unique in that it incorporates gender as a moderating element in the context of e-commerce. This study offers a fresh perspective on consumer behavior, specifically how gender influences these interactions, by examining how several e-service dimensions—such as customer e-service, augmented reality, security/privacy—impact repurchase intentions. This study is a fresh addition to theory and practice because gender-based analysis has not received enough attention, particularly in India. The results of this study, which draws from an extensive dataset of Indian online buyers, offer practical local insights for e-commerce companies, particularly those seeking to customize their marketing tactics and enhance client retention in a post-pandemic digital economy. Gender undoubtedly influences attitudes and perceptions of online shopping, according to earlier study. The impact of e-service quality, augmented reality, security/privacy, and repurchase intention on gender differences was examined in this study. These results highlight how crucial e-service quality, augmented reality, and security/privacy are for all genders, despite subtle gender-specific variations in how other factors influence their propensity to make additional purchases.

7. RECOMMENDATIONS AND LIMITATIONS

By concentrating on the Indian e-commerce setting, this study offers a geographically particular viewpoint that makes it possible to compare its results with those from other areas. By examining cultural or market-specific elements that can mitigate the effect of e-service quality aspects on repurchase intentions, future research can expand on this study. In summary, the results advance management and scholarly knowledge of how different aspects of e-service quality can be used to increase customer loyalty and improve the long-term viability of e-commerce companies.

Future studies could overcome these constraints by utilizing larger and more varied sample sizes, employing objective measurements, investigating various e-commerce platforms in various contexts, and taking cross-cultural influences into account. Other businesses, such as tourism, health, education, and gaming, can validate the suggested paradigm.

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