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Factors Affecting the Repurchase Intention in E-Commerce in Kathmandu Valley: Higher Order Structural Analysis Using PLS-SEM

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Abstract

Purpose: The purpose of this study is to examine the influence of convenience on repurchase intention in Nepal's e-commerce sector, with a focus on the mediating roles of perceived value and customer satisfaction.

Design/methodology/approach: This study adopts a positivist research philosophy, utilizing quantitative methods and statistical analysis to investigate the relationships between convenience, perceived value, satisfaction, and repurchase intention in e-commerce. A causal-comparative design was used to examine the structural relationship and data was gathered from 273 respondents through self-administered survey. SMART-PLS 4.0 was used to analyzed the data.

Findings: The findings indicate that convenience has a positive yet modest impact on repurchase intention. While perceived value does not mediate the relationship between convenience and repurchase intention, customer satisfaction significantly mediates this relationship highlighting the importance of satisfaction in driving repurchase behavior.

Conclusion: The study highlights the importance of improving convenience in search and evaluation for customer satisfaction and perceived value, driving repurchase intention in Nepal's e-commerce sector, highlighting the need for holistic user experience optimization.

Implications: This study contributes to the understanding of e-commerce consumer behavior in Nepal by highlighting the significant role of search and evaluation convenience in enhancing customer satisfaction and repurchase intention. It provides practical recommendations for e-commerce platforms to optimize user experience by simplifying search processes and improving product evaluations, ultimately fostering customer loyalty and driving sustainable business growth.

JEL Classification: L81, L86, M31, O33

Introduction

The rapid growth of e-commerce has significantly transformed consumer behavior worldwide, including in developing countries like Nepal. E-commerce facilitates the buying and selling of goods and services through digital platforms, streamlining transactions, enhancing convenience, and providing customers with an efficient shopping experience. With the integration of electronic payment systems, consumers are increasingly drawn to online shopping for its time-saving benefits, ease of access, and wide product selection. As businesses continue to leverage digital platforms, understanding the factors that influence consumer behavior and repurchase intention has become a focal point for researchers (Grandón & Pearson, 2004; Aren et al., 2013; Sullivan & Kim, 2018; Halim et al., 2020; Malik & Guptha, 2013).

Global projections indicate that e-commerce sales will reach $8.14 trillion by 2026, highlighting the shift in consumer preferences toward digital transactions (World Bank, 2024). This shift is primarily driven by widespread internet adoption, with approximately 95% of adults in the United States regularly using online platforms for various purposes, including shopping (Perrin, 2024). In Nepal, the adoption of internet-based services is rapidly expanding. As of January 2023, Nepal had 15.85 million internet users, representing an internet penetration rate of 51.6% of the total population (Pokharel, 2023). This expanding digital landscape has spurred the growth of e-commerce platforms in Nepal.

The Kathmandu Valley, in particular, has seen a significant rise in online shopping, driven by advancements in ICT and internet connectivity (Rai & Rai, 2022). Urbanization continues to reshape Nepal's socio-economic structure, with more consumers turning to online platforms for convenience, product variety, and promotional offers (Bhattarai et al., 2023). The availability of detailed product information and customer reviews enhances the appeal of online shopping (Vaidya, 2019). Additionally, the quality of service such as reliable customer support, timely delivery, and efficient return policies is crucial for maintaining customer loyalty. Notable Nepalese e-commerce platforms like Daraz, Thulo.com, Sastodeal, and Hamrobazar have successfully capitalized on growing demand by offering a wide range of products. These companies have established themselves as key players in Nepal's e-commerce sector.

Despite the growth, challenges such as trust issues, inconsistent product quality, and usability of platforms persist. Addressing these concerns is vital for building consumer trust and encouraging repeat purchases. When consumers feel confident in the security of transactions and product quality, they are more likely to repurchase (Firth et al., 2019). In urban areas like Kathmandu, e-commerce has become the preferred mode of shopping for young, tech-savvy consumers who value the flexibility of shopping online. However, challenges like product authenticity and payment system reliability remain. As a result, understanding factors such as trust, satisfaction, and perceived value is essential for fostering long-term consumer loyalty.

While research has explored general shopping behaviors, limited studies focus on repurchase intention in Nepal's e-commerce landscape. This study aims to fill that gap by examining how convenience influences repurchase intention, mediated by perceived value and satisfaction.

Literature Review

E-commerce has transformed the retail sector by providing unmatched convenience, broad accessibility, and an extensive range of products (Chen et al., 2018; Putra et al., 2022). The integration of online and offline retail channels creates synergies, enabling businesses to cater to diverse customer segments (Granata, 2020). This digital shift allows customers to access product information and complete purchases online, marking a significant change in retail dynamics. The growth of this sector is largely fueled by the simplicity and convenience it offers. Online shopping enables consumers to make purchases from the comfort of their homes, with advanced technologies like big data analytics and artificial intelligence improving user experiences and optimizing logistics (Huang & Benyoucef, 2023). However, the industry faces challenges, including intense competition, cybersecurity threats, and logistics issues, necessitating investments in digital marketing, user-friendly interfaces, and secure payment systems (Kamal et al., 2021).

A significant body of research emphasizes customer satisfaction as a key factor in e-commerce repurchase intentions, where satisfaction, influenced by website quality and ease of use, enhances loyalty and repeat purchases (Miao et al., 2022). Trust and perceived value are also crucial predictors, as they reduce perceived risks and encourage customers to return to platforms that offer secure and valuable transactions (Gefen et al., 2003). Additionally, website quality, including functionality and personalized user experiences, significantly enhances customer satisfaction and engagement, driving repeat behavior (Tarabieh & Gil-Pechuán, 2020). Convenience factors, such as easy payment options and swift delivery, further increase repurchase intentions, particularly in mobile commerce (Yang & Forney, 2013). Lastly, price sensitivity and promotional offers, including personalized discounts and flash sales, play a substantial role in retaining customers and fostering repeat purchases in competitive e-commerce sectors (Grewal et al., 1998).

In Nepal, the rise of the internet has driven e-commerce growth, spurred by improved delivery systems and payment options (Jain et al., 2017). Platforms like Daraz reflect a growing preference for online shopping, but challenges remain, including concerns about product quality and the perceived risks of online shopping. Traditional shopping remains relevant due to its tactile experiences and social interaction (Misra et al., 2017). Younger consumers, however, prefer the convenience of online shopping, driving much of the e-commerce growth (Ibrahim & Baliji, 2023).

To stay competitive, retailers are adopting omnichannel strategies that integrate online and offline experiences, such as in-store pickup for online orders and experiential marketing in physical stores (Kim, 2021). Advanced technologies, like in-store systems that provide deeper product insights, further enhance the customer experience (Savastano et al., 2019). Post-purchase factors, such as product availability, delivery timeliness, ease of returns, and secure payment systems, are crucial in shaping customer satisfaction and repurchase intentions in e-commerce (Yolanda & Putri, 2021). Timely delivery boosts customer trust, while delays negatively impact future purchase decisions (Chung & Lee, 2004). Secure payment systems protect against fraud and foster positive post-purchase experiences (Ariffin et al., 2018), collectively contributing to customer satisfaction and loyalty. Several research indicates that factors such as perceived ease, trust and enjoyment significantly impact consumers' intent to make repeat purchases (Malik & Guptha, 2013; Halim et al., 2020). In Nepal, the convenience of cash-on delivery and mobile-friendly interfaces also plays a significant role (Sweeney & Soutar, 2001). Perceived value, satisfaction, and service quality consistently influence repurchase intentions (Pham et al., 2018; Rasaily et al., 2023).

Conceptual Framework

The Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT) are commonly used to explore how convenience and perceived value affect customer satisfaction and repurchase intentions (Zamzuri et al., 2008). These models and theories perfectly align with the study objectives and the framework derived for the study purpose.

Anchored on TAM and ECT, the researcher has developed the following framework for the study purpose:
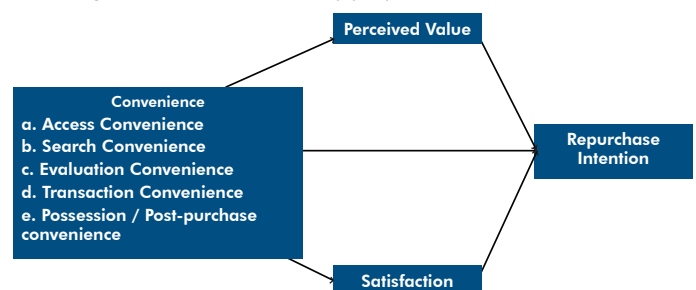

Figure 1: Researchers Model

Convenience and Repurchase Intention

Convenience plays a pivotal role in shaping repurchase intention in e-commerce by minimizing the effort and time required for transactions. It includes key elements such as easy access, simplified

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purchasing processes, responsive customer service, and timely delivery. Pham et al. (2018) define five dimensions of convenience: access, search, evaluation, transaction, and post-purchase, all of which contribute to customer satisfaction and repeat purchases. Businesses can enhance customer loyalty by prioritizing convenience, ensuring a seamless and efficient shopping experience. Similarly, repurchase intention indicates a consumer's likelihood of repeatedly purchasing from the same retailer, driven by convenience, satisfaction, and trust. It is critical in fostering customer loyalty and sustaining long-term business profitability in e-commerce.

In this study, convenience is believed to be a significant predictor of repurchase intention in e-commerce, encompassing factors like easy navigation, quick checkout processes, and accessible customer service. It reduces the effort required by consumers and improves their shopping experience. Consumers who find online shopping convenient are more likely to make repeat purchases due to the time and effort saved (Lukito & Ikhsan, 2020; Widodo, 2021). Convenience, including ease of navigation, efficient delivery, and hassle-free returns, directly influences satisfaction and repurchase intentions. Post-purchase convenience also affects behavioral intentions, with studies indicating a positive impact on repurchase intention (Pham et al., 2018). However, Chang and Polonsky (2012) suggest that not all dimensions of convenience equally influence repurchase intentions.

H1: There is a significant impact between the convenience of using e-commerce platforms and repurchase intention.

Mediating Role of Perceived Value

Perceived value bridges the gap between convenience and repurchase intention. When consumers find an online store easy to navigate and quick to use, they perceive greater value in the transaction. This perceived value enhances satisfaction and increases the likelihood of repeat purchases (Pham et al., 2018). E-commerce platforms that improve convenience, through better navigation, simplified checkouts, and strong post-purchase support, can boost perceived value, leading to higher customer satisfaction and loyalty. Focusing on these aspects helps drive repeat purchases and fosters long-term customer relationships.

H2: There is a significant impact between convenience and repurchase intention mediated by perceived value.

Mediating Role of Satisfaction

Customer satisfaction plays a critical mediating role between convenience and repurchase intention. When consumers experience a convenient shopping process on an e-commerce platform, their overall satisfaction increases, enhancing their perception of value and making them more likely to make repeat purchases. Research by Veybitha et al. (2021) and Palacios and Jun (2020) demonstrates that convenience significantly impacts customer satisfaction, which in turn affects repurchase intention. E-commerce platforms should therefore focus on improving convenience, from browsing to post-purchase support, to boost satisfaction. This, in turn, fosters customer loyalty and encourages repeat purchases, highlighting the importance of managing convenience to enhance customer satisfaction and drive repeat business.

H3: There is a significant impact between convenience and repurchase intention mediated by satisfaction.

Methods

This study adopts a positivist research philosophy, utilizing quantitative methods and statistical analysis to investigate the relationships between convenience, perceived value, satisfaction, and repurchase intention in e-commerce. A causal-comparative design is followed, with data gathered via surveys to assess consumer behavior in Nepal's e-commerce landscape. The research focuses on the Kathmandu Valley, targeting individuals who have made at least one online purchase in the past six months. Convenience sampling was used to collect data from 200 respondents through online forms, ensuring an efficient and relevant sample. A structured 5-point Likert scale questionnaire was distributed via KOBO Toolbox, with a pilot test conducted for reliability before full-scale data collection. examining relationships between variables.

This study uses validated scales from previous research, with items measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Measurement items for perceived value, satisfaction, and repurchase intention are from Ali and Bhasin (2019), while convenience aspects are from Phan & Le (2023). The data was analyzed using SPSS for descriptive statistics and PLS-SEM for hypothesis testing and external validity was ensured by having experts review the questionnaire for relevance and clarity, with feedback leading to revisions.

Results And Analysis

Profile of the Respondents

The socio-demographic profile of 273 respondents shows a nearly even gender distribution: comprising 52.01% of male and 47.99% of females. `The majority are aged 18-30 (75.09%), followed by 31-40 (18.32%), and those over 40 (6.59%), indicating a younger sample. Regarding education, 63% hold a Bachelor's degree, and 36.26% have a Master's degree or higher, with minimal representation at the high school level. Income distribution varies, with 39.56% earning Rs. 30,000-60,000, 27.84% earning less than Rs. 30,000, 14.29% earning Rs. 60,000-100,000, and 18.32% earning over Rs. 100,000 per month.

Analysis of Preliminary Conditions

Before analyzing the data, some preliminary conditions such as Common Method Bias (CMB), Non-Response Bias, Distributional Assumptions, and Model fit were evaluated. Similarly, descriptive statistics indicate that mean scores for study variables range from 3.491 to 4.132, showing slightly positive sentiments. Standard deviations vary from 1.018 to 1.34, reflecting moderate variability. Likewise, the KMO measure of sampling adequacy was 0.939, indicating high suitability for factor analysis. Bartlett's test of sphericity was significant ($P < 0.05$), confirming that the data matrix is factorable. In addition, the findings revealed that Harman's single factor value was 39.40%, which was below the cut-off criteria of 50%, stating no issue of common method bias. The Variance Inflation Factor (VIF) values for all indicators are below 5, indicating no multicollinearity issues in the dataset (Kock, 2022). Non-response bias was also assessed using wave analysis in SPSS, which involved comparing early and late respondents. The paired t-test showed no significant difference, confirming the absence of non-response bias. Similarly, the skewness values ranged from -1.456 to -0.563, and kurtosis values from -0.785 to +1.617, all of which fall within the acceptable range of -3 to +3 for skewness and kurtosis, as suggested by Kline (2015). These values indicate that the data distribution is normal, making it suitable for further statistical analysis.

Model Specification/PLS-SEM Analysis

The research model was analyzed using PLS-SEM 4.0, encompassing the measurement and structural models. The analysis began with the evaluation of the measurement model, focusing on item reliability, internal consistency, and construct validity to ensure the robustness of the data. Establishing reliability and validity is a critical prerequisite for examining the relationships between constructs. Construct validity was assessed using several key metrics: Average Variance Extracted (AVE), cross-loadings, the Fornell-Larcker criterion, and the Heterotrait-Monotrait ratio (HTMT). After satisfying the measurement model, a structural model was analyzed including predictive relevance, model fit, and hypothesis testing.

a) Assessment of the Reflective Measurement Model (First Order Construct)

The study assessed four reflective constructs and 23 items using Hair et al.'s (2017) methodology, focusing on standardized factor loading (SFL), internal consistency, and various validity measures. All items had loadings above the 0.70 threshold, confirming good reliability. Internal consistency was verified with Cronbach's Alpha and composite reliability (CR) values exceeding 0.70, though CR values above 0.90 may indicate potential validity concerns. Convergent validity was confirmed with an Average Variance Extracted (AVE) above 0.50, and discriminant validity was established through HTMT, Fornell-Larcker analysis, and cross-loading, with results showing satisfactory levels. The Variance Inflation Factor (VIF) scores for all indicators were below 1, indicating no multicollinearity issues.

Table 1: Validity and Reliability

Constructs	Indicators	Standardized Factor Loading (SFL)	Cronbach Alpha Value	Composite Reliability (CR)	AVE	Indicator VIF
Access Convenience	AC_1	0.722	0.915	0.947	0.855	3.761
	AC_2	0.874				2.88
	AC_3	0.831				3.27
Customer Satisfaction	CS_1	0.669	0.922	0.941	0.763	3.273
	CS_2	0.841				3.668
	CS_3	0.829				3.071
	CS_4	0.709				3.81
	CS_5	0.881				1.89
Evaluation Convenience	EC_1	0.898	0.902	0.939	0.837	3.015
	EC_2	0.892				2.493
	EC_3	0.839				3.742
Post-purchase Convenience	PPC_1	0.82	0.914	0.94	0.796	3.255
	PPC_2	0.876				3.166
	PPC_3	0.86				2.697
	PPC_4	0.861				2.479
Perceived Value	PV_1	0.84	0.903	0.932	0.776	3.596
	PV_2	0.862				4.538
	PV_3	0.814				4.597
	PV_4	0.795				1.659
Repurchase Intention	RPI_1	0.808	0.929	0.946	0.778	4.041
	RPI_2	0.85				3.647
	RPI_3	0.821				2.315
	RPI_4	0.86				3.409
	RPI_5	0.828				4.109
Search Convenience	SC_1	0.803	0.882	0.927	0.809	2.256
	SC_2	0.857				2.755
	SC_3	0.846				2.528
Transaction Convenience	TC_1	0.849	0.847	0.907	0.766	2.038
	TC_2	0.739				2.121
	TC_3	0.731				1.99

Note. Researchers Calculation's from Field Survey, (2024)

Similarly, discriminant validity ensures that concepts are distinct and can be assessed using the Fornell-Larcker criterion, HTMT, and cross-loadings (Hair et al., 2017). The Fornell-Larcker criterion compares the square root of the Average Variance Extracted (AVE) for each latent variable with its correlations with other variables. The criterion

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is satisfied if the square root of the AVE is greater than the correlations (see Table 2), which has been confirmed by the study. However, Henseler et al. (2015) suggest using HTMT for better sensitivity, as the Fornell-Larcker criterion has limitations. In addition, Henseler et al. (2015) recommend the HTMT method for assessing discriminant validity, with thresholds of 0.85 for distinct constructs and 0.90 for closely related constructs. An HTMT threshold of 0.85 was applied in this study (see Table 3), and all ratios met this criterion, confirming discriminant validity. Moreover, to validate discriminant validity, an item's outer loading in its parent construct should exceed its cross-loadings in other constructs. This study met this criterion, showing no cross-loading issues and confirming that the measurement models are adequate.

Table 2: Fornell - Larcker Analysis

	AC	CS	EC	PPC	PV	RPI	SC	TC
AC	0.925							
CS	0.523	0.873						
EC	0.536	0.623	0.915					
PPC	0.472	0.555	0.562	0.892				
PV	0.432	0.806	0.531	0.48	0.881			
RPI	0.493	0.774	0.694	0.483	0.66	0.882		
SC	0.614	0.665	0.629	0.575	0.631	0.589	0.9	
TC	0.531	0.474	0.554	0.589	0.474	0.416	0.557	0.875

Note. Researchers Calculation from Online Survey, (2024)

Table 3: HTMT Values

	AC	CS	EC	PPC	PV	RPI	SC	TC
AC								
CS	0.568							
EC	0.59	0.676						
PPC	0.516	0.602	0.618					
PV	0.463	0.864	0.581	0.515				
RPI	0.534	0.826	0.756	0.522	0.709			
SC	0.683	0.736	0.705	0.64	0.696	0.65		
TC	0.6	0.532	0.632	0.667	0.533	0.466	0.643	

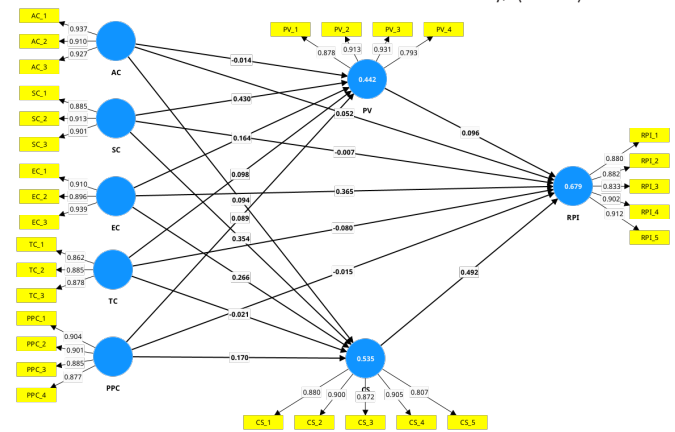*Note.* Researchers Calculation from Online Survey, (2024)

Figure 2: Path Diagram of First Order Analysis

After evaluating the outer measurement models, the study assesses the structural model to test the proposed paths and hypotheses. This inner model details the theoretical concepts and their relationships (Götz et al., 2009; Benitez et al., 2020;). A bootstrapping approach with 10,000 resamples was used for model evaluation. The assessment includes the coefficient of determination, predictive relevance, path coefficients, effect sizes, and robustness checks.

b) Assessment of the Reflective Measurement Model (Higher Order Construct)

Convenience is the higher-order construct in the study based on five lower-order constructs (i.e. Access Convenience, Search Convenience, Evaluation Convenience, Transaction Convenience, Possession/Post-purchase Convenience). In this study, convenience is evaluated as a reflective higher-order construct. To establish this construct, assessments of factor loadings, reliability, and validity were conducted. All convenience indicators showed factor loadings exceeding the minimum threshold of 0.70 (Hair et al., 2010). Reliability was measured using Cronbach's alpha and composite reliability, with both statistics surpassing the recommended value of 0.70 for the higher-order construct, as displayed in the table below, indicating strong reliability (Henseler et al., 2016). Convergent validity was acceptable because the AVE was higher than 0.50 for the higher-order construct. Likewise, the VIF score of all the indicators was below 3, demonstrating no multicollinearity issues. Discriminant validity was assessed through HTMT, Fornell - Larcker Analysis, and cross-loading. The square root of the AVE for the construct exceeds its correlation with all other constructs, while HTMT analysis reveals that the HTMT ratio falls below the accepted threshold of 0.85. Therefore, discriminant validity is confirmed for the higher-order constructs of convenience. For predictive relevance, the coefficient of determination, effect size, and Q^2 predict values were carefully analyzed.

Assessment of Structural Model

Predictive Relevance

To examine the predictive relevance, the coefficient of determination, effect size, and Q2 predict were explicitly analyzed:

Coefficient of Determination (R[2]) : The model explains 53.5% of the variance in customer satisfaction and 44.2% in perceived value. Repurchase intention shows the highest explanatory power, with 67.9% of its variance explained by the model These results indicate that the model is particularly strong in predicting repurchase intention, while also significantly accounting for variations in customer satisfaction and perceived value.

Effect Size f²: The effect size (f²) analysis shows that search convenience significantly influences customer satisfaction (0.122) and perceived value (0.15), but does not affect repurchase intention. Experience convenience strongly impacts repurchase intention (0.195) and customer satisfaction (0.077), with a minor effect on perceived value (0.024). Access convenience and purchase convenience have minimal or no significant effects across the variables. Overall, search and experience convenience plays a more substantial role in shaping customer satisfaction and perceived value.

Q²predict: The table provided compares the predictive performance of two models, Partial Least Squares Structural Equation Modeling (PLS-SEM) and Linear Regression (LM), across various construct items, denoted as CS, PV, and RPI. The Q²predict values, ranging from 0.218 to 0.465, indicate the predictive relevance of the PLS-SEM model, suggesting stronger predictive power for the model.

Model Fit

Due to the reflective nature of each construct, the study is suitable for a consistent algorithm (Dijkstra & Henseler, 2015). The model fit index is based on the SRMR value since it's one of the best indices for assessing model fit (Hair et al., 2020). Similarly, the SRMR value in this study was determined to be 0.064, which is below the 0.08 threshold and indicates that the model has good explanatory power.

Hypothesis Testing

Furthermore, the study examined the causal relationship by analyzing the direct effects of independent variables over dependent variables, and also by conducting the mediating analysis and moderation analysis.
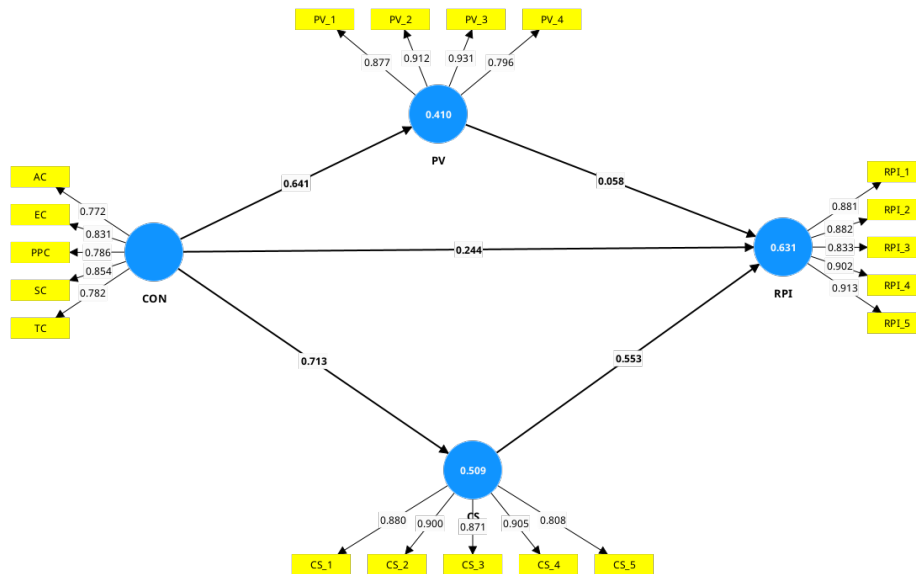
Figure 3: Path Diagram

Table 4: Hypothesis Testing

Structural Path	Beta (β)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CON -> RPI	0.244	0.247	0.079	3.093	0.002

Note. Researcher's Calculation, (2024)

Furthermore, convenience also has a positive impact on repurchase intention, though the effect is more modest. The Beta coefficient of 0.244 and a T-statistic of 3.093 indicate a weaker yet statistically significant relationship, with a P value of 0.002. This supports the hypothesis, H1, that convenience influences repurchase intention, albeit to a lesser extent.

Table 5: Hypothesis Testing - Mediating Effect

Structural Path	Beta (β)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CON -> PV -> RPI	0.037	0.036	0.057	0.652	0.515
CON -> CS -> RPI	0.394	0.394	0.071	5.516	0.001

Note. Researcher's Calculation, (2024)

The mediating effect of perceived value on the relationship between convenience and repurchase intention is not statistically significant. Customer satisfaction (β = 0.713, T = 13.842) is below the critical threshold for significance. Additionally, the P value of 0.515 indicates that this mediation effect is not statistically meaningful. Therefore, the hypothesis, H2, that perceived value mediates the relationship between convenience and repurchase intention is not supported.

The mediating effect of satisfaction on the relationship between convenience and repurchase intention is significant. The Beta (β) coefficient is 0.394, with a T statistic of 5.516, indicating a strong mediating effect. The P value of 0.001 further confirms the significance of this mediation. Thus, the hypothesis, H3, that satisfaction mediates the relationship between convenience and repurchase intention is strongly supported. While perceived value does not mediate the relationship between convenience and repurchase intention, satisfaction plays a significant mediating role, emphasizing its importance in the link between convenience and the likelihood of customers repurchasing.

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Discussions

The study's findings highlight the pivotal role of convenience in shaping consumer behavior in e-commerce. The data clearly shows that convenience significantly enhances customer satisfaction and perceived value confirming strong support for the hypotheses related to these relationships. Both relationships are highly significant, demonstrating that the ease of use and accessibility of e-commerce platforms strongly influence how consumers perceive value and experience satisfaction. These findings align with prior research by Wolfinbarger and Gilly (2003), which suggests that convenience is a critical factor in customer experience and loyalty in online shopping. Likewise, research by Jiang et al. (2013) further confirms that the ease of use, availability of features, and accessibility of e-commerce platforms positively influence consumer satisfaction and perceived value.

In terms of repurchase intention, convenience also plays a role, though its impact is more modest. A study by Jones, Mothersbaugh, and Beatty (2000) indicates that convenience is a significant, albeit secondary, factor affecting repurchase intentions with a relatively modest impact. This suggests that while convenience does influence a consumer's decision to repurchase, its effect may be mediated by other variables. Customer satisfaction emerges as a critical driver of repurchase intention, highlighting the importance of a positive shopping experience in fostering customer loyalty. These findings are consistent with studies by Anderson and Srinivasan (2003) and Kim et al. (2009), which similarly concluded that satisfaction is a strong predictor of repeat purchases in e-commerce.

Interestingly, perceived value does not significantly affect repurchase intention, contrasting with earlier studies that found perceived value to be a key factor in consumer loyalty. This finding aligns with Cronin et at. (2000), who observed that the influence of perceived value can vary based on market conditions and consumer priorities. This divergence suggests that in the context of Kathmandu Valley, consumers may prioritize convenience and satisfaction over perceived value when deciding to repurchase, perhaps due to the rapid evolution of e-commerce in emerging markets where the overall shopping experience outweighs cost considerations. The mediating analysis further underscores the role of customer satisfaction. Satisfaction serves as a significant mediator between convenience and repurchase intention, showing that the advantages of convenience are largely experienced through increased satisfaction. This underscores the critical role of ensuring customer satisfaction in translating a convenient shopping experience into repeat business. Furthermore, Homburg et al. (2005) emphasized that customer satisfaction bridges the effects of various factors, like convenience, to influence loyalty. Conversely, perceived value does not mediate the relationship between convenience and repurchase intention, suggesting that value on its own may not be enough to motivate repeat purchases.

Furthermore, research by Jiang et al. (2013) demonstrates that pre-purchase convenience plays a significant role in influencing consumer perceptions, while post-purchase convenience has a lesser impact on satisfaction and loyalty. This supports the findings of the study on the minimal roles of access and post-purchase support in repurchase behavior. To conclude, the importance of pre-purchase convenience in shaping perceptions of online shopping is highlighted in the study, suggesting that after purchase, factors like access and post-purchase support may be less critical for driving satisfaction or loyalty.

Conclusion and Implications

This study provides a comprehensive analysis of factors influencing repurchase intention in Nepal's e-commerce sector, highlighting the critical role of convenience. The findings indicate that convenience significantly enhances both customer satisfaction and perceived value, which are essential drivers of repurchase intention. Notably, customer satisfaction serves as a crucial mediator in the relationship between convenience and repeat purchases, underscoring the need for businesses to prioritize enhancing satisfaction to fully leverage the benefits of convenience.

The study also identifies search and evaluation convenience as particularly impactful, suggesting that not all aspects of convenience equally influence consumer behavior. This insight encourages businesses to optimize user experience by streamlining product searches and evaluations, which could lead to increased customer satisfaction and, consequently, higher repurchase rates.

The findings of this study offers essential insights for e-commerce businesses in Nepal, highlighting the need to focus on boosting customer satisfaction and loyalty. Key factors, particularly search and evaluation convenience, significantly influence customer satisfaction and perceived value. To create a seamless shopping experience, e-commerce platforms should simplify search processes and improve product evaluation mechanisms. Similarly, since customer satisfaction mediates the relationship between convenience and repurchase intention, business should prioritize the customer experience, ensuring excellent service quality and responsive support. Additionally, trust and product quality are essential for fostering loyalty; implementing transparent return policies and secure payment options can help build this trust. Ultimately, investing in convenience and customer satisfaction is crucial for driving sustainable growth and profitability in the competitive e-commerce landscape.

Limitations and Future Research

This study highlights future research opportunities centered on the role of convenience in e-commerce. Expanding the investigation to include factors like trust, product quality, and pricing can provide a more comprehensive understanding of repurchase intentions. Analyzing these variables in diverse cultural and geographical settings, such as urban versus rural areas in Nepal, could reveal significant variations in consumer behavior. Longitudinal studies tracking customer behavior over time would further clarify how improvements in convenience influence long-term loyalty. Similarly, incorporating advanced technologies such as artificial intelligence and machine learning into predictive models could improve the personalization of shopping experiences. Lastly, investigating the impact of mobile commerce on consumer behavior will be crucial as smartphone usage continues to rise, allowing businesses to refine their mobile platforms accordingly.

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Conflict of interest

Authors declared having no conflict of interests associated with this study.

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